

W K I P

POUGHKEEPSIE—EST. 1939

BLUE NETWORK

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

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

News Service AP
Transcription Service Standard Radio
Representative Headley-Reed Company

Personnel

President Richard E. Coon
General Manager Bruff W. Olin, Jr.
Program Director Ned Lynch
Continuity Eleanor Tarahis
Chief Engineer John Burke

W H A M

ROCHESTER—EST. 1923

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1180 Kc. Power: 50000 Watts
Owned-Operated By...Stromberg Carlson
Telephone Manufacturing Company

Business Address Carlson Rd.
Phone Number Stone 1862
Studio Address 111 East Ave.
Transmitter Location Victor, New York
Time on the Air 24 hours daily

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

Representative Geo. P. Hollingbery Co.

Personnel

Vice-President William A. Fay
Sales Manager J. W. Kennedy, Jr.
Sales Promotion Manager Truman Brizee
Program Director Chas. Siverson
Musical Director Eugene Zacher
Farm Director Tom Murray
Librarian Frank Seibold
Accountant Virginia Tobutt
Director of Home Economics Hazel Cowles
Director of News & Sports Allen Sisson
Technical Supervisor Ken Gardner

W H E C

ROCHESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 1000 d.; 500 n.
Owned-Operated By...WHEC, Inc.
Address 40 Franklin St.
Phone Number Stone 1320
Transmitter Location 979 Mt. Read Blvd.

Time on the Air: 6:25 a.m. to 12:30 a.m.; Sun-
days, 8 a.m. to 12:30 a.m.; Saturdays, 6:25
a.m. to 1 a.m.

Newspaper Affiliation.....Gannett News-
papers, Inc.

News Service **INS**

Transcription Service Associated Music
Publishers

Representative J. P. McKinney & Son

Personnel

Vice-President Clarence Wheeler
Treasurer-General Manager...Gunnar O. Witt
Commercial Manager L. C. Wheeler
Publicity Director..... Ross Woodbridge
Assistant Secretary..... Mary Carroll
Traffic Manager..... Elizabeth Gledhill
Chief Announcer..... Harry LeBrun
Musical Director..... Ken Sparron
Chief Engineer..... Bernard C. O'Brien

W S A Y

ROCHESTER—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By...Brown Radio Ser-
vice & Laboratories

Address.....Taylor Bldg., Main St.
Phone Number Stone 702

Transmitter Location.....Taylor Bldg.
Time on the Air: 6:30 a.m. to 12:30 a.m.; Sat-
urdays, 6:30 a.m. to 1 a.m.; Sundays, 8 a.m.
to 12:30 a.m.

News Service **INS**
National Sales Office: 366 Madison Avenue,
New York, N. Y.

Personnel

President-Chief Engineer..... Gordon P. Brown
General Manager Mort Nusbaum
Program Director Harold Kolb
Sales Promotion Manager..... Elmer J. Walz
Publicity Director..... Harland Evans
Chief Announcer..... Frank Silva

W N B Z

SARANAK LAKE—EST. 1937

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

Business Address 100 Main St.
Phone Number 1320

Studio Addresses: 3 Olive St.; 100 Main St.
Transmitter Location.....3 Olive St.

Time on the Air.....Daytime license
Transcription Service Standard Radio

Personnel

President Carl F. Woese
Vice-President-General
Manager H. Scott Killgore
Station-Commercial Manager...John F. Grimes

What's different . . .
**ABOUT THE CENTRAL
NEW YORK MARKET?**

In size, population, new war plants and buying power, Central New York is no different from 100 other key markets of the country that you'll find high-lighted in this issue.

The only thing that makes it different is the low cost by which it can be covered and sold with one radio station . . . and that station is WFBL. Investigate if you want to get the most out of your 1943 radio dollar.

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

WFBL
Syracuse, N.Y.

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

W G Y

SCHENECTADY—EST. 1920
NATIONAL BROADCASTING CO.

Frequency: 810 Kc. Power: 50000 Watts
 Owned-Operated By: General Electric Company
 Address: 1 River Road
 Phone Numbers: 4-2211; 3-2121
 Transmitter Location: South Schenectady
 Time on the Air: 6 a.m. to 1 a.m.
 News Service: UP; AP
 Transcription Service: NBC Thesaurus; Standard Radio
 Representative: National Broadcasting Co.

Personnel

President: Gerard Swope
 Manager of Broadcasting: R. S. Peare
 Station Manager: Kolin Hager
 Program Manager: A. O. Coggeshall
 War Program Director: Victor Campbell
 Sales Promotion Manager: Herbert Hausler
 Production Manager: Victor Campbell
 Press & Public Relations Director: W. T. Meenam
 Accountant: V. J. Hasche
 Director of Agricultural Activities: G. E. Markham
 Artists Bureau: Kolin Hager
 Musical Director: Gordon Randall
 Station Engineer: W. J. Purcell

W A G E

SYRACUSE—EST. 1941
BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Operated By: Sentinel Broadcasting Corporation
 Address: Loew Building
 Phone Number: 2-0277
 Transmitter Location: Liverpool, N. Y.
 Time on the Air: 6 a.m. to midnight; Sundays, 8 a.m. to midnight
 News Service: AP
 Representative: Edward Petry & Co., Inc.

Personnel

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

W F B L

SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 5000 Watts

Owned-Operated By: Onondaga Radio Broadcasting Corporation
 Address: Onondaga Hotel
 Phone Number: 2-1147
 Transmitter Location: Collamer, N. Y.
 Time on the Air: 6:15 a.m. to 12:05 a.m.; Sunday 8 a.m. to midnight
 News Service: INS
 Transcription Service: World Broadcasting System
 Representative: Free & Peters

Personnel

President: S. H. Cook
 Vice-President-General Manager: Samuel Woodworth
 Vice-President-Merchandising Manager: Robert G. Soule
 Commercial Manager: Charles Phillips
 Program Director: George Perkins
 Publicity Director: Harvey Sanderson
 Control Room Supervisor: Walter L. Stonger
 Transmitter Supervisor: James Kelley
 Musical Director: Raymond Ganter
 Chief Engineer: A. R. Marcy

W O L F

SYRACUSE—EST. 1940

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

Personnel

President-Commercial Manager: T. S. Marshall
 Program Director: Hamilton Woodle
 Chief Engineer: David Foote

W S N Y

SCHENECTADY—EST. 1942

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Western Gateway Broadcasting Corp.
 Address: Plaza Theater Bldg.
 Phone Number: Schenectady 3-3622
 Transmitter Location: Campbell & Rice Rds., Tottenham, N. Y.
 Time on the Air: Unlimited license
 Transcription Service: Langworth

Personnel

Vice-President & General Manager: George R. Nelson
 Program Manager: Edward F. Flynn

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: 224 Harrison Street
 Phone Number: 3-7111
 Transmitter Location: 2341 Valley Drive
 Time on the Air: 24 hours daily
 News Service: UP
 Transcription Service: Associated Recorded
 Program Service: Lang-Worth
 Representative: Paul H. Raymer Company

Personnel

President: Harry C. Wilder
 Vice-President: Fred R. Ripley
 Treasurer: N. L. Kidd
 Sales Promotion Manager: E. R. Vadeboncoeur
 Program Director: Lansing B. Lindquist
 Artists' Bureau Head: Fred Jeske
 Chief Announcer: Bill Rothrum
 Musical Director: Charles Thomas
 Chief Engineer: Armand Belle Isle

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: Shares time

Personnel

President: Dr. W. O. Hotchkiss
 Station Manager: W. J. Williams

W T R Y

TROY—EST. 1940

BLUE NETWORK

Frequency: 980 Kc. Power: 1000 Watts
 Owned-Operated By: Troy Broadcasting
 Co., Inc.
 Address: 92 Fourth St.
 Phone Numbers: Troy 2100; Albany 4-2500
 Transmitter Location: Boght Corners
 Time on the Air: 6:45 a.m. to midnight; Sun-
 day, 8 a.m. to 12 midnight
 News Service: UP
 Transcription Service: World Broadcasting
 System; Lang-Worth
 Representative: Paul H. Raymer Co.

Personnel

President: Col. H. C. Wilder
 Manager: Fred R. Ripley
 Commercial-Sales Promotion Manager:
 William A. Riple

Program Director: W. Woodbury Carter, Jr.
 Publicity Director: Thomas Armstrong
 Musical Director: Robert Hicks
 Chief Engineers: Wm. Watson, W. J. Lardner

W I B X

UTICA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

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

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

News Service: INS
 Transcription Service: World Broadcasting
 System

New York Sales Office: 485 Madison Ave.
 Representatives: Virgil Reiter & Co.
 (Chicago); Walter Biddick Co. (West Coast);
 Bertha Bannan (Boston)

Personnel

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

W A T N

WATERTOWN—EST. 1941

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Watertown Broad-
 casting Corporation
 Business Address: Woolworth Bldg.
 Phone Numbers: Studios 2424; Com-
 mercial Office, 975
 Studio Address: 118 Washington St.
 Transmitter Location: 118 Washington St.
 Time on the Air: 7 a.m. to 11:15 p.m.
 News Service: AP
 Transcription Service: Standard Radio

Personnel

President: G. Harry Righter
 National Sales Manager: Alfred Dinsdale
 Program Director-Chief
 Engineer: Vernice E. Baxter

W W N Y

WATERTOWN—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By: The Brockway Company
 Address: Hotel Woodruff, Public Square
 Phone Number: 4-120
 Transmitter Location: Ives St. Extension
 Time on the Air: 7 a.m. to midnight; Sunday, 8 a.m. to midnight
 Newspaper Affiliation: Watertown Daily Times
 News Service: UP
 Transcription Service: World Broadcasting System; Radio Advertising Corp.

Personnel

President: Harold B. Johnson
 Station Manager: Thomas E. Martin
 Commercial Manager: Louis Saiff, Jr.
 Sales Promotion-Publicity Manager: Thomas R. McHugh
 Program Director: Jean Clos
 Production Manager-Chief Announcer: Robert Mowers
 Traffic Manager: Kathleen P. Buck
 Chief Engineer: Maynard B. Davis

W F A S

WHITE PLAINS—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Westchester Broadcasting 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; Lang-Worth
 Representative: Headley-Reed Co.

Personnel

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

W W R L

WOODSIDE—EST. 1926

Frequency: 1600 Kc. Power: 250 Watts; (C. P. 5,000)
 Owned-Operated By: Long Island Broadcasting 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: Lang-Worth, Forjoe & Co.

Personnel

President: William H. Reuman
 Asst. General Manager: Edith Dick
 Program Director: Dud Connolly
 Chief Engineer: William H. Reuman
 Night Studio Manager: Fred Barr
 Chief Announcer: Lou Cole
 Musical Director: Adolph Gobel

WFAS...

*A Class Station in
 A Class Market*

Ask for our new coverage data, showing how you can reach the rich Westchester Market at an amazingly low per capita cost!

WFAS in Westchester

Roger Smith Hotel
 White Plains

Represented by
HEADLEY-REED COMPANY
 120 Lexington Ave.
 New York

NORTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W I S E

ASHEVILLE—EST. 1939
NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING CO.
BLUE NETWORK

BLUE RIDGE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned By: WISE Broadcasting Co.
Operated By: Radio Station WISE, Inc.
Address: Langren Hotel
Phone Number: 1213
Transmitter Location: Langren Hotel
Time on the Air: 128 hours weekly
News Service: INS
Transcription Service: Standard Radio
National Representative: Burn-Smith Co.

Personnel

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

W W N C

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

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

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

Address: 14 O'Henry Avenue
Phone Number: 5500
Transmitter Location: Flatiron Building
Time on the Air: Unlimited license
Newspaper Affiliation: Asheville Citizen-Times

Transcription Service: Lang-Worth; C. P. MacGregor; Associated Music Publishers

Personnel

Executive Director: Don S. Elias

W B B B

BURLINGTON—EST. 1941

MUTUAL BROADCASTING SYSTEM

NORTH CAROLINA & SOUTHERN NETWORKS
KEYSTONE BROADCASTING SYSTEM

Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By: Alamance Broadcasting Company, Inc.

Address: 310½ South Main St.
Phone Numbers: 2730; 2731
Transmitter Location: Elon Road (West Front Street Extension)

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

Personnel

Managing Director: E. Z. Jones
Commercial Manager: Dave Taylor
Program Director: Paul Huddleston
Publicity Director: (Miss) Johnney Wagner
Sales Promotion Manager: Al Drew
Musical Director: Jack O'Ferrel
Chief Engineer: James Beatty

W A Y S

CHARLOTTE—EST. 1942

THE BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 1000 Watts
Owned-Operated By: Inter-City Advertising Co.

Address: 120 E. Third St.
Phone Numbers: 37173 (office); 36189 (studio-transmitter)

Transmitter Location: Oakdale
Time on the Air: 6:30 a.m. to 12 midnight;
Sunday 8 a.m. to midnight

News Service: INS
Transcription Service: Lang-Worth
Representative: Weed & Co.

Personnel

President: George W. Dowdy
Station Manager: Harold H. Thoms
Program Director: Don Mack
Chief Announcer: Phil Reed
Chief Engineer: Bob Rigby

W B T

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc. Power: 50000 Watts
Owned-Operated By: Columbia Broadcasting System, Inc.

Business Address: Wilder Building
Phone Number: 3-8833
Transmitter Location: 9 miles southeast of Charlotte

Time on the Air: 5 a.m. to 3 a.m.; Sundays, 7 a.m. to 3 a.m.

News Service: UP; AP
Transcription Service: Lang-Worth
Representative: Radio Sales, Inc.

Personnel

President: Wm. S. Paley
Station Manager: A. D. Willard, Jr.
Sales Manager: Royal E. Penny
Sales Promotion Manager: W. McGregor Parker

News Editor: Jack Knell
Farm Editor: Grady Cole
Program Director: C. H. Crutchfield
Office Mgr.-Auditor: E. J. DeGray
Chief Engineer: J. J. Beloungy

WSOC

CHARLOTTE—EST. 1933
NATIONAL BROADCASTING CO.

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

Personnel

President. E. J. Gluck
Vice-President & Commercial
Manager. W. C. Irwin
Program Director. C. G. Hicks
Sales Promotion-Publicity
Director. Francis M. Fitzgerald
Production Manager. Ron Jenkins
Chief Engineer. L. L. Caudle

WEGO

CONCORD—EST. 1941

Frequency: 1410 Kc. Power: 1000 Watts
Owned-Operated By. Wayne Nelson
Business Address Concord
Transmitter Location. Highway 29A, 1½ miles
west of Concord
Time on the Air. Daytime license
News Service UP
Transcription Service. Standard Music

Personnel

Owner Wayne Nelson
Commercial Manager. R. Hoy Whitlow

WDNC

DURHAM—EST. 1934
COLUMBIA BROADCASTING SYSTEM
TAR HEEL NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. The Durham Radio
Corporation
Address 138 Chapel Hill Street
Phone Numbers. R-155, R-156
Transmitter Location. Cole Road, Near Durham
Time on the Air. 6:30 a.m. to 12:05 a.m.
Newspaper Affiliation. Herald-Sun Papers
News Service UP
Transcription Service. C. P. MacGregor
Representative. Howard H. Wilson Company

Personnel

President. C. C. Council
General Manager. J. F. Jarman, Jr.
Program-Publicity Director. J. B. Clark
Chief Announcer. Earl Kastner

Director of Scripts and Continuity,
Doris Williams
Recording Engineer. Lewis Brown
Bookkeeper-Personnel Manager. Ann Edwards
Director of Negro Affairs. Norfley Whitted
Musical Director. Mary F. White
Chief Engineer. Walter Hill

WCNC

ELIZABETH CITY—EST. 1939

KEYSTONE BROADCASTING SYSTEM

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

Personnel

President. T. W. Aydlett
Station Manager. J. E. Aydlett
Commercial Manager. J. M. Smedley
Chief Engineer. Joe Kyle

WFNC

FAYETTEVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

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

Personnel

President-Station Manager. W. C. Ewing
Commercial Manager. Paul Moyle
Program Director-Chief
Announcer Ruffin Horne
Production Manager. Connie Rhodes
Publicity Director. Kate Southerland
Chief Engineer. Howard Harrell

WGNC

GASTONIA—EST. 1939

BLUE NETWORK

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

Personnel

Owner. F. C. Todd
Manager Pat McSwain

Commercial-Sales Promotion

Manager..... F. C. Abernathy
 Program Director..... Earl Holder
 Chief Engineer..... W. C. Groves, Jr.

Publicity Director.. Virginia Wilson McKinney
 Production Manager-Chief

Announcer Wally Williams
 News Editor..... Nancy Hudson
 Musical Director..... Margaret Banks
 Chief Engineer..... Earl Allison

W B I G

GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc..... Power: 5000 Watts
 Owned-Operated By... North Carolina Broad-
 casting Co., Inc.

Business Address Box 1807
 Phone Number 6125
 Studio Address..... O. Henry Hotel
 Transmitter Location... Battleground Boulevard
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service AP; Transradio
 Transcription Services:.. World Broadcasting
 System; Lang-Worth; Standard Radio; NBC
 Thesaurus
 Representative George P. Hollingbery Co.

Personnel

Station and Commercial

Manager Edney Ridge
 Program Director..... Faye Kenyon

W G B G

GREENSBORO—EST. 1942

BLUE NETWORK

Frequency: 980 Kc..... Power: 1000 Watts
 Owned-Operated By... Greensboro Broadcas-
 ting Co.

Business Address..... Box 2280
 Phone Number 3-3631
 Transmitter Location... S. Ashe St. Extension,
 Ashboro Rd.
 Time on the Air..... 6 a.m. to local sunset
 News Service UP
 Transcription Service Lang-Worth
 National Representative..... Burn-Smith Co.

Personnel

President-Station Manager .. Ralph M. Lambeth
 Assistant Manager..... Anderson Brown
 Commercial Manager..... Roy Springer
 Chief Engineer..... Clyde C. Penny



"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

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

Personnel

President..... J. J. White
 Station Manager, Margaret J. Laughinghouse
 Commercial-Sales Promotion
 Manager Jack Aley
 Publicity-Musical Director..... Harold Dale
 Program Director..... Hoy Whitlow
 Chief Engineer..... Hank Tribley

W G B R

GOLDSBORO—EST. 1939

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Eastern Carolina Broad-
 casting Corp.
 Business Address..... Borden Bldg.
 Phone Numbers 1550; 1551
 Studio Address..... Borden Bldg.
 Transmitter Location..... Raleigh Highway
 Time on the Air: 7 a.m. to 11:05 p.m.; Sunday,
 9 a.m. to 11 p.m.
 News Service UP
 Transcription Service..... Standard Radio
 Representative..... Forjoe & Co.

Personnel

President..... A. T. Hawkins
 Station Manager..... Harry G. Bright
 Sales Manager..... Leland B. Nelson
 Program Manager..... Ted Burwell
 Publicity Director..... John Britt
 Musical-Traffic Director... Marilyn Highlander
 Chief Engineer..... Daniel B. Trueblood

W H K Y

HICKORY—EST. 1939

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 d. 1000 n.
 Owned-Operated By... The Catawba Valley
 Broadcasting Co., Inc.
 Address Radio Bldg.
 Phone Number 1195-6
 Transmitter Location... 3½ miles SE of Hickory
 Time on the Air..... 122 hours weekly

News Service UP
 Transcription Service NBC Thesaurus

Personnel

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

W M F R

HIGH POINT—EST. 1935

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..... WMFR, Inc.
 Address 156½ S. Main St.
 Phone Number 4593
 Transmitter Location..... 156½ S. Main St.
 Time on the Air Unlimited
 News Service UP
 Transcription Service Lang-Worth
 National Representative..... Cox & Tanz

Personnel

President James E. Lambeth
 Station Manager Helen M. Lambeth
 Commercial-Sales Promotion
 Manager Pat Taylor
 Program Director Stan Conrad
 Thomasville Studio Manager, Harold Harrison
 Lexington Studio Manager Paul Shoaf
 Chief Engineer Robert P. Boyd

When you buy

W G B R

you get a

GOLD MARKET

Centering in

GOLDSBORO and

Covering Eastern Carolina

W G B R

HARRY G. BRIGHT, Gen. Mgr.
 Natl. Rep.: FORJOE & CO.
 M U T U A L

"Tobacco-Land"
means
"Sales-Land"
for you!

Merchandise your products in this
live point-of-sale area via—

W F T C

Kinston, North Carolina

1230 KC. 250 W.

Jonas Weiland, Owner

Ray Woodard
Manager

NORTH CAROLINA

W F T C

KINSTON—EST. 1936

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By.....Jonas Weiland

Address210 East King St.

Phone Number1200

Transmitter Location.....Kinston, N. C.

Time on the Air.....15 hours daily

Transcription Service...Keystone Broadcasting
System

Representative.....Burn-Smith Company

Personnel

President-Station Manager.....Jonas Weiland

Program Director-Chief

AnnouncerRay Woodard

W H I T

NEW BERNE—EST. 1942

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By....Coastal Broadcasting
Co.

AddressNew Berne

Phone Number.....1450

Studio Address U. S. Highway No. 17, South

LATIN AMERICAN NEWSCASTS

*National advertisers with programming
problems, in the new Latin-American market,*

have found the answer in **AP** *newscasts.*

NORTH CAROLINA

Transmitter Location... U. S. Highway No. 17 South

Time on the Air: 7 a.m. to midnight; Sunday 8 a.m. to 11:05 p.m.

News Service UP
Transcription Service Lang-Worth

Personnel

President-Station Manager... Louis N. Howard
Sales Promotion Manager Roy Dawson
Program-Production Director... Ed. W. Burwell
Traffic Manager Jacquelyn Melton
Chief Announcer Paul Parker
Asst. Trac Director Kay Todd
Chief Engineer Glen Neuville

WPTF

RALEIGH—EST. 1924

NATIONAL BROADCASTING COMPANY

Frequency: 680 Kc. Power: 50000 Watts

Owned-Operated By WPTF Radio Co.

Address Insurance Bldg.

Phone Number 8311

Transmitter Location Cary, N. C.

Time on the Air 24 hours daily

News Service AP; UP

Transcription Service NBC Thesaurus,
Lang-Worth

Representative Free & Peters

Personnel

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

WRAL

RALEIGH—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By Capitol Broadcasting Company

Address 130 S. Salisbury Street

Phone Number 6411

Transmitter Location Extension of East Davie Street

Time on the Air 7 a.m. to 11:05 p.m.

News Service Transradio

Transcription Service Lang-Worth

Representative Weed & Co.

Personnel

President A. J. Fletcher
General Manager Fred Fletcher
Commercial Manager C. D. Moore
Program Director Ray Reeve
Traffic Manager Sarah Stevens
Continuity Director Frances Batson
Musical Director Earle Stapleton
Chief Engineer Stanley Brown



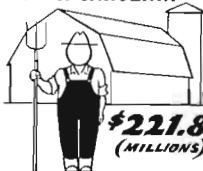
IN AGRICULTURE

CASH INCOME AND GOVT. PAYMENTS

Source — Department of Agriculture, 1940

NORTH CAROLINA

AVERAGE OF NINE OTHER SOUTHERN STATES



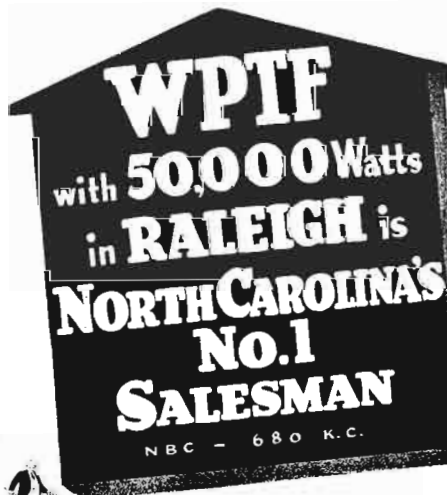
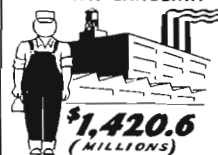
IN INDUSTRY

VALUE OF MANUFACTURED PRODUCTS

Source — Census of Manufactures, 1939

NORTH CAROLINA

AVERAGE OF NINE OTHER SOUTHERN STATES



FREE & PETERS, INC. National Representatives

W C B T

ROANOKE RAPIDS—EST. 1940

THE BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned By.....J. Winfield Crew, Jr.
 Operated By.....S. E. Crew, Attorney In Fact
 Address251 Roanoke Avenue
 Phone NumberR-855-1
 Transmitter Location...10th Street Extension
 Time on the Air109 hours weekly
 News ServiceUP
 Transcription ServiceC. P. MacGregor
 National Representative.....Burn-Smith, Inc.

Personnel

Owner-Manager.....J. Winfield Crew, Jr.
 Commercial-Sales Promotion
 ManagerNathan Frank
 Program Director-Chief
 AnnouncerPhil Cooke
 Publicity DirectorRay Burke
 Chief EngineerC. W. Mears

W E E D

ROCKY MOUNT—EST. 1933

BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....W. Avera Wynne
 Business Address.....Box 391
 Phone NumberRocky Mount 1420
 Studio Address.....Nashville Highway
 Transmitter Location...Nashville Highway
 Time on the Air7 a.m. to 12 midnight
 News ServiceUP

Personnel

Owner-Manager.....W. Avera Wynne
 Program Director.....Douglas Hunt
 Musical Director.....David Conner

W S T P

SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM

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

Personnel

PresidentBryce P. Beard
 Commercial ManagerF. F. Patterson
 Assistant Manager.....George L. Brantley
 Program DirectorRussell McIntire
 Chief Engineer.....Carl B. Watson

W R R F

WASHINGTON—EST. 1942

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By.....Tar Heel Broadcasting
 System
 AddressBank of Washington Bldg.
 Phone Number403
 Transmitter Location...2 miles from Washington
 on Greenville Highway
 Time on the Air.....Daytime license
 News ServiceAP
 Transcription ServiceNBC Thesaurus
 National Representative.....Burn-Smith Co.

Personnel

PresidentW. R. Roberson, Sr.
 Station ManagerB. W. Frank
 Sales Promotion ManagerRuth Frank
 Program DirectorCharles H. Whedbee
 Publicity-Production Manager...Edward Leach
 Chief AnnouncerRobert Brisendine
 Chief EngineerGeorge P. Martin

W M F D

WILMINGTON—EST. 1935

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned byWMFD
 Operated byRichard Austin Dunlea
 Business Address.....P. O. Box 696
 Phone NumberDial 4840
 Studio Addresses: Castle Hayne Road, Forest
 Hills
 Transmitter Location.....Castle Hayne Road
 Time on the Air7:30 a.m. to 11 p.m.
 News ServiceTransradio
 Transcription ServiceBMI
 RepresentativeBurn-Smith Company

Personnel

President-General Manager....R. A. Dunlea
 Commercial-Sales Promotion
 ManagerClaud O'Shields
 Program-Musical Director.....Harry W. Lee
 Production ManagerGeorge D. Faber
 Chief AnnouncerClaud Dunnagan
 Chief EngineerS. Harold Jones

W G T M

WILSON—EST. 1937

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated by...Penn Thomas Watson
 AddressU. S. 301 Wilson
 Phone Number.....2188
 Time on the Air7 a.m. to 11:15 p.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 Representative.....Burn-Smith Co.

• • • NORTH CAROLINA-NORTH DAKOTA • • •

Personnel

President P. T. Watson
 Station Manager Allen Wannamaker
 Commercial Manager Henry Sullivan
 Program Director Clinton Faris
 Publicity Director Mina Ray Church
 Production Manager Jack Braxton
 Chief Engineer Warren Wooten

Program-Production Director... Charles Keaton
 Publicity Director..... E. D. Hill
 Artists' Bureau Head Jessie Thompson
 Chief Engineer Leon Lloyd

W A I R

WINSTON-SALEM—EST. 1937
 BLUE NETWORK
 MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... C. G. Hill, Geo. D.
 Walker, S. H. Walker
 Address Pepper Bldg.
 Phone Number 2-1133
 Transmitter Location Reynolda, N. C.
 Time on the Air: 6 a.m. to midnight; Sunday,
 8 a.m. to midnight
 News Service AP
 Transcription Service..... World Broadcasting
 System
 Representative..... Spot Sales, Inc.

Personnel

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

W S J S
 WINSTON-SALEM—EST. 1930
 NATIONAL BROADCASTING CO.

Frequency: 600 Kc Power 5000 Waats
 Owned-Operated By... Piedmont Publishing Co.
 Address 419-421 N. Spruce St.
 Phone Number 4141
 Transmitter Location..... RFD No. 1
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-
 days, 8 a.m. to 12:05 a.m.
 Newspaper Affiliation: Winston-Salem Journal;
 Twin City Sentinel
 News Service UP
 Transcription Services.. Associated Music Pub-
 lishers; Lang-Worth
 Representative Headley-Reed Co.

Personnel

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

NORTH DAKOTA

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

K F Y R

BISMARCK—EST. 1925

NATIONAL BROADCASTING COMPANY
 NORTHWEST NETWORK

Frequency: 550 Kc..... Power: 5000 Watts
 Owned-Operated By..... Meyer Broadcasting
 Company
 Address 320 Broadway
 Phone Number 468
 Transmitter Location Menoken, N. Dak.
 Time on the Air: 6:30 a.m. to midnight; Sun-
 day, 8 a.m. to midnight
 News Service AP
 Transcription Service: NBC Thesaurus; Asso-
 ciated Music Publishers
 Representative John Blair & Company

Personnel

President and General Manager... P. J. Meyer
 Station and Commercial
 Manager..... F. E. Fitzsimonds
 Program Director-Chief
 Announcer Robert MacLeod

Publicity Director Loring Knecht
 Production Manager Cal Culver
 Chief Engineer..... Ivar Nelson

K D L R

DEVILS LAKE—EST. 1925

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... KDLR, Inc.
 Address 1025 Third St.
 Phone Number 1090
 Transmitter Location..... East end 4th Street
 Time on the Air..... 6:30 a.m. to 10:30 p.m.
 News Service AP
 Transcription Service World Broadcasting
 System

Personnel

President and General Manager... Bert Wick
 Program Director Dal Stallard
 Chief Engineer..... Richard Moritz

W D A Y
FARGO—EST. 1922

BLUE NETWORK
NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By: WDAY, Inc.
Address: Black Building
Phone Number: 5357
Transmitter Location: Four miles west of Fargo
Time on the Air: 6 a.m. to 12 midnight; Sunday, 7 a.m. to midnight
Newspaper Affiliation: Fargo Forum
News Service: UP
Transcription Service: NBC Thesaurus
Representative: Free & Peters

Personnel

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

K F J M

GRAND FORKS—EST. 1923

Frequency: 1440 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: University of North Dakota
Address: Woodworth Hall, University Campus
Phone Number: 2800
Transmitter Location: University Campus
Time on the Air: 3 p.m. to 5 p.m. daily

Personnel

President: John C. West
Business Manager: J. W. Wilkerson
Program Director: Charles E. Gustafson
Chief Engineer: Elwin J. O'Brien
(Non Commercial Station)

K I L O

GRAND FORKS—EST. 1941

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1440 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: Dalton Le Masurier
Address: First National Bank Building
Phone Number: 1200
Transmitter Location: University of North Dakota Campus
Time on the Air: 7 a.m. to 3 p.m.; 5 p.m. to midnight
News Service: UP
Transcription Service: Lang-Worth

Personnel

Owner-Station Manager: Dalton Le Masurier

Commercial Manager: Elmer Hanson
Program Director: Helen LaVelle
Chief Announcer: Jack Horner
Chief Engineer: E. J. O'Brien

K S J B

JAMESTOWN—EST. 1937

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 600 Kc. Power: 250 watts d., 100 watts n.
Owned-Operated By: Jamestown Broadcasting Company, Inc.
Business Address: Midland Building
Phone Numbers: 100; 358
Transmitter Location: 1201 First Avenue South
Time on the Air: 6:30 a.m. to 10:32 p.m.; Sunday, 7:30 a.m. to 10:32 p.m.

News Service: AP
Representative: North Central Broadcasting System

Personnel

President: John W. Boler
Station Manager: B. Harland Ohde
Program Director: Mary Thompson
Chief Engineer: Lloyd R. Amoo

K G C U

MANDAN—EST. 1925

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1270 Kc. Power: 250 Watts
Owned-Operated By: Mandan Radio Association, Inc.
Business Address: Mandan
Phone Numbers: 631; 257
Studio Addresses 205 1st St., N. W.; Patterson Hotel, Bismarck, N. D.
Transmitter Location: South East of Mandan
Time on the Air: 5:30 a.m. to 11 p.m.; Sundays, 6:30 a.m. to 11 p.m.

News Service: Transradio
Transcription Service: C. P. MacGregor
Representative: North Central Broadcasting System

Personnel

President: H. C. Schulte
Manager: W. C. Roerink
Program Director: Bob Kyllingstad

K L P M

MINOT—EST. 1929

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1390 Kc. Power: 1000 Watts
Owned-Operated By: John B. Cooley
Business Address: Fair Block, Minot
Phone Number: 1267
Studio Address: Fair Block, Minot

Transmitter Location.. Three miles southeast of Minot
 Time on the Air: 6:30 a.m. to 10:30 p.m.; Sunday, 6:30 a.m. to 10:00 p.m.
 News Service Transradio
 Transcription Service..... World Broadcasting System
 Representative The Walker Company

Personnel

President..... John B. Cooley
 Station Manager-Chief Engineer.. C. W. Baker
 Commercial Manager..... E. H. Cooley
 Program Director Lillian Aardahl
 Chief Announcer Jack Helling
 Chief Engineer C. W. Baker

K O V C

VALLEY CITY—EST. 1936

KEYSTONE BROADCASTING SYSTEM

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

Personnel

President..... Milton Holiday
 General Manager..... Robert E. Ingstad
 Program Director Harry Myers
 Chief Engineer Charles Sjostrom

OHIO

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W A D C

AKRON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1350 Kc.....Power: 5000 Watts
 Owned-Operated By..... Allen T. Simmons
 Business Address Box 830
 Phone Number Meadowbrook 3211
 Studio Address Tallmadge, Ohio
 Transmitter Location.. State Route No. 8, North of Akron
 Time on the Air..... 6:30 a.m. to 12 midnight
 News Service UP
 Transcription Service Standard Radio
 Representative..... Geo. P. Hollingsbery Co.

Personnel

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

W A K R

AKRON—EST. 1940

BLUE NETWORK

Frequency: 1590 Kc.....Power: 5000 watts
 Owned-Operated By.. Summit Radio Corporation
 Address..... First Central Tower
 Phone Number..... HEMlock 6151
 Transmitter Location
 Swartz Road, RFD, South Akron

Time on the Air 6:30 a.m. to 1 a.m.
 News Service AP
 Transcription Service..... NBC Thesaurus
 Representative..... Spot Sales, Inc.

Personnel

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

W J W

AKRON—EST. 1932

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 (C. P. 5000 Watts)
 Owned-Operated By..... WJW, Inc.
 Address 41 S. High Street
 Phone Number..... Jefferson 6111
 Transmitter Location..... 41 S. High Street,
 Time on the Air 24 hours daily
 News Service UP; INS
 Transcription Service Lang-Worth
 Representative Headley-Reed Co.

Personnel

President-Station Manager..... Bill O'Neil
 Sales Promotion Manager .. Thomas McClovery
 Program-Publicity Director .. Frank Grosjean
 Production Manager..... Frederic Freeland
 Musical Director Everett Pritchard
 Chief Engineer..... Gerald Roberts
(Federal Communications Commission has granted WJW permission to transfer its facilities to Cleveland, Ohio and change its frequency to 850 kilocycles with 5000 watts.)

WICA

ASHTABULA—EST. 1937

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By: WICA, Inc.
 Address: 221 Center St.
 Phone Numbers: 1211-1311
 Transmitter Location: Jefferson Road, RFD
 Time on the Air: Local sunrise to sunset
 Newspaper Affiliation: Ashtabula Star Beacon
 News Service: UP
 Transcription Service: Standard Radio
 Representative: The Walker Co.

Personnel

President: C. A. Rowley
 Manager: R. B. Rowley
 Commercial Manager: Donald Fassett
 Program Director: W. W. Walrath
 Publicity Director: Al Newkirk
 Chief Announcer: Richard Miner
 Musical Director: Ross Miller
 Chief Engineer: George Gautney

WHBC

CANTON—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned By: Brush-Moore Newspapers, Inc.
 Operated By: The Ohio Broadcasting Company

AP NEWS FOR RADIO

is available exclusively

through

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK, N. Y.

Address: 550 Market Avenue, South
 Phone Number: 7-166
 Transmitter Location: Lakeside Avenue
 Time on the Air: 7 a.m. to 12 midnight
 Newspaper Affiliation: Brush-Moore News-
 papers, Inc.
 News Service: UP
 Transcription Service: NBC Thesaurus

Personnel

President: Louis H. Brush
 General Manager: Felix Hinkle
 Commercial-Sales Promotion
 Manager: Robert C. Fehlman
 Production Manager: Janet Baker
 Publicity Director: Elizabeth Weeks
 Chief Announcer: Leonard Taylor
 Musical Director: Martin Alexander
 Chief Engineer: Kenneth Sliker

WKY

CINCINNATI—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1530 Kc. Power: 50000 Watts
 Owned-Operated By: L. B. Wilson, Inc.
 Address: Hotel Gibson, 5th & Walnut
 Streets
 Phone Number: Cherry 6565
 Transmitter Location: near Crescent Springs,
 Ky.
 Time on the Air: 5 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 News Service: AP; UP
 Transcription Service: Standard Radio;
 Lang-Worth
 Representative: Free & Peters

Personnel

President and General Manager: L. B. Wilson
 Sales Director: Fred A. Palmer
 Promotion Manager: Margaret Dotson
 Program Director-Chief Announcer: Rex Davis
 Production Manager: Al Bland
 Merchandising Director: P. E. Dusenbury
 News Editor: Fred Thomas
 Publicity Director: John Murphy
 Chief Engineer: C. H. Topmiller

WCPO

CINCINNATI—EST. 1922

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

News Service UP
 Transcription Service Standard Radio
 Lang-Worth; Associated Music Publishers
 Representative The Branham Company

Personnel

President Jack Howard
 Vice President J. C. Hanrahan
 Vice-President-General
 Manager M. C. Watters
 Commercial Manager John P. Smith
 Sales Promotion Manager Al Stephan
 News Editor John Fogarty
 Production Manager Mark Gregory
 Publicity Director Evelyn Eppinger
 Artists' Bureau Head Harry Hartman
 Director of Women's Programs Evelyn Evans
 Musical Director Lester Bruch
 Chief Engineer Glen Davis

Address ..Victory Parkway & Wm. H. Taft
 Rd.—Hotel Alms
 Phone Number Woodburn 0550
 Transmitter Location Victory Parkway &
 Wm. H. Taft Rd.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 Newspaper Affiliation ..The Cincinnati Times-
 Star
 News Service AP
 Transcription Service: Lang-Worth: Associated
 Music Publishers
 Representative The Katz Agency;
 Standard Radio

Personnel

President Hulbert Taft, Sr.
 General Manager Ken Church
 Asst. to General Manager James M. Patt
 Sales Manager H. E. Fast
 Sales Promotion Manager James Patt
 Program Director Fred Dodge
 Sales Service Manager Syd Cornell
 Continuity Editor Frances Swing
 Chief Announcer Lin Mason
 Musical Director "Chick" Mauthe
 Chief Engineer George Wilson

WKRC

CINCINNATI

MUTUAL BROADCASTING SYSTEM
 THE SOUTHERN NETWORK

Frequency: 550 Kc.. Power: 5000 d.; 1000 n.
 Owned-Operated By The Cincinnati
 Times-Star Co.

**The PROOF
 OF THE NEWS
 IS IN THE
 SPONSORING**

WKRC
 News on the Hour
 Every Hour

and **WKRC** has
18
**SPONSORED
 NEWSCASTS
 DAILY!**

The
 Cincinnati Times-Star
 Station
 550 KILOCYCLES

Rep. The Katz Agency — New York, Chicago, Detroit, Atlanta, Dallas, Kansas City

RESULTS —*the first test of any radio station!*

WSAI GETS RESULTS in Cincinnati, as proved by a long list of continual local advertisers—advertisers who *live* in the market, know it best!

- 7 Years** The Queen Optical Company
- 6 Years** The Mohawk Radio and Electric Shop
- 6 Years** Capitol-Barg Cleaners
- 5 Years** Stille and Duhlmeier, Furniture
- 5 Years** The Rubel Baking Company
- 4 Years** Dow Drug Stores
- 4 Years** The Moelder Coal Company
- 15 Consecutive,** 13-Week Renewals—Alms and Doepke Department Store

WSAI GETS RESULTS through interesting programming, cordial dealer relations and a streamlined merchandising program designed for the specific needs of each advertiser.

A GOOD RADIO STATION IN A FINE MARKET

WSAI

CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS—5000 Watts Day and Night

Represented by Spot Sales, Inc.

W L W
CINCINNATI—EST. 1922

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 700 Kc. Power: 50000 Watts
Owned-Operated By: The Crosley Corporation
Address: Crosley Square
Phone Number: Cherry 1822
Transmitter Location: Mason, Ohio
Time on the Air: 24 hours daily
News Service: AP; INS; UP; Reuters;
World Wide

Transcription Service: World Broadcasting
System; Lang-Worth; NBC Thesaurus; C. P.
MacGregor; Standard Radio
National Sales Office: 630 Fifth Ave., New
York, N. Y.; 360 N. Michigan Ave., Chicago,
Ill.
Representative: Spot Sales, Inc. (West Coast)

Personnel

President: Powel Crosley, Jr.
Vice-President-General Manager: James D. Shouse
V. P. in Charge of Sales: R. E. Dunville
Sales Manager, Chicago Office: Dewey Long
Business Manager: Elmer Boos
Director of Research & Merchandising:

B. Strawway
Promotion Manager: M. F. Allison
Director of War Programs: Katherine Fox
Program Director: George C. Biggar
Production Manager: Chester Herman
Artists' Bureau Head: William McCluskey
News Editor: William Dowdell
Publicity Director: Roger Baker
Musical Director: Milton Weiner
Technical Supervisor: R. J. Rockwell
(SEE PAGE 310)

W S A I
CINCINNATI—EST. 1928

BLUE NETWORK
NATIONAL BROADCASTING CO.

Frequency: 1360 Kc. Power: 5000 Watts
Owned-Operated By: Crosley Radio Corp.
Address: Crosley Square
Phone Number: Cherry 1822
Transmitter Location: Near Mt. Healthy,
Ohio
Time on the Air: 6 a.m. to 2 a.m.; Sundays,
8 a.m. to 2 a.m.
News Service

AP; INS; UP; Reuters; Worldwide
Transcription Service: World Broadcasting
System; Lang-Worth
Representative: Spot Sales, Inc.

Personnel

President: Powel Crosley, Jr.
Vice-President: James D. Shouse
General Manager: Walter A. Callahan

Artists' Bureau Head: George Biggar
Promotion Manager: Ewald Kockritz
Program Director: James Leonard
Director of War Programs: Kit Fox
Production Manager: Chester Herman
News Editor: William Dowdell
Publicity Director: Roger Baker
Musical Director: Milton Wiener
Chief Engineer: R. J. Rockwell

W C L E
CLEVELAND—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 500 Watts
Owned-Operated By: United Broadcasting
Company

Business Address: 1311 Terminal Tower
Phone Number: Prospect 5800
Transmitter Location: Seven Hills
Time on the Air: 6:45 a.m. to local sunset
Newspaper Affiliation: Cleveland Plain
Dealer

News Service: AP
Transcription Service: Lang-Worth
Representative: Radio Advertising Cor-
poration

Personnel

President: John S. McCarrens
Vice-President and Station
Manager: H. K. Carpenter
Assistant to Manager: Robert D. Borland
Sales Manager: K. K. Hackathorn
Program Director: C. M. Hunter
Merchandising and Advertising
Manager: Robert Greenberg
Continuity Director: Leslie Biebl
Production Manager: Al Llewellyan
Publicity Director: Milton Hill
Special Events Director: Carl Mark
News Editor: Ray McCoy
Musical Director: Willard Pott
Chief Engineer: Ralph DeLany

W G A R

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1480 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: The WGAR Broad-
casting Company

Address: Hotel Statler
Phone Number: Prospect 0200
Transmitter Location: 1000 Harvard Ave.,
Cuyahoga Heights, Ohio
Time on the Air: 6 a.m. to 1 a.m.
News Service: UP
Transcription Service: World Broadcasting
System
Representative: Edward Petry & Co., Inc.

Personnel

President: George A. Richards
Vice President-General Manager: John F. Patt

Commercial Manager.....Harry Camp
 Director of Operations.....Carl George
 Program Director.....David Baylor
 Production Manager-Chief
 Announcer.....Wayne Mack
 Artists' Bureau Head.....Sidney Andorn
 Musical Director.....Walberg Brown
 Chief Engineer.....R. Morris Pierce

W H K

CLEVELAND—EST. 1921

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

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

Personnel


President.....John S. McCarrens
 V.P & Station Manager.....H. K. Carpenter
 Assistant to Manager.....Robert D. Borland
 Sales Manager.....K. K. Hackathorn
 Program Director.....C. M. Hunter
 Merchandising and Advertising
 Manager.....Robert Greenberg
 Continuity Director.....Leslie Biebl
 Production Manager.....Al Llewelyan
 Special Events Director.....Carl Mark
 Publicity Director.....Milton Hill
 News Editor.....Ray McCoy
 Musical Director.....Willard Pott
 Chief Engineer.....Ralph DeLany

W T A M

CLEVELAND—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1100 Kc.....Power: 50000 Watts
 Owned-Operated By...National Broadcasting
 Co.
 Business Address...815 Superior Ave., N.E.
 Phone Number.....Cherry 0942
 Studio Address.....NBC Bldg.



Concatenation

“—a series of things united like links”
 —Webster

TIME IS THE TEST OF STRENGTH

In the Northeastern (Cleveland) Ohio area WHK-WCLE has proven its superiority. For years, WHK and WCLE have been *THE CONNECTING LINKS*, the LINKS that bind producer, retailer and consumer in a concatenation of mutual benefits.

The chain of sales is no stronger than its weakest link . . . use the most enduring.

W H K - W C L E
 CLEVELAND, OHIO

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

Personnel

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

WBNS

COLUMBUS—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By WBNS, Incorporated
 Address 33 North High Street
 Phone Number Adams 9265
 Transmitter Location 1037 Barnett Rd.
 Time on the Air 6 a.m. to 1 a.m.
 News Service AP
 Transcription Service Standard Radio
 Representative John Blair & Company

Personnel

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

WCOL

COLUMBUS—EST. 1934

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By WCOL, Inc.
 Business Address 33 North High St.
 Phone Number Main 4581
 Transmitter Location 33 North High St.
 Time on the Air 6 a.m. to 1 a.m.
 News Service INS
 Transcription Service NBC Thesaurus
 Representative Weed & Company

Personnel

President K. B. Johnston
 Station-Commercial Manager Neal Smith

Program Director Wallace Beavers
 Production Manager Bill Wallace
 Chief Announcer John Fell
 Chief Engineer James E. Lowe

WHKC

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 640 Kc. Power: 500 Watts
 Owned-Operated By United Broad-
 casting Co.
 Address 22 East Gay St.
 Phone Number Adams 1101
 Transmitter Location 901 Obetz Road
 Time on the Air: 6:30 a.m. to local sunset,
 Los Angeles, Calif.
 Newspaper Affiliation Cleveland Plain
 Dealer
 News Service UP
 Transcription Service Lang-Worth
 Representative Radio Advertising Corp.

Personnel

President John S. McCarrens
 General Manager Carl M. Everson
 Sales Manager Harry H. Hoessly
 Program Director-Production
 Manager John Moses
 Publicity Director Rosalind Millstone
 Chief Announcer Fred Joyner
 Artists Bureau Head-Musical
 Director Abram Ruvinsky
 Chief Engineer J. E. Anderson

WOSU

COLUMBUS—EST. 1921

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Operated By Ohio State University
 Business Address Columbus
 Phone Numbers: University 3148; Extension
 711
 Studio Address Campus
 Transmitter Location: University Golf Course,
 3 miles northwest of Columbus
 Newspaper Affiliation Ohio State Lantern
 Time on the Air Limited time,
 to sunset at Dallas, Texas
 News Service UP
 Transcription Service Lang-Worth

Personnel

President Howard L. Bevis
 Station Director R. C. Higgy
 Program Director C. W. Pettegrew
 Production Manager Edgar Sprague
 Publicity Director H. K. Schellenger
 Chief Announcer F. Page Boyer
 Musical Director Ann Charles
 Chief Operator C. H. Boehnker
 (Non-Commercial Station)

WHIO

DAYTON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

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

Business Address: 45 South Ludlow Street
 Phone Number: ADams 2261

Transmitter Location: Hempstead Road (R.R.
 No. 2—Box 292 A, Dayton, Ohio)

Time on the Air: 5:45 a.m. to 12:05 a.m.; Sun-
 days, 8 a.m. to 12:05 a.m.

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

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

Personnel

President: James M. Cox, Jr.
 General Manager: Robert Moody
 Assistant General Manager: Lester Spencer
 Production Manager: William Hamilton
 Sales Promotion Manager: Garland Baldwin
 Musical Director: Henry Lange
 Chief Engineer: Ernest L. Adams

WING

DAYTON—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

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

Address: 121 North Main Street
 Phone Number: ADams 3288-89-80

Transmitter Location: Shaker Road
 Time on the Air: 5:45 a.m. to 1 a.m.

News Service: AP
 Transcription Service: Lang-Worth
 Representative: Weed & Company

Personnel

General Manager: Ronald B. Woodyard
 Program-Publicity Director: Bruce Wallace
 Production Manager: Charles Miller

WFIN

FINDLAY—EST. 1941

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Operated By: Findlay Radio Company

Business Address: 500½ South Main Street
 Phone Number: Main 1330

Transmitter Location: 23 miles southeast of
 Findlay

Two Facts

YOU
 CAN
 "TIE
 TO"

Dayton is a great war market, but that is because Dayton has the basic business, industrial and agricultural characteristics that have ALWAYS made it a good market—in war or peace.



And this market—always a good buy—is most easily and economically influenced through the station that serves it best.

WHIO IS THE DAYTON MARKET

5000 WATTS
 BASIC CBS
 •
 G. P. Hollingbery
 Company
 Representatives

Time on the Air: 7 a.m. to local sunset; Sundays, 8 a.m. to local sunset

News Service INS
Transcription Service Lang-Worth;
Standard Radio

Personnel

General Manager Fred R. Hover
Production Manager Grace E. Ingledue
Chief Engineer Edgar Smith

W L O K

LIMA—EST. 1938

NATIONAL BROADCASTING CO.

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

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

News Service AP
Transcription Services Standard Radio;
Lang-Worth

Personnel

President George B. Storer
Vice-President-General Manager J. H. Ryan
Managing Director Ralph Elvin
Program Director Frank D. Heibeck
Chief Announcer Dalton Hille
Chief Engineer Jack E. Bannon

W M A N

MANSFIELD—EST. 1939

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Richland, Inc.
Address 144½ Park Avenue West
Phone Numbers 4235-6
Transmitter Location Corner Longview Ave.
and No. Main St.

Time on the Air: 7 a.m. to 10 p.m.; Sundays, 9 a.m. to 9 p.m.

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

Personnel

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

W M R N

MARION—EST. 1940

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By The Marion Broadcasting
Company

Address North Main Street
Phone Number 2516
Transmitter Location North Main Street
Time on the Air: 7 a.m. to 10:15 p.m.; Sundays, 8 a.m. to 10:15 p.m.

News Service UP
Transcription Service NBC Thesaurus

Personnel

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

W P A Y

PORTSMOUTH—EST. 1935

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Scioto Broadcasting Co.
Address 1009 Gallia St.
Phone Number 1010
Transmitter Location 1009 Gallia St.
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 9:30 a.m. to 11 p.m.

Newspaper Affiliation Portsmouth Times
News Service UP
Transcription Service Lang-Worth
Representative Cox & Tanz

Personnel

President Chester B. Thompson
Acting Station Manager Paul Wagner
Program-Publicity Director William Aldridge
Musical Director Dorothy Page
Chief Engineer Maurice Myers

W I Z E

SPRINGFIELD—EST. 1940

THE BLUE NETWORK

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

Address 117 West High Street
Phone Number 6121
Transmitter Location Springfield
Time on the Air Unlimited license
Transcription Service Lang-Worth

Personnel

President Charles Sawyer
Vice-President-General
Manager Ronald B. Woodyard

Breakfast at 8:30

is the glorious signal that another NAVY SEND-OFF BREAKFAST is under way honoring Ohio men about to shove-off for service! Today, in this and other heart-moving ideas, many American stations are following the lead of WTOL — originators and producers of sponsorable War Winning Programs!*

*.....Man is Known by the Company He Keeps
.....a City by its Manufacturers*

TOLEDO IS THE PROUD HOME of

American Propeller Corporation
Champion Spark Plug Company
Electric Auto-Lite Company
Libbey-Owens-Ford Glass Company
Owens-Illinois Glass Company
Owens-Corning Fiberglas Corporation
The Toledo Scale Company
Willys-Overland Motors, Inc.

*A hint to advertisers—
WTOL has on "ice"
new ideas paced and
patterned to entertain
and hold public interest!

WTOL

TOLEDO'S *Friendly*
STATION

ARCH. SHAWD
Vice Pres. & Mgr.

Represented Nationally by Radio Advertising Corporation

WSTV

STEBENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By: The Valley Broadcasting Company

Business Address: Exchange Realty Building

Phone Number: 2-6265-66-67

Studio Addresses: Exchange Realty Building, Steubenville, Ohio; New Terminal Building, East Liverpool, Ohio; Weir High School, Weirton, W. Va.

Transmitter Location: Altamont Heights

Time on the Air: 7 a.m. to 1 a.m.

News Service: UP

Transcription Service: Lang-Worth

Representative: Spot Sales, Inc.

Personnel

General Manager: John J. Laux

Program-Publicity-Musical

Director: John L. Merdian

Chief Announcer: Hunter Reams

Chief Engineer: Joseph Troesch

WSPD

TOLEDO—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc. Power: 5000 Watts

Owned-Operated By: The Fort Industry Co.

Address: Broadcast Building, 136 Huron St.

Phone Number: ADams 3175

Transmitter Location: Oregon Road, East Toledo (post office address, RFD Perrysburg)

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

News Services: AP; INS

Transcription Services: NBC Thesaurus;

Lang-Worth

Representative: The Katz Agency

Personnel

President: George B. Storer

Vice President: J. Harold Ryan

Managing Director: E. Y. Flanigan

Program Director: Tod Williams

Chief Engineer: William Stringfellow

WTOL

TOLEDO—EST. 1938

THE BLUE NETWORK

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By: The Community Broadcasting Company

Address: Bell Building

Phone Number: Adams 3291

Transmitter Location: Bell Building

Time on the Air: Unlimited license

News Service: UP

Transcription Services: Associated Music Publishers; Standard Radio

Representative: Radio Advertising Corp.

Personnel

President: Frazier Reams

Vice President-General Manager: Arch Shawd

Commercial Manager: Gard Wallace

Sales Promotion Manager: John Morgan

Program Director: Jean Wright

Publicity Director: Marie Huffman

Musical Director: Marge Cunningham

Chief Engineer: Frank B. Ridgeway

WRN

WARREN—EST. 1941

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: Nied & Stevens

Address: 2nd National Bank Building

Phone Number: 4490

Time on the Air: Unlimited license

Transmitter Location: 710 Main Avenue, S. W.

News Service: UP

Transcription Service: Lang-Worth

Representative: Burn-Smith Company, Inc.

Personnel

Owners: Frank T. Nied, Perry H. Stevens

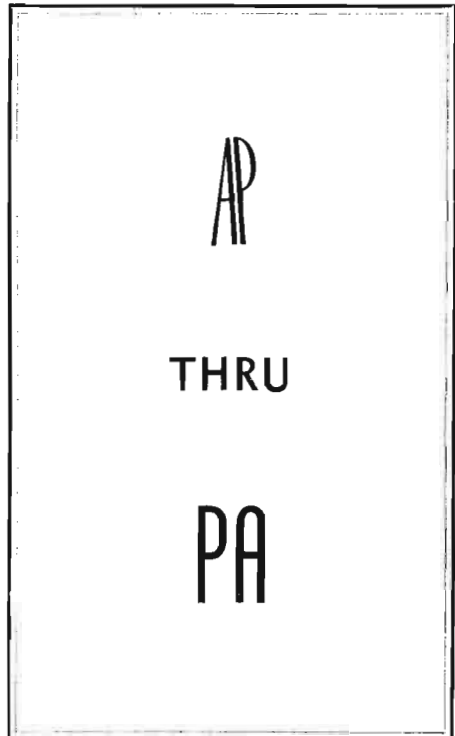
General Manager: R. W. Richmond

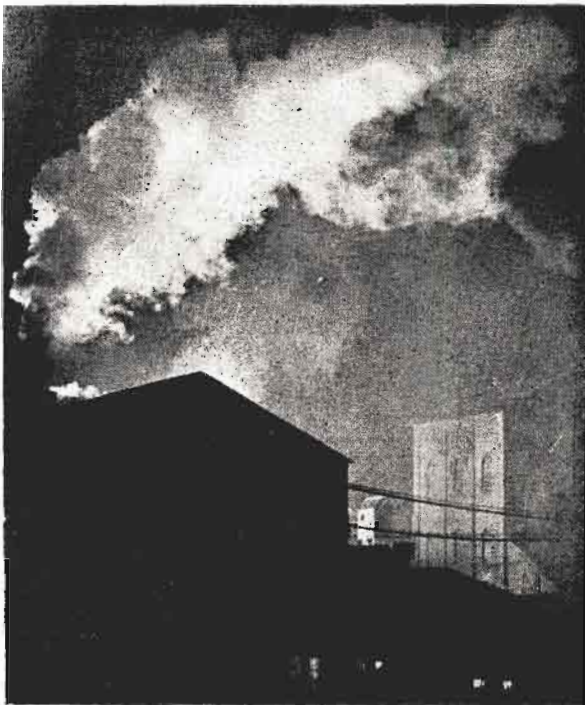
Program Director: Walter L. Davis

Continuity Director: Virginia Wood

Musical Director: Bruna Bertelli

Chief Engineer: Wm. C. Minor





By night as well as by day

YOUNGSTOWN SKIES ARE BRIGHT

• Advertisers cannot afford to overlook this rich market of 372,428 people (106,000 radio homes) and approximately \$200,000,000 annual retail sales.

For information as to what C. E. Hooper, Inc., learned of the listening habits of this, Ohio's third largest trade area and the 34th metropolitan district in the U. S., address

W F M J

Youngstown, Ohio

Member of the Blue Network

Headley-Reed Co., *National Representatives*

New York • Chicago • Detroit • Atlanta • San Francisco

W F M J

YOUNGSTOWN—EST. 1939

THE BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: WFMJ Broadcasting Co.
 Address: 101 W. Boardman St.
 Phone Number: 34121
 Transmitter Location: 101 W. Boardman St.
 Time on the Air: Unlimited license
 Newspaper Affiliation: Youngstown Vindicator
 News Service: AP; UP
 Transcription Services: Lang-Worth;
 Standard Radio; C. P. MacGregor
 Representative: Headley-Reed Company

Personnel

Owner: William F. Maag, Jr.
 Sales-Sales Promotion
 Manager: Leonard E. Nasman
 Program Director: George L. Beebout
 Production Manager: John Bradford
 Chief Announcer: Robert Wylie
 Musical Director: Col. L. R. Boals
 Chief Engineer: Frank Dieringer

W K B N

YOUNGSTOWN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc. Power: 5000 d.; 500 n.;
 (CP 5000 n.)
 Owned-Operated By: WKBN Broadcasting Corp.
 Address: 17 N. Champion St.
 Phone Number: 4-2122
 Transmitter Location: 3430 Sunset Blvd.
 Time on the Air: 6 a.m. to 12 midnight
 Newspaper Affiliation: Cleveland Plain Dealer

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

Personnel

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

W H I Z

ZANESVILLE—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
 Owned By: Southeastern Ohio Broadcasters, Inc.
 Operated By: Fort Industry Company
 Address: North Fifth St.
 Phone Number: 6000
 Transmitter Location: Newark Road
 Time on the Air: 7 a.m. to 12:05 p.m.; Sundays, 8 a.m. to 10 p.m.

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

Personnel

President: Goerge Storer
 Managing Director: Allen L. Haid
 Production Manager: M. Weber
 Chief Announcer: Don Cogley
 Musical Director: Dudley Beck
 Chief Engineer: Wm. Hunt

OKLAHOMA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

K A D A

ADA—EST. 1934

**THE BLUE NETWORK
 OKLAHOMA NETWORK**

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

Personnel

Owner: Dr. C. C. Morris
 Manager: H. Weldon Stamps
 Sales Promotion Manager: William Weaver

Program Director: Lillard Hill
 Chief Engineer: William H. Lindsay

K V S O

ARDMORE—EST. 1935

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

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

Time on the Air 7 a.m. to 11:05 p.m.
 Newspaper Affiliation.....Daily Ardmoreite
 News Service AP
 Representative Radio Advertising Corp.

Personnel

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

K W O N

BARTLESVILLE—EST. 1942
 MUTUAL BROADCASTING SYSTEM

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

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

Transmitter Location.....Dewey Road
 Time on the Air.....6:30 a.m. to 10:45 p.m.
 Transcription Service.....Lang-Worth
 National Representative.....Burn-Smith

Personnel

Vice-President-General Manager..J. Fred Case
 Commercial Manager...Clyde B. Worthington
 Program Director.....Jean Case
 Chief Announcer.....Henry Louis Heerman
 Musical Director.....Martha Boucher
 Chief Engineer.....Gil W. Ownby

K A S A

ELK CITY—EST. 1932

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power 100 Watts
 Owned-Operated By.....E. M. Woody

Address.....Casa Grande Hotel
 Phone Number.....730
 Transmitter Location.....Casa Grande Hotel
 Time on the Air: 6 a.m. to 2 p.m.; 5 p.m. to 9 p.m.; Saturday, 6 a.m. to 6 p.m.

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

Personnel

President.....E. M. Woody
 Station Manager.....F. E. Mayhew
 Program Director-Chief Announcer Joe Fenter
 Chief Engineer.....Clive Lee Neel

K C R C

ENID—EST. 1926

THE BLUE NETWORK
 OKLAHOMA NETWORK

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Enid Radiophone Co.
 Business Address...Willow & Kennedy Sts.
 Phone Number.....447

Transmitter Location.....Willow & Kennedy Sts.

Time on the Air: 6:30 a.m. to 11:05 p.m.; Sundays, 7 a.m. to 10:30 p.m.

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

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

Representative Radio Advertising Corp.

Personnel

President.....M. C. Garber
 Station Manager.....Milton B. Garber
 Commercial Manager.....H. P. Hale
 Program Director.....Marjorie Christopher
 Production Manager.....Mabel Waken
 Chief Engineer.....Paul Snell

K S W O

LAWTON—EST. 1941

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

Business Address.....Box 984
 Phone Number.....2370
 Studio Address.....17th & E. Lawton
 Transmitter Location.....17th & E. Lawton

Time on the Air.....Daytime license
 Transcription Service.....Standard Radio

Personnel

President.....Dr. Willard Carver
 Station Manager.....Byrne Ross

K B I X

MUSKOGEE—EST. 1936

THE BLUE NETWORK
 OKLAHOMA NETWORK

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

Oklahoma Press Publishing Co.
 Business Address.....P. O. Box 1512
 Phone Number.....303
 Studio Address.....Barnes Building

Transmitter Location.....Barnes Building
 Time on the Air.....7 a.m. to 12 midnight
 Newspaper Affiliation.....Muskegee Daily Phoenix & Times Democrat

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

Personnel

Vice-President.....Tams Bixby, Jr.
 General Manager.....Jimmie Barry
 Program Director.....Sally Miller
 Chief Engineer.....D. W. Hoisington

W N A D

NORMAN—EST. 1922

Frequency: 640 Kc.....Power: 1000 Watts
 Owned-Operated By...University of Oklahoma

Business Address.....Faculty Exchange
 Phone Number.....900; Station No. 124
 Studio Address.....Union Bldg.

Transmitter Location.....Owen Stadium
Time on the Air.....9 a.m. to local sunset

Personnel

Station Director.....Virginia Hawk
Chief Announcer.....Dick Carter
Musical Director.....Roger Goeb
Technical Supervisor.....Clyde Farrar
Chief Engineer.....Franklin W. Harris
(Non-Commercial Station)

K O C Y

OKLAHOMA CITY—EST. 1923

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Plaza Court Broad-
casting Co.

Address.....Plaza Court
Phone Number.....3-4333
Transmitter Location.....Plaza Court
Time on the Air.....Unlimited license
Transcription Service.....Associated Music
Publishers: Standard Radio; Lang-Worth;
NBC Thesaurus

Representative.....Burn-Smith Co.

Personnel

President.....John D. Thomas
Manager.....M. H. Bonnebrake

K O M A

OKLAHOMA CITY—EST. 1932

(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM

OKLAHOMA METROPOLITAN LINE

Frequency: 1520 Kc.....Power: 5000 Watts
Owned-Operated By.....KOMA, Inc.
Address.....Biltmore Hotel
Phone Number.....2-3291
Studio Address.....24th Floor, Biltmore Hotel
Transmitter Location: 7½ miles north of Okla-
homa City

Time on the Air: 5:55 a.m. to 12 midnight; Sun-
days, 7 a.m. to 12 midnight

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

Representative.....Free & Peters

Personnel

President.....J. T. Griffin
Station Manager.....Kenyon Brown
Production-Program Director.....Paul Buenning
Accountant.....Mary Frances Kennedy
Chief Engineer.....M. W. Thomas

K T O K

OKLAHOMA CITY—EST. 1927

BLUE NETWORK

OKLAHOMA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts

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

Business Address.....2004 Ramsey Tower
Studio Address.....1800 West Main
Phone Number.....3-8352
Transmitter Location.....1800 West Main
Time on the Air: 6:30 a.m. to 11:30 p.m.; Sun-
days, 7 a.m. to 11:30 p.m.

News Service.....PA
Transcription Service.....World Broadcasting
System

Representative.....Radio Advertising Corp.

Personnel

President.....Harold V. Hough
Station Manager.....Robert D. Enoch
Commercial Manager.....Frank J. Lynch
Sales Promotion Manager.....Harold Shreve
Program Director.....Russell Miller
Chief Engineer.....Clifford Easum

W K Y

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

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

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

News Service.....AP
Transcription Service.....Standard Radio
Representative.....The Katz Agency

Personnel

President.....E. K. Gaylord
Secretary-Treasurer.....Edgar T. Bell
Station Manager.....Gayle V. Grubb
Commercial Manager.....Ralph Miller
Program Director.....John I. Prosser
Continuity Director.....George Hamaker
Director of Home Economics.....Mrs. Mart Adams
Director of Child Education.....Edyth Wallace
News Editor.....Frank McIntyre
Traffic Manager.....Darryl McAllister
Chief Engineer.....Herman Lovell

K H B G

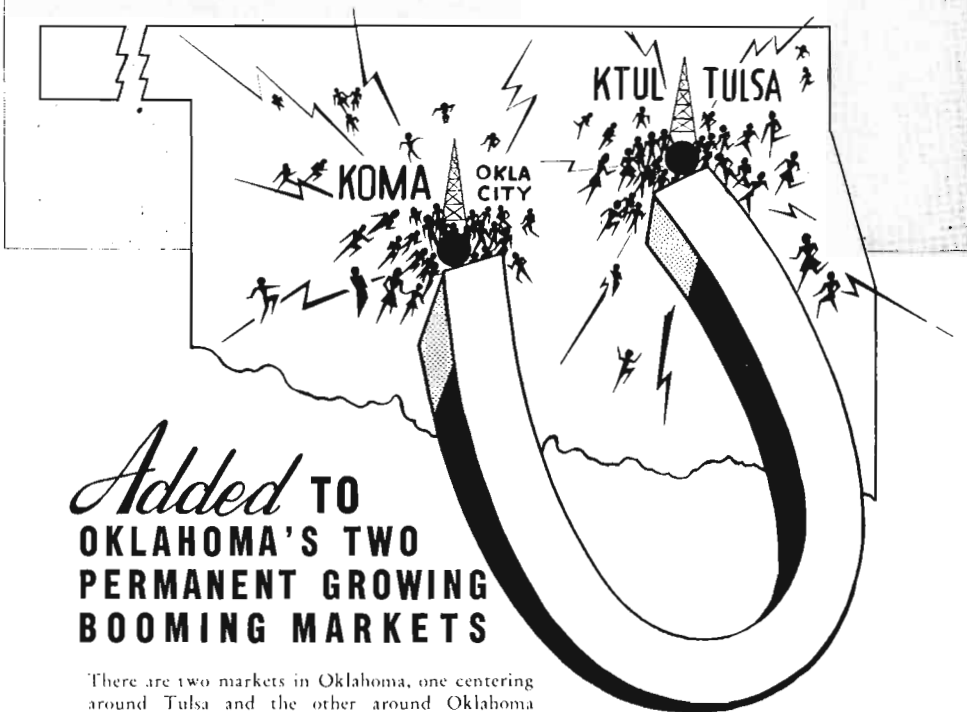
OKMULGEE—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By: Okmulgee Broadcasting
Corp.

Address.....McCulloch Bldg.
Phone Number.....3646
Transmitter Location.....Okmulgee
Time on the Air.....Unlimited license
Transcription Service.....Lang-Worth; Keystone

NEW WEALTH and NEW PEOPLE



Added TO
**OKLAHOMA'S TWO
 PERMANENT GROWING
 BOOMING MARKETS**

There are two markets in Oklahoma, one centering around Tulsa and the other around Oklahoma City. The KTUL and KOMA primary areas, covering these two markets, have over 85% of the retail sales of the state, according to Oklahoma Tax Commission figures. Retail sales in the two stations' primary areas are up an average of 36%. A total of \$604,710,000 in war projects contracts have been let in Oklahoma, giving a yearly additional payroll to the KTUL and KOMA primary areas of almost \$300,000,000. These two markets are Oklahoma; and can be reached most thoroughly and economically by using KTUL and KOMA. More Wealth. More People. More Sales.

TULSA

**IT TAKES TWO STATIONS TO COVER
 OKLAHOMA'S TWO BOOMING MARKETS**

**OKLAHOMA
 CITY**

OKLAHOMA'S TWO COLUMBIA STATIONS
KTUL FREE & PETERS, Inc. Representatives **KOMA**
 Both Stations 5000 Watts Full Time

Personnel

President-Manager Pat Buford
 Sales Promotion-Publicity Director,
 Lucille Buford
 Commercial Manager..... Dan C. Kenan
 Program-Production Director Nova Clarke
 Chief Announcer A. C. Dowden
 Chief Engineer Chester Ludwick

W B Z

PONCA CITY—EST. 1927

Frequency: 1230 Kc..... Power: 250 Watts
 Owned By..... C. L. Carrell Estate
 Operated By..... Adelaide Carrell, Executrix
 Address 615 West Grand Avenue
 Phone Number..... 2300
 Transmitter Location..... 615 Grand Avenue
 Time on the Air..... Unlimited license

Personnel

Managing Director A. L. Carrell

K G F F

SHAWNEE—EST. 1930

BLUE NETWORK
 OKLAHOMA NETWORK

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... KGFF Broadcast-
 ing Co.
 Address..... Aldridge Hotel
 Phone Number..... 4390
 Transmitter Location..... Shawnee Country
 Club

Time on the Air: 6:30 a.m. to 12 midnight; Sun-
 days, 7 a.m. to 12 midnight
 Newspaper Affiliation..... Shawnee Morning
 News; Shawnee Evening Star

News Service AP
 Representative Radio Advertising Corp.

Personnel

President..... Oscar Stauffer
 Secretary-Treasurer Maxine Eddy
 General Manager..... Joseph W. Lee
 Commercial Manager Leroy W. Moses
 Production Manager-Chief

Announcer Roy Joe Bowman
 Publicity Director Hazel Lee Guttery
 Chief Engineer S. Ricciotti

K O M E

TULSA—EST. 1938

BLUE NETWORK
 MUTUAL BROADCASTING SYSTEM
 OKLAHOMA NETWORK

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Oil Capital Sales Corp.
 Address Radio Bldg., 910 S. Boston
 Phone Number 3-4121
 Transmitter Location..... 3904 S. Newport
 Time on the Air Unlimited
 News Service AP

Transcription Service..... Standard Radio
 National Representative,
 Radio Advertising Corp.

Personnel

President Harry Schwartz
 General Manager Harold Grimes
 Commercial Manager B. M. Grotkop
 Sales Promotion Manager..... M. B. Battey
 Program Director James Neal
 Continuity Director Lucille Burns
 News Editor James Neal
 Traffic Manager Virginia Maxwell
 Musical Director Paula Lain Haas
 Chief Engineer Bob Elmore

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: 6 a.m. to 11:30 p.m.; Sun-
 days, 7 a.m. to 11 p.m.

News Service UP
 Transcription Service World Broadcasting;
 Langworth

Representative Free & Peters

Personnel

President..... J. T. Griffin
 General Manager..... John Esau
 Sales Manager..... R. P. Akin
 Program Director..... Eddie McKeen
 Publicity Director..... Jack Hoffman
 Continuity Chief Bernice Ash
 Bookkeeper Edythe Alexander
 Chief Announcer Joe Pierson
 Musical Director..... Lillian Smithline
 Chief Engineer Robert Sntder

K V O O

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 1170 Kc. Power: 50000 d.; 25000 n.
 (C. P. 50000)
 Owned-Operated By..... Southwestern Sales
 Corporation
 Address Philtower Bldg.
 Phone Number 2-2254
 Transmitter Location: 10 miles east of Tulsa on
 U. S. Highway No. 66

Time on the Air: 5:55 a.m. to 11:30 p.m.; Sat-
 urday, 5:55 a.m. to 1 a.m.; Sunday, 7 a.m.
 to 11:30 p.m.

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

Representative..... Edward Petry & Co.

Personnel

President P. Q. Proctor
 Vice President-General
 Manager..... William B. Way
 Commercial Manager..... Gustav Brandborg

Publicity-Sales Promotion Manager,
 Manton Marrs
 Program Director Allen Page
 Chief Announcer Bud Jackson
 Musical Director..... Joe O'Neill
 Chief Engineer..... L. W. Stinson

OREGON

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

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 Number870
 Studio Addresses 15th and Elm; Hotel Benton,
 Corvallis; KWIL Building, Lebanon
 Transmitter Location.....15th and Elm Streets
 Time on the Air: 6:30 a.m. to 10 p.m.; Sundays,
 8 a.m. to midnight
 Newspaper Affiliation.....Albany Democrat
 Herald
 News Service UP
 Transcription Service Standard Radio
 Representative John Keating

Personnel

President..... W. L. Jackson
 Secretary-Treasurer..... R. R. Cronise
 Station Manager Chet Wheeler
 Commercial Manager..... Hal Byer
 Publicity Director Herbert Davidson
 Program-Production Director... Bob Reinholdt
 Chief Announcer Don Johnston
 Corvallis Studio Manager Warren Stoffer
 Musical Directors..... Betty Lou Wilbanks,
 Joyce Den Harder

KAST

ASTORIA—EST. 1935

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Astoria Broadcasting
 Company
 Address.....1006 Taylor Avenue
 Phone Number95
 Transmitter Location.....1006 Taylor Avenue
 Time on the Air.....7 a.m. to 11 p.m.

Newspaper Affiliation.....Astorian-Budget
 News Service UP
 Transcription Service.....Standard Radio

Personnel

President..... M. R. Chessman
 Station Manager..... James C. Wallace
 Program Director Mary Juhlin
 Chief Engineer..... Raymond Williams

KBKR

BAKER—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Baker Broadcasting Co.
 Address.....1st and Court Streets
 Phone Number140
 Transmitter Location Baker
 Time on the Air.....7 a.m. to 10 p.m.
 News Service UP
 Transcription Service.....NBC Thesaurus;
 C. P. MacGregor.

Representative Homer Owen Griffith

Personnel

President-Station Manager... Glenn McCormick
 Commercial Manager Ken Holden
 Program Director Kenneth Lockwood
 Chief Announcer Lou McCormick
 Chief Engineer..... Sidney Williams

KBND

BEND—EST. 1938

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....The Bend Bulletin
 Address1121 Wall St.
 Phone Number.....848
 Transmission Location.....1121 Wall St.
 Time on the Air.....7 a.m. to 10 p.m.
 Newspaper Affiliation..... Bend Bulletin
 News Service UP
 Transcription Services.....Standard Radio;
 C. P. MacGregor; Keystone Broadcasting
 System

Personnel

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

K O A C

CORVALLIS—EST. 1925

Frequency: 550 Kc...Power: 5000 d.; 1000 n.
 Owned by.....State of Oregon
 Operated By...Oregon State System of Higher
 Education
 Address.....Corvallis, Oregon
 Phone Number.....526
 Studio Addresses.....Corvallis; Eugene
 Transmitter Location.....Granger, Corvallis
 Time on the Air.....6 a.m. to midnight
 News Service.....UP

Personnel

Acting Manager.....Dr. V. V. Caldwell
 Program Director.....Allen Miller
 Chief Announcer.....James Morris
 Director of Women's
 Programs.....Zelta Rodenwald
 Chief Engineer.....Grant S. Feikert
 (Non-Commercial Station)

K O D L

THE DALLES—EST. 1940

Frequency: 1230 Kc...Power: 250 d.; 100 n.
 Owned-Operated By....Western Radio Corp.
 Address.....Scenic Drive
 Transmitter Location.....The Dalles
 Time on the Air.....Unlimited license
 Transcription Service.....C. P. MacGregor
 News Service.....UP

Personnel

President-Station Manager,
 V. Barney Kenworthy
 Commercial and Sales Promotion Manager,
 Glenn Howell
 Program Director.....Don Jones

K O R E

EUGENE—EST. 1927

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

Personnel

Owner.....Frank L. Hill

General Manager.....L. W. Trommlitz
 Publicity Director.....Lytle Young
 Chief Engineer.....Harold Gander

K U I N

GRANTS PASS—EST. 1939

DON LEE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Southern Oregon Broad-
 casting System
 Business Address.....P. O. Box 148
 Phone Number.....192
 Studio Address...Redwood Highway & Pacific
 Highway
 Transmitter Location...Redwood Highway &
 Pacific Highway
 Time on the Air.....7 a.m. to 10 p.m.
 Transcription Services...World Broadcasting
 System
 Representative.....John Blair & Co.

Personnel

President.....A. E. Voorhies
 Station Manager.....Ralph E. Smith
 Program Director.....E. A. Malone
 Commercial Manager.....L. L. King
 Chief Engineer.....Edward A. Malone

K L B M

LA GRANDE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Ben E. Stone
 Address.....Old Oregon Trail
 Phone Number.....220
 Transmitter Location.....Old Oregon Trail
 Time on the Air:.....7 a.m. to 9:30 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio;
 Keystone; Lang-Worth

Personnel

Owner-General Manager.....Ben E. Stone
 Commercial Manager.....Clara Moss
 Sales Production Manager...Mark F. DeLaunay
 Program Director.....Jayne Moss
 Chief Engineer.....Lee Ready

K F J I

KLAMATH FALLS—EST. 1928

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

Personnel

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

K O O S

MARSHFIELD—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM
 Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Koos, Inc.
 Address 505 Hall Building
 Phone Number 432
 Transmitter Location Hall Building
 Time on the Air 6:45 a.m. to 10:05 p.m.
 News Service UP
 Transcription Service Long-Worth
 Representative Burn-Smith Co.

Personnel

President Sheldon F. Sackett
 General Manager Ben E. Stone
 Sales Promotion Manager Mark DeLaunay
 Program Director Sara Spough
 Publicity Director-Office Manager,
 Lucy Johnson
 Chief Announcer and Engineer,
 Roger L. Spough

K M E D

MEDFORD—EST. 1926

BLUE NETWORK
 NATIONAL BROADCASTING CO.
 Frequency: 1440 Kc. Power: 1000 Watts
 Owned-Operated By Mrs. W. J. Virgin
 Address Box 1396
 Phone Number 4000
 Studio Address Ross Lane
 Transmitter Location Ross Lane
 Time on the Air Unlimited license
 News Service UP
 Transcription Service NBC Thesaurus

Personnel

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

K W R C

PENDLETON—EST. 1941

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Western Radio Corp.
 Address S. W. 6th St.
 Phone Number 1425
 Transmitter Location S. W. 6th St.
 Time on the Air: 7 a.m. to 10:15 p.m.; Sunday,
 9 a.m. to 9 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative John Keating

Personnel

President-Station Manager,
 V. Barney Kenworthy
 Commercial Manager Henry M. Hogue
 Program Director Paul E. Welden

K A L E

PORTLAND—EST. 1932

MUTUAL BROADCASTING SYSTEM
 Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Operated By KALE, Inc.
 Business Address P. O. Box 1031
 Phone Number Atwater 3333
 Studio Address New Heathman Hotel
 Building
 Transmitter Location Head of Barnes Road
 Time on the Air 6:45 a.m. to 12 midnight
 News Service INS; UP
 Transcription Service World Program Library;
 Associated Music Publishers
 Representative Free & Peters, Inc.

Personnel

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

K B P S

PORTLAND—EST. 1923

Frequency: 1450 Kc. Power: 100 Watts
 Owned-Operated By School District
 No. 1
 Business Address Benson Polytechnic
 School
 Phone Number La 4195
 Transmitter Location Benson Polytechnic
 School
 Time on the Air Shares time

Personnel

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

K E X

PORTLAND—EST. 1926

BLUE NETWORK
 NORTHWEST TRIANGLE
 Frequency: 1190 Kc. Power: 5,000 Watts
 Owned-Operated By The Oregonian Pub-
 lishing Company
 Business Address 537 S. W. Sixth
 Avenue
 Phone Number ATwater 2121

Studio Address.....801 Oregonian Bldg.
 Transmitter Location...North Portland, Oregon
 Time on the Air.....6 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 Newspaper Affiliation.....The Oregonian
 News Service.....AP; INS; UP
 Transcription Service.....NBC Thesaurus;
 Langworth
 Representative.....Paul H. Raymer Co.

Personnel

President.....Caroline P. Leadbetter
 Station Manager.....Arden X. Pangborn
 Assistant Manager.....H. Quenton Cox
 Commercial Manager.....Norman J. Sugg
 Traffic Manager.....Mildred Lester
 Sales Promotion Manager...Jack Eichenberger
 Program Director.....Homer Welch
 Production Manager.....Gordon Bambrick
 Director of Women's
 Activities.....Peggy Williams
 News Editor.....Don Kneass
 War Program Manager.....Day Foster
 Chief Announcer.....Herbert Johnston
 Musical Director.....Abe Bercovitz
 Chief Engineer.....Harold Singleton

K G W

PORTLAND—EST. 1922
 NATIONAL BROADCASTING CO.
 NORTHWEST TRIANGLE

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

Personnel

President.....Caroline P. Leadbetter
 Station Manager.....Arden X. Pangborn
 Assistant Manager.....H. Quenton Cox
 Sales Manager.....Norman J. Sugg
 Traffic Manager.....Mildred Lester
 Sales Promotion Manager...Jack Eichenberger
 Program Director.....Homer Welch
 Production Manager.....Gordon Bambrick
 Director of Women's Activities,
 Peggy Williams
 News Editor.....Don Kneass
 War Program Manager.....Day Foster
 Chief Announcer.....Herbert Johnston
 Musical Director.....Abe Bercovitz
 Chief Engineer.....Harold Singleton

K O I N

PORTLAND—EST. 1926
 COLUMBIA BROADCASTING SYSTEM

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By.....K O I N, Inc.
 Business Address.....P. O. Box 1031
 Phone Number.....Atwater 7209
 Studio Address...New Heathman Hotel Bldg.
 Transmitter Location...Head of Barnes Road
 Time on the Air.....24 hours daily
 News Services.....INS; UP
 Transcription Services...World Program Library;
 Associated Music Service
 Representative.....Free & Peters, Inc.

Personnel

President-Station Manager.....C. W. Myers
 Manager.....Harry H. Buckendahl
 Advertising-Sales Promotion Manager,
 Charles E. Couche
 Program Director.....H. M. Swartwood, Jr.
 Production Manager.....Ted W. Cooke
 Chief Announcer.....Bob Colvig
 Publicity Director.....Enoch Squires
 Musical Director.....Joseph Sampietro
 Technical Director.....Louis Bookwalter

K W J J

PORTLAND—EST. 1927

Frequency: 1080 Kc. Power: 1000 Watts
 Owned By.....KWJJ Broadcast
 Co., Inc.
 Operated By.....Wilbur J. Jerman,
 John Egan
 Address.....622 S. W. Salmon Street
 Phone Number.....Atwater 4393
 Transmitter Location...Oaks Park, Portland
 Time on the Air: 6 a.m. to 1 a.m.; Saturdays,
 6 a.m. to 2 a.m.
 News Service.....UP
 Transcription Service.....Standard Radio
 National Representative.....Burn-Smith Co.

Personnel

President.....Wilbur J. Jerman
 Station Manager.....John C. Egan
 Sales Manager.....L. D. Henderson
 Program-Production Manager.....Art Morey
 Musical Director.....Althea Renwick

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

MASON-DIXON RADIO GROUP

**SEVEN STATIONS
WHICH ASSURE YOU**

HIGH SALES VALUE

AT LOW COST



WDEL
Wilmington, Del.
WORK
York, Pa.
WGAL
Lancaster, Pa.
WKBO
Harrisburg, Pa.
WAZL
Hazleton, Pa.
WEST
Easton, Pa.
WILM
Wilmington, Del.

THIS group of seven stations, each with its own strong local influence, covers the rich, diversified Eastern Pennsylvania-Delaware trade area and carries your sales message to more homes per dollar. For information write to the main office or the national representative.



Main Offices—8 West King Street, Lancaster, Penna.
National Representative: PAUL H. RAYMER CO.
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

News Service UP
 Transcription Service: Lang-Worth; C. P. MacGregor; Standard Radio
 Representative..... Joseph Hershey McGillvra

Personnel

President Frances R. Symons
 Production Manager..... Dennis Howard
 War Program Director..... George Heimrich
 Publicity Director..... Rudy Lachenmeier
 Chief Announcer..... Howard Starr
 Commercial Manager..... H. S. Jacobson
 Program Director Fred Eichhorn
 Station Manager..... H. W. Wilson
 Chief Engineer..... Lew Ballanger

K R N R

ROSEBURG—EST. 1935
 MUTUAL—DON LEE

Frequency: 1490 Kc...Power: 250 d.; 100 n.
 Owned-Operated By..News-Review Company
 Business AddressRoseburg
 Phone Number4
 Transmitter Location.....Umpqua Hotel
 Time on the Air: 6:45 a.m. to 10 p.m.; Sundays.
 8 a.m. to 9:45 p.m.
 Newspaper Affiliation..Roseburg News-Review
 News ServiceAP
 Transcription Service.....Standard Radio
 RepresentativeJohn Keating

Personnel

President.....Harris Ellsworth
 General Manager.....M. H. Pengra
 Program-Musical Director.....Gilbert Walters
 War Program Director.....Faith Young
 Chief Announcer.....Robert Bruce
 Chief Engineer.....Henry Chandler, Jr.

K S L M

SALEM—EST. 1933

KEYSTONE BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned By.....Oregon Radio, Inc.
 Operated By.....H. B. Read
 Business Address.....633 N. Front St.
 Phone Number.....6131
 Transmitter Location.....633 N. Front St.
 Time on the Air.....6:30 a.m. to 11:30 p.m.
 News ServiceUP
 Transcription Service.....Langworth; C. P. MacGregor; Keystone
 RepresentativeJohn Keating

Personnel

President-General ManagerH. B. Read
 Commercial-Sales Promotion
 ManagerEarle W. Headrick
 Program Director-Chief
 AnnouncerBill Talbot
 Production Manager.....Otto Miller
 Chief Engineer.....Clyde Carlton

PENNSYLVANIA

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

W C B A - W S A N

ALLENTOWN—EST. 1923

BLUE NETWORK—NBC
 QUAKER NETWORK

Frequency: 1470 Kc.....Power: 500 Watts
 Owned-Operated By.....Lehigh Valley
 Broadcasting Co.
 Address39-41 N. Tenth St.
 Phone Number9511
 Transmitter LocationRoute No. 1
 Time on the Air.....7:30 a.m. to midnight
 Newspaper Affiliation.....Allentown Call
 Publishing Co.
 News Service.....PA; UP
 Transcription Services.....World Broadcasting
 System
 New York Sales Office...9 Rockefeller Plaza

Personnel

President.....J. C. Shumberger, Sr.
 Vice President-Managing
 Director.....B. Bryan Musselman
 Program Director.....George Y. Snyder

W F B G

ALTOONA—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....The William F. Gable Co.
 Operated By: The Gable Broadcasting Com-
 pany (Lessee)
 Address1320-32 11th Avenue
 Phone Number.....6467
 Transmitter Location.....1320-32 11th Ave.,
 Altoona, Pa.
 Time on the Air.....7:30 a.m. to 11:15 p.m.
 News ServiceINS
 Transcription Service.....World Broadcast-
 ing System; Langworth
 RepresentativeHeadley-Reed Co.

Personnel

PresidentGeorge P. Gable
 Managing Director.....Roy Thompson
 Chief Engineer.....George Burgoon

WISR

BUTLER—EST. 1941

Frequency: 680 Kc. Power: 250 Watts
 Owned By Butler Broadcasting Co.
 Operated By David H. Rosenblum
 Address 357 N. Main St.
 Phone Number 4701
 Transmitter Location 357 No. Main St.
 Time on the Air 6:55 a.m. to 6 p.m.
 News Service AP
 Transcription Service World Broadcasting Service

Personnel

President-Station Manager, David H. Rosenblum
 Commercial-Sales Promotion Manager Leon Bernard
 Program-Musical Director Everett H. Neill
 Publicity Director Bon L. Kellman
 Chief Announcer Kieran Balfe
 Chief Engineer Paul Rex

WCED

DU BOIS—EST. 1940

KEYSTONE BROADCASTING SYSTEM

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

Address 80 Park Place
 Phone Number 1700
 Transmitter Location 80 Park Place
 Time on the Air: 7:30 a.m. to 10 p.m.; Sundays, 9 a.m. to 9 p.m.
 Newspaper Affiliation DuBois Courier Express
 News Service UP
 Transcription Service Lang-Worth
 Representative Spot Sales, Inc.

Personnel

President H. T. Grey
 Station-Commercial Manager J. S. Gray
 Production Manager Pres Roper
 Program Director Les Ryder
 Acting Chief Engineer Vernon Stahl

WEST

EASTON—EST. 1936

MUTUAL BROADCASTING SYSTEM
 MASON-DIXON GROUP

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Associated Broadcasters, Inc.
 Address 516 Northampton St.
 Phone Number 8001
 Transmitter Location Williams Township
 Time on the Air 7 a.m. to midnight
 News Service UP

WERC

"Erie's Radio Center"

. now offers a 2.2% listener bonus.

A major Metropolitan District with a population of 180,889 in 1940 as determined by the United States Bureau of Census, Erie has increased in population because of the booming war industries, by 2.2% as estimated by the Office of Price Administration in April 1943, see Page 283.

FOR RESULTS: The Best and Most Economical Way To Sell Erie and Its Bonus Market Is Through The Station Which Serves It Best.

WERC

CBS AFFILIATE

ERIE, PENNA.

National Representative Spot Sales, Inc.

Transcription Service NBC Thesaurus
 Representative Paul H. Raymer Co.

Personnel

Station Executive Clair R. McCullough
 Station Manager Elwood C. Anderson
 Sales Director J. Robert Gulick
 Sales Promotion Manager Ray Walton
 Program Manager Eugene Bethman
 War Program Director Henry Austin
 Chief Engineer J. E. Mathiot

W E R C

ERIE

COLUMBIA BROADCASTING SYSTEM

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

Address 121 West 10th St.
 Phone Number 47-490
 Transmitter Location 121 West 10th St.
 Time on the Air 6:52 a.m. to 12:05 a.m.
 News Service UP
 Transcription Service Associated Music;
 Lang-Worth
 Representative Spot Sales, Inc.

Personnel

President Jacob A. Young
 General Manager C. E. Denny
 Commercial Manager Ed Pearson
 Program Director J. J. Young
 Chief Announcer Art Ingram
 Chief Engineer Charles Jenks

W L E U

ERIE—EST. 1935

NBC-MUTUAL

BLUE NETWORK

PENNSYLVANIA NETWORK

QUAKER NETWORK

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

Address Commerce Building, 12th and
 State Streets
 Phone Numbers 23-327 or 22-129
 Transmitter Location Commerce Bldg.
 Time on the Air 7 a.m. to midnight
 News Service Transradio
 Transcription Service World Broad-
 casting System; NBC Thesaurus

Personnel

President Leo J. Omelian
 General Manager V. Hamilton Weir
 Program Director Thomas Fleming
 Publicity Director Stan Rodgers
 Musical Director Anthony Conti
 Continuity Writer C. Detzel
 Woman Activities Director Joan Clark
 Chief Engineer Clarence Baker

W H J B

GREENSBURG—EST. 1935

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

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

Personnel

President H. J. Brennen
 Station Manager George J. Podyyn
 Commercial Manager Robert Thompson
 Program Director Howard Hoffman
 Production Manager Howard Lewis
 Farm Director Bill Close

W S A J

GROVE CITY—EST. 1922

Frequency: 1340 Kc. Power: 100 Watts
 Owned-Operated By Grove City College
 Address Hall of Science

Phone Number 168-J
 Transmitter Location Hall of Science
 Time on the Air: 7:15 to 8:45 p.m. (Tuesdays
 & Thursdays); Sundays, 4:30 to 5:30 p.m.

Personnel

President W. C. Kettler
 Station Manager-Chief
 Engineer H. W. Harmon
 Program-Publicity Director R. G. Walters
 Chief Announcer W. E. Weidler, Jr.
 Musical Director Prof. Stanley Seiple
 (Non-Commercial Station)

W H P

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By WHP, Inc.
 Address Telegraph Building, 216 Locust St.
 Phone Number 4-3211

Transmitter Location Harrisburg-Hershey
 Highway(4 miles from Harrisburg (Swatara
 Township)

Time on the Air 19 hours daily;
 Sundays, 17 hours

Newspaper Affiliation Harrisburg Telegraph
 News Service UP
 Transcription Service Standard Radio; Lang-
 Worth

Representative John Blair & Company

Personnel

Station Manager A. K. Redmond
 Program-Publicity Director Dick Redmond

Local Sales Representative... R. A. Maxwell
Office Supervisor... Beatrice Potteiger
Musical Director... David Shoop
Chief Engineer... R. S. Duncan

W K B O

HARRISBURG—EST. 1921

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

NATIONAL BROADCASTING CO.

MASON-DIXON GROUP

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

Address... 31 North Second St.
Phone Number... 4-0191
Transmitter Location... Penn Harris Hotel
Time on the Air... 7 a.m. to 1 a.m.
News Service... UP
Transcription Service... World Broadcasting
System

Representative... Paul H. Raymer Co.

Personnel

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

W A Z L

HAZLETON—EST. 1932

MUTUAL BROADCASTING SYSTEM

MASON-DIXON GROUP

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

Address... Hazleton National Bank Bldg.
Phone Number... 1488
Transmitter Location... Hazleton National
Bank Bldg.

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

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

Personnel

Station Executive... Clair R. McCollough
Station Manager... V. C. Dishm
Sales Director... J. Robert Gulick
Program Manager... William Erdossy
Publicity-Production Director... Thomas Tito
Chief Announcer... James Peiser
Artists Bureau... Kathryn Kahler
Musical Director... John Stanzola
Chief Engineer... J. E. Mathiot

W J A C

JOHNSTOWN—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... WJAC, Incorporated
Address... Tribune Annex
Phone Number... 24-361
Transmitter Location... Tribune Building
Time on the Air: 7:30 a.m. to 11:30 p.m.; Sun-
days, 8:30 a.m. to 11:30 p.m.

Newspaper Affiliation... Johnstown Tribune
News Service... UP
Transcription Service... NBC Thesaurus;
Lang-Worth

Representative... Headley-Reed Company

Personnel

President-Station Manager... J. C. Tully
Commercial Manager-Program

Director... J. P. Foster
Chief Engineer... Nevin Straub

W G A L

LANCASTER—EST. 1922

BLUE NETWORK—MBS-NBC

MASON-DIXON GROUP

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

Personnel

Station Executive... Clair R. McCullough
Station Manager... Walter Miller
Sales Director... J. Robert Gulick
Sales Promotion Manager... Terrence McGough
Program Manager... Ernest Stanzola
Production Manager... Paul Rodenhauser
Chief Engineer... J. E. Mathiot

W M R F

LEWISTOWN—EST. 1941

NATIONAL BROADCASTING CO.

KEYSTONE BROADCASTING SYSTEM

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

Business Address... Hotel Coleman
Phone Number... 757
Studio Address... Hotel Coleman
Transmitter Location... Lewistown Heights
Time on the Air: 7:30 a.m. to 11:15 p.m.;
Sundays, 8 a.m. to 10:30 p.m.

News Service... UP
Transcription Service... Keystone Broadcasting
System

Representative... Burn-Smith Co.

Personnel

Vice-President J. S. Woods
 Station-Sales Promotion
 Manager Joseph M. Nassau
 Program Director Rita McCoy
 Production Manager Joseph W. Smiley
 Publicity Director James S. Woods
 Chief Announcer Smiley Rittenhouse
 Artists Bureau Mary McCoy
 Chief Engineer Bernard H. Bopp

WKST

NEW CASTLE—EST. 1938

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

Personnel

President S. W. Townsend
 Station Manager A. W. Graham
 Commercial Manager Arthur Pryor
 Program Director Ray Edwards
 Publicity Director Ray Wallace
 Chief Engineer Robert Emch

WKPA

NEW KENSINGTON—EST. 1940

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

Personnel

Station Manager Edward I. Kroen
 Program Director Harold Terkell
 Production Manager Thomas L. Aye, Jr.
 Chief Announcer Ray Scott

KYW

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: 24 hours daily Mon., Tues.,
 Thurs., Sat.; 6 a.m. to 1 a.m., Wed., Fri.,
 Sun.
 News Service AP; UP; Reuters
 Transcription Service Standard Radio
 Representative National Broadcasting Co.

Personnel

WESTINGHOUSE RADIO STATIONS INC.

Chairman A. W. Robertson
 President George H. Bucher
 Vice-President Walter Evans
 General Manager Lee B. Wailes
 Acting Technical Director Dwight A. Meyer
 Sales-Sales Promotion Manager,
 William E. Jackson

Auditor Frank A. Logue
 Program Supervisor Gordon Hawkins
KYW PERSONNEL

President Lee B. Wailes
 Station Manager Leslie Joy
 Program Manager James P. Begley
 Sales Manager B. A. McDonald
 Sales Promotion Manager Harold M. Coulter
 Production Managers James Harvey,
 Donn Bennett
 Publicity Director J. A. Aull
 Musical Director Clarence Fuhrman
 Chief Engineer Ernest Gager

TELESCRIPTS

ORIGINATED BY

PA

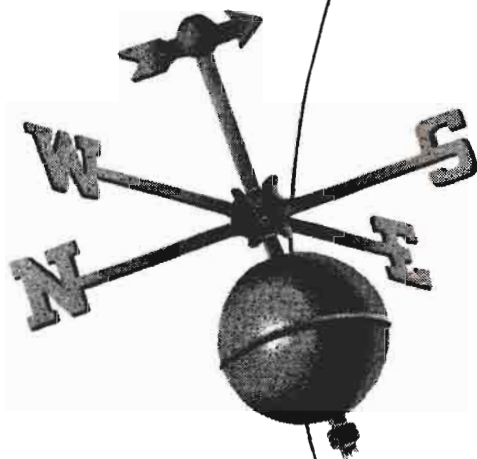
*are complete scripts, cued for
 music or sound effects, and
 moved on the special*

AP *Radio News Wire.*

WIDELY SPONSORED FROM
 COAST TO COAST

WCAU

PHILADELPHIA



50,000 Watts in all directions

WCAU

PHILADELPHIA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

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

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

Time on the Air: 5 a.m. to 1 a.m.
News Service: AP; Transradio
Transcription Service: World Broadcasting System; Associated Music Publishers

Representative: Bertha Bannan (Boston); Virgil Reiter & Co. (Chicago); Paul H. Raymer Co. (Pacific Coast)

Personnel

President and Station

Manager: Dr. Leon Levy
Assistant Director: Harry B. Watton
Commercial Manager: Alex Rosenman
Sales Promotion Manager: T. I. Oberfelder
Director of Programs: Stan Lee Broza
Production Manager: Horace Feyhl
Publicity Director: H. T. Murdock
Director of W69H: H. B. Watton
Program Director of W69H: Norris West
Musical Director: Johnny Warrington

AP

THRU

PA

WDAS

PHILADELPHIA—EST. 1924

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

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

Personnel

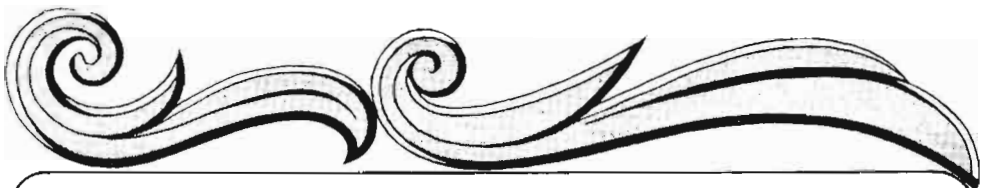
President: Alexander W. Dannenbaum
Vice-President-General Manager: P. J. Stanton
Secretary-Treasurer: A. W. Dannenbaum, Jr.
Commercial Manager: Charles Stahl
Program Director: Harold Davis
Production Manager: Gene Edwards
Publicity Director-Chief
Announcer: Jerry Stone
News Editor: Bob Benson
Foreign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

For Results

in the
**PHILADELPHIA
MARKET**
it's
WDAS

Philadelphia's
only full-time
independent station

NEWS
EVERY HOUR
ON THE
HOUR



JUDGE US BY THE COMPANIES WE "KEEP"

We have an Honor Roll here at WFIL—a record of outstanding "attendance." Were we to call the Roll, you'd hear a dazzling succession of the nation's leading advertisers.

223 spot advertisers used WFIL during 1942, of which 94 have been on WFIL for two or more consecutive years. Here is the actual record:

Eight years	2	Five years	4
Seven years	4	Four years	10
Six years	6	Three years	28
		Two years	40

But don't misunderstand. We're not living in the past. In 1942 alone, 76 NEW advertisers joined the WFIL Honor Roll.

We invite you to judge us not only by the accounts we SELL—but KEEP.



WFIL

PHILADELPHIA—EST. 1934

BLUE NETWORK

QUAKER NETWORK

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

Address: Widener Building
Phone Number: Rittenhouse 6900
Transmitter Location: 63rd St. & Passyunk
Time on the Air: 5:45 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.

News Service: INS
Transcription Service: Associated Music Publishers
Representative: The Katz Agency, Inc.

Personnel

President: Samuel R. Rosenbaum
General Manager: Roger W. Clipp
Sales Manager: John E. Surrick
Business Manager: William B. Caskey
Program Director: Edward C. Obrist
Production Manager: Donald Martin
Public Relations Director: Jack Steck
Musical Director: Norman Black
Acting Chief Engineer: Louis E. Littlejohn

WHAT

PHILADELPHIA—EST. 1925

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

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

Phone Number: Lombard 2390
Transmitter Location: Hotel Philadelphia, 40th and Chestnut Sts.

Time on the Air: 42 hours weekly (shares with WTEL)

Newspaper Affiliation: Philadelphia Record
News Service: AP

Personnel

President: J. David Stern
General Manager: Milton Laughlin

WIBG

PHILADELPHIA—EST. 1925

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

Business Address: 1423-25 Walnut Street
Phone Number: Rittenhouse 2300

Transmitter Location: Conshohocken, Pa.
Time on the Air: 6 a.m. to 2 p.m.

NEWS FOR RADIO

is available exclusively through

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK, N. Y.

HIT 'EM WHERE THEY ARE!



Aim your message at the huge concentration of **war workers** in the Philadelphia area.

Long the **third largest market** in the country, war-time Philadelphia with its expanded industries is now a far richer market than ever before.

Here is a **buying public** you can't ignore

...reach them through

"PHILADELPHIA'S PIONEER VOICE"



5,000 Watts 24 Hours a Day

**Complete Coverage of Philadelphia
and Metropolitan Area**

Mutual Broadcasting System

News Service AP: UP
National Representative Spot Sales

Personnel

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

WIP

PHILADELPHIA—EST. 1921

MUTUAL BROADCASTING SYSTEM

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

Personnel

President & Station
Manager Benedict Gimbel, Jr.
V-P in Charge of Sales Edward A. Davies
Program Director Edward Wallis
Assistant Program Manager
Publicity Sam Serota
Production Manager Varner Paulsen
Night Manager Howard Brown
Musical Director Joe Frassetto
Technical Supervisor Clifford C. Harris

WPEN

PHILADELPHIA—EST. 1929

ATLANTIC COAST NETWORK

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

Personnel

Owner Arde Bulova
General Manager Arthur Simon
Publicity Director Gil Babbitt
Program Director Lewis L. London
Musical Director Joseph Fransoza
Chief Engineer Charles Burtis

(See Page 548)

WTEL

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc. Power: 100 Watts
Owned-Operated By Foulkrod Radio Eng.
Co., Inc.
Address 4312-14 N. Broad St.
Phone Numbers: Gladstone 1310; Davenport
4310; North 1031
Transmitter Location "H" St. and Wyoming
Ave.
Time on the Air Shares with WHAT and
WCAM
Transcription Service Lang-Worth

Personnel

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

KDKA

PITTSBURGH—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 1020 Kc. Power 50000 Watts
Owned-Operated By Westinghouse Radio
Stations, Inc.
Business Address 1619 Walnut St., Phila-
delphia, Pa.
Studio Address Grant Building
Phone Number Grant 4200
Transmitter Location Allison Park, Hampton
Township, Pa.
Time on the Air: 24 hours daily; signoff 1 a.m.
Fri. and Sat.
News Service AP: UP; Reuters
Transcription Service NBC Thesaurus
National Sales Office Address 1619 Walnut
Street, Philadelphia, Pa.
Representative National Broadcasting Co.

Personnel

President G. H. Bucher
General Manager James B. Rock
Commercial Manager J. S. de Russy
Sales Promotion Manager W. B. McGill
Program Director Robert E. White
War Program Director Victoria Corey
Production Manager Robert Shield
Publicity Director James Murray
Office Manager Robert E. Pusey
Continuity Supervisor Dale Jackson
Agricultural Director Homer A. Martz
Chief Announcer Wilbur C. Sutherland
Traffic Manager G. Dare Fleck
Musical Directors Bernie Armstrong,
Aneurin Bodycombe
Acting Chief Engineer Ted Kenny

KQV

PITTSBURGH—EST. 1919

THE BLUE NETWORK

Frequency: 1410 Kc. Power: 1000 Watts



Philadelphia

in

'43

Continues to Be
**America's Number 1
Arsenal**

The Reason Why!

MORE WORKERS

(New Ones—Thousands +)

MORE PRODUCTION

(Topping '42's All-Time High)

MORE MONEY

(Payrolls at Peak—120% Above 1940)

A war-working, war-spending Metropolitan
area—that is Philadelphia in '43.

Philadelphia is **BUYING**—Let "the Station
that Sells," do your **SELLING!**

5000 WATTS

950 ON THE DIAL

Affiliated station of the
Atlantic Coast Network

WPEN

• • • PENNSYLVANIA • • •

Owned-Operated By.....KQV Broadcasting Co.
 Address.....Chamber of Commerce Bldg.
 Phone Number.....Grant 4860
 Transmitter Location.....1475 Crane Road
 Time on the Air.....7 a.m. to 12:30 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth; Standard Radio
 Representative.....Spot Sales

Personnel

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

W C A E

PITTSBURGH—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By.....WCAE, Inc.
 Address.....Wm. Penn Hotel
 Phone Number.....Atlantic 6900
 Transmitter Location.....Agnew Road, Baldwin Township, R. D. No. 6
 Time on the Air.....6:45 a.m. to 2 a.m.
 Newspaper Affiliation.....Pittsburgh-Sun Telegraph
 News Service.....INS; AP
 Transcription Service.....World Broadcasting System
 Representative.....The Katz Agency, Inc.

Personnel

President-General Manager.....Leonard Kapner
 Sales Manager.....Willard Schroeder
 Chief Announcer.....Bob Donley
 Program Manager.....R. Clifton Daniel
 Production Manager.....Don Dixon
 Continuity Chief.....Ben Muros
 Musical Director.....Barron Elliott
 Chief Engineer.....James Schultz

W J A S

PITTSBURGH—EST. 1921

COLUMBIA BROADCASTING SYSTEM

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

Personnel

President & General Manager.....H. J. Brennen
 Commercial Manager.....R. M. Thompson, Sr.

W W S W

PITTSBURGH—EST. 1931

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....WWSW, Inc.
 Address.....Hotel Keystone
 Phone Number.....Grant 5200
 Transmitter Location.....341 Rising Main St., N. S.
 Time on the Air.....24 hours daily
 Newspaper Affiliation.....Pittsburgh Post Gazette
 News Service.....AP
 Transcription Service.....Standard Radio; Associated Music Publishers

Personnel

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

W E E U

READING—EST. 1931

NATIONAL BROADCASTING CO.

QUAKER NETWORK

Frequency: 850 Kc.....Power: 1000 Watts
 Owned-Operated By.....Berks Broadcasting Co.
 Business Address.....533 Penn St.
 Phone Number.....7335
 Studio Address.....533 Penn St.
 Transmitter Location.....Spring Township
 Time on the Air.....Local sunrise to sunset
 Transcription Service.....Lang-Worth; Standard Radio
 News Service.....UP
 Representative.....George P. Hollingbery Co.

Personnel

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

**AP
THRU
PA**

AP News for radio
is available exclusively through

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza

New York, N. Y.

550

• • • PENNSYLVANIA • • •

W R A W

READING—EST. 1921
NATIONAL BROADCASTING CO.
QUAKER NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Reading Broadcasting Co.
 Business Address 533 Penn St.
 Phone Number 7336
 Studio Address 533 Penn St.
 Transmitter Location Pomeroy Bldg.
 Time on the Air 7 a.m. to 12 midnight
 News Service UP
 Transcription Service NBC Thesaurus;
 Lang-Worth
 Representative William G. Rambeau Co.

Personnel

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

W A R M

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

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Union Broadcasting Co.
 Address Select Bldg.
 Phone Number 4-5707
 Transmitter Location 721 N. Blakely St.,
 Dunmore, Pa.
 Time on the Air 7 a.m. to midnight
 News Service UP
 Transcription Service NBC Thesaurus
 Representative George P. Hollingbery Co.

Personnel

President Martin F. Memolo
 Station Manager Dale Robertson
 Commercial Manager William M. Dawson, Jr.
 Program Director Kenneth Beghold
 Chief Announcer John Von Bergen
 Musical Director Frank Keller
 Chief Engineer Adolph Oschmann

W G B I

SCRANTON—EST. 1925
COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By Scranton 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: 6:45 a.m. to 1:05 a.m.; Sun-
 days, 7:45 a.m. to 1:05 a.m.

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

Personnel

President Frank Megargee
 Station Manager Robert E. McDowell
 Commercial & Sales Manager Geo. D. Coleman
 Program Director Frank Monaghan
 Production Manager George W. Winterstein, Jr.
 Publicity Director George Campbell
 Chief Announcer Bill Pierce
 Chief Engineer Kenneth R. Cooke

W Q A N

SCRANTON

Frequency: 910 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By The Scranton Times
 Address Scranton
 Transmitter Location Scranton
 Time on the Air Shares time with WGBI
 Newspaper Affiliation The Scranton Times

Personnel

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

W P I C

SHARON—EST. 1938

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By Sharon Herald
 Broadcasting Company
 Business Address P. O. Box 541
 Phone Numbers 4113, 4114
 Studio Address Pine Hollow Blvd.
 Transmitter Location Pine Hollow Blvd.
 Time on the Air 6 a.m. to local sunset
 Newspaper Affiliation Sharon Herald
 News Service UP
 Transcription Service Associated Music
 Publishers
 Representative Howard H. Wilson
 Company

Personnel

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

W K O K

SUNBURY—EST. 1933

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Sunbury Broadcast-
 ing Corp.
 Address 1150 N. Front St.
 Phone Number 1325

• • • PENNSYLVANIA • • •

Transmitter Location.....1150 N. Front St.
 Time on the Air.....7 a.m. to 10 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Cox & Tanz

Personnel

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

W M B S

UNIONTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 1000 Watts
 Owned-Operated ByFayette Broadcast-
 ing Corp.

AddressFayette Title and Trust Bldg.
 Phone Number.....800
 Transmitter LocationBurgess Field
 Time on the Air.....7 a.m. to 12:05 a.m.
 News ServiceUP
 Transcription ServiceNBC Thesaurus
 National Representative.....Radio
 Advertising Corp.

Personnel

President and Station
 Manager.....Joseph C. Burwell
 Commercial Manager.....Harry Burwell
 Program Director.....Sullivan Sages
 Chief Announcer.....Kenneth Wilson
 Musical Director.....Mary Lucius
 Chief Engineer.....Harold Frueham

W J P A

WASHINGTON—EST. 1942

PENNSYLVANIA NETWORK

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

AddressGeorge Washington Hotel
 Phone Number4870
 Transmitter Location North Strabane Township
 Time on the Air: 7 a.m. to 12:30 a.m.; Sun-
 days, 9 a.m. to 12:30 a.m.

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

Personnel

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

W B A X

WILKES-BARRE—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts

Owned-Operated By.....John H. Stenger, Jr.
 Address141 South Main St.
 Phone Number.....3-0196
 Transmitter Location.....Plains Township, Pa.
 Time on the Air.....7 a.m. to 12 midnight
 News Service UP
 Transcription ServiceAssociated
 Music Publishers

Personnel

President-Station Manager...John Stenger, Jr.
 General ManagerA. W. Grebe
 Program DirectorDick Mawson
 Production ManagerEd Thomas
 Chief Announcer.....Richard Owens
 Musical Director.....Phil Cusick
 Chief EngineerJohn Stenger, Jr.

W B R E

WILKES-BARRE—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned ByLouis G. Baltimore
 Operated ByA. C. 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

Personnel

President and Station
 Manager.....Louis G. Baltimore
 Commercial Manager.....A. C. Baltimore
 Program Director.....Tiny Hamrick
 Production Manager.....Jimmy McCarthy
 Publicity Director.....Jerry Butler
 Musical Director.....L. Savitt
 Chief Engineer.....Charles Sakoski

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: 11:15 p.m.; Sundays, 9 a.m.
 to 11 p.m.

Newspaper Affiliation...Williamsport Sun;
 Williamsport Gazette & Bulletin
 News Service UP
 Transcription Service.....Standard Radio
 Representative.....J. P. McKinney & Son

Personnel

President.....E. M. Case
 Station Manager.....George E. Joy
 Commercial Manager...Thomas W. Metzger
 Office Manager.....Helen McKenna
 Program Director.....Mary Helen Person
 Production Manager.....J. Wright Mackey

Chief Announcer..... Paul M. Breining
 Chief Engineer Louis Persio

Production Manager John Neff
 Musical Director Frank Renaut
 Chief Engineer..... J. E. Mathiot

W O R K

YORK—EST. 1932
 BLUE NETWORK—MBS-NBC
 MASON-DIXON GROUP

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

Personnel

Station Executive..... Clair R. McCullough
 Station Manager..... Harold Miller
 Station Director J. Robert Gulick
 Sales Promotion Manager.... Leslie Golliday
 Program Director Arthur Weeks
 Publicity Director..... Wilhelmina Hollinger

W S B A

YORK—EST. 1942

Frequency: 900 Kc.....Power: 1000 Watts
 Owned-Operated By.... Susquehanna Broad-
 casting Co.
 Address York
 Transmitter Location..... York
 Time on the Air..... Daytime License
 News Service AP; INS
 Transcription Service..... Associated Music
 Publishers: World Broadcasting System
 Representative The Walker Co.

Personnel

Station Manager..... Otis Morse 4th
 Commercial Manager Sydney Robbins
 Program Director Max Robinson
 War Program-News Director... Saralee Deane
 Continuity Editor..... Ann Trippe
 Chief Announcer Max Robinson
 Musical Director Lloyd Filby
 Chief Engineer..... Woodrow G. Eberhart

The Time to Buy in Central Pennsylvania



THE "MID-POINT" ON YOUR DIAL

People . . . thousands of them . . .
 in 44 prosperous counties of Central
 Pennsylvania and Northern Maryland
 listen to WSBA. Mail response proves
 it! A rich market normally . . .
 richer now with increased industrial
 and agricultural activity.

York, Pennsylvania • Nat. Rep., The Walker Co.



High Potential Audience - - Low Cost

A POWERFUL INFLUENCE OVER A \$793,798,000 BUYING POWER

No New England Campaign Is Complete Without Effective Coverage of This Rich,
Concentrated High-Spot New England Market

PROVIDENCE TRADING AREA RANKS:

★ 52nd in Population! ★ 32nd in Total Income ★ 9th in Income Per Family
Effective Buying Income - \$793,798,000!

★ 84.59% Better Than 1940! ★ 39% Greater Than National Average!

For More Listeners Per Dollar. For Intensive Coverage of a Concentrated Market
For Sending Your Sales Message to 253,000 Radio Homes Where
There's \$793,798,000 To Spend

Buy W F C I

where the popular programs of the BLUE NETWORK ride high on a wave of popularity

MARKET DATA COPYRIGHTED SALES MANAGEMENT SURVEY OF BUYING POWER OCTOBER 10, 1942

National Representatives: HEADLEY-REED COMPANY NEW YORK, CHICAGO, DETROIT
ATLANTA • SAN FRANCISCO

RHODE ISLAND

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W F C I

PAWTUCKET—EST. 1941

BLUE NETWORK

ATLANTIC COAST NETWORK

Frequency: 1420 Kc. Power: 1000 Watts
Owned-Operated By ... Pawtucket Broadcasting, Inc.

Business Address 450 Main Street
Phone Number Perry 9540
Transmitter Location ... John St., Lonsdale, R. I.
Time on the Air: 5:55 a.m. to 1:05 a.m.; Sundays, 7:30 a.m. to 1 a.m.

News Service Transradio
Transcription Service Standard Radio
Representative Headley-Reed Co.

Personnel

President Howard W. Thornley
Treasurer Frank F. Crook
Commercial Manager T. F. Allen
Program Director George Sutherland
Musical Director Arthur Paquette
Chief Engineer Gilbert Johnson

W E A N

PROVIDENCE—EST. 1922

MUTUAL BROADCASTING SYSTEM

YANKEE NETWORK

Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By The Yankee Network, Inc.

Address Crown Hotel
Phone Number DEXter 1500
Transmitter Location ... East Providence, R. I.
Time on the Air Unlimited License
Transcription Service Associated Music Publishers
Representative Edward Petry Co., Inc.

Personnel

President William O'Neil
General Manager John Shepard 3rd
Station and Sales Supervisor ... M. S. Parker
Chief Engineer H. Tilley

W J A R

PROVIDENCE—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By The Outlet Company
Business Address 176 Weybosset Street
Phone Number Gaspee 1071
Transmitter Location Wamponoag Trail, East Providence, R. I.

Time on the Air Unlimited License
Transcription Service World Broadcasting System
Representative Weed & Company

Personnel

President Mortimer L. Burbank
Station Manager John J. Boyle

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 midnight

News Service AP; UP
Transcription Service NBC Thesaurus
Representative Paul H. Raymer Company

Personnel

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

SOUTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W A I M

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

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

Personnel

Owner: Wilton E. Hall
Station Manager: Wilton Martin
Commercial Manager: G. Paul Browne
Program Director: Jimmie Simpson
War Program Director: Edith Hall
Artists Bureau: Sammy Gaines
Chief Engineer: Harold C. Spengler

W C S C

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: South Carolina
Broadcasting Company
Address: Francis Marion Hotel
Phone Numbers: 7611; 7612
Transmitter Location: Windemere, S. C.
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays,
8 a.m. to midnight
News Service: UP
Transcription Service: NBC Thesaurus
Representative: Free & Peters

Personnel

President-Station Manager: J. M. Rivers
Commercial Manager: Roland Weeks
Promotion-Traffic Manager: Thomas L. Means
Program Director: Russ Long
Production Manager: T. Heyward Moore
Chief Announcer: Russell Long
Musical Director: Elizabeth Gignilliat
Chief Engineer: J. M. Weaver

W T M A

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

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

Personnel

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

W C O S

COLUMBIA—EST. 1939

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

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

Personnel

President: H. F. Kinscey
General Manager: W. C. Bochman
Sales Manager: Hub Jackson
Sales Promotion Manager: Davis Spiers, Jr.
Program Director: Howard Hamrick
War Program Director: Delphine Flnn
Chief Announcer: Moody McElveen
Artists Bureau: W. M. Burnette
Chief Engineer: Harry Clippard

W I S

COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Operated By: The Surety Life Insurance Company.

Address: 1811 Main Street
 Phone Number: 2-2135; 2-2136
 Transmitter Location: Bluff Road
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.

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

Personnel

President: W. Frank Hipp
 Station Manager: G. Richard Shaffo
 Commercial Manager: J. D. Saumenig
 Merchandising Manager: Harry S. Duval
 Program Director: Floyd D. Rodgers, Jr.
 Production Manager-Chief: Glenn Adams
 Announcer: Barbara Murphy
 Musical Director: Scott Helt
 Chief Engineer: Scott Helt

W O L S

FLORENCE—EST. 1937

NATIONAL BROADCASTING CO.

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Florence Broadcasting Co., Inc.

Address: Sanborn Hotel
 Phone Number: 48
 Transmitter Location: Charleston Highway
 Time on the Air: 7 a.m. to 11:15 p.m.

News Service: UP
 Transcription Service: Keystone Broadcasting System
 Representative: Cox & Tanz

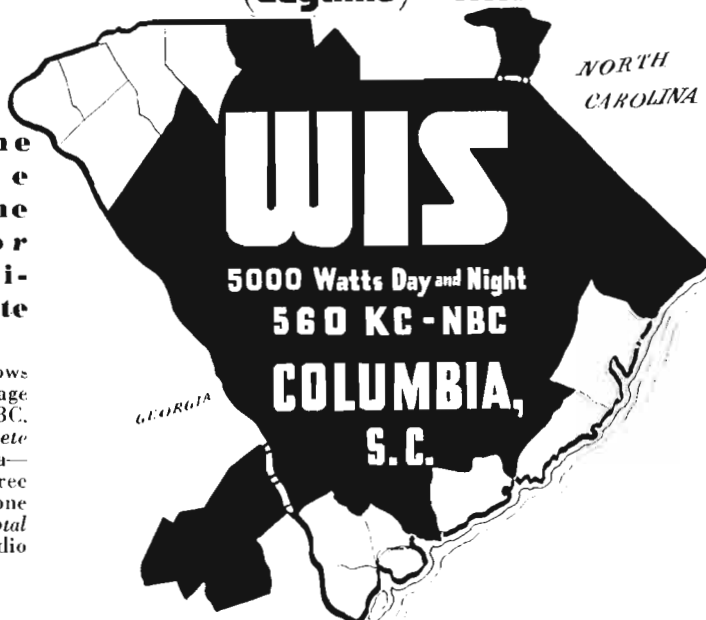
Personnel

Owner: M. F. Schnibben
 Station Manager: R. O. Dorsey
 Commercial-Sales Promotion Manager: H. Russ Holt
 Program-Musical Director: Bill Simmons
 Publicity Director: Bonnie McCubbins
 Chief Engineer: Herman Hanks

Here is your **SOUTH CAROLINA** coverage
 (daytime)—with

Combining the
**Power, the
 Frequency, the
 Programs for
 Complete Dom-
 inance in the State**

The map at the right shows the WIS daytime coverage area, as designated by NBC. Note the almost complete coverage of South Carolina—plus the “bonus” of three counties in Georgia and one in North Carolina. *Total Radio Families* (1940 Radio Home Census)—127,922.



FREE & PETERS, INC., Exclusive National Representatives

W F B C

GREENVILLE—EST. 1933
NATIONAL BROADCASTING CO.
BLUE RIDGE NETWORK

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

Personnel

President: Roger C. Peace
Station Manager: B. T. Whitmire
Commercial Manager: Robert Glass
Program Director: Norvin C. Duncan
Production Manager: Robert F. Anthony
Publicity Director: Loren L. Watson, Jr.
Chief Announcer: Bob Anthony
Musical Director: Alice Wyman
Chief Engineer: W. C. Etheredge

W M R C

GREENVILLE—EST. 1940
MUTUAL BROADCASTING SYSTEM
BLUE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Textile Broadcasting Company, Inc.
Business Address: Prevost Bldg.
Phone Number: 5730
Studio Address: Prevost Building
Transmitter Location: 400 Mayberry Street
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight
News Service: AP
Transcription Service: World Broadcasting System
National Representative: Burns Smith Co., Inc.

Personnel

President: Robert A. Jolly
Station-Commercial Manager: W. Ennis Bray
Program Director: Loren Watson
War Program Director: Cecile Gentry
Musical Director: Sid Tear
Chief Engineer: George D. Tate

W C R S

GREENWOOD—EST. 1941
NATIONAL BROADCASTING CO.

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Grenco, Inc.
Address: Greenwood

Phone Number: 4300
Transmitter Location: Greenwood
Time on the Air: Unlimited license
News Service: AP
Transcription Service: Standard Radio

Personnel

President: Douglas Featherstone
Station Manager: Dan Crosland
Program Director: Newton S. Smyth
Women's Editor: Margaret Bailey
Chief Engineer: E. C. Niemann

W O R D

SPARTANBURG—EST. 1940
BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Spartanburg Advertising Company
Address: Radio Center
Phone Number: 2901
Transmitter Location: 2½ miles Northeast of Spartanburg
Time on the Air: 6 a.m. to 12 midnight
News Service: PA; UP
Transcription Service: Standard Radio; NBC Thesaurus
Representative: Geo. P. Hollingbery Co.

Personnel

Vice-President and General Manager: Walter J. Brown
General Manager: G. O. Shepherd
Program Director: James Reppert
Chief Engineer: Murray Coleman

W S P A

SPARTANBURG—EST. 1929
COLUMBIA BROADCASTING SYSTEM

Frequency: 950 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Spartanburg Advertising Corporation
Address: Radio Center
Phone Number: 2900
Transmitter Location: 3½ miles Northwest of Spartanburg
Time on the Air: 6 a.m. to 12 midnight
News Service: UP
Transcription Service: World Transcription Service; Associated Music Publishers
Representative: George P. Hollingbery Co.

Personnel

Vice President-General Manager: Walter J. Brown
Station Manager: John W. Kirkpatrick
Assistant General Manager: Roger A. Shaffer
Musical Director: Corinne Kearse
Chief Engineer: Harold Beckholt

W F I G

SUMTER—EST. 1940

BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Radio Station WFIG, Inc.
Address 39 North Main Street
Phone Number (Studio) 1340
Transmitter Location Highway No. 76
Time on the Air 18 hours daily

News Service UP
Transcription Service Keystone Broadcasting System
National Representative Cox & Tanz

Personnel

President Julius S. Brody
Station Manager T. Doug Youngblood
Program Director-Chief
Announcer Raymond Caddell
Publicity Director Dorothy Boney
Chief Engineer William E. Williams

SOUTH DAKOTA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

K A B R

ABERDEEN—EST. 1935

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By Aberdeen Broadcast Company
Address 117½ South Main Street
Phone Number 4626
Transmitter Location Wylie Park
Time on the Air 7 a.m. to 12 midnight
News Service PA
Representative The Walker Company

Personnel

President H. C. Jewett, Jr.
Vice-President C. H. Anderson
Vice-President Olwin Ackley
Treasurer J. H. McKeever
Secretary-General Manager A. A. Fahy
Program Director Aileen Johnson
Chief Engineer Delbert Hunt

K O B H

RAPID CITY—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Black Hills Broadcast Company of Rapid City
Address Alex Johnson Hotel
Phone Number 2000
Transmitter Location 2½ miles East of City
Time on the Air: 6 a.m. to 10 p.m.; Sundays, 9 a.m. to 5 p.m.
News Service UP
Transcription Service Lang-Worth; Keystone Broadcasting System
Representative The Walker Company

Personnel

President C. A. Quarnberg
Station Manager Robert J. Dean
Commercial-Sales Promotion Manager W. P. McCracken
Program Director-Production Manager George E. Bruntlett
Director of War Programs-Musical
Director Jack Thayer
Chief Announcer Al Paulson
Artists Bureau Head Mildred Palmer
Chief Engineer M. J. Jones

K G F X

PIERRE—EST. 1922

KEYSTONE BROADCASTING SYSTEM

Frequency: 630 Kc. Power: 200 Watts
Owned-Operated By Ida A. McNeil
Address 203 West Summit Ave.
Phone Number 351
Transmitter Location 203 West Summit Ave.
Time on the Air Shares time in daytime
Transcription Service Keystone Broadcasting System
Representative Cox & Tanz

Personnel

Owner and Director Ida A. McNeil

W C A T

RAPID CITY—EST. 1921

Frequency: 1230 Kc. Power: 100 Watts
Owned-Operated By South Dakota State School of Mines
Address East St. Joseph Street
Phone Number 1600
Transmitter Location Rapid City
Time on the Air 11 a.m. to 1 p.m.
Transcription Service Standard Radio

Personnel

President.....Joseph P. Connolly
 Station-Production Manager.....C. M. Rowe
 Program Director.....Lewis Binegar
 Publicity Director.....Redford Dibble
 Chief Announcer.....Stuart Lyman
 Musical Director.....Edward Swanson
 Chief Engineer.....E. E. Clark
 (Non-Commercial Station)

K E L O

SIOUX FALLS—EST. 1937

BLUE NETWORK

NATIONAL BROADCASTING COMPANY

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By....Sioux Falls Broadcast Assn., Inc.

Address.....317 So. Phillips Ave.
 Phone Number.....757
 Transmitter Location.....Highway No. 16
 Time on the Air.....10 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Howard H. Wilson Co.

Personnel

President.....Joseph Henkin
 Vice-President.....Morton Henkin
 Commercial Manager.....George R. Hahn
 Chief Engineer.....Max Staley

K S O O

SIOUX FALLS—EST. 1926

BLUE NETWORK

NATIONAL BROADCASTING COMPANY

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

Address.....317 So. Phillips Ave.
 Phone Number.....757
 Transmitter Location.....Highway No. 16
 Time on the Air.....6 a.m. to local sunset
 News Service.....UP
 Transcription Service.....NBC Thesaurus;
 Standard Radio
 Representative.....Howard H. Wilson Co.

Personnel

President.....Joseph Henkin
 Vice-President.....Morton Henkin
 Commercial Manager.....George R. Hahn
 Chief Engineer.....Max Staley

K U S D

VERMILLION—EST. 1922

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

Address.....Union Building
 Phone Number.....209-J

Transmitter Location.....Science Hall
 Time on the Air.....3 p.m. to 6 p.m.

Personnel

Station Manager-Program Director.....Tom Steensland
 Chief Announcer.....Richard Haddow
 Chief Engineer.....Tom Bedwell
 (Non-Commercial Station)

K W A T

WATERTOWN—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Midland National Life Insurance Company

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

Address.....Midland Building
 Phone Number.....5050
 Transmitter Location.....½ mile south of business section
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP

Personnel

Station Manager.....F. L. Bramble
 Assistant & Commercial Manager.....M. W. Plowman
 Program Director.....Bruce Krause
 War Director.....M. W. Plowman
 Chief Engineer.....Francis Alwin

W N A X

YANKTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM
 IOWA BROADCASTING COMPANY

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

Owned-Operated By....WNAX Broadcasting Co.

Address.....Yankton
 Phone Number.....443
 Transmitter Location.....Yankton
 Time on the Air.....5:30 a.m. to 12:05 a.m.
 Newspaper Affiliation: Des Moines Register & Tribune
 News Service.....AP; UP
 Transcription Service.....Standard Radio;
 Lang-Worth
 Representative.....The Katz Agency

Personnel

President.....Gardner Cowles, Jr.
 Vice-President-General Manager.....Phil Hoffman
 Merchandising Manager.....Harold Storm
 Program Director.....Arthur J. Smith
 Production Manager.....Herb Howard
 Musical Director.....Rex Hayes
 Chief Engineer.....Clifton M. Todd

TENNESSEE

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

W O P I

BRISTOL—EST. 1929

NATIONAL BROADCASTING CO.

DANIEL BOONE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Radiophone Broadcasting
Station WOPI, Inc.

Address: 410 State St.
Phone Number: WOPI
Transmitter Location: Old Abingdon Road,
Bristol, Va.

Time on the Air: 6:30 a.m. to 11:30 p.m.
News Service: UP
Transcription Service: NBC Thesaurus
Representatives: Burn-Smith Company;
Harry E. Cummings

Personnel

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

W A P O

CHATTANOOGA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1150 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Mrs. W. A. Patterson
Address: Read House
Phone Number: 6-6141
Transmitter Location: Pineville, Tenn.
Time on the Air: 5:30 a.m. to 11:05 p.m.
News Service: AP
Transcription Service: NBC Thesaurus
Representative: Headley-Reed Company

Personnel

Owner: Mrs. W. A. Patterson
General Manager: R. G. Patterson
Sales Manager: R. N. Krepps
Program-Publicity Director: Helen Patterson
Chief Announcer: Bob Bosworth
Artists' Bureau Head: Louise Harley
Musical Director: Jimmy Johnston
Chief Engineer: B. B. Barnes

W D E F

CHATTANOOGA—EST. 1941

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Joe W. Engel
Address: 419 Volunteer Bldg.

Phone Number: 6-5664
Transmitter Location: 419 Volunteer Bldg.
Time on the Air: 6 a.m. to 11 p.m.
News Service: UP
Transcription Service: Standard Radio;
Associated Music Publishers
Representative: Burn-Smith Co.

Personnel

President: Joe W. Engel
Station-Commercial Manager: Frank S. Lane
Sales Promotion Manager: Ken Flenniken
Program Director: Vann Campbell
Production Manager: Luther Massengill
Chief Announcer: George Barber
Auditor: Pearl McWhorter
Artists' Bureau Head: Rachel Morton
Musical Director: Jean Van Arsdale
Chief Engineer: B. C. Baker

W D O D

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Operated By: WDOD Broad-
casting Corporation

Address: Hamilton National Bank Building
Phone Number: 6-5117
Transmitter Location: Baylor School
Time on the Air: 6 a.m. to 11:05 p.m.
News Service: UP
Transcription Service: Langworth, Associated
Music Publishers
Representative: Paul H. Raymer Co.

Personnel

General Manager: Earl W. Winger
Commercial Manager: Carter M. Parham
Sales Promotion Manager: Cliff W. Bowers
Program Manager: Gene Wilkey
Chief Announcer: Paul Wann
Musical Director: Graham Fowler
Chief Engineer: J. C. Vessells

W J Z M

CLARKESVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM

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

Phone Number: 499
Transmitter Location: Martin Street
Time on the Air: 6 a.m. to 11 p.m.
News Service: AP
Transcription Service: Standard Radio

Personnel

Owner-Station Manager.....Wm. Kleeman
 Assistant Manager.....Les Carmichael
 Commercial-Sales Promotion
 Manager.....Tom White
 Program-Publicity Director.....H. Bynum
 Bookkeeper.....Mrs. S. Hutton
 Chief Engineer.....F. Kravitz

W H U B

COOKEVILLE—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WHUB, Inc.
 Address.....East Spring Street
 Phone Number.....Southern Continental 200
 Transmitter Location.....807 Hickory Street
 Time on the Air.....111 hours weekly
 News Service.....UP
 Transcription Service.....Standard Radio;
 Keystone Broadcasting System
 National Representative.....Cox & Tanz

Personnel

President-Commercial Manager..M. L. Medley
 Station Manager.....Bill Reeves
 Publicity Director.....Joe Mabry
 Chief Engineer.....Charles Burch

W T J S

JACKSON—EST. 1931

MUTUAL BROADCASTING SYSTEM

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

Personnel

President-Station Manager.....A. A. Stone
 Commercial Manager.....A. B. Robinson
 Program-Publicity Director.....Otis Roush
 War Program Director.....James Hoppers
 Musical Director-Artists' Bureau Head,
 James Allen
 Chief Engineer.....B. C. Brummell

W J H L

JOHNSON CITY—EST. 1938

THE BLUE NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By.....WJHL, Inc.
 Business Address.....412 S. Roan St.
 Phone Number.....WJHL
 Studio Address.....412 S. Roan St.

Transmitter Location.....Johnson City
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Spot Sales, Inc.

Personnel

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

W K P T

KINGSPORT—EST. 1940

NATIONAL BROADCASTING CO.

DANIEL BOONE NETWORK

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

Personnel

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

W B I R

KNOXVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM

BLUE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....J. W. Birdwell
 Address: Chamber of Commerce Bldg., 612
 South Gay Street
 Phone Number.....4-3321
 Transmitter Location.....Wilder Place
 Time on the Air.....Unlimited
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers
 Representative.....Burn-Smith Co.

Personnel

Owner-Manager.....J. W. Birdwell
 Station Manager.....John P. Hart
 Program-Publicity Director....Charles Devois

W N O X

KNOXVILLE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 990 Kc.....Power: 10,000 Watts
 Owned-Operated By.....Scripps-Howard
 Radio, Inc.

Address 110-112 South Gay Street
 Phone Number 3-3171
 Transmitter Location . . . Anderson Road near
 Knoxville
 Time on the Air: 5 a.m. to 12 midnight; Sun-
 days, 5:30 a.m. to 12 midnight; Saturday,
 5 a.m. to 1 a.m.
 Newspaper Affiliation Knoxville News-Sentinel
 News Service UP
 Transcription Service . Standard Radio; Long-
 Worth
 Representative The Branham Company

Personnel

President Jack R. Howard
 Vice-President-General Manager,
 R. B. Westergaard
 Sales Promotion Manager C. B. Davis
 Program Director Lowell Blanchard
 Continuity Director Ken Wright
 Musical Director Jerry Collins
 Cashier-Office Manager Bruce King
 Chief Engineer J. B. Epperson

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W R O L

KNOXVILLE—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By Stuart Broadcasting
 Co.
 Business Address 531 S. Gay St.
 Phone Number 2-7111
 Studio Address Hamilton Bank Bldg.
 Transmitter Location Holston Hills
 Time on the Air 5 a.m. to 12 midnight
 News Service AP
 Transcription Service NBC Thesaurus;
 C. P. MacGregor
 Representative John Blair & Co.

Personnel

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

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W H B Q

MEMPHIS—EST. 1925

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Broadcasting Sta-
 tion WHBQ, Inc.
 Address Hotel Gayose
 Phone Number 8-6868
 Transmitter Location 46 Neely St.
 Time on the Air 7 a.m. to 11 p.m.
 News Service INS; PA
 Transcription Service Lang-Worth

Personnel

General Manager E. A. Alburty
 Commercial Manager E. Pournelle
 Program Director E. H. McMurry, Jr.
 War Program Director Bob Alburty
 Chief Engineer Weldon Roy

•
W M C

MEMPHIS—EST. 1923

NATIONAL BROADCASTING CO.

SOUTH CENTRAL QUALITY NETWORK

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Operated By Memphis Publishing
 Co.
 Address Goodwyn Institute
 Phone Number 8-7464
 Transmitter Location Five Points, Tenn.
 Time on the Air: 5:30 a.m. to 12 midnight;
 Saturdays, 5:30 a.m. to 1 a.m.
 Newspaper Affiliation Memphis Com-
 mercial Appeal
 News Service UP
 Transcription Service NBC Thesaurus;
 Lang-Worth
 Representative The Branham Co.

Personnel

Station Manager H. W. Slavick
 Commercial Manager J. C. Eggleston
 Assistant Commercial Manager Cliff Goodman
 Program Director John Cleghorn
 Production Manager Earl Moreland
 Musical Director John Long
 Chief Engineer E. C. Frase, Jr.

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W M P S

MEMPHIS—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1460 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By Memphis Broad-
 casting Company
 Address Columbian Tower, 62 North
 Main Street
 Phone Number 5-2721
 Transmitter Location 1690 South Lau-
 derdale
 Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 Newspaper Affiliation Memphis Press-
 Scimitar
 News Service UP
 Transcription Service Standard Radio
 Representative Spot Sales, Inc.

Personnel

President Jack R. Howard
 Station Manager-Program Director
 James C. Hanrahan
 Commercial Manager Harold R. Krelstein
 Merchandising Manager-Publicity Director
 Mildred R. Flippin

THE Fifth ESTATE

I'M ADVERTISING

I SELL automobiles; or that is, I did sell automobiles. Right now I couldn't sell Midas a new coupe if he gave me Fort Knox as a down payment.

So I'm advertising.

Yes, I said I'm advertising. I'm advertising because I've got a real story to tell!! Planes—tanks—jeeps—every day I'm turning them out now! The Army is depending on me, the Navy is depending on me, and 130,000,000 Americans are depending on me. You think I'm not going to tell them what we're doing?

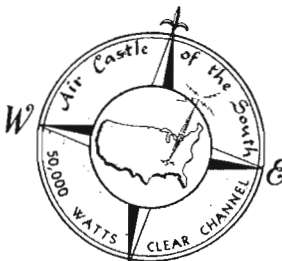
You think I'm going to keep quiet about my 200 research men who are planning a post-war car better and cheaper than any we've ever built? You think I'm going to

erase a name it took 20 years to write on the public's mind?

Not any quicker than I'd cancel my insurance because I'm not dead.

I'm advertising and I've chosen radio because my story is so good it ought to be dramatized. Because more people are listening to radio than ever before in history. Because events are changing and my story has to be told fast. Because every dollar counts and radio offers me more for my money . . . I'm advertising!

WSM, a part of the great Fifth Estate, is proud that as an industry Radio, like so many other industries, makes this Pledge — "To keep everlastingly at it until Victory and Peace are won!"



HARRY L. STONE, Gen'l. Mgr. **WSM** NASHVILLE, TENN.

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

Director of War Programs
Francis Chamberlin
Chief AnnouncerLawrence Trexler
Musical DirectorBerl Olswanger
Chief EngineerJ. G. Deaderick

W R E C

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.Power: 5000 Watts
Owned-Operated ByHoyt B. Wooten
d/b as WREC Broadcasting Service
AddressHotel Peabody
Transmitter LocationMemphis
Time on the AirUnlimited license
Transcription ServiceWorld Broadcasting
System; Lang-Worth
RepresentativeThe Katz Agency

Personnel

Owner-General Manager.....Hoyt B. Wooten

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 LocationDickerson Road
Time on the Air .6 a.m. to 12 midnight; Sun-
days, 7:30 a.m. to 12 midnight
News Service UP
Transcription Service.... World Broadcasting
System; Lang-Worth
RepresentativePaul H. Raymer Co.

Personnel

Owner.....J. T. Ward
General ManagerF. C. Sowell
Promotion ManagerChas. L. Andrews
Merchandising Manager.....R. N. Maddux
Program DirectorPaul Oliphant
Musical Director.....Charles Nagy
Chief Engineer.....F. D. Binns

W S I X

NASHVILLE—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 980 Kc.Power: 5000 Watts
Owned-Operated ByWSIX, Inc.
AddressNashville Trust Building
Phone Number 5-5431
Transmitter Location ...Northeast of Nashville
Time on the AirUnlimited license

Transcription ServiceAssociated Music
Publishers; Standard Radio; C. P. Mac-
Gregor; Lang-Worth
RepresentativeSpot Sales, Inc.

Personnel

President-Station Manager..Jack M. Draughon
Commercial Manager.....Eugene S. Tanner

W S M

NASHVILLE—EST. 1925

NATIONAL BROADCASTING CO.

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

Personnel

Executive Vice-President....Edwin W. Craig
Station Manager.....Harry L. Stone
Local Sales Manager.....W. S. Dustin
Program Director.....Jack Stapp
Artists' Bureau Head.....Ford Rush
Chief Announcer.....Otis E. Devine
Musical Directors, Pietro Brescia, Beasley Smith
Acting Chief Engineer.....George Reynolds



Maximum Fire Power at Either Range



Selling Dallas and Fort Worth:

*Number One Inland Manufacturing Centers
of the West, South-Central States*

You're right when you choose either of these heavy-duty stations . . . Two stations with signals as steady and strong as the heart of a Texas fighting man.

WFAA-WBAP has a larger primary coverage area, day and night, than any other 50,000-watt station in the United States. For more than 20 years, folks of Texas, Oklahoma, Arkansas, Louisiana, and parts of Kansas, have got up in the morning . . . have gone to bed at night, by its programs.

KGKO delivers such a powerful signal for a 5,000-watt station that its 0.5 MV/M daytime contour includes more than 45% of the population of Texas (a tremendously big state: 6,414,824 population). The southern one-third of Oklahoma is in this 0.5 MV/M daytime contour.

ALL THIS, and MORE: In the audiences of these two hard-hitting radio stations are hundreds of thousands of men in Army and Navy camps of the Southwest—training grounds of the nation.

Jointly Owned and Operated by

The Dallas Morning News and The Fort Worth Star-Telegram

WFAA-WBAP
DALLAS-FORT WORTH

KGKO
FORT WORTH-DALLAS

Edward Petry and Co., National Representatives

TEXAS

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

K R B C

ABILENE—EST. 1936

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

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

Address Hotel Hilton
Phone Number 6255
Transmitter Location 341 Ambler Avenue
Time on the Air 6:45 a.m. to 10 p.m.
Newspaper Affiliation Abilene Reporter-News

News Service AP
Representative The Foreman Co.

Personnel

President M. B. Hanks
Vice-President & Managing

Director Howard Barrett
Local Sales Manager A. C. Etter
Program Director-Chief Announcer

Charles Chumley
Accountant Thelma Kleyn
Chief Engineer J. B. Casey

K F D A

AMARILLO—EST. 1939

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Amarillo Broadcasting Corporation

Address 109 East 5th St.
Phone Number 5343
Transmitter Location 109 East 5th St.
Time on the Air: 6:30 a.m. to 11 p.m.; Sundays, 7 a.m. to 11 p.m.

News Service INS

Personnel

President Gilmore N. Nunn
Station-Commercial Manager H. P. Roberson
Sales Promotion Manager-Program Director

Bonnie Bennett
Chief Engineer Howard Blaker

K G N C

AMARILLO—EST. 1935

NATIONAL BROADCASTING CO.
LONE STAR CHAIN

Frequency: 1440 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By Plains Radio Broadcasting Company

Address Radio Building, 8th & Harrison
Phone Number 4242
Transmitter Location Bellaire Park

Time on the Air 6 a.m. to 12 midnight
Newspaper Affiliations: Amarillo Daily News;
Amarillo Globe; Lubbock Avalanche Journal
News Service UP
Transcription Service World Broadcasting System; Langworth
National Sales Office Address: Taylor-Howe-Snowden Group, Dallas, Texas
Representative Howard H. Wilson Co.

Personnel

President O. L. Taylor
General Manager John Ballard
Program Director Raymond Hollingsworth
Program-Publicity Director Dorothy Holbrook
Accountant Era Lewis
Traffic Manager Hazel Ridley
Musical Director Eddie Baumel
Chief Engineer William H. Torrey

K N O W

AUSTIN—EST. 1924

BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Frontier Broadcasting Company, Inc.

Address 520 Norwood Building
Phone Number 2-6213
Transmitter Location Fifth & Tillery Streets
Time on the Air: 6:30 a.m. to 11:30 p.m. Sundays, 7 a.m. to 11:30 p.m.

News Service UP
Representative Spot Sales, Inc.

Personnel

President H. M. Fentress
Station-Commercial Manager Hardy C. Harvey
Sales Promotion Manager Scotty Garrison
Program-Publicity Director Pat Adelman
Chief Announcer George Stevens
Chief Engineer James Lewis

K T B C

AUSTIN—EST. 1939

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

Address 119-A West 8th St.
Phone Number 8-4661
Transmitter Location Dallas Highway
Time on the Air 6 a.m. to 11:25 a.m. and 12 noon to local sunset; Saturdays, 6 a.m. to 11:25 a.m., 12 noon to 4:30 p.m. and 5:30 to local sunset; Sunday, 6 a.m. to 8:30 a.m. and 9:30 a.m. to local sunset.

News Service INS
 Transcription Service NBC Thesaurus
 Representative The Walker Co.

Personnel

President Claudia T. Johnson
 Station Manager Aubrey H. Escoe
 Sales Manager Patt McDonald
 Program Director Dean Turner
 Director of War Programs Louise Sneed
 Chief Engineer G. C. Farmer

K F D M

BEAUMONT—EST. 1924

BLUE NETWORK

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

Address .. Edson Hotel, cor. Liberty & Pearl Streets

Phone Number 3883

Transmitter Location Cor. Doucette & Grove Streets

Time on the Air Unlimited license

Transcription Service NBC Thesaurus

Representative Howard H. Wilson Co.

Personnel

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

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 midnight

Newspaper Affiliation .. Beaumont Enterprise & Journal

News Service AP

Transcription Service ... World Broadcasting

Representative The Branham Company

Personnel

President Mrs. J. L. Mapes
 Station Manager Jack Neil
 Sales Manager G. L. Kirk
 Program Director Robert Liggett
 Chief Announcer Joe Trum
 Chief Engineer Ray Wheeler

K B S T

BIG SPRING—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 100 Watts

Owned-Operated By Big Spring Herald Broadcasting Company

Address 702 Johnson Street

Phone Number 1500

Transmitter Location .. 1¼ miles northeast of town

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

Newspaper Affiliation Big Spring Herald

News Service AP

Representative The Foreman Co.

Personnel

President Howard Barrett
 Managing Director Jack Wallace
 Commercial Manager Charles T. White
 Program Director H. M. Terry
 Bookkeeper Mary Vance Wallace
 Chief Engineer Andrew M. Jones

K N E L

BRADY—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 d.; 100 n.

Owned-Operated By G. L. Burns

Business Address Brady, Texas

Phone Number 77

Studio Address 106 North Blackburn

Transmitter Location Brady, Texas

Time on the Air Unlimited license

Transcription Service Keystone Broadcasting System

Representative Cox & Tanz

Personnel

General Manager G. L. Burns

K E E W

BROWNSVILLE—EST. 1927

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 d.; 100 n.

Owned-Operated By Eagle Broadcasting Co.

Business Address Box 439

Phone Number 1044

Studio Address San Benito Road

Transmitter Location San Benito Road

Time on the Air Unlimited license

Representative Forjoe & Co.

Personnel

General Manager E. E. "Jack" Wilson

K B W D

BROWNWOOD—EST. 1941

Frequency: 1380 Kc. Power: 1000 d.; 500n

Owned-Operated By Brown County Broadcasting Co.

Address 800 Hawkins Street

Phone Number 2401

Transmitter Location ... Williams Ranch Road.

1½ miles N. Brownwood

Time on the Air .. 6:30 a.m. to 11 p.m.; Sunday, 7:30 a.m. to 10:30 p.m.

News Service AP

Transcription Service NBC Thesaurus

Representative Howard H. Wilson Co.

Personnel

President-Station Manager.....Wendell Mayes
 Commercial Manager.....A. D. Whisenant
 Program Director.....Steve Garrett
 Director of War Program-Publicity
 Director.....Thelma Corbitt
 Production Manager.....Gene Thomas
 Chief Announcer.....Bill Field
 Chief Engineer.....A. W. Stewart

W T A W

COLLEGE STATION—EST. 1921

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

Personnel

Director.....John O. Rosser
 Chief Engineer.....H. C. Dillingham
 (Non-Commercial Station)

KEYS

CORPUS CHRISTI—EST. 1940

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....Earl C. Dunn, Charles W. Rossi,
 H. B. Lockhart and E. C. Hughes
 Operated By.....Nueces Broadcasting Co.
 Address.....Center Theater Bldg.
 Phone.....2-7411
 Transmitter location

Shell Rd. near Corpus Christi
 Time on the Air.....Unlimited license
 Transcription Service.....NBC Thesaurus
 Representative.....Forjoe Co.

Personnel

Station Manager.....H. B. Lockhart
 Commercial Manager.....E. C. Hughes
 Program Director.....Bill Sharpe
 Chief Engineer.....H. B. Lockhart

K R I S

CORPUS CHRISTI—EST. 1937

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

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Operated By.....Gulf Coast
 Broadcasting Company
 Address.....Robert Driscoll Hotel
 Phone Number.....6354
 Transmitter Location.....Corpus Christi
 Time on the Air.....17½ hours daily
 Newspaper Affiliation.....Corpus Christi
 Caller-Times

News Service.....AP
 Transcription Service,
 Associated Music Publishers
 Representative.....The Branham Company

Personnel

General Manager.....T. Frank Smith
 Chief Engineer.....Robert S. Bush

K A N D

CORSICANA—EST. 1937

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM
 Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Navarro Broadcast-
 ing Association
 Business Address.....P. O. Box 959
 Phone Number.....30
 Studio Address.....½ mile north of Corsicana
 Transmitter Location.....½ mile north of
 Corsicana

Time on the Air.....16½ hours daily; Sundays
 16 hours
 News Service.....UP
 Representative.....Hal Holman Co.

Personnel

President.....J. C. West
 Station Manager.....J. Earle Fletcher
 Commercial Manager.....Grady Lyle
 Program Director.....Charles Payne
 Publicity Director.....Elaine Stearns
 Chief Announcer.....Dave Naugle
 Chief Engineer.....Gene Hellum

K R L D

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM
 Frequency: 1080 Kc.....Power: 50000 Watts
 Owned-Operated By.....KRLD Radio Corp.
 Address.....Hotel Adolphus
 Phone Number.....Central 6811
 Transmitter Location.....Garland, Texas
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation.....Dallas Daily Times
 Herald

News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....The Branham Co.

Personnel

V-P & Managing Director.....J. W. Runyon
 Station & Com. Mgr.....C. W. Rembert
 Sales Promotion Manager-Chief Announcer
 J. W. Crocker
 Program Director.....Ruth Clem
 Production Manager-Director of War
 Programs.....Roy George
 Publicity Director.....Douglas Hawley
 Traffic Manager.....A. H. Plumlee
 Musical Director.....Lawrence H. Morrell
 Chief Engineer.....R. M. Flynn

KSKY

DALLAS—EST. 1941

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

Personnel

President-Station Manager A. L. Chilton
 Commercial Manager R. G. Terrill
 Program Director T. E. Perrin
 Production Manager-Director of War Programs Cleo B. Clark
 Chief Announcer Richard F. Parker
 Chief Engineer Morris M. Ming

WFAA

DALLAS—EST. 1922

NATIONAL BROADCASTING CO.
 TEXAS QUALITY NETWORK

Frequency: 820 Kc. Power: 50000 Watts
 Owned-Operated By A. H. Belo Corp., publisher of The Dallas Morning News
 Business Address 801-812 Commerce St.
 Phone Central 2451
 Studio Address Santa Fe Bldg. Penthouse
 Transmitter Location Grapevine, Texas
 Time on the Air Shares time with WBAP, Fort Worth, operating continuously from 6 a.m. to 12 midnight

Newspaper Affiliation Dallas Morning News
 News Service UP
 Transcription Service NBC Thesaurus; Lang-Worth
 Representative Edward Petry & Co.

Personnel

President E. M. Dealey
 Managing Director Martin Campbell
 Station Manager Alex C. Keese
 Program Director-Artists' Bureau Head, Ralph Nimmons
 Production Manager Ralph Maddox
 Director of War Programs Harfield Weedin
 Musical Director Karl Lambertz
 Chief Engineer Raymond Collins

WRR

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1310 Kc. Power: 5000 Watts

Owned-Operated By City of Dallas
 Address Municipal Radio Bldg., State Fair Grounds

Phone Number Tenison 3-6101
 Transmitter Location White Rock Lake
 Time on the Air 6:30 a.m. to 12 midnight
 News Service AP
 Representative Weed & Co.

Personnel

Managing Director Charles B. Jordan
 Merchandising William Feild
 Program-Publicity Director Pete Teddlie
 Traffic Manager Wiley D. Smith
 Librarian Alice McCord
 Musical Director Ted Parrino
 Chief Engineer D. J. Tucker

KDNT

DENTON—EST. 1938

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

Personnel

Owner-Chief Engineer Harwell V. Shepard
 Program Director Mary Grace Smith

KROD

EL PASO—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By Dorrance D. Roderick
 Address 2201 Wyoming St.
 Phone Number Main 2020
 Transmitter Location Hammett Boulevard
 Time on the Air: 6 a.m. to 11:30 p.m.; Sundays, 7 a.m. to 11 p.m.

Newspaper Affiliation El Paso Times
 News Service INS
 Transcription Service Associated Music Publishers
 Representative Howard H. Wilson Co.

Personnel

Owner Dorrance D. Roderick
 Station Manager Val Lawrence
 Commercial Manager Cecil L. Trigg
 Sales Promotion Manager Arthur B. Smith
 Program Director Ted Gates
 Chief Announcer Frederick R. Hunt
 Traffic Manager Gordon Baldwin
 Bookkeeper Lettye C. Fairley
 Musical Director H. Arthur Brown
 Chief Engineer Edward P. Talbott

K T S M

EL PASO—EST. 1929

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc. Power: 1000 d.; 500 n.
Owned-Operated By Tri-State Broadcast-
ing Co.

Address Paso Del Norte Hotel

Phone Number Main 3122

Transmitter Location First Ave., S. of High-
way No. 80, Ascarate Addition

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

News Service UP

Transcription Service NBC Thesaurus;
Lang-Worth; C. P. MacGregor

Representative George P. Hollingbery Co.

Personnel

Vice President-General

Manager Karl O. Wyler

Commercial Manager Willard L. Kline

Sales Promotion Manager Eric Munro

Production Manager Conrey Bryson

Chief Engineer E. L. Gemoets

K F J Z

FORT WORTH—EST. 1922

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1270 Kc. Power: 5000 Watts

Owned-Operated By Tarrant Broadcast-
ing Company

Address 1201 West Lancaster

Phone Number 3-3474

Transmitter Location Birdville, Texas

Time on the Air 18 hours daily

News Service UP

Transcription Service Standard Radio

Representative Weed & Company

Personnel

President Elliott Roosevelt

Station Manager Gene L. Cagle

Commercial Manager Clyde Pemberton

Sales Promotion Manager L. Roy Duffy

Program Director George Erwin

Publicity Director Forest Clough

Chief Announcer Joe Wills

Artists' Bureau Head Mary Ruth Googins

Musical Director Frances Kay

Chief Engineer Truett Kimzey

The TWO for ONE Combination in Texas

W R R

5000 WATTS FULL TIME
ON 1310 KC.



K F J Z

5000 WATTS FULL TIME
ON 1270 KC.

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

Represented by

WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO
BOSTON • HOLLYWOOD

K G K O

FORT WORTH—EST. 1928
BLUE NETWORK
LONE STAR CHAIN

Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By: Carter Publications, Inc. & A. H. Belo Corp.
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; Sundays, 8 a.m. to midnight
Newspaper Affiliations: Fort Worth Star-Telegram; The Dallas Morning News
Transcription Service: WBS; NBC Thesaurus; Lang-Worth
Representative: Edward Petry & Co.

Personnel

President: Amon G. Carter
General Supervisor: Harold V. Hough
Managing Director: Martin Campbell
Fort Worth Manager: George Cranston
Dallas Manager: Alex Keese
Chief Announcer: Frank Mills
Fort Worth Program Director: Ed Lally
Dallas Program Director: Ralph Nimmons
Production Manager: Gene Reynolds
Continuity Chief: Howard Carraway
Traffic Manager: Eileen Flake
Chief Newscaster: Ken McClure
Music Librarian: Al Bowman
Musical Director: Gene Baugh
Chief Engineer: R. C. Stinson

W B A P

FORT WORTH—EST. 1922
NBC—TEXAS QUALITY NETWORK

Frequency: 820 Kc. Power: 50000 Watts
Owned-Operated By: Carter Publications, Inc.
Address: Medical Arts Bldg.
Phone Number: 3-1234
Transmitter Location: Grapevine, Texas
Time on the Air: 5:45 a.m. to 12 midnight; (shares time with WFAA, Dallas)
Newspaper Affiliation: Ft. Worth Star-Telegram
News Service: AP
Transcription Service: WBS
Representative: Edward Petry & Co.

Personnel

President: Amon G. Carter
General Manager: Harold V. Hough
Station Manager: George Cranston
Commercial Manager: H. R. Turner
Sales Promotion Manager: Virginia Willten
Program Director: Ed Lally
Production Manager: Gene Reynolds

Continuity Chief: Howard Carraway
Traffic Manager: Eileen Flake
Chief Newscaster: Ken McClure
Music Librarian: Al Bowman
Music Arranger: Don Gillis
Musical Director: Gene Baugh
Chief Announcer: Frank Mills
Chief Engineer: R. C. Stinson

K L U F

GALVESTON—EST. 1928

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned By: The KLUF Broadcasting Co.
Operated By: Geo. Roy Clough
Business Address: P. O. Box 562
Phone Number: 6676
Studio Address: 6002 Broadway
Transmitter Location: 6002 Broadway
Time on the Air: Unlimited license
News Service: UP
Transcription Service: Standard Radio; C. P. MacGregor

Personnel

President: Geo. Roy Clough
Commercial and Sales Promotion Manager: C. V. Bracht
Program Director-Chief Announcer: Carl McDaniel
Director of War Programs: Helen D. Clough
Chief Engineer: L. D. Clough

K G B S

HARLINGEN—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Harbenito Broadcasting Company, Inc.
Business Address: P. O. Box 711
Phone Number: 1400
Studio Address: State Highway No. 83 between Harlingen and San Benito, Texas
Transmitter Location: Same
Time on the Air: 7 a.m. to 10 p.m.; Saturday, 7 a.m. to 12 midnight
News Service: AP
Transcription Service: Associated
Music Publishers:
Representative: Forjoe & Co.

Personnel

President: McHenry Tichenor
Station Manager: Ingham S. Roberts
Commercial Manager: Troy McDaniel
Program Director-Chief Announcer: Steel McClanahan
Director of War Programs: Eleanor Shaeffer
Chief Engineer: Marvin D. Myers

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

Personnel

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

K T R H

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc. Power: 50000 Watts
 Owned-Operated By: KTRH Broadcasting Co.
 Address: Rice Hotel
 Phone Number: Preston 4361
 Transmitter Location: Cedar Bayou, Texas
 Time on the Air: 18 hours daily
 Newspaper Affiliation: Houston Chronicle
 News Service: UP
 Transcription Service: World Broadcasting System
 Representative: John Blair & Co.

Personnel

Station Manager: B. F. Orr
 Commercial-Sales Promotion Manager: Ray E. Bright
 Program Director: Harry Grier
 Production Manager: Tom Jacobs
 Chief Announcer: Ted Nabors
 Musical Director: Albino Torres
 Chief Engineer: King Howard Robinson

K X Y Z

HOUSTON—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

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: 5 a.m. to 2 a.m.
 News Service: PA

Transcription Service: Lang-Worth;
 Associated Music Publishers
 Representative: The Branham Co.

Personnel

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

K S A M

HUNTSVILLE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: W. J. Harpole & J. C. Rothwell
 Address: Walker County Fairgrounds
 Phone Number: 666
 Transmitter Location: Walker County Fair Grounds
 Time on the Air: 7:30 a.m. to 5:30 p.m.
 Transcription Service: Keystone Broadcasting System

Personnel

Station Manager: J. C. Rothwell
 Commercial Manager: J. B. McShan
 Chief Announcer: J. C. Dorrell
 Chief Engineer: Jesse Simms

K O C A

KILGORE—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Oil Capitol Broadcasting Assn.
 Address: 102½ East North St.
 Phone Number: 616
 Transmitter Location: Kilgore
 Time on the Air: Unlimited license
 Newspaper Affiliation: Kilgore Daily News

Personnel

General Manager: Roy G. Terry

K P A B

LAREDO—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Laredo Broadcasting Co.
 Business Address: P. O. Box 1120
 Phone Number: 2576
 Studio Address: Hamilton Hotel
 Transmitter Location: 300 Loring Ave.
 Time on the Air: 7 a.m. to 10 p.m.; Sundays, 9 a.m. to 10 p.m.
 Transcription Service: Keystone Broadcasting System
 Representative: Forjoe & Co. (New York City); Cox & Tanz (Philadelphia)

Personnel

President Howard W. Davis
 Station-Commercial Manager George C. Geyer
 Program Director Hunter Hancock
 Production Manager-Chief Announcer
 George Day
 Publicity Director Peggy McDaniels
 Musical Director Evelyn Worsham
 Chief Engineer Hulen K. Smith

K F R O

LONGVIEW—EST. 1934

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Operated By Voice of Longview
 Business Address P. O. Box 607
 Phone Number 411
 Studio Address Glover-Crim Bldg.
 Transmitter Location 1918 Marshall-
 Longview Highway
 Time on the Air:
 7 a.m. to 9:15 p.m.; Sundays, 8 a.m. to
 9:15 p. m.
 News Service UP
 Transcription Service Lang-Worth; Key-
 stone Broadcasting System

Personnel

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

K F Y O

LUBBOCK—EST. 1927
MBS—TEXAS STATE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Plains Radio
 Broadcasting Co.
 Address 914 Avenue J
 Phone Number 5567
 Transmitter Location 2215 Fifth St.
 Time on the Air: 6:30 a.m. to 11 p.m.; Sun-
 days, 8 a.m. to 10 p.m.
 Newspaper Affiliation .. Lubbock Avalanche-
 Journal
 News Service UP
 Transcription Service World Broadcasting
 System; Lang-Worth
 National Sales Office: Taylor-Howe-Snowden
 Group, Dallas, Texas
 Representative Howard H. Wilson Co.

Personnel

President O. L. Taylor (Amarillo)
 Station Manager DeWitt Landis
 Program-Musical Director ... R. B. McAlister
 Publicity Director Bruce Collier
 Chief Announcer Wesley Youngblood
 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 Box 755
 Phone Number 272
 Studio Address 108½ South First Street
 Transmitter Location: Highway 35, (½ mile
 North of Lufkin)
 Time on the Air Unlimited license
 Transcription Service Standard Radio
 Representative Cox & Tanz

Personnel

President Ben T. Wilson
 Manager Darrell E. Yates

K R L H

MIDLAND—EST. 1935

MBS—TEXAS STATE NETWORK
KEYSTONE BROADCASTING SYSTEM
 Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Scharbauer Estate
 Business Address 117 S. Lorraine St.
 Phone Number 1070
 Studio Address Scharbauer Hotel
 Transmitter Location U. S. Highway 80.
 (½ miles west of Midland)
 Time on the Air 6:45 a.m. to 10:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Cox & Tanz

Personnel

Administrator of Estate Millard Eidson
 Station-Commercial Manager ... Boyd Kelley
 Sales Promotion Manager ... Wayne Harrell
 Program Director Wilson Monroe
 Chief Announcer Connie Wendell
 Musical Director Roy De Wolf
 Chief Engineer Jack Cecil

K N E T

PALESTINE—EST. 1936

Frequency: 1450 Kc. Power: 100 Watts
 Owned-Operated By Palestine Broadcast-
 ing Corp.
 Address Municipal Bldg.
 Transmitter Location ... One mile east of city
 limits, Palestine, Texas
 Time on the Air Daytime license
 News Service Transradio
 Transcription Service ... Standard Radio, C. P.
 MacGregor, Keystone Broadcasting System
 Representative Cox & Tanz

Personnel

President Bert Horswell
 Business Manager Tom Nowlin

Program Director.....Frank Goodson
 Production Manager.....Milton Stewart
 Chief Announcer.....Gene Meyers
 Chief Engineer.....Frank Goodson

K P D N

PAMPA—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....R. C. Hoiles
 Business Address.....Box 1701
 Phone Number.....1100
 Studio Address.....212 North Ballard
 Transmitter Location.....East of city limits
 Time on the Air.....7:30 a.m. to 7 p.m.
 Newspaper Affiliation.....Pampa News
 News Service.....AP
 Transcription Service.....World Broadcasting
 System; Keystone Broadcasting System
 Representative.....Forjoe & Co.

Personnel

President.....R. C. Hoiles
 General Manager.....H. E. Kreiger
 Commercial Manager-Program
 Director.....H. N. Wahlberg
 Sales Promotion Manager.....Dudley Puls
 Production Manager.....H. Blymiller
 Publicity Director.....Ethel Delhotal
 Chief Engineer.....Herman Kreiger

K P L T

PARIS—EST. 1936

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....North Texas Broad-
 casting Company
 Address.....Gibraltar Hotel
 Phone Number.....1124-5
 Transmitter Location: 1¼ miles south on Texas
 Highway No. 24
 Time on the Air: 6:30 a.m. to 10 p.m.; Sunday,
 7 a.m. to 10 p.m.

News Service.....AP
 Transcription Service.....Standard Radio

Personnel

President.....A. G. Pat Mayse
 Station Manager.....Lewis O. Seibert
 Program Director.....Mary Jo Mayse
 Production Manager.....Helen Wilhite
 Publicity Director-Chief
 Announcer.....Harvey Boyd
 Chief Engineer.....Mitchell Secrest

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.....Unlimited license
 Newspaper Affiliation.....Pecos Enterprise

Personnel

Co-Owner-General Manager...Jack Hawkins
 Co-Owner-Publicity Director...Barney Hubbs
 Program Director.....W. D. Martin, Jr.

K P A C

PORT ARTHUR—EST. 1934

MUTUAL BROADCASTING SYSTEM

LONE STAR CHAIN

Frequency: 1250 Kc.....Power: 500 Watts
 Owned-Operated By.....Port Arthur College
 Address.....1500 Proctor Street
 Phone Number.....7458
 Studio Address.....1515 Lakeshore Drive
 Transmitter Location.....1515 Lakeshore Drive
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Burn-Smith Company

Personnel

President.....Carl Vaughan
 Station Manager.....Glenn Hewitt
 Program Director-Traffic
 Manager.....Marjorie Vickers
 Chief Engineer.....Glen Boatright

K G K L

SAN ANGELO—EST. 1928

MBS—TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KGKL, Inc.
 Address.....St. Angelus Hotel
 Phone Number.....6715
 Transmitter Location.....50 South Milton
 Time on the Air.....6:30 a.m. to 11 p.m.
 Newspaper Affiliation.....San Angelo
 Standard Times
 News Service.....AP
 Fort Worth Office... 2010 Ft. Worth National
 Bank Bldg.
 Representative.....The Foreman Co.

Personnel

President.....H. C. Ragsdale
 Station Manager.....Lonnie Preston
 Sales Promotion-Merchandising
 Manager.....Myrl Stein
 Publicity Director.....Evelyn Preston
 Chief Engineer.....Frank M. Jones

KABC

SAN ANTONIO—EST. 1926

BLUE NETWORK

MBS—TEXAS STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By: Alamo Broadcasting Co.

Address: Bank of Commerce Bldg.

Phone Number: Fannin 3126

Transmitter Location: 811 East Myrtle

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

Sundays, 7:30 a.m. to 12 midnight

News Service: UP

Representative: William G. Rambeau Co.

Personnel

President-Manager: R. Early Willson

Commercial Manager: Bill Joekel

Program Director: Leona Bender

Director of War Programs: John W. Scott

Chief Announcer: Ted Eckman

Chief Engineer: Kenneth R. Hyman, Jr.

KMAC

SAN ANTONIO—EST. 1930

Frequency: 1240 Kc. Power: 250 Watts

Owned By: W. W. McAllister & Howard W. Davis, d/b as The Walmac Company

Operated By: Walmac Company

Address: 2700 Smith Young Tower

Phone Number: Cathedral 6211

Transmitter Location: 319 Avenue A

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

News Service: INS

Representative: Burn-Smith Company

Personnel

Manager: Howard W. Davis

Program Director: Tony Bessan

Chief Announcer: Ray R. Hone

Musical Director: Hunter Hancock

Chief Engineer: Charles F. Harris

KONO

SAN ANTONIO—EST. 1927

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: Eugene J. Roth, d/b as Mission Broadcasting Company

Address: 317 Arden Grove

Phone Number: Fannin 5171

Transmitter Location: 317 Arden Grove

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

News Service: AP

Representative: Forjoe & Company

Personnel

Owner-Manager: Eugene J. Roth

Sales Manager: James M. Brown

Program-Publicity Director: Fred C. Hammond

Director of War Programs: James M. Brown

Chief Announcer: Jan King

Chief Engineer: George Ing

KTSA

SAN ANTONIO—EST. 1927

CBS—LONE STAR CHAIN

Frequency: 550 Kc. Power: 5000 d.; 1000 n.

Owned-Operated By: Sunshine Broadcasting Company

Address: Gunter Hotel

Phone Number: Garfield 1251

Transmitter Location: St. Hedwig Road

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

News Service: UP

Transcription Service: World Broadcasting System, Langworth

National Sales Office Address: Taylor-Howe-Snowden Group, Tower Petroleum Bldg., Dallas, Texas

Representative: John Blair & Company

Personnel

President: O. L. Taylor

Station Manager: George W. Johnson

Merchandising Manager: Charles Lutz

Program Director: Jack O. Mitchell

Accountant: Fred A. Teed

Director of War Programs-Publicity

Director: Lew Lacey

Chief Announcer: Doug Romine

Musical Director: Rex L. Preis

Chief Engineer: Wm. Egerton

WOAI

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 1200 Kc. Power: 50000 Watts

Owned-Operated By: Southland Industries, Inc.

Address: 1031 Navarro Street

Phone Number: Garfield 4221

Transmitter Location: Selma, Texas

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

News Service: AP; INS

Transcription Service: Standard Radio, Lang-Worth

Representative: Edward Petry & Co., Inc.

Personnel

Pres. & General Manager: Hugh A. L. Halff

Chairman of Board: G. A. C. Halff

Commercial Manager: Ellis Chaney

Sales Promotion & Merchandising

Manager: Walter S. Zahrt

Director of War Programs: George Lee Marks

Farm Editor: Bill Shomette

Musical Director: Johnnie Anderson

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

Personnel

President G. H. Wilcox
 Station Manager L. L. Hendrick

K X O X

SWEETWATER—EST. 1939

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Sweetwater Radio,
 Inc.
 Address Radio Bldg., Highway No. 70
 Phone Number 2341
 Transmitter Location Highway No. 70
 Time on the Air 6:45 a.m. to 10 p.m.
 Newspaper Affiliation Sweetwater Daily
 Reporter
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Hal Holman

Personnel

President George Bennett
 Secretary-Treasurer & General
 Manager Russell Bennett
 Commercial Manager J. H. Hubbard
 Program Director Lee Belding
 Chief Engineer G. W. Dotson

K T E M

TEMPLE—EST. 1936

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Bell Broadcasting
 Co., Inc.
 Business Address P. O. Box 186
 Phone Number 4646
 Studio Address Kyle Hotel
 Transmitter Location 6/10 mile north of city
 Time on the Air Unlimited license
 News Service UP
 Representative Howard H. Wilson Co.

Personnel

President Ruth Mayborn
 Station-Commercial Manager Burton Bishop
 Program Director Charles Whitesides
 Chief Engineer Paul Shaw

K C M C

TEXARKANA—EST. 1932

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK
 ARKANSAS NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KCMC, Inc.
 Address 317 Pine St.
 Phone Number 832
 Transmitter Location 317 Pine St.
 Time on the Air 6:30 a.m. to 11 p.m.
 Newspaper Affiliation Texarkana
 Gazette; Texarkana News

News Service AP
 Transcription Service Standard Radio
 Representative The Foreman Co.

Personnel

President C. E. Palmer
 Station Manager Frank O. Myers
 Commercial Manager Herman Cecil
 Sales Promotion Manager Ernest Hackworth
 Program Director David Crockett
 Chief Engineer Charles Mathis

K G K B

TYLER—EST. 1931

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By East Texas Broadcasting
 Company
 Address 115 South College Street
 Phone Number 1106
 Transmitter Location Sandflat Road
 Time on the Air 6:55 a.m. to 10:15 p.m.
 News Service UP
 Transcription Service Standard Radio

Personnel

President James G. Ulmer
 Station-Commercial Manager M. E. Danbom
 Sales Promotion Manager Earl P. Duffie
 Program Director Gerald Sanders
 Director of War Programs Ernest Howard
 Publicity Director Mary Allen
 Chief Announcer John York
 Chief Engineer John B. Sheppard

K V W C

VERNON—EST. 1939

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Northwestern Broad-
 casting Co.
 Address 1813 Wilbarger Street
 Phone Number 1048

Transmitter Location One mile due east of courthouse on highway extending from East Wilbarger Street
 Time on the Air 7 a.m. to 10:30 p.m.
 News Service AP
 Transcription Service Standard Radio
 Representative Texas State Network

Personnel

President-General Manager R. H. Nichols
 Commercial Manager W. D. Dixon
 Program Director Bro. Mingus
 Musical Director John Allen
 Chief Engineer Herman Ridgway

KVIC

VICTORIA—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio Enterprises, Inc.

Business Address Victoria Bank & Trust Bldg.
 Phone Number 1268
 Studio Address Cuero Highway
 Transmitter Location Victoria
 Time on the Air Unlimited License
 News Service UP
 Transcription Service: Standard Radio; Keystone Broadcasting System

Personnel

President Morris Roberts
 Station Manager-Chief Engineer C. L. Boyle
 Commercial Manager Roland Hobrecht
 Program Director Jerry Fisher
 Production Manager Margaret True

WACO

WACO—EST. 1922

BLUE NETWORK

**MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Frontier Broadcasting Co., Inc.

Address Amicable Life Bldg.
 Phone Number 2700
 Transmitter Location Amicable Life Bldg.
 Time on the Air 7 a.m. to 11 p.m.
 Newspaper Affiliation Waco News-Tribune & Times Herald

News Service UP
 Representative Spot Sales, Inc.

Personnel

Station Manager R. E. Lee Glasgow
 Commercial Manager Stanley Wilson
 Program Director Bernard P. Helton
 Chief Engineer L. H. Appleman

KRGV

WESLACO—EST. 1926

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

NATIONAL BROADCASTING CO.

LONE STAR CHAIN

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By KRGV, Inc.
 Address 201 Border
 Phone Number 375-6
 Transmitter Location 201 Border
 Time on the Air 6 a.m. to 12 midnight
 News Service UP
 Transcription Service World Broadcasting System; Lang-Worth
 National Sales Office Address: 805-6 Tower Petroleum Building, Dallas, Texas
 Representative Howard H. Wilson Co.

Personnel

President O. L. Taylor
 Station Manager Guy W. Bradford
 Sales Manager Phil D. Dixon
 Program Director Dick Watkins
 Publicity Director Brad Smith
 Continuity Manager Opal Bradburn
 Latin American Department
 Manager Benjamin Cuellar
 Chief Engineer O. L. Hartwig

KWFT

WICHITA FALLS—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By Wichita Broadcasting Company

Business Address Harvey Snider Bldg.
 Phone Number 4182
 Studio Address Kemp Hotel
 Transmitter Location 2½ miles northwest of Wichita Falls

Time on the Air 6:30 a.m. to 10:20 p.m.
 News Service UP
 Transcription Service Standard Radio
 Representative Paul H. Raymer Co.

Personnel

President Joe B. Carrigan
 General Manager Charles E. Clough
 Merchandising Manager-Publicity
 Program Director A. L. Pierce
 Traffic Manager David E. Chapman
 Musical Director Lucille Crouch
 Chief Engineer John Adams

UTAH

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

K S U B

CEDAR CITY—EST. 1937

KEYSTONE BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1340 Kc. Power: 100 Watts
Owned-Operated By: Southern Utah
Broadcasting Co.

Address: Lunt Hotel
Phone Number: 398
Transmitter Location: 591 West 2nd South St.
Time on the Air: 8 a.m. to 8 p.m.; Sundays,
12 noon to 6 p.m.

News Service: UP
Transcription Service: Keystone Broadcasting
System

Personnel

President: Leland M. Perry
Station-Commercial Manager: Arthur Higbee
Chief Engineer: Hurschell Urie

K V N U

LOGAN—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Cache Valley
Broadcasting Company

Business Address: P. O. Box 264
Phone Number: 1400
Studio Address: 1393 North Main Street
Transmitter Location: 1393 North Main St.
Time on the Air: 7 a.m. to 10 p.m.; Sundays,
10 a.m. to 6 p.m.

News Service: UP
Transcription Service: Standard Radio

Personnel

President: H. F. Laub
General Manager: Reed Bullen
Commercial Manager: G. G. Merrill
Chief Engineer: C. N. Layne

K I O

OGDEN—EST. 1930

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1430 Kc. Power: 5000 Watts
Owned-Operated By: Interstate Broad-
casting Corporation

Business Address: Hotel Ben Lomond, 411
Twenty-fifth St.

Phone Number: 5721; 5050 (transmitter)
Studio Addresses: Hotel Ben Lomond; David
Kieth Bldg., Salt Lake City
Transmitter Location: Kaneshville, Utah
Time on the Air: 6:30 a.m. to 12 midnight

News Service: UP
Transcription Service: Standard Radio
Representative: Joseph Hershey
McGillvra, Inc.

Personnel

President: A. L. Glasmann
General Manager-Vice-

President: George C. Hatch
Station Manager: Merrill J. Bunnell
Commercial Manager: Louis Haller
Sales Promotion Manager: Edward Sherrick
Program Director: Jack Riaska
Publicity Director: Ethel G. Clark
Accountant: Gene Stephens
Musical Director: Earl Donaldson
Chief Engineer: W. D'Orr Cozzens

K E U B

PRICE—EST. 1936

MBS-INTERMOUNTAIN NETWORK

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

Business Address: Price
Phone Number: Price 200
Transmitter Location: 2.4 mi. NW. of Price,
on U.S. Highway No. 50

Time on the Air: Unlimited license
News Service: UP
Representative: Joseph Hershey
McGillvra, Inc.

Personnel

President-General Manager: Jack Richards
Chief Announcer: Carl P. Wolfrom

K O V O

PROVO—EST. 1939

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

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

Address: 108 West Center Street
Phone Number: 1680

Transmitter Location: 17 West 3rd South
Time on the Air: 6 a.m. to 11:30 p.m.

News Service: UP
Representative: Joseph Hershey
McGillvra, Inc.

Personnel

President: Clifton A. Tolboe
Manager: Arch L. Madsen
Sales Manager: S. G. Carter
Sales Promotion Manager: James Lawrence

Program Director-Chief
 Announcer.....W. Shirl Black
 Publicity Director.....Les Henrikson
 Accountant.....Donna Tolboe
 Chief Engineer.....Gerald Peterson

K D Y L

SALT LAKE CITY—EST. 1927
 NATIONAL BROADCASTING CO.

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By.....Intermountain
 Broadcasting Corporation
 Address.....143 S. Main St.
 Phone Number.....5-2991
 Transmitter Location.....9th West &
 33rd South
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....INS; UP
 Transcription Service.....World Broadcasting
 System; NBC Thesaurus
 Representative.....John Blair & Company

Personnel

President & General Manager.....S. S. Fox
 Vice-President.....Myron Fox
 Secretary-Treasurer.....L. A. Loeb
 Commercial Manager.....W. E. Wagstaff
 Sales Promotion-Publicity.....Myron Fox
 Program Director.....George A. Provol
 Production Manager.....Alvin Pack

Chief Announcer.....Russel O. Stewart
 Continuity Editor.....George D. Snell
 Musical Director.....Raymond A. Mace
 Chief Engineer.....J. M. Baldwin

K S L

SALT LAKE CITY—EST. 1921
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1160 Kc.....Power: 50000 Watts
 Owned-Operated By.....Radio Service
 Corporation of Utah
 Address.....10 South Main Street
 Phone Number.....(Dial) 5-4641
 Transmitter Location.....Saltair, Utah
 Time on the Air.....Unlimited license
 Newspaper Affiliation.....Salt Lake Tribune
 Transcription Service.....Standard Radio;
 Lang-Worth; C. P. MacGregor
 Representative.....Edward Petry & Company

Personnel

President.....J. Reuben Clark, Jr.
 Executive Vice-President.....Earl J. Glade
 Station Manager.....Ivor Sharp

K U T A

SALT LAKE CITY—EST. 1938
 BLUE NETWORK

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....Utah Broadcasting
 Co.
 Address.....29 South State Street
 Phone Number.....3-2737
 Transmitter Location.....North Salt Lake
 Time on the Air.....6 a.m. to 12:15 a.m.
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....Paul H. Raymer Co.

Personnel

President-General Manager.....Frank C. Carman
 Commercial Manager.....Jack Burnett
 Program Director.....King Harmon
 Production Manager-Chief
 Announcer.....Melvin Jass
 Publicity Director.....Mike Cassidy
 Musical Director.....Jessie Seamons Taylor
 Chief Engineer.....Lyle Wahlquist

Go Places
 in the
 Intermountain Market
 with
 NBC's PARADE
 OF STARS
 over
KDY L
 SALT LAKE CITY, UTAH
 UTAH'S
NBC
 STATION
 National
 Representative
**JOHN
 BLAIR & CO.**

BUY
 WAR
 BONDS

VERMONT

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WCAX

BURLINGTON—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc. Power: 1000 Watts
Owned-Operated By WCAX Broadcasting Corp.

Address 203 College Street
Phone Number Burlington 2000
Transmitter Location Colchester, Vermont
Time on the Air: 6:45 a.m. to 11:15 p.m.; Sundays, 8 a.m. to 11:15 p.m.

News Service UP
Transcription Service Associated Music Publishers, C. P. MacGregor
Representative Weed & Company

Personnel

President-Station Manager C. P. Hasbrook
Commercial Manager Robert A. Kelley
Program Director Ray Simms
Production Manager-Publicity Director Herman B. Wight
Chief Engineer John C. Quill

WWSR

ST. ALBANS—EST. 1940

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 St. Albans Bay, Vt.
Time on the Air 7 a.m. to local sunset
News Service AP
Transcription Service NBC Thesaurus
Representative Howard H. Wilson Co.

Personnel

President Lloyd E. Squier
Station Manager Thomas M. Colton
Commercial-Sales Promotion Manager William G. Ricker
Program Director-Chief Announcer G. Malcolm Weaver
Publicity-Director of War Programs Thomas M. Colton
Chief Engineer Norman B. Lyons

WSYB

RUTLAND—EST. 1930

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Operated By P. Weiss Music Co.
Address 80 West Street
Phone Number 1247
Transmitter Location Creek Road
Time on the Air Unlimited license
News Service UP
Transcription Service Keystone Broadcasting System, Langworth

Representatives Joseph Hershey
McGillivra, Inc.; R. C. Foster

Personnel

President Philip Weiss
Station Manager-Program Director J. H. Weiss
Commercial-Sales Promotion Manager George Field
Production Manager-Chief Announcer Lee Morrison
Chief Engineer David Lyons

WDEV

WATERBURY—EST. 1931

KEYSTONE BROADCASTING SYSTEM

Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By Lloyd E. Squier & William G. Ricker

Address 8 Stowe St.
Phone Number 13-2
Transmitter Location Blush Hill
Time on the Air Local sunrise to sunset
News Service UP
Transcription Service World Broadcasting System

Representative Howard H. Wilson Co.

Personnel

Station Manager Lloyd E. Squier
Commercial and Sales Promotion Manager, Chief Announcer-Musical Director John Williams
Chief Engineer Paul Hurd

VIRGINIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WCHV

CHARLOTTEVILLE—EST. 1932

THE BLUE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....Barham & Barham
Address.....Fourth & East Market Sts.
Phone Number.....2500
Transmitter Location.....Richmond Road
Time on the Air.....7 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Associated Music Publishers
Representative.....Cox & Tanz

Personnel

President-Station Manager. Charles Barham, Jr.
Commercial Manager.....Powell Adams
Program Director.....Ed Hase
Production Manager.....Mary Wyne
Chief Engineer.....Walter W. Gray

WJMA

COVINGTON—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Earl M. Key
Address.....418½ Main Street
Phone Number.....840
Transmitter Location.....Covington
Time on the Air.....Unlimited license
Transcription Service.....NBC Thesaurus

Personnel

Owner.....Earl M. Key

WBTM

DANVILLE—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

TRI-CITY STATIONS

(WLVA-WBTM-WSLS)

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Piedmont Broadcasting Corporation

Address.....Hotel Danville Building
Phone Number.....2350
Transmitter Location.....River Road, Route No. 29
Time on the Air: 7 a.m. to 12 midnight; Sunday, 8 a.m. to 12 midnight

News Service.....Transradio
Transcription Service.....NBC Thesaurus
Representative.....Tri-City Stations Association

Personnel

President.....L. N. Dibrell
Station Manager.....R. Sanford Guyer
Commercial Manager.....R. W. Cuddy
Program Director.....W. P. Heffernan
Traffic Manager.....Mary Lee E. Gravely
Publicity Director.....C. G. Rianhard
Musical Director.....Jacqueline Jones
Chief Engineer.....Harry W. Spencer

WFVA

FREDERICKSBURG—EST. 1939

Frequency 1290 Kc. Power: 250 Watts
Owned-Operated By.....Fredericksburg Broadcasting Corporation

Address.....Farmer's Creamery Building
Phone Number.....1260
Transmitter Location.....Two miles south of Fredericksburg on King's Highway

Time on the Air.....7:30 a.m. to local sunset
News Service.....UP
Transcription Service.....Keystone Broadcasting System

Representative.....Burn-Smith Company

Personnel

President.....Richard F. Lewis, Jr.
General Manager.....William R. Seth
Program Director.....Jean Beckwith
Chief Announcer.....Charles Moffett
Musical Director.....Archie Smith
Chief Engineer.....William Crooks

WSVA

HARRISONBURG—EST. 1935

Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By.....Shenandoah Valley Broadcasting Corporation

Address.....Newman Building
Phone Number.....875
Transmitter Location.....Five miles south of Harrisonburg on U. S. Route 11

Time on the Air.....6 a.m. to local sunset
News Service.....UP
Transcription Service.....World Broadcasting System

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

Personnel

President.....Frederick L. Allman
Station Manager.....Charles P. Blackley
Commercial-Sales Promotion Manager.....Robert B. Harrington
Program Director.....Richard H. Johnson
Chief Announcer.....Wip Robinson, III
Chief Engineer.....Warren L. Braun

W L V A

LYNCHBURG—EST. 1930

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

TRI-CITY STATIONS (WLVA-WBTM-WSLS)

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By Lynchburg Broadcasting Corp.

Address Allied Arts Bldg.

Phone Number 3030

Transmitter Location Lynchburg, Va.

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

News Service Transradio

Transcription Service Lang-Worth; Standard Radio

Representative Tri-City Stations

Personnel

President Edw. A. Allen

Station Manager Philip P. Allen

Commercial Manager Joseph F. Wright

Sales Promotion-Commercial

Manager Randolph Bean

Program Director Claude Taylor

Chief Announcer Wayne Tyler

Musical Director Hilda Wagers

Chief Engineer John Orth

W M V A

MARTINSVILLE—EST. 1941

NATIONAL BROADCASTING CO.

Frequency: 1450 Kc. Power 250 Watts

Owned-Operated By Martinsville Broadcasting Co., Inc.

Address Thomas Jefferson Hotel

Phone Number 2152

Transmitter Location Figsboro Road

Time on the Air 7 a.m. to 11 p.m.

Newspaper Affiliation Martinsville Daily Bulletin

News Service AP

Transcription Service: Langworth; C. P. MacGregor; Keystone Broadcasting System

Representative Forjoe & Co.

Personnel

President William C. Barnes

Station Manager John W. Shultz

Commercial-Production

Manager Charles F. Adams

Program Director Jack Day

Director of War Programs Priscilla Lambeth

Chief Announcer Grover Golithly

Chief Engineer William R. Harmon

W G H

NEWPORT NEWS—EST. 1928

BLUE NETWORK

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 12 midnight; Sundays, 8 a.m. to 11:30 p.m.

Newspaper Affiliation: Newport News Daily Press; Newport News Times-Herald

News Service AP

Transcription Service Standard Radio; Lang-Worth

Representative Burn-Smith Company

Personnel

President Raymond B. Bottom

V.P.-General Manager Edward E. Bishop

Commercial Manager Edward E. Edgar

Program Director Gene D. Stratton

Production Manager-Chief

Announcer Joel F. Wahlberg

Chief Engineer Raymond P. Aylor, Jr.

W T A R

NORFOLK—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 790 Kc. Power: 5000 Watts

Owned-Operated By WTAR Radio Corp.

Address National Bank of Commerce Bldg.

Phone Number 25671

Transmitter Location Glen Rock

Time on the Air Unlimited license

Newspaper Affiliation Norfolk Ledger-Dispatch; Virginian Pilot

News Service AP; UP

Transcription Service: Standard Radio; Lang-Worth

Representative Edward Petry & Co.

Personnel

President Paul S. Huber

General Manager Campbell Arnoux

Commercial Manager John W. New Program & Musical

Director Henry Cowles Whitehead

Chief Announcer Jeff Baker

Director of Sports Blair Eubanks

Publicity Director Helen Whitehead

Commercial Traffic

Manager Bill Searle

Production Manager Vaughn Bradshaw

Sales Promotion Director Ralph S. Hatcher

Office Manager Shirley Enright

Technical Director J. L. Grether

WPID

PETERSBURG—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Petersburg News-
 paper Corporation
 Address: 121 N. Sycamore Street
 Phone Number: 1053
 Transmitter Location: Colonial Heights, Va.
 Time on the Air: 7 a.m. to 11 p.m.; Sundays,
 (Share time with WBBL, Richmond) 1:30 to
 5:30 p.m.; 7 to 7:30 p.m.
 Newspaper Affiliation: Petersburg Prog-
 ress-Index
 News Service: UP
 Transcription Service: Standard Radio
 Representative: Associated Radio Sales

Personnel

Station Manager-Program
 Director: Milton N. Gwaltney
 Commercial Manager: Ralph F. Spangler
 Chief Announcer: Frank Facenda
 Chief Engineer: Fred Wagner

WSAP

PORTSMOUTH—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Portsmouth Radio Corp.
 Address: Professional Bldg.
 Transmitter Location: Portsmouth, Va.
 Time on the Air: Unlimited license

Personnel

President: Tom E. Gillman
 Vice-President: W. K. Hodges
 General Manager: T. W. Aydlett

WBBL

RICHMOND—EST. 1924

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By: Grace Covenant
 Presbyterian Church
 Address: 1627 Monument Avenue
 Phone Number: 57941
 Transmitter Location: 1627 Monument Ave.
 Time on the Air: Unlimited license

Personnel

Station Manager: M. A. Sitton
 (Non-Commercial Station)

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
 Representative: John Blair & Company

Personnel

President & Station
 Manager: Wilbur M. Havens
 National Sales and Promotion Manager,
 R. E. Mitchell
 Chief Announcer: Jack Hooper
 Program Director: Garnett Tate
 Director of War Programs:
 Production Manager: J. F. Skinnell
 Publicity Director: K. Hawks
 Musical Director: Joseph Jehlen
 Chief Engineer: Wilfred H. Wood

AP

NEWS FOR

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WRNL

RICHMOND—EST. 1927

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Operated By: Richmond Radio Corporation
 Address: 323 E. Grace St.
 Phone Number: 33436
 Transmitter Location: Wilkinson Road
 Time on the Air: 5:30 a.m. to 1 a.m.;
 Sundays, 7 a.m. to 1 a.m.
 News Service: AP
 Transcription Service: Associated Music Publishers
 Representative: Edward Petry & Co.

Personnel

President: John Stewart Bryan
 Vice-President: Dr. D. S. Freeman
 Secretary-Treasurer: J. D. Wise
 Station Manager: E. S. Whitlock
 Production Manager: G. Mallory Freeman
 Publicity Director: Bette Patton
 Musical Director: Eddie Weber
 Assistant Chief Engineer: Ernest Bowman
 Chief Engineer: Rudolph W. Raabe

WRVA

RICHMOND—EST. 1925

CBS

Frequency: 1140 Kc. Power: 50000 Watts
 Owned-Operated By: Larus & Brother Co.
 Business Address: Hotel Richmond, 9th and Grace St.
 Phone Number: 3-6633
 Studio Addresses: Hotel Richmond; 1506 Colley Ave., Norfolk, Va.
 Transmitter Location: Edgeworth, Henrico County, Va.
 Time on the Air: 6 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
 News Service: UP
 Transcription Service: World Broadcasting System; Lang-Worth; Davis & Schwegler
 Representative: Paul H. Raymer Co.

Personnel

President: P. L. Reed
 General Manager: C. T. Lucy
 Business Manager: Barron Howard
 Program Service Manager: Irvin Abeloff
 Program Director: Irvin G. Abeloff
 Production Manager: E. Ward Adams
 Publicity Director: Margaret Fraser
 Chief Engineer: D. C. Woods

WDBJ

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By: Times-World Corporation
 Business Address: 124 West Kirk Avenue
 Phone Number: 8131
 Transmitter Location: Colonial Ave., Colonial Heights
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12 midnight
 Newspaper Affiliation: Roanoke Times; Roanoke World News
 News Service: UP
 Transcription Service: Lang-Worth; WBS
 Representative: Free & Peters, Inc.

Personnel

President: J. P. Fishburn
 Station Manager: Ray P. Jordan
 Commercial Manager: Frank D. Kesler
 Program-Publicity Director: Jack Weldon
 Production Manager: Irving Sharp
 Artists' Bureau Head & Musical Director: Eve Nininger
 Chief Engineer: J. W. Robertson

REACH
 VIRGINIA'S GREAT LISTENING AUDIENCE
 AT LOW COST THRU RICHMOND'S
 NATIONALLY KNOWN RADIO STATION

5000 WATTS
NIGHT AND DAY 910 KC

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

WSLS

ROANOKE—EST. 1940

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

TRI-CITY STATIONS (WLVA-WBTM-WSLS)

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Roanoke Broadcast-
ing Corp.

Address... Shenandoah Life Building
Phone Number... 9227
Transmitter Location... Shenandoah Life
Building

Time on the Air: 6 a.m. to 12:05 a.m.; Sun-
days, 8 a.m. to 12:05 a.m.

News Service... Transradio
Transcription Service... NBC Thesaurus;
Langworth

Representative... Tri-City Stations

Personnel

President... Paul C. Buford
Station Manager... James H. Moore
Commercial Manager... Frank E. Koehler
Production Manager... Edward D. Skotch
Program-Publicity Director... Virginia G. Krebs
Chief Announcer-Director of

War Programs... James D. Johnston
Musical Director... Mavis Taylor Overstreet
Chief Engineer... Philip Briggs

WLP M

SUFFOLK—EST. 1940

KEYSTONE BROADCASTING SYSTEM

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

Address... 105 Bank Street
Phone Number... 1420
Transmitter Location... Route No. 460
Time on the Air... 16 hours daily
News Service... UP
Transcription Service... NBC Thesaurus
Representative... Sears & Ayer

Personnel

President-Station Manager... Fred L. Hart
Sales Promotion Manager... Rene Holland
Program Director... Floyd V. Coxad
Traffic Manager... Elizabeth G. Brady
Publicity Director... Bertha Gruber
Chief Announcer... Maurice Herndon
Artists Bureau... Alma Flannagan
Production Manager-Musical Director
Harold Stephens
Chief Engineer... William Rupp

WINC

WINCHESTER—EST. 1941

THE BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Richard Field Lewis, Jr.
Address... WINC Building
Phone Number... Winchester 4855
Transmitter Location... WINC Bldg.
Time on the Air... 7 a.m. to 11:30 p.m.

Personnel

Owner-General Manager... Richard Field Lewis
Commercial Manager-Program Director
Grant Pollock
Director of War Programs... Marion Lewis
Chief Engineer... Phil Whitney

WASHINGTON

*For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 227-285*

KXRO

ABERDEEN—EST. 1926

MUTUAL—DON LEE BROADCASTING CO.
PACIFIC BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... KXRO, Inc.
Business Address... P. O. Box 1120
Phone Number... Aberdeen 4098
Studio Address... 207 East Market Street
Transmitter Location... Finch Farms
Time on the Air: 7 a.m. to 11 p.m.; Sundays,
8:30 a.m. to 11 p.m.
News Service... UP

Transcription Service... Standard Radio
Representative... Walter Biddick Co.

Personnel

President... Harry R. Spence
Commercial Manager... Fred G. Goddard
Production Manager-Chief Announcer
Frank Coffin
Publicity Director... Stan Spiegle
Home Economics Director... Ruth Poindexter
News Editor... John Forbes
Musical Director... Ruth Forbes
Chief Engineer... W. M. McGoffin

Time on the Air Unlimited license
 Transcription Service: C. P. MacGregor; As-
 sociated Music Publishers
 Representative John Blair & Company

Personnel

President-Station Manager Archie Taft
 Assistant Manager Oliver A. Runchey
 Commercial Manager Archie Taft, Jr.
 Program Director Elisabeth Leonard
 Publicity Director Dixie Lou Thompson
 Chief Announcer Wheeler Smith
 Chief Engineer Perry C. Lind

K O M O

SEATTLE—EST. 1925

NATIONAL BROADCASTING CO.
 NORTHWEST RADIO TRIANGLE

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By Fisher's Blend Sta-
 tions, Inc.

Address Skinner Bldg.
 Phone Number Elliott 5890
 Transmitter Location ... 2600 26th Ave., S.W.
 West Waterway

Time on the Air: 5:30 a.m. to 12 midnight;
 Sundays, 8 a.m. to 11 p.m.

News Service AP
 Transcription Service NBC Thesaurus
 Representative Edward Petry & Co.

Personnel

President O. W. Fisher
 Station Manager Birt F. Fisher
 Commercial Manager W. B. Stuhl
 Research-Advertising Manager,
 Charles A. Bailie

Program Director-Production Manager
 John Pearson

News Director Dick Keplinger
 Chief Announcers Homer Pope,
 Bennett Fisher

Auditor J. B. Henley
 Musical Director Lloyd Solberg
 Chief Engineer Francis Brott

K R S C

SEATTLE—EST. 1926

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By Radio Sales Cor-
 poration

Address 2939 Fourth Avenue South
 Phone Number Main 0110
 Transmitter Location ... 2939 Fourth Ave. South
 Time on the Air 6:45 a.m. to 11 p.m.
 News Service AP

Transcription Service Associated Music
 Publishers; Lang-Worth; C. P. MacGregor

Personnel

President P. K. Leberman
 Station Manager Robt. E. Priebe
 Commercial Manager R. C. Fuller
 Program Director Ted Bell
 Musical Director Tom Priebe
 Chief Engineer George A. Freeman

K T W

SEATTLE—EST. 1920

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Operated By ... The First Presbyterian
 Church of Seattle

Address 7th & Spring Sts.
 Phone Number Main 4177
 Transmitter Location Seattle
 Time on the Air Shares time with KWSC

Personnel

Pastor and Station
 Manager Dr. M. A. Matthews
 (Non-Commercial Station)

K X A

SEATTLE—EST. 1928

Frequency: 770 Kc. Power: 1000 Watts
 Owned-Operated By American Radio
 Telephone Co.

Address Bigelow Bldg.
 Phone Number Seneca 1000
 Transmitter Location ... Second Avenue and
 Union Street

Time on the Air: 6:30 a.m. to local sunset;
 10 p.m. to 3 a.m.

News Service INS
 Representative Burn-Smith Co.

Personnel

President R. F. Meggee
 Vice-President & Station Manager

Florence Wallace
 Program Director Rodney McArdle
 Publicity Director Helen Dyser
 Chief Engineer John Dubuque

K F I O

SPOKANE—EST. 1922

MUTUAL-DON LEE

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Spokane Broadcast-
 ing Corporation

Business Address Fidelity-Ziegler Bldg.
 Phone Number Riverside 8033
 Transmitter Location ... Fidelity-Ziegler Bldg.
 Time on the Air: 6:30 a.m. to 11 p.m.; Sun-
 day, 8 a.m. to 12 midnight

News Service UP
 Transcription Service NBC Thesaurus

Studio Addresses.....502 Rust Building
 Transmitter Location...Vashon Island, Wash.
 Time on the Air.....5:30 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....C. P. MacGregor;
 Associated Music Publishers
 Representative.....George P. Hollingbery
 Co.

Personnel

President & Station
 Manager.....Vernice Irwin
 Commercial Manager.....Earl T. Irwin
 Program Director.....Larry Huseby
 Traffic Manager.....Vyra Bryant
 Bookkeeper.....Deborah V. Webb
 Chief Engineer.....Raymond Griese

Representatives...Romig Fuller (Seattle); John
 Keating (Portland)

Personnel

President and General
 Manager.....H. E. Studebaker
 Commercial-Sales Promotion Manager
 Norval Armes
 Program-Publicity Director.....James Schick
 Chief Announcer (Walla Walla)
 Charles Herring
 Chief Announcer (Pendleton).....Edna Storey
 Musical Director.....Jack Fareay
 Women's Features Director...Virginia Van Hoy
 Sports Director.....Bob Grant
 Chief Engineer.....Milton MacLafferty

K V A N

VANCOUVER—EST. 1939

Frequency: 910 Kc.....Power: 500 Watts
 Owned-Operated By.....Vancouver Radio
 Corporation
 Business Address.....P. O. Box 610
 Phone Number.....150
 Studio Address.....707½ Main St.
 Transmitter Location...2915 Fruit Valley Road
 Time on the Air.....Sunrise to sunset
 News Service.....UP
 Transcription Service

Langworth; Standard Radio

Personnel

President.....Sheldon F. Sackett
 General Manager.....Ben E. Stone
 Resident Manager.....S. W. McCready
 Commercial Manager-Publicity Director
 Marion Sexton
 Program Director.....Helena Rutan
 Chief Engineer.....S. W. McCready

K U J

WALLA WALLA—EST. 1928

KEYSTONE BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 1000 Watts
 Owned-Operated By.....KUJ, Inc.
 Business Address: Marcus Whitman Hotel,
 Second and Rose Streets
 Phone Number.....1230
 Studio Addresses: Marcus Whitman Hotel;
 Pendleton, Ore.
 Transmitter Location: U. S. Highway No. 410
 and Sudbury Road
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service: World Broadcasting
 System; Keystone Broadcasting System;
 Langworth

K P Q

WENATCHEE—EST. 1930

THE BLUE NETWORK

Frequency: 560 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By.....Westcoast Broad-
 casting Company
 Address.....20 Second Street
 Phone Number.....45; 875
 Transmitter Location...North End Miller Street
 Time on the Air:
 6 a.m. to 11:15 p.m.; Sunday, 9 a.m. to
 11:15 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative

Joseph Hershey McGillvra, Inc.

Personnel

President.....Rogan Jones
 Station and Commercial
 Manager.....Helen Wylle

K I T

YAKIMA—EST. 1929

MUTUAL—DON LEE BROADCASTING
 SYSTEM

PACIFIC BROADCASTING CO.

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By.....Carl E. Haymond
 Address.....414½ E. Yakima Ave.
 Phone Number.....8115
 Transmitter Location.....South of Yakima
 Time on the Air.....Unlimited license
 Transcription Service.....Lang-Worth; World
 Broadcasting System
 Representative.....John Blair & Co.

Personnel

President.....Carl E. Haymond

WEST VIRGINIA

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 227-285

WJLS

BECKLEY—EST. 1939

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Joe L. Smith, Jr.
Address: 101½ Main Street
Transmitter Location: Teel Road
Phone Number: 7311
Time on the Air: 6 a.m. to 10 p.m.; Sundays,
9 a.m. to 8:30 p.m.
News Service: UP
Transcription Service: NBC Thesaurus;
Associated Music Publishers; Keystone
Broadcasting System
Representative: Spot Sales, Inc.

Personnel

Owner: Joe L. Smith, Jr.
Station-Commercial Manager: Herbert R. Kendrick
Program-Production Manager: Peter Arnell
Continuity Director: Midge Lee
Chief Announcer: Fred Stone
Auditor: V. Z. Cooper
Chief Engineer: Al Ginkle

WHIS

BLUEFIELD—EST. 1928

BLUE NETWORK
NATIONAL BROADCASTING CO.
WEST VIRGINIA NETWORK

Frequency: 1440 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: Daily Telegraph
Printing Co.
Address: Commerce Street
Phone Number: WHIS
Transmitter Location: Route No. 52,
Harry Heights
Time on the Air: 5 a.m. to 12 midnight
Newspaper Affiliation: Bluefield Daily Tele-
graph; Sunset News
News Service: UP
Transcription Service: World Broadcasting Sys-
tem; Lang-Worth
Representative: The Katz Agency

Personnel

President: H. I. Shott
Manager: J. Lindsey Alley
Program Director: Stuart Odell
Artists' Bureau Head: Melvin Barnett
Publicity Director: Elsie Thomas
Production Manager-Musical
Director: Barnes Nash
News Editor: Stuart Odell
Continuity Editor: Janie Lambert
Chief Engineer: P. T. Flanagan

WCHS

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK
Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By: Charleston
Broadcasting Co.
Address: 1016 Lee St.
Phone Number: 28-131
Transmitter Location: Kanawha Country
Club Road
Time on the Air: 6 a.m. to 1 a.m.
News Service: AP; UP
Transcription Service: Standard Radio
Representative: The Branham Co.

Personnel

President: John A. Kennedy
Vice-President-Managing Director: Howard L. Chernoff
Technical Advisor: Odes E. Robinson
Sales Promotion Manager: Sam Polen
Program Director: William J. Adams
Director of War Programs: Virgil L. Schmit
Chief Announcer: Joseph Herget
Traffic Director: Carolyn Johnson
Comptroller: P. H. Evans
Musical Director: Leah Perry

WGKV

CHARLESTON—EST. 1938

NATIONAL BROADCASTING CO.

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By: Kanawha Valley
Broadcasting Company
Address: 208 Dickinson St.
Phone Number: 37-541
Transmitter Location: Coal Branch Heights
Time on the Air: 7 a.m. to 12:15 a.m.; Sun-
day, 8 a.m. to 12 midnight
News Service: UP
Transcription Service: NBC Thesaurus
Representative: Joseph Hershey McGillvra, Inc.

Personnel

Station Manager: Worth Kramer
Commercial Manager: Robert Wasdon
Sales Promotion Manager-Publicity Director:
Ray C. Penner
Program Director: Joseph B. Matthews
Production Manager: J. Harvey Farris
Chief Announcer-Musical Director:
Leslie Gorall
Chief Engineer: Denzil Pulley

KVOS

BELLINGHAM—EST. 1927

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts (C. P. 790 Kc.; 1000 Watts)

Owned-Operated By: KVOS, Inc.
Address: KVOS Bldg.
Phone Number: 4200
Transmitter Location: 900 Roeder Ave.;
(C. P. west of Bellingham)

Time on the Air: Unlimited license
Transcription Service: C. P. MacGregor; Lang-Worth; NBC Thesaurus

Personnel

President: Rogan Jones

KELA

CENTRALIA AND CHEHALIS

EST. 1937

MUTUAL—DON LEE

Frequency: 1470 Kc. Power: 1000 Watts
Owned-Operated By: Central Broadcasting Corporation

Address: Kela Bldg.
Phone Numbers: Centralia 721; Chehalis 721

Transmitter Location: Kela Bldg., (Midway between Centralia and Chehalis)

Time on the Air: 6 a.m. to 12 midnight
News Service: UP
Transcription Service: Lang-Worth; C. P. MacGregor

Representatives: Homer Owen Griffith (Los Angeles, San Francisco); John Keating (Portland); Romig Fuller (Seattle)

Personnel

President: J. Elroy McCaw
Secretary: Mabel A. Gwinn
Acting Manager: Joe Chytil
Commercial Manager: Robert Brister
Sales Promotion Manager: Elain Gwinn
Program Director: Dave Gordon
Production Manager-Publicity Director: Melvin York

Chief Announcer: M. McCaw
Chief Engineer: Ellwood Lippencott

KEVE

EVERETT—EST. 1941

Frequency: 1460 Kc. Power: 500 Watts
Owned-Operated By: Cascade Broadcasting Company, Inc.

Business Address: P. O. Box 650
Phone Number: Main 337
Studio Address: North gate of city limits
Transmitter Location: North Gate of city limits
Time on the Air: 6:55 a.m. to 12 midnight

News Service: AP
Transcription Service: World Broadcasting System

Personnel

President: Dr. J. R. Binyon
Vice-President-General:

Manager: Lloyd Wallgren
Station-Sales Promotion Manager: Jack Meues
Program Director: Mildred Mittet
Director of War Programs-Publicity:

Director: Carden Hadley
Artists Bureau: Theodore Cedarberg
Musical Director: Glen Churches
Chief Engineer: Vernon Downing

KRKO

EVERETT—EST. 1922

MUTUAL—DON LEE

Frequency: 1400 Kc. Power: 250 d.; 100 n.
Owned-Operated By: Everett Broadcasting Co., Inc.

Address: Clark Building
Phone Numbers: Main 526-653
Transmitter Location: Everett
Time on the Air: Unlimited license
Transcription Service: Standard Radio

Personnel

President-Chief Engineer: Lee Mudgett

KWLK

LONGVIEW—EST. 1938

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Twin City Broadcasting Corp.

Address: National Bank of Commerce Bldg.

Phone Number: Longview 1500
Transmitter Location: Ocean Beach Highway

Time on the Air: Unlimited license
Transcription Service:

C. P. MacGregor; NBC Thesaurus

Personnel

President: Art Campbell
Station Manager: C. O. Chatterton

KGY

OLYMPIA—EST. 1922 (non-Comm.)

1932 (Comm.)

MUTUAL—DON LEE

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By: KGY, Inc.
Address: 119 N. Washington, Rockway,
Leland Bldg.

Phone Number: 6636

Transmitter Location.....119 N. Washington
 Time on the Air.....7 a.m. to 11 p.m.
 News ServiceUP
 Transcription Service: Keystone Broadcasting System
 RepresentativesBurn-Smith Co.; Romig C. Fuller Associates

Personnel

President-Station Manager.....Tom Olsen
 Sales Manager.....J. Harris Dorr
 Program Director.....Eve Knutson
 Chief Announcer.....Sam Crawford
 Production Manager-Chief Engineer
 Vernon Johnson

KWSC

PULLMAN—EST. 1922

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By.....State College of Washington
 Address Pullman
 Phone Number 9021
 Time on the Air: 6:45 a.m. to 8 a.m.; 10 a.m. to 10 p.m. each week day but Thurs. when off the air at 7:30 p.m. 77½ hours weekly
 News Service..... UP

Personnel

Station Manager.....Kenneth E. Yeend
 Chief Engineer.....Sig Turnquist
 (Non-Commercial Station)

KEVR

SEATTLE—EST. 1925

KEYSTONE BROADCASTING SYSTEM
 Frequency: 1090 Kc.....Power: 250 Watts
 Owned-Operated ByEvergreen Broadcasting Corporation
 Address 2102 Smith Tower
 Phone Number Seneca 2056-7
 Time on the Air Unlimited license
 Transcription Service.....Standard Radio;
 Keystone Broadcasting System

Personnel

President.....Walter Wyckoff
 Station Manager.....Robert Nichols

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 Air24 hours daily
 News ServiceAP

Transcription ServiceWorld Broadcasting System; Standard Radio; Langworth Feature Programs
 Representative Free & Peters

Personnel

President.....Louis K. Lear
 Vice-President-General
 ManagerH. J. Quilliam
 Asst. Business Mgr.-Director of National SalesLoren B. Stone
 Local Sales ManagerJ. F. Hiddleston
 Director of ProgramsArthur W. Lindsay
 Production ManagerAl Amundson
 Chief AnnouncerBob Spence
 Director of EducationGordon W. Davis
 Educational Director.....Bill Moshier
 Musical Director.....Max Dolin
 Chief Engineer.....James Hatfield

KJR

SEATTLE—EST. 1921

THE BLUE NETWORK
 NORTHWEST RADIO TRIANGLE

Frequency: 1000 Kc.....Power: 5000 Watts
 Owned-Operated ByFisher's Blend Stations, Inc.
 AddressSkinner Bldg.
 Phone NumberElliott 5890
 Transmitter Location2600 26th Ave., S. W. West Waterway
 Time on the Air24 hours daily
 News Service UP
 Transcription ServiceNBC Thesaurus
 RepresentativePaul H. Raymer Co.

Personnel

President.....O. W. Fisher
 Station Manager.....Birt F. Fisher
 Commercial ManagerW. B. Stuht
 Research-Advertising Manager,
 Charles A. Bailie
 Program Director-Production Manager
 John Pearson
 News DirectorDick Keplinger
 Chief Announcers.....Homer Pope,
 Bennett Fisher
 Musical DirectorLloyd Solberg
 Chief Engineer.....Francis Brott

KOL

SEATTLE—EST. 1928

MUTUAL—DON LEE
 PACIFIC BROADCASTING CO.

Frequency: 1300 Kc.....Power: 5000 Watts
 Owned-Operated By: Seattle Broadcasting Co.
 AddressNorthern Life Tower
 Phone NumberMain 2312
 Transmitter Location.....1110 W. Florida St.

W B L K

CLARKSBURG—EST. 1937
 BLUE NETWORK
 NATIONAL BROADCASTING CO.
 THE WEST VIRGINIA NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Charleston Broadcasting Co.
 Address: 444½ West Pike Street
 Phone Number: 3040
 Transmitter Location: Glen Elk, Clarksburg
 Time on the Air: 7:30 a.m. to 11:35 p.m.
 News Service: AP
 Transcription Service: NBC Thesaurus
 Representative: The Branham Company

Personnel

President: John A. Kennedy
 General Manager: G. C. Blackwell
 Commercial Manager: Donald S. Greenleaf
 Program-Musical Director: Don McWhorter
 Publicity Director: David Grubb
 Chief Announcer: Bill O'Day
 Chief Engineer: C. S. Clemans

W J R M*

ELKINS—EST. 1942

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Allegheny Broadcasting Corp.
 Address: Elkins, W. Va.
 Time on the Air: Unlimited license
 *Station had a construction permit at time of going to press and no further information was available.

W M M N

FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM
 Frequency: 920 Kc. Power: 5000 Watts
 Owned-Operated By: Monongahela Valley Broadcasting Co.
 Address: 208 Adams St.
 Phone Number: 3100
 Transmitter Location: Monongah
 Time on the Air: 5 a.m. to 11:30 p.m.
 News Service: AP
 Transcription Services: Standard Radio; Langworth

Representative: John Blair & Co.

Personnel

President: George B. Storer
 Station-Commercial Manager: Stanton P. Kettler
 Office Manager: R. C. Warden
 Program Director: John MacKercher
 Publicity-Continuity Director: C. Swiger
 Artists Bureau: Jean Fluharty
 Musical Director: Henry Gruner
 Chief Engineer: Robert Hough

W S A Z

HUNTINGTON—EST. 1927
 BLUE NETWORK

WEST VIRGINIA NETWORK

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By: WSAZ, Inc.
 Address: 929½ Fourth Ave.
 Phone Number: 4106
 Transmitter Location: 28th St., West
 Time on the Air: Unlimited license
 Newspaper Affiliation: Huntington Herald-Dispatch; Huntington Advertiser
 News Service: AP
 Transcription Service: World Broadcasting System, Langworth
 Representative: Howard H. Wilson Co.

Personnel

President and General Manager: John A. Kennedy
 Station Manager: Flem J. Evans
 Commercial Manager: John L. Henry
 Sales Promotion Manager: Clint Prescott
 Program Director: A. Rauch
 Production Manager: Robert Drexler
 Publicity Director: Dick Whitney
 Chief Announcer: Jimmy Martin
 Artists Bureau: L. P. Swann
 Musical Director: Irene Bruce
 Chief Engineer: John R. Csensich

W L O G

LOGAN—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Clarence H. Frey & Robert O. Greever—Partners
 Address: Kanada & Chestnut Streets
 Phone Number: 761
 Transmitter Location: Kanada and Chestnut Streets
 Time on the Air: 7:30 a.m. to 9 p.m.
 Newspaper Affiliation: Logan Banner
 News Service: UP

Personnel

President: Clarence H. Frey
 General Manager: C. E. Vann
 Commercial Manager: James McGowan
 Chief Announcer: Harman Calver
 Musical Director-Director of Women's Programs: Dorothy Armstrong
 Chief Engineer: John Blackwood

W A J R

MORGANTOWN—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: West Virginia Radio Corporation
 Business Address: 440-446 Spruce Street
 Phone Number: 9488
 Transmitter Location: Charleston Ave. at Summers Street
 Time on the Air: 6:30 a.m. to 10:30 p.m.; Sundays, 9 a.m. to 6 p.m.
 News Service: UP
 Transcription Service: World Broadcasting System
 Representative: Forjoe & Company

Personnel

President: H. C. Greer
 Station Manager-Program Director: Henry B. McNaughton
 Commercial Manager: Frank Greeg
 Production Manager: Edith Perry
 Chief Announcer: William Burchinal
 Chief Engineer: R. C. Spence

W P A R

PARKERSBURG—EST. 1935

CBS—WEST VIRGINIA NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Ohio Valley Broadcasting Corporation
 Address: 701½ Market Street, Grinter Building
 Phone Number: 2530
 Transmitter Location: North End, Parkersburg
 Time on the Air: 6:30 a.m. to 12:05 a.m.
 News Service: AP
 Transcription Service: Standard Radio
 Representative: Branham Company

Personnel

President: John A. Kennedy
 Station Manager: George H. Clinton
 Sales Promotion Manager: Robert Fashbaugh
 Program Director: Carl Loose
 Chief Announcer: Hal Norman
 Musical Director: Len Carl
 Chief Engineer: Cecil Knowles

W B R W

WELCH—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: McDowell Service Company
 Business Address: P. O. Box 313
 Phone Number: 818
 Studio Address: 10 Riverside Drive
 Transmitter Location: Dor Building
 Time on the Air: 7:30 a.m. to 8:30 p.m.; Sundays, 9 a.m. to 6 p.m.

News Service: Press Association
 Transcription Service: Associated Music
 Publishers: C. P. McGregor; Keystone Broadcasting System

Personnel

President: J. W. Blakely
 Station-Commercial Manager: James M. Flenniken
 Program Director: John Villani
 Publicity Director: Brandon Wallace
 Traffic Manager: Jewell Roberson
 Chief Announcer-Director of War Programs: Sid Tear
 Chief Engineer: John Timberlake

W K W K

WHEELING—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Community Broadcasting, Inc.
 Address: Pythian Building
 Phone Number: Wheeling 5320
 Transmitter Location: Pythian Building
 Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
 News Service: UP
 Transcription Service: Standard Radio
 Representative: Spot Sales, Inc.

Personnel

President: Joe L. Smith, Jr.
 Station Manager: John B. Reynolds
 Commercial Manager: John T. Gelder, Jr.
 Program Director: Albert R. Albinger, Jr.
 Production Manager-Chief Announcer: Richard P. Slade
 Chief Engineer: Fred Baker

W W V A

WHEELING—EST. 1926

BLUE NETWORK

Frequency: 1170 Kc. Power: 50000 Watts
 Owned-Operated By: West Virginia Broadcasting Corp.
 Address: Hawley Building
 Phone Number: Wheeling 5383
 Transmitter Location: St. Clairsville, Ohio
 Time on the Air: 4:30 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.
 News Service: AP
 Transcription Service: NBS Thesaurus; Langworth
 Representative: John Blair & Co.

Personnel

President: George B. Storer
 Managing Director: George W. Smith
 Sales Promotion Manager-Publicity Director: George Skinner
 Production Manager: Paul J. Miller

Program Director.....Lew Clawson
 Director of War Programs-Chief
 Announcer.....Cliff Allen
 Artists Bureau.....Jetta Brown
 Musical Director.....Robert Nesbitt
 Chief Engineer.....Edward L. Keim

W B T H

WILLIAMSON—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Williamson Broad-
 casting Corp.
 Address.....Mountaineer Hotel Block

Phone Number.....1241
 Transmitter Location.....Mountaineer Hotel Block
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....World Broadcasting
 System

Personnel

President.....G. W. Taylor
 Vice-President-Treasurer.....W. P. Booker
 Station-Commercial Manager.....Alice Shein
 Chief Announcer.....Bob Flaherty
 Musical Director.....Elizabeth Zimmerman
 Chief Engineer.....Vernon Totten

WISCONSIN

*For Latest U. S. Census Population And Radio Homes Data And
 Statistics on "Shifting Population" Please Turn To Pages 227-285*

W H B Y

APPLETON—EST. 1925

MUTUAL BROADCASTING SYSTEM

WISCONSIN RADIO NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WHBY, Inc.
 Address.....600 S. Lawe St.
 Phone Number.....1161
 Transmitter Location.....600 S. Lawe St.
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Reynolds-Fitzgerald, Inc.

Personnel

Managing Director.....Rev. James A. Wagner
 Station Manager.....J. L. Gallagher
 Program Director.....Rodge Mueller
 Chief Engineer.....George Merkle

W A T W

ASHLAND—EST. 1941

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

LAKE SUPERIOR NETWORK

Frequency: 1400 Kc.....Power: 100 Watts
 Owned-Operated By.....Upper Michigan-
 Wisconsin Broadcasting Co., Inc.
 Address.....Northern State Bank Building
 Phone Number.....1420

Transmitter Location.....1½ miles south of
 Ashland on Highway No. 13
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....AP; UP
 Transcription Service.....Associated Music
 Publishers
 Representative.....Bogner & Martin

Personnel

President.....William L. Johnson
 Station-Commercial Manager.....J. W. Huss
 Program Director-Chief
 Announcer.....Harry Wills
 Chief Engineer.....Hine Dahlbacka

W E A U

EAU CLAIRE—EST. 1937

BLUE NETWORK

NATIONAL BROADCASTING CO.

NORTH CENTRAL BROADCASTING SYSTEM

NORTHWEST NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By.....Central Broadcasting
 Company
 Business Address.....203 South Barstow St.
 Phone Number.....6149
 Transmitter Location.....Seymour Road (County
 Road Q)
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation.....Eau Claire Leader
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....George P. Hollingbery Co.

Personnel

President.....W. C. Bridges
 Commercial Manager.....Clyde Riddle
 Production Manager-Chief
 Announcer.....William Conner

K F I Z

FOND-DU-LAC—EST. 1922
 MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....The Reporter Printing
 Company
 Operated By.....The Commonwealth Reporter
 Address.....18-20-22 West First Street
 Phone Number.....356
 Transmitter Location.....18-20-22 West First St.
 Time on the Air: 8 a.m. to 10 p.m.; Sundays,
 10 a.m. to 9 p.m.
 Newspaper Affiliation.....The Commonwealth
 Reporter
 News Service.....INS; UP
 Transcription Service.....Standard Radio

Personnel

President.....A. H. Lange
 Station Manager.....Lucille Fairbanks
 Commercial Manager.....William O'Brien
 Program Director.....Marion Schwein
 Chief Announcer.....William Crusenberry
 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.....St. Norbert College
 Business Address.....Green Bay
 Phone Number.....Adams 1
 Studio Address.....Bellin Building
 Transmitter Location.....West De Pere, Wisc.
 Time on the Air.....18 hours daily
 News Service.....AP
 Transcription Service.....Associated Music
 Publishers
 Representative.....Weed & Co.

Personnel

Managing Director.....Rev. James A. Wagner
 General Manager.....Haydn R. Evans
 Sales Promotion Manager.....Val Schneider
 Program Director.....Al Michel
 Production Manager.....Clair Stone
 Publicity Director.....Marjorie Opland
 Musical Director.....Clarence Edges
 Chief Engineer.....Wallace J. 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.....Unlimited license
 Newspaper Affiliation.....Janesville Daily
 Gazette
 News Service.....AP
 Transcription Service.....Standard Radio
 Regional Representative.....Wisconsin Network

Personnel

President.....Sidney H. Bliss
 General Manager.....James F. Kyle
 Sales Manager.....Allan Curnutt
 Program-Musical Director.....Hester Kyle
 Production Manager-Publicity
 Director.....Paul Ruhle
 Chief Engineer.....William Havens

W K B H

LA CROSSE—EST. 1926
 BLUE NETWORK
 NATIONAL BROADCASTING CO.
 WISCONSIN NETWORK

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By.....WKBH, Inc.
 Business Address.....409 Main Street, Radio
 Building
 Phone Number.....4-5-0
 Transmitter Location.....R. F. D. LaCrosse
 Time on the Air: 6 a.m. to 11:30 p.m.; Sunday,
 9 a.m. to 11:30 p.m.
 News Service.....UP
 Transcription Service.....Langworth
 Representative.....Howard H. Wilson Company

Personnel

President and Station
 Manager.....Otto M. Schlabach
 Commercial-Sales Promotion
 Manager.....Howard Dahl
 Program Director.....Bernice Callaway
 Director of War Programs-
 Chief Announcer.....Raymond Plamadore
 Musical Director.....Albin Bina
 Chief Engineer.....Al Leeman

W H A

**MADISON—EST. 1917 (as 9XM)
1922 (as WHA)**

Frequency: 970 Kc. Power: 5000 Watts
Owned By State of Wisconsin
Operated By University of Wisconsin
Address Radio Hall
Phone Number Badger 580, Extension 476
Transmitter Location Fish Hatchery Road
Time on the Air 7:30 a.m. to local sunset
News Service AP
Transcription Service Langworth:
Standard Radio

Personnel

Acting Director William G. Harley
Acting Program Director Walter Krulevitch
Director of War Programs Romance Koopman
Acting Production Manager Ben Park
Acting Publicity Director Carol Reid
Acting Chief Announcer Roy Vogelmann
Women's Program Director Aline Hazard
Farm Program Director Milton Bliss
Musical Director Frederick Fuller
Chief Engineer John Stiehl
(Non-Commercial Station)

W I B A

MADISON—EST. 1924

BLUE NETWORK

NATIONAL BROADCASTING CO.

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Operated By Badger Broadcasting Company
Business Address 110 East Main Street
Phone Number Fairchild 8800
Transmitter Location Route 4, Madison, Wis.
Time on the Air Unlimited license
Newspaper Affiliation The Capital Times:
Wisconsin State Journal
News Service UP
Transcription Service Associated Music Publishers
Representative Howard H. Wilson Co.

Personnel

President William T. Evjue
General Manager Edwin C. Allen
Merchandising Manager C. W. Wallis
Program Manager & Publicity
Director K. F. Schmitt
Musical Director Leon Persson
Chief Engineer Norman Hahn

W O M T

MANITOWOC—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By Francis M. Kadow
Address Radio Building

Phone Number 167-400 W
Transmitter Location 11110 Washington St.
Time on the Air 6:57 a.m. to 10 p.m.
News Service UP
Transcription Service World Broadcasting System

Personnel

General Manager F. M. Kadow
Commercial Manager Maurice Dailey
Program Director Russ Russell
Chief Engineer W. F. Dubin

W M A M

MARINETTE—EST. 1939

Frequency: 570 Kc. Power: 250 Watts
Owned-Operated By M. & M. Broadcasting Co.
Address 400 Wells St.
Phone Number 570
Transmitter Location 400 Wells St.
Time on the Air Sunrise to sunset
News Service UP
Transcription Service Associated Music Publishers
Representative Hal Holman Co.

Personnel

President W. E. Walker
Station Manager Joseph D. Mackinn
Sales and Merchandising
Manager Donald C. Wirth
Program Director Florence Meyers
Publicity Director Francis Vick
Chief Announcer Robert W. Kelly
Chief Engineer Martin R. Lund

W I G M

MEDFORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By George F. Meyer
Business Address Medford, Wisconsin
Phone Number 5147
Studio Address Highway 13
Transmitter Location Highway 13
Time on the Air 7:30 a.m. to 10 p.m.; Sundays,
8 a.m. to 6 p.m.
News Service UP
Transcription Service Keystone Broadcasting System

Personnel

Owner George F. Meyer
Station Manager Irma Meyer
Commercial Manager Anton Grossman
Program Director Roy La Mere
Chief Announcer Ervin Kult
Chief Engineer Walter Ninneman

NATIONAL BUSINESS UP 35%*

UP 59%*

NETWORK BUSINESS

CLEAR RECEPTION

5,000 WATTS

WISN

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WISN

CBS AFFILIATE

* For 6 Mos. Period Ending Dec. 31, 1942

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The KATZ AGENCY

GET ON THIS BAND WAGON IN 1943



W E M P

MILWAUKEE—EST. 1935

THE BLUE NETWORK
WISCONSIN NETWORK

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

Address: 711 Empire Bldg.
Phone Number: Marquette 7722
Transmitter Location: 711 Empire Bldg.
Time on the Air: 6 a.m. to 12 midnight; Sunday, 7 a.m. to 12 midnight

News Service: UP
Representative: Joseph Hershey McGillvra, Inc.

Personnel

President: Glenn D. Roberts
Station Manager: C. J. Lanphier
Assistant Manager: Charles LaForce
Program-Publicity Director: Conrad Rice
Musical Director: Elmer Ihrke
Chief Engineer: Raymond Host

W I S N

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By: Hearst Radio, Inc.
Business Address: 123 W. Michigan St.
Phone Number: Daly 3900
Transmitter Location: So. 60th & W. Edgerton Sts.

Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 7:15 a.m. to 12:05 a.m.

Newspaper Affiliation: The Milwaukee Sentinel
News Service: INS
Transcription Service: World Broadcasting System, Standard Radio
Representative: The Katz Agency

Personnel

General Manager: G. W. Grignon
Sales Promotion Manager-Director of War Programs: Hugh O'Malley
Program Director: Woods Dreyfus
Musical Director: E. Krebs

W T M J

MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By: The Journal Company (The Milwaukee Journal)

Business Address: 333 West State Street
Phone Number: Marquette 6000
Studio Address: 720 East Capitol Drive
Transmitter Location: Route No. 5, Box 817, Waukesha, Wisc.

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

Newspaper Affiliation: The Milwaukee Journal

News Service: AP

Transcription Service: Associated Music Publishers

Representative: Edward Petry & Co., Inc.

Personnel

Vice President-General Manager: W. J. Damm
Station Manager-In Charge:

of Sales: L. W. Herzog
Asst. Manager: R. G. Winnie
Program Director: Warren Mead
Publicity Director: Charles Golling
Chief Announcer: Robert J. Heiss
Musical Director: Maurice Kippen
Chief Technician: D. W. Gellerup

W O S H

OSHKOSH—EST. 1941

BLUE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Howard H. Wilson
Address: 151½ Main Street
Phone Number: 4580
Transmitter Location: County Trunk "A," ½ mile north of city limits of Oshkosh

WEMP
IN
43
Blue Network
C. J. Lanphier, Gen. Mgr.

Time on the Air.....6 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Howard H. Wilson Co.

Personnel

President.....Howard H. Wilson
 General Manager.....Ray E. Schwartz
 Program Director.....Waldemar Porsow
 Farm Editor.....Bob Nelson
 Continuity Chief.....Margery Hilliard
 Office Manager-Women's
 Editor.....Lorraine Kuehn
 Chief Engineer.....Nathan Williams

WIBU

POYNETTE—EST. 1925

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Wm. C. Forrest
 Business Address.....R. F. D. No. 2
 Phone Number.....97 R 5 Poynette
 Studio Addresses: Poynette; Portage; Beaver
 Dam; Madison; Baraboo
 Transmitter Location.....R. F. D. No. 2
 Time on the Air.....7 a.m. to 11 p.m.
 Transcription Service.....Standard Radio

Personnel

Station Manager.....Wm. C. Forrest
 Commercial-Madison Studio
 Manager.....Ralph O'Connor
 Portage Studio Manager.....M. A. Hays
 Beaver Dam Studio Manager.....Hal Woods
 Program Director.....Sarah Forrest
 Chief Announcer.....Theodore Paratore, Jr.
 Chief Engineer.....Leonard Doese

WRJN

RACINE—EST. 1926

MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Racine Broadcasting
 Corporation
 Address.....441 Main Street
 Phone Number.....Jackson 290-291
 Transmitter Location.....Victory and Ken-
 tucky Sts., Mount Pleasant
 Time on the Air: 6:30 a.m. to 10 p.m.; Sunday,
 8:30 a.m. to 9 p.m.
 Newspaper Affiliation.....Racine Journal-
 Times
 News Service.....INS
 Transcription Service
 Langworth, Keystone Broadcasting System
 Representative.....The Walker Company

Personnel

President.....F. R. Starbuck
 Secretary-Treasurer &
 General Manager.....Harry R. LePoldevin
 Station & Commercial
 Manager.....Harold J. Newcomb
 Program Director-Chief Announcer,
 H. S. Mann, Jr.
 Publicity Director.....Ken Hegard
 Chief Engineer.....F. Lee Dechant

WJMC

RICE LAKE—EST. 1939

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....W. H. McGenty
 Operated By.....J. J. McGenty
 Address.....410 North Main Street
 Phone Number.....550
 Transmitter Location.....1615 South Main St.
 Time on the Air.....Unlimited license
 News Service.....Transradio
 Transcription Service.....Standard Radio

Personnel

Owner-Publicity Director.....W. H. McGenty
 Station-Commercial Manager
 R. W. Thompson
 Program Director-Chief Announcer
 Willard Jackson
 Musical Director.....R. W. Wells
 Chief Engineer.....Ray Pearson

WHBL

SHEBOYGAN—EST. 1928

MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK

Frequency: 1330 Kc...Power: 1000 d.; 250 n.;
 Owned-Operated By.....Press Publishing
 Business Address.....626-636 Center Ave.
 Phone Number.....1900
 Studio Address: Press Building, 626-636 Center
 Avenue
 Transmitter Location.....Highway No. 141
 Time on the Air.....6:15 a.m. to 11 p.m.
 Newspaper Affiliation.....Sheboygan Press
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative.....The Foreman Co.

Personnel

President.....C. E. Broughton
 Executive Director.....A. Matt Werner
 Manager.....Wayne W. Cribb
 Publicity Director.....Glen James
 Program & Musical Director.....M. J. Pape
 Chief Announcer.....Carl Brose
 Chief Engineer.....Herbert Mayer