



S T A T I O N S

Alphabetical Listing

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*U. S. Standard Stations
Indexed by Call Letters—
Power and Frequency*

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*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	599
KABR	Aberdeen, S. D.	1420	5000	578
KADA	Ada, Okla.	1230	250	540
KALB	Alexandria, La.	580	1000	414
KALE	Portland, Ore.	1330	5000	548
KALL	Salt Lake City, Utah	910	1000	604
KAMD	Camden, Ark.	1150	250 C.P.	318
KAND	Corsicana, Texas	1340	250	589
KANS	Wichita, Kans.	1240	250	400
KAPT	North Little Rock, Ark.	1450	250 C.P.	320
KARK	Little Rock, Ark.	920	5000	319
KARM	Fresno, Calif.	1430	5000	324
KASA	Elk City, Okla.	1240	100	540
KAST	Astoria, Ore.	1230	250	545
KATE	Albert Lea, Minn.	1450	250	451
KAVE	Carlsbad, N. M.	1240	250	480
KBIX	Muskogee, Okla.	1490	250	541
KBIZ	Ottumwa, Iowa	1240	250	399
KBKR	Baker, Ore.	1490	250	545
KBND	Bend, Ore.	1340	250	545
KBNE	Boulder City, Nev.	1450	250	475
KBON	Omaha, Neb.	1490	250	474
KBPS	Portland, Ore.	1450	100	548
KBST	Big Spring, Texas	1490	100	588
KBTM	Jonesboro, Ark.	1230	250	319
KBUR	Burlington, Iowa	1490	250	395
KBWD	Brownwood, Texas	1380	1000 d., 500 n.	588
KCKN	Kansas City, Kans.	1340	250	405
KCMC	Texarkana, Texas	1230	250	601
KCMJ	Palm Springs, Calif.	1340	250	333
KCMO	Kansas City, Mo.	1480	1000	463
KCOK	Tulare, Calif.	1240	250	341
KCOR	San Antonio, Texas	1350	1000 C.P.	599
KCOW	Ellensburg, Wash.	1240	250 C.P.	612
KCRA	Sacramento, Calif.	1340	250	334
KCRC	Enid, Okla.	1390	1000	540
KCRS	Midland, Texas	1230	250	597
KDAL	Duluth, Minn.	610	1000	451
KDB	Santa Barbara, Calif.	1490	250	339
KDFN	Casper, Wyo.	1470	1000	627

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KDKA	Pittsburgh, Pa.	1020	50000	565
KDLR	Devils Lake, N. D.	1240	250	523
KDNT	Denton, Texas	1450	250	591
KDON	Monterey, Calif.	1240	250	331
KDBO	Sedalia, Mo.	1490	250	468
KDTH	Dubuque, Iowa	1370	1000	398
KDYL	Salt Lake City, Utah	1320	5000	605
KECA	Los Angeles, Calif.	790	5000	325
KELA	Centralia-Chehalis, Wash.	1470	1000	612
KELD	El Dorado, Ark.	1400	250	318
KELO	Sioux Falls, S. D.	1230	250	579
KENO	Las Vegas, Nev.	1400	250	475
KERN	Bakersfield, Calif.	1410	1000	323
KEVR	Seattle, Wash.	1090	250	613
KEX	Portland, Ore.	1190	5000	548
KEYS	Corpus Christi, Texas	1490	250	589
KFAB	Lincoln, Neb.	1110	10000	473
KFAC	Los Angeles, Calif.	1330	1000	325
KFAM	St. Cloud, Minn.	1450	250	454
KFAR	Fairbanks, Alaska	610	10000	629
KFBB	Great Falls, Mont.	1310	5000	471
KFBC	Cheyenne, Wyo.	1240	250	627
KFBI	Wichita, Kans.	1070	5000 d., 1000 n.	409
KFBK	Sacramento, Calif.	1530	10000	334
KFDA	Amarillo, Texas	1230	250	586
KFDM	Beaumont, Texas	560	1000	587
KFEL	Denver, Colo.	950	5000	342
KFEQ	St. Joseph, Mo.	680	5000	465
KFFA	Helena, Ark.	1490	250	319
KFGQ	Boone, Iowa	1260	250	395
KFH	Wichita, Kans.	1330	5000	407
KFI	Los Angeles, Calif.	640	50000	326
KFIO	Spokane, Wash.	1230	250	615
KFIZ	Fond-Du-Lac, Wis.	1450	250	621
KFJB	Marshalltown, Iowa	1230	250	398
KFJI	Klamath Falls, Ore.	1240	100	546
KFJM	Grand Forks, N. D.	1440	1000	523
KFJZ	Fort Worth, Texas	1270	5000	593
KFKA	Greeley, Colo.	910	1000	344
KFKU	Lawrence, Kans.	1250	5000 d., 1000 n.	406
KFLW	Klamath Falls, Ore.	1450	250	546
KFMB	San Diego, Calif.	1450	250	335
KFNF	Shenandoah, Iowa	920	1000 d., 500 n.	399
KFOR	Lincoln, Neb.	1240	250	473
KFOX	Long Beach, Calif.	1280	1000	325
KFPW	Fort Smth, Ark.	1400	250	318
KEPY	Spokane, Wash.	920	5000	615
KFQD	Anchorage, Alaska	790	1000	629
KFRC	San Francisco, Calif.	610	5000	336
KFRE	Fresno, Calif.	1340	250	324
KFRO	Longview, Texas	1370	1000	596
KFRU	Columbia, Mo.	1400	250	461
KFSD	San Diego, Calif.	600	1000	335
KFSG	Los Angeles, Calif.	1150	2500 d., 1000 n.	326
KFUN	Las Vegas, N. M.	1230	250	480
KFUO	St. Louis, Mo.	850	5000	465
KFVD	Los Angeles, Calif.	1020	1000	328
KFVS	Cape Girardeau, Mo.	1400	250	461
KFWB	Los Angeles, Calif.	980	5000	326
KFXD	Nampa, Idaho	1230	250	375
KFXJ	Grand Junction, Colo.	920	1000 d., 500 n.	344
KFXM	San Bernardino, Calif.	1240	250	334

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KFYO	Lubbock, Texas	1340	250	596
KFYR	Bismarck, N. D.	550	5000	523
KGA	Spokane, Wash.	1510	10000	615
KGAK	Gallup, N. M.	1230	250	480
KGB	San Diego, Calif.	1360	1000	336
KGBS	Harlingen, Texas	1240	250	595
KGBX	Springfield, Mo.	1260	5000	468
KGCU	Mandan, N. D.	1270	250	524
KGCX	Sidney, Mont.	1480	1000	472
KGDE	Fergus Falls, Minn.	1230	250 d., 100 n.	451
KGDM	Stockton, Calif.	1140	5000	340
KGEK	Sterling, Colo.	1230	250	345
KGER	Long Beach, Calif.	1390	5000	325
KGEZ	Kalispell, Mont.	1340	100	471
KGFF	Shawnee, Okla.	1450	250	543
KGfJ	Los Angeles, Calif.	1230	100	328
KGfL	Roswell, N. M.	1400	100	481
KGfW	Kearney, Neb.	1340	250	473
KGfX	Pierre, S. D.	630	200	578
KGfY	Coffeyville, Kans.	690	1000 d., 500 n.	403
KGGM	Albuquerque, N. M.	1260	1000	480
KGfH	Pueblo, Colo.	1350	1000 d., 500 n.	345
KGHI	Little Rock, Ark.	1230	250	320
KGHL	Billings, Mont.	790	5000	469
KGIR	Butte, Mont.	1370	5000	471
KGIW	Alamosa, Colo.	1450	250	342
KGKB	Tyler, Texas	1490	250	601
KGKL	San Angelo, Texas	1400	250	598
KGKO	Fort Worth, Texas	570	5000	593
KGKY	Scottsbluff, Neb.	1490	250	475
KGLO	Mason City, Iowa	1300	5000	399
KGLU	Safford, Ariz.	1450	250	317
KGMB	Honolulu, Hawaii	590	5000	631
KGNC	Amarillo, Texas	1140	5000 d., 1000 n.	586
KGNO	Dodge City, Kans.	1370	1000 d., 250 n.	403
KGO	San Francisco, Calif.	810	7500	336
KGRH	Fayetteville, Ark.	1450	250 C.P.	318
KGU	Honolulu, Hawaii	760	2500	631
KGVO	Missoula, Mont.	1290	5000 d., 1000 n.	471
KGW	Portland, Ore.	620	5000	518
KGY	Olympia, Wash.	1240	250	613
KHAS	Hastings, Neb.	1230	250	473
KHBC	Hilo, Hawaii	1230	250	631
KHBG	Okmulgee, Okla.	1240	250	542
KHJ	Los Angeles, Calif.	930	5000	329
KHMO	Hannibal, Mo.	1340	250	461
KHON	Honolulu, Hawaii	1400	250 C.P.	631
KHQ	Spokane, Wash.	500	5000	616
KHSL	Chico, Calif.	1290	1000	323
KHUB	Watsonville, Calif.	1340	250	341
KICA	Clovis, N. M.	1240	250	480
KICD	Spencer, Iowa	1240	250	401
KID	Idaho Falls, Idaho	1350	5000 d., 500 n.	395
KIDO	Boise, Idaho	1380	2500 d., 1000 n.	375
KIEM	Eureka, Calif.	1480	1000	324
KIEV	Glendale, Calif.	870	250	324
KILO	Grand Forks, N. D.	1440	1000 d., 500 n.	523
KINY	Juneau, Alaska	1460	5000	629
KIRO	Seattle, Wash.	710	50000	614
KIT	Yakima, Wash.	1280	1000	617
KIUL	Garden City, Kans.	1240	250	403

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KIUN	Pecos, Texas	1400	100	598
KIUP	Durango, Colo.	1400	250	344
KJBS	San Francisco, Calif.	1100	500	336
KJR	Seattle, Wash.	950	5000	614
KLAC	Los Angeles, Calif.	570	1000	329
KLBM	La Grande, Ore.	1450	250	547
KLCN	Blytheville, Ark.	900	1000	318
KLIZ	Brainerd, Minn.	1400	250 C.P.	451
KLO	Ogden, Utah	1430	5000	604
KLPM	Minot, N. D.	1390	1000	524
KLRA	Little Rock, Ark.	1010	10000 d., 5000 n.	320
KLUF	Galveston, Texas	1400	250	595
KLX	Oakland, Calif.	910	1000	332
KLZ	Denver, Colo.	560	5000	343
KMA	Shenandoah, Iowa	960	5000	309
KMAC	San Antonio, Texas	1240	250	599
KMBC	Kansas City, Mo.	980	5000	463
KMED	Medford, Ore.	1440	1000	547
KMJ	Fresno, Calif.	580	5000	324
KMLB	Monroe, La.	1230	250	415
KMMJ	Grand Island, Neb.	750	1000	472
KMO	Tacoma, Wash.	1360	5000	616
KMOX	St. Louis, Mo.	1120	50000	467
KMPC	Los Angeles, Calif.	710	10000	331
KMYC	Marysville, Calif.	1450	250	331
KMYR	Denver, Colo.	1340	250	343
KNAK	Salt Lake City, Utah	1400	250	604
KNEL	Brady, Texas	1490	250 d., 100 n.	588
KNET	Palestine, Texas	1450	100	597
KNOE	Monroe, La.	1450	250	415
KNOW	Austin, Texas	1490	250	587
KNX	Los Angeles, Calif.	1070	50000	329
KOA	Denver, Colo.	850	50000	343
KOAC	Corval's, Ore.	550	5000 d., 1000 n.	545
KOAL	Price, Utah	1450	250	604
KOAM	Pittsburgh, Kans.	810	1000	406
KOB	Albuquerque, N. M.	770	5000	480
KOCA	Kilgore, Texas	1240	250	596
KOCY	Oklahoma City, Okla.	1340	250	541
KODL	The Dalles, Ore.	1230	250 d., 100 n.	546
KODY	North Platte, Neb.	1240	250	474
KOH	Reno, Nev.	630	1000	475
KOIL	Omaha, Neb.	1290	5000	474
KOIN	Portland, Ore.	970	5000	518
KOKO	La Junta, Colo.	1400	250	344
KOL	Seattle, Wash.	1300	5000	614
KOMA	Oklahoma City, Okla.	1520	5000	541
KOME	Tulsa, Okla.	1340	250	543
KOMO	Seattle, Wash.	1000	5000	614
KONO	San Antonio, Texas	1400	250	599
KONP	Port Angeles, Wash.	1450	250	613
KOOS	Coos Bay, Ore.	1230	250	547
KORE	Eugene, Ore.	1450	250	546
KORN	Fremont, Neb.	1400	250	472
KOTA	Rapid City, S. D.	1380	5000	578
KOTN	Pine Bluff, Ark.	1490	250	320
KOVC	Valley City, N. D.	1490	250	524
KOVO	Provo, Utah	1210	250	604
KOWH	Omaha, Neb.	660	500	474
KOY	Phoenix, Ariz.	550	1000	316
KPAB	Laredo, Texas	1490	250	596

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KPAC	Port Arthur, Texas	1250	1000	598
KPDN	Pampa, Texas	1340	250	597
KPFA	Helena, Mont.	1240	250	471
KPHO	Phoenix, Ariz.	1230	250	316
KPKW	Pasco, Wash.	1340	250	613
KPLC	Lake Charles, La.	1490	250	414
KPLT	Paris, Texas	1490	250	597
KPMC	Bakersfield, Calif.	1560	1000	323
KPO	San Francisco, Calif.	680	50000	336
KPOF	Denver, Colo.	910	1000	313
KPOW	Powell, Wyo.	1230	250	627
KPPC	Pasadena, Calif.	1240	100	333
KPQ	Wenatchee, Wash.	560	1000	617
KPRC	Houston, Texas	950	5000	595
KPKO	Riverside, Calif.	1440	1000	333
KQV	Pittsburgh, Pa.	1410	1000	563
KQW	San Jose, Calif.	740	5000	339
KBBA	Lufkin, Texas	1340	250	597
KBBC	Abilene, Texas	1450	250	586
KBEM	Bozeman, Mont.	1450	250	469
KBE	Berkeley, Calif.	1400	250	323
KRGV	Weslaco, Texas	1290	1000	603
KBIC	Beaumont, Texas	1450	250	588
KBIS	Corpus Christi, Texas	1360	1000	589
KBJF	Miles City, Mont.	1340	250	471
KBKD	Los Angeles, Calif.	1150	2500 d., 1000 n.	329
KBKO	Everett, Wash.	1400	250	612
KBLC	Lewiston, Idaho	1400	250	375
KBLD	Dallas, Texas	1080	50000	591
KBMD	Shreveport, La.	1340	250	416
KBNR	Roseburg, Ore.	1490	250	549
KBNT	Des Moines, Iowa	1350	5000	397
KROC	Rochester, Minn.	1340	250	453
KROD	El Paso, Texas	600	1000 d., 500 n.	593
KROP	Brawley, Calif.	1300	1000 d., 500 n., C.P.	323
KROS	Clinton, Iowa	1340	250	395
KBOW	Oakland, Calif.	960	1000	332
KBRY	Sacramento, Calif.	1240	250	334
KBRY	Sherman, Texas	910	1000	600
KBSC	Seattle, Wash.	1150	1000	614
KSAC	Manhattan, Kans.	580	1000 d., 500 n.	406
KSAL	Salina, Kans.	1150	1000	406
KSAM	Huntsville, Texas	1490	250	596
KSAN	San Francisco, Calif.	1450	250	337
KSCJ	Sioux City, Iowa	1360	5000	399
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	467
KSEI	Pocatello, Idaho	930	1000 d., 250 n.	375
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	337
KSIL	Silver City, N. M.	1340	250 C.P.	481
KSJB	Jamestown, N. D.	600	250, 5000 C.P.	524
KSKY	Dallas, Texas	660	1000	591
KSL	Salt Lake City, Utah	1160	50000	605
KSJM	Salem, Ore.	1390	1000	549
KSMA	Santa Maria, Calif.	1450	250	340
KSO	Des Moines, Iowa	1460	5000	397
KSOO	Sioux Falls, S. D.	1140	5000	579
KSRO	Santa Rosa, Calif.	1350	1000	340
KSRV	Ontario, Ore.	1450	250 C.P.	547
KSTP	St. Paul, Minn.	1500	50000	454
KSUB	Cedar City, Utah	1340	250	603
KSUN	Bisbee, Ariz.	1230	250	315

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KSWO	Lawton, Okla.	1150	250	541
KTAR	Phoenix, Ariz.	620	5000	316
KTBC	Austin, Texas	590	1000 d., 250 n.	587
KTBI	Tacoma, Wash.	1490	250	616
KTBS	Shreveport, La.	1480	1000	417
KTEM	Temple, Texas	1400	250	600
KTFI	Twin Falls, Idaho	1270	1000	377
KTHS	Hot Springs, Ark.	1090	10000 d., 1000 n.	319
KTHT	Houston, Texas	1230	250	595
KTKC	Visalia, Calif.	940	5000	341
KTKN	Ketchikan, Alaska	930	1000	629
KTMC	McAlester, Okla.	1400	250 C.P.	541
KTMS	Santa Barbara, Calif.	1250	1000	340
KTNM	Tucumcari, N. M.	1400	250	481
KTOH	Lihue, Hawaii	1490	250	631
KTOK	Oklahoma City, Okla.	1400	250	542
KTRB	Modesto, Calif.	860	1000	331
KTRH	Houston, Texas	740	50000	595
KTRI	Sioux City, Iowa	1450	250	401
KTSA	San Antonio, Texas	550	5000 d., 1000 n.	600
KTSM	El Paso, Texas	1380	1000 d., 500 n.	593
KTSW	Emporia, Kans.	1400	250	403
KTTS	Springfield, Mo.	1400	250	469
KTUC	Tucson, Ariz.	1400	250	317
KTUL	Tulsa, Okla.	1430	5000	543
KTW	Seattle, Wash.	1250	1000	615
KTWV	Yakima, Wash.	1460	250	617
KUIN	Grant Pass, Ore.	1340	250	546
KUJ	Walla Walla, Wash.	1420	1000	617
KUOA	Siloam Springs, Ark.	1290	5000	320
KUOM	Minneapolis, Minn.	770	5000	452
KUSD	Vermillion, S. D.	920	500	579
KUTA	Salt Lake City, Utah	570	5000	605
KVAK	Atchison, Kans.	1450	250	403
KVAL	Brownsville, Texas	1490	250 C.P.	588
KVAN	Vancouver, Wash.	910	500	616
KVCV	Redding, Calif.	1230	250	333
KVEC	San Luis Obispo, Calif.	1230	250	339
KVET	Austin, Texas	1400	250 C.P.	587
KVFD	Fort Dodge, Iowa	1400	250	398
KVGB	Great Bend, Kans.	1400	250	405
KVI	Tacoma, Wash.	570	5000	616
KVIC	Victoria, Texas	1340	250	601
KVNU	Legan, Utah	1230	250	603
KVOA	Tucson, Ariz.	1290	1000	317
KVOD	Denver, Colo.	630	5000	344
KVOE	Santa Ana, Calif.	1490	250	339
KVOL	Lafayette, La.	1340	250	414
KVOO	Tulsa, Okla.	1170	50000	543
KVOP	Plainview, Texas	1400	250	598
KVOR	Colorado Springs, Colo.	1300	1000	342
KVOS	Bellingham, Wash.	790	250	612
KVOX	Moorhead, Minn.	1340	250	453
KVRS	Rock Springs, Wyo.	1400	250	627
KVSF	Santa Fe, N. M.	1340	100	481
KVSO	Ardmore, Okla.	1240	250	540
KVWC	Vernon, Texas	1490	250	601
KWAL	Wallace, Idaho	1450	250	377
KWAT	Watertown, S. D.	1240	250	579
KWBR	Oakland, Calif.	1310	1000	332
KWBU	Corpus Christi, Texas	1010	50000	589

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KWBW	Hutchinson, Kans.	1450	250	405
KWEW	Hobbs, N. M.	1490	100	480
KWFC	Hot Springs, Ark.	1340	250	319
KWFT	Wichita Falls, Texas	620	5000 d., 1000 n.	603
KWG	Stockton, Calif.	1230	250	340
KWIL	Albany, Ore.	1240	250	545
KWJB	Globe, Ariz.	1240	250	315
KWJJ	Portland, Ore.	1080	1000	549
KWK	St. Louis, Mo.	1380	5000 d., 1000 n.	467
KWKH	Shreveport, La.	1130	50000	417
KWKW	Pasadena, Calif.	1430	1000	333
KWLC	Decorah, Iowa	1240	250	397
KWLK	Longview, Wash.	1400	250	613
KWLM	Willmar, Minn.	1310	250	455
KWNO	Winona, Minn.	1230	250	455
KWOC	Poplar Bluff, Mo.	1340	250	465
KWON	Bartlesville, Okla.	1400	250	540
KWOR	Worland, Wyo.	1490	250 C.P.	627
KWOS	Jefferson City, Mo.	1240	250	461
KWRC	Pendleton, Ore.	1240	250	547
KWSC	Pullman, Wash.	1250	5000	613
KWTO	Springfield, Mo.	560	5000 d., 1000 n.	469
KWTX	Waco, Texas	1230	250 C.P.	601
KWYO	Sheridan, Wyo.	1400	250	627
KXA	Seattle, Wash.	770	1000	615
KXEL	Waterloo, Iowa	1540	50000	401
KXL	Portland, Ore.	750	10000	549
KXLA	Pasadena, Calif.	1110	10000	332
KXO	El Centro, Calif.	1230	250	323
KXOA	Sacramento, Calif.	1490	250	334
KXOK	St. Louis, Mo.	630	5000	467
KXOX	Sweetwater, Texas	1240	250	600
KXRO	Aberdeen, Wash.	1340	250	612
KXYZ	Houston, Texas	1320	5000	596
KYA	San Francisco, Calif.	1260	5000 d., 1000 n.	339
KYCA	Prescott, Ariz.	1490	250	316
KYOS	Merced, Calif.	1490	250	331
KYSM	Mankato, Minn.	1230	250	452
KYUM	Yuma, Ariz.	1240	250	317
KYW	Philadelphia, Pa.	1060	50000	556
WAAB	Worcester, Mass.	1440	5000	434
WAAF	Chicago, Ill.	950	1000	378
WAAT	Newark, N. J.	970	1000	478
WABC	New York, N. Y.	880	50000	489
WABI	Bangor, Me.	1230	1000, 5000 C.P.	417
WABY	Albany, N. Y.	1400	250	483
WACO	Waco, Texas	1450	250	601
WADC	Akron, O.	1350	5000	526
WAGA	Atlanta, Ga.	590	5000	367
WAGC	Chattanooga, Tenn.	1450	250 C.P.	581
WAGE	Syracuse, N. Y.	620	1000	505
WAGF	Dothan, Ala.	1400	250	312
WAGM	Presque Isle, Me.	1450	100	419
WAIM	Anderson, S. C.	1230	250	574
WAIR	Winston-Salem, N. C.	1430	250	521
WAIT	Chicago, Ill.	820	5000	378
WAJR	Morgantown, W. Va.	1230	250	619
WAKR	Akron, O.	1590	5000	528
WALA	Mobile, Ala.	1410	5000	313
WALB	Albany, Ga.	1590	1000	365
WALL	Middletown, N. Y.	1310	250	489

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WAML	Laurel, Miss.	1340	250	458
WAOV	Vincennes, Ind.	1450	250	394
WAPI	Birmingham, Ala.	1070	5000	311
WAO	Chattanooga, Tenn.	1150	5000 d., 1000 n.	581
WARD	Johnstown, Pa.	1400	250 C.P.	554
WARM	Scranton, Pa.	1400	250	566
WASK	Lafayette, Ind.	1450	250	393
WATL	Atlanta, Ga.	1400	250	365
WATN	Watertown, N. Y.	1240	250	509
WATR	Waterbury, Conn.	1320	1000	350
WATT	Cadillac, Mich.	1240	250	437
WATW	Ashland, Wis.	1400	250	621
WAVE	Louisville, Ky.	970	5000	412
WAWZ	Zarepath, N. J.	1380	5000 d., 1000 n.	479
WAYS	Charlotte, N. C.	610	1000	513
WAYX	Waycross, Ga.	1230	250	374
WAZL	Hazleton, Pa.	1450	250	555
WBAA	West Lafayette, Ind.	920	5000 d., 1000 n.	394
WBAB	Atlantic City, N. J.	1490	250	477
WBAC	Cleveland, Tenn.	1340	250	582
WBAL	Baltimore, Md.	1090	50000	421
WBAP	Fort Worth, Texas	820	50000	593
WBAX	Wilkes-Barre, Pa.	1240	250	568
WBBB	Burlington, N. C.	920	1000	513
WBBL	Richmond, Va.	1450	250	609
WBBM	Chicago, Ill.	780	50000	378
WBBR	Brooklyn, N. Y.	1330	1000	486
WBBZ	Ponca City, Okla.	1230	250	542
WBCM	Bay City, Mich.	1440	1000 d., 500 n.	437
WBEJ	Elizabethton, Tenn.	1240	250 C.P.	582
WBEN	Buffalo, N. Y.	930	5000	486
WBHD	Petersburg, Va.	1240	250 C. P.	626
WBHP	Huntsville, Ala.	1230	250	313
WBIG	Greensboro, N. C.	1470	5000	516
WBIR	Knoxville, Tenn.	1240	250	583
WBLJ	Dalton, Ga.	1230	250	370
WBLK	Clarksburg, W. Va.	1400	250	619
WBML	Macon, Ga.	1240	250	371
WBNS	Columbus, O.	1460	5000 d., 1000 n.	531
WBNX	New York, N. Y.	1380	5000	490
WBNY	Buffalo, N. Y.	1400	250	486
WBOC	Salisbury, Md.	1230	250	427
WBOW	Terre Haute, Ind.	1230	250	394
WBRB	Red Bank, N. J.	1240	250	478
WBRC	Birmingham, Ala.	960	5000	311
WBKE	Wilkes-Barre, Pa.	1340	250	568
WBRK	Pittsfield, Mass.	1340	250	433
WBRW	Welch, W. Va.	1340	250	620
WBRY	Waterbury, Conn.	1590	1000	350
WBT	Charlotte, N. C.	1110	50000	514
WBTA	Batavia, N. Y.	1490	250	483
WBTH	Williamson, W. Va.	1400	250	620
WBTM	Danville, Va.	1400	250	607
WBYN	Brooklyn, N. Y.	1430	1000 d., 500 n.	485
WBZ	Boston, Mass.	1030	50000	429
WBZA	Springfield, Mass.	1030	1000	429
WCAE	Pittsburgh, Pa.	1250	5000	565
WCAL	Northfield, Minn.	770	5000	453
WCAM	Camden, N. J.	1310	500	478
WCAO	Baltimore, Md.	600	5000	421
WCAP	Asbury Park, N. J.	1310	500	477

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WCAR	Pontiac, Mich.	1130	1000	449
WCAT	Rapid City, S. D.	1230	100	578
WCAU	Philadelphia, Pa.	1210	50000	557
WCAX	Burlington, Vt.	920	1000	606
WCAZ	Carthage, Ill.	1080	250	378
WCBI	Columbus, Miss.	1310	250	456
WCBM	Baltimore, Md.	1400	250	421
WCBS	Springfield, Ill.	1150	250	386
WCBT	Roanoke Rapids, N. C.	1230	250	519
WCCO	Minneapolis, Minn.	830	50000	453
WCED	Du Bois, Pa.	1230	250	551
WCFL	Chicago, Ill.	1000	10000	379
WCHS	Charleston, W. Va.	580	5000	618
WCHV	Charlottesville, Va.	1450	250	607
WCKY	Cincinnati, O.	1530	50000	528
WCLO	Janesville, Wis.	1230	250	622
WCMA	Corinth, Miss.	1230	250	456
WCMJ	Ashland, Ky.	1310	250	411
WCNC	Elizabeth, N. C.	1400	250	511
WCNH	Concord, N. H.	1190	250 C.P.	476
WCOA	Pensacola, Fla.	1370	1000 d., 500 n.	360
WCOG	Meridian, Miss.	910	1000	458
WCOL	Columbus, O.	1230	250	531
WCOP	Boston, Mass.	1150	500	429
WCOS	Columbia, S. C.	1400	250	574
WCOU	Lewiston, Maine	1240	250	418
WCOV	Montgomery, Ala.	1240	250	313
WCPO	Cincinnati, O.	1230	250	528
WCBS	Greenwood, S. C.	1450	250	577
WCBW	Chicago, Ill.	1240	100	
WCSC	Charleston, S. C.	1390	1000 d., 500 n.	571
WCSE	Portland, Me.	970	5000	418
WDAD	Indiana, Pa.	1450	250	555
WDAE	Tampa, Fla.	1250	5000	361
WDAF	Kansas City, Mo.	610	5000	463
WDAK	Columbus, Ga.	1310	250	370
WDAN	Danville, Ill.	1490	250	381
WDAS	Philadelphia, Pa.	1400	250	557
WDAY	Fargo, N. D.	970	5000	523
WDBC	Escanaba, Mich.	1490	250	443
WDBJ	Roanoke, Va.	960	5000	610
WDBO	Orlando, Fla.	580	5000	358
WDEF	Chattanooga, Tenn.	1400	250	581
WDEL	Wilmington, Del.	1150	5000	351
WDEV	Waterbury, Vt.	550	1000	606
WDGY	Minneapolis, Minn.	1130	5000 d., 500 n.	452
WDLF	Panama City, Fla.	1230	250	359
WDMJ	Marquette, Mich.	1310	250	418
WDNC	Durham, N. C.	1490	250	514
WDOD	Chattanooga, Tenn.	1310	5000	581
WDBC	Hartford, Conn.	1360	5000	347
WDSM	Superior, Wis.	1230	250	626
WDSU	New Orleans, La.	1280	5000	415
WDWS	Champaign, Ill.	1400	250	378
WDZ	Tuscola, Ill.	1050	1000	387
WEAF	New York, N. Y.	660	50000	491
WEAN	Providence, R. I.	790	5000	573
WEAU	Eau Claire, Wis.	790	5000 d., 1000 n.	621
WEBC	Duluth, Minn.	1320	5000	451
WEBQ	Harrisburg, Ill.	1240	250	385
WEBR	Buffalo, N. Y.	1340	250	487

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WEDC	Chicago, Ill.	1240	250	381
WEED	Rocky Mount, N. C.	1450	250	519
WEEI	Boston, Mass.	590	5000	429
WEEU	Reading, Pa.	850	1000	566
WEGO	Concord, N. C.	1410	1000	514
WEIM	Fitchburg, Mass.	1340	250	431
WELI	New Haven, Conn.	960	1000 d., 500 n.	349
WELL	Battle Creek, Mich.	1400	250	437
WELO	Tupelo, Miss.	1490	250	459
WEMP	Milwaukee, Wis.	1340	250	623
WENR	Chicago, Ill.	890	50000	379
WENT	Gloversville, N. Y.	1340	250	488
WENY	Elmira, N. Y.	1230	250	488
WEOA	Evansville, Ind.	1400	250	389
WERC	Er'e, Pa.	1230	250	553
WEST	Easton, Pa.	1400	250	552
WESX	Salem, Mass.	1230	250	433
WEVD	New York, N. Y.	1330	5000	491
WEW	St. Louis, Mo.	770	1000	468
WEXL	Royal Oak, Mich.	1340	250	448
WFAA	Dallas, Texas	820	50000	591
WFAS	White Plains, N. Y.	1230	250	511
WFBC	Greenville, S. C.	1330	5000	577
WFBG	Altoona, Pa.	1340	250	551
WFBL	Syracuse, N. Y.	1390	5000	507
WFBM	Indianapolis, Ind.	1260	5000	390
WFBR	Baltimore, Md.	1300	5000	421
WFCI	Pawtucket, R. I.	1420	1000	573
WFDF	Flint, Mich.	910	1000	443
WFEA	Manchester, N. H.	1370	5000	476
WFEB	Sylacauga, Ala.	1340	250	315
WFHR	Wisconsin Rapids, Wis.	1340	250	626
WFIG	Sumter, S. C.	1340	250	578
WFIL	Philadelphia, Pa.	560	1000	559
WFJN	Findlay, O.	1330	1000	533
WFKY	Frankfort, Ky.	1490	250 C.P.	411
WFLA	Tampa, Fla.	970	5000	363
WFMD	Frederick, Md.	930	500	423
WFMJ	Youngstown, O.	1450	250	539
WFNC	Fayetteville, N. C.	1450	250	515
WFOR	Hattiesburg, Miss.	1400	250	457
WFOY	St. Augustine, Fla.	1240	250	360
WFPG	Atlantic City, N. J.	1450	250	477
WFTC	Kinston, N. C.	1230	250	517
WFVA	Fredericksburg, Va.	1290	250	607
		1230 C. P.		
WGAA	Augusta, Ga.	1240	250	369
WGAC	Cedartown, Ga.	1340	250	369
WGAL	Lancaster, Pa.	1490	250	555
WGAN	Portland, Me.	560	5000	418
WGAP	Maryville, Tenn.	1400	250 C.P.	583
WGAE	Cleveland, O.	1220	5000	530
WGAU	Athens, Ga.	1340	250	365
WGBB	Freeport, N. Y.	1240	100	488
WGBF	Evansville, Ind.	1280	5000 d., 1000 n.	389
WGBG	Greensboro, N. C.	980	1000	516
WGBI	Scranton, Pa.	940	1000 d., 500 n.	566
WGBR	Goldboro, N. C.	1400	250	515
WGBS	Miami, Fla.	710	10000	356
WGCM	Gulfport, Miss.	1240	250	457

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WGES . . .	Chicago, Ill.	1390	5000	381
WGGA . . .	Gainesville, Ga.	1240	250	371
WGH . . .	Newport News, Va.	1340	250	608
WGIL . . .	Galesburg, Ill.	1400	250	384
WGKV . . .	Charleston, W. Va.	1490	100	618
WGL . . .	Fort Wayne, Ind.	1450	250	390
WGN . . .	Chicago, Ill.	720	50000	381
WGNC . . .	Gastonla, N. C.	1450	250	515
WGNX . . .	Newburgh, N. Y.	1220	1000	489
WGOV . . .	Valdosta, Ga.	1450	250	374
WGPC . . .	Albany, Ga.	1450	250	365
WGR . . .	Buffalo, N. Y.	550	5000 d., 1000 n.	487
WGRC . . .	Louisville, Ky.	1400	250	412
WGRM . . .	Greenwood, Miss.	1240	250	456
WGST . . .	Atlanta, Ga.	920	5000 d., 1000 n.	367
WGTC . . .	Greenville, N. C.	1490	250	517
WGTM . . .	Wilson, N. C.	1340	250	521
WGY . . .	Schenectady, N. Y.	810	50000	504
WHA . . .	Madison, Wisc.	970	5000	622
WHAI . . .	Greenfield, Mass.	1240	250	432
WHAM . . .	Rochester, N. Y.	1180	50000	503
WHAS . . .	Louisville, Ky.	840	50000	412
WHAT . . .	Philadelphia, Pa.	1340	100	559
WHAZ . . .	Troy, N. Y.	1330	1000	507
WHB . . .	Kansas City, Mo.	880	1000	463
WHBB . . .	Selma, Ala.	1490	100	314
WHBC . . .	Canton, O.	1480	1000	528
WHBF . . .	Rock Island, Ill.	1270	5000	386
WHBI . . .	Newark, N. J.	1280	2500 d., 1000 n.	478
WHBL . . .	Sheboygan, Wisc.	1350	1000 d., 250 n.	626
WHBQ . . .	Memphis, Tenn.	1400	250	581
WHBU . . .	Anderson, Ind.	1240	250	389
WHBY . . .	Appleton, Wisc.	1230	250	621
WHCU . . .	Ithaca, N. Y.	870	1000	488
WHDF . . .	Calumet, Mich.	1400	250	437
WHDH . . .	Boston, Mass.	850	5000	429
WHDL . . .	Olean, N. Y.	1450	250	501
WHEB . . .	Portsmouth, N. H.	750	1000	477
WHEC . . .	Rochester, N. Y.	1460	1000 d., 500 n.	503
WHFC . . .	Cicero, Ill.	1450	250	384
WHGB . . .	Harrisburg, Pa.	1400	250	553
WHIO . . .	Dayton, O.	1290	5000	532
WHIS . . .	Bluefield, W. Va.	1440	1000 d., 500 n.	618
WHIT . . .	New Bern, N. C.	1450	250	518
WHIZ . . .	Zanesville, O.	1240	250	539
WHJB . . .	Greensburg, Pa.	620	250	553
WHK . . .	Cleveland, O.	1420	5000	530
WHKC . . .	Columbus, O.	610	1000	531
WHKK . . .	Akron, O.	640	1000	526
WHKY . . .	Hickory, N. C.	1290	5000 d., 1000 n.	517
WHLB . . .	Virginia, Minn.	1400	250	454
WHLD . . .	Niagara Falls, N. Y.	1290	1000	501
WHLN . . .	Harlan, Ky.	1230	250	411
WHLS . . .	Port Huron, Mich.	1450	250	449
WHMA . . .	Anniston, Ala.	1450	250	311
WHN . . .	New York, N. Y.	1050	50000	491
WHNC . . .	Henderson, N. C.	890	250	517
WHO . . .	Dos Molnes, Iowa	1040	50000	397
WHOM . . .	Jersey City, N. J.	1480	1000 d., 500 n.	478

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WHOP	Hopkinsville, Ky.	1230	250	412
WHOT	South Bend, Ind.	1490	250	393
WHP	Harrisburg, Pa.	1460	5000 d., 1000 n.	553
WHTB	Talladega, Ala.	1230	250	315
WHTD	Hartford, Conn.	1410	5000	347
WHUB	Cookeville, Tenn.	1400	250	582
WHYN	Holyoke, Mass.	1400	250	432
WIAC	Hato Rey-San Juan, Puerto Rico	580	5000	633
WIBA	Madison, Wisc.	1310	5000	622
WIBC	Indianapolis, Ind.	1070	5000	391
WIBG	Philadelphia, Pa.	990	10000	559
WIBM	Jackson, Mich.	1450	250	445
WIBU	Poynette, Wisc.	1240	250	625
WIBW	Topeka, Kans.	580	5000	406
WIBX	Utica, N. Y.	1230	250	509
WICA	Ashtabula, O.	970	1000	528
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	347
WIGM	Medford, Wisc.	1490	250	623
WIL	St. Louis, Mo.	1230	250	468
WILL	Urbana, Ill.	580	5000	387
WILM	Wilmington, Del.	1450	250	351
WINC	Winchester, Va.	1400	250	611
WIND	Chicago, Ill.	560	5000	383
WING	Dayton, O.	1410	5000	532
WINK	Fort Myers, Fla.	1240	250	351
WINN	Louisville, Ky.	1240	250	413
WINS	New York, N. Y.	1010	10000 50000 C. P.	491
WINX	Washington, D. C.	1340	250	352
WIOD	Miami, Fla.	610	5000	357
WIP	Philadelphia, Pa.	610	5000	561
WIRE	Indianapolis, Ind.	1430	5000	393
WIS	Columbia, S. C.	560	5000	575
WISE	Asheville, N. C.	1230	250	513
WISH	Indianapolis, Ind.	1310	5000 d., 1000 n.	391
WISN	Milwaukee, Wisc.	1150	5000	625
WISR	Butler, Pa.	680	250	551
WITH	Baltimore, Md.	1230	250	421
WIZE	Springfield, O.	1340	250	535
WJAC	Johnstown, Pa.	1400	250	554
WJAG	Norfolk, Neb.	780	1000	473
WJAR	Providence, R. I.	920	5000	573
WJAS	Pittsburgh, Pa.	1320	5000	565
WJAX	Jacksonville, Fla.	930	5000 d., 1000 n.	355
WJBC	Bloomington, Ill.	1230	250	377
WJBK	Detroit, Mich.	1490	250	439
WJBO	Baton Rouge, La.	1150	5000	414
WJBW	New Orleans, La.	1230	250	416
WJBY	Gadsden, Ala.	1240	250	312
WJDX	Jackson, Miss.	1300	5000 d., 1000 n.	457
WJEF	Grand Rapids, Mich.	1230	250 C. P.	443
WJEJ	Hagerstown, Md.	1240	250	427
WJHL	Johnson City, Tenn.	910	1000	582
WJHO	Opelika, Ala.	1400	250 d., 100 n.	314
WJHP	Jacksonville, Fla.	1320	250	355
WJIM	Lansing, Mich.	1240	250	447
WJJD	Chicago, Ill.	1160	20000	381
WJLB	Detroit, Mich.	1400	250	439
WJLD	Bessemer, Ala.	1400	250	311
WJLS	Beckley, W. Va.	560	250	618

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WJMC	Rice Lake, Wis.	1240	250	625
WJMS	Ironwood, Mich.	1450	250	445
WJNC	Jacksonville, N. C.	1240	250	518
WJNO	West Palm Beach, Fla.	1230	250	363
WJOB	Hammond, Ind.	1230	250	390
WJOI	Florence, Ala.	1310	250 C.P.	312
WJOL	Joliet, Ill.	1310	250	385
WJPA	Washington, Pa.	1450	250	567
WJPF	Herrin, Ill.	1310	250	385
WJPR	Greenville, Miss.	1340	250	455
WJR	Detroit, Mich.	760	50000	441
WJRD	Tuscaloosa, Ala.	1230	250	315
WJTN	Jamestown, N. Y.	1240	250	488
WJW	Cleveland, O.	850	5000	530
WJXN	Jackson, Miss.	1490	250	457
WJZ	New York, N. Y.	770	50000	493
WJZM	Clarksville, Tenn.	1400	250	582
WKAA	San Juan, Puerto Rico	620	5000	635
WKAR	East Lansing, Mich.	870	5000	443
WKAT	Miami, Fla.	1360	1000	358
WKAY	Glasgow, Ky.	1490	250 C.P.	411
WKBB	Dubuque, Iowa	1490	250	398
WKBH	La Crosse, Wis.	1410	1000	622
WKBN	Youngstown, O.	570	5000	539
WKBO	Harrisburg, Pa.	1230	250	554
WKBV	Richmond, Ind.	1490	250	393
WKBW	Buffalo, N. Y.	1520	50000	487
WKBZ	Muskegon, Mich.	1490	250	449
WKEU	Griffin, Ga.	1150	250	371
WKEY	Covington, Va.	1310	250	607
WKIP	Poughkeepsie, N. Y.	1450	250	503
WKIX	Columbia, S. C.	1490	250	575
WKLA	Ludington, Mich.	1450	250	417
WKMO	Kokomo, Ind.	1400	250	393
WKNE	Keene, N. H.	1290	5000	476
WKNY	Kingston, N. Y.	1490	250	489
WKOK	Sunbury, Pa.	1240	250	567
WKPA	New Kensington, Pa.	1150	250	556
WKPT	Kingsport, Tenn.	1400	250	583
WKRC	Cincinnati, O.	550	5000 d., 1000 n.	529
WKRM	Columbia, Tenn.	1340	250 C.P.	582
WKRO	Cairo, Ill.	1490	250	378
WKRZ	Oil City, Pa.	1340	250 C.P.	556
WKST	New Castle, Pa.	1280	1000	556
WKVM	Arecibo, Puerto Rico	1230	250	633
WKWF	Key West, Fla.	1600	500	356
WKWK	Wheeling, W. Va.	1400	250	620
WKXL	Concord, N. H.	1450	250	476
WKY	Oklahoma City, Okla.	930	5000	542
WKZO	Kalamazoo, Mich.	590	5000	447
WLAC	Nashville, Tenn.	1510	50000	584
WLAG	La Grange, Ga.	1240	250	371
WLAK	Lakeland, Fla.	1340	250	356
WLAP	Lexington, Ky.	1450	250	412
WLAT	Conway, S. C.	1490	250	575
WLAR	Athens, Tenn.	1450	250 C.P.	581
WLAV	Grand Rapids, Mich.	1340	250	445

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WLAW	Lawrence, Mass.	680	5000	433
WLAY	Musele Shoals City, Ala.	1450	250	314
WLBC	Muncie, Ind.	1310	250	393
WLBJ	Bowling Green, Ky.	1340	250	411
WLBL	Stevens Point, Wis.	930	5000	626
WLBZ	Bangor, Me.	620	5000	418
WLDS	Jacksonville, Ill.	1180	250	385
WLEE	Richmond, Va.	1450	250	609
WLEU	Eric, Pa.	1450	250	552
WLIB	Brooklyn, N. Y.	1190	1000	485
WLLH	Lowell-Lawrence, Mass.	1400	250	433
WLNH	Laconia, N. H.	1340	250	476
WLOF	Orlando, Fla.	1230	250	359
WLOG	Logan, W. Va.	1230	250	619
WLOK	Lima, O.	1240	250	533
WLOL	Minneapolis, Minn.	1330	1000	453
WLPM	Suffolk, Va.	1450	250	611
WLS	Chicago, Ill.	890	50000	383
WLVA	Lynchburg, Va.	1230	250	608
WLW	Cincinnati, O.	700	50000	529
WMAJ	State College, Pa.	1450	250	567
WMAL	Washington, D. C.	630	5000	352
WMAM	Marinette, Wis.	570	250	623
WMAN	Mansfield, O.	1400	250	533
WMAQ	Chicago, Ill.	670	50000	383
WMAS	Springfield, Mass.	1450	250	434
WMAZ	Macon, Ga.	940	5000	371
WMBC	Macon, Miss.	1400	250 C.P.	458
WMBD	Peoria, Ill.	1470	5000 d., 1000 n.	385
WMBG	Richmond, Va.	1380	5000	609
WMBH	Joplin, Mo.	1450	250	461
WMBI	Chicago, Ill.	1110	5000	383
WMBO	Auburn, N. Y.	1340	250	483
WMBR	Jacksonville, Fla.	1400	250	356
WMBS	Uniontown, Pa.	590	1000	567
WMC	Memphis, Tenn.	790	5000	584
WMCA	New York, N. Y.	570	5000	495
WMEX	Boston, Mass.	1510	5000	431
WMFD	Wilmington, N. C.	1400	250	521
WMFF	Plattsburgh, N. Y.	1340	250	501
WMFG	Hibbing, Minn.	1240	250	451
WMFJ	Daytona Beach, Fla.	1450	250	354
WMFR	High Point, N. C.	1230	250	517
WMFT	Florence, Ala.	1240	250 C.P.	312
WMGA	Moultrie, Ga.	1400	250	373
WMGR	Bainbridge, Ga.	1490	250 C.P.	369
WMIN	St. Paul, Minn.	1400	250	454
WMIS	Natchez, Miss.	1490	250	458
WMJM	Cordele, Ga.	1490	250 d., 100 n.	370
WMLT	Dublin, Ga.	1340	250	370
WMMN	Fairmont, W. Va.	920	5000	619
WMOB	Mobile, Ala.	1230	250	313
WMOG	Brunswick, Ga.	1490	250 d., 100 n.	369
WMOH	Hamilton, O.	1450	250	533
WMOX	Meridian, Miss.	1240	250 C.P.	458
WMPC	Lapeer, Mich.	1230	250	447
WMFS	Memphis, Tenn.	1460	1000 d., 500 n.	581

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WMRC	Greenville, S. C.	1490	250	575
WMRF	Lewiston, Pa.	1490	250	556
WMRN	Marion, O.	1490	250	535
WMRO	Aurora, Ill.	1280	250	377
WMSA	Massena, N. Y.	1340	250	489
WMSL	Decatur, Ala.	1400	250	312
WMT	Cedar Rapids, Iowa	600	5000	395
WMUR	Manchester, N. H.	610	5000 d., 1000 n.	476
WMVA	Martinsville, Va.	1450	250	608
WMVG	Milledgeville, Ga.	1450	250 C.P.	373
WNAB	Bridgeport, Conn.	1450	250	347
WNAC	Boston, Mass.	1260	5000	431
WNAD	Norman, Okla.	640	1000	541
WNAX	Yankton, S. D.	570	5000	579
WNBF	Binghamton, N. Y.	1290	5000	483
WNBH	New Bedford, Mass.	1340	250	433
WNBZ	Saranac Lake, N. Y.	1320	100	504
WNEL	San Juan, Puerto Rico	1320	5000	635
WNEW	New York, N. Y.	1130	10000	497
WNEX	Macon, Ga.	1100	250	371
WNHC	New Haven, Conn.	1340	250	349
WNLC	New London, Conn.	1490	250	349
WNOE	New Orleans, La.	1450	250	416
WNOX	Knoxville, Tenn.	990	10000	583
WNVA	Norton, Va.	1450	250 C.P.	609
WNYC	New York, N. Y.	830	1000	495
WOAI	San Antonio, Texas	1200	50000	600
WOC	Davenport, Iowa	1420	5000	397
WOCB	W. Yarmouth, Mass.	1240	250	434
WOI	Ames, Iowa	640	5000	395
WOKO	Albany, N. Y.	1460	1000 d., 500 n.	483
WOL	Washington, D. C.	1260	1000	352
WOLF	Syracuse, N. Y.	1490	250	507
WOLS	Florence, S. C.	1230	250	575
WOMI	Owensboro, Ky.	1490	250	413
WOMT	Manitowoc, Wisc.	1240	100 250 C. P.	622
WOOD	Grand Rapids, Mich.	1300	5000	443
WOPI	Bristol, Tenn.	1490	250	581
WOR	New York, N. Y.	710	50000	497
WORC	Worcester, Mass.	1310	1000	435
WORD	Spartanburg, S. C.	1400	250	577
WORK	York, Pa.	1350	1000	570
WORL	Boston, Mass.	950	1000	431
WOSH	Oshkosh, Wisc.	1490	250	625
WOSU	Columbus, O.	820	5000	531
WOV	New York, N. Y.	1280	5000	499
WOW	Omaha, Neb.	590	5000	475
WOWO	Fert Wayne, Ind.	1190	10000	390
WPAB	Ponce, Puerto Rico	1370	1000	633
WPAD	Paducah, Ky.	1450	250	413
WPAG	Ann Arbor, Mich.	1050	250	437
WPAR	Parkersburg, W. Va.	1450	250	620
WPAT	Paterson, N. J.	930	1000	478
WPAX	Thomasville, Ga.	1240	250	373
WPAY	Portsmouth, O.	1400	250	535
WPDQ	Jacksonville, Fla.	1270	5000	356

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WPEN	Philadelphia, Pa.	950	5000	563
WPIC	Sharon, Pa.	790	1000	567
WPIK	Alexandria, Va.	730	250	607
WPOR	Portland, Me.	1450	250	419
WPRA	Mayaguez, Puerto Rico	990	5000 d., 1000 n.	633
WPRO	Providence, R. I.	630	5000	573
WPRP	Ponce, Puerto Rico	1420	250	633
WPTF	Raleigh, N. C.	680	50000	518
WPUV	Pulaski, Va.	1230	250 C.P.	609
WQAM	Miami, Fla.	560	5000 d., 1000 n.	357
WQAN	Seranton, Pa.	910	1000 d., 500 n.	566
WQBC	Vicksburg, Miss.	1420	1000	459
WQXR	New York, N. Y.	1560	10000	501
WRAK	Williamsport, Pa.	1400	250	569
WRAL	Raleigh, N. C.	1240	250	519
WRAW	Reading, Pa.	1340	250	566
WRBL	Columbus, Ga.	1230	250	370
WRC	Washington, D. C.	980	5000	352
WRDO	Augusta, Me.	1400	250	417
WRDW	Augusta, Ga.	1480	5000	369
WREC	Memphis, Tenn.	600	5000	584
WREN	Lawrence, Kans.	1250	5000 d., 1000 n.	406
WRGA	Rome, Ga.	1490	250	373
WRHI	Rock Hill, S. C.	1340	250	577
WRJN	Racine, Wis.	1400	250	625
WRIC	Toccoa, Ga.	1450	250	374
WRLD	West Point, Ga.	1490	250	374
WRNL	Richmond, Va.	910	5000	610
WROK	Rockford, Ill.	1440	1000 d., 500 n.	386
WROL	Knoxville, Tenn.	630	1000 d., 500 n.	583
WROW	Athens, Tenn.	1490	250 C.P.	581
WROX	Clarksdale, Miss.	1450	250	455
WRR	Dallas, Texas	1310	5000	591
WRRF	Washington, N. C.	930	1000	521
WRRN	Warren, O.	1400	250	539
WRUF	Gainesville, Fla.	850	5000	355
WRVA	Richmond, Va.	1140	50000	610
WSAI	Cincinnati, O.	1360	5000	530
WSAJ	Grove City, Pa.	1340	100	553
WSAM	Saginaw, Mich.	1400	250	448
WSAN	Allentown, Pa.	1470	500	551
WSAP	Portsmouth, Va.	1490	250	609
WSAR	Fall River, Mass.	1480	1000	431
WSAU	Wausau, Wis.	1400	250	626
WSAV	Savannah, Ga.	1340	250	373
WSAY	Rochester, N. Y.	1370	1000	503
WSAZ	Huntington, W. Va.	930	1000	619
WSB	Atlanta, Ga.	750	50000	369
WSBA	York, Pa.	900	1000	569
WSBC	Chicago, Ill.	1240	250	383
WSBT	South Bend, Ind.	960	1000	391
WSFA	Montgomery, Ala.	1440	1000 d., 500 n.	314
WSGN	Birmingham, Ala.	610	5000 d., 1000 n.	311
WSIX	Nashville, Tenn.	980	5000	584
WSJS	Winston-Salem, N. C.	600	5000	521
WSKB	McComb, Miss.	1230	250	488
WSLB	Ogdensburg, N. Y.	1400	250	501
WSLI	Jackson, Miss.	1450	250	458
WSLS	Roanoke, Va.	1240	250	611
WSM	Nashville, Tenn.	650	50000	586

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WSMB	New Orleans, La.	1350	5000	416
WSNJ	Bridgeton, N. J.	1240	250	477
WSNY	Schenectady, N. Y.	1240	250	505
WSOC	Charlotte, N. C.	1240	250	514
WSON	Henderson, Ky.	860	500	411
WSOO	Sault Ste. Marie, Mich.	1230	250 d., 100 n.	448
WSOY	Decatur, Ill.	1340	250	384
WSPA	Spartanburg, S. C.	950	5000 d., 1000 n.	577
WSPB	Sarasota, Fla.	1450	250	361
WSPD	Toledo, O.	1370	5000	536
WSPR	Springfield, Mass.	1270	1000	434
WSTC	Stamford, Conn. (Formerly WSRR)	1100	250	350
WSSV	Petersburg, Va.	1240	250	609
WSTP	Salisbury, N. C.	1490	250	519
WSTV	Steuvenville, O.	1310	250	535
WSUI	Iowa City, Iowa	910	5000	398
WSUN	St. Petersburg, Fla.	620	5000	361
WSVA	Harrisonburg, Va.	550	1000	608
WSXB	Rutland, Vt.	1380	1000	606
WSYR	Syracuse, N. Y.	570	5000	507
WTAD	Quincy, Ill.	930	1000	386
WTAG	Worcester, Mass.	580	5000	435
WTAL	Tallahassee, Fla.	1340	250	361
WTAM	Cleveland, O.	1100	50000	531
WTAQ	Green Bay, Wis.	1360	5000	621
WTAR	Norfolk, Va.	790	5000	608
WTAW	College Station, Texas	1150	1000	588
WTAX	Springfield, Ill.	1240	100	387
WTBO	Cumberland, Md.	1450	250	423
WTCM	Traverse City, Mich.	1400	250	448
WTGN	Minneapolis, Minn.	1280	5000 d., 1000 n.	452
WTEL	Philadelphia, Pa.	1340	250	561
WTHT	Hartford, Conn.	1230	250	349
WTIC	Hartford, Conn.	1080	50000	349
WTJS	Jackson, Tenn.	1390	1000	582
WTMA	Charleston, S. C.	1250	1000	574
WTMC	Ocala, Fla.	1490	250	359
WTMJ	Milwaukee, Wis.	620	5000	623
WTMV	East St. Louis, Ill.	1490	250	384
WTNJ	Trenton, N. J.	1310	500	479
WTOC	Savannah, Ga.	1290	5000	373
WTOL	Toledo, O.	1230	250	536
WTON	Staunton, Va.	1400	250	611
WTOP	Washington, D. C.	1500	50000	353
WTRC	Elkhart, Ind.	1340	250	389
WTRY	Troy, N. Y.	980	1000	507
WTSP	St. Petersburg, Fla.	1380	1000 d., 500 n.	361
WTTM	Trenton, N. J.	920	1000	479
WVCX	Sitka, Alaska	1220	15 (Amer. Expeditionary Station)	620
WWDC	Washington, D. C.	1450	250	353
WWJ	Detroit, Mich.	950	5000	441
WWL	New Orleans, La.	870	50000	416
WWNC	Asheville, N. C.	570	1000; 5000 C.R.	513
WWNY	Watertown, N. Y.	790	1000	509
WWPG	Palm Beach, Fla.	1340	250	359
WWRL	Woodside, N. Y.	1600	250	511
WWSR	St. Albans, Vt.	1420	1000	606
WWSW	Pittsburgh, Pa.	1490	250	565
WWVA	Wheeling, W. Va.	1170	50000	620
WXYZ	Detroit, Mich.	1270	5000	441

ALABAMA

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W H M A

ANNISTON—EST. 1938

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Anniston Broadcasting Co.
Operated By.....Anniston Broadcasting Co.
Address.....14th & Noble Streets
Phone Number.....2380
Transmitter Location.....14th & Noble Streets
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Anniston Star
News Service.....AP, UP
Transcription Service.....NBC & Cole
Representative.....Sears & Ayer, Inc.

Personnel

Owner.....Harry M. Ayers
Station-Commercial Manager.....J. W. Buttram
Program Director.....Ruby Meigs
Publicity Director.....Mary Toulmen
Chief Engineer.....James Hudson

W J L D

BESSEMER—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Johnston
Broadcasting Company.
Address.....1800 3rd Ave., N.
Phone Number.....2300; 2301; 6-6172
Transmitter Location.....Blue Lake Site
Time on the Air.....6 a.m. to 12 p.m.
News Service.....AP
Transcription Service.....Standard, Cole,
Keystone Broadcasting System.
Representatives.....Helen Wood, New York;
Dewey Long, Atlanta; Gene Grant, Holly-
wood.

Personnel

Principal Partner.....George Johnston, Jr.
General-Station Manager.....William R. Terry
Commercial Manager.....Clay Coe
Sales Director.....Carl Ross
Musical Director.....Robert Tamblin
Chief Engineer.....Rufus Jones

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.;
Birmingham, Ala.
Transmitter Location.....Sandusky, Ala.
Time on the Air.....5:30 a.m. to 12 midnight;
Sundays, 7 a.m. to 12 midnight.

News Service.....UP
Transcription Service.....WBS
Representative.....Radio Sales

Personnel

Chairman of Board.....Ed Norton
President-General Manager.....Thad Holt
Program Director.....Jimmie Willson
Chief Engineer.....N. S. Hurley

W S G N

BIRMINGHAM—EST. 1927

AMERICAN BROADCASTING COMPANY

Frequency: 610 Kc.....Power: 5000 d.; 1000 n.
Owned-Operated by.....The Birmingham
News Co.
Business Address.....P.O. Box 2553
Studio Address.....Dixie Carlton Hotel
Phone Number.....4-3434
Transmitter Location.....Alabama State
Fair Grounds
Time on the Air.....5 a.m. to 12 midnight
Newspaper Affiliation.....Birmingham News
Company, Birmingham News-Age-Herald.
News Service.....AP
Transcription Service.....NBC Thesaurus,
Langworth, Cole.
Representative.....Headley-Reed Co.

Personnel

Exec. V.P.-Managing
Director.....Henry P. Johnston
Commercial Manager.....Henry P. Johnston
Sales Promotion.....Julian A. Flint
Program Director.....David Loveman
Chief Engineer.....Gordon Bishop

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., 1727½ 2nd Ave. N.
Phone Number4-7741
Transmitter Location...2400 Arkedelphia Rd.
Time on the Air.....Unlimited
Transcription Service.....Standard Radio
& Langworth
Representative.....Paul H. Raymer Co.

Personnel

President-General Manager..W. Walter Tison
Sales Promotion & Merchandising
ManagerJohn Connolly
Production Manager.....John Orr
Musical Director.....Herb Grieb
Chief Engineer.....Jerry Hayman

(Call Letters to Be Assigned)

CULLMAN*

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Cullman Broadcasting
Company
Address.....Cullman, Alabama

Personnel

Owners.....H. H. Kinney, D. T. Kinney
* Construction Permit.

W M S L

DECATUR—EST. 1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Tennessee Valley
Broadcasting Co.
Address.....511 Bank St
Phone Number802-3
Transmitter Location...Danville Rd., Decatur
Time on the Air.....Unlimited
News Service.....UP
Transcription Service...World Broadcasting
System and Standard.
Representative.....Headley-Reed Co.

Personnel

President.....Melvin Hutson
Station-Commercial Manager..Kyle G. Frazier
Program Director.....Letha Coker
Chief Announcer.....Lewis Blizzard
Chief Engineer.....J. V. Rozer

W A G F

DOTHAN—EST. 1933

MUTUAL BROADCASTING SYSTEM

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
News ServiceAP
Transcription Service..Standard Radio, World

Personnel

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

W J O I*
FLORENCE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Florence Broadcasting
Company
Address.....Reeder Hotel

Personnel

Owners.....Clyde W. Anderson,
Joe T. Van Sandt
General Manager.....Joe T. Van Sandt
* Construction Permit.

W M F T*
FLORENCE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Tri-Cities Broadcasting
Company
Address.....Florence, Ala.
* Construction Permit.

W J B Y

GADSDEN—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Gadsden Broadcast-
ing Co., Inc.
Address108 Broad Street
Phone Number88
Transmitter Location...108 Broad Street
Time on the Air.....17½ hours daily

Personnel

President B. H. Hopson
 Station Manager and
 Program Director Beatrice Tate Benton
 Commercial Manager Sam Benton
 Chief Engineer William Pigg

Publicity Director C. L. Smallwood
 Chief Announcer Charles Saunders
 Chief Engineer R. B. Hurley

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

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 The Branham Company

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

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 A L A

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc. Power: 5000 Watts
 Owned By W. O. Pope
 Operated By Pope Broadcasting Co.
 Address 106 St. Joseph St., AT&N
 Railroad Bldg.
 Phone Number Dexter 3-3756
 Transmitter Location Cochran Bridge
 Causeway, Baldwin County.
 Time on the Air ... 5:30 a.m. to 12:00 midnight
 News Service AP
 Transcription Service Standard Radio
 Representative Headley-Reed Co.

Personnel

Owner W. O. Pope
 General Manager H. K. Martin
 Station Manager H. K. Martin
 Commercial Manager Al. Treadway
 Program Director Charles Saunders

W C O V

MONTGOMERY—EST. 1939

COLUMBIA BROADCASTING SYSTEM
 ALABAMA NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By G. W. Covington, Jr.
 Business Address P.O. Box 1029,
 Montgomery, Ala.
 Phone Number 5781
 Transmitter Location Narrow Lane Road,
 Montgomery
 Time on the Air 6:00 a.m. to 12 midnight
 News Service INS
 Transcription Service Standard Radio
 Representative Howard H. Wilson Co.

Personnel

President-Station Mgr. G. W. Covington, Jr.
 Commercial Manager R. B. Raney
 Musical Director Weston Britt
 Program Director Sybil I. Winn
 Chief Engineer W. D. Weatherly

WSFA

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.....8361-2

Studio Address.....Jefferson Davis Hotel

Transmitter Location.....Narrow Lane Road.

Time on the Air.....5:45 a.m. to 11:30 p.m.

News Service.....AP

Transcription Service.....NBC Thesaurus

& M. M. Cole.

Representative.....Headley-Reed Co.

Personnel

President-General Manager....Howard E. Pill

Station Manager.....John B. DeMotte

Local Sales Manager.....W. W. Hunt

Publicity Director.....John B. DeMotte

Program-Musical Director and

Production Manager.....Caldwell Stewart

Chief Announcer.....Leland Childs

Chief Engineer.....Cliff Shelkofsky

(Call Letters to Be Assigned)

MONTGOMERY*

Frequency: 800 Kc. Power: 1000 Watts, Day

Owned-Operated By.....Dixie Broadcasting

Company

Address.....Montgomery, Ala.

* Construction Permit.

WLAY

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.....Box 230, Sheffield, Ala.

Phone Number.....1450

Transmitter Location.....Sheffield, Ala.

Time on the Air.....6:30 a.m. to 11 p.m.;

News Service.....UP

Transcription Service.....Standard Radio

& Lang-Worth.

Representative.....Sears & Ayer

Personnel

President.....F. M. Farris, Jr.

Station and Commercial Manager..E. J. Sperry

Sales Promotion Mgr.....Josephine T. Sperry

Production Manager.....Lynn V. McMoran

Chief Engineer.....Lynn V. McMoran

WJHO

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.....Guy Mangram

Sales Promotion.....F. Marion Hyatt

WHBB

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.....7:30 a.m. to 11:00 p.m.

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

Personnel

Chief Executive.....B. H. Hopson

General-Station Manager.....Julien Smith, Jr.

Sales Promotion.....Erin Reynolds

Program Director.....Erin Reynolds

Chief Engineer.....T. F. Kelly, Jr.

WFEB

SYLACAUGA—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Alabama
 Broadcasting Company.
 Business-Studio Address. 527 North Broadway
 Phone Number 160
 Transmitter Location. 527 North Broadway
 Time on Air. 6:00 a.m. to 11:00 p.m.
 News Service UP
 Transcription Service NBC

Personnel

President. E. E. Forbes, Sr.
 V.P.-General Manager. J. W. Buttram
 Station Manager. Hugh Webb
 Sales-Promotion Manager. Hugh Webb
 Program Director. Bonnie Skelton
 Production-Publicity. Bill Irby
 Chief Announcer. Bob Donovan
 Musical Director. Ralph Bennett
 Chief Engineer. James Stower

WJRD

TUSCALOOSA—EST. 1936

ALABAMA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By James R. Doss, Jr.

Address. First National Bank Bldg.
 Phone Number. 4464-65
 Transmitter Location. Greensboro Highway
 Time on the Air. 7:00 a.m. to 10:00 p.m.
 Transcription Service. World Broadcasting
 System
 Representative. Keystone Broadcasting System

Personnel

Owner. J. R. Doss, Jr.
 Program Director. Wilhelmina Doss
 Chief Announcer. Charles Zennach
 Chief Engineer. James Arendale

WHTB

TALLADEGA

MUTUAL BROADCASTING SYSTEM
 ALABAMA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Voice of Talladega, Inc.
 Address. 122 S. Court Square
 Phone 2360
 Transcription Service. Standard
 News Service. AP

Personnel

Chief Executive. Harry Held
 General-Commercial Mgr. R. C. Hammett
 Program Director. Otis Dodge
 Sales Promotion. R. C. Hammett
 Chief Engineer. Julius C. Vessels

ARIZONA

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KWJB

GLOBE—EST. 1938

NATIONAL BROADCASTING COMPANY
 ARIZONA BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: The Gila Broadcasting
 Co., Inc.
 Business Address. Globe, Arizona
 Phone Number. Globe 41
 Studio Address. South Globe, Arizona
 Transmitter Location. South Globe, Arizona
 Time on the Air. Unlimited
 Representative. Paul H. Raymer
 News Service. AP, INS, UP
 Transcription Service. Standard Radio

Personnel

President. Louis F. Long

General Manager. Paul Merrill
 Station Manager. Willard Shoecraft
 Commercial and Sales
 Manager. Edward E. Furman
 Chief Engineer. Frank Toomey
 Chief Announcer. Robert Coffman

KSUN

BISBEE—EST. 1933

CBS

ARIZONA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Carleton W. Morris
 Address. Box C, Bisbee, Ariz.
 Phone Number. Bisbee 9
 Transmitter Location. Noco Rd., Bisbee, Ariz.

Time on the Air.....6:30 a.m. to 11 p.m.
 News Service.....UP and Transradio
 Representative.....John Blair & Co.

Personnel

President-Owner-Station
 Manager.....Carleton W. Morris
 Commercial Manager.....Gilbert C. Alzua
 Program Director.....Bonnie J. Miller
 Chief Announcer.....John Earl Hickman
 Chief Engineer.....David C. Karbach

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.....Arizona Farmer
 Publishing Co., Arizona Farmer
 News Service.....UP; Transradio
 Transcription Service.....World Broadcasting
 System, Associated Music Service.
 Representative.....John Blair & Co.

Personnel

Chairman of Board.....Burrige D. Butler
 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

AMERICAN BROADCASTING SYSTEM

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

Personnel

President-Owner.....Rex Shepp
 Station Manager.....Charlie Garland
 Commercial Manager.....Arnold J. Gregory
 Program Director.....Frank James
 Promotion Manager.....Richard Canaday
 Chief Engineer.....Wayne Fernsyhough

K T A R

PHOENIX—EST. 1922

NBC

ARIZONA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By.....KTAR Broadcasting
 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, 6:45 a.m. to 12:15 a.m.
 News Service.....AP; INS; UP
 Transcription Service.....NBC Thesaurus,
 Standard Radio Library.
 Representative.....Paul H. Raymer Co.

Personnel

Chief Owner-Ch. of Bd.....John J. Louis
 President & General Manager....Dick Lewis
 Sales-Commercial Manager.....Bill Harvey
 Sales Promotion-Merchandising
 Manager.....Arnold LaBenz
 Program Director.....J. Howard Pyle
 Production Manager.....John McGreevey
 Publicity Director.....John Snow
 Musical Director.....Pierson Bancroft
 Chief Engineer.....A. C. Anderson

K Y C A

PRESCOTT—EST. 1940

NATIONAL BROADCASTING COMPANY
 ARIZONA BROADCASTING SYSTEM

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

Personnel

President-Owner.....Jack J. Louis
 Station and Commercial Mgr....Harold Ritter
 Program Director.....Roberta Pfister
 Publicity Director.....Marcia Gates
 Chief Engineer.....George Eitel
 Sales Promotion Manager...Byron Lee McCall

K G L U

SAFFORD—EST. 1938

**NATIONAL BROADCASTING CO.
 ARIZONA BROADCASTING SYSTEM**

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; WP
 Transcription Service.....World
 Representatives.....Paul H. Raymer Co.

Personnel

President.....Louis F. Long
 Station Manager.....Paul Merrill
 Commercial and Sales
 Promotion Manager.....Edward E. Furman
 Program Director, Production Manager and
 Chief Announcer.....Norman B. Harrington
 Chief Engineer.....Herbert Hartman

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 12 midnight
 News Service.....UP
 Transcription Service.....Associated Record
 Program. Service & World Broadcasting
 System
 Representative.....John Blair & Co.

Personnel

President.....Burrige D. Butler
 Station Manager.....Lee Little

Sales Manager.....Lee Little
 Chief Announcer.....Ray Helgesen
 Production Manager-Program Director
 and Musical Director.....Wayne Sanders

K V O A

TUCSON—EST. 1929

NATIONAL BROADCASTING CO.

ARIZONA BROADCASTING COMPANY

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned By.....KTAR Broadcasting Co., Inc.
 Operated By.....Arizona Broadcasting
 Company, Inc.
 Business Address.....48 E. Broadway
 Phone Number.....3703
 Studio Address.....48 East Broadway
 Transmitter Location.....10th and Lee
 Time on the Air...5:55 a.m. to 12:00 midnight
 News Service.....AP
 Transcription Service.....NBC Thesaurus,
 Standard.
 Representative.....Paul H. Raymer Co.

Personnel

General Manager.....R. B. Williams
 Station Manager.....R. B. Williams
 Sales Promotion.....Fred J. Gerletti
 Program Director.....Ben L. Slack, Jr.
 Publicity Director.....Fred J. Gerletti
 Chief Engineer.....Ray H. Holsclaw

K Y U M

YUMA—EST. 1940

NATIONAL BROADCASTING COMPANY

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 12 midnight
 News Service.....INS, AP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

President.....R. N. Campbell
 Station Manager.....Ray Smucker
 Program Director.....Leavenworth Wheeler
 Chief Engineer.....Leavenworth Wheeler

ARKANSAS

For Major Markets—Radio Homes 1946 Please Turn To Pages 247-255

K L C N

BLYTHEVILLE—EST. 1922

ARKANSAS NETWORK

Frequency: 900 Kc. Power: 1000 Watts
Owned and Operated By . . . Harold L. Sudbury
Address Sudbury Bldg.
Phone Number 2093
Transmitter Location East Highway 18
Time on the Air 6 a.m. to local sunset
News Service UP
Transcription Service World, Cole
Representative The John E. Pearson Co.

Personnel

Owner-Manager Harold L. Sudbury
Sales Promotion Manager J. T. Sudbury
Program Director Ray Van Hooser
Chief Announcer Russ Hodge
Publicity Director Bill Cherry
Chief Engineer Bob Connor

K A M D*

CAMDEN—EST. 1945

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Camden Radio, Inc.
Address 2010 Ft. Worth National Bank
Bldg., Fort Worth, Tex.

Personnel

Chief Executive W. R. Hussman
* Construction Permit.

K E L D

EL DORADO—EST. 1935

AMERICAN BROADCASTING CO.
ARKANSAS NETWORK

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

Personnel

President T. H. Barton
Station and General Manager Leon Sipes
Sales Promotion Manager W. N. McKinney
Commercial-Publicity Director J. R. Duerson
Musical-Program Director Rodney Smith
Chief Announcer Ed Gideon
Chief Engineer A. W. Hearin

K G R H*

FAYETTEVILLE—EST. 1945

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By . . . Fayetteville Broadcasting
Company
Address Fayetteville, Ark.

Personnel

Owners George Bennett, Russell Bennett,
Hal Douglas
* Construction Permit.

K F P W

FORT SMITH—EST. 1930

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Southwestern
Hotel Co.
Address 1213 Garrison Ave.
Phone Number 4106-4107-7069-5554
Transmitter Location Albert Pike &
Kelley Highway
Time on the Air 6:00 a.m. to 11:00 p.m.
Sundays, 8:00 a.m. to 10:00 p.m.
News Service UP and AP
Transcription Service M. M. Cole &
World Broadcasting System

Personnel

President and General Mgr. John A. England
Station Manager J. E. "Pat" Garner
Commercial-Sales Promotion
Manager Bill Slaten
Program Director-Production
Manager Dorothy Gibson
Chief Announcer Bill Stapleton
Musical Director Afton Blake
Record M.C. Glenn O'Neal
Chief Engineer John M. VanHorn

K F F A

HELENA—EST. 1941

MUTUAL 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.....7:00 a.m. to 10:15 p.m.
News Services.....UP
Transcription Service: Keystone Broadcasting
System & Lang-Worth.

Personnel

President-General Manager... Sam Anderson
Production Manager.....Barton Wellborn
Program Director.....Elizabeth Shepperson
Publicity Director.....Hugh Smith
Chief Announcer.....Bill Tappan
Musical Director.....S. B. Williamson
Record M.C.....Bill Tappan
Chief Engineer.....M. C. McKenney

K T H S

HOT SPRINGS—EST. 1924

AMERICAN BROADCASTING CO.

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 & AP
Transcription Service.....Lang-Worth
Newspaper Affiliation: Shreveport, Louisiana
Times.
Representative.....Branham Company

Personnel

President.....John D. Ewing
Station Manager.....K. K. Kellam
Commercial Manager.....Ed Appler
Program Director.....William S. Bailey
Chief Engineer.....Cecil Sult

K W F C

HOT SPRINGS—EST. 1940

MUTUAL 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.
Keystone.

Personnel

Owner.....Clyde E. Wilson
Station & General Sales
Manager.....Robert Choate
Program Director.....Gene Edsal
Sales Promotion.....Robert Harrison
Chief Announcer.....Wilson Hurst
Chief Engineer.....Earl H. Butler

K B T M

JONESBORO—EST. 1930

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Jay P. Beard and Veda F. Beard
Operated By.....Owners
Address: KBTM Bldg., Madison at Jackson Sts.
Phone Number.....597
Transmitter Location.....Tower Place, East of
Jonesboro
Time on the Air.....6:00 a.m. to 10:00 p.m.
Transcription Service.....World Broadcasting
System.
West Coast Representative.....Gene Grant

Personnel

President and General Manager: Jay P. Beard
Sales Promotion Manager.....William H. Cate
Program Director-Production
Manager.....Mrs. Estelle Fox
Publicity Director.....Ted Rand
Chief Announcer.....Ed Coughlin
Record M.C.....Bob Hess
Chief Engineer.....John E. Douglas

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.....112 East Capitol Ave.
Phone Number.....LD 224
Transmitter Location: Jackson Blvd., North Little
Rock

Time on the Air . . . 5:30 a.m. to 12 midnight;
Sundays 6:45-12 midnight.
News Service AP, UP
Transcription Service Standard
Representative Edward Petry & Co.

Personnel

President-Owner T. H. Barton
V.P., Gen. Mgr., and Station
Manager G. E. Zimmerman
Sales-Commercial Manager Julian F. Haas
Program Director-Production
Manager Douglas J. Romine
Publicity Director A. C. Dowden
Musical Director Tommy Scott
Chief Engineer Dan L. Winn

K G H I

LITTLE ROCK—EST. 1927
AMERICAN BROADCASTING CO.

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By KGHI Broadcasting
Service.
Address P.O. Box 3099, Union Life Bldg.
Phone Number 9166
Transmitter Location Gazette Building
Time on the Air 6 a.m. to 12:00 midnight
Transcription Service Associated
Representative Walker Co.

Personnel

Station and General
Manager S. C. Vinsonhaler
Commercial Manager R. E. Rives
Sales Promotion Rolfe Corbett
Program Director Dorothy Parker
Chief Engineer V. O. Vandusen

K L R A

LITTLE ROCK—EST. 1927
COLUMBIA BROADCASTING SYSTEM

Frequency: 1010 Kc. . . Power 10000 d.; 5000 n.
Owned-Operated By Arkansas Broadcasting
Company
Address Gazette Bldg., 3rd & Louisiana Sts.
Phone 5427
Transmitter Location 7 miles out on
Memphis Hi-Way
Time on the Air 18 hours 35 minutes,
per day, Mondays through Saturday; 17
hours 5 minutes, Sundays.
Newspaper Affiliation Gazette Publishing Co.
News Service UP
Transcription Service World Broadcasting
Service
Representative The Katz Agency

Personnel

President J. N. Heiskell
General and Station Manager Roy Judge
Program-Publicity Director James Woodard
Commercial Manager Roy Judge
Chie. Engineer K. F. Tracy

K A P T

NORTH LITTLE ROCK—EST. 1945

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Arkansas Airwaves Co.
Address 217 E. 3rd St.
* Construction Permit.

K O T N

PINE BLUFF—EST. 1934

MUTUAL BROADCASTING SYSTEM
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Universal Broadcasting
Corp.
Address 505½ Main St.
Phone Number 721
Transmitter Location 505½ Main St.
Time on the Air 6:00 a.m. to 11:00 p.m.
News Service UP and AP
Transcription Service Thesaurus

Personnel

President-General Manager B. J. Parrish
Sales Promotion Manager R. W. Etter
Program Director Lois Sloan
Chief Announcer Wendell Atchison
Chief Engineer B. J. Parrish

K U O A

SILOAM SPRINGS—EST. 1922

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
General Manager Storm Whaley
Sales Director Galen O. Gilbert
Program Director Mary Shaw
Chief Engineer Kenneth Maxwell

"SPORTS STAR SPECIAL"

The greatest, all-time stars of the sporting world in exciting 15-minute transcribed dramatizations.

The local sports commentator becomes part of the show through a unique new technique called "Cue-In."

"Cue-In" localizes and personalizes.

Exclusive in Any Market

SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA NEW YORK 20, N. Y.

*"With all convenient speed"...



*Madam, I go with all convenient speed.—Merchant of Venice, Act IV, Scene 3.

Students have often smiled over Shakespeare's use of the word "convenient" in this instance. But the dictionary says another meaning is "adapted to requirements".

Advertisers know that the *Beeline* is adapted to any requirements that they might have in their radio broadcasting—from chain-breaks to remote control programs.

The *Beeline* with its forty-two primary counties is the only combination of stations that properly can cover the California Central Valleys plus Western Nevada.

WHAT THE *Beeline* IS . . . not a regional network but a group of long-established key stations, each the favorite in its community . . . combined for national spot business.

See the McClatchy *Beeline* rate listing, first under California in Standard Rate and Data.



PAUL H. RAYMER CO.
National Representative

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA

CALIFORNIA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KERN

BAKERSFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

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,
SESAC, World
Representative..... Paul H. Raymer Co.

Personnel

President..... Eleanor McClatchy
General Manager..... Harold J. Brown
Commercial Manager..... Richard Brothers
Chief Engineer..... Luverne Shatto

K P M C

BAKERSFIELD—EST. 1935

AMERICAN BROADCASTING CO.

Frequency: 1560 Kc. Power: 1000 Watts
Owned-Operated By... Pioneer Mercantile Co.
Business Address... Box 1709, Bakersfield, Calif.
Phone Number 8-8581
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,
Transcription Service... NBC Thesaurus, Associ-
ated Music Publishers
Representative..... W. S. Grant

Personnel

President F. G. R. Schamblin
General-Commercial
Manager..... L. A. Schamblin
Program Manager..... C. C. Sturm
Chief Engineer..... John W. Kibby

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 Manager..... Don Hambly
Program-Publicity Director..... Les Avery
Musical Director..... Harrold Hawley
Chief Engineer McKernan

K R O P *

BRAWLEY—EST. 1945

Frequency: 1300 Kc. Power: 1000 D; 500 N.
Owned-Operated By... Broadcasting Corp. of
America
Address..... 3401 Russell St., Riverside, Calif.
* Construction Permit.

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..... 336 Broadway
Phone Number..... Chlco 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
Representative..... W. S. Grant Co.

Personnel

President Hugh McClung
Station Manager..... M. F. Woodling
Commercial Manager..... Jistine A. Pero
Program Director..... J. Wightman
Chief Engineer..... Russell Pope

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.
Business Address..... Box 140, El Centro
Address 793 Main St.
Phone Number..... 1100, 1120
Transmitter Location..... 793 Main St.
Time on the Air..... 6:00 a.m. to 11:00 p.m.
Transcription Service..... Standard Radio,
Sesac, Cole.
Representative..... Paul H. Raymer Co.

Personnel

President.....Thomas E. Sharp
 General Manager.....Kenneth H. Thornton
 Commercial Manager.....Belle Hovey
 Sales Promotion.....Harold Steckel
 Program Director.....Virginia Fox
 Publicity Director.....Kenneth H. Thornton
 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 1021
 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, SESAC, MacGregor
 Representative.....John Blair & Co.

Personnel

President and Station
 Manager.....William B. Smullin
 Commercial Manager.....Don Telford
 Program Manager.....C. Paul Corbin
 Sales Promotion Manager.....Robert Stach
 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 Petry & Co., Inc.

Personnel

Owner & President.....Mrs. Hattie Harm
 Station and General
 Manager.....Clyde F. Coombs
 News Director.....Ed Clough
 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.....Francis L. Quinn
 Chief Engineer.....Harold R. Brown

K M J

FRESNO—EST. 1922
NATIONAL BROADCASTING CO.

Frequency: 580 Kc.....Power: 5,000 Watts
 Owned-Operated By...McClatchy Broadcasting
 Co.
 Address.....1559 Van Ness Ave.
 Phone Number.....3-6277
 Transmitter Location...North & Madera Aves.
 Kerman
 Time on the Air:.....24 hours daily
 Newspaper Affiliation...McClatchy Newspapers
 News Service.....UP & AP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
 Station Manager.....Keith Collins
 Sales Manager.....Coyle Chambers
 Sales Promotion Manager.....Jack Griffith
 Program and Musical Director...Andy Patterson
 Publicity Director.....Jack Griffith
 Chief Engineer.....Wm. N. Wallace

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
 News Service.....UP
 Representative.....Biddick

Personnel

President.....David H. Cannon
 General Manager.....L. W. Peters
 Program Director.....R. W. Muller
 Chief Engineer.....John W. Tutt

K F O X

LONG BEACH—EST. 1924

ASSOCIATED BROADCASTING SYSTEM

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By..Nichols & Warinner, 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 ServiceUP
 Transcription Service.....Standard Radio,
 Langworth Transcription Service; SESAC
 RepresentativeBiddick

Personnel

President, Station Manager and
 Program Director.....Hal G. Nichols
 Commercial and Sales Promotion Manager
 and Chief Engineer..Lawrence W. McDowell

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 660-41
 Studio Addresses: 435 Pine Ave.; 643 So.
 Olive, Los Angeles
 Transmitter Location.....Atlantic & Compton
 Blvds.
 Time on the Air.....24 hours daily
 News Service.....AP & INS
 Transcription Service: World Broadcasting Sys-
 tem, Standard Radio, Lang-Worth, McGregor
 and Associated
 National
 Representative....Joseph Hershey McGilvra

Personnel

President-Gen'l Manager...C. Merwyn Dobyns
 Commercial Manager.....Lee Wynne
 Sales Promotion Manager.....Wendell Neely
 Musical Director.....Helene Smith
 Chief Engineer..Ronald Oakley and Jay Tapp

K E C A

LOS ANGELES—EST. 1929

AMERICAN BROADCASTING CO.

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By..American Broadcasting
 Co.
 Address.....1440 No. Highland Ave.
 Phone Number.....Hillside 8231
 Transmitter Location....2951 S. Fairfax Ave.
 Time on the Air.....5:45 a.m. to 12 midnight
 6:45 a.m. to midnight, Sunday
 News Service.....UP, AP & INS
 Transcription Service.....Thesaurus and
 Lang-Worth.
 Representative.....ABC Spot Sales

Personnel

PresidentMark Woods
 Station Manager.....Clyde P. Scott
 Commercial and Sales
 Manager.....Amos T. Baron
 Sales Promotion-Merchandising
 ManagerJack O'Mara
 Program Director.....William J. Davidson
 Production Manager.....Rollo Hunter
 Publicity Director.....Virginia West
 Musical Director.....Buzz Adlam
 Chief Engineer.....T. B. Palmer

K F A C

LOS ANGELES—EST. 1933

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By: Los Angeles Broadcast-
 ing Company, Incorporated
 Address.....645 South Mariposa
 Phone NumberFitzroy 1231
 Transmitter Location.....3725 Chesapeake,
 L. A., Calif.
 Time on the Air.....24 hours daily
 News ServiceAP
 Transcription Service.....WBS, Associated

Personnel

President-General Manager...Calvin J. Smith
 Sales-Commercial Manager...Calvin J. Smith
 Production-Program Director.Charles Granville
 Publicity Director.....Eileen Wheatley
 Musical Director.....Elmitt Eastcott
 Chief Announcer.....Charles Granville
 Chief Engineer.....Calvin J. Smith

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

FIBBER McGEE
 BERGEN AND MOLLY
 AND McARTHUR
 BOB BURNS
 BURNS & ALLEN
 ABBOTT
 & COSTELLO
 GINNY SIMMS

BING CROSBY
 HOAGY
 CARMICHAEL
 PEOPLE
 ARE FUNNY
 BANDWAGON
 KAY KYSER
 GREAT
 GILDERSLEEVE

LOS ANGELES

50,000 WATTS — CLEAR CHANNEL — 640 KILOCYCLES

Earle C. Anthony, Inc.

• • • CALIFORNIA • • •

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: FAirtax 2121
 Transmitter Location: Buena Park, Calif.
 Time on the Air: 24 Hours Daily,
 Except Tues.—12 Hours
 News Service: UP, City News
 Transcription Service: Standard Radio, Lang-
 Worth, World, BMI
 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: Dean Moxley
 Director of Promotion and
 Public Service: J. G. Paltridge
 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
 Representative: William G. Rambeau Co.

Personnel

President: C. H. Wilder
 General Manager: Harry Matzlish
 Asst. General Mgr.: G. McGuire Pierce
 Production-Program Director: William Ray
 Chief Announcer: Harry Hall
 Musical Director: Dion Romandy
 Commercial Manager: Berne Wilkins
 Sales Promotion: Don Ross
 Chief Engineer: Harry Myers

KFSG*

LOS ANGELES—EST. 1924

Frequency: 1150 Kc. Power: 2500 d.; 1000 n.
 Owned By: Echo Park Evangelistic Ass'n
 Operated By: Angelus Temple, Church of the
 Foursquare Gospel.

A PLEA FOR PEACE! Anthony Eden addressing plenary session; Secretary of State Stettinius presiding.

**"In our book KFWB is the No. 1
public service station."**

- JACK HELLMAN, Daily Variety



For service

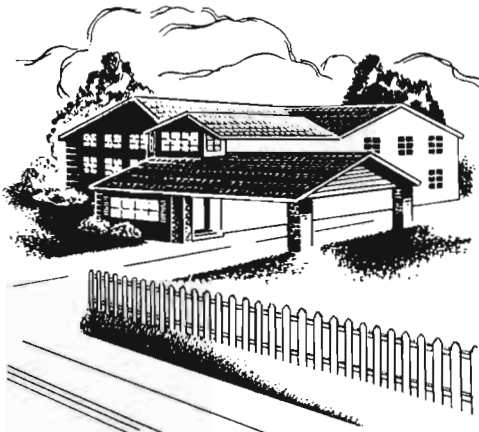
... showmanship ... sales, it's
WARNER BROS.

KFWB
HOLLYWOOD

KFWB was the only radio station to broadcast every minute of every session of the San Francisco United Nations Security Conference.

KGFJ

New
HOLLYWOOD
HOUSE



*R*eflecting KGFJ's ever-enlarging service to the music loving world

is its move to a new home—

Hollywood House—at Sunset and Vine.

Here—at the Cross Roads of Radio, clients and agencies alike will find an easily accessible contact with KGFJ's unique and effective programming.

Pay us a visit. The latch string is always out at Hollywood House.

KGFJ

1230 KC

The Twenty-four Hour Station
Thelma Kirchner, Manager

Address.....1100 Glendale Blvd.
Phone Number.....Exposition 1141
Transmitter Location.....1100 Glendale Blvd.
Time on the air: 7:45 p.m. to 12 midnight (except 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.....Dr. Rolf K. McPherson
General Manager.....Rev. Jack Carmain
Program-Musical Director.....John Vitallo
Chief Announcer.....Marshall Harry
Chief Engineer.....Harvey Haas

* Non-Commercial Station.

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 local sundown
News Service.....UP
Transcription Service.....Lang-Worth

Personnel

President-General Manager...J. Frank Burke
Sales-Commercial Manager....Howard Gray
Chief Engineer.....Jack Fredericks

KGFJ

LOS ANGELES—EST. 1926

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....Ben S. McGlashan
Address.....6314 Sunset Blvd.
Phone Number.....Prospect 2434
Transmitter Location..Washington & Oak Sts.
Time on the Air.....Unlimited license
News Service.....INS
Transcription Service.....Associated Music Publishers.

Personnel

Owner.....Ben S. McGlashan
General & Station Manager...Thelma Kirchner
Sales-Commercial Manager..Thelma Kirchner
Sales Promotion-Merchandising
Manager.....Thelma Kirchner
Program-Publicity Director...Thelma Kirchner
Production Manager-Musical
Director.....Thelma Kirchner
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. and Fairfax
 Time on the Air:24 hours daily; Monday, 12:00
 midnite to 6:00 a.m.
 News Service.....AP, INS
 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
 Publicity Director.....Harriet Crouse
 Program Director.....Pat Campbell
 Chief Announcer.....Tony La Frano
 Musical Director.....Harry Zimmerman
 Chief Engineer.....Frank Kennedy

K L A C *

LOS ANGELES—EST. 1924

Frequency: 570 Kc.....Power: 1000 Watts
 Owned-Operated By.....Dorothy S. Thackrey
 Address.....1000 Cahuenga Blvd.
 Phone Number.....Hillside 1161
 Transmitter Location.....1000 Cahuenga Blvd.
 Time on the Air.....5:30 a.m. to 1:00 a.m.
 News Service.....INS, AP, UP
 Transcription Service..Lang-Worth; Standard Radio.
 Representative.....Burn-Smith Co.

Personnel

General Manager.....Don J. Feddersen
 Program Manager.....Jim Strain
 Commercial Manager.....H. R. Land
 Chief Announcer.....Al Warner
 Musical Director.....Oreste Tomasso
 Chief Engineer.....Earl Buchanan

* Formerly *KTMR*.

K N X

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.....6:00 a.m. to 1:05 a.m.
 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.....Charles Morin
 Sales Manager (KNX).....J. A. Morton
 Sales Promotion Manager.....Ralph Taylor
 Merchandising & Sales Service
 Manager.....Ernest H. Martin
 Radio Sales Representative.....Meredith Pratt
 Program Manager.....Tom Hargis
 Chief Engineer.....Lester H. Bowman
 Director of Public Relations.....Chet Huntley
 Director of Press Information..Lloyd Brownfield
 Operations Manager.....Ben Puley
 CBS Western Musical Director...Lud Gluskin
 Musical Director (KNX).....Wilbur Hatch
 Continuity Chief.....Everett Tomlinson
 Production Manager.....Edith Todesca
 Managing News Editor.....John F. Beck
 Stations Relations Manager...E. W. Buckalew

K R K D

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
 Transcription Service.....SESAC

Personnel

Chief Executive.....Frank P. Doherty
 General Manager.....Ned Connor
 Program Director.....Venna Taylor
 Chief Engineer.....Willis O. Freitag



"Free Speech
Mike"



You can count on progressive programming to keep KMPC always out in front of the Western radio parade. KMPC sets the leader's pace with *better* programs built from sparkling new talent by top staff names. As a result, *more* listeners are spending *more* time with the "Station of the Stars". And more and more advertisers are lining up their advertising dollars behind the WEST'S GREATEST INDEPENDENT—KMPC. Join the parade. Remember, you're always in good company when you advertise on KMPC.

FULL INFORMATION AT YOUR PAUL H. RAYMER CO. OFFICE



LOS ANGELES, CALIFORNIA

330

KMPC

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.....Charles Calvert
 Program Manager.....C. G. Renier
 Promotion-Publicity Director...Willard Hanes
 Musical Director.....Ted Steele
 Chief Engineer.....Lloyd Cigmon

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.....UF
 Transcription Service...World and M. M. Cole
 Representative.....W. S. Grant Co

Personnel

President.....Horace Thomas
 Station and Commercial Manager..Joe D. Carroll
 Program Director and
 Production Manager.....Jayn Feller
 Chief Engineer.....Joe D. Carroll
 Chief Announcer.....Hedley Hall
 Musical Director.....George Davidson

KYOS

MERCED—EST. 1936

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

Business Address.....P. O. Box 717
 Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Merced Broadcasting
 Company
 Phone Numbers.....1430; 1431

Studio Address....."G" Street Grade
 Transmitter Location....."G" Street Grade
 Time on the Air.....5:30 a.m. to midnight
 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
 Program Director.....W. L. Musladin
 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
 Transcription Service.....World, Lang-Worth
 Representative.....W. S. Grant

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 Location.....Municipal Wharf
 Time on the Air.....6:30 a.m. to 11:15 p.m.;
 Sunday 7:30 a.m.
 Newspaper Affiliation...Monterey Peninsula
 Herald; Salinas, Californian
 News Service.....UP
 Transcription Service.....NBC Thesaurus,
 Associated

Personnel

President.....Paul H. Caswell
 Station Manager.....Reed Pollock
 Sales Promotion Manager.....George Ross
 Program Director.....Edward Duty, Jr.
 Production Manager.....Ford Warner
 Publicity Director.....George Ross
 Chief Announcer.....Orel Phillips
 Chief Engineer.....Omar Wright

K W B R

OAKLAND—EST. 1921

Frequency: 1310 Kc. Power: 1000 Watts
 Owned By..... Warner Brothers
 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
 Representative..... Wm. G. Rambeau

Personnel

President-General Manager..... S. W. Warner
 Station-Sales-Commercial
 Manager..... F. Wellington Morse
 Program Director..... Sylvia L. Chandler
 Chief Announcer..... Dave Moore

K L X

OAKLAND—EST. 1922

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By.... Tribune Building Corp.
 Address ... Tribune Tower, 13th & Frank-
 lin Streets
 Phone Number..... Glencourt 0860
 Transmitter Location..... Tribune Tower
 Time on the Air..... 6:45 a.m. to 1:00 a.m.
 Newspaper Affiliation..... Oakland Tribune
 News Service..... AP
 Transcription Service.... World Broadcasting
 System and Associated
 Representative..... Joseph Hershey McGillvra

Personnel

President-Owner..... J. R. Knowland, Jr.
 General Manager..... Glenn Shaw
 Sales Promotion Manager..... Ellis F. Rehn
 Program Director-Production Manager
 and Publicity Director..... Jerry Morton
 Chief Announcer..... Bill Stevens
 Musical Director..... Paul Scheiner
 Chief Engineer..... Roswell Smith

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 8774
 Studio Addresses. 464 19th St., San Francisco
 Newsreel Theatre, Oakland, Calif.
 Transmitter Location 1522 - 8th Avenue
 Time on the Air..... 17½ hours daily

News Service UP
 Transcription Service..... Standard Radio;
 Langworth

Personnel

President-General Mgr..... Sheldon Sackett
 Commercial Manager-Station
 Manager Wilton Guzendorier
 Production Manager.... R. W. Wassenberg
 Publicity Director..... Mercedes Prosser
 Chief Engineer..... C. E. Downey

K X L A

PASADENA—EST. 1942

Frequency: 1110 Kc. Power: 10,000 Watts
 Owned-Operated By: Pacific Coast Broadcast-
 ing Co.
 Business Address.. 1401 South Oak Knoll Ave.
 Phone Number..... RYan 1-6991
 Studio Address..... 1401 Oak Knoll Ave.
 Transmitter Location..... El Monte, Calif.
 Time on the Air..... 24 Hours
 News Service INS
 Transcription Service: Lang-Worth; Associated
 Music Publishers
 Representative. Joseph Hershey McGillvra, Inc.

In 5 years (by official census)
OAKLAND GROWS
31.6% . . . to 401,257

(Metropolitan Oakland near million)

It's official . . . just certified to the U. S.
 Bureau of Census. A special count places
 Oakland fourth (pos-
 sibly third) among
 Coast cities...at least
 26th in the nation!
 Oakland is increas-
 ingly a market all its
 own. And you can't
 overlook the fact
 that . . .



K R O W

"The Home Interest Station"

IS Oakland's Leading Radio Station

RADIO CENTER BLDG., OAKLAND 12, CALIF.

National Representatives: Radio Advertising Co.

Personnel

General Manager.....Loyal K. King
 Station-Commercial Manager...Loyal K. King
 Program-Publicity Director...Norman Rodgers
 Chief Announcer.....Carl Saunders
 Chief Engineer.....Jack Reader

K C M J

PALM SPRINGS—EST. 1946

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Dick Joy, Donald C. McBain
 Operated By...Palm Springs Broadcasting Co.
 Address.....Box KK
 Phone Number.....2253-4
 Studio-Transmitter Location..North Indian Ave.
 Time on the Air.....6:30 a.m. to midnight;
 Sunday, 8 a.m. to midnight
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Homer Griffith Co., Inc.

Personnel

Co-owner-Program Director.....Dick Joy
 Co-owner.....Donald C. McBain
 General Manager.....Clinton Jones
 Commercial-Promotion Mgr....George E. Irwin
 Office Manager.....Margaret Lord
 Chief Engineer.....William Murtough

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 3-4363
 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

General Manager.....Rev. George E. Petrie
 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 local sunset

News Service.....UP
 Transcription Service.....Standard Radio

Personnel

Owners.....Marshall S. Neal, Paul Buhlig
 General-Sales Manager.....William J. Beaton
 Sales Promotion-Publicity.....Claire Hughes
 Program Dir.-Chief Ann.....George Sanders
 Musical Director.....Rowland Gibbs
 Chief Engineer.....Paul W. 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.....Central Office, KYOS,
 Merced, Calif.
 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

Station Manager.....Fred M. Stuelpnagel
 Commercial Manager.....H. E. McCarty
 Sales Promotion Manager....Orville Burda
 Program Director.....Charles Castor
 Production Manager.....Lyle Mathis
 Publicity Director.....Ted Dooley
 Chief Announcer-Musical Dir...Charles Kinsley
 Chief Engineer.....Russell Pope

K P R O

RIVERSIDE—EST. 1941

AMERICAN BROADCASTING CO.

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
 480th 5th St., San Bernardino
 Transmitter Location:.....3401 Russell St.
 Time on the Air.....5:30 a.m. to 1 p.m.
 News Service.....AP
 Transcription Service: Associated Music Pub-
 lishers and Cole
 Representative.....Adam J. Young, Jr.

Personnel

President-General Manager....W. L. Gleeson
 Station Manager.....Gene Williams
 Sales-Commercial Manager....Gene Williams
 Sales Promotion-Merchandising
 Manager.....Mildred Thorne

Program Director.....Kenyon E. Linn
 Production Manager.....Ed McLean
 Publicity Director.....Mildred Thorne
 Chief Announcer.....Lee Lawley
 Musical Director.....Marlene White
 Chief Engineer.....Cecil Caves
 Record m.c.....Ralph James

K C R A

SACRAMENTO—EST. 1944

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By...Central Valleys Broadcasting Co.
 Business Address.....Calif. State Life Bldg.
 Phone Number.....2-0758
 Studio Address.....Calif. State Life Bldg.
 Transmitter Location...27th & American River
 Time on the Air.....6:00 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....World Broadcasting System
 National Representatives.....Helen Wood and W. S. Grant

Personnel

General Manager.....Ewing C. Kelly
 Sales Manager.....Frank Coumont
 Program Director.....Irving Phillips
 Publicity Director.....Hill Armfield
 Record m.c.....Edwin Carlson
 Chief Engineer.....Marvin D. Myers

K F B K

SACRAMENTO—EST. 1922

AMERICAN BROADCASTING CO.

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..McClatchy Newspapers
 News Service.....UP and AP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
 Station Manager.....Leo O. Ricketts
 Program Director.....James Eakins
 Publicity Director.....Marjorie Kistie
 Sales Manager.....Richard Brothers
 Chief Announcer.....Tony Koester
 Chief Engineer.....Stam Sronce

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 Service.....UP
 Transcription Service...Associated Recorded
 PGM. Library
 Representative.....Avery

Personnel

President-Owner.....Mrs. Royal Miller
 Station Manager.....Mrs. Royal Miller
 Public Relations Manager.....Howard Smiley
 Program Director.....Howard Smiley
 Chief Engineer.....Howard Martineau

K X O A

SACRAMENTO—EST. 1945

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

Frequency: 1490 kc.....Power: 250 Watts
 Owned-Operated by.....Lincoln Dellar
 Business-Studio Address.....30th & P Sts.
 Phone Number.....6-4728
 Transmitter Location.....30th & P Sts.
 Time on the Air.....18 Hours Daily
 News Service.....UP
 Transcription Service.....Associated, Cole
 Representative.....John Blair & Co.

Personnel

Owner-General Manager.....Lincoln Dellar
 Commercial-Sales Promotion....Morton Sidley
 Program-Publicity Director....Robert W. Dumm
 Production Manager.....Earl Russel
 Chief Engineer.....Neal Black

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.....512 Fifth St.
 Phone Number.....4-761, 4-762
 Transmitter Location.....990 Colton Ave.
 Time on the Air.....5:45 a.m. to 12 midnight
 Sunday 6:00 a.m.
 News Service.....UP

Transcription Service.....World Broadcasting System
 Representative.....John Blair & Co.

Personnel

PartnersJ. C. & E. W. Lee
 Station Manager.....Maury A. Vroman
 Program Director.....Eberle T. Shields
 Production Manager-Chief
 AnnouncerPaul C. Lynde
 Chief Engineer.....George W. Ewing

K F M B

SAN DIEGO—EST. 1941

AMERICAN BROADCASTING CO.

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

The Jack Gross Broadcasting Co.

Address.....1375 Pacific Blvd.
 Phone NumberMain 2114
 Transmitter LocationSpreckles Bldg.
 Time on the Air.....18 Hours per Day
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....The Branham Co.

Personnel

President, Station and
 Commercial Manager.....Jack Gross
 Sales Promotion Manager.....Shirley Hawley
 Program Director and
 Production Manager.....Paul Baron
 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.....Airian Radio Corporation, Ltd.

Address326 Broadway
 Phone NumberFranklin 6353
 Transmitter Location326 Broadway
 Time on the Air.....6 a.m. to Midnight,
 Sunday 8 a.m. to Midnight

Transcription Service.....NBC Thesaurus;
 RepresentativePaul H. Raymer Co.

Personnel

President-Owner and
 Station Manager.....Thomas E. Sharp
 Assistant Manager.....M. R. Harris
 Commercial-Sales Manager.....Larry Scalf
 Program Director.....Alys Phreamer
 Publicity-Sales Promotion.....M. R. Harris
 Production-Musical Director.....Russ Plummer
 Chief Announcer.....Len Lundmark
 Chief Engineer.....Richard Gartner

KFMB
Sells
SAN DIEGO

Son Diego County is important on any marketing map . . . and KFMB is important in covering this 'concentrated market from "within." 373,000 persons live within 15 miles of our antenna.

KFMB
 BASIC AMERICAN NETWORK
 (Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
 Represented by the BRANHAM CO

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; Sundays, 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 Engineer: William G. Collins
Publicity Director: Willis I. Bramin
Record m.c.: Jerry Lee Pecht

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 0107
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
Station-General Manager: William D. Pabst
Sales Manager: Merwyn McCabe
Program-Production Manager: Mel Venter
Publicity Manager: R. L. Templeton
Musical Director: Lyle Bardo
Chief Engineer: Jim McArdle

K G O

SAN FRANCISCO—EST. 1924

AMERICAN BROADCASTING CO.

Frequency: 810 Kc. Power 7500 Watts

Owned-Operated By:

American Broadcasting Co.
Address: 155 Montgomery St.
Phone Number: Exbrook 6544
Transmitter Location: 5433 E. 12th St., Oakland
Time on the Air: 24 hours daily;
Midnight to 5:45 a.m., Mondays

News Service: AP, INS, UP
Transcription Service: Standard, Associated, NBC Thesaurus, BMI

National Sales Office: ABC Spot Sales
Representative: ABC Spot Sales

Personnel

President: Mark Woods
Station Manager: Gayle V. Grubb
Sales Manager: Byron H. Nelson
Promotion-Publicity

Manager: Robert F. Laws
Program Director: Robert H. Wesson
Chief Engineer: A. E. Evans
Musical Director: Phil Bovero
Record Master of Ceremony: George Fenneman

K J B S

SAN FRANCISCO—EST. 1925

Frequency: 1100 Kc. Power: 500 Watts
Owned By: KJBS Broadcasters
Operated By: KJBS Broadcasters
Address: 1470 Pine Street
Phone Number: Ordway 4148
Transmitter Location: 1470 Pine Street
Time on the Air: 5:00 a.m. to local sunset, 10:00 p.m. to 3:00 a.m.

News Service: INS; UP; AP
Transcription Service: Standard
Representative: Headley-Reed Co.

Personnel

President: E. P. Franklin
General Manager: E. P. Franklin
Sales Manager: S. G. Breyer
Program Manager:
Production Manager: C. F. Pendleton
Musical Director: Mildred Bowyer
Record m.c.: Frank Cope
Chief Engineer: William Nielsen

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: 6:00 a.m. to 2:00 a.m.

• • • CALIFORNIA • • •

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

Personnel

General Manager.....John W. Elwood
Sales Manager.....Alfred Crapsey
Program Director.....Wendell Williams
Publicity Director.....Louise Landis
Chief Announcer.....Floyd Farr
Sales Promotion Manager.....Hunter L. Scott
Station Engineer.....Curtis D. Peck

K S A N

SAN FRANCISCO—EST. 1922

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.....18 Hours

News Service.....AP

Transcription Service.....Langworth

Representative.....Wm. G. Rambeau Co.

Personnel

PresidentS. H. Patterson
Station and Commercial

ManagerJerry Akers

Production-Program Director.....Lee Giroux

Sales Promotion.....Bob Woodmansee

Publicity Director.....John Ross

Chief Announcer.....Bill Braly

Musical Director.....Jack Buckingham

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.....6:00 a.m. to 12 Midnight

News Service.....INS, UP

Transcription Service.....Lang-Worth,

Standard, World Associated

Representative.....Weed & Company

Personnel

President.....W. I. Dumm

Sales Manager.....John H. Schacht

Program Director-

Production Manager.....Richard M. Oddie

Public Relations Director....David C. Spencer

Chief Announcer.....Robert W. Day

Musical Director.....Sam Moore

Vice-President Engineering..Royal V. Howard

If you have Availability
Chills

and

Spots Before the Eyes

TAKE THE CURE
WITH "CUE-IN"

SEE

**A P R A D I O
P R O D U C T I O N S**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

One of America's Outstanding Independent Stations

RADIO STATION

K Y A

San Francisco 5000 watts - Days
1000 watts - Nights 1260 KC

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 Publishers and Standard Library Service
 Representative... Adam Young

Personnel

President and Station Manager... Don Fedderson
 Sales and Sales Promotion Manager... D. E. Lundy
 Program Director... William Brown
 Chief Engineer... Paul C. Schulz
 Chief Announcer... Ellis Lind

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... 89 E. San Antonio St. San Jose; Palace Hotel, San Francisco
 Transmitter Location... Alviso, California
 Time on the Air... 5:30 a.m. to 12 midnight
 News Service... INS; UP; AP
 Transcription Service... Standard Radio; NBC Thesaurus, Cole.
 Representative... Edward Petry & Co., Inc.

Personnel

President... Ralph R. Brunton
 General Manager... C. L. McCarthy
 Vice President and Publicity-Sales Promotion Manager... Wade Thompson
 Program Director... Fred Ruegg
 Production Manager... Grant Holcomb
 Commercial Manager... D. M. Greene
 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 264
 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; Sundays, 7:00 a.m. to Midnight
 News Service... AP
 Transcription Service... Standard Radio and World
 Representative... W. S. Grant Company

Personnel

Owner... Christina M. Jacobson
 Manager... Les Hacker
 Commercial and Sales Promotion Manager... Joe Shuttleworth
 Program Director... William Barton
 Production Manager... Aram Rejabian
 Chief Announcer-Musical Dir... Clark Blocher
 Chief Engineer... Earle Travis

K V O E

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... 206 No. Main St.
 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; Sundays, 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
 Commercial Manager... L. S. Nicholson
 Sales Promotion Manager... Marjory Marsh
 Production Manager... Bill Elliott
 Chief Engineer... Stan Guenther

K D B

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 12:15 a.m.
 Transcription Service... World Broadcasting System
 Representative... John Blair & Co.

Personnel

President.....Thomas S. Lee
 Manager.....Lewis Allen Weiss
 Commercial Manager.....James S. Blomfield
 Sales Promotion Manager.....Donald C. Roberts
 Program Director.....Fin Hollinger
 Production Manager.....Donald C. Roberts
 Publicity Director.....Elizabeth Goddard
 Record m.c.....Raymond Dietrich
 Chief Engineer.....William C. Buckley

K T M S

SANTA BARBARA—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 1250 Kc.Power: 1000 Watts
 Owned-Operated By....News-Press Publish-
 ing Co.
 Address.....De LaGuerra Plaza
 Phone Number.....6111
 Transmitter Location.....Goleta, Calif.
 Time on the Air.....18 Hours, Mon.-Sat.;
 16 Hours, Sun.
 Newspaper Affiliation.....Santa Barbara
 News-Press
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

President-Owner.....T. M. Storke
 Station-General and
 Commercial Manager.....Jack Heintz
 Sales-Promotion Manager.....R. A. Harding
 Program Director and
 Production Manager.....Frank P. Weltmer
 Musical Director.....Ernie Dugue
 Chief Engineer.....Albert Nicolay

K S M A

SANTA MARIA—EST. 1946

Frequency: 1450 Kc.Power: 250 Watts
 Owned-Operated By....H. G., C. A., M. C.
 Shurtliff & C. A. Center
 Address....3437 Hedges Ave., Fresno, Calif.

(Call Letters to Be Assigned)

SAN MATEO*

Frequency: 1050 ks.Power: 250-D
 Owned-Operated By....San Mateo County
 Broadcasters
 Address.....San Mateo, Calif.

Personnel

Chief Executive.....Edmund Scott
 * Construction Permit.

K S R O

SANTA ROSA—EST. 1937

Frequency: 1350 Kc.Power: 1000 Watts
 Operated By.....Ruth W. Finley
 Owned By.....Ruth W. Finley
 Business Address.....Press-Democrat Bldg.
 Phone Number.....110
 Studio Address.....427 Mendocino Ave.
 Casa de Vallejo Hotel, Vallejo
 Transmitter Location Fresno and Finley Aves.
 Time on the Air....6:00 a.m. to 10:00 p.m.
 News Service.....UP, AP
 Transcription Service:
 World Broadcasting System; Standard
 and Cole

Personnel

President.....Ruth Finley
 Station Manager.....Eddie Handley
 Chief Engineer.....Howard McCauley
 Sales Manager.....Ted Hall

K G D M

STOCKTON—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1140 Kc.Power: 5000 Watts
 Owned-Operated By.....E. F. Peffer
 Address.....517 E. Market St.
 Phone Number.....4-4551
 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
 Representative.....John Blair & Co.

Personnel

Owner.....E. F. Peffer
 Manager.....E. Smith
 Program Director.....M. Dinsmore
 Chief Engineer.....M. B. Greene

K W G

STOCKTON—EST. 1921

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.Power: 250 Watts
 Owned-Operated By....McClatchy Broad-
 casting Co.
 Address.....Hotel Wolf
 Phone Number.....22727
 Transmitter Location.....Weber & E Sts.

Time on the Air.....6 a.m. to 12 midnight;
 Sunday, 7 a.m. to 12 midnight
 Newspaper Affiliation:
 McClatchy Newspapers
 News Service.....UP, AP
 Transcription Service.....Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

President.....Eleanor McClatchy
 Station & Sales Manager...Howard L. Bailey
 Program Director.....James E. Longe
 Publicity Director.....Gail K. Mayers
 Chief Engineer.....Russell Bennett

K C O K

TULARE—EST. 1945

MUTUAL—DON LEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Herman Anderson
 Address.....Box 873
 Phone Number.....800
 News Service.....UP
 Transcription Service.....SESAC, Standard
 Representative.....Homer Griffith

Personnel

Chief Executive.....Herman Anderson
 General Manager.....Sheldon Anderson
 Commercial Manager.....Richard Wegner
 Program Director-Chief
 Engineer.....Harold Sparks
 Promotion Manager.....Bob Lane

K T K C

VISALIA—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 940 Kc.....Power: 5,000 Watts
 Owned-Operated By..Tulare-Kings Counties
 Radio Associates
 Business Address.....Post Office Box 511
 Phone Number.....575
 Studio Address.....Hotel Fresno, Fresno, Calif.
 Transmitter Location...1¾ miles southwest
 of Visalia, California
 Time on the Air...5:45 a.m. to 12:10 Midnight
 News Service.....AP
 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.....Milliard Kibbe
 Production Manager.....Bill Gracey
 Chief Engineer.....Bert Williamson
 Chief Announcer.....Bill Ott
 Publicity Director.....Jean Banks

K H U B

WATSONVILLE—EST. 1936

AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Operated By.....Luther E. Gibson
 Owned By.....Luther E. Gibson
 Business Address.....Atkinson Lane
 Phone Number.....1700-1
 Studio Address.....Atkinson Lane
 Transmitter Location.....Atkinson Lane
 Time on the Air.....6:45 a.m. to 11:15 p.m.
 News Service.....AP
 Transcription Service...World Broadcasting
 System
 Representative.....W. S. Grant Co.

Personnel

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

"STAR TIME"

Intensely interesting dramati-
 zations of personalities of
 interest to women.

Through the unique, new
 "Cue-In" technique, the sta-
 tion's local women's program
 editor participates with the
 star.

"Cue-In" localizes and per-
 sonalizes the program—15-
 minutes, transcribed.

Exclusive in Any Market

WRITE

**A P RADIO
 PRODUCTIONS**

PRESS ASSOCIATION, INC.
 50 ROCKEFELLER PLAZA
 NEW YORK 20, N. Y.

COLORADO

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KGIW

ALAMOSA—EST. 1929

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. to 9:30 p.m.
News ServiceUP
Transcription ServiceKeystone

Personnel

Owner E. L. Allen
Sales Manager.....Lloyd Allen
Program Director.....Kay Allen
Chief Engineer.....George H. Kettle

AddressAntlers Hotel
Phone Number..... Main 278
Transmitter Location...2803 E. Platte Avenue
Time on the Air: 6:30 a.m. to 11:30 p.m.,
Saturdays, 7:00 a.m. to 12 midnight
Newspaper AffiliationOklahoma
Publishing Co.
News ServiceAP
Transcription Service.....World Broadcasting
System
RepresentativeThe Katz Agency

Personnel

PresidentE. K. Gaylord
Station Manager.....Everett Shupe
Commercial Manager.....Orville W. Suhre
Chief Engineer.....H. C. Strang

KVOR

COLORADO SPRINGS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By.....Outwest Broad-
casting Company

KFEL

DENVER—EST. 1922

MUTUAL

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



1946...

4th YEAR

FOR THE

KFEL NEWS HOUR

- 9:00 P.M. News by Associated Press, I.N.S. and the KFEL Staff
- 9:15 P.M. Exclusive Foreign Service of THE CHICAGO DAILY NEWS
- 9:30 P.M. "Top of the News" by FULTON LEWIS, JR. (MBS)
- 9:45 P.M. "The Inside of Sports" by BILL BRANDT (MBS)

KFEL — "THIS IS MUTUAL IN DENVER"

950 Kilocycles—with 5,000 Watts 24 hours a day

Managed by Gene O'Fallon

Represented by John Blair & Co.

• • • **COLORADO** • • •

Phone NumberKEystone 0178
Transmitter Location ...5350 West 20th Ave.
Time on the Air.....24 Hours Daily
News Service.....AP & Chicago Daily News
Transcription Service.....Standard Radio
and Associated Record, SESAC, Cole
Representative.....John Blair & Co.

Personnel

President-Manager.....Gene O'Fallon
DirectorFrank Bishop
Program Director.....Paul Godt
Chief Engineer.....Tom Atherstone
Musical Director.....Paul Godt

•
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 12:15 a.m.
News Service.....INS, AP
Transcription ServiceStandard,
C. P. MacGregor, M. M. Cole

RepresentativeThe Katz Agency

Personnel

PresidentE. K. Gaylord
Station ManagerHugh 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-Operated By..KMYR Broadcasting Co.
Address.....1626 Stout Street
Phone Number.....Main 4161
Transmitter Location.....1626 Stout Street
Time on the Air.....6:00 a.m. to 2:00 a.m.
News Service.....UP and AP
Transcription Service.....World Broadcasting
and Cole.

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

Personnel

OwnerF. W. Meyer
Station Manager.....A. G. Meyer
Commercial Manager.....Ben Bezoff

Publicity Manager.....E. H. Meyers
Program Director.....Dolores Pledsted
Production Manager.....Leo Cross
Chief Announcer.....Bill Butterfield
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.....19¼ Hours
News ServiceAP; INS; UP
Transcription Service.....NBC Thesaurus,
Standard

Personnel

President, National Broadcasting Co.

Station Manager.....Niles Trammell
Lloyd E. Yoder

Sales Manager.....James R. MacPherson
Program Director.....Clarence C. Moore
Sales Promotion Manager..T. Ellsworth Stepp
Production Manager.....Earle Ferguson
Publicity Director.....T. Ellsworth Stepp
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.....Shares Time

Personnel

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

K V O D

DENVER—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By: Colorado Radio Corp.
 Address: Midland Savings Bldg.
 Phone Number: Tabor 2291
 Transmitter Location: North of Denver
 Time on the Air: Unlimited license
 News Service: UP
 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 Director: Thelma Smalzenberger
 Secretary: Elaine 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.
 Address: 2800 Main Ave.
 Phone Number: 117
 Transmitter Location: 2800 Main Ave.
 Time on the Air: 7:00 a.m. to 10:00 p.m.
 News Service: UP
 Transcription Service: Keystone Broadcasting System, SESAC, Cole

Personnel

Station Manager: Raymond M. Beckner
 Chief Engineer: John L. Antic
 Chief Announcer: Don Hoover

K F X J

GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 920 Kc. Power: 1000 d.; 500 w.
 Owned-Operated By: Western Slope Broadcasting Co.
 Address: P. O. Box 30
 Phone Number: Grand Junction 126 and 142
 Transmitter Location: Hillcrest Manor

Time on the Air: 6 a.m. to 11:00 p.m.
 News Service: UP
 Transcription Service: World Broadcasting System, Standard and SESAC
 Representative: Walker Company

Personnel

Station and Sales Manager: Rex Howell
 Sales Manager: Roger Kelly
 Chief Announcer: Jack Lund
 Chief Engineer: D. E. Towne
 Auditor: Charles Howell
 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: Shares Time
 News Service: UP
 Transcription Service: Lang-Worth, Cole

Personnel

Managing Director: H. E. Green
 General Manager: Francis Price
 Program Director: Charles E. Sumerau
 Chief Engineer: Ray E. Smith

K O K O

LA JUNTA—EST. 1937

KEYSTONE BROADCASTING SYSTEM

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 Number: 42
 News Service: UP
 Transcription Service: Keystone
 Transcription Service: Keystone Broadcasting System, Standard Radio, SESAC
 Representative: Thomas F. Clark Co.

Personnel

Chief Owner-Secy.-Treas.: Leonard E. Wilson
 Station Manager: Leonard E. Wilson
 Sales Manager: Margaret W. Johnson
 Production Manager: Leonard E. Wilson
 Chief Engineer: Leonard E. Wilson

K G H F

PUEBLO—EST. 1928

AMERICAN BROADCASTING CO.

Frequency: 1350 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By Curtis P. Ritchie
 Address P.O. Box 293
 Phone Number 3877
 Studio Address 304 North Main
 Transmitter Location: 3 miles south on High-
 way 85
 Time on the Air: 6:00 a.m.-11 p.m. daily; 7 a.m.-
 11p.m. Sundays
 News Service UP
 Transcription Service World Broadcasting
 System
 Representative Joseph H. McGillvra, Inc.

Personnel

Owner Curtis P. Ritchie
 Station Manager Curtis P. Ritchie

Commercial Manager Maxson I. Bevens
 Chief Engineer Willis C. Shanks
 Program Director
 Chief Announcer Cliff Hendrix
 Publicity Director Maxson I. Bevens

K G E K

STERLING—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Elmer G. Beehler
 Address Fleming Road
 Phone Number 679
 Transmitter Location Sterling
 Time on the Air 11:30 a.m. to 1:30 p.m.
 Representative Thomas F. Clark Co., Inc.

Personnel

Owner Elmer G. Beehler
 Sales Manager Glenn Presser
 Chief Engineer Elmer G. Beehler

"SPECIAL ASSIGNMENT"

Exciting dramatizations based on the unusual stories of
 top-flight news reporters.

It's 15-minutes of *action, thrills and chills.*

An easy sales-winner for any sponsor of transcribed
 programs.

Exclusive in Any Market

SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.



Connecticut has a great inheritance: the first democratic constitution, adopted in 1636. Above: Seat of government in Hartford.

EVERYTHING HERE IS CAPITAL . . .

- 1. THE CAPITAL CITY** of Connecticut, Hartford is the center of the busy political, financial and industrial life of the state.
- 2. THE CAPITAL MARKET** of the country, the Hartford Trading Area is the Major Market in a state which leads all others in Effective Buying Income per family.
- 3. THE CAPITAL STATION** in this market, WDRC is a capital buy, with one low uniform rate for all advertisers, national, regional and local.

WDRC

HARTFORD 4 CONNECTICUT
WDRC - FM

BASIC CBS HARTFORD REPRESENTED BY PAUL H. RAYMER

CONNECTICUT

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W I C C

BRIDGEPORT—EST. 1926

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 600 Kc. Power: 1000 d.; 500 n.
Owned-Operated by The Yankee Network, Inc.

Address Stratfield Hotel
Phone Number 6-1121
Transmitter Location Pleasure Beach, Bridgeport

Time on the Air 6 a.m. to 2 a.m.
News Service AP
Transcription Service Associated; Standard Radio, SESAC

Representative Edward Petry & Co., Inc.

Personnel

President Wm. F. O'Neil
Chairman of Board John Shepard, 3rd
Station Manager Joseph Lopez
Assistant Manager Thomas O'Neil
Sales Manager Norman Whittaker
Sales Promotion James S. Powers
Program Director Florence Robinson
Chief Engineer George Keich

W N A B

BRIDGEPORT—EST. 1941

AMERICAN BROADCASTING CO.
CONNECTICUT STATE NETWORK

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

Address 991 Broad Street
Phone Number 3-3112
Transmitter Location Locomobile Point—(Inner Harbor)

Time on the Air: 7:00 a.m. to midnight; Sundays, 9 a.m. to midnight

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

Personnel

Owner Harold Thomas
General Manager Bruff W. Olin, Jr.
Sales Manager Terry McGough
Chief Engineer Vinnie De Laurentis
Sales Promotion Sidney Peters
Sales Promotion Bruff W. Olin, Jr.
Publicity-Production Director Peter Bochan

W D R C

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc. Power: 5000 Watts
Owned-Operated By WDRG, Inc.

Address 750 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 World
Representative Paul H. Raymer Co., R. C. Foster & Company

Personnel

President and Station
Station Manager Walter B. Haase
Commercial and Sales Promotion
Manager William F. Malo
Program Director and
Production Manager Harvey Olson
Publicity Director Jack Zaiman
Chief Announcer Larry Colton
Chief Engineer Italo A. Martino
Record m.c.'s Roy Hensen; Larry Colton; James Garrett; Dean Luce

W H T D

(Formerly Known as WNBC)

HARTFORD—EST. 1935

MUTUAL BROADCASTING SYSTEM
YANKEE 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. to 1 a.m.; Sun., 8 a.m. to 1 a.m.

News Service UP
Transcription Service Standard Radio and Associated

National Sales Office Edward Petry & Co., Inc. Company, New York, Detroit, Chicago

Personnel

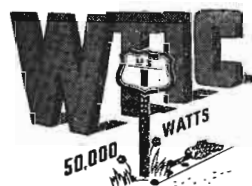
Ch. of Bd. of Directors of
The Yankee Network John Shepard, III
Station Supervisor Ralph D. Kanna
Sales Manager Linus Travers
Promotion Manager Robert Mooney
Chief Engineer Rogers Holt

TRY SOME?



During the past eight years, Peter Paul, makers of chocolate-coconut MOUNDS—through their agency, Platt-Forbes, Inc.—have consistently employed the facilities of WTIC to sell their famous candy bar to the Southern New England Market. As a result, Southern New Englanders *have* tried this delicious confection, and they keep coming back for more.

Peter Paul is typical of the many advertisers who have found it both profitable and pleasant to do business with WTIC.



**DIRECT ROUTE TO
SALES IN**
Southern New England
The Travelers Broadcasting Service Corporation
Affiliated with NBC
and New England Regional Network
Represented by WEED & COMPANY,
New York, Boston, Chicago,
Detroit, San Francisco and Hollywood

W T H T

HARTFORD—EST. 1936

AMERICAN BROADCASTING CO.
CONNECTICUT STATE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By...Hartford Times, Inc.
Address.....555 Asylum St.
Phone Number.....2-0237
Transmitter Location.....555 Asylum St.
Time on the Air.....6:30 a.m. to midnight;
Sunday, 8a.m. to midnight
Newspaper Affiliation.....Hartford Times
News Service.....AP
Transcription Service.....Lang-Worth
Standard
Representative.....J. P. McKinney & Son

Personnel

Station Manager.....C. Glover DeLaney
Commercial Manager...Leonard R. Schoenfeld
Sales Promotion Manager.....John S. Lloyd
Program Director-
Production Manager.....F. E. Bieber
Musical Director.....Charlotte Anderson
Chief Engineer.....Charles S. Masini
Record m.c.'s.....Joseph W. Girand,
Mitchell C. Betters

W T I C

HARTFORD—EST. 1925

NBC—NEW ENGLAND REGIONAL NETWORK

Frequency: 1080 Kc. Power: 50,000 Watts
Owned-Operated By...The Travelers Broad-
casting Service Corporation
Address.....26 Grove Street
Phone Number.....2-3181
Transmitter Location.....Avon, Connecticut
Time on the Air.....5:30 a.m. to 1 a.m.
Sundays, 8 a.m. to 1 a.m.
News Service.....AP; IN5; Transradio
Transcription Service.....Lang-Worth, NBC,
Thesaurus
Representative.....Weed & Company

Personnel

General Mgr.-Station Mgr....Paul W. Morency
Asst. General Manager-
Commercial Manager.....Walter Johnson
Sales Promotion Manager...James F. Clancy
Program Manager.....Leonard J. Patricelli
Production Manager.....Paul Lucas
Publicity Director.....James F. Clancy
Chief Announcer.....Bernard Mullins
Musical Director.....Moshe Paranov
Plant Manager.....H. D. Taylor

W E L I

NEW HAVEN—EST. 1935

AMERICAN BROADCASTING CO.

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

Owned-Operated By...Conn. Radio Foundation,
Inc.

Address.....221 Orange Street
Phone Number.....8-1133
Transmitter Location.....Hamden, Conn.
Time on the Air.....Unlimited
News Service.....UP
Transcription Service.....World Broadcasting
System Library
Representative.....Headley-Reed Co.

Personnel

President.....H. C. Wilder
Vice-President.....W. A. Ripley
General-Station Manager...Richard W. Davis
Commercial Manager.....Edwin H. Schweitzer
Sales Promotion Manager-
Publicity Director.....Dudy Frank
Program Director.....Charles Wright
Chief Announcer.....Jack Ryan
Record m.c.....Clive Dill
Chief Engineer.....Fred King

W N H C

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.....6:30 a.m. to 1 a.m.
Representative.....Wm. G. Rambeau Co.
News Service.....AP
Transcription Service.....Standard

Personnel

President.....Patrick J. Goode
General-Station Manager...James T. Milne
Merchandising Manager...Vincent Callanan
Program Director.....Kenneth Carter
Production Manager.....George Chapmar
Publicity Director.....Margaret Wilson
Chief Engineer.....Garro W. Ray
Record m.c.'s.....Richard Jessens, Dave
Harris, Joseph Burns

W N L C

NEW LONDON—EST. 1936

MUTUAL BROADCASTING SYSTEM—YANKEE
NETWORK & CONNECTICUT STATE
NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By...Thames Broadcasting
Corporation
Address.....Mohican Hotel,
281 State Street

CONNECTICUT

Phone NumberNew London 4900
Transmitter Location.....Winthrop Point
Time on the Air: 7:30 a.m. to 12 midnight;
News ServiceAP
RepresentativeBertha Bannon

Personnel

General Manager.....Gerald J. Morey
Sales-Merchandising
Manager.....Edwrd F. Darrell, Jr.
Program Director-Production
Manager.....Leslie S. Morson
Record m.c.....Milton Warren
Chief Engineer.....Gerald J. Morey

WSRR

STAMFORD—EST. 1941

AMERICAN BROADCASTING CO.
CONNECTICUT STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Western Conn.
Broadcasting Co.
Address270 Atlantic St.
Phone Number4-7575
Transmitter Location ...Lindstrom Rd., Ship-
pan Point, Conn.
Time on the Air.....6:30 a.m. to 12 midnight
News ServiceUP
Transcription ServiceWorld Broadcasting
System
Representatives..Bertha Bannan, Helen Wood

Personnel

Station Manager.....Harold H. Meyer
Sales Manager.....Wharton Ford
Sales Promotion Manager.....K. MacEwen
Program Director.....C. H. Shadwell
Publicity Director.....D. Hay
Chief Engineer.....Edward Markman
Musical Director.....Wharton Ford

WATR

WATERBURY—EST. 1934

AMERICAN BROADCASTING CO.
CONNECTICUT STATE NETWORK—YANKEE

Frequency: 1320 Kc.....Power: 1000 Watts
Owned By.....The Watr Co.
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 Gen'l Mgr.....Harold Thomas
Station Sales Manger.....Sam Elman
Sales Promotion Manager.....Sam Elman
Chief Engineer.....Russel Jensen

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.....Boyden 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-Promotion Manager.....E. J. Frey
Program Director.....Charles Lynch
Commercial Manager.....H. A. DeVorken
Chief Engineer.....Frank Hales

WSRR

STAMFORD, CONNECTICUT

Ask
Anyone!

DELAWARE

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

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..35th St. & Bellevue Ave.
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.
Address920 King St.
Phone Number.....Wilmington 4-7771
Transmitter Location..35th St. & Bellevue Ave.
Time on the Air.....6 a.m. to 1 a.m.;
Sunday, 7 a.m. to 1 a.m.
News ServiceAP
Transcription Service.....Lang-Worth
Representative.....Joseph Hershey McGilvra

Personnel

President.....Alfred G. Hill
General-Station Mgr.....George L. Sutherland
Sales-Merchandising Mgr..Chauncey Eames, Jr.
Musical Director.....Delamere Parks

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 Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WINX

WASHINGTON, D. C.—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By WINX Broadcasting Co.
 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 Service INS, AP, UP
 Transcription Service Standard Radio,
 Langworth and Associated, World

Personnel

President Eugene Meyer
 General Manager Wayne Coy
 Sales Manager Regis O'Donnell
 Program Director Richard C. McNamara
 Production Managers Betti Allen and
 Paul Hume
 Publicity Director Phil Reilley
 Chief Announcer George Crawford
 Chief Engineer Ralph Cannon

WMAL

WASHINGTON, D. C.—EST. 1926

AMERICAN BROADCASTING CO.

Frequency: 630 Kc. Power: 5000 Watts
 Owned & Operated By The Evening Star
 Broadcasting Co.
 Address 724-14th 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,
 7 a.m. to 1 a.m.
 Newspaper Affiliation Washington Evening
 Star
 News Service AP; UP; Reuters
 Transcription Service NBC Thesaurus;
 Standard Radio
 Representative ABC Spot Sales

Personnel

President S. H. Kaufman
 General Manager K. H. Berkeley
 Assistant General Manager and
 Commercial Manager Ben B. Baylor, Jr.
 Sales Promotion Manager William R. Willison
 Program Director Gordon Hubbel
 Production Manager John MacKercher
 Publicity Director Bryson Rash

Chief Announcer Harold Stepler
 Musical Director Sidney
 Record m.c. Traiton Robertson
 Chief Engineer Daniel Hunter

WOL

WASHINGTON, D. C.—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Operated By Cowles Broadcasting
 Company
 Address 1627 K Street, N.W.
 Phone Number Metropolitan 0010
 Transmitter Location Silver Springs, Md.
 Time on the Air 19½ hours daily;
 17½ hours Sunday
 News Service UP, AP, Washington News
 Service
 Transcription Service Lang-Worth; Standard
 Radio; Associated
 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
 Promotion Manager Tom Means
 Production Manager Jay Caldwell
 Publicity Director Jack Paige
 Chief Announcer Karl Bates
 Musical Director Charles Keaton
 Record m.c.'s Russ Hodges, Dale Morgan

WRC

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 Ager Rd., Bethesda, Md.
 7:30 a.m. to 1 a.m.
 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.

FLORIDA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W M F J

DAYTONA BEACH—EST. 1935

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. Wright Esch
Address126½ Magnolia Ave.
Phone Number91-2
Transmitter Location126½ Magnolia Ave.
Time on the Air.....7 a.m. to midnight,
Sunday, 8 a.m. to midnight
News ServiceAP
Transcription Service.....NBC Thesaurus

Personnel

Owner.....W. Wright Esch
General Manager.....Billee B. Esch
Station Manager.....Ray Clancy
Traffic Manager.....Oliver Thornburg
Sales-Commercial Manager.....John S. Pitts
Program Director.....Oliver Thornburg
Publicity Director.....Crystal Palmer
Chief Engineer.....W. Wright Esch

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.....7 a.m. to 12 midnight
News ServiceAP
Transcription Service.....NBC Thesaurus
Representative.....John E. Pearson

Personnel

President.....Ronald B. Woodyard
Sales Manager.....Harry Thrift
Chief Engineer.....Al Scott

W M F J

DAYTONA BEACH, FLORIDA

(Call Letters to Be Assigned)
FORT LAUDERDALE*

Frequency: 1400 kc.....Power: 250 Watts
Owned-Operated By.....Fort Lauderdale
Broadcasting Co.
Address.....Fort Lauderdale, Fla.

(Call Letters to Be Assigned)
FORT PIERCE*

Frequency: 1400 kc.....Power: 250 Watts
Owned-Operated By.....Indian River
Broadcasting Co.
Address.....Fort Pierce, Fla.
* Construction Permit.

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.....Langworth, Cole
Representative.....Burn-Smith Co., Inc.

Personnel

Director-General Mgr....Maj. Garland Powell
Station Office Manager.....John Berry
Commercial Manager.....Rem James
Merchandising Manager.....Paul Acosta
Musical Director.....Helen S. Edwards
Chief Engineer.....Dr. Palmer Craig

WJAX

JACKSONVILLE—EST. 1925
NATIONAL BROADCASTING CO.

Frequency: 930 Kc.....Power: 5000 d.; 1000 n.
Owned, Operated By...City of Jacksonville, Fla.
Address.....No. 1 Broadcast Place
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.....J. W. Douglass
Chief Announcer.....Grant Frankish
Musical Director.....Frank Morris

WJHP

JACKSONVILLE—EST. 1940
MUTUAL BROADCASTING SYSTEM
FLORIDA 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
Chief Engineer.....B. Hayford
Commercial Manager.....R. R. Powell
Program Manager.....George Jesse

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 M B R

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 a.m. to 12:05 a.m.
News Service UP
Transcription Service World
Representative Weed & Co.

Personnel

President-Station Manager Frank King
Commercial-Sales Promotion Manager
Glenn Marshall, Jr.
Program Director Madelinn Chace
Production Manager Roger Van Duzer
Chief Announcer E. D. Hill
Musical Director Allen Holmes
Chief Engineer E. B. Vordermark

W P D Q

JACKSONVILLE—EST. 1942
AMERICAN BROADCASTING CO.
FLORIDA MUTUAL GROUP

Frequency: 1270 Kc. Power: 5000 Watts
Owned-Operated By:
Jacksonville Broadcasting Corp
Address Gulf Life Bldg.
Phone Number 5-6781
Transmitter Location . . . Seven miles west of
Jacksonville on Lenox Ave.
Time on the Air 6:30 a.m. to 12:05 a.m.
News Service AP
Transcription Service Standard
Representative George P. Hollingbery Co.

Personnel

President James R. Stockton
Station Manager Robert R. Feagin
Commercial and Sales
Manager Frank Taylor, Jr.
Sales Promotion Manager Sid Beighley
Program Director Gary Allen
Production Manager Bernie Adams
Publicity Director Edith Cooper
Record m.c. Fred Bradshaw
Chief Engineer J. R. Donovan

W K W F

KEY WEST—EST. 1946
MUTUAL BROADCASTING SYSTEM

Frequency: 1600 kc. Power: 500 Watts
Owned-Operated By John M. Spottswood
Address Stock Island
Phone Number 510
Transcription Service NBC Thesaurus

Personnel

General-Commercial Mgr. . . John M. Spottswood
Program-Promotion Dir. . . . John M. Spottswood
Chief Engineer Harold G. Scholz

(Call Letters to Be Assigned)

LAKE CITY—EST. 1946

Frequency: 1340 ks. Power: 250 Watts
Owned-Operated By . . Deep South Radioways
Address Lake City, Fla.

Personnel

Chief Executive Alfred H. Temple

W L A K

LAKELAND—EST. 1936
NATIONAL BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts
Owned, Operated By S. O. Ward
Address 1412 East Lime St.
Phone Number 2127
Transmitter Location 1412 East Lime St.
Time on the Air 6 a.m. to 12:05 a.m.
News Service UP
Representative John E. Pearson Co.

Personnel

President and Station Manager . . . S. O. Ward
Commercial Manager Powell Adams
Program Director Maxine Tyner
Chief Announcer-Engineer Wm. P. Lee

W G B S

MIAMI—EST. 1939
AMERICAN BROADCASTING CO.
FLORIDA-AMERICAN GROUP

Frequency: 710 Kc. Power: 10,000 Watts
Owned by The Fort Industry Co.
Operated by The Fort Industry Co.
Address 1605 Biscayne Blvd., Miami
Studio Address 1605 Biscayne Blvd.
Phone Number 9-2401 Miami
Transmitter Location . . Highway No. 26, 9 miles
W. of Ft. Lauderdale, Fla.

Time on the Air.....6:30 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 and Lang-Worth
 Representative.....Headley-Reed Co.

Personnel

Owner.....Comdr. Geo. B. Storer
 Station Manager.....Robert Venn
 Sales Manager.....M. N. Babcock
 Promotion Manager.....M. McGrath
 Program Director
 and Production Manager....George Ballou
 Publicity Director.....M. McGrath
 Chief Announcer.....Jack Williams
 Musical Director.....Judy Strubhar
 Record m.c.....Donald M. Butler
 Chief Engineer.....Al Rutherford

WIOD

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....North Bay Causeway

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 E. 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.....Milton C. Scott

WQAM

MIAMI—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts d.,
 1000 Watts, n
 Owned-Operated....Miami Broadcasting Co.
 Address.....Box 3741
 Phone Number.....26121
 Transmitter Location.....Biscayne Bay
 Time on the Air.....6:30 a.m. to 1:05 a.m.
 News Service.....AP



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

JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC

Transcription Service.....World Broadcasting System
 RepresentativeJohn Blair & Co.

Personnel

President and General Manager
 Fred W. Borton
 Commercial Manager.....F. W. Mizer
 Promotion and Publicity
 Manager.....W. P. Carey
 Chief Engineer.....Earle Lewis

W K A T

MIAMI BEACH—EST. 1937

MUTUAL BROADCASTING SYSTEM

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Operated By.....A. Frank Katzentine
 Address.....1759 N. Bay Rd.
 Phone Number5-7471
 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 ServiceUP
 Transcription Service.....AMP, Cole
 Representative.....Radio Advertising Co.

Personnel

Owner.....A. Frank Katzentine
 Station Manager.....John I. Prosser
 Commercial and Sales Promotion
 Manager.....John I. Prosser
 Program Director.....Sam Parker
 Musical Director.....Betty Lee Taylor
 Engineers.....Tom Magee, Arthur Smith

W D B O

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By....Orlando Broadcasting Co., Inc.
 Business Address.....563 N. Orange Ave.
 Phone Number6181
 Transmitter Location..Dubsdread Country Club
 Time on the Air.....24 hours daily
 News Service.....UP and AP
 Transcription Service.....World Broadcasting System and NBC Thesaurus
 Representatives.....John Blair & Co. and Harry E. Cummings
Personnel
 President-Station Manager
 Col. George C. Johnston

ONE-FOURTH OF FLORIDA'S RADIO HOMES ARE SERVED BY THE 5000 WATTS OF FLORIDA'S ONLY 24 HOUR STATION LOCATED IN ORLANDO, THE CENTER OF THE SUN EMPIRE.

WDBO



580 ON YOUR DIAL
 COLUMBIA NETWORK

In our twenty-one years of continuous operation, we have learned the 'know-how' of providing those uncontracted services of Promotion and Publicity — those important added services which make clients happy.

Maybe that's why our advertisers continue to renew contracts for our complete facilities again, and again, and again!

Represented nationally by John Blair & Co.

Executive Officer.....Harold P. Danforth
 National Sales Mander ad
 Program Director.....William G. McBride
 Local Sales Manager.....John M. Pedrick
 Production Manager.....H. Carter Scofield
 Publicity Director.....Rosalind Boggs
 Chief Announcer.....H. Carter Scofield
 Musical Director.....Dorothy Morton Parks
 Record m. c.....Tom Sawyer
 Chief Engineer.....James E. Yarbrough

•
W T M C

OCALA—EST. 1939

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power 250 Watts
 Owned-Operated By...Ocala Broadcasting Co.
 AddressP.O. Box 831
 Phone Number128
 Studio Address.....1 Broadcast Place
 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.....Lang-Worth and
 Keystone
 Representative.....John H. Perry Associates

Personnel

President.....John H. Perry
 Station and Commercial
 Manager.....T. S. Gilchrist, Jr.
 Program Director.....John F. Nickolson
 Chief Announcer.....John F. Nickolson
 Chief Engineer.....Donald N. Richardson

•
W L O F

ORLANDO—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Hazlewood, Inc.
 Business Address.....Angebilt Hotel Bldg.
 Phone Number8163-8164
 Studio Address.....Angebilt Hotel Bldg.
 Transmitter Location.....Near Orlando
 Time on the Air...6:30 a.m. to 12 midnight;
 Sun., 7:30 a.m. to 12 midnight

News Service INS
 Transcription ServiceLang-Worth
 Representative.....Burn-Smith Co., Inc.;
 Frank Cook

Personnel

General Manager.....Victor Buisset

•
W W P G

PALM BEACH—EST. 1941

AMERICAN BROADCASTING CO.

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 ServiceAP
 Transcription Service...Lang-Worth, Thesaurus
 Representative.....Joseph Hersey McGillvra

Personnel

President.....Charles E. Davis
 Station Manager.....Donald S. Greenleaf
 Chief Engineer.....Clyde E. Walkden
 Commercial Manager.....D. S. Greenleaf
 Program Director.....Alice Danahy
 Promotion Manager.....Louise Adler

•
W D L P

PANAMA CITY—EST. 1940

MUTUAL

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Panama City Broad-
 casting Co., Inc.
 Address.....Mercer & Beach Drive
 Phone Number777
 Transmitter Location...Mercer & Beach Drive
 Time on the Air.....6:45 a.m. to 11:00 p.m.
 News ServiceUP
 Newspaper Affiliation.....Panama City News
 Herald
 Representative.....John H. Perry Associates

Personnel

Station Manager.....Byron Hayford
 Chief Engineer.....Elmer Scott
 Commercial Manager.....Byron Hayford
 Program Director.....Byron Hayford
 Publicity Director.....John Thomas
 Chief Announcer.....Elmer Scott

WCOA

PENSACOLA—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc.... Power 1000 d.; 500 n.
 Owned-Operated By... Pensacola Broadcasting
 Co.
 Address Box 1669
 Phone Number 4111-4112
 Transmitter Location... Pensacola Bay Bridge
 Time on the Air..... 6 a.m.-12 Midnight
 News Service..... UP
 Transcription Service World
 Representative John H. Perry Associates

Personnel

President John H. Perry
 General and Commercial
 Manager Jack Rathbun
 Program Director and Promotion
 Manager Jack Rathbun
 Chief Engineer..... Bert Meade

WFOY

**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..... Magnolia Ave., Box 588
 Phone Number 1622
 Transmitter Location..... Magnolia Ave.
 Time on the Air..... 6:30 a.m. to 12:05 a.m.;
 Sunday, 7:30 a.m. to 12:05 a.m.
 News Service UP
 Representative..... Weed & Co.
 Transcription Service..... NBC Thesaurus

Personnel

President-General Mgr.... Glenn Marshall, Jr.
 Station-Commercial Mgr..... John Cummins
 Program Director-Production
 Manager Frank'e Collyer Walker
 Publicity Director..... Bernice McCarter
 Chief Announcer-Chief Engineer.. Pat Bernhard

**85% of the 97,585 persons in
 PENSACOLA and ESCAMBIA COUNTY, FLORIDA
 Listen MOST Night AND Day to . . .**

WCOA

**PENSACOLA, FLORIDA
 NBC AFFILIATE**

**ONLY Station For COMPLETE Coverage
 OF NORTHWEST FLORIDA**

WCOA SERVES almost exclusively nine
 Florida and Alabama counties with
 estimated population of 400,000

PENSACOLA and ESCAMBIA COUNTY
 —Buying Income \$85,000,000

PENSACOLA—FLORIDA'S 4th MAR-
 KET

PENSACOLA—Florida's Fastest Grow-
 ing INDUSTRIAL and SHIPPING
 CENTER

KEY TO RADIO SELLING IN NORTHWEST FLORIDA

"A John H. Perry Station"

Jack Rathbun, Gen. and Sales Mgr.
 Represented by John H. Perry Associates

WSUN

ST. PETERSBURG—EST. 1927

AMERICAN BROADCASTING CO.

Frequency: 620 Kc.Power: 5000 Watts
 Owned-Operated By...City of St. Petersburg.
 Address.....P. O. Box 240, Municipal Pier
 Phone Number.....4747-4748
 Transmitter Location...Bayview near Tampa.
 Time on the Air....6:45 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service...Associated Music, Cole
 RepresentativeWeed & Company

Personnel

Station Manager.....Norman E. Brown
 Commercial Manager.....Vera M. New
 Sales Promotion Manager...Norman E. Brown
 Program Director-Engineer.....Louis J. Link
 Musical Director.....Edith Ginn

WTSP

ST. PETERSBURG—EST. 1939

MUTUAL BROADCASTING SYSTEM

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
 Transcription ServiceWorld
 News ServiceUP
 Representative.....John E. Pearson Co.

Personnel

President-General Manager..Irwin A. Simpson
 Commercial Manager.....Coburn Gum
 Program Director.....Herbert T. Anderson
 Promotion Manager.....Jean Allyn
 Chief Engineer.....William D. Mangold

WSPB

SARASOTA—EST. 1939

**COLUMBIA BROADCASTING SYSTEM
 FLORIDA WEST COAST GROUP**

Frequency: 1450 Kc.Power: 250 Watts
 Owned-Operated By.....WSPB, Inc.
 Business Address.....P. O. Box 1110
 Phone Number.....2565
 Studio Address.....City Island, Sarasota
 Time on the Air.....7 a.m. to 11:15 p.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 National Representative...John E. Pearson Co.

Personnel

President.....R. C. Jones, Jr.
 Station Manager.....John Browning
 Sales-Merchandising Manager...Ken Randolph
 Chief Engineer.....James E. Grant, Jr.

WTAL

TALLAHASSEE—EST. 1943

MUTUAL

Frequency: 1340 Kc.Power: 250 d.; 250 n.
 Owned-Operated
 By.....Capitol City Broadcasting Corp.
 Manager Theresa M. Myers
 Address.....Thomasville Road
 Phone Number2160
 Time on the Air....7:00 a.m. to 12:00 midnight
 News Service.....UP and AP
 Transcription Service...Standard & Thesaurus
 National Representative..Thomas F. Clarke Co.

Personnel

President.....Mrs. John H. Phipps
 Station Manager.....Mrs. Teresa M. Myers
 Commercial Manager.....Mrs. Betty C. Perkins
 Sales Promotion-Merchandising
 Manager.....Mrs. Harriet B. Carson
 Program Director.....Sadie L. Wooley
 Production Manager.....Mrs. Helen Todd
 Publicity Director.....Mrs. Harriet B. Carson
 Musical Director.....Mrs. Betty C. Perkins
 Chief Announcer-Chief
 Engineer.....William A. Snowden, Jr.

WDAE

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1250 Kc.Power: 5000 Watts
 Owned-Operated By...Tampa Times Company
 Business Address.....112 N. Franklin St.
 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 ServiceAP
 Transcription Service...World Broadcasting
 RepresentativeThe Katz Agency

Personnel

PresidentDavid E. Smiley
 Sales Promotion.....L. Spencer Mitchell
 Station Manager.....L. S. Mitchell
 Chief Engineer.....William Pharr Moore

If you have Availability Chills

and

Spots Before the Eyes

TAKE THE CURE WITH "CUE-IN"



SEE

A P R A D I O P R O D U C T I O N S

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

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WFLA

TAMPA—EST. 1925

ORANGE NETWORK

Frequency: 970 Kc.. Power: 5000 d.: 1000 n.

Owned-Operated By.....Tampa Tribune

Address.....Lafayette & Hyde Park Ave.

Phone Number.....Tampa H 1828

Transmitter Location.....East Entrance

Davis Causeway, Columbus Drive

Time on the Air.....6:45 a.m. to 12:02 a.m.

Newspaper Affiliation.....Tampa Tribune

News Service.....UP

Transcription Service.....NBC Thesaurus;

Standard and Lang-Worth

Representative.....John Blair & Co.

Personnel

Station Manager.....Charles G. Baskerville

Local Sales Manager.....Bert Arnold

Production Manager.....Paul M. Jones

Musical Director.....Frank Grasso

Chief Engineer.....Joe Mitchell

WJNO

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FLORIDA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Operated By.....WJNO, Inc.

Business Address.....P. O. Box 189

Phone Number.....3638

Transmitter Location.....1500 N. Flagler Drive

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

News Service.....UP

Transcription Service.....World and Cole

Representative.....Radio Advertising Co.

Personnel

Owner.....Marshall Heminway

General Manager.....Stephen Willis

Sales Promotion-Merchandising

Manager.....Harry Forster

Program Director.....Rebecca Frazier

Production Manager.....Davies Webster

Publicity Director.....Harry Forster

Chief Announcer.....Davies Webster

Musical Director.....Ruth Shockley

Chief Engineer.....Otis C. Wright

YOUR RED CROSS
MUST CARRY ON



GIVE!

Lest We Forget . . .



THE
SCHOOL



THE
CHURCH

RADIO
is a
**PUBLIC
SERVANT**



VETERANS
REHABILITATION



THE
FARM

WATL WRBL WGPC

ATLANTA

1400 KC MBS

COLUMBUS

1230 KC CBS

ALBANY

1450 KC CBS

NATIONALLY REPRESENTED BY

GEORGE P. HOLLINGBERY CO.

GEORGIA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W A L B

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By . . . Herald Publishing Co.
Address Albany Theater Arcade Bldg.
Phone Number 389
Transmitter Location Leesburg Road
Time on the Air 6:45 a.m. to 11:20 p.m.
Newspaper Affiliation Albany Herald
News Service AP
Transcription Service World Broadcasting
Representative Burn-Smith Co.; Frank Cook

Personnel

President H. T. McIntosh
Station Manager Abner M. Israel
Commercial Manager Guy Hamilton
Sales Promotion Manager Abner M. Israel
Program Director Betty Cooper
Publicity Director A. M. Israel
Musical Director Guy Hamilton
Record m.c. Jim Rounsley
Chief Engineer William Alford

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 6:45 a.m. to 11:15 p.m.
News Service UP
Transcription Service Lang-Worth
Representative George P. Hollingberry

Personnel

President J. W. Woodruff, Jr.
Station Manager Margaret Kinnett
Program Director Margaret Kinnett
Chief Announcer Theora Brown
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
and Keystone

Personnel

General Manager Robert Lewis Doster
Program Director Marguerite Williams
Chief Announcer Bob Vandiver
Chief Engineer Phillip F. Jones

W A T L

ATLANTA—EST. 1931

MUTUAL BROADCASTING SYSTEM
GEORGIA SPORTS NETWORK

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 12 midnight;
Saturday, 6 a.m. to 1 a.m.
News Service UP
Transcription Service Lang-Worth
Representative George P. Hollingberry

Personnel

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



Clear and Strong

A radio station's effectiveness starts with the power to be heard — *in the right places*. WAGA's 5,000 watts on 590 kilocycles assures dependable coverage of a market which, according to our latest figures, accounts for 41% of Georgia's population — 49% of its radio homes and 49.5% of its retail sales.

Add to the *power to be heard* the appeal of *something worth bearing* and a tested plan for stimulating the *desire to listen* and you have the formula through which WAGA has become one of the South's most successful stations.



WAGA
ATLANTA

5000 Watts on 590 Kcs.

• Represented by Headley-Reed
American Broadcasting Co.

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, State of Georgia
Operated By.....Radio Committee—Board of
Regents, State of Georgia
Address.....Box 674, Atlanta, Ga.
Phone Number.....Walnut 8441
Transmitter Location...Cheshire Bridge Rd.
Time on the Air.....6 a.m. to 12:05 a.m.
News ServiceAP
Transcription Service.....World Broadcasting
System and NBC Thesaurus
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

WAGA

ATLANTA—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 590 Kc.....Power: 5,000 Watts
Owned By.....Fort Industries Company
Operated By.....Liberty Broadcasting Corp.
Address.....Western Union Bldg.
Phone Number.....MAIn 5101
Transmitter Location:
1299 North Druid Hills Road
Time on the Air.....5:55 a.m. to 12 midnight
News ServiceAP
Transcription Service.....NBC Thesaurus
and Lang-Worth
Representative.....Headley-Reed Co.

Personnel

President.....Comm. George B. Storer
Station Manager...Charles A. Smithgall, Jr.
Commercial Manager.....James Bailey
Sales Promotion and
Publicity Manager.....Hugh E. Mackenzie
Program Director-Production
Manager.....M. C. Gregory
Production Manager.....John Barlett
Musical Director.....Frances Wallace
Chief Engineer.....Al Jones

You ring the bell
every time with
WGST.

- Merchandising
- Promotion
- Programming
- Listeners
- CBS Affiliate

A member of the
Georgia Major
Market Trio.

WGST, Atlanta
WTOC, Savannah
WMAZ, Macon

For complete
coverage of
Georgia at one
low cost.



GEORGIA TECH STATION

WGST

ATLANTA

Represented Nationally By
THE KATZ AGENCY, INC.

The
OLDEST CALL LETTERS IN THE SOUTH
ATLANTA'S

WSB

GEORGIA'S ONLY
50,000 WATT
CLEAR CHANNEL STATION

Owned and operated by
The Atlanta Journal.
N B C Affiliate.

750 K. C.

— with a record of public service which
guarantees a dominance in postwar develop-
ment of this great market. W S B is truly
The Voice of The South.

For further information, address
EDWARD PETRY and CO., INC.
National Representatives

W S B

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

President: James M. Cox, Jr.
General Manager: John M. Outler, Jr.
Sales Promotion Manager: Tom Downing
Production Manager: M. K. Toolson
Musical Director: Albert Coleman
Chief Engineer: C. F. Daugherty

W G A C

AUGUSTA—EST. 1940

AMERICAN BROADCASTING CO.

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

Address: Augusta
Phone Number: 2-2692

Transmitter Location: Augusta, Ga.
Time on the Air: 6:30 a.m. to 12:05 a.m.;
Sunday, 7:45 a.m. to 12:05 a.m.

News Service: AP
Transcription Service: NBC Thesaurus
and Standard

Representative: Headley-Reed Company

Personnel

President: J. B. Fuqua
Sales Manager: Donald Kelly, Jr.
Chief Engineer: John P. Jopling

W R D W

AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1480 Kc. Power: 5,000 Watts
Owned-Operated By: Augusta Broadcasting
Company

Address: 8th & 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, Lang-Worth

Representative: George P. Hollingsbery

Personnel

President: Wm. K. Jenkins
Station Manager: W. R. Ringson
Commercial Manager: Wm. B. Smart
Chief Engineer: Harvey Aderhold

W M G R *

BAINBRIDGE

Frequency: 1490 kc. Power: 250 Watts
Owned-Operated By: S. Marvin Griffin

Address: P. O. Box 367

Personnel

Owner: S. Marvin Griffin
* Construction Permit.

W M O G

BRUNSWICK—EST. 1940

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

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
Representative: Clark

Personnel

President: Mrs. Alma W. King
General and Sales Manager: Kenneth E. White
Chief Engineer: Kenneth E. White

(Call Letters to Be Assigned)

CARTERSVILLE*

Frequency: 1450 kc. Power: 250 Watts
Owned-Operated By: W. R. Frier

Address: 111-113 W. Main St.

Personnel

Owner: W. R. Frier
* Construction Permit.

W G A A

CEDARTOWN—EST. 1941

ABC

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 and 570
Transmitter Location: Cave Spring Rd.

Time on the Air: 17½ hours daily
News Service: AP

Transcription Service: World
Representative: Headley-Reed

Personnel

President-General Manager.....O. C. Lam
 Station, Sales-Commercial
 ManagerThomas Carr
 Sales Promotion-Merchandising
 ManagerThomas Carr
 Program Director.....Rowena Whitfield
 Production Manager.....Bill Ostrander
 Chief Engineer.....Luther Martin
 Record m.c.....Bill Ostrander

W D A K

COLUMBUS—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Radio Columbus, Inc.
 Address1028½ Broadway
 Phone Number.....3-2771
 Transmitter Location.....Brick Yard Rd.;
 Phenix City, Ala.

Time on the Air.....6 a.m. to 1 a.m.
 News Service.....AP
 Representative.....Headley-Reed Co.
 Transcription Service.....World

Personnel

President-General Mgr.....Allen M. Woodall
 Sales-Commercial Manager...James W. Hicks
 Sales Promotion-Merchandising Mgr. Ben Lucas
 Program Director.....Dora Anna Gay
 Production Manager.....Dennis Brown
 Publicity Director.....Henry East
 Chief Announcer.....Joe Byars
 Musical Director.....Gertrude Handley
 Record m. c.....Tommy Tucker
 Chief Engineer.....DeForrest Layton

W R B L

COLUMBUS—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned and Operated By...Columbus Broad-
 casting Company

Address1420 Second Avenue
 Phone Number.....2-0601
 Transmitter Location.....3009½ Howard Ave.
 Time on the Air.....6:00 a.m. to 12:05 a.m.;
 Sundays, 7:45 a.m. to 1:05 a.m.

News ServiceUP
 Transcription Service...Lang-Worth and SESAC
 Representative.....George P. Hollingberry

Personnel

President.....J. W. Woodruff
 Commercial Manager.....W. S. Massie
 Sales Promotion Manager...Ed J. Hennessy
 Program Director.....Tony Barrett
 Publicity Director.....Ed J. Hennessy
 Musical Director.....Miss Jewel Casey
 Chief Engineer.....H. J. Smith

W M J M

CORDELE—EST. 1940

MUTUAL BROADCASTING SYSTEM
 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 Number666
 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.

News ServiceUP
 Transcription Service...Keystone Broadcasting
 Representative.....Thomas F. Clarke

Personnel

President.....James S. Rivers
 General-Commercial Mgr...James T. Ownby
 Chief Engineer.....John B. Broughton

W B L J

DALTON—EST. 1940

MUTUAL BROADCASTING SYSTEM

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.
 News ServiceUP
 Transcription Service.....Lang-Worth
 Representative.....Cox & Tanz

Personnel

PresidentH. C. Kenemer
 Manager.....W. V. Williams
 Sales Promotion Manager...F. H. McMilan
 Publicity Program Director.....Bill Armond
 Production Manager.....Bill Armond
 Chief Announcer.....Ed Craigmiles
 Chief Engineer.....John S. Andrews

W M L T

DUBLIN—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 kc.....Power: 250 Watts
 Owned-Operated By...Dublin Broadcasting Co.
 AddressBox 604
 Phone Number87L
 News ServiceAP
 Transcription Service...Standard, Lang-Worth

Personnel

Chief ExecutiveGeorge T. Morris
 General-Commercial Manager...Al Robinson
 Program Director.....Betty Page
 Sales Promotion.....Al Robinson
 Chief Engineer.....J. B. Benonis

W G G A

GAINESVILLE—EST. 1941
MUTUAL

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 a.m. to 11:30 p.m.
News Service.....UP
Transcription Service...Lang-Worth and Cole

Personnel

President.....Charles Smithgall
Vice-President.....H. Russ Holt
Sales Manager.....E. F. MacLeod
Program Director.....Mildred Thompson
Chief Engineer.....C. M. Callicott

W K E U

GRIFFIN—EST. 1934
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Address.....Griffin Hotel, Griffin
Time on the Air.....Daytime License
Transcription Service.....SESAC
Representative.....Sears & Ayer, Inc.

Personnel

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

W L A G

LA GRANGE—EST. 1941
MUTUAL 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.....Unlimited
Newspaper Affiliation...LaGrange Daily News
News Service.....UP
Transcription Service.....World

Personnel

President.....Roy C. Swank
Station Manager.....Edwin Mullinax
Sales Promotion-Merchandising
Manager.....Herb Wells
Program Director.....John Boggess
Chief Engineer.....J. M. McKay

W B M L

MACON—EST. 1940
AMERICAN BROADCASTING CO.
GEORGIA SPORTS NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
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;
News Service.....UP
Transcription Service.....Standard
Representative.....Joseph H. McGillvra

Personnel

President.....Ernest D. Black
General Manager.....Charles W. Pittman
Commercial Manager.....Walter Graham
Sales Promotion Manager.....Harold Beaty
Chief Engineer.....H. S. Goodrich

W M A Z

MACON—EST. 1922

COLUMBIA BROADCASTING SYSTEM
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
Station Manager.....Wilton E. Cobb
Commercial & Sales Promotion
Mgr.Frank Crowther

W N E X

MACON—EST. 1945
MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Macon Broadcasting Co.
Address.....Bibb Building
Phone Number.....8211
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....Burn-Smith

Personnel

Chief Executive.....E. M. Lowe
General Manager.....A. L. Lowe
Commercial Manager.....Carl Williams
Chief Engineer.....Clarence Landress

**THE HALF MILLION PEOPLE
LIVING IN THE COASTAL
EMPIRE SECTION OF GEORGIA
AND SOUTH CAROLINA TUNE**

IN REGULARLY TO

W T O C

DUE TO SEVENTEEN

YEARS OF GOOD

"LISTENER-EXPERIENCE"

(Call Letters to Be Assigned)

MARIETTA*

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Chattahoochie Broad-
casters
Address.....75 Marietta St., Atlanta, Ga.

Personnel

Chief Executives.....Fred B. Wilson,
Channing Cope
* Construction Permit.

WMVG*

MILLEDGEVILLE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Jere N. Moore
Address.....E. Hancock St.

Personnel

Owner.....Jere N. Moore
* Construction Permit.

WMGA

MOULTRIE—EST. 1939

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, Sr.
Manager.....John F. Pidcock
Commercial Manager.....James M. Wilder
Chief Engineer.....James Wilder

WRGA

ROME—EST. 1929

MUTUAL BROADCASTING SYSTEM

GEORGIA SPORTS NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Rome Broadcasting
Corp.

Address.....National City Bank Building
Phone Number.....6589
Transmitter Location.....Seventh Ave., Rome
Time on the Air.....6 a.m. to midnight;
Sunday, 7:45 a.m. to midnight

News Service.....UP
Representative.....Maurice C. Coleman &
Associates

Personnel

President.....John W. Quarles
Gen'l Mgr. & Treasurer.....Happy Quarles
Sales Manager.....Price Selby

Production-Program Director..George Eubanks
Sales Promotion.....Mather Payne
Chief Engineer.....Doc Williams

WSAV

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.....6:30 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....George P. Hollingbery

Personnel

President.....Harben Daniel
Station Manager.....Harben Daniel
Commercial Manager.....N. W. Brandon
(U. S. Army)
Sales Promotion Manager.....L. H. Thesmar
Program Director.....Clarence M. Garnes
Publicity Director.....L. H. Thesmar
Chief Engineer.....Meredith E. Thompson

WTOC

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
Owned By.....Savanna Broadcasting Com-
pany

Operated By.....Savannah Broadcasting Co.
Address.....516 Abercorn Street
Phone Number.....20127
Transmitter Location.....Central Junction
Time on the Air: 6:00 to 12 midnight; Sun-
days, 8 a.m. to 12 midnight

News Service.....UP
Transcription Service.....Lang-Worth;
Standard Radio and World
Representative.....The Katz Agency

Personnel

President and Station Mgr....W. T. Knight, Jr.
Sales-Merchandising Manager. J. D. Sheppard
Local Sales Mgr.....Ben Williams
Program Director.....Ben Quick
Publicity Director.....R. M. Charlton
Chief Engineer.....Claude M. Gray

WPAX

THOMASVILLE—EST. 1934

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....H. Wimpy
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.;
 Sunday, 9 a.m. to 6 p.m.
 News ServiceUP
 Transcription Service.....M. M. Cole

Personnel

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

W R L C

TOCCOA—EST. 1941

MUTUAL 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..... 7 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Lang-Worth; BMI;
 Keystone, World and Cole

Personnel

Owner..... R. G. LeTourneau
 General Manager.....Jack Salvador
 Station Manager.....Virgle E. Craig
 Sales Promotion-Merchandising
 ManagerSam A. Gaines
 Program Director-Production
 Manager-Chief Announcer.....Carroll Lee
 Chief Engineer.....Ernest Church

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 Number 1420
 Transmitter Location..... Valdosta, Ga.
 Time on the Air..... 6:30 a.m. to 12 midnight
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeThe Walker Co.

Personnel

Owner..... E. D. Rivers
 Station Mgr.....Mrs. E. D. Rivers
 Sales Manager W. R. Link
 Program Director.....J. Marion Harman
 Chief Engineer.....W. P. Callahan

W A Y X

WAYCROSS—EST. 1936

MUTUAL BROADCASTING SYSTEM

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 UF
 Transcription Service World Broadcasting
 System, M. M. Cole
 RepresentativeThe Walker Company

Personnel

President Jack Williams
 Station Manager..... John J. Tobola
 Sales-Commercial Manager..... R. C. Tuten
 Sales Promotion-Merchandising
 Manager..... R. C. Tuten
 Program Director..... Gwen Thomas
 Production Manager..... R. C. Tuten
 Publicity Director..... Dorothy Smith
 Chief Announcer..... Clyde C. Davis
 Record m. c. Raymond Williamson
 Chief Engineer..... John J. Tobola

W R L D

WEST POINT—EST. 1944

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc.Power: 250 Watts
 Owned-Operated By: Valley Broadcasting Co.
 Address Gen. Tyler Hotel Bldg.
 Phone Numbers..... 173 or 193
 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
 Station Manager..... Alden H. Haight
 Sales Manager..... J. Sidney Laird
 Chief Engineer..... Dige Bishop

IDAHO

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K I D O

BOISE—EST. 1928

NATIONAL BROADCASTING CO.

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

Personnel

President.....Mrs. G. M. Phillips
Commercial-Sales Promotion.Boyd Braithwaite
General Manager.....Walter E. Wagstaff
Chief Engineer.....James Johnitz

(Call Letters to Be Assigned)
BURLEY*

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Jessica Longston
Address.....Burley, Idaho

Personnel

Owner.....Jessica Longston
* Construction Permit.

(Call Letters to Be Assigned)
COEUR d'ALENE

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By.....Coeur d'Alene
Broadcasting Co.
Address.....Coeur d'Alene, Idaho

K I D

IDAHO FALLS—EST. 1928

MUTUAL BROADCASTING SYSTEM
WESTERN

Frequency: 1350 Kc.....Power: 5000 d.;
500 n.
Owned-Operated By.....Idaho Radio Corp.
Address.....KID Building
Phone Number.....4
Transmitter Location.....Ammon Road
Time on the Air...6:30 a.m. to 11 p.m. daily;
Sunday, 7 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....World
National Representative

Joseph Hershey McGillvra

Personnel

Manager.....Eugene M. Halliday
Sales Manager.....Leonard Wasden
Chief Engineer.....C. N. Layne

K R L C

LEWISTON—EST. 1935

MUTUAL BROADCASTING SYSTEM
DON LEE

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.....6:30 a.m. to 11 p.m.
News Service.....UP
Transcription Service...World Broadcasting
Representative.....Howard H. Wilson Co.

Personnel

Owner.....H. E. Studebaker
Station Manager.....Donald A. Thomas
Commercial Manager.....David Peterson
National-Regional Sales Mgr....Donald Wike
Chief Engineer.....Gene Wilson

K F X D

NAMPA—EST. 1929

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Frank E. Hurt & Son
Business Address...1024 Twelfth Ave., South
Phone Number.....1200
Studio Addresses: 1024 Twelfth Ave., South;
809 Main St., Boise, Idaho
Transmitter Location..1024 Twelfth St., South;
Radio Sta. KSL, Salt Lake City, Utah
Time on the Air.....6 a.m. to 11 p.m.
News Service.....UP-AP
Transcription Service: NBC Thesaurus; Lang-
Worth

Personnel

Owner.....Frank E. Hurt
and Edward P. Hurt
Sales Manager.....Doyle Cain
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.....Yellowstone Highway

In the Chicago area . . .

8
OUT OF THE FIRST
10

28
OUT OF THE FIRST
40



*. . . The favorite programs are heard over **WMAQ!***



**A Service of Radio
Corporation of America**

Independent surveys prove that year after year the nation's favorite programs are heard over WMAQ. These NBC shows are the combined result of NBC program direction, top-flight talent and expert production facilities—all made possible by America's leading radio advertisers and their capable agencies.

Through the station coverage afforded by WMAQ these astute advertisers reach our country's number two market, Chicagoland, where 2,855,700 families annually spend over \$3,500,000,000. And the same advantages await those interested in either local or spot campaigns. For WMAQ—morning, noon or night—is the Chicago station that reaches the people who listen and buy.

The Chicago station most people listen to most of the time

670 ON YOUR DIAL

Phone Number960
 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 and Cole
 Representatives.....The Walker Co. (East);
 Homer Owen Griffith (West)

Personnel

PresidentO. P. Soule
 Vice-Pres.-General Manager.....Henry H. Fletcher
 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.....6 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....Standard Library,
 Lang-Worth, Cole.
 Representatives.....Weed & Co.;
 John Keating, Northwest Rep.

Personnel

PresidentO. P. Soule
 General Manager.....F. M. Gardner
 Sales Promotion.....Don E. Evans
 Chief Engineer.....William Richardson

(Call Letters to Be Assigned)

TWIN FALLS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Southern Idaho
 Broadcasting and Television Corp.
 Address.....Twin Falls, Idaho

(Call Letters to Be Assigned)

TWIN FALLS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Sales Corp.
 Address.....Twin Falls, Idaho

K W A L

WALLACE—EST. 1939

MUTUAL 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 Location.....Silverton, Idaho
 Time on the Air.....7 a.m. to 1 a.m.
 News ServiceUP
 Transcription Service...World Library, SESAC

Personnel

President.....Dr. J. R. Binyon
 V.P.-General Manager.....R. G. Binyon
 Program Director.....W. Mondell Spencer
 Chief Engineer.....Howard Olsen

ILLINOIS

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W M R O

AURORA—EST. 1938

Frequency: 1280 Kc.....Power: 250 Watts
 Owned-Operated By.....Martin R. O'Brien
 Address34 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
 Chief Engineer.....Phillip Olson

W J B C

BLOOMINGTON—EST. 1924

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...A. M. McGregor, Hugh
 L. Gately
 Business Address.....209 E. Washington
 Phone Number.....2635-0
 Transmitter Location.....West Gregory Ave.
 Normal, Ill.
 Time on the Air.....6 a.m. to 10:30 p.m.
 Transcription Service.....Lang-Worth
 News ServiceUP
 RepresentativeSears and Ayer, Inc.

Personnel

General Manager.....A. M. McGregor
 Sales-Commercial Manager...Hugh L. Gately
 Chief Engineer.....Ted Baily

W K R O

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
 Representative John E. Pearson Co.

Personnel

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

W C A Z

CARTHAGE—EST. 1921

MISSISSIPPI VALLEY NETWORK

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

Personnel

President Bob Compton
 Station-Commercial Manager John Palmer

W D W S

CHAMPAIGN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

MISSISSIPPI VALLEY

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 16 hours
 Newspaper Affiliation Champaign News-
 Gazette
 News Service UP
 Transcription Service World
 National Sales Office 360 N. Michigan Ave.,
 Chicago
 National Representative Advertising Time
 Sales Co.

Personnel

General Manager J. A. McDermott
 Station Manager Frank R. Mills

Sales Manager Frank R. Mills
 Program Director Katherine Scheurich
 Chief Engineer Jack R. Baum

W A A F

CHICAGO—EST. 1922

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

President Ward A. Neff
 Station and Commercial
 Manager Bradley R. Eidmann
 Sales Promotion Manager Eleanore Stechbart
 Program Director-Production
 Manager Cynthia Coyle
 Publicity Director Eleanore Stechbart
 Record mc Bill Bruer
 Chief Engineer Carl Ulrich

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 Number Franklin 0680
 Transmitter Location Church Road,
 Elmhurst, Ill
 Time on the Air Local sunrise to sunset
 News Service UP, Transradio
 Transcription Service World, Associated,
 SESAC
 Representative Howard Wilson Co.

Personnel

Managing Director Gene T. Dyer
 Station Manager Earl Withrow
 Program Director Lorraine Dwyer
 Chief Engineer Ellery Plotts

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.

Address 410 North Michigan Ave.
 Phone Whitehall 6000
 Transmitter Location Itaska, 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 Service AP; INS; UP
 Transcription Service Lang-Worth, World,
 Associated Recorded Program Service
 Representative Radio Sales

Personnel

Chief Executive H. Leslie Atlas
 General Manager Frank Falknor
 Commercial Manager E. H. Shomo
 Sales Promotion-Merchandising
 Manager Tom Rooney
 Program Director Walter Preston
 Production Manager Al Morey
 Publicity Director Don E. Kelley
 Chief Announcer Bob Cunningham
 Musical Director Caesar Petrillo
 Chief Engineer James Beloungy

W C F L

CHICAGO—EST. 1926

AMERICAN BROADCASTING CO.

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

News Service UP
 Transcription Service... World Broadcasting
 Representative The Katz Agency

Personnel

President John Fitzpatrick
 Commercial and Sales Manager. M. B. Wolens
 Program Director Roy Franklin
 General Manager Maurice Lynch
 Sales Promotion Manager... Melvin B. Wolens
 Production Manager Roy Franklin
 Musical Director Jack Kelly
 Chief Engineer Richard Pappin
 Record M. C. Howard Roberts

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 Location... 2756 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
 General Manager J. A. White

W E N R

CHICAGO—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 890 Kc. Power: 50000 Watts
 Owned-Operated By... American Broadcasting
 Company

Address 20 No. Wacker Dr.
 Phone Number Delaware 1900
 Transmitter Location Tinley Park, Ill.
 Time on the Air: 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
 Representatives ABC, Spot Sales

Personnel

Chief Executive-General Mgr. E. R. Borroff
 Station-Sales Manager. R. McLaughlin
 Sales Promotion-Merchandising
 Manager K. R. Sutphin
 Program Director-Production Mgr. Gene Rouse
 Publicity Director E. Henry
 Supervisor of Announcers E. Kasser
 Musical Director Rex Maupin
 Chief Engineer E. C. Horstman



Thanks to all at

WENR

*who have been so
 helpful during*

12 YEARS

of broadcasting my

“Breakfast Club”

—Don McNeill

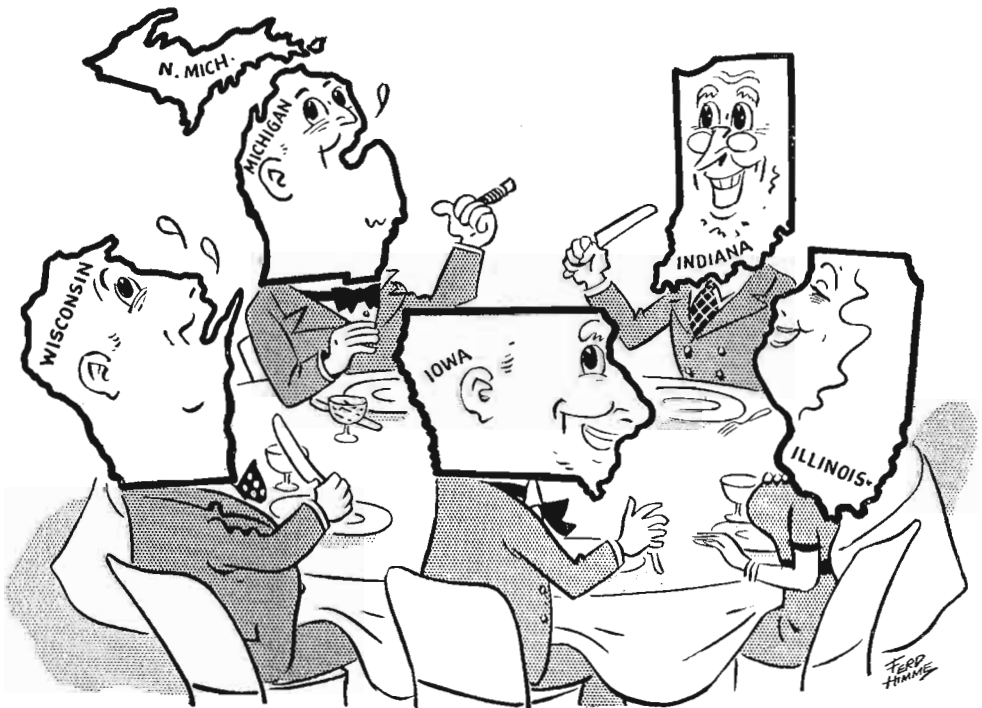


SERVING THE MIDDLE WEST

WGN

Chicago 11, Illinois
50,000 WATTS
72 On Your Dial

Mutual Broadcasting Company



W E D C

CHICAGO—EST. 1926

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Emil Denmark, Inc.
 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.;
 12 midnight to 6 a.m.
 News Service UP

Personnel

President: Emil Denmark
 General and Commercial
 Manager: Frank J. Koinour
 Program Director and Chief
 Announcer: Bill Mack
 Musical Director: Bill Brady
 Chief Engineer: Chester Lewicki

W G E S

CHICAGO—EST. 1924

Frequency: 1390 Kc. Power: 5000 Watts
 Owned and Operated: Radio Station WGES
 Address: 2708 W. Washington Blvd.
 Phone Number: Sacramento 1700
 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

Station Manager: John A. Dyer
 Commercial Manager: E. M. Hinzman
 Sales Promotion Manager: K. P. Freda
 Program Director: Herbert Rudolph
 Production Manager: M. E. Clemens

W G N

CHICAGO—EST. 1924

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, 7 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: Bruce Dennis
 Production Manager: Edmund F. Kahn
 Sales Promotion: William Meyers
 Musical Director: Henry Weber
 Chief Engineer: Carl J. Meyers

W J J D

CHICAGO—EST. 1932

Frequency: 1160 Kc. Power: 20000 Watts
 Owned-Operated By: Field Enterprises, Inc.
 Address: 230 North Michigan Ave.
 Phone Number: STate 5466
 Transmitter Location: Desplaines, Illinois
 Time on the Air: 4 a.m. to sundown, Salt Lake
 City
 Transcription Service: World, Cole
 Newspaper Affiliation: Chicago Sun
 News Service: AP, UP
 Representative: Lewis H. Avery

Personnel

President: Marshall Field
 General-Station Manager: Arthur F. Harre
 Sales-Commercial Manager: Fred G. Harm
 Sales Promotion-Merchandising Mgr.: Bob Ward
 Program Director-Production
 Manager: Randy Blake

the New

W J J D

20,000 WATTS OF
 SELLING POWER

CHICAGO

A Marshall Field Station
 represented nationally
 by Lewis H. Avery

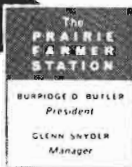


LIKE THE TAILOR fitting a suit, WLS program builders plan their programs to fit the needs of Midwest listeners. They know the WLS listening family and their requirements. In educational, spiritual and entertainment features, WLS serves the interests of a friendly, growing audience.

tailored to fit

"School Time" brings progressive education to one million youngsters in 30,000 classrooms . . . Dr. John Holland, WLS staff pastor, gives daily inspiration to listening millions. There are the farm features: Art Page's Dinnerbell Time, radio's oldest farm service program; a quarter hour of farm news at 6 a.m. and again at 11:45; frequent daily market reports; and an evening quarter hour of rural service with different subjects from day to day: farming in other lands, questions and answers, livestock, new farm equipment, and similar information.

This combination of service, inspiration and entertainment is planned to fill a need, to fit the pattern of daily living in Midwest America. It's one of the reasons why *WLS Gets Results!*



A Clear Channel Station

CHICAGO 7

MANAGEMENT AFFILIATED WITH

The Arizona Network

ALL STATIONS AFFILIATED WITH CBS

KSUN

Bisbee-Lowell-Douglas
Carl Morris, Mgr.
1230 Kilocycles
250 Watts

PHOENIX
AL JOHNSON
MANAGER

Key

550
KILOCYCLES

KTUC

TUCSON
Lee Little, Mgr.
1400 Kilocycles
250 Watts

Both WLS and the Arizona Network are represented by John Blair & Company

Publicity Director.....Bob Ward
 Musical Director.....Kennedy Nelson
 Chief Engineer.....Walter Meyers
 Record M. C.....Irvin Victor

WIND
 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...25 miles S.E. of Chicago
 Time on the Air.....24 Hours a Day
 News Services.....AP, INS, UP
 Transcription Service.....Standard.
 World and Thesaurus
 Representative.....John E. Pearson Co.

Personnel

President-Owner.....Ralph L. Atlass
 Station Manager.....Ralph L. Atlass
 Sales Manager.....John T. Carey
 Program Director.....Ralph L. Atlass
 Publicity Director.....Joan Kauffman
 Chief Announcer.....Brooks Connally
 Chief Engineer.....Ellery C. Plotts

WLS

CHICAGO—EST. 1924
 AMERICAN BROADCASTING CO.

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
 V-P and General Manager.....Glenn Snyder
 Sales Manager.....C. M. Freeman
 Sales Promotion Manager...Donald E. Finlayson
 Program Director.....Harold Safford
 Production Manager.....Al Boyd
 Publicity Director.....Wilma Gwilliam
 Chief Announcer.....Jack Holden
 Musical Director.....Osgood Westley
 Chief Engineer.....Thomas L. Rowe

WMAQ

CHICAGO—EST. 1922
 NATIONAL BROADCASTING CO.

Frequency: 670 Kc.....Power: 50000 Watts
 Owned-Operated By

National Broadcasting Co., Inc.
 Address.....Merchandise Mart
 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. Lutgens
 Supervisor of Music Library...D. A. Marcotte
 Chief Announcer.....William Kephart
 Publicity Director.....Jack Ryan
 Continuity Editor.....William Murphy
 Production Mgr.....Frederick A. Jacobson, Jr.
 Sales Manager.....Oliver Morton
 Business Manager.....John F. Whalley
 Program Manager.....Jules Herbuveaux
 Advertising and Sales Promotion Manager,
 Emmons C. Carlson

Musical Director.....Roy Shield
 Director of Public Programs...Judith Waller
 (See Page 376)

WMBI

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
 News Service.....AP
 Transcription Service.....NBC Thesaurus,
 World

Personnel

General Manager.....Henry C. Crowell
 Program Director.....Robert Parsons
 Production Manager.....Pierce Hiscock
 Publicity Director.....Russell T. Hitt
 Musical Director.....Sheldon Fardig
 Chief Engineer.....A. P. Frye

WSBC

CHICAGO—EST. 1925

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Station WSBC
 Address.....2400 West Madlson 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.....SESAC, MacGregor,
 M. M. Cole

Personnel

General Manager.....Robert O. Miller
 Commercial Manager.....Julius Miller
 Sales Promotion Manager.....M. V. Baker
 Program Director.....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
 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.....George Haywood
 Chief Engineer.....Frank Linhardt

W D A N

DANVILLE—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....Northwestern Publishing Co.
 Operated By.....Northwestern Publishing Co.
 Address.....Hotel Wolford
 Phone Number.....1700
 Transmitter Location.....1500 Washington Ave.
 Time on the Air.....7 a.m. to 10:15 p.m., Mon.
 ..to Sat.; Sun., 8 a.m. to 10:45 p.m.
 Newspaper Affiliation.....Danville Commer-
 cial News
 News Service.....UP
 Transcription Service.....World
 Representative.....J. P. McKinney & Son

Personnel

General Manager.....E. C. Hewes
 Commercial Manager.....Robert J. Burow
 Program Director.....Honore E. Ronan
 Chief Engineer.....Ted Magin
 Publicity Director.....Joan Randolph

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 Newspapers
 Inc.

News Service.....AP
 Transcription Service.....Standard Radio, NBC
 Representative.....Weed & Co.

Personnel

President.....Frederick Schaub
 General Manager.....F. Merrill Lindsay, Jr.
 Sales-Commercial Manager.....Charles F. Bruce
 Program Director.....Buren C. Robbins
 Chief Announcer.....E. B. Pennhallegon
 Chief Engineer.....Paul A. Wnorowski

W T M V

EAST ST. LOUIS—EST. 1935

ASSOCIATED BROADCASTING CO.

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.;
 News Service.....UP
 Transcription Service.....World
 Representative.....Regional Radio Sales

Personnel

President.....William F. Johns
 General Manager-Station
 Manager.....Michael Henry
 Sales Manager-Commercial
 Manager.....Frank J. Prendergast
 Program Director.....Paul M. Enright
 Chief Announcer.....Bob Terry
 Musical Director.....Bill Hart
 Record M. C.....Bob Baker
 Chief Engineer.....Erle E. White

W G I L

GALESBURG—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Galesburg Broad-
 casting Co.

Address.....Hill Arcade Bldg.
 Phone Number.....4626 Main
 Transmitter Location.....Hill Arcade Bldg.
 Time on the Air.....6 a.m. to 12 midnight

News Service.....UP
 Transcription Service.....Standard Radio
 and SESAC

Representative.....Sears & Ayer

Personnel

General Manager..... Klaus Nordgren
 Sales-Commercial Manager. Kenneth Schliefer
 Publicity Director..... Jack Lawrence
 Chief Engineer..... R. K. Pratt

W E B Q

HARRISBURG—EST. 1923

KEYSTONE BROADCASTING SYSTEM
 MISSISSIPPI VALLEY NETWORK

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

Personnel

Station Manager.....I. M. Taylor
 Program-Musical Director.. Wanda Ruth Owen
 Production Manager-Publicity
 Director.....Eddie Wise
 Chief Engineer.....Joseph R. Tate
 Sales Promotion Mgr.... Kenneth E. Hamilton

W J P F

HERRIN—EST. 1940

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Orville W. Lyerla
 Address.....P. O. Box 179
 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 and M. M. Cole

Personnel

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

W L D S

JACKSONVILLE—EST. 1942

KEYSTONE BROADCASTING SYSTEM
 MISSISSIPPI VALLEY NETWORK

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
 Program Director.....La Fern Coultas
 Chief Engineer.....C. J. Cassens

W J O L

JOLIET—EST. 1926

KEYSTONE BROADCASTING SYSTEM
 MISSISSIPPI VALLEY NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.... Joliet Broadcasting Co.
 Address.....601 Walnut St., Joliet & 362 E.
 Court St., Kankakee, Ill.
 Phone Number.....4761
 Transmitter Location... 601 Walnut St., Joliet
 Time on the Air.....6 a.m. to midnight
 News Service.....UP
 Transcription Service.....World Library

Personnel

President-General Manager.... R. L. Bowles
 Program Director.....Marcia Mitchell
 Chief Engineer.....Lester DeCosta

(Call Letters to Be Assigned)

PEKIN*

Frequency: 1140 kc.....Power: 250 D.
 Owned-Operated By...Pekin Broadcasting Co.
 Address.....Pekin, Illinois
 ..*Construction Permit

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.....19½ hours daily;
 18 hours Sunday
 News Service.....UP & AP
 Transcription Service... World Broadcasting
 System and NBC Thesaurus
 Representative.....Free & Peters, Inc.

Personnel

President and Manager.....Edgar L. Bill
 Vice-President.....Charles C. Caley
 Commercial Manager.....Joe Raber
 Promotion Manager.....Vernon A. Nolte
 Chief Engineer.....Ted A. Giles

WTAD

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.....5:45 a.m. thru 12:05 a.m.;
 Sunday, 6:30 a.m. to 12:05 a.m.
 News Service.....AP; UP
 Newspaper Affiliation...Mason City Globe
 Gazette
 Transcription Service.....Standard
 Representative.....The Katz Agency

Personnel

President.....Lee Loomis
 General Manager.....Walter J. Rothschild
 Local Sales Manager.....Bill Burghart
 Program Director.....C. Arthur Fifer
 Promotion-Publicity.....Jean Verheyen
 Production Manager.....Dick Falser
 Chief Announcer.....Dick Falser
 Musical Director.....Jean Fessler
 Chief Engineer.....Urlin Whitman
 Record M. C.....Hal Barton

WROK

ROCKFORD—EST. 1923

ABC

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. A. Smith, FM and Tele

WHBF

ROCK ISLAND—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Operated By.....Rock Island Broad-
 casting Co.
 Business Address.....1800 Third Ave.
 Phone Number.....918

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
 Transcription Service.....Standard Radio,
 NBC Thesaurus, Cole

Representative...Howard H. Wilson Company

Personnel

President.....John W. Potter
 Station Manager.....L. C. Johnson
 Sales Manager.....Maurice Corken
 Program Director.....Ted F. Arnold
 Production Manager.....Forest W. Cooke
 Chief Engineer.....Robert J. Sinnett

WCBS

SPRINGFIELD—EST. 1922

ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Operated By.....WCBS, Inc.
 Address.....523 E. Capital
 Phone Number.....9855

THE **Only** STATION IN
ROCKFORD, ILLINOIS

1000 WATTS
AMERICAN NETWORK

NATL. REP.:
HEADLEY-REED CO.

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 Manager-Sales
 Promotion Manager C. W. Neeld
 Local Sales Manager F. A. Harbauer
 Musical Director John C. Geil

WTAX

SPRINGFIELD—EST. 1930

COLUMBIA BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By WTAX, Inc.
 Business Address 202 Reisch Bldg.
 Phone Number 2-4441
 Studio Address 202 Reisch Bldg.
 Transmitter Location 117-119 S. 5th St.
 Time on the Air 18 hours, 5 min. daily;
 17 hours, 5 min. Sunday

News Service UP
 Transcription Service Thesaurus
 Representative Weed & Co.

Personnel

President and Manager Jay A. Johnson
 Program Director Gladys McGrew
 Chief Engineer Eli Swaringen
 Sales Manager Jay A. Johnson
 Merchandising Manager Clarence Evans
 Musical Director Betty Cole

WDZ

TUSCOLA—EST. 1921

Frequency: 1050 Kc. Power: 1000 Watts
 Owned-Operated By WDZ Broadcasting
 Company
 Address 101½ N. Main St.
 Phone Number 431
 Transmitter Location Intersection of U. S.
 Highways 36 and 45
 Time on the Air Sunrise to local sunset
 News Service UP
 Transcription Service World, Texas
 Ranger Library
 Representative Howard H. Wilson Co.

Personnel

President Edgar L. Bill

General Manager Ralph L. Stufflebam
 Sales Promotion Robert E. Koehnemann
 Chief Engineer T. A. Giles

WILL

URBANA—EST. 1922

Frequency: 580 Kc. Power: 5000 W.
 Owned-Operated By University of Illinois
 Business Address 1010 S. Wright St.
 Phone Number 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
 Transcription Service Thesaurus

Personnel

President A. C. Willard
 General Manager Joseph F. Wright
 Program Director Frank E. Schooley
 Publicity Director Art Wildhagen
 Musical Director Kenneth Cutler
 Chief Engineer A. James Ebel
 Production Manager George H. Sharp
 Record M. C. Phil Spradling

**"SPECIAL
 ASSIGNMENT"**

Exciting dramatizations based on
 the unusual stories of top-flight
 news reporters.

It's 15-minutes of *action, thrills
 and chills.*

An easy sales-winner for any spon-
 sor of transcribed programs.

Exclusive in Any Market

SEE

**AP RADIO
 PRODUCTIONS**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA
 NEW YORK 20, N. Y.

DEAR TO THE HEART OF HOOSIERLAND

THE 500 MILE RACE

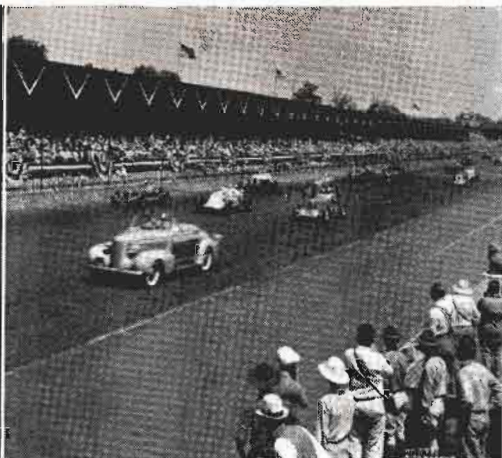
In 1946, Memorial Day means the gasoline mounts again resume the internationally famous chase around the 2½ mile brick oval—now Hoosier owned.

SOLDIERS' AND SAILORS' MONUMENT

The hub of Indiana—built of Hoosier limestone—and beloved by Hoosiers and Indianapolis visitors the world over.

WFBM—INDIANA'S *First* RADIO STATION

Happily married to the rich central Indiana market since October, 1924. An old and trusted friend to more than 400,000 radio set owners in its PRIMARY coverage area. Consistent programming—merchandising—promotion—assures results as dependable and as solid as Indiana landmarks.



WFBM



COLUMBIA
BROADCASTING
SYSTEM

REPRESENTED NATIONALLY BY THE KATZ AGENCY

INDIANA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W H B U

ANDERSON—EST. 1922

ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Anderson Broadcasting Corp.
Business Address: Citizens Bank Bldg.
Phone Number: 7791
Studio Address: 640 Citizens Bank Bldg.
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: C. Bruce McConnell
General Managers: R. E. Bausman,
John R. Atkinson
Station Manager: John R. Atkinson
Commercial Manager: R. E. Bausman
Program Director: E. R. Allen
Chief Engineer: L. F. Podhaski

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: 6:30 a.m. to 12:05 a.m.
News Service: UP
Transcription Service: World Broadcasting System and Standard
Representative: Weed & Co.

Personnel

President: Alvin Q. Eades
Station Manager: Clarence Leich
Commercial Manager: Guy R. Crecelius
Program Director: Mrs. Pat Roper
Publicity Director: Mrs. Louise Chapman
Chief Announcer: Fred Rollison
Chief Engineer: Erwin P. Schoeny

W T R C

ELKHART—EST. 1931

NBC

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: Tom H. Keene
Station Manager: R. R. Baker
Sales Promotion Manager: B. B. Baker
Program Director: Margaret Lantz
Chief Announcer: Louis Glass
Chief Engineer: Lester Zellmer

W G B F

EVANSVILLE—EST. 1928

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: 6 a.m. to 12 midnight
News Service: UP
Transcription Service: World Broadcasting System and Standard
Representative: Weed & Co.

Personnel

President: Alvin Q. Eades
Station Manager: Clarence Leich
Commercial Manager: Guy R. Crecelius
Program Director: Mrs. Pat Roper
Publicity Director: Mrs. Louise Chapman
Chief Announcer: Fred Rollison
Chief Engineer: Fay A. Gehres

WGL

FORT WAYNE—EST. 1924

NATIONAL BROADCASTING COMPANY

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By . . . Farnsworth Television
 and Radio Corp.
 Business Address 201 W. Jefferson St.
 Phone Number Eastbrook 3366
 Transmitter Location Atop Keenan Hotel
 Time on the Air 6 a.m. to 12 midnight,
 Sundays 7 a.m. to 12 midnight
 News Service UP
 Transcription Service Standard Radio,
 Thesaurus
 Representative Headley-Reed

Personnel

President E. A. Nichols
 Station Manager Frank V. Webb
 Commercial Manager William R. Aldrich
 Sales Promotion Manager-Publicity
 Director Norman C. Widenhofer
 Program Director James D. Westover
 Production Manager Rosemary Stanger
 Chief Announcer Paul Havens
 Musical Director James Westover
 Chief Engineer Howard Beck

WJOB

HAMMOND—EST. 1928

HOOSIER BROADCASTING NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By . . . Adair-Richardson-Adair
 Address 449 State St.
 Phone Number Hammond 10,000
 Transmitter Location 449 State St.
 Time on the Air 7 a.m. to 12 midnight
 News Service UP
 Transcription Service Associated
 Representative . . . Joseph Hershey McGillvra,
 Inc.

Personnel

General Manager O. E. Richardson
 Commercial Manager Robert C. Adair
 Sales Promotion Manager Stanley Davis
 Chief Announcer and
 Program Director Sam Weller
 Production Manager R. C. Adair
 Publicity Director Stanley Davis
 Musical Director J. Gibbs Spring
 Chief Engineer Stanley Strasburg

WOWO

FORT WAYNE—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 1190 Kc. Power: 10,000 Watts
 Owned-Operated By . . . Westinghouse Radio
 Stations, Inc.
 Address 925 So. Harrison St.
 Phone Number A-2136
 Transmitter Location Routes 2 and 6,
 Lincoln Highway West
 Time on the Air 5 a.m. to 1 a.m.;
 Sunday, 7 a.m. to 12 midnight
 News Service UP
 Transcription Services . . . World Broadcasting
 Representative National Broadcasting Co.

Personnel

Vice-President Walter Evans
 General Manager Paul E. Mills
 Commercial Manager H. D. Longworth
 Production Program Director . . . Carl Vandagriff
 Publicity Director Roger Vornholt
 Sales Promotion Hilda C. Woehrmeyer
 Farm Program Director Jay Gould
 Chief Announcer J. Howard Ackley
 Musical Director Guy Fitzsimmons
 Chief Engineer Bruce Ratts

WFBM

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.
 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 M. C. Paul K. Roberts

(See Page 388)

WIBC

INDIANAPOLIS—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc...Power: 5000 d.; 1000 n.
 Owned By.....Indiana Broadcasting Corp.
 Operated By.....The Indianapolis News
 Address30 32 W. Washington St.
 Phone Number.....Li 2305
 Transmitter Location.....New Augusta, Ind.
 Time on the Air.....5 a.m. to 1 a.m. daily;
 Sunday, 7 a.m. to 1 a.m.
 News Service.....AP, UP
 Transcription Service.....Lang-Worth, Associated
 Representative.....John Blair & Co.

Personnel

President.....C. Walter McCarty
 General Manager.....George C. Biggar
 Commercial Manager.....J. J. Flanigan
 Sales-Promotion Manager...Samuel R. White
 Merchandising Manager.....W. A. Spencer
 Program Director.....Ed Mason
 Production Manager.....Bradford DeMarcus
 Publicity Director.....Norm Perry, Jr.
 Chief Announcer.....Everett Howard
 Musical Director.....Walter Jackson
 Chief Engineer.....Harry S. Adams

WISH

INDIANAPOLIS—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 1310 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By....Capitol Broadcasting Corporation
 AddressBoard of Trade Building
 Phone Number.....Market 6345
 Transmitter Location...Post Road and Rawls Ave.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Free & Peters, Inc.

Personnel

President-Gen. Manager...C. Bruce McConnell
 Station-Commercial Mgr...Robert E. Bausman
 Program Director.....Reid Chapman
 Production-Chief Announcer...Wm. Frosch, Jr.
 Record M. C.....Jack Morrow
 Musical Director.....James H. Boyer
 Chief Engineer.....Stokes Gresham, Jr.
 Sales Promotion Mgr...Robert B. McConnell

WIBC



The Indianapolis News Station

★ C. WALTER McCARTY, *President*
 GEORGE C. BIGGAR, *General Manager*

● Owned and operated by *The Indianapolis News* . . . one of America's Great Newspapers . . . and dedicated to the public interest.
 Music, drama, fun; news, commentaries, and discussions of public interest; education and religion; special events . . . all of these are woven into a program schedule that appeals to all Indiana . . . all the time . . . as reflected in rising Hoopers and a fast increasing number of advertisers.
 5 A.M. to 1 A.M. every day . . . (7 A.M. to 1 A.M. on Sundays) . . . WIBC sends out a clear signal on 1070 kilocycles that can be heard all over Indiana.

JOHN BLAIR & COMPANY, NATIONAL REPRESENTATIVES
 OWNED AND OPERATED BY THE INDIANAPOLIS NEWS **WIBC**
 MUTUAL OUTLET IN INDIANAPOLIS

**WANT A
CHOICE
PROGRAM?**

**—OR A
GOOD
SPOT?**

**—NEED A
'LIVE WIRE
PERSONALITY?**

**—THEN IT'S
WIRE**

WIRE

**BASIC NBC • 5000 WATT
JOHN E. PEARSON COMPAN
NEW YORK • CHICAGO • KANSAS CI)**

AFFILIATED WITH

THE INDIANAPOLIS STA

WIRE

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
 Transmitter Location 44th & Knollton Rd.
 Time on the Air 6 a.m. to 12 midnight
 News Service UP
 Transcription Service World Broadcasting,
 Thesaurus
 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

WKMO

KOKOMO—EST. 1941

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Koko-mo Broadcas-
 ting Co.
 Address College Bldg.
 Phone Number 5171-5172
 Transmitter Location Morgan & Ohio Sts.
 Time on the Air 6:00 a.m. to 12:05 a.m.
 News Service UP
 Representative Howard Wilson Company

Personnel

President Dr. R. Spencer Taylor
 General and Sales Mgr. John Carl Jeffrey
 Program Director Ward Charles Glenn
 Chief Engineer George Palmer

WASK

LAFAYETTE—EST. 1942

MISSISSIPPI VALLEY NETWORK
MUTUAL

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WFAM, Inc.
 Business Address Wallace Bldg.
 Studio Address Wallace Bldg.
 Phone Number Lafayette 4300
 Transmitter Location No. River Road,
 West Lafayette
 Time on the Air 6 a.m. to 12 midnight
 News Service UP
 Transcription Service World Broadcasting
 System
 National Representative Joseph Hershey
 McGillvra

Personnel

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

WLBC

MUNCIE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Donald A. Burton
 Business Address WLBC, Muncie
 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 Hal Holman, Chicago;
 The Walker Co., New York

Personnel

Owner-Station Manager Donald A. Burton
 Commercial Manager Wm. F. Craig
 Program-Musical Director June Johnson
 Chief Engineer Maurice Crain

WKBV

RICHMOND—EST. 1926

MUTUAL

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By,
 Central Broadcasting Corp.
 Address 25 S. 9th St.
 Phone Number 1156
 Transmitter Location Richmond
 Time on the Air 7 a.m. to 10:30 p.m.
 News Service UP
 Transcription Service World, Standard
 Representative William G. Rambeau Co.

Personnel

President J. Robert Quigg
 General Manager G. F. Albright
 Commercial-Sales Promotion
 Manager R. L. Nusbaum
 Program Director-Production
 Manager Marie Robbins
 Chief Engineer Louis Dunning

WHOT

SOUTH BEND—EST. 1944

ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: South Bend Broadcasting
 Corp.
 Business Address St. Joseph & Monroe Sts.

Phone Number 3-4155
 Studio Address and Transmitter Location: St. Joseph and Monroe Sts.
 Time on the Air..... 6:30 a.m. to 12 midnight
 News Service AP
 Transcription Service..... World and Standard
 Representative..... Weed and Company

Personnel

President..... C. Bruce McConnell
 General Manager..... Robert E. Bausman
 Station Manager..... Ford Billings
 Commercial Manager..... Charles W. Hines
 Sales Promotion Manager-Publicity ..
 Director Dan Richardson
 Program Director-Production
 Manager..... Harold M. Cook
 Musical Director..... Violet Joy
 Chief Engineer..... Jack E. Wilson

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 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 and Standard
 Representative..... Paul H. Raymer Co.

Personnel

President F. A. Miller
 Station Manager..... Franklin D. Schurz
 Commercial Manager..... R. H. Swintz
 Program Director..... Marc Boyden
 Chief Announcer..... Morton L. Linder
 Publicity Director..... Neal B. Welch
 Musical Director..... Harlan Hogan
 Chief Engineer..... H. G. Cole

W B O W

TERRE HAUTE—EST. 1925

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 5034
 Transmitter..... First St. and Peyton Ave.
 Time on the Air: 17¼ hrs. daily—16½ hrs. Sunday
 Newspaper Affiliation..... Saturday Spectator
 News Service UP-AP

Transcription Service..... Standard, World
 Representative..... Weed & Company

Personnel

President Alvin Eades
 Gen.-Com. Manager..... George M. Jackson
 Sales Promotion..... Aline Arnold
 Chief Engineer..... Don Aldrich

W A O V

VINCENNES—EST. 1940

MUTUAL

MISSISSIPPI VALLEY NETWORK

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 Affiliation Vincennes Sun-Commercial

News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... John E. Pearson Co.

Personnel

President..... Eugene C. Pulliam
 General Manager..... Howard N. Greenlee
 Station Manager-Sales
 Promotion Manager..... Victor H. Lund
 Commercial Manager..... Richard B. Harris
 Publicity Director..... Gene Allison
 Chief Announcer..... Edward Raasch
 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 Number..... 92-2128
 Transmitter Location..... 6 miles south of Lafayette

Time on the Air..... 9 a.m. to 9 p.m.
 News Service..... AP
 Transcription Service..... Standard Radio and Thesaurus

Personnel

President Frederick Hovde
 Station Manager..... J. W. Ditamore
 Program Director..... Jim Miles
 Production Manager..... John Henderson
 Publicity Director..... Phil Wygant
 Chief Announcer..... John DeCamp
 Musical Director..... Jo Hamiford
 Record M. C..... George Yack
 Chief Engineer..... Robert King

IOWA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W O I *

AMES—EST. 1921 (9Y1)

ABC

Frequency: 640 Kc. Power: 5000 Watts Day
Owned By: Iowa State College
Operated By: Iowa State College
Address: Ames, Iowa
Phone Number: 2500; Extension 281
Transmitter Location: Service Building
Time on the Air: 6 a.m. to local sunset
News Service: AP
Transcription Service: World
and Standard

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: Alfred T. Mitchell
Chief Announcer: Richard Vogl
Musical Director: Edward Wegener
Chief Engineer: L. L. Lewis
Record M. C.: William Merrill
*(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
*(Non-Commercial Station)

K B U R

BURLINGTON—EST. 1941

AMERICAN BROADCASTING SYSTEM
TALL CORN 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, Cole
Representative: Willam G. Rambeau Co.

Personnel

President-General Manager: G. B. McDermott
Commercial Manager: George B. J. Adkisson
Sales Promotion Mgr.: G. B. McDermott
Program Director: Lucile Weinrich
Chief Engineer: John Gallno

W M T

CEDAR RAPIDS, WATERLOO—

EST. 1922

CBS—MBS

MID-STATES GROUP

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 12:05 a.m.;
Sundays, 7:55 a.m. to 12:05 a.m.
News Services: AP; UP
Transcription Service: Lang-Worth & Standard
Representative: The Katz Agency

Personnel

Executive Vice-President: William B. Dolph
General Manager: William B. Quarteron
Studio Manager: V. A. L. Linder (Waterloo)
Commercial Manager: Donald D. Sullivan
Merchandising Manager: Leo F. Cole
Program Director: Douglas B. Grant
Production Manager: Robert Leefera
Publicity Director: Leo F. Cole
Chief Engineer: George P. Hixenbaugh
Record M. C.: Dean Landfear

K R O S

CLINTON—EST. 1941

MUTUAL—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

**IN CENTRAL IOWA *KSO*
IS DOING A TERRIFIC JOB**

Folks in our own backyard . . .
who know which Central Iowa station
is really delivering the goods . . .
choose KSO.

More than 147

Des Moines advertisers used KSO
last year . . . and it's hard to fool
your neighbors, especially when
they know what's going on here at KSO.

KSO

DES MOINES, IOWA 5000 Watts

Kingsley H. Murphy, Owner - - George J. Higgins, General Manager
Represented by Headley-Reed Co.



News Service..... UP
 Transcription Service... Standard Radio, Cole
 Representative... George Webber, Des Moines,
 Wm. Rambeau Co.

Personnel

President..... W. S. Jacobsen
 General and Promotion Mgr... Morgan Sexton
 Program Director..... Lucille DeLeers
 Sales Manager..... Walter Jeich
 Chief Engineer..... Gilbert Andrew

W O C

DAVENPORT—EST. 1922

ABC

Frequency: 1420 Kc..... Power: 5000 Watts
 Owned-Operated By..... Tri-City Broadcasting
 Company

Address..... 1002 Brady Street
 Phone Number..... 3-3661
 Transmitter Location..... R. F. D. No. 1
 Time on the Air: 18 hours daily; 16 hours
 (Sunday)

News Service..... UP, AP
 Transcription Service..... World, Lang-Worth
 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
 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. Elttrim
 * (Non-Commercial Station)

K R N T

DES MOINES—EST. 1936

ABC

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,
 Associated

Representative..... The Katz Agency

Personnel

President..... Gardner Cowles, Jr.
 General Manager..... Phil Hoffman
 Commercial Manager..... Bob Dillon
 Program Director..... Charles Miller
 Production Manager..... George Cremeens
 Record M. C's..... Gene Emerald,
 Myron J. Bennett

Sales Promotion Manager..... Robert Dillon
 Publicity Director..... Mary Little
 Chief Engineer..... Charles Quentin

K S O

DES MOINES—EST. 1921

CBS

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... 6 a.m. to 1 a.m., weekdays
 News Service..... AP; UP
 Transcription Service... World, M. M. Cole
 Representative..... Headley-Reed Co.

Personnel

President..... Kingsley H. Murphy
 General Manager..... George J. Higgins
 Sales Promotion Manager... Nancy M. Halsor
 Program Director..... Edmund J. Linehan
 Record M. C..... R. J. Nash
 Chief Engineer..... F. E. Bartlett

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 Service..... INS, UP, AP
 Transcription Services..... NBC Thesaurus;
 Lang-Worth, M. M. Cole
 Representative..... Free & Peters, Inc.

Personnel

President..... B. J. Palmer
 Station Manager..... J. O. Maland
 Sales Manager..... E. H. Bondurant

K D T H

DUBUQUE—EST. 1941
 MUTUAL BROADCASTING SYSTEM
 IOWA TALL CORN NETWORK

Frequency: 1370 Kc..... Power: 1000 Watts
 Owned By..... Telegraph-Herald
 Operated By..... Telegraph Herald
 Address..... 8th and Bluff
 Phone Number..... 1603
 Transmitter Location..... East Dubuque, Ill.
 Time on the Air..... 6 a.m. to 12 midnight
 Newspaper Affiliation..... Telegraph-Herald
 News Service..... AP
 Representative..... William G. Rambeau

Personnel

General Manager..... K. S. Gordon
 Commercial Manager..... Robert S. Graham
 Sales Promotion Manager..... Gordon K. Downey
 Program Director..... Arnie Stierman
 Musical Director..... Jerry Chandler
 Chief Engineer..... Charles Cain

W K B B

DUBUQUE—EST. 1933
 AMERICAN BROADCASTING CO.

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
 News Service..... UP
 Transcription Service..... World
 Representative..... Howard H. Wilson Co.

Personnel

Vice President and Station
 Manager..... James D. Carpenter
 Local Sales Manager... Harry Hatzenbuehler
 Program Director..... Jeanne F. Wiedner
 Chief Announcer and Production
 Manager..... L. Vaughn Gayman
 Musical Director..... Samuel Ham
 Publicity Director..... L. Vaughn Gayman
 Record M. C..... Robert Gilliam
 Chief Engineer..... Leonard Carlson

K V F D

FORT DODGE—EST. 1939
 MUTUAL BROADCASTING SYSTEM
 NCBS AND IOWA TALL CORN NETWORK
 Frequency: 1400 Kc..... Power: 250 Watts
 Owned By..... Northwest Broadcasting Co.
 Operated By..... Edward Breen, President &
 General Manager
 Address..... Warden Bldg., Fort Dodge
 Phone Number..... Walnut 3761-2-3
 Transmitter Location.. S.W. of Ft. Dodge, 1 mile
 Time on the Air..... 6 a.m. to 12 midnight
 News Service..... UP
 Transcription Service..... Cole
 Representative..... Burn-Smith and
 William G. Rambeau

Personnel

President..... Edward Breen
 Sales Manager..... Jon Shafer
 Merchandising Manager-Publicity
 Manager..... Kenneth Peterson
 Program Director..... Drexel Peterson
 Chief Engineer..... David G. 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..... Iowa City
 Time on the Air..... Unlimited
 News Service..... AP

Personnel

Station Director..... Carl H. Menzer
 Program Director..... Armon Bonney
 Chief Engineer..... S. J. Ebert
 *(Non-Commercial Station)

K F J B

MARSHALLTOWN—EST. 1923
 MUTUAL—TALL CORN NETWORK
 MISSISSIPPI VALLEY 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..... SESAC
 Representative..... William G. Rambeau Co.

Personnel

Chief Executive.....Kenneth Durham
 General Manager.....Warren J. Binkley
 Commercial Manager.....Theodore M. Silva
 Program Director.....Charles T. Webb
 Promotion Manager.....La Verne Koenig
 Chief Engineer.....James A. Dickens

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
 Representative.....Weed & Co.

Personnel

President.....Lee P. Loomis
 Station Manager.....F. C. Eighmey
 Commercial Manager.....Herbert Ohrt
 Sales Promotion.....Dominie Haynes
 Program Director.....Merritt Milligan
 Publicity Director.....Charles Hilton
 Chief Engineer.....Roger Sawyer

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
 Sales Manager.....Eleanor M. Haling
 Program Director.....Gene Milner
 Publicity Director.....Dorothy Lindley
 Chief Engineer.....J. C. Haley

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; 7 a.m.-3:30 p.m. & 6
 p.m.-12 mid., Sundays

News Service.....AP
 Transcription Service.....Standard Radio
 and World

Personnel

President.....Henry Field
 General Manager.....John L. Nicolson
 Station-Commercial Manager.....T. F. Stubbs
 Musical Director.....Ermal Dilley
 Chief Announcer.....Melvin Eyeberg
 Chief Engineer.....Robert N. Barkman

K M A

SHENANDOAH—EST. 1925

ABC—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
 General Manager.....Owen Saddler
 Station & Commercial Mgr.....J. C. Rapp
 Sales Manager.....Howard O. Peterson
 Farm Service Director.....Merrill Langfitt
 Sales Promotion.....Harriet Lingo
 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

CBS

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Perkins Bros. Co.
 Address.....415 Douglas Street
 Phone Number.....5-7993
 Transmitter Location.....N.W., 7 miles on
 Highway 75
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Newspaper Affiliation.....Journal-Tribune
 Transcription Service.....C. P. MacGregor
 and World
 Representative.....Geo. P. Hollingbery Co.

Personnel

President.....William R. Perkins
 General Manager.....Eugene T. Flaherty
 Sales Manager.....Eugene T. Flaherty
 Program Director.....Elizabeth Sammons
 Publicity-Sales Promotion.....Jean Harraday
 Production-Chief Announcer.....Lawrence E. Coke
 Musical Director.....Berniece Ewing
 Chief Engineer.....Stephen S. Dier



*Things Look Mighty Good
at **KXEL** out here in **IOWAY!***

Josh Higgins

KXEL

Represented by John Blair & Company

50,000 WATTS
CLEAR CHANNEL BASIC AMERICAN
JOSH HIGGINS BROADCASTING CO.
WATERLOO, IOWA

K T R I

SIoux CITY—EST. 1938

MUTUAL BROADCASTING SYSTEM
TALL CORN NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Sioux City Broadcasting
Company
Business Address.....Commerce Building
Phone Number.....8-0165
Transmitter Location.....Commerce Building
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service...Associated Music Pub-
lishers
Representative.....Wm. Rambeau Co.

Personnel

President-General Manager.....Dietrich Dirks
Commercial Manager.....Dietrich Dirks
Program Director.....Al Triggs
Production Manager.....Andre Wilson
Publicity Director.....Mary Lou Sheer
Chief Announcer.....Frederic Taylor
Sales Promotion.....Buzz Hassett
Record M. C.....Buzz Hassett
Musical Director.....Bernie Mahr
Chief Engineer.....Will Easterly

K X E L

WATERLOO—EST. 1942

ABC

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 a.m. to midnight
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.....Emlyn Owen
Musical Director.....George Timm
Chief Engineer.....Don Kassner
Record M. C.....Herb James

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.....Ben B. Sanders
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 midnight;
Sundays, 7 a.m. to 12 midnight
News Service.....AP
Transcription Service...Lang-Worth, Standard
and Cole
National Representative...George W. Webber

Personnel

President-General Manager...Ben B. Sanders
Sales-Commercial Manager...Staton A. Dixon
Sales Promotion-Merchandising
Manager.....Staton A. Dixon
Program Director-Record M. C..Staton A. Dixon
Production Manager.....Staton A. Dixon
Publicity Director.....John A. Howe
Chief Announcer-Musical
Director.....Wayne Ross
Chief Engineer.....Burney B. Jones

"STAR TIME"

Intensely interesting dramati-
zations of personalities of
interest to women.

Through the unique, new
"Cue-In" technique, the sta-
tion's local women's program
editor participates with the
star.

"Cue-In" localizes and per-
sonalizes the program—15-
minutes, transcribed.

Exclusive in Any Market

WRITE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.



FAITHFULLY SERVING AMERICAN AGRICULTURE



At its opening twenty years ago, WIBW was dedicated to the service of American agriculture . . . to farmers, stockmen, and small town residents whose livelihood revolved around the production and distribution of farm products.

Unwavering adherence to this policy has won us millions of staunch friends and eager listeners throughout Kansas and adjoining states. Because they appreciate our sincere services in their interests, they are quick to follow the purchasing suggestions of WIBW advertisers. Can *you* use such whole-hearted buying response?

WIBW IN TOPEKA *"The Voice of Kansas"*
BEN LUDY COLUMBIA'S OUTLET FOR KANSAS
General Manager
WIBW, Topeka KCKN, Kansas City
REPRESENTED BY CAPPER PUBLICATIONS, INC. NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

KANSAS

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

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..... 6:30 a.m. to midnight
News Service..... AP
Representative..... Dawn Peterson

Personnel

President-Owner..... S. H. Patterson
General Manager..... Jerry Akers
Station Manager-Merchandising
Manager..... David G. Roberts
Commercial Manager..... Leslie D. Cox
Program Director..... Joseph Kilgore
Production Manager..... Allen Manatee
Chief Announcer..... Joseph Peck
Chief Engineer..... Thomas Vance

K G G F

COFFEYVILLE—EST. 1930

ABC

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, Okla.
Time on Air..... Sundays, 7 a.m.-11 p.m.;
Weekdays, 6:45 a.m. to 11 p.m.
Newspaper Affiliation..... Coffeyville Journal
News Service..... AP
Transcription Service..... NBC Thesaurus, World
Representative..... Weed & Co.

Personnel

Owner..... Hugh J. Powell
Station Manager..... Bert H. Powell
Commercial-Sales Promotion
Manager..... Ed Spoonamore
Program Director..... Ozzie Osborne
Chief Engineer..... J. Sarto 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..... 705 Second Avenue
Phone Number..... 1100
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. Denious
Manager..... N. C. Peterson
Sales Manager..... N. C. Peterson
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 Broadcast-
ing Co., Inc.
Address..... 613 Merchant St.
Phone Number..... 153
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..... J. J. Hovorka
General Manager..... J. Nelson Rupard
Program Director..... Miriam Porter
Commercial Manager..... Wendell Elliott
Publicity-Sales Promotion..... Burton D. Harrison
Production Manager..... Larry Cotton
Chief Engineer..... Paul H. Daniels

K I U L

GARDEN CITY—EST. 1935

MUTUAL

KANSAS STATE NETWORK

Frequency: 1240 Kc. Power: 250 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

For
BUYING POWER
that pays off in SALES,
Look to GREATER
KANSAS CITY

GREATER KANSAS CITY MARKET DATA

Counties and Important Cities	O.P.A. Civilian Pop. 2-15-44	Effective Buying Income
Jackson (Mo.)	485,900	\$776,365,000
Kansas City	431,700	705,330,000
Wyandotte (Ks.)	144,500	196,114,000
Kansas City	135,000	182,250,000
Johnson (Ks.)	46,200	26,739,000
	Total	Homes With Radios
Jackson (Mo.)	\$380,370,000	133,067
Kansas City	364,500,000	112,945
Wyandotte (Ks.)	78,040,000	36,676
Kansas City	74,443,000	31,163
Johnson (Ks.)	11,880,000	8,552

SOURCES: Homes with Radios—Bureau of Census. All other data—Sales Management's "SURVEY OF BUYING POWER," May 15, 1945.

*Reprinted with Permission



And for radio advertising that pays off in **RESULTS**, hire KCKN to deliver your sales messages to Kansas Citizens. KCKN, and *only* KCKN, programs specifically and exclusively for the Greater Kansas City market. Result is that Kansas Citizens look to KCKN for the kind of radio entertainment *they* like—day and night.

Thus, thru KCKN, you may sell a substantial share of Greater Kansas City's nine hundred million dollar buying power *without* the rate penalty of outstate coverage.

- **Contact your nearest Capper office for availabilities.**



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 3064

Time on the Air.....7 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....C. P. McGregor,
 Keystone Broadcasting System, SESAC, Cole
 Representatives.....Cox & Tanz

Personnel

President.....F. D. Conard
 Station and Commercial Manager.....Al Pyatt
 Publicity Director.....Johnnie Melcum
 Chief Announcer.....Ed Watts, Jr.
 Program Director.....Ed Watts, Jr.
 Chief Engineer.....Robert W. Snyder

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.....2103 Forest Ave.
 Phone Number.....1080
 Transmitter Location.....South Great Bend
 Time on the Air.....Unlimited
 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.....Perry Reed
 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, AP
 Transcription Service...Lang-Worth, Standard

Personnel

President and General
 Manager.....William Wyse
 Commercial Manager.....Vernon Minor
 Chief Engineer.....Millard Clary

KCKN

KANSAS CITY—EST. 1925 (as WLBF)
 1936 (as KCKN)
 MUTUAL BROADCASTING SYSTEM
 (After 6 PM)

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....The KCKN Broad-
 casting Company
 Address.....300 Waltower Bldg.
 Phone Number.....Victor 3964
 Transmitter Location.....901 North 8th St.
 Time on the Air.....6 a.m. to 1 a.m.
 Newspaper Affiliation...The Kansas City Kansas
 News Service.....AP & UP
 Transcription Service.....Standard Radio,
 Lang-Worth
 Representative.....Capper Publications

Personnel

President.....Arthur Capper
 General Manager.....Ben Ludy
 Station Manager.....Ellis Atteberry
 Sales-Commercial Manager.....Joe Story
 Production Manager.....George Stump
 Musical Director.....Milan Mahale
 Chief Engineer.....Max Williams



WILLIAM WYSE, President, KWBW

K W B W
HUTCHINSON

Serves 456,151
 People in Central
KANSAS

An NBC Affiliate

KFKU*

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)

WREN

LAWRENCE—EST. 1926

ABC

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

KSAC*

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
 Dean of Division of Extension... H. Umberger
 Extension Editor..... Lisle Longsdorf
 Chief Engineer..... Bernard Holbert
 *(Non-Commercial Station)

KOAM

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

KSAL

SALINA—EST. 1937

MUTUAL BROADCASTING SYSTEM
 KANSAS STATE NETWORK

Frequency: 1150 Kc... Power: 1000 Watts
 Owned-Operated By..... KSAL, Inc.
 Address..... Journal Bldg.
 Phone Number..... 100
 Transmitter Location..... State Street Rd.
 Time on the Air..... 18 hours daily,
 Sunday, 17 hours
 News Service..... AP
 Transcription Service..... NBC Thesaurus,
 SESAC, Standard
 Representative..... John E. Pearson Co.

Personnel

President..... R. J. Laubengayer
 Station and Commercial
 Manager..... Ray Y. Jenser
 Musical Director..... Barbara Lewton
 Program Director..... Grover C. Cobb, Jr.
 Chief Engineer..... N. E. Vance, Jr

WIBW

TOPEKA—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc... Power: 5000 Watts
 Owned-Operated By..... Capper Publications,
 Inc.
 Business Address..... 1035 Topeka Ave.
 Phone..... 3-2377

Studio Address.....1035 Topeka Ave.
 Transmitter Location...Seven miles west of
 Topeka
 Time on the Air.....Shares Time
 Newspaper Affiliation...Capper Publications,
 Inc.
 News Service.....UP, AP
 Transcription Service.....Standard Radio
 ..and Lang-Worth
 Representative.....Capper Publications, Inc.

Personnel

President.....H. S. Blake
 General Manager.....Ben Ludy
 Publicity Director.....Bob McClure
 Program Director-Production
 Manager.....Mrs. Maude Carlson
 Chief Engineer.....K. G. Marquardt
 (See Page 402)

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

“THE CLIFF EDWARDS SHOW”

An extensive library of all-time, all-American musical favorites that are strictly “in the groove” . . . for oldsters and youngsters alike.

A musical package complete with theme and suitable scripts for exclusive presentation in any market.

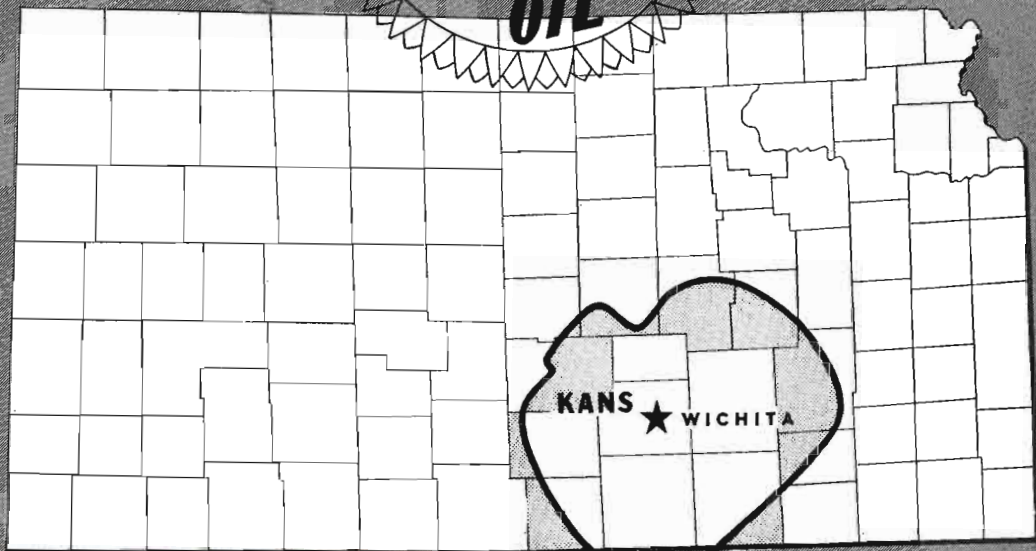
WRITE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA NEW YORK 20, N. Y.

Get Your Share Of
KANSAS WHEAT
INDUSTRIAL
CATTLE
OIL **MONEY**



KANS-WICHITA

The NBC Station in KANSAS' No.1 Market

General Information:

KANS is owned by THE KANS BROADCASTING COMPANY (a corporation); Herb Hollister, President; Jack Todd, General Manager.

KANS operates on a power of 250 watts, day and night, on a frequency of 1240 kilocycles.

KANS has been in operation since September, 1936.

KANS does a big local coverage job on all civic events including local sports.

Network Affiliations:

KANS is affiliated with the National Broadcasting Company

Program Facilities:

KANS maintains two transcription libraries — the NBC "Thesaurus" and Standard. **KANS** has both AP and UP news service day and night.

Hours on the Air:

6:30 A.M. to Midnight.

Merchandising Facilities:

Bus cards in all local buses (135 in all) for a two-week period at the start of a campaign of programs. Feature articles and pictures in "The KANSan," monthly **KANS** merchandiser mailed to most retail outlets in Wichita.

REPRESENTED NATIONALLY BY HEADLY-REED CO.
NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • LOS ANGELES

KANS

WICHITA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By The KANS Broad-
 casting Co.

Address Wichita
 Phone Number 4-2387
 Transmitter Location Wichita
 Time on the Air 6 a.m. to midnight
 News Service AP & UP
 Transcription Service NBC Thesaurus:
 Standard
 Representative Headley-Reed Co.

Personnel

President Herb Hollister
 General Manager Jack Todd
 Program Director Vic Rugh
 Publicity Vic Rugh
 Sales-Promotion Manager Jack Todd
 Chief Engineer Ted Heithecker

KFBI

WICHITA—EST. 1923

AMERICAN BROADCASTING CO.
 MUTUAL BROADCASTING SYSTEM
 KANSAS STATE NETWORK

Frequency: 1070 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By Farmers and Bankers
 Broadcasting Corporation

Address 1st & Market Sts.
 Phone Number 2-1447
 Transmitter Location 42nd and Broadway
 Time on the Air 6 a.m. to 1 a.m.
 News Service INS & UP
 Transcription Service World, Cole
 Representative George P. Hollingberry Co.

Personnel

President H. K. Lindsley
 General Manager Robert K. Lindsley
 Sales Promotion Manager D. W. McCoy
 Chief Engineer K. W. Pyle
 Sales-Publicity D. W. McCoy
 Program Director C. T. Johnson
 Musical Director F. E. Markwell

“STAR TIME”

Intensely interesting dramatizations of per-
 sonalities of interest to women.

Through the unique, new “Cue-In” tech-
 nique, the station’s local women’s program
 editor participates with the star.

“Cue-In” localizes and personalizes the pro-
 gram—15-minutes, transcribed.

Exclusive in Any Market

WRITE

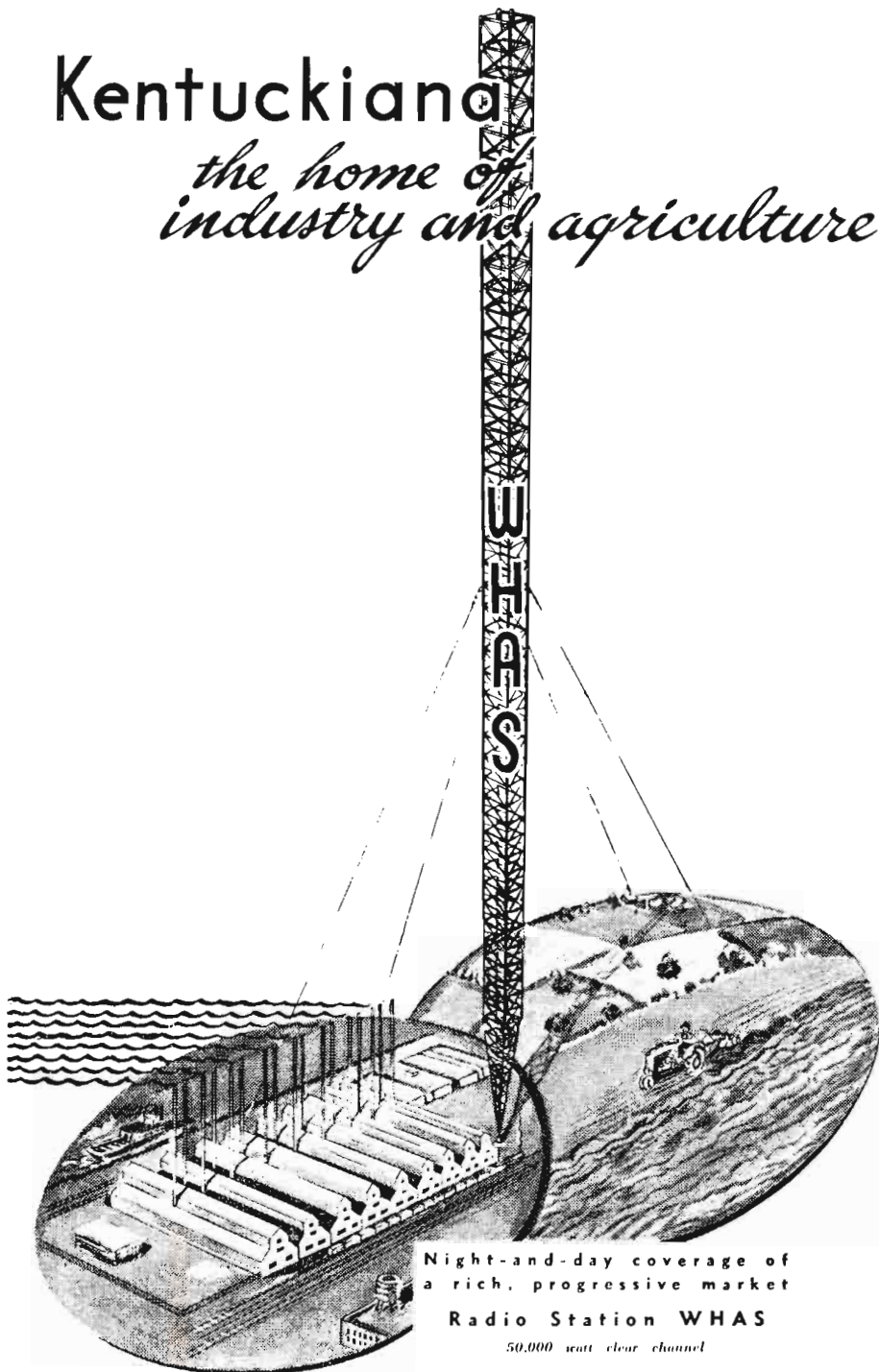
AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA NEW YORK 20, N. Y.

Kentuckiana

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Night-and-day coverage of
a rich, progressive market

Radio Station WHAS

50,000 watt clear channel

Basic CBS

Louisville, Kentucky

KENTUCKY

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W C M I

ASHLAND—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Ashland Broadcasting Company
 Address Box 949
 Phone Number 3010 (Ashland)
 Studio Address... 20th & Front Streets, Ashland, Ky.; 625 - 4th Ave., Huntington, West Va.
 Transmitter Location... 48th and Ohio River, Ashland, Ky.
 Time on the Air... 6:30 a.m. to 1:05 a.m., Weekdays; 7:45 a.m. to 1:05 a.m.
 News Service..... UP
 Transcription Service..... NBC Thesaurus and Standard
 Representative..... John E. Pearson Co.

Personnel

President..... Gilmore Nunn
 Vice-President..... J. Lindsay Nunn
 General Manager..... Joseph B. Matthews
 Commercial Manager..... Joseph B. Matthews
 Sales Promotion..... John D. Fell
 Chief Engineer..... Clarence Weaver

W L B J

BOWLING GREEN—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Bowling Green Broadcasting Corp.
 Address..... Fairview & Lehman Aves.
 Phone Number 1340-1
 Transmitter Location... Fairview & Lehman Aves.
 Time on the Air... 6 a.m. to 11 p.m.
 News Service..... UP
 Transcription Service..... Lang-Worth, Cole
 Representative..... Burn-Smith Co.

Personnel

President & Station Manager... Ken D. Given
 Sales Manager..... Ken D. Given
 Promotion-Musical Director..... Helen Given
 Production Manager..... Joe Hicks
 Publicity Director..... Jaunita Britt
 Chief Announcer..... Joe Hamilton
 Program Director..... Joe Hamilton
 Chief Engineer..... Joe Pentecost

W F K Y

FRANKFORT

Frequency: 1490 kc. Power: 250 Watts
 Owned-Operated By
 Frankfort Broadcasting Co.

Address..... 317 Ann St.
 Phone Number..... 421
 News Service..... AP

Personnel

President..... J. Sneed Yager
 Gen.-Com. Manager..... Clarence H. Fleming
 Program-Promotion Man..... Marshall L. Peace
 *Construction Permit

W K A Y

GLASGOW

Frequency: 1490 kc. Power: 250 Watts
 Owned-Operated By Glasgow Broadcasting Co.
 Address..... 213 S. Green St.
 *Construction Permit

W H L N

HARLAN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Blanford Radio Company, Incorporated
 Address..... Main St.
 Phone Number..... 625
 Time on the Air... 6 a.m. to 11 p.m.
 News Service..... UP, AP
 Transcription Service... Lang-Worth, Keystone
 Representative..... Burn-Smith Co.

Personnel

Owner-General Manager..... R. B. Helms
 Station Manager-Program-Publicity
 Director..... Stuart Odell
 Commercial Manager..... C. E. Wilkehart
 Chief Engineer..... J. Francke Fox

W S O N

HENDERSON—EST. 1941

Frequency: 860 Kc. Power: 500 Watts, Day
 Owned-Operated By... Henderson Broadcasting Co., Inc.
 Address..... P. O. Box 418
 Phone Number..... 3923
 Transmitter Location... Zion Rd. Henderson
 Time on the Air... Local sunup to local sundown
 News Service..... UP & AP
 Transcription Service... NBC Thesaurus, Associated Music
 Representative... Sears & Ayer, Helen Wood

Personnel

President..... Pierce E. Lackey
 General and Station Manager... Hecht S. Lackey

Sales Promotion-Merchandising
 Manager.....Hecht S. Lackey
 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 Broad-
 casting Co., Inc.
 Phone Number.....1025, 1026
 Business Address.....9th & Main
 Transmitter Location.....Cadiz Road
 Time on the Air.....6 a.m. to 11:05 p.m.;
 Sunday, 7a.m. to 11:05 p.m.
 News Service.....UP & AP
 Transcription Service.....World Broadcasting
 System, M. M. Cole
 Representative.....Sears & Ayer, Helen Wood

Personnel

President.....Pierce E. Lackey
 General and Commercial
 Manager.....F. Ernest Lackey
 Merchandising Manager-Chief
 Announcer.....William T. Bullington
 Program Director.....Bonnie Bessire
 Production Manager.....Charles Stratton
 Publicity Director.....Katherine Peden
 Musical Director.....Charles Melton
 Chief Engineer.....T. E. Brewer
 Record M. C.....Leo Wilson

W L A P

LEXINGTON—EST. 1934
AMERICAN BROADCASTING CO.
 Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...American Broadcasting
 Corp.
 Address...Radio Bldg., Walnut and Short Sts.
 Phone Numbers.....1721-22-23-70
 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.....Gilmore N. Nunn
 Station-Commercial Manager..Miller A. Welch
 Program Director.....Doris Holtzclaw
 Production Manager.....Henry Allin
 Publicity Director.....Fred Augsburg
 Chief Announcer.....Truman Morris
 Musical Director.....Oscar Huff
 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.....Jeffersonville, Ind.
 Time on the Air.....6 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 News Service.....INS, AP, & PA
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Representative.....Free & Peters, Inc.

Personnel

President.....Major Geo. W. Norton, Jr.
 Station Manager.....Nathan Lord
 Commercial Manager.....James F. Cox
 Program Director.....George C. Patterson
 Publicity Director.....Elizabeth B. Sanders
 Chief Announcer.....Burt Blackwell
 Musical Director.....Earle Keller
 Chief Engineer.....Wilbur 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.
 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;
 Lang-Worth
 Representative.....The Walker Co.

Personnel

President and Commercial Mgr. J. Porter Smith
 General Manager.....Charles L. Harris
 Publicity-Sales Promotion.....Harry Hunter
 Program Director.....Ward Hatcher
 Production Manager.....W. S. Lukenbill
 Chief Announcer.....Gerald R. Fordyce
 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.....World, Standard
Representative.....Edward Pety & Company

Personnel

President Barry Bingham
General Manager..... W. Lee Coulson
Commercial Manager..... Joe Eaton
Program Director..... Richard E. Fischer
Promotion Manager..... J. M. Wynn
Program Co-Ordinator..... Ray Shannon
Religious Co-Ordinator..... C. E. Burns
Chief Announcer..... Paul Clark
Technical Director..... Orrin W. Towner

(See Page 410)

WINN
LOUISVILLE—EST. 1940
ABC

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
Transmitter Location..... On top Tyler Hotel
Time on the Air..... 6 a.m. to 12 midnight;
Sunday, 8 a.m. to 12 midnight

News Service..... AP
Transcription Service..... C. P. MacGregor & Standard

Representatives..... Broadcast Sales Co., Homer Griffith

Personnel

President..... Mrs. Nelle M. Kendrick
Station Manager..... Harry McTigue
Commercial Manager..... G. F. Bauer
Program Director..... M. K. McCarten
Traffic Manager..... Louise Hodapp
Continuity Director..... Nancy Russell
Chief Announcer..... Walter Murphy
Musical Director..... Claude Fraul
Record M. C..... Bill Moore
Chief Engineer..... E. G. Renn

W O M I
OWENSBORO—EST. 1938
MUTUAL

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

Address Owensboro
Phone Number..... 420, 421

Transmitter Location..... Owensboro
Time on the Air..... 7:30 a.m. to 11:30 p.m.
Transcription Service..... Lang-Worth

News Service..... AP
Representative..... Burn-Smith Co.

Personnel

President..... Lawrence W. Hager
General Manager..... Hugh O. Potter

Commercial Manager..... Malcolm Greep
Sales Promotion Manager-Publicity
Director..... Hugh O. Potter
Program Director-Production
Manager Cliffordean Potter
Chief Engineer..... Leslie Goodaker

W P A D
PADUCAH—EST. 1930

COLUMBIA BROADCASTING SYSTEM

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

Business Address..... Taylor Bldg., 4th and Broadway

Phone Numbers 4100-1-2

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..... W. Prewitt Lackey
Merchandising-Production Mgr. Gene Peak
Program Director..... Evelyn Spier Carroll
Musical Director..... Lynn Wolff
Chief Engineer..... U. C. Morris

For the

BEST IN NEWS

for the

BEST IN PROGRAMS

BASED ON NEWS

AP!

LOUISIANA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KALB

ALEXANDRIA—EST. 1935

ABC

LOUISIANA NETWORK

Frequency: 580 Kc. Power: 1000 Watts
Owned-Operated By..... Alexandria Broad-
casting Co., Inc.

Address..... 505½ Johnston St.
Phone Numbers..... 3335-6
Transmitter Location..... Wardville, La.
Time on the Air: 6:30 a.m. to 11 p.m.; Sunday,
8 a.m. to 10:35 p.m.

News Service..... INS-AP
Transcription Service..... World
Representatives..... Weed & Co.

Personnel

President..... Walter H. Allen
General Commercial Manager..... E. R. Cappellini
Program Director..... Janet Baker Immler
Chief Announcer..... Ed Rand
Chief Engineer..... Jesse Sexton

WJBO

BATON ROUGE—EST. 1934

AMERICAN BROADCASTING CO.

LOUISIANA NETWORK

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By..... Baton Rouge Broad-
casting Co., Inc.

Address..... 444 Florida St.
Phone Number..... 5271-2
Transmitter Location..... Roosevelt Road
Time on the Air..... 6 a.m. to midnight;
Sunday, 7 a.m. to midnight

Newspaper Affiliation..... Baton Rouge State-
Times, Baton Rouge Morning Advocate
News Service..... AP, UP
Transcription Service..... World Broadcasting,
Standard

Representative..... Geo. P. Hollingsbery Company

Personnel

President..... Charles P. Manship, Jr.
General Manager..... J. R. Dabadie
Exec. V-P..... H. Vernon Anderson
Commercial-Sales Manager..... T. E. Gibbens
Program Director..... Ralph H. Sims
Production Manager..... Robert H. Searce
Chief Announcer..... Dolph Norton
Musical Director..... Joseph Searce
Chief Engineer..... Donald K. Allan

(Call Letters to Be Assigned)

BATON ROUGE*

Frequency: 1400 kc. Power: 250 Watts

Owned-Operated By..... Air Waves, Inc.
Address..... Baton Rouge, Louisiana

Personnel

Chief Executive..... Harry B. Nelson
General Manager..... Woodrow W. Hattic
*Construction Permit

KVOL

LAFAYETTE—EST. 1935

NATIONAL BROADCASTING CO.

EVANGELINE GROUP AND

LOUISIANA NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... Evangeline Broad-
casting Company, Inc.

Business Address..... 519 Buchanan
Phone Numbers..... 336, 2062, 2101
Studio Address..... 519 Buchanan
Transmitter Location..... Scott Road
Time on the Air..... 6:30 a.m. to 11:05 p.m.
Newspaper Affiliation..... Lafayette Daily
Advertiser

News Service..... UP
Transcription Service..... World, MacGregor

Personnel

President..... Morgan Murphy
Station Manager..... Geo. H. Thomas
Commercial Manager..... B. H. Bailey, Jr.
Sales Promotion Manager..... Franck Lee
Program Director..... Franck Lee
Production Manager..... A. B. Craft, Jr.
Chief Announcer..... Al Theriot
Chief Engineer..... B. Hillman Bailey, Jr.

KPLC

LAKE CHARLES—EST. 1935

NATIONAL BROADCASTING CO.

& LOUISIANA NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By..... Calcasieu Broad-
casting Co.

Address..... P. O. Box 1521
Phone Number..... 2713, 2714
Studio Address..... Majestic Hotel
Transmitter Location..... La Grange St.
Time on the Air..... 6:30 a.m. to 11:05 p.m.
News Service..... AP
Transcription Service..... World

Personnel

President..... T. B. Lanford
Station Manager..... David Wilson
Musical-Program Director..... Anna Louise Clark
Chief Engineer..... Earl C. Moses
Production Manager..... Joe Campbell
Sales-Publicity Director..... Jerry Bozeman

• • • LOUISIANA • • •

Chief Announcer.....Pelham Mills
Record M. C.....Seaman A. Mayo

K M L B

MONROE—EST. 1930

AMERICAN BROADCASTING CO.
LOUISIANA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
C.P. 1440 Kc.....C.P. 1000 Watts
Owned-Operated By.....Liner's Broadcasting
Station, Inc.

Address.....P. O. Box 1723
Phone Number.....4321
Studio Address.....Jackson & Harrison Sts.
Transmitter Location.....Millhaven Rd.
Time on the Air.....6 a.m. to midnight
News Service.....UP
Transcription Service.....Standard Radio,
Lang-Worth

Personnel

President.....J. C. Liner
General Manager.....J. C. Liner, Jr.
Sales Promotion Manager.....J. C. Liner, Jr.
Program Director.....Edward Peppers
Chief Engineer.....O. L. Morgan

K N O E

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 a.m. -12 midnight, daily;
Sunday, 17 hours

Representative: Joseph Hershey McGillvra, Inc.

Personnel

Owner-President.....James A. Noe
Vice-Pres.-Gen. Mgr.....James E. Gordon
Station Manager.....Elaine C. Haas
Sales-Promotion Manager.....Ruth Surguine
Chief Engineer.....Edward R. Goodwin

(Call Letters to Be Assigned)

NEW IBERIA*

Frequency: 1240 kc.....Power: 250 Watts
Owned-Operated By

New Iberia Broadcasting Co.

Address.....New Iberia, Louisiana
*Construction Permit

W D S U

NEW ORLEANS—EST. 1923

ABC

LOUISIANA STATE NETWORK

WDSU Offers . . .

- ★ 5,000 Watts, Delivering 20,000 Watts, In The Populated Areas Of South Louisiana-Mississippi
- ★ Occupies A Central Dialing Position
- ★ First in Daytime Listening (—Hooper)
- ★ Affiliated With the A B C Network
- ★ Emphasizes Local Programming!
- ★ Carries BOTH AP and UP News Service
- ★ New Orleans' ONLY 24-Hour Radio Station!



Frequency: 1280 Kc. Power: 5000 Watts
Owned-Operated By: Stephens Broadcasting Co.

Address Hotel Monteleone
Phone Number Raymond 7135
Transmitter Location Algiers, La.
Time on the Air 24 Hours Daily,
but Monday from 12:45 a.m. to 5 a.m.
News Service UP, AP
Transcription Service Lang-Worth, Associated
Representative John Blair Co.

Personnel

Partner & Sta. Mgr. Fred Weber
Sales Promotion Manager Jeanne Spoonmoor
Program Director Stanley Holiday
Commercial Manager Charles Price
Publicity Director Jeanne Spoonmoor
Musical Director Joseph Schramm
Chief Engineer Charles Whitney

W J B W

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
Representative William C. Rambeau Co.

Personnel

Gen. Mgr. P. K. Ewing
Chief Engineer V. W. Bradbury

W N O E

NEW ORLEANS—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned By James A. Noe
Operated By James E. Gordon
Address St. Charles Hotel, 211 St. Charles St.

Phone Numbers Raymond 0423-4
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
Publicity Director Mrs. Evelyn Batt
Chief Announcer Ray McGuire
Musical Director Mrs. Evelyn Ford
Record M. C. Freddie Hall
Chief Engineer Al C. Bourgeois

W S M B

NEW ORLEANS—EST. 1925

NATIONAL BROADCASTING CO.
SOUTH CENTRAL NETWORK

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By WSMB, Inc.
Address 901 Canal St.
Phone Number MA 5921
Transmitter Location Algiers, La.
News Service AP
Time on the Air 7 a.m. to 12 midnight
Transcription Service

NBC Thesaurus Lang-Worth
Representative Edward Petry & Co.

Personnel

President E. V. Richards
General Manager H. Wheelahan
Chief Engineer H. G. Nebe

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 12:05 a.m.
News Service UP, AP
Transcription Service Standard Radio
and World

Representative The Katz Agency

Personnel

General Manager W. H. Summerville
Commercial Manager Louis Read
Merchandising Manager Tom Holbrook
Program Director Ed M. Hoerner
Publicity Director Martin Burke
Musical Director Irvine Vidacovich
Agricultural Director Gordon Loudon
Chief Engineer J. D. Bloom, Jr.

K R M D

SHREVEPORT—EST. 1928

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

Personnel

Owner R. M. Dean
Owner T. B. Lanford

KTBS

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, Standard
 Representative Edward Petry & Co.

Personnel

General Manager John C. McCormack
 Assistant Manager Louis R. Snyder
 Sales Promotion Manager-Publicity Director Jay Anderson
 Program Director-Production Manager Judith Lawton
 Chief Announcer Wes Jones
 Record M. C. Maurice Wenzinger
 Chief Engineer C. H. Maddox

KWKH

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM
 SOUTH CENTRAL QUALITY NETWORK

Frequency: 1130 Kc. Power: 50000 Watts
 Owned-Operated By International Broadcasting 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
 Manager Fred Ohl
 Commercial Manager J. A. Oswald
 Chief Engineer W. E. Antony
 Sales Promotion Manager James T. Briggs
 Program Director Ralph E. Matthews
 Publicity Director James T. Briggs

MAINE

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WRDO

AUGUSTA—EST. 1932

NATIONAL BROADCASTING CO.

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 Unlimited
 News Service UP
 Transcription Service World
 Representatives Weed & Company
 Bertha Bannan

Personnel

President Adeline B. Rines
 Station Manager Jack S. Atwood
 Commercial Manager Walter Weightman
 Program Director Dan Kelly
 Chief Engineer Harold T. Dinsmore

WABI

BANGOR—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc 1000 Watts. C.P. 5000 Watts
 Owned-Operated By Community Broadcasting Service, Inc.
 Address 57 State St.
 Phone Number 6446
 Transmitter Location Brewer, Me.
 Time on the Air 6:30 a.m. to midnight
 Transcription Service Associated Library
 Representative Adam Young, Jr.

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
 News Service UP
 Representative. Weed & Co.

Personnel

President. William H. Rines
 Station Manager. Edward E. Guernsey
 Musical 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
 Transmitter Location. East Ave.
 Time on the Air. 7 a.m. to midnight
 News Service. UP
 Transcription Service. Standard, SESAC
 Representative. Forjoe & Co.

Personnel

President Faust Couture
 Station and Commercial
 Manager. Oscar J. Normand
 Program Director. Norman Gallant
 Chief Announcer. Robert I. Payne
 Musical Director. Marion Payne Louisfell
 Chief Engineer. John T. Duty

WCSH

PORTLAND—EST. 1925
NBC-YANKEE-NEW ENGLAND REGIONAL
 Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By. Congress Square
 Hotel Co.
 Business Address. 157 High St.
 Phone Number 2-0180
 Studio Address. Eastland Hotel,
 157 High St., Portland, Me.

Transmitter Location. Scarborough, 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

President Adeline B. Rines
 Station Manager. William H. Rines
 Commercial Manager. Albert W. Smith
 Sales Promotion Manager. Linwood T. Pitman
 Program Director. Arthur Owens
 Publicity Director. Linwood T. Pitman
 Musical Director. Norman Ayres
 Chief Engineer. C. Fred Crandon

WGAN

PORTLAND—EST. 1937
COLUMBIA BROADCASTING SYSTEM
 Frequency: 560 Kc. Power: 5000 Watts
 Owned-Operated By. Portland Broadcasting
 System, Inc.
 Address 645a Congress St.
 Phone Number. 2-7489
 Transmitter Location Portland
 Time on the Air. 6:30 a.m. to 12:05 a.m.;
 Sundays, 8 a.m. to 12:05 a.m.

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

Newspaper Affiliation ... Gannett Publishing
 Transcription Service..... Standard Radio
 Representative Paul H. Raymer Co.

Personnel

President..... Guy P. Gannett
 Station Manager..... Creighton E. Gatchell
 Commercial Manager..... Arthur K. Atherton
 Chief Engineer..... Roger W. Hodgkins

W P O R

PORTLAND—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1450 kc..... Power: 250 Watts
 Owned-Operated By
 Centennial Broadcasting Co., Inc.
 Address..... Portland, Maine
 News Service..... AP

Personnel

General Manager..... Murray Carpenter
 Chief Engineer..... Roger Perry

W A G M

PRESQUE ISLE—EST. 1930

Frequency: 1450 Kc..... Power: 100 Watts
 Owned-Operated By..... Aroostook Broadcast-
 ing Corporation
 Address..... 180 State St., W.
 Phone Number..... 8821
 Transmitter Location..... Caribou Rd.
 News Service UP
 Transcription Service..... World, M. M. Cole

Personnel

President..... Harry E. Umphrey
 Station-Commercial Mgr..... Harold D. Gidden
 Chief Engineer..... Lester E. Hughes

(Call Letters to Be Assigned)

WATERVILLE*

Frequency: 1490 kc..... Power: 250 Watts
 Owned-Operated By
 Dennebec Broadcasting Co.
 Address..... Waterville, Maine
 *Construction Permit

"SPECIAL ASSIGNMENT"

Exciting dramatizations based on the unusual stories of
 top-flight news reporters.

It's 15-minutes of *action, thrills and chills.*

An easy sales-winner for any sponsor of transcribed
 programs.

Exclusive in Any Market

SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.



50,000 WATTS — BASIC NBC NETWORK

Nationally represented by Edward Petry & Co., Inc.

MARYLAND

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

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: Pikesville, Md.
Time on the Air: 5:45 a.m. to 12:35 a.m.;
Sunday, 7 a.m. to 12:35 a.m.
Newspaper Affiliation: Baltimore News-
Post, Sunday American
News Service: INS; UP & AP
Transcription Service: Standard Radio;
World Broadcasting System
Representative: Edward Petry & Co.

Personnel

Station Manager: Harold C. Burke
Sales Promotion: Jack Tappin
Musical Director: Joseph C. Miller
Chief Engineer: Richard S. Duncan

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

Personnel

President: Lewis M. Milbourne
Vice-President-Gen. Mgr.: L. Waters Milbourne
Program Director: Gordon A. Scheihing
Chief Announcer: Charles W. Purcell
Musical Director: Robert P. Iula
Chief Engineer: Martin L. Jones
(See Page 422)

W C B M

BALTIMORE—EST. 1924

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: Baltimore Broadcast-
ing Corporation
Address: North at Harford
Phone Number: University 8400
Transmitter Location: 1100 East Cold Spring
Lane
Time on the Air: 6:30 a.m. to midnight;
Sunday, 8 a.m. to midnight
News Service: INS, UP
Transcription Service: Lang-Worth
Representative: Free & Peters, Inc

Personnel

President and Commercial
Manager: John Elmer
General Manager: George H. Roeder
Program and Production: Charles A. Roeder
Chief Engineer: G. Porter Houston
(See Page 424)

W F B R

BALTIMORE—EST. 1922

AMERICAN BROADCASTING CO.

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, UP
Transcription Service: 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.
Chief Engineer: William Q. Ranft

W I T H

BALTIMORE—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts
Owned By: Maryland Broadcasting Co.
Operated By: Thomas G. Tinsley

*The Voice of
Baltimore*

W

★ **W**ATTS 5000, 600 K.C.
DAY AND NIGHT

C

★ **C**OLUMBIA
BASIC OUTLET

A

★ **A**MERICA'S
6th CITY

O

★ **O**LDEST
STATION IN
MARYLAND

PAUL H. RAYMER CO.

National Sales Representative
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

• • • MARYLAND • • •

Address.....7 E. Lexington St.
Phone Number.....Lexington 7808
Transmitter Location.....1230 Curtain St.
Time on the Air.....24 hours a day
News Service.....AP, Transradio
Transcription Service.....Lang-Worth;
Standard Radio & Associated
Representative.....Headley-Reed Company

Personnel

President-General Manager..Thomas G. Tinsley
Station Manager.....Helen Powers
Commercial Manager.....Robert C. Embry
Program Director-Production Manager-
Chief Announcer.....Raymond W. Baker
Publicity Director.....Mae Hughes
Musical Director.....Wallace W. Ashley
Chief Engineer.....James S. Duff
(See Pages — and 426)

•
WTBO

CUMBERLAND—EST. 1929

NATIONAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Cumberland
Broadcasting Co.
Address.....31 Frederick St.
Phone Number.....Cumberland 298 and 299
Transmitter Location.....Fort Hill, Cumberland
Time on the Air.....7 a.m. to 12:05 a.m.;
Sundays, 8 a.m. to 12:05 a.m.
News Service.....UP, AP
Transcription Service.....World Broadcasting
System

Personnel

President-General Manager..Aurelia S. Becker
Chief Engineer.....David W. Jefferies

•
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
Studio Addresses.....Winchester Hall,
Transmitter Location.....Frederick, Md.
Time on the Air.....6:30 a.m. to 12:05 a.m.;
Sundays, 7 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....Lang-Worth

Personnel

President.....Laurence Leonard
General & Station Manager..William E. Hardy
Sales-Merchandising Mgr....William E. Hardy

WTBO

your

Tri-STATE

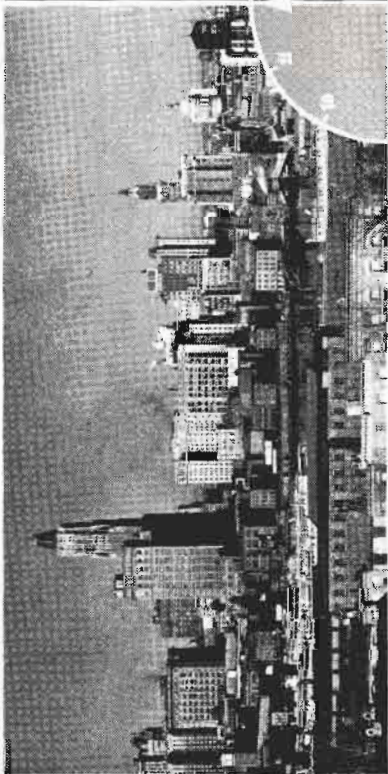
Voice



NBC

Affiliation

Cumberland, Maryland



Day and Night!

MUTUAL BROADCASTING SYSTEM
WCBM



is "Baltimore's Listening Habit"

JOHN ELMER
PRESIDENT

FREE AND PETERS, Inc.
EXCLUSIVE NATIONAL REPRESENTATIVES

GEORGE H. ROEDER
GENERAL MANAGER

MUTUAL **WJEJ** MUTUAL

HAGERSTOWN, MARYLAND

MORE PEOPLE IN THE HAGERSTOWN
AREA LISTEN TO WJEJ ANY HOUR OF
THE DAY, DAY OR NIGHT, THAN TO
ALL OTHER STATIONS COMBINED.

C. E. Hooper — Fall 1945

Index WJEJ

8 A.M.-12 N. 56.8

12 N.-6 P.M. 57.6

6 P.M.-10 P.M. 53.9

WJEJ

WESTERN MARYLAND

GREATEST ADVERTISING MEDIUM

CROVER C. CRILLEY GEORGE DIETRICH

General Manager Commercial Manager

An

Outstanding

Audience

in

Baltimore

WITH





Let's see your license

That's Sadie and her four Black Bear Cubs. It was taken just about the time we opened up W-I-T-H. And it seems out there in the Great Smoky National Park they stopped the show . . . literally stopped traffic to get snacks from passing motorists.

Know the comparison we're going to make? That's right.

We've been stealing the radio show down here in Baltimore.

Because today W-I-T-H, the successful independent, produces more listeners-per-dollar-spent than any other station in this big five-station town.

Facts that back up our license to say that are available. Glad to show them to you.



W-I-T-H

and the FM Station W3XMB

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

Program Director-Production

Manager Millard H. Klunk
 Publicity Director..... William E. Hardy
 Chief Announcer..... Murray Goldsborough
 Chief Engineer..... Julius Thiel
 Record M. C..... Roger Carroll

Production Manager..... William Paulsgrove
 Chief Announcer..... Glen Thomas
 Musical Director..... Malcolm Hutto
 Record M. C..... Jimmy Riser
 Chief Engineer..... George W. McIntire

(See Page 425)

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 Numbers..... 2322-23-24
 Transmitter Location..... Carrol Heights
 Time on the Air..... 7:00 a.m. to 2:00 a.m.
 Transcription Service.. Associated, Lang-Worth
 News Service AP

Personnel

Gen. Manager..... Grover C. Crilly
 Commercial Manager..... George Dietrich
 Program Director..... Ames Harper
 Promotion-Publicity Frank Bowers

W B O C

SALISBURY—EST. 1940

MUTUAL BROADCASTING SYSTEM

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
 Program Director..... Gladys Stearns
 Commercial-Promotion Mgr..... Charles J. Truitt
 Chief Engineer..... Peter A. Alfonsi

**A NEW ARRIVAL
 A NEW SALES-WINNER
 in the Transcription field**

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.



•

A COWLES STATION

***Serving the
Metropolitan Boston Market***

•

*The Nation's
3rd largest market and a must
for all advertisers*

•

**Represented by
THE KATZ AGENCY**

MASSACHUSETTS

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W B Z & W B Z A

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.

Personnel

Chief Executive.....W. C. Evans
Station Manager.....Wilmer C. Swartley
Program Manager.....W. Gordon Swan
Production Manager.....John H. Wright
Sales Manager.....C. Herbert Massé
Sales Promotion Manager.....Lynn Morrow
Chief Engineer.....W. H. Hauser

W C O P

BOSTON—EST. 1935

ABC

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 1 a.m.;
Sunday, 8 a.m. to 1 a.m.

Newspaper Affiliation.....Des Moines Register
..and Tribune, Minneapolis Star Journal

News Service.....INS, AP, UP
Representative.....Katiz Agency, Inc.

Transcription Service.....Standard Radio
and Lang-Worth

Personnel

President.....Gardner Cowles, Jr.
General Manager.....A. N. Armstrong, Jr.
Sales Manager.....Norbert O'Brien
Sales Promotion Manager.....Harry D. Goodwin
Program Director.....John D. Maloy
Publicity Director.....Harry D. Goodwin
Musical Director.....Mario Mantini
Chief Engineer.....Roland C. Hale

W E E I

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
Publicity Director.....Marie Houlahan
Musical Director.....Frank Bell
Chief Engineer.....W. J. Stiles

W H D H

BOSTON—EST. 1929

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 AF
Transcription Service.....World Broadcasting
System, Associated Recorded Program Ser-
vice, Cole, Lang-Worth.

Representative.....Adam J. Young, Jr., Inc.



**This little budget went
to WORL, Boston**

Personnel

President.....Ralph G. Matheson
 General Manager.....John F. Manning, Jr.
 Commercial Manager.....William A. Warner
 Program Director.....Elizabeth M. Manning
 Chief Engineer.....R. G. Matheson

W M E X

BOSTON—EST. 1934

Frequency: 1510 Kc.....Power: 5000 Watts
 Owned-Operated By.....Northern 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
 News Service.....INS
 Transcription Service.....Lang-Worth, World,
 Associated, SESAC
 Representative.....Spot Sales Co.

Personnel

Chief Executive.....Wm. S. Pote
 General Manager.....Alfred J. Pote
 Station-Commercial Manager.....Wm. S. Pote
 Sales Promotion.....Marie Mason
 Program-Musical Director.....John Kiley
 Chief Engineer.....Alfred J. 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 Number.....COMMONwealth 0800
 Transmitter Location: Montclair, Quincy, Mass.
 Time on the Air.....6 a.m. to 1 p. m.;
 Sundays, 8 a.m. to 1 a.m.
 News Service.....AP & INS
 Transcription Service.....AMPI, SESAC
 and Standard
 Representative.....Edward Pety & Co., Inc.

Personnel

President.....William F. O'Neil
 Chairman of the Board and
 General Manager.....John Shepard, 3rd
 Station Manager.....John Shepard, 3rd
 Promotion Director.....James S. Powers
 Publicity Director.....Phyllis Doherty
 Sales Manager.....Linus Travers
 Program Director.....George Steffy
 Chief Engineer.....Irving 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.
 Phone.....Liberty 4540
 Transmitter Location.....Needham, Mass.
 Time on the Air.....6:30 a.m. to Sunset
 News Service.....AP and UP
 Representative.....Forjoe & Co.

Personnel

Chief Executive.....Harold A. LaFount
 General Manager.....George Lasker
 Program Director.....Robert N. Perry
 Chief Engineer.....John Parker

W S A R

FALL RIVER—EST. 1921

MUTUAL — YANKEE

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By.....Fall River
 Broadcasting Co.
 Address.....Academy Bldg.
 Phone Numbers: 7-9477-8 (studio); 2,4261
 (Transmitter)
 Transmitter Location.....E. Somerset, Mass.
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....AP
 Newspaper Affiliation.. Fall River Herald News
 Transcription Service.. Standard Radio, World
 Representative.....Head'ey Reed Co.

Personnel

President-General Manager.....Melvin Lahr
 V.-P. and Treasurer.....Frank M. Headley
 Office Manager.....Philo'mena J. Mauretti
 Commercial-Sales Promotion
 Manager.....John Harrington
 Program Director-Production
 Manager.....Angus Bailey
 Publicity Director.....John Crowley
 Chief Engineer.....John Pavao

W E I M

FITCHBURG—EST. 1941

MUTUAL-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.. Radio Station WEIM, Inc.
 Address.....717 Main Street
 Phone Numbers.....Fitchburg 1600-1
 Transmitter Location.....Summer St.
 Time on the Air.....6 45 a.m. to midnight;
 Sundays, 8 a.m. to midnight
 New Service.....AP
 Transcription Service.....Lang-Worth

Personnel

Operating Partner.....Milton H. Meyers
 Station Manager.....Earle G. Clement

Commercial-Sales Promotion
 Manager.....Mort Silverman, Jr.
 Chief Engineer.....Ted Kalin

Program Director-Chief
 Announcer.....H. Frederick Grebe
 Chief Engineer.....Leland F. Wheeler

W H A I

GREENFIELD—EST. 1938
MUTUAL-YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....John W. Haigis
 Address354 Main St.
 Phone Number.....4301
 Transmitter Location.....Woodard Rd.
 Time on the Air.....6:45 a.m. to 11:30 p.m.
 News ServiceAP
 Transcription Service....World Broadcasting
 System
 Representative.....Burn-Smith Co.

Personnel

Owner.....John W. Haigis
 General Manager.....James L. Spates
 Commercial-Sales Promotion
 Manager.....Horace W. Nichols
 Production-Publicity
 Director.....H. Frederick Grebe

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....World, Associated
 Representatives.....Spot Sales, Inc.



680 Kilocycles

5000 WATTS
Day and Night

Reaching
Nearly 2,000,000 Listeners
in 181 Cities and Towns

- A . . . Serving New England's 3rd Largest Concentrated Audience
- B . . . Basic Station: American Broadcasting Company
- C . . . Studios: Lawrence and Lowell, Massachusetts

Nationally Represented by WEED & CO.

Personnel

President Mrs. William R. Dwight
 General Manager..... Charles N. DeRose
 Commercial-Sales Promotion
 Manager..... Patrick J. Montague
 Program Director-Chief
 Engineer..... Thomas R. Humphrey
 Publicity Director-Chief Announcer. Jay Heitin
 Musical Director..... John H. Vendell

W L A W

LAWRENCE—EST. 1937

ABC

Frequency: 680 Kc.....Power: 5000 Watts
 Owned-Operated By.....Hildreth & Rogers
 Company
 Address.....278 Essex Street
 Phone Number.....Lawrence 4107
 Transmitter Location.....River Road.
 Andover, Mass.
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service. Standard Radio & World
 Representative.....Weed & Company

Personnel

President, General & Station
 Manager.....Irving E. Rogers
 Sales-Commercial Manager...David M. Kimel
 Program Director-Production
 ManagerJames Mahoney
 Publicity Director.....Fred Sullivan
 Chief Engineer.....George A. Hinckley
 Record M. C.Bob Moore

W L L H

LOWELL-LAWRENCE—EST. 1934

MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By ..Merrimac Broadcasting
 Co., Inc.
 Business Address 39 Kearney Square, Lowell
 Phone Numbers.....Lowell 8715:
 Lawrence 2-2148
 Transmitter Location: 39 Kearney Square.
 Lowell; Cregg Building, Lawrence
 Time on the Air.....6:30 a.m. to 12 midnight
 News ServiceAP
 Transcription Service: Associated Music Pub-
 lishers
 Representative....Edward Petry & Co., Inc.

Personnel

President A. S. Moffat
 Station Manager..... Dana W. Fitzgerald
 Sales-Sales Promotion
 ManagerHaskell Bloomberg
 Program Director-Production
 ManagerTom Clayton
 Chief Engineer.....Ralph Newton

W N B H

NEW BEDFORD—EST. 1921

ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Bristol Broadcasting
 Co., Inc.
 Business Address.....588 Pleasant
 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, 8:00 a.m. to 11:30 p.m.
 Newspaper Affiliation...New Bedford Stand-
 News ServiceAP
 Transcription Service.....NBC Thesaurus
 Representative.....William G. Rambeau,
 R. C. Foster, Boston

Personnel

PresidentBasil Brewer
 Station Manager.....Hugh R. Norman
 Sales Promotion Manager...Theo. M. Healy
 Program Director....Thomas J. Wertenbaker
 Production Manager.....Edward J. Boghosian
 Musical Director.....James Gleason
 Chief AnnouncerBill Pendergrast
 Chief Engineer.....Everett Parker

W B R K

PITTSFIELD—EST. 1938

MUTUAL — YANKEE NETWORKS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Monroe B. England
 Address8 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 ServiceLang-Worth
 Representative.....The Walker Co.

Personnel

President-Station Manager..Monroe B. England
 Station Manager.....John Parsons
 Program Director.....William Geary
 Chief Engineer.....Leonard Lavendol

W E S X

SALEM—EST. 1939

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 LocationMarblehead
 Time on the Air.....Full Time
 Transcription Service....World Broadcasting

System; Associated Music Publishers; NBC
Thesaurus
Representative... New England Radio Adv. Co.

Personnel

President Charles W. Phelan
Station Manager..... A. M. Morgan
Program Director..... Dorothy Rich
Production Manager..... Richard I. Hammond
Publicity Director..... Ed Meaney
Chief Announcer..... Bill Hubbard
Musical Director..... Lenny Powers
Record M. C..... Tom Lester
Chief Engineer..... Richard I. Hammond

W M A S

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..... WMAS, Inc.
Address..... 1757 Main St.
Phone Number..... 7-1414
Transmitter Location..... Pynchon Park
Time on the Air..... 7 a.m. to midnight;
Sunday, 8 a.m. to midnight

News Service UP
Transcription Service..... Associated Music
Representative..... Edward Petry & Co.

Personnel

President A. S. Moffat
General Manager..... Robert F. Donahue
Sales Manager..... Robert M. Feldman
Sales Promotion..... Robert F. Donahue
Program Director..... Turner Cooke
Musical Director..... Paul Peltier
Chief Engineer..... Earle G. Hewinson

W S P R

SPRINGFIELD—EST. 1936

AMERICAN BROADCASTING CO.

Frequency: 1270 Kc..Power: 1000 Watts, Day;
500 Night
Owned-Operated By..... WSPR, Inc.
Address 63 Chestnut Street
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; Sun-
days, 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
Sales Promotion-Publicity
Director Howard S. Keefe
Chief Announcer..... Robert A. Stroschine
Chief Engineer..... Lawrence A. Reilly

W O C B

WEST YARMOUTH—EST. 1944

AMERICAN BROADCASTING CO.

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 W.
Owned-Operated By

Bristol Broadcasting Co., Inc.

Business Address..... South Sea Ave.,
West Yarmouth, Mass.

Phone Number..... Hyannis 502
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.

Personnel

Owners..... Basil Brewer, Hugh R. Norman
General Manager..... Donald L. Sellard
Commercial Manager..... Marion Crowell
Program Director..... Don Sellers
Chief Engineer..... Everett Parker

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 2-5611

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
 Chairman of the Board and
 General Manager.....John Shepard, 3rd
 Sales Manager.....Linus Travers
 Station Manager.....H. William Koster
 Publicity Director.....James S. Powers
 Sales Promotion Manager.....Arthur Lathrop
 Chief Engineer.....Joseph Grahm

W O R C

WORCESTER—EST. 1925

AMERICAN BROADCASTING CO.

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
 Commercial 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.....20 Franklin Street
 Phone Number.....5-4321
 Transmitter Location.....Holden, Mass.
 Time on the Air.....6 a.m. to 12:05 a. m.;
 Sundays, 7:30 a.m. to 12:05 a.m.
 Newspaper Affiliation: Worcester Telegram &
 The Evening Gazette
 News Service.....AP, Reuters
 Transcription Service.....World Broadcasting
 System; Associated
 Representative.....Paul H. Raymer Co.

Personnel

President.....George F. Booth
 Managing Director.....Edward E. Hill
 Commercial Manager.....Herbert L. Krueger
 Publicity Director.....Mitzi Kornetz
 Chief Engineer.....Elliot A. Browning

API!

For the **BEST IN NEWS**

For the

BEST IN PROGRAMS

BASED ON NEWS



Character

...is the combination of qualities that distinguishes WWJ from all other radio stations. The esteem in which WWJ is held by the community and by the nation, is based on a pioneer spirit that has motivated each milestone of WWJ's progress. As America's *first* commercial radio station, WWJ offers an impressive record of "firsts" . . . reflected in the influence exerted by WWJ's leadership, in the public interest and in the interest of advertisers.

Your sales message on WWJ is enhanced by the prestige achieved through 25 years of progressive broadcasting service.



NBC Basic Network
Associate FM Station WENA

AMERICA'S PIONEER BROADCASTING STATION — *First in Detroit*

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

OWNED AND OPERATED BY THE DETROIT NEWS

MICHIGAN

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W P A G

ANN ARBOR—EST. 1945

Frequency: 1050 kc. Power: 250 D.
Owned-Operated By

Washtenaw Broadcasting Co., Inc.
Address: Hutzel Bldg.
Phone Number: 2-5517
News Service: AP
Transcription Service: Standard, World
Representative: Broadcast Sales

Personnel

Chief Executive: Arthur E. Greene
General Manager: Edward F. Baughn
Commercial Manager: Howard C. Walters
Program Director: Charles Wilton
Sales Promotion: Stephen J. Filpiak
Chief Engineer: George D. Sterns

W E L L

BATTLE CREEK—EST. 1925

AMERICAN BROADCASTING CO.
MISSISSIPPI VALLEY NETWORK
WOLVERINE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Federated Publications, Inc.

Address: 1 W. Michigan Ave., Michigan National Bank Bldg.
Phone Numbers: 5655; 7166
Transmitter Location: Michigan National Bank Bldg.

Time on the Air: Unlimited license
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
Sales Promotion: Forrest F. Owen
Chief Engineer: Earl J. Stone

W B C M

BAY CITY—EST. 1925

AMERICAN BROADCASTING CO.
MICHIGAN RADIO NETWORK

Frequency: 1440 Kc. Power: 1000 d;
500 n.

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 Thesaurus, World
Representative: George P. Hollingbery

Personnel

President: Harley D. Peet
Gen.-Com. Manager: H. A. Giesel
Chief Engineer: Ralph H. Carpenter

W A T T

CADILLAC—EST. 1945
MUTUAL-WOLVERINE NETWORK

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

Business Address: P. O. Box 219
Phone Number: Cadillac 1270
Studio Address: U. S. 131 South
Transmitter Location: Clam Lake Township
Time on Air: 7 a.m. to 11 p.m.
News Service: AP
Representative: The Walker Co.

Personnel

President-General Manager: Les Biederman
Station Manager: Richard H. Wolgast

W H D F

CALUMET—EST. 1929

MUTUAL—NORTH CENTRAL BROADCAST
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Upper Michigan Broadcasting Co.

Business Address: Community Bldg.,
Houghton, Mich.

Phone Numbers: Houghton 1; Calumet 889
Studio Address: 515 Scott St., Calumet
Transmitter Location: Laurium, Michigan
Time on the Air: 6 a.m. to 11 p.m.
Newspaper Affiliation: Daily Mining Gazette
Transcription Service: World,
Lang-Worth

News Service: AP
Representative: Sears & Ayer

Personnel

President: A. L. Burgan
Exec. V.-P.: John W. Rice
Station-Commercial-Sales
Manager: Albert W. Payne
Program Director-Chief
Announcer: Earl Norden
Technical Supervisor: George L. Burgan

**"Throw Your Voice Where
It Will Do the Most Good!"**

SEPARATION CENTER



Leading Advertisers know that Detroit is the most responsive and fastest moving market in the world . . . and they pick WXYZ because this station completely covers the Detroit area . . . where there is a market with a billion dollar buying power.

WXYZ maintains an aggressive Merchandising Service Department insuring that advertised products are adequately supported.

(Key Station of the Michigan Radio Network)

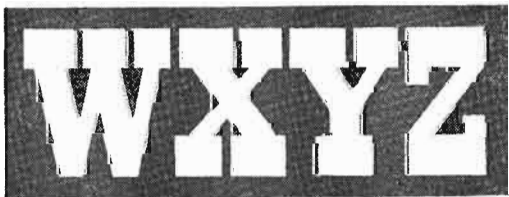
Affiliated with the American Broadcasting Company, Inc.

Owned and Operated by the

KING-TRENDLE BROADCASTING CORPORATION

1700 Stroh Building • Detroit 26, Michigan

Represented by the Paul H. Raymer Co.



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 ServiceAP
 Transcription Service.....Thesaurus;
 World and Standard
 Representatives.....Forjoe & Company,
 Hal Holman

Personnel

President-Station Manager...James F. Hopkins
 Commercial Manager.....George Millar
 Program Director.....Sybil Krieghoir
 Promotion Manager.....N. W. Hopkins
 Chief Engineer.....Paul Frincke

W J L B

DETROIT—EST. 1926

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Booth Radio Station, Inc.
 Address.....3100 Eaton Tower
 Phone Number.....Cadillac 7600
 Transmitter Location...7310 Woodward Ave.
 Time on the Air.....6 a.m. to 3 a.m.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Burn-Smith Co.

Personnel

President-General Manager...John L. Booth
 Station Manager.....Hugh M. Gray
 Sales Manager.....Eric V. Hay
 Sales Promotion Manager.....Henry LaPrete
 Program Director & Production Mgr.....Doug
 Wright
 Chief Announcer.....Doug Wright
 Musical Director.....Herbert Mertz
 Publicity Director.....Mel Jerome
 Chief Engineer.....Edward Clark
 Record M. C.....Bill Randle

CLINCH *your coverage
of the vital*

**DETROIT
MARKET**

with **W J B K**

250 Watts . . . 24 Hours a Day

PARLOR MAGIC



● Myrtle Labbitt's "*Homechats*," after a solid ten-year run, is a morning institution in thousands of Greater Detroit homes. Myrtle's program is probably one of the most unique and informally simple shows in the country . . . homey as a parlor rocker, smart as a new Spring bonnet. "*Homechats*" is just another sample of CKLW programming that sends lis-

teners merrily off to pay cash for things on dealers' shelves. PROOF? On a recent food recipe-request campaign placed on nine nation-wide homemaker programs, our own "*Homechat*" show clocked *second* on the list in low net costs per inquiry . . . and, mind you, *five of the 9 stations were 50,000 watters!* How'd you like CKLW to sell YOUR wares that way for so little? For fast facts, write our Executive Sales Office, now!

IN The Detroit Area, It's

CKLW

5,000 WATTS
AT 800 KC.
DAY AND NIGHT

J. E. Campeau, Managing Director

MUTUAL SYSTEM • Adam J. Young, Jr., Nat'l Rep.

CKLW

DETROIT-WINDSOR—EST. 1932

MUTUAL

Frequency: 800 Kc. Power: 5000 Watts
 Owned-Operated By: Western Ontario
 Broadcasting Co.
 Business Address: Guaranty Trust Bldg.,
 Windsor; Union Guardian Bldg., Detroit,
 Mich.
 Phone Numbers: 4-1155 (Windsor) Cadillac
 7200 (Detroit)
 Studio Address: Guaranty Trust Bldg.
 Transmitter Location: Sandwich, South,
 Essex County, Ontario
 Time on the Air: 6 a.m. to 4 a.m.
 News Service: UP, PN, BUP
 Transcription Service: World Broadcasting
 System; United T. S.; NBC Thesaurus
 Representative: H. N. Stovin & Co. (Canada);
 Adam J. Young, Inc. (U.S.A.)

Personnel

Chief Owner: Malcolm G. Campbell
 General Manager: J. E. Campeau
 Commercial Manager: Richard E. Jones
 Program Director: John Gordon
 Production Manager-Publicity: Frank Burke
 Sales Prom. Manager: Barbara MacFarland
 Traffic Manager: Margaret Pratt
 Chief Engineer: William J. Carter

WJR

DETROIT—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 760 Kc. Power: 50000 Watts
 Owned-Operated By: WJR, The Goodwill
 Station
 Business Address: 2103 Fisher Building
 Phone Number: Madison 4440
 Studio Address: 28th Floor Fisher Building
 Transmitter Location: Trenton, Mich.
 Time on the Air: 5 a.m. to 1 a.m., daily;
 Sundays, 8 a.m. to 1 a.m.
 News Service: AP, INS & UP
 Transcription Service: World Broadcasting
 System, Standard Radio, Lang-Worth
 Representative: Edward Petry & Co., Inc.

Personnel

President: G. A. Richards
 Vice-President and Gen. Mgr.: Leo Fitzpatrick
 Assistant General Manager-Sales-
 Promotion Manager: Owen F. Uridge
 Program Director: Charles G. Burke
 Publicity Director: Mark Haas
 Musical Directors: Samuel Benavie,
 Paul LaVoie

Chief Engineer Trans.: Merrill Mitchell
 Chief Engineer Studio: Andrew Friedenthal
 Chief Announcer: Franklin "Bud" Mitchell

WWJ

DETROIT—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By: Evening News Association
 Business Address: 630 W. Lafayette
 Phone Number: Randolph 2000
 Studio Address: 630 W. Lafayette
 Transmitter Location: 12700 W. 8 Mile Road,
 Oak Park, Detroit, Michigan
 Time on the Air: 6 a.m. to 1 a.m.;
 Sunday, 8 a.m. to 1 a.m.
 Newspaper Affiliation: The Detroit News
 News Service: UP, AP, Reuters
 Transcription Services: Standard
 Representative: George P. Hollingbery Co.

Personnel

President: W. E. Scripps
 General Manager: Harry Bannister
 Assistant Manager: Edwin K. Wheeler
 Sales Manager: Harry Betteridge
 Sales Promotion Manager: Jake Albert
 Program Director: Don F. DeGroot
 Production Manager: Don DeGroot
 Program Supervisor: Stanley Swales
 Publicity Director: Lansing M. Pittman
 Musical Director: Mischa Kottler
 Chief Engineer: Herbert F. Tank

(See Page 436)

WXYZ

DETROIT—EST. 1925

ABC—MICHIGAN RADIO NETWORK

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By: King-Trendle Broadcast-
 ing Corporation
 Business Address: 1700 Stroh Building
 Phone Number: Cherry 8321
 Studio Address: 8415 East Jefferson Ave.
 Transmitter Location: Joy Rd. and Greenfield
 Time on the Air: 6:30 a.m. to midnight
 News Service: UP and INS
 Transcription Service: Lang-Worth
 Representative: Paul H. Raymer Co.

Personnel

President: George W. Trendle
 General Manager: H. Allen Campbell
 Studio Manager: H. Earl Moore
 Director of Production: Charles Livingstone

T *Twice*
as many-

**GRAND
RAPIDS**
Listeners

AS ANY OTHER STATION
Anywhere!



No. 1 Station (5000 WATTS) with the No. 1 Network (NBC)
in the No. 1 Market in Outstate Michigan

PAUL H. RAYMER CO., Sales Representatives

MICHIGAN

Merchandising Manager...Harold S. Christian
Publicity Director...William J. Hendricks
Commercial Manager...James G. Riddell
Musical Director...Philip F. Brestoff
Chief Engineer...Charles F. Kocher
(See Page 438)

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...Full Daytime
News Service...AP
Transcription Service...Standard

Personnel

Station Manager...Robert J. Coleman
Program Supervisor...Lawrence Frymire
Chief Engineer...Norris Grover
*(Non-Commercial Station)

W D B C

ESCANABA—EST. 1941

MUTUAL—MISSISSIPPI—KBS—WOLVERINE
Frequency: 1490 Kc...Power: 2500 Watts
Owned-Operated By...Delta Broadcasting
Company
Address...First and Ludington Streets
Phone Number...787
Transmitter Location...First and Ludington
Time on the Air...Full Daytime
News Service...UP

Personnel

General Manager...Gordon H. Brozek

W F D F

FLINT—EST. 1922

ABC—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...6 a.m. to midnight daily;
Sundays, 7 a.m. to midnight
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...A. R. Cooper
Sales Promotion Manager...Graham Keevil
Chief Announcer...Marvin Levey
Musical Director...William Geyer
Chief Engineer...Frank D. Fallain

W J E F

GRAND RAPIDS—EST. 1945

CBS

Frequency: 1230 Kc...Power: 250 Watts
Owned-Operated By...Fetzer Broadcasting Co.
Business Address...P. O. Box 52
Phone Number...6-8512
Studio Address...Pantlind Hotel
Transmitter Location...Pantlind Hotel
Time on the Air...6:45 a.m. to 12:05 a.m.
News Service...AP
Transcription Service...Associated
Representative...Lewis H. Avery, Inc.

Personnel

Managing Director...John E. Fetzer
General Manager...Edward H. Bronson
Sales Manager...John W. O'Harrow
Sales Promotion Mgr...John W. O'Harrow
Program Director...Willis F. Dunbar
Chief Announcer...Miles Olson
Chief Engineer...Carl E. Lee

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...633 - 60th St.
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.
SECAC
Representative...Paul H. Raymer Co.

Personnel

President...George W. Trendle
Station and Sales Manager...Stanley W. Barnett
Sales Promotion Manager...Paul Eichhorn
Program Director...Sandy Meek
Publicity Director...Lenore Little
Chief Engineer...Fred W. Russell

NO FOTO-FINISH IN GRAND RAPIDS

In the "Daytime Audience Derby"



OWNED BY —Col. Len Versluis
TRAINER —Mark Woods
BOOKIE —Joe McGillvra
STABLE —A.B.C. Network

JOCKEY —Hy Steed
SIRE —Grand Daddy Rapids
DAM —Good Shows
ADDED WEIGHT —Local Production

WIN —More Periods Weekly
PLACE —113,000 Radio Homes
SHOW —Always a Good One
PRICE —More For Your \$

PLAY THE FAVORITE! THE ODDS ARE IN YOUR FAVOR!

American Broadcasting Company's
 Station for Western Michigan.

WLAB

Key Station for the
 WOLVERINE NETWORK

THE SCORE BOARD			
	WLAB	STA. A	STA. B
DOMINATION OF THE HALF-HOURS SURVEYED (194 TOTAL)	90	69	4
MORNING 8:00 A.M. - NOON	33.2	21.2	8.9
AFTERNOON NOON - 6:00 P.M.	28.0	25.6	10.4
EVENING 6:00 P.M. - 10:30 P.M.	21.7	31.8	11.5
TOTAL WEEK LISTENING	26.5	27.2	10.5

Results of a Condon Survey, Inc.
 in Grand Rapids, Dec. 7-8, 1949

WLAB

Keeler Building
 Grand Rapids, Mich.

Represented Nationally by Joseph Hershey McGillvra Inc. New York — Chicago — Los Angeles — San Francisco.

W L A V

GRAND RAPIDS—EST. 1940

ABC—MICHIGAN RADIO 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: 6:45 a.m. to midnight
News Service: UP
Transcription Service: Standard Radio
Representative: Joseph Hershey McGillvra, Inc.

Personnel

Owner: Leonard A. Versluis
Station Manager: Hy M. Steed
Program Director: Elizabeth Shuter
Musical Director: Regis Patoff
Record M. C.: Bill Whitlock
Production Manager: Joe Hooker
Chief Engineer: George Funkey

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-Wisconsin
Broadcasting Co., Inc.

Address: 124 E. McLeod Ave.
Phone Numbers: 20 & 21
Transmitter Location: U. S. Highway No. 2
Time on the Air: 6 a.m. to 11 p.m. daily;
Sundays, 7 a.m. to 11 p.m.

News Service: UP
Transcription Service: World
Representative: North Central Broadcasting

Personnel

President: William L. Johnson
Station Manager: J. W. Huss
Program-Publicity-Musical
Director: Laura Johnson
Production Manager-Chief
Announcer: Don Hoover
Chief Engineer: Arne Dahlbacka

W I B M

JACKSON—EST. 1925

ABC—MICHIGAN RADIO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WIBM, Inc.
Address: Hotel Hayes
Phone Number: 6121

Transmitter Location: Hotel Hayes
News Service: AP
Time on the Air: 6:45 a.m. to 11:30 p.m.
Representative: Forjoe & Company

Personnel

President: Herman Radner
V.-P. & General Manager: Roy Radner
Station-Commercial Manager: William Cizek
Sales Promotion-Merchandising
Manager: Warren Augustine
Program Director-Chief
Announcer: Derwood Carn
Production Manager: Jeff Adams
Record M. C.: Jack Underwood
Chief Engineer: C. W. Wirtanen

For the

BEST IN NEWS

for the

BEST IN PROGRAMS

BASED ON NEWS

AP!

YOU MAY BE ABLE TO SURF-CAST 623 FEET* —



BUT—YOU CAN'T BEAT WKZO-WJEF FOR **BROADCASTING** IN WESTERN MICHIGAN!

For many, many years, most time buyers have accepted WKZO as the top station for greater Western Michigan. The only exception they ever made was for Grand Rapids and Kent County. But now the WKZO-WJEF combination has more than taken the "except" out of the exception!

Let's take net circulation figures. The CBS standard for listening areas is the toughest of all. Most stations keep strictly mum on the subject. Not us, however! For WJEF, Columbia gives 48,493 radio

homes—for WKZO, 111,022. The total is 159,515. But the CBS mail formula gives 248,090!

In Grand Rapids, WJEF carries more than 50 categories of public service programs, for almost all the top-notch local-service organizations—carries most of the top CBS network shows—has the best frequency in Grand Rapids, delivering 25 microvolts throughout the entire city!

Enough said?—Or will you ask Lewis H. Avery, Inc. for more!?!?

* 623 feet 10 inches: record held by August F. Livois, San Francisco.

WKZO

FIRST IN KALAMAZOO AND
GREATER WESTERN MICHIGAN (CBS)

WJEF

FIRST IN GRAND RAPIDS
AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

LEWIS H. AVERY, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

WKZO

KALAMAZOO—EST. 1923
EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc. Power: 5000 Watts
Owned By: Fetzer Broadcasting Co.
Operated By: John E. Fetzer
Business Address: Burdick Hotel
Phone Number: 3-1223
Studio Address: 7th Fl., Burdick Hotel
Transmitter Location: Parchment, Michigan
Time on the Air: 6 a.m. to 12:05 a.m.;
Sunday, 7 a.m. to 12:05 a.m.

News Service: AP
Transcription Service: World, Standard
Representative: Lewis H. Avery, Inc.

Personnel

Managing Director: John E. Fetzer
Sales-Commercial Manager: John W. O'Harrow
Sales Promotion-Merchandising
Manager: John W. O'Harrow
Program Director: Dr. Willis F. Dunbar
Chief Engineer: Carl E. Lee

WJIM

LANSING—EST. 1934

ABC—MICHIGAN RADIO NETWORK MICHIGAN RADIO NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: WJIM, Inc.
Address: 15th Floor, Bank of Lansing,
Bldg.
Phone Number: 2-1333-4-5
Transmitter Location: 15th Floor, Bank
of Lansing Bldg.
Time on the Air: 6 a.m. to midnight
News Service: UP
Transcription Service: Standard, Lang-Worth
Representative: Broadcast Sales Co.

Personnel

President: Harold F. Gross
Musical Director: Earle Parchman
Record M. C.: Tom Carson
Chief Engineer: Melvin Wirth

WMPC*

LAPEER—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: The Liberty Street Church
Address: 803 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)

WKLA

LUDINGTON—EST. 1944

MUTUAL—BLUE

MICHIGAN & WOLVERINE & KEYSTONE
Frequency 1450. Power 250 Watts
Owned & Operated By: Ludington Broadcast-
ing Co.

Address: Stearns Bldg.
Phone: 842
Transmitter Location: E. Ludington Ave.
Time on the Air: Unlimited
News Service: UP
Transcription Service: Keystone
Representatives: Burn-Smith Co.

Personnel

President-Partner: Karl F. Ashbacker
V.-P.-Partner: Grant F. Ashbacker
General Manager: Karl F. Ashbacker
Publicity-Program Director: Peter A. Mars
Chief Engineer: N. Hale Blakely
Production-Chief Announcer: Peter A. Mars

**THE MICHIGAN
WEST COAST GROUP**

**WKBZ —MUSKEGON
KEY STATION**

WKLA —LUDINGTON

WTCM —TRAVERSE CITY

WATT —CADILLAC

SERVE
300,000 people in

WESTERN MICHIGAN

FOR COMBINATION RATES
WRITE

ASHBACKER RADIO CORP.
MUSKEGON—MICH.

WEXL

ROYAL OAK—EST. 1925

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Royal Oak Broadcasting
 Address.....212 West Sixth Street
 Phone Numbers.....Elmhurst 65224,
 Royal Oak 0815
 Transmitter Location.....2201 Woodward
 Heights Blvd., Ferndale, Michigan
 Time on the Air.....24 hours daily
 News Service.....INS

Personnel

President.....George B. Hartrick
 Treasurer.....Jacob B. Sparks
 Station Manager-Commercial
 Manager.....Ellis C. Thompson
 Program Director-Production-Manager-
 Chief Announcer.....Kirk Knight
 Chief Engineer.....Jerome F. Steadley

WSAM

SAGINAW—EST. 1940
 NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Saginaw Broadcasting
 Co.
 Business Address.....610 Eddy Bldg.
 Phone Number.....2-5109
 Studio Transmitter.....2745 Bay St.
 Time on the Air.....6:30 a.m. to 12:05 a.m.;
 Sunday, 8 a.m. to 12:05 a.m.
 News Service.....INS
 Transcription Service...Standard Radio, World
 Representative.....Headley-Reed Co.

Personnel

President-General Mgr. Milton L. Greenebaum
 Station-Sales-Commercial
 Manager.....Robert W. Phillips
 Sales Promotion-Merchandising
 Manager.....E. A. Fairchild
 Program Director-Production
 Manager.....T. W. Austin
 Publicity Director.....E. A. Fairchild
 Chief Announcer.....Ralph Kobernat
 Musical Director.....T. W. Austin
 Record M. C.....Lee Chetek
 Chief Engineer.....Harold McCullen

WSOO

SAULT STE. MARIE—EST. 1939
 ABC—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 11:45 p.m.
 Newspaper Affiliation.....Sault Ste.
 Marie Evening News
 News Service.....AP
 Transcription Service...Standard Radio, SESAC

Personnel

President.....Stanley R. Pratt
 General Manager.....Stanley R. Pratt
 Station Manager.....Stanley R. Pratt
 Sales-Commercial Manager.....R. Y. Burnett
 Sales Promotion-Merchandising
 Manager.....R. Y. Burnett
 Program Director.....Vera Hotten
 Publicity Director.....Wilt Morley
 Chief Announcer, Record M. C....Ray Ulbrich
 Chief Engineer.....E. Kaari

WTCM

TRAVERSE CITY—EST. 1941

MUTUAL—WOLVERINE—PAUL BUNYAN
 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.....7 a.m. to 11 p.m.
 News Service.....AP
 Transmitter Location.....Elmwood Township
 Representative.....The Walker Co.

Personnel

President-General Manager...Les Biederman
 Station Manager.....R. E. Detwiler
 Program Director.....William H. Kiker
 Chief Engineer.....Drew McClay

WDMJ

MARQUETTE—EST. 1931

MUTUAL—MISSISSIPPI—KBS—WOLVERINE
 Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By: Lake Superior Broad-
 casting Co.
 Address.....146 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

MUTUAL—MICHIGAN RADIO NETWORK
WOLVERINE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Ashbacker 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 Service.....UP
Transcription Service.....Associated, SESAC & McGregor
Representative.....Joseph Hershey McGilvra

Personnel

President.....Grant F. Ashbacker
General Manager.....Grant F. Ashbacker
Station Manager.....Grant F. Ashbacker
Sales-Commercial
Manager.....Grant F. Ashbacker
Sales Promotion-Merchandising
Manager.....Grant F. Ashbacker
Program Director.....Loran A. Haney

Publicity Director.....Bill L. Bennett
Chief Announcer.....Anson Van Alstyne
Chief Engineer.....George 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.....Associated SESAC
Representatives.....Burn-Smith, McGillvra

Personnel

President and General
Manager H. Y. Levinson
Program Director.....William J. Lofbach
Chief Engineer.....Wayne N. Cook

W H L S

PORT HURON—EST. 1938

MUTUAL BROADCASTING SYSTEM
WOLVERINE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By ..Fort Huron Broadcasting Co.
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.....Lang-Worth
RepresentativeGene Grant

Personnel

President-Station Manager..Harmon L. Stevens
General Manager.....Harmon L. Stevens
Sales-Commercial Manager...Robert L. Mackin
Sales Promotion-Merchandising
Manager.....V. O. Cram
Program Director-Production
Manager.....Lyle Patterson
Chief Announcer-Musical
DirectorLyle Patterson
Chief Engineer.....Leslie C. Conant

THERE IS MONEY
ON THE
GOLD COAST
OF
MICHIGAN!

---WKBZ---

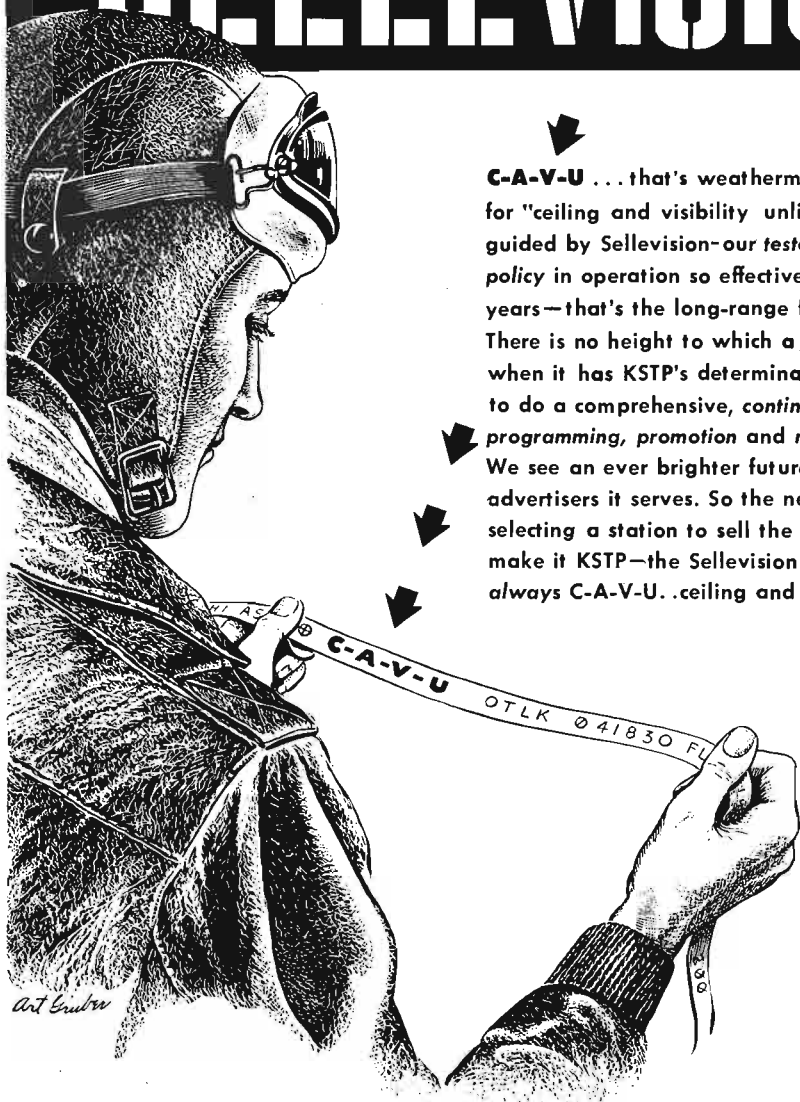
MUSKEGON MICHIGAN
MUTUAL NETWORK

SERVES
PROSPEROUS

WESTERN
MICHIGAN

National Representatives
JOSEPH HERSHEY MCGILVRA, INC.

SELLEVISION



C-A-V-U . . . that's weatherman-to-pilot parlance for "ceiling and visibility unlimited." And, guided by Sellevision—our tested station *Betterment* policy in operation so effectively the past four years—that's the long-range forecast for KSTP. There is no height to which a station can not rise when it has KSTP's determination and know-how to do a comprehensive, *continuing* job of programming, promotion and merchandising. We see an ever brighter future for KSTP and the advertisers it serves. So the next time you're selecting a station to sell the Twin Cities' Market, make it KSTP—the Sellevision Station—where it's always C-A-V-U. .ceiling and visibility unlimited!

50,000 WATTS — CLEAR CHANNEL
NORTHWEST'S LEADING RADIO STATION
EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES

Represented Nationally by Edward Petry & Co.

KSTP
MINNEAPOLIS . . . ST. PAUL

MINNESOTA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K A T E

ALBERT LEA—EST. 1937

AMERICAN BROADCASTING CO.
DAIRYLAND—MISSISSIPPI—SO. MINN.
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 SESAC
Representative John E. Pearson Co.

Personnel

President and Station Manager E. L. Hayek
Assistant Station Mgr. Warner C. Tidemann
Commercial Manager E. L. Hayek
Chief Engineer Lawrence Lawson

KLIZ*

BRAINERD

Frequency: 1400 kc. Power: 250 Watts
Owned-Operated By Brainerd Broadcasting Co.
Address 307 S. Eighth St.

Personnel

Owners E. Thomas O'Brien,
Mildred O'Brien Chalberg, John Chalberg,
Mabel O'Brien Smith William Graham.
*Construction Permit

K D A L

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM
Frequency: 610 Kc. Power: 1000 Watts
Owned By Red River Broadcasting Co., Inc.
Operated By Dalton LeMasurier
Address 218 Bradley Building
Phone Number Melrose 2628
Transmitter Location Foot of 63rd Ave. W.
Time on the Air 6:30 a.m. to 12 midnight;
Sundays, 7:30 a.m. to midnight
News Service AP
Transcription Service Lang-Worth; Standard
Representative Free & Peters, Inc.

Personnel

President-Gen. Manager Dalton LeMasurier
Commercial Manager Odin S. Ramsland
Sales Promotion and Publicity
Manager Joseph C. Cook

Program Director Don Mathers
Production Manager Joseph C. Cook
Chief Engineer R. A. Dettman

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
Transcription Service NBC Thesaurus, World,
Cole, SESAC
Representative George P. Hollingbery

Personnel

Station Manager Walter C. Bridges
Dir. of Operations H. E. Westmoreland
Commercial Manager H. H. Dunavan
Sales Promotion-Publicity Sylvia Covet
Program Director-Production Earl Henton
Musical Director John Kleive
Chief Engineer William Lounsberry

K G D E

FERGUS FALLS—EST. 1926

MUTUAL BROADCASTING SYSTEM
MISSISSIPPI VALLEY NETWORK

Frequency: 1230 Kc. Power: 250 d.; 100 n.
Owned-Operated By Charles L. Jaren
Address Fergus Falls
Phone Number 3986
Transmitter Location Fergus Fal's
Time on the Air Unlimited license
Transcription Service SESAC
Representative No. Central

Personnel

General Manager C. L. Jaren

W M F G

HIBBING—EST. 1935

NATIONAL BROADCASTING CO.
ARROWHEAD BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Head of Lakes Broad-
casting Co.
Address Androy Hotel

Phone Number1150
 Transmitter Location.....Androy Hotel
 Time on the Air.....6 a.m. to 11 p.m.
 Newspaper Affiliation.....Superior (Wis.)
 Telegram
 News ServiceUP
 Transcription ServiceSESAC
 Representative.....George P. Hollingbery Co.

Personnel

PresidentMorgan Murphy
 General Manager.....W. C. Bridges
 Station Manager.....H. S. Hyett
 Program Director.....R. E. Coe
 Chief Engineer.....Arthur Schroeder

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.....Unlimited
 News ServiceUP
 Transcription Service.....NBC, Thesaurus &
 Lang-Worth
 RepresentativeJohn E. Pearson Co.

Personnel

PresidentF. B. Clements
 General Manager.....John F. Meagher
 Station-Commercial Manager..John F. Meagher
 Sales Promotion-Program
 DirectorBob Gardner
 Production Manager.....Jerry Deane
 Publicity Director.....Delphine Brudellie
 Chief Announcer.....Larry Turner
 Musical Director.....Maurice Piche
 Chief Engineer.....Jim Houts

W D G Y

MINNEAPOLIS-ST. PAUL—EST. 1923

Frequency: 1130 Kc....Power: 5000 d.; 500 n.
 Owned By.....Mae C. Young
 Operated By.....Lee L. Whiting
 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 ServiceStandard Radio,
 Lang-Worth
 Representative.....William G. Rambeau Co.

Personnel

Owner.....Mae C. Young
 General Manager.....Lee L. Whiting
 Commercial Manager.....Lee L. Whiting
 Sales Promotion-Merchandising
 Manager.....John Wilcox
 Chief Announcer.....Richard M. Day
 Musical Director.....Irma Coffrin
 Chief Engineer.....Bernard Renk
 Program-Production
 Director.....John T. MacKnight

K U O M *

MINNEAPOLIS—EST. 1921

Frequency: 770 Kc.....Power: 5000 Watts
 Owned-Operated By..University of Minnesota
 Address.....15th & Pillsbury Ave., S.E.
 Phone Number.....Main 8177
 Transmitter Location..North Cleveland Ave-
 nue & Roselawn, St. Paul
 Time on the Air.....Shares Time
 News Service.....UP

Personnel

Station Manager.....Burton Paulu
 Chief Announcer.....Robert Boyle
 Production Manager.....Ruth Swanson
 Chief Engineer.....Berten Holmberg
 Director, Minnesota School
 of the Air.....Betty Girling
 Musical Director.....Paul Brissey
 *(Non-Commercial Station)

W T C N

MINNEAPOLIS—EST. 1934

ABC—DAIRYLAND NETWORK

Frequency: 1280 Kc...Power: 5000 d.; 1000 n.
 Operated By.....Clarence T. Hagman
 Owned By.....Minnesota Broadcasting Corp.
 Address.....Wesley Temple Building
 Phone Numbers.....Main 6562; Nestor 8661
 Transmitter Location: Snelling Road B. Rose
 Township
 Time on the Air.....5:30 a.m. to midnight
 Newspaper Affiliation: St. Paul Dispatch-
 Pioneer Press
 News Service.....AP & UP
 Transcription Service.....Associated Music
 Publishers & Langworth
 Representative.....Free & Peters

Personnel

President.....William J. McNally
 General Manager.....Clarence T. Hagman
 Station Manager.....Clarence T. Hagman
 Commercial Manager.....F. Van Konyneburg
 Sales Promotion Manager-Publicity
 Director.....Cliff Rian
 Program Director.....Judy Bryson
 Chief Announcer.....Jack Bell

Musical Director.....William Metchnik
 Record M. C.....Ellen Boltz
 Chief Engineer.....John M. Sherman

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
 Station Manager.....A. E. Joscelyn
 Commercial Manager.....Tom Dawson
 Sales Promotion Manager-Publicity
 Director.....Carl S. Ward
 Program Director.....Eugene Wilkey
 Production Manager.....E. W. Ziebarth
 Musical Director.....Wallace Olson
 Chief Engineer.....Hugh S. McCartney

W L O L

MINNEAPOLIS-ST. PAUL—EST. 1940

MUTUAL 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 Address...1730 Hennepin Ave., St. Paul
 Transmitter Location.....2508 Myrtle Ave.,
 St. Paul

Time on the Air.....6 a.m. to 12 midnight;
 Sundays, 7:30 a.m. to 12:30 midnight
 News Service.....INS
 Transcription Service.....Standard
 Representative.....John E. Pearson Co.

Personnel

Majority Stockholder.....Ralph L. Atlass
 General-Station Manager.....Norman Boggs
 Commercial Manager.....Fred F. Laws
 Sales Promotion Manager-Publicity
 Director.....Mary Bowers
 Program Director-Production
 Manager.....Bill Udell
 Chief Announcer.....Bob Bouchier
 Musical Director.....Verne Rooney
 Chief Engineers.....Gene Brautigam (Studio);
 Harvey Headen (Trans.)
 Record M. C.....Jack Thayer

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.....6:30 a.m. to midnight;
 Sundays, 8 a.m. to midnight

News Service.....UP
 Representatives: North Central Broadcasting
 System
 Transcription Service.....SESAC

Personnel

President.....David C. Shepard
 General-Station Manager...Manuel M. Marget
 Commercial-Sales Promotion
 Manager.....Arvid Johnson
 Program Director-Production
 Manager.....Jocelyn Birch
 Chief Announcer.....Earl Hayes
 Chief Engineer.....Harry 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,
 408 - 5th Ave., Minneapolis

Time on the Air.....Shares Time
 News Service.....AP
 Transcription Service.....Associated

Personnel

President.....Dr. Clemens M. Granskov
 Director of Station.....Milford C. Jensen
 Program Director.....David Johnson
 Chief Announcer.....Wm. Lundquist
 Musical Director.....Oscar R. Overby
 Chief Engineer.....M. C. Jensen
 Record M. C.....Jerry Hansen
 *(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
 Transmitter Location.....Cascade Township
 Time on the Air.....6 a.m. to 12:30 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Radio Advertising Corp.

Personnel

President.....Agnes P. Gentling
 General and Station Manager.....L. A. Mair
 Secretary-Treasurer.....Maxine Jacobs
 Program Director-Production
 Manager.....Calvin Smith
 Publicity Director.....Walter Bruzek
 Chief Announcer.....Calvin Smith
 Chief Engineer.....Fred C. Clarke

K F A M

ST. CLOUD—EST. 1938
 NBC—NORTHWEST NETWORK
 MINNESOTA RADIO 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.....6 a.m. to midnight;
 Sunday, 7 a.m. to midnight
 Newspaper Affiliation.....St. Cloud Times
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Regional Sales Office.....KSTP, Radio City,
 Minneapolis

Personnel

President-General Manager.....Fred Schilplin
 Commercial Manager.....Chester W. Erickson
 Publicity Director.....Lucile Miller
 Chief Engineer.....Robert B. Witschen
 Chief Announcer-Record M. C.....Robert Wayne

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.....5 a.m. to 2 a.m.
 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.....Miller C. Robertson
 Sales Promotion and Publicity
 Manager.....Sam Levitan
 Production Manager.....Brooks Henderson
 Public Service Director.....Dorothy Spicer
 Musical Director.....Leonard Leigh
 Farm Director.....Gary Wiegand
 Chief Engineer.....John N. Fricker

(See Page 450)

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 midnight
 News Service.....AP
 Transcription Service.....Standard Radio

Personnel

President and General Mgr...Edward Hoffman
 Assistant General Mgr...Frank M. Devaney
 Commercial and Sales
 Promotion Manager.....Samuel N. Nemer

W H L B

VIRGINIA—EST. 1936

NATIONAL BROADCASTING CO.
 ARROWHEAD NETWORK
 NORTHWEST 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
 Transcription Service.....SESAC

Personnel

Manager.....O. H. Peterson
 Chief Engineer.....William Lounsberry

K W L M

WILLMAR—EST. 1940

ABC

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Lakeland Broadcasting
 Business Address 307 W. 6th St.
 Phone Numbers 1340, 1310, 910
 Transmitter Location Foot Lake
 Time on the Air 6 a.m. to 12 midnight
 News Service UP
 Representative John E. Pearson Co.

Personnel

President H. W. Linder
 General Manager H. W. Linder
 Station Manager H. W. Linder
 Sales-Commercial Manager H. W. Linder
 Sales Promotion-Merchandising
 Manager Ralph E. Shepherd
 Program Director Harland Horness
 Chief Engineer Clinton W. Knapp

K W N O

WINONA—EST. 1938

ABC—DAIRYLAND

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Winona Radio Service
 Address 216 Center St.
 Phone Number 3315
 Transmitter Location 831 Sarnia St.
 Time on the Air 6:30 a.m. to midnight;
 Sunday, 7:30 a.m. to midnight
 Newspaper Winona Republican Herald
 News Service AP
 Transcription Service Standard
 Representative John E. Pearson Co.

Personnel

President M. H. White
 General and Commercial Mgr. L. L. McCurnin
 Station Manager L. L. McCurnin
 Promotion Manager Gordon R. Cloyway
 Production Manager Irving H. Tingley
 Record M. C. Donald Bonham
 Chief Engineer L. L. McCurnin

MISSISSIPPI

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W R O X

CLARKSDALE—EST. 1944

MUTUAL—MID SOUTH

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned By Birney Imes, Sr.
 Operated By Clarksdale Broadcasting Co.
 Business Address WROX Building
 Phone Number 1566
 Studio Address WROX Building
 Transmitter Location Clarksdale
 Time on the Air 6:30 a.m. to 10:30 p.m. daily;
 Sunday, 6:45 a.m. to 11 p.m.
 Newspaper Affiliation Columbus Commercial
 Dispatch
 News Service AP
 Transcription Service World, Keystone
 Representative Sears and Ayer

Personnel

President Birney Imes, Sr.
 Station Manager David M. Segal
 Sales-Commercial Manager David M. Segal
 Production Manager Carrol F. Jackson
 Publicity Director David M. Segal
 Chief Engineer Henry Fones

W J P R

GREENVILLE—EST. 1939

MUTUAL BROADCASTING SYSTEM

MISSISSIPPI NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio Services Co.
 Address 107 So. Poplar
 Phone Number 1770
 Transmitter Location North on Highway
 No. 1
 Time on the Air 6 a.m. to 11 p.m.
 News Service UP
 Transcription Service World, NBC Thesaurus
 Representative Sears & Ayer

Personnel

Merchandising-Production
 Manager Ben F. Rogers
 Program-Publicity Director Bob Thompson
 Chief Announcer Bill McHan
 Musical Director Ed Vincent
 Record M. C. Bill McHan
 Chief Engineer Horace S. Colby
 General Manager Emmet H. McMurry
 Commercial Manager Frank W. Baldwin

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.....Tom Big Bee River
Bridge

Time on the Air.....16 hours daily
Newspaper Affiliation...Columbus Commercial
Dispatch

News Service.....AP
Transcription Service.....Standard Radio,
Keystone Broadcasting System, M. M. Cole
Representative.....Sears and Ayer, Inc.

Personnel

Owner.....Capt. Birney Imes, Jr.
General Manager.....Bob McRaney
Commercial Manager.....James Eatherton
Production-Program Dir.....P. B. Hinman, Jr.
Sales-Promotion Director.....Bob McRaney
Publicity Director.....Charles Newman
Chief Announcer.....Mims Boswell, Jr.
Chief Engineer.....Holt Dyess

W C M A

CORINTH—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 kc.....Power: 250 Watts
Owned-Operated By

Corinth Broadcasting Co., Inc.
Address.....Ray Building
Representative.....Burn-Smith

Personnel

Chief Executive.....Dr. Frank M. Davis
Gen.-Com. Manager.....Aaron B. Robinson
Chief Engineer.....W. M. Essary

W G R M

GREENWOOD—EST. 1938

NBC

MISSISSIPPI NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....P. K. Ewing

Address.....222 Howard Street
Phone Numbers.....1900-1
Transmitter Location.....North Greenwood
Time on the Air.....6:30 a.m. to 11:05 p.m.
Transcription Service.....Standard
Representative.....Wm. G. Rambeau

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 P. K. Ewing
 General-Station-Commercial
 Manager F. C. Ewing
 Sales Promotion-Merchandising
 Manager Shelton Morgan
 Program Director Grace Harris
 Chief Announcer Van Power
 Musical Director Joe Cudd
 Chief Engineer William Lewis

W G C M

GULFPORT—EST. 1929

AMERICAN BROADCASTING CO.

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 5:55 a.m. to 11:05 p.m.;
 Sundays, 7:55 a.m. to 10:15 p.m.
 News Service AP
 Transcription Service Standard, Keystone
 Representative Sears & Ayer

Personnel

General Manager Hugh O. Jones
 Sales Manager Mrs. O. L. Owens
 Program Director-Production C. E. Vann
 Chief Engineer Donovan Murphy

W F O R

HATTIESBURG—EST. 1926

NATIONAL BROADCASTING CO.

REBEL NETWORK

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 Service World, Thesaurus

Personnel

President and General Manager... C. J. Wright
 Commercial Manager H. L. Patterson
 Program Director Ed Jenkins
 Chief Engineer B. B. McLemore

W J D X

JACKSON—EST. 1929

NATIONAL BROADCASTING CO.

SOUTH CENTRAL QUALITY

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 6 a.m. to 11:15 p.m.
 News Service UP
 Transcription Service NBC Thesaurus;
 Lang-Worth
 Representative George P. Hollingbery
 Company

Personnel

General Manager Wiley P. Harris
 Chief Engineer P. G. Root

W J X N

JACKSON—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 kc. Power: 250 Watts
 Owned-Operated By Ewing Broadcasting Co.
 Address 1200 N. State St.
 Phone Number 4-8871
 News Service INS
 Transcription Service Standard
 Representative William G. Rambeau Co.

Personnel

Owners F. C. Ewing, P. K. Ewing, Jr.
 Gen.-Com. Manager Hugh M. Smith

WGCM

VOICE OF THE
 MISSISSIPPI
 GULF COAST

COVERS MISSISSIPPI'S
 SECOND MARKET

You'll get good results from WGCM because this station covers a vital growing market. For instance, last year Harrison County (Gulfport-Biloxi) led the entire state of Mississippi in Food Sales; retail sales in the WGCM area totaled more than \$130,000,000, and radio homes in the area almost doubled from 1940 to 1945. Write for schedules and rates.

WGCM

HEWES-MARTIN BLDG.
 GULFPORT, MISSISSIPPI

AMERICAN BROADCASTING COMPANY
 Sears & Ayers, National Representatives

Program Director.....Paul Simpkins
 Promotion Manager.....Dean Linville
 Chief Engineer.....Murray Ellington

WSLI
JACKSON—EST. 1938

AMERICAN BROADCASTING CO.

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.....World

Representative.....Weed & Co.

Personnel

President.....Geo. W. Covington

Secretary-Treasurer.....L. M. Sepaugh

Station Manager.....L. M. Sepaugh

Commercial Manager.....F. E. Wilkerson, Jr.

Chief Engineer.....C. A. Perkins

WAML
LAUREL—EST. 1932

NATIONAL BROADCASTING CO.
 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.....Ellisville Blvd.

Time on the Air.....6:30 a.m. to 11:05 p.m.;

Sunday, 7:30 a.m. to 11:05 p.m.

News Service.....AP & UP

Transcription Service.....World

Representative.....George P. Hollingberry Co.

Personnel

President.....D. A. Matison

General Manager.....Ward A. Coleman

Commercial Manager.....W. C. DeHority

Sales Promotion Manager-Publicity

Director.....W. A. Coleman

Chief Engineer.....Clyne Graves

Program Director-Production.....Tyler Nourse

WMB C*
MACON—EST. 1946

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

Business Address.....Macon Hotel

Personnel

President.....D. W. Gavin

*Under Construction

WSKB

McCOMB—EST. 1939

KEYSTONE BROADCASTING SYSTEM

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

Representative.....Gene Grant

Personnel

President.....Robert L. Sanders

General and Commercial

Manager.....George Blumenstock

Program Director.....Julia D. Blumenstock

Chief Engineer.....Robert Louis Sanders

WCOC

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

President-General Manager.....D. W. Gavin

WMOX*

MERIDIAN

Frequency: 1240kc.....Power: 250 Watts
 Owned-Operated By.....Birney Imes Jr.
 Address.....514 Main St., Columbus, Miss.

*Construction Permit

WMIS

NATCHEZ—EST. 1941

NBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....Natchez Broadcasting
 Operated By.....P. K. Ewing, Jr.

Address.....City Bank & Trust Co. Bldg.

Phone Number.....580-1

Transmitter Location.....Highway No. 61, North

Time on the Air.....7 a.m. to 11 p.m.

News Service.....AP

Transcription Service World
 Representative-Nat'l..... William G. Rambeau

Personnel

President..... P. K. Ewing
 General Manager-Sales-Commercial
 Manager..... P. K. Ewing, Jr.
 Program Director..... Wilna Nichols
 Chief Engineer..... George W. Wilson

WELO

TUPELO—EST. 1944

MUTUAL BROADCASTING SYSTEM
 MID SOUTH

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.;
 Sunday, 7 a.m. to 10:30 p.m.
 News Service..... AP
 Transcription..... Standard, Keystone
 Representatives..... Sears & Ayers

Personnel

President-Owner..... Birney Imes, Jr.
 General Manager..... Bob McRaney
 Station Manager..... Gene Tibbett
 Sales Manager..... Bob Evans
 Merchandising Manager..... Gene Tibbett

Program Directors..... Joe Russell,
 Margaret O'Regan
 Production Manager..... Gene Tibbett
 Publicity Director..... Eugene Tibbett
 Chief Announcer..... Charley Boren
 Musical Director..... Don Whitney
 Record M. C..... Charley Boren
 Chief Engineer..... LeRoy Green

WQBC

VICKSBURG—EST. 1931

ABC

Frequency: 1420 Kc..... Power: 1000 Watts
 Owned-Operated By..... Delta Broadcasting
 Company, Inc.
 Address..... Hotel Vicksburg
 Phone Number..... 312
 Transmitter Location..... 2½ miles E. of
 Vicksburg
 Time on the Air..... 7 a.m. to 10:30 p.m.
 News Service..... AP
 Newspaper Affiliation..... Vicksburg Evening
 Post, Vicksburg Morning Herald
 Transcription Service..... World Broadcasting

Personnel

President..... L. P. Cashman
 General Manager..... O. W. Jones
 Sales-Commercial Manager..... O. W. Jones
 Program Director..... Mary Van Cashman
 Chief Engineer..... C. E. Drake

**A NEW ARRIVAL
 A NEW SALES-WINNER
 in the Transcription field**

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

KSD

SAINT LOUIS

Basic Affiliate of the National Broadcasting Company

It is 225 Miles to the Nearest
Other NBC Basic Outlet

Only Broadcasting Station in St. Louis With the Full Service of the Associated Press

Combining the Special Radio Wire
of Press Association, Inc., With
the World-Famous News Wires of AP

Greatest Daytime Coverage of Any Broadcasting Station in St. Louis

1,264,760 Radio Homes (56% Urban, 44% Rural)
5,300,943 Population in 182 Counties
\$1,465,140,000.00 in Annual Retail Sales

A Distinguished Broadcasting Station Recognized Throughout Its Listening Area for Its High Standards of Programming and Advertising Acceptance

550 on the Dial—5000 Watts Daytime; 1000 Watts Nighttime

Owned and Operated by the

ST. LOUIS POST-DISPATCH

National Advertising Representatives

FREE & PETERS, INC.

To Deliver YOUR Sales Message to the Greater
St. Louis Market, Use

The Combination that **C-L-I-C-K-S-**



MISSOURI

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K F V S

CAPE GIRARDEAU—EST. 1925

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Oscar C. Hirsch
Operated By.....Oscar C. Hirsch
Address.....324 Broadway
Phone Number.....2104, 2105
Transmitter Location.....3½ miles west of
Cape Girardeau on Highway No. 61
Time on the Air.....Unlimited
News Service.....UP
Transcription Service.....Standard Radio
Representative.....John E. Pearson

Personnel

President-General Manager...Oscar C. Hirsch
Station-Sales Manager.....Ralph L. Hirsch
Production-Program Director....Virginia Bahn
Chief Engineer.....R. L. Hirsch
Promotion-Publicity.....R. L. Hirsch

K F R U

COLUMBIA—EST. 1925
ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....KFRU, Inc.
Address.....Ninth and Elm Sts.
Phone Number.....4141
Transmitter Location.....Hickman Hall,
Stephens College
Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation....Star Times Publish-
ing Company, St. Louis
News Service.....AP & UP
Transcription Service.....NBC Thesaurus
Representative.....John Blair & Co.

Personnel

President.....Elzey Roberts
General Manager.....Mahlon Aldridge
Program Director.....Harold Douglas
Musical Director.....Dorothy Jacques
Chief Engineer.....Robert Haigh
Record M. C.....Dorothy Jacques

K H M O

HANNIBAL—EST. 1941
MUTUAL

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Courier Post Publish-
ing 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.....NBC & Cole
Representative.....John E. Pearson Co.

Personnel

General Manager-Sales Promotion
Manager.....Wayne W. Cribb
Commercial Manager.....Chris Jensen
Program-Musical Director.....Dud Dawson
Production Manager.....Maxine Dierking
Publicity Director-Record M. C...Gene Hoenes
Chief Announcer.....Bob McCoy
Chief Engineer.....Ben Parrish

K W O S

JEFFERSON CITY—EST. 1936
MUTUAL 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.....6 a.m. to midnight
Newspaper Affiliation...Jefferson City Capitol
News & Post Tribune
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Sears & Ayer

Personnel

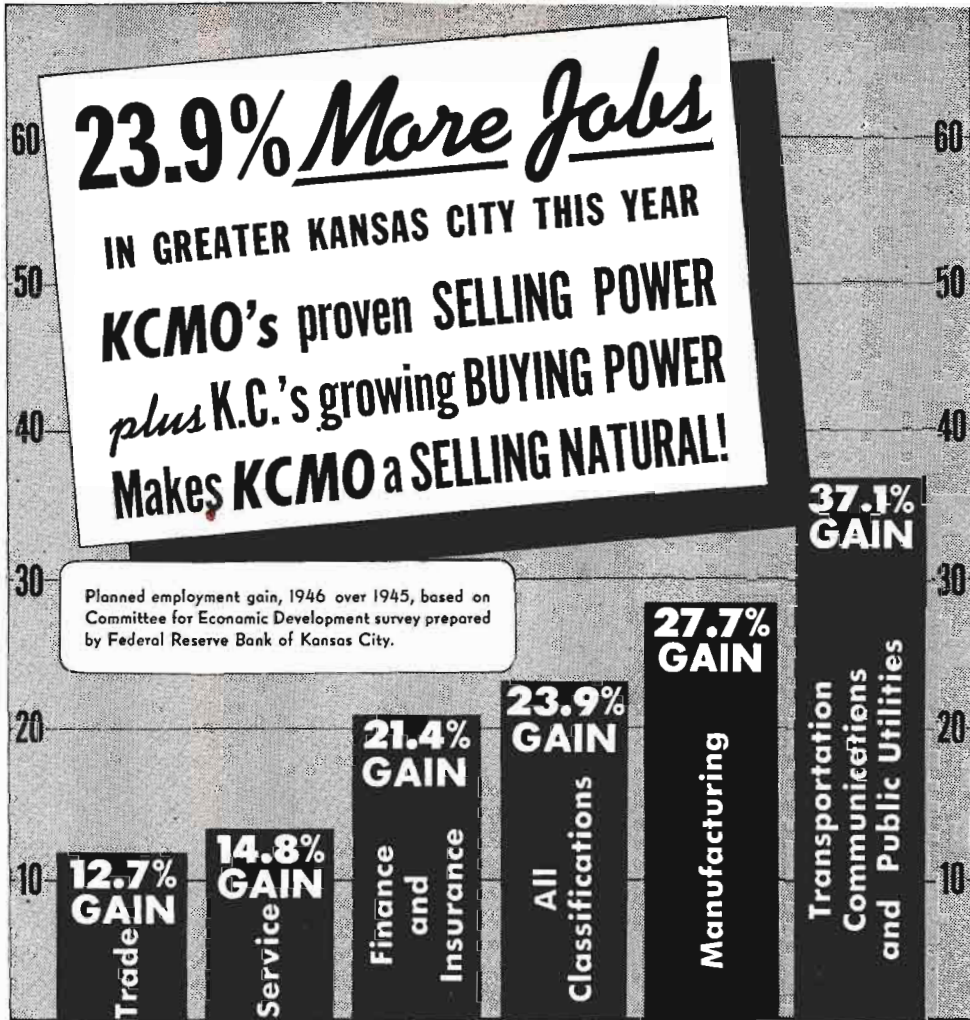
President.....R. C. Goshorn
General Manager.....R. L. Rose
Station Manager.....R. L. Rose
Commercial Manager.....R. L. Rose
Sales Promotion Manager-Publicity
Director.....Natalie LePage
Program Director.....Ray Manning
Chief Engineer.....Harold White

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
Transmitter Location.....1334 Roosevelt Ave.
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation.....Joplin Globe
Publishing Co.
News Service.....UP



KCMO is a Selling Natural in more ways than one! Lowest cost per radio family... healthy program ratings... more value per advertising dollar in this thriving market. For availabilities on KCMO, Greater Kansas City's outstanding selling station, contact your nearest John E. Pearson office.

Today **5000 WATTS**
COMING 50,000 WATTS DAY
 10,000 WATTS NIGHT **at 810 kc**

BASIC STATION
AMERICAN Broadcasting Co.

Represented by
JOHN E. PEARSON

CHICAGO - NEW YORK - KANSAS CITY



Transcription Service...Thesaurus & Standard
Representative.....Sears & Ayer

Personnel

President-General Manager.....D. J. Poynor
Station Manager.....D. J. Poynor
Sales-Commercial Manager.....W. M. Clark
Sales Promotion.....Abe Radunsky
Program Director.....Martha Brown
Chief Announcer.....Charles McIntire
Musical Director.....Stella Lukens
Chief Engineer.....Richard Meek

KCKN

KANSAS CITY

(See Listing, Kansas City, Kans.)

KCMO

KANSAS CITY—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 1480 Kc.....Power: 5000 d.:
1000 n. (C. P. 5000 n.)

Owned-Operated By.....KCMO Broadcasting
Company

Address.....1515 Commerce Building
Phone Number.....Victor 0900
Transmitter Location..Hardesty & Washington
Sts.

Time on the Air.....5 a.m. to 1 a.m.:
Sunday, 7:30 a.m. to midnight

News Service.....AP, UP
Transcription Service...Lang-Worth, Standard
Representative.....John E. Pearson Co.

Personnel

General Manager.....E. K. Hartenbower
Asst. Manager.....C. E. Breazeal
Sales Manager.....C. E. Morrill
Sales Promotion Manager.....F. C. Strawn
Program Director-Production
Manager.....James Coy
Publicity Director.....F. C. Strawn
Chief Announcer.....James Monroe
Musical Director.....Gene Moore
Chief Engineer.....Karl Troeglen

(See Page 462)

KMBC

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, TP,
Transcription Service: Lang-Worth; World
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
Program Director.....Roderick Cupp
Chief Engineer.....A. R. Moler

(See age 464)

WDAF

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 Fitzner
Program Manager.....Harry J. Kaufmann
Chief Engineer.....Joseph A. Flaherty

WHB

KANSAS CITY—EST. 1922

MUTUAL

KANSAS STATE NETWORK

MISSISSIPPI VALLEY

Frequency: 880 Kc.....Power: 1000 Watts
Owned-Operated By..WHB Broadcasting Co.
Address.....Scarritt Building
Phone Number.....Harrison 1181
Transmitter Location.....North Kansas City
Time on the Air.....Daytime license
News Service.....AP
Transcription Service.....Associated
Representative.....Adam J. Young, Jr.

Personnel

President and Commercial
Manager.....Donald Dwight Davis
General Manager.....John T. Schilling

Why YOU Will Prosper in GREATER KANSAS CITY



© 1945... H. M. CO.

A report by Greater Kansas City Business concerning future planned employment for this area. These facts and figures were collated and analyzed by the Research Department of the Federal Reserve Bank of Kansas City. Here is a true picture of the job opportunities ahead—and thereby an insight into tomorrow's business conditions for Kansas City. Employment planned for September, 1946, compared with the employment of fall, 1945, and of 1940, is as follows:

PLANNED EMPLOYMENT INCREASE

Business Classification	% Over Fall, 1945			% Over 1940		
	Total	Men	Women	Total	Men	Women
All Classifications.....	23.9	32.6	10.3	40.5	40.2	41.0
Manufacturing.....	27.7	29.3	23.5	39.3	41.4	33.9
Trade.....	12.7	41.3	2.6*	32.0	22.5	40.5
Transportation, Communications and Public Utilities.....	37.1	40.9	27.5	88.8	62.0	246.5
Service.....	14.8	22.4	4.5	21.3	32.5	7.0
Finance and Insurance.....	21.4	85.1	12.3*	50.3	58.2	42.4

*Decrease

YOU Will Prosper on



- *First* in Programming!
- *First* in Public Service!
- *First* in Farm Service!
- *First* in Hooperatings!*

KMBC
OF KANSAS CITY
Free & Peters, Inc.

* Kansas City, Mo. and Kansas May through September, 1945

SINCE 1928—BASIC CBS STATION for MISSOURI & KANSAS

K W O C

POPLAR BLUFF—EST. 1938

KEYSTONE BROADCASTING SYSTEM
MISSISSIPPI VALLEY NETWORK

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.....Associated
Representative.....Adam J. Young, Jr.

Personnel

General Manager.....P. H. Cunningham
Chief Engineer.....Don Lidenton

K F E Q

ST. JOSEPH—EST. 1924

ABC

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..5:45 a.m. to midnight daily; 7
a.m. to midnight, Sunday
Newspaper Affiliation..St. Joseph News-Press,
Gazette
News Service.....UP
Transcription Service.....NBC Thesaurus,
Lang-Worth
Representative.....Headley-Reed Company

Personnel

PresidentBarton Pitts
General Manager.....Barton Pitts
Station Manager.....Barton Pitts
Sales-Commercial Manager..Glen G. Griswold
Sales Promotion Manager....J. Ted Branson
Program Director-Musical
Director.....H. H. Packard
Production Manager.....Rollin Mabie
Publicity Director.....J. Ted Branson
Chief Announcer.....Dee D. Denver, Jr.
Record M. C.....Lawrence M. Parker
Chief Engineer.....Fred Damm

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

Director.....Herman H. Hohenstein
Production Manager-Chief Announcer,
Elmer Knoernschild
Program Director.....H. H. Hohenstein
Director of Public Relations....Paul C. Barth
Chief Engineer.....Albert Wiese

* (Non-Commercial Station)

"SPECIAL ASSIGNMENT"

Exciting dramatizations based on the unusual stories of top-flight news reporters.

It's 15-minutes of *action, thrills and chills.*

An easy sales-winner for any sponsor of transcribed programs.

Exclusive in Any Market

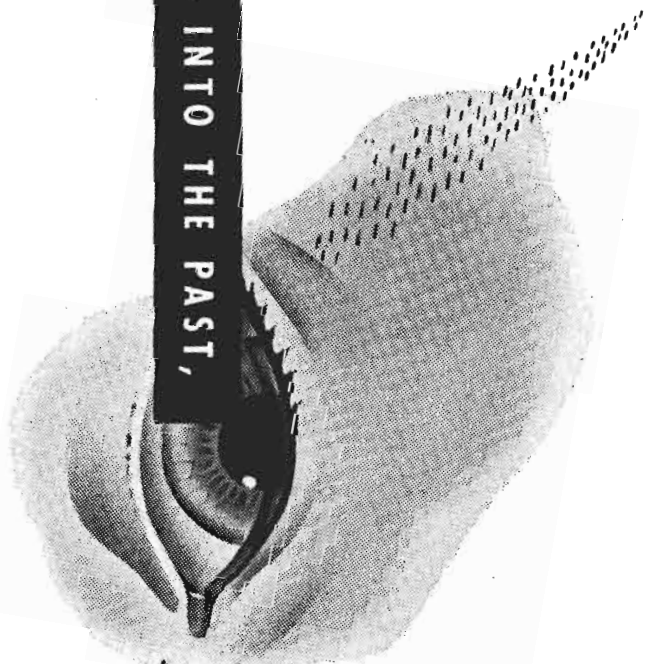
SEE

A P R A D I O P R O D U C T I O N S

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

LOOKING INTO THE PAST,



PRESENT, FUTURE

For years, KXOK has grown steadily and impressively, gaining appreciative audiences and selling important markets.

Today, KXOK's vast daytime audience covers 114 counties—the rich oil fields of central and southern Illinois; the bounteous agricultural areas of northwest Kentucky, southwest Indiana, central and eastern Missouri, and several cities throbbing with industry.

KXOK's present important standing has been gotten through top programs with all-round appeal and complete, award-winning promotional activities.

KXOK's sturdy past and present make a strong foundation for a mighty future. The "blueprints" for its future, now include the conditional FM grant and applications for television and facsimile*—and, of course, tops in programs and energetic, consistent promotional activities.

KXOK

SAINT LOUIS 1, MISSOURI

Owned and Operated by the St. Louis Star-Times

630 KILOCYCLES, 5,000 WATTS FULLTIME—

AMERICAN BROADCASTING CO.

Represented by John Blair & Co.

Offices in New York • Chicago • St. Louis • Los Angeles

San Francisco

* Soon To Be Filed

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, UP
 Transcription Service. Associated Music Publishers; Lang-Worth
 Representative. Radio Sales

Personnel

General and Station
 Manager. Wendell B. Campbell
 Assistant to Manager-Public Relations
 Director Jerry Hoekstra
 General Sales Manager. David V. Sutton
 Local Sales Manager. J. Soular Johnson
 Sales Promotion Manager. C. W. Doebler
 Program Director. Jack Sexton
 Production Manager. Lewis Shumate
 Publicity Director. David Moore
 Musical Director. Seth Greiner
 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. 1111 Olive St.
 Phone Number. Main 1111
 Transmitter Location. . . Twelfth and Olive Sts.
 Time on the Air. 5:30 a.m. to 12:30 a.m.; Sundays, 7 a.m. to 12:30 a.m.
 Newspaper Affiliation. St. Louis Post-Dispatch
 News Service AP
 Transcription Service. NBC Thesaurus, World
 Representative. Free & Peters, Inc.

Personnel

President. Joseph Pulitzer
 General Manager. George M. Burbach
 Commercial Manager. Edward W. Hamlin

(See Page 460)

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 midnight; Sunday, 7 a.m. to 12:15 a.m.
 News Service. AP & UP
 Transcription Service. World Broadcasting System
 Representative. Paul H. Raymer Company

Personnel

President. R. T. Convey
 Station Director. Ray E. Dady
 Assistant Director. John W. Tinnea
 Commercial Manager. V. E. Carmichael
 Merchandising Manager. Thomas E. Richter
 Program Director. Russel C. Kaiser
 Production Manager. Thad Shore
 Publicity Director. Robert J. Richardson, Jr.
 Chief Announcer. Fred Moegle
 Musical Director. Carl Hohengarten
 Chief Engineer. N. J. Zehr

K X O K

ST. LOUIS—EST. 1938

ABC

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, Reuters
 Transcription Service. Associated Music Publishers; Standard Radio
 Representative. John Blair & Company

Personnel

President-Owner. Elzey M. Roberts
 General Manager-Station Mgr. Chet L. Thomas
 Commercial Manager. V. N. Springgate
 Sales Promotion Manager. Mauriel Medearis
 Production Manager. Elmer G. Muschamy
 Publicity Director. Ralph Gentles
 Musical Director. Emmett Schuster
 News Editor. Mahlon Aldridge
 Chief Engineer. Arthur 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 Numbers. FRanklin 5665-6-7
 Transmitter Location. 3642 Lindell Blvd.
 Time on the Air. 6 a.m. to local sunset
 News Service. INS
 Transcription Service. Standard Radio,
 Lang-Worth; World
 Representative. John E. Pearson

Personnel

President Rev. Patrick J. Holloran, S. J.
 General Manager. Nicholas Pagliara
 Sales Manager. Leonard Frankel
 Program Director. Don Lochner
 Publicity Director. Clifford Lanctot
 Chief Announcer. O. J. McQuigg
 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. Melbourne 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, MacGregor
 Representative. William G. Rambeau Co.

Personnel

President. L. A. Benson
 V-P, General Manager and Station
 Manager. C. W. Benson
 Commercial Manager. Kenneth Parke
 Sales Production-Merchandising. Bill Durney
 Record M. C.'s. Vern King, Ed Rutledge
 Chief Engineer. Edward Goodberlet

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
 Address. Broadway at State Fair Blvd.
 Phone Numbers. 4004, 4005
 Transmitter Location. Broadway at State
 Fair Blvd.
 Time on the Air. Unlimited
 News Service. UP
 Representative. The Walker Company

Personnel

President. Milton J. Hinlein
 General and Station Manager. . . Phoebe E. Trout
 Sales-Commercial Manager. . . William W. Davis
 Sales Promotion. William W. Davis
 Program Director. Maxine Fisher
 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, UP
 Transcription Service. NBC Thesaurus
 Representative. George P. Hollingberry Co.

Personnel

President. Jeanne Bixby
 Station and Commercial
 Manager. J. Gordon Wardell
 Program Director. Carl Fox
 Promotion Manager. Dudley Morris
 Chief Engineer. E. Dennis White

"STAR TIME"

Intensely interesting dramati-
 zations of personalities of
 interest to women.

Through the unique, new
 "Cue-In" technique, the sta-
 tion's local women's program
 editor participates with the
 star.

"Cue-In" localizes and per-
 sonalizes the program—15-
 minutes, transcribed.

Exclusive in Any Market

WRITE

**A P R A D I O
 P R O D U C T I O N S**

PRESS ASSOCIATION, INC.
 50 ROCKEFELLER PLAZA
 NEW YORK 20, N. Y.

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 Air.....6:30 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....World Broadcasting
System, MacGregor

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

Personnel

President.....J. H. G. Cooper
General-Station Manager...G. Pearson Ward
Commercial Manager.....Bob Burke
Sales Promotion Manager...G. Pearson Ward
Chief Engineer.....William F. Curry

K W T O

SPRINGFIELD—EST. 1933

AMERICAN BROADCASTING CO.

Frequency: 560 Kc.....Power: 5000 d.; 1000 n.

Owned-Operated By.. Ozarks Broadcasting Co.

Address.....508 St. Louis St.

Phone Number.....1360

Time on the Air.....5 a.m. to midnight

News Service.....UP

Transcription Service.....Standard

Representative.....John E. Pearson

Personnel

Chairman of Board.....Lester E. Cox
President & General Manager..Ralph D. Foster
V-P & Treasurer.....C. Arthur Johnson
Sales Manager.....Leslie L. Kennon
Sales Promotion Manager...Ralph A. Nelms
Acting Program Producer.....Lou Black
Chief Announcer.....Charles Seiford
Musical Director.....Virgil Phillips
Chief Engineer.....Fritz Bauer

MONTANA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K G H L

BILLINGS—EST. 1928

NBC

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 midnight;
Sundays, 7 a.m. to midnight

News Service.....AP & UP

Transcription Service.....Standard, NBC
Thesaurus, World

Representative.....The Katz Agency

Personnel

President.....C. O. Campbell
General Manager.....Ed Yocum
Station Manager.....V. Braunberger
Sales-Commercial Manager.....Ed Yocum
Sales Promotion Manager-Chief
Announcer.....Harry Turner
Program Director.....M. V. Braunberger

Production Manager.....Frank Manzari

Publicity Director.....Maurice Enright

Musical Director.....George Heins

Chief Engineer.....Jeff Klichli

(See Page 470)

K R B M

BOZEMAN—EST. 1939

ABC—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.....7:15 a.m. to 10:30 p.m.

News Service.....AP

Transcription Service...Lang-Worth, Keystone

Representative.....The Walker Co.

Personnel

President-General Manager...Ernest A. Neath
Commercial Manager.....J. Ray Bridges
Program Director.....Larry Binder
Chief Engineer.....Jack Provis

*The Formula
For Coverage*

**POWER
+ FREQUENCY
+ CONDUCTIVITY**

POWER	5000 W.	No station in Montana or Wyoming has greater power than KGHL.
FREQUENCY	790 kc.	KGHL is the only station in Montana and Wyoming with a frequency under 1200 kc.
CONDUCTIVITY	FAVORABLE	The KGHL signal encounters less soil resistance than any other regional channel station in Montana.
COVERAGE	MAXIMUM	No other station can match KGHL's coverage* of Montana and Northern Wyoming. <p style="text-align: center;">KGHL Primary Area</p> <p style="text-align: center;">*Population 326,777 Retail Sales \$180,033,000 Radio Homes 72,630</p> <p style="text-align: center;"><small>Source: Katz Research Bureau</small></p>



KGHL

THE DOMINANT STATION

in MONTANA and NORTHERN WYOMING

Represented by THE KATZ AGENCY

K G I R
BUTTE—EST. 1929
NATIONAL BROADCASTING CO.
Z-BAR NET

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By K G I R, Inc.
 Address Box 1956, Butte
 Phone Number 2-2344
 Transmitter Location Butte
 Time on the Air 7 a.m. to midnight
 News Service UP
 Transcription Service Lang-Worth;
 C. P. McGregor
 Representative The Walker Co.

Personnel

Manager Ed. B. Craney
 Station Manager-Sales Manager .. Arne Ansjon
 Sales Promotion-Merchandising
 Manager John Schile
 Program Director-Production
 Manager Mel Jass
 Chief Announcer Mel Jass
 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
 General Manager J. P. Wilkins
 Program Director LeRoy Stahl
 Chief Engineer Wilbur L. 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
 Representative The Walker Co., Pacific
 Northwest Broadcasters

Personnel

President Barclay Craighead
 Station Manager K. O. MacPherson
 Chief Engineer R. B. Martin

K G E Z
KALISPELL—EST. 1927

Frequency: 1340 Kc. 100 Watts
 Lessee A. W. Talbot
 Operated By A. W. Talbot
 Address 203 - 1st Ave. E.
 Phone Number 332 (Office), Rural 3220
 (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 World

Personnel

President A. W. Talbot
 Station & General Manager .. Donald C. Treloar
 Commercial Manager Glenn E. Millhouse
 Program-Production Director .. Donald C. Treloar
 Promotion-Publicity Director .. Donald C. Treloar
 Musical Director Maurice Driscoll
 Chief Engineer, Acting Paul Johnston
 Record M. C. Paul Johnston

K R J F
MILES CITY—EST. 1941

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 World Broadcasting;
 Transcription Service ... World Broadcasting;
 Keystone Broadcasting System

Personnel

General Manager W. F. Fliinn
 Station Manager Don Tannehill
 Sales-Commercial Manager D. E. Tannehill
 Chief Announcer Robert T. Wilson
 Chief Engineer Ian Elliott

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.....Weed & Co.

Personnel

President and Station Manager...A. J. Mosby
 Sales Manager.....Harry Bennett
 Publicity Director.....Bill Zietzke
 Sales Promotion.....Don Jones
 Program Director.....Lee Saunders
 Production Manager.....Mary Bertholdt
 Chief Announcer.....Sid McSloy
 Musical Director.....Ragna Phelps
 Record M. C.....George Livesey
 Chief Engineer.....Merrill Chapin

K G C X

SIDNEY—EST. 1926
 MUTUAL

NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1480 Kc.....Power: 1000 Watts

Owned-Operated By.....E. E. Krebsbach
 Business Address.....109 So. Central Ave.
 Phone Number.....408
 Studio Address.....Suckstorff Bldg.
 Transmitter Location.....4½ miles N. E. of
 Sidney

Time on the Air.....7 a.m. to 10 p.m.
 Transcription Service.....World
 Representative.....North Central Broadcasting
 System

Personnel

President-General Manager...E. E. Krebsbach
 Station Manager-Sales-Commercial
 Manager.....E. Clair Krebsbach
 Sales Promotion-Merchandising
 Manager.....Jack Britton
 Program Director.....William J. Brady
 Chief Announcer.....Jack Britton
 Chief Engineer.....Q. V. Prochaska

NEBRASKA

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K O R N

FREMONT—EST. 1939
 MUTUAL—NORTH CENTRAL
 MISSISSIPPI VALLEY

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Nebraska Broadcasting
 Corporation
 Address.....Pathfinder Hotel
 Phone Number.....1060
 Transmitter Location.....E. 16th St., Fremont
 Time on the Air.....6 a.m. to midnight;
 Sunday, 8 a.m. to midnight
 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.....Marjorie Christensen
 Chief Announcer.....Don French
 Record M. C.'s.....Jim O'Neill, Bob Lee
 Chief Engineer.....Phillip Stevens
 Sales Promotion.....Lumir Urban
 Production Director.....Bill Ross

K M M J

GRAND ISLAND—EST 1926
 ABC

Frequency 750 Kc.....Power: 1000 Watts
 Owned-Operated By.....KMMJ, Inc.
 Address.....At Cedar Division
 Phone Number.....703
 Transmitter Location.....Phillips, Nebr.
 Time on the Air.....Sunrise to Sunset
 News Service.....UP
 Transcription Service.....Standard Radio.
 SESAC, Republic, NAB Bonus
 Representative.....Headley-Reed Co.

Personnel

President.....Don Searle
 General Manager.....Wick Heath
 Asst. General Manager.....Bill Martin
 Commercial Manager.....Bill Martin
 Sales Promotion-Merchandising Manager-
 Publicity Director.....Ed Skinner
 Program Director.....Orle Kerwood
 Production Manager.....Dick Yarnell
 Farm & Public Service Director...George Kister
 Musical Director.....Jim Johnson
 Record M. C.....Raymond Kozak
 Chief Engineer.....Don Campbell

K H A S

HASTINGS—EST. 1940

MUTUAL 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 a.m. to
 midnight; Sundays, 8 a.m. to 9:30 p.m.
 Newspaper Affiliation: Hastings Daily Tribune
 News Service: AP
 Transcription Service: World Broadcasting
 System

Personnel

President: D. W. Clark
 Chief Executive: Fred A. Seaton
 Station-General Manager: Duane L. Watts
 Commercial Manager: Ken James
 Program-Production Manager: Herb Clark
 Chief Engineer: Duane Allison

K G F W

KEARNEY—EST. 1928

MUTUAL
 NEBRASKA WIRELESS

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: Lakeside
 Time on the Air: 6:30 a.m. to 10:15 p.m.
 News Service: UP
 Transcription Service: Keystone
 Representative: Sears & Ayer, Inc.

Personnel

President: Lloyd C. Thomas
 General Manager-Station-Sales
 Commercial Manager: E. Anson Thomas
 Program Director: Peg Biber
 Publicity Director: John Mitchell
 Chief Announcer: Tom Cary
 Musical Director: Norma Applegate
 Chief Engineer: Jack Lewis

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., Lincoln,
 Farnam Bldg., Omaha

Phone Number: 2-3214
 Transmitter Location: 17th and Holdrege Sts.
 Time on the Air: 5 a.m. to 1 a.m.
 Newspaper Affiliation: Nebraska State
 Journal, Lincoln Star
 News Service: AP & UP
 Transcription Service: Standard Radio,
 M. M. Cole
 Representative: Paul H. Raymer Co.

Personnel

General Manager: Harry D. Burke
 Station Manager: C. Earl Williams
 National Sales Manager: Robert M. Dooley
 Commercial Manager: Harry D. Burke
 Sales Promotion Manager-Publicity
 Director: Harold E. Roll
 Program Director: L. A. Miller
 Production Manager: William E. MacDonald
 Chief Announcer: Lyell Bremser
 Musical Director: Alene McKinney
 Chief Engineer: Mark W. Bullock

K F O R

LINCOLN—EST. 1924

AMERICAN BROADCASTING CO.
 MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Cornbelt 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.
 Representative: Edward Petry & Co., Inc.

Personnel

President: Charles T. Stuart
 General Manager: Gordon Gray
 Station Manager: Melvin Drake
 Promotion Manager: Bill Malone
 Program Director: Ken Stuart
 Commercial Manager: W. O. Edholm
 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: Norfolk Ave. & 6th St.
 Phone Number: 432
 Studio Address: Norfolk Ave. & 6th St.
 Transmitter Location: West Koenigstein Ave.
 Time on the Air: Shares Time
 Newspaper Affiliation: Norfolk Daily News
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: The Walker Co.

Personnel

President.....Gene Huse
 General Manager.....Art Thomas
 Station Manager.....Art Thomas
 Sales-Commercial Manager.....Art Thomas
 Sales Promotion-Merchandising
 Manager.....Vernon Stedry
 Program Director-Publicity
 Director.....Hollis Francis
 Production Manager.....Hollis Francis
 Chief Announcer.....Hollis Francis
 Musical Director.....Hollis Francis
 Record M. C.....Hollis Francis
 Chief Engineer.....F. W. 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
 Merchandising Manager.....Jerry Wing
 Program Director.....John Alexander
 Production Manager.....Ed Launer
 Publicity Director.....Joe Di Natale
 Musical Director.....Dorothy Roberts
 Record M. C.....Dave Button
 Chief Engineer.....Beuford 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.....6:30 a.m. to midnight;
 Sunday, 8 a.m. to midnight
 News Service.....AP
 Transcription Service.....World
 Representative.....Weed & Co.

Personnel

President.....John K. Morrison
 General Manager.....Paul R. Fry
 Station Manager.....R. E. Welna
 Sales-Commercial Manager.....Paul R. Fry
 Sales Promotion-Merchandising

Manager.....M. K. Doyle
 Program Director.....Richard E. Welna
 Production Manager.....H. E. Bader
 Publicity Director.....M. K. Doyle
 Chief Announcer.....Dick McGann
 Musical Director.....E. S. Priesman
 Record M. C.....Charles Jackson
 Chief Engineer.....Percy Ziegler

K O I L

OMAHA—EST. 1925

ABC

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By.....Central States Broad-
 casting Co.
 Address.....Omaha National Bank Bldg.
 Phone Number.....Jackson 7626
 Transmitter Location....Council Bluffs, Iowa
 Time on the Air.....6 a.m. to midnight;
 Sundays, 7 a.m. to midnight
 News Service.....INS; AP
 Transcription Service.....Standard Radio.
 Associated
 Representative.....Edward Petry & Co.

Personnel

President.....Charles T. Stuart
 General Manager.....Gordon Gray
 Assistant General Manager...Harold Hughes
 Sales-Commercial Manager....W. O. Edholm
 Sales Promotion-Merchandising
 Manager.....Angus Nicoll
 Program Director-Production
 Manager.....Harold Hughes
 Publicity Director.....Angus Nicoll
 Chief Announcer.....Harry Peck
 Musical Director.....Teresa Bredar
 Record M. C.'s.....Byron Head, Lee Barron
 Chief Engineer.....C. W. Winkler

K O W H

OMAHA—EST. 1922

ASSOCIATED BROADCASTING SYSTEM

Frequency: 660 Kc.....Power: 500 Watts
 Owned By.....World Publishing Co.
 Operated By.....Omaha World-Herald
 Business Address.....15th and Farnam Sts.
 Transmitter Location.....60th & Girard
 Time on the Air.....6 a.m. to local sunset
 News Service.....UP
 Transcription Service.....World, Associated
 Representative...George P. Hollingbery Co.

Personnel

President.....Henry Doorly
 Station Manager.....B. C. Corrigan
 Musical Director.....George Johnson
 Chief Engineer.....Frank E. Shopen

WOW

OMAHA—EST. 1923
NATIONAL BROADCASTING CO.
NEBRASKA NETWORK

Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By: Radio Station WOW, Inc.
Address: Insurance Building, 17th & Farnam
Streets
Phone Webster 3400
Transmitter Location: 5500 Kansas Ave.
Time on the Air: 5:30 a.m. to 1 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.
Promotion Manager: Bill Wiseman
Program Manager: Lyle DeMoss
Musical Director: Morton Wells

Chief Engineer: William J. Kotera
Technical Supervisor: Joseph Herold

KGKY

SCOTTSBLUFF—EST. 1930
COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Hilliard Co.
Business Address: 1517½ Broadway
Phone Number: 856
Studio Address: 1517½ Broadway
Transmitter Location: South Broadway
Time on the Air: 16 hours daily
News Service: UP
Transcription Service: Standard Radio

Personnel

President-General Manager, Station
Manager: L. L. Hilliard
Sales-Commercial Manager: R. M. Stewart
Chief Engineer: Harland Morrison

NEVADA

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KBNE

BOULDER CITY—EST. 1946

Frequency: 1450 kc. Power: 250 Watts
Owned-Operated By: Boulder City Co.
Address: P. O. Box H
Phone Number: 247
Transcription Service: World

Personnel

Chief Executive: J. Clarence Manix
Mgr.-Chief Engineer: Calvert C. Applegate

Business Address: P. O. Box 1310
Phone Number: 1400
Studio Address: El Rancho Vegas
Transmitter Location: El Rancho Vegas
Time on the Air: 6 a.m. to 11 p.m.
Transcription Service: NBC Thesaurus, World

Personnel

President-General Manager: Maxwell Kelch
Commercial Manager: Paul R. Gang

(Call Letters to Be Assigned)

ELY*

Frequency: 1230 kc. Power: 250 Watts
Owned-Operated By: Boulder City Broadcasting Co.
Address: Ely, Nevada
*Construction Permit

KENO

LAS VEGAS—EST. 1940
AMERICAN BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Nevada Broadcast-
ing Company

KOH

RENO—EST. 1928

NATIONAL BROADCASTING CO.

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
Time on the Air: 6 a.m. to 12 midnight
Newspaper Affiliation: The Sacramento Bee;
Modesto Bee; Fresno Bee
News Service: UP, AP
Transcription Service: NBC Thesaurus, World
Representative: Paul H. Raymer Co.

Personnel

President: Eleanor McClatchy
Station Manager: Robert L. Stoddard
Commercial Manager: George Carr

NEW HAMPSHIRE

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WCNH*

CONCORD

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated By

Concord Broadcasting Corp.

Address.....Concord, N. H.
Transcription Service.....Standard

Personnel

Chief Executive.....William J. Barkley
Gen.-Com. Manager.....H. Scott Kilgore
Chief Engineer.....William F. Rust, Jr.
*Construction Permit

WKXL

CONCORD—EST. 1946

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Charles M. Dale
Address.....Eagle Hotel
Transmitter Location.....Concord, N. H.
Time on the Air.....6:30 a.m. to midnight;
Sundays, 8 a.m. to midnight
News Service.....AP
Representatives..New York: Walker Company

Personnel

President.....Charles M. Dale
Vice-President-General Manager..Bert Georges
Sales Manager.....Keith Field
Chief Engineer.....Paul G. Lindsay

WKNE

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 a.m. to midnight;
Sundays, 8:30 a.m. to midnight

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

Personnel

President.....Harry C. Wilder
Vice Pres. Gen. Mgr.....David Carpenter
Commercial Manager.....Richard G. Bath
Program Director.....Howard W. Wheelock
Chief Engineer.....Ernest F. Batchelder, Jr.

WLNH

LACONIA—EST. 1922

MUTUAL—YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Northern Broadcasting
Address.....653 Main Street
Phone Number.....Laconia 501
Transmitter Location.....Lower 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.....Malcolm Jenney
Station Manager-Sales.....Martin B. Avery
Sales Promotion.....Martin B. Avery
Program-Director.....Sherwin Greenlaw
Publicity Director.....Martin B. Avery
Chief Announcer-Directo. r. Sherwin Greenlaw
Chief Engineer.....Louis C. Steady

WFEA

MANCHESTER—EST. 1932

COLUMBIA BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1370 Kc.....Power: 5000 Watts
Owned By.....H. M. Bitner
Operated By.....Melvin C. Green
Address.....286 Franklin St.
Transmitter Location.....Merrimack, N. H.
Time on the Air.....6 a.m. to 12:05 midnight;
Sunday, 7:45 a.m. to 12:05 a.m.

News Service.....UP
Transcription Service.....NBC Thesaurus
Representative...Bertha Bannan, Katz Agency

Personnel

President.....Harry M. Bitner
General Manager.....Melvin C. Green
Sales-Commercial Manager..William C. Engel
Sales Promotion.....William C. Engel
Chief Announcer.....Gerald Kearney
Chief Engineer.....Reginald Schow

WMUR

MANCHESTER—EST. 1941

AMERICAN BROADCASTING CO.

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.

NEW HAMPSHIRE-NEW JERSEY

News Service..... AP
 Transcription Service..... World Broadcasting
 Representatives..... Weed.
 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—YANKEE

Frequency: 750 Kc.....Power: 1000 Watts

Owned-Operated By..... WHEB, Inc.
 Address..... Lafayette Road, U. S.
 Highway No. 1
 Phone Number.....4080
 Transmitter Location...Lafayette Road, U. S.
 Highway No. 1
 Time on the Air..... Daytime
 News Service..... UP, AP
 Transcription Service...NBC Thesaurus, World
 Representative..... Walker

Personnel

Owner.....Hon. Charles M. Dale
 General Manager..... Bert Georges
 Sales Manager..... Keith Field
 Chief Engineer..... Paul Lindsay

NEW JERSEY

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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
 Transmitter Location.....Whiteville Section
 Neptune, N. J.

Time on the Air.....Shares with WCAM
 News Service.....AP
 Transcription Service.....BMI, World
 Representative.....Spot Sales, Inc.

Personnel

President.....Walter W. Reid, Jr.
 General Manager..... Morris Scheck
 Station Manager-Program
 Director.....V. N. Scholes
 Chief Engineer.....Alphonse Bressan

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
 Station Manager..... Monroe L. Mendelsohn
 Production Manager.....Ralph Shoemaker
 Chief Engineer.....Earle Godfrey

W F P G

ATLANTIC CITY—EST. 1940

ABC

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

Business Address..... Steel Pier
 Phone Number.....5-2188
 Transmitter Location..... Steel Pier
 Time on the Air.....6:55 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Associated Music
 Representative.....Joseph Hershey McGillvra,
 Inc.

Personnel

President.....John J. Laux
 General Manager-Station
 Manager.....Edwin E. Kohn
 Chief Engineer.....Blair K. Thron

W S N J

BRIDGETON—EST. 1937

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Eastern States
 Broadcasting Corp.
 Address.....Carll's Corner

NEW JERSEY

Phone Numbers.....Bridgeton 1600, 2353
 Transmitter Location.....Carll's Corner
 Time on the Air.....6:45 a.m. to midnight
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Thomas F. Clark Co., Inc.

Personnel

President.....Elmer Wene
 General Mgr.-Station Mgr.-Sales-
 Commercial Mgr.....Paul Alger
 Program Director-Production
 Manager.....Charles D. Murray
 Chief Engineer.....Francis C. Fekel

W C A M

CAMDEN—EST. 1926

Frequency: 1310 Kc.....Power: 500 Watts
 Owned-Operated By.....City of Camden
 Address.....City Hall
 Phone Number.....Camden 0907
 Transmitter Location...Civic Center, Camden
 Time on the Air.....Shares Time
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Mack Radio Sales Co.

Personnel

Chief Executive...Mayor George E. Brunner
 General Manager.....William Markwood
 Sales Promotion Manager.....L. M. Maxwell
 Chief Engineer.....Clarence E. Owens

W H O M

JERSEY CITY—EST. 1930

Frequency: 1480 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By....Atlantic Broadcasting
 Co., Inc.
 Business Address..29 W. 57th St., New York,
 N. Y.
 Phone Number.....Plaza 3-4204
 Studio Addresses.....30 Journal Square;
 29 W. 57th St., New York City
 Transmitter Location...Washington Street
 Time on the Air.....6:30 a.m. to midnight;
 Sunday, 7:30 a.m. to midnight
 Newspaper Affiliation...Des Moines Register
 & Tribune, Cowles Broadcasting Co.
 News Service.....AP & UP
 Transcription Service.....Standard
 National Sales Office...H. T. Ens, Jr., 29 West
 57th St., N. Y. C.
 Representatives.....The Katz Agency

Personnel

President.....Gardner Cowles, Jr.
 Exec. V-P-Station Manager...Craig Lawrence
 Commercial Sales Manager....J. M. Compter
 Program Director.....Chas. Baltin
 Production Director.....Maurice Barrett

Sales Promotion Manager.....G. Miner
 Musical Director.....Giuseppe DeLuca
 Chief Engineer.....Theodore Gemp
 Chief Ann-Record M. C.....Jack O'Reilly
 (See Page 500)

W A A T

NEWARK—EST. 1926

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-Associated
 Representative.Radio Advertising Co., Chicago

Personnel

Executive V. P.-General
 Manager.....Irving Robert Rosenhaus
 V. P. in Chg. of Sales.....A. B. Schillin
 V. P. in Chg. of Nat. Sales.....Victor Bennett
 Program Director.....Dale Kennedy
 Chief Engineer.....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

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 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),
 PEnn 6-2945 (New York)
 Transmitter Location.....Clifton, N. J.
 Time on the Air.....To local sunset
 News Service.....UP
 Representative.....Joseph H. McGillvra, Inc.

Personnel

President.....James V. Cosman
 General-Station Manager...Sidney J. Flamm
 Sales-Commercial Manager...Herman Fields
 Sales Promotion-Mdse. Mgr...Ralph Silver, Jr.
 Program Director-Production.....Ted Webbe
 Publicity Director.....Dave Golden
 Chief Engineer.....Earl Lucas

W T N J

TRENTON—EST. 1923

Frequency: 1310 Kc.....Power: 500 Watts
 Owned-Operated By.....WOAX, Inc.
 Address.....416 Bellevue Avenue
 Phone Number.....8149
 Transmitter Location: Lincoln Point, Morris-
 ville, Pa.
 Time on the Air.....Shares Time
 News Service.....UP

Personnel

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

W T T M

TRENTON—EST. 1942

NATIONAL BROADCASTING COMPANY

Frequency: 920 Kc.....Power: 1000 Watts
 Owned By.....Elmer H. Wene
 Operated By.....Paul Alger
 Address.....35 West State St.
 Phone Number.....2-7127
 Transmitter Location.....Yardley, Pa.
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....UP
 Representative..Joseph Hershey McGillvra, Inc.

Personnel

President.....Elmer H. Wene
 General-Station Manager.....Paul Alger
 Commercial Manager.....Frank A. Wellman

W A W Z*

ZAREPHATH—EST. 1931

Frequency: 1380 Kc....Power: 5000 d.; 1000 n.
 Owned By.....Pillar of Fire
 Address.....Zarephath
 Phone Number.....Bound Brook 223
 Transmitter Location.....Alma White College
 Time on the Air.....Shares time

Personnel

General Manager.....Ray B. White
 *(Non-Commercial Station)

ONE OF AMERICA'S BEST RADIO BUYS



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 COVERAGE

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 New York ... New
 Jersey ... Northern
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 ing station in the metropolitan area.

WPAT } 7 CHURCH STREET
 PATERSON 1, N. J.

NEW MEXICO

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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 Kimo Bldg.
Phone Number 4544
Transmitter Location Atrisco, N. M.
Time on the Air 18 hours, 5 min. daily
News Service UP
Transcription Service World Broadcasting
System, SESAC, Cole, Standard
Representative Taylor-Howe & Snowden

Personnel

President-General Manager. A. R. Hebenstreit
Sales-Commercial Manager. Jack Skillen
Sales Promotion-Merchandising

Manager. J. J. Donnelly
Program Director. Bob Van Dreil
Chief Engineer. Leonard Dodds

K O B

ALBUQUERQUE—EST. 1921
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 midnight
News Service INS, AP
Transcription Service SESAC, Thesaurus
Representative Free & Peters, Inc.

Personnel

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

K A V E

CARLSBAD—EST. 1937

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. Carlsbad Broadcast-
ing Co.

Address 800 South Canal Street
Phone Number 244
Transmitter Location La Huerta, N. M.
Time on the Air 14 hours daily
News Service UP
Transcription Service Standard, Keystone
Representative Howard H. Wilson Co.

Personnel

President Val Lawrence
General and Station Mgr. Norman R. Loose
Sales-Commercial Manager. Norman R. Loose
Chief Engineer. H. A. Nifong

K I C A

CLOVIS—EST. 1933

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. Hugh DeWitt Landis
Address 4th & Main

Phone Number 3
Transmitter Location Clovis
Time on the Air Full Time
News Service UP
Transcription Service Associated, SESAC

Personnel

Chief Executive. Hugh DeWitt Landis

K G A K

GALLUP—EST. 1945

Frequency: 1230 kc. Power: 250 Watts
Owned-Operated By. Gallup Broadcasting Co.
Address Gallup, N. M.

Personnel

Owners Albert E. Buck, Merle H. Tucker
General Manager. Frank E. Cooke
Chief Engineer. E. L. Gemoets

K W E W

HOBBS—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By W. E. Whitmore
Address Hardin Hotel

Transmitter Location Hobbs
Time on the Air 7 a.m. to 9 P.M.
News Service UP

Personnel

President-Owner W. E. Whitmore

K F U N

LAS VEGAS—EST. 1941

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Southwest Broad-
casters, Inc.

Business Address P. O. Box 710
Phone Number 12

Studio Address.....University Ave.
 Transmitter Location.....University Ave.
 Time on the Air: 7 a.m. to 9 p.m.; Sundays,
 11 a.m. to 7 p.m.
 News Service.....UP
 Transcription Service..Standard Radio, World
 Broadcasting System, MacGregor
 Representative.....Homer Griffith Co.

Personnel

President-Station Manager...E. N. Thwaites
 Program Manager.....Dorothy G. Thwaites
 Chief Engineer.....A. F. Schultz

KGFL

ROSWELL—EST. 1927

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 100 Watts
 Owned-Operated By.....KGFL, Inc.
 Address.....310 N. Richardson Street
 Phone Number.....288
 Transmitter Location.....511 W. 16th Street
 Time on the Air.....6:30 a.m. to 9 p.m.
 Transcription Service.....C. P. MacGregor
 News Service.....UP

Personnel

Station Manager.....W. E. Whitmore
 Commercial-Sales Promotion Manager
 John McBoyle
 Chief Engineer.....Melvin Unger

KVSF

SANTA FE—EST. 1934

CBS

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....New Mexico Broad-
 casting Co.
 Address.....759 Cerillos Road
 Phone Number.....2020
 Transmitter Location.....Santa Fe
 Time on the Air.....7 a.m. to 11:15 p.m.;
 Sunday, 8 a.m. to 11:15 p.m.
 Transcription Service.....World
 News Service.....INS
 Representative.....Taylor-Howe-Snowden

Personnel

President.....A. R. Hebenstriet
 General and Station Manager...Ivan R. Head
 Sales-Commercial Manager...Ivan R. Head
 Sales Promotion-Merchandising...Ann Clark
 Program Director-Production
 Manager.....Tom Walton
 Chief Engineer.....B. L. Kennington

KSIL*

SILVER CITY

Frequency: 1340 kc.....Power: 250 Watts
 Owned-Operated By...Dorrance D. Roderick
 Address.....2201 Wyoming St., El Paso, Texas

Personnel

Owner.....Dorrance D. Roderick
 *Construction Permit

KTNM

TUCUMCARI—EST. 1941

MUTUAL

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

Address.....Tucumcari
 Phone Number.....100
 Transmitter Location.....Highway 66
 Time on the Air.....7 a.m. to 10:15 p.m.
 Transcription Service...Standard Radio, Cole
 News Service.....INS
 Representative.....Thomas F. Clark

Personnel

President.....Hoyt Houck
 General Manager.....W. J. Dickerson
 Sales-Commercial
 Manager.....W. J. Dickerson

**A NEW ARRIVAL
 A NEW SALES-
 WINNER in the
 Transcription field**

**AP RADIO
 PRODUCTIONS**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

THIS IS WOR *in 1946*

In which one of America's great stations sums up a partial declaration of intent

IN this, our twenty-fourth year, we start again—as always—with a declaration of serious purpose, but with a concomitant declaration that WOR's program personalities shall play the major part in executing it.

Whatever the big things WOR might say, or the big things we might TRY to think, we'd be mute fumblers without the names and voices of those artists who so uncannily mirror the thoughts and desires of millions of people in one of the greatest listening territories on the Eastern Seaboard.

In this new year there'll be nothing particularly original about the programs that these WOR personalities will conduct. But their astute formulas which have charmed and moved millions of listeners for almost a quarter-century will—as always—accurately reflect changing times in a changing world.

However, there'll be new talent, too. WOR will carefully watch, listen to and talk with those artists, writers and whatever released from the Army, Navy and Marines; from the Spars, Waves, and all the services which have contributed to a world a United Nations bled to build.

As usual, there will be advice for the farmer and the bees he hives; the dairyman, truck-gardener and the produce they must sell. There will be the winds judged accurately, and the warning finger raised to signal the hurricane that tentatively nudges the sunsplashed rooftops of a drowsy Jersey town.

WOR's artists will discuss the theory and probable future of the energy called atomic, and describe a dusty courtroom in which a fascist



culprit sulks. There will be talk of recipes and why marmalade won't run in frost. There will be Beethoven, too; and Stravinsky, and Harry James, and The Duke and . . . Oh, you know, whatever good music's got to give. Comedy? Oh, yes. Corn maybe; but there will be the subtle mimic, too.

People will hear the news (we're famous for it) as accurately and often as they've always heard it. Telephone lines, like gloved fingers, will reach into American cities far away and bring back what vivid events they offer. Moscow, London, Budapest, Athens, Warsaw, Paris . . . Again the oncc-dimmed but brightening voices of these and

other great cities shall enter the homes of millions.

These—VERY briefly—are some of the almost intangible things that have long been part of WOR's amazingly successful growth. Collectively, it is a sensitive awareness of what people want sympathetically reflected in the voices and the actions of the WOR artists who have always more than fulfilled those wants. It is a more than ordinary alertness to the see-saw of world and home events, and an immeasurable degree of honest friendliness, as well as an intelligent and imaginative way of presenting the times in which we live.

This, then, is WOR in 1946 . . . partially.

WOR . . . that power-full station at 1440 Broadway, in New York

MUTUAL

NEW YORK

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

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
Transcription Service Standard Radio
Representative J. P. McKinney & Son

Personnel

General Manager Harold E. Smith

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 4-4194

Transmitter Location Central Avenue
Time on the Air 6:45 a.m. to 1:05 a.m.
Newspaper Affiliation Knickerbocker News
News Service UP
Transcription Service Standard
Representative J. P. McKinney & Son

Personnel

General Manager Harold E. Smith

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. Kessee
Sales-Commercial Mgr. Frederick L. Kessee
Program Director Elizabeth Trowbridge
Chief Announcer Robert Morgan
Musical Director Elizabeth Trowbridge
Chief Engineer Herbert House

W B T A

BATAVIA—EST. 1941

MUTUAL BROADCASTING SYSTEM
KEYSTONE 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
Sales Manager Frederick R. MacLaughlin
Program Director Doris Susat
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 Inghram Hill
Time on the Air 6 a.m. to 1:05 a.m.;
Sundays, 8 a.m. to 1:05 a.m.

News Service UP
Transcription Service World Broadcasting
Representative John Blair & Co.

Personnel

President John C. Clark
General Manager-Station
Manager Cecil D. Mastin
Sales-Commercial Manager Stanley N. Heslop
Sales Promotion-Merchandising
Manager Fred Bosin

WBYN

Lots of

reaches PEOPLE
in the world's largest MARKET
If you are interested in
selling to PEOPLE
you'll be interested in

WBYN

1 Nevins Street, Brooklyn, 17, N. Y.
OTIS P. WILLIAMS, Gen. Mgr.

Program Director-Production
 Manager..... E. Ray McCloskey
 Publicity Director..... Fred Bosin
 Chief Announcer..... Edwin Whittaker
 Musical Director..... W. J. Gillen
 Record M. C Ralph Carroll
 Chief Engineer..... Lester H. Gilbert

WLIB

BROOKLYN—EST. 1942

Frequency: 1190 Kc..... Power: 1000 Watts
 Owned-Operated By..... WLIB, Inc.
 Address 846 Flatbush Avenue
 Phone Number BUckminster 7-5900
 Transmitter Location..... 180 Morgan Ave.
 Time on the Air..... Limited
 News Service..... AP, UP, Reuters
 Newspaper Affiliation..... New York Post
 Transcription Service Associated Music
 and World

National Representative..... The Forjoe Co.,
 Chicago

Personnel

Owner..... Dorothy S. Thackrey
 President..... T. O. Thackrey
 General Manager..... Edgar Twamley
 Station Manager..... Paul Gould
 Sales-Commercial Manager... Robert Scholle
 Program Director..... Murray Jordan
 News & Publicity Director.... Clifford Evans
 Chief Announcer..... Murray Jordan
 Musical Director..... Eddy Brown
 Technical Director..... Frank Knack

WBYN

BROOKLYN—EST. 1941

Frequency: 1430 Kc... Power: 1000 d.; 500 n.
 Owned-Operated By..... WBYN—Brooklyn,
 Inc.
 Address..... 1 Nevins St., Brooklyn

Specialized Programs

FOR A
 LARGE GROUP OF

New Yorkers

NEW YORK'S

WLIB

CLEAR CHANNEL • 1190 ON YOUR DIAL

Phone NumberTRiangle 5-3300
 Transmitter Location.....Greenpoint, L. I.
 Time on the Air.....6:45 a.m. to midnight;
 Saturday, to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
 Newspaper Affiliation.....Newark Evening
 News-Owner
 News ServiceAP; INS
 Transcription Service.....NBC Thesaurus,
 Associated

Personnel

President.....Edward W. Scudder
 Station-General Manager.....Otis P. Williams
 Commercial Manager.....Otis P. Williams
 Production-Program Director...William Fariss
 Publicity Director.....Mildred O'Neil
 Chief Announcer.....William Fariss
 Chief Engineer.....Peter Testan

W B B R *

BROOKLYN—EST. 1934

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By.....Watchtower Society
 Address124 Columbia Heights
 Phone NumberMAin 4-9735
 Transmitter Location.....Rossville, Staten
 Island
 Time on the Air.....Shares time

Personnel

Manager.....M. A. Howlet
 *(Non-Commercial Station)

W B E N

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Operated By.....WBEN, Inc.
 AddressHotel 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 ServiceAP, UP
 Transcription Service.....NBC Thesaurus;
 Lang-Worth; Standard
 Representative.....Edward Petry & Co., Inc.

Personnel

President.....Edward H. Butler
 Vice-President.....A. H. Kirchofer
 Station Director.....C. Robert Thompson
 Program Director.....Woodrow Magnuson
 Sales-Commercial Manager....Frank W. Kelly

Production Manager.....Edward Wegman
 Publicity Director.....Haeffner
 Musical Director.....Harry Slick
 Record M. C.'s.....Cling Buehlman, Bob Smith
 Chief Engineer.....Ralph J. Kingsley

W B N Y

BUFFALO—EST. 1935

ASSOCIATED BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Roy L. Albertson
 Address.....485 Main Street
 Phone NumberMadison 4000
 Transmitter Location.....154 E. Eagle St.
 Time on the Air.....7 a.m. to 12 midnight
 News ServiceTransradio; AP; UP
 Transcription Service.....Associated

Personnel

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

News Comes First

AT

W B N Y

★

Buffalo's only independent station consistently has a large audience (see Hooperatings) because at all hours it broadcasts up-to-the-minute local and regional news as well as the latest dispatches of the big four . . . TP, UP, AP and INS. We have the ear of Western New York.

★

W B N Y

Owned and Operated by
ROY L. ALBERTSON

485 Main Street

Buffalo, N. Y.

WEBR

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, Reuters
 Transcription Service: Lang-Worth
 Standard Radio, BMI, ASCAP
 Representative: Weed & Company

Personnel

President: Paul E. Fitzpatrick
 Station Director: Cy King
 Sales Manager: William Doerr, Jr.
 Sales Promotion-Merchandising
 Manager: William Schweitzer
 Program Director: Robert Dambach
 Production Manager: John D. Boothby
 Publicity Director: William Schweitzer
 Chief Announcer: Clare Allen
 Musical Director: Wallace McManus
 Technical Supervisor: Raymond H. Lamy
 Record M. C.: Billy Keaton

WGR

BUFFALO—EST. 1922

AMERICAN BROADCASTING CO.

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By: Buffalo Broadcasting
 Corp.
 Address: 1800 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, Cole
 Representative: Free & Peters

Personnel

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

WKBW

BUFFALO—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1520 Kc. Power: 50000 Watts
 Owned-Operated By: Buffalo Broadcasting
 Corp.
 Address: 1800 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 Broadcast-
 ing System, Cole
 Representative: Free & Peters

Personnel

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

BUFFALO *Courier EXPRESS* STATION

WEBR
Sells Buffalo

FULL COVERAGE
 AT
LOWEST COST

★
 MUTUAL NETWORK
Nationally Represented by
WEED & CO.

W E N Y
ELMIRA—EST. 1939
 NBC

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 a.m. to 1 a.m.
 Newspaper Affiliation.....Gannett Co., Inc.
 News Service.....UP
 Transcription Service.....World Broadcasting
 Representative.....J. P. McKinney & Son

Personnel

President.....Frank E. Gannett
 General Manager.....Dale Taylor
 Sales-Commercial Manager...Ernest F. Oliver
 Sales Promotion-Merchandising
 Manager.....Ernest F. Oliver
 Program Director.....Woodrow W. Ott
 Publicity Director.....Betty Stevens
 Chief Announcer.....Ted Hodge
 Musical Director.....Harry Springer
 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.....8 a.m. to 10 p.m.
 Transcription Service.....NBC Thesaurus

Personnel

President-General & Station
 Manager.....Harry H. Carman
 Sales-Commercial Manager. Harry H. Carman
 Sales Promotion-Merchandising
 Manager.....A. Lavesque
 Program Director.....A. Cheesman
 Chief Announcer.....Neal Seaman
 Musical Director.....A. Cheesman
 Chief Engineer.....G. Graham
 Record M. C.....Alan Jasper

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 12:05 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth

Personnel

President.....George F. Bissell
 General Manager.....Dale Robertson
 Program Director.....Malcolm Weaver

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
 News Service.....UP
 Transcription Service.....World Broadcasting
 System
 Representative.....Howard H. Wilson Co.

Personnel

General Manager-Station
 Manager.....Michael R. Hanna
 Sales-Commercial Manager. H. Stilwell Brown
 Sales Promotion-Merchandising
 Manager.....Theodore T. Howes
 Program Director-Production
 Manager.....Joseph A. Short
 Publicity Director.....Theodore T. Howes
 Chief Engineer.....True McLean

W J T N

JAMESTOWN—EST. 1936

ABC

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 a.m. to 1 a.m.;
 Sundays, 7 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Associated Music,
 World
 Representative.....Wm. G. Rambeau Co.

Personnel

President.....Jay E. Mason
 General Manager-Station
 Manager.....Simon Goldman
 Sales-Commercial Manager...Simon Goldman
 Sales Promotion-Merchandising
 Manager.....Alfred E. Spokes
 Program Director-Production
 Manager.....J. Ralph Carlson
 Chief Engineer.....Harold J. Kratzert

W K N Y
KINGSTON—EST. 1939

MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By....Kingston Broad. Corp.
 Address601 Broadway
 Phone NumberKingston 4500
 Transmitter Location.....Ulster Township
 Time on the Air7 a.m. to 12 midnight
 News ServiceUP
 Representative...Joseph Hershey McGillvra, Inc.

Personnel

President.....John J. Laux
 General Manager.....John J. Laux
 Station Manager.....Lou Stekettee
 Sales-Commercial Manager...George M. Hard
 Sales Promotion-Merchandising..C. S. Middagh
 Program Director.....Lou Stekettee
 Chief Engineer.....F. H. Bolsvert

W M S A

MASSENA—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1340 kc.....Power: 250 Watts
 Owned-Operated By.....Brockway Co.

Address.....Central Building
 Phone Number.....990
 Transcription Service.....SESAC, Standard
 Representative.....Weed & Co.

Personnel

Chief Executive.....Harold B. Johnson
 Gen.-Com. Manager.....Thomas R. McHugh
 Program Manager.....James W. Higgins
 Promotion Manager.....Robert Anderson
 Chief Engineer.....Michael R. Yonkovig

W A L L

MIDDLETOWN—EST. 1942

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated ByCommunity Broad-
 casting Corp.
 Business Address.....14 South St.
 Phone Number3119
 Transmitter Location.....229 Monhagen Ave.
 Time on the Air.....8 a.m. to 11 p.m.
 News ServiceAP

Personnel

President.....John Morgan Davis
 Station Manager.....Theodore F. Allen
 Chief Engineer.....M. Karig, Jr.

W G N Y

NEWBURGH—EST. 1934

Frequency: 1220 Kc.....Power: 1000 Watts
 Owned-Operated ByWGNV Broad-
 casting Co., Inc.
 Business Address161 Broadway
 Phone Number4-600
 Studio Addresses: 161 Broadway, Newburgh;
 28 James St., Middletown
 Transmitter Location.....Cochection Turnpike
 Time on the Air.....7:30 a.m. to local sunset
 Newspaper Affiliations.....Poughkeepsie
 Newspapers, Inc.
 News ServiceUP
 Transcription Service.....Standard, Cole

Personnel

President.....Merritt C. Speldel
 General Manager.....Harold W. Cassill
 Chief Engineer.....Marvin Seines

W A B C

NEW YORK CITY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

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

For

R E S U L T S

In

Southwestern New York and
 Northwestern Pennsylvania

Ask

William G. Rambeau
 Company

About

W J T N

Jamestown, N. Y.

ABC Network

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.....21 hours daily
 News Service.....AP, INS, UP, Reuters
 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
 Publicity Director.....Michael Boscia
 Manager of Studio
 Operation.....D. Gordon Graham
 Musical Librarian.....Edna Barnes
 Director of Special Events.....J. E. Doyle
 Script Editor.....Jack Hoins
 Chief Engineer.....Henry Grossman
 (For additional personnel see listing of
 Columbia Broadcasting System, Inc., under
 Networks

W B N X

NEW YORK—EST. 1927

Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Operated By....WBNX Broadcasting
 Co., Inc.

Address260 E. 161st Street
 Phone NumberMElrose 5-0333
 Transmitter Location.....Carlstadt, N. J.
 Time on the Air...¾ time shared with WAWZ
 News ServiceAP
 Transcription Service.....Standard Radio,
 SESAC
 National Representative.....Forjoe & Co.

Personnel

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



- Aim their spot shots into New York's FOREIGN LANGUAGE high-income family group.
- Use the power of WBNX to sail deep into the heart of this rich FOREIGN market!!

WBNX
 5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

The Population is Tremendous

TIME RATES—LOW

260 E. 161st STREET
 NEW YORK 5, N. Y.
 MElrose 5-0333

WEAF

NEW YORK—EST. 1922

KEY STATION NBC

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

Address 30 Rockefeller Plaza
Phone Number Circle 7-8300
Transmitter Location Port Washington, N. Y.
Time on the Air 5:30 a.m. to 1 a.m.; Sunday,
8 a.m. to 1 a.m.

News Service AP, UP, INS
Transcription Service NBC Thesaurus
Representative NBC National Spot & Local
Sales

Personnel

President Niles Trammell
Manager William Gairs
Program Director DeLancy Provost
Sales Promotion-Merchandising
Manager Charles Philips
Production Manager Wynn Wright
Publicity Director Marion Chapman
Chief Announcer Patrick J. Kelly
Musical Director Samuel Chotzinoff
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 a.m. to 1 a.m.

News Service AP

Personnel

President Adolph Held
General-Station Manager Henry Greenfield
Sales-Commercial Manager Henry Greenfield
Sales Promotion-Merchandising
Manager Henry Greenfield
Program-Publicity Director George Field
Chief Announcer David Niles
Musical Director Nicholas Saslavsky
Chief Engineer Charles Brown

WINS

NEW YORK—EST. 1924

Frequency: 1010 Kc. Power 10000 Watts
Owned-Operated By Hearst Radio, Inc.

Address 28 West 44th Street
Phone Number BRyant 9-6000
Transmitter Location Lyndhurst, N. J.
Time on the Air 6 a.m. to midnight;
Sundays, 8 a.m. to midnight
Newspaper Affiliation N. Y. Daily Mirror,
N. Y. Evening Journal
News Service AP, INS
Transcription Service World Broadcasting
System; Standard Radio
Representative Paul H. Raymer Co.

Personnel

General Manager Hearst Radio, Inc. Leonard Kapner
General Manager-Station
Manager Willard Schroeder
Publicity Director Hazel Estes
Musical Director Bert Shefter

WHN

NEW YORK—EST. 1922

Frequency: 1050 Kc. Power: 50000 Watts
Owned-Operated By Marcus Loew Book-
ing Agency

Address 1540 Broadway
Phone Number BRyant 9-7800

5000 WATTS 1330 KC
WEVD

ENGLISH · JEWISH · ITALIAN

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

because 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.



1945 WAS WHN's
BIGGEST YEAR WITH...

GREATEST lineup of top
programs and personalities

GREATEST listening audience
in station's history

GREATEST array of clients . . .
largest percentage of renewals

GREATEST dollar billing

SERVING AMERICA'S NUMBER ONE MARKET

WHN

REPRESENTED
BY RAMBEAU

50,000 WATTS • NEW YORK
AFFILIATED WITH FREQUENCY
MODULATION STATION WHNF
METRO-GOLDWYN-MAYER PICTURES
AND LOEW'S THEATRES

• • **NEW YORK** • •

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, Reuters
Representatives.. Wm. G. Rambeau Co., Bertha
Bannan, Boston

Personnel

Executive Director..... Herbert L. Pettey
General Manager..... Frank Roehrenbeck
Sales-Commercial Mgr.... Bertram Leihar, Jr.
Sales Promotion-Merchandise

Manager..... Robert F. Anthony
Program Director..... Frank Roehrenbeck
Asst. Program Director..... Louis Carino
Production Manager..... Wayne Hutchinson
Publicity Director..... Jo Ranson
Chief Announcer..... William Edmonds
Musical Director..... Don Albert
Chief Engineer..... Paul Fuelling

WHOM

NEW YORK—EST. 1945

Frequency: 1480 Kc.... Power: 1000 D. 500 N.
Owned-Operated By.... Atlantic Broadcasting
Co., Inc.

Address..... 29 W. 57th St.
Phone Number..... Plaza 3-4204
News Service..... AP, UP
Transcription Service..... Standard
Representative..... The Katz Agency, Inc.

Personnel

Chief Executive..... Gardner Cowles, Jr.
General Manager..... Craig Lawrence
Commercial Manager..... Jack Compter
Program Manager..... Charles Baltin
Chief Engineer..... Theodore Gempp
(See Pages 478 and 500)

WJZ

NEW YORK—EST. 1921

ABC—KEY STATION

Frequency: 770 Kc..... Power: 50000 Watts
Owned-Operated By... American Broadcasting
Corp.

Address..... 30 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
Representative..... ABC Spot Sales

Personnel

Chairman of Board..... Edward J. Noble
President..... Mark Woods
Manager..... John H. McNeil
Sales Manager..... Robert Garver
Sales promotion-Merchandising
Manager-Program Director..... John Hade

**"SPECIAL
ASSIGNMENT"**

Exciting dramatizations based on
the unusual stories of top-flight
news reporters.

It's 15-minutes of *action, thrills
and chills.*

An easy sales-winner for any spon-
sor of transcribed programs.

Exclusive in Any Market

SEE

**AP RADIO
PRODUCTIONS**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.



570...first on the dial...
24 hours a day!

REPRESENTED BY WEED AND COMPANY

• • **NEW YORK** • •

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
American Broadcasting Company in network
section of this volume.)

•
W M C A

NEW YORK—EST. 1925

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

Personnel

President.....Nathan Straus
Vice-President and
General Manager.....Charles Stark
Commercial Manager.....Charles Stark
V.P.-Director of News and
Publicity.....Leon Goldstein
Secretary-Treasurer.....Herman M. Stein
Sales Promotion Manager.....Howard Klarman
Studio Manager.....Charles Wilshin
Chief Announcer.....Ted Campbell
Musical Director.....Jerry Sears
Music Supervisor.....Martha Coe
Education Director.....Helen Sachs Straus
Chief Engineer.....Pierre C. Verseput

•
W N Y C *

NEW YORK—EST. 1924

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

Personnel

Administrative Assistant.....J. DeProspero
Program Director.....S. N. Siegel
Production Manager.....N. Rudich
Publicity Director.....L. Supove
Chief Announcer.....T. H. Cowan
Musical Director.....H. Newman
*(Non-Commercial Station)

"STAR TIME"

Intensely interesting dramatizations of personalities of interest to women.

Through the unique, new "Cue-In" technique, the station's local women's program editor participates with the star.

"Cue-In" localizes and personalizes the program—15-minutes, transcribed.

•
Exclusive in Any Market
•

WRITE

**A P R A D I O
P R O D U C T I O N S**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

**A RADIO STATION
IS KNOWN FOR THE
COMPANIES IT KEEPS
AND WNEW KEEPS THE
FINEST...YEAR AFTER YEAR**

**For a real selling job in New York
City—the nation's leading adver-
tisers use—**

WNEW

1130
ON YOUR DIAL

NEW YORK 22, N. Y.

TEN THOUSAND WATTS - ON THE AIR TWENTY-FOUR HOURS A DAY
REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

WNEW

NEW YORK—EST. 1934

Frequency: 1130 Kc. Power 10000 Watts
 Owned-Operated By.... Greater New York
 Broadcasting Corporation
 Address..... 501 Madison Avenue
 Phone Number Plaza 3-3300
 Transmitter Location..... 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
 Lang-Worth, World
 Representative: John Blair & Co.; R. C. Foster

Personnel

Station Manager Bernice Judis
 Sales Manager..... Herman Bess
 Program Director Ted Cott
 Sales Promotion Manager... Wm. B. McGrath
 Assistant Publicity Director... Rhea Diamond
 Production Manager..... Jack Grogan
 Special Events..... Bill Berns
 Record M. C.'s..... Martin Block, Art Ford,
 Maurice Hart, Johnnie Dale
 Chief Announcer John Jaeger
 Musical Director..... Merle Pitt
 Chief Engineer M. J. Weiner

WOR

NEW YORK—EST 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc. Power: 50000 Watts
 Owned-Operated By..... Bamberger Broad-
 casting Service, Inc.
 Business Address..... 1440 Broadway
 Phone Number..... Pennsylvania 6-8600
 Studio Addresses.... 1440 Broadway; 245 W.
 52nd St.; 200 W. 48th St.
 Transmitter Location..... Carteret, N. J.
 Time on the Air..... 24 hours daily
 News Service..... AP, UP, INS, Reuters
 Transcriptions Service.... World Broadcasting
 System
 Representatives... M. L. Tyler (Boston); John
 Shelton, Alan Schroeder, Robert A. White
 (Chicago); Edward S. Townsend (San Fran-
 cisco)

Personnel

President..... Theodore C. Streibert
 Vice-President..... Rufus C. Maddux
 Sales Manager..... Eugene S. Thomas
 Program Director.... Norman Livingstone, Sr.
 Production Manager..... Daniel Ehrenreich
 Director of Publicity..... Charles Oppenheim
 Director of Special Features
 and News..... Dave Driscoll

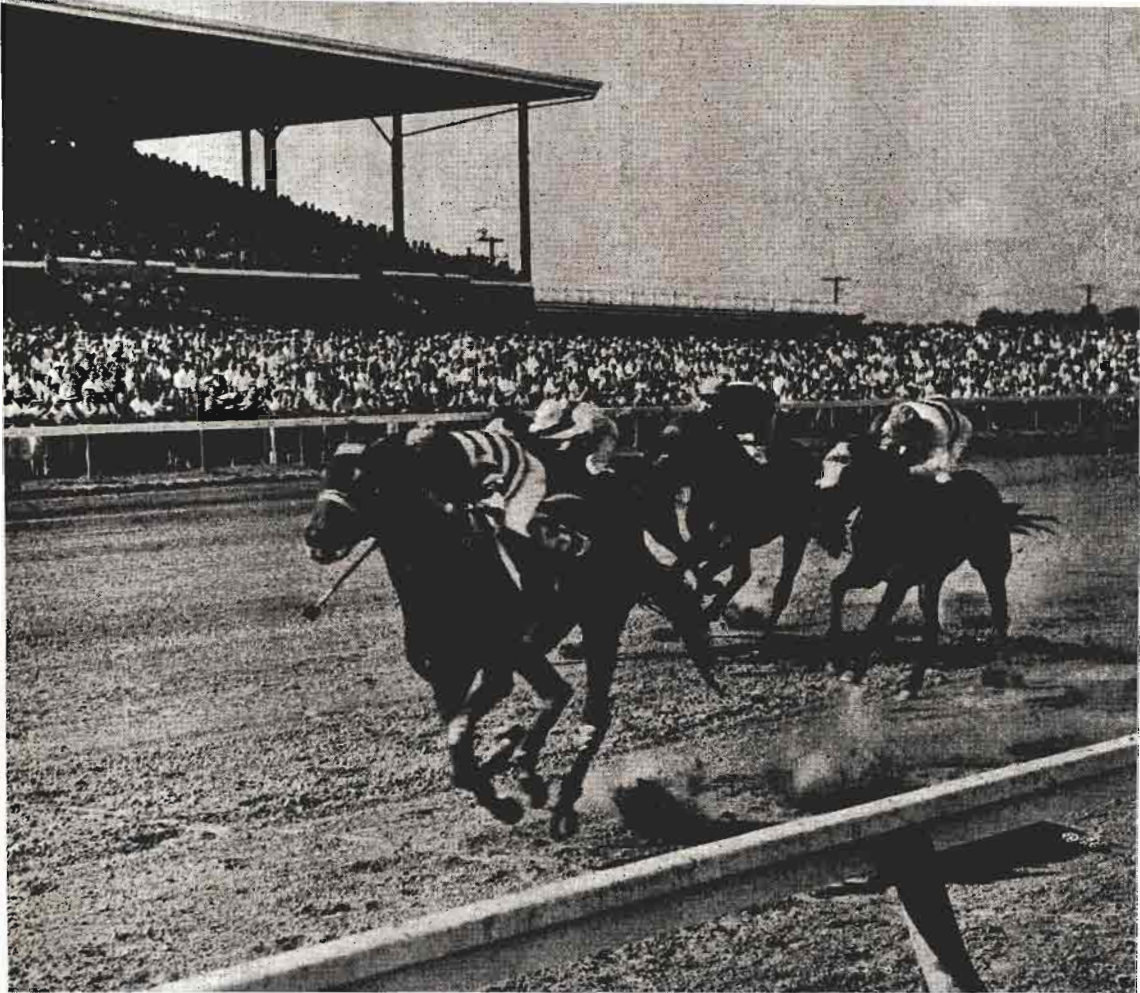
AP!

For the BEST IN NEWS

For the

BEST IN PROGRAMS

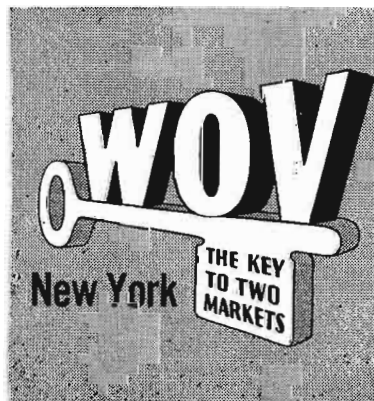
BASED ON NEWS



HOT TIP ON THE DAILY DOUBLE

CONSULT your ratings and you'll agree that here are two sure bets for sales in the New York market . . . the consistent daytime audience and the consistent evening audience that listen to WOV. Our daily program schedule results in balanced broadcasting that has won and holds two distinct metropolitan New York markets . . . two markets that combine, in their respective listening hours, to give this important station a continuous around-the-clock coverage. In the daytime WOV overwhelmingly dominates metropolitan New York's Italian-speaking audience of 520,000 radio homes. And, in the evening between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers one of the largest average metropolitan audiences of any New York independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.



NEW YORK

Chief Engineer-Secretary.....J. R. Poppele
Promotion and Advertising
DirectorJoseph Creamer
Musical Director.....Sylvan Levin
Continuity Director.....Robert Simon
Record M. C.....Barry Gray

(See Page 482)

W O V

NEW YORK —EST. 1933

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

PresidentArde Bulova
General Manager-Station
Manager.....Ralph N. Well
Commercial Manager.....Ralph Nardella
Sales Promotion Manager.....Judith Vallen
Program Director.....Arnold B. Hartley
Publicity Director.....Rita Hurwick
Musical Director.....Paul Romeo
Chief Engineer.....Hillis Holt
Record M. C.....Fred Robbins

The Red Cross Needs



Your Unstinting Assistance

GIVE!

HOW ONE **WHOM** PACKAGE DELIVERS 4 PRIMARY MARKETS!

In one buy on this one station, you can assure yourself of primary audiences in four important markets.

It's the WHOM 4-Market Package—and here's what you get:

PRIMARY NO. 1—The Italian Market (549,649 foreign born).

PRIMARY NO. 2—The Polish Market (262,606 foreign born).

PRIMARY NO. 3—The Jewish Market (The Yiddish speaking portion of New York's 2,000,000 Jewish people).

PRIMARY NO. 4—Northern New Jersey (Over 2,500,000 people).

PLUS a Secondary which includes American born Italians, Poles and Jews, and other Metropolitan Area Listeners.

Whatever you may be using in Metropolitan Radio, this is one buy you should consider for really thorough penetration of these four important markets.



GET THE **FACTS** ABOUT THE FOREIGN LANGUAGE AUDIENCE AND THE **WHOM** 4-MARKET PACKAGE FROM ANY OFFICE OF THE KATZ AGENCY, INC. OR BY CALLING **WHOM**, PLAZA 3-4204

W Q X R

NEW YORK—EST. 1934

Frequency: 1560 Kc. Power: 10000 Watts
 Owned-Operated By...Interstate Broadcasting
 Company, Inc.
 Address 730 Fifth Avenue
 Phone NumberCircle 5-5566
 Transmitter Location...Maspeth, Long Island,
 N. Y.
 Time on the Air...7 a.m. to 12:05 midnight; Sun-
 days, 8:30 a.m. to 12:05 midnight
 Newspaper Affiliation.....New York Times
 News ServiceAP
 Transcription Service...World Broadcasting
 System; Associated Music
 Representative.....Adam J. Young, Jr.

Personnel

Chairman of the Board...Arthur Hays Sulzberger
 President.....John V. L. Hogan
 Executive Vice-President...Elliott M. Sanger
 Vice-Chairman.....Julius Ochs Adler
 Vice-PresidentNicholas Roosevelt
 Secretary.....Godfrey N. Nelson
 Treasurer.....Orvil E. Dryfoos
 V.-P. in Charge of Sales.....Hugh K. Boice
 Asst. V.-P. Charge of Sales...Norman S. McGee
 Program Director.....Eleanor N. Sanger
 Publicity Director.....Eleanor Hurley
 Chief Announcer.....Albert Grobe
 Musical Consultant.....Abram Chasins
 ConductorLeon Barzin
 Chief Engineer.....Russell Valentine
 (See Page 292)

W H L D

NIAGARA FALLS—EST. 1940

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

Personnel

President.....Alanson C. Deuel
 General Manager.....Earl C. Hull
 Commercial Manager....Richard G. Robbins
 Program Director.....Robert Manning
 Production Manager.....John M. Whitney
 Chief Engineer.....E. D. Hiatt, Jr.

W S L B

OGDENSBURG—EST. 1940

MUTUAL BROADCASTING SYSTEM

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 11:15 p.m.
 News ServiceUP
 Transcription ServiceKeystone
 RepresentativeWalker Co.

Personnel

President-Commercial Manager,
 Joseph R. Brandy
 General-Station Manager....Harold J. Frank
 Sales Promotion-Merchandising
 ManagerHarry Keavin
 Program Director-Production
 ManagerAlex Blake
 Publicity Director-Musical
 Director.....Flo Beach Rowe
 Record M. C.....Johnny Kay
 Chief Engineer.....Clifford W. Moore

W H D L

OLEAN—EST. Tupper Lake, 1928

ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By...WHDL, Inc.
 Business Address.....19 Exchange National
 Bank Building
 Phone Number.....Olean 4149
 Studios Address.....619 Exchange National
 Bank Building
 Transmitter Location.....Allegany, N. Y.
 Time on the Air.....7 a.m. to 12:05 a.m.
 Newspaper AffiliationOlean Times
 Herald
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeJ. P. McKinney & Son

Personnel

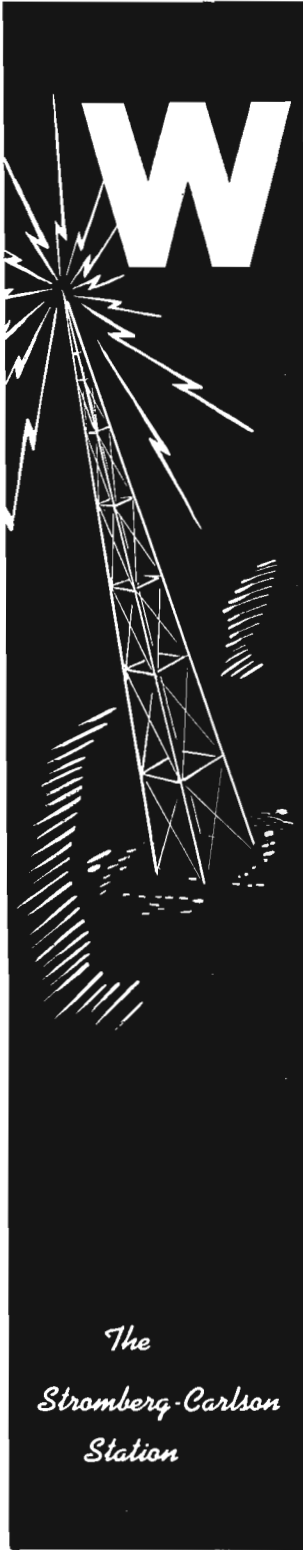
President.....E. B. Fitzpatrick
 General Manager.....Thomas L. Brown
 Sales Manager.....Fred G. Meyer, Jr.
 Chief EngineerT. J. Gill

W M F F

PLATTSBURG—EST. 1934


ABC—CHAMPLAIN


Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By...Plattsburg Broadcast-
 ing Corporation
 Address.....153 Margaret St.
 Phone Number1600




WHAM


Your Western New York Salesman

Covers not Rochester alone, but  counties

with all of their prosperous farms  all the



busy trading centers where they do their shopping . . .

 the well-to-do homes surrounding busy

factories where seasonal lay-offs are things 

they only read of.  A big time market respon-

sive to WHAM-appeal  as proved by audience

surveys  and by measured mail response. 

Your best buy for plus coverage in a plus market.

50,000 WATTS • CLEAR CHANNEL • 1180 ON THE DIAL

Affiliated with NBC • National Representative: George P. Hollingbery Co.

ROCHESTER, NEW YORK

Transmitter Location.....Boynnton Ave.
 Time on the Air.....6:30 a.m. to 11 p.m.;
 Sundays, 8 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative..Joseph Hershey McGilvra, Inc.

Personnel

President.....George F. Bissell
 Station Manager.....Jan King
 Commercial Manager-Merchandising
 Manager.....Joel Scheler
 Program Director-Production
 Manager.....William Chambers
 Publicity Director.....Catherine Walsh
 Chief Announcer.....William Waits
 Chief Engineer.....Jack Nazak

W K I P

POUGHKEEPSIE—EST. 1940

ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Poughkeepsie News-
 papers, Inc.

Address.....The Nelson House
 Phone Number.....6-800
 Transmitter Location.....The Nelson House
 Time on the Air.....6:30 a.m. to midnight
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....Headley-Reed Company

Personnel

President.....Merritt C. Speldel
 General Manager.....Harold W. Cassill
 Production Manager-Chief
 Announcer.....Harold Hennig
 Chief Engineer.....Marvin S. Seimes

W H A M

ROCHESTER—EST. 1923

NATIONAL BROADCASTING CO.

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

Business Address.....111 East Avenue
 Phone Number.....Stone 1862
 Studio Address.....111 East Ave.
 Transmitter Location.....Victor, New York
 Time on the Air.....6:30 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus;
 World Broadcasting System, RCA
 Representative...Geo. P. Hollingbery Co.

Personnel

Vice-President.....William A. Fay
 General Manager.....John H. Lee
 Sales Manager.....J. W. Kennedy, Jr.
 Sales Promotion Manager.....Truman Brizee

Program Director.....Chas. Siverson
 Production Manager.....Syl Novelli
 Musical Director.....Eugene Zacher
 Publicity Director.....Truman Brizee
 Chief Announcer.....Dean Harris
 Record M. C.....George Hafner
 Chief Engineer.....Kenneth Gardner

W H E C

ROCHESTER—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc.....Power: 1000 d.; 500 n.
 Owned-Operated By.....WHEC, Inc.
 Address.....40 Franklin St.
 Phone Number.....Stone 1320
 Transmitter Location.....979 Mt. Read Blvd.
 Time on the Air.....6:30 a.m. to 1 a.m.
 Newspaper Affiliation.....Gannett News-
 papers, Inc.

News Service.....AP
 Transcription Service.....Associated Music &
 Standard
 Representative.....J. P. McKinney & Son

Personnel

President.....Frank E. Gannett
 Vice-President.....Clarence Wheeler
 General Manager.....Gunnar O. Wiig
 Commercial Manager.....L. C. Wheeler
 Program Director.....William J. Adams
 Production Manager.....Lowell H. MacMillan
 Publicity Director.....William J. Adams
 Chief Engineer.....Bernard C. O'Brien

W S A Y

ROCHESTER—EST. 1936

MUTUAL BROADCASTING SYSTEM

AMERICAN BROADCASTING CO.

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned-Operated By.....Brown Radio Ser-
 vice & Laboratories, Gordon P. Brown, Owner
 Address.....328 Main St.
 Phone Number.....Stone 702
 Transmitter Location.....Brighton, N. Y.
 Time on the Air.....6:30 a.m. to 12:30 a.m.;
 Sat. to 1 a.m.; Sun., 2 a.m. to 12:30 a.m.
 News Service.....INS

Personnel

President-Chief Engineer &
 Station Manager.....Gordon P. Brown
 Sales Manager.....E. J. Walz
 Sales Promotion Manager.....Ralph Palmer
 Publicity Director.....Harland Evans
 Record M. C.....Louis Fabien
 Chief Engineer.....Gordon Brown

W N B Z

SARANAC LAKE—EST. 1937
AMERICAN BROADCASTING CO.
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
 Representative.....Thomas F. Clark Co., Inc.

Personnel

President-General Manager.....John F. Grimes
 Program Director.....Lewis Pettit
 Chief Engineer.....H. Berwind Williams

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; Lang-Worth
 Representative...National Broadcasting Co.; NBC Spot Sales

Personnel

V-P & Manager of Broadcasting...R. S. Peare
 Asst. Manager Broadcasting.....B. J. Rowan
 Station Manager.....Kolin Hager
 Sales-Commercial Manager.....Kolin Hager
 Asst. Sales-Commercial ManagerAlexander MacDonald
 Sales & Station Promotion ManagerJeanne Weller
 Program Director.....A. O. Coggeshall
 Asst. Program Planning & CreationEarle Pudney
 Press Relations.....W. T. Meenam
 Musical Leaders...Frank Glenn, Edward Rice
 Station Engineer.....W. J. Purcell

W G Y

SCHENECTADY—EST. 1922
NATIONAL BROADCASTING CO.

Frequency: 810 Kc.....Power: 50000 Watts



NO OTHER STATION

In the Great Northeast OFFERS YOU LOCALLY ORIGINATED PROGRAMS FOR SO LARGE A LISTENING AUDIENCE

Music, drama, variety . . . programs which meet the needs and listening habits of every age group in 63 counties in central and eastern New York and western New England . . . a rich metropolitan area . . . a vast market created by WGY, the ONLY station which can combine all this into ONE coverage area.

W G Y

For Power, Programming, and Prestige
 50,000 Watts—NBC—24 Years of Service
 Represented Nationally by NBC Spot Sales
GENERAL ELECTRIC Schenectady, New York
 WGY-274

W S N Y

SCHENECTADY—EST. 1942

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

Personnel

President.....Winslow P. Leighton
 General-Station Manager...George R. Nelson
 Sales-Commercial Manager..George R. Nelson
 Sales Promotion.....Cecil Woodland
 Program Director-Production..Edward F. Flynn
 Publicity Director.....Rosemary Cramb
 Chief Engineer.....Irving P. Beck

W A G E

SYRACUSE—EST. 1941

ABC

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Operated By.....WAGE, Inc.
 AddressLoew Building
 Phone Number 2-0277
 Transmitter Location.....Salina, N. Y.
 Time on the Air.....6 a.m. to 1 a.m.
 News Service AP
 Transcription Service.....Standard,
 NBC Thesaurus
 RepresentativeEdward Petry & Co., Inc.

Personnel

PresidentFrank C. Revoir
 V-P, General Manager.....William T. Lane
 Sales Manager-Merchandising
 ManagerAaron Beckwith
 Program Director.....Gordon Alderman
 Chief Announcer.....Jan Costley
 Musical Director.....Thelma MacNeil Curren
 Chief Engineer.....Charles Brannen
 Production Manager.....Bruce Rector

“THE CLIFF EDWARDS SHOW”

An extensive library of all-time, all-American musical favorites that are strictly “in the groove” . . . for oldsters and youngsters alike.

A musical package complete with theme and suitable scripts for exclusive presentation in any market.

WRITE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.
 50 ROCKEFELLER PLAZA
 NEW YORK 20, N. Y.

WAGE
 SYRACUSE, N.Y.
DOMINATES
 Central New York!
 FIRST CHOICE OF TOP NATIONAL ADVERTISERS
 WILLIAM T. LANE, Gen'l Mgr.
SYRACUSE, N. Y.
 1 Kw. on 620 Kc.
 Represented by the Edward Petry Co.

More Listeners for you in Central New York

✓ Check any authoritative data source for facts on Syracuse and Central New York as a market.

✓ Check the following facts on WFBL as the best medium to sell this market.

WFBL is the only radio station with mobile unit facilities to cover special events throughout Central New York.

WFBL is the only radio station with a separate agricultural studio.

WFBL is the only radio station that provides an early morning live talent show.

WFBL is the only radio station in Syracuse to have won a George Foster Peabody award during 1945.

✓ Check again this 24-year-old station, first in Central New York to have a network affiliation (Charter member of CBS), first to operate an 5,000 watts day and night; first to be granted FM broadcasting privilege; first to have its own building with complete broadcasting facilities all under one roof; first in audience, day and night, first with advertisers both national and local . . . WFBL should be your first consideration if you want to sell Central New York and get the most for your radio dollar.

WFBL

Syracuse, N.Y.



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

W F B L

SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Operated By: Onondaga Radio
 Broadcasting Corporation
 Business Address: 433 S. Warren St.
 Phone Number: 2-1147
 Studio Address: Onondaga Hotel
 Transmitter Location: Collamer, N. Y.
 Time on the Air: 5 a.m. to 1 a.m.;
 Sunday, 8 a.m. to 1 a.m.
 News Service: INS, UP
 Transcription Service: World Broadcasting
 System
 Representative: Free & Peters

Personnel

President: Oscar F. Soule
 Vice-President-General
 Manager: Samuel Woodworth
 V.-P.-Treasurer: Robert G. Soule
 V.-P.-Commercial Manager: Charles Phillips
 Program Director: James Deline
 Publicity Director: James E. Moore
 Production Manager: Raymond Gantter
 Chief Announcer: Ronald Curtis
 Musical Director: Donald Anderson
 Chief Engineer: Alfred C. Marcy

W O L F

SYRACUSE—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Civic Broadcasting
 Corporation
 Address: Chimes Building
 Phone Number: 2-7211
 Transmitter Location: Van Rensselaer and
 Kirkpatrick Streets
 Time on the Air: 6 a.m. to 2 a.m.;
 Sunday, 8 a.m. to midnight
 Transcription Service: Standard
 Representative: The Walker Co.

Personnel

President-General Manager: T. S. Marshall
 Station Manager-Program Director:
 Production Manager: Hamilton Woodie
 Sales-Commercial Manager: Daniel Dwyer
 Sales Promotion-Merchandising
 Manager: Daniel Dwyer
 Publicity Director: Eleanor Merz
 Musical Director: Norman Messervey
 Chief Engineer: Tom Crimmins

W S Y R

SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By: Central New York
 Broadcasting Corporation
 Address: Kemper-Syracuse Bldg.
 Phone Number: 3-7111
 Transmitter Location: 2341 Valley Drive
 Time on the Air: 6 a.m. to 1 a.m.; Sunday, 8
 a.m. to 1 a.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
 Sales Manager: W. R. Alford, Jr.
 Promotion-Merchandising
 Manager: Irene Underwood
 Program Director: Bill Rothrum
 Continuity Chief: Ray Servatius
 Publicity Director: Irene Underwood
 Chief Announcer: Herb Carneal
 Musical Director: Murray Bernthal
 Chief Engineer: G. Armand Belle Isle

(See Page 508)

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: L. W. Houston
 General Manager: W. J. Williams
 Sales Manager: W. C. Stoker
 Program Director: A. O. Niles
 Chief Announcer: R. Schmelzer
 Chief Engineer: H. Harris

W T R Y

TROY—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 980 Kc. Power: 1000 Watts
 Owned-Operated By: Troy Broadcasting
 Co., Inc.

YOU CAN

Buy

WSYR
Square Deal Station
Syracuse, N. Y.
NBC 570 KC.

and

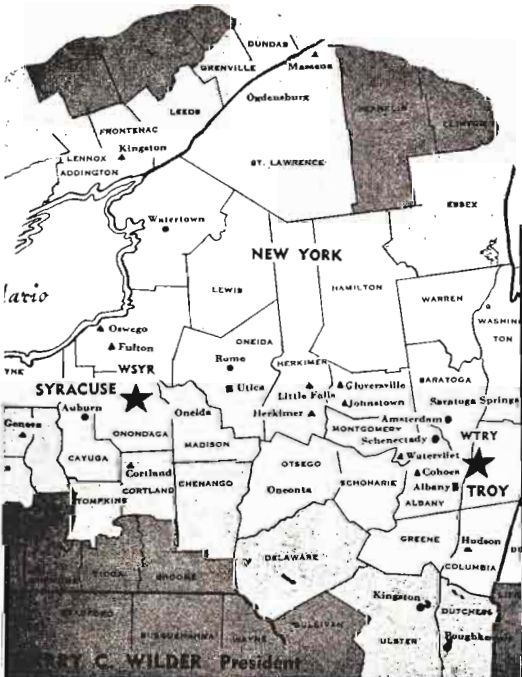
WTRY
Square Deal Station
Albany, Troy
Schenectady, N. Y.
ABC 980 KC.

Combined

for primary coverage of Urban retail sales greater than the 10th United States city

— plus —

more than 1,000,000 potential listeners in rural areas and small towns



NO ONE STATION COVERS THIS AREA!
NO OTHER COMBINATION COVERS
SO MUCH FOR SO LITTLE!
AVAILABLE AS A SPOT UNIT OR A
TWO STATION NETWORK

Ask your Raymer man

COMBINED MARKET DATA FOR WSYR-WTRY

	Primary	Secondary	Total
Population	1,900,997	1,257,191	3,158,188
Families	526,781	337,983	864,764
Radio Homes	480,000	307,560	787,560
Total Retail Stores	30,412	19,152	49,564
Sales, \$	735,851	485,768	1,221,619
Food Stores	9,328	5,744	15,072
Sales, \$	188,781	126,642	315,423
General Mds. Stores	679	509	1,188
Sales, \$	87,539	50,531	138,070
Filling Stations	4,329	2,993	7,322
Sales, \$	47,147	32,507	79,654
Drug Stores	796	490	1,286
Sales, \$	20,406	13,931	34,337
Other Stores	15,280	9,416	24,696
Sales, \$	391,978	262,157	654,135

All money values in thousands of dollars. Radio homes by Joint Committee Radio Research 1938 percentages of 1940 families (occupied dwelling units). All other data from sixteenth decennial Census of United States, 1940. Wartime increases not included.

	Number of Farm Families	Value of Farms, \$
Primary	61,109	313,402,384
Secondary	47,349	292,773,543
Total	108,458	606,175,927
Total N. Y. State	153,238	947,073,893

Address 92 Fourth St.
 Phone Numbers.....Troy 2100; Albany 4-2500
 Transmitter Location.....Colonie, N. Y.
 Time on the Air.....6:30 a.m. to midnight;
 Sunday, 8 a.m. to midnight
 News Service UP
 Transcription ServiceWorld Broadcasting
 System; Lang-Worth; Standard
 Representative.....Paul H. Raymer Co.;
 Bertha Bannon, Boston

Personnel

President.....Col. H. C. Wilder
 General Manager.....William A. Riple
 Station Manager.....Woodbury Carter, Jr.
 Program Director.....E. W. Rossell
 Promotion-Publicity Director...Edward Walker
 Musical Director and
 Production Manager.....E. Rossell
 Commercial Manager.....John Sutphen
 Chief Engineer.....Albert Chismark
 Record MC.....Don Jarvis

WIBX

UTICA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WIBX, Inc.
 Address.....187 Genessee St.
 Phone Number2-2101
 Transmitter Location....Schuyler St., Marcy,
 N. Y.
 Time on the Air.....6 a.m. to 1 a.m.;
 Sundays, 7:30 a.m. to 12:05 a.m.
 News Service.....INS & UP
 Transcription Service....World Broadcasting
 System
 New York Sales Office.....39 E. 63rd St.
 Helen Wood, Commercial Manager
 Representatives.....Walter Biddick Co.
 (West Coast); Bertha Bannon Boston)

Personnel

President-General Manager..Margaret Bowen
 National Sales-Merchandising
 ManagerN. W. Cook
 Program Director.....Elliott Stewart
 Production Manager.....Michael Carlo
 Publicity Director.....N. W. Cook
 Musical Director.....Walter Griswold
 Chief Engineer.....J. T. Dowdell
 (See Page 510)

WATN

WATERTOWN—EST. 1941

MUTUAL BROADCASTING SYSTEM

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

Owned-Operated By.....Watertown Broad-
 casting Corporation

Business Address.....118 Washington St.
 Phone Number.....Studios 2424
 Studio Address118 Washington St.
 Transmitter Location118 Washington St.
 Time on the Air.....7 a.m. to 12:20 a.m.
 News ServiceAP
 Transcription ServiceStandard Radio
 Representatives.....Sears & Ayers

Personnel

President.....G. H. Righter
 General Manager.....G. H. Righter
 Sales Promotion-Merchandising
 Manager.....G. H. Righter

WWNY

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 12:05 a.m.;
 Sunday, 8 a.m. to 12:05 a.m.
 Newspaper Affiliation....Watertown Daily
 Times
 News ServiceUP
 Transcription Service....World Broadcasting
 RepresentativeWeed & Co.

Personnel

PresidentHarold B. Johnson
 General Manager-Commercial
 Manager.....Louis Sciff, Jr.
 Station Manager.....Thomas E. Martin
 Sales Promotion-Merchandising
 ManagerGlenn Doull
 Program Director-Production
 Manager.....Earl R. Kelly
 Publicity Director.....Glenn Doull
 Chief Announcer.....Charles Pierce
 Musical Director.....Ward Hamilton
 Chief Engineer.....Maynard B. Davis
 Record M. C.....Anderson Ward

From Cradle to College

WHEN the late Scott Howe Bowen took over the active management of Radio Station WIBX, Utica, N.Y., in 1938, he inaugurated a series of programs of an educational character to better inform the parents, and the public, of the good work that the schools in Central New York were doing in educating the citizens of tomorrow.

SINCE 1938, the Educational Department of WIBX, with Betty Cushing Griffin as Director (with the full co-operation of the Principals and Teachers of all schools—and the guiding genius of our President and General Manager, Mrs. Scott Howe Bowen) has written, produced and broadcast every week the following series of educational programs:

"Youth Presents" Variety Show,
Drama and Music Saturdays 8:30 P.M.
"Wizard and Witch of Quiz" Saturdays 9:30 A.M.
"Young America Speaks" Mondays 4:30 P.M.
"Cavalcade of Choirs" Fridays 4:45 P.M.

DURING 1945, an additional program was conceived—called "Let's Go to School" and is exactly what the name implies—a broadcast direct from the classrooms of Utica and vicinity schools. Each week, WIBX takes its recording equipment into a classroom and records an actual classroom lesson—grades from kindergarten thru 6th. This recording is then placed at the disposal of the Board of Education and Parent-Teachers Organizations for use as deemed advisable.

HERE is a typical classroom scene taken Monday, October 10, 1945, at the Hughes School, Utica—2nd grade studying social studies and broadcast Tuesday, October 16, 1945, at 3 P.M. All subsequent programs were recorded on Monday and broadcast Tuesday.



UTICA, N.Y.



THEN AGAIN, to perpetuate the memory of her late husband, Mrs. Bowen in March, 1945, offered a Radio Scholarship Award of \$500 in cash to the student—senior or post-graduate—who best answered the question "Why I want to make radio my life work!" The contest was eminently successful and the winner is now attending Syracuse University.

ANOTHER FEATURE of this educational series is the Scholastic All-Star Football Team Contest and the Most Valuable Football Player Contest conducted by the WIBX Sports Department with Michael Sandy, Director. Coaches and players on the teams were asked to vote for players who played during the 1945 football season. Thirteen schools in the area were eligible. Score sheets were sent to all coaches and cards to be filled out and returned. At the conclusion of the Contest, 4278 postcards were returned out of a possible 5000. The program is broadcast Tuesdays and Thursdays at 4:30 P.M. (this is in addition to the 11:15 P.M. nightly Sports Program by Michael Sandy Sundays thru Fridays).

JUST ANOTHER PROGRAM IN THE PUBLIC INTEREST

OTHER PROGRAMS IN THE PUBLIC INTEREST HAVING WON FOR WIBX 5 NATIONAL AWARDS:

W. B. LEWIS, BILLBOARD, PEABODY AND VARIETY

(FOR STATION LISTING SEE PAGE 509)

WFAS

WHITE PLAINS—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Westchester Broad-
 casting Corp.
 Address Roger Smith Hotel
 Phone Number White Plains 6400
 Transmitter Location..... Roger Smith Hotel
 Time on the Air..... 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. Seitz
 Commercial Manager..... T. Eugene Duffy
 Program-Musical Director..... Ran Kaler
 Chief Engineer F. A. Seitz

WWRL

WOODSIDE—EST. 1926

Frequency: 1600 Kc.....Power: 250 Watts
 Owned-Operated By Long Island Broad-
 casting Corporation
 Address..... 41-30 58th Street
 Phone Number NEWtown 9-3300
 Transmitter Location..... 41-30 58th St.,
 Woodside, L. I.
 Time on the Air..... 8 a.m. to midnight
 News Service AP
 Transcription Service Associated

Personnel

President and General
 Manager William H. Reuman
 Station and Sales Manager..... Edith Dick
 Program Director..... Fred Barr
 Musical Director..... Lou Cole
 Chief Announcer..... Lou Cole
 Chief Engineer..... Joseph Franz, Jr.
 Production Manager..... Gene Flanagan
 Record M. C.'s..... Edwin Bronner,
 Lou LaFrance, Sid Torin

WFAS...

*"Six Weeks in
 Westchester..."*

Do you know that in 1945, WFAS pro-
 grammed a total of 1021 hours of live
 Westchester features? These included News,
 Civic, Religious, War Effort, Educational and
 other categories. That's the equivalent of
 more than six weeks, 7 days a week, 24
 hours a day! This blends the 'local interest'
 appeal with WFAS' 10 year policy of fine
 music. (More than 2300 hours in '45). All
 of it adds up to results for WFAS advertisers.
 So much so that better than 70% of them
 renewed in the last 12 months!

WFAS in Westchester

Roger Smith Hotel
 White Plains, N. Y.

Represented by
HEADLEY-REED COMPANY
 Chrysler Bldg.
 New York

WWRL NEW YORK

LOW COST PROGRAMMING
 THAT SELLS IN
 NEW YORK'S
 HIGH COST MARKET

ASSOCIATED PRESS NEWS
 STANDARD & ASSOCIATED
 LIBRARIES

1600

**"THE HIGH SPOT
 ON THE DIAL"**

W B T

CHARLOTTE

ROLLING 50,000 WATTS ACROSS THE
SOUTHEAST'S RICHEST MARKET—THE CAROLINAS

NO

RADIO STATION

COMBINATION OF RADIO STATIONS

NEWSPAPER

COMBINATION OF NEWSPAPERS

CAN DUPLICATE THIS COVERAGE

W B T



The South's Pioneer Station

CHARLOTTE • 50,000 WATTS
SOUTHEASTERN BROADCASTING COMPANY

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
New York • Chicago • Los Angeles • St. Louis • San Francisco • Atlanta

NORTH CAROLINA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WISE

ASHEVILLE—EST. 1939

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING CO.

Frequency: 1230 Kc. Power: 250 Watts
Owned By Radio Station WISE, Inc.
Address 100 College St.
Phone Number 1213
Transmitter Location 100 College St.
Time on the Air: 6:30 a.m. to 1 a.m.; Sundays,
8 a.m. to 1 a.m.
News Service INS, AP
Transcription Service NBC Thesaurus
National Representative Burn-Smith Co.;
Harry E. Cummings

Personnel

Pres.-Gen. Mgr.-Station Mgr. Harold H. Thomas
Commercial Manager C. Fred Rabell
Promotion Manager Nina F. Williams
Chief Engineer Madeline Hollerith
Record m.c. Harry Varner

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, Lang-Worth
Representative Katz Agency

Personnel

Executive Director Don S. Elias
Commercial Manager James A. Hagan
Sales Promotion-Merchandising
Manager-Program Director Lee Chadwick
Production Manager William F. Melia
Chief Engineer Cecil Hoskins

(Call Letters to Be Assigned)

ASHEVILLE*

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Community Broad-
casting Co.

Address Asheville, N. C.
* Construction Permit.

W B B B

BURLINGTON—EST. 1941

MUTUAL BROADCASTING SYSTEM
CAROLINA NETWORK

Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By Alamance Broad-
casting Company, Inc.
Address 310½ South Main St.
Phone Numbers 2730; 2731
Transmitter Location Elon Road (West
Front Street Extension)
Time on the Air 5:30 AM to local sunset
News Service UP; AP
Transcription Service Standard Radio;
Lang-Worth, Cole

Personnel

Gen.-Mgr.-Station Mgr. E. Z. Jones
Sales-Commercial Manager Roy Springer
Sales Promotion-Merchandising
Manager John Francis O'Farrell
Program Director Jack Hankins
Production Manager William Sandefur
Publicity Director Jack O'Farrell
Chief Announcer Jack Hankins
Chief Engineer Berry Tysor
Record m.c.'s Al Nelson, Charles Slate

WAYS

CHARLOTTE—EST. 1942

ABC

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
Road, Highway 16
Time on the Air 6 a.m. to 1 a.m.;
Sunday, 7 a.m. to 1 a.m.
News Service AP
Transcription Service Lang-Worth; Standard
Representative Weed & Co.

Personnel

President George W. Dowdy
General Manager Walter H. Goan
Program Director J. Norman Young
Chief Engineer Paul T. Absher

W B T

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc. Power: 50000 Watts
 Owned-Operated By . . . Southeastern Broadcast-
 ing Co., Greensboro, N. C.
 Business Address Wilder Building
 Phone Number 3-8833
 Transmitter Location 9 miles southeast of
 Charlotte
 Time on the Air 5 a.m. to 1:05 a.m.,
 Sundays, 7 a.m. to 1:05 a.m.
 News Service UP; AP
 Transcription Service Lang-Worth
 Representative Radio Sales, Inc.

Personnel

President J. M. Bryan
 Gen.-Station Mgr. Charles H. Crutchfield
 Sales Manager Royal Penny
 Business Manager E. J. DeGray
 Program Director Larry Walker
 News Editor, Director of Special Events

Jack Knell

Farm Director Grady Cole
 Publicity Director Frances Coiner
 Musical Director Clarence Ethers
 Chief Engineer M. J. Minor

(See Page 512)

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 Number 7138
 Transmitter Location 1925 N. Tryon Street
 Time on the Air 6 a.m. to midnight;
 Sundays, 8 a.m. to 12 midnight
 News Service AP
 Transcription Service NBC Thesaurus;
 Standard Radio, M. M. Cole
 Representative Headley-Reed Company

Personnel

Pres.-Gen.-Station Mgr. Earle J. Gluck
 Com.-Sales Promotion-Merchandising
 Manager W. C. Irwin
 Program Dir.-Prod. Mgr. Ron Jenkins
 Pub. Dir.-Chief Announcer Don McSwain
 Musical Director Don Sheldon
 Record M. C. Dewey L. Drum
 Chief Engineer L. L. Caudle, Jr.

W E G O

CONCORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Operated By Wayne Nelson
 Business Address Concord
 Phone Number 2271
 Transmitter Location Highway 29A, 1½ miles
 west of Concord
 Time on the Air Daytime license
 News Service UP & AP
 Transcription Service Standard Music.
 Keystone
 Representative Thomas F. Clark Co.

Personnel

Owner Wayne Nelson

W D N C

DURHAM—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By The Durham Radio
 Corporation
 Address 138½ Chapel Hill Street
 Phone Number R-155
 Transmitter Location Forest Hills,
 Near Durham
 Time on the Air 6:35 a.m. to 1:05 a.m.,
 Sundays, 8 a.m. to 1:05 a.m.
 Newspaper Affiliation Herald-Sun Papers
 News Service AP & UP
 Transcription Service Standard
 Representative Howard H. Wilson Company

Personnel

President C. C. Council
 General and Commercial
 Manager L. F. Jarman
 Sales Pro.-Mer.-Manager J. Frank Jarman
 Program Director L. C. Johnson
 Office Manager Sue Taylor
 Publicity Director Mrs. Dennis Johnson
 Record m.c. George Dinnick
 Chief Engineer Walter S. Hill

W C N C

ELIZABETH CITY—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By . . . Albemarle Broadcasting
 Co.
 Address Colonial Ave.

Phone Number 1400-1472
 Transmitter Location City Limits
 Time on Air 7 a.m. to 11 p.m.;
 Sundays, 8 a.m. to 11 p.m.
 Transcription Service World Broadcasting
 System
 Representative Burn-Smith Co.

Personnel

President Edd Harris
 Station Manager Edd Harris
 Commercial Manager Bob Moore
 Publicity-Program Director Don Pierce
 Chief Engineer C. Ross Askey
 Chief Announcer Jim Turner

•
W F N C

FAYETTEVILLE—EST. 1940
 MUTUAL BROADCASTING SYSTEM
 TOBACCO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Cape Fear
 Broadcasting Co.
 Address 114 Anderson St.
 Phone Number 4848
 Transmitter Location N. Water St.
 Time on the Air 16½ hours daily
 News Service UP
 Transcription Service Lang-Worth

Personnel

Station Manager W. C. Ewing
 Commercial Manager Paul Moyle
 Program Director-Chief
 Announcer Ray Woodard
 Chief Engineer L. E. Small

•
W G N C
GASTONIA—EST. 1939
 ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By F. C. Todd
 Address 168-170 Main St.
 Phone Number 732
 Transmitter Location Gastonia
 Time on the Air 7 a.m. to 11 p.m.
 News Service UP
 Transcription Service McGregor, Cole
 Representative Cox & Tanz

Personnel

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

W G B R

GOLDSBORO—EST. 1939
 MUTUAL BROADCASTING SYSTEM
 TOBACCO NETWORK

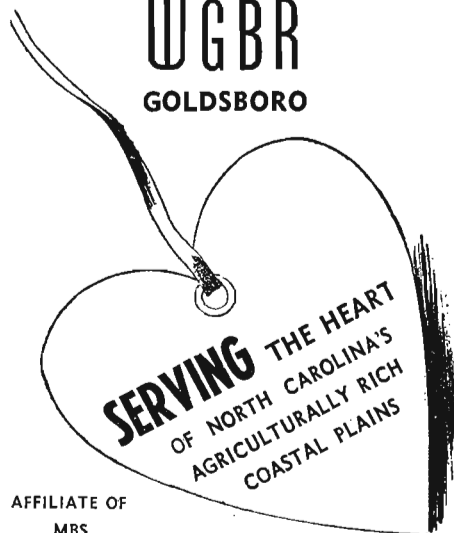
Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Eastern Carolina Broad-
 casting Corp.
 Business Address P. O. Box 1024
 Phone Number 1550-51
 Studio Address Borden Bldg.
 Transmitter Location Goldsboro-Raleigh
 Highway
 Time on the Air 6:30 a.m. to midnight,
 Sundays, 8:30 a.m. to midnight
 News Service AP
 Transcription Service World, NBC Thesaurus
 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 Marietta G. MacFarland
 Merchandising Mgr. Prod. Mgr. John Randolph
 Musical Director John Gay Britt

W G B R

GOLDSBORO



AFFILIATE OF
 MBS

and TOBACCO NETWORK

Represented by The Walker Co.

W G B R

"Eastern Carolina's Number One Station"
 HARRY G. BRIGHT, Gen. Mgr.

GOLDSBORO

NORTH CAROLINA

W B I G

GREENSBORO—EST. 1926
COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc. Power: 5000 Watts
Owned-Operated By . . . North Carolina Broad-
casting Co., Inc.
Business Address Box 1807
Phone Numbers 6125, 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 Service AP
Transcription Services: . . . World Broadcasting
System; NBC Thesaurus
Representative George P. Hollingbery Co.

Personnel

General and Station Manager . . . Edney Ridge
Com.-Sales Manager Gilbert M. Hutchison
Sales Pro.-Mer. Mgr. Adelaide J. Bernard
Program Director-Prod. Mgr. Wally Williams
Publicity Director Margaret Leonard
Chief Announcer W. E. Jackson, Jr.
Musical Director Margaret Banks
Record m.c. Bob Jones
Chief Engineer Earl Allison

W G B G

GREENSBORO—EST. 1942
ABC

Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By . . . Greensboro Broadcast-
ing Co.
Business Address Ashe St. Extension
Phone Number 3-3631
Transmitter Location Ashe St. Extension
Time on the Air 6 a.m. to local sunset
News Service UP
Transcription Service Lang-Worth
National Representative Burn-Smith Co.

Personnel

President Ralph M. Lambeth
General and Station Mgr. . . Ralph M. Lambeth
Commercial-Sales Promotion and Mer-
chandising Manager L. O. Hutchins
Program Director-Production Manager-
Chief Announcer Stan Conrad
Publicity Director J. R. Marlowe
Chief Engineer James Stewart



"The PRESTIGE
STATION of the
CAROLINAS"



famed
for
Showmanship



GEO. P. HOLLINGBERY, INC. *Natl. Reps.*

W G T C

GREENVILLE—EST. 1940
MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned By Greenville Broadcasting Co.
Operated By J. J. White
Address Falkland Highway
Transmitter Location Falkland Highway
Time on the Air Unlimited Time
News Service UP
Transcription Service Long-Worth, World,
M. M. Cole
Representative The Walker Co.

Personnel

President Julian J. White
General and Station Mgr. Billy S. Hodges
Sales-Commercial Manager Carl J. McKinney
Sales Pro-Mer-Manager Carl J. McKinney
Chief Engineer James H. Mayo
Record m. c. Max Ross

W H N C

HENDERSON, N. C.—EST. 1945
MUTUAL BROADCASTING SYSTEM

Frequency: 890 Kc. Power: 250 Watts
Owned-Operated By Henderson Radio Corp.
Address 219 S. William St.
Phone Number 736-925
Transmitter Location U. S. 1, 2 miles north
Time on the Air Sun-up to Sun-down
News Service AP
Transcription Service World, Lang-Worth,
Cole, Keystone

Personnel

President S. S. Stevenson
Vice Pres.-General Manager Nathan Frank
Station-Commercial Manager Nathan Frank
Chief Engineer Lewis Hiland

W H K Y

HICKORY—EST. 1939
ABC

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 6:15 a.m. to midnight
News Service UP
Transcription Service World
Representative Howard H. Wilson

Personnel

President Carl V. Cline
Gen. and Station Manager Edmund S. Long
Sales-Commercial Manager Frank Haitheox

Sales Pro-Mer. Mgr. Edmund S. Long
Chief Engineer Edmund S. Long

W M F R

HIGH POINT—EST. 1935
ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Radio Sta. WMFR, Inc.
Address 164 S. Main St.
Phone Number 4593
Transmitter Location 164 S. Main St.
Time on the Air 6 a.m. to 12:05 a.m.
News Service UP
National Representative Burn-Smith Co.

Personnel

President H. M. Lambeth
General-Station Manager H. M. Lambeth
Sales-Commercial Manager Pat Taylor
Chief Engineer R. P. Boyd

W F T C

KINSTON—EST. 1936
ABC

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 6:15 a.m. to 11:30 p.m.
News Service AP
Representative Burn-Smith Company

Personnel

General Manager Bob Bingham
Sales Manager Baldwin Harper
Continuity Director Mary D. Dudley
Production Director Chic Wingate
Chief Announcer Ben Taylor
Publicity Director Eleanor Snow
Chief Engineer Herman Ards

(Call Letters to Be Assigned)
LEXINGTON*

Frequency: 1190 Kc. Power: 250 Watts
Owned-Operated By Davidsons County
Broadcasting Co.
Address Lexington, N. C.

Personnel

Owners Omar G. Hilton, Greeley N. Hilton
* Construction Permit:

(Call Letters to Be Assigned)
LUMBERTON*

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Robeson Broadcasting
Co.
Address Lumberton, N. C.

* Construction Permit.

NORTH CAROLINA

W H I T

NEW BERN—EST. 1942

MBS—TOBACCO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By: Coastal Broadcasting Co.
AddressU. S. Highway No. 17, South
Phone Number..... 1450
Transmitter Location...U. S. Highway No. 17
Time on the Air.....Full Time License
News Service UP
Transcription ServiceLang-Worth.
Representative The Walker Co.

Personnel

Pres.-Station & Gen. Mgr....Louis N. Howard
Sales Prom.-Mer. Mgr....Thomas E. McCaffrey
Chief Engineer David E. Hardison

W P T F

RALEIGH—EST. 1924

NATIONAL BROADCASTING COMPANY

Frequency: 680 Kc.....Power: 50000 Watts
Owned-Operated By.....WPTF Radio Co.
AddressInsurance Bldg.
Phone Number8311
Transmitter Location.....Cary, N. C.
Time on the Air...6 a.m. to midnite, Sun. 8 a.m.
to midnight
News ServiceAP: UP
Transcription Services..NBC Thesaurus, World,
Cole, Standard
Representative..... Free & Peters

Personnel

President.....J. R. Weatherspoon
General Manager Richard H. Mason
Sales Manager..... Ollie L. Carpenter
Director of Adver. & Prom. R. W. Youngsteadt
Program Dir.-Prod. Manager...Graham Poyner
Chief Engineer Henry Hulick, Jr.

W J N C

JACKSONVILLE—EST. 1945

MBS—TOBACCO NETWORK

Frequency: 1240 kc.Power: 250 Watts
Owned By Jacksonville Broadcasting Co..
Operated By Louis N. Howard and
Ellis Howard
Business Address Box 367, Highway 24
Studio Address Highway 24
Transmitter Location Highway 24
Time on the Air.....Full Time
News Service UP
Transcription Service Lang-Worth
Representative The Walker Co.

Personnel

President-Owner Louis N. Howard
Station-Commercial Manager..Lester L. Gould



No other Southern state equals North Carolina in combined rural and urban prosperity. The value of North Carolina's manufactured products is nearly *triple* the average for the nine other Southern states. North Carolina's cash income to farmers is nearly *twice* the Southern average. Result: the kind of Southern market most advertisers want!



With 50,000 Watts at 680 k.c.—and NBC—Station WPTF is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

50,000 WATTS • NBC
RALEIGH, N. C.

FREE & PETERS, INC., *National Representatives*

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
General Manager.....Fred Fletcher
Commercial Manager.....B. G. Robertson
Program Director.....Ray Reeve
Chief Engineer.....Stanley Brown

W C B T

ROANOKE RAPIDS—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By: Radio Station WCBT, Inc.
Address.....251 Roanoke Avenue
Phone Number.....R-855-1
Transmitter Location.....10th Street Extension
Time on the Air.....7 a.m. to midnight;
Sunday, 9 a.m. to midnight
News Service.....UP
Transcription Services.....Keystone, World
National Representative.....Burn-Smith

Personnel

President-General Manager.....S. E. Crew
Station-Commercial Manager.....A. L. Drew
Promotion-Publicity Director.....Jesse Helms
Production-Musical Director.....Doyle Satterthwaite
Chief Engineer.....C. W. Mears

W E E D

ROCKY MOUNT—EST. 1933

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. Avera Wynne
Business Address.....Box 752
Phone Number.....Rocky Mount 1420
Transmitter Location.....Rocky Mount
Time on the Air.....6 a.m. to midnight
News Service.....AP
Transcription Service.....World, Standard

Personnel

Owner-Manager.....W. Avera Wynne
Sales-Commercial Manager.....Jack L. Cummings
Prog. Director-Chief Announcer.....Bill Holm
Chief Engineer.....Issac G. Murphrey

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.....2121-2
Transmitter 1200

Studio Address.....Yadkin Hotel, Salisbury
Transmitter Location.....Statesville Highway
Time on the Air.....7 a.m. to 12 midnight
News Service.....AP
Transcription Service.....World
Representative.....Burn-Smith Co.

Personnel

President-General Manager.....Bryce P. Beard
Station Manager-Sales-Com.-Manager
Mrs. Katherine F. Fisher
Program Director.....Betty Gill
Prod. Mgr.-Chief Announcer.....Earl J. Caton, Jr.
Chief Engineer.....Carl B. Watson

(Call Letters to Be Assigned)

SHELBY*

Frequency: 730 Kc.....Power: 250 D.
Owned-Operated By.....Western Carolina Radio
Corp.

Address.....P. O. Box 200
* Construction Permit.

**For the
BEST IN NEWS
for the
BEST IN PROGRAMS
BASED ON NEWS**

AP!

★ HEART OF EASTERN NORTH CAROLINA
BRIGHT LEAF TOBACCO BELT

this
WASHINGTON ★
IS IN
NORTH
CAROLINA

In Case you didn't know!

This Washington, in the heart of Eastern North Carolina, is the home town of WRRF! Also perhaps you didn't know that Eastern North Carolina Bright Leaf Tobacco farmers sold their 1945 crop for over \$175,000,000. **We want you to know** . . . that WRRF serves this market completely . . . a market of over 600,000 population . . . with 6,188 retail stores that do over \$100,000,000 annual sales volume.

You should know . . . that 67,144 radio homes depend primarily on WRRF for their favorite national and local programs. Then you will know that WRRF is the only "buy" to cover Eastern North Carolina . . . WRRF will sell your product in one of America's richest agricultural belts . . . So remember WRRF . . . **This** Washington in North Carolina — and this "as good as gold" . . . market.

WRRF
930 Kc. 1800 WATTS

TAR HEEL BROADCASTING SYSTEM, INC.
"WE RADIATE REAL FRIENDSHIP"
AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY
FORJUE & COMPANY • National Representative
NEW YORK CHICAGO PHILADELPHIA

WASHINGTON
NORTH CAROLINA
"HOME OF WRRF"

W R R F

WASHINGTON—EST. 1942
AMERICAN BROADCASTING CO.

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By . . . Tar Heel Broadcasting System, Inc.
Address Bank of Washington Bldg.
Phone Number 403
Transmitter Location . . . 1 mile south on U. S. 17
Time on the Air 6 a.m. to local sunset
News Service AP
Transcription Service NBC Thesaurus
National Representative Forjoe & Co.

Personnel

President W. R. Roberson, Sr.
Gen.-Station Manager W. R. Roberson, Jr.
Sales Manager T. H. Patterson
Program Director Mary Miller
Promotion Manager T. H. Patterson
Record m. c. Bill O'Connell
Publicity Director Ben Roebuck
Chief Engineer George Martin

(Call Letters to Be Assigned)

WHITEVILLE*

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Whiteville Broadcast- ing Co., Inc.
Address Whiteville, N. C.
* Construction Permit.

W M F D

WILMINGTON—EST. 1935
AMERICAN BROADCASTING CO.

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 World
Representative Burn-Smith Company

Personnel

Owner-General Mgr. B. A. Dunlea
Commercial Manager Claud O'Shields
Sales Promotion Shirley Beasley
Chief Engineer E. I. Herring

(Call Letters to Be Assigned)

WILMINGTON*

Frequency: 1340 Kc. Power: 250 Watts
Owned By General Newspapers, Inc.
Address Wilmington, N. C.
* Construction Permit.

W G T M

WILSON—EST. 1937

MBS—TOBACCO NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated by . . . Penn Thomas Watson
Address P. O. Box 976, Wilson
Phone Numbers 2188, 2189
Transmitter Location Wilson
Time on the Air 6:30 a.m. to 11:15 p.m.;
News Service UP
Transcription Service Lang-Worth, World,
Keystone, M. M. Cole.
Representative The Walker Co.

Personnel

Owner P. T. Watson
General Manager Allen Wannamaker
Commercial Manager Robert B. Brunson
Chief Engineer William H. Malone

W A I R

WINSTON-SALEM—EST. 1937

ABC

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
Representative The Walker Company

Personnel

Gen. and Station Manager . . George D. Walker
Commercial Manager C. G. Hill
Sales Promotion Manager . . . Ruth Pitts
Chief Engineer Lee King

W S J S

WINSTON-SALEM—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 690 Kc. Power 5000 Waats
Owned-Operated By . . . Piedmont Publishing Co.
Address 419-421 N. Spruce St.
Phone Number 4141
Transmitter Location RFD No. 1
Time on the Air Full Time License
Newspaper Affiliation: Winston-Salem Journal;
Twin City Sentinel
News Service UP
Transcription Service Standard, Lang-Worth
Representative Headley-Reed Co.

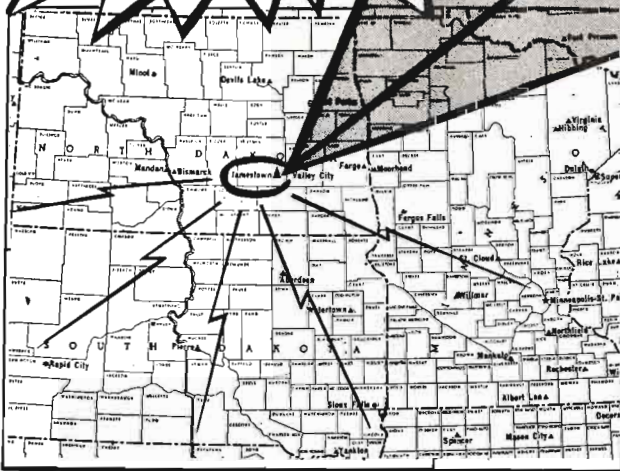
Personnel

President Gordon Gray
General Manager Harold Essex
Sales-Commercial Manager . . . Harry B. Shaw

NEW POWER!

**ADDED
"SALES"
PUNCH!**

KSJB
JAMESTOWN, N.D.



NOW-
5000 WATTS
AT 600 KC

**BLANKETING NORTH DAKOTA,
SOUTH DAKOTA, AND
NORTH WESTERN MINNESOTA**

Your sales messages will be delivered to greater audiences through specialized programming to the consumers in the rich agricultural area.

JAMESTOWN BROADCASTING COMPANY, INC.

AFFILIATED WITH

**Columbia Broadcasting System • Mutual Broadcasting System
North Central Broadcasting System**

National Sales Representative: NCBS SPOT SALES

NEW YORK 1, N. Y.

**Empire State Building
Longacre 3-4874**

CHICAGO 1, ILL.

**360 North Michigan Avenue
Central 4894**

ST. PAUL 1, MINN.

**E-622 First National Bank Building
Cedar 8579**

NORTH DAKOTA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

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-General Manager: P. J. Meyer
Station and Commercial Manager: F. E. Fitzsimonds
Promotion Director-Chief Announcer: 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 a.m. to 11 p.m.
News Service: UP
Transcription Service: World Broadcasting, SESAC

Representative: North Central Broadcasting System

Personnel

President and Station Manager: Bert Wick
Program Director: Robert Raynor
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: 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
General Manager: B. J. Lavin
Station Manager: Jack Dunn
Sales Manager: Tom Barnes
Program Director: Ken Kennedy
Production Manager: Dave Henley
Publicity Director: M. Gregerson
Chief Announcer: Howard Nelson
Musical Director: Lester Estenson
Chief Engineer: Julius Hetland

KFJM

GRAND FORKS—EST. 1923

Frequency: 1440 Kc. Power: 1000
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
Station Manager: Donald J. Robertson
Chief Announcer: Dean Winkler
Program Director: Fay Lufkin
Chief Engineer: Arnold Petrich
(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 a.m. to midnight
News Service: UP
Transcription Service: Lang-Worth
Representative: Headley-Reed Co.

Personnel

President-General Mgr. Dalton Le Masurier
 Commercial Manager Elmer Hanson
 Chief Announcer Jack French
 Chief Engineer Arnold Petrich

K S J B

JAMESTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 250 Watts Day,
 100 Watts Night (C. P. for 5000 Watts Day
 and Night)

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

Business Address Midland Building
 Phone Numbers 100; 358
 Transmitter Location ... Southwest Jamestown
 Time on the Air 6 a.m. to midnight
 News Service AP & UP
 Transcription Service Standard
 Representative ... North Central Broadcasting
 System

Personnel

President L. J. McNeil
 General Manager Lloyd R. Amoo
 Commercial Manager Alfred C. Berry
 Sales Prom.-Publicity Dir. Florence Ptunam
 Chief Engineer Lloyd R. Amoo

(See Page 522)

K G C U

MANDAN—EST. 1925

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1270 Kc. Power: 250 Watts
 Owned-Operated By .. Mandan Radio Associa-
 tion, Inc.

Business Address 200 3rd Ave., N.W.
 Phone Number 631
 Transmitter Location ... South East of Mandan
 Time on the Air 5 a.m. to 11 p.m.
 Transcription Service Lang-Worth
 Representative ... North Central Broadcasting
 System

Personnel

President W. S. Russell
 Gen. Mgr.-Station Mgr. M. J. Reichert
 Sales-Commercial Manager M. J. Reichert
 Sales Promotion-Mer. Mgr. M. J. Reichert
 Program Director Mert 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 By Minot Broadcasting Co.
 Operated By John B. Cooley
 Business Address 118 S. Main St.
 Phone Number 1267
 Studio Address 118 S. Main St.
 Transmitter Location .. Three miles southeast of
 Minot

Time on the Air 6:30 a.m. to midnight,
 Sunday 7:30 a.m. to midnight

News Service UP
 Transcription Service World Broadcasting
 System

Representative The Walker Company

Personnel

President John B. Cooley
 General Manager John B. Cooley
 Station Manager C. W. Baker
 Sales-Commercial Manager E. H. Cooley
 Sales Promotion-Merchandising
 Manager E. H. Cooley
 Program-Director-Production
 Manager Jack Helling
 Publicity Director Lillian Aardahl
 Chief Engineer C. W. Baker

K O V C

VALLEY CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

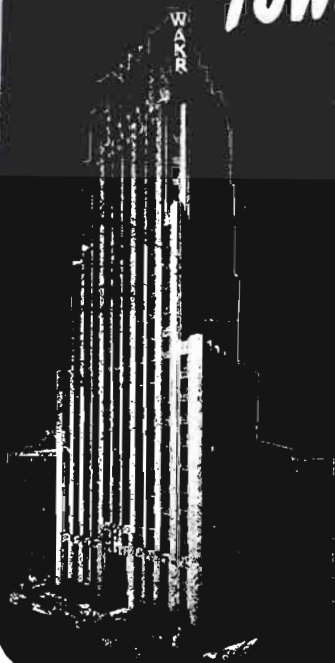
Frequency: 1490 Kc. Power: 250 Watts
 Owned KOVC, Inc.
 Operated By KOVC, Inc.
 Address 312 Fifth Ave.
 Phone Number 408
 Transmitter Location 312 Fifth Ave.
 Time on the Air 6 a.m. to 10:30 p.m.
 News Service UP
 Representative North Central

Personnel

President-General and Station
 Manager Robert E. Ingstad
 Commercial Manager Robert E. Ingstad
 Sales-Promotion-Merchandising
 Manager William Weaver
 Program Director William Weaver
 Production Manager Florence Fisher
 Chief Announcer-Record m. c. Bill Weaver
 Musical Director Art Lydell
 Chief Engineer Kermit Holm

WAKR

TOWERS OVER AKRON



A B C Network

5000 WATTS * DAY & NIGHT

WEED & CO.

National Representatives

OHIO

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W A D C

AKRON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By Allen T. Simmons
 Business Address Box 830
 Phone Number Meadowbrook 3211
 Studio Address Tallmadge, Ohio
 Transmitter Location . . State Route No. 8, North
 of Akron
 Time on the Air 6 a.m. to 1:05 a.m.
 News Service UP & Trans.
 Transcription Service Standard Radio &
 Lang-Worth
 Representative Geo. P. Hollingbery Co.

Personnel

Owner-Manager Allen T. Simmons
 Ass't. Manager Robert Wilson
 Sales-Commercial Manager Fred C. Bock
 Sales Promotion-Merchandising Robert Wass
 Program Director Harold Hageman

Production Mgr.-Publicity Secret Williams
 Chief Announcer Harold Hageman
 Chief Engineer John L. Wildermuth

W H K K

AKRON—

MUTUAL BROADCASTING SYSTEM

Frequency: 640 Power: 1000 Watts
 Owned-Operated By United Broadcasting Co.
 Address 51 West State St.
 Phone BL 7101
 Transmitter Location Akron-Peninsula Rd.
 Time on the Air 8 a.m. to Pacific Sunset
 Sign Off

Newspaper Affiliation Cleveland Pain Dealer
 News Service AP
 Transcription Service World
 Representative Radio Advertising Co.

Personnel

President Sterling Graham
 Gen. and Station Manager R. W. Richmond
 Sales Manager J. H. Harrington



640 K.C. • 1000 WATTS

UNITED BROADCASTING COMPANY

Operators of WHK, Cleveland, WHKK, Akron; WHKC, Columbus

Represented by

RADIO ADVERTISING CO.

Pride of the Rubber Empire



Population:
2,749,400

Retail Sales:
\$1,761,368,000

Effective Buying Income:
\$3,876,992,000

AKRON OHIO **CBS** BASIC AFFILIATE

Owner-Manager: Allen T. Simmons

National Rep.: Geo. P. Hollingbery Co.

Sales Promotion-Merchandising
 Manager J. H. Harrington
 Program Director-Production
 Manager L. F. Heinrich
 Publicity Director T. S. Federhar
 Chief Engineer James S. Hill

WAKR

AKRON—EST. 1940

AMERICAN BROADCASTING CO.

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, Associated
 RepresentativeWeed & Co.

Personnel

President-Station Manager...S. Bernard Berk
 Commercial Manager....Kenneth M. Keegan
 Sales Promotion Manager.....V. G. Berk
 Program Director.....Coleman Scott
 Musical Director.....Stanley Schultz
 Chief Engineer.....George V. Paul
 (See Page 525)

WICA

ASHTABULA—EST. 1937

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By.....WICA, Inc.
 Address.....221 Center St.
 Phone Numbers1211-1311
 Studios.....221 Center St., Ashtabula; State
 Transmitter Location..Ashtabula-Jefferson Rd.
 Time on the Air 6:45 to local sunset
 News Service.....UP
 Transcription Service World
 Representative.....The Walker Co.

Personnel

General Manager R. B. Rowley
 Station Manager W. W. Walrath
 Commercial Manager D. W. Fassett
 Sales Promotion Manager D. W. Fassett
 Program Director-Publicity
 Director A. B. Newkirk
 Chief Announcer J. L. Sheldon
 Musical Director Mary Pavolino
 Chief Engineer H. R. Johnson

WHBC

CANTON—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1480 Kc. Power: 1000 Watts
 Owned By Ohio Broadcasting Co.
 Operated By Radio Station WHBC
 Address.....550 Market Avenue, South
 Phone Number 7-166
 Transmitter Location Broad Ave. Ext. N.W.
 Time on the Air 6:30 a.m. to 1 a.m.
 Sundays, 9 a.m. to 1 a.m.
 Newspaper Affiliation....Brush-Moore News-
 papers, Inc.
 News Service.....AP & UP
 Transcription Service World, SESAC
 Representative.....Burn-Smith Co., Inc.

Personnel

Owner Brush-Moore Newspapers Inc.
 Director of Radio Eugene Carr
 Station Manager William I. Hershey
 Commercial Manager Robert C. Fehlman
 Sales Promotion Manager...Charles Erbland
 Program Director-Musical
 Director Martin Alexander
 Chief Engineer Kenneth Stiker

WCKY

CINCINNATI—EST. 1929

Frequency: 1530 kc. Power: 50,000 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;
 World
 RepresentativeFree & Peters

Personnel

President and General Manager..L. B. Wilson
 Executive Vice-President....Kenneth Church
 Sales-Commercial Manager...Kenneth Church
 Local Sales ManagerGeorge H. Moore
 Production Manager Bill Dawes
 Publicity Director John Murphy
 Chief Engineer C. H. Topmiller
 Record m. c's. Sid Ten Eyck, Lou Kent,
 Tom Moore, Don Lewis.

WCPO

CINCINNATI—EST. 1922

Frequency: 1230 Kc. Power: 2000 Watts
 Owned-Operated By.....Scripps-Howard
 Radio Inc.
 Address.....3800 Carew Tower Bldg.

OHIO

Phone NumberMAIn 3314
Transmitter Location...Daylight Building, 623
East 6th St.
Time on the Air 24 hours daily
Newspaper Affiliation: The Cincinnati Post;
Scripps-Howard Newspapers
News Service UP
Transcription Service..... Standard Radio
Lang-Worth; Associated Music Publishers

Personnel

President.....Jack Howard
V.-P. & Gen. Mgr..... M. C. Watters
Ass't. Station Manager John Patrick Smith
Commercial Manager Evelyn Eppinger
Sales Promotion Mgr.....John Patrick Smith
Program-Publicity Director-Production
Manager Glenn Clark Miller
Chief Announcer Earl Corbett
Musical Director Eugene T. Hoctor
Chief Engineer Glen Davis

WKRC

CINCINNATI—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 550 Kc.. Power: 5000 d.; 1000 n.
Owned-Operated By.....The Cincinnati
Times-Star Co.
AddressHotel Alms

Phone NumberWoodburn 0550
Transmitter LocationHotel Alms
Time on the Air: 6 a.m. to 1 a.m.; Sundays,
7 a.m. to 1 a.m.
Newspaper Affiliation..The Cincinnati Times-
Star
News ServiceAP, UP
Transcription Service.... Lang-Worth, Standard
RepresentativeThe Katz Agency

Personnel

President Hulbert Taft
General Manager.....H. E. Fast
Sales Manager..... U. A. Latham
Sales Promotion Joel W. Stovall
Program Director Lew Kent
Merchandising Manager Ed E. Hale
Chief Announcer Bob Neal
Production Manager Bob Neal
Publicity Director Carl Press
Musical Director Bob Snyder
Chief Engineer George A. Wilson

WLW

CINCINNATI—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 700 Kc.....Power: 50000 Watts
Owned-Operated By..The Crosley Corporation
Address 140 W. Ninth St.

WKRC

**ONLY Cincinnati Radio Station with a
consistent YEAR-BY-YEAR INCREASE
in Share-of-Audience since 1941**

550

KILOCYCLES

Nationally Represented by
THE KATZ AGENCY

BASIC

CBS

Phone Number.....Cherry 1822
 Transmitter Location.....Mason, Ohio
 Time on the Air.....24 hours daily
 News Service.....AP; INS; UP
 Transcription Service.....World Broadcasting
 System

Personnel

Vice-President in Charge of
 Broadcasting.....James D. Shouse
 Vice President and Gen. Mgr....R. E. Dunville
 Sales Manager.....Harry Mason Smith
 Director of Promotional Activities..M. N. Terry
 Director of Sales Promotion.....R. J. Savage
 Program Director.....Eldon A. Park
 Production Manager.....Chester Herman
 Publicity Director.....A. E. Scheffer
 Chief Announcer.....Chester Herman
 Musical Director.....Milton Weiner
 Chief Engineer.....R. J. Rockwell

W S A I

CINCINNATI—ES. 1923

AMERICAN BROADCASTING CO.

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned By.....Field Enterprises, Inc.
 Operated By.....Buckeye Broadcasting Co.
 Address.....115 E. Fourth St.
 Phone Number.....Cherry 6056
 Transmitter Location.....Near Mt. Healthy,
 Ohio

Time on the Air...19 hours, Mon.-Sat.; Sun.,
 17 hours.

News Service....AP & UP, Chicago Sun Wire
 Transcription Service.....NBC Thesaurus
 Representative.....Louis H. Avery, Inc.

Personnel

President.....Marshall Field
 General Manager.....Robert M. Sampson
 Sales Manager.....W. R. Christian
 Program Director.....James Leonard
 Musical Director.....Burt Farber
 Chief Engineer.....Wm. E. Symons
 Publicity Director.....Dorothy Wortman

W G A R

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1220 Authorized..Power: 5000 d.;
 n. 5000

Owned-Operated By.....The WGAR Broad-
 casting Company

Address.....Hotel Statler
 Phone Number.....Prospect 0200
 Transmitter Location..Broadview & Atkins Rd.,
 Brecksville, Ohio

Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP

Transcription Service...Lang-Worth, Standard
 Representative...Edward Petry & Co., Inc.

Personnel

President.....George A. Richards
 Vice President-General Manager..John F. Patt
 Assistant Manager.....Carl George
 Commercial Manager.....Harry Camp
 Sales Promotion Manager.....Jack Roeder
 Program Director.....David Baylor
 Production Manager.....Wayne Mack
 Musical Director.....Walberg Brown
 Chief Announcer.....Reg Merridew
 Chief Engineer.....R. Morris Pierce
 Publicity Director.....Manuel Eisner

W H K

CLEVELAND—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned By.....Cleveland Plain Dealer
 Operated By.....United Broadcasting Co.
 Address.....1311 Terminal Tower
 Phone Number.....PProspect 5800
 Transmitter Location...Seven Hills Village
 Time on the Air.....6:45 a.m. to 1 a.m.
 Newspaper Affiliation.....Cleveland Plain
 Dealer

News Service.....AP, Reuters
 Transcription Service..Lang-Worth, Associated.
 BMI

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

Personnel

General Manager.....K. K. Hackathorn
 Sales Manager.....Robert DeTehon
 Program Director.....C. M. Hunter
 Merchandising Manager.....Sue Cornelius
 Chief Announcer.....Garde Chambers
 Publicity Director.....Saul Glantz
 Production Manager.....Albert Shambarger
 Musical Director.....Willard Pott
 Chief Engineer.....Ralph DeLany
 Record m. c.....Hugh Collins

W J W

CLEVELAND—EST. 1943

AMERICAN BROADCASTING CO.

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, TP
 Transcription Service.....Standard
 Representative.....Headley-Reed Co.

Personnel

President and General
 Manager.....William M. O'Neil

Commercial Manager.....W. J. Sylvester
 Sales Promotion and Merchandising
 ManagerBen Stiller
 Program DirectorEdward N. Palen
 Chief EngineerGerold 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 NumberCherry 0942
 Transmitter LocationBrecksville, Ohio
 Time on the Air: 5 a.m. to 1 a.m.; Sundays,
 6 a.m. to 1 a.m.

News Service.....UP; AP
 Transcription ServiceNBC Thesaurus;
 Standard Radio
 Representative Donald Stratton

Personnel

PresidentNiles Trammell
 General Manager Varmon H. Pribble
 Station Manager Vernon H. Pribble
 Commercial Manager Harold Gallagher
 Sales Promotion Manager Howard Barton
 Program Director Hal Metzger
 Publicity Director Victor Liston
 Chief Engineer S. Edwin Leonard

W B N S

COLUMBUS—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By Radioho, Inc.
 Address33 North High Street
 Phone Number Adams 9265
 Transmitter Location1035 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
 Gen. and Station Manager...Richard A. Borel
 Sales-Commercial Manager W. I. Orr
 Sales Promotion Manager...Jerome R. Reeves
 Program Director Geer Parkinson
 Production Manager Chester S. Long
 Publicity Director Jerome R. Reeves
 Chief Announcer Russell Canter
 Musical Director Geer Parkinson
 Record m. c.....Irwin A. Johnson
 Chief Engineer Lester H. Naizger

W C O L

COLUMBUS—EST. 1934

ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....The Pixleys
 Business Address.....33 North High St.
 Phone NumberMain 4581
 Transmitter Location.....33 North High St.
 Time on the Air.....6 a.m. to 1 a.m.,
 Sundays 7:30 a.m. to 1 a.m.

News Service.....INS & AP
 Transcription Service.....World; Lang-Worth
 Representative Headley-Reed Company

Personnel

Owner.....L. A. Pixley
 General and Station Manager Jack Kelly
 Sales Commercial Manager Jack Kelly
 Publicity and Merchandising
 Manager Howard Donohoe
 Continuity Director Frank Tate
 Production Manager Al Albinger
 Chief Engineer Leo DeConnick

W H K C

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 1000 Watts
 Owned-Operated By.....United Broad-
 casting Co.

Address22 East Gay St.
 Phone Number Adams 1101
 Transmitter Location.....901 Obetz Road
 Time on the Air.....6 a.m. to 1 a.m.
 Newspaper AffiliationCleveland Plain
 Dealer

News Service UP
 Transcription Service.....Lang-Worth, Cole
 RepresentativeRadio Advertising Corp.

Personnel

PresidentSterling Graham
 General Manager.....Carl M. Everson
 Commercial and Sales Promotion
 ManagerHarry H. Hoessly
 Program Director-Production
 ManagerJohn Moses
 Publicity Director.....Juanita Wilcox
 Chief AnnouncerBernard J. Sweeney
 DirectorAbram Ruvinsky
 Chief Engineer.....William C. Minor
 Record m. c.....Budd Sweeney

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
 711-2, 579

Studio Address Campus
 Transmitter Location: University Golf Course,
 Worthington Road
 Time on the Air Limited time,
 to sunset at Dallas, Texas
 News Service UP
 Transcription Service NBC Thesaurus

Personnel

President Howard L. Bevis
 Station Director R. C. Higgy
 Program Director William H. Ewing
 Publicity Director H. K. Schellenger
 Chief Operator C. H. Boehnker
 *(Non-Commercial Station)

Newspaper Affiliations: Dayton Daily News;
 News Service UP, INS.
 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
 Publicity Director Stan Mouse
 Musical Director Henry Lange
 Chief Announcer Sigel A. Roush
 Chief Engineer Ernest L. Adams

WHIO

DAYTON—EST. 1935
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By .. Miami Valley Broadcast-
 ing Corporation
 Business Address 45 South Ludlow Street
 Phone Number ADams 2281
 Transmitter Location Hempstead Road
 Time on the Air 18½ hours daily

WING

DAYTON—EST. 1939

ABC

Frequency: 1410 Kc. Power: 5000 Watts
 Owned-Operated By .. Great Trails Broadcasting
 Corporation
 Address 121 North Main Street



**TELL
 SOUTHWESTERN
 OHIO
 your sales message**

WHIO Dayton covers Southwestern Ohio—
 where the Great Miami and Little Miami rivers
 flow through the prosperous farm lands of a
 \$100 million agricultural market richly studded
 by progressive manufacturing centers. This
 ready market is supported by diversified in-
 dustries with sound progress in reconversion

and having projected expansion plans amount-
 ing to more than \$50 million!
 Dayton and Montgomery County voters re-
 cently passed levies and bond issues to finance
 a unified capital improvement program amount-
 ing to \$28 million!
 Tell your sales story through WHIO Dayton,
 the local station with the largest listening
 audience, plus complete, reliable local news
 coverage: UP, INS, PA.

5000 WATTS BASIC CBS

WHIO

- 11 YEARS SERVING THE DAYTON AREA
- G. P. HOLLINGBERY COMPANY, Representatives
- HARRY E. CUMMINGS, Southeastern Representative

Phone Number.....ADams 3288-89-80
 Transmitter Location.....Shaker Road
 Time on the Air.....5:45 a.m. to 1:05 a.m.,
 Sundays 6:45 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth, Standard
 Representative.....Weed & Company

Personnel

President.....Charles Sawyer
 General Manager.....John Pattison Williams
 Station and Sales Manager.....F. G. Dykstra
 Merchandising Manager.....Mrs. Ruth Krause
 Musical Director.....Charles G. Reeder

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 Service.....INS
 Transcription Service.....Lang-Worth;
 Standard Radio & Keystone, Cole.

Personnel

Owner-General Manager.....Fred R. Hover
 Sales Manager.....M. C. Clark
 Production Director.....Joanne Lewis
 Sales Promotion.....Dick Davis
 Chief Engineer.....Edgar Smith

W M O H

HAMILTON—EST. 1944

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...The Fort Hamilton Broad-
 casting Co.
 Address.....Second National Bank Bldg.
 Phone.....4664
 Transmitter Location.....Middletown Pike
 Time on the Air.....6 a.m. to 11 p.m.;
 Sun., 7 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus

Personnel

President.....Herbert G. Pabst
 Executive Director.....Don Isost
 Sales Manager.....Joe True
 Chief Engineer.....Andrew Bruck

W L O K

LIMA—EST. 1938

NATIONAL BROADCASTING CO.
 OHIO NETWORK

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....6 a.m. to midnight daily;
 8 a.m. to midnight Sunday
 News Service.....AP
 Transcription Service.....Standard
 Representatives.....Headley Reed

Personnel

President.....George B. Storer
 Vice-President & Gen. Mgr.....J. Harold Ryan
 Station-Sales Manager.....R. G. Elvin
 Production-Program Director...Edgar C. Ulrick
 Chief Engineer.....Darrell J. Hunter

W M A N

MANSFIELD—EST. 1939

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Richland, Inc.
 Address.....140 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 12:05 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Broadcast Sales Co.

Personnel

Owner.....M. F. Rubin
 General Manager.....J. M. O'Hara
 Program Director.....Robert B. Christopher
 News Editor.....Robert Horn
 Chief Engineer.....W. E. Morrison

(Call Letters to Be Assigned)

MARIETTA*

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Marietta Broadcasting
 Co.
 Address.....St. Clair Block
 * Construction Permit.

(Call Letters to Be Assigned)

MARIETTA*

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Parkersburg Sentinel
 Co.
 Address...519 Juliana St., Parkersburg, W. Va.

Personnel

Chief Executive.....Howard L. Chernoff
 * Construction Permit.



Louis Bromfield addresses annual Marion Chamber of Commerce Banquet.



Billy Southworth and baseball veterans Hank Gowdy, Jess Haines, Cy Young and Bob Ewing, at the annual "Southworth Dinner" given by The Kenton Elks.



W-M-R-N's listeners hear Miss Mary Jean Rankin, 1945 Corn Queen of the Bucyrus Annual Corn Show.



W-M-R-N covers the Little Brown Jug Futurity whose lush \$40,000 purse in 1946 will draw the nation's best pacers and drivers to Delaware.



The Friendly Neighbor to 200,000 OHIOANS

W-M-R-N is happy to co-operate with its more than 200,000 listeners in promoting and publicizing their many and varied activities . . . more than 200,000 listeners who live in the heart of one of the richest agricultural and industrial areas in all Ohio.

On this page are illustrated a few of the many rural and city events that are broadcast annually over W-M-R-N.

Public service like this makes real friends of the local folks in our seven-county service area . . . whose buying power is valued at almost \$200,000,000 annually.

Get your share of this rich market . . . tell your story to these in-the-money, willing-to-buy listeners.

REMEMBER . . .

When You Buy Time On

W - M - R - N

You Buy

SALES RESULTS!



AN AFFILIATE OF THE AMERICAN BROADCASTING CO.

Sales Representatives:

Broadcast Sales Company
280 Madison Avenue
New York City

Broadcast Sales Company
360 N. Michigan Avenue
Chicago, Illinois

Gene Grant & Company
1651 Cosmo Street
Hollywood, California

W M R N
MARION—EST. 1940
 ABC
 OHIO NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....The Marion Broadcasting
 Company
 Operated By.....R. T. Mason
 Address.....North Main Street
 Phone Number.....3226-7
 Transmitter Location.....North Main Street
 Time on the Air.....16 hours, 15 min. daily
 News Service.....UP
 Transcription Service.....NBC Thesaurus.

Personnel

President-Station Manager.....Robert T. Mason
 Commercial Manager.....Geo. A. Speese
 Sales Manager.....George A. Speese
 Program Director.....L. T. Marsh
 Publicity Director.....Ray Oviatt
 Musical Director.....Bob Dell
 Record m. c.....Eric Paige
 Chief Engineer.....Joe Peters

W P A Y

PORTSMOUTH—EST. 1935
 COLUMBIA BROADCASTING SYSTEM

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 midnight; Sundays,
 7:30 a.m. to midnight.
 Newspaper Affiliation.....Portsmouth Times
 News Service.....AP & UP
 Transcription Service.....Lang-Worth & BMI

Personnel

President.....Louis H. Brush
 General and Station Manager..Paul Wagner
 Sales-Commercial Manager.....G. F. Boyd
 Sales Promotion-Merchandising
 Manager.....Robert K. Kuhn
 Program Director.....H. W. Apel
 Publicity Director.....Robert H. Kuhn
 Chief Announcer.....Edward Sagraves
 Musical Director.....Dorothy Page
 Chief Engineer.....Maurice L. Myers
 Record m. c.....Carl Sunkel

W I Z E
SPRINGFIELD—EST. 1940
 ABC

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 1 a.m.
 News Service.....UP & AP
 Transcription Service.....Lang-Worth, Standard
 Representative.....Weed & Co.

Personnel

President.....Charles Sawyer
 General and Station Manager...Adna Karns
 Sales-Commercial Manager.....Adna Karns
 Program Director.....Arthur L. Martin
 Production Manager.....Bob Terry
 Publicity Director.....Sarah Zahm
 Musical Director.....Jim Newman
 Chief Engineer.....Victor L. Bushong

W S T V

STUEBENVILLE—EST. 1940
 MUTUAL BROADCASTING SYSTEM
 VICTORY

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.....6:45 a.m. to 1:15 a.m.
 News Service.....UP

**AP RADIO
 PRODUCTIONS
 OFFERS FOUR
 OUTSTANDING
 SHOWS
 TRANSCRIBED**

“Sports Star Special”
 “Star Time”
 “Special Assignment”
 “The Cliff Edwards Show”

BIG NAMES, WELL-KNOWN
 PERSONALITIES, MAKE EACH
 SHOW
 A SALES WINNER

Ask about the unique, new
 “Cue-In” technique.

Transcription Service Thesaurus
 Representative.. Joseph Hershey McGillvra, Inc.

Personnel

General and Commercial Mgr... John J. Laux
 Sales Promotion-Merchandising
 Manager John L. Merdian
 Production Manager-Asslt.
 Manager John L. Merdian
 Production Manager and Assistant
 Program Director George H. Wilson
 Publicity Director and Local News
 Editor Harry Cochran
 Chief Announcer George H. Wilson
 Musical Director Thomas Arim
 Chief Engineer Joseph M. Troesch

Transmitter Location: Oregon Road, East Toledo
 Time on the Air..... 6 a.m. to 1 a.m.
 News Services..... AP, INS, UP
 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
 Chief Engineer Studio..... Frank M. Hilbert
 Chief Engineer Transmitter... Edward L. Goon

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

WTOL

TOLEDO—EST. 1938

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By.. The Community Broad-
 casting Company
 Address Bell Building
 Phone Number..... ADams 3291

SHAKE HANDS WITH

"THE FRIENDLY GROUP"

Four Stations in Four States under the experienced management of "The Friendly Group". Extending you a friendly hand for more business from these thriving markets .

For further details, write John Laux, Managing Director "The Friendly Group", Steubenville, O.

National Representative: Joseph Hershey McGillvra, Inc. New York • Chicago • Los Angeles • San Francisco



WSTV

STEUBENVILLE, O.
 JOHN LAUX, MGR.
 MUTUAL

WFPG

ATLANTIC CITY, N. J.
 EDDIE KOHN, MGR.
 ABC NETWORK

WJPA

WASHINGTON, PA.
 BOB KLIMENT, MGR.
 MUTUAL

WKNY

KINGSTON, N. Y.
 LOU STEKETEE, MGR.
 MUTUAL



Big BOX-OFFICE in Toledo

WTOL shows in Toledo are big box-office . . . every day and every night. Locally owned, locally operated . . . the station plays to an audience with a first-hand understanding of what its particular audience most enjoys. Local interest. Plus national prestige. Local merchants prefer and use WTOL. Its local wallop offers a great opportunity for national advertisers to tie in for results.

WTOL

"Toledo's Friendly Station"

Basic ABC Network

Arch Shawd, General Manager

Representatives: Radio Advertising Co.

1926-1946

Twentieth Anniversary Year*



IF YOU COULD CHOOSE ONLY 25 U. S. MARKETS... YOU WOULD HAVE TO CHOOSE YOUNGSTOWN--WKBN

A stable, concentrated market area which ranks among the nation's top 25 means both peak buying ability and peak buying habits. Effectively served by one medium of proved selling power, this area is the "must market" of Youngstown—WKBN. The leading purchasing power of this third largest U. S. Steel Center is revealed conclusively by available statistics... total wage earners, annual wages, retail sales per family, etc. (Full information is available to advertisers in WKBN's Brochure on "The Youngstown Industrial Area"). This large and attentive buying audience falls within the primary coverage of one Radio station only... WKBN.

Represented by
PAUL H. RAYMER COMPANY


As repeated case histories throughout this pioneer station's 20-year history attest, such an exclusive situation has placed WKBN in the position of a powerful merchandising and sales force... the respected source of information and entertainment for a major market area of over half a million consumers... plus the bonus coverage area of over 6,000,000.

AFFILIATE
COLUMBIA BROADCASTING SYSTEM

WKBN

YOUNGSTOWN, O.

5000 watts
570 kc



* WKBN delivered its first broadcast to Youngstown ear-phones and speakers on September 26, 1926. The station's first bid for listeners was made with a 7½ watt transmitter. An ever-progressive policy has existed from the beginning and today's modern, powerful equipment... situated on forty-five acres of landscaped beauty in Youngstown's South Side residential section... brings Columbia Network and local entertainment to listeners in five states and Canada.

Transmitter Location.....Bell Building
 Time on the Air.....Unlimited license
 News Service.....UP & AP
 Transcription Services..Associated Music Pub-
 lishers; World.
 Representative.....Radio Advertising Corp.

Personnel

President.....Frazier Reams
 Vice President-General Manager..Arch Shawd
 Commercial Manager.....Gard Wallace
 Sales Promotion Manager....Henry Morgan
 Program Director-Production
 Manager.....Karl Nelson
 Publicity Director...Charlotte Van Rensselaer
 Musical Director.....Dorothy Diller
 Chief Engineer.....John Sheehan

W R R N

WARREN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Nied & Stevens
 Address.....2nd National Bank Building
 Phone Number.....4490
 Time on the Air.....6:45 a.m. to 12 midnight
 Transmitter Location..710 Main Avenue, S. W.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Joseph Hershey McGillvra

Personnel

Owners.....Frank T. Nied, Perry H. Stevens
 Station Manager.....Emerson J. Pryor
 Commercial Manager.....Frank B. Cannon
 Sales Promotion Manager...Emerson J. Pryor
 Program Director-Production
 Manager.....Lynn E. Gifford
 Publicity Director.....Emerson J. Pryor
 Chief Engineer.....Robert V. Kinney

W F M J

YOUNGSTOWN—EST. 1939

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..WFMJ Broadcasting Co.
 Address.....101 W. Boardman St.
 Phone Number.....34121
 Transmitter Location...101 W. Boardman St.
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation..Youngstown Vindicator
 News Service.....AP; UP
 Transcription Services.....Lang-Worth;
 Standard Radio
 Representative.....Headley-Reed Company

Personnel

Owner-Station Manager..William F. Maag, Jr.
 National Advertising Manager.....Phil Wood
 Program Director.....William Crooks
 Business Manager.....Leonard Nasman
 Musical Director.....Ronald Richards
 Chief Engineer.....Frank Dieringer

W K B N

YOUNGSTOWN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WKBN Broadcasting
 Corp.
 Address.....17 N. Champion St.
 Phone Number.....4-2122
 Transmitter Location.....3430 Sunset Blvd.
 Time on the Air.....6 a.m. to 12:05 a.m.
 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
 Sales Promotion Manager.....Foster Harmon
 Program Director.....Gene Trace
 Production Manager.....Gene Trace
 Publicity Director.....Foster Harmon
 Chief Engineer.....B. T. Wilkins

W H I Z

ZANESVILLE—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By...Southeastern Ohio Broadcasters,
 Inc.
 Operated By.....Fort Industry Company
 Address....North Fifth St., Lind Arcade Bldg.
 Phone Number.....8000
 Transmitter Location.....Newark Road
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....John Blair & Company

Personnel

President.....George Storer
 General Manager.....Allen L. Haid
 Sales Manager.....J. Robert Kerns
 Program Director-Production
 Manager.....Howard George
 Chief Engineer.....William Hunt

OKLAHOMA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K A D A

ADA—EST. 1934

AMERICAN BROADCASTING CO.
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
General Manager: James M. Griffith
Commercial Manager: LeRoy W. Moses
Chief Engineer: Harold Walker

K V S O

ARDMORE—EST. 1935

AMERICAN BROADCASTING CO.
KBS—OKLAHOMA NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: John F. Easley
Business Address: Hotel Ardmore
Phone Number: 3030
Studio Address: Hotel Ardmore
Transmitter Location: Chickasaw & North-
west Blvd.

Time on the Air: Unlimited License
Transcription Service: SESAC, World
Newspaper Affiliation: Daily Ardmoreite
News Service: AP
Representative: Taylor Howe Snowden

Personnel

General Manager: Albert Riesen
Commercial Manager: Gene Calley
Musical Director: Dolly Dutton
Chief Engineer: John Malloy

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: Highway U.S. 75
Time on the Air: 6:30 a.m. to 11 p.m.
News Service: AP

Personnel

President-General Manager: J. Fred Case
Commercial Manager: John Collins
Sales Promotion: Henry H. Heerman
Program Director: Keith Upson
Chief Engineer: E. Dallas Degraffenreid

K A S A

ELK CITY—EST. 1932

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By: Southwest Broadcast-
ing Co.

Address: Casa Grande Hotel
Phone Number: 730
Transmitter Location: Casa Grande Hotel
Time on the Air: Full time
News Service: UP
Transcription Service: Standard
Representative: Gene Grant

Personnel

President: L. J. Preston
Supervisor: F. E. Mayhew
Program Director: John Carmen
Chief Engineer: G. M. Patterson

K C R C

ENID—EST. 1929

ABC

OKLAHOMA NETWORK

Frequency: 1390 Kc. Power: 1000 Watts
Owned-Operated By: Enid Radiophone Co.
Business Address: Broadway Tower
Phone Number: 447
Transmitter Location: 318 E. Willow
Time on the Air: 6:30 a.m. to 11:05 p.m.
Newspaper Affiliation: Enid Morning News;
Enid Daily Eagle

News Service: AP
Transcription Service: Standard
Representative: Taylor-Howe-Snowden

Personnel

President: Mrs. Lucy M. Garber
General Manager: Milton B. Garber
Station Manager: Lucien D. Lindsey
Sales Promotion: Hugh J. Finnerty
Program Director: Marjorie Studer
Chief Engineer: Murray Coleman

K S W O

LAWTON—EST. 1941
MUTUAL

Frequency: 1150 Kc.....Power: 250 Watts
Owned-Operated By
Oklahoma Quality Broadcasting Co.
Business Address PO Box 699
Phone Number.....3413
Studio Address.....17th & E. Streets
Transmitter Location.....17th & E. Streets
Time on the Air.....Daytime license
News ServiceUP
Transcription Service.....World

Personnel

General Manager.....John W. Steele
Sales Promotion-Merchandising
Manager.....John W. Guffey
Program Director.....Kathleen Burkett
Publicity Director.....Jeanne Dryden
Chief EngineerW. E. Billington

K B I X

MUSKOGEE—EST. 1936
ABC

OKLAHOMA NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By:
Oklahoma Press Publishing Co.
Business Address.....Barnes Bldg.
Phone Number303
Studio AddressBarnes Building
Transmitter LocationBarnes Building
Time on the Air.....6:30 a.m. to 12 midnight
Newspaper Affiliation.....Muskogee Daily
Phoenix & Times Democrat
News ServiceAP
RepresentativeTaylor-Howe-Snowden

Personnel

President-General Manager....Tams Bixby, Jr.
Station ManagerPaul A. Bruner
Sales-Commercial Manager..Mary D. Robinson
Program DirectorMarcia King

K T M C*

McALESTER

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...McAlester Broadcasting
Co.
AddressAldridge Hotel

Personnel

Owners.....C. E. Wilson, P. D. Jackson
* Construction Permit.

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 Number900; Station No. 124
Studio AddressMemorial Union Bldg.
Transmitter Location.....1140 Jenkins Ave.
Time on the Air.....Daytime License
News ServiceAP

Personnel

General ManagerJohn W. Dunn
Production ManagerJim Newman
Musical DirectorJack Bowers
Chief EngineerJack 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.
AddressPlaza Court
Phone Number.....3-4333
Transmitter Location.....Plaza Court
Time on the Air.....6 a.m. to 12 midnight,
Sunday 7 a.m. to midnight.
News ServiceAP
Transcription ServiceAssociated Music
Publishers; Standard Radio; NBC Thesaurus
RepresentativeThe Walker Co.

Personnel

President.....John D. Thomas
Manager.....M. H. Bonnebrake
Commercial ManagerGeorge Tarter
Sales Promotion-Merchandising
ManagerL. O. Peak
Program Director-Production
ManagerPaul H. Buening
Chief EngineerGeorge 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.
AddressBiltmore Hotel

Phone Number2-3291
 Studio Address.....24th Floor, Biltmore Hotel
 Transmitter Location: 7½ miles north of Okla-
 homa City
 Time on the Air.....18 hours daily
 News Service UP
 Transcription Service.....World Trans. Service,
 Standard, Cole.
 Representative..... Free & Peters

Personnel

President John Griffin
 General Manager Kenyon Brown
 Sales-Commercial Manager.....J. J. Bernard
 Sales Promotion-Merchandising
 Manager Webster L. Benham, Jr.
 Program Director Bill Bryan
 Production Manager Allan Page
 Publicity Director Kenneth Harris
 Chief Announcer Bob Duren
 Musical Director Mickey Reynolds
 Chief Engineer Morris W. Thomas

K T O K

OKLAHOMA CITY—EST. 1927

AMERICAN BROADCASTING CO.

OKLAHOMA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned by.....O. L. "Ted" Taylor
 Operated By Radio Station KTOK
 Business Address.....2004 Apco Tower
 Studio Address.....1800 West Main
 Phone Number 3-8352
 Transmitter Location.....1800 West Main
 Time on the Air.....6 a.m. to midnight
 News Service.....AP & UP
 Transcription Service.....World; Lang-Worth
 Representative Taylor-Howe-Snowden;
 Homer Griffith

Personnel

President.....O. L. "Ted" Taylor
 General Manager Alex Keese
 Station Manager.....Robert D. Enoch
 Commercial Manager.....Frank J. Lynch
 Publicity Director Eva Alexander
 Program Director Harold Shreve
 Musical Director Jerre Cammack
 Chief Engineer.....Clifford Easum

W K Y

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

Frequency: 930 Kc.....Power: 5000 Watts
 Owned By.....Oklahoma Publishing Co.
 Operated By.....WKY Radiophone Co.

Address.....Skirvin Tower Hotel
 Phone Number.....3-4306
 Transmitter Location.....Highway No. 66
 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,
 Associated
 RepresentativeThe Katz Agency

Personnel

President.....E. K. Gaylord
 Secretary-Treasurer.....Edgar T. Bell
 General Manager.....P. A. Sugg
 Commercial Manager.....Ralph Miller
 Promotion Manager.....Tom Rucker
 Chief EngineerHerman Lovell

K H B G

OKMULGEE—EST. 1937

MUTUAL

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 6:45 a.m. to 10:30 p.m.
 News ServiceUP
 Transcription Service.....Lang-Worth; Keystone
 Representative Sears & Ayer

Personnel

President-Manager Pat Buford
 Commercial-Sales Promotion Manager
 Lucille Buford
 Program-Production DirectorNova Clarke
 Chief Announcer Lowell Clark
 Chief Engineer J. H. Smith, Jr.

W B B Z

PONCA CITY—EST. 1927

MUTUAL

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Adelaide Carrell
 Address615 West Grand Avenue
 Phone Number 3200
 Transmitter Location.....615 Grand Avenue
 Time on the Air.....7 a.m. to 11 p.m.
 News ServiceAP

Personnel

Managing Director A. L. Carrell
 Sales Manager.....L. C. McKenney

Program Director Don Chadd
 Publicity Director Bill C. Maugans
 Chief Engineer N. J. DeFrancesco

Chief Engineer Roy Brown
 Record MC Etta May Avery

K G F F

SHAWNEE—EST. 1930
 AMERICAN BROADCASTING CO.
 OKLAHOMA NETWORK

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

Personnel

President Oscar Stauffer
 General Manager Maxine Eddy
 Commercial Manager H. S. Henderson
 Promotion-Publicity Director Zaida Porter
 Production-Program Director Roy J. Bowman
 Chief Announcer Roy J. Bowman
 Chief Engineer Salvatore Ricciotti

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.
 News Service UP
 Transcription Service World Broadcasting; Thesaurus, Standard.
 Representative Free & Peters

Personnel

President J. T. Griffin
 General Manager John Esau
 Sales Mgr.-Merchandise Mg. L. A. Blust, Jr.
 Program Dir.-Production Mgr. Karl Janssen
 Publicity Director George Ketcham
 Chief Announcer Jack Morris
 Musical Director Glenn Hardman
 Chief Engineer Robert E. Snider

K O M E

TULSA—EST. 1938
 ABC

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
 News Service AP
 Transcription Service Standard & Lang-Worth
 National Representative Taylor-Howe-Snowden

Personnel

President Harry Schwartz
 General Manager Harold Grimes
 Nat'l Adv. Manager and
 Counselor Fred Schwartz
 Sales Promotion-Publicity
 Manager Mary Corkill
 Program Director Dick Campbell
 Continuity Director Ann Fountain
 Musical Director Alfred Fox
 Chief Announcer Bill Farley

K V O O

TULSA—EST. 1925

NATIONAL BROADCASTING COMPANY

Frequency: 1170 Kc. Power: 50000 Watts
 Owned-Operated By Southwestern Sales Corporation
 Address Philtower Bldg.
 Phone Number 2-2254
 Transmitter Location: 10 miles east of Tulsa on U. S. Highway No. 66
 Time on the Air: 5:55 a.m. to 11:30 p.m.; Saturday, 5:55 a.m. to 1 a.m.; Sunday, 7 a.m. to 11:30 p.m.
 News Service INS
 Transcription Service Standard Radio; Lang-Worth
 Representative Edward Petry & Co.

Personnel

President W. G. Skelly
 Vice President-General
 Manager William B. Way
 Commercial Manager Gustav Brandborg
 Publicity-Sales Promotion Manager,
 W. T. McClarin
 Program-Production Director F. M. Randolph
 Chief Engineer L. W. Stinson

KEEP PACE WITH PACIFIC PROGRESS

KGW serves the productive, progressive Northwest. More than a million people in KGW's "listening area" look to Portland as their trade, cultural, and economic center. As transportation, industrial, shipping and commercial heart of the Pacific Northwest, Portland is the hub of a vast area embracing all of Oregon, and Southern Washington, Idaho and parts of Montana.

Expertly and adequately interpreting, analyzing, and reporting trends, emphasizing public service, taking the lead in the best in radio in every classification, KGW moves forward with the Northwest as it has for the past 24 years.

• Oregon is the largest timber-producing state in the nation • The Northwest contains one-fourth of the total developed and potential hydro-electric power of the United States • Portland ranks second in volume of shipping tonnage handled on the coast, is center of the meat-packing industry of the Northwest, and is the nation's second largest wool-shipping city.

KGW... RADIO'S MAINLINE TO NORTHWEST MARKETS

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON



REPRESENTED NATIONALLY
BY EDWARD FITZ & CO., INC.

OREGON

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KWIL

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Central Willamette
Broadcasting Company

Business Address: 15th and Elm Streets
Phone Number: 870
Transmitter Location: 15th and Elm Streets
Time on the Air: 6:30 a.m. to midnight;
Sundays, 7 a.m. to midnight

Newspaper Affiliation: Albany Democrat
Herald

News Service: UP
Transcription Service: Standard Radio, Cole
Representative: John Keating

Personnel

President: W. L. Jackson
Secretary-Treasurer: R. R. Cronise
General Station Manager: Chet Wheeler
Commercial Manager: Hal Byer
Sales Promotion-Merchandising Manager:

John Blake
Program-Publicity Director: John Wray
Production Manager: Bob Reinholdt
Chief Announcer: Paul Danielson
Record m. c.: Bob Nissen
Chief Engineer: Bill Hansen

KAST

ASTORIA—EST. 1935

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Astoria Broadcasting Co.
Address: 404 Commercial St.
Phone Number: 95
Transmitter Location: 1006 Taylor Avenue
Time on the Air: 7 a.m. to 12 midnight
Newspaper Affiliation: Astorian-Budget
News Service: AP
Transcription Service: Standard Radio
Representatives: Walter Biddick, John Keating

Personnel

Station Manager: L. E. Parsons
Commercial Manager: E. H. Johnson
Chief Engineer: James M. Titus

KBKR

BAKER—EST. 1939

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By: Inland Radio, Inc.
Address: 1st and Court Streets
Phone Number: 140
Transmitter Location: Baker
Time on the Air: Unlimited
News Service: UP
Transcription Service: World
Representative: W. S. Grant Co.

Personnel

Owners: Marshall E. Cornett, Lee W. Jacobs
General & Station Manager: Lee W. Jacobs
Sales-Commercial Manager: Lee W. Jacobs
Sales Promotion Manager: Ken Lockwood
Program Director: Grace Baer
Production Manager-Musical Director:
Bud Stuart
Chief Engineer: Sidney Williams

KBND

BEND—EST. 1938

MUTUAL
DON LEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: The Bend Bulletin
Address: 1147 Wall St.
Phone Number: 848
Transmitter Location: 1147 Wall St.
Time on the Air: 7 a.m. to 10:30 p.m.
Newspaper Affiliation: Bend Bulletin
News Service: UP
Transcription Service: Lang-Worth

Personnel

President: Robert W. Sawyer
General and Station Manager: Frank H. Loggan
Sales-Commercial Manager: William Barton
Sales Promotion-Merchandising Manager:
William Barton
Program Director: Ellen Hammond
Chief Engineer: Wallace Guthrie

KOAC*

CORVALLIS—EST. 1925

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
Owned by: State of Oregon
Operated By: Oregon State College
Address: Corvallis, Oregon
Phone Number: 526
Studio Address: Corvallis
Transmitter Location: Granger
Time on the Air: 10 a.m. to 10 p.m.
News Service: UP

Personnel

President.....Frank Jenkins
 General Manager.....Marshall H. Pengra
 Station Manager.....H. J. Chandler
 Sales & Promotion Manager.....Max J. Frye
 Chief Engineer.....Gilbert E. Walters

K L B M

LA GRANDE—EST. 1938

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.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio; Keystone
 Representative.....W. S. Grant Co.

Personnel

President.....Marshall E. Cornett
 General Manager.....Lee W. Jacobs
 Station-Commercial Manager.....Gordon L. Capps
 Program Director.....Ken Lillard
 Chief Engineer.....Sidney Williams

K O O S

COOS BAY—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Kooos, Inc.
 Address.....505 Hall Building
 Phone Number.....432-3
 Transmitter Location.....Hall Building
 Time on the Air.....6 a.m. to Midnite, Sundays.
 7 a.m. to Midnite
 News Service.....UP
 Newspaper Affiliation.....Coos Bay Times
 Transcription Service.....World Broadcasting
 Representative.....John Keating

Personnel

President.....Sheldon F. Sackett
 General Manager.....Fred F. Chitty
 Station & Commercial Manager.....Hal Shade
 Office Manager.....Lucy Johnson
 Musical Director.....Margaret McCoy
 Chief Engineer.....Robert L. Spaug

K M E D

MEDFORD—EST. 1928

KEYSTONE BROADCASTING SYSTEM
 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-General Manager.....Mrs. W. J. Virgin
 Commercial Manager.....Art Adler
 Program Director.....Gladys LaMarr
 Chief Engineer.....Dave Rees

K S R V*

ONTARIO

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Radio, Inc.
 Address.....First & Court Sts., Baker, Ore.
 * Construction Permit.

K W R C

PENDLETON—EST. 1941

NORTHWEST NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Western Radio Corp.
 Operated By.....V. B. Kenworthy
 Address.....Box 178
 Phone Number.....1425
 Studio-Transmitter Location.....S. W. 6th St.
 Time on the Air.....7 a.m. to 10:15 p.m.; Sundays,
 9 a.m. to 9:15 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth

Personnel

President-General Manager
 V. Barney Kenworthy
 Station-Commercial Manager.....Paul E. Walden
 Asst. Commercial Rep.....Ted A. Smith
 Program-Production Director.....Keith Larkin
 Chief Engineer.....Robert M. Eaton

KALE

PORTLAND—EST. 1932
MUTUAL BROADCASTING SYSTEM
DON LEE

Frequency: 1330 Kc. Power: 5000 Watts
Owned By.....Journal Publishing Company
Operated By.....KALE, Inc.
Business Address.....9th & Taylor Sts.
Phone Number.....Br. 3484
Studio Address.....9th & Taylor Sts.
Transmitter Location.....Near Sylvan, Ore.
Time on the Air.....5:45 a.m. to 12 midnight
News Service.....AP & UP
Transcription Service.....Associated Music
Publishers, Standard, Cole
Representative.....John Blair & Co.

Personnel

President.....P. L. Jackson
General and Station Manager
Charles E. Couche
Commercial Manager.....Norman A. Davis
Sales Promotion-Merchandising Manager
Norman A. Davis
Acting Production Manager.....Earl Gunn
Publicity Director.....Leith F. Abbott
Chief Announcer.....Willis Ross
Musical Director.....Alam Uhless
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

General Manager.....Mary E. Gilmore
Agent.....R. T. Stephens
*(Non-Commercial Station)

KEX

PORTLAND—EST. 1926
ABC

Frequency: 1190 Kc. Power: 5000 Watts
Owned-Operated By.....Westinghouse Radio
Stations, Inc.
Business Address.....815 S. W. Yamhill
Phone Number.....Broadway 5653
Studio Address.....1011 S. W. 6th
Transmitter Location...North Portland, Oregon

Time on the Air.....6 a.m. to 1 a.m., Sundays,
7 a.m. to 1 a.m.
News Service.....INS; UP
Transcription Service.....World
Representative.....Paul H. Raymer Co.

Personnel

President.....George H. Bucher
General Manager.....J. B. Conley
Station Manager.....Charles S. Young
Commercial Manager.....R. E. Rudolph
Program Director.....Eldon Campbell
Production Manager.....Melvin Bailey
Publicity Director.....Betty Hill
Musical Director.....George Bruns
Chief Engineer.....T. T. Ely

KGW

PORTLAND—EST. 1922
NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By.....The Oregonian Pub-
lishing Company
Business Address.....1011 S. W. 6th Ave.
Phone Number.....Be 6364
Studio Address.....1011 S. W. 6th Ave.
Transmitter Location.....Faloma, Ore.
Time on the Air.....6 a.m. to 1 a.m.
Newspaper Affiliation.....The Oregonian
News Service.....AP; INS; UP
Transcription Service.....Langworth; NBC
Thesaurus
Representative.....Edward Petry & Co., Inc.

Personnel

General Manager.....H. Quenton Cox
Sales Manager.....J. N. Wassan
Program Director.....Homer Welch
Production Manager.....Thomas Swafford
Publicity Director.....Thelma Agosti
Chief Announcer.....Frank Coffin
Musical Director.....Abe Bercovitz
Chief Engineer.....Harold S. Singleton

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: Sylvan near Canyon Road
Time on the Air.....6 a.m. to Midnight
News Services.....INS; UP; AP
Transcription Services: World Program Library;
Associated Music Service
Representative.....Free & Peters, Inc.

Personnel

President.....C. W. Myers
 Station & General Manager
 .. Harry H. Buckendahl
 Sales Promotion Manager.....Marc Bowman
 Charles E. Couche
 Program Director.....H. M. Swartwood, Jr.
 Production Manager.....Ted W. Cooke
 Chief Announcer.....Lou Gillette
 Publlcity Director.....Enoch Squires
 Musical Director.....Owen Dunning
 Chief Engineer.....Louis Sumner Bookwalter

K W J J

PORTLAND—EST. 1927

Frequency: 1080 Kc.....Power: 1000 Watts
 Owned-Operated By.....KWJJ Broadcast
 Co., Inc.
 Address.....1011 S. W. 6th Ave.
 Phone Number.....Atwater 4393
 Transmitter Location.....Oaks Park, Portland
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP, INS
 Transcription Service...Standard Radio, Lang-
 Worth
 National Representative.....Burn-Smith Co.

Personnel

President.....Wilbur J. Jerman
 General & Station Manager.....John C. Egan
 Sales-Commercial Manager...L. D. Henderson
 Sales Promotion-Merchandising Manager
 Wilbur J. Jerman
 Program Director.....Gerald E. Speerstra
 Publicity Director.....John C. Egan
 Chief Engineer.....Harold C. Singleton

K X L

PORTLAND—EST. 1926

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

Personnel

President.....Frances R. Symons
 Station and Commercial
 Manager.....H. S. Jacobson

Program-Production

Director.....Frederick Eichhorn III
 Chief Engineer.....H. H. Schoolfield, Jr.

K R N R

ROSEBURG—EST. 1935

MUTUAL—DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...News-Review Company
 Business Address.....136 N. Jackson St.
 Phone Number.....4
 Transmitter Location.....136 N. Jackson St.
 Time on the Air.....16 hours daily
 Newspaper Affiliation..Roseburg News-Review
 News Service.....AP
 Transcription Service.....Standard Radio,
 Cole, SESAC
 Representative.....John Keating, Howard H.
 Wilson Co.

Personnel

General-Station and Commercial Manager
 Marshall H. Pengra
 Sales Promotion-Merchandising Manager
 Iris Rice Helliwell
 Program-Publicity Director...Iris Rice Helliwell
 Chief Announcer.....Lon Hunt
 Musical Director.....Max Dick
 Record m.c.....Del McKay
 Chief Engineer.....E. LeRoy Hiatt

K S L M

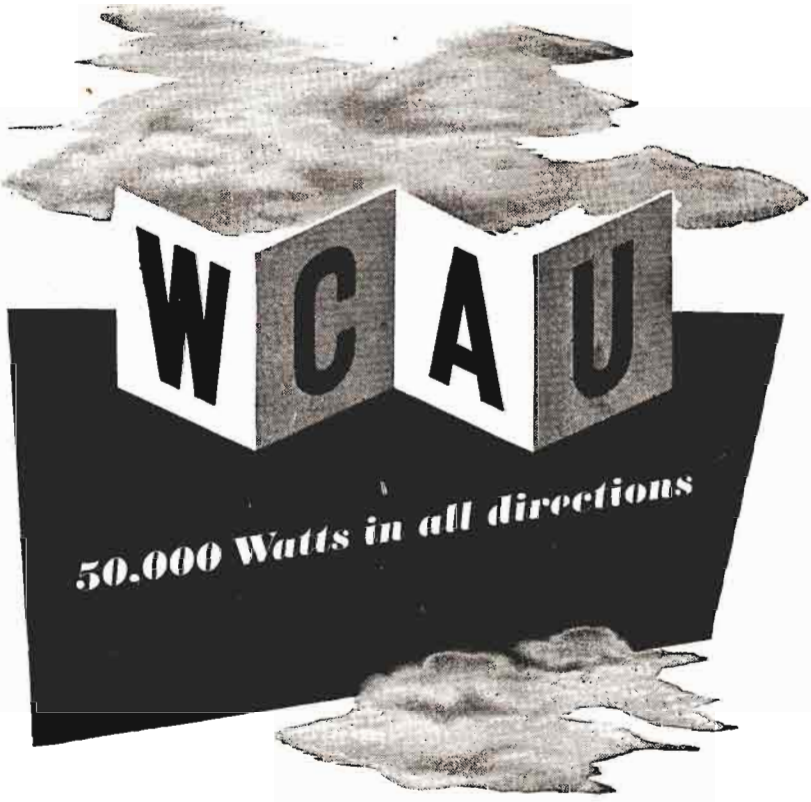
SALEM—EST. 1932

MUTUAL—DON LEE BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Oregon Radio, Inc.
 Business Address.....Senator Hotel Bldg.
 Phone Number.....4831
 Transmitter Location.....633 N. Front St.
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP and AP
 Transcription Service.....Lang-Worth
 Representative.....Homer Griffith Co.

Personnel

President-General Manager
 Glenn E. McCormick
 Station Manager.....F. F. Fischer
 Commercial-Sales Promotion
 Manager.....Robert Fischer, Jr.
 Production-Program Director.....Wes McWain
 Publicity Director.....Woody Slater
 Chief Engineer.....Clyde Carlton



CBS Affiliate
PHILADELPHIA'S LEADING RADIO INSTITUTION

PENNSYLVANIA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

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: Old Catasauqua Rd.
Time on the Air: 7 a.m. to 1 a.m.,
Sundays 8 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.
Gen. and Station Mgr.: B. Bryan Musselman
Program Director: George Y. Snyder
Tech. Supervisor: Reuel H. Musselman

W F B G

ALTOONA—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: The Gable Broadcasting
Company (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 Numbers: 4701-2
Transmitter Location: Butler
Time on the Air: 7 a.m. to Sundown
News Service: UP
Transcription Service: World Broadcasting
Representative: Farjoe & Co.

Personnel

President-Station Manager-General Manager:
David H. Rosenblum
Commercial-Sales Promotion
Manager: Leon Bernard
Program Dir.-Prod. Mgs.: Edward Browning Jr.
Chief Engineer: Paul F. Rex

(Call Letters to Be Assigned)

CLEARFIELD*

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Airplane & Marine
Instruments, Inc.

Address: Clearfield, Pa.
* Construction Permit.

W C E D

DU BOIS—EST. 1940

COLUMBIA BROADCASTING SYSTEM
PENNSYLVANIA

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: Joseph Hershey McGilvra

Personnel

President: Col. H. T. Gray
General Manager: Jason S. Gray
Station Manager: Les Ryder
Commercial-Promotion
Manager: Les Ryder
Program Director: Virginia Wade
Production Manager-Chief
Announcer: Virginia Wade
Publicity-Musical Director: Les Ryder
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 Number 6131
Transmitter Location.....Williams Township
Time on the Air.....6:55 a.m. to 1 a.m.
News Service UP
Transcription Service NBC Thesaurus
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 DirectorJ. E. Mathiot

WLEU

ERIE—EST. 1935

ABC-MUTUAL
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 p.m. to 1 a.m.
News Service.....AP & Transradio
Transcription Service.....NBC Thesaurus

Personnel

President.....Leo J. Omellan
Vice-President and General
ManagerV. Hamilton Weir
Sales Promotion Wiles Hallock
Production Manager Thomas Fleming
Commercial Manager V. Hamilton Weir
Chief Announcer Wiles Hallock

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.**

Record m. c. Ronald Graham
 Program Director Ronald Graham
 Musical Director Anthony Conti
 Chief Engineer Clarence Baker

W E R C
 ERIE

NBC-PENNSYLVANIA NET

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Presque Isle Broad-
 casting Co.
 Address 121 West 10th St.
 Phone Number 26-918
 Transmitter Location 121 West 10th St.
 Time on the Air 6 a.m. to 1 a.m. daily
 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 Frank R. Proudfoot
 Program Director J. J. Young
 Chief Announcer James Dewart
 Musical Director Milton Munn
 Record m. c. John Louthier
 Chief Engineer L. W. Cooke

W H J B

GREENBURG—EST. 1934

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

Personnel

President H. J. Brennen
 Station & Commercial Manager... G. J. Podyen
 Chief Engineer Lyle L. Allen

W S A J*

GROVE CITY—EST. 1921

Frequency: 1340 Kc. Power: 100 Watts
 Owned-Operated By Grove City College
 Address Broad and Main Sts.
 Phone Number 763
 Transmitter Location Hall of Science
 Time on the Air 4 hours per week

Personnel

Station Manager Dr. H. W. Harmon
 Program Director R. G. Walters
 Chief Announcer Thomas Martin
 Musical Director Stanley J. Seiple
 Chief Engineer Dale O. Smock
 *(Non-commercial station)

W H G B

HARRISBURG—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Harrisburg Broadcasting Co.
 Operated By Herbert Kendrick
 Business Address 112 Market St.
 Phone Number 2-3456
 Studio Address Blackstone Bldg.
 Transmitter Location Blackstone Bldg.
 Time on the Air 6 a.m. to 1 a.m.,
 Sun., 7 a.m. to 1 a.m.

News Service AP
 Transcription Service NBC Thesaurus
 Representative Weed & Co.

Personnel

Partners Herbert Kendrick, G. L. Hash
 General Manager Herbert Kendrick
 Commercial Manager R. A. Maxwell
 Sales Promotion James Denbow
 Program Director Stanley Schultz
 Publicity Director Cecelia McAlicher
 Chief Announcer Ernest Mark
 Chief Engineer H. G. Schlegal

W H P

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By WHP, Inc.
 Address 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

General and Commercial
 Manager A. K. Redmond
 Sales Promotion-Merchandising
 Manager Beatrice M. Pottelger
 Program-Publicity Director... Dick Redmond
 Production Manager John Price
 Musical Director David Shoop
 Chief Engineer E. Daniel Leibensperger

WKBO

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 Manager C. G. Moss
National Sales Manager J. Robert Gullick
Program Director Lewis Munnell
Chief Engineer J. E. Mathiot

WARD*

JOHNSTOWN

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Central Broadcasting
Co., Inc.

Address Johnstown, Pa.
* Construction Permit.

WJAC

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
Representative Headley-Reed Company

Personnel

President-Station Manager J. C. Tully
Commercial-Promotion Manager J. P. Foster



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

Program-Production.....Campbell E. Patch
 Chief Engineer.....Nevin Straub

W A Z L
 HAZLETON—EST. 1932

NBC—MBS
 MASON-DIXON GROUP

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Hazleton Broadcast-
 ing Service
 AddressHazleton National Bank Bldg.
 Phone Number 1488
 Transmitter LocationHazleton National
 Bank Bldg.
 Time on the Air..... 6:30 a.m. to 1 a.m.
 News Service UP
 Transcription Service.....NBC Thesaurus
 RepresentativeRadio Advertising Co.

Personnel

Station Executive.....Clair R. McCollough
 General and Station Manager...V. C. Diehm
 National Sales Manager.....J. Robert Gulick
 Program Manager.....Don Murray
 Technical Director.....J. E. Mathiot

W D A D

INDIANA—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Indiana Broadcast, Inc.
 Address.....637 Philadelphia St.
 Phone Number1780
 News ServiceAP
 Transcription ServiceStandard

Personnel

Chief Executive.....Paul Short
 General-Commercial Mgr.....Sam Collins
 Chief Engineer.....Vincent J. Sullivan

W G A L

LANCASTER—EST. 1922

NBC—MBS

MASON-DIXON GROUP
 TRI-PENN MARKET

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated ByWGAL, Inc.
 Business Address8 West King St.
 Phone Number5259

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.



National Representative: RADIO ADVERTISING CO.

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 Stanzola
 Technical Director.....I. E. Mathiot

W M R F

LEWISTOWN—EST. 1941

NATIONAL BROADCASTING CO.

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

Business Address.....Monument Square
 Phone Number.....757
 Studio Address.....Hotel Coleman
 Transmitter Location.....Lewistown Heights
 Time on the Air.....7:30 a.m. to 11:30 p.m.
 Transcription Service.....Standard
 News Service.....UP
 Representative.....Burn-Smith Co.

Personnel

Vice-President.....J. S. Woods
 General Manager.....Thomas W. Metzger
 Sales-Commercial Manager.....Rita McCoy

W K S T

NEW CASTLE—EST. 1938

MUTUAL BROADCASTING SYSTEM
 VICTORY NETWORK

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By.....WKST, Inc.
 Business Address.....Cathedral Bldg.
 Phone Number.....5050
 Studio Address...Cathedral Bldg., New Castle
 Transmitter Location

Savannah Center Church Road
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....NBC Thesaurus;
 Standard Radio
 Representative.....Weed & Co.

Personnel

President-General Mgr.....S. W. Townsend
 Station-Commercial Manager...A. W. Graham
 Program Director.....A. W. Graham
 Sales Promotion.....D. Daughtry
 Chief Engineer.....Robert Emch
 Record MC.....Charles Wilson

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.....Glassmere, Pa.
 Time on the Air.....7 a.m. to local sunset
 News Service.....UP
 Transcription Service.....C. P. MacGregor
 Representative.....Roy Ferree

Personnel

President.....Russell Cooper
 Gen. and Station Mgr.Edward J. Kroen
 Sales-Commercial Manager..Edward J. Kroen
 Sales Promotion-Merchandising
 Manager.....Roy E. Ferree
 Program Director-Production
 Manager.....Jack Craddock
 Publicity-Musical Director,
 Chief Announcer.....Jack Craddock
 Chief Engineer.....W. W. Neeley
 Record m. c.....Edward J. Kroen

W K R Z*

OIL CITY

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Kenneth Edward
 Rennekamp

Address.....Veach Bldg.
 Phone Number.....228
 Transcription Service.....World

Personnel

Owner.....Kenneth E. Rennekamp
 General Manager.....Alan Stepping
 Commercial Manager.....J. Walton
 Program Director.....Olivia T. Rennekamp
 Sales Promotion.....George Hein
 Chief Engineer.....Russell E. Shettler
 * Construction Permit.

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, AP
 Transcription Service.....Standard Radio
 Representative.....National Broadcasting Co.

• PENNSYLVANIA •

Personnel

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

KYW PERSONNEL

Station Manager Leslie Joy
Program Manager James P. Begley
Sales Manager A. H. McCall, Jr.
Sales Promotion Manager W. Y. E. Rambo
Chief Engineer Irvin N. Eney

WCAU

PHILADELPHIA—EST. 1922
COLUMBIA BROADCASTING SYSTEM
PENNSYLVANIA NETWORK

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

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

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

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

Personnel

President, Station and General
Manager Dr. Leon Levy
Commercial Manager Alex Rosenman
Sales Promotion Manager Robert N. Pryor
Director of Programs Stan Lee Broza
Production Managers Horace Feyhl,
Harry Ehrhart, Harry McIlvain.
Publicity Director Joseph Connolly
Record m. c. Mac McGuire
Musical Director Elliott Lawrence
Acting Chief Engineer George Lewis

WDAS

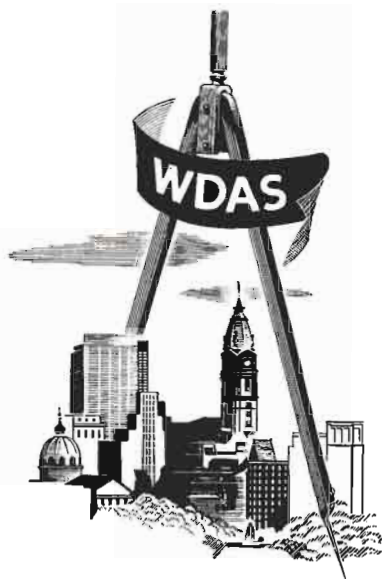
PHILADELPHIA—EST. 1924

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

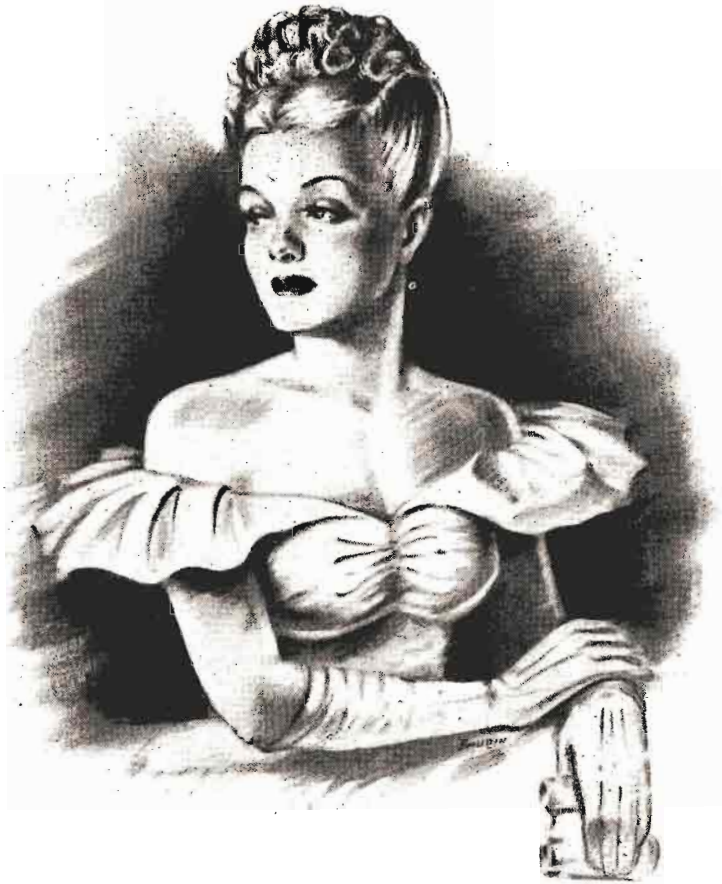
Coverage

... in Philadelphia



WDAS

covers the largest
cross-section of the
buying public in the
Philadelphia area
... at lowest cost.



Distinguished

Broadcasting Stations, like people, develop individual characteristics. Each in its own way creates a definite impression. However, one because of marked differences, soon distinguishes itself from all others. In a person, that mark of distinction is personality; in a broadcasting station it is programming, promotion and service in the public interest.

WFIL's alert programming continues to build wider listening acceptance, its hard-hitting promotion follow-through is constantly gaining new advertisers and its public service to the community is universally recognized. Truly in Philadelphia, the nation's third largest market, WFIL is distinguished.

...WFIL 560 — 260

PHILADELPHIA'S ABC AFFILIATE

Represented Nationally By THE KATZ AGENCY

558

• • • PENNSYLVANIA • • •

News ServiceAP
 Transcription Service...Lang-Worth & World,
 SESAC
 Representatives.....Forjoe & Co.

Personnel

President ... Alexander W. Dammannbaum, Sr.
 Gen. and Station Manager.....P. J. Stanton
 Commercial-Sales Promotion-Merchandising
 Manager Charles Stahl
 Program Director-Chief
 Announcer Michael Deegan
 Production Manager Gil Morris
 Publicity Director P. J. Stanton
 Musical Director Anthony Luizzi
 Chief Engineer Frank Unterberger

•
WFIL

PHILADELPHIA—EST. 1922

ABC

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 & UP
 Representative The Katz Agency, Inc.

Personnel

President and General
 Manager Roger W. Clipp
 Ass't. Gen. Mgr. Kenneth W. Stowman
 Ass't. Station Mgr.....William B. Caskey
 Sales-Commercial Manager... John E. Surrick
 Sales Promotion-Merchandising
 Manager Malcolm MacPherson
 Program Director Jack Steck
 Production Manager John D. Scheuer, Jr.
 Publicity Director William A. Farren
 Musical Director Felix Meyer
 Chief Engineer Louis E. Littlejohn

•
WHAT

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By....Independence Broad-
 casting Company
 Address....539 Ledger Bldg., 6th and Chest-
 nut Streets
 Phone Number Lombard 2390
 Transmitter Location....Hotel Philadelphian,
 39th and Chestnut Sts.
 Time on the Air.....Shares Time
 News ServiceAP
 Representative Helen Wood

Personnel

Pres.-General Manager William A. Banks
 Station Manager Dolly Banks
 Sales-Commercial Mgr....William A. Banks
 Publicity Director Steve Small

•
WIBG

PHILADELPHIA—EST. 1925

AMERICAN BROADCASTING CO.

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 ServiceAP
 Transcription Service....NBC Thesaurus
 National Representative....Adam J. Young, Jr.

Personnel

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

"SPORTS STAR SPECIAL"

The greatest, all-time stars of the sporting world in exciting 15-minute transcribed dramatizations.

The local sports commentator becomes part of the show through a unique new technique called "Cue-In."
 "Cue-In" localizes and personalizes.

Exclusive in Any Market

SEE

AP RADIO PRODUCTIONS

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA
 NEW YORK 20, N. Y.



We Gave Them
THE BIRD
...and they Liked it!

About eight years ago . . . in the middle of the night . . . WIP's Pep Boys Dawn Patrol played a special selection, "BLUEBIRD OF HAPPINESS." The listeners liked it. Liked it so much they recently insisted that it be made available for playing at home.

RCA-VICTOR engaged the same Metropolitan Opera star Jan Peerce, who made the original under a nom de song, to make a record of the "BLUE-BIRD" and it's selling BIG!

*More proof of the fact that they
want what they hear on WIP!*

★ ★ ★

610 K. C.

MUTUAL'S 3rd MARKET AFFILIATE

5000 WATTS



Represented Nationally by GEO. P. HOLLINGBERRY CO.

www.americanradiohistory.com

W I P

PHILADELPHIA—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....Pennsylvania Broad-
casting Company, Inc.

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
Promotion Director Ralph H. Minton
Program Director Murray Arnold
Production Manager Boyd W. Lawlor

Publicity Director Samuel Elber
Special Events & Educational
Director Sam Serota
Musical Director Joseph Frassetto
Technical Supervisor..... Clifford C. Harris
Chief Engineer James M. Tisdale

W T E L

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Foulkrod Radio Eng.
Address4312-14 N. Broad St.
Phone Numbers: Gladstone 1310; Davenport
4310

Transmitter Location.....Rowlandville, Pa.
Time on Air Shares with WHAT

Personnel

President-Program Director.....Doug. Hibbs
General ManagerHenry N. Cocker

If you have Availability Chills

and

Spots Before the Eyes

TAKE THE CURE WITH "CUE-IN"

SEE

A P R A D I O P R O D U C T I O N S

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

Scoop!

WPEN-FM GETS ROOF RIGHTS TO PHILADELPHIA'S HIGHEST COMMERCIAL BUILDING!

Philadelphians expect a lot of *The Evening Bulletin*, America's largest evening newspaper, and its up-to-the-minute stations, WPEN and WPEN-FM.

Now these stations take another big step forward with the purchase of roof rights to Philadelphia's tallest office building—The Philadelphia Saving Fund Society. This is right in line with the WPEN—WPEN-FM policy to give Philadelphians the finest possible service. It is what they expect of *The Evening Bulletin* stations.

Every day, more and more listeners in the Philadelphia area turn to WPEN for *The Evening Bulletin* news. They know that only WPEN brings them complete local and national news every hour on the hour.

Listening to WPEN—in the middle of the dial—is getting to be as much a Philadelphia custom as scrapple for breakfast!

950
WPEN
 258
WPEN-FM

THE EVENING BULLETIN STATIONS

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
 New York • Chicago • Detroit • Atlanta
 San Francisco • Los Angeles

WPEN

PHILADELPHIA—EST. 1929

Frequency: 950 Kc.....Power: 5000 Watts
 Owned By The Bulletin Company
 Operated By....Wm. Penn Broadcasting Co.
 Address 1528 Walnut Street
 Phone Number PENnypacker 9490
 Transmitter Location

Columbia Ave. & Race Sts.

Time on the Air 6 a.m. to 1 a.m.
 Newspaper Affiliation...The Evening Bulletin
 News Service AP
 Transcription Service.....NBC, Thesaurus,
 Associated
 Representative Headley-Reed Co.

Personnel

General Manager.....G. Bennett Larson
 Ass't. General Manager Ed Obrist
 Promotion-Publicity Director....John J. Kelly
 Program Director Ed Obrist
 Production Manager Norman Land
 Musical Director Joseph Frazzosa
 Chief Engineer Charles Burtis
 Record m. c.'s Joe Grady, Bill Drury

KQV

PITTSBURGH—EST. 1919

MUTUAL

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.....1459 Crane Rd.
 Time on the Air.....6:45 a.m. to 12:30 a.m.,
 Sundays, 7 a.m. to midnite.

News ServiceUP
 Transcription Service.....Lang-Worth; Stan-
 dard Radio
 Representative Weed & Co.

Personnel

Vice-Pres.-General Manager....G. S. Wasser
 Commercial Manager James Murray
 Sales Promotion Manager-
 Publicity Director Ben Edson
 Program Director Ben Kirk
 Record m. c. Al Noble

HERE'S PITTSBURGH... IN THE BAG!



KQV is tailor-made for selling Pittsburgh—gives you concentrated, strong sales-producing coverage at favorable cost, backed by heads-up local cooperation and steady, aggressive promotion. If you want more proof that KQV is your best Pittsburgh radio buy, let us show you steadily growing listener ratings and new account lists.

(Basic Mutual-1410 KC-1000W)

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.



WWSW
believes in balance

... A balance that favors public service more than any other 250-watt station in the country.

... Operating on a 24-hour basis, WWSW schedules more time for serving peoples' interests.

... WWSW is public service conscious because only by serving the public can a station be useful to its community.

WWSW

Some WWSW Public Service Programs—

- Junior Town Meeting
- Let's Explore Music
- OPA Round Table
- Major League Baseball
- Radio News Reel
- Composer's Clinic
- Football Games
- Meet Your Neighbor
- Foreign Policy Ass'n.
- National Achievement Club
- Professional Hockey
- Basketball, Golf
- Something About a Soldier
- Golden Hour
- Deshon Hospital Diary
- Masterworks in Music

WWSW rates public service ahead of dollar volume!

WWSW, INC.—PITTSBURGH, PA.

Represented by Forjoe and Company

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.....INS, AP, UP
 Transcription Service.....Standard Radio,
 Thesaurus
 Representative...National Broadcasting Co.

Personnel

President.....George H. Bucher
 Gen. & Station Manager..Joseph E. Baudino
 Sales-Commercial Manager..George D. Tons
 Sales Promotion-Merchandising
 Manager.....David N. Lewis
 Publicity Director.....Lee Curran
 Musical Directors.....Bernie Armstrong,
 Aneurin Bodycombe.
 Chief Engineer.....T. C. Kenney

W C A E

PITTSBURGH—EST. 1922

ABC

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By.....WCAE, Inc.
 Address.....Wm. Penn Hotel
 Phone Number.....Atlantic 6900
 Transmitter Location.....Baldwin Township,
 Allegheny County, Pa.
 Time on the Air.....6:45 a.m. to 1 a.m.,
 Sundays, 8:30 a.m. to 1 a.m.
 Newspaper Affiliation.....Pittsburgh-Sun
 Telegraph
 News Service.....INS; AP
 Representative.....The Katz Agency, Inc.

Personnel

President.....Leonard Kapner
 Station Manager.....R. Clifton Daniel
 Sales Promotion-Merchandising
 Manager.....John Wilkoff
 Program Director.....Ben Muros
 Production Manager.....John Lehan
 Musical Director.....Baron Elliott
 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.,
 Sundays, 9 a.m. to 12:30 a.m.
 News Service.....Transradio & UP
 Transcription Service.....Lang-Worth
 Representative.....Wm. G. Rambeau Co.

Personnel

President.....H. J. Brennan
 General Manager.....H. Kenneth Brennan
 Comptroller.....H. H. Stehman
 Sales Promotion-Mdse Mgr.....H. K. Brennan
 Program Director.....James Hughes
 Publicity and Traffic.....Marian Caughey
 Chief Engineer.....Walter W. McCoy

W W S W

PITTSBURGH—EST. 1932

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....WWSW, Inc.
 Address.....Hotel Keystone
 Phone Number.....Grant 5200
 Transmitter Location.....341 Rising Main St.
 Time on the Air.....24 hours daily
 Newspaper Affiliation.....Pittsburgh Post
 Gazette
 News Service.....AP
 Transcription Service..Standard Radio; Asso-
 ciated Music Publishers; Lang-Worth, Cole.
 Representative.....Farjoe & Company

Personnel

President-Station Manager, Gen. Manager,
 Frank R. Smith, Jr.
 Commercial Manager.....Thomas B. Price
 Program Director.....Fred Joyner
 Publicity Director.....Jane Schultz
 Chief Announcer.....David Tyson
 Chief Engineer.....Henry R. Kaiser

(Call Letters to Be Assigned)
POTTSVILLE*

Frequency: 1360 Kc.....Power: 500 D.
 Owned-Operated By.....Pottsville Broadcast-
 ing Co.
 Address.....304 W. Bacon St.

Personnel

President-General Manager.....A. V. Tidmore
 * Construction Permit.

W E E U

READING—EST. 1931

ABC

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Operated By: Berks Broadcasting Co.
 Business Address: 533 Penn St.
 Phone Number: 7335-6-7
 Studio Address: 533 Penn St.
 Transmitter Location: Sinking Springs, Pa.
 Time on the Air: 7 a.m. to local 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
 Sales-Commercial Manager: Robert G. Magee
 Sales Promotion-Merchandising Manager: Robert G. Magee
 Program Director: Joseph M. Nassau
 Production Manager: James Lynch
 Publicity Director: Virginia Thren
 Chief Engineer: Harold E. Schearer

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: 7335
 Studio Address: 533 Penn St.
 Transmitter Location: 9 So. 6th St.
 Time on the Air: 7:30 a.m. to 12 midnight daily; 8:30 a.m. to midnight Sunday
 News Service: UP
 Transcription Service: NBC Thesaurus
 Representative: William G. Rambeau Co.

Personnel

President: Raymond A. Gaul
 General Manager: Raymond A. Gaul
 Sales Manager: Arthur W. Chafey
 Promotion-Mdse. Mgr.: Arthur W. Chafey
 Program Director-Production Manager: John C. Jackson
 Chief Engineer: Edward A. Gurtowski

W A R M

SCRANTON—EST. 1940

ABC

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

Address: Select Bldg.
 Phone Number: 4-1148
 Transmitter Location: O'Neill Hiway
 Dunmore, Pa.
 Time on the Air: 6:45 a.m. to 1 a.m.
 News Service: UP
 Transcription Service: NBC, Thesaurus, Cole, Standard
 Representative: George P. Hollingbery Co.

Personnel

President & Station Mgr.: Martin F. Memolo
 Commercial & Promotion Manager: William M. Dawson
 Program Director: Kenneth Beghold
 Publicity Director: Lenore Levy
 Musical Director: Kenneth V. Beghold
 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 Broadcasters, Inc.
 Business Address: 1000 Wyoming Ave.
 Phone Number: 6296
 Studio Address: 1000 Wyoming Ave.
 Transmitter Location: Drinker Turnpike, Dunmore, Pa.
 Time on the Air: 7 a.m. to 12:30 a.m.
 News Service: AP
 Transcription Service: Lang-Worth, Thesaurus
 National Representative

Personnel

President: Frank Megargee
 General Manager: George D. Coleman
 Station Manager: Robert E. McDowell
 Sales-Commercial Manager: George D. Coleman
 Sales Promotion-Merchandising Manager: George D. Coleman
 Program Director: Frank Monaghan
 Production Manager: Dave Griffiths
 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
 *(Non-Commercial Station)

WPIC

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.....Sunrise to sunset
News Service.....UP
Transcription Service.....Associated Music
Publishers

Representative.....Howard H. Wilson
Company

Personnel

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

WMAJ

SATE COLLEGE—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Centre Broadcaster, Inc.
Address.....Glennland Bldg.
Phone Number.....4445
News Service.....AP
Transcription Service.....Thesaurus

Personnel

Chief Executive.....R. J. Kennard
General Manager.....William K. Ulerich
Commercial Manager.....Robert L. Wilson
Program Director.....Robert G. Walter
Chief Engineer.....Henry Kearney

WKOK

SUNBURY—EST. 1933

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Sunbury Broadcast-
ing Corp.

Address.....1150 N. Front St.
Phone Number.....1325
Transmitter Location.....1150 N. Front St.
Time on the Air.....7:30 a.m. to 11 p.m.,
Sundays, 8 a.m. to 5 p.m.

News Service.....UP
Transcription Service.....Lang-Worth, Thesaurus
Representative.....Cox & Tanz

Personnel

President-Owner.....H. H. Haddon
General Manager.....Basse A. Beck

Station Manager.....Homer R. Smith
Program Director.....Paul L. Miller
Chief Announcer.....Ernest F. Lukens
Chief Engineer.....John W. Keller, Jr.

WMBS

UNIONTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By.....Fayette Broadcast-
ing Corp.

Address.....Fayette Title and Trust Bldg.
Phone Number.....800
Transmitter Location.....Burgess Field
Time on the Air.....6:45 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
Sales Promotion-Merchandising
Manager.....Harry C. Burwell
Program Director-Production
Manager.....Sullivan Sages
Publicity Director.....Marian Johnston
Chief Announcer.....Robert L. Cumley
Musical Director.....Sullivan Sages
Chief Engineer.....William J. Henzly
Record m. c.....Robert L. Cumley

WJPA

WASHINGTON—EST. 1942

MUTUAL BROADCASTING SYSTEM

QUAKER NETWORK

PENNSYLVANIA 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 p.m. to 12:30 a.m.
News Service.....UP
Transcription Service.....Lang-Worth, Thesaurus
National Representative.....Joseph Hershey
McGillvra, Inc.

Personnel

President.....John Laux
Gen. and Station Manager.....Robert F. Kliment
Sales Promotion-Merchandising
Manager.....W. Ray Booth
Program Dir.-Record m. c.....Kieran W. Balfe
Publicity Director.....W. Ray Booth
Musical Director.....Patricia B. Phillips
Chief Engineer.....Anthony Elia

W B A X

WILKES-BARRE—EST. 1922
 MUTUAL BROADCASTING SYSTEM
 PENNSYLVANIA NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....John H. Stenger, Jr.
 Address141 South Main St.
 Phone Numbers 3-0196-7-8
 Transmitter Location Plains Two
 Time on the Air7 a.m. to midnight
 News Service UP
 Transcription Service..... Associated, SESAC
 RepresentativeBurns Smith

Personnel

President-Station Manager...John Stenger, Jr.
 General ManagerA. W. Grebe
 Commercial Manager.....Jones Evans
 Production Manager .. John H. A. Stenger, III
 Program Director.....John H. A. Stenger, III
 Musical Director Phil Cusick
 Publicity Director.....John Stenger, 3rd
 Chief EngineerJohn Stenger, Jr.

W B R E

WILKES-BARRE—EST. 1923
 NATIONAL BROADCASTING CO.
 PENNSYLVANIA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Louis G. Baltimore
 Address62 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 ServiceStandard 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

SITUATED IN

North East Pennsylvania

The Station That Has the Best in

Sports—News—Music and Public Service Programs

W B A X

Wilkes-Barre, Penn.

M.B.S.

John H. Stenger, Jr.
 Owner and Licensee

North East Pennsylvania's Oldest Station

W R A K

WILLIAMSPORT—EST. 1929

NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WRAK, Inc.
 Address244 West Fourth Street
 Phone Number2-6116
 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
 General Manager George E. Joy
 Office Manager Helen McKenna
 Commercial Manager J. Wright Mackey
 Program Director Nancy Person
 Production Manager...Irving A. Berndt, Jr.
 Chief Announcer Leon E. Kelly
 Chief Engineer Louis N. Persio

W S B A

YORK—EST. 1942

ABC

Frequency: 900 Kc.....Power: 1000 Watts
 Owned-Operated By....Susquehanna Broad-
 casting Co.
 Address R. D. No. 5, York
 Phone Number2676
 Transmitter Location.....R. D. No. 5, York
 Time on the Air.....Daytime License
 News Service AP
 Transcription Service....World Broadcasting
 System

Personnel

President.....Louis J. Appell
 Exec. V. P.-Sta. Mgr.....Walter J. Rothensies
 Commercial Manager-Sales
 Promotion Manager Sydney Robbins
 Program Director-Production
 Manager Otis Morse
 Publicity Director Sydney Robbins
 Chief Announcer-
 Record m. c.....William Stewart
 Musical Director Harold Shutz
 Chief Engineer Willis Weaver

TAKE MORE "TIME"!

When you want to do a real selling
 job, take more time on WRAK, a
 wide-awake station in a rich, pro-
 ductive market.

W R A K

WILLIAMSPORT

PENNSYLVANIA

National Representative

J. P. MCKINNEY AND SON

New York — Chicago



PENNSYLVANIA

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.....6:55 a.m. to 1 a.m.
News Service UP
Transcription Service Lang-Worth
Representative..... Paul H. Raymer Co.

Personnel

Station Executive Clair R. McCollough
Station Manager Harold E. Miller
National Sales Manager....J. Robert Gulick
Program Director Arthur Weeks
Chief Engineer J. E. Mathlot

**A NEW ARRIVAL
A NEW SALES-
WINNER in the
Transcription field**

**A P R A D I O
P R O D U C T I O N S**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

**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

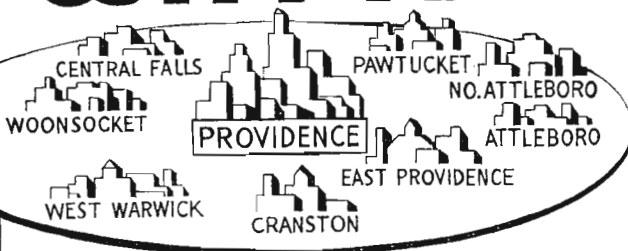
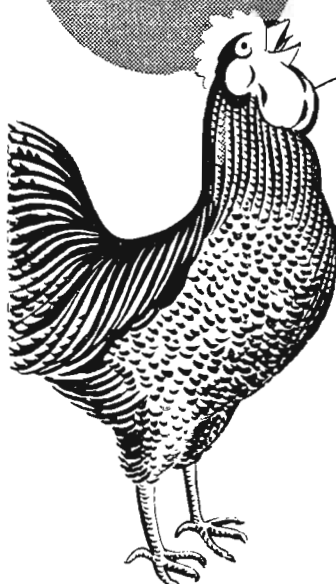
Sales Representative

PAUL H. RAYMER CO.

NATIONAL BROADCASTING COMPANY
Mutual Broadcasting System

WE'RE CROWING HAPPILY about the Construction Permit,
now granted, that early in 1946 will shower down

5000
WATTS



SATURATING 9 BIG COMMUNITIES
in a 15 MILE RADIUS
—and scores of others well beyond!

Early in 1946 we'll be pouring advertisers' stories
—yours, we hope—in intensified volume into this
compact, densely-populated, RICH region; the
kind of an area that time-buyers build reputations
on and sales-managers dream about!

CONSULT YOUR SR&D FOR RHODE ISLAND'S BEST BUY!



The "AMERICAN" Voice in Southern New England

Studios and Offices: PROVIDENCE, The Biltmore, PAWTUCKET, 450 Main Street
WALLACE A. WALKER, Gen. Mgr.

Representatives: THE KATZ AGENCY

571

... and in New England, too

it's CBS

covering the no. 2 market

in this rich area, means

WPRO

PROVIDENCE

5000 WATTS

BASIC CBS

630 KC.

RHODE ISLAND

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W F C I

PAWTUCKET—EST. 1941

ABC

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.

News Service AP
Transcription Service Standard Radio
Representative The Katz Agency

Personnel

President..... Howard W. Thornley
General Manager Wallace A. Walker
Commercial Manager..... Wallace A. Walker
Program Director..... Harry Moreland
Musical Director Arthur Paquette
Chief Engineer Gilbert Johnson

(See Page 571)

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 7000
Transmitter Location..... Wamponoag Trail,
East Providence, R. I.

Time on the Air..... Unlimited License
News Service AP
Transcription Service..... World Broadcasting
System

Representative Weed & Company,
Bertha Bannan

Personnel

President..... Mortimer L. Burbank
Station-Commercial Manager..... John J. Boyle
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.

Address Crown Hotel
Phone Number DEXter 1500
Transmitter Location... East Providence, R. I.
Time on the Air 6 a.m. to 1 a.m.
News Service Reuters, AP & INS
Representative..... Edward Petry Co., Inc.

Personnel

President Wm. H. O'Neil
General Manager..... John Shepard, 3rd
Station Manager Joe Lopez
Sales Promotion-Merchandising
Manager James S. Powers
Program Director Rose M. Powers
Production Manager Don W. Morton
Publicity Director Phyllis Doherty
Musical Director Carl Tatz
Chief Engineer Harry Tilley

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

Representatives..... Paul H. Raymer Company,
R. C. Foster & Co.

Personnel

General Manager..... Fred R. Ripley
Program Director..... Morton I. Blender
Chief Engineer..... John V. Ferr

SOUTH CAROLINA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WAIM

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.
Phone Numbers: 800, 1444
Transmitter Location: Anderson College
Time on the Air: Unlimited
Newspaper Affiliation: Anderson Independent; Daily Mail
News Service: INS
Transcription Service: C. P. MacGregor; World Broadcasting System; also Lang-Worth
Representative: Burn-Smith

Personnel

Owner: Wilton E. Hall
General and Station Manager: J. D. McCoy
Sales-Commercial Manager: G. Paul Browne
Sales Promotion-Merchandising Manager: G. Paul Browne
Program Director-Chief Announcer: Randall Davidson
Production Manager: J. D. McCoy
Publicity Director: G. Paul Browne
Chief Engineer: Randall Davidson

WCSC

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 Number: 7611
Transmitter Location: Windemere, S. C.
Time on the Air: 6 a.m. to 12:05 a.m.
News Service: UP
Transcription Service: World, SESAC
Representative: Free & Peters

Personnel

President-Station Manager: J. M. Rivers
Commercial Manager: Roland Weeks
Program Director: Russ Long
Publicity: Annemie Heineman
Musical Director: Adrian Munzell
Chief Engineer: Wilbur Albee

WTMA

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Operated By: Atlantic Coast Broadcasting Company
Business Address: 133 Church St.
Phone Number: 2-2961
Studio Address: 133 Church St.
Transmitter Location: St. Andrews Parish
Time on the Air: 6 a.m. to 12:05 a.m.
Newspaper Affiliation: Charleston Evening Post Publishing Co.
News Service: AP
Transcription Service: Thesaurus
Representative: George P. Hollingbery

Personnel

President: Edward Manigault
General and Station Manager: Robert E. Bradham
Commercial Manager: C. Wylie Calder
Merchandising Manager: A. Franz Witte, Jr.
Program Director: B. Walter Huffington
Chief Engineer: D. M. Bradham

WCOS

COLUMBIA—EST. 1939

ABC

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 12:05 a.m.
News Service: AP
Transcription Service: Standard Radio
Representative: Howard Wilson

Personnel

President: H. F. Kinscey
General Manager: W. C. Bochman
Sales-Commercial Manager: C. W. Burdsal
Sales Promotion-Merchandising Manager: Dorothy Sligh
Program Director: Moody McElveen
Production Manager: Bernard Moses
Chief Announcer: David Campbell
Chief Engineer: Harry L. Clippard
Record m.c.: Malcolm Rast



**WFBC
dominates
GREENVILLE**

South Carolina's Best Market!

1st in sales
in population
in buying income

	Retail Sales 1944	Buying Income Per Capita	Population Census 1940
GREENVILLE	\$69,487,000	\$1,718.00	136,580*
Charleston	63,924,000	1,207.00	121,105
Columbia	57,614,000	1,368.00	104,843
Spartanburg	51,661,000	1,486.00	127,105

*There are 397,210 persons within 30 miles of WFBC's transmitter.
(Department of Commerce figures by counties)

WFBC

**GREENVILLE
SOUTH CAROLINA**

*"Textile Center
of the South"*

NBC ★ 5000 WATTS



W F B C

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 Lew Avery Co.,
B. Frank Cook (Atlanta, Ga.)

Personnel

President Roger C. Peace
Commercial Manager Robert Glass
Program-Production Director Alice Wyman
Promotion Director Dr. Nicholas P. Mitchell
Chief Engineer W. C. Etheredge

W C R S

GREENWOOD—EST. 1941

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Grenco, Inc.
Address P. O. Box 868

Phone Number 4300
Studio-Transmitter Location Willson St.
Time on the Air 6:30 a.m. to 12:05 a.m.
News Service AP
Transcription Service Standard Radio, World

Personnel

President Douglas Featherstone
General Manager Dan Crosland
Commercial-Promotion Manager Ralph Norman
Publicity Director Vivian Chiles
Chief Engineer Harold C. Spengler

(Call Letters to Be Assigned)

HARTSVILLE*

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Hartsville Broadcast-
ing Co.

Address Hartsville, S. C.
* Construction Permit

W R H I

ROCK HILL—EST. 1944

MUTUAL

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 6:30 a.m. to 10:30 p.m.
Transmitter Location East Black St. Ext.
Transcription Service World
News Service AP

Personnel

General Manager James S. Beatty, Jr.
Station Manager William C. Beatty
Sales Manager George P. Cobb
Chief Engineer James S. Beatty, Jr.

W O R D

SPARTANBURG—EST. 1940

ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Spartanburg Adv.

Address 291 E. Main St.
Phone Number 875-6
Transmitter Location Drayton, S. C.
Time on the Air 6 a.m. to 1 a.m.; Sundays,
7:30 a.m. to 1 a.m.

News Service AP
Transcription Service NBC Thesaurus

Personnel

Co-Owners J. M. Bryan, Smith Davis
General and Station Manager Frank R. Knutti
Sales-Commercial Manager Frank R. Knutti
Sales Promotion John C. Carrington
Program Director Harold B. Shaw
Publicity Director Zara Jane Smith
Record m.c. Ace Rickenbacker
Chief Engineer Francis I. Hart

W S P A

SPARTANBURG—EST. 1929

COLUMBIA BROADCASTING SYSTEM

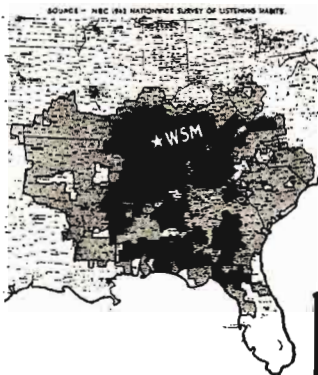
Frequency: 950 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By Spartanburg Ad-

Address 224 E. Main St.
Phone Number 2900
Transmitter Location Route 5
Time on the Air 6 a.m. to 12:05 a.m.
News Service UP
Transcription Service World

Representative George P. Hollingbery Co.

Personnel

President A. B. Taylor
Vice Pres.-Gen. Mgr. Walter J. Brown
Station Manager Roger A. Shaffer
Production-Program Director Edwin J. McGrath
Commercial Manager Guy Vaughan, Jr.
Promotion-Publicity Sterling W. Wright
Record m.c. Cliff Gray
Chief Engineer Harold Beckholt



1 MEDIUM... 5,000,000 PEOPLE

It would require an elaborate combination of media to cover the listening area of WSM's clear-channel signal. WSM has bound itself to the hearts of five million Americans over a twenty year period of honest, sincere service to them—and is everlastingly at it, keeping old friends and making new ones every day.



HARRY STONE, Gen. Mgr.
DEAN R. UPSON, Comm. Mgr.
EDWARD PETRY & CO., National Representatives

WSM
NASHVILLE

TENNESSEE

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WLAR*

ATHENS

Frequency: 1450 Kc.....Power: 250 Watts
Owner-Operated By. Athens Broadcasting Co.
Address 33 N. Jackson St.
Phone Number 398

Personnel

Chief Executive Lowell F. Atterburn
General-Promotion Mgr.... C. Clayton Redfern
* Construction Permit

WRÖW*

ATHENS

Frequency: 1490 Kc.....Power: 250 Watts
Owner-Operated By. Athens Broadcasting Co.
Address. 105 Oak Park Drive, Knoxville, Tenn.

Personnel

Owners..... R. O. Hardin, Verna S. Hardin
* Construction Permit

WOPI

BRISTOL—EST. 1929

NATIONAL BROADCASTING CO.
TENNESSEE VALLEY NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By. Radiophone Broadcasting
Station WOPI, Inc.

Address 310 State St.
Phone Number WOPI (5280)
Transmitter Location.... Old Abingdon Pike,
Washington County, Va.

Time on the Air..... 6 a.m. to 12:05 a.m.
News Service AP
Transcription Service..... World, Cole
Representative Burn-Smith Company

Personnel

President and General Manager. W. A. Wilson
Commercial Manager..... R. L. Russell
Production-Program Director..... Fey Rogers
Promotion-Publicity Director.... Angela Bezek
Chief Engineer..... Robert Smith

WAGC*

CHATTANOOGA

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By. Tennessee Valley Broad-
casting Co.

Address 702 Cherry St.
News Service AP

Personnel

Owners..... Gordon W. Gambill, Hurbert M.
Martin, Humphrey B. Heywood, R. T. Rus-
sell.
* Construction Permit

W A P O

CHATTANOOGA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1150 Kc...Power: 5000 d.; 1000 n.
Owned 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,
Sunday, 6:30 a.m. to midnight.

News Service AP
Transcription Service..... NBC, Thesaurus,
Associated, Cole.

Representative Headley-Reed Company

Personnel

Chief Executive R. G. Patterson
General and Station Manager.. R. G. Patterson
Sales-Commercial Manager... Helen Patterson
Sales Promotion-Merchandising
Manager Helen Patterson
Program Director..... Louise Walsh
Production-Publicity Director.. Helen Patterson
Chief Engineer B. B. Barnes

W D E F

CHATTANOOGA—EST. 1941

ABC

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..... WDEF
Address Volunteer Bldg.
Phone Number 6-5664
Transmitter Location..... Volunteer Bldg.
Time on the Air..... Unlimited
News Service UP
Transcription Service..... Standard Radio
Representative Weed & Co.

Personnel

President Joe W. Engel
General Manager Frank S. Lane
Commercial Manager..... Ken Flenniken
Chief Engineer..... B. C. Baker

W D O D

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc.....Power: 5000 Watts
Owned By..... WDO D Broadcasting Corp.
Operated By..... Earl W. Winger,
Norman A. Thomas.

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

News Service UP
 Transcription Service 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
 Chief Engineer.....Julius V. Vessels

W J Z M

CLARKESVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Wm. Kleeman
 Address Clarksville
 Phone Number 499
 Transmitter Location Martin St.
 Time on the Air.....6 a.m. to 11 p.m.
 News Service AP
 Transcription Service World
 Representative.....Cox & Tanz

Personnel

OwnerWm. Kleeman
 General and Station Manager..W. E. Williams
 Chief Engineer Gene Penticost

W B A C

CLEVELAND—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Robert W. Rounsaville
 AddressFike Bldg.
 Phone Number62
 News Service UP

Personnel

Owner-General Mgr...Robert W. Rounsaville
 Commercial Manager..Mrs. R. W. Rounsaville
 Program-Promotion Mgr....David P. McLain
 Chief Engineer.....William F. Lange

W K R M *

COLUMBIA

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Middle Tennessee
 Broadcasting Co.
 AddressColumbia, Tenn.
 * Construction Permit

W H U B

COOKEVILLE—EST. 1940

**COLUMBIA BROADCASTING SYSTEM
 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 ServiceUP
 Transcription Service..Keystone Broadcasting
 System

RepresentativeCox & Tanz

Personnel

President-Chief Owner.....M. L. Medley
 Chief EngineerHerbert Beasley

(Call Letters to Be Assigned)

DYERSBURG*

Frequency 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....State Gazette
 Broadcasting Co.
 AddressDyersburg, Tenn.
 * Construction Permit

W B E J *

ELIZABETHTON

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated ByElizabethton
 Broadcasting Co.
 AddressP. O. Box 829

Personnel

Owners.....Robert W. Roundsaville,
 George M. Clark
 * Construction Permit

(Call Letters to Be Assigned)

GREENVILLE*

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Greenville
 Broadcasting Co.
 AddressGreenville, Tenn.
 * Construction Permit

W T J S

JACKSON—EST. 1931

AMERICAN BROADCASTING CO.

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

Personnel

President.....A. A. Stone
 Station-Commercial Manager..A. B. Robinson
 Chief EngineerRobert Gordon

W J H L

JOHNSON CITY—EST. 1938

ABC

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 2 miles N. W. of
 Johnson City
 Time on the Air 6 a.m. to 12 midnight
 News Service UP & AP
 Transcription Service Lang-Worth, Cole
 Representative Howard H. Wilson

Personnel

President Hanes Lancaster
 Chief Engineer O. K. Garland

•
W K P T

KINGSPORT—EST. 1940
 NATIONAL BROADCASTING CO.
 TENNESSEE VALLEY

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, Thesaurus
 Representatives Burn-Smith Co.;
 Harry Cummings

Personnel

President C. P. Edward, Jr.
 General Manager Jess Swicegood
 Chief Engineer Gladman W. Upchurch

•
W B I R

KNOXVILLE—EST. 1941
 ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By WBIR, Inc.
 Address 406 W. Church St.
 Phone Number 4-3321
 Transmitter Location Brooks Road &
 Wilder Place
 Time on the Air Unlimited
 News Service UP
 Transcription Service Standard
 Representative John E. Pearson

Personnel

Pres. Gen. Mgr. Gilmore N. Nunn
 Station-Commercial Manager John P. Hart
 Sales Promotion-Merchandising
 Manager John P. Hart
 Program Director-Production
 Manager Charles D. DeVois
 Chief Engineer J. Rex Horton

W N O X

KNOXVILLE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Operated By Scripps-Howard
 Radio, Inc.
 Address 110-112 South Gay Street
 Phone Number 3-3171
 Transmitter Location Anderson Road near
 Knoxville
 Time on the Air 5 a.m. to 1 a.m.
 Newspaper Affiliation Knoxville News-Sentinel
 News Service UP
 Transcription Service Standard Radio; Lang-
 Worth
 Representative The Branham Company

Personnel

President Jack R. Howard
 General Manager R. B. Westergaard
 (On leave)
 Station-Commercial Manager O. L. Smith
 Sales Promotion-Publicity
 Director Owen J. Remington
 Program Dir.-Production William T. Trotter
 Chief Engineer John L. Cole, Jr.

•
W R O L

KNOXVILLE—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 1000 d.; 500 n.
 Owned By Stuart Broadcasting
 Operated By S. E. Adcock
 Business Address 531 S. Gay St.
 Phone Number 2-7111
 Studio Address 531 S. Gay St.
 Time on the Air: 5 a.m. to 12 midnight;
 Sundays, 6 a.m. to 12 Midnight
 News Service AP
 Transcription Service NBC Thesaurus;
 World, M. M. Cole
 Representative John Blair & Co.

Personnel

Owner S. E. Adcock
 Commercial Manager C. H. Frazier
 Chief Engineer James N. Gilbert

•
W G A P *

MARYVILLE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Gateway
 Broadcasting So.
 Address 3806 N. Broadway, Knoxville,
 Tenn.

Personnel

Owners George Burne Smith,
 V. H. McLean
 * Construction Permit

W H B Q

MEMPHIS—EST. 1925

MUTUAL

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

Address: Hotel Gayoso
Phone Number: 8-6868
Transmitter Location: 46 Neely St.
Time on the Air: 6 a. m. to midnight
News Service: AP
Transcription Service: M. M. Cole, Standard
Representative: William G. Rambeau Co.

Personnel

General and Station Manager: E. A. Alburty
Commercial Manager: E. Pournelle
Sales Promotion-Merchandising: E. A. Alburty
Chief Engineer: W. M. Roy
Record m. c.'s.: Ralph Burge, Gordon Lawhead

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.

Business Address: P. O. Box 311
Phone Number: 8-7464
Studio Address: Third & Madison Ave.
Transmitter Location: Thomas Road
Time on the Air: Unlimited
Newspaper Affiliation: Memphis Pub. Co.
News Service: UP
Transcription Service: NBC Thesaurus;
Lang-Worth; Standard
Representative: The Branham Co.

Personnel

President: John H. Sorrells
General Manager: H. W. Slavick
Commercial Manager: J. C. Eggleston
Local Sales Manager: Cliff Goodman
Chief Engineer: E. C. Frase, Jr.

W R E C

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By: Hoyt B. Wooten
d/b as WREC Broadcasting Service

Address: Hotel Peabody
Phone Number: 5-1313
Transmitter Location: Radio Center
Time on the Air: 5:30 a. m. to midnight
News Service: UP
Transcription Service: World Broadcasting
System; Lang-Worth
Representative: The Katz Agency

Personnel

Owner-General Manager: Hoyt B. Wooten
Commercial Manager: Hollis R. Wooten
Program-Publicity Director: Roy Wooten
Production Manager: Frank J. Keegan
Chief Engineer: S. D. Wooten, Jr.

W M P S

MEMPHIS—EST. 1930

AMERICAN BROADCASTING CO.

Frequency: 1460 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: WMPS, Inc.
Address: Columbian Tower, 62 North
Main Street

Phone Number: 5-2721
Transmitter Location: 1690 South Lau-
derdale
Time on the Air: 6 a. m. to midnight
Newspaper Affiliation: Memphis Press-
Scimitar
News Service: UP AP
Transcription Service: Standard Radio;
Associated
Representative: Broadcast Sales (East),
Howard H. Wilson (West)

Personnel

V. P.-General Manager: H. R. Krelstein
Promotion-Publicity: M. J. Vosse
News Editor: M. Wathen
Chief Engineer: Joe Deaderich
Record m. c.: Brooks Read

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: 5:45 a. m. to midnight
News Service: UP
Transcription Service: World Broadcasting
System
Representative: Paul H. Raymer Co.

Personnel

Owner: J. T. Ward
General Manager: F. C. Sowell, Jr.
Commercial Manager: T. B. Baker, Jr.
Chief Engineer: F. D. Binns

W S I X

NASHVILLE—EST. 1927

ABC-MBS

Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By: WSIX, Inc.
Address: Nashville Trust Building



*You Can
Carve Turkey
in TEXAS
with "T.S.N."*

*... Because "T.S.N."
is close to the
people of Texas ...*

Surveys 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." stations because of the top quality programs being fed their stations by "Mutual" and "A.B.C." . . . and, Texas folks listen to these strategically located stations because these grand programs are delivered with less interference. Good programs . . . easy listening . . . makes "T.S.N." a good buy!

Remember, when you get away from the four major markets in Texas (which accounts for only 17.3% of the population) you are in the small communities and rural area which make up 82.7% of Texas radio listeners. "T.S.N." serves all four major TEXAS CITIES, plus 12 other important Texas towns.

The "T.S.N." market covers 149 Texas Counties, 11 in Oklahoma and 7 in Arkansas . . . a total population of 5,063,876 with \$1,435,980,000 in Retail Sales.

Buy "T.S.N." for Texas

TEXAS STATE NETWORK STATIONS

KFJZ—Fort Worth	KNOW—Austin
WRR—Dallas	*KABC—San Antonio
KRRV—Sherman	*KMAC—San Antonio
KPLT—Paris	KRLH—Midland
KCMC—Texarkana	KBST—Big Spring
KFRO—Longview	KRBC—Abilene
WACO—Waco	KGKL—San Angelo
KTEM—Temple	KBWD—Brownwood
KTHT—Houston	*Only one station included.

THE TEXAS STATE NETWORK

1201 WEST LANCASTER ★ FORT WORTH 1, TEXAS

WEED & COMPANY

National Representative

NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

• • • TENNESSEE-TEXAS • • •

Phone Number 5-5431
 Transmitter Location.....McGavock Pike
 Time on the Air: 6 a.m. to 12 Midnight;
 Sundays, 7 a.m. to 12 Midnight
 News Service AP
 Transcription Service.....Standard Radio
 Representative.....The Katz Agency, Inc.

Personnel

President-Station Manager..Jack M. Draughon
 Commercial Manager.....Eugene S. Tanner
 Program Manager.....Ottis Roush
 Technical Advisor.....Dr. Fred Schumann

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....Seventh Ave. & Union St.

Phone Number 6-7181
 Studio Address.... Seventh Avenue and Union
 Street

Transmitter Location: Calendar Road, William-
 son County, Tenn. (R.F.D. Franklin)
 Time on the Air.....19 hours daily; Sundays,
 17 hours

News Service AP; INS
 Transcription Service Associated Music
 Publishers, Lang-Worth, World
 Representative Edward Peiry & Co., Inc.

Personnel

General Manager.....Harry Stone
 Sales-Commercial Manager..Winston S. Dustin
 Sales Promotion-Merchandising
 Manager Albert E. Gibson
 Program Director.....Jack Stapp
 Publicity Director.....Albert E. Gibson
 Chief Announcer.....Ottis Devine
 Musical Director.....Beasley Smith
 Acting Chief Engineer.....George Reynolds
 (See Page 580)

TEXAS

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K R B C

ABILENE—EST. 1936

ABC

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

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

Address Abilene
 Phone Number 6255
 Transmitter 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
 General and Station Manager..Howard Barrett
 Sales Manager.....A. C. Etter
 Sales Promotion-Merchandising Manager
 Forest Lane
 Program Production Mgr.....Jack Wallace
 Chief Engineer.....J. B. Casey

K F D A

AMARILLO—EST. 1939

ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Amarillo Broad-
 casting Corporation

Address 109 East 5th St.
 Phone Number 5343
 Transmitter Location.....109 East 5th St.
 Time on the Air.....18 hours daily, 17 hours
 Sunday
 News Service.....UP

Personnel

President Gilmore Nunn
 Station-Sales Promotion Manager
 H. P. Roberson
 Commercial Manager.....J. R. Moore
 Program Director.....Bonnie Bennett
 Chief Engineer.....Sanford Helt

K G N C

AMARILLO—EST. 1922

NATIONAL BROADCASTING CO.
 LONE STAR CHAIN

Frequency: 1440 Kc...Power: 5000 d.; 1000 n.
 Owned By..... Plains Radio Broadcasting Co.
 Operated By..... KGNC
 Address.... Radio Building, 8th & Harrison
 Phone Number 4242
 Transmitter Location Bellaire Park
 Time on the Air.....6 a.m. to 12 midnight;
 Sundays, 7 a.m. to midnight

Newspaper Affiliations: Amarillo Daily News;
 Amarillo Globe; Lubbock Avalanche Journal
 News Service.....AP & UP
 Transcription Service.....NBC Thegurus,
 Standard, Lang-Worth, M. M. Cole

Representative... Taylor Howe Snowden, Radio Sales

Personnel

President Gene Howe
 General Manager..... O. L. Taylor
 Station Manager... Raymond D. Hollingsworth
 Sales Manager..... Aubrey Jackson
 Sales Promotion-Merchandising Manager
 Jack Cauthen
 Program Director..... Robert Watson
 Chief Engineer..... W. H. Torrey

KVET*
 AUSTIN

Frequency: 1300 Kc..... Power: 1000 Watts
 Owned-Operated By..... Austin Broadcasting Co.
 Address 1901 Dillman St.
 * Construction Permit

KNOW

AUSTIN—EST. 1924
 AMERICAN BROADCASTING CO.
 MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By Frontier Broadcasting Company, Inc.
 Address..... Capitol Nat'l Bank Bldg.
 Phone Number 2-6213
 Transmitter Location ... Fifth & Tillery Streets
 Time on the Air..... 6 a.m. to 12 midnight
 News Service AP
 Representative Weed & Co.

Personnel

President..... H. M. Fentress
 Station Manager..... Hardy C. Harvey
 Commercial Manager..... Marion H. Coleman
 Chief Engineer..... James Lewis

KTBC

AUSTIN—EST. 1939
 COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc..... Power: 1000 d.; 250 n.
 Owned-Operated By..... Radio Station KTBC
 Address Brown Bldg.
 Phone Number 2-2424
 Transmitter Location Dallas Highway
 Time on the Air..... 6 a.m. to 12:05 a.m.
 News Service..... UP, INS, AP
 Transcription Service World
 Representative Taylor-Howe-Snowden

Personnel

President..... Claudia T. Johnson
 General-Station and Sales Manager
 Pat Adelman
 Sales-Promotion Mds'e. Mgr..... Jim Turner
 Program Director..... Jim Turner
 Chief Engineer..... Leland Seay

KFDM

BEAUMONT—EST. 1924
 ABC

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 midnight; Sundays, 7 a.m. to 12 Midnight
 News Service..... UP & AP
 Transcription Service..... NBC Thesaurus, Standard
 Representative Taylor-Howe-Snowden

Personnel

President..... C. W. Snider
 General-Commercial Manager..... C. B. Locke
 Sales Promotion Manager..... H. Caldwell
 Production Manager-Publicity Director
 H. Caldwell
 Chief Engineer..... L. M. Sanders

PLAYING TO 340,000 FOLKS
 EFFECTIVE INCOME: \$344,681,000



The rich Sabine
 Area of Texas
 COVERING
BEAUMONT
ORANGE
PORT ARTHUR

AMERICAN
 BROADCASTING CO., INC.
 560 Kc. 1,000 Watts

Represented by

TAYLOR-HOWE-SNOWDEN

Radio Sales

K R I C

BEAUMONT EST.—1938

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KRIC, Inc.
 Address 130 Wall Street
 Phone Number 4200
 Transmitter Location 130 Wall Street
 Time on the Air 6 a.m. to 12:05 a.m.
 Newspaper Affiliation Beaumont Enterprise,
 Beaumont Journal
 News Service AP
 Transcription Service World Broadcasting,
 Cole
 Representative The Branham Company

Personnel

President Mrs. J. L. Mapes
 General and Station Manager Jack Neil
 Sales-Commercial Manager G. L. Kirk
 Record m.c. Roy Dickson
 Chief Engineer Arthur Kay

K B S T

BIG SPRING—EST. 1936

ABC

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 6:30 a.m. to 11 p.m.
 News Service AP
 Representative John E. Pearson Co.

Personnel

General-Station-Sales-Commercial Manager
 Boyd Kelley
 Program-Publicity Director Mina Taylor
 Production Manager Robert Bradbury
 Chief Announcer William B. Foreman
 Chief Engineer Andrew M. Jones

K N E L

BRADY—EST. 1935

Frequency: 1490 Kc. Power: 250 d.; 100 n.
 Owned-Operated By G. L. Burns
 Business Address 106 No. Blackburn St.
 Phone Number 77
 Transmitter Location East Brady, Texas
 Time on the Air 8 a.m. to 10 p.m.
 Transcription Service Keystone
 Representative Keystone

Personnel

President, General & Station Manager
 G. L. Burns
 Sales-Commercial Manager G. L. Burns
 Sales Promotion-Merchandising Manager
 G. L. Burns

Program Director, Production Manager
 Howard Sparks
 Chief Announcer Howard Sparks
 Chief Engineer David Gattis

K V A L

BROWNSVILLE—EST. 1944

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc. Power: 250 Watts
 Owned by Radio Station KEEW, Ltd.
 Operated By T. Frank Smith
 Address Gulf Bldg.
 Phone Number Capitol-6151
 Transmitter Location Brownsville
 Time on the Air 6 a.m. to Midnight
 News Service AP
 Representative Free & Peters

Personnel

General Manager T. Frank Smith
 Station Manager Roy Suber
 Commercial Manager Bill Bennett
 Promotion-Publicity Glenn Horton
 Chief Engineer Robert Bush

K B W D

BROWNWOOD—EST. 1941

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1380 Kc. Power: 1000 d.; 500n
 Owned-Operated By Brown County
 Broadcasting Co.
 Address 800 Hawkins Street
 Phone Numbers 2401-2402
 Transmitter Location Williams Ranch Road,
 1½ miles N. Brownwood
 Time on the Air 6:00 a.m. to 11 p.m.; Sun-
 day, 7:30 a.m. to 10:30 p.m.
 News Service UP
 Transcription Service Standard
 Representative The Walker Co.

Personnel

President-General Manager Wendell Mayes
 Commercial Manager Ingram S. Roberts
 Sales Promotion F. T. Wilson
 Chief Announcer Jack Beckett
 Musical Director Pat Brinkley
 Record m.c. Howard Edwards
 Program-Publicity Director Pat Brinkley
 Production Manager Pat Craig
 Chief Engineer A. W. Stewart

W T A W

COLLEGE STATION—EST. 1921

ABC—TEXAS QUALITY NET

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By A. & M. 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

President of A & M College.....Gibb Gilchrist
 General Manager
 G. Byron Winstead, Dir. Information & Pub.
 Program Director.....G. Byron Winstead
 Production Manager
 Cecil Beardon, Radio Assistant
 Chief Announcer.....Cecil Beardon
 Chief Engineer.....Frank J. Sosolik

•
K E Y S

CORPUS CHRISTI—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By Partnership
 Operated By Nueces Broadcasting Co.
 Address Center Theater Bldg.
 Phone 2-7411
 Transmitter..... Cantwell Lane
 Time on the Air..... 6 a.m. to 12 Midnight
 News Service UP
 Transcription Service World
 Representative Forjoe Co.

Personnel

Station Manager.....Fred Burr
 Sales-Commercial Manager...Kelly Wofford
 Chief Engineer.....Harold Griffith

•
K R I S

CORPUS CHRISTI—EST. 1937

NATIONAL BROADCASTING CO.

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
 Representative Free & Peters

Personnel

General Manager.....T. Frank Smith
 Commercial Manager William Bennett

•
K W B U

CORPUS CHRISTI—EST. 1943

ABC

Frequency: 1010 Kc.....Power: 50,000 Watts
 Owned & Operated By.. Century Broadcasting
 Address.....912 Commerce St., Dallas, Texas
 Phone Riverside 8431

Transmitter LocationGregory.
 Time on the Air.....Daytime License
 News Service AP
 Representatives.....The Branham Co.

Personnel

President.....Carr P. Collins
 General Manager.....Carr P. Collins, Jr.
 Station, Commercial Manager..Homer Hogan
 Sales Promotion-Merchandising Manager
 Maydell Wallace
 Program Director, Production Manager
 J. E. Sellers
 Publicity Director.....Maydell Wallace
 Chief Engineer.....Nestor Cuesta, Jr.

•
K A N D

CORSICANA—EST. 1937

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Navarro Broadcast-
 ing Association
 Business Address Corsicana
 Phone Number 141
 Transmitter Location..... Corsicana Highway
 No. 5
 Time on the Air..... 6 a.m. to Midnight
 News Service UP
 Transcription Service RCA

**A NEW ARRIVAL
 A NEW SALES-
 WINNER in the
 Transcription field**

**A P R A D I O
 P R O D U C T I O N S**

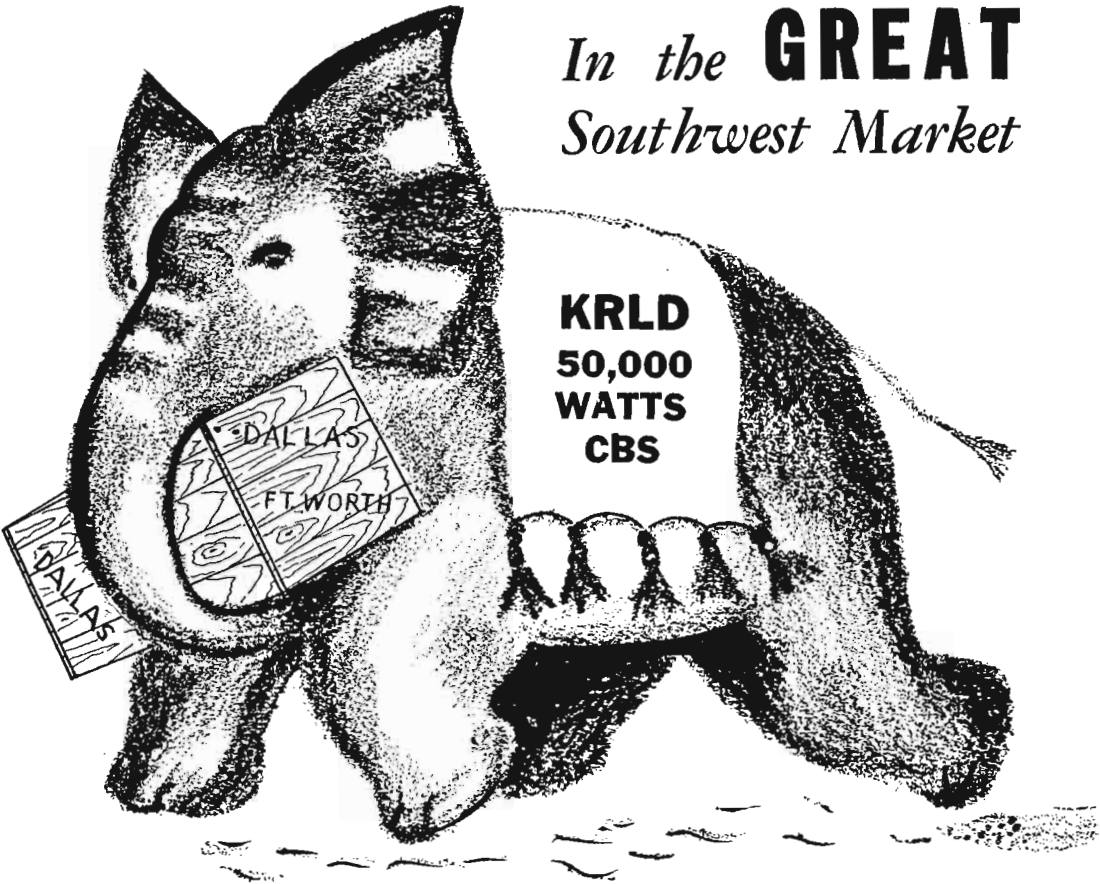
PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.

In the **GREAT**
Southwest Market

KRLD
50,000
WATTS
CBS



KRLD *Is Your Best Buy*
Day or Night

KRLD

The Times Herald Station

STUDIOS

Dallas

Fort Worth

50 kw., 1080 kc. Represented by the Brabham Company

590

Personnel

President J. C. West
General Manager Aubrey H. Escoe
 Station, Commercial and Sales
Promotion Manager A. H. Escoe
Program-Publicity Director A. H. Escoe
Production Manager A. H. Escoe

K S K Y

DALLAS—EST. 1941

Frequency: 660 Kc.....**Power:** 1000 Watts
Owned-Operated By Sky Broadcasting Service
Address 11th Floor, Hotel Stoneleigh
Phone Number C-6193
Transmitter Location Bruton Road
Time on the Air 6 a.m. to local sunset
News Service AP
Transcription Service Associated Music

Personnel

President-General Manager A. L. Chilton
Commercial Manager R. G. Terrill

K R L D

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1080 Kc.....**Power:** 50000 Watts
Owned By KRLD Radio Corp.
Operated By Dallas Times-Herald
Address Hotel Adolphus
Phone Number Central 6811
Transmitter Location Garland, Texas
Time on the Air 5:30 a.m. to 1 a.m.
Newspaper Affiliation Dallas Times-Herald
News Service INS & AP
Transcription Service Standard Radio
Representative The Branham Co.

Personnel

President J. W. Runyon
General Manager C. W. Rembert
Ass't Manager James W. Crocker
Commercial Manager William A. Roberts
Sales Promotion Manager J. W. Crocker
Program Director Roy George
Publicity Director Douglas Hawley
Chief Announcer Meador Lowrey
Musical Director Hyman Charninsky
Chief Engineer Roy-Flynn

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 Commerce & Lamarr Sts.
Phone Central 2451
Studio Address Santa Fe Bldg. Penthouse

Transmitter Location Grapevine, Texas
Time on the Air 5:30 a.m. to 12 midnight;
 Sat., 5:30 a.m. to 1 a.m.

Newspaper Affiliation Dallas Morning News
News Service UP, Reuters
Transcription Service NBC Thesaurus;
 Lang-Worth

Representative Edward Pety & Co.

Personnel

President E. M. Dealey
General Manager Martin Campbell
Asst. Managers

Ralph M. Nimmons, Raymond Collins
National Sales Manager Keith Baldwin
Program Supervisor Ralph K. Maddox
Publicity Director Mrs. Wilbur Douglas
Musical Director Karl Lambertz
Chief Engineer Paul Barnes
Record m.c. Jimmie Jeffries

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 a.m. to Midnight
News Service AP
Representative Weed & Co.

Personnel

General & Station Manager Charles B. Jordan
Commercial Manager Dale Drake
Sales Promotion Manager-Program Director

Pete Teddlie
Traffic Manager Louise Cobler
Publicity Director Jerry Doggett
Chief Announcer-Record m.c. Buddy Harris
Musical Director Jimmy Thornhill
Chief Engineer D. J. Tucker

K D N T

DENTON—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....**Power:** 250 Watts
Owned-Operated By Harwell V. Shepard
Address Kimbrough Building
Phone Number 276

Transmitter Location Highway No. 24
Time on the Air Unlimited license
News Service UP
Transcription Service Thesaurus

Personnel

General Manager Harwell V. Shepard

Beauty Fans Buy!

Happy Sponsors Know That Beauty's Farm Friends Buy Merchandise . . .

Here's Proof That *Powerful WBAP* Sells the Rural Buyers of the Great Southwest!



Layne Beauty, Farm Program Director, WBAP. Member of Committee on Farm Broadcasting, National Association of Broadcasters. Officer, State-Wide Cotton Council. Member, Texas Chemurgic Council. Officer, Radio Farm Directors.

A SPONSOR SAYS:

" . . . it seems from all of the evidence to be doing a very good job for us over your station " (He must have meant it, for he is still a sponsor.)

A RANCHER WROTE:

"First I wish to thank you for your 6 to 7 a m program, which for country people living in the Southwest cannot be improved upon, and none should miss it. The timing is right, the information and advice needed and the news the latest and best selected. Also what you say about American Fence is so have used many miles of it. P S Please send me one of your Farm and Ranch Handbooks and oblige! (This is an example of what we mean by 'Beauty Fans Buy'")

A FARMER WRITES:

"I want to take two combines to the maize harvest. Can you tell me where it will be in full swing in two or three weeks, and the approximate route you would take across the state? I want to know where to go and when to start. Please draw me a map " (Beauty could . . . would and did!)

If you have something to sell, and want to tell it to the big rural audience of the Great Southwest, let WBAP do it for you. Chances are that your nearest Edward Petry Company representative is waiting for your call right now. Get the complete story with all the sales producing facts. Better call him now.

50,000 WATTS - 820 KILOCYCLES

WBAP

SINCE MAY 1922 - CLEARED CHANNEL

FROM THE STATE BOARD OF AGRICULTURE:

"I am convinced that you are selecting the most vital topics to discuss with farmers, and may I express to you my deep appreciation for the services rendered to farmers, not only in Oklahoma and Texas, but in other states within your listening range." (With 50,000 watts, that listening range is plenty.)

A 4-H CLUB BOY SAID:

"I enjoy your program very much every morning. It is very helpful to all farmers, because you keep us informed of what is going to happen, what is happening and what has happened. Keep up the good work." (Great kids in the great Southwest.)

Owned and Operated By
THE FORT WORTH STAR-TELEGRAM
AMON G. CARTER, President
Fort Worth 2, Texas

Represented by Edward Petry Co.

K R O D

EL PASO—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By: Dorrance D. Roderick
 Address: 2201 Wyoming St.
 Phone Number: Main 2020
 Transmitter Location: Hammett Boulevard
 Time on the Air: Unlimited License
 Newspaper Affiliation: El Paso Times
 News Service: AP
 Transcription Service: Associated
 Representative: Howard H. Wilson Co.,
 Taylor-Howe, Snowden

Personnel

Owner: Dorrance D. Roderick
 Station Manager: Val 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 By: Tri-State Broadcast-
 ing Co.

Address: Paso Del Norte Hotel
 Phone Number: Main 3122
 Transmitter Location: Ascarate, Tex.
 Time on the Air: Unlimited
 News Service: UP
 Transcription Service: NBC Thesaurus;
 C. P. MacGregor

Representative: George P. Hollingbery Co.

Personnel

President: Frances W. Bredburg
 General-Station Manager: Karl O. Wyler
 Commercial Manager: Willard L. Kline
 Sales Promotion: Roy T. Chapman
 Program Director: Virgil C. Hicks
 Production Manager: Conrey Bryson
 Chief Engineer: Kenneth J. Walton

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

Address: 1201 West Lancaster
 Phone Number: 3-3474
 Transmitter Location: Birdville, Texas
 Time on the Air: 5:30 a.m. to 1 a.m.
 News Service: AP & UP
 Representative: Weed & Company

Personnel

President-General Manager: Gene L. Cagle
 Station Manager: Gene L. Cagle
 Commercial Manager: Clyde Pemberton

Sales Promotion Manager: L. Roy Duffy
 Program-Production Director: Russ Lamb
 Publicity Director: Forrest W. Clough
 Chief Announcer: John D. Hopkins
 Record m.c.: Jimmie Lowe
 Musical Director: Frances Kay
 Chief Engineer: Truett Kimzey

See Page 594

K G K O

FORT WORTH—EST. 1928

AMERICAN BROADCASTING CO.

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 Location: Arlington, Texas
 Time on the Air: 6 a.m. to 12 Midnight
 Newspaper Affiliations: Fort Worth Star-Tele-
 gram; The Dallas Morning News

News Service: AP
 Transcription Service: World; Lang-Worth
 Representative: Edward Petry & Co.

Personnel

President: Amon G. Carter
 General Manager: E. M. Dealey
 Managing Director: Martin Campbell
 Fort Worth Manager: George Cranston
 Dallas Manager: Martin Campbell
 Fort Worth Program Director: Ed Lally
 Dallas Program Director: Ralph Maddox
 Chief Engineer: R. C. Stinson
 Chief Engineer, Dallas: Raymond Collins

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

Address: Medical Arts Bldg.

Phone Number: 3-1234

Transmitter Location: Grapevine, Texas
 Time on the Air: (Shares time with WFAA,
 Dallas)

Newspaper Affiliation: Ft. Worth Star-
 Telegram

News Service: AP

Transcription Service: WBS, Cole, Lang-Worth

Representative: Edward Petry & Co.

Personnel

President: Amon G. Carter
 General Manager: Harold V. Hough
 Station Manager: George Cranston
 Sales-Commercial Manager: Jack Pritchett

Cover This
Half Billion
Dollar TEXAS
Market with



KFJZ

5000 WATTS
1270 KC



KFJZ Market Data

Population 1,487,000

Native White	1,291,000
Families	409,097
Retail Outlets	19,873
Retail Sales	\$499,303,000
Food Stores	5,606
Food Store Sales	\$19,233,000
Drug Stores	817
Drug Store Sales	\$22,013,000
Gen. Mds. Stores	745
Gen. Mds. Sales	\$87,746,000
Apparel Stores	715
Apparel Sales	\$26,865,000
Lbr. & Hdw. Stores	921
Lbr. & Hdw. Sales	\$32,639,000

Serving TEXAS Most Important Market

KFJZ is located in the heart of the rich North-Central part of Texas and is serving a million and a quarter people who have a half billion dollar purchasing power. KFJZ is serving a very progressive section of the Southwest that is "paying-dividends" in the post-war era.

Key Outlet for Mutual

KFJZ's tremendous audience has been attracted by a well balanced schedule of local shows and the Cream of Mutual's Humorous, Musical and Dramatic programs, interspersed with Mutual's great array of Ace News Analysts. KFJZ is Mutual's Key Outlet for Texas.

PROGRAM FACILITIES

KFJZ has a complete staff of veteran writers, production men, announcers and talent who produce shows locally that "sell" the Southwest. Wire Recorder for on the scene events . . . Remote broadcast facilities . . . Latest in transcription equipment.

NEWS & SPORTS

KFJZ being recognized as the news and sports station of this area . . . naturally KFJZ has Texas' most popular reporters in Zack Hurt (sports) and Porter Randall (news).

KFJZ is a MUST on any schedule planned to cover the Fort Worth trade area.

KFJZ . . . FORT WORTH . . . SERVES ONE OF THE SOUTHWEST'S MOST IMPORTANT INDUSTRIAL AND AGRICULTURAL AREAS.

MAIL PULL

KFJZ has hit the "jack-pot" time after time for advertisers who wanted to "check" their program and KFJZ's pulling power. One advertiser received 1572 requests from one cold announcement at 6:45 A. M. . . . heard from 198 Texas towns and 14 other states.

TIME ON AIR

KFJZ is serving the people of this area 18½ hours a day—Monday through Saturday, 5:30 A. M. to 1:00 A. M., on Sunday 5:30 A. M. to Midnight. KFJZ is a listening habit of the people in this important market.

National Representative

Weed and Company

New York . Detroit . Chicago . Boston . San Francisco . Hollywood

Sales Promotion-Merchandising Manager
 Jack Pritchett
Program Director.....Ed. Lally
Production Manager.....A. M. Woodford
Publicity Director.....Kathryn Barnes
Chief Announcer.....Frank Mills
Musical Director.....Gene Baugh
Chief Engineer.....R. C. Stinson

K L U F

GALVESTON—EST. 1928

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....**Power:** 250 Watts
Owned-Operated By.....The KLUF Broad-
 casting 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;
Representative.....William G. Rambeau

Personnel

President.....Geo. Roy Clough
General-Commercial Manager...L. D. Clough
Chief Engineer.....L. D. Clough

(Call Letters to Be Assigned)

GREENVILLE*

Frequency: 1400 Kc.....**Power:** 250 Watts
Owned-Operated By.....Truett Kimzey
Address.....3951 Belford Court,
 Fort Worth, Texas
 * Construction Permit

K G B S

HARLINGEN—EST. 1941

COLUMBIA BROADCASTING SYSTEM

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

Business Address.....P. O. Box 711
Phone Number.....1400
Studio Address:.....
 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
Representative.....The Walker Co.

Personnel

President.....McHenry Tichenor
Manager.....Troy McDaniel
Commercial Manager.....Dave Bennett
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,
 Lang-Worth
Representative.....Edward Petry & Co.

Personnel

President.....W. P. Hobby
General Manager.....Kern Tips
Program Director.....Jack McGrew
Chief Engineer.....H. T. Wheeler

K T H T

HOUSTON—EST. 1944

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1230 Kc.....**Power:** 250 Watts
Owned-Operated By.....Texas Star Broadcast-
 ing Co.

Address.....Southern Standard Bldg.
Phone No......Capitol 6246
Transmitter Location.....315 N. Ennis St., Houston
Time on the Air.....Full time

Personnel

President.....Roy Hofheins
Station Supervisor.....Ted Hills
Commercial-Promotion Mgr....Francis Gilbert
Chief Engineer.....Louis I. Jelly

K T R H

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc.....**Power:** 50000 Watts
Owned-Operated By.....Houston Chronicle
 Pub. Co.

Address.....Texas & Travis Sts.
Phone Number.....Preston 2211
Studio Address.....Rice Hotel
Transmitter Location.....Cedar Bayou, Texas
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation.....Houston Chronicle
News Service.....UP
Transcription Service.....World Broadcasting
Representative.....John Blair & Co.

Personnel

General Manager.....B. F. Orr
Commercial Manager.....Ray E. Bright
Production-Program Director.....Harry Grier
Merchandising Mgr......George H. McCormick
Chief Engineer.....Tom Hiner

K X Y Z

HOUSTON—EST. 1930
AMERICAN BROADCASTING CO.
LONE STAR CHAIN

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated by Harris County
 Broadcast Co.

Address Gulf Building
 Phone Number Capitol 6151
 Transmitter Location Deepwater, Texas
 Time on the Air 24 hours
 News Service AP
 Representative Free & Peters, Inc.

Personnel

President M. Tilford Jones
 Manager T. F. Smith
 Production-Program Director Charles Nethery
 Commercial Manager Wm. F. Bennett
 Chief Engineer Gerald Chinski

K S A M

HUNTSVILLE—EST. 1938
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned By W. J. Harpole & J. C. Rothwell
 Operated By J. C. Rothwell
 Address Walker County Fairgrounds
 Phone Number 666
 Transmitter Location Walker County
 Fairgrounds
 Transcription Service Keystone
 Time on the Air Unlimited
 News Service AP
 Representative Cox and Tanz

Personnel

Owner W. J. Harpole & J. C. Rothwell,
 partnership
 Gen. and Station Manager J. C. Rothwell
 Sales-Commercial Manager J. B. McShan
 Sales Promotion-Merchandising
 Manager J. B. McShan
 Chief Engineer Sam Love

K O C A

KILGORE—EST. 1936

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Oil Capitol Broad-
 casting Assn.
 Address 102½ East North St.
 Phone Number 616
 Transmitter Location Cor. Rose & Martin Sts.
 Time on the Air 6 a.m. to 10 p.m.
 News Service AP
 Transcription Service Keystone,
 McGregor, M. M. Cole
 Representative Thomas F. Clark Co., Inc.

Personnel

President-General Manager Roy G. Terry
 Station-Sales-Commercial Mgr. H. A. Degner

Sales Promotion-Merchandising
 Mgr. Lewis B. Christie
 Program Director-Chief
 Announcer John E. Andrews
 Chief Engineer Albert F. Mason, Jr.

K P A B

LAREDO—EST. 1938

MUTUAL-KEYSTONE-TEXAS STATE

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

Laredo Broadcasting Co.

Business Address Hamilton Hotel
 Phone Number 2124
 Transmitter Location 300 Loring Ave.
 Time on the Air 7 a.m. to 11 p.m.
 Representative Joseph Hershey McGilvra

Personnel

President Howard W. Davis
 General Manager Mrs. Doane Chapman
 Chief Engineer Hulan K. Smith

K F R O

LONGVIEW—EST. 1934

ABC
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Operated By Voice of Longview
 Business Address P. O. Box 792
 Phone Number 411
 Studio Address Glover-Crim Bldg.
 Transmitter Location 1918 Marshall-
 Longview Highway

Time on the Air 7 a.m. to 11 p.m.
 Transcription Service Lang-Worth; Key-
 stone Broadcasting System
 Representative Burn-Smith Co.

Personnel

President James R. Curtis

K F Y O

LUBBOCK—EST. 1927

ABC—LONE STAR CHAIN

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

Address 914 Avenue J
 Phone Number 5567
 Transmitter Location 2312 Fifth St.
 Time on the Air 6 a.m. to 11 p.m.
 Newspaper Affiliation Lubbock Avalanche-
 Journal

News Service AP & UP
 Transcription Service Associated, Cole
 National Sales Office: Taylor-Howe-Snowden
 Group, Dallas, Texas
 Representative Taylor-Howe-Snowden

Personnel

President Gene A. Howe
 General Manager O. L. Taylor
 Station Manager DeWitt Landis
 Sales-Commercial Manager Rex Webster
 Sales Promotion-Merchandising
 Manager Laretta Dailey
 Program Director DeWitt Landis
 Production Manager Bob Ruckel
 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 UP-AP
 Transcription Service Standard Radio;
 Keystone
 Representative Cox & Tanz

Personnel

President Ben T. Wilson
 Manager Darrell E. Yates

K C R S

MIDLAND—EST. 1935

ABC—MBS—TEXAS STATE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Scharbauer Estate
 Business Address 117 S. Loraine St.
 Phone Number 1080-1
 Studio Address 117 So. Loraine St.
 Transmitter Location U. S. Highway 80,
 (1½ miles west of Midland)
 Time on the Air 6:45 a.m. to 10:30 p.m.
 News Service AP
 Transcription Service SESAC

Personnel

Administrator of Estate Millard Eldson
 Station Manager J. M. McDonald
 Commercial Manager Gladys L. McDonald
 Chief Engineer Jack Cecil

K N E T

PALESTINE—EST. 1936

MUTUAL 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 Strickland Park
 Time on the Air 7 a.m. to 10:30 p.m.
 News Service UP
 Transcription Service Standard Radio;
 Representative Walker Co.

Personnel

President-Station-General
 Manager Bill Laurie
 Sales-Commercial Manager Arch Dougan
 Sales Promotion-Merchandising
 Manager Mrs. Emo Laurie
 Production Manager Bill Laurie
 Publicity Director Mrs. B. A. Laurie
 Chief Announcer E. B. Myers III
 Chief Engineer Bill Laurie
 Technical Supervisor Gene Kintz
 Record m. c. Gene Myers, Marvin Crain

K P D N

PAMPA—EST. 1936

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1340 Wc. Power: 250 Watts
 Owned By R. C. Holles
 Operated By Pampa News
 Business Address Box 901
 Phone Number 1106
 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

Personnel

Chief Executive Jack Hanna
 Station-Commercial Manager John Michel
 Auditor H. McBee
 Sales Promotion-Merchandising
 Manager B. E. Price
 Program Director Ken Bennett
 Publicity Director B. E. Price
 Chief Engineer Douglas E. Smith

K P L T

PARIS—EST. 1936

ABC

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: 2 1/4 miles south on Texas Highway No. 24
 Time on the Air... 6 a.m. to midnight,
 Sundays 7 a.m. to midnight
 News ServiceAP

Personnel

President.....A. G. Pat Mayse
 General-Station Manager.....Ernest T. Jones
 Publicity Director.....Geneva Slakey
 Chief Engineer.....C. L. Thompson
 Record m. c.....Jimmy Mercer

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K I U N

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 Number.....21
 Transmitter Location.....North of city
 Time on the Air.....7 a.m. to 9 p.m.
 News Service.....AP
 Transcription Service.....Keystone, Cole
 Representative.....Homer Griffith Co.

Personnel

Co-Owner-General Manager....Jack Hawkins
 Commercial Manager.....Donald R. Brooks
 Program Director.....Louise Hawkins
 Chief Announcer.....Jack Dunn
 Chief Engineer.....Harry Boehnemann

•
K V O P

PLAINVIEW—EST. 1944

Frequency: 1400 Kc.....Power: 250 Watts
 Owned and Operated By: W. J. Harpole and J. C. Rothwell
 Address.....111 West 6th Street
 Phone Number.....1400
 Transmitter Location.....Wayland College Grounds
 Time on the Air.....6:30 a.m. to 9 p.m.
 News Service.....AP
 Transcription Service.....Standard

Personnel

President-General Manager....W. J. Harpole
 Station-Commercial Manager....Wm. T. Kemp
 Program-Production Manager..James E. Stanton
 Publicity Director.....W. J. Harpole
 Chief Announcer.....Al Turner
 Musical Director.....Joyce Taylor
 Chief Engineer.....Carl Cook
 Record m. c.....Keith Lloyd

K P A C

PORT ARTHUR—EST. 1934

MUTUAL BROADCASTING SYSTEM

Frequency: 1250 Kc.....Power: 1000 Watts
 Owned-Operated By.....Port Arthur College
 Address.....1515 Lakeshore Dr.
 Phone Number.....7458
 Studio Address.....1515 Lakeshore Drive
 Transmitter Location.....1515 Lakeshore Drive
 Time on the Air.....6 a.m. to 12 midnight,
 Sundays 7 a.m. to midnight
 News Service.....AP & INS
 Transcription Service.....Standard Radio,
 World, McGregor, BMI Sup.
 Representative.....Joseph Hershey McGillvra

Personnel

President.....J. W. Williams
 Acting Manager.....Marjorie R. Vickers
 Sales-Commercial Manager..George Croucher
 Sales Promotion-Merchandising
 Manager.....Walter LaForge, Jr.
 Program Director.....Corinne Enos
 Traffic Manager.....Margaret Brieske
 Publicity Director.....Cecilia Quick
 Chief Announcer.....Gordon Baxter, Jr.
 Musical Director.....Walter LaForge, Jr.
 Chief Engineer.....Glenn Boatright
 Record m. c.....Claude Pinell

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K G K L

SAN ANGELO—EST. 1928

ABC—MBS—TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KGKL, Inc.
 Address.....St. Angelus Hotel
 Phone Number.....6715
 Transmitter Location.....50 South Milton
 Time on the Air.....6:30 a.m. to 11 p.m.
 News Service.....AP
 Representative.....John E. Pearson Co.

Personnel

President.....H. C. Ragsdale
 General and Station
 Manager.....Lewis O. Selbert
 Commercial Manager.....Myrl Stein
 Program Director-Production
 Manager.....Jean Nettleton
 Chief Announcer.....Julian Hill
 Chief Engineer.....Frank Jones
 Record m. c.....William Crable

K A B C
SAN ANTONIO—EST. 1926
 ABC—TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Alamo Broadcasting
 Co.
 Address.....223 Milam Bldg.
 Phone Number.....Fannin 3126
 Transmitter Location.....Bandera Highway
 Time on the Air.....5 a.m. to 12:25 a.m.

Personnel

President.....R. Early Willson
 Station Manager.....Charles W. Balthrope
 Ass't Manager.....Bill Michaels
 Audience Promotion-Merchandising
 Manager.....W. Poundstone Jackson
 Program Director.....George T. Case
 Chief Announcer.....Alec Chesser
 Musical Director.....Nola Reid
 Chief Engineer.....Paul Wolf

K C O R*
SAN ANTONIO

Frequency: 1350 Kc.....Power: 1000 D.
 Owned-Operated By.....Raoul A. Cortez
 Address..National Bank of Commerce Bldg.
 News Service.....AP
 * Construction Permit

K M A C
SAN ANTONIO—EST. 1930
 MUTUAL—TEXAS STATE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Howard W.
 Davis, d/b as The Walmac Company
 Operated By.....Howard W. Davis
 Address.....Nat'l Bank of Commerce Bldg.
 Phone Number.....Cathedral 6211
 Transmitter Location.....Avenue B
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....INS
 Representative....Joseph Hershey McGillvra

Personnel

President-General Manager Howard W. Davis
 Station Manager.....Patt McDonald
 Sales Promotion-Merchandising
 Manager.....Tony Bessan

Program Director.....Tony Bessan
 Production Manager.....Melba Flemming
 Chief Engineer.....Ed E. Case
 Record m. c.....Marvin Broyles

K O N O
SAN ANTONIO—EST. 1927

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By: Eugene J. Roth, d/b as
 Mission Broadcasting Company
 Address.....317 Arden Grove
 Phone Numbers.....Fannin 5171-2-3
 Transmitter Location.....317 Arden Grove
 Time on the Air.....18 hours daily
 News Service.....AP
 Transcription Service..Lang-Worth, M. M. Cole
 Representative.....Forjoe & Company

Personnel

Owner.....Eugene J. Roth
 General & Station Manager..James M. Brown
 Program Director.....Stanley A. Cox
 Chief Announcer.....Ray Hunt
 Chief Engineer.....George Ing



San Antonio's *Only*
 ENGLISH-SPANISH *Radio Station*

National manufacturers can cash-in on the tremendous buying power of the Spanish speaking population of San Antonio and trade territory. Station KCOR features programs directed to this great listening audience . . . broadcast both in English and Spanish. Rate card on request.

★
 CALCASIEU BLDG. — SAN ANTONIO, TEXAS



KILOCYCLES • 1000 WATTS

K T S A

SAN ANTONIO—EST. 1927
CBS—LONE STAR CHAIN

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By Sunshine Broadcasting
Company

Address Gunter Hotel
Phone Number Garfield 1251
Transmitter Location St. Hedwig Road
Time on the Air 6 a.m. to 12:05 a.m.
News Service AP & UP
Transcription Service Lang-Worth:
NBC Thesaurus, SESAC
National Sales Office Address: Taylor-Howe-
Snowden Group, Tower Petroleum Bldg.,
Dallas, Texas
Representative Taylor-Howe-Snowden

Personnel

President Gene A. Howe
General & Station Manager G. W. Johnson
Sales-Commercial Manager Rex L. Preis
Sales Promotion-Merchandising
Manager Charles D. Lutz
Program Director George Lee Marks
Chief Engineer W. G. Egerton

W O A I

SAN ANTONIO—EST. 1922
NBC—TEXAS QUALITY NETWORK

Frequency: 1200 Kc. Power: 50000 Watts
Owned-Operated By Southland Industries,
Inc.

Address 1031 Navarro Street
Phone Number Garfield 4221
Transmitter Location Selma, Texas
Time on the Air 5:30 to 12 midnight
News Service AP, INS, UP
Transcription Service Standard
Representative Edward Petry & Co., Inc.

Personnel

Pres. & General Manager Hugh A. L. Halff
Commercial Manager Cecil K. Beaver
Sales Promotion Fred A. Peery
Program Manager Harold Carr
Publicity Director Rosemary Walker
Production Manager Monte Kleban
Chief Announcer Harold H. Carr
Chief Engineer Fred Sterling

K R R V

SHERMAN—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By Red River Valley
Broadcasting Corporation
Addresses 421 N. Crockett St.; Fannin &
Owing Sts., Denison, Texas.

Phone Numbers . . 201 (Sherman); 423 (Denison)
Transmitter Location Highway 75 (between
Sherman and Denison)
Time on the Air 6 a.m. to 12 midnight
News Service UP
Transcription Service World, Standard
Representative Advertising Time Sales Co.

Personnel

President G. H. Wilcox
General Manager L. L. Hendrick
Chief Engineer T. E. Spellman
Denison Studio Manager B. V. Hammon, Jr.
Sales Promotion Hugh Harling
Program Directors Doris Matlock, Doris
Kretzinger

K X O X

SWEETWATER—EST. 1939
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Sweetwater Radio
Operated By Mr. J. S. McBeath
Address P. O. Box 570
Phone Number 2341
Transmitter Location Highway No. 70
Time on the Air 6:30 a.m. to 8:05 p.m.
News Service UP
Transcription Service NBC Thesaurus &
Keystone, M. M. Cole

Personnel

President J. S. McBeath
General-Station-Commercial Manager,
Program Director-Chief Announcer,
Zeb Williams
Publicity Director Zeb Williams
Chief Engineer George W. Dotson

K T E M

TEMPLE—EST. 1936
ABC

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Bell Broadcasting
Co., Inc.
Business Address Kyle Hotel Bldg.
Phone Number 5252
Studio Address Kyle Hotel
Transmitter Location 1/10 mile north of city
Time on the Air 7 a.m. to 11 p.m.
News Service UP
Transcription Service Cole

Personnel

General Manager Frank W. Mayborn
Station Manager Burton Bishop
Commercial Manager Charles Whitesides, Jr.
Sales Promotion-Merchandising
Manager Burton Bishop
Chief Engineer Paul Shaw

K C M C

TEXARKANA—EST. 1932

ABC

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By KCMC, Inc.
Address 317 Pine St.
Phone Number 832
Transmitter Location 317 Pine St.
Time on the Air 6 a.m. to 12 p.m.
Newspaper Affiliation Texarkana
Gazette; Texarkana News

News Service AP
Transcription Service Standard Radio

Personnel

General Manager Frank O. Myers
Sales Manager Thomas Dillahunt
Chief Engineer Harvey Robertson

K G K B

TYLER—EST. 1929

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned By East Texas Broadcasting Co.
Address 115 South College Street
Phone Number 1106
Transmitter Location Sandflat Road
Time on the Air 6 a.m. to 12 midnight
News Service AP
Transcription Service Standard Radio
Representative Gene Grant

Personnel

President-Station Manager . . . James G. Ulmer
Commercial Manager Earl P. Duffie
Program Director Mrs. James G. Ulmer
Commercial-Promotion Mgr. . . Earle P. Duffie
Chief Engineer John B. Sheppard

K V W C

VERNON—EST. 1939

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Northwestern Broad-
casting Co.
Address 1813 Wilbarger Street
Phone Number 1048
Transmitter Location One mile due east
of courthouse on highway extending from
East Wilbarger Street

Time on the Air Unlimited License
News Service AP
Transcription Service Cole
Representative Gene Grant

Personnel

President-General Manager . . . R. H. Nichols
Commercial Manager W. D. Dixon
Program Director Loretta Withers
Chief Engineer Herman Ridgway

K V I C

VICTORIA—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Radio Enterprises,
Inc.

Business Address . . Victoria Bank & Trust Bldg.
Phone Numbers 1106-1107-1268
Studio Address Cuero Highway
Transmitter Location Cuero Highway
Time on the Air 6:45 a.m. to 11 p.m.
News Service AP
Transcription Service World

Personnel

President Morris Roberts
General-Commercial Manager . . . Jerry Fisher
Chief Engineer Robert McCown

K W T X *

WACO—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts
Address 108 1-2 S. 6th St.

Personnel

President Beauford Jester
Station Manager Buddy Bostick
*Construction Permit

W A C O

WACO—EST. 1922

AMERICAN BROADCASTING CO.
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 AP
Transcription Service Cole
Representative Weed & Co.

Personnel

President Harlan Fentress
Station Manager J. E. Lee Glasgow
Chief Engineer L. H. Appleman

Serving the West

KSL

50,000 WATTS
Salt Lake City, Utah



KRGV

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
News Service: AP & UP
Transcription Service: NBC Thesaurus,
Standard, Lang-Worth
Representative: Taylor-Howe-Snowden

Personnel

Executive General Manager: O. L. Taylor
Station Manager: A. J. Taylor
Sales-Commercial Manager: Phil Dixon
Sales Promotion-Merchandising
Manager: Victor Morava
Program Director-Production
Manager: Dick Watkins
Publicity Director: Thelma Pearce
Chief Announcer: Bernie Barth
Musical Director: Dick Watkins
Chief Engineer: O. L. Hartwig
Record m. c.: Bernie Barth

KWFT

WICHITA FALLS—EST. 1938
COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 5000 d.; 1000 n.
Owned By: Wichita Broadcasting Co.
Operated By: Joe B. Carrigan & Assoc.
Business Address: Kemp Hotel
Phone Numbers: 4182-3
Studio Address: Kemp Hotel
Transmitter Location: 3 1-2 miles northwest
of Wichita Falls
Time on the Air: 6 a.m. to 11:05 p.m.
News Service: UP
Transcription Service: Standard Radio;
M. M. Cole
Representative: Paul H. Raymer Co.

Personnel

President: Joseph B. Carrigan
General-Station-Sales, Commercial
Manager: Charles E. Clough
Merchandising Manager-Publicity
Director: Leslie Pierce
Program Director: Bea Montgomery
Chief Announcer: Bill Lowery
Musical Director: Lillie Mae Comiskey
Chief Engineer: John Adams

UTAH

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

KSUB

CEDAR CITY—EST. 1937
CBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Southern Utah
Broadcasting Co.
Address: El Escalante Hotel
Phone Numbers: 398, 294
Transmitter Location: Cedar City
Time on the Air: 7 a.m. to 10 p.m.
Transcription Service: World

Personnel

President: Ivan Sharp
General Manager: Lennox Murdock
Resident Manager: Roscoe A. Grover
Record M. C.: Bob Mores
Chief Engineer: Hurschell Urie

KVNU

LOGAN—EST. 1938
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, World
Representative: Jos. Hershey McGillvra, Inc.

Personnel

President: Herschel Bullen
General-Station Manager-Secretary-
Treasurer: Reed Bullen
Sales-Commercial Manager: Reed Bullen
Sales-Promotion-Merchandising
Manager: Reed Bullen
Program Director: Don Reber
Production Manager: Paul Coburn
Chief Announcer: Lloyd Mecham
Musical Director: Claude Robbins
Chief Engineer: Carroll Secrist

K O A L

PRICE—EST. 1936

MBS-INTERMOUNTAIN NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Eastern Utah
 Broadcasting Co.
 Business Address Price
 Phone Number Price 200
 Transmitter Location Price
 Time on the Air 7 a.m. to 10:30 p.m.
 News Service UP
 Representative Adam J. Young, Jr.

Personnel

General 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 and Second So.
 Time on the Air 6 a.m. to 12 midnighl
 News Service UP
 Transcription Service Thesaurus
 Representative Adam J. Young, Jr.

Personnel

President and Manager Clifton A. Tolboe
 Sales Manager S. G. Carter
 Sales Promotion Manager Henry Hilton
 Program Director Dean J. Ludlow
 Publicity Director June Mower
 Chief Announcer Joseph C. Lee
 Chief Engineer Parley P. Rasmussen

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
 Phone Number 5721
 Studio Address Hotel Ben Lomond
 Transmitter Location Kanesville, Utah
 Time on the Air 6 a.m. to 12:05 a.m.
 News Service UP
 Transcription Service Standard Radio
 Representative Adam J. Young, Jr.

Personnel

President A. L. Glasmann
 General Manager A. L. Glasmann
 Station Manager George B. Morgan
 Sales-Commercial Manager Frank W. Kaull
 Sales Promotion-Merchandising
 Manager Frank W. Kaull
 Program Director-Production
 Manager Collin Lowder
 Publicity Director William E. Smiley
 Chief Announcer Bill Tankersley
 Musical Director Max Penton
 Chief Engineer Wayne T. Boothe

K A L L

SALT LAKE CITY—EST. 1945

MUTUAL—INTERMOUNTAIN—KEY STATION

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Salt Lake City Broad-
 casting Co. (Partnership)
 Address 248 S. Main St.
 Phone Number 4-1843
 Transmitter Location 386 W. Gregson St.
 Time on the Air Unlimited
 News Service UP
 Transcription Service Associated, Cole,
 MacGregor, BMI
 Representative Adam J. Young

Personnel

General Manager George C. Hatch
 Station Manager Alvin G. Pack
 Commercial Manager Thomas H. Anderson
 Sales Promotion Robert Warner
 Program Director Kenyon R. Bennett
 Production Manager Al Collins
 Publicity Director Jack Goodman
 Engineering Director W. D'Orr Cozzens
 Chief Engineer Stanley Benson

K N A K

SALT LAKE CITY

Frequency: 1400 Kc. Power: 250 Watts
 Owner: Granite District Radio Broadcasting
 Co.

Operated By Howard D. Johnson
 Business Address 219 Continental Bank
 Bldg.
 Phone Numbers 5-8113 and 5-7988
 Transmitter Location 1016 So. 6th West
 Time on the Air 7 a.m. to 12:05 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Joseph Hershey McGillvra, Inc.

Personnel

President-General and Station
 Manager Howard D. Johnson
 Sales-Commercial Manager Hale Byron

Sales Promotion-Merchandising

Manager.....Howard M. Buchman
 Program Director.....R. K. Christensen
 Production Manager.....Larry Sutton
 Publicity Director.....Howard M. Buchman
 Chief Announcer.....Lee Walker
 Musical Director.....Donald Penman
 Record M. C.....Arlond Taylor
 Chief Engineer.....James B. Littlejohn

K D Y L

SALT LAKE CITY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned By.....Intermountain
 Broadcasting Corporation

Operated By.....S. S. Fox
 Address.....Tribune-Telegram Bldg.
 Phone Number.....5-2991
 Transmitter Location.....11th 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
 Commercial Manager.....George A. Provol
 Publicity Director.....Frank Baker
 Program Director.....Emerson S. Smith
 Production Manager.....Kay W. Richins
 Technical Director.....J. M. Baldwin

K S L

SALT LAKE CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1160 Kc.....Power: 50000 Watts
 Owned-Operated By.....Radio Service
 Corporation of Utah

Address.....10 So. Main T
 Phone Number.....(Dial) 5-4641
 Transmitter Location.....Saltair, Utah
 Time on the Air.....6 a.m. to 1 a.m.
 Transcription Service.....Standard Radio;
 Lang-Worth; Associated

Newspaper Affiliation.....Salt Lake Tribune
 News Service.....AP, UP
 Representative.....Edward Petry & Company

Personnel

President.....J. Reuben Clark, Jr.
 Vice-Pres. & General Manager...Ivor Sharp
 Director of Commercial
 Operations.....Arch L. Madsen
 Sales Manager.....Frank B. McLatchy
 Program Director.....Lynn A. McKinlay
 Senior Announcer.....James Peterson
 Musical Director.....Foster Cope
 Chief Engineer.....C. Richard Evans

See Page 602

K U T A

SALT LAKE CITY—EST. 1938

ABC

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By....Utah Broadcasting
 & Television 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.
 Lang-Worth

Representative.....The Katz Agency

Personnel

President-General Manager..Frank C. Carman
 Commercial Manager.....Jack Burnett
 Sales Promotion-Merchandising
 Manager.....Arty Clark
 Program Director.....Frank McIntyre
 Production Manager.....Ted Harden
 Publicity Director.....Bill Sears
 Chief Engineer.....C. Wendell Bell



VERMONT

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W C A X

BURLINGTON—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 1000 Watts
Owned-Operated By: WCA X Broadcasting Corp.

Business Address: 137 Main St.
Studio Address: 137 Main St.
Phone Number: Burlington 2000
Transmitter Location: Colchester, Vermont
Time on the Air: 6:20 a.m. to 11:30 p.m.
News Service: UP
Transcription Service: World
Representative: Weed & Company

Personnel

President-General Manager: C. P. Hasbrook
Assistant Manager: John D. Swan
Sales-Commercial Manager: Joseph Smith
Sales Promotion-Merchandising Manager: J. D. Swan
Program Director: Robert Burger
Production Manager-Chief Announcer: Ray Simms
Publicity Director: L. F. Killick
Record M. C.: Norman Bailey
Chief Engineer: James Tierney

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
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

MUTUAL BROADCASTING SYSTEM

YANKEE NETWORK

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.

Personnel

President: Lloyd E. Squier
Station Manager: Warran Marsden
Chief Engineer: Theodore Bolsvert

W D E V

WATERBURY—EST. 1936

MUTUAL—YANKEE

Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By: Lloyd E. Squier & William G. Ricker
Address: 8 Stowe St.
Phone Number: 13
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

General Manager: Lloyd E. Squier
Commercial Manager: Harrison Fowler
Production-Program Director: Thomas Dodd
Chief Announcer: James Lackard
Record M. C.: Lawrence Eastman
Chief Engineer: Harold Grout

VIRGINIA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

WPIK

ALEXANDRIA—EST. 1945

Frequency: 730 Kc. Power: 250 Watts
Owned By: Potomac Broadcasting Corp.
Operated By: Howard B. Hayes,
Carl L. Lindberg
Address: Hotel George Mason
Phone Number: Temple 4732
Transmitter Location: Telegraph Road
Time on the Air: Sunrise to Sunset
Newspaper Affiliation: Alexandria Gazette
News Service: AP
Transcription Service: World
Representative: Joseph Hershey McGillvra, Inc.

Personnel

President-General and Station

Manager: Howard B. Hayes
Sales-Commercial Manager: Perry P. Walders
Sales Promotion-Merchandising

Manager: Perry P. Hayes
Program Director-Production

Manager: William W. Jefferay
Publicity Director: Elizabeth Lingo
Chief Announcer: Norman West
Musical Director: William W. Jefferay
Chief Engineer: Carl L. Lindberg

WCHV

CHARLOTTESVILLE—EST. 1932

ABC

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: 6:45 a.m. to 12:05 a.m.;
Sunday, 7:55 a.m. to 12:05 a.m.
News Service: UP
Transcription Service: Standard
Representative: Cox & Tans

Personnel

General and Station

Manager: Charles Barham, Jr.
Sales-Commercial Manager: Randolph Bean
Sales Promotion-Merchandising

Manager: Randolph Bean
Program Director-Record M. C.: James Hageman
Production Manager-Publicity

Director: Randolph Bean
Chief Announcer: Bob Shay
Musical Director: Jean Daughtrey
Chief Engineer: Walter Gray

WKEY

COVINGTON—EST. 1941

ABC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Earl M. Key
Business Address: P.O. Box 629
Studio Address: 213 Main Street
Phone Number: 840
Transmitter Location: Covington
Time on the Air: 7:00 a.m.-11:00 p.m.
News Service: UP
Transcription Service: World

Personnel

Owner & Manager: Earl M. Key
Program Director-Production

Manager: Al Duke
Record M. C.: Bill Ward
Chief Engineer: James Garber

WBTM

DANVILLE—EST. 1930

ABC

TRI-CITY STATIONS

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: 6:30 a.m. to midnight
News Service: AP
Transcription Service: Lang-Worth, Cole,
Standard
Representatives: Tri-City Stations Association

Personnel

President: L. N. Dibrell
Station Manager: R. Sanford Guyer
Sales-Commercial

Manager: Edward G. Gardner
Chief Engineer: Harry W. Spencer

WFVA

FREDERICKSBURG—EST. 1939

ABC

Frequency 1290 Kc. Power: 250 Watts
CP 1230
Owned-Operated By: Fredericksburg Broad-
casting Corporation
Address: 528 Wolfe St.
Phone Number: 1261
Transmitter Location: King's Highway, Rt. 3
Time on the Air: 7 a.m. to 11 p.m.

Personnel

President-General
 Manager.....Richard F. Lewis, Jr.
 Station & Commercial
 Manager.....Walter F. Harris, Jr.
 Program Director.....Nan Winkler
 Chief Engineer.....Walter Harris

W S V A

HARRISONBURG—EST. 1936
 NATIONAL BROADCASTING CO.

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.....Standard
 Representative.....Weed & Co.

Personnel

President.....Frederick L. Allman
 Station Manager.....Robert B. Harrington
 Commercial-Sales Promotion
 Manager.....Robert B. Harrington
 Program Director.....Richard H. Johnson
 Chief Engineer.....Warren L. Braun

W L V A

LYNCHBURG—EST. 1930
 ABC

TRI CITY STATIONS

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 midnight
 News Service.....AP
 Transcription Service.....Lang-Worth; Standard
 Radio
 Representative.....Tri-City Stations Assn.

Personnel

President.....Edw. A. Allen
 Secretary & Treasurer.....Philip P. Allen
 Commercial Manager.....J. P. Read, Jr.
 Chief Engineer.....John Orth

W M V A

MARTINSVILLE—EST. 1941
 NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power 250 Watts
 Owned-Operated By.....Martinsville Broad-
 casting Co., Inc.

Address.....Figsboro Road
 Phone Number.....2152
 Transmitter Location.....Figsboro Road
 Time on the Air.....6:30 a.m. to 11:30 p.m.
 News Service.....AP
 Transcription Service.....M. M. Cole

Personnel

President.....William C. Barnes
 General and Station
 Manager.....John W. Schultz
 Commercial Manager.....C. Robert Ray
 Promotion Manager.....Charles F. Adams
 Chief Engineer.....Dewey W. Muse

W G H

NEWPORT NEWS—EST. 1928
 ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Hampton Roads
 Broadcasting Corporation
 Business Address.....Portlock Bldg.,
 Norfolk, Va.
 Phone Number.....27031
 Studio Addresses: Portlock Bldg., Norfolk;
 Warwick Hotel, Newport News, Va.; 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 Service.....Standard Radio;
 Lang-Worth
 Representative.....Burn-Smith Company

Personnel

President.....Raymond B. Bottom
 V.P.-General Manager.....Edward E. Bishop
 Commercial Manager.....Edward E. Edgar
 Program-Production Manager...Jack A. Black
 Chief Engineer.....William 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 Location.....Glen Rock
 Time on the Air.....6 a.m. to 1 a.m. daily;
 8 a.m. to 1 a.m. Sunday
 Newspaper Affiliation.....Norfolk
 Newspapers, Inc.
 News Service.....AP; UP

Transcription Service.....Standard Radio
 RepresentativeEdward Petry & Co.

Personnel

President.....Paul S. Huber
 General Manager.....Campbell Arnoux
 Commercial Manager.....John W. New
 Program Director....Henry Cowles Whitehead
 Production Manager.....Clyde Moser
 Publicity Director.....Charlton Whitehead
 Chief Announcer.....Blair Eubanks
 Musical Director....Henry Cowles Whitehead
 Chief Engineer.....Julius L. Grether

WNVA*
 NORTON

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..Blainfox Radio Co., Inc.
 AddressSouth Main St., Harlan, Ky.
 * Construction Permit

WSSV

PETERSBURG—EST. 1945
 MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Southside Virginia
 Broadcasting Corp.
 Address.....112 W. Tabb Street
 Phone Number3881
 Transmitter Location.....Lieutenant Run,
 Petersburg
 Time on the Air.....6:30 a.m. to midnight;
 Sundays, 8 a.m. to midnight
 News ServiceAP
 Transcription Service.....Standard
 RepresentativeBurn-Smith

Personnel

President-General Mgr.....Louis H. Peterson
 Station-Sales-Commercial
 ManagerCy Newman
 Merchandising Mgr..Mrs. Nellie W. Andrews
 Program Director.....Cy Newman
 Production Manager.....Russ Johnson
 Publicity Director.....Mrs. Betty Hall
 Chief Announcer.....H. B. Kenny
 Musical Director-Record M. C.....Jack Guller
 Chief Engineer.....Edward Schwarz

WSAP

PORTSMOUTH—EST. 1943
 MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..Portsmouth Radio Corp.
 AddressProfessional Bldg.
 Phone Number6383
 Transmitter Location.....1318 Spratley St.
 Time on the Air.....18 hours, Mon.-Sat.;
 Sun., 16 hours
 News ServiceUP

Transcription ServiceWorld
 Representative..Joseph Hershey McGillvra, Inc.

Personnel

President.....Tom E. Gillman
 Station-General Manager.....T. W. Aydlett
 Sales Mgr.....Jack Norfleet
 Publicity-Promotion.....Walter A. Williams
 Production-Program Director...Ernest Tannen
 Chief Engineer.....Frederic Clair

WPUV*

PULASKI

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated BySouthwest
 Broadcasting Co.
 AddressWashington Ave.

Personnel

Chief ExecutiveHoward R. Imboden
 * Construction Permit

WBBL*

RICHMOND—EST. 1924

Frequency: 1450 Kc.....Power: 250 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
 *(Non-Commercial Station)

WLEE

RICHMOND—EST. 1945
 MUTUAL—ASSOCIATED

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-OperatedThomas Tinsley
 Address.....Broad-Grace Arcade
 Phone Number3-6741
 Transmitter Location.....Colorado Ave. and
 Sumter Street
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceAP
 Transcription ServiceMacGregor
 RepresentativeHeadley-Reed

Personnel

DirectorThomas Tinsley
 General Manager.....Irving G. Abeloff
 Program Director.....James Fair
 Musical Director.....Eleanor Morris
 Chief Engineer.....George McGuigan
 Record M. C.'s.....James Fair, Bob Roth

WMBG

RICHMOND—EST. 1926
 NATIONAL BROADCASTING CO.

Frequency: 1380 Kc.....Power: 5000 Watts

Owned-Operated By..... Havens & Martin, Inc.
 Address 3301 West Broad Street
 Phone Number 5-8611
 Transmitter Location..... Staples Mill Road
 Time on the Air..... 6:30 a.m. to 1 a.m.
 News Service Transradio
 Transcription Service..... NBC Thesaurus,
 Lang-Worth
 Representative John Blair & Company

Personnel

President-General Mgr.... Wilbur M. Havens
 Commercial Manager ... Ralph Wallerstein
 Sales Promotion-Merchandising
 Manager Ralph Wallerstein
 Program Director..... Gwendolyn Dalton
 Production Manager..... Kenneth G. Heine
 Publicity Director..... Carlyne Whitaker
 Chief Engineer..... Wilfred H. Wood

WRNL

RICHMOND—EST. 1927
 ABC

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..... 5:30 a.m. to 1 a.m.;
 Sundays, 7 a.m. to 1 a.m.
 News Service AP
 Transcription Service Standard
 Representative..... Edward Petry & Co.

Personnel

President..... D. Tennant Bryan
 General and Station
 Manager..... E. S. Whitlock
 Assistant Manager..... G. Mallory Freeman
 Sales-Commercial Manager..... E. S. Whitlock
 Program
 Director... Lt. Comdr. Richard A. Velz (USN)
 Publicity Director..... Polly Daffron Miller
 Musical Director-Record M. C. William Stell
 Chief Engineer..... Walter R. Seldon

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
 Representative Paul H. Raymer Co.

Personnel

General Manager..... C. T. Lucy
 Business Manager..... Barron Howard
 Program Production Mgr.... Samuel S. Carey
 Chief Engineer..... D. C. Woods

WDBJ

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM
 Frequency: 960 Kc..... Power: 5000 Watts
 Owned-Operated By..... Times-World Corp.
 Business Address..... P. O. Box 150
 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 12:05 a.m.
 Newspaper Affiliation Roanoke Times;
 Roanoke World News
 News Service UP
 Transcription Service..... Lang-Worth; WBS
 Representative Free & Peters, Inc.



SAYS ...

PERFORMANCE COUNTS



Some people pick horses by name, some by superstition, but those "in the know" bet on performance. Performance is the most important factor in radio advertising, too.

WRNL has held the majority of daytime listeners for many years in the Richmond area. You can count on WRNL for top performance—and results.



Personnel

President.....J. P. Fishburn
 General Manager.....Ray P. Jordan
 Commercial Manager.....Frank D. Kesler

W S L S

ROANOKE—EST. 1940

ABC

TRI-CITY STATIONS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.... Roanoke Broadcast-
 ing Corp.

AddressShenandoah Life Building
 Phone Number 9227
 Transmitter Location ..Shenandoah Life Bldg.
 Time on the Air.....6 a.m. to 12:06 a.m.
 News ServiceAP
 Transcription ServiceNBC Thesaurus;
 Langworth, BMI
 RepresentativeTri-City Stations

Personnel

PresidentPaul C. Buford
 General Manager.....Philip Allen
 Station Manager.....James H. Moore
 Commercial-Sales Promotion
 ManagerHorace Fitzpatrick
 Chief Engineer.....Phillip Briggs

W T O N

STAUNTON—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By....Charles P. Blackley
 AddressMorrison Bldg.
 Phone Number2373
 Transmitter Location.....Near Waynesboro
 Highway

Time on the Air.....6:30 a.m. to midnight;
 Sunday, 8 a.m. to midnight
 News ServiceAP
 Transcription ServiceWorld

Personnel

Owner-General Manager..Charles P. Blackley
 Commercial-Promotion
 Manager.....Charles E. Seebeck
 Program Director.....Fulton King
 Chief EngineerRex Houser

W L P M

SUFFOLK—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated BySuffolk Broadcasting
 Address105 Bank Street
 Phone Number 1420

Transmitter LocationRoute No. 460
 Time on the Air.....7 a.m. to 11:30 p.m.
 News ServiceUP
 Transcription Service.....Lang-Worth
 RepresentativeSears & Ayer

Personnel

President-Station Manager.....Fred L. Hart
 Commercial & Program Manager..Allen Jones
 Chief Engineer.....Fred Wagner

W I N C

WINCHESTER—EST. 1941

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Richard Field Lewis, Jr.
 AddressWINC Bldg.
 Phone NumberWinchester 4855
 Transmitter LocationWINC Bldg.
 Time on the Air.....7 a.m. to 11 p.m.;
 Sunday, 7:30 a.m. to 11 p.m.

Personnel

Owner-General Manager..Richard Field Lewis
 Commercial Mgr. Program Dir...Grant Pollock
 Sales Promotion Mds'e. Mgr....Grant Pollock
 Production and Traffic...John Carl Morgan
 Chief Engineer.....Phillip B. Whitney



BORN to SERVE

STAUNTON and AUGUSTA COUNTY, VIRGINIA

... A Station that will do a sales job for you ... and here's the reason!

- Population (WTON service area) ..100,000
- Bank deposits in excess of....\$22,000,000
- Monthly August County payroll exceeds\$1,500,000

Network Affiliation—AMER. B'CASTING CO.

W T O N

CHARLES E. SEEBECK, Sales Mgr.

STAUNTON VIRGINIA

250 WATTS Full Time 1400 kc

WASHINGTON

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K X R O

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: 1308 Coolidge Rd.
Time on the Air: Unlimited time
News Service: AP, UP
Transcription Service: Standard Radio
Representative: Howard H. Wilson Co.

Personnel

President: Harry R. Spence
General Manager: Fred G. Goddard
Commercial Manager: B. G. Ruby
Program Direc.-Prod. Mgr.: A. W. Lindsay
Publicity Director: Stan Spiegle
Chief Announcer: A. W. Lindsay
Musical Director: G. L. Bailey
Chief Engineer: Glen Barnett

K V O S

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.;
Sunday 9 a.m. to 11 p.m.

News Service: UP
Transcription Service: Standard & MacGregor
Representative: John Keiting

Personnel

President, Gen. Mgr.: Rogan Jones
Station Manager: Frank Adams
Sales-Commercial Manager: Fred Elsethagen
Sales Promotion-Mer. Mgr.: Fred Elsethagen
Program Direc.-Prod. Mgr.: Jerome Oppel
Publicity Director: Frank Adams
Musical Director: James Oppel
Chief Engineer: Mel Featherkile

K E L A

CENTRALIA AND CHEHALIS

EST. 1937

MUTUAL—DON LEE

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Operated By: Central Broadcasting Corporation
Address: P. O. Box 827, Chehalis:

P. O. Box 720, Centralia
Phone Numbers: Centralia 721; Chehalis 721

Transmitter Location: (Midway between Centralia and Chehalis), Hiway 99

Time on the Air: 7 a.m. to 11 p.m.
News Service: UP

Personnel

Owners: J. Elroy McCaw, Mrs. Cecil L. Gwinn
General-Station Manager: Joe Chyill
Commercial Manager: Robert S. Brister
Program Director: Elsie Gaylord
Publicity Director: Schuyler Hill
Chief Announcer: Ellwood Lippencott
Chief Engineer: Melvin York

K C O W

ELLENSBURG

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Central Washington Broadcasters, Inc.

Address: Washington National Bank Bldg.
* Construction Permit

(Call Letters to Be Assigned)

ELLENSBURG*

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Kittitas Valley Broadcasting Station

Address: Route 2

Personnel

Owners: Gilbert H. Kaynor,
Howard H. Kaynor
* Construction Permit

K R K O

EVERETT—EST. 1920

MUTUAL—DON LEE

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

Address: Everett
Phone Numbers: Main 526-867
Transmitter Location: Everett
Time on the Air: 6 a.m. to Midnight
News Service: UP
Transcription Service: World, SESAC, Cole

Personnel

President-Gen. Mgr.: Wm. R. Taft
Sales-Commercial Manager: D. A. Baker
Sales Promotion-Mer. Mgr.: D. A. Baker
Pro.-Pub. Director-Pro. Mgr.: Marilyn E. Smythe
Musical Director: Merlin Matheny
Chief Engineer: Earl Gordon

K W L K

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM
 Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Twin City Broadcasting Corp.
 Address: 14th & Hudson
 Phone Number: Longview 1500
 Transmitter Location: Ocean Beach Highway
 Time on the Air: 7 a.m. to 12 midnight
 Transcription Service: World
 Newspaper Affiliation: Longview Daily News
 News Service: UP
 Representative: Howard Wilson Co.

Personnel

Pres.-Gen. & Station Mgr.: C. A. Chatterton
 Sales-Commercial Mgr.: Jack Richards
 Sales Promotion-Mer. Mgr.: F. H. Chatterton
 Program Director: Harold Wagner
 Chief Engineer: Rollie Mietzke

K G Y

OLYMPIA—EST. 1922

MUTUAL—DON LEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Tom Olsen
 Address: Rockway, Leland Bldg.
 Phone Number: 6838
 Transmitter Location: Rockway, Leland Bldg.
 Time on the Air: 6 a.m. to 11 p.m.
 News Service: UP
 Transcription Service: World
 Representative: John Keating

Personnel

Owner, General & Station Manager: Tom Olsen
 Sales Manager: Elmer J. Holmberg
 Commercial Manager: J. Harris Dorr
 Program Director: Eve Knutson
 Record m.c.: Dyer Downing
 Chief Engineer: Charles A. Roark

K P K W

PASCO—EST. 1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Western Radio Corp.
 Business Address: P. O. Box 233
 Phone Number: 890
 Transmitter Location: Chase & A St.
 Time on the Air: 15 Hours Daily
 News Service: UP
 Transcription Service: Standard
 Representative: John Keating

Personnel

President: V. B. Kenworthy
 Station Manager: Frank Krshna
 Chief Engineer: Walter Mott
 Record m.c.: Rodney Sams

K O N P

PORT ANGELES—EST. 1945

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Evening News Press, Inc.
 Address: 313 W. First St.
 Phone Number: 1700
 Transmitter Location: 313 W. First St.
 Time on the Air: 6:30 a.m. to 10:30 p.m.;
 Sun., 9 a.m. to 10 p.m.

Newspaper Affiliation:

Port Angeles Evening News, Inc.

News Service: UP
 Transcription Service: Standard
 Representative: John Keating, Sears & Ayer

Personnel

Chief Executive: C. N. Webster
 Station Manager: Ben Harkins
 Chief Engineer: Lloyd C. Sundstrom

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
 News Service: UP
 Transcription Service: Thesaurus

Personnel

President: Washington State College
 Dr. Wilson Compton
 General and Station Manager: Glenn Jones
 Program Director: Eldon C. Barr
 Production Manager: John L. Blake
 *(Non-Commercial Station)

K E V R

SEATTLE—EST. 1925

EVERGREEN NETWORK

Frequency: 1090 Kc. Power: 250 Watts
 Owned-Operated By: Evergreen Broadcasting Corporation
 Address: 2102 Smith Tower
 Phone Number: Seneca 2056
 Time on the Air: 6 a.m. to Midnight
 News Service: UP
 Transcription Service: Standard Radio;
 Lang-Worth, SESAC
 Representative: Wm. G. Rambeau Co.

Personnel

President: A. W. Talbot
 Gen.-Station-Sales-Com. Mgr.: Bartley Sims
 Sales Promotion-Mer. Mgr.: Kirby Torrance
 Program Direc.-Chief Announcer: Harry Jordan

Publicity Director Kirby Torrance
 Record m.c. Don Porter
 Chief Engineer..... John Kelley

KIRO

SEATTLE—EST. 1935 (1928 as KPCB)

COLUMBIA BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 50000 Watts

Owned-Operated By... Queen City Broadcasting Co.

AddressCobb Building

Phone NumberSEneca 1500

Transmitter Location.....Vashon-Maury Island, Wash.

Time on the Air.....6 a.m. to 1 a.m.

News ServiceAP-INS

Transcription Service... Association Music Publishers, Standard Radio

Representative Free & Peters

Personnel

Chief Owner.....Saul Haas

President.....Louis K. Lear

Station Manager.....Loren B. Stone

National Sales Manager.....W. F. Tucker

Local Sales Manager.....J. F. Hiddleston

Sales Promotion-Merchandising Manager Philip Reilley

Program Director-Production Manager Kenneth Yeend

Publicity Director.....W. F. Tucker

Chief Announcer.....William Corcoran

Musical Director.....Max Dolin

Chief Engineer.....Homer Ray, Jr.

KJR

SEATTLE—EST. 1921

ABC

Frequency: 950 Kc.....Power: 5000 Watts

Owned-Operated By.....Bert K. Fisher

AddressSkinner Bldg.

Phone NumberElliott 5890

Transmitter Location...2600 26th Ave., S. W.

Time on the Air...6 a.m. to 12 midnight; Sunday 7 a.m. to midnight

News ServiceUP

Transcription ServiceNBC Thesaurus

RepresentativePaul H. Rayment Co.

Personnel

Owner, General & Station

Manager.....Birt F. Fisher

Sales-Commercial Manager...Arthur Gerbel, Jr.

Program Director.....Homer Pope

Chief Engineer.....F. J. Brott

KOL

SEATTLE—EST. 1928

MUTUAL—DON LEE

Frequency: 1300 Kc.....Power: 5000 Watts

Owned-Operated By: Seattle Broadcasting Co.

AddressNorthern Life Tower

Phone NumberMain 2312

Transmitter Location.....1110 W. Florida St.

Time on the Air.....Unlimited license

News ServiceUP

Transcription Service.....SESAC; Standard

Radio World

RepresentativeJohn Blair & Company

Personnel

President Archie Taft, Sr.

Station Manager.....Oliver A. Runchey

Commercial Manager.....Archie Taft, Jr.

Program & Production Director...Jerry Morris

Chief EngineerPerry C. Lind

KOMO

SEATTLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1000 Kc.....Power: 5000 Watts

Owned-Operated By.....Fisher's Blend Station, Inc.

AddressSkinner Bldg.

Phone NumberMain 1401

Transmitter Location...2600 26th Ave., S.W.

Time on the Air...6 a.m. to 12 midnight; Sunday through Saturday

News ServiceAP

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

RepresentativeEdward Petry & Co.

Personnel

President.....O. W. Fisher

Station ManagerO. W. Fisher

Commercial Manager.....Ray Baker

Program Director-Production Manager W. W. Warren

Chief Engineer.....F. J. Brott

KRSC

SEATTLE—EST. 1926

Frequency: 1150 Kc.....Power: 1000 Watts

Owned-Operated ByRadio Sales Corporation

Address2939 Fourth Avenue South

Phone NumberElliot 2480

Transmitter Location...2939 Fourth Ave. South

Time on the Air.....6 a.m. to 4 a.m.

News ServiceAP

Transcription ServiceAssociated Music Publishers; Lang-Worth; World; M. M. Cole

Personnel

President.....P. K. Leberman

General & Station Manager...Robt. E. Priebe

Commercial Manager.....R. C. Fuller

Program & Musical Director.....Ted Bell

Chief Announcer.....Don McCune

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 Numbers Main 2056, Seneca 0578
 Transmitter Location Seattle
 Time on the Air Shares time

Personnel

President Rev. Dr. F. Paul McConkey
 General Manager James S. Ross
 Station Manager Don Bevilacqua
 Program Director Mrs. C. R. Foss
 Chief Announcer Don Bevilacqua
 Musical Director Mrs. C. R. Foss
 Chief Engineer 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 8 a.m. to local sunset
 News Service UP
 Representative Homer Griffith

Personnel

President R. F. Meggee
 General & Station Manager Florence Wallace
 Sales-Commercial Manager Rodney McArdle
 Sales Promotion-Merchandising
 Manager Andrew Krause
 Program Director Helen Marie Brennan
 Production Manager Margaret Dieringer
 Publicity Director Helen Marie Brennan
 Chief Announcer-Chief
 Engineer John Dubuque
 Musical Director Frances Martin
 Record M. C. Earl Reilly, Jr.

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 526 Riverside Ave.
 Phone Number Riverside 8033
 Transmitter Location 526 Riverside Ave.
 Time on the Air 6:30 a.m. to 11 p.m.
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Joseph Hershey McGillvra

Personnel

General-Sales-Commercial
 Manager R. G. McBroom
 Sales Promotion-Merchandising
 Manager R. G. McBroom
 Program Director Alex La Com
 Chief Engineer C. Lowell Brown

K F P Y

SPOKANE—EST. 1922

**COLUMBIA BROADCASTING SYSTEM
 PACIFIC NORTHWEST BROADCASTERS**

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 midnight;
 Sundays, 7 a.m. to midnight
 News Service UP
 Transcription Service: Lang-Worth; Standard
 Radio; C. P. MacGregor; World
 Representative The Walker Co.,
 Tracy Moore

Personnel

President-General & Station
 Manager E. B. Craney
 Sales Promotion-Merchandising
 Manager R. S. Westing
 Program Director R. W. Brazeal
 Production Manager B. E. Woolston
 Chief Engineer G. E. Langford

K G A

SPOKANE—EST. 1933

ABC

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 6 a.m. to midnight;
 Sunday, 7 a.m. to midnight
 Transcription Service World
 Representative Edw. Petry & Co., Inc.
 News Service AP

Personnel

Owner Louis Wasmer
 General & Station Manager Harvey Wixson
 Sales-Commercial Manager Harvey Wixson
 Sales Promotion-Merchandising
 Manager Harvey Wixson
 Program Director Lucile M. Eddy
 Publicity Director Edward D. Raddatz
 Musical Director Anthony A. Pinski, Jr.
 Chief Engineer Al G. Sparling

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: 6 a.m. to midnight;
 Sunday, 7 a.m. to midnight
 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

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Operated By: Carl E. Haymond
 Business Address: 914½ Broadway
 Phone Number: Main 4144
 Transmitter Location: Fife, Wash.
 Time on the Air: 6 a.m. to 12 midnight
 News Service: UP
 Transcription Service: Standard
 Representatives: Joseph H. McGilvra, Inc.

Personnel

President: Carl E. Haymond
 General Manager: James A. Murphy
 Station Manager: Jerry Geehan
 Sales-Commercial
 Manager: Seymour O. Spring
 Program-Publicity Director:
 Production Manager: Verne E. Sawyer
 Chief Announcer: Arnold Benum
 Musical Director: Clementine Wacula
 Chief Engineer: Joe D. 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: 7 a.m. to 12 midnight
 News Service: AP & UP
 Transcription Service: Associated

Personnel

President: H. J. Quilliam
 General and Station Manager: Burke Ormsby
 Sales-Commercial Manager: King Mitchell
 Sales Promotion-Merchandising
 Manager: King Mitchell
 Program Director-Production
 Manager: Burke Ormsby
 Publicity Director: King Mitchell
 Musical Director: Bill Barry
 Chief Engineer: Don McCroskey

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 midnight;
 Sundays, 7 a.m. to 11 p.m.

News Service: AP
 Transcription Service: Associated Music Pub-
 lishers, Lang-Worth; MacGregor

Personnel

President & Station
 Manager: Vernice Irwin
 Commercial Manager: Earl T. Irwin
 Program Director: Larry Huseby
 Sales Promotion: Earl T. Irwin
 Musical Director: Harry Long
 Chief Engineer: Willard T. Tiffany

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 Numbers: 150, Portland, BE-4927
 Studio Address: 707½ Main St.
 Transmitter Location: 2915 Fruit Valley Road
 Time on the Air: 6 a.m. to sundown
 News Service: UP
 Transcription Service: Lang-Worth, Standard
 Radio, World, M. M. Cole

Personnel

President: Sheldon F. Sackett
 General & Station Manager: Fred F. Chitty
 Sales-Commercial Mgr.: Frank E. Marrior
 Program Director: Charlene Jackson
 Publicity Director: George W. Conner
 Chief Engineer: Edgar E. Means

K U J

WALLA WALLA—EST. 1928

MUTUAL—DON LEE BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 1000 Watts
 Owned-Operated By.....K U J, 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.....6:45 a.m. to 11 p.m.:
 Saturday to midnight
 News Service AP
 Transcription Service: World Broadcasting
 System; Lang-Worth
 Representatives.....Nat'l—Homer Griffith
 Co.; John Keating (Washington and Oregon)

Personnel

President and General
 Manager.....H. E. Studebaker
 National-Sales-Promotion
 Manager.....Donald A. Wike
 Local Sales.....Norval Arnes
 Production.....Howard Rhoades
 Chief Engineer.....Milton MacLafferty

K P Q

WENATCHEE—EST. 1930

ABC

Frequency: 560 Kc.....Power: 1000 Watts
 Owned-Operated By.....Westcoast Broad-
 casting Company
 Address.....Second & Columbia Sts.
 Phone Number45
 Transmitter Location.....Chelan County
 Time on the Air...6:30 a.m. to 11:15 p.m., daily;
 8:30 a.m. to 11 p.m. Sunday
 News Service UP
 Transcription Service.....NBC Thesaurus
 Representative
 Joseph Hershey McGillvra, Inc.

Personnel

PresidentRogan Jones
 General & Station Manager..James W. Wallace
 Sales-Commercial
 Manager.....Mrs. Meryle Thompson
 Sales Promotion-Merchandising
 Manager.....James W. Wallace
 Program Director...Mrs. Mildred Dahlhauser
 Production Manager.....Virginia Maus
 Musical Director.....Virginia Maus
 Chief Engineer.....Robert B. Sutton

K I T

YAKIMA—EST. 1929

MUTUAL—DON LEE BROADCASTING
 SYSTEM

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, Standard,
 Cole, SECAC
 Representative...Jos. Hershey McGillvra, Inc.

Personnel

Owner.....Carl E. Haymond
 General Manager.....James A. Murphy
 Station Manager.....John K. Clarke
 Sales-Commercial
 Manager.....Harrison A. Miller
 Sales Promotion-Merchandising
 Manager.....William B. Hansen
 Program Director.....C. A. Carlson
 Publicity Director.....William B. Hansen
 Chief Announcer.....Alfred R. Plachta
 Musical Director.....Gene Hess
 Chief Engineer.....H. B. Murphy

K T Y W

YAKIMA—EST. 1944

COLUMBIA PACIFIC NETWORK

Frequency: 1460 Kc.....Power: 500 Watts
 Owned-Operated By.....Cascade Broad-
 casting Company, Inc.
 Business Address.....Terrace Heights Rd.
 Phone Number6104
 Studio Address.....Terrace Heights Road
 Transmitter Location.....E. Terrace Heights
 Time on the Air.....6 a.m. to 12 midnight
 News Service AP
 Transcription Service...Lang-Worth, SESAC
 Representatives.....Wilson Co.,
 W. S. Grant, John Keating

Personnel

President-OwnerA. W. Talbot
 General Manager.....Bartley Sims
 Station-Commercial Manager.....Art Moore
 Sales Promotion Manager.....Doris Zietzke
 Production Manager.....C. W. Lemming
 Publicity Director.....Fulton Travis
 Chief Engineer.....Walter Howe
 Record M. C.....Del Olney

WEST VIRGINIA

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W J L S

BECKLEY—EST. 1939

CBS

Frequency: 560 Kc. Power: 250 Watts
Owned-Operated By Joe L. Smith, Jr.
Address 101½ Main St.
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, General Manager Joe L. Smith, Jr.
Station Manager Virginia N. Cooper
Sales-Commercial Manager Robert L. Burns
Production Manager Jerome P. McDevitt
Musical Director Fred J. Schultze
Chief Engineer A. J. Ginkel

W H I S

BLUEFIELD—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc. Power: 1000 d.; 500 n.
Owned-Operated By Daily Telegraph
Printing Co.
Address 623 Commerce St.
Phone Number 7114
Transmitter Location Harry Heights
Time on the Air 5 a.m. to 12 midnight,
Monday through Saturday; 8 a.m. to midnight
Sunday
Newspaper Affiliation Bluefield Daily Tele-
graph; Sunset News
News Service AP
Transcription Service: World Broadcasting Sys-
tem
Representative The Katz Agency

Personnel

President H. I. Shott
General Manager Hugh L. Schott, Jr.
Station-Sales-Commercial
Manager P. T. Flanagan
Sales Promotion-Merchandising
Manager C. H. Murphey
Program Director-Production
Manager Barnes Nash
Chief Engineer P. T. Flanagan
Record M. C. Tracy Cole

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 Leo St.
Phone Numbers 28-131-2-3-4
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
General-Station-Sales-Commercial
Manager Howard L. Chernoff
Sales Promotion-Merchandising
Manager John Sinclair
Program Director-Production
Manager Berton Sonis
Publicity Director John Sinclair
Musical Director Leah Perry Sloman
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 208½ Dickinson St.
Phone Number 37-541
Transmitter Location Coal Branch Heights
Time on the Air 6 a.m. to 1 a.m.;
Sunday, 7:45 a.m. to 12:30 a.m.
News Service UP
Transcription Service NBC Thesaurus
Representative Joseph Hershey McGillvra, Inc.

Personnel

President R. M. Venable
General-Station Manager John Phillips
Commercial Manager Bob Wasdon
Program Director C. P. Vogel, Jr.
Promotion-Publicity Director Don Dean
Chief Engineer Gus Zaharis

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.

Address444½ West Pike Street
 Phone Number3040
 Transmitter LocationGlen Elk, Clarksburg
 Time on the Air.....7 a.m.-1a.m.
 News ServiceAP
 Transcription ServiceWBS
 RepresentativeThe Branham Company

Personnel

President.....Capt. John A. Kennedy
 Station Manager.....G. C. Blackwell
 General Manager.....Howard L. Chernoff
 Program Director.....Kathleen Wade
 Sales and Promotion Mgr.,
 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.

Address208 Adams St.
 Phone Number3100
 Transmitter LocationMonongah
 Time on the Air.....5 a.m. to 12:05 a.m.;
 Sunday, 7 a.m. to 12:05 a.m.

News ServiceAP
 Transcription Services.....Standard Radio,
 M. M. Cole
 RepresentativeJohn Blair & Co.

Personnel

President.....George B. Storer
 Managing Director-Commercial
 Manager.....Stanton P. Kettler
 Sales Promotion-Merchandising
 Manager.....John F. Watkins
 Publicity Director.....Jane C. Hileman
 Chief Engineer.....Robert D. Hough

W S A Z

HUNTINGTON—EST. 1927

ABC

WEST VIRGINIA NETWORK

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By.....WSAZ, Inc.
 Address929½ Fourth Ave.
 Phone Number4106
 Transmitter Location28th St., West
 Time on the Air.....6:30 a.m. to 1 a.m.

Newspaper Affiliation: Huntington Herald-
 Dispatch; Huntington Advertiser
 News ServiceAP
 Transcription Service.....Standard Radio;
 Lang-Worth; SESAC
 Representative.....The Branham Co.

Personnel

President.....John A. Kennedy
 Station Manager.....Marshall L. Rosene
 Sales-Commercial Mgr.....Marshall L. Rosene
 Sales Promotion-Merchandising
 ManagerMarcia Young
 Program-Mgr. Production.....Dick Lane
 Publicity Director.....Marcia Young
 Chief Engineer.....LeRoy Kilpatrick

W L O G

LOGAN—EST. 1940

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Clarence H. Frey &
 Robert O. Greever—Partners
 Business Address.....P. O. Box 720
 Studio Address.....Kanada & Chestnut Sts.
 Phone Number...Office, 540; Studio, 761 & 762
 Transmitter Location ...Kanada and Chestnut
 Streets

Time on the Air.....Unlimited
 Newspaper Affiliation.....Logan Banner
 News ServiceUP

Personnel*

* Does not list personnel.

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 Numbers9448-9
 Transmitter Location.....South Park Hill
 Time on the Air.....7 a.m. to midnight
 Newspaper Affiliation.....Morgantown News-
 Dominion, Morgantown Post

News ServiceAP
 Transcription Service ...World Broadcasting
 System

Personnel

PresidentH. C. Greer
 General Manager.....Norman Knight
 Commercial ManagerNorman Knight
 Sales Promotion-Merchandising
 ManagerFrancis Berry
 Program Director.....Numa Fabre, Jr.
 Production Manager.....Elizabeth Sharpe
 Publicity Director.....Francis Berry
 Chief Announcer.....Jack Fleming
 Musical Director.....Richard Duncan
 Chief Engineer.....Raymond C. Spence

W P A R
PARKERSBURG—EST. 1935

CBS—WEST VIRGINIA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated ByOhio Valley Broad-
 casting Corporation
 Address.....7th and Market Sts.
 Phone Number 2530
 Transmitter Location.....Route No. 2
 Time on the Air.....6:30 a.m. to 1:05 a.m.
 News ServiceAP
 Transcription Service.....Standard Radio
 RepresentativeBranham Company

Personnel

President.....John A. Kennedy
 Station Manager.....George H. Clinton
 Sales-Commercial Manager..George H. Clinton
 Sales Promotion-Merchandising
 Manager.....A. N. Archer
 Program Director.....Carl Loose
 Production Manager.....Paula Carr
 Chief Announcer.....Sherman Grimm
 Musical Director.....Carl Loose
 Chief Engineer.....Cecil Knowles
 Record M. C.....Charles Burroughs

W B R W
WELCH—EST. 1940

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....McDowell Service
 Company
 Business Address.....10 Riverside Drive
 Phone Number 818
 Studio Address.....10 Riverside Drive
 Transmitter LocationDor Building
 Time on the Air.....7 a.m. to 8:10 p.m.
 News ServiceAP
 Transcription Service.....World, Cole
 Representative.....Forjoe & Co.

Personnel

President.....Joe G. Hunt
 Station Manager.....Harold B. Shaw
 Commercial Manager.....Harold B. Shaw
 Program-Commercial Director...John Sinclair
 Chief Announcer.....John Villani
 Chief Engineer.....Howard King

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 NumberWheeling 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 ServiceUP
 Transcription ServiceStandard Radio
 Representative.....Weed & Co.

Personnel

President.....Joe L. Smith, Jr.
 General-Station Manager...John B. Reynolds
 Sales Manager.....John T. Gelder, Jr.
 Musical Director.....Deen Brooks
 Chief EngineerFred Baker

W W V A

WHEELING—EST. 1926

AMERICAN BROADCASTING CO.

Frequency: 1170 Kc.....Power: 50000 Watts
 Owned-Operated ByWest Virginia
 Broadcasting Corp.
 AddressHawley Building
 Phone NumberWheeling 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.; Saturday, 4:30
 a.m. to 1:30 a.m.
 News ServiceAP
 Transcription Service.....NBS Thesaurus
 RepresentativeJohn Blair & Co.

Personnel

President.....George B. Storer
 Sales Manager.....Wm. E. Rine
 Sales Promotion Manager-Publicity
 DirectorJean Bauman
 Production Manager.....Paul J. Miller
 Musical Director.....Robert Nesbitt
 Chief Engineer.....Edward L. Keim

W B T H

WILLIAMSON—EST. 1939

MUTUAL 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.....6 a.m. to 11 p.m.
 News ServiceUP
 Transcription Service.....NBC Thesaurus

Personnel

President.....Mrs. L. C. Tierney
 Station-Commercial Manager...Alice Shein
 Production-PublicityRobert E. Spiros
 Chief Engineer.....Robert W. Bullo

WISCONSIN

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

W H B Y

APPLETON—EST. 1925
MUTUAL BROADCASTING SYSTEM
WISCONSIN RADIO NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WHBY, Inc.
Address600 S. Lawe St.
Phone Number1161
Transmitter LocationAppleton
Time on the Air.....7 a.m. to 11 p.m.:
Sunday, 8 a.m. to 11 p.m.
News ServiceAP
Transcription ServiceStandard Radio

Personnel

Chief Executive.....Rev. J. A. Wagner
General and Station
Manager.....J. L. Gallagher
Sales-Commercial Manager.....W. C. Porsow
Sales Promotion-Merchandising
Manager.....W. C. Porsow
Program Director-Production
ManagerRodger Mueller
Publicity Director.....W. C. Porsow
Chief Announcer-Record
M. C.....Raymond Macintosh
Chief Engineer.....George Merkl

W A T W

ASHLAND—EST. 1940
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Upper Michigan-
Wisconsin Broadcasting Co., Inc.
Address321 2nd Ave., West
Phone Number1420
Transmitter Location.....Ellis Ave.
Time on the Air.....6 a.m. to 11 p.m.:
Sunday, 8 a.m. to 11 p.m.
News Service.....UP
Transcription ServiceWorld
Representative.....North Central Broadcasting
System, Spot Sales

Personnel

President.....William L. Johnson
General-Station Manager.....J. W. Huss
Commercial Manager.....T. G. Hogan
Musical-Program Director.....Mary Jean Anno
Chief Engineer.....Hine Dahlbacka

W E A U

EAU CLAIRE—EST. 1937
NATIONAL BROADCASTING CO.
ARROWHEAD NETWORK

Frequency: 790 Kc.....Power, 5000 Watts,
Day; 1000 Watts, Night
Owned-Operated By.....Central Broadcasting
Company
Business Address203 South Barstow St.
Phone Number6149
Transmitter Location....Seymour Road (County
Road Q)
Time on the Air.....Unlimited
News ServiceUP
Transcription Service.....Langworth & World
Representative.....George P. Hollingbery Co.

Personnel

President-General Manager.....W. C. Bridges
Commercial ManagerClyde Riddle
Program-Production Manager.....Jack Kelly
National Sales Manager.....H. E. Westmoreland
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-Operated By....The Reporter Printing
Company
Address18-20-22 West First Street
Phone Number356
Transmitter Location.....18-20-22 W. First St.
Time on the Air: 8 a.m. to 10 p.m.; Sundays,
7:30 a.m.-11 p.m.
Newspaper Affiliation...The Commonwealth
Reporter

Personnel

PresidentA. H. Lange
Station Manager.....Lucille Fairbanks
Program Director.....Joyce A. Bahr
Chief Announcer.....Elliott Scoville
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 AddressBellin Bldg.
Phone NumbersAdams 1 & 2
Studio AddressBellin Building
Transmitter LocationWest De Pere, Wisc.
Time on the Air.....6 a.m. to 12:05 a.m.
News ServiceAP
Transcription Service.....Thesaurus, SESAC
RepresentativeWeed & Co.

Personnel

President.....Rev. James A. Wagner
 General Manager.....Haydn R. Evans
 Sales-Commercial Manager.....Al Michel
 Sales Promotion-Merchandising
 Manager.....Val Schneider
 Program Director.....Clair Stone
 Production Manager.....Norman Teska
 Publicity Director.....Leone Stinson
 Chief Announcer-Record M. C. Allen Franklin
 Musical Director.....Clarence Edges
 Chief Engineer.....Wallace Stangel

W C L O

JANESVILLE—EST. 1930
 MUTUAL 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.....6:15 a.m. to midnight
 Newspaper Affiliation.....Janesville Daily
 Gazette
 News Service.....AP
 Transcription Service.....World
 Representative.....Wm. G. Rambeau Co.

Personnel

Managing Director.....Sidney H. Bliss
 Station Manager.....Bob Page
 Sales Manager.....Sidney H. Bliss
 Musical-Program Director.....Dorothy Alan
 Publicity-Sales Promotion.....Robert J. Bodden
 Chief Engineer.....Pat Alan
 Record M. C.....Ray Crandle
 Chief Engineer.....Wayne Clay

W K B H

LA CROSSE—EST. 1926
 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,
 8 a.m. to 11:30 p.m.
 News Service.....AP
 Transcription Service.....Langworth
 Representative.....Howard H. Wilson Company

Personnel

President-General & Station
 Manager.....Howard Dahl
 Sales-Commercial Manager.....Howard Dahl
 Program Director.....Bernice Callaway
 Production Manager.....Raymond Plamadore
 Musical Director.....Russell Huber
 Chief Engineer.....Alvin Leeman

W H A *

MADISON—EST. 1917 (as 9XM)
 1922 (as WHA)

Frequency: 970 Kc.....Power: 5000 Watts
 Owned By.....State of Wisconsin
 Operated By.....University of Wisconsin
 Address.....Radio Hall
 Phone Number.....Badger 580, Extension 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

Director-General Manager.....H. B. McCarty
 Station Manager.....William G. Harley
 Promotion Manager.....H. A. Engel
 Program Director.....Walter Krulevitch
 Production Manager.....Gerald A. Bartell
 Chief Announcer.....Roy Vogelmann
 Musical Director.....Don Voegeli
 Chief Engineer.....John H. Stiehl
 *(Non-Commercial Station)

W I B A

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.....Fitchburg, Dane County
 Time on the Air.....6 a.m. to midnight
 Newspaper Affiliation.....The Capital Times;
 Wisconsin State Journal
 News Service.....AP & UP
 Transcription Service.....Associated Music
 & Standard
 Representative.....Howard H. Wilson Co.

Personnel

President.....William T. Evjue
 Station Manager.....Kenneth F. Schmitt
 Business Manager.....Howard A. Johnson
 Merchandising Director.....C. W. Wallis
 Publicity Director.....Marvel Ings
 Musical Director.....Leon Persson
 Chief Engineer.....Norman Hahn

W O M T

MANITOWOC—EST. 1926
 MUTUAL—WISCONSIN

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Francis M. Kadow
 Address.....Radio Building
 Phone Numbers.....5015-6015-7015-8015
 Transmitter Location.....Radio Bldg.
 Time on the Air.....6:55 a.m. to midnight;
 Sundays, 8 a.m. to midnight

News Service UP
 Transcription Service.....NBC, Keystone

Personnel

General Manager.....F. M. Kadow
 Station-Sales-Commercial
 Manager.....Albert B. Gale
 Program Director-Production
 Manager.....George H. Erdman
 Chief Announcer.....George H. Erdman
 Record M. C.....Frank Pollock
 Chief Engineer.....W. F. Duben

W M A M

MARINETTE—EST. 1939
 NATIONAL BROADCASTING CO.

Frequency: 570 Kc.....Power: 250 Watts
 day, 100 night
 Owned-Operated By.....M. & M. Broadcast-
 ing, Inc.
 AddressRadio Park
 Phone Number 570
 Transmitter Location.....Radio Park
 Time on the Air.....Unlimited
 News Service UP
 Transcription Service Associated Music
 RepresentativeHoward Wilson

Personnel

PresidentW. E. Walker
 General-Station Manager...Joseph D. Mackin
 Sales Manager.....Howard Emich
 Program Director.....Pat Kehoe
 Production Manager-Chief
 AnnouncerLes Sturmer
 Sales Promotion.....Dan Colby
 Chief Engineer.....Leo Stewart
 Record M. C.....Jim Conant

(Call Letters to Be Assigned)

MARSHFIELD*

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated ByDairyland's
 Broadcasting Service, Inc.
 Address207 S. Central Ave.
 * Construction Permit

W I G M

MEDFORD—EST. 1941
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....George F. Meyer
 Business AddressMedford, Wisconsin
 Phone Number.....5147
 Studio AddressHighway 13
 Transmitter LocationHighway 13
 Time on the Air: 7:30 a.m. to 10 p.m.; Sundays,
 8 a.m. to 6 p.m.
 News Service UP
 RepresentativeCox & Tanz

Personnel

OwnerGeorge F. Meyer
 Station Manager.....Mrs. Irma Meyer
 Commercial ManagerHubert Juneau
 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 NumberMarquette 6000
 Studio Address.....720 East Capitol Drive
 Transmitter Location.....Brookfield, Wis.
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper AffiliationThe Milwaukee
 Journal
 News Service AP
 Transcription Service Associated Music
 Publishers
 RepresentativeEdward Petry & Co., Inc.

Personnel

Vice President-General Manager..W. J. Damm
 Station Manager-In Charge
 of Sales.....Russell G. Winnie
 Asst. Manager.....L. W. Herzog
 Program Director &
 Publicity Director.....Bruce Wallace
 Chief Announcer.....Robert J. Heiss
 Musical Director.....Maurice Kipen
 Studio Engineer.....D. W. Gellerup
 Transmitter Engineer.....William Hebal
 Production Manager.....Warren Mead
 Record M. C.'s.....Gorgon Thomas,
 Arthur Whitfield

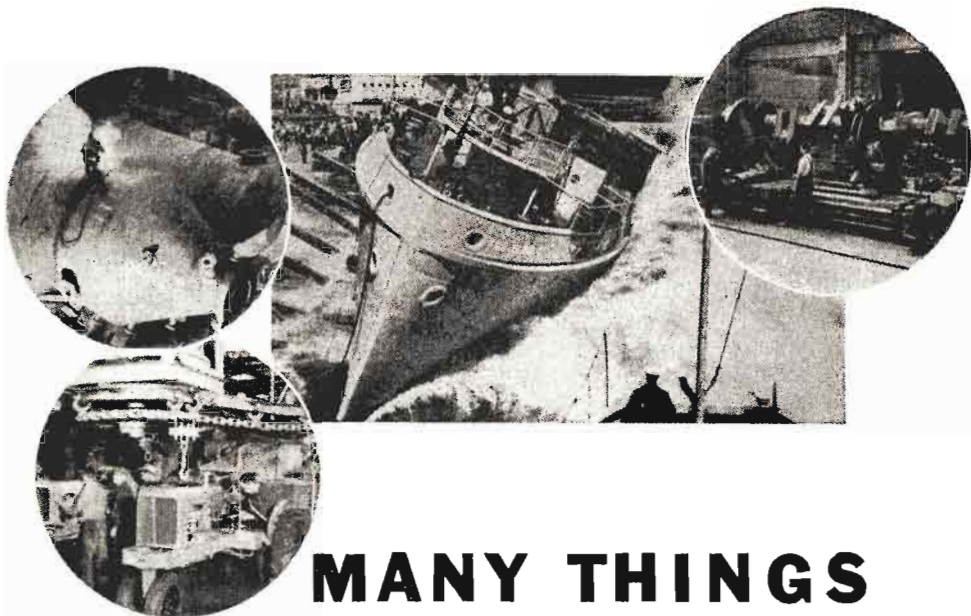
W E M P

MILWAUKEE—EST. 1935
 AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Milwaukee Broad-
 casting Co.
 Address710 N. Plankington Ave.
 Phone Numbers.....Marquette 7722-25
 Transmitter Location...710 No. Plankington
 Time on the Air.....7 a.m.-Midnight, Sunday;
 6 a.m. to midnight, daily
 News Service UP
 Representative.....Howard H. Wilson Co.

Personnel

General-Station Manager.....C. J. Lanphier
 Program Director.....Carl Zimmermann
 Commercial Manager.....C. J. Lanphier
 Production Manager....Charles A. La Force
 Musical Director.....Elmer Ihrke
 Chief Announcer.....Bert Mulroy
 Publicity Director.....N. K. Searles



MANY THINGS

Make Milwaukee Famous!

"Because of the wide diversification of products manufactured in Milwaukee, its industrial balance is maintained through abnormal times and seasonal fluctuations."*

The top eight of these industries* producing nearly a billion dollars worth of goods annually are as follows:

Metal products (not machinery)	\$106,437,947
Motor vehicles, bodies, parts, accessories	93,125,243
Machinery	86,231,492
Tractors	68,493,028
Food products (general).....	67,135,473
Meat packing	54,918,235
Leather and leather products	42,868,324
Malt liquors (beer)	39,754,531

If you have a product or service to sell, you'll want to know how you can best reach this prosperous market. For full information, call or write the Katz Agency, Inc., or WISN, Milwaukee.

*Source: Milwaukee Association of Commerce.

WISN

Gaston W. Grignon, General Manager
5000 WATTS DAY AND NIGHT
A CBS STATION

THE KATZ AGENCY, INC., NATIONAL REPRESENTATIVES

New York Chicago Detroit Kansas City Atlanta
Dallas San Francisco Los Angeles

W I S N

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1150 Kc.....Power: 5000 Watts
 Owned-Operated By.....Hearst Radio, Inc.
 Business Address123 W. Michigan St.
 Phone Number.....Daly 6474
 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 ServiceUP, INS
 Transcription ServiceWorld Broad-
 casting System, Standard Radio

Representative.....The Katz Agency

Personnel

General Manager.....G. W. Grignon
 Sales Promotion Manager and
 Publicity.....H. Ellis Saxton
 Program Director.....Woods Dreyfus
 Musical Director.....E. Krebs
 Chief Engineer.....N. J. Richards

W O S H

OSHKOSH—EST. 1941

ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated by.....Oshkosh Broad-
 casting Corp.

Address151½ Main Street
 Phone Number4580
 Transmitter Location.....Bowen St. Rd.
 Time on the Air.....6:30 a.m. to 11 p.m.
 News ServiceUP
 Transcription Service.....World
 Representative.....Sears & Ayer

Personnel

President.....Myles H. Johns
 General Manager.....Allan Curmutt
 Sales Manager.....Wilmer J. LaFond
 Sales Promotion-Merchandising
 Manager.....Robert C. Nelson
 Program Director-Production
 Manager.....Marjorie Hillard
 Publicity Director.....Robert C. Nelson
 Record M. C.....Clifford Conohan
 Chief Engineer.....Nathan Williams

W I B U

POYNETTE—EST. 1925

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

MISSISSIPPI-WISCONSIN NETWORKS

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.
 News ServiceUP
 Transcription Service.....Standard Radio, SESAC
 RepresentativeBurn-Smith

Personnel

Station ManagerWm. C. Forrest
 Commercial-Madison Studio
 ManagerRalph O'Conner
 Portage Studio ManagerM. A. Hays
 Chief EngineerLeonard Dosee

W R J N

RACINE—EST. 1926

ABC

WISCONSIN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By Racine Broadcasting
 Corporation
 Address.....American Bank Bldg.
 Phone Number.....Jackson 290
 Transmitter Location...Mount Pleasant, Wisc.
 Time on the Air.....16 hours daily
 News ServiceAP
 Representative.....Sears & Ayer

Personnel

President.....F. R. Starbuck
 General Manager.....Harry R. Le Poidevin
 Station Manager.....Harold J. Newcomb
 Chief Engineer.....Lee Dechant

W J M C

RICE LAKE—EST. 1939

MUTUAL BROADCASTING SYSTEM

ARROWHEAD

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....WJMC, Inc.
 Operated By.....W. C. Bridges
 Address.....1615 S. Main St.
 Phone Number550
 Transmitter Location ...1615 South Main St.
 Time on the Air.....6 a.m. to 10:30 p.m.
 Representative...George P. Hollingberry Co.
 Transcription Service.....World, SESAC

Personnel

President.....W. C. Bridges
 General Manager.....W. C. Bridges
 Resident Station
 Manager.....Leonard G. Anderson
 National Sales
 Manager.....H. E. Westmoreland
 Sales Promotion-Merchandising
 Manager.....L. G. Anderson
 Program Director-Production
 Manager.....Leonard G. Anderson
 Publicity Director.....Leonard G. Anderson
 Chief Announcer.....Harold Fengler
 Musical Director.....Mike Shapiro
 Chief Engineer.....Robert P. Kolsky
 Record M. C.....Dean Lybeck

W H B L
SHEBOYGAN—EST. 1928

ABC
WISCONSIN NETWORK

Frequency: 1330 Kc. Power: 1000 d.; 250 n.;
Owned-Operated By..... Press Publishing
Business Address626-636 Center Ave.
Phone Number1900
Studio Address..... Press Building
Transmitter LocationHighway No. 141
Time on the Air.....7:00 a.m. to 11 p.m.
Newspaper AffiliationSheboygan Press
News Service UP
Transcription Service Standard Radio
Representative..... Radio Advertising Co.

Personnel

Executive Director.....A. Matt Werner
General Manager.....G. P. Richards
Sales-Commercial Manager.....G. P. Richards
Sales Promotion-Merchandising..Doris Domnle
Chief Engineer.....Herbert J. 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 Number525
Studio Address State Teachers College
Transmitter Location ... Auburndale, Wisconsin
Time on the Air.....8 a.m. to 4:15 p.m.
News ServiceUP

Personnel

DirectorMilton Button
Chief Engineer.....Walt Ninneman
*(Non-Commercial Station)

W D S M

SUPERIOR—EST. 1939

MUTUAL BROADCASTING SYSTEM
AMERICAN BROADCASTING CO.

NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....WDSM, Inc.
Business AddressBoard of Trade Bldg.
Phone Numbers4451-4452
Studio Addresses:
Androy Hotel, Superior; Spalding Hotel,
Duluth, Minn.
Transmitter Location.... Connor's Point, Su-
perior, Wisc.
Time on the Air.....6:30 a.m. to midnight
Representative ...Wm. G. Rambeau Company

Personnel

President-General Manager..James J. Conroy
Station Manager.....A. C. Robinson
Sales Manager.....Carl Bloomquist
Promotion-Publicity.....John A. Marta
Chief Engineer.....J. Melvin Laskey

W S A U

WAUSAU—EST. 1937

COLUMBIA
WISCONSIN NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Northern Broadcast-
ing Co., Inc.
Address125 Third Street
Phone Number 6521
Transmitter Location 125 Third Street
Time on the Air.....6:30 a.m. to 11 p.m.
News Service UP
Transcription Service World
Representative.....Howard H. Wilson

Personnel

President.....W. E. Walker
General Manager.....Ben F. Hovel
Commercial Manager.....J. W. Killen
Promotion-Merchandising...LaVerne Peterson
Chief EngineerRoland 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 Address141 West Grand Ave.
Phone Number 1340
Studio Address141 West Grand Ave.:
Fox Theater Bldg., Stevens Point, McCain-
Johnson Building, Marshfield
Transmitter Location1500 Bonow Ave.
Time on the Air7 a.m. to 10:30 p.m.
Newspaper AffiliationWisconsin Rapids
Daily Tribune
News Service AP
Transcription Service.....NBC Thesaurus
Representatives.....Wisconsin Network

Personnel

Owner.....William F. Huffman
General Manager.....George T. Frechette
Commercial Manager.....Bruce G. Beichl
Sales Promotion-Merchandising
Manager.....Bruce G. Beichl
Program-Publicity
Director.....George T. Frechette
Acting Chief Engineer.....Bert Ziesch
Record M. C.....Don Marshall

WYOMING

For Major Markets—Radio Homes 1946 Please Turn to Pages 247-255

K D F N

CASPER—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.... Donald L. Hathaway
Address1st and Lennox Streets
Phone Number 407
Transmitter Location1st and Lennox Sts.
Time on the AirUnlimited license
News ServiceUP
Transcription Service..Langworth; MacGregor
Representative.....Sear & Ayer, Inc.

Personnel

Owner-Manager..... Donald L. Hathaway
Program Director..... Marcus R. Nichols
Sales-Commercial Managers
D. L. Hathaway, H. W. Brewer

K F B C

CHEYENNE—EST. 1940

AMERICAN BROADCASTING CO.

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..... 6:15 a.m. to Midnight
Newspaper Affiliation Wyoming Eagle;
Wyoming State Tribune

News Service UP
Representative W. G. Rambeau Co.

Personnel

President..... Tracy S. McCracken
General Manager Wm. C. Grove
Program Director..... Dale Sunderland
Production-Mgr. Chief Engineer..... Bob Shack

K P O W

POWELL—EST. 1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..... Albert J. Meyer
Address..... 557 N. Clark St.
Phone Number 222-100
Transmitter Location 7th & Hamilton Sts.
Time on the Air..... 6:30 a.m. to 10 p.m.
News ServiceUP
Transcription Service..M. M. Cole, MacGregor
Representatives Sears & Ayer

Personnel

Owner A. J. Meyer
General Station Manager..... Del Brandt
Commercial Manager..... Bob McManus
Chief Engineer..... Harld Delton Brandt
Record M. C..... Gilbert Dugger

K V R S

ROCK SPRINGS—EST. 1938

MUTUAL BROADCASTING

KBS—INTERMOUNTAIN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..... Wyoming Broadcast-
ing Company
Address 1307 Wyoming Street
Phone Number 93
Time on the Air..... 7 a.m.-10:30 p.m.
News Service..... AP
Transcription Service

NBC Thesaurus; McGregor; BMI

Personnel

President Mrs. H. L. McCracken
Gen.-Station-Sales-Com. Mgr.. H. L. McCracken
Sales Promotion-Mer. Mgr..... Michael Reid
Chief Engineer..... Archie W. Buckanan

K W Y O

SHERIDAN—EST. 1934

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..... Big Horn Broad-
casting 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 ServiceUP
Transcription Service..... Standard Radio
Representative Sears & Ayer, Inc.;
Homer Owen Griffith

Personnel

President..... R. E. Carroll
General Manager Jim Carroll
Commercial-Promotion Mgr..... Jim Carroll
Chief Engineer..... Bob Crossthalte

K W O R *

WORLAND

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..... Joseph P. Ernst
Address Box 92
Phone Number 308

Personnel

Owner-General Manager Joseph P. Ernst
Chief Engineer Joseph P. Ernst
* Construction Permit

It's so Good and True—Again We Advise

Get into America's newest, undeveloped market through

KFQD

ANCHORAGE, ALASKA

790 KC

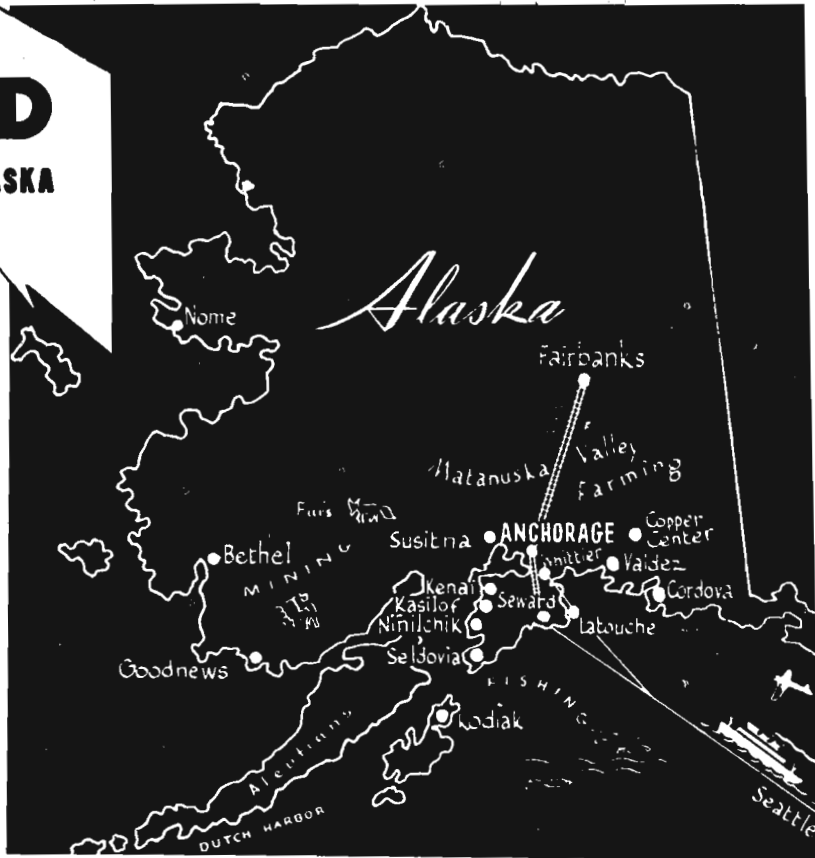
1000 W

*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.....AP
Transcription Service.....Lang-Worth; Key-
stone Broadcasting System; Army Special
Service
Representative.....Pan American Broadcast-
ing Co.

Personnel

Owner-Station Manager...William J. Wagner
General Manager, Program
Director.....Ken Laughlin
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

See Page 630

K I N Y

JUNEAU—EST. 1935

Frequency: 1460 Kc.....Power: 5000 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.
News Service.....AP
Transcription Service.....C. P. MacGregor;
Standard
Representative.....Spot Sales, Northwest

Personnel

Owner.....Edwin A. Kraft
Station Manager.....Henry M. Hogue
Chief Engineer.....Gordon Burnett

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.
News Service.....AP
Transcription Service.....Standard
Representatives.....Spot Sales, Inc.

Personnel

Owner.....Edwin A. Kraft
Station Manager.....Henry M. Hogue
Program Director.....Gordon Chandler
Chief Engineer.....Murray M. Durham



TOP STATION

**at the
Top of the
World!**

**In Expanding ALASKA
KFAR, Fairbanks, leads with**

Greatest power and a clear channel

Central location, at the head of the

Alaska Highway

Latest facilities, popular programming

America's richest per capita market

660 Kc.

10,000 Watts

Hawaii

K H B C

HILO—EST. 1936

CBS—MBS

HAWAIIAN BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Hawaiian Broadcast-
ing System, Ltd.

Address1285 Kalaniole Ave.
Transmitter Location Hilo
Time on the Air.....Unlimited license
Transcription Service: C. P. MacGregor; World
Broadcasting System

Personnel

General ManagerJ. Howard Worrall
Station Manager.....Al Green
National Sales Manager...Henry C. Putnam

K G M B

HONOLULU—EST. 1930

CBS—MBS

HAWAIIAN BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 5000 Watts
Owned By Hawaiian Broadcasting System,
Limited

Address1534 Kapiolani Blvd.
Phone Number2323
Transmitter Location 1534 Kapiolani Boulevard
Time on the Air.....6 a.m. to 2 a.m.
Newspaper Affiliation.....Honolulu Star-
Bulletin

News ServiceUP
Transcription ServiceWorld Broadcasting
System; Associated Music Publishers; Stand-
ard

RepresentativeJohn Blair & Co.

Personnel

President-General
Manager.....J. Howard Worrall
Program Director.....Owen Cunningham
Chief Announcer.....Leo Rumsey
Chief Engineer.....Ernest Lindemann

K G U

HONOLULU—EST. 1922

NBC AND ABC BLUE

Frequency: 760 Kc.....Power: 2500 Watts
Licensee:.....Marion A. Mulrony & Advertiser
Publishing Co., Ltd.

Owned By.....Advertiser Publishing Co., Ltd.
AddressAdvertiser Square
Transmitter LocationAdvertiser Square
Time on the Air.....6 a.m. to 11 p.m.
Newspaper AffiliationHonolulu Advertiser

Transcription ServiceNBC Thesaurus;
Lang-Worth

RepresentativeThe Katz Agency
Personnel

President.....Lorrin P. Thurston
General Manager.....M. A. Mulrony

K H O N *

HONOLULU

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Alaha
Broadcasting Co., Ltd.

Address3175 Noela Drive
* Construction Permit

K T O H

LIHUE—EST. 1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Garden Island Pub-
lishing Co.

AddressLihue
Transmitter LocationNortheast of Lihue
Time on the Air.....Unlimited license
Newspaper Affiliation.....Garden Island Pub-
lishing Co.

Personnel

General ManagerC. J. Fern

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**OFFERS FOUR
OUTSTANDING
SHOWS
TRANSCRIBED**

“Sports Star Special”
“Star Time”
“Special Assignment”
“The Cliff Edwards Show”

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PERSONALITIES, MAKE EACH
SHOW

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* * *

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WNEL

JUAN PIZA

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Puerto Rico

WKVM

ARECIBO—EST. 1944

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....American Colonial
Broadcasting Co.

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

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.....Ordonez 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.....Julo 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

See Page 634

**"SPECIAL
ASSIGNMENT"**

Exciting dramatizations based on
the unusual stories of top-flight
news reporters.

It's 15-minutes of *action, thrills
and chills.*

An easy sales-winner for any spon-
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Exclusive in Any Market

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**A P R A D I O
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PRESS ASSOCIATION, INC.
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NEW YORK 20, N. Y.

Puerto Rico

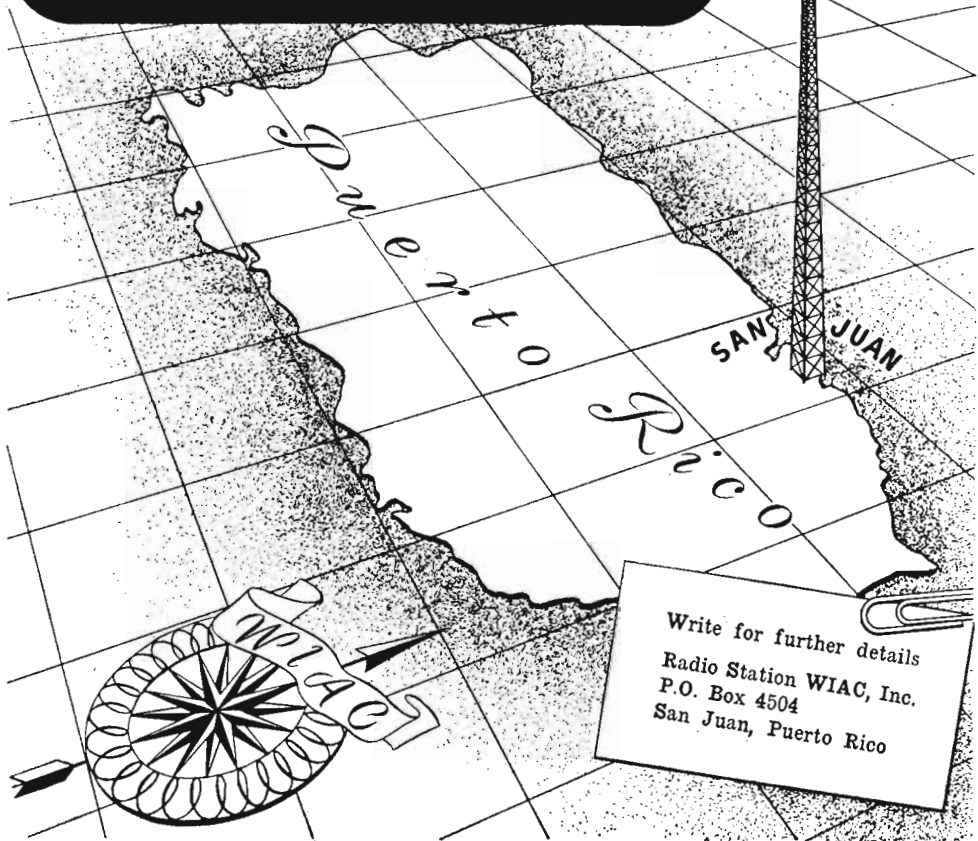
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SURROUNDED BY WATER . . .**

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WIAC

5000 WATTS

580 K C



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
 Address30 Tetuan St.
 Phone NumberSan 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 ServiceTransradio
 National Sales Office.....International Tele-
 phone & Telegraph Co., 67 Broad St., New
 York, N. Y.

Personnel

PresidentLeonard Jacob 2nd
 Vice-President-Gen. Manager.....E. J. Powell
 Commercial Manager.....Jose C. Irizarry
 Program DirectorManuel Ochoa
 Musical DirectorJoaquin Bursset
 Chief EngineerAngel 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
 Address59 Brau St.
 Phone Number 107
 Transmitter Location.....Green Island
 Santurce, P. R.
 Time on the Air.....Unlimited
 News ServiceTransradio
 Transcription ServiceLang-Worth

Personnel

Owner-Station Manager.....Juan Piza
 Commercial-Sales Promotion
 ManagerAgustin R. Camunas
 Program Director.....Camilo Fraticelli
 Production Manager.....Juan Maldonado
 Chief Engineer.....Jose Arzuaga

See Page 632

NEWS COMMENTATOR

PRODUCER-ANNOUNCER

EMILY AULL

Musical America

and

Associated Press News—WIAC

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