

W T O C

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

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

Personnel

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

W P A X

THOMASVILLE—EST. 1934

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

Personnel

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

W R L C

TOCCOA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

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

Personnel

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

W G O V

VALDOSTA—EST. 1940

MUTUAL BROADCASTING SYSTEM

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

Personnel

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

W A Y X

WAYCROSS—EST. 1936

**KEYSTONE BROADCASTING SYSTEM
 SOUTH GEORGIA NETWORK**

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

Personnel

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

W R L D

WEST POINT—EST. 1944

BLUE

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

Personnel

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

IDAHO

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

K I D O

BOISE—EST. 1928

NATIONAL BROADCASTING CO.

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

Personnel

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

K I D

IDAHO FALLS—EST. 1928

KEYSTONE BROADCASTING SYSTEM

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

Personnel

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

K R L C

LEWISTON—EST. 1935

KEYSTONE BROADCASTING SYSTEM

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

Personnel

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

K F X D

NAMPA—EST. 1929

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

Personnel

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

K S E I

POCATELLO—EST. 1926

NATIONAL BROADCASTING CO.

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

Personnel

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

K T F I

TWIN FALLS—EST. 1928

NATIONAL BROADCASTING CO.

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

Personnel

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

K W A L

WALLACE—EST. 1939

KEYSTONE BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

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

Personnel

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

FOR QUALITY !
AP

PRESS ASSOCIATION, Inc.

50 ROCKEFELLER PLAZA
 NEW YORK, N. Y.



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

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

42% SAID
WMAQ

MORE PEOPLE ANSWERED

"WMAQ"

**THAN THE NEXT 3
STATIONS COMBINED!**

WMAQ
CHICAGO

*The station most people
listen to most*

670 ON YOUR DIAL — 50,000 WATTS

REPRESENTED BY NBC SPOT SALES

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

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

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

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

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



A Service of Radio
Corporation of America

ILLINOIS

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

W M R O

AURORA—EST. 1938

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

Personnel

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

W J B C

BLOOMINGTON—EST. 1924

KEYSTONE BROADCASTING SYSTEM

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

Personnel

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

W K R O

CAIRO—EST. 1942

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

Personnel

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

W C A Z

CARTHAGE—EST. 1921

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

Personnel

President.....Bob Compton
Station Manager.....John Palmer

W D W S

CHAMPAIGN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

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

Personnel

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

W A A F

CHICAGO—EST. 1922

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

WCFL - CHICAGO

10000 Watt Transmitter

1000 Kilocycles

100% Reception

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

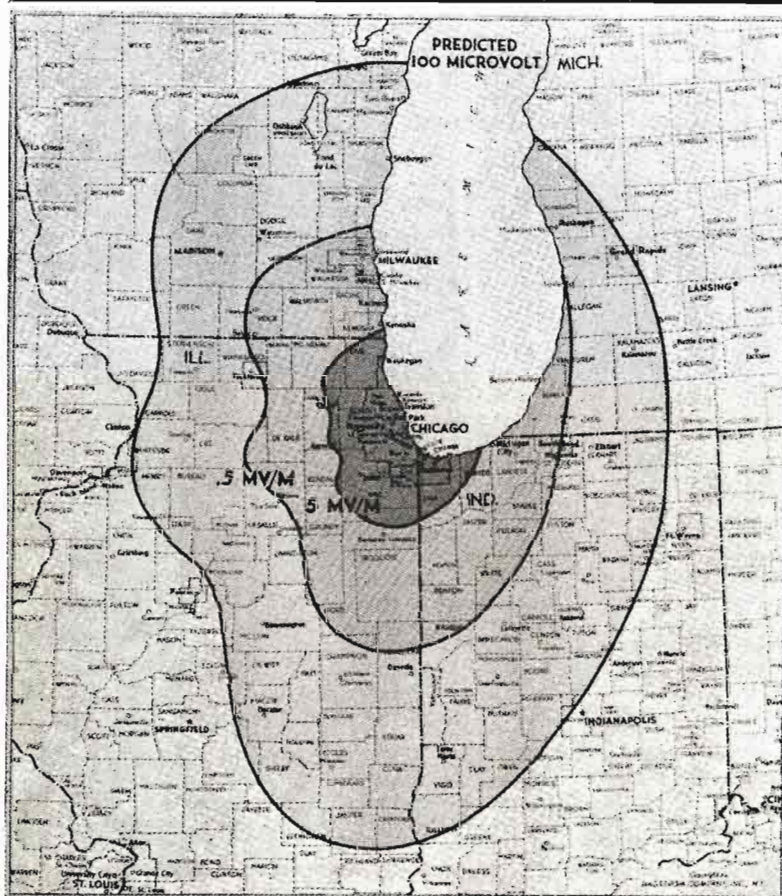
**THE
VOICE OF
LABOR**

•
*Accepted
Interpretation
of the
News by . . .*

Martin Agronsky
Baukhage
Walter Kiernan
Richard Harkness
Dr. Schacher

*Currently
Featured:*

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



Programs expertly styled for listening pleasure and Sales Appeal

www.americanradiohistory.com

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

Personnel

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

W A I T

CHICAGO—EST. 1923

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

Personnel

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

W B B M

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

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

Personnel

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

W C F L

CHICAGO—EST. 1926

NATIONAL BROADCASTING CO.
 BLUE NETWORK

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

Personnel

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

W C R W

CHICAGO—EST. 1926

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

Personnel

Owner.....Clinton R. White

W E D C

CHICAGO—EST. 1926

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

THE VOICE OF THE PEOPLE



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

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

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

A Clear Channel Station

CHICAGO II
50,000 WATTS

ILLINOIS
720 KILOCYCLES



MUTUAL BROADCASTING SYSTEM

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

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

Personnel

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

W E N R

CHICAGO—EST. 1925

BLUE NETWORK

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

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

Personnel

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

W G E S

CHICAGO—EST. 1924

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

Personnel

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

W G N

CHICAGO—EST. 1932

MUTUAL

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

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

Personnel

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

W I N D

CHICAGO—EST. 1927

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

Personnel

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



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



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



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

Microphones at Work in Midwest America

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

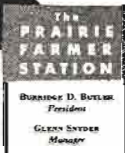
part of the vivid life in Midwest America; to bring our listeners *all the voices* that can inspire, entertain or help. This policy, in practice more than twenty years, has built an audience that LISTENS and ACTS! WLS microphones are at work in Midwest America. Put them to work for *YOU*. Find out why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



REPRESENTED BY
JOHN BLAIR & COMPANY

CHICAGO 7

390 KILOCYCLES
50,000 WATTS
BLUE NETWORK



MANAGEMENT AFFILIATED WITH

The Arizona Network

KSUN

Bisbee - Lowell
Carl Morris, Manager
1230 Kilocycles
250 Watts

CBS

KOY
550 K C
CBS
AL JOHNSON
MANAGER

PHOENIX

KTUC

TUCSON
Lee Little, Manager
1400 Kilocycles
250 Watts

CBS

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

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

W J J D

CHICAGO—EST. 1932

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

Personnel

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

W I S

CHICAGO—EST. 1924

BLUE NETWORK

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

Personnel

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

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

W M A Q

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.

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

Personnel

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

W J J D

Chicago's

Largest

Independent

Station

20,000 WATTS

CHICAGO

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

W M B I

CHICAGO—EST. 1926

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

Personnel

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

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

W S B C

CHICAGO—EST. 1925

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

Personnel

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

W H F C

CICERO—EST. 1926

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

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

Personnel

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

W D A N

DANVILLE—EST. 1938

COLUMBIA BROADCASTING SYSTEM

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

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

Personnel

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

W S O Y

DECATUR—EST. 1924

COLUMBIA BROADCASTING SYSTEM

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

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

Personnel

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

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

W T M V

EAST ST. LOUIS—EST. 1935

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

Personnel

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

W G I L

GALESBURG—EST. 1938

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

Personnel

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

W E B Q

HARRISBURG—EST. 1923

KEYSTONE BROADCASTING SYSTEM

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

Personnel

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

W J P F

HERRIN—EST. 1940

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

Personnel

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

W L D S

JACKSONVILLE—EST. 1942

KEYSTONE BROADCASTING SYSTEM

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

Personnel

General Manager.....E. J. Korsmeyer

W C L S

JOLIET—EST. 1923

KEYSTONE BROADCASTING SYSTEM

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

Personnel

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

W M B D

PEORIA—EST. 1927

COLUMBIA BROADCASTING SYSTEM

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

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

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

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

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

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

Personnel

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

W T A D

QUINCY—EST. 1926

COLUMBIA BROADCASTING SYSTEM

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

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

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

News Service.....AP; UP
 Transcription Service.....Lang-Worth, Standard

Representative.....The Katz Agency

Personnel

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

W R O K

ROCKFORD—EST. 1923

BLUE NETWORK

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

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

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

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

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

Personnel

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

W H B F

ROCK ISLAND—EST. 1925

MUTUAL BROADCASTING SYSTEM

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

ROCKFORD ILLINOIS

W
R
O
K

1000 Watts

Blue NETWORK

✓ Check with
HEADLEY-REED

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

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

Personnel

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

W C B S

SPRINGFIELD—EST. 1922

BLUE NETWORK

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

Personnel

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

W T A X

SPRINGFIELD—EST. 1930

COLUMBIA BROADCASTING SYSTEM

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

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

Personnel

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

W D Z

TUSCOLA—EST. 1921

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

Personnel

General Manager.....Walter C. Schafer

W I L L

URBANA—EST. 1922

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

Personnel

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

Listeners Eat Our Words...

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



WFBM

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

Represented nationally by **THE KATZ AGENCY**

** or what have you?*

INDIANA

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

W H B U

ANDERSON—EST. 1922

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

Personnel

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

W T R C

ELKHART—EST. 1931

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

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

Personnel

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

W E O A

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

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

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

Personnel

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

W G B F

EVANSVILLE—EST. 1925

NATIONAL BROADCASTING CO.

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

Personnel

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

W G L

FORT WAYNE—EST. 1924

NATIONAL BROADCASTING CO.

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



A Clear Channel To A Bigger Market

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



OWNED AND
OPERATED BY
THE
INDIANAPOLIS
NEWS

Represented Nationally by John Blair & Company

W I B C

A Mutual STATION • Indianapolis, Indiana

Personnel

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

W O W O

FORT WAYNE—EST. 1925
 BLUE NETWORK

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

Personnel

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

W J O B

HAMMOND—EST. 1928

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

Personnel

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

W F B M

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

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

Personnel

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

W I B C

INDIANAPOLIS—EST. 1938

MUTUAL BROADCASTING SYSTEM

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

Personnel

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

W I R E

INDIANAPOLIS—EST. 1924

NATIONAL BROADCASTING CO.

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

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

Personnel

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

W I S H

INDIANAPOLIS—EST. 1941

BLUE NETWORK

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

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

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

Personnel

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

W K M O

KOKOMO—EST. 1941

KEYSTONE BROADCASTING SYSTEM

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

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

Personnel

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

WKMO

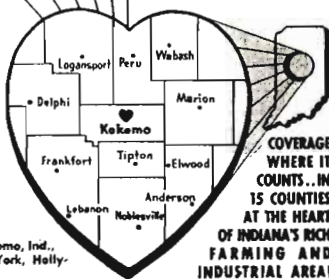
INDIANA'S
 PUBLIC SERVICE
 STATION Plus
 Columbia
 Broadcasting
 System Programs

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

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

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

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



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

W A S K

LAFAYETTE—EST. 1942

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

Personnel

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

W L B C

MUNCIE—EST. 1926

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

Personnel

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

W K B V

RICHMOND—EST. 1926

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

AMERICA'S MIDDLETOWN
THE TEST MARKET

103,000 Radio Homes
 COLUMBIA NETWORK

W L B C

MUNCIE, IND.

Represented By THE WALKER CO.
 Chicago — New York

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

Personnel

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

W H O T

SOUTH BEND—EST. 1944
 BLUE

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

Personnel

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

W S B T

SOUTH BEND—EST. 1922
 COLUMBIA BROADCASTING SYSTEM

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

Personnel

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

W B O W

TERRE HAUTE—EST. 1925
 BLUE NETWORK
 NATIONAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....Banks of the Wabash, Inc.
 Operated By.....Banks of the Wabash, Inc.
 Address.....303 South Sixth Street
 Phone Number.....Crawford 3394-3395
 Transmitter.....First St. and Peyton Ave.
 Time on the Air: 17¼ hrs. daily—16½ hrs. Sunday
 Newspaper Affiliation.....Saturday Spectator
 News ServiceUP-AP
 Transcription ServiceStandard Radio
 Representative.....Weed & Company

Personnel

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

W A O V

VINCENNES—EST. 1940

KEYSTONE BROADCASTING SYSTEM

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

Personnel

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

W B A A

WEST LAFAYETTE—EST. 1922

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

Personnel

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

IOWA

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

W O I

AMES—EST. 1921 (9YI)

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

Personnel

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

K F G Q

BOONE—EST. 1927

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

Personnel

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

K B U R

BURLINGTON—EST. 1941

BLUE NETWORK

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

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

Personnel

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

W M T

CEDAR RAPIDS, WATERLOO—

EST. 1922

CBS & MBS

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

Personnel

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

K R O S

CLINTON—EST. 1941

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

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

Personnel

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

W O C

DAVENPORT—EST. 1921
BLUE NETWORK

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

Personnel

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

K W L C

DECORAH—EST. 1926

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

Personnel

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

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

K R N T

DES MOINES—EST. 1935

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

Personnel

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

K S O

DES MOINES—EST. 1921

BLUE NETWORK—MBS—

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

Personnel

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

W H O

DES MOINES—EST. 1924
NBC & CORNBELT WIRELESS

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

Personnel

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

K D T H

DUBUQUE—EST. 1941
MUTUAL BROADCASTING SYSTEM

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

Personnel

President.....Fred Woodward
Station Manager.....K. S. Gordon
Commercial Manager.....W. J. Binkley
Program Director.....Arnie Stierman
Chief Engineer.....Charles Cain

W K B B

DUBUQUE—EST. 1933
BLUE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Dubuque Broadcast-
ing Co.
Address.....Hotel Julien
Phone Number.....572
Transmitter Location...R. R. No.2, Dubuque,
Iowa

Time on the Air.....6:30 a.m. to 12 Midnight;
Sundays, 7 a.m. to 12 Midnight
News Service.....UP
Transcription Service.....Associated Music
Publishers
Representative.....Burn-Smith Co., Inc.

Personnel

Vice President and Station
Manager.....James D. Carpenter
Local Sales Manager...Harry Hatzenbuehler
Program Director and Production
Manager.....Jeanne Wiedner
Chief Announcer and Director of War
Programs.....L. Vaughn Gayman
Musical Director.....Ethel M. Carpenter
Chief Engineer.....Leonard Carlson

K V F D

FORT DODGE—EST. 1939
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northwest Broad-
casting Co.
Address.....912 First Ave. South; Warden
Bldg.
Phone Number.....Walnut 3761
Transmitter Location.....Fort Dodge RFD
Time on the Air.....6 a.m. to Midnight
News Service.....UP
Representative.....Burn-Smith Co.

Personnel

President-General and Commercial
Manager.....Edward Breen
Sales Promotion Mgr...Mrs. Marjorie Rudolph
Program Director.....Drexel Peterson
Production Manager.....Frank Strode
Chief Announcer.....Robert Elston
Chief Engineer.....Dave Sinclair

W S U I

IOWA CITY—EST. 1919

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Operated By..The State University of
Iowa
Address.....Iowa City
Phone Number.....2111-237
Transmitter Location.....Two miles west of
Iowa City
Time on the Air.....8 a.m. to 10 p.m.
News Service.....AP

Personnel

Station Director.....Carl H. Menzer
Program Director.....Pearl B. Broxam
Chief Engineer.....S. J. Ebert
(Non-Commercial Station)

K G L O

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Operated By: Lee Radio, Inc.
 Address: 12 2nd St., N.E.
 Phone Number: 2800
 Transmitter Location: Highway 18, west
 of Mason City
 Time on the Air: 6 a.m. to 12 p.m.
 News Service: AP; UP
 Transcription Service: Standard
 Lang-Worth
 Representative: Weed & Co.

Personnel

Station Manager: F. C. Eighmey
 Commercial Manager: Herbert Ohrt
 Sales Promotion: Nancy M. Halsor
 Program Director: Merritt Milligan
 Publicity Director: Charles Hilton
 Chief Engineer: Roger Sawyer

K F J B

MARSHALLTOWN—EST. 1923

MUTUAL—TALL CORN NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Marshall Electric
 Company
 Address: 1603 West Main Street
 Phone Number: 3361
 Transmitter Location: 2 miles northwest of
 Marshalltown
 Time on the Air: 6 a.m. to midnight
 News Service: UP
 Transcription Service: Langworth

Personnel

President and Station Manager: Earl Peak
 Program Director: O. L. Russell
 Musical Director: Thelma LaValley
 Chief Engineer: Eugene Peak

K B I Z

OTTUMWA—EST. 1941

MUTUAL

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: KBIZ, Inc.
 Address: 117 E. Main St.
 Phone Number: 5600
 Transmitter Location: Community Gardens
 Time on the Air: 6:00 a.m. to midnight
 News Service: UP
 Transcription Service: World

Personnel

President-Owner: James J. Conroy
 Production Manager: R. L. Dawson
 Sales Manager: Eleanor M. Haling
 Program Director: Isabel Meier
 Publicity Director: Eleanor M. Haling
 Chief Engineer: Alvin Johnson

K F N F

SHENANDOAH—EST. 1924

Frequency: 920 Kc. Power: 1000 d. 500 n.
 Owned-Operated By: KFNF, Inc.
 Address: 405 Sycamore St.
 Phone Number: 1
 Transmitter Location: Shenandoah
 Time on the Air: 6 a.m. to 3 p.m. and 6 p.m.
 to 12 mid., weekdays; 8 a.m.-3:30 p.m. &
 p.m.-12 mid., Sundays
 News Service: AP
 Transcription Service: Standard Radio

Personnel

President: Henry Field
 Station-Commercial Manager: T. F. Stubbs
 Musical Director: Perry Douthitt
 Chief Announcer: Gleason Kistler
 War Program Director: Shirley Barkman
 Chief Engineer: Earl Blakesley

K M A

SHENANDOAH—EST. 1925

BLUE NETWORK—MUTUAL

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By: May Broadcasting Co.
 Address: N. Elm St.
 Phone Number: 192
 Transmitter Location: Route 48
 Time on the Air: Unlimited license
 News Service: UP
 Transcription Service: Langworth
 Representative: Free & Peters, Inc.

Personnel

President: Earl E. May
 Station & Commercial Mgr.: J. C. Rapp
 Sales Promotion: Owen Sadler
 Program Director: Terry Moss
 Production Manager: Hugh Aspinwall
 Publicity Director: Harriet Lingo
 Musical Director: Mabel McFarland
 War Program Director: Owen Saddler
 Chief Engineer: Ray Schroeder

K S C J

SIOUX CITY—EST. 1927

BLUE NETWORK

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

Personnel

President: William R. Perkins
 Station Manager: Eugene T. Flaherty
 Sales Manager: Eugene T. Flaherty

Program Director Eugene T. Flaherty
 Director of Education... Elizabeth Sammons
 Musical Director..... Miriam Corkhill
 Chief Engineer..... Alvin H. Smith

Transmitter Location..... Commerce Building
 Time on the Air..... Unlimited License
 Newspaper Affiliation..... Sioux City Tribune
 News Service..... UP
 Transcription Service... Associated Music Pub-
 lishers
 Representative..... Burn-Smith Co.

K T R I

SIOUX CITY—EST. 1938
 MUTUAL BROADCASTING SYSTEM
 TALL CORN NETWORK
 NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By.. Sioux City Broadcasting
 Company
 Business Address..... Commerce Building
 Phone Number..... 8-0185

Personnel

President..... Eugene Kelly
 General Manager..... Dietrich Dirks
 Commerical Manager..... Ray Jensen
 Program Director-Chief Announcer.. Al Triggs
 Production Manager..... Andrew Bogue
 Publicity Director..... Mary Lou Sheer
 Musical Director..... Bernie Mahr
 Chief Engineer..... Bob Beck

FOR QUALITY
 AP!

Promotion

Acceptance

Go in Places

BASIC
BLUE

KXEL

JOSH HIGGINS BROADCASTING CO.
STUDIOS IN WATERLOO AND CEDAR FALLS, IOWA

• REPRESENTED BY JOHN BLAIR AND COMPANY •

50,000

WATTS
CLEAR
CHANNEL

K I C D

SPENCER—EST. 1942
 MUTUAL BROADCASTING SYSTEM
 TALL CORN NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned By Iowa Great Lakes
 Broadcasting Co.
 Operated By G. H. Sondergaard
 Address P. O. Box 631, Spencer
 Phone Number 45
 Transmitter Location North of Spencer
 on Highways 18 and 71
 Time on the Air 6 a.m. to 12 p.m.
 News Service AP
 Transcription Service Lang-Worth
 National Representative Hal Holman

Personnel

President L. W. Andrews
 Station and Commercial
 Manager G. H. Sondergaard
 Program Director Mardelle Ludwig
 Production and Publicity
 Director Jerry Ashe
 Chief Engineer Hewitt Grotewohl

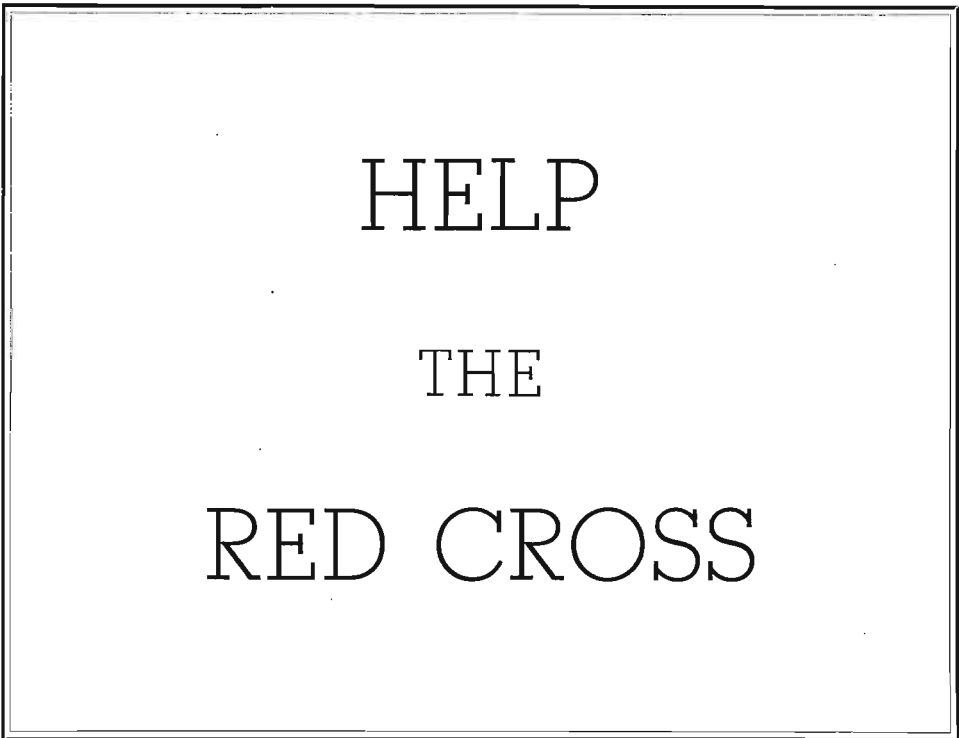
K X E L

WATERLOO—EST. 1942
 BLUE NETWORK

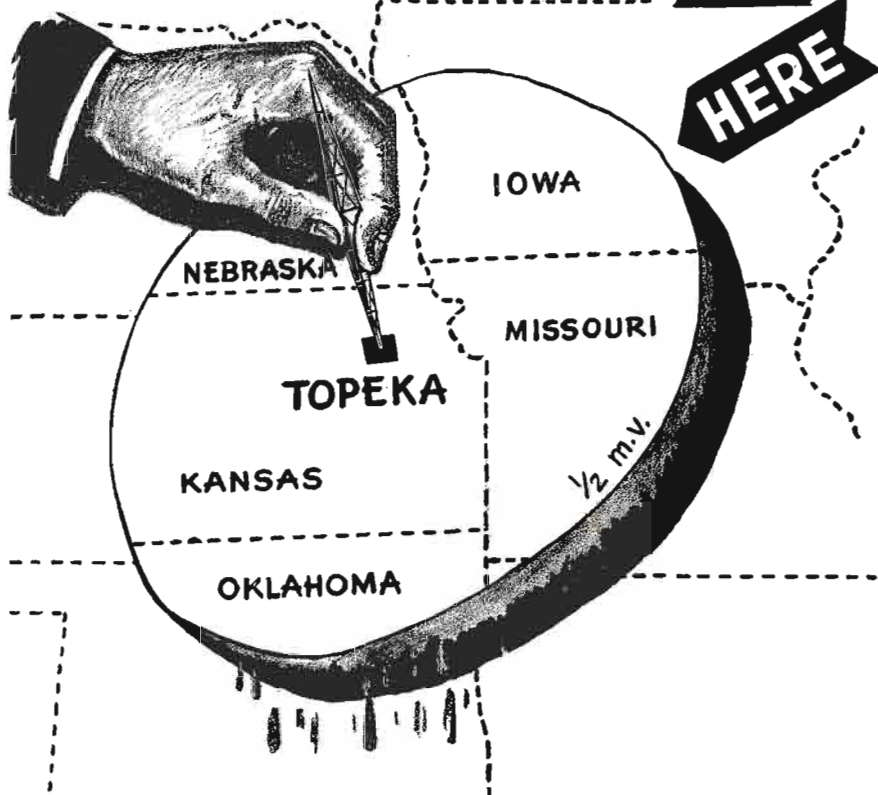
Frequency: 1540 Kc. Power: 50000 Watts
 Owned-Operated By Josh Higgins
 Broadcasting Co.
 Address Insurance Bldg.
 Phone Number 3371
 Transmitter Location Dysart
 Time on the Air 5:30 a.m. to 12:30 a.m.
 News Service AP
 Transcription Service Standard
 National Representative John Blair & Co.

Personnel

President-General Manager Joe Du Mond
 Commercial Manager A. J. Du Mond
 Sales Promotion and Publicity
 Director E. M. Gahre
 Program Director E. M. Owen
 Production Manager Don Ames
 Farm Editor Hugh Muncy
 News Editor George Cremeens
 Continuity Isabelle Loar
 Musical Director George Timm
 Artists Bureau King Beal
 Chief Engineer Don Kassner
 Record MC Wayne Dennis



GIVE YOUR SALES A LIFT



For almost 20 years, WIBW has been lifting sales for its advertisers—and *keeping* them lifted. We can do the same for you! Here's why.

WIBW is the "easiest heard" and "most listened to" station in this area. (Personal surveys by Dr. F. L. Whan as reported in "Kansas Radio Audience, 1944").

We have the confidence and good-will of more than five million farm and small town listeners. We have it because our programs and entertainment are deliberately keyed to their *known* preferences . . . our services to the promotion of their interests and welfare.

That's why WIBW advertisers get immediate, wholehearted buying response. It's why we're absolutely certain that we can do the same for you and your product. Let us prove it!

WIBW

IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK

CHICAGO

KANSAS CITY

SAN FRANCISCO

KANSAS

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

K V A K

ATCHISON—EST. 1939
MUTUAL

Frequency: 1450 Kc. Power 250 Watts
Owned By S. H. Patterson
Operated By S. H. Patterson
Address 622 Commercial Street
Phone Number 1420
Transmitter Location Winthrop, Mo.
Time on the Air 6:00 a.m. to 12 Midnight
News Service AP
Transcription Service Keystone
Broadcasting System
Representative Thomas Clarke

Personnel

President-Owner S. H. Patterson
Station Manager Jerry Akers
Commercial Manager David G. Roberts
Program Director Joseph Peck
Chief Engineer Charles Rayburn

K G G F

COFFEYVILLE—EST. 1930
THE BLUE NETWORK

Frequency: 690 Kc. Power: 1000 d.; 500 n.
Owned-Operated By Hugh J. Powell
Address 8th and Elm
Phone Number 147
Transmitter Location South Coffeyville
Time on Air Sundays, 7 a.m.-11 p.m.;
Weekdays, 6 a.m. to 11 p.m.
Newspaper Affiliation Coffeyville Journal
News Service AP
Transcription Service NBC Thesaurus
Representative Weed & Co.

Personnel

Owner Hugh J. Powell
General Manager Melvin Drake
Program Director-Chief Announcer
Dick Campbell
Production Manager-Musical Director,
Ozzie Osborne
Publicity Director Anna Marie McGrath
Chief Engineer J. S. Jaminet

K G N O

DODGE CITY—EST. 1930

KEYSTONE BROADCASTING SYSTEM

Frequency: 1370 Kc. Power: 1000 d., 250 n.
Owned-Operated By Dodge City Broad-
casting Co.
Address Globe Bldg.
Phone Number 1340
Transmitter Location West Park Rd.

Time on the Air Unlimited
Newspaper Affiliation Dodge City Daily Globe
News Service AP
Transcription Service World
Representative Arthur H. Hagg and
Associates

Personnel

President J. C. Denlous
Manager N. C. Peterson
Sales Manager Dorothy Starvig
Program Director Herschell Holland
Chief Engineer Ralph Hickman

K T S W

EMPORIA—EST. 1939

MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Emporia Broad-
casting Co.
Address 613 Merchant St.
Phone Number 153, 154
Transmitter Location South Emporia
Time on the Air: 6:30 a.m. to 12:05 a.m.; Sun-
days, 7:30 a.m. to 12:05 a.m.
News Service AP
Transcription Services World

Personnel

President Selleck B. Warren
Station Manager J. Nelson Rupard
Program Director Miriam Porter
Production Manager Duane Tucker
Musical Director Rosalee Askew
Chief Engineer Harold C. Davis

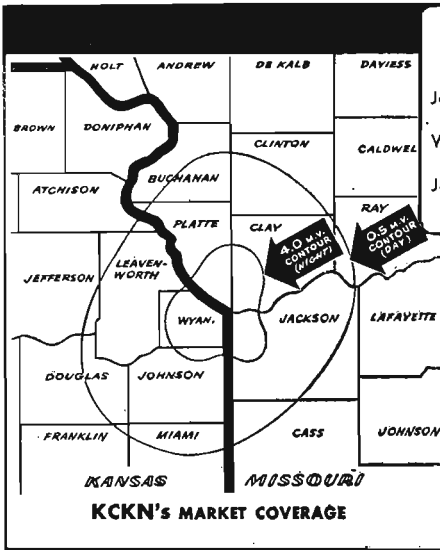
K I U L

GARDEN CITY—EST. 1935
MUTUAL

Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By F. D. Conard
Business Address 509 N. Main
Phone Number 666
Studio Address 509 N. Main
Transmitter Location Northwest of
Garden City
Time on the Air 7 a.m. to 10 p.m.
News Service UP
Transcription Service C. P. McGregor,
Keystone Broadcasting System
Representatives Cox & Tanz

Personnel

President F. D. Conard
Station and Commercial Manager Al Pyatt
Program Frances Ewing
Chief Engineer Robert W. Snyder



GREATER KANSAS CITY MARKET DATA

METROPOLITAN COUNTIES (and Important Cities)	Est. City Population 12-1-43	EFFECTIVE Buying Income	TOTAL RETAIL SALES	HOUSES WITH RADIOS
Jackson (Mo.) . . .	494,200	\$827,743,000	\$371,050,000	133,067
Kansas City . . .	431,700	700,302,000	352,224,000	112,945
Wyandotte (Ks.) . . .	147,100	201,627,000	73,708,000	36,676
Kansas City . . .	135,000	180,114,000	68,066,000	31,163
Johnson (Ks.) . . .	40,900	25,964,000	12,358,000	8,552

NO GREATER CONCENTRATION OF

Buying Power

UNTIL YOU REACH THE PACIFIC COAST

MARKET DATA SOURCES

Homes with Radios—Bureau of Census.
All other data—*Sales Management's*
"SURVEY OF BUYING POWER," May 10, 1944.
(Reprinted with Permission)

★

24 HOURS A DAY

KCKN is the only Kansas City station broadcasting day and night — all night.

★

"THIS IS MUTUAL"

At 6 P. M. KCKN becomes a BASIC station of the Mutual Broadcasting System.

★

Except for Los Angeles, San Francisco and Seattle, there's no greater concentration of effective buying income in the entire western half of the United States than is to be found in Greater Kansas City.

And directly upon this nine hundred million dollar market KCKN concentrates ALL of its effort—no attempt whatever being made to program for the thinly-spread farm and small town audience surrounding Greater Kansas City. KCKN is strictly a metropolitan station for metropolitan listeners.

KCKN offers you the all-important MASS MARKET BUYING POWER of Greater Kansas City *without* the rate penalty of out-state coverage.

Contact your nearest Capper office for availabilities.

Music by Day - Mutual at Night



The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY. . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280 CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 3220 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

K V G B

GREAT BEND—EST. 1937
MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KVGB, Inc.
 Address.....Cork Bldg.
 Phone Number.....1080, 1081
 Transmitter Location.....South Great Bend
 Time on the Air.....6:30 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson

Personnel

President.....R. C. Russell
 Vice-President and General
 Manager.....Clem Morgan
 Sales Promotion.....Herbert W. Clarr
 Program Director.....Ray Beals
 Chief Engineer.....Leo Legleiter

K W B W

HUTCHINSON—EST. 1935
NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Wm. Wyse & Stanley Marsh
 Operated By...The Nation's Center Broadcast-
 ing Co.
 Address.....101 East Avenue A
 Phone Number.....5202
 Transmitter Location.....Hutchinson
 Time on the Air.....Unlimited Time
 News Service.....UP
 Transcription Service.....Lang-Worth

Personnel

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

K C K N

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

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....The KCKN Broad-
 casting Company
 Address.....901 North 8th St.
 Phone Number.....Drexel 4300
 Transmitter Location.....901 North 8th St.
 Time on the Air.....Full Time
 Newspaper Affiliation.The Kansas City Kansas
 News Service.....UP
 Transcription Service.....Standard Radio,
 Lang-Worth
 Representative.....Capper Publications

Personnel

General Manager.....Ben Ludy
 Manager.....Ellis Atteberry
 Sales Promotion Manager.....Joe Story
 Program Director.....Milan Mahale
 Publicity Director.....Almeda Boeth
 Production Manager.....George Stump
 Director of Continuity.....Peggy Osborne
 War Program Director.....Ellis Atteberry
 Musical Director.....Milan Mahale
 Chief Engineer.....Max Williams

K F K U

LAWRENCE—EST. 1924

Frequency: 1250 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....University of Kansas
 Address.....Lawrence
 Phone Number.....K. V. Exchange
 Transmitter Location.....Tonganoxie, Kans.
 Time on the Air....Shares time with WREN
 News Service.....INS

Personnel

Station Manager.....Harold G. Ingham
 Chief Engineer.....R. P. Stringham
 (Non-Commercial Station)

W R E N

LAWRENCE—EST. 1926
BLUE NETWORK

Frequency: 1250 Kc...Power: 5000 d., 1000 n.
 Owned-Operated By.....WREN Broadcasting
 Co. Inc.
 Address.....WREN Bldg.
 Phone Number.....110
 Transmitter Location.....Between Lawrence,
 Kans., & Kansas City, Mo.
 Time on the Air.....121 hours per week
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Geo. P. Hollingbery Co.

Personnel

President.....R. C. Jackman
 General Manager.....Verl Bratton
 Chief Engineer.....Carl Bliesner

K S A C

MANHATTAN—EST. 1924

Frequency: 580 Kc.....Power: 1000 d., 500 n.
 Owned-Operated By.....Kansas State College
 Address.....College Campus
 Transmitter Location.....College Campus
 Time on the Air.....Shares time

Personnel

President.....Milton E. Eisenhower
 Station Manager.....H. UMBERGER
 Chief Engineer.....R. C. DENNISON
 (Non-Commercial Station)

K O A M

PITTSBURG—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 810 Kc. Power: 1000 Watts, Day
Owned-Operated By The Pittsburg
Broadcasting Company, Inc.
Address Commerce Building
Phone Number 2165
Transmitter Location Pittsburg, Kans.
Time on the Air Daytime License
News Service INS
Transcription Service World Broadcasting
Representative John E. Pearson Co.

Personnel

President E. Victor Baxter
Station Manager R. E. Wade
Chief Engineer Leo Stafford

W I B W

TOPEKA—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By Capper Publications,
Inc.
Business Address Box 119
Phone 3-2377
Studio Address 1035 Topeka Blvd.
Transmitter Location Seven miles west of
Topeka
Time on the Air: 5 a.m. to 12:05 a.m. (with
3½ hrs. allowed to KSAC) and Sundays,
6:00 a.m. to 12:05 a.m.
Newspaper Affiliation Capper Publications,
Inc.
News Service UP, AP
Transcription Service Standard Radio
Representative Capper Publications, Inc.
& Walter Biddick Co. (West Coast)

Personnel

President H. S. Blake
General Manager Ben Ludy
Publicity Director Charles Hill
Music Director Maudie Shreffler
War Program Director Kathryn Young
Chief Engineer Karlton G. Marquardt

K S A L

SALINA—EST. 1937

MUTUAL BROADCASTING SYSTEM

KANSAS STATE NETWORK

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By KSAL, Inc.
Address 201 West Iron
Phone Number 100
Transmitter Location West State St.

Time on the Air: 6 a.m. to 12 midnight (125
hours weekly)
Newspaper Affiliation Salina Journal
News Service AP
Transcription Service NBC Thesaurus
Representative John E. Pearson Co.

Personnel

President R. J. Laubengayer
Station and Commercial
Manager Ray Y. Jensen
Program Director Roland Preusch
Chief Engineer N. E. Vance, Jr.

K A N S

WICHITA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By The KANS Broad-
casting Co.
Address Hotel Lassen
Phone Number 4-2387
Transmitter Location Wichita
Time on the Air 6:30 a.m. to midnight
Transcription Service NBC Thesaurus
Representative Headley-Reed Co.
Standard Radio

Personnel

President Herb Hollister
General Manager Jack Todd
Program Director Vic Rugh
Supervising Engineer Charles Lucy

K F B I

WICHITA—EST. 1923

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

KANSAS STATE NETWORK

Frequency: 1070 Kc. Power: 5000 d., 1000 n.
Owned-Operated By Farmers and Bankers
Broadcasting Corporation
Address 2000 E. First St.
Phone Number 2-1447
Transmitter Location 42nd and Broadway
Time on the Air 19 hours daily
News Service INS & UP
Transcription Service World
Representative George P. Hollingberry Co.

Personnel

President H. K. Lindsley
Station Manager Robert K. Lindsley
Sales Promotion Manager Ralph Varnum
Chief Engineer K. W. Pyle
Program Director L. L. F. Weatherway
Musical Director F. E. Markwell

K F H

WICHITA—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 1330 Kc. Power: 5000 Watts

Owned-Operated By The Radio Station

KFH Company, Inc.

Address York Eite Building

Phone Number 2-4491

Transmitter Location RFD No. 3, Wichita,

Kansas

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

Newspaper Affiliation Wichita Eagle

News Service AP, UP

Transcription Service Lang-Worth
 Representative Edward Petry & Company

Personnel

President John Rigby

Vice-President-General Mgr. M. M. Murdock

Business Manager P. S. Clark

National Sales & Promotion Manager,

Clark A. Luther

Chief Announcer Dave Wilson

Program Director Vernon E. Reed

Production Manager John Speer

Musical Director Wayne Euchner

Chief Engineer Amos C. Dadisman

FOR QUALITY
 AP!

**COVERING A VITAL MARKET
DAY and NIGHT**

Round the clock . . . round the calendar
. . . a continuous broadcast backed by the
power of 50,000 watts over a clear channel
basic CBS network!

Radio Station WHAS
Louisville, Kentucky

50,000
WATTS



KENTUCKY

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

W C M I

ASHLAND—EST. 1935

MUTUAL

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Ashland Broadcasting Company
Address.....20th & Front Streets
Phone Number.....3010 (Ashland), 28358 (Huntington).
Studio Address..20th & Front Streets, Ashland, Ky.; Radio Center, Huntington, West Va.
Transmitter Location....48th and Ohio River, Ashland, Ky.
Time on the Air.....6:30 a.m. to 12 midnight Weekdays; 8 a.m.-12 Midnight, Sundays.
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative.....John E. Pearson Co.

Personnel

President.....Gilmore Nunn
Vice-President.....J. Lindsay Nunn
General Manager.....L. D. Newman
Chief Engineer.....Clarence Weaver

W L B J

BOWLING GREEN—EST. 1940

MUTUAL—SOUTHERN NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By...Bowling Green Broadcasting Co., Inc.
Address.....Fairview & Lehman Aves.
Phone Number.....1340-1
Transmitter Location.Fairview & Lehman Aves.
Time on the Air....6 a.m. to 11 p.m.; Sundays, 8 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Burn-Smith Co.

Personnel

President & Station Manager....Ken D. Given
Sales Promotion Manager....Ken D. Given
Program Director.....Helen Given
Chief Engineer.....James Hight

W H L N

HARLAN—EST. 1941

MUTUAL AND KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Blanco Radio

Company, Incorporated

Address.....South Main St.
Phone Number.....625
Time on the Air.....6:30 a.m.-10:30 p.m.
News Service.....UP
Transcription Service.....Lang-Worth
World Broadcasting System, Keystone
Representative.....Burn-Smith Co.

Personnel

Owner-Station Manager.....R. B. Helms
Commercial Manager.....Stuart O'Dell, Jr.
Chief Engineer.....J. Francke Fox
Record MC.....Bob McKeehan

W S O N

HENDERSON—EST. 1941

Frequency: 860 Kc. Power: 500 Watts, Day
Owned-Operated By.....Henderson Broadcasting Co., Inc.
Address.....Zion Road, R No. 3
Phone Number.....3923
Transmitter Location.....Southeast of Henderson
Time on the Air.....Local sunup to local sundown
News Service.....UP & AP
Transcription Service...NBC Thesaurus, Associated Music
Representative.....Sears & Ayer, Inc.

Personnel

President-General Mgr...Pierce E. Lackey, Sr.
Station and Commercial Manager....Hecht S. Lackey
Program Director.....Martha Jane Reed
Production Manager.....B. A. Smith
Chief Engineer.....B. A. Smith

W H O P

HOPKINSVILLE—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Hopkinsville Broadcasting Co., Inc.
Phone Number.....1025, 1028
Business Address.....9th & Main
Transmitter Location.....Cadiz Pike
Time on the Air.....6 a.m. to 11:05 p.m.
News Service.....UP & AP
Transcription Service....World Broadcasting System, Associated Music Publishers
Representative.....Sears & Ayer

Personnel

President.....Pierce E. Lackey
 General and Commercial Manager..F. Ernest Lackey
 Chief Engineer.....Charles W. Stratton

W L A P

LEXINGTON—EST. 1934

BLUE, MUTUAL, AND SOUTHERN NETWORK
 Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...American Broadcasting Corp.

Address...Radio Bldg., Walnut and Short Sts.
 Phone Number.....1721
 Transmitter Location...Mason-Headley Road
 Time on the Air.....5:45 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard
 Representative.....John E. Pearson Co.

Personnel

President-General Mgr.....Gilmore N. Nunn
 Vice-President.....J. Lindsay Nunn
 Station Director.....J. E. Willis
 Sales Promotion and Program Director..Lowry Kohler
 Chief Engineer.....Sanford Helt

W A V E

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By...WAVE, Incorporated
 Address.....334 E. Broadway
 Phone Number.....Wabash 6543
 Transmitter Location.....Hamburg Pike, Jeffersonville, Ind.

Time on the Air.....6 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 News Service.....INS & AP
 Transcription Service.....NBC Thesaurus, Lang-Worth
 Representative.....Free & Peters, Inc.

Personnel

President.....Major Geo. W. Norton, Jr.
 Station Manager.....Nathan Lord
 Chief Engineer.....Wilbur E. Hudson

W G R C

LOUISVILLE—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Northside Broadcasting Corp.

Business Address: Kentucky Home Life Bldg.;
 Louisville, Ky.
 Phone.....Wabash 8871

Studio Addresses: Kentucky Home Life Bldg.,
 Louisville, Ky., and Elsby Bldg., New Albany,
 Ind.

Transmitter Location: Preston and Woodbine
 Streets, Louisville, Ky.

Time on the Air.....6 a.m. to midnight
 News Service.....AP & UP
 Transcription Service.....Standard Radio;
 Associated Music Publishers; Lang-Worth
 Representative.....Burn-Smith Co.

Personnel

President and Commercial Mgr..J. Porter Smith
 Station Manager.....Charles L. Harris
 Sales Promotion.....Harry Hunter
 Program Director.....Ward Hatcher
 Musical Director.....J. Bertram Harmon
 Chief Engineer.....Perry Esten

W H A S

LOUISVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 840 Kc.....Power: 50000 Watts
 Owned-Operated By...Courier-Journal and
 Louisville Times Company

Address.....300 West Liberty St.
 Phone Number.....Wabash 2211
 Transmitter Location...R. R. No. 2, Anchorage,
 Kentucky

Time on the Air.....24 Hours Daily
 Newspaper Affiliation...Courier-Journal and
 Louisville Times

News Service.....AP, UP
 Transcription Service.....Associated Music
 Publishers, Standard
 Representative.....Edward Pety & Company

Personnel

Owner.....Barry Bingham (With U. S. Navy)
 Vice-President &
 General Manager.....Mark Ethridge
 General Manager.....W. Lee Coulson
 Commercial Manager.....Joe Eaton
 Production Manager.....Jean Clos
 Musical Director.....Robert Hutsell
 Choral Director.....Edward Barret
 Assistant Chief Engineer...D. C. Summerford
 Chief Engineer.....Orrin W. Towner
 (See Page 436)

W I N N

LOUISVILLE—EST. 1940

BLUE NETWORK

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

Address.....10th Floor Tyler Hotel, 3rd and
 Jefferson Sts.
 Phone Number.....Wabash 5148

. . .

KENTUCKY

. . .

Transmitter Location..... On top Tyler Hotel
 Time on the Air..... 6 a.m. to 12 midnight
 News Service..... AP
 Transcription Service..... C. P. MacGregor &
 Standard
 Representatives: Peggy Stone, New York;
 George Roesler, Chicago; Homer Griffith Co.,
 Los Angeles and San Francisco.

Personnel

President and
 Station Manager..... Mrs. Nelle M. Kendrick
 Station Manager..... Harry McTigue
 Commercial Manager..... G. F. Bauer
 Program Director..... M. K. McCarten
 Production Manager..... Dick Brown
 Chief Engineer..... Lynn Lemond

W O M I

OWENSBORO—EST. 1938

MUTUAL

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Owensboro Broad-
 casting Co.
 Address..... Owensboro
 Phone Number..... 420, 421
 Transmitter Location..... Owensboro
 Time on the Air..... 7 a.m. to 10:35 p.m.

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

Personnel

President..... Lawrence W. Hager
 General Manager..... Hugh O. Potter
 Commercial Manager..... Malcolm Greep
 Chief Engineer..... Leslie Goodaker

W P A D

PADUCAH—EST. 1930

COLUMBIA BROADCASTING SYSTEM
 KENTUCKY NETWORK

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Paducah Broadcast-
 ing Co.
 Business Address..... Taylor Bldg., 4th and
 Broadway
 Phone Number..... 4100
 Studio Address..... Taylor Bldg.
 Transmitter Location..... 9th and Terrell
 Time on the Air..... 6 a.m. to 11:30 p.m.
 News Service..... UP & AP
 Representative..... Sears & Ayer

Personnel

President & General Mgr..... Pierce E. Lackey
 Sales Manager..... Gene Peak
 Chief Engineer..... U. C. Morris

W I N N



LOUISVILLE

Basic Blue Network

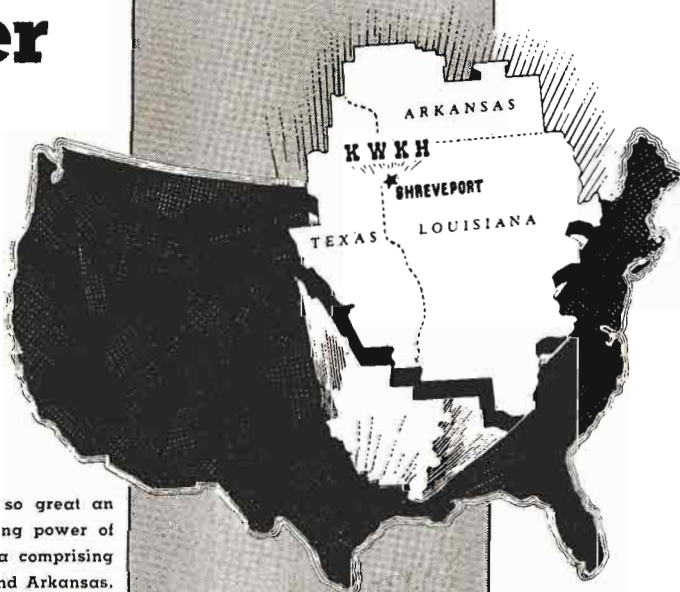
Represented by

BROADCAST SALES CO.	New York and Chicago
HOMER GRIFFITH CO.	Hollywood and San Francisco

GREATER COVERAGE IN A MARKET WHERE

**effective
buying
power**

**SHOWS
A 102%
GAIN***



Few markets can boast of so great an increase in the effective buying power of its people as this tri-state area comprising sections of Louisiana, Texas and Arkansas.

This increase in income of \$573,000,000 over 1940 is from basic industries industries such as oil, gas, lumber, minerals, livestock and agriculture which have long contributed big incomes to this intensely active market.

Though there has been no increase in population figures since the 1940 census, retail sales show a gain of 58% with food and drug sales up 74.7% and 81.2% respectively.

Yes, today this market is prosperous, but there can be no doubt as to its stability in the postwar period. To get your full share of present and future sales opportunities you need only KWKH for it offers greater coverage than any other single medium.

**Based on latest figures as compared with 1940 census.*

*In its primary area alone,
KWKH serves 49 counties
with a total population of
1,456,167.*

*The
Shreveport Times
Station*
JOHN D. EWING
President
FRED OHL
General Manager

KWKH

CBS ★ 50,000 WATTS

SHREVEPORT, LOUISIANA

Represented by The Busham Co.

LOUISIANA

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

KALB

ALEXANDRIA—EST. 1935

BLUE NETWORK
LOUISIANA NETWORK

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

Address: 505 Johnston St.
Phone Number: 3335
Transmitter Location: S.E. of Pineville
Time on the Air: 6:30 a.m. to 11 p.m.; Sunday, 8 a.m. to 10:05 p.m.

News Service: INS-AP
Transcription Service: Standard Radio
Representatives: Weed & Co.

Personnel

President: Walter H. Allen
Station and Commercial Mgr.: E. R. Cappellini
Program Director: Dorothy Aden
Chief Announcer: Ed Rand
Chief Engineer: Jesse R. Sexton

WJBO

BATON ROUGE—EST. 1934

BLUE NETWORK

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

Address: 444 Florida St.
Phone Number: 5271-2
Transmitter Location: Roosevelt Road
Time on the Air: Unlimited license
Newspaper Affiliation: Baton Rouge State-Times, Baton Rouge Morning Advocate

Transcription Service: World Broadcasting
Representative: Geo. P. Hollingsbery Company

Personnel

President: Charles P. Manship
Vice-Pres. & Gen. Mgr.: J. R. Dabadie

KVOL

LAFAYETTE—EST. 1935

AFFILIATION NATIONAL BROAD. CO.

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

Business Address: 519 S. Buchanan
Phone Number: 336, 2062
Studio Address: 519 S. Buchanan
Transmitter Location: Scott Road
Time on the Air: 6:30 a.m. to 10:30 p.m.

News Service: UP
Transcription Service: World

Personnel

President: Morgan Murphy
Station Manager: Geo. H. Thomas
Commercial Manager: B. H. Bailey, Jr.
Program Director-Chief Announcer: Henry Wood
Chief Engineer: B. H. Bailey, Jr.

KPLC

LAKE CHARLES—EST. 1935

AFFILIATED WITH
NATIONAL BROADCASTING CO.
& LOUISIANA NETWORK

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

Address: P. O. Box 1521
Phone Number: 2713, 2714
Transmitter Location: La Grange St.
Time on the Air: Unlimited license
News Service: UP
Transcription Service: NBC Thesaurus

Personnel

President: T. B. Lanford
Station and Commercial Manager: David Wilson
Program Director: Margaret Campbell Mercer
Chief Engineer: Earl C. Moses

KMLB

MONROE—EST. 1930

BLUE NETWORK & LOUISIANA NETWORK

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

Address: Frances Hotel
Phone Number: 4321
Transmitter Location: Millhaven Rd.
Time on the Air: Unlimited license
News Service: UP
Transcription Service: Standard Radio

Personnel

President: O. C. Liner
General Manager: J. C. Liner
Sales Promotion Manager: J. C. Liner
Program and Publicity Director: Marjorie Watson
Chief Announcer: Carley Fox
Chief Engineer: O. L. Morgan

• • • LOUISIANA

KNOE

MONROE—EST. 1944

NBC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: James A. Noe
Business Address: Bernhardt Bldg.
Phone Number: 912
Transmitter Location: 23rd St. Extension from
Louisville Ave., Monroe, La.
Time on the Air: 6:00 a.m.-12 mid., daily
Representative: Joseph Hershey McGillvra, Inc.

Personnel

President: James A. Noe
Vice-Pres.-Gen. Mgr.: James E. Gordon

WDSU

NEW ORLEANS—EST. 1923

BLUE NETWORK

LOUISIANA STATE NETWORK

Frequency: 1280 Kc. Power: 5000 Watts
Owned-Operated By: Stephens Broadcasting
Co.

Address: Hotel Monteleone
Phone Number: Raymond 7135
Transmitter Location: Whitney Ave.
Time on the Air: 24 Hours Daily
News Service: UP, AP
Transcription Service: Lang-Worth
Representative: John Blair Co.

Personnel

Partner & Sta. Mgr.: Fred Weber
Sales Promotion Manager: Jeanne Spoonmoor
Program Director: Stanley Holiday
Production Manager: Fred Hill
Chief Announcer: Roy Hill
Musical Director: James Forsyth
Chief Engineer: Charles Whitney

WJBW

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Charles C. Carlson
Address: 540 Audubon Building
Phone Number: Magnolia 3488-9
Transmitter Location: 3617 Bruxelle St.
Time on the Air: 7:00 a.m. to 12:00 midnight
News Service: AP
Transcription Service: C. P. MacGregor
Representative: Cox & Tanz

Personnel

Gen. Mgr.: P. K. Ewing

WNOE

NEW ORLEANS—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts

The New WDSU

offers . . .

- ★ 5,000 WATTS, DELIVERING 20,000 WATTS, IN THE POPULATED AREAS OF SOUTH LOUISIANA-MISSISSIPPI
- ★ ONLY NEW ORLEANS STATION WITH BOTH PA AND UP NEWS SERVICES
- ★ OCCUPIES A CENTRAL DIALING POSITION
- ★ IS AFFILIATED WITH THE BLUE NETWORK
- ★ EMPHASIZES LOCAL PROGRAMMING
- ★ 24-HOUR SERVICE



. . . LOUISIANA . . .

Owned By.....James A. Noe
 Address.....St. Charles Hotel, 211 St.
 Charles St.
 Phone Number.....Raymond 0423
 Transmitter Location.....3915 Euphrosine St.
 Time on the Air.....20 hours daily
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Joseph Hershey McGillvra

Personnel

President.....James A. Noe
 Sta. & Com. Manager.....James Gordon
 Program Director.....Beverly Brown
 Chief Engineer.....A. J. Bourgeois

W S M B

NEW ORLEANS—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1350 Kc.....Power: 5000 Watts
 Owned-Operated By.....WSMB, Inc.
 Address.....Maison Blanche Bldg.
 Phone Number.....MA 5921
 Transmitter Location.....Algiers, La.
 Time on the Air.....7 a.m. to 12 midnight
 Transcription Service.....NBC Thesaurus
 Representative.....Edward Petrv & Co.

Personnel

President.....E. V. Richards
 General Manager.....H. Wheelahan

W W L

NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc.....Power: 50000 Watts
 Owned-Operated By.....Loyola University
 Address.....Roosevelt Hotel
 Phone Number.....Raymond 2194-5-6-7
 Transmitter Location.....Kenner, La.
 Time on the Air.....5 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard Radio
 and World
 Representative.....The Katz Agency

Personnel

Station Manager.....W. H. Summerville
 Commercial Manager.....Larry Baird
 Merchandising Manager.....Alice R. Barclay
 Program and Production
 Director.....Dean Long
 Director of War Programs.....Stanley Reyes
 Agricultural Director.....Gordon Loudon
 Chief Engineer.....J. D. Bloom, Jr.

K R M D

SHREVEPORT—EST. 1928

BLUE NETWORK
 LOUISIANA NETWORK

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

Owned-Operated By.....KRMD, Inc.
 Business Address.....P. O. Box 1712
 Phone Number.....6171-2
 Studio Address.....New Jefferson Hotel
 Transmitter Location.....New Jefferson Hotel
 Time on the Air.....6 a.m. to midnight
 News Service.....INS

Personnel

General & Commercial Manager.....G. V. Wilson
 Station Director.....Elizabeth Alford
 Musical Director.....Elizabeth Alford
 Chief Engineer.....J. C. Irby, Jr.

K T B S

SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By: Radio Station KTBS (A
 Partnership)
 Studio Address.....Commercial Bldg.
 Transmitter Location.....Hart Island Road
 Phone Number.....3-3673
 Time on the Air.....6:30 a.m. to midnight
 News Service.....AP, UP
 Transcription Service.....NBC Thesaurus;
 Lang-Worth
 Representative.....Edward Petry & Co.

Personnel

General Manager.....John C. McCormack
 Assistant Manager.....B. G. Robertson
 Commercial Manager.....Leslie H. Peard, Jr.
 Chief Engineer.....C. H. Maddox

K W K H

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM
 SOUTH CENTRAL QUALITY NETWORK

Frequency: 1130 Kc.....Power: 50000 Watts
 Owned-Operated By.....International Broad-
 casting Corp.
 Studio Address.....Commercial Building
 Transmitter Location.....Near Dixie, La.
 Phone Number.....2-8711
 Time on the Air.....5 a.m. to 1.05 a.m.;
 Sundays, 6 a.m. to 1:05 a.m.
 Newspaper Affiliation.....The Shreveport Times
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....The Branham Co.

Personnel

President.....John D. Ewing
 Station Manager.....Fred Ohl
 Commercial Manager.....J. A. Oswald
 Sales Promotion.....James T. Briggs
 Program Director.....Howard Langflitt
 Chief Engineer.....W. E. Antony

(See Page 440)

MAINE

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

WRDO

AUGUSTA—EST. 1932
NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK
NEW ENGLAND REGIONAL NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....WRDO, Inc.
Address.....175 Water St.
Phone Number.....2285
Transmitter Location.....Chelsea, Me.
Time on the Air.....7:00 a.m. to 1
News Service.....UP
Transcription Service.....Associated Music
Publishers
Representatives.....Weed & Company
Bertha Bannan

Personnel

President.....Adeline B. Rines
Station Manager.....Quenton Crandall
Commercial Manager.....Walter Weightman
Program Director.....Dan Kelly
Chief Engineer.....Harold T. Dinsmore

WABI

BANGOR—EST. 1921
COLUMBIA BROADCASTING SYSTEM
NEW ENGLAND NETWORK

Frequency: 910 Kc ... 1000 Watts. C.P. 5000
Watts
Owned-Operated By.....Community Broad-
casting Service, Inc.
Address.....57 State St.
Phone Number.....6447-6446
Transmitter Location...Wilson St., Brewer, Me.
Time on the Air.....7 a.m. to 12 midnight
Transcription Service.....Associated Library
Representative.....R. C. Foster, Boston

Personnel

President and Station Manager..F. B. Simpson
Commercial Manager.....Guy Corey
Program Director.....Harold Dorr
Chief Engineer.....Walter Dickson

WLBZ

BANGOR—EST. 1926
NATIONAL BROADCASTING CO.
YANKEE NETWORK
NEW ENGLAND REGIONAL NETWORK
Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By..Maine Broadcasting Co.
Address.....100 Main St.
Phone Number.....6023

Transmitter Location.....Bangor
Time on the Air.....Unlimited license
Transcription Service.....NBC Thesaurus
Representative.....Weed & Co.

Personnel

President.....William H. Rines
Station Manager.....Edward E. Guernsey
Program Director.....Norman Lambert
Chief Announcer.....Irving Hunter
Chief Engineer.....John Wibby

WCOU

LEWISTON—EST. 1938
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By....Twin City Broadcast-
ing Co., Inc.
Address.....223 Lisbon St.
Phone Number.....3140-3141
Transmitter Location.....East Ave.
Time on the Air.....18 hours per day
News Service.....UP

Covering
Maine's Richest Industrial Area

WCOU

Mutual's Voice in Maine
Serves

LEWISTON—AUBURN
PORTLAND

The No. 1 and No. 2 Maine Markets

Primary Coverage—293,937
Radio Homes—66,230

AT LOWEST COST PER LISTENER

Represented Nationally by
Forjoe & Company
New York • Chicago • Philadelphia

Transcription Service.....Standard
 Representative.....Forjoe & Co.

Personnel

PresidentFaust Couture
 Station and Commercial
 Manager.....Oscar J. Normand
 Program DirectorHarold Dyer
 Publicity Director and
 Chief AnnouncerLavern Colton
 Musical Director.....Marion Payne Louisfell
 Chief Engineer.....John T. Duty

W C S H

PORTLAND—EST. 1925

NBC-YANKEE-NEW ENGLAND REGIONAL
 AND YANKEE

Frequency: 970 Kc.Power: 5000 Watts
 Owned-Operated By.....Congress Square
 Hotel Co.
 Business Address.....157 High St.
 Phone Number.....Portland 3-9667
 Studio Address.....Eastland Hotel,
 157 High St., Portland, Me.
 Transmitter Location.....Scarboro, Me.
 Time on the Air: 6:15 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 News Service.....UP & AP
 Transcription Service.....NBC Thesaurus
 Representative..Weed & Co. & Bertha Bannan

Personnel

PresidentAdeline B. Rines
 Station Manager.....William H. Rines
 Commercial Manager.....Albert W. Smith
 Program Director.....Arthur Owens
 Publicity Director.....Linwood T. Pitman
 Musical Director.....Norman Ayres
 Chief Engineer.....C. Fred Crandon

W G A N

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By.....Portland Broadcasting
 System, Inc.
 AddressColumbia Hotel
 Phone Number.....2-7489
 Transmitter LocationPortland
 Time on the Air.....6:30 a.m. to 12:00 mid.;
 Sundays, 8:00 a.m. to 12:00 mid.
 Newspaper Affiliation ...Gannett Publishing
 Co.
 Transcription Service.....Standard Radio
 RepresentativePaul H. Raymer Co.

Personnel

President.....Guy P. Gannett
 General ManagerCreighton E. Gatchell
 Commercial Manager.....Arthur K. Atherton

Program ManagerRichard E. Bates
 Chief Announcer.....Samuel G. Henderson, Jr.
 Chief Engineer.....Roger W. Hodgkins

W A G M

PRESQUE ISLE—EST. 1930

Frequency: 1450 Kc.....Power: 100 Watts
 Owned-Operated By.....Aroostook Broadcast-
 ing Corporation
 Address.....Northern National Bank Bldg.
 Phone Number.....821
 Transmitter Location...Northern National Bank
 Bldg.
 News ServiceUP
 Transcription Service.....World, R. C. Foster.
 Cox & Tanz

Personnel

PresidentHugh McQuire
 Station and Commercial
 Manager.....Harold D. Glidden
 Chief Announcer.....Carl Pacifici
 Chief Engineer.....Lester E. Hughes

FOR QUALITY !
AP



ON THE BASIC NBC NETWORK

Nationally represented by Edward Petry & Co., Inc.

446

MARYLAND

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

W B A L

BALTIMORE—EST. 1925

NATIONAL BROADCASTING COMPANY

Frequency: 1090 Kc. Power: 50,000 Watts
Owned-Operated By: Hearst Radio, Inc.
Address: Lexington Bldg.
Phone Number: Lexington 4900
Transmitter Location: Reistertown, Md.
Time on the Air: 6 a.m.-1:30 a.m.
News Service: INS; UP & AP
Transcription Service: Standard Radio;
World Broadcasting System
Representative: Edward Petry & Co.

Personnel

Station Manager: Harold C. Burke
Program Director: James M. Kennedy
Musical Director: Joseph C. Miller
Chief Engineer: Gerald W. Cooke

Address: North at Harford
Phone Number: University 8400
Transmitter Location: 1100 East Cold Spring Lane
Time on Air: 6:30 a.m.-1 a.m.
News Service: INS, UP
Transcription Service: Lang-Worth & MacGregor
Representative: Free & Peters, Inc.

Personnel

President and Commercial

Manager: John Elmer
Station Manager: George H. Roeder
Sales Promotion: P. E. Wolfe
Publicity Director: Newell A. Warner
Program and Production

Manager: Charles A. Roeder
Musical Director: Jack B. Rohr
Chief Engineer: A. E. Eckels

(See Page 448)

W C A O

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By: The Monumental Radio Company
Address: 811 West Lanvale St.
Phone Number: Madison 7220-1-2-3-4
Transmitter Location: Park Heights Avenue, Extended
Time on the Air: 6 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.
News Service: INS
Transcription Service: Lang-Worth
Representative: Paul H. Raymer Company

Personnel

President: Lewis M. Milbourne
Vice-President-General
Manager: L. Waters Milbourne
Program Directors: Gordon A. Schelhing, George L. Filling
Musical Director: Robert P. Iula
Chief Engineer: Martin L. Jones

W F B R

BALTIMORE—EST. 1922

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Operated By: Baltimore Radio Show, Inc.
Business Address: 10 East North Ave.
Phone Number: Mulberry 1300
Studio Address: Radio Center
Transmitter Location: Waterview Ave.
Time on the Air: 6 a.m. to 1 a.m.
News Service: AP, INS
Transcription Service: Associated Music Publishers, C. P. MacGregor, World
Representative: John Blair & Co.

Personnel

President: Robert S. Maslin, Sr.
Executive Vice-President: Hope H. Barroll, Jr.
Director of

National Sales: Andrew H. Hilgartner
Local Sales Manager: William S. Pire, Jr.
Sales Promotion Manager: William R. Dothard
Program Director: Bert Hanauer
Production Manager: Henry Hickman
Publicity Director: Robert S. Maslin, Jr.
Musical Director: Jos. Imbrogullo
Chief Engineer: William Q. Ranft

W C B M

BALTIMORE—EST. 1924

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Baltimore Broadcasting Corporation



Fish Make Poor Customers!

History tells us Demosthenes practised while walking back and forth along the sands, making his speech to the ocean.

But he delivered his famous orations before tremendous crowds. Thus, he gave some of the masterpieces of oratory to posterity.

The story of

Demosthenes is the story of radio. No matter how excellent your program, unless the public is tuned-in . . . you're *broadcasting to the ocean.*

Baltimore's
Listening Habit

WCBM

Your sales message broadcast over WCBM reaches the Baltimore market, for listening to WCBM is a habit in Baltimore.

John Elmer
President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder
General Manager

WITH

BALTIMORE—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts
 Owned By Maryland Broadcasting Co.
 Operated By Thomas G. Tinsley, 2nd
 Address 7 E. Lexington St.
 Phone Number Lexington 7808-9-10-11
 Transmitter Location 1230 Curtain St.
 Time on the Air 24 hours a day
 News Service AP
 Transcription Service Lang-Worth;
 Standard Radio & Associated
 Representative Headley-Reed Company

Personnel

President-Station Mgr. Thomas G. Tinsley, 2nd
 Assistant Station Manager Helen Powers
 Commercial Manager R. C. Embry
 Program Director-Chief Announcer
 Raymond W. Baker
 Production Manager James T. Mahoney
 Musical Director James T. Mahoney
 Chief Engineer James Duff
 (See Page 450)

WTBO

CUMBERLAND—EST. 1929
 NATIONAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Operated By: Associated Broadcasting Corporation
 Address 31 Frederick St.
 Phone Number Cumberland 298 and 299
 Transmitter Location Fort Hill, Cumberland
 Time on the Air: 7:00 a.m. to 12 midnight;
 Sundays, 8:00 a.m. to 12 midnight
 News Service UP
 Transcription Service World Broadcasting
 System
 Representative Spot Sales, Inc.

Personnel

President-General Manager Aurelia S. Becker
 News Editor Nelson Spencer
 Office Manager Angela Ryland

WFMD

FREDERICK—EST. 1936
 COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc. Power: 500 Watts
 Owned-Operated By Monocacy Broadcasting Company
 Business Address Winchester Hall
 Phone Number Frederick 1626, 1627
 Studio Addresses Winchester Hall,
 Gobrecht Bldg., Hanover, Pa.; 32 W. Main St.,
 Westminster, Md. and Leesburg, Va.
 Transmitter Location Frederick, Md.

Approved

THE

WTBO-NBC

AFFILIATION

APPROVAL CONFIRMED

by

SPONSORS

NEW ACCOUNTS and RENEWALS

LISTENERS

HIGH HOOPER RATINGS

WTBO

Cumberland
MARYLAND



IN BALTIMORE

You'll be glad to know that W-I-T-H,
the successful independent, delivers more
listeners-per-dollar-spent, than any of
the other 4 stations in town.

WITH

TOM TINSLEY, President

Represented Nationally by HEADLEY-REED

Time on the Air.....6:30 a.m. to 12:05 a.m.;
Sundays, 7:30 a.m. to 12:05 a.m.
News Service.....Transradio & AP
Transcription Service.....World Broadcasting
System & Lang-Worth
Representative.....Howard H. Wilson Co.

Personnel

President.....Major Laurence Leonard
Chief Announcer.....Ed McCurdy
Commercial Manager.....Wm. E. Hardy
Program Director...Eve Chamberlain Leonard
Chief Engineer.....Julius Thiel

W J E J

HAGERSTOWN—EST. 1932

MUTUAL BROADCASTING SYSTEM
MARYLAND ALL-HOME NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Hagerstown Broad-
casting Co.
Address.....Franklin Court
Phone Number.....2323
Transmitter Location.....Carrol Heights
Time on the Air.....7:00 a.m. to 2:00 a.m.
Transcription Service.....Associated
News Service.....AP

Personnel

Gen. Manager.....Grover C. Crilley
National Sales Manager.....H. A. Seville
Commercial Manager.....Clarence Myers
Program Director.....Amos Harper
Director of War Programs.....Bernice Crilly
Chief Engineer.....George W. McIntire

W B O C

SALISBURY—EST. 1940

MUTUAL BROADCASTING SYSTEM
ATLANTIC COAST NETWORK-MARYLAND
COVERAGE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....The Peninsula
Broadcasting Co.
Address.....Radio Park
Phone Number.....Salisbury 2480-2481
Transmitter Location...1 mile north of Salisbury
Time on the Air: 7 a.m. to 11:15 p.m.; Sundays,
8:25 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....World Broadcasting
System

Personnel

General Manager.....Charles J. Truitt
Assistant Program Director.....Jane Allen
Chief Announcer.....Lonnie Starr
Musical Director.....Russell Yohe
Chief Engineer.....Peter A. Alfonsi

FOR QUALITY !
AP !

**NEW TO THE
BLUE
JUNE 15, 1945**



WCOP Boston

A COWLES STATION

Represented Nationally by the KATZ AGENCY

MASSACHUSETTS

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

WBZ & WBZA BOSTON & SPRINGFIELD EST. 1921

NATIONAL BROADCASTING CO.
NEW ENGLAND REGIONAL NETWORK

Frequency: 1030 Kc. Power: 50000 (WBZ),
1000 (WBZA)
Owned and Operated By Westinghouse
Radio Stations, Inc.
Addresses Hotel Bradford, Boston; Hotel
Kimball, Springfield
Phone Number Hancock 4261 (WBZ),
Springfield 6-8336 (WBZA)
Transmitter Locations Hull, Mass. (WBZ),
Springfield, Mass. (WBZA)
Time on the Air: 6 a.m. to 1 a.m.; Sundays,
8 a.m. to 1 a.m.
News Service AP, UP
Transcription Service Standard Radio
and NBC Thesaurus
Representative National Broadcasting Co.
(National); Weed & Co. (Regional)

Personnel

President Geo. H. Bucher
Station Manager C. S. Young
Program Manager W. Gordon Swan
Production Manager John H. Wright
Sales Manager C. Herbert Massé
Sales Promotion Manager George W. Slade
Chief Engineer W. H. Hauser (WBZ)
Chief Engineer H. E. Randol (WBZA)

WCOP BOSTON—EST. 1935

BLUE NETWORK

Frequency: 1150 Kc. Power 500 Watts
Owned By Massachusetts Broadcasting Corp.
Operated By Massachusetts Broadcasting
Corp.
Address Copley-Plaza Hotel
Phone Number COMmonwealth 1717
Transmitter Location Allston, Mass.
Time on the Air 6 a.m. to Midnight
Newspaper Affiliation Des Moines Register
and Tribune, Minneapolis Star
News Service INS, AP, UP
& Lang-Worth
Transcription Service Standard Radio

Personnel

President Gardner Cowles, Jr.
Station Manager A. N. Armstrong, Jr.
Sales Manager Paul Belaire
Sales Promotion Manager Harry D. Goodwin

Program Director John D. Maloy
Production Manager John D. Maloy
Chief Engineer Roland C. Hale

WEEI

BOSTON—EST. 1924
COLUMBIA BROADCASTING SYSTEM
CBS NEW ENGLAND NETWORK

Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By Columbia Broadcasting
System
Business Address 182 Tremont St.
Phone Number HUBbard 2323
Studio Address 182 Tremont St.
Transmitter Location Mystic Valley Park-
way, Medford, Mass.
Time on the Air: 5:30 a.m. to 1:05 a.m.; Sun-
days, 8 a.m. to 1:05 a.m.
News Service AP, UP
Transcription Service World Broadcasting
Representative Radio Sales

Personnel

Station Manager H. E. Fellows
Assistant Manager and Director of
Programs and Sales Kingsley Horton
Sales Promotion Manager Guy H. Cunningham
Production Manager R. G. Girardin
Chief Announcer C. H. Dickerman
Musical Director Francis E. Bellizia
Chief Engineer W. J. Stiles

WHDH

BOSTON—EST. 1929
BLUE NETWORK

Frequency: 850 Kc. Power: 5000 Watts
Owned-Operated By Matheson Radio Co.,
Address Hotel Touraine, 62 Boylston St.
Phone Number Hancock 0900
Transmitter Location Saugus, Mass.
Time on the Air 6:30 a.m. to 12:30 a.m.;
Sunday, 7 a.m. to 12:30 a.m.
News Service UP and AP
Transcription Service World Broadcasting
System, Associated Recorded Program Ser-
vice, NBC Thesaurus
Representative Spot Sales, Inc.

Personnel

President A. E. Matheson
Station Manager Ralph G. Matheson
Sales Manager R. G. Matheson
Sales Promotion Manager J. P. Higgins
Musical Director E. M. Knabe
Program Director Russell Offhaus
Chief Engineer R. G. Matheson



**This little budget went
to WORL, Boston**

W M E X

BOSTON—EST. 1934

Frequency: 1510 Kc.....Power: 5000 Watts
 Owned-Operated ByNorthern Corp.
 Address: WMEX Bldg., 70 Brookline Ave.
 Phone Number.....Commonwealth 3900
 Transmitter Location.....Quincy, Mass.
 Time on the Air.....7:30 a.m. to 12 midnight;
 Sundays, 9:00 a.m. to 12 midnight
 Transcription Service.....Lang-Worth
 Representative.....Joseph Hershey
 McGillvra, Inc.

Personnel

President-Program Director...John E. Reilly
 Sales Mgr., Prom. Dir.....Wm. S. Pote

W N A C

BOSTON—EST. 1922

**MUTUAL BROADCASTING SYSTEM
 YANKEE NETWORK KEY STATION**

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By: The Yankee Network,
 Inc., 21 Brookline Ave.
 Phone NumberCOMmonwealth 0800
 Transmitter Location: Montclair, Quincy, Mass.
 Time on the Air.....6 a.m. to 2 a.m.
 News Service.....AP & INS
 Transcription Service.....
 and Standard
 Representative.....Edward Petry & Co., Inc.

Personnel

President.....William F. O'Neil
 Chairman of the Board and
 General Manager.....John Shepard, 3rd
 Executive Vice-President and
 Station ManagerLinus Travers
 Promotion Director.....James S. Powers
 Publicity Director.....Phyllis Doherty
 Program Director.....Eleanor Geer
 War Program Director.....George Steffy
 Production Director.....George Steffy
 Musical Director.....Bobby Norris
 Chief EngineerIrving B. Robinson

W O R L

BOSTON—EST. 1926

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Operated By: Broadcasting Service
 Organization, Inc.
 Address.....216 Tremont St.
 Transmitter Location.....Needham, Mass.
 Time on the Air.....6:30 a.m. to Sunset
 News Service.....AP and UP

Personnel

General Manager.....George Lasker
 Publicity Director.....H. Lucy
 Program Director.....Robert N. Perry
 Chief EngineerJohn Parker

W O C B

WEST YARMOUTH*—EST. 1944

Frequency: 1240 Kc.....Power: 250 W.
 Owned-Operated By...E. Anthony & Sons, Inc.
 Business Address.....South Sea Ave.,
 West Yarmouth, Mass.
 Phone Number501
 Transmitter Location.....South Sea Ave.,
 West Yarmouth, Mass.
 Time on the Air: Sunday, 8:30 a.m. to 11:30
 p.m.; Weekdays, 7:30 a.m. to 11:30 p.m.
 Representatives.....Wm. G. Rambeau Co.
 and Bertha Bannon

Personnel

Manager.....Hugh R. Norman
 Program Director.....Don Sellers
 * Cape Cod.

W S A R

FALL RIVER—EST. 1921

MUTUAL—YANKEE

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By: Doughty & Welch Elec-
 tric Co.
 AddressAcademy Bldg.
 Phone Numbers: 7-9477-8 (studio); 2,4261
 (Transmitter)
 Transmitter Location.....So. Somerset
 Time on the Air.....7:30 a.m. to 12 midnight
 News ServiceINS
 Newspaper Affiliation..Fall River Herald News
 Transcription Service.....Standard Radio
 Representative.....Headley Reed Co.

Personnel

President.....C. E. Seigny
 Station Manager.....F. M. Headley
 Asst. Station Manager..Philomena J. Mauretti
 Program Director.....Josephine Y. Welch
 Commercial Manager.....Leonard C. Cox
 Chief EngineerJohn C. Pavao

W E I M

FITCHBURG—EST. 1941

MUTUAL-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Radio Station WEIM, Inc.
 Address717 Main Street
 Phone Number.....Fitchburg 1600
 Transmitter Location..Lunenburg-Fitchburg line
 Time on the Air.....Unlimited
 News Service.....AP

• • • MASSACHUSETTS • • •

Transcription Service Standard
National Representative The Walker Co.

Personnel

Operating Partner Milton H. Meyers
Station Manager and
Program Director Earle G. Clement
Commercial Manager and
Publicity Director Mortimer Silverman, Jr.
Chief Announcer Robert Reynolds
War Program Director Dorothy McKittrick
Chief Engineer Theodore Kalin
Record MC Eddie Johnson

•
W H A I

GREENFIELD—EST. 1938
MUTUAL-YANKEE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By John W. Haigis
Address 354 Main St.
Phone Number 4301
Transmitter Location Woodard Rd.
Time on the Air 7:30 a.m. to 11:30 p.m.
Transcription Service World Broadcasting
System
Representative Burn-Smith Co.

Personnel

Owner John W. Haigis
Station Manager Horace W. Nichols
Commercial-Sales Promotion
Manager Horace W. Nichols
Publicity Director Horace W. Nichols
Program Director Ross Miller, Jr.
Chief Announcer and
Musical Director Ross Miller, Jr.
Chief Engineer Leland F. Wheeler

•
W H Y N

HOLYOKE—EST. 1941
MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By ... Hampden-Hampshire
Corporation
Business Address 180 High Street
Phone Numbers 8238, 8239
Studio Addresses: 180 High Street; 80 Main
Street, Northampton; Canal Street, South
Hadley Falls
Transmitter Location ... Canal St., South Hadley
Falls, Mass.
Time on the Air: 7 a.m. to 12 midnight; Sun-
days, 8 a.m. to 12 midnight
Newspaper Affiliation ... Holyoke-Transcript
Telegram; Daily Hampshire Gazette (Nor-
thampton)
News Service UP
Transcription Service Standard
Representatives Bertha Bannon

Personnel

President Mrs. William R. Dwight
Station and
Commercial Manager ... Patrick J. Montague
Program Director Thomas R. Humphrey
Chief Announcer Ward Gardner
Chief Engineer Thomas Humphrey

•
W L A W

LAWRENCE—EST. 1937

COLUMBIA BROADCASTING SYSTEM
Frequency: 680 Kc. Power: 5000 Watts
Owned-Operated By Hildreth & Rogers
Company
Address 278 Essex Street
Phone Numbers ... Lawrence 4107, 4108 & 4109
Transmitter Location River Road, West
Andover, Mass.
Time on the Air: 6 a.m. to 1 a.m. (19 hours);
Sunday, 8 a.m. to 1 a.m.
News Service UP
Transcription Service .. Standard Radio & World
Representative The Katz Agency, Inc.,
National New England Radio Adv. (Regional)

Personnel

President Irving E. Rogers
Station Manager George H. Jaspert
Commercial Manager David M. Kimel
Program Director Joseph P. Oakes
Production Manager Fred P. Laffey
Chief Announcer Fred P. Laffey
Chief Engineer George A. Hinkley

•
W L L H

LOWELL-LAWRENCE—EST. 1934
MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc. Power: Lowell, 250
Watts; Lawrence, 100 Watts
Owned-Operated By ... Merrimac Broadcasting
Co., Inc.
Business Address 39 Kearney Square, Lowell
Phone Numbers Lowell 8715;
Lawrence 2-2148
Studio Addresses: Rex Center, Lowell;
Cregg Building, Lawrence
Transmitter Location: 39 Kearney Square,
Lowell; Cregg Building, Lawrence
Time on the Air: 6:25 a.m. to 12 midnight;
News Service AP
Transcription Service: Associated Music Pub-
lishers
Representative Edward Petry & Co., Inc.

Personnel

President A. S. Moffat
Station Manager Robert F. Donahue
Commercial Manager Haskell Bloomberg
Chief Engineer Ralph Newton

W E S X

SALEM—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By: North Shore Broadcasting
 Company
 Business Address.....126 Washington St.,
 Salem, Mass.
 Phone Number.....Salem 5670
 Transmitter Location.....Marblehead
 Time on the Air...7 a.m. to 11 p.m. weekdays;
 8:00 a.m.-11:00 p.m. Sundays
 Transcription Service.....World Broadcasting
 System; Associated Music Publishers; NBC
 Thesaurus; Keystone
 Representative...New England Radio Adv. Co.

Personnel

President.....Charles W. Phelan
 General Manager.....A. V. Morgan

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By: E. Anthony & Sons,
 Business Address.....588 Pleasant
 Street
 Phone Number.....8-5228
 Studio Address.....588 Pleasant Street
 Transmitter Location.....Crow Island,
 Fairhaven, Mass.
 Time on the Air: 7:30 a.m. to 11:30 p.m.;
 Sundays, 8:30 a.m. to 11:30 p.m.
 Newspaper Affiliation...New Bedford Stand-
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....William G. Rambeau,
 R. C. Foster, Boston

Personnel

President.....Basil Brewer
 Station Manager.....Hugh R. Norman
 Sales Promotion Manager....Theo. M. Healy
 Program Director.....Evelyn Mello
 Chief Announcer.....Bill Pendergrast
 Director War Programs.....Earle D. Wilson
 Chief Engineer.....Everett Parker

W N B H

NEW BEDFORD—EST. 1921

BLUE NETWORK

**5000
WATTS**

**680
K.C.**

Serving
 New England's
 3rd Largest Concentrated Audience

W L A W

LAWRENCE, MASS.

The Voice
 of

Northern New England

**CLEAR
CHANNEL**

**SEND FOR
COVERAGE MAP**

W B R K

PITTSFIELD—EST. 1938

MUTUAL—YANKEE NETWORKS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Monroe B. England
 Address: 8 Bank Row
 Phone Number: 2-1553
 Transmitter Location: 1100 East St.
 Time on the Air: 7 a.m. to 12 midnight
 News Service: UP
 Transcription Service: Standard
 Representative: The Walker Co.

Personnel

President-Station Manager: Monroe B. England
 Station Manager: John Parsons
 Program Director: William Geary
 Sales Promotion Manager: William Geary
 Chief Engineer: Leonard Lavendol

Phone Number: Springfield 6-2757
 Transmitter Location: Union St. and Palmer Ave., West Springfield, Mass.
 Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
 News Service: AP
 Transcription Service: Langworth
 Representatives: Geo. P. Hollingbery & Co.; Bertha Bannon

Personnel

President-Station Manager: Quincy A. Brackett
 Vice-President-Commercial Manager: Milton W. Stoughton
 Program-Production Director: Wayne Henry Latham
 Publicity Director: Howard S. Keefe
 Chief Announcer: Robert L. Jones
 Chief Engineer: Lawrence A. Rellly

W M A S

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: WMAS, Inc.
 Address: Hotel Charles
 Phone Number: 7-1414
 Transmitter Location: Pynchon Park
 Time on the Air: 7 a.m. to midnight
 News Service: INS
 Transcription Service: Associated Music
 Representative: Edward Petry & Co.

Personnel

President: A. S. Moffat
 General Manager: Warren M. Greenwood
 Production Manager: Ben C. Sweet
 Chief Announcer: Harry Robator
 Chief Engineer: Earle G. Hewinson

W A A B

WORCESTER—EST. 1930

MUTUAL-YANKEE NETWORK

Frequency: 1440 Kc. Power: 5000 Watts
 Owned-Operated By: The Yankee Network, Inc.
 Address: 34 Mechanic St.
 Phone Number: 6-1411
 Transmitter Location: Holden, Massachusetts
 Time on the Air: 6 a.m. to midnight; Sunday, 8 a.m. to midnight
 News Service: AP & INS
 Transcription Service: Associated Music Publishers and Standard
 Representative: Edward Petry & Co., Inc.

Personnel

President: William F. O'Neil
 Exec. Vice-President: Linus Travers
 Chairman of the Board and General Manager: John Shepard, 3rd
 Executive Vice-President: Linus Travers
 Station Manager: H. William Koster
 Publicity Director: James S. Powers
 Merchandising: Arthur Lathrop
 Sales Promotion Manager: Arthur Lathrop
 Program Director: Harmon H Hyde
 Musical Director: Robert Pooley
 Chief Engineer: Joseph Grahn

W S P R

SPRINGFIELD—EST. 1936

BLUE NETWORK

Frequency: 1270 Kc. Power: 1000 Watts, Day; 500 Night
 Owned-Operated By: WSPR, Inc.
 Address: 63 Chestnut Street

W O R C

WORCESTER—EST. 1925
BLUE NETWORK

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned-Operated By.....A. F. Kleindienst
 Address.....65 Elm Street
 Phone Number.....5-3101
 Transmitter Location.....Auburn, Mass.
 Time on the Air.....7 a.m. to 12 midnight;
 Sundays, 8:45 a.m. to 11:15 p.m.
 News Service.....INS
 Transcription Service.....Lang-Worth
 Representative.....Weed & Co.

Personnel

Owner.....A. F. Kleindienst
 Station Manager.....Mildred P. Stanton

W T A G

WORCESTER—EST. 1925
COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts


Owned and Operated By: Worcester Telegram
 Publishing Company, Inc.
 Address.....18-20 Franklin Street
 Phone Number.....5-4321
 Transmitter Location.....Holden, Mass.
 Time on the Air.....6 a.m. to 12:05 a.m.
 Newspaper Affiliation: Worcester Telegram &
 The Evening Gazette
 News Service.....AP
 Transcription Service.....World Broadcasting
 System; Associated
 Representatives.....Paul H. Raymer Co.;
 Bertha Bannan

Personnel

Vice-President-General
 Manager.....George F. Booth
 Managing Director.....Edward E. Hill
 Commercial Manager.....Herbert L. Krueger
 Manager of Local Sales.....Robert I. Brown
 Production-Program Director.....David H. Harris
 Production Supervisor.....Dol Brissette
 Publicity Director.....Mitzi Kornetz
 War Program Director.....Mary Lou Evans
 Chief Announcer.....Philip Brook
 Musical Director.....Dol Brissette
 Chief Engineer.....Elliot A. Browning

FOR QUALITY
AP !

*No other broadcaster
can make this claim!*



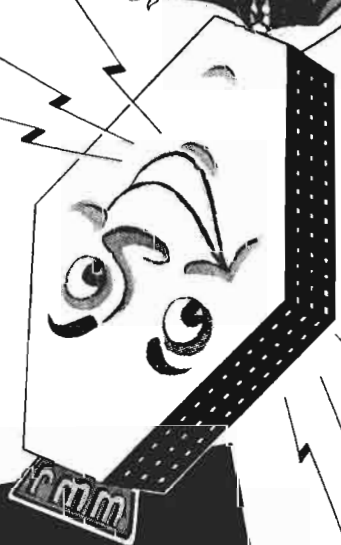
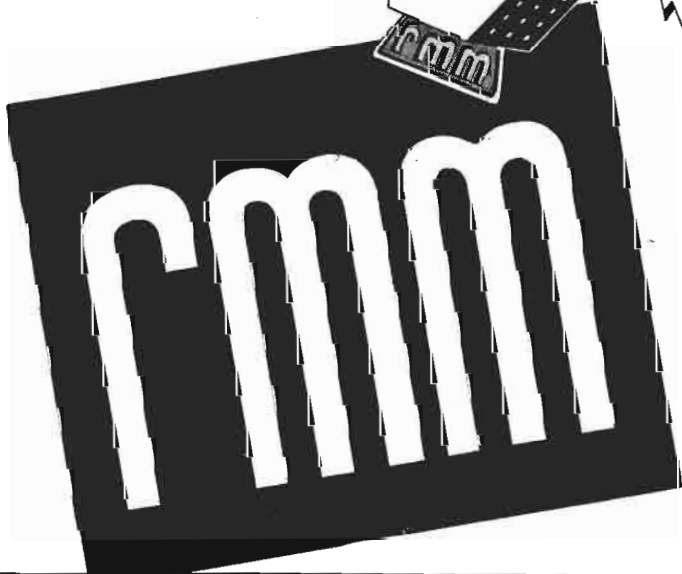
**Only way to reach
the 5,000,000
radio listeners
of Michigan is
with the Michigan
Radio Network**

ASSOCIATE FM STATION WENA
NBC BASIC NETWORK

America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News
950 KILOCYCLES—5000 WATTS
THE GEORGE P. HOLLINGBERRY COMPANY
National Representatives

WJWJ

The Preferred
Station in
Detroit —
America's Greatest
Industrial Market.



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

MICHIGAN

WELL

BATTLE CREEK—EST. 1925

BLUE NETWORK
MICHIGAN RADIO NETWORK

Owned-Operated By: Federated Publications, Inc.
Frequency: 1400 Kc. Power: 250 Watts

Address: 1 W. Michigan Ave., Michigan National Bank Bldg.
Phone Numbers: 5655; 7166

Transmitter Location: Michigan National Bank Bldg.
Time on the Air: Unlimited license

News Service: AP, UP
Newspaper Affiliation: Enquirer-News

Transcription Service: World
Representative: Burn-Smith Company, Inc.

Personnel

President: A. L. Miller
General Manager: D. E. Jayne

Commercial Manager: E. P. Mills
Program Director: Frank Jayne

Chief Announcer: Bruce O'Leary
Chief Engineer: Earl J. Stone

W B C M

BAY CITY—EST. 1925

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1440 Kc. Power: 1000 d.
500 n.

Owned-Operated By: Bay Broadcasting Co., Inc.

Address: Wenonah Hotel
Phone Numbers: Bay City 7551-7552

Transmitter Location: Tuscola Road.
Time on the Air: 7 a.m. to 12 midnight;

Sundays, 8 a.m. to 12 midnight
News Service: UP

Transcription Service: NBC Theatrics;
Representative: George P. Hollingsbery

Personnel

President: Harley D. Peel
General Manager: H. A. Giesel

Musical Director: L. H. DeRemer
Chief Engineer: Ralph H. Carpenter

W H D F

CALUMET—EST. 1929

MUTUAL-NORTH CENTRAL BROADCAST

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

Station Manager: John L. Booth
Hugh V. Gray

W J L B

DETROIT—EST. 1926

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: John L. Booth Broad-casting, Inc.

Address: 31st and 34th Floor, Eaton Tower
Phone Number: Cadillac 7800

Transmitter Location: 7310 Woodward Ave.
Time on the Air: 6:00 a.m. to 2:30 a.m.

News Service: AP
Transcription Service: Standard

Representative: Burn-Smith Co.
President-General Manager: John L. Booth

Personnel

President-Station Manager: James F. Hopkins
Commercial Manager: A. H. Crogan

Program Director: Sybil Kiegholt
Publicity Director: N. W. Hopkins

Musical Director: Pete Angel
Chief Announcer and Engineer: E. McKenzie

W J B K

DETROIT—EST. 1928

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: James F. Hopkins, Inc.

Address: 6559 Hamilton Avenue
Phone Number: Trinity 2-2000

Transmitter Location: 15555 Woodrow Wilson Avenue
Time on the Air: 24 hours a day

News Service: AP
Transcription Service: Associated Music

Representatives: Forlor & Company,
Hal Holman

Personnel

Exec. V. P. & Gen. Mgr.: John W. Rice
Commercial Manager: Albert W. Payne

Program Director: Earl Nordaen
Publicity Director: J. W. Rice

Technical Supervisor: George L. Burgan
Representative: Sears and Ayer, Inc.

Transcription Service: World
Standard, Long-Worth, Keystone

Newspaper Affiliation: Daily Mining Gazette
Time on the Air: 6:30 a.m. to 10:30 p.m.

Transmitter Location: Laurium, Michigan
Studio Address: 515 Scott St. Calumet

Phone Numbers: Houghton 1; Calumet 869
Houghton, Mich.
Business Address: Community Bldg.,

MICHIGAN

Sales Manager..... Eric V. Hay
Sales Promotion Mgr..... Mitchell Jachminski
Program Director & Production Mgr..... Doug Wright
Chief Announcer..... Tom McCullough
Musical Director..... Herbert Mertz
Publicity Director..... Rita Powers
Chief Engineer..... Edward Clark

W J R

DETROIT—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 760 Kc.....Power: 50000 Watts
Owned-Operated ByWJR, The Goodwill Station
Business Address.....2103 Fisher Building
Phone Number..... Madison 4440
Studio Address: 28th Floor Fisher Building
Transmitter Location..... Wyandotte, Mich.
Time on the Air..... 20 Hrs. Daily
News Service..... AP, INS & UP
Transcription Service.... World Broadcasting System; Standard Radio, Lang-Worth & Thesaurus
Representative..... Edward Petry & Co., Inc.

Personnel

President G. A. Richards
Ass't to President..... Eugene Carr
Vice-President and Gen. Mgr... Leo Fitzpatrick
Ass't Gen'l Manager..... Owen F. Uridge
Sales Manager Charles G. Burke
Sales Promotion and Publicity..... Mark Haas
Program Director Franklin Mitchell
Production Manager Eric Howlett
Musical Directors..... Samuel Benavie & Paul LaVoie
Chief Engineer Trans..... Merrill Mitchell
Chief Engineer Studio..... Andrew Friedenthal
Chief Announcer..... Franklin "Bud" Mitchell
Record M.C..... Russ Mulholland

W W J

DETROIT—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By: EveningNews Association
Business Address..... 630 W. Lafayette
Phone Number RAndolph 2000
Studio Address..... 624-30 W. Lafayette
Transmitter Location: 12700 W. 8 Mile Road, Oak Park, Detroit, Michigan
Time on the Air. .6 a.m. to 12 midnight; Sunday 8 a.m. to midnight
Newspaper Affiliation..... The Detroit News
News Service..... UP & AP
Transcription Services..... Standard
Representative..... George P. Hollingbery Co.

Personnel

President..... W. E. Scripps
General Manager..... Harry Bannister
Assistant Manager..... Edwin K. Wheeler
Business Manager..... Forrest Wallace
Sales Manager..... Harry Betteridge
Sales Promotion Manager..... Jake Albert
Program Director..... Don F. DeGroot
Production Manager..... Don DeGroot
Publicity Director Herschell Hart
Musical Director Mischa Kottler
Chief Engineer..... Herbert F. Tank

W X Y Z

DETROIT—EST. 1925

BLUE NETWORK—MICHIGAN RADIO NETWORK

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By: King-Trendle Broadcasting Corporation
Business Address..... 1700 Stroh Building
Phone Number Cherry 8321
Studio Address 8415 East Jefferson Ave.
Transmitter Location..... 15500 Joy Road
Time on the Air..... 6:30 a.m. to midnight
News Service UP and INS
Transcription Service..... Standard Radio; Associated Music and Lang-Worth
Representative..... Paul H. Raymer Co.

Personnel

President..... George W. Trendle
General Manager..... H. Allen Campbell
Asst. Comm. Mgr..... James G. Riddell
Sales Promotion, Advertising Mgr. Lambert B. Beeuwkes
Studio Manager..... H. Earl Moore
Director of Production... Charles Livingstone
Merchandising Manager... Harold S. Christian
News Editor..... Felix Holt
Chief Announcer..... Jack McCarthy
Traffic Manager Bess Ashton
Musical Director..... Benny Kite
Chief Engineer Verne C. Alston

W K A R

EAST LANSING—EST. 1922

Frequency: 870 Kc.....Power: 5000 Watts
Owned-Operated By... Michigan State College
Business Address..... East Lansing
Phone Number..... 8-1511, ext. 600
Studio Address..... Auditorium Building
Transmitter Location..... Campus
Time on the Air..... 7 a.m. to 7 p.m.
News Service AP
Transcription Service..... Standard

Personnel

Station Manager..... Robert J. Coleman
Chief Engineer..... Norris Grover
(Non-Commercial Station)

national network originations
make WXYZ a great station!



The Lone Ranger

W D B C

ESCANABA—EST. 1941

MUTUAL—NORTH CENTRAL—WOLVERINE
 Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Delta Broadcasting
 Company
 Address.....First and Ludington Streets
 Phone Number.....787
 Transmitter Location.....First and Ludington
 Time on the Air.....Unlimited license
 News Service.....UP
 Transcription Service.....Standard Radio

Personnel

General Manager.....Gordon H. Brozek

W F D F

FLINT—EST. 1922

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By.....Flint Broadcasting Co.
 Address.....Mott Bldg.
 Business Office Studios.....Mott Bldg., Flint, Mich.
 Phone Number.....2-7158
 Transmitter Location.....Bristol Road
 Time on the Air.....7 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....Lang-Worth and
 Standard & Thesaurus
 Representative.....Burn-Smith, Inc.

Personnel

President-Station Manager....Howard M. Loeb

Commercial Manager.....F. S. Loeb
 Program Director.....Adrian R. Cooper
 Production Manager.....Elmer Knopf
 Publicity Director.....H. M. Loeb
 Sales Promotion Manager.....F. S. Loeb
 Chief Announcer.....Marvin Levey
 Musical Director.....William Geyer
 Chief Engineer.....Frank D. Fallain

W L A V

GRAND RAPIDS—EST. 1940

MUTUAL BROADCASTING SYSTEM

BLUE NETWORK

MICHIGAN RADIO NETWORK

ABC NETWORK—WOLVERINE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Leonard A. Versluis
 Address.....Keeler Building, 6 Fountain St.,
 N.E.
 Phone Number.....6-5461
 Transmitter Location...6 Fountain St., N.E.
 Time on the Air.....Unlimited license
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative..Joseph Hershey McGillvra, Inc.

Personnel

Owner.....Leonard A. Versluis
 Station Manager.....Hy M. Steed
 Sales Manager.....Hy Steed
 Traffic Manager.....Elizabeth Shutter
 Production Manager.....Joe Hooker
 Chief Engineer.....Raymond Plank

FOR QUALITY
 AP !

NBC

*for
Western
Michigan*



TOPS IN PROGRAMS

WOOD has more than twice as many Grand Rapids listeners as any other station anywhere . . . and Grand Rapids is Michigan's Greatest Market outside Detroit

W O O D

GRAND RAPIDS—EST. 1930
NATIONAL BROADCASTING CO.

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Operated By: King-Trendle Broad-
 casting Corporation
 Address: 14th Floor Grand Rapids National
 Bank Building
 Phone Number: 9-4211
 Transmitter Location: Town Line Road, 4 miles
 south of Grand Rapids
 Time on the Air: 6:30 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News Service: UP
 Transcription Service: Lang-Worth, World
 Representative: Paul H. Raymer Co.

Personnel

President: George W. Trendle
 Station and Sales Manager: Stanley W. Barnett
 Merchandising Manager: Paul Eichhorn
 Program and Production Director: Sandy Meek
 Publicity Director: Lenore Little
 Musical Director: Sandy Meek
 Chief Engineer: Fred W. Russell

W J E F

GRAND RAPIDS—EST. 1945
 CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned By: Fetzer Broadcasting Co.
 Operated By: John E. Fetzer, Managing Di-
 rector
 Business Address: Pantlind Hotel
 Phone Number: 6-8512
 Transmitter Location: Pantlind Hotel
 Time on the Air: 7 a.m. to 12:05 a.m.
 News Service: AP
 Transcription Service: Associated
 Representative: Free & Peters, Inc.

Personnel

Managing Director: John E. Fetzer
 Station Manager: John E. Fetzer
 Sales Manager: John W. O'Harrow
 Sales Promotion Mgr.: John W. O'Harrow
 Program Director: Willis F. Dunbar
 Publicity Director: Susan James
 Chief Announcer: Miles Olson
 Chief Engineer: Carl E. Lee

W J M S

IRONWOOD—EST. 1931

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Upper Michigan-Wiscon-
 sin Broadcasting Co., Inc.
 Address: 124 E. McLeod Ave.
 Phone Number: 20

Transmitter Location: U. S. Highway No. 2 &
 Douglas Boulevard
 Time on the Air: 6:25 a.m. to 10:30 p.m.
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Sears & Ayer, Inc.

Personnel

President: William L. Johnson
 Station Manager: J. W. Huss
 Commercial Manager: J. W. Huss
 Program Director: Laura Johnson
 Publicity Director: Don Hoover
 Production Manager: Harold Ladin
 Musical Director: Laura Johnson
 Chief Engineer: Arne Dahlbacka

W I B M

JACKSON—EST. 1925

BLUE NETWORK
MICHIGAN RADIO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: WIBM, Inc.
 Address: Hotel Hayes
 Phone Number: 6121
 Transmitter Location: 228 West Michigan
 Avenue
 Time on the Air: 6:45 a.m. to 11:30 p.m.
 Representative: Forjoe & Company

Personnel

President: Herman Radner
 Station Manager: William Cizek
 Sales Promotion Manager: William Cizek
 Chief Announcer: Derwood Carn
 Chief Engineer: C. W. Wirtanen

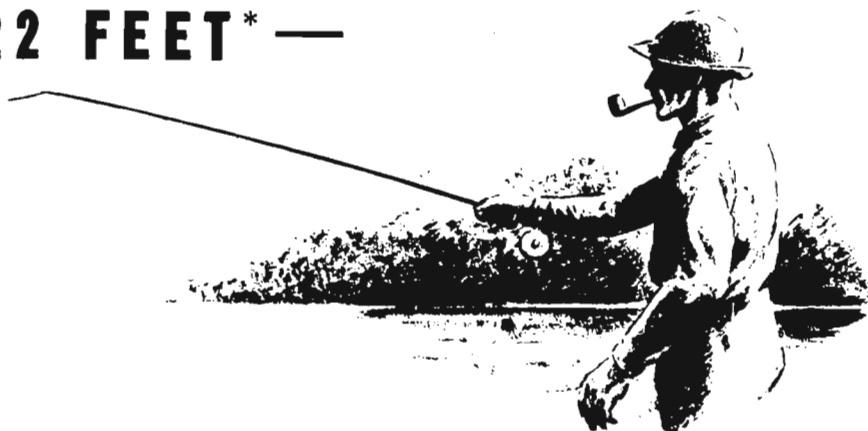
**NATIONAL
 NETWORK
 ORIGINATIONS**

**MAKE
 W X Y Z**

**A
 GREAT
 STATION**

**1700 STROH BUILDING
 DETROIT, MICHIGAN**

YOU MAY BE ABLE TO "CAST" 422 FEET* —



BUT—YOU CAN'T BROADCAST INTO WESTERN MICHIGAN FROM CHICAGO OR DETROIT!

Pardon the pun—but it really *isn't* possible to throw a "plug" into Western Michigan, from ANY outside station, with ANY hope of adequate or consistent performance.

The reason is an actual physical barrier in the matter of geographical location, which gives Western Michigan an almost impenetrable fading condition. Distant stations simply can't put a dependable signal into the area. But WKZO and WJEF *can*—and *do*.

WKZO in Kalamazoo and WJEF in Grand

Rapids—both CBS, both programmed especially for their specific areas—do the kind of job that these two big markets deserve. Sold in combination at a bargain rate per thousand radio homes covered, they are by long odds your best choice for *real coverage* in Grand Rapids, Kalamazoo, Battle Creek and all of Western Michigan. Let us send you the whole story—or just ask Free & Peters!

* Wm. J. Lovely of St. Louis did it at Chicago in Sept., 1943!

WKZO

CBS - FOR KALAMAZOO, BATTLE
CREEK, AND WESTERN MICHIGAN

WJEF

CBS-FOR GRAND RAPIDS
AND KENT COUNTY



BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

W K Z O

KALAMAZOO—EST. 1923

EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 5000 Watts
 Owned ByFetzer Broadcasting Co.
 Operated ByJohn E. Fetzer
 Business Addresses: P. O. Box 866 (Kalamazoo)

Phone Numbers3-1223 (Kalamazoo);
 6-1222 (Grand Rapids)

Studio Addresses: 7th Fl., Burdick Hotel (Kalamazoo)

Transmitter Location....Parchment, Michigan

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

News ServiceAP

Transcription Service.....Lang-Worth

Representative....Free & Peters, Incorporated

Personnel

President-General Manager...John E. Fetzer
 Commercial Manager.....John W. O'Harrow
 Program Director.....Willis F. Dunbar
 PublicitySusan James
 Director of War Programs...Rhea Y. Fetzer
 Chief Engineer.....Carl E. Lee

W J I M

LANSING—EST. 1934

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1240 Kc.Power: 250 Watts
 Owned-Operated By.....WJIM, Inc.
 Address15th Floor, Bank of Lansing,
 Bldg.

Phone Number.....2-1333-4-5

Transmitter Location.....15th Floor, Bank
 of Lansing Bldg.

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

News ServiceUP

Transcription Service...Associated Recorded
 Program Service, Lang-Worth

Personnel

PresidentLt. Harold F. Gross
 Acting Station Manager..Fred W. Wagenvoord
 Commercial Manager.....O. S. Jones
 Sales Promotion Manager.....Jack Parker
 Production Manager.....Jack Parker
 Program Manager.....Bob Innes
 Chief EngineerMelvin Wirth

W K L A

LUDINGTON—EST. 1944

MUTUAL—BLUE

MICHIGAN & WOLVERINE & ABC

Frequency 1450.....Power 250 Watts
 Owned & Operated By..Ludington Broadcast-
 ing Co.

Address.....Masonic Temple Bldg.

Phone842

Transmitter Location.....E. Ludington Ave.

Time on the Air...7 a.m. to 10 p.m.; Sunday,
 7:30 a.m. to 11:00 p.m.

Transcription Service.....McGregor

RepresentativesBurn-Smith Co.

Personnel

President.....Karl F. Ashbacher

Station Manager.....Karl F. Ashbacher

Sales Manager.....C. Leonard Pell

Program Director.....Peter A. Mars

Chief Engineer.....Hale Blakely

W M P C

LAPEER—EST. 1926

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

Owned-Operated By: The Liberty Street Church

Address803 Liberty St.

Phone Numbers.....455-J; 455-M

Transmitter Location.....803 Liberty St.

Time on the Air.....Specified Hours

Personnel

President-Station

Manager.....Frank S. Hemingway
 (Non-Commercial Station)

W D M J

MARQUETTE—EST. 1931

MUTUAL—NORTH CENTRAL—WOLVERINE

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

Owned-Operated By: Lake Superior Broad-
 casting Co.

Address146 W. Washington

Phone Number616

Transmitter Location.....146 W. Washington

Time on the Air.....Unlimited license

Newspaper Affiliation...Daily Mining Journal

News ServiceUP

Transcription Service...World Broadcasting

Personnel

General Manager.....Gordon H. Brozek

W K B Z

MUSKEGON—EST. 1926

BLUE NETWORK

MICHIGAN RADIO NETWORK

BLUE—WOLVERINE

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

Owned-Operated By.....Ashbacher Radio
 Corp.

Business Address.....432 Apple Ave.

Phone Number26-051

Studio Address.....432 Apple Ave.

Transmitter Location...Muskegon Township

Time on the Air.....6 a.m. to 12 Midnight

News ServiceUP
 Transcription Service...Associated. Lang-Worth
 & McGregor
 Representative..... Burn-Smith Co.

Personnel

President.....Grant F. Ashbacher
 Station Manager.....L. A. Haney
 Commercial Manager.....William C. Wester
 Sales Promotion Manager...G. F. Ashbacher
 Program Director.....Al Vredveld
 Publicity Manager.....Bill Bennett
 Chief Announcer.....Anson Van Alstyne
 Chief Engineer.....Geo. Krivitzky

W C A R

PONTIAC—EST. 1939

Frequency: 1130 Kc.....Power: 1000 Watts
 Owned-Operated By ..Pontiac Broadcasting
 Company
 Address.....6th Floor Riker Building
 Phone Number..... Pontiac 7141
 Transmitter Location: Between Square Lake &
 Telegraph Roads, Bloomfield Township,
 Oakland County, Michigan
 Time on the Air: Local sunrise to local sunset
 News ServiceINS and AP
 Transcription Service...Lang-Worth; Standard
 Representative.....John E. Pearson Co.

Personnel

President and General
 ManagerH. Y. Levinson
 Program-Production Director....Wayne Byers
 Administrative Secretary.....Cloman Pipe
 Chief Engineer.....Wayne N. Cook

W H L S

PORT HURON—EST. 1938

MUTUAL BROADCASTING SYSTEM

WOLVERINE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By ..Harmon LeRoy Stevens
 and Herman LeRoy Stevens
 Address 932 Military St.
 Phone Number.....2-3151
 Transmitter Location...32nd St. and Lapeer
 Time on the Air.....7 a.m. to Midnight
 News Service.....UP
 Transcription Service.....Standard Radio

Personnel

President-Station Manager..Harmon L. Stevens
 Commercial Manager.....Robert Mackin
 Sales Promotion Manager.....V. O. Cram
 Musical Director.....Lyle Patterson
 Chief Engineer.....Leslie Conant

W E X L

ROYAL OAK—EST. 1925

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Royal Oak Broadcasting
 Address..... 212 West Sixth Street
 Phone Numbers.....Elmhurst 6524
 Transmitter Location.....2201 Woodward
 Heights Blvd., Ferndale, Michigan
 Time on the Air.....24 hours daily
 News ServiceINS

Personnel

PresidentG. B. Hartick
 Station and Commercial
 Manager.....E. C. Thompson
 Chief Engineer.....Jerome Steadley

W S A M

SAGINAW—EST. 1940

NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Saginaw Broadcasting
 Co.
 Business Address610 Eddy Bldg.
 Phone Number.....2-5109

MICHIGAN'S

Most Powerful

Independent Station

W - C A R

Pontiac

Studio Transmitter.....2745 Bay St.
 Time on the Air.....7 a.m. to midnight
 News Service.....INS
 Transcription Service.....Standard Radio
 Representative.....Headley-Reed Co.

Personnel

President.....Milton L. Greenebaum
 Station Manager.....Robert W. Phillips
 Commercial Manager.....Robert W. Phillips
 Chief Engineer.....Ted Seaman

W S O O

SAULT STE. MARIE—EST. 1939

BLUE NETWORK

MICHIGAN RADIO NETWORK

Frequency: 1230 Kc.....Power: 250 d.; 100 n.
 Owned-Operated By.....Hiawathaland
 Broadcasting Co.

Address.....107 West Portage Avenue
 Phone Number.....3000
 Transmitter Location.....U. S. Highway No. 2
 Time on the Air.....6:45 a.m. to 11 p.m.
 Newspaper Affiliation.....Sault Ste.
 Marie Evening News
 News Service.....AP
 Transcription Service.....Standard Radio

Personnel

President.....Stanley R. Pratt
 Commercial Manager.....Richard Y. Burnett
 Program Director.....Herb Mitchell
 Promotion Manager.....Wilfred Morley
 Chief Announcer.....Ray Ulbrich
 Chief Engineer.....Eugene Kaari

W T C M

TRAVERSE CITY—EST. 1941

MUTUAL—WOLVERINE

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Midwestern Broad-
 Casting Company

Address.....Anderson Building
 Phone Number.....Traverse City 1150
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Associated Radio Sales

Personnel

President.....Les Biederman
 Sales Manager.....Drew McClay
 Program Director.....Don Mullen
 Publicity Director.....Virginia Halsal
 Chief Engineer.....Wm. Kiker

MINNESOTA

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

K A T E

ALBERT LEA—EST. 1937

MUTUAL BROADCASTING SYSTEM &
 BLUE NETWORK

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Albert Lea Austin
 Broadcasting Company

Address.....332 So. Broadway
 Phone Number.....2338
 Transmitter Location.....332 So. Broadway
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson Co.

Personnel

President and Station Manager..E. L. Hayek
 Assistant Station Manager-Director of War
 Programs.....Warner C. Tidemann
 Commercial Manager.....James Delmont
 Program Director.....Robert C. Paulson
 Chief Engineer.....Lawrence Lawson

K D A L

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 1000 Watts
 Owned-Operated By..Red River Broadcasting
 Co., Inc.

Address.....218 Bradley Building
 Phone Number.....Melrose 2628
 Transmitter Location...Foot of 63rd Ave. W.,
 West Duluth, Minn.

Time on the Air: 6:30 a.m. to 12 midnight;
 Sundays, 7:45 a.m. to 12 midnight
 News Service.....AP
 Transcription Service..Lang-Worth; Standard
 Radio; MacGregor
 Representative.....Free & Peters, Inc.

Personnel

President-Station Manager..Dalton LeMasurier
 Commercial Manager.....Odin S. Ramsland
 Sales Promotion and Publicity
 Manager.....Joseph C. Cook
 Program and Production
 Director.....Don Mathers
 Chief Engineer.....Robert A. Dettman

through

1

network YOU NOW REACH
A FARM MARKET OF

\$7,039,223.00

76 stations
offering you a
blanket coverage
of

Missouri
Montana
Nebraska
North Dakota
South Dakota
Wisconsin
Illinois
Indiana
Iowa
Kansas
Michigan
Minnesota



ONE NETWORK TO REACH ONE FARM AUDIENCE

NCBS is now ready to offer you a farm network exclusive of anything that has previously been available in the way of a rural audience. Thru the combination of Mississippi Valley Network, which is operated by North Central Broadcasting System, Inc., you have an agricultural coverage of 1,598,762 farm radios. Potential customers for all farm products. Programs presented will be created exclusively for the farm population eager for your advertising message.

The Mississippi Valley Network will give blanket coverage of the principal sections in the United States which produce more than three-fourths of the agricultural products, grain and livestock each year. North Central Broadcasting System presents a maximum rural coverage over this exclusive agricultural network.

Mississippi Valley Network

OPERATED BY

NORTH CENTRAL BROADCASTING SYSTEM, INC.

for further information
write to

New York
8 East 41st Street
Lexington 3-4892

JOHN W. BOLLER, President
St. Paul, Minnesota
First National Bank Bldg.
Cedar 3577

Chicago, Illinois
360 North Michigan Avenue
State 0361

W E B C

DULUTH—EST. 1924
NATIONAL BROADCASTING
CO.—ARROWHEAD NETWORK
NORTHWEST NETWORK

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By Head of The Lakes
 Broadcasting Co.

Address WEBC Bldg.
 Phone Number Melrose 2873
 Transmitter Location 40th and Tower,
 Superior, Wisc.

Time on the Air Unlimited License
 News Service UP and AP
 Transcription Service NBC Thesaurus
 Representative George P. Hollingbery
 Co.

Personnel

Station Manager Walter C. Bridges
 Dir. of Operations H. E. Westmoreland
 Commercial Manager Thomas W. Gavin
 Sales Promotion Manager

Herbert H. Sonnenberg

Program Director-Production Manager
 Jerry Deane
 Publicity Director Elinor Barney
 Musical Director John Kleive
 Chief Engineer William Lounsberry

K G D E

FERGUS FALLS—EST. 1926
MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1230 Kc. Power: 250 d.; 100 n.
 Owned-Operated By KGDE Broadcasting Co.
 Address Fergus Falls
 Phone Number 3986
 Transmitter Location Fergus Falls
 Time on the Air Unlimited license

Personnel

General Manager C. L. Jaren

W M F G

HIBBING—EST. 1935
NATIONAL BROADCASTING CO.
NORTH CENTRAL BROADCASTING SYSTEM
ARROWHEAD BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Head of Lakes Broad-
 casting Co.

Address Androy Hotel
 Phone Number 1150
 Transmitter Location Androy Hotel
 Time on the Air Unlimited time
 News Service UP
 Representative Geoge P. Hollingbery Co.

Personnel

Station Manager H. S. Hyett
 Dir. of Operations H. E. Westmoreland

K Y S M

MANKATO—EST. 1938

NBC

SOUTHERN MINNESOTA NETWORK
NORTHWEST NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Operated By Southern Minnesota Supply Co.
 Owned F. B. Clements & Co.
 Address 101 North 2nd Street
 Phone Number 4673
 Transmitter Location Belgrade Hill—North
 Mankato, Minn.

Time on the Air 6 a.m. to midnight
 News Service UP
 Transcription Service NBC, Thesaurus &
 Lang-Worth
 Representative John E. Pearson Co.

Personnel

President F. B. Clements
 General Manager John F. Meagher
 Sales Promotion Managers Kay McKenna &
 Glenn Hershey
 Program Director Bob Gardner
 Production Manager Bob Gardner
 Publicity Director Dick Johnson
 Musical Director Maurice Piche
 Chief Announcer Larry Turner
 Chief Engineer James Houts
 Record MC John Morris

W C C O

MINNEAPOLIS-ST. PAUL—EST. 1924
COLUMBIA BROADCASTING SYSTEM

Frequency: 830 Kc. Power: 50000 Watts
 Owned-Operated By Columbia Broadcasting
 System, Inc.

Business Address 625 Second Avenue So.
 Phone Number Main 1202
 Studio Addresses: 625 Second Avenue So.,
 Minneapolis, Minn.; Hotel Lowry, St. Paul
 Transmitter Location Anoka, Minn.
 Time on the Air 5 a.m. to 1 a.m.
 News Service AP; UP
 Transcription Service Lang-Worth and
 Standard
 Representative Radio Sales

Personnel

President William S. Paley
 General Manager A. E. Joscelyn
 Program Director Al Sheehan
 Sales Promotion Manager Sam H. Kaufman
 Director of Press Information Sam Kaufman
 Musical Director Wallace Olson
 Chief Engineer Hugh S. McCartney

WE KNOCKED THE TOP OFF YOUR POST-WAR HUMP— THREE YEARS AGO! . . .

No matter how complete your post-war plans, you won't be over the hump until you've successfully marketed your product.

KSTP can take care of that for you here in the vital Twin Cities Market. Because for the past three years we have been busy carrying out our "Pre-War Plan for Post-War Selling." For the past three years we have been busy building increased station acceptance throughout our coverage area. For the past three years we have been busy building a merchandising machinery that really works.

We've promoted an even greater audience in the Metropolitan Twin Cities area. We've greatly increased our audience in Rural Minnesota. And we've developed Planalyzed Promotion—the exclusive KSTP plus merchandising service advertisers and agencies tell us is outstanding in the country. If you're not personally familiar with Planalyzed Promotion, ask any agency or advertising executive for whom it has worked.

We, or our national representatives, will be glad to tell you more about this "Pre-War Plan for Post-War Selling." Give us the opportunity when you're planning your next schedule.

50,000 WATTS **KSTP** CLEAR CHANNEL

MINNEAPOLIS - ST. PAUL

Exclusive NBC Affiliate for the Twin Cities . . . The Northwest's Leading Radio Station

www.kstpnbc.com

W D G Y

MINNEAPOLIS-ST. PAUL—EST. 1923

Frequency: 1130 Kc. Power: 5000 d.; 500 n.
 Owned-Operated By: George W. Young
 Address: Nicollet Hotel
 Phone Number: BRidgeport 7777 (Mpls.);
 Midway 6363 (St. Paul)

Transmitter Location: 7401 Wayzata Blvd., Minneap-
 olis (Route 7)

Time on the Air: 6 a.m. to sunset, MST.
 News Service: AP
 Transcription Service: Standard Radio,
 Lang-Worth

Representative: William G. Rambeau Co.

Personnel

Owner and General Manager

George W. Young
 Commercial Manager: Lee L. Whiting
 Program-Production Director: Richard M. Day
 Musical Director: Walter Rudd
 Chief Engineer: Dr. Geo. W. Young
 Technical Supervisor: George K. Jacobsen

W L B

MINNEAPOLIS—EST. 1921

Frequency: 770 Kc. Power: 5000 Watts
 Owned-Operated By: University of Minnesota
 Address: WLB, University of Minnesota
 Phone Number: Main 8177
 Transmitter Location: North Cleveland Ave-
 nue County Road A-2, St. Paul

Time on the Air: Two-thirds daytime hours
 (WLB shares time with WCAL)

News Service: UP

Personnel

Manager: E. W. Ziebarth
 Program Director: Betty T. Girling
 Chief Announcer: Paul Brissey
 Production Manager: Delwin Dusenberry
 Publicity Director: Ruth Swanson
 Chief Engineer: Berten Holmberg
 (Non-Commercial Station)

W L O L

MINNEAPOLIS-ST. PAUL—EST. 1940

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Operated By: Independent Merchants
 Broadcasting Co.

Business Address: 1730 Hennepin Ave.
 Phone Numbers: Atlantic 0406; Midway 4043
 Studio Addresses: 1730 Hennepin Ave.; Com-
 modore Hotel, St. Paul

Transmitter Location: 2508 Myrtle Ave.,
 St. Paul

Time on the Air: 6 a.m. to 12:30 a.m.; Sun-
 days, 7:30 a.m. to 12:30 a.m.

News Service: INS
 Transcription Service: Standard
 Representative: John E. Pearson Co.

Personnel

President: Ralph L. Atlas
 General Manager: E. S. Mittendorf
 Commercial Manager: Fred F. Laws
 Sales Promotion Manager: Mary Bowers
 Program Director: Edna Brautigam
 Production Manager: Tish Post
 Musical Director: Verne Rooney
 Engineering Supervisor: Gene Brautigam
 Technical Advisor: Harvey Headen

W T C N

MINNEAPOLIS—EST. 1934

BLUE NETWORK

DAIRYLAND NETWORK

Frequency: 1280 Kc. Power: 5000 d.; 1000 n.
 Owned By: St. Paul Dispatch-Pioneer Press &
 Minnesota Tribune Co.

Operated By: Minnesota Broadcasting Cor-
 poration

Address: Wesley Temple Building
 Phone Numbers: Main 6562; Nestor 8661
 Transmitter Location: Snelling Road B. Rose
 Township

Time on the Air: 6 a.m. to 12 midnight
 Newspaper Affiliation: St. Paul Dispatch-
 Pioneer Press

News Service: AP & UP
 Transcription Service: Associated Music
 Publishers & Langworth

Representative: Free & Peters

Personnel

President: Clarence C. Hagman
 Station Manager: C. T. Hagman
 Commercial Manager: F. Van Konynenburg
 Sales Promotion Manager: C. J. Rian
 Program Director: Judy Bryson
 Production Manager: Douglas Davies
 Publicity Director: C. J. Rian
 Musical Director: Michael Coscio
 Chief Engineer: Myron Fleming

K S T P

ST. PAUL-MINNEAPOLIS—EST. 1924

NBC—NORTHWEST NETWORK

Frequency: 1500 Kc. Power: 50000 Watts
 Owned-Operated By: KSTP, Inc.
 Address: Hotel Saint Paul (St. Paul),
 Radio City (Minneapolis)

Phone Number: Cedar 5511 (St. Paul),
 Bridgeport 3222 (Minneapolis)

Transmitter Location: County Road C and
 Highway 61

Time on the Air: 24 hours daily

• • • MINNESOTA • • •

News Service.....AP, UP
Radio News Association
Transcription Service.....NBC Thesaurus,
World Broadcasting, Lang-Worth, Standard
Radio
Representative.....Edward Petry & Company

Personnel

President-General Mgr....Stanley E. Hubbard
Vice-President-Assistant Mgr....K. M. Hance
Sales Manager.....Ray C. Jenkins
Program Director.....Corinne Jordan
Sales Promotion and Publicity
Manager.....Sam Levitan
Public Service Director.....Sam Levitan
Farm Editor.....Gary Wiegand
News Editor.....John Verstraete
Artists' Bureau Head.....David Stone
Musical Director.....Leonard Leigh

•
W M I N

**ST. PAUL & MINNEAPOLIS
EST. 1936**

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WMIN Broadcasting
Company
Address.....1287 St. Anthony Ave. (St. Paul)
Phone Number.....Nestor 6501
Transmitter Location...1287 St. Anthony Ave.
Time on the Air: 6 a.m. to 12:05 a.m..
News Service.....AP
Transcription Service.....Standard Radio
Representatives.....Forjoe & Co.

Personnel

President and General Mgr...Edward Hoffman
Assistant General Mgr...Frank M. Devaney
Commercial and Sales
Promotion Manager.....Samuel N. Nemer
Program-Publicity Director...Marilyn Powell
Musical Director.....Helene Nesgard
Chief Engineer.....Warren Fritze

•
K V O X

MOORHEAD—EST. 1937

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1340 Kc.....Power: 250 Watts
Owned and Operated By: KVOX Broadcasting
Co., Inc.
Address.....Comstock Hotel
Phone Number.....3-1523
Transmitter Location...14th St. and 12th Ave.,
South
Time on the Air.....6 a.m. to 11 p.m.
News Service.....UP
Representatives: North Central Broadcasting
System

Personnel

President.....John Boler
Station Manager.....M. M. Marget
Commercial Manager.....M. M. Marget
Program Director.....Jocelyn Birch
Chief Engineer.....Harry E. Vose

•
W C A L

NORTHFIELD—EST. 1922

Frequency: 770 Kc.....Power: 5000 Watts
Owned-Operated By.....St. Olaf College
Business Address.....St. Olaf College
Phone Number.....Northfield 770
Studio Addresses.....St. Olaf College,
425 So. Fourth St., Minneapolis
Time on the Air...6 a.m. to 10:30 a.m. daily;
7 to Sunset, Sunday

Personnel

President.....Dr. Clemens M. Granskov
Director of Station.....Milford C. Jensen
Program Director.....David Johnson
Chief Announcer.....Richard Copperud
Musical Director.....Oscar R. Overby
Chief Announcer.....Otto Haldorsen
(Non-Commercial Station)

•
K R O C

ROCHESTER—EST. 1935

NBC

NORTHWEST NETWORK

SOUTHERN MINNESOTA NETWORK

MINNESOTA RADIO NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Southern Minnesota
Broadcasting Co.
Address.....100 First Ave. Building
Phone Number.....3924, 3925
Transmitter Location...Highway 52, Cascade
Time on the Air...6:00 a.m. to 12:30 a.m.;
Sundays, 8 a.m. to 12:30 a.m.
News Service.....UP
Transcription Service.....NBC Thesaurus &
Standard
Representative.....Radio Advertising Corp.

Personnel

President.....Agnes P. Gentling
Station Manager.....Gerald H. Wing
Commercial Manager.....Larry Nuss
Program Director.....Cal Smith
Chief Engineer.....Fred C. Clarke

•
K F A M

ST. CLOUD—EST. 1938

NBC—NORTHWEST NETWORK

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

Owned-Operated By.....Times Publishing Co.
 Address.....Weber Building
 Phone Number.....3330, 3331
 Transmitter Location.....Military Highway
 Time on the Air.....Unlimited License
 Newspaper Affiliation.....St. Cloud Times
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 National Sales Office (Northwest Network)
 Ray C. Jenkins, Radio City, Minneapolis
 Representatives.....Edward Pety Co.

Personnel

President-General Manager.....Fred Schilp
 Commercial Manager.....John P. Paulson
 Program Director.....Lucile Miller
 Chief Engineer.....Robert B. Witschen

W H L B

VIRGINIA—EST. 1936

**NATIONAL BROADCASTING CO.
 ARROWHEAD NETWORK**

Frequency 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Head of the Lakes
 Broadcasting Co.
 Address.....17th Street and Sixth Ave. South
 Phone Number.....2000
 Transmitter Location.....Virginia
 Time on the Air.....7 a.m. to 10:30 p.m.
 Newspaper Affiliation.....Superior Telegram
 News Service.....UP
 Representative.....George P. Hollingbery Co.

Personnel

Manager.....O. H. Peterson
 Dir. of Operations.....H. D. Westmoreland

K W L M

WILLMAR—EST. 1940

**MUTUAL BROADCASTING SYSTEM
 NORTH CENTRAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Lakeland Broadcasting
 Business Address.....Willmar Memorial Bldg.
 Phone Numbers.....1340, 1310, 910
 Transmitter Location.....Foot Lake
 Time on the Air..6 a.m. to 12 midnight, week-
 days: 7:30 a.m. to 12 midnight, Sundays
 News Service.....UP
 Representative.....John E. Pearson Co.

Personnel

President-Mgr.....W. H. Linder
 Program Director.....Willard Linder
 Chief Engineer.....Lloyd Stenberg

K W N O

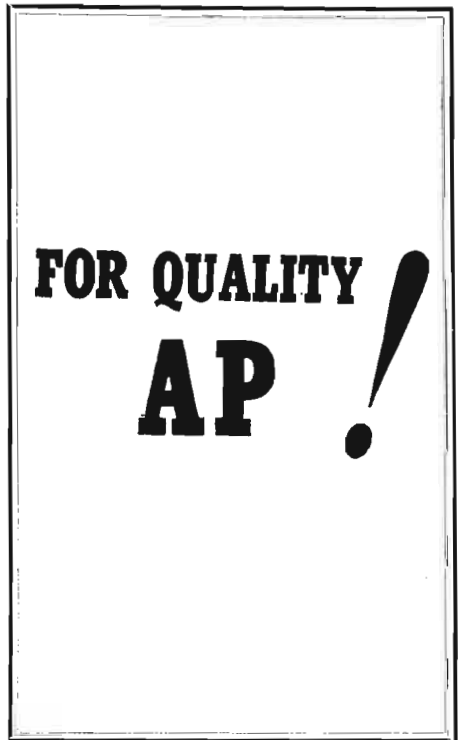
WINONA—EST. 1938

**BLUE NETWORK
 MUTUAL BROADCASTING SYSTEM
 NORTH CENTRAL BROADCASTING SYSTEM**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Winona Radio Service
 Address.....216 Center St.
 Phone Number.....3314
 Transmitter Location.....831 Sarnia St.
 Time on the Air..6:30 a.m. to 11 p.m.; Saturday
 6:30 a.m. to 1 a.m.
 Newspaper.....Winona Republican Herald
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson Co.

Personnel

President.....M. H. White
 Treasurer.....H. R. Weicking
 General and Commercial Mgr..L. L. McCurnin
 Sales Promotion Manager.....P. J. Love
 Program-Publicity Director.....Mary Leu
 Production-Artists Bureau.....H. I. Tingley
 Chief Announcer.....Irving Tingley
 Chief Engineer.....L. L. McCurnin



MISSISSIPPI

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

W R O X

CLARKSDALE—EST. 1944

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned By Clarksdale Broadcasting Co.
 Business Address 321 Delta Ave.
 Phone Number 218
 Studio Address 321 Delta Ave.
 Transmitter Location 1 mile No. of Clarksdale
 Time on Air 6 a.m. to 11 p.m. daily; 7 a.m. to 11 p.m. Sunday
 Transcription Service World & Keystone
 Representatives Sears and Ayers

Personnel

Station Manager David M. Siegel
 Sales Manager William R. Pharr
 Program Director Carroll Jackson
 Musical Director Hugh W. Smith
 Chief Engineer Charles R. Hicks

W C B I

COLUMBUS—EST. 1940

MUTUAL BROADCASTING SYSTEM

MID-SOUTH NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned & Operated By Birney Imes, Jr.
 (U. S. Army Air Corps.)
 Business Address Gilmer Hotel
 Phone Number 1313
 Studio Addresses Gilmer Hotel, Columbus;
 Transmitter Location 1st and Main Sts.
 Time on the Air 16 hours daily
 Newspaper Affiliation Columbus Commercial Dispatch
 News Service AP
 Transcription Service Standard Radio,
 Keystone Broadcasting System
 Representative Sears and Ayer, Inc.

Personnel

Owner Capt. Birney Imes, Jr.
 General Manager Bob McRaney
 Commercial Manager James Eatherton
 Program Director Yvonne Brisbane
 Publicity-Promotion Director Bob McRaney
 Chief Announcer and
 Production Manager Mims Boswell, Jr.
 Chief Engineer Jack V. Jones

W J P R

GREENVILLE—EST. 1939

MUTUAL BROADCASTING SYSTEM

MISSISSIPPI NETWORK

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By John R. Pepper
 Address 107 So. Poplar
 Phone Number 1770
 Transmitter Location North on Highway
 No. 1
 Time on the Air 6:30 a.m. to 10:30 p.m.
 News Service UP
 Transcription Service World

Personnel

Owner John R. Pepper
 General Manager Emmet H. McMurry
 Commercial Manager Frank W. Baldwin
 Program Director Bill McHan
 Production Manager Emmet H. McMurry
 Chief Engineer Horace S. Colby

W G R M

GREENWOOD—EST. 1938

BLUE NETWORK

MISSISSIPPI NETWORK

Frequency: 1240 Kc. Power: 250 Watts

WGCM

Voice of the
 MISSISSIPPI GULF COAST
 BLUE NETWORK
 Gulfport, Biloxi, Miss.

OFFERS

INCREASE IN
 POPULATION
 BUYING POWER
 PAYROLLS

SITUATED IN ONE OF
 THE RICHEST MARKETS
 IN THE SOUTH.

National Reps.:
 SEARS & AYER, INC.
 Chicago, New York
 and San Francisco



MISSISSIPPI

Owned-Operated By.....P. K. Ewing
Address222 Howard Street
Phone Number1900
Transmitter Location.....North Greenwood
Time on the Air.....6:30 a.m. to 11 p.m.
Transcription Service.....Keystone Broadcasting
System, C. P. MacGregor

Personnel

PresidentP. K. Ewing
Station-Commercial Manager....F. C. Ewing
Program Director.....Lorene Wood
Chief Announcer.....Josephine Williams
Chief Engineer.....David L. Dodd

W G C M

GULFPORT—EST. 1929

BLUE NETWORK

KEYSTONE BROADCASTING SYSTEM
MISSISSIPPI STATE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned and Operated By.....WGCM, Inc
Business Address.....Hewes-Martin Bldg.
Phone Number.....Gulfport 1111
Studio Addresses.....Hewes-Martin Bldg.
(Gulfport)
Transmitter Location.....Arlington Heights
Time on the Air.....6:55 a.m. to 11 p.m.:

Sundays, 7:55 a.m. to 10 p.m.
News ServiceAP
Transcription Service.....Standard, Keystone
Representative.....Sears & Ayer

Personnel

President-Owner.....Hugh O. Jones
Program-Production Manager.....C. E. Vann
Sales Manager.....Mrs. O. L. Owens
Publicity Director.....Mary Scarce
Musical Director.....Len Campbell
Chief Engineer.....Donovan Murphy

W F O R

HATTIESBURG—EST. 1926

NATIONAL BROADCASTING CO.

REBEL NETWORK

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Forrest Broadcasting
Co.
Address.....302 Hemphill St.
Phone Number.....1866-67
Transmitter Location.....W. Seventh St. and
25th Ave.
Time on the Air.....6:30 a.m. to 11:05 p.m.
News Service.....UP
Transcription ServiceStandard

NOW AVAILABLE!

The MIDSOUTH NETWORK

WCBI — WELO — WROX

COLUMBUS
Miss.

TUPELO
Miss.

CLARKSDALE
Miss.

(LINE FACILITIES BETWEEN ALL STATIONS AVAILABLE)

AT ATTRACTIVE PACKAGE RATES

REACH THE GREATER MISSISSIPPI MARKETS WITH THESE
PROGRESSIVE STATIONS

Birney Imes, Jr.
Owner

Bob McRaney
General Manager

SEARS & AYER, Reps.

NEW YORK — CHICAGO — HOLLYWOOD — SEATTLE — KANSAS CITY
SAN FRANCISCO PORTLAND

Personnel

President and General Manager... C. J. Wright
 Commercial Manager..... H. L. Patterson
 Program Director..... Ed Jenkins
 Chief Engineer..... L. E. Sanders

W J D X

JACKSON—EST. 1929

NATIONAL BROADCASTING CO.

Frequency: 1300 Kc.... Power: 5000 d., 1000 n.
 Owned-Operated By.... Lamar Life Insurance
 Company
 Business Address..... Lamar Life Building
 Phone Numbers..... 2-1183 (Com'l Dept.),
 2-2641 (Studios)
 Studio Address..... Heidelberg Hotel
 Transmitter Location.... U. S. Highway No. 51
 Time on the Air..... Unlimited license
 News Service..... UP
 Transcription Service..... NBC Thesaurus;
 C. P. MacGregor
 Representative..... George P. Hollingbery
 Company

Personnel

Station Manager..... Wiley P. Harris
 Commercial Manager..... Frank Gentry
 Sales Promotion Manager.. Maurice Thompson
 Program Director..... W. Taylor Briggs
 Publicity Director..... Rena T. Foster
 Chief Announcer..... Alan W. Bee
 Chief Engineer..... P. G. Root

W S L I

JACKSON—EST. 1938

THE BLUE NETWORK

Frequency: 1450 Kc.... Power: 250 Watts
 Owned-Operated By.... Standard Life Broad-
 casting Co.
 Address..... Robert E. Lee Hotel,
 P. O. Box 1847
 Phone Number..... 3-2788
 Transmitter Location.... Foot of High St.
 Time on the Air..... 6:30 a.m. to 11 p.m.
 News Service..... AP
 Transcription Service.... Standard Radio
 Representative..... Weed & Co.

Personnel

President..... Geo. W. Covington
 Station Manager..... L. M. Sepaugh
 Commercial Manager.... F. E. Wilkerson, Jr.
 Sales Promotion Manager.. Maurice Wray
 Program Director..... Ward Coleman
 Chief Engineer..... C. A. Perkins

W A M L

LAUREL—EST. 1932

NATIONAL BROADCASTING CO.
 KEYSTONE BROADCASTING SYSTEM
 REBEL NETWORK

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... New Laurel Radio
 Station, Inc.

Address..... 535½ Central Ave.
 Phone Number..... 288
 Transmitter Location.... Washington Road
 Time on the Air..... 6:30 a.m. to 11:05 p.m.
 News Service..... UP
 Transcription Service.... Standard Radio.
 Representative..... George P. Hollingbery Co.

Personnel

President..... D. A. Matison
 Station Manager..... H. M. Smith
 Commercial Manager..... W. C. DeHority
 Program Director..... Frank Holifield
 Chief Engineer..... Bruce Dennis

W S K B

McCOMB—EST. 1939

KEYSTONE BROADCASTING SYSTEM
 MISSISSIPPI NETWORK

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By... McComb Broadcasting
 Corp.
 Business Address..... Box 111
 Phone Number..... 37
 Studio Address..... WSKB Bldg.
 Transmitter Location.... Pike County
 Time on the Air..... 6 a.m. to 10 p.m.
 News Service..... AP
 Transcription Service.... Associated

Personnel

President..... Robert L. Sanders
 General and Commercial
 Manager..... George Blumenstock
 News Director..... Joseph Trainor
 Program Director..... Julia D. Blumenstock
 Publicity Director..... Carl Simmons
 Chief Announcer..... Robert Nickey
 Musical Director..... Julia D. Blumenstock
 Chief Engineer..... Robert Louis Sanders

W C O C

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc..... Power: 1000 Watts
 Owned-Operated By... Mississippi Broadcast-
 ing Co., Inc.
 Address..... Threefoot Building
 Phone Number..... 1042
 Transmitter Location.... Highway No. 45 North
 Time on the Air..... 7 a.m. to 11:30 p.m.
 News Service..... UP
 Transcription Service.... NBC Thesaurus
 Standard

Personnel

General and Commercial Mgr.... D. W. Gavin
 Program-Musical Director... Mrs. D. W. Gavin

MISSISSIPPI

W M I S

NATCHEZ—EST. 1941
MISSISSIPPI NETWORK
LOUISIANA NETWORK

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

Address. City Bank & Trust Co. Bldg.
Phone Number. 1515
Transmitter Location. . . Highway No. 61, North
Time on the Air. . . 7 a.m. to 10 p.m., weekdays;
9 a.m. to 10 p.m., Sundays

News Service UP
Transcription Service World

Personnel

President. P. K. Ewing
Station Manager. P. K. Ewing, Jr.
Commercial Manager Mac Howell
Chief Engineer. Thos. Patterson

W E L O

TUPELO—EST. 1944

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Birney Imes, Jr.

Business Address. WELO Bldg.
Phone 1242
Studio WELO Bldg.
Transmitter Location. Highway 45
Time on the Air. 6 a.m. to 10:30 p.m.

News Service. AP
Transcription. . . Standard, Lang-Worth, Keystone
Representatives. Sears & Ayers

Personnel

President-Owner Birney Imes, Jr.
Station Manager. Gene Tibbet
Sales Manager. Bob Evans
Chief Engineer. Leroy Green

W Q B C

VICKSBURG—EST. 1931

BLUE NETWORK

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

Address. Hotel Vicksburg
Phone Number. 312
Transmitter Location. 2½ miles S. E. of Vicksburg

Time on the Air. 11 to 12 hours daily
News Service. AP
Transcription Service. World Broadcasting

Personnel

President. L. P. Cashman
General Manager. O. W. Jones
Chief Engineer. C. E. Drake

16 years of service
to the entertainment
world.

**ROSS
FEDERAL
SERVICE, Inc.**

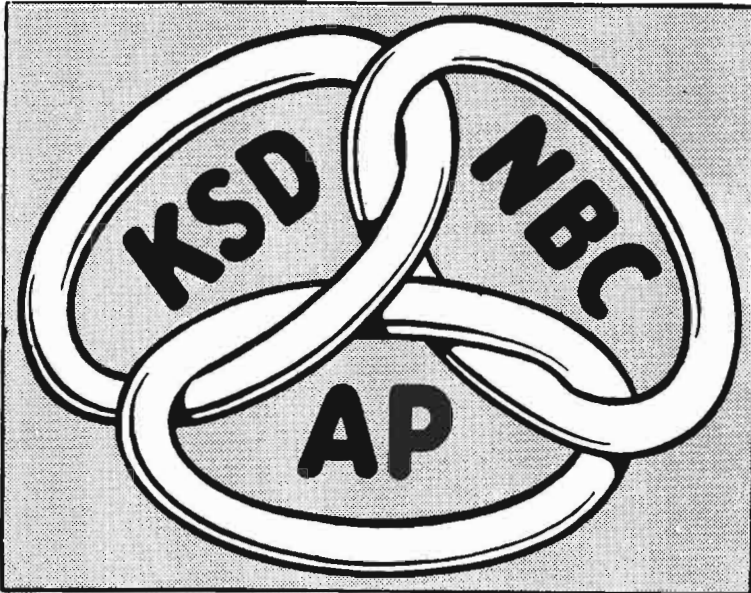
One of the Nation's oldest and
largest Marketing Research
Organizations.



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FEDERAL
RESEARCH
CORPORATION**

18 East 48th Street, New York
and 31 Key Cities
Coast-to-Coast

The Combination that -C-L-I-C-K-S- in St. Louis



KSD is the NBC basic station for St. Louis. It is 225 miles to the nearest other outlet of "The Network Most People Listen to Most." • KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—combining the special radio wires of Press Association, Inc., with the world-famous news wires of AP. • KSD is a distinguished broadcasting station, recognized throughout its listening area for its high standards of programming and advertising acceptance. • To sell the great St. Louis market, use "The Combination that Clicks."

Owned and Operated by
**THE ST. LOUIS
POST-DISPATCH**

Nationally Represented by
FREE & PETERS, Inc.

KSD

ST. LOUIS • 550 KC

MISSOURI

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

K F V S

CAPE GIRARDEAU—EST. 1925

Frequency: 1400 Kc. Power: 250 Watts
Owned By.....Oscar C. Hirsch
Operated By.....Oscar C. Hirsch Battery & Radio Co.

Address.....324 Broadway
Phone Number.....2104, 2105
Transmitter Location.....3½ miles west of Cape Girardeau on Highway No. 61

Time on the Air: 6:30 a.m. to 10 p.m.; Sundays, 8 a.m. to 9 p.m.

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

Personnel

President-General Manager...Oscar C. Hirsch
Sales Manager.....Ralph L. Hirsch
Program Director.....Virginia Bahn
Chief Engineer.....R. L. Hirsch

K F R U

COLUMBIA—EST. 1925

BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned By...Star Times Publishing Company
Operated By.....KFRU, Inc.
Address.....Ninth and Elm Sts.
Phone Number.....4141-42

Transmitter Location.....1200 East Broadway
Time on the Air.....7:15 a.m. to 11 p.m.; Sundays, 7 a.m. to 11 p.m.

Newspaper Affiliation.....Star Times Publishing Company, St. Louis

News Service.....UP
Transcription Service.....NBC Thesaurus & Standard
Representative.....John Blair & Co.

Personnel

President.....Elzey Roberts
Station Manager.....Foster H. Brown, Jr.
Commercial Manager.....Foster H. Brown, Jr.
Program Director.....Harold Douglas
Musical Director.....Dorothy Jacques
Chief Engineer.....Robert Haigh

K H M O

HANNIBAL—EST. 1941

BLUE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Courier Post Publishing Co.

Address.....102½ S. Main St.
Phone Number.....3450-51
Transmitter Location.....Lindell Ave.

Time on the Air.....5:30 a.m. to 12 midnight;
Sundays, 8 a.m. to 12 midnight

Newspaper Affiliation....Hannibal Courier-Post

News Service.....AP
Transcription Service.....Lang-Worth & NBC
Representative.....John E. Pearson Co.

Personnel

Pub., Courier-Post.....E. L. Sparks
General and Commercial
Manager.....Wayne W. Cribb
Program Director.....Maxine Dierking
Promotion and Publicity
Director.....Wayne W. Cribb
Chief Engineer.....Robert Schenke

K W O S

JEFFERSON CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By....Tribune Printing Co.
Business Address.....210 Monroe
Phone Number.....4000

Studio Address.....210 Monroe
Transmitter Location.....St. Mary's Blvd.
Time on the Air.....Unlimited license
Newspaper Affiliation...Jefferson City Capitol News & Post Tribune

News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Sears & Ayer

Personnel

President.....R. C. Goshorn
Station Manager.....R. L. Rose
Program Director.....Ray Manning
Chief Engineer.....Harold E. White

W M B H

JOPLIN—EST. 1933

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By...Joplin Broadcasting Co.
Address....Frisco Bldg., Sixth and Main Sts.
Phone Number.....330-1-2-3

Transmitter Location.....13th and Roosevelt
Time on the Air.....6 a.m. to 1 a.m.
Newspaper Affiliation...Joplin Globe & News-Herald

News Service.....UP
Transcription Service...Thesaurus & Standard
Representative.....Sears & Ayer


Personnel

President-Station Manager.....D. J. Poynor
Commercial Manager.....Abe Radunsky

In 1945

**GO PLACES IN KANSAS CITY
WITH**

KCMO



KCMO offers as a bonus without cost to KCMO advertisers, the most vigorous program promotion campaign in town:

OUTDOOR POSTER SHOWINGS in Kansas City, Missouri, and Kansas City, Kansas, reaching an audited net advertising circulation of 3,555,405 people every week.

SPOT MOVIE SHORTS, each showing to an estimated audience of 335,250 entertainment seekers in leading Kansas City theaters.

These are given further impetus by KCMO broadcast contest tie-in and newspaper advertising. Get full details from your nearest John E. Pearson Company office . . . check KCMO availabilities, and find out why KCMO is the best time buy in Kansas City for '45.

Represented Nationally by
JOHN E. PEARSON COMPANY
New York — Chicago — Kansas City



**Kansas City's Basic
and ONLY
BLUE Network Station**

E. K. (JOE) HARTENBOWER, General Manager

Sales Promotion Manager. Mrs. V. A. Leverett
Musical Director. Stella Lukens
Director of War Programs. Jane Farrell
Artists Bureau Head. Abe Radunsky
Chief Engineer. Richard Meek

K C M O

KANSAS CITY—EST. 1925

BLUE NETWORK

Frequency: 1480 Kc. Power: 5000 d.;
1000 n. (C. P. 5000 n.)

Owned-Operated By. KCMO Broadcasting
Company

Address. 1515 Commerce Trust Building
Phone Number. Victor 0900
Transmitter Location. 10th and Hardesty
Time on the Air. 5 a.m. to 1 a.m.
News Service. AP, UP
Transcription Service. Associated Music
Publishers, Lang-Worth

Representative. John E. Pearson Co.

Personnel

President. T. L. Evans
Station & Sales Manager. E. K. Hartenbower
Program Director. James Coy
Publicity Director. F. C. Strawn
Musical Director. Gene Moore
Chief Announcer. James Coy
Chief Engineer. Elza Runkle

K M B C

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By. Midland Broad-
casting Co.

Address. Pickwick Hotel
Phone Number. Harrison 2650
Transmitter Location. 50th & Bellinder Road
Time on the Air. 5:30 a.m. to midnight;
Sundays, 7 a.m. to 12 midnight

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

Representative. Free & Peters, Inc.

Personnel

President. Arthur B. Church
Managing Director. Karl R. Koerper
Director of Sales. Sam H. Bennett
Promotion-Publicity Director. E. P. J. Shurick
Merchandising-Research

Director. Mark N. Smith
Program Director. Ray Shannon
Director of War Programs. Gene Dennis
Production Manager. Fran Heyser
Studio Director. Kenneth Krahl
Artists Bureau Head. James W. McConnell
Musical Director. P. Hans Flath
Chief Engineer. A. R. Moler

W D A F

KANSAS CITY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 610 Kc. Power: 5000 Watts
Owned-Operated By. The Kansas City Star
Company

Address. 1729 Grand Ave
Phone Number. Harrison 1200
Transmitter Location. 82nd and Mission
Road, Johnson County, Kans.
Time on the Air. Daily & Sunday, 6 a.m. to 12
midnight

Newspaper Affiliation. The Kansas City Star
News Service. AP
Transcription Service. Standard
Representative. Edward Petry and Company

Personnel

President. Earl McCollum
Station Manager. Dean Fitzer
Commercial Manager. R. Gardner Reames
Program Manager. Harry J. Kaufmann
Chief Engineer. Joseph A. Flaherty

W H B

KANSAS CITY—EST. 1922

MUTUAL

KANSAS STATE NETWORK

Frequency: 880 Kc. Power: 1000 Watts
Owned-Operated By. WHB Broadcasting Co.

Address. Scarritt Building
Phone Number. Harrison 1161
Transmitter Location. North Kansas City
Time on the Air. Daytime license
News Service. AP
Representative. Spot Sales

Personnel

President and Commercial
Manager. Donald Dwight Davis
General Manager. John T. Schilling
Promotion-Publicity Director. Gene Garrett
Program Director. John Wahlstedt
Chief Announcer. Bob Dean
Musical Director. Willie Ganz
Chief Engineer. Henry Goldenberg
Production Manager and Director of War
Programs. Dick Smith

K W O C

POPLAR BLUFF—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. A. L. McCarthy,
O. A. Tedrick, J. H. Wolpers d/b Radio Sta-
tion K W O C

Address. 1801 North Main St.
Phone Number. 1310
Time on the Air. 7 a.m. to 7 p.m.; Sundays, 8
a.m. to 7 p.m.

Newspaper Affiliation.....American Republic Daily
 News Service.....AP
 Transcription Service.....World
 Representative.....John E. Pearson Co.

Personnel

General Manager.....P. H. Cunningham
 Chief Engineer.....Don Lidenton

K F E Q

ST. JOSEPH—EST. 1924

BLUE NETWORK

Frequency: 680 Kc.....Power: 5000 Watts
 Owned-Operated By.....KFEQ, Inc.
 Address.....Schneider Building,
 7th and Felix Streets

Phone Number.....4-0813
 Transmitter Location.....5½ miles North
 Northeast of St. Joseph
 Time on the Air...6 a.m. to midnight daily; 7
 a.m. to midnight, Sunday

Newspaper Affiliation..St. Joseph News-Press.
 News Service.....UP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth

Representative.....Headley-Reed Company

Personnel

President-Station Manager.....Barton Pitts
 Nat'l Advertising Manager..Glen G. Griswold
 Promotion Manager.....J. Ted Branson
 Chief Engineer.....Fred H. Damm

K M O X

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1120 Kc.....Power: 50000 Watts
 Owned-Operated By...Columbia Broadcasting
 System, Inc.

Address.....401 South Twelfth Blvd.
 Phone Number.....Central 8240
 Transmitter Location...16 miles south of St. Louis
 Time on the air...Sundays, 6 a.m. to 1 a.m.;
 weekdays, 5 a.m. to 1:30 a.m.

News Service.....AP, Transradio, UP
 Transcription Service.....Associated Music
 Publishers; Lang-Worth

Representative.....Radio Sales

Personnel

General Manager.....Frank B. Falknor
 Assistant to Manager.....Arthur Casey
 Sales Manager.....Wendell B. Campbell, 2nd
 Sales Promotion and Advertising

Manager.....David Mars
 Director of Program Sales.....C. G. Renier
 Public Events Director.....Jerry Hoekstra
 Program Director.....Blaine Cornwell
 Radio Sales Representative...Carter Ringlep
 Director of Press Information...William Zalkin
 Chief Engineer.....Harry Harvey

K S D

ST. LOUIS—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 550 Kc.....Power: 5000 d., 1000 n.
 Owned-Operated By.....Pulitzer Publishing
 Company

Address.....Twelfth and Olive Sts.
 Phone Number.....Main 1111
 Transmitter Location...Twelfth and Olive Sts.
 Time on the air..5 a.m. to 1 a.m. daily; 7 a.m.
 to 1 a.m. Sunday

Newspaper Affiliation.....St. Louis Post-
 Dispatch

News Service.....AP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Representative.....Free & Peters, Inc.

Personnel

President.....Joseph Pulitzer
 General Manager.....George M. Burbach
 Sales Manager.....Edward W. Hamlin

K W K

ST. LOUIS—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc.....Power: 5000 d., 1000 n.
 (CP 5000)

Owned-Operated By.....Thomas Patrick, Inc.
 Address..Hotel Chase, Lindell & Kingshighway
 Phone Number.....Rosedale 3210
 Transmitter Location...500 E. Logan, Baden
 Station, Baden, Mo.

Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP; Reuters
 Transcription Service.....World Broadcasting
 System

Representative.....Paul H. Raymer Company

Personnel

President.....R. T. Convey
 Station Director.....Ray E. Dady
 General Sales Manager...V. E. Carmichael
 Program Director.....John Tinnea
 Publicity Director.....Bob Richardson
 Musical Director.....Carl Hohengarten
 Chief Engineer.....N. J. Zehr

K X O K

ST. LOUIS—EST. 1938

BLUE NETWORK

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By.....Star-Times Pub. Co.
 Address.....12th and Delmar Blvds.

Phone Number.....CHestnut 3700
 Transmitter Location.....Horse Shoe Lake,
 Madison County, Ill.

Time on the Air..5 a.m. to 1 a.m. daily; 6 a.m.
 to 1 a.m. Sunday

Newspaper Affiliation.....St. Louis Star-Times
 News Service.....INS; UP
 Transcription Service.....Associated Music
 Publishers: Standard Radio
 Representative.....Blair & Company

Personnel

President.....Elzey Roberts
 Station Manager.....C. L. Thomas
 Promotion Manager.....M. Medearis
 Production Manager.....E. Muschany
 Publicity Director.....Paul Godt
 Musical Director.....Robert W. Swain
 Chief Engineer.....Art Rekart

W E W

ST. LOUIS—EST. 1921

Frequency: 770 Kc.....Power: 1000 Watts
 Owned-Operated By...The St. Louis University
 Address.....3642 Lindell Blvd.
 Phone Number.....Franklin 5665
 Transmitter Location.....3642 Lindell Blvd.
 Time on the Air.....Local sunrise-to-sunset
 News Service.....INS
 Transcription Service.....Standard Radio,
 Lang-Worth; World
 Representative.....John E. Pearson

Personnel

President.....Rev. Patrick J. Holloran, S. J.
 General Manager.....Nicholas Pagllara
 Sales Manager.....Leonard Frankel
 Program Director.....Don Lochner
 Publicity Director.....Clifford Lanctot
 Musical Director.....Ralph Stein
 Chief Engineer....Brother George Rueppel, S.J.

W I L

ST. LOUIS—EST. 1922

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Missouri Broadcasting
 Corp.

Address.....Melbourne Hotel
 Phone Number.....Jefferson 8403
 Transmitter Location.....Grand Hotel
 Time on the Air: 7 a.m. to 11 p.m.; Saturdays,
 7 a.m. to 2:30 p.m.; Sundays, 8:30 a.m.
 to 11 p.m.

News Service.....AP
 Transcription Service.....Standard Radio,
 Lang-Worth

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

Personnel

President and General Manager,
 Lester A. Benson
 Vice-President.....Clarence W. Benson
 Commercial Manager.....Ken Parke
 Program Director.....Mel Kampe
 Production Manager.....Neil Norman
 Chief Engineer.....Chal H. Stoup

K F U O *

ST. LOUIS—EST. 1921

Frequency: 850 Kc.....Power: 5000 Watts
 Owned By.....Evangelical Lutheran Synod of
 Missouri, Ohio and other states

Operated By....Board of Control of Concordia
 Seminary

Address.....801 DeMun Ave.
 Phone Number.....DELmar 3030
 Transmitter Location.....801 DeMun Ave.
 Time on the Air.....Daytime license
 News Service.....UP
 Transcription Service.....World

Personnel

Station Manager.....Herman H. Hohenstein
 Production Manager-Chief Announcer,
 Elmer Knoerschild

Accountant-Office Manager..William C. Krato
 Musical Director.....Gerhardt Schroth
 Chief Engineer.....Carl H. Meyer

* Non-Commercial Station.

K D R O

SEDALIA—EST. 1939

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..Milton J. Hinlein d/b as
 KDRO Broadcasting Station

Address.....2100 W. Broadway
 Phone Numbers.....4004, 4005, 4006
 Transmitter Location.....2100 W. Broadway
 Time on the Air....6 a.m. to 10 p.m.; Sundays,
 7 a.m. to 10 p.m.

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

Personnel

President.....Milton J. Hinlein
 Sales Manager.....Milton J. Hinlein
 Program Director.....Phoebe E. Trout
 Chief Announcer.....Herbert Brandes
 Chief Engineer.....Wayne Pash

K G B X

SPRINGFIELD—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By..Springfield Broadcasting
 Co.

Address.....508 St. Louis St.
 Phone Number.....1360-1-2-3
 Transmitter Location.....Bolivar Road
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation.....Springfield News-
 papers, Inc.

News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....George P. Hollingberry Co.

Personnel

President H. S. Jewell
 Station and Commercial
 Manager J. Gordon Wardell
 Program Director Carl Fox
 Chief Announcer Dudley Morris
 Chief Engineer E. Dennis White

K T T S

SPRINGFIELD—EST. 1941

COLUMBIA

MUTUAL BROADCASTING SYSTEM

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

Address.....Chamber of Commerce Bldg.
 Phone Number.....4303
 Transmitter Location...Chamber of Commerce
 Bldg.

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

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

RepresentativeSears & Ayer, Inc.

Personnel

President.....J. H. G. Cooper
 Station Manager.....G. Pearson Ward

Commercial and Sales Promotion

ManagerBob Burke
 Program Director.....Frank McAtee
 Musical Director.....M. Dale Thurman
 Acting Chief Engineer.....Wm. F. Curry

K W T O

SPRINGFIELD—EST. 1933

BLUE NETWORK

Frequency: 560 Kc....Power: 5000 d.; 1000 n.
 Owned-Operated By..Ozarks Broadcasting Co.
 Address.....508 St. Louis St.

Phone Number.....1360-1-2-3
 Transmitter Location.....Fremont Road

Time on the Air.....5 a.m. to midnight
 News ServiceUP

Transcription Service.....Standard
 Representative.....John E. Pearson

Personnel

Chief Executive & Station Manager..Ralph D.
 Foster

Sales Manager.....Leslie L. Kennon
 Sales Promotion and Publicity

Manager.....M. Wayland Fullington
 Program DirectorRalph A. Nelms

Director of War Programs.....Ralph Nelms
 Production Manager.....Al Stone

Musical Director.....Hugh M. Aspinwall
 Chief Engineer.....Fritz Bauer

MONTANA

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

K G H L

BILLINGS—EST. 1928

NBC NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By.....Northwestern Auto
 Supply Co.

Address.....Fifth and North Broadway
 Phone Number.....2222

Transmitter Location..7 miles west of Billings
 Time on the Air.....6 a.m. to 11 p.m.

News Service.....UP
 Transcription Service.....Standard, NBC

Representative.....The Katz Agency

Personnel

President.....C. O. Campbell
 General Manager.....Franz Robischon

Station Manager.....V. Braunberger
 Publicity Director.....Frank Manzari

Program Director.....Julie Bell
 Chief Announcer.....Harry Turner

Musical DirectorHarry Turner
 Chief Engineer.....Jeff Kiichli

K R B M

BOZEMAN—EST. 1939

BLUE NETWORK—NBC

Z-BAR NET

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

Address.....103 W. Main St.
 Phone Number.....1420

Transmitter Location.....East of Bozeman
 Time on the Air.....7:30 a.m. to 10:30 p.m.

News ServiceAP
 Transcription Service.....Lang-Worth

Representative.....The Walker Co.

Personnel

President & Station Manager..Ernest A. Neath
 Commercial Manager.....Win Neely

Sales Promotion.....George Davenport
 Program Director.....Larry Binder

Chief Engineer.....Jack Provis

KGIR

BUTTE—EST. 1929
NATIONAL BROADCASTING CO.
Z-BAR NET

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By... KGIR, Inc.
 Address... Butte
 Phone Number... 22-3-4
 Transmitter Location... 121 W. B'way
 Time on the Air... 7 a.m. to 11 p.m.
 News Service... UP
 Transcription Service... Lang-Worth;
 C. P. McGregor; Keystone
 Representative... The Walker Co.

Personnel

Manager... Ed. B. Craney
 Sales Manager... Arne Alzjoh
 Chief Engineer... Jack Provis

KFBB

GREAT FALLS—EST. 1922
COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Operated By... Buttrely Broadcast, Inc.

Address... 605 First National Bank Building
 Phone Number... 4377, 4378
 Transmitter Location... 4½ miles west of Great Falls

Time on the Air... 6 a.m. to 11:30 p.m. daily;
 8 a.m. to 11:30 p.m. Sunday
 News Service... UP
 Transcription Service... NBC Thesaurus,
 Standard Radio
 Representative... Weed & Company,

Personnel

President... F. A. Buttrely
 Program Director... LeRoy Stah'
 Chief Engineer... Wilbur Myhre

KPFA

HELENA—EST. 1937

NATIONAL BROADCASTING CO.—Z BAR NET
 Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Peoples Forum of the Air
 Address... 1306 Eleventh Ave.
 Phone Number... 1240
 Transmitter Location... Helena
 Time on the Air... 8 a.m. to 12 midnight
 News Service... UP
 Transcription Service... Lang-Worth, NAB

KGHL

BILLINGS, MONTANA



AFFILIATED STATION

*The Dominant Station
 in Montana and
 Northern Wyoming*

5000 WATTS • 790 Kc. • N. B. C.

Represented by THE KATZ AGENCY, Inc.

Representative.....The Walker Co., Pacific Northwest Broadcasters

Personnel

President.....Barclay Craighead
Station Manager.....K. O. MacPherson
Chief Engineer.....R. D. Martin

K G E Z

KALISPELL—EST. 1927

Frequency: 1340 Kc.....100 Watts
Lessee.....A. W. Talbot
Operated By.....Donald C. Treloar
Address.....203 - 1st Ave. E.
Phone Number.....332 (Office), Rural 3228 (Transmitter)

Transmitter Location.....2½ miles south of Kalispell, on Highway No. 93
Time on the Air.....8 a.m. to 8 p.m.
News Service.....UP
Transcription Service.....MacGregor

Personnel

President.....A. W. Talbot
Station & General Manager..Donald C. Treloar
Commercial Manager.....Glenn E. Millhouse
Program-Musical Director...Oliver G. Colburn
Chief Engineer.....Oliver G. Colburn

K R J F

MILES CITY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Star Printing Co.
Business Address.....13 N. Sixth St.
Phone Number.....60, 61
Studio Address.....U. S. Highway No. 212
Transmitter Location...U. S. Highway No. 212
Time on the Air: 7 a.m. to 10 p.m.; Sundays, 10 a.m. to 9 p.m.

Newspaper Affiliation.....Miles City Star
News Service.....UP
Transcription Service...World Broadcasting; C. P. MacGregor; Keystone Broadcasting System

Personnel

General Manager.....W. F. Flinn
Station Manager.....Don Tannehill
Program Director.....R. D. Wilson
Chief Engineer.....I. A. Elliot

K G V O

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc...Power: 5000 d., 1000 n.
Owned-Operated By.....Mosby's Inc.
Address.....132 W. Front St.
Phone Number.....2155
Transmitter Location.....Highway No. 10
Time on the Air.....6:45 a.m. to midnight

News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Howard Wilson Co.

Personnel

President and Station Manager...A. J. Mosby
Assistant Manager-Program Director.
James Alden Barber
Sales Manager.....John R. Lindsay
Publicity Director.....Merrilyn Wentz
War Programs.....Ione Furniss
Record MC.....Syd McSloy
Chief Engineer.....Fred U. Wamble

K G C X

SIDNEY—EST. 1926

—KEYSTONE BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....E. E. Krebsbach
Business Address.....108 S. Central Ave.
Phone Number.....408
Studio Address.....Suckstorff Bldg.
Transmitter Location....4½ miles N. E. of Sidney

Time on the Air.....8 a.m. to 8:15 a.m.
Transcription Service.....World

Personnel

President-Station Manager...E. E. Krebsbach
Sales Manager.....J. F. Krebsbach
Program Director.....Helen Knopp
Chief Engineer.....Frank Toomey

FOR QUALITY !
AP

NEBRASKA

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

K O R N

FREMONT—EST. 1939

NEBRASKA WIRELESS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By...Nebraska Broadcasting Corporation

Address...Pathfinder Hotel
Phone Number...1060, 1061
Transmitter Location...1 mile east of Fremont
Time on the Air...6 a.m. to 9:30 p.m.
News Service...AP
Transcription Service...Lang-Worth
Representative...Sears and Ayer, Inc.

Personnel

President...Arthur Baldwin
General Manager...Lumir Urban
Commercial Manager...Lumir Urban
Program Director...Natalie Mensing
Chief Announcer...Richard Coffey
Publicity...Esther Hosterman
Record MC...Jim O'Neill
Chief Engineer...H. G. Alexander

K M M J

GRAND ISLAND—EST 1926

Frequency 750 Kc. Power: 1000 Watts
Owned-Operated By...KMMJ, Inc.

Address...Ceder at Division
Phone Number...703
Transmitter Location...Phillips, Nebr.
Time on the Air...Sunrise to Sunset
News Service...UP
Transcription Service...Standard Radio
Representative...Headley-Reed Co.

Personnel

President...Don Searle
Station Manager...Wick Heath
Commercial Manager...Rex Lathen
Publicity...Ed Skinner
Program Director...Orie Kerwood
Production Manager...Dutch Woodward
Record MC...Orie Kerwood
Musical Director...Dave Rogers
Chief Engineer...D. Swanson
Chief Announcer...George C. Kister

K H A S

HASTINGS—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By...The Nebraska Broadcasting Co.

Address...Tribune Bldg.
Phone Number...1745-6

Transmitter Location...Tribune Bldg.
Time on the Air...Weekdays 6:30 a.m. to 10 p.m.; Sundays 8:30 a.m. to 9 p.m.
Newspaper Affiliation...Hastings Daily Tribune
News Service...AP
Transcription Service...World Broadcasting System

Personnel

President...Fred A. Scaeton
Station Manager...Duane L. Watts
Program Director...Max Brown
Chief Engineer...Harold Hardy

K G F W

KEARNEY—EST. 1928

KEYSTONE BROADCASTING SYSTEM

NEBRASKA RADIO NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By...Central Nebraska Broadcasting Corporation

Address...Federal Annex Bldg.
Phone Number...Executive office, 23541.
Program Dept., 31551
Transmitter Location...South Central Ave.
Time on the Air...6:30 a.m. to 9:00 p.m.
News Service...AP
Transcription Service...Keystone
Representative...Sears & Ayer, Inc.

Personnel

General Manager...Lloyd C. Thomas
Station-Commercial Manager...E. Anson Thomas
Program Director...Peg Biber
Publicity Director...Harry Gehrett
Musical Director...Peg Biber
Chief Engineer...Jack Lewis
Chief Announcer...Leonard East
Artists Bureau...Emil Swanberg

K F A B

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc. Power: 10000 Watts
Owned-Operated By...KFAB Broadcasting Company

Address...Sharp Bldg.
Phone Number...2-3214
Transmitter Location...17th and Holdrege Sts.
Time on the Air...5 a.m. to 12:05 a.m.
Newspaper Affiliation...Nebraska State Journal, Lincoln Star
News Service...AP & UP
Transcription Service...Standard Radio, Columbia Master Works
Representative...Paul H. Raymer Co.

Personnel

President Fred Sidles
 General Manager Hugh M. Feltis
 Station Manager Earl Williams
 Sales Promotion Manager Harold E. Roll
 Program Director W. E. MacDonald
 Publicity Director Dan Shoemaker
 Music Librarian Alene McKinney
 Chief Engineer Mark Bullock

K F O R

LINCOLN—EST. 1924

BLUE NETWORK

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Combelt Broadcasting Corporation

Address Stuart Bldg.
 Phone Number 2-6965
 Transmitter Location 4745 Vine St.
 Time on the Air: 7 a.m. to 12 midnight; 8 a.m. to 12 midnight Sundays

News Service INS; AP
 Transcription Service Standard Radio, Associated, BMI
 Representative Edward Petry & Co., Inc.

Personnel

President Charles T. Stuart
 General Manager Gordon Gray
 Station Manager Melvin Drake
 Promotion Manager Bill Malone
 Program Director Ozzie Osborn
 Chief Announcer Sam Clark
 Chief Engineer Charles Winkler

W J A G

NORFOLK—EST. 1922

Frequency: 780 Kc. Power: 1000 Watts
 Owned-Operated By Norfolk Daily News Business Address Hotel Norfolk
 Phone Number 432

Studio Address Hotel Norfolk
 Transmitter Location West of Norfolk
 Time on the Air: 6:30 a.m. to 6 p.m.; Sundays, 9 a.m. to 5:15 p.m.

Newspaper Affiliation Norfolk Daily News
 News Service AP
 Transcription Service Lang-Worth
 Representative The Walker Co.

Personnel

President Gene Huse
 Station Manager Art Thomas
 Sales Manager Harold Kline
 Chief Engineer Frank Weidenbach

K O D Y

NORTH PLATTE—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By Radio Station WOW, Inc., Omaha

Address 1521 West 12th St.
 Phone Number 382
 Time on the Air: 6 a.m. until 12 midnight
 News Service UP and AP
 Transcription Service Standard, Lang-Worth
 Representative John Blair & Co.

Personnel

President John J. Gillin, Jr.
 General Manager John Alexander
 Commercial Manager Joe Di Natale
 Chief Engineer Buford Eaves

K B O N

OMAHA—EST. 1942

MUTUAL BROADCASTING SYSTEM

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

Address 2027 Dodge Street
 Phone Number Jackson 8282
 Transmitter Location 2027 Dodge St.
 Time on the Air: 6 a.m. to midnight
 News Service AP
 Transcription Service Lang-Worth, World
 Representative William G. Rambeau Co.

Personnel

President John K. Morrison
 Station Manager Paul R. Fry
 Sales Promotion Manager M. K. Doyle
 Production Manager R. McCann
 Chief Engineer Richard Wlna
 Program Director Marie C. Maher
 Record MC Don Perazzo

K O I L

OMAHA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By Central States Broadcasting Co.

Address Omaha National Bank Bldg.
 Phone Number Jackson 7626
 Transmitter Location Council Bluffs, Iowa
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 7 a.m. to 12:05 a.m.

News Service INS; AP
 Transcription Service Standard Radio, Associated

Representative Edward Petry & Co.

Personnel

President Charles T. Stuart
 Sales Manager W. O. Edholm
 General Manager Gordon Gray
 Assistant Manager Harold Hughes
 Sales Prom-Merchandising Mgr. Earl W. Malone
 Program Director Harold Hughes
 Musical Director Teresa Bredar
 Chief Engineer Charley Winkler

K O W H

OMAHA—EST. 1922

BLUE NETWORK

Frequency: 660 Kc.....Power: 500 Watts
 Owned By.....World Publishing Co.
 Operated By.....Omaha World-Herald
 Business Address.....15th and Farnam Sts.
 Studio Address.....World Herald Bldg.
 Transmitter Location...Northwest of Omaha
 Time on the Air.....6 a.m. to local sunset
 News Service.....UP
 Transcription Service.....Standard Radio
 Representative...George P. Hollingbery Co.

Personnel

President.....Henry Doorly
 Station Manager.....B. C. Corrigan

W O W

OMAHA—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By..Radio Station WOW, Inc.
 Address..Insurance Building, 17th & Farnam
 Streets
 Phone.....Webster 3400
 Transmitter Location...56th & Kansas Avenue
 Time on the Air..5:30 a.m. to 1 a.m.; Sundays,
 7 a.m. to 1:05 a.m.
 News Service.....UP, Chicago Daily News
 Foreign Service, AP

Transcription Service.....NBC Thesaurus;
 Lang-Worth; Standard
 Representative.....John Blair & Company

Personnel

President and General Mgr..John J. Gillin, Jr.
 Asst. Mgr. in Charge of Sales....Harry Burke
 Promotion Manager.....Bill Wiseman
 Program Manager.....Lyle DeMoss
 Publicity Director.....Bill Wiseman
 Director of War Programs.....Harry Burke
 Sports Editor.....Tom Dailey
 Musical Director.....Stanley Rucker
 Chief Engineer.....Wm. J. Kotera

K G K Y

SCOTTSBLUFF—EST. 1930

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Hilliard Co.
 Business Address.....1517 Broadway
 Phone Number.....856
 Studio Address.....1517 Broadway
 Transmitter Location.....South Broadway
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....NBC Thesaurus;
 Standard Radio

Personnel

Manager.....L. L. Hilliard
 Asst. Manager.....R. M. Stewart
 Chief Engineer.....H. Morrison

NEVADA

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

K E N O

LAS VEGAS—EST. 1940

BLUE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Nevada Broadcast-
 ing Company
 Business Address.....P. O. Box 1310
 Phone Number.....1400
 Studio Address.....El Rancho Vegas
 Transmitter Location.....El Rancho Vegas
 Time on the Air.....7:45 a.m. to 11 p.m.
 News Service.....INS
 Transcription Service.....NBC Thesaurus
 Representative.....Homer Owen Griffith

Personnel

Station Manager.....Maxwell Kelch
 Commercial Manager.....Paul R. Gang
 Program Director.....Don J. Erskine

K O H

RENO—EST. 1928

BLUE NETWORK

Frequency: 630 Kc.....Power: 1000 Watts
 Owned-Operated By: McClatchy Broadcasting
 Co. of Nevada
 Address.....143 Stevenson Street
 Phone Number.....5106-7
 Transmitter Location.....County Road,
 Sparks, Nevada
 Time on the Air...6:00 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 Newspaper Affiliation..The Sacramento Bee;
 Modesto Bee; Fresno Bee
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Paul H. Raymer Co.

Personnel

Station Manager.....Robert L. Stoddard
 Chief Engineer.....Irwin Carlsen

We PUT it there!

Gardner Advertising Company
NEW YORK SAINT LOUIS
915 OLIVE STREET • ST. LOUIS 1, MO

November 3, 1944

Mr. Dal Wyant, Promotion Director
Radio Station WHEB
Portsmouth, New Hampshire

Dear Mr. Wyant:

Thank you for that splendid brochure you sent us reporting on your WHEB "Tom Mix Party!" Frankly, we have been very much impressed with it.

You may be interested to know that your report has been passed around to everybody at The Ralston Purina Company. They have all been lavish in their compliments. The whole affair was one of those grand jobs that mere words cannot repay.

To you goes our sincere appreciation for all the co-operation you have given us. We feel that the substantial increase in the Tom Mix Hooperating for the month of October is due in no small part to such grand promotional achievements as yours.

Cordially yours,

GARDNER ADVERTISING COMPANY

Clare Carl Carl
(Mrs. J. B. Carl-Carl)

CCC:ACB



B LUSHINGLY, we sunshine this page of praise.

- Typically, it attests both as to Quality and Quantity of WHEB Pro-MOTIONS. "Tom Mix Party" for Ralston Purina Company serves active proof of how it's done. Inset photo proves kids liked it, too!
- Yes, WHEB puts the MOTION in Pro-MOTION!

W H E B

PORTSMOUTH, NEW HAMPSHIRE

Represented Nationally by:

William G. Rambeau Co.	Bertha Bannan
New York	Boston
Chicago	
Los Angeles	

NEW HAMPSHIRE

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

W K N E

KEENE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By.....WKNE Corporation
Address.....17 Dunbar St.
Phone Number.....Keene 2080
Transmitter Location..... Stanhope Ave.
Time on the Air..... 6:30 a.m. to 11:15 p.m.
News Service..... UP
Transcription Service.....Lang-Worth
Representative.....Headley-Reed Co.

Personnel

President.....Harry C. Wilder
Vice President-General Manager.....David Carpenter
Commercial Manager.....Richard G. Bath
Program Director.....Robert M. Peebles
Promotion Director.....Esther Linder
Chief Engineer.....Ernest Batchelder

W L N H

LACONIA—EST. 1922

MUTUAL—YANKEE

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Northern Broadcasting
Address.....653 Main Street
Phone Number.....Laconia 501
Transmitter Location.....Sanbornton Bay Road, Sanbornton, N. H.
Time on the Air.....7:00 a.m. to 11:15 p.m.;
News Service..... AP
Transcription Service.....NBC Thesaurus
Representative.....Bertha Bannan

Personnel

President.....Vernon Mason
General Manager.....Martin B. Avery
Chief Engineer.....Louis Steady

W F E A

MANCHESTER—EST. 1932

NATIONAL BROADCASTING CO.

YANKEE NETWORK, NEW ENGLAND

REGIONAL NETWORK

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By.....N. H. Broadcasting
Address.....Carpenter Hotel, 323 Franklin St.
Transmitter Location.....Merrimack, N. H.
Time on the Air..... 6 a.m. to 12:05 midnight
News Service..... UP
Transcription Service.....NBC Thesaurus
Representative: Weed & Co.; Bertha Bannan

Personnel

President.....Harry M. Bitner
Station Manager.....Caleb Paine
Commercial Manager.....Caleb Paine
Chief Engineer.....Reginald A. B. Schow

W M U R

MANCHESTER—EST. 1941

BLUE NETWORK

Frequency: 610 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By.....Radio Voice of New Hampshire, Inc.

Address.....1819 Elm Street
Phone Number.....2090-2091
Transmitter Location.....Front Street
Time on the Air..... 6 a.m. to 11:30 p.m.
News Service..... AP
Transcription Service.....World Broadcasting System

Representative.....Spot Sales, Inc.
R. C. Foster & Company

Personnel

President.....Francis P. Murphy
Station Manager.....Harvey Carter
Commercial Manager.....Hervey Carter
Chief Engineer.....Vincent H. Chandler

W H E B

PORTSMOUTH—EST. 1932

MUTUAL BROADCASTING SYSTEM

YANKEE NETWORK

Frequency: 750 Kc. Power: 1000 Watts
Owned-Operated By.....WHEB, Inc.
Address.....Lafayette Road, U. S. Highway No. 1

Phone Number.....2670
Transmitter Location.....Lafayette Road, U. S. Highway No. 1

Time on the Air: 6 a.m. to hour after local sunset; Sundays, 7:45 a.m. to hour after local sunset

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

Representative.....Wm. G. Rambeau
Bertha Bannan

Personnel

Owner.....Hon. Charles M. Dale
General Manager.....Bert Georges
Sales Manager.....Keith Field
Program Director.....Winslow Bettinson
Production Manager-Publicity.....Dal Wyant
Chief Announcer.....Philip N. Johnson
Director War Programs.....W. Bettinson
Musical Director.....Robert Athearn
Chief Engineer.....Paul Lindsay

BUY THIS **WHOM** PACKAGE!

A BIG **3** for **1** VALUE . . .



More Italians than in Leghorn and Bologna, Italy combined



More Poles than in Krakow, Poland



More Americans than in St. Louis, Boston, Washington and Los Angeles combined

Ask for details on the Tri-Lingual package featured by



*Represented nationally by the Katz Agency
N. Y. studios and sales offices
29 W. 57th St., N. Y. C. 19, N. Y.
PL 3-4204*

Jersey City Studios—2866 Hudson Blvd.

WATCH WHOM IN "FORTY-FIVE"

1000 watts day • 500 watts night

NEW JERSEY

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

W C A P

ASBURY PARK—EST. 1926

Frequency: 1310 Kc. Power: 500 Watts
Owned-Operated By Radio Industries
Broadcast Company, Inc.

Business Address 4 Convention Hall
Phone Number Asbury Park 1911
Studio Address Marine Studios, Boardwalk
Convention Hall

Transmitter Location W. Bangs Avenue,
Neptune, N. J.

Time on the Air: Shares with WCAM & WTNJ
News Service AP
Representative Spot Sales, Inc.

Personnel

President Walter W. Reid, Jr.
Station Manager V. N. Scholes
Chief Announcer Robert Scott
Chief Engineer V. I. Gordon

W B A B

ATLANTIC CITY—EST. 1941
COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Press-Union Publishing
Co.

Business Address 1900 Atlantic Ave.
Phone Number 5-1111
Studio Address Absecon Blvd. and Beach
Thorofare

Transmitter Location: Absecon Blvd. & Beach
Thorofare

Time on the Air 7 a.m. to 12:05 midnight
Newspaper Affiliation: Atlantic City Press;
Atlantic City Evening Union

News Service AP
Transcription Service World Broadcasting
System

Representative Headley-Reed Co.

Personnel

President Albert J. Feyl
General Manager Monroe L. Mendelsohn
Program Director Ralph Shoemaker
Chief Engineer Earle Godfrey
War Programs Monroe Mendelsohn

W F P G

ATLANTIC CITY—EST. 1940
BLUE NETWORK

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

Business Address Steel Pier
Phone Number I-2188
Transmitter Location Steel Pier

Time on the Air 6:55 a.m. to 1 a.m.
News Service UP
Transcription Service Associated Music
Representative Burn-Smith Company, Inc.

Personnel

President John J. Laux
Station Manager Edwin E. Kohn
Program Director Edgar A. Sweet
Chief Engineer Blair K. Thron
Record MC Ray Starr

(See Page 557)

W S N J

BRIDGETON—EST. 1937
KEYSTONE BROADCASTING SYSTEM
QUAKER NETWORK

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

Address P. O. Box 166
Phone Number Bridgeton 1600
Transmitter Location Carl's Corners
Time on the Air Sunday, 7 a.m. to 10 p.m.;

Monday and Tuesday, 7 a.m. to 9 p.m., Wed-
nesday, Thursday, Friday & Saturday, 7 a.m.
to 8:05 p.m.

News Service UP
Transcription Service Keystone, Lang-Worth
Representative Thomas F. Clark Co., Inc.

Personnel

President-Manager Elmer Wene
Station Manager Paul Alger
Commercial Manager Burt McKinnie
Program Manager Lowell Ayars
Chief Announcer Charles D. Murray
Record MC Earl Becktel
Chief Engineer Francis C. Fekel
War Programs Lowell C. Ayars

W C A M

CAMDEN—EST. 1926

Frequency: 1280 Kc. Power: 500 Watts
Owned-Operated By City of Camden
Address City Hall
Phone Number Camden 8690

Transmitter Location Civic Center, Camden
Time on Air: Sun. 10:15 a.m. to 12:30 p.m.;
3 to 5 p.m.; Mon., 10:30 a.m. to 11:30 a.m., 2
to 5 p.m., 8 to 12 midnight; Tues., 2 to 5
p.m.; Wed., 10:30 to 11:30 a.m., 2 to 5 p.m.;
Thurs., 2 to 5 p.m.; Fri., 10:30 to 11:30 a.m.,
2 to 5 p.m., 9 to 12 midnight; (No time Sat-
urday)

News Service AP
Transcription Service Standard Radio
Representative Mack Radio Sales Co.

Personnel

Chief Executive... Mayor George E. Brunner
 Manager-Chief Engineer... Clarence E. Onens
 Sales Promotion Manager... L. M. Maxwell
 Program Director... Elizabeth Renner
 Production Manager... William Markward

W H O M

JERSEY CITY—EST. 1928

Frequency: 1480 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By... New Jersey Broadcast-
 ing Corporation
 Operated By... Cowles Broadcasting Co.
 Business Address... 29 W. 57th St., New York,
 N. Y.
 Phone Number... Plaza 3-4204
 Studio Addresses... 2866 Hudson Boulevard;
 29 W. 57th St., New York City
 Transmitter Location... Washington Street
 Time on the Air... 6:30 a.m. to 1 a.m.
 News Service... AP & UP
 Transcription Service... Lang-Worth; BMI
 National Sales Office... H. T. Ens, Jr., 29 West
 57th St., N. Y. C.
 Representatives... The Katz Agency

Personnel

President... Gardner Cowles, Jr.
 Station Manager... Craig Lawrence
 Commercial Sales Manager... J. M. Compter
 Program Director-Production Manager
 Chas. Baltin
 Publicity Director... Fred Coll
 Sales Promotion Manager... Jack Paige
 Musical Director... Joseph DeLuca
 Chief Engineer... Theodore Gemp
 (See Page 496)

W A T

NEWARK—EST. 1926

NEW JERSEY STATE NETWORK

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By... Bremer Broad-
 casting Corporation
 Address... 11 Hill St., Newark
 Phone Number... Mitchell 2-6400
 Studio Address... 15 Hill St., Newark
 Transmitter Location... Kearny
 Time on the Air... 24 hours daily
 News Service... UP & AP
 Transcription Service... World Broadcasting
 System, Associated
 Representative... Radio Advertising Co., Chicago

Personnel

Executive Vice-President-General Manager
 Irving Robert Rosenhaus
 Vice-President in Charge of Sales,
 A. B. Schillin
 Vice President in Charge of National Sales
 Victor Bennett
 Program Director... Dale Kennedy

Director War Activities... Ed Cossman
 Production Manager... Lee Stewart
 Director of Research... Jay Stanlee
 Publicity... Roland Trenchard
 Chief Announcer... David Miller
 Record MC... Paul Brenner
 Chief Engineer... Frank V. Bremer
 Musical Director... Gus Steck
 Technical Supervisor... Frank V. Bremer

W H B I

NEWARK—EST. 1922

Frequency: 1280 Kc. Power: 2500 d.; 1000 n.
 Owned-Operated By... May Radio Broad-
 cast Corp.
 Address... 100 Shipman Street
 Phone Number... Mitchel 2-7354
 Transmitter Location... Newark
 Time on the Air... Limited

Personnel

President-General Manager... James L. Shearer

W P A T

PATERSON—EST. 1941

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By... North Jersey Broad-
 casting Co., Inc.
 Address... 7 Church St., Paterson
 Phone Numbers... Armory 3-3400 (Paterson)
 Transmitter Location... Clifton, N. J.
 Time on the Air... To local sunset
 News Service... UP
 Transcription Service... Associated Music
 Publishers
 New York Office... 1501 Broadway
 Representative... Howard H. Wilson Co.

Personnel

President... James V. Cosman
 Vice-President and General Manager
 Sidney J. Flamm
 Commercial Manager... A. Lewis King
 Sales Promotion... Bernard J. Shaw
 Chief Announcer... Wm. Bohack
 Program Director... Ted Webbe
 Publicity Director... David Golden
 Record MC... Bob Bright
 Chief Engineer... Earl F. Lucas

W B R B

RED BANK—EST. 1944

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By... Monmouth Broadcasting
 Co., Inc.
 Address... 63-65 Broad St.
 Transmitter Location... 63 Broad St.
 Time on the Air... Show Time
 Representative... Forjoe & Company

Personnel

Sales Manager... John C. Bird

WTNJ

TRENTON—EST. 1923

Frequency: 1310 Kc.....Power: 500 Watts
 Owned-Operated By.....WOAX, Inc.
 Address416 Bellevue Avenue
 Phone Number8149
 Transmitter Location: Lincoln Point, Morrisville, Pa.
 Time on the Air..7 a.m. to 10:30 a.m.; 5 p.m. to 8 p.m.
 News Service.....UP
 Transcription Service....Langworth: C. P. Mac Gregor

Personnel

Vice-President-General Manager..F. J. Wolff
 Commercial Manager.....A. M. Jordan
 Sales Promotion Manager.....J. A. Marti
 Chief Engineer.....Edward P. Knowles

WTTM

TRENTON—EST. 1941

NATIONAL BROADCASTING COMPANY
 Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By....Trent Broadcast Corp.

Address.....35 West State St.
 Phone Number.....2-7127
 Transmitter Location.....Yardley, Pa.
 Time on the Air.....7:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Spot Sales, Inc.

Personnel

President.....Elmer H. Wene
 Station Manager.....Paul Alger
 Chief Engineer.....Theodore P. Kilmer


WAWZ*

ZAREPHATH—EST. 1931

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

Personnel

President.....Bishop Alma White
 Chief Engineer.....N. L. Wilson
 (Non-Commercial Station)



THE LARGEST BLOCK
 of
PRODUCTIVE TIME
for the least amount of money

For low cost sponsorship that brings results... it's WPAT. Smart programming keeps a large and varied listening audience tuned to 930 all day long... every day in the week... every week in the year.

Get to know WPAT... the fastest growing station in the metropolitan area.

WPAT } PATERSON, NEW JERSEY • PARAMOUNT BLDG. NEW YORK

NEW MEXICO

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K G G M

ALBUQUERQUE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By..New Mexico Broadcast-
ing Company

Address Box 1388
Phone Number 4544
Transmitter Location..Rio Grande River Delta,
West of Albuquerque

Time on the Air:.....6 a.m. to 12 midnight
News Service.....Transradio; UP
Transcription Service...World Broadcasting
System
RepresentativeWeed & Co.

Personnel

General Manager.....A. R. Hebenstreit
Acting Manager.....Bob Bissell
Sales Promotion Manager.....Jerry Oppel
Program Director.....Robert Chapman
Publicity.....I. Stockwell
Musical Director.....Walt. Peterson
Chief Engineer.....Leonard Dodds

K O B

ALBUQUERQUE—EST. 1921

BLUE NETWORK

NATIONAL BROADCASTING CO.

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

Address.....418 West Gold Avenue
Phone Number.....4411
Transmitter Location..Alameda, New Mexico
Time on the Air:.....6 a.m. to 12 mldnight
News Service.....INS, AP
Transcription Service.....BML, Ascap
Representative.....Free & Peters, Inc.

Personnel

PresidentT. M. Pepperday
ManagerFrank Quinn
Traffic Manager.....Martha Summers
Chief Engineer.....Geo. S. Johnson

K A V E

CARLSBAD—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By...Carlsbad Broadcast-
ing Co.

Address800 South Canal Street
Phone Number244
Transmitter Location.....La Huerta, N. M.

Time on the Air7 a.m. to 9 p.m.
News ServiceUP
Representative.....Howard H. Wilson Co.

Personnel

General Manager.....Norman R. Loose
Chief EngineerCarl C. Cook

K I C A

CLOVIS—EST. 1933

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated by.....DeWitt Landis
Address.....4th & Main

Phone Number3
Transmitter LocationClovis
Time on the Air.....Full Time
News ServiceUP
Transcription Service.....Associated
Record Program Service Publishers
Representative.....Spot Sales, Inc.

Personnel

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

K W E W

HOBBS—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated ByW. E. Whitmore
AddressHardin Hotel

Transmitter LocationHobbs
Time on the Air.....7 a.m. to 9 P.M.
News Service.....UP
Transcription Service.....C. P. MacGregor

Personnel

President-OwnerW. E. Whitmore
Station Manager.....Gertrude Dimpel
Chief Engineer.....Roy T. Evans

K F U N

LAS VEGAS—EST. 1941

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Southwest Broad-
casters, Inc.

Business Address.....P. O. Box 710
Phone Number12
Studio Address.....½ mile east of Las Vegas
Transmitter Location

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