

Directory of BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 1, 1942)

ALABAMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ANNISTON.....	WHMA	1450	250	Harry M. Ayers 1330 Noble St. 2380	Blue	Harry M. Ayers Vernon Story A. Lynne Brannen	Harold B. Russey Malcolm Street Jerry Hunt
BESSEMER.....	WJLD (Construction Permit)	1400	250	J. Leslie Doss Hotel Gary 497	J. Leslie Doss J. Ed Reynolds
BIRMINGHAM.....	WAPI	1170	5,000-LS 1,000-N SA-5,000-U	Voice of Alabama Inc. Protective Life Bldg. 3-8116	CBS	Ed Norton Thad Holt Thad Holt Thad Holt	Lionel Baxter N. S. Hurley	Radio Sales
	WBRC	960	5,000	Birmingham Bestg. Co. Inc. 2300 Fifth Ave. No. 3-9293	NBC-Red	K. G. Marshall J. C. Bell K. G. Marshall	John M. Connolly J. B. Roberts Jr. J. C. Bell	Raymer
	WSGN	610	1,000	Birmingham News Co. Third Ave. & 23rd St. 4-3434	Blue MBS	Victor H. Hanson Henry P. Johnson Henry P. Johnson	William R. Terry Robert G. Venn Paul B. Gram	Headley-Reed Biddick
DECATUR.....	WMSL	1400	250	Tennessee Valley Bestg. Co. Inc. Box 411 802	MBS	M. K. Vickrey M. K. Vickrey M. K. Vickrey	Joe Gannon Joe Gannon Hudie Brown
DOTHAN.....	WAGF	1400	250-D	Dothan Broadcasting Co. 204 1/2 E. Main St. 1430	Partnership Julian C. Smith Fred C. Moseley	Carl Snellgrove John T. Hubbard
GADSDEN.....	WJBY	1240	250	Gadsden Broadcasting Co. Inc. 106 Broad St. 88	MBS	B. H. Hopson B. H. Hopson Sam Benton	Beatrice Tate Benton L. O. Bruner	Sears & Ayer
HUNTSVILLE.....	WBHP	1230	250	Wilton Harvey Pollard 318 W. Clinton St. 313	Wilton H. Pollard Wilton H. Pollard R. W. Albright	John Garrison John Garrison
MOBILE.....	WALA	1410	5,000	Pape Broadcasting Co. AT&N Railroad Bldg. Dexter 5893	NBC-Red	W. O. Pape W. O. Pape H. K. Martin	Jack Lewis R. M. Cole	Perry
	WMOB	1230	250	S. B. Quigley 600 St. Louis St. Belmont 2581	MBS	S. B. Quigley S. B. Quigley F. E. Busby T. L. Greenwood	Forjoe
MONTGOMERY.....	WCOV	1240	250	Capital Broadcasting Co. Inc. Exchange Hotel 5781	CBS	G. W. Covington Jr. G. W. Covington Jr. R. B. Raney	Bob Garrett John C. Hughes H. R. Johnson	International
	WSFA	1440	1,000-LS 500-N	Montgomery Bestg. Co. Inc. Jefferson Davis Hotel 8361	NBC-Red	Howard E. Pill Howard E. Pill W. W. Hunt	E. Caldwell Stewart John B. DeMotte Clifford Shekofskey	Headley-Reed
MUSCLE SHOALS...	WMSD	1450	250	Muscle Shoals Bestg. Corp. 620 E. Second St. 181	E. L. Chapman Joe Van Sandt Joe Van Sandt	James Connally Joe Van Sandt George Martin	Sears & Ayer
OPELIKA.....	WJHO	1400	250-LS 100-N	Opelika-Auburn Bestg. Co. 1400 Auburn Road 750	J. H. Orr J. H. Orr J. H. Orr	Leon W. Crager F. M. Hyatt	Associated
SELMA.....	WHBB	1490	100	Selma Broadcasting Co. Inc. 209 Washington St. 1233	MBS	B. H. Hopson Julien Smith Jr. Julien Smith Jr.	Marshall Pars ons Jr. William Kilgore	Sears & Ayer
TUSCALOOSA.....	WJRD	1230	250	James R. Doss Tuscaloosa 4464	James R. Doss Jr. J. Ed. Reynolds J. Ed. Reynolds

ARIZONA

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GLOBE.....	KWJB	1240	250	Sims Broadcasting Co. Box 591 41	ABC	Bartley T. Sims Bartley T. Sims Frank Redfield	Al Stein Frank Redfield Jordan Priester
JEROME.....	KCRJ	1340	250	Central Arizona Broadcasting Co. 711 Hampshire Blvd. 88	ABC	Mrs. Della Tovrea Stuart Howard Kuhn Howard Kuhn	Walter W. Wagoner Wayne Fernyhough
LOWELL.....	KSUN	1230	250	Copper Electric Co. Inc. Drawer C Bisbee 9	Arizona	Carleton W. Morris Carleton W. Morris Gerald O'Brien	Mel W. Cody David C. Karbach
PHOENIX.....	KOY	550	1,000	Salt River Valley Broadcasting Co. 836 No. Central Ave. 4-4144	CBS Arizona	Burridge D. Butler J. A. Reilly J. A. Reilly	John R. Williams John R. Williams R. B. Thompson	Blair
	KPHO	1230	250	M. C. Reese First National Bank Bldg. 3-3197	M. C. Reese M. C. Reese Dell Crosby Howard Seitz
	KTAR	620	5,000	KTAR Broadcasting Co. Heard Bldg. 4-4161	NBC ABC	Arizona Republic Dick Lewis J. R. Heath	J. Howard Pyle T. M. Pennington Arthur C. Anderson	Raymer
PRESCOTT.....	KYCA	1490	250	Southwest Broadcasting Co. East Gurley St. 244	ABC	Albert Stetson Mucio Delgado Carey Allen	Mucio Delgado Albert Stetson John R. Quinn

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SAFFORD	KGLU	1450	250	Gila Broadcasting Co. Sixth Ave. & Relation St. 15	NBC ABC	Louis F. Long Paul Merrill Paul Merrill	August Brieske Paul Plumlee Herbert Hartman
TUCSON	KTUC	1400	250	Tucson Broadcasting Co. Broadway & Tyndall 5800	CBS Arizona	Ralph W. Bilby John Merino Victor Gillard	Ralph W. Langley Tom Hotchkiss	McGillvra
	KVOA	1290	1,000	Arizona Broadcasting Co. Inc. 48 E. Broadway 3709	NBC ABC	R. B. Williams R. B. Williams S. H. Schaffer	Andrew White R. H. Hoisclaw	Raymer
YUMA	KYUM	1240	250	Yuma Broadcasting Co. First St. & 19th Ave. 88	NBC ABC	John H. Huber Harper M. Phillips Harper M. Phillips	Irene Belzer

ARKANSAS

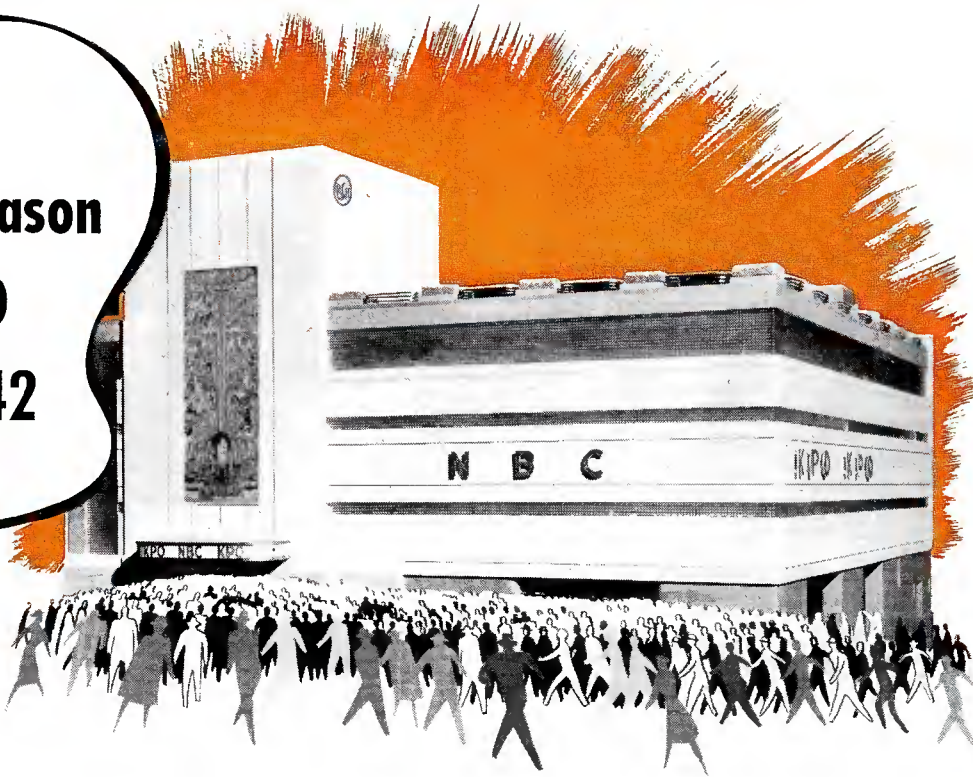
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BLYTHEVILLE	KLCN	1320 CP-900	100-D CP-1,000-D	Fred O. Grimwood Blytheville 1000	Fred O. Grimwood Cleo Garner C. eo Garner	L. T. Moore Jr. Harold Sudbury Bob Conner
EL DORADO	KELD	1400	250	Radio Enterprises Inc. Exchange Bldg. 1314	Arkansas	R. E. Meinert F. E. Bolls F. E. Bolls	H. T. MacDonough Ewing Canaday Ewing Canaday	McGillvra
FORT SMITH	KFPW	1400	250	Southwestern Hotel Co. Goldman Hotel Bldg. 7069	Arkansas	John A. England Jimmie Barry Jimmie Barry	Dorothy Gibson Doc Miller D. W. Hoisington
HELENA	KFFA	1490	250	Helena Broadcasting Co. 215 York St. Main 59	Partnership Sam W. Anderson Sam W. Anderson	Bob Lee J. T. Franklin J. C. Warren
HOT SPRINGS	†KTHS	1090 ST-KRLD	10,000-LS 5,000-N SA-10,000-LS 1,000-N	Chamber of Commerce 135 Benton St. 1160	Blue	C. L. Brenner Hub Jackson Hub Jackson J. Clinton Norman	Blair
	KWFC	1340	250	Hot Springs Broadcasting Co. Hot Springs	MBS	Clyde E. Wilson Howard A. Shuman Howard A. Shuman
JONESBORO	KBTM	1230	250-LS 100-N	Regional Broadcasting Co. Main & Jackson Sts. 597	MBS Arkansas	Jay P. Beard Jay P. Beard Jay P. Beard	Thomas Cox Jay P. Beard
LITTLE ROCK	KARK	920	5,000	Arkansas Radio & Equipment Co. 114 East Capitol 2-1841	NBC-Red	T. H. Barton G. E. Zimmerman C. K. Beaver	Paul O. Godt Julian F. Haas Dan L. Winn	Petry
	KGHI	1230	250	Arkansas Broadcasting Co. Gazette Bldg. 9166	MBS	A. L. Chilton S. C. Vinsonhaler S. C. Vinsonhaler	Dorothy Weise P. E. Denton K. F. Tracy
	KLRA	1420 CP-1010	5,000	Arkansas Broadcasting Co. Gazette Bldg. 5427	CBS	A. L. Chilton S. C. Vinsonhaler S. C. Vinsonhaler	Fred Schmutz P. E. Denton K. F. Tracy	Katz
PINE BLUFF	KOTN	1490	250	Universal Broadcasting Corp. 505½ Main St. 721	MBS Arkansas	B. J. Parrish B. J. Parrish B. J. Parrish	B. J. Parrish R. W. Etter
SILOAM SPRINGS	KUOA	1290	5,000-D	KUOA Inc. Siloam Springs 77	Arkansas	Richard Hodges Storm Whaley Storm Whaley	Elnora Gilbert Galen Gilbert Cecil Smith	Walker
TEXARKANA	KCMC	1450	250	(See Texarkana, Tex.)				

† KTHS holds special authorization to operate with WBAL Baltimore, on 1090 kc, with SA powers.

CALIFORNIA

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BAKERSFIELD	KERN	1410	1,000	McClatchy Broadcasting Co. Elks Bldg. 8-8431	Blue California	Guy C. Hamilton Robert Stoddard Walter Lynn Jim Grebe Laverne Shatto	Raymer
	KPMC	1600	1,000	Pioneer Mercantile Co. 20th & Eye Sts. 8-8581	MBS Don Lee	F. G. R. Schamblin Leo A. Schamblin Leo A. Schamblin	Curt C. Sturm Harold Carlock Leo P. Jarvis	Blair
BERKELEY	KRE	1400	250	Central Calif. Broadcasters Inc. 601 Ashby Ave. Ashberry 7715	Arthur Westlund Arthur Westlund Arthur Westlund	Don Hamblly Don Westlund Royal Wiseman
CHICO	KHSL	1290	1,000-LS 500-N CP-1,000-U	Golden Empire Broadcasting Co. Morehead Bldg. 237	MBS Don Lee	Hugh McClung M. F. Woodling Oscar B. Sundberg	William S. Fisher Karl Jezler E. F. Milburn	Grant, Pacific Coast
EL CENTRO	KXO	1490	100	Valradio Inc. 793 Main St. 1100	MBS Don Lee	Thomas E. Sharp Kenneth H. Thornton Kenneth H. Thornton	Jean Jordan
EUREKA	KIEM	1480	1,000-LS 500-N	Redwood Broadcasting Co. Inc. Vance Hotel 93	MBS Don Lee	William B. Smullin William B. Smullin Eddie Logan	Paul Corbin Charles Pendleton Alvor Olson William Ralph Rambo	Blair

Here's a
 "million dollar" reason
 for using KPO
 throughout 1942



And the "million dollar reason" is KPO's new million dollar home. Hundreds of advertisers—both local and national—are going to profit more than ever because of the INCREASED SELLING POWER KPO will deliver in 1942, and years to come. For KPO's new home is much more than a new building to house new studios and technical facilities . . . it will be the center of San Francisco's ever-increasing interest and responsiveness to the type of "big-time" radio which NBC brings the public regularly.



1. Thousands toured the unfinished building. Hundreds of thousands more have listened to and watched "building broadcasts" . . . seen building pictures in newsreels, magazines, and newspapers. Smart advertisers are getting on KPO now . . . to "ride in" on this great barrage of publicity . . . to become a part of the great show which will open the new building in March.



3. NBC leads in the development of San Francisco radio talent. Weekly auditions are held. Promising new talent is put on the air to develop seasoned, salable personalities, and salable shows. Local advertisers are aware of the sales pulling-power of this local talent. Nineteen local advertisers are currently using live talent shows on KPO.



2. The best evidence of a station's popularity, and its sales-producing power is the manifest interest of local business firms in broadcast advertising. Without question, KPO is most highly regarded, its personnel best known to San Francisco business and civic leaders. AND . . . NBC's local sales in San Francisco are currently 80% ahead of last year.



4. Dollar-for-dollar, KPO offers you the best advertising buy in San Francisco for 1942 . . . as well as in the years to come. Every day KPO is making firmer its already established lead in listener-popularity. Greater popularity means greater audiences. Greater audiences mean greater sales. And that, after all, is the proof of the pudding!

KPO

50,000 WATTS
 SAN FRANCISCO
 680 KILOCYCLES

Represented Nationally by
 NBC SPOT Sales Offices

NEW YORK
 CHICAGO
 SAN FRANCISCO
 BOSTON

CLEVELAND
 DENVER
 WASHINGTON
 HOLLYWOOD



"Now let's get the 11 o'clock news on KROW"

KROW

RADIO CENTER BUILDING
 NINETEENTH & BROADWAY
 OAKLAND, CALIFORNIA
 STUDIOS IN OAKLAND AND SAN FRANCISCO
 Philip G. Lasky, General Manager



FREE & PETERS, INC.
 Exclusive National Representatives



IT'S A HABIT in OAKLAND

to tune in KROW. Survey after survey by Hooper, by independent advertising agencies, by sponsors, has shown the popular preference for KROW in the East Bay metropolitan area over ALL OTHER San Francisco Bay region non-network stations. Most recently, in an agency survey to name the three leading independent stations, KROW received 33.4% of all first place mentions... the second choice station received 19.5%. And in many on inquiry-producing test, KROW has ranked among the nation's lowest-cost-per-inquiry stations. Get full details from your Free & Peters man!

A Mr. Hooper is breaking up my home . . .

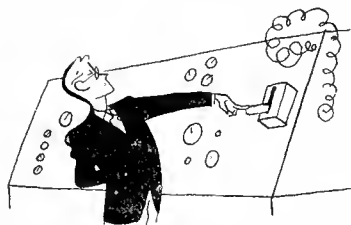


"Madam, I control the radio listening habits of hundreds of thousands of people . . ."

MY Joe and I are drifting apart.

Joe is a good husband . . . or at least he was until a Mr. Hooper came along.

It seems this Mr. Hooper makes surveys or something, and a while ago he (Mr. Hooper) made one on the Pacific Coast and found out that in lots of the cities all of the listeners (100%) were listening to the Don Lee Network.



"thousands won't hear a peep tonight!"

Well, Joe's job is to pull a lever down at Don Lee that lets the network programs out to the Pacific Coast. He figured that if he didn't pull that lever some night, hundreds of thousands of people wouldn't be able to hear one "peep" out of their radios. Because the mountains and valleys and things keep the other networks from reaching lots of important towns. Joe says.*

It gives Joe a feeling of power when he thinks so many people depend on him (and Don Lee) and, frankly, this feeling of power has been going to his head. For instance, sometimes he leaves the dishes in the sink for two or three days without doing them. And the other night when I

came home from Bridge, instead of having supper ready, he merely glanced at me when I came in and said, "Madam, do you realize the listening habits of hundreds



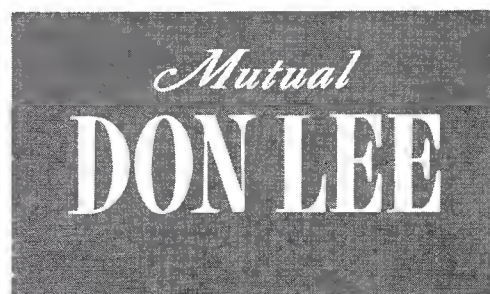
"Joe says it's all due to hills and valleys, etc."

of thousands of people depend entirely upon me?" (and Don Lee)

Joe and I are drifting apart.

What shall I do?

***And Joe is right. With 31 stations, Don Lee is the only network to release programs locally in each of the Pacific Coast markets. Advertisers and agencies may have this survey by writing to Wilbur Eickelberg, General Sales Manager, for complete Hooper Survey.**



Thomas S. Lee, Pres., Lewis Allen Weiss, Vice-Pres. Gen. Mgr., 5515 Melrose Ave., Hollywood, Calif.

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FRESNO	KARM	1430	5,000	KARM, The George Harm Station 1333 Van Ness Ave. 4-2966	CBS	Mrs. Hattie Harm Clyde F. Coombs Don C. Robbins	Jaime del Valle Don C. Robbins John F. Scales	Free & Peters McGillvra
	KFRE	1340	250	J. E. Rodman Fresno	MBS Don-Lee	J. E. Rodman		
	KMJ	580	5,000	McClatchy Broadcasting Co. Bee Bldg. 3-6277	NBC-Red California	Guy C. Hamilton Keith B. Collins Keith B. Collins	Keith B. Collins Gene Chenault Irvin E. Dickinson	Raymer
GLENDALE	KIEV	870	250-D	Cannon System Ltd. 102 No. Glendale Ave. Citrus 1-1133	David H. Cannon L. W. Peters L. W. Peters	Lee M. MacArthur Jr. John Tutt	Biddick
LONG BEACH	KFOX	1280	1,000	Nichols & Wariner Inc. 220 E. Anaheim St. 672-81	California	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	Adams & Adams Biddick
	KGER	1390	1,000 CP-5,000	Consolidated Broadcasting Corp. 435 Pine Ave. 660-41	C. Merwin Dobyns John A. Dobyns C. Merwin Dobyns John A. Dobyns	Helene Smith Don Alderman Jay Tapp	
LOS ANGELES	KECA	790	5,000	Earle C. Anthony Inc. 141 No. Vermont Ave. Fairfax 2121	Blue	Earle C. Anthony Harrison Holliday Clyde Scott	Glan T. Heisch E. D. Pederson Curtis W. Mason H. L. Blatterman	Free & Peters
	KFAC	1330	1,000	Los Angeles Broadcasting Co. Inc. 645 So. Mariposa Ave. Fitzroy 1231	Calvin J. Smith Calvin J. Smith Calvin J. Smith	Van Des Autels Calvin J. Smith Helmer W. Andersen	
	KFI	640	50,000	Earle C. Anthony Inc. 141 No. Vermont Ave. Fairfax 2121	NBC-Red	Earle C. Anthony Harrison Holliday Clyde Scott	Glan T. Heisch E. D. Pederson H. L. Blatterman Curtis Mason	Petry
	*KFSG	1150 ST-KRKD	2,500-LS 1,000-N	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Exposition 1141	Aimee Semple McPherson Dr. Giles Knight	Phil Kerr Myron Kluge	
	KFVD	1020 L-KDKA	1,000	Standard Broadcasting Co. 338 S. Western Ave. Drexel 2391	J. Frank Burke J. Frank Burke F. J. Smalley Jr.	Howard Gray John Smithson	
	KFWB	980	5,000	Warner Bros. Broadcasting Co. 5833 Fernwood Ave. Hempstead 5151	California	L. J. Halper Harry Maizlish Jack O. Gross	Manning Ostroff David Davidson Harry Myers	Rambeau
	KGFJ	1230	100	Ben S. McGlashan 1417 South Figueroa St. Prospect 2434	Ben S. McGlashan Ben S. McGlashan H. Duke Hancock	Leon Wray H. Duke Hancock H. Duke Hancock	Cox & Tanz
KHJ	930	5,000	Don Lee Broadcasting System 5515 Melrose Ave. Hollywood 8111	MBS Don Lee	Thomas S. Lee Lewis Allen Weiss Wilbur Eickelberg	Van C. Newkirk Henry Gerstenkorn Frank Kennedy	Blair	
KMPC (Beverly Hills)	710	5,000-LS 1,000-N CP-10,000-U	KMPC, The Station of the Stars Inc. 9631 Wilshire Blvd. Bradshaw 2-4411	CBS	G. A. Richards Robert O. Reynolds Walter B. Davison	Clete Roberts Walter B. Davison Lloyd C. Sigmon	Raymer	
	KMTR	570	1,000	KMTR Radio Corp. 1000 Cahnga Blvd. Hillside 1161	Victor E. Dalton Estate Kenneth O. Tinkham Kenneth O. Tinkham	Kenneth O. Tinkham Kenneth O. Tinkham Peter Wilson	Burn-Smith
KNX	1070	50,000	Columbia Broadcasting System Inc. 6121 Sunset Blvd. Hollywood 1212	CBS	CBS-Donald W. Thornburgh Donald W. Thornburgh Harry W. Witt	Russ Johnston George L. Moskovics Lester H. Bowman	Radio Sales	
KRKD	1150 ST-KFSG	2,500-LS 1,000-N	Radio Broadcasters Inc. Spring Arcade Bldg. Tucker 7111	Frank P. Doherty John Austin Driscoll John Austin Driscoll	Howard Bell John Austin Driscoll Willis O. Freitag	McGillvra	
MARYSVILLE	KMYC	1450	250	Marysville-Yuba City Bestrs. Inc. 519 E St. 2080	MBS Don Lee	Horace E. Thomas Harry E. Browne Paul McConnell	William Carberry S. Earl Wright John G. Gould	
MERCED	KYOS	1080	250-D	Merced Broadcasting Co. Inc. G Street Grade 1430	MBS Don Lee	Hugh McClung David S. Ballou David S. Ballou	Mel D. Marshall Mel D. Marshall Erwin Dold	Grant, Pacific Coast
MODESTO	KTRB	860	250-D CP-1,000-U	KTRB Broadcasting Co. Inc. Box 593 774	William H. Bates Jr. William H. Bates Jr. Doug McCreary	Cecil Lynch Cecil Lynch Wayne Berthold	Biddick
MONTEREY	KDON	1240	250	Monterey Peninsula Bestgr. Co. 275 Pearl St. 8501	MBS Don Lee	Paul H. Caswell Howard V. Walters Howard V. Walters	J. W. Eliassen Ritchie Lovejoy Omer N. Wright	
OAKLAND	KLS	1310	1,000	Warner Bros. 327 21st St. Highgate 1212	S. W. Warner E. N. Warner S. W. Warner S. W. Warner	Catherine deCosta F. Wellington Morse Russ Butler	
	KLX	910	1,000	Tribune Building Co. Oakland	J. R. Knowland Jr. Charles Lloyd		Biddick
	KROW	960	1,000 CP-5,000	Educational Broadcasting Corp. 464 19th St. Glencourt 6774	Wesley I. Dumm Philip G. Lasky Philip G. Lasky	Keith Kerby Ad Fried R. V. Howard	Free & Peters

**10,000 WATTS
DIRECTIONAL***

KPASA DENA

A BETTER BUY FOR SOUTHERN CALIFORNIA

Station KPAS truly gives you more for your advertising dollar. Here's why!

(1) **POWER!** *The latest type of directional equipment (First on the Pacific Seaboard) sends a strong, clear signal up and down the coast of Southern California. 10,000 WATTS effectively used to give a new kind of coverage. We're laying a signal equivalent to 35,000 WATTS directly across the Los Angeles market.

(2) **BUYERS!** KPAS blankets the richest market in the West. In the Pasadena area there are better than 200,000 listeners spending more than \$110,000,000.00 yearly. We'd like to mention—140,000 Shipyard and Aircraft workers earn salaries totaling \$29,677,600.00 monthly!

Add to this the rest of the Coast Market, including Los Angeles County with its nearly THREE Million population, spending THREE PER CENT of the Nation's wealth.

(3) **LOW RATES!** Check our rate card! Anyway you figure it—in size of market or watts per dollar—KPAS is a REAL buy for Southern California. Write or wire for time reservations today!

SERVING THE RICHEST MARKET PER CAPITA IN THE WEST



AROUND THE CLOCK



11-10 ON YOUR DIAL

KPAS

**PACIFIC COAST BROADCASTING COMPANY • STUDIOS AND
OFFICES IN THE HUNTINGTON HOTEL, PASADENA, CALIFORNIA**

J. FRANK BURKE, *President* • LOYAL K. KING, *General Manager* • JOHN L. AKERMAN, *Commercial Manager*

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PASADENA.....	KPAS	1110	10,000	Pacific Coast Broadcasting Co. 1401 So. Oak Knoll Sycamore 3-6121	J. Frank Burke Loyal K. King John L. Akerman	C. H. Leinhaas John L. Akerman J. A. Smithson	
	*KPPC	1240 ST-KPXM	100	Pasadena Presbyterian Church 585 E. Colorado St. Sycamore 3-2193	S. B. Marston C. Franklin Ward	Leon Hall N. Vincent Parsons	
	KWKW (Construction Permit)	1430	1,000-D	Southern Calif. Broadcasting Co. 1010 E. Green St. Sycamore 3-5879	Marshall S. Neal Marshall S. Neal	
REDDING.....	KVCV	1230	250	Golden Empire Bestg. Co. Redding 1646	MBS	Hugh McClung Ralph R. Bryan Karl F. Kreuger	Frank Johnstone Orville Burda Rus Pope	Grant, Pacific Coast	
RIVERSIDE.....	KPRO	1440	1,000	Broadcasting Corp. of America 3401 Russell St. 6290	W. L. Gleeson W. L. Gleeson H. A. Polite	Barton Bachmann H. A. Polite Norman Dewes	
SACRAMENTO.....	KFBK	1530	10,000	McClatchy Broadcasting Co. 708 Eye St. 2-5011	Blue California	Guy C. Hamilton Howard Lane Leo O. Ricketts	George Breece R. L. McDowell Norman D. Webster	Raymer	
	KROY	1240	100	Royal Miller Hotel Sacramento Bldg. 3-2525	CBS	Royal Miller Will Thompson Jr. D. E. Lundy	Garland Schuler Rex Bowen Milton Cooper	McGillvra Biddick	
SAN BERNARDINO..	KFXM	1240 ST-KPPC	250	Lee Bros. Broadcasting Co. California Hotel 4-761	MBS Don Lee	J. C. & E. W. Lee George A. Burns Maury Vroman	C. Lowell Smith Bill Thompson Richard Sampson	Blair	
SAN DIEGO.....	KFMB	1450	250	Worcester Broadcasting Corp. Pacific Square Main 2114	Warren B. Worcester Warren B. Worcester Fred Heitfeld	Joe Walters Leslie G. Hewitt	Griffith	
	KFSD	600	1,000 CP-5,000	Airfan Radio Corp. Ltd. 326 Broadway Franklin 6353	Blue California	Thomas E. Sharp Thomas E. Sharp John Babcock	Leah McMahon John Babcock	Raymer	
	KGB	1360	1,000	Don Lee Broadcasting System 1012 First Ave. Franklin 6151	MBS Don Lee	Thomas S. Lee Sidney W. Fuller Daniel J. Donnelly	James Dillon Sidney W. Fuller Vern Milton	Blair	
SAN FRANCISCO....	KFRC	610	5,000	Don Lee Broadcasting System 1000 Van Ness Ave. Prospect 0100	MBS Don Lee	Thomas S. Lee William D. Fabst Ward D. Ingram	Ben Harkins B. A. Rippey J. J. McArdle	Blair	
	KGO	810	7,500	General Electric Co. Taylor & O'Farrell Sts. Sutter 1920	Blue	General Electric Co. A. E. Nelson W. B. Ryan	Glenn Dolberg J. Gilbert Paltridge Curtis Peck	
	KJBS	1100 L-WTAM	500	Julius Brunton & Sons Co. 1470 Pine St. Ordway 4148	Ralph R. Brunton E. P. Franklin E. P. Franklin	Ross Snyder Harry H. Wickersham George Evans	McGillvra Rambeau Griffith, Pacific Coast	
KPO	680	50,000	National Broadcasting Co. Inc. Taylor & O'Farrell Sts. Sutter 1920	NBC-Red	National Bestg. Co. Inc. A. E. Nelson W. B. Ryan	Glenn Dolberg J. Gilbert Paltridge Curtis Peck	NBC		
	KSAN	1450	250	Golden Gate Broadcasting Corp. 1355 Market St. Market 8171	California	S. H. Patterson Lou Keplinger Lou Keplinger	Jack Patten Vic Paulsen Mel Williams	Radio Advertising	
	KSFO	560	5,000-LS 1,000-N	Associated Broadcasters Inc. Palace Hotel Bldg. Garfield 4700	W. I. Dumm Lincoln Dellar H. J. Tyler	R. W. Dumm Isabel Goldthwaite Royal V. Howard	Petry	
KYA	1260	5,000-LS 1,000-N	Hearst Radio Inc. Hearst Bldg. Douglas 2536	Hearst Radio Inc. Harold H. Meyer Harold H. Meyer	Dean Stewart J. Clarence Myers Paul C. Schulz	International		
	SAN JOSE.....	KQW	740	5,000	Pacific Agricultural Foundation San Jose	CBS	Ralph L. Brunton C. L. McCarthy
	SAN LUIS OBISPO..	KVEC	1230	250	The Valley Electric Co. 851 Higuera St. 1100	MBS Don Lee	Christina M. Jacobson Les Hacker Aram Rejebian	Aram Rejebian Les Hacker Earle Travis	Blair
SANTA ANA.....	KVOE	1490	250	The Voice of the Orange Empire, Inc. Ltd. 307 No Broadway 4901-R	MBS Don Lee	Ernest L. Spencer Ernest L. Spencer Puck Wendling	Wallace S. Wiggins Jim Lyons Wallace S. Wiggins	Blair	
SANTA BARBARA...	KDB	1490	250	Santa Barbara Broadcasters Ltd. 15 E. Haley St. 4131	MBS Don Lee	Thomas S. Lee D. J. Donnelly Jack Temple	Jack Temple William Crabbe	Blair	
	KTMS	1250	1,000	News-Press Radio Station KTMS De la Guerra Plaza 6111	Blue California	Thomas M. Storke Charles A. Storke Lou Kroeck	Kenneth Peters Homer Gaudreau	Raymer	
SANTA ROSA.....	KSRO	1350	1,000	E. L. Finley Press Democrat Bldg. 110	E. L. Finley Wilt Gunzendorfer Wilt Gunzendorfer	Gordon Brown Wilt Gunzendorfer Howard McCauley	Biddick	
STOCKTON.....	KGDM	1130	1,000-D	E. F. Peffer 40 So. California 4-4551	E. F. Peffer E. Smith E. Smith	Don Ralph	
	KWG	1230	100	McClatchy Broadcasting Co. Hotel Wolf 2-2727	Blue California	Guy C. Hamilton George Ross George Ross	Nelda Ormiston Russell Bennett	Raymer	
VISALIA.....	KTKC	920 CP-940	1,000 CP-5,000	Tulare-Kings Counties Radio Assoc. Box 511 575	Blue MBS Don-Lee	Charles A. Whitmore Charles P. Scott Stanley Simpson	Charles Foll Charles Foll Bert Williamson	Biddick	
WATSONVILLE....	KHUB	1340	250	John P. Scripps Box 349 1700	John P. Scripps E. H. Calder George Barringer	Bill Geimann E. H. Calder Fred Clapp	Biddick	

POPULARITY — RESULTS — SERVICE

KYA

SAN
FRANCISCO

*Ask
Anyone —*

5000 Watts Day
1000 Watts Night
1260 KC.

or in

NEW YORK • CHICAGO • LOS ANGELES
INTERNATIONAL RADIO SALES

•
SAN FRANCISCO

KYA Manager, *Harold H. Meyer* • Hearst Building

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

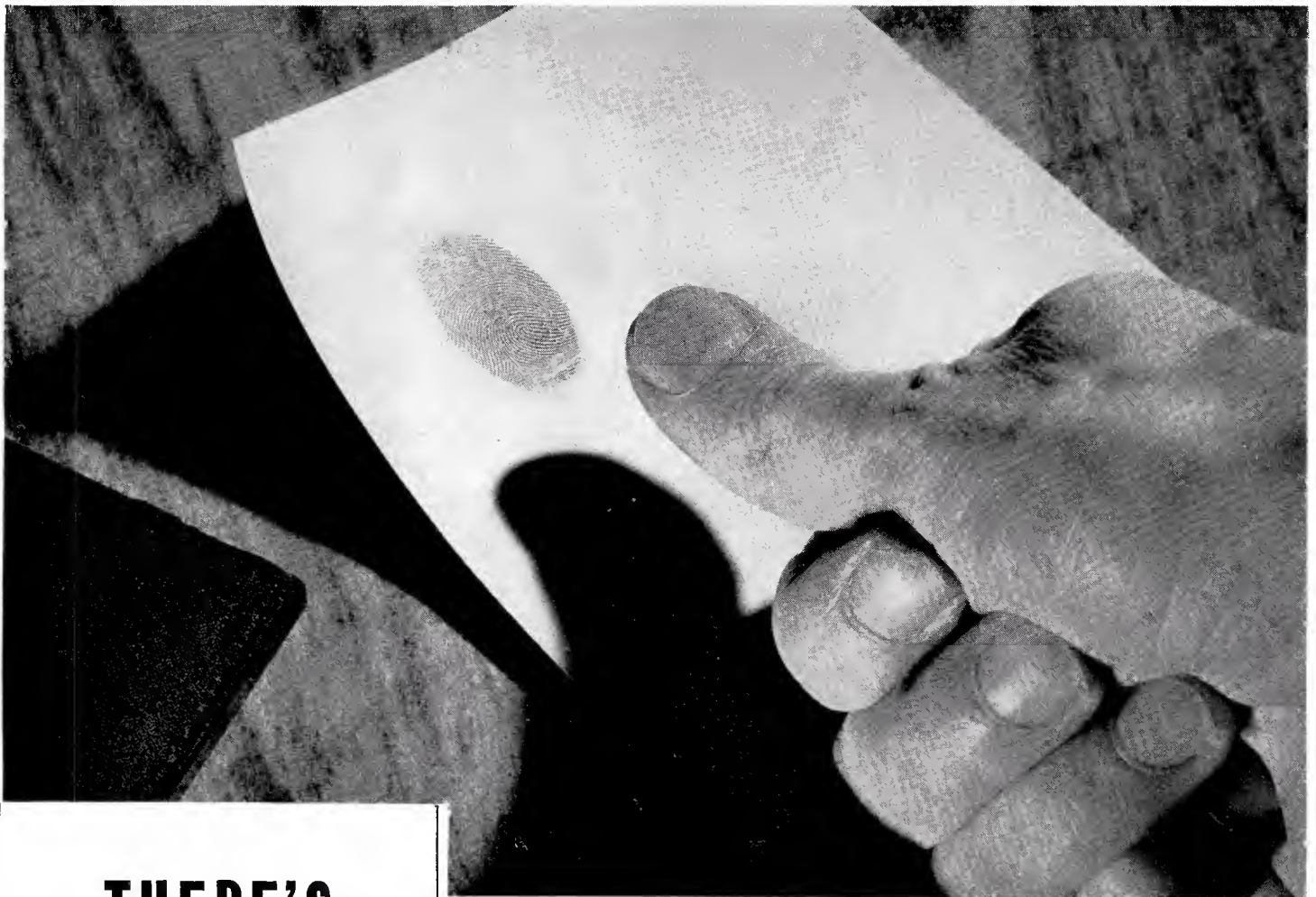
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COLORADO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ALAMOSA.....	KGIW	1450 SH-KIDW	100	E. L. Allen Alamosa	E. L. Allen
COLORADO SPRINGS	KVOR	1300	1,000	Out West Broadcasting Co. Antlers Hotel Main 278	CBS	E. K. Gaylord Dudley Tichenor Dudley Tichenor H. C. Strang	Katz
DENVER.....	KFEL	950	5,000	Eugene P. O'Fallon Inc. Albany Hotel Keystone 0178	MBS	Eugene P. O'Fallon Frank Bishop Holly Moyer	Don McCaig Holly Moyer C. L. Hastings	Blair
	KLZ	560	5,000	KLZ Broadcasting Co. Shirley-Savoy Hotel Main 4271	CBS	E. K. Gaylord Hugh B. Terry Fred C. Mueller Jr.	Derby Sproul Elmer Fondren Harvey Wehrman	Katz
	KMYR	1340	250	F. W. Meyer 1626 Stout St. Main 4161	F. W. Meyer F. W. Meyer Mark Schreiber	Patricia Burns Kidder A. G. Meyer Bob Lewis	Radio Advertising
	KOA	850	50,000	National Broadcasting Co. Inc. 1625 California St. Main 6211	NBC-Red	NBC-General Electric Lloyd E. Yoder James R. MacPherson	Clarence C. Moore James R. MacPherson Robert H. Owen	NBC
	*KPOF	910 ST-KFKA	1,000	Pillar of Fire Denver	Bishop Alma White
	KVOD	630	1,000 CP-5,000	Colorado Radio Corp. Denver	Blue	W. D. Pyle	Weed
DURANGO.....	KIUP	1400	250	San Juan Broadcasting Co. Inc. 2800 Main Ave. 117	J. W. Turner Raymond M. Beckner Ray Beckner	Raymond M. Beckner
GRAND JUNCTION..	KFXJ	1230 CP-920	250 CP-1,000-LS 500-N	Western Slope Broadcasting Co. La Court Hotel 126	MBS	Rex Howell Chas. Howell Rex Howell Rex Howell	Mildred Fuller Bruce Izzacson Noel Vaughn
GREELEY.....	KFKA	910 ST-KPOF	1,000	Mid-Western Radio Corp. 620 Eighth Ave. 450	MBS	H. E. Green Francis Price Francis Price	Dorothy MacClary George Pogue	Walker
LA JUNTA.....	KOKO	1400	250	Southwest Broadcasting Co. La Junta 42	Leonard E. Wilson Leonard E. Wilson Francis Malouff	Helen Roberts Francis Malouff Jack Lund
LAMAR.....	KIDW	1450 SH-KGIW	100	Lamar Broadcasting Co. Lamar	W. G. Brown
PUEBLO.....	KGHF	1350	500	Curtis P. Ritchie Pueblo Savings & Trust Bldg. 3877	NBC	Curtis P. Ritchie J. H. McGill Maxson Bevens	Fred Amos Maxson Bevens Phil Gundy	Wilson
STERLING.....	KGEK	1230-SH	100	Elmer G. Beehler Sterling	Elmer G. Beehler Elmer G. Beehler

CONNECTICUT

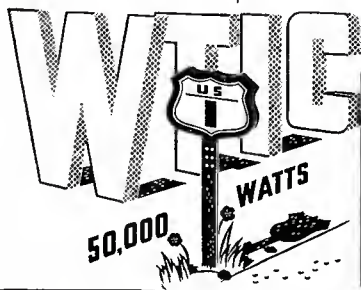
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BRIDGEPORT.....	WICC	600	1,000-LS 500-N	Yankee Network Inc. 1241 Main St. 6-1121	Blue MBS Yankee Colonial	John Shepard 3rd Joseph Lopez Norman Whittaker	Florence Ballou James S. Powers F. Carlton McVarish G. Keich	Petry
	WNAB	1450	250	Harold Thomas 991 Broad St. 3-3112	Harold Thomas Levon Thomas Levon Thomas	James Parker Ken Thomas Garo Ray
HARTFORD.....	WDRC	1360	5,000	WDRC Inc. 750 Main St. 7-1188	CBS	Franklin M. Doolittle Franklin M. Doolittle William F. Malo	Walter B. Haase William F. Malo Italo A. Martino	Raymer
	WTHT	1230	250	Hartford Times 983 Main St. 2-0237	MBS Colonial	Gannett Newspapers C. Glover DeLaney C. Glover DeLaney	Frederick Bieber J. Thomas Mathers Richard K. Blackburn	McKinney
	WTIC	1080	50,000	Travelers Bestg. Service Corp. 26 Grove St. 2-3131	NBC-Red Yankee	Travelers Insurance Co. Paul W. Morency Walter Johnson	Thomas C. McCray J. F. Clancy Herman D. Taylor	Weed
NEW BRITAIN.....	WNBC	1410	5,000-LS 1,000-N CP-5,000-U	State Broadcasting Corp. 54 Pratt St., Hartford Hartford 7-9131	Blue	Patrick J. Goode Richard W. Davis Laurence C. Edwardson	Ralph Kanna Ralph Kanna Rogers B. Holt	Headley-Reed Bannen
NEW HAVEN.....	WELI	960	1,000-LS 500-N	City Broadcasting Corp. 221 Orange St. 8-1133	MBS Colonial	Patrick J. Goode James T. Milne James T. Milne	Charles H. Wright James T. Milne J. Gordon Keyworth	Rambeau
NEW LONDON.....	WNLC	1490	250	Thames Broadcasting Corp. Mohican Hotel 4900	MBS Yankee Colonial	Roderick L. Morey Gerald J. Morey Ivon B. Newman	Len W. Stevens Ivon B. Newman Walter J. Tucker Jr.	Burn-Smith
STAMFORD.....	WSRR	1400	250	Stephen R. Rintoul 270 Atlantic St. 4-7575	Stephen R. Rintoul Slocum Chapin Slocum Chapin	Bill Voss Beverlee Bates John Riely
WATERBURY.....	WATR	1320	1,000	WATR Co. Inc. 71 Grand St. 3-5161	MBS Colonial	Harold Thomas Harold Thomas Samuel Elman	James Parker Earl Bohannon Garo Ray
	WBRY	1590	1,000 CP-5,000	American-Republican Inc. 136 Grand St. 3-1125	CBS	William J. Pape Erwin J. Frey Murray L. Grossman	John Henry Frank Hales	McGillvra Bannan



**THERE'S
NOT
ANOTHER
LIKE IT!**

AS distinctive as a fingerprint is the service which WTIC renders to the people of Southern New England. Distinctive, too, is the manner in which the 2,600,000 listeners in this important industrial area rely upon WTIC's facilities for entertainment and information.

Wise national advertisers have found that this audience loyalty makes WTIC a natural advertising medium. So, you're missing a bet if your plans for Southern New England fail to include WTIC. There's not another like it!



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

*The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network*

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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DELAWARE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
WILMINGTON.....	WDEL	1150	1,000-LS 250-N CP-5,000-U	WDEL Inc. 920 King St. 7268	NBC-Red	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	Harvey Smith Herman Reitzes J. E. Mathiot	Raymer
	WILM	1450	250	Delaware Broadcasting Co. 920 King St. 7268	MBS	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	Carl Anthony Byron Millenson J. E. Mathiot	Raymer

DISTRICT OF COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
WASHINGTON.....	WINX	1340	250	Lawrence J. Heller 8th & Eye Sts., N.W. Republic 8000	Lawrence J. Heller Lawrence J. Heller P. L. Heller	Kay Ford Ralph E. Cannon Jr.
	WJSV	1500	50,000	Columbia Broadcasting System Inc. Earle Bldg. Metropolitan 3200	CBS	CBS-Harry C. Butcher A. D. Willard Jr. William D. Murdock	Lloyd W. Dennis John W. Heiney Clyde M. Hunt	Radio Sales
	WMAL	630	5,000	M. A. Leese Radio Corp. 724 14th St., N.W. Republic 4000	Blue	Washington Evening Star Kenneth H. Berkeley John H. Dodge	(Carleton D. Smith Fred Shawn Hugh Higgins A. E. Johnson
	WOL	1260	1,000	American Broadcasting Co. 1627 K. St., N.W. Metropolitan 0010	MBS	Helen S. Mark William B. Dolph James Fishback	Madeline Ensign Charles Zurhorst Harry Lyon
	WRC	980	5,000	National Broadcasting Co. Inc. 724 14th St., N.W. Republic 4000	NBC-Red	NBC-F. M. Russell Kenneth H. Berkeley John H. Dodge	(Carleton D. Smith Fred Shawn Hugh Higgins A. E. Johnson	NBC
	WWDC	1450	250	Capitol Broadcasting Co. 1000 Connecticut Ave., N.W. National 7203	Stanley Horner Edwin M. Spence Edwin M. Spence	Norman Reed Norman Reed U. L. Lynch	Burn-Smith

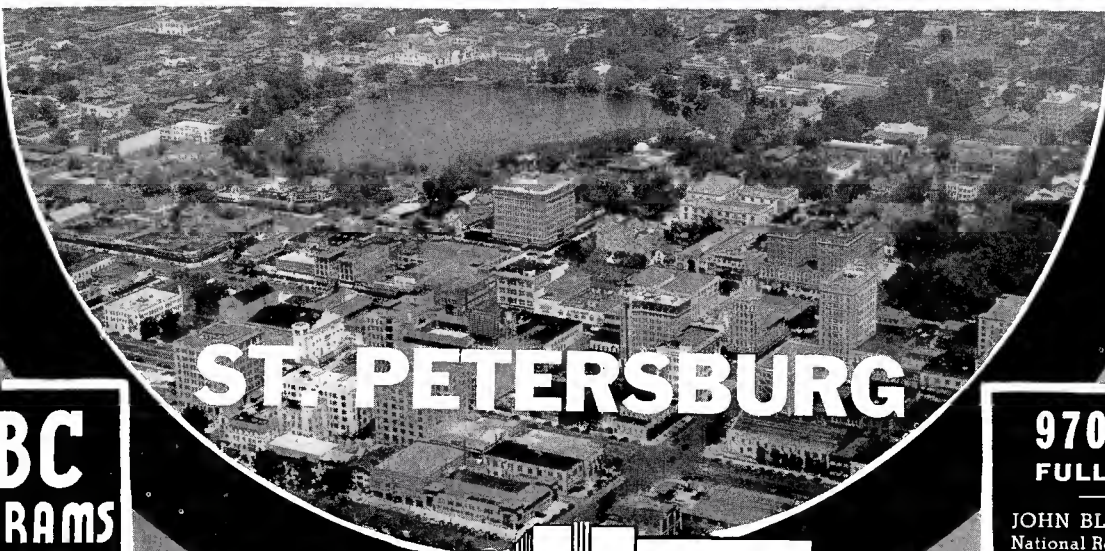
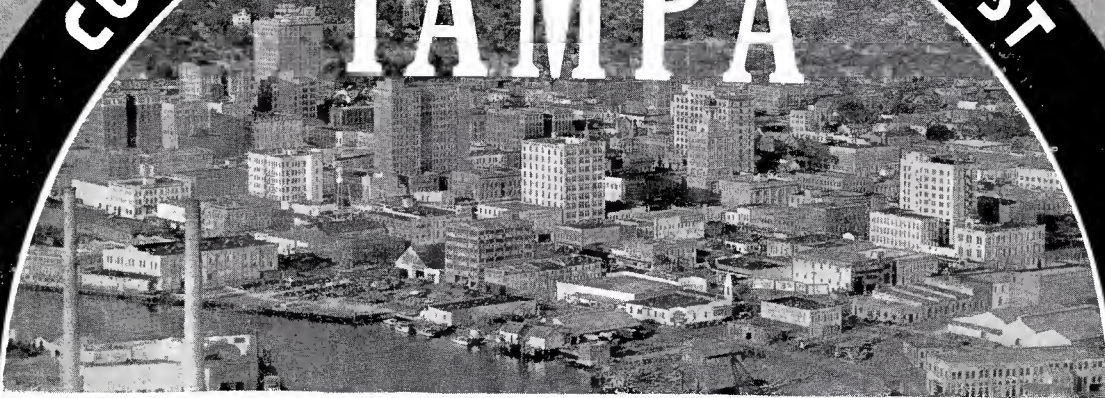
FLORIDA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
DAYTONA BEACH...	WMFJ	1450	250	Radio Station WMFJ 126 1/2 Magnolia Ave. 91	Blue	W. Wright Esch Raymond Clancy W. M. Johns	Raymond Clancy James N. Jobs	Perry
DE LAND.....	WPER (Construction Permit)	1340	250	Tropical Broadcasting Co. De Land	Carl E. Raymond
FORT LAUDERDALE	WFTL	1400 CP-710	250 CP-10,000	Radio Station WFTL 2700 So. Andrews Ave. 1300	MBS	Ralph A. Horton R. M. Tigert R. M. Tigert	Glenn Saxton R. M. Tigert Joe L. Stewart
FORT MYERS.....	WFTM	1240	250	Fort Myers Broadcasting Co. 54 E. First St. 818	W. E. Bennis Jr. W. E. Bennis Jr. Mrs. W. E. Bennis Sr.	Georgia Mary Clement
GAINESVILLE.....	WRUF	850 L-KOA	5,000	University of Florida Gainesville, Fla. 1000	MBS	State of Florida Garland Powell John L. Berry	Alvin Flanagan Jack Sheely Albert Moreno	Burn-Smith
JACKSONVILLE.....	WJAX	930	5,000-LS	City of Jacksonville 1 Broadcast Pl. 5-5821	NBC-Red	City of Jacksonville John T. Hopkins III John T. Hopkins III	Evelyn Boote Harry Cole John T. Hopkins III	Blair
	WJDC (Construction Permit)	1270	5,000	Jacksonville Bestg. Corp. Jacksonville	James R. Stockton
	WJHP	1320	250	The Metropolis Co. Box 846 5-7610	Blue MBS	John H. Perry H. G. Wells Jr. I. M. Koger	Jack Rathbun R. R. Powell Beecher Hayford	Perry
	WMBR	1400	250	Florida Broadcasting Co. 118 W. Adams St. 5-4387	CBS	Frank King Frank King Glenn Marshall Jr.	Charles M. Stone Glenn Marshall Jr. H. B. Greene	Raymer
LAKELAND.....	WLAJ	1340	250	Lake Region Broadcasting Co. Inc. Shore Acres 2127	NBC-Red	Bradley R. Eidmann Bradley R. Eidmann Bradley R. Eidmann	Tom Mathews Priscilla Adair Roger Jenkins	Foreman
MIAMI.....	WIOD	610	5,000	Isle of Dreams Broadcasting Corp. 600 Biscayne Blvd. 3-6444	NBC-Red	(D. J. Mahoney J. M. Cox Jr. Arch H. Robb S. A. Vetter	Earle J. Pudney Frank Jaffe Milton C. Scott	Hollingbery
	WQAM	560	1,000 CP-5,000-LS	Miami Broadcasting Co. Postal Bldg. 2-6121	CBS	Fred W. Borton Fred Mizer Fred Mizer	(Norman MacKay Hazel McGuire Norman MacKay Ralph Nulsen	Blair
MIAMI BEACH.....	WKAT	1360	1,000	A. Frank Katzentine 1759 No. Bay Rd. 5-7471	Blue	A. Frank Katzentine John C. McCloy Alex Campbell Jr. (Arthur P. Smith Jr. Thomas Magee	International
OCALA.....	WTMC	1490	100	Ocala Broadcasting Co. Box 831 128	Blue	John T. Alsop Jr. Hal Davis Helen Davis	Lester Weil William P. Callahan	Perry

WFLA

COVERING FLORIDA'S WEST COAST

TAMPA

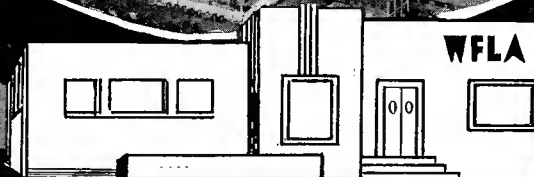


ST. PETERSBURG

NBC
PROGRAMS

970 KC.
FULL TIME

JOHN BLAIR & CO.
National Representative



FLORIDA'S RICHEST YEAR-ROUND MARKET

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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FLORIDA—(Continued)

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ORLANDO	WDBO	580	5,000	Orlando Broadcasting Co. Inc. 563 No. Orange Ave. 6181	CBS	Col. George C. Johnston Col. George C. Johnston W. G. McBride J. M. Pedrick	W. G. McBride W. G. McBride J. E. Yarbrough	Raymer
	WLOF	1230	250	Hazlewood Inc. Box 1991 8163	Blue	George A. Hazlewood George A. Hazlewood	John Whitmore Russel Bennett	
PANAMA CITY	WDLP	1230	250-LS 100-N	Panama City Bestg. Co. Inc. First & Mercer Sts. 777	Phillip A. Roll Braden Ball William J. Lofback	Theda Ball Edwin L. Pierce Floyd Steele	Perry
PENSACOLA	WCOA	1370	1,000-LS 500-N	Pensacola Broadcasting Co. San Carlos Hotel 4111	NBC-Red	John H. Perry Irving F. Welch Lyal Barnett	Virgil Evans Ray Rogers G. E. Mead	Perry
ST. AUGUSTINE	WFOY	1240	250	Fountain of Youth Broadcasting Co. Fountain of Youth Park 1400	CBS	Glenn Marshall Jr. Glenn Marshall Jr. John Cummins	Frankie Collyer John Cummins Pat Bernhard	
ST. PETERSBURG	WSUN	620	5,000	City of St. Petersburg Municipal Pier 4747	Blue	City of St. Petersburg Louis J. Link Jerry A. Wigley	Howard Donahoe Jerry Whittington Tom Herrin	Weed
	WTSP	1380	1,000-LS 500-N	Pinellas Broadcasting Co. 35th Ave. & 4th St. No. 8108	MBS	Nelson P. Poynter Bob Wilbur Bob Wilbur	Coburn Gum Marion Gulick	McGillvra
SARASOTA	WSPB	1450	250	WSPB Inc. Sarasota 2541	Frank S. Lane Frank S. Lane Ken Flenniken	Bill Wilson J. A. Buning	
TALLAHASSEE	WTAL	1340	250-LS 100-N	Florida Capitol Broadcasters Inc. Thomasville Highway 2160	Gilbert Freeman William C. Wyatt Hugh S. Potts	Mary Charles Fendley William C. Wyatt William A. Snowden	Adams & Adams
TAMPA	WDAE	1250	5,000	Tampa Times Co. Tampa Terrace Hotel M-1818	CBS	David E. Smiley L. S. Mitchell L. S. Mitchell	Kenneth W. Skelton Joseph F. Smiley William Pharr Moore	Katz
	WFLA	970	5,000-LS 1,000-N	The Tribune Co. Seminole Bldg. H-1828	NBC-Red	S. E. Thomason Truman Green W. Walter Tison Bert Arnold	Paul Jones Rinhold Rogers Joe H. Mitchell	Blair
WEST PALM BEACH	WJNO	1230	250	WJNO Inc. 1415 Okeechobee Rd. 3638	CBS	Marshall Heminway Stephen P. Willis Fred H. Ford	Vernon Crawford Frank Hagan John K. Moore	Weed
	WWPG	1340	250	Lake Worth Bestg. Corp. Lake Worth	MBS	Charles E. Davis H. W. Wilson Ben Decker	William Malone	Burn-Smith

GEORGIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ALBANY	WALB	1590	1,000	Herald Broadcasting Co. Inc. Albany 1590	MBS	H. T. McIntosh Edward J. Lord Edward J. Lord	C. Perot Whiting Edward J. Lord Noel Martin	Burn-Smith
	WGPC	1450	250	Albany Broadcasting Co. Inc. 125 1/2 No. Jackson St. 1370	CBS Georgia	J. W. Woodruff Sr. A. T. Spies A. T. Spies	Jesse F. Teasley Jr. Marvin Cohn Lorig George W. Fariss	International
ATHENS	WGAU	1340	250	J. K. Patrick & Co. Bobbin Mill Road 1741	C. A. Rowland Melvin C. Gorman Melvin C. Gorman	Bill Evans Melvin C. Gorman Melvin C. Gorman	
ATLANTA	WAGA	1480 CP-590	1,000-LS 500-N CP-5,000-U	Liberty Broadcasting Corp. Western Union Bldg. Main 5101	Blue	George B. Storer Don Ioset Maurice Coleman	Lee Bennett Don Ioset Cliff Hanson	Blair
	WATL	1400	250	Atlanta Broadcasting Co. 26 Cain St. Walnut 4377	MBS Georgia	J. W. Woodruff J. M. Comer Jr. Richard T. Allen	Loren L. Watson Jr. Jacquelyn Jones J. M. Comer Jr.	International
	WGST	920	5,000-LS 1,000-N	Georgia School of Technology Forsyth Bldg. Walnut 8441	CBS	Sam Pickard C. H. Calhoun C. H. Calhoun	John Fulton	Katz
	WSB	750	50,000	Atlanta Journal Co. Biltmore Hotel Hemlock 1045	NBC-Red	James M. Cox Jr. J. Leonard Reinsch John M. Outler Jr.	Roy A. McMillan Marcus Bartlett Lorin S. Myers C. F. Daugherty	Petry
AUGUSTA	WGAC	1240	250	Twin States Broadcasting Co. Augusta 2-2692	Blue	F. Frederick Kennedy J. B. Fuqua Walter R. Link	John Lindsay J. B. Fuqua Jack Joplin	Headley-Reed
	WRDW	1490 CP-1480	250 CP-5,000	Augusta Broadcasting Co. 10th & Broad Sts. 2-8805	CBS	Arthur Lucas W. R. Ringson Thurston Bennett	Louis T. Rigdon Charles H. Pointel Jr. Harvey Aderhold	Burn-Smith
BRUNSWICK	WMOG	1490	250-LS 100-N	Coastal Broadcasting Co. Brunswick 1500	Mrs. Alma W. King Kenneth E. White Kenneth E. White	Thomas S. Gilchrist Robert M. Henley	
CEDARTOWN	WGAA	1340	250	Northwest Georgia Bestg. Co. West Theatre Bldg. 777	O. C. Lam R. W. Rounsaville R. W. Rounsaville	Bill Shannon R. W. Rounsaville Denzil Pulley	Cox & Tanz
COLUMBUS	WRBL	1230	250	Columbus Broadcasting Co. Inc. 1420 Second Ave. 4300	CBS Georgia	J. W. Woodruff James A. Davenport W. S. Massie	James A. Davenport Jack Gibney W. T. Siddle	International

DEFENSE DOLLARS ARE INVADING GEORGIA



Today, more than ever, Georgia is experiencing increases in every classification of business, payrolls, retail sales, building . . . increases from 30% and more over last year. In military establishments, Georgia leads the country. Atlanta, Columbus and Albany all are invaded by defense dollars, with resulting marked increases in general business activity. You cover these rich Georgia markets thoroughly with WATL, WRBL and WGPC.

ATLANTA

Served by WATL (MBS)

Metropolitan area population up from 442,294 (1940 Census) to 471,000. Cobb County airport a \$400,000 project. \$700,000 enlargement of Candler Field, Atlanta's main airport. Nearby army depot currently with 1300 employees, increases to 5000. Fort McPherson, reception center, up from 600 to 1900. 55,000 manufacturing workers (20.2% above year ago). Payrolls up 30%. 10,000 new telephones in service. Large military payroll. 98,710 radio homes, 134,972 families, 516,564 people.

COLUMBUS

Served by WRBL (CBS)

With a total coverage area of 522,175, WRBL covers 121,000 radio families and 63,000 homes. Fort Benning, adjacent to Columbus, has a larger officer personnel than any other post in the country . . . monthly payroll is \$4,000,000 . . . its thousands of officers and men trade almost exclusively in Columbus. Over \$16,000,000 has been spent in construction work for Fort Benning, a bonus factor to be considered in addition to the WRBL area \$80,000,000 retail sales.

ALBANY

Served by WGPC (CBS)

Population up about 5000 since 1940, giving WGPC a potential 236,682 audience. Two flying fields . . . one with complement of 630, other with projected strength of 4700 . . . total field cost \$4,500,000. More than 200 defense housing units just completed or planned . . . 6000 new jobs. Retail sales in Albany area now approximate \$20,000,000 yearly. Department store sales up 25%. Motor traffic up 33-1/3%. WGPC primary area has 25,540 radio homes, 56,334 families.

Represented by INTERNATIONAL RADIO SALES

WATL

ATLANTA

WRBL

COLUMBUS

WGPC

ALBANY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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GEORGIA—(Continued)

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CORDELE.....	WMJM	1490	250-LS 100-N	Cordele Dispatch Publishing Co. Cordele 666	John W. Greer James S. Rivers Gaines Brewster	Willard Belote James S. Rivers Clayton Lee
DALTON.....	WBLJ	1230	250	Dalton Broadcasting Corp. Kenemer Bldg. 684	MBS	H. C. Kenemer Don Spencer Don Spencer	Gaylord McPherson W. C. Roberts	Cox & Tanz
GAINESVILLE.....	WGGA	1240	250	Gainesville Broadcasters Box 334 1600	Henry H. Estes Charles A. Smithgall Jr. Charles A. Smithgall Jr.	Edward R. Godfrey Haywood Pearce III L. H. Christian
GRIFFIN.....	WKEU	1450	100-D CP-100-U	Radio Station WKEU Griffin	A. W. Marshall Sr.	Sears & Ayer
LACRANGE.....	WLAG	1240	250	LaGrange Broadcasting Co. 303 Broome St. 1700	Roy C. Swank Edwin Mullinax Edwin Mullinax	John Boggess Edwin Mullinax J. A. Hudson
MACON.....	WBML	1240	250	Middle Georgia Broadcasting Co. First National Bank & Trust Co. Bldg. 2726	MBS	E. D. Black Robert R. Feagin Chas. W. Pittman Alfred Lowe	Mary Hester Richardson William Doster David Bain	International
	WMAZ	940	5,000-LS 1,000-LS, 250-N CP-5,000-U	Southeastern Broadcasting Co. Inc. Albuquerque 606 Cherry St. 3131	CBS	E. K. Cargill E. K. Cargill Frank Crowther	Allie Williams Wilton E. Cobb George P. Rankin Jr.	Katz
MOULTRIE.....	WMGA	1400	250	Radio Station WMGA Box 310 999	Frank R. Pidcock Sr. John F. Pidcock Jack Murray	Jackie Stringfellow James M. Wilder
ROME.....	WRGA	1490	250	Rome Broadcasting Corp. National City Bank Bldg. 6589	John W. Quarles Happy Quarles Mather Payne	Jimmy Kirby Price Selby R. L. Starr
SAVANNAH.....	WSAV	1340	250	WSAV Inc. Liberty National Bank Bldg. 5600	NBC-Red	Arthur Lucas Harben Daniel N. W. Brandon	Ganus Scarborough N. W. Brandon Meredith E. Thompson	Hollingbery
	WTOC	1290	5,000-LS 1,000-N CP-5,000-U	Savannah Broadcasting Co. Inc. 516 Abercorn St. 2-0127	CBS	W. T. Knight Jr. W. T. Knight Jr. G. S. Brown Ben B. Williams	Weldon Herrin William B. Smart James R. Donovan	Katz
THOMASVILLE.....	WPAX	1240	250	H. Wimpy 117 Remington Ave. 909	H. Wimpy H. Wimpy Charles Lawton	Charles Lawton James W. Poole
TOCCOA.....	WRLC	1450	250	R. G. LeTourneau 1200 Prather Bridge Rd. 1751	R. G. LeTourneau Herbert Georges Harold Marler	Virgle E. Craig Harold Marler H. C. Lindahl
VALDOSTA.....	WGOV	1450	250	E. D. Rivers Valdosta 1420	E. D. Rivers J. J. Mangham Jr. J. J. Mangham Jr.	Marion Harmon Marion Harmon L. C. McCall	Associated
WAYCROSS.....	WAYX	1230	250	Jack Williams 620 Plant Ave. 965	Jack Williams John J. Tobola Jack Harder	Jack Helmken Jack Harder John J. Tobola
WEST POINT.....	WDAK	1340	250	Valley Broadcasting Co. West Point	MBS	Partnership

IDAHO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BOISE.....	KIDO	1380	2,500-LS 1,000-N	Boise Broadcast Station Hotel Boise Bldg. 660	NBC	C. G. Phillips Frank Hill C. G. Phillips Boyd Braithwaite	Billy Phillips Clete Lee H. W. Toedtmeier	Blair
IDAHO FALLS.....	KID	1350	5,000-LS 500-N	KID Broadcasting Co. Idaho Falls	Jack W. Duckworth Jack W. Duckworth	Griffith
LEWISTON.....	KRLC	1400	250	H. E. Studebaker Lewis-Clark Hotel Bldg. 1950	H. E. Studebaker Donald A. Wike Roderic A. Klise
NAMPA.....	KFXD	1230	250	Frank E. Hurt 1024 12th Ave. So. 1200	Frank E. Hurt Frank E. Hurt. Doyle Cain	Elaine Fisher Doyle Cain Eddie Hurt	Biddick
POCATELLO.....	KSEI	930	1,000-LS 250-N	Radio Service Corp. Yellowstone Highway 960	NBC	O. P. Soule Henry H. Fletcher Henry H. Fletcher	Ruthe A. Fletcher Olive M. Leeney Henry H. Fletcher	Walker Griffith
TWIN FALLS.....	KTFI	1270	1,000	Radio Broadcasting Corp. Radio Bldg. 2400	NBC	O. P. Soule John Gardner John Gardner	Florence Gardner John Gardner Ver Cox	Walker Griffith
WALLACE.....	KWAL	1450	250	Silver Broadcasting Co. Wallace 330	Dr. J. R. Binyon R. G. Binyon R. G. Binyon	Howard Olson R. G. Binyon W. M. Bruner



"THE VOICE OF THE SOUTH"

today . . . more than ever before
. . . is pledged to operation

★ IN THE ★ PUBLIC INTEREST

A Greater Audience!

A Greater Opportunity!

A Greater Service!



WSB

ATLANTA, GEORGIA

Licensed March 15, 1922

750 KC.- 50,000 WATTS

National Representatives , **EDWARD PETRY & CO., INC.**

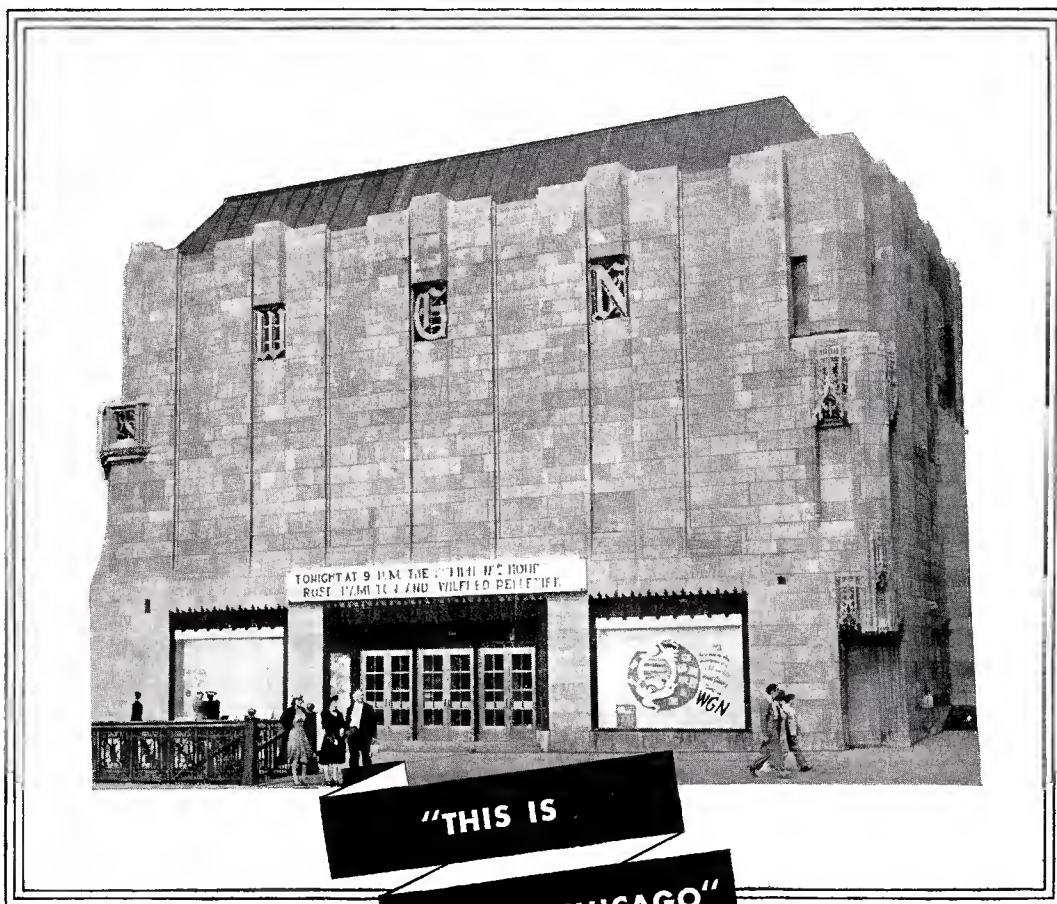
DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 1, 1942)

ILLINOIS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
AURORA	WMRO	1280	250-D	Martin R. O'Brien 34 So. River St. 4215	Martin R. O'Brien Martin R. O'Brien Martin R. O'Brien	Mary Louise Brown Vincent G. Cofey Leo Burch
BLOOMINGTON	WJBC	1230	250	A. M. & D. C. McGregor and H. L. Gately 209 E. Washington St. 535	Partnership A. M. McGregor Hugh L. Gately	Don Glasgow Ted Bailey	International
CAIRO	WKRO	1490	250	Oscar C. Hirsch Cairo	Oscar L. Hirsch Oscar L. Hirsch	Pearson
CARTHAGE	WCAZ	1080	250-DJ	Superior Bcstg. Service Inc. Marine Trust Co. Bldg. 520	Bob Compton John Palmer	Antoinette Palmer
CHAMPAIGN	WDWS	1400	250	Champaign News-Gazette Inc. 48 Main St. 6-1855	Helen M. Stevick Mrs. M. S. Dyess Frank R. Mills	Mrs. M. S. Dyess Frank R. Mills	Sears & Ayer
CHICAGO	WAAF	950	1,000-D	Chicago Daily Drivers Journal Palmer House Randolph 1932	Ward A. Neff William E. Hutchinson	Leland Gillette Walter Beadell Carl Uhlrich	Hollingbery
	WAIT	820 L-LS, Dallas	5,000	WCBD Inc. 360 No. Michigan Ave. State 3077	Gene T. Dyer Joe Rudolph Herbert P. Sherman	E. M. Hinzman Peter Bradley Edward Jacker	Walker
	WBBM (Synchronizes at night with KFAB Lincoln Neb.)	780	50,000	Columbia Broadcasting System Inc. 410 No. Michigan Ave. Whitehall 5000	CBS	CBS—H. Leslie Atlass H. Leslie Atlass J. Kelly Smith	Robert N. Brown King Park Frank B. Falknor	Radio Sales
	WCFL	1000	10,000	Chicago Federation of Labor 666 Lake Shore Drive Superior 5300	John Fitzpatrick Maynard F. Marquardt Melvin B. Wolens	George T. Case Melvin B. Wolens Maynard F. Marquardt	Katz
	WCRW	1240 SH-WEDC, WSBC	100	Clinton R. White 2756 Pine Grove Ave. Diversey 4440	Clinton R. White J. A. White J. A. White Clinton R. White	Associated
	WEDC	1240 SH-WCRW, WSBC	250	Emil Denemark Inc. 3860 Ogden Ave. Crawford 4100	Emil Denemark Frank J. Kotnour Frank J. Kotnour	Ted E. Burklund Don F. Lavery Caleb C. Frisk
	WENR	890 ST-WLS	50,000	RCA Merchandise Mart Superior 8300	Blue	RCA E. R. Boroff Maurice M. Boyd	Jules Herbuveaux Emmons C. Carlson Howard C. Luttgens
	WGES	1390	500 1,000-LS (Sun.) CP-5,000-U	Oak Leaves Bcstg. Station Inc. 14 No. Western Ave. Seeley 8066	H. J. Guyon Gene T. Dyer Arnold B. Hartley	Bob Miller Stan Corley George Busch	Forjoe
	WGN	720	50,000	WGN Inc. 441 No. Michigan Ave. Superior 0100	MBS	Col. Robert R. McCormick Frank P. Schreiber William A. McGuineas	William A. Bacher Ben H. Berentson Carl J. Myers	WGN Raymer, Pacific Coast
	WIND (Gary, Ind.)	560	5,000	Johnson-Kennedy Radio Corp. 230 N. Michigan Ave. Chicago 504 Broadway Gary Chicago: State 5466 Gary: 9191	Ralph L. Atlass Ralph L. Atlass John T. Carey	Riley Jackson George Maki	Foreman
	WJJD	1160 L-KSL	20,000	WJJD Inc. 230 No. Michigan Ave. State 5466	Ralph L. Atlass Ralph L. Atlass Fred Harm	Al Hollender Walter Meyers	Raymer Biddick
	WLS	890 ST-WENR	50,000	Agricultural Broadcasting Co. 1230 W. Washington Blvd. Monroe 9700	Blue	Burridge D. Butler Glenn Snyder C. M. Freeman	Harold A. Safford Don E. Kelley Thomas L. Rowe	Blair
	WMAQ	670	50,000	National Broadcasting Co. Inc. Merchandise Mart Superior 8300	NBC-Red	NBC-Harry C. Kopf Harry C. Kopf Maurice M. Boyd	Jules Herbuveaux Emmons C. Carlson Howard C. Luttgens	NBC
	*WMBI	1110 L-WBT, KFAB	5,000	The Moody Bible Institute of Chicago 153 Institute Pl. Michigan 1570	Moody Bible Institute Henry C. Crowell	Wendell P. Loveless Russell Hitt A. P. Frye
	WSBC	1240 SH-WCRW, WEDC	250	Radio Station WSBC 2400 W. Madison St. Canal 9241	John A. Dyer John A. Dyer S. J. Shulman	Dean Remick R. L. Shelley William Shunk	Forjoe
CICERO	WHFC	1450	250	WHFC Inc. 6138 W. Cermak Rd. Lawndale 8228	R. W. Hoffman Marie E. Clifford Marie E. Clifford	Marie E. Clifford George M. Ives Jr.
DANVILLE	WDAN	1490	250	Northwestern Pub. Co. Hotel Wolford Main 1700	Frank E. Gannett Francis A. Higgins Guy Kitchen	Cody Noble Ward White Theodore Magin	McKinney
DECATUR	WSOY	1340	250	Commodore Broadcasting Inc. 351 No. Main St. 5371	F. W. Schaub Merrill Lindsay Merrill Lindsay	Berne Enterline M. H. Stuckwisch	Sears & Ayer
E. ST. LOUIS	WTMV	1490	250	Mississippi Valley Bcstg. Co. Inc. Broadview Hotel Bridge 3424	Carlin S. French Wm. West Jr. Carlin S. French Carlin S. French	Harry Coleman Ralph Randall Thomas R. McLean	Sears & Ayer
GALESBURG	WGIL	1400	250	Galesburg Broadcasting Co. Hill Arcade Main 4626	Howard A. Miller Howard A. Miller Rollin B. Laughner	Zala Lanphere Gerald P. Foster	Sears & Ayer
HARRISBURG	WEBQ	1240	250	Harrisburg Broadcasting Co. 100 East Poplar St. 28	Dr. J. V. Capel Inglis M. Taylor Inglis M. Taylor	Virginia Crane Lindle Moore Joseph R. Tate
HERRIN	WJPF	1340	250	Orville W. Lyerla Herrin 382	Orville W. Lyerla Charles R. Cook Charles R. Cook	Fred Reinhardt Lynton R. Lemond	Sears & Ayer

Things most typically **CHICAGO**



It is to **W-G-N**—the station with a “hometown” origin and viewpoint—that the Chicago and Middle Western radio listeners turn to first. Consequently, **W-G-N** Delivers More Listeners to **YOUR** Program.

WGN

The FIRST STATION in Chicago and the FIRST CHICAGO STATION in the Middle West

A Clear Channel Station—720 Kilocycles

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.

PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.

BROADCASTING • Broadcast Advertising

1942 Yearbook Number • Page 123

THESE BIG THREE

USE WJJD

RUBY CHEVROLET, INC...

(world's largest automobile dealer), has sponsored WJJD noon news since April, 1938. Current contract carries through 1942. Use WJJD exclusive of other radio stations;

SEARS ROEBUCK & CO...

(world's largest department store chain), buy 45-minutes each weekday; 1-hour Sundays on WJJD; now use this station exclusively;

THE WALGREEN COMPANY...

(world's largest drug chain), has sponsored WJJD baseball broadcasts in '39, '40, & '41. Has signed contract for 1942.

We offer you a 17-page to-the-pointbooklet, "Chicago as a Radio Buy"—containing factual information about the "best buy" in the Chicago Market. Sent upon request.

W J J D

"nation's largest independent station."

20,000 WATTS

230 N. MICHIGAN AVE.
Carbide & Carbon Bldg. (2nd Floor)
CHICAGO, ILL.
Telephone State 5466
PAUL H. RAYMER CO.
National Representatives

Ask Us --

for copy of recent Hooper-Holmes survey showing, W-I-N-D's "Symphonic Hour", 10 to 11 p.m., nightly, with 21% of Chicago's big radio audience;

Ask Us --

for facts about Centrella Pure Food Stores' programs with a "proof-of-purchase" record of \$1,642,000 in retail sales at an advertising cost of only 1/2 of 1 per cent;

Ask Us --

for proof that W-I-N-D's program service plus its excellent signal strength throughout the entire Chicago Market delivers major station audiences at 1/5th or less major station costs.

•
5000 WATTS
•
560 KILOCYCLES
•
AFFILIATED WITH CBS
•
W-I-N-D

OFFICES AND STUDIOS
Gary & Chicago
NATIONAL SALES OFFICES
230 N. Michigan Ave., Chicago, Ill.
NATIONAL REPRESENTATIVE
The Foreman Company



**MR. TIMEBUYER—YOU CAN-
NOT AFFORD TO OVERLOOK
ILLINOIS' 2nd RICHEST MARKET!**

**READ HOW TO CASH IN STRONG IN THE
CAPITAL CITY OF ILLINOIS--SPRINGFIELD**

SCORES of national advertisers have found a remarkably simple, yet incredibly successful way to tap this great Illinois market.

HOW do they do it? By using hard selling WCBS, the popular NBC-Blue station that blankets Springfield—with its huge state and county payrolls, steady year-round incomes. And too, WCBS covers Springfield's rich rural area—that tremendous farm buying power of central Illinois.

WHY do they do it? Because WCBS gives you all these big selling advantages. Look!

HERE'S WHAT YOU GET WITH WCBS

NOT ONLY up-to-the-minute studios. Latest technical equipment. Every facility for flawless selling service!

NOT ONLY a "direct wire" to the attention of 650,000—more than half a million consumers. A staggering state and county payroll. A tremendous farm bonanza!

NOT ONLY scores of outstanding programs that keep those fast-spending consumers tuned in to WCBS.

BUT ALSO a "live wire" merchandising system: Publicity aids! Movie trailers! Latest route lists! Window displays! Store promotions!

WHY NOT write, phone, or wire Sears & Ayer.
No obligation, of course.

ASSOCIATED WITH ILLINOIS STATE JOURNAL

WCBS



Write, Phone, or Wire: **SEARS and AYER, INC., Representatives** New York Chicago

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1942)

ILLINOIS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
JACKSONVILLE.....	WLDS	1180	250-D	Stephenson Edge & Korsmeyer Fox Illinois Theatre Bldg.	Partnership Edgar Parsons Pat Halloran Gerald Cassens
JOLIET.....	WCLS	1340	250	WCLS Inc. 7 E. Clinton St. 4761	Walter Ashe Robert M. Holt Frank Davis	James Mitchell Frank Davis Lester DeCosta
PEORIA.....	WMBD	1470	5,000-LS 1,000-N	Peoria Broadcasting Co. Alliance Life Bldg. 7133	CBS	Edgar L. Bill Edgar L. Bill Charles C. Caley	R. Brooks Watson C. Russell Ehresman T. A. Giles	Free & Peters
QUINCY.....	WTAD	930	1,000	Illinois Broadcasting Corp. 510 Maine St. Main 6200	CBS	W. Emery Lancaster C. Arthur Fifer Walter J. Rothschild	Jack Sexton C. Arthur Fifer Francis W. Wentura	Katz
ROCKFORD.....	WROK	1440	1,000-LS 500-N	Rockford Broadcasters Inc. 109 So. Water St. Main 5632	MBS	Ruth Hanna Simms Walter M. Koessler Walter M. Koessler	John J. Dixon William R. Traum T. C. Cameron	Headley-Reed
ROCK ISLAND.....	WHBF	1270	5,000	Rock Island Broadcasting Co. 1800 Third Ave. 918	MBS	John W. Potter Leslie C. Johnson Maurice J. Corken	J. Woodrow Magnuson Ted Arnold R. J. Sissett	Wilson
SPRINGFIELD.....	WCBS	1450	250	WCBS Inc. Radio Center 9855	Blue	H. L. Dewing, Pres. L. G. Pfefferle, Secy. Jack Heintz Jack Heintz Lyle Munson Richard L. Ashenfelter	Sears & Ayer
	WTAX	1240	100	WTAX Inc. Re'sch Bldg. 2-4441	Jay A. Johnson Jay A. Johnson Jay A. Johnson	Jay A. Johnson Ed Ring	Foreman
TUSCOLA.....	WDZ	1050	1,000-D	WDZ Broadcasting Co. Star Bldg. 98	Edgar L. Bill Clair B. Hull Clair B. Hull	Fran Booton Walter C. Schafer Mark Spies	Wilson
URBANA.....	*WILL	580	5,000-D	University of Illinois 362 Administration (W) 7-2616	Board of Trustees Joseph F. Wright	Frank E. Schooley Joseph F. Wright

INDIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ANDERSON.....	WHBU	1240	250	Anderson Broadcasting Corp. Citizens Bank Bldg. 234	L. M. Kennett R. E. Blossom L. M. Kennett John R. Atkinson	Low Milton John R. Atkinson Roy Fulwider	Associated
ELKHART.....	WTRC	1340	250	Truth Publishing Co. Hotel Elkhart 948	C. D. Greenleaf R. R. Baker R. R. Baker	Paul Upson Kenneth Singleton	Burn-Smith
EVANSVILLE.....	WEOA	1400	250	Evansville On The Air Inc. 519 Vine St. 2-1171	CBS	Curtis Radiocasting Corp. Clarence Leich Guy R. Crecelius	Mrs. Pat F. Roper Clarence Leich John B. Caraway Jr.	Weed
	WGBF	1280	5,000-LS 1,000-N	Evansville On The Air Inc. 519 Vine St. 2-1171	NBC MBS	Curtis Radiocasting Corp. Clarence Leich Guy R. Crecelius	Mrs. Pat F. Roper Clarence Leich Fay Gebres	Weed
FORT WAYNE.....	WGL	1450	250	Westinghouse Radio Stations Inc. 925 So. Harrison St. Anthony 2136	NBC	Westinghouse E & M Co. J. B. Conley Frank V. Webb	Eldon Campbell Jack O'Mara Robert G. Duffield Jr.	NBC
	WOWO	1190	10,000	Westinghouse Radio Stations Inc. 925 So. Harrison St. Anthony 2136	Blue	Westinghouse E & M Co. J. B. Conley Frank V. Webb	Eldon Campbell Jack O'Mara Robert G. Duffield Jr.
GARY.....	WIND	560	5,000	(See Chicago, Ill.)			
HAMMOND.....	WHIP	1520	5,000-D CP-5,000-U	Hammond-Calumet Bestg. Corp. 165 No. Michigan Ave., Chicago Randolph 3727	Dr. George F. Courier Doris Keane Robert E. Potter	Mark Love Robert E. Potter H. V. Fitzcharles
	WJOB	1230	100	O. E. Richardson, F. L. & R. C. Adair 449 State St. 9800	O. E. Richardson O. E. Richardson R. C. Adair	Randolph Bean Stanley Davis John Felthouse	Associated
INDIANAPOLIS.....	WFBM	1260	5,000	WFBM Inc. 48 Monument Circle Lincoln 8506	CBS	Harry M. Bitner Sr. Lester W. Lindow Lester W. Lindow	Frank O. Sharp James Matheny Harold Holland	Katz
	WIBC	1070	5,000-LS 1,000-N	Indiana Broadcasting Corp. 350 No. Meridian St. Lincoln 2805	MBS	H. G. Wall H. G. Wall J. J. Flanigan	Jack Morrow Harry E. Adams	Raymer Wilson
	WIRE	1430	5,000	Indianapolis Broadcasting Inc. Claypool Hotel Riley 1541	NBC-Red	Eugene C. Pulliam Eugene C. Pulliam Rex Schepp	Harry Skornia Eugene E. Alden	Hollingbery
	WISH	1310	5,000-LS 1,000-N	Capitol Broadcasting Corp. Board of Trade Bldg. Market 6345	Blue	C. Bruce McConnell C. Bruce McConnell R. E. Bausman	Miles Reed Robert McConnell Stokes Gresham Jr.	Free & Peters
KOKOMO.....	WKMO	1400	250	Kokomo Broadcasting Corp. 400 No. Main St. 5171	Charles K. Boyajian Wilbur N. Nungesser Charles K. Boyajian	Bud Hibbs Wilbur N. Nungesser	Cox & Tanz
LAFAYETTE.....	WASK (Construction Permit)	1450	250	WFAM Inc. Lafayette	O. E. Richardson
	*WBAA	920	5,000-LS 1,000-N	Purdue University Hall of Music, Lafayette 6076	State of Indiana John Ditamore	Gilbert D. Williams Ralph Townsley



Beeyoutiful!

... BUT HOW ABOUT THOSE ARMS?

Indianapolis has what Venus lacks... ARMS ... Armaments for Defense! *That's* why the nation's 20th city ranks *9th* in defense contract awards. *That's* why payrolls are 'way up... A hundred million dollars NOW, with thirty NEW millions assured in early 1942. Sure, Indianapolis gets a big share of defense dollars... and OTHER dollars, too, that come to one of America's most diversified industrial-rural markets.

Time buyers know WIRE has the listeners

First IN LOCAL COMMERCIAL PROGRAM TIME
(MORE THAN THE OTHER 3 STATIONS COMBINED)

First IN NATIONAL SPOT PROGRAM TIME
(MORE THAN THE OTHER 3 STATIONS COMBINED)

Need we say more?

WIRE

BASIC NBC RED • INDIANAPOLIS • 5000 WATTS DAY • NIGHT
BROADCASTING • *Broadcast Advertising*

1942 Yearbook Number • Page 127

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

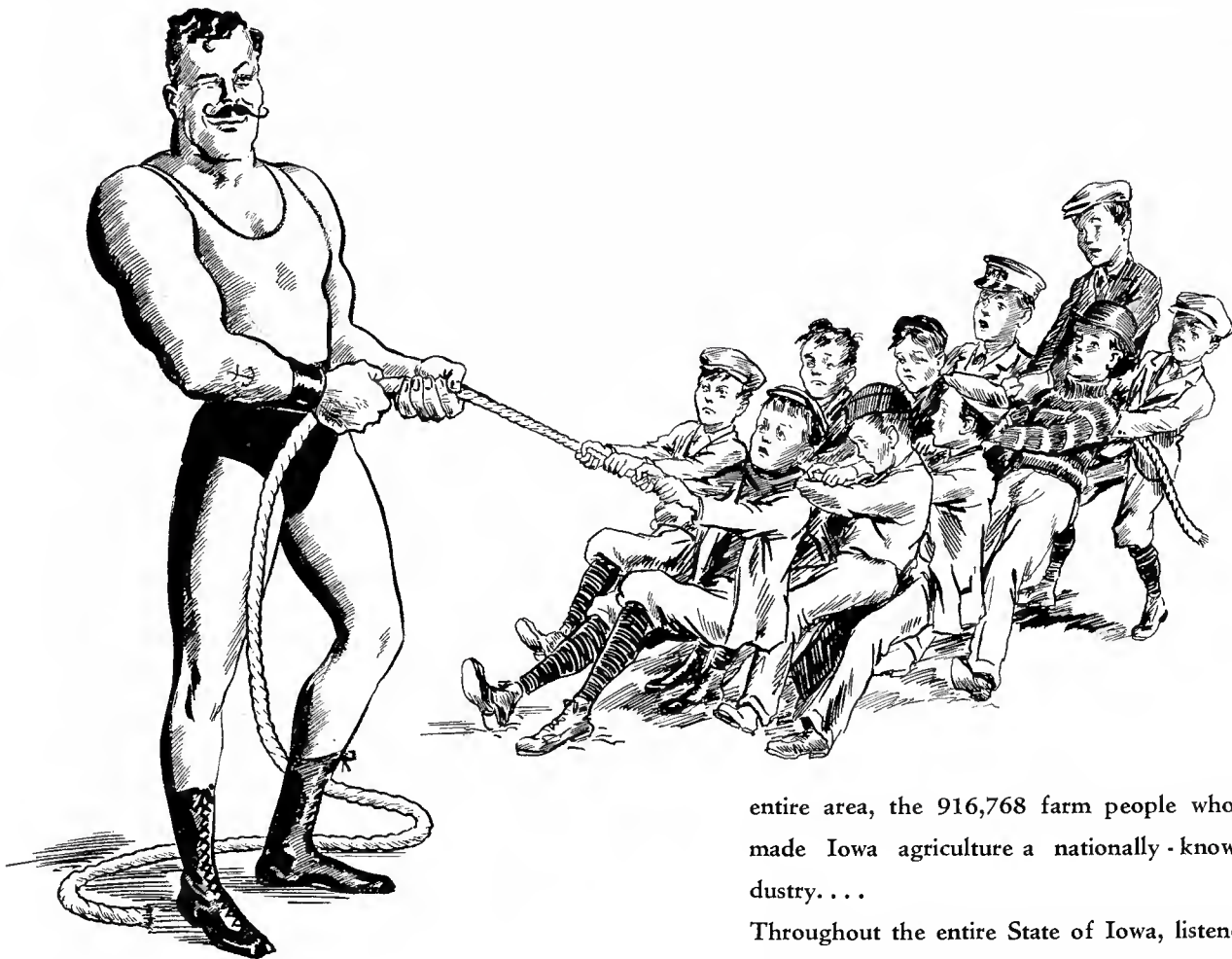
*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
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INDIANA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
MUNCIE.....	WLBC	1340	250	Donald A. Burton State Road #21 4403	Donald A. Burton Donald A. Burton W. F. Craig	Carl Noble M. M. Crain	Forjoe
RICHMOND.....	WKBV	1490	100	Knox Radio Corp. Richmond	William O. Knox
SOUTH BEND.....	WSBT	960	500 CP-1,000	South Bend Tribune Tribune Bldg. 3-6161	CBS	F. A. Miller F. D. Schurz R. H. Swintz	R. L. Barker R. H. Swintz H. G. Cole	Raymer
TERRE HAUTE.....	WBOW	1230	250	Banks of the Wabash Inc. 303 So. Sixth St. Crawford 3394	NBC	Clarence Leich Martin L. Leich George M. Jackson	Leo Baxter Robert Almon	Weed
VINCENNES.....	WAOV	1450	250	Vincennes Newspapers Inc. Grand Hotel 787	Eugene C. Pulliam Howard N. Greenlee Lawrence O. Hammer	J. Frank Burger Lawrence O. Hammer Claude M. Harria Jr.	Hollingbery

IOWA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
AMES.....	*WOI	640	5,000-D	Iowa State College of A. & M. Service Bldg. 2500 Ex. 281	Charles E. Friley W. I. Griffith	W. I. Griffith Richard B. Hull L. L. Lewis
BOONE.....	*KFGQ	1260	250-D	Boone Biblical College Boone	Boone Biblical College
BURLINGTON.....	KBUR	1490	250	Burlington Bestg. Co. Burlington	Dan Riley Joe Du Mond
CEDAR RAPIDS.....	WMT	600	5,000	Iowa Broadcasting Co. Paramount Bldg., Cedar Rapids Russell Lamson Hotel, Waterloo Cedar Rapids, 6127 Waterloo, 236	CBS MBS Cowles	Gardner Cowles Jr. Sumner D. Quarton William B. Quarton	Douglas B. Grant (Don E. Inman {Leo F. Cole Charles F. Quentin	Katz
CLINTON.....	KROS	1340	250	Clinton Broadcasting Co. Clinton	Peter Matzen Morgan Sexton
DAVENPORT.....	WOC	1450 CP-1420	250 CP-1,000	Tri-City Broadcasting Co. 1000 Brady St. 2-3521	Blue	Col. B. J. Palmer J. Buryl Lottridge L. O. Fitzgibbons	Neil C. Conklin Ray E. Stauffer	Free & Peters
DECORAH.....	*KWLC	1240	250-D	Luther College 600 Leif Eriksson Dr. 690	O. J. Preus Robert Lee	Robert Lee O. M. Eittrheim
DES MOINES.....	KRNT	1350	5,000	Iowa Broadcasting Co. 715 Locust St. 3-2111	Cowles CBS	Gardner Cowles Jr. Luther L. Hill Craig Lawrence	Edmund Linehan Wayne Welch Paul Huntsinger	Katz
	KSO	1460	5,000	Iowa Broadcasting Co. 715 Locust St. 3-2111	Blue MBS Cowles	Gardner Cowles Jr. Luther L. Hill Craig Lawrence	Edmund Linehan Wayne Welch Paul Huntsinger	Katz
	WHO	1040	50,000	Central Broadcasting Co. 914 Walnut St. 3-7147	NBC-Red Cornbelt	B. J. Palmer J. O. Maland E. H. Bondurant	Harold Fair Harold Fulton P. A. Loyet	Free & Peters
DUBUQUE.....	KDTH	1370	1,000	Telegraph Herald 8th & Bluff Sts. 1603	MBS	F. W. Woodward K. S. Gordon W. J. Binkley	Paul F. Skinner K. S. Gordon Stanley A. Beck	Pearson
	WKBB	1490	250	Sanders Bros. Radio Station Julien Hotel 572	Blue	Walter E. Klauer James D. Carpenter James D. Carpenter	Gleason Kistler James D. Carpenter Len Carlson	International
FORT DODGE.....	KVFD	1400	250	Northwest Broadcasting Co. Warden Bldg. Walnut 3761	MBS	Edward Breen Edward Breen Edward Breen	Robert Carson Edward Breen J. H. Duncan
IOWA CITY.....	*WSUI	910	5,000-LS 1,000-N	State University of Iowa Iowa City 2111	State Univ. of Iowa Carl H. Menzer	Pearl Bennett Broxam S. J. Ebert
MARSHALLTOWN...	KFJB	1230	250	Marshall Electric Co. 1603 W. Main St. 3361	E. N. Peak E. N. Peak E. W. Thompson	O. L. Russell Eugene Peak	Adams & Adams
MASON CITY.....	KGLO	1300	1,000	Mason City Globe Gazette Co. 200 No. Federal Ave. 2800	CBS	Lee P. Loomis F. C. Eighmey George Arnold Jr.	John J. Price Ken Kew Leo W. Born	Weed
OTTUMWA.....	KBIZ	1240	250	J. D. Falvey 117 E. Main St. 5600	J. D. Falvey J. D. Falvey Em Owen	Harry Grove Em Owen Wayne Hatchbett
SHENANDOAH.....	KFNF	920 ST-KUSD	1,000-LS 500-N	KFNF Inc. 407 Sycamore 1	Henry Field John W. Nicolson Paul O. Brawner	Paul O. Brawner E. George Crocker	Reynolds-Fitzgerald
	KMA	960	5,000-LS 1,000-N	May Broadcasting Co. Lowell & Elm Sts. 192	Blue MBS	Earl E. May J. C. Rapp J. C. Rapp	Mott Johnson Owen Saddler Ray Schroeder	Free & Peters
SIOUX CITY.....	KSCJ	1360	5,000	Perkins Bros. Co. 415 Douglas St. 5-7993	Blue	W. H. Sammons Eugene T. Flaherty Eugene T. Flaherty	Larry Coke Alvin H. Smith	Hollingbery



**"EVEN TEN BOYS CAN'T
DO A MAN'S JOB!"**

● Far be it from us to ascribe all our many virtues and other sterling qualities to mere power alone! —but speaking of such, kindly take a look at the "Power in Watts" column on the opposite page. *It shows that WHO has more power, day and night, than all other stations in Iowa combined.* And in a big State like Iowa, it takes that kind of power to do an all-state job.

For Iowa IS big—300 miles wide and 200 miles deep . . . 60,000 square miles, containing 21 cities with populations of from 10,000 to 160,000 . . . 68 other good towns . . . and, thickly dotted over the

entire area, the 916,768 farm people who have made Iowa agriculture a nationally-known industry. . . .

Throughout the entire State of Iowa, listeners report 46.4% of the total actual daytime listening with WHO as compared with 19.6% for all other Iowa commercial stations combined!* If you want to pull real results out here, don't "send a boy to do a man's work". Let us give you *all* the facts about Iowa listening habits. You'll be more than interested; you'll be *convinced about WHO*. Drop us a line—or just ask Free & Peters.

* Source: 1941 Iowa Radio Audience Survey.

WHO
+ for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC.



National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1942)

IOWA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
SIoux CITY— Continued	KTRI	1450	250	Sioux City Broadcasting Co. Commerce Bldg. 8-0165	MBS No. Central	Dietrich Dirks Dietrich Dirks Ray Jensen	Bill Warner Ray Jensen Carl McGee	Walker
SPENCER.....	KICD (Construction Permit)	1240	100	Iowa Great Lakes Bstg. Co. Spencer	Robert G. Lexvold
WATERLOO	WMT	600	5,000	(See Cedar Rapids, Ia.)				

KANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ATCHISON.....	KVAK	1450	100	Carl Latenser Atchison	Carl Latenser
COFFEYVILLE.....	KGGF	690	1,000-LS 500-N	Hugh J. Powell Journal Bldg. 147	MBS	Hugh J. Powell Melvin E. Drake Melvin E. Drake	John Richard Campbell Hugh J. Powell J. Sarto Jaminet
DODGE CITY.....	KGNO	1870	1,000-LS 250-N	Dodge City Broadcasting Co. Dodge City 1340	J. C. Denious N. C. Petersen Vaughn Kimball	Herschel Holland Vaughn Kimball Ralph Hickman	Hagg
EMPORIA.....	KTSW	1400	250	Emporia Broadcasting Co. Inc. Broadview Hotel 153	MBS Kansas	S. B. Warren J. Nelson Rupard Larry Simms	Sears & Ayer
GARDEN CITY.....	KIUL	1240	100	Garden City Broadcasting Co. 404 No. Main 666	F. D. Conard Al Pyatt Al Pyatt
GREAT BEND.....	KVGB	1400	250	Helen Townsley 2103 Forest Ave. 1080	Kansas MBS	Helen Townsley Clem Morgan Clem Morgan Milton Spece	Ray Beals Leo Legleiter
HUTCHINSON.....	KWBW	1450	100 CP-250	Nation's Center Bstg. Co. Hutchinson	Stanley Marsh William Wyse
KANSAS CITY.....	KCKN	1340	250	KCKN Broadcasting Co. 901 No. 8th St. Drexel 4300	Capper Publ. W. A. Bailey Ellis Atteberry Richard O. Kay	John Drake Ruth Kendall C. E. Salzer	Capper
LAWRENCE.....	*KF KU WREN	1250 ST-WREN	5,000-LS 1,000-N	University of Kansas Lawrence 190	Univ. of Kansas Harold G. Ingham	Harold G. Ingham
	WREN	1250 ST-KFKU	5,000-LS 1,000-N	WREN Broadcasting Co. Inc. WREN Bldg. 110	Blue	Vernon H. Smith Verl Bratton Verl Bratton	John P. Bondeson Carl Bliesner	Hollingbery
MANHATTAN.....	*KSAC	580 ST-WIBW	1,000-LS 500-N	Kansas State College Manhattan 2236	F. D. Farrell H. Umberger	L. L. Longsdorf R. C. Dennison
PITTSBURG.....	KOAM	810	1,000-D	Pittsburg Broadcasting Co. Inc. Commerce Bldg. 2165	NBC	E. V. Baxter R. E. Wade J. A. Schell	R. E. Wade J. A. Schell W. L. Brown	Walker
SALINA.....	KSAL	1150	1,000	KSAL Inc. Journal Bldg. 100	MBS Kansas	R. J. Laubengayer Owen H. Balch Owen H. Balch	N. E. Vance Jr.
TOPEKA.....	WIBW	580 ST-KSAC	5,000	Topeka Broadcasting Assn. Inc. 1035 Topeka Blvd. 3-2377	CBS	Capper Publ. Marco Morrow Ben Ludy Ben Ludy	Capper Biddick
WICHITA.....	KANS	1240	250	KANS Broadcasting Co. Hotel Lassen 4-2387	NBC	Herb Hollister Don Searle Jack Todd Jack Todd	Grenville Darling Ted Heithecker	Headley-Reed
	KFBI	1070	5,000-LS 1,000-N	Farmers & Bankers Bstg. Corp. First & Market Sts. 2-1447	MBS	H. K. Lindsley Ray Linton Ray Linton	Ted Johnson Leo Howard K. W. Pyle	Wilson
	KFH	1330	5,000	KFH Radio Station Inc. York Rite Bldg. 3-5254	CBS	John Rigby Marcellus M. Murdock Plez Clark Clark A. Luther	Vernon Reed Clark A. Luther Amos Dadisman	Petry

KENTUCKY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ASHLAND.....	WCMI	1340	250	Ashland Broadcasting Co. Radio Block Main 3010	MBS Southern	Gilmore N. Nunn Warren G. Davis T. J. Carroll	Dallas Wyatt Dallas Wyatt Clarence Weaver	Perry
BOWLING GREEN..	WLBJ	1340	250	Bowling Green Bstg. Co. Bowling Green	Lee B. Jenkins

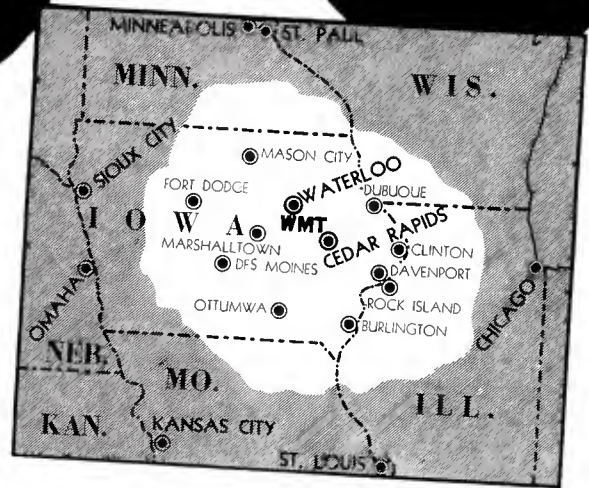
WMT

600 kc

Iowa's
finest
frequency

Gives you

- The greatest daytime coverage, both primary and secondary, of any station in Iowa, regardless of power.
- 50,000 watt coverage at 5,000 watt rates.
- The largest markets in Iowa and the Corn Country at one low cost.

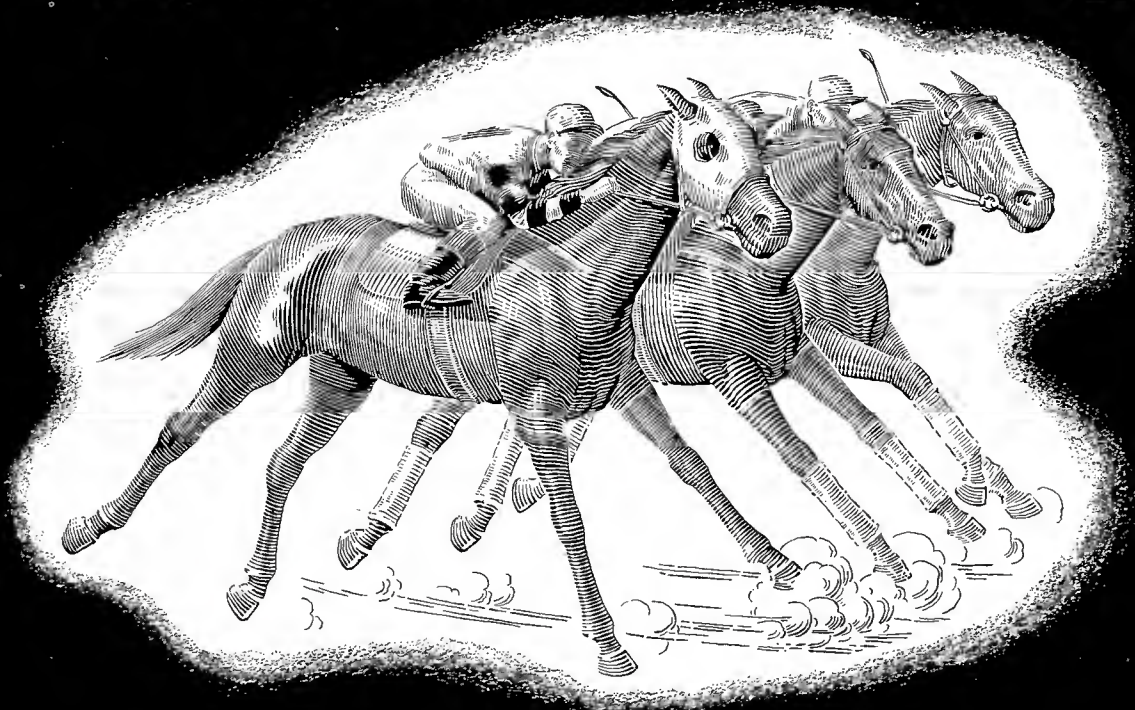


And because Radio Station WMT is located in the center of concentration of the largest markets in Iowa, almost all of Iowa's industrial workers live in the WMT 0.5 millivolt area and 74% of them actually live in the WMT primary area. Money is flowing freely in the Corn Country now. Reach these markets and reap a greater return from your advertising dollars spent in the Middlewest by using WMT.

Cedar Rapids-Waterloo **IOWA** A Cowles Station
 Basic Columbia Network • 5000 Watts Day & Night
 Represented by the Katz Agency

WIN LOUISVILLE WITH...

WINN



*Guaranteed Coverage
of the Booming Louisville Market*

NEW DEFENSE INDUSTRIES HAVE MORE THAN DOUBLED THE LOUISVILLE AREA PAYROLLS. IT'S A HIGHLY CONCENTRATED AREA . . . AND WINN GIVES YOU GUARANTEED COVERAGE OF THIS AREA

Chicago Representative: Sidney C. Warden, 30 N. LaSalle St.

1240 KC • NBC BLUE

D. E. "Plug" Kendrick, PRESIDENT

105%

PAYROLL INCREASE

In the **LOUISVILLE**
Area During

1941!



WHATAS

YOUR **Bonus** STATION

50,000 Watts • CBS • Cleared Channel

Nationally Represented By Edward Petry Co.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES


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KENTUCKY—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
HARLAN.....	WHLN	1450	250	Blanfox Radio Co. Inc. So. Main St. 625	R. B. Helms R. B. Helms J. Francke Fox	Mark Williams R. B. Helms Max Cockley
HENDERSON.....	WSON	860	250-D	Paducah Broadcasting Co., Inc. Henderson	Pierce E. Lackey Hecht Lackey	Sears & Ayer
HOPKINSVILLE.....	WHOP	1230	250	Paducah Broadcasting Co. Inc. Princeton Pike 1025	Pierce E. Lackey F. Ernest Lackey F. Ernest Lackey	Bonnie Bessire F. Ernest Lackey B. A. Smith	Sears & Ayer
LEXINGTON.....	WLAP	1450	250	American Bestg. Corp. of Ky. Radio Bldg. 1721	MBS	Gilmore N. Nunn Ted Grizzard J. E. Willis	Lowry Kohler Gilmore N. Nunn Sanford Helt	Perry
LOUISVILLE.....	WAVE	970	5,000	WAVE Inc. Preston St. & Broadway Wabash 6543	NBC-Red	George W. Norton Jr. Nathan Lord James F. Cox	George Patterson Ben Taylor Wilbur E. Hudson	Free & Peters
	WGRC (New Albany, Ind.)	1400	250	Northside Broadcasting Corp. Kentucky Home Life Bldg. Louisville: Wabash 3343 New Albany: 480	MBS Southern	S. A. Cisler Jr. S. A. Cisler Jr. Howard J. Perry	David Wilburn Harry Hunter William Tharp	(Burn-Smith Biddick
	WHAS	840	50,000	Courier-Journal & Louisville Times 300 W. Liberty St. Wabash 2211	CBS	G. Barry Bingham W. Lee Coulson Joe S. Eaton	Robert L. Kennett John S. Hoagland Orrin W. Towner	Petry
	WINK (Construction Permit)	1080	5,000-LS 1,000-N	Mid-America Broadcasting Corp. Louisville	Milton B. Trost
	WINN	1240	250-LS 100-N	Kentucky Broadcasting Corp. Inc. Tyler Hotel Wabash 4126	Blue	D. E. Kendrick D. E. Kendrick G. F. Bauer	M. K. McCarten Harry L. Van Sant Alfred Rutherford	Griffith, West Coast
OWENSBORO.....	WOMI	1490	250	Owensboro Broadcasting Co. Owensboro	Lawrence W. Hager
PADUCAH.....	WPAD	1450	250	Paducah Broadcasting Co. Inc. Taylor Bldg. 4100	Pierce E. Lackey Pierce E. Lackey W. Prewitt Lackey	Gene Peak W. Prewitt Lackey C. G. Sims	Sears & Ayer

LOUISIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ALEXANDRIA.....	KALB	1240	250	Alexandria Broadcasting Co. Inc. Alexandria	Walter H. Allen C. Edly Rogers
BATON ROUGE.....	WJBO	1150	5,000	Baton Rouge Broadcasting Co. Inc. 444 Florida St. 5271	Blue	Charles P. Mansbip Sr. H. Vernon Anderson J. Roy Dabadie	Ralph Sims Wilbur T. Golsou	Hollingbery
LAFAYETTE.....	KVOL	1340	250	Evangeline Broadcasting Co. Inc. 300 Jefferson St. 336	Morgan Murphy George H. Thomas R. A. Escudier	A. B. Craft L. Turner B. H. Bailey Jr.
LAKE CHARLES.....	KPLC	1490	250	Calcasieu Broadcasting Co. Majestic Hotel 2713	T. B. Lanford C. R. Porter Frank Carroll	Walter Melson E. C. Moses
MONROE.....	KMLB	1230	250	Liner's Bestg. Station Inc. Jackson & Harrison Sts. 4321	J. C. Liner Jr. J. C. Liner Jr. J. C. Liner Jr.	Melba Henry Liner Tommy May O. L. Morgan
NEW ORLEANS.....	WDSU	1280	1,000 CP-5,000	WDSU Inc. Hotel Monteleone Raymond 7135	Blue	J. H. Uhalt P. K. Ewing P. K. Ewing	Billy Elliott R. R. Hargis	Weed
	WJBW	1230	250	Chas. C. Carlson New Orleans Franklin 0644	Charles C. Carlson Charles C. Carlson Charles C. Carlson
	WNOE	1450	250	WNOE Inc. St. Charles Hotel Raymond 0423	MBS	James A. Noe James E. Gordon James E. Gordon	Jon D. Duffy C. E. Davidson
	WSMB	1350	5,000	WSMB Inc 901 Canal St. Magnolia 5921	NBC-Red	E. V. Richards Harold Wheelahan T. J. Fontelieu	Bill Brengel T. J. Fontelieu H. G. Nebe	Petry
	WWL	870	50,000	Loyola University Roosevelt Hotel Raymond 2194	CBS	Rev. P. A. Roy, S. J. W. H. Summerville W. H. Summerville	Henry Dupre Edward O'Dwyer J. D. Bloom Jr.	Katz
SHREVEPORT.....	KRMD	1340	250	Radio Station KRMD Inc. Box 1712 6171	R. M. Dean Clenn V. Wilson David Wilson	David Crockett Bill Switzer W. J. Wilkinson Jr.
	KTBS	1480	1,000	Tri-State Broadcasting System Inc. Commercial Bldg. 2-8711	NBC-Red	John D. Ewing John C. McCormack J. A. Oswald	B. G. Robertson B. G. Robertson C. H. Maddox	Branham
	KWKH	1130	50,000	International Broadcasting Corp. Commercial Bldg. 2-8711	CBS	John D. Ewing John C. McCormack J. A. Oswald	Fred Obl B. G. Robertson W. E. Antony	Branham



**WAVE
AIN'T
STRUCK
WITH
AWE (Ky.)!**

You kin take our word for it, gents—the sales possibilities in Awe (Ky.) ain't nothin' awful! On the other hand is the booming Louisville Trading Area—where payrolls, for example, are up 100%—where a million and a quarter people make 54% of all retail purchases in the entire state! WAVE *completely* covers this milk-and-honey market—delivers your story *only* where it will do you some good! Make us prove it—send for the facts!

**LOUISVILLE'S
WAVE**

5000 Watts

FREE & PETERS, INC.



970 K. C. - N. B. C. Basic Red
NATIONAL REPRESENTATIVES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MAINE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
AUGUSTA	WRDO	1400	100	WRDO Inc. 175 Water St. 2285	NBC MBS Colonial Yankee	Adeline B. Rines Jack S. Atwood Jack S. Atwood	Harold Newcomb Walter Weightman Harold Dinsmore	Weed Bannan
BANGOR	WABI	910	250 CP-5,000	Community Bcstg. Service Inc. 57 State St. 6446	CBS	Fred B. Simpson Alec Robertson Rudolph O. Marcoux	Maurice W. Dolbier Nelson H. Lawson
	WLBZ	620	1,000-LS 500-N CP-5,000-U	Maine Broadcasting Co., Inc. 100 Main St. 6023	NBC MBS	Thompson L. Guernsey Thompson L. Guernsey Edward E. Guernsey	Irving Hunter Thompson L. Guernsey Bernard Kellom	Weed Bannan
LEWISTON	WCOU	1240	250	Twin City Broadcasting Co. Inc. 223 Lisbon St. 3140	MBS Yankee Colonial	J. B. Couture Faust Couture John C. Libby	Elden H. Shute Jr. John C. Libby Leslie R. Hall	Forjoe
PORTLAND	WCSH	970	5,000	Congress Square Hotel Co. Eastland Hotel 3-9667	NBC-Red Yankee	Adeline B. Rines William H. Rines Albert W. Smith	Caleb Paine Frederick W. Cole G. Fred Crandon	Weed Bannan
	WGAN	560	5,000	Portland Broadcasting System Inc. Columbia Hotel 2-7489	CBS	Guy P. Gannett Creighton E. Gatchell Arthur K. Atherton	Richard E. Bates Creighton E. Gatchell Roger W. Hodgkins	Raymer
PRESQUE ISLE	WAGM	1450-SH	100	Aroostook Broadcasting Corp. Northern National Bank Bldg. 8821	H. J. McGuire R. W. MacIntosh L. E. Hughes	Ted Coffin L. E. Hughes

MARYLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BALTIMORE	WBAL	1090	50,000	WBAL Broadcasting Co. Lexington Bldg. Lexington 4900	NBC-Red	Hearst Radio Harold C. Burke Harold C. Burke Leslie H. Peard Jr. Jack Mayer Gerald W. Cooke	International
	WCAO	600	1,000-LS 500-N CP-5,000-U	Monumental Radio Co. 811 W. Lanvale St. Madison 7220	CBS	Lewis M. Milbourne L. Waters Milbourne L. Waters Milbourne	Gordon A. Scheiing L. Waters Milbourne Martin L. Jones	Raymer
	WCBM	1400	250	Baltimore Broadcasting Corp. North at Harford University 8400	Blue	John Elmer George H. Roeder John Elmer E. Frank Thomas G. Porter Houston	Foreman
	WFBR	1300	5,000	Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1300	MBS	Robert S. Maslin Hope H. Barroll Jr. Purnell H. Gould	Bert Hanauer Robert S. Maslin Jr. William Q. Ranft	Petry
	WITH	1230	250	Maryland Broadcasting Co. 7 E. Lexington St. 7808	Thomas G. Tinsley 2nd Thomas G. Tinsley 2nd George S. Shaffer	Robert Bingham Harry H. Wright James S. Duff	Headley-Reed
CUMBERLAND	WTBO	820	250	Associated Broadcasting Corp. 31 Frederick St. 298	Frank V. Becker Frank V. Becker G. P. Richards	Stewart W. Phillips G. P. Richards Charles Ray Sine	International
FREDERICK	WFMD	930	500	Monocacy Broadcasting Co. Winchester Hall 1626	Laurence Leonard A. V. Tidmore G. G. White	J. Roy McLennan J. Roy McLennan A. V. Tidmore	Burn-Smith
HAGERSTOWN	WJEJ	1240	250	Hagerstown Broadcasting Co. Hagerstown	Arthur L. Blessing	International
SALISBURY	WBOC	1230	250	Peninsula Broadcasting Co. Radio Park 2480	John W. Downing Charles J. Truitt Charles J. Truitt Charles J. Truitt Peter A. Alfonsi

MASSACHUSETTS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BOSTON	WAAB	1440	1,000	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800	MBS Colonial	John Shepard 3rd Roy L. Harlow Linus Travers	Linus Travers James S. Powers { Paul A. DeMars Irving B. Robinson	Petry
	WBZ	1030	50,000	Westinghouse Radio Stations Inc. 275 Tremont St. Hancock 4261	Blue	{ Westinghouse E & M Co. Walter C. Evans C. S. Young Frank R. Bowes	John F. MacNamara Harry D. Goodwin F. M. Sloan	NBC
	WCOP	1150	500	Massachusetts Broadcasting Co. Copley-Plaza Hotel Commonwealth 1717	{ Arde Bulova Harold A. Lafount A. N. Armstrong Jr. A. N. Armstrong Jr.	Sherman Keene Roland C. Hale	Headley-Reed
	WEEL	590	5,000	Columbia Broadcasting System Inc. 182 Tremont St. Hubbard 2323	CBS	CBS-Harold E. Fellows Harold E. Fellows Kingsley F. Horton	Lloyd G. del Castillo David S. Garland Philip K. Baldwin	Radio Sales
	WHDH	850	1,000	Matheson Radio Co. Inc. 62 Boylston St. Hancock 0300	A. E. Matheson R. G. Matheson J. J. Matheson	G. M. Watson Jr. Ray Rich Jr. R. G. Matheson	International
	WMEX	1510	5,000	Northern Corp. WMEX Bldg. Commonwealth 3900	John E. Reilly Alfred J. Pote S. A. Wasser	A. J. Pote William S. Pote Alfred J. Pote	McGillvra



does the most important thing any radio station can do for you—it

ASSURES YOU THE BEST BALTIMORE COVERAGE *for your* ADVERTISING DOLLAR!

What do we mean by "best" coverage? Simply this: *For every penny, your advertising dollar realizes more Baltimore listeners—more potential customers—over WCBM! This is no idle boast . . . no "freak . . . no one-time proposition. It is WCBM's reason for existence . . . and YOUR reason for making it your key selling station in Baltimore!*



COMPLETE Coverage—We "Blanket" Baltimore's Rich Market!

Seventeen hours every day, we knock on more than 200,000 Baltimore doors. And our "reception" is city-wide, high and handsome! What's more, Baltimore business is booming today as never before . . . the population has increased almost 20% since the first of the year! One of America's most lucrative markets . . . served intact for you and to you by WCBM!

NO WASTE Coverage—Every Penny Hits A Buying Target!

Yes sir, your broadcasting budget scores a Baltimore bull's-eye over WCBM! We concentrate on Baltimore . . . because that's where business is concentrated! Our low rates don't mean just economy for you . . . they also mean the highest listening percentage . . . per capita . . . per penny . . . throughout metropolitan Baltimore!

PROFITABLE Coverage—We Merchandise Your Product!

There's a big difference between a good radio program and a successful radio program, if you measure your success in terms of sales . . . and who doesn't! That difference is "follow-through!" Our Merchandising Department has but one job: to help you move listeners from their radios to your retail outlets . . . repeatedly . . . automatically . . . and profitably for you! Are we successful? Please write for details.

NBC Blue Network

JOHN ELMER, President GEO. H. ROEDER, Gen. Mgr.

National Representatives **THE FOREMAN COMPANY** 247 Park Avenue, New York
Wrigley Building, Chicago



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

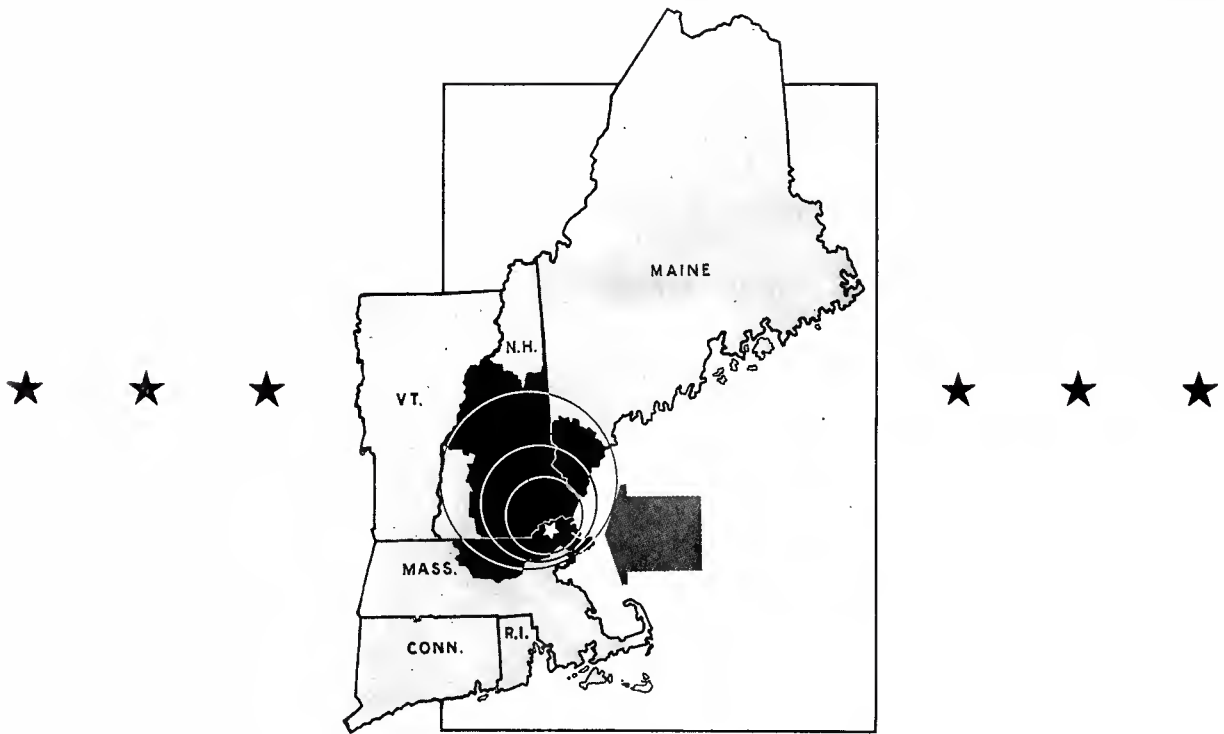
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MASSACHUSETTS—(Continued)

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BOSTON—Continued	WNAC	1260	5,000-LS 1,000-N	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800	NBC-Red Yankee	John Shepard 3rd R. L. Harlow Linus Travers	{Linus Travers Gerald Harrison James S. Powers F. Carlton McVarish Paul A. DeMars Irving B. Robinson	Petry
	WORL	950	1,000-D	Broadcasting Service Organization Inc. Myles Standish Hotel Commonwealth 5100	Harold A. Lafount George Lasker George Lasker	Bob Perry George Lasker John Parker
FALL RIVER.....	WSAR	1480	1,000	Doughty & Welch Electric Co. Inc. 102 So. Main St. 7-9477	MBS Yankee Colonial	William T. Welch William T. Welch Leonard C. Cox	Josephine Y. Welch Joseph Welch John C. Pavao	Walker Bannan
FITCHBURG.....	WEIM	1340	250	Rubin E. Aronheim 717 Main St. 1600	MBS Yankee Colonial	Rubin E. Aronheim Milton H. Meyers Milton H. Meyers
GREENFIELD.....	WHAI	1240	250	John W. Haigis 354 Main St. 4301	MBS Yankee Colonial	John W. Haigis James L. Spates Horace W. Nichols	Warren M. Greenwood Horace W. Nichols James L. Spates	McGillvra Bannan
HOLYOKE.....	WHYN	1400	250	Hampden-Hampshire Corp. 180 High St. 8238	Minnie R. Dwight Charles N. DeRose Patrick J. Montague	Walcott A. Wyllie Thomas Humphrey
LAWRENCE.....	WLAW	680	5,000	Hildreth & Rogers Co. 278 Essex St. 4107	CBS	A. H. Rogers Irving E. Rogers Irving E. Rogers	John D. Maloy George A. Hinckley	Katz
LOWELL.....	WLLH	1400	250	Merrimac Broadcasting Co. Inc. 37 Kearney Square 8715	MBS Yankee Colonial	A. S. Moffat Robert Donahue Haskell Bloomberg	Thomas Clayton Robert Donahue Anthony Michaels	Petry
NEW BEDFORD....	WNBH	1340	250	E. Anthony & Sons 588 Pleasant St. 8-5228	MBS Yankee Colonial	Basil Brewer Hugh R. Norman Raymond D. Markey	Paul Stiles Clyde Pierce	Burn-Smith
PITTSFIELD.....	WBRK	1340	250	Monroe B. England 8 Bank Row 2-1553	MBS Yankee Colonial	Monroe B. England Monroe B. England John Parsons	Bernie Adams Robert Burnbank Norman Blake	Burn-Smith
SALEM.....	WESX	1230	250	North Shore Broadcasting Co. 126 Washington St. 5670	Charles W. Phelan Van D. Sheldon Robert Taylor	Marjorie Leadbetter Ray Wiley Dick Hammond	Rambeau
SPRINGFIELD.....	WBZA	1030	1,000	Westinghouse Radio Stations Inc. 140 Chestnut St. 8-8336	Blue	{Westinghouse E & M Co. Walter C. Evans C. S. Young Frank R. Bowes	John F. MacNamara Harry D. Goodwin Harold E. Randol	NBC
	WMAS	1450	250	WMAS Inc. Hotel Charles 7-1414	CBS	A. S. Moffat A. W. Marlin A. W. Marlin	Herbert Edman A. W. Marlin Earle Hewinson	Petry
	WSPR	1270	500	WSPR Inc. 63 Chestnut St. 6-2757	MBS Yankee Colonial	Quincy A. Brackett Quincy A. Brackett Milton W. Stoughton	Wayne Henry Latham Milton W. Stoughton Lawrence Reilly	Hollingbery Bannen, Boston
WEST YARMOUTH..	WOCB	1240	250	Cape Cod Broadcasting Co. South Sea Ave. Hyannis 1697	Harriett M. Alleman Harriett M. Alleman Arthur A. Newcomb	H. Harrison Flint John K. Gowen 3d Rodney Merrill
WORCESTER.....	WMAW (Construction Permit)	1230	250	C. T. Sherer Co., Inc. Worcester	Frank F. Butler
	WORC	1310	1,000	Alfred F. Kleindienst 65 Elm St. 5-3101	CBS	Alfred F. Kleindienst Mildred P. Stanton	Weed
	WTAG	580	5,000	Worcester Telegram Publ. Co. Inc. 18 Franklin St. 5-4321	NBC-Red Yankee	George F. Booth Edward E. Hill George H. Jaspert	William T. Cavanagh Philip R. Jasen Hobart H. Newell	Petry

MICHIGAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BATTLE CREEK....	*WELL	1400	250	Federated Publications Inc. Battle Creek 6655	Blue Michigan	A. L. Miller D. E. Jayne F. F. Owen	Frank Jayne Raymond B. Roof	Burn-Smith
BAY CITY.....	WBCM	1440	1,000-LS 500-N	Bay Broadcasting Co. Inc. 104 Center Ave. 7551	Blue Michigan	Harley D. Peet H. A. Giesel H. A. Giesel	Frank E. Catto A. F. Huebner Ralph H. Carpenter	Hollingbery
CALUMET.....	WHDF	1400	250	Upper Michigan Broadcasting Co. Calumet	A. L. Burgan	Bogner & Martin
DETROIT.....	WJBK	1490	250	James F. Hopkins Inc. 6559 Hamilton Ave. Trinity 2-2000	James F. Hopkins James F. Hopkins Arthur H. Croghan	Sybil Krieghoff John Olenik Paul O. Frincke	ForJoe Associated
	WJLB	1400	250	John L. Booth Broadcasting Inc. Eaton Tower Cadillac 7600	John L. Booth John L. Booth Mike E. Kent	Charles Farrell Michael Jachinski Edward E. Clark
	WJR	760	50,000	WJR The Goodwill Station Fisher Bldg. Madison 4440	CBS	George A. Richards Leo Fitzpatrick Owen F. Uridge	Norman White M. R. Mitchell	Petry



The 7th New England State

LARGER THAN FOUR NEW ENGLAND STATES . . . EXCEEDS
POPULATION OF NATION'S FIFTH LARGEST CITY!

LAURENCE, Massachusetts, is only the *location* of Station WLAW. The *influence* of this powerful 5,000 watt station extends far beyond the city limits. WLAW is the preferred station in the industrial heart of New England—the 7th state—with a population in the *primary listening area of more than one and one-half million people*. The Merrimack Valley is one of the country's major industrial areas—truly a beehive of manufacturing activity. Beyond the Merrimack Valley to the North are New Hampshire's fertile agricultural fields, and into this area, too, WLAW throws a powerful signal.

To eliminate this major radio station from any New England advertising plan is as unthinkable as eliminating such major cities as Philadelphia, Detroit, Los Angeles or Cleveland. The 7th state is a definite New England marketing area—an important market—cover it *effectively*—*intensively*.

WLAW
LAWRENCE, MASS.
5000 WATTS 680 KILOCYCLES



National Representatives: **THE KATZ AGENCY, INC.**, New York • Chicago • Detroit • Atlanta • Kansas City • Dallas

BROADCASTING • Broadcast Advertising

1942 Yearbook Number • Page 139



PROUD OF THE PAST
IN STEP WITH

21 years of prestige building have given WWJ a standing in its market that is unique in the annals of broadcasting.

The Detroit News pioneered in American broadcasting with WWJ on August 20, 1920. Ever since, the fundamental policy of this station has been centered on developing and perfecting radio broadcasting.

During its 21 years on the air, many new vistas have opened to WWJ. The fields of public service, education and entertainment have been explored so thoroughly that WWJ has long been not only the favored station of civic, educational and religious elements in the community, but has consistently led all Detroit stations in surveys of general listener preference, as well.

WWJ

National Representatives

GEORGE P. HOLLINGBERRY COMPANY

NEW YORK • CHICAGO • ATLANTA • SAN FRANCISCO • LOS ANGELES

Owned and Operated by The Detroit News

THE PRESENT

PREPARED FOR THE FUTURE

Every advance in radio has been employed to the fullest at WWJ. Independent experimentation and research for the future has been conducted, not only in amplitude modulation but also in the high frequency field and more recently in frequency modulation.

W45D

Michigan's First F. M. Station

On the air since May 9, 1941, station W45D was formally dedicated on October 17th. The F.C.C. grant permits use of facilities for noise-free coverage of 6,820 square miles inside a radius of about 75 miles around Detroit. W45D is now on the air 18 hours daily with independent programming.

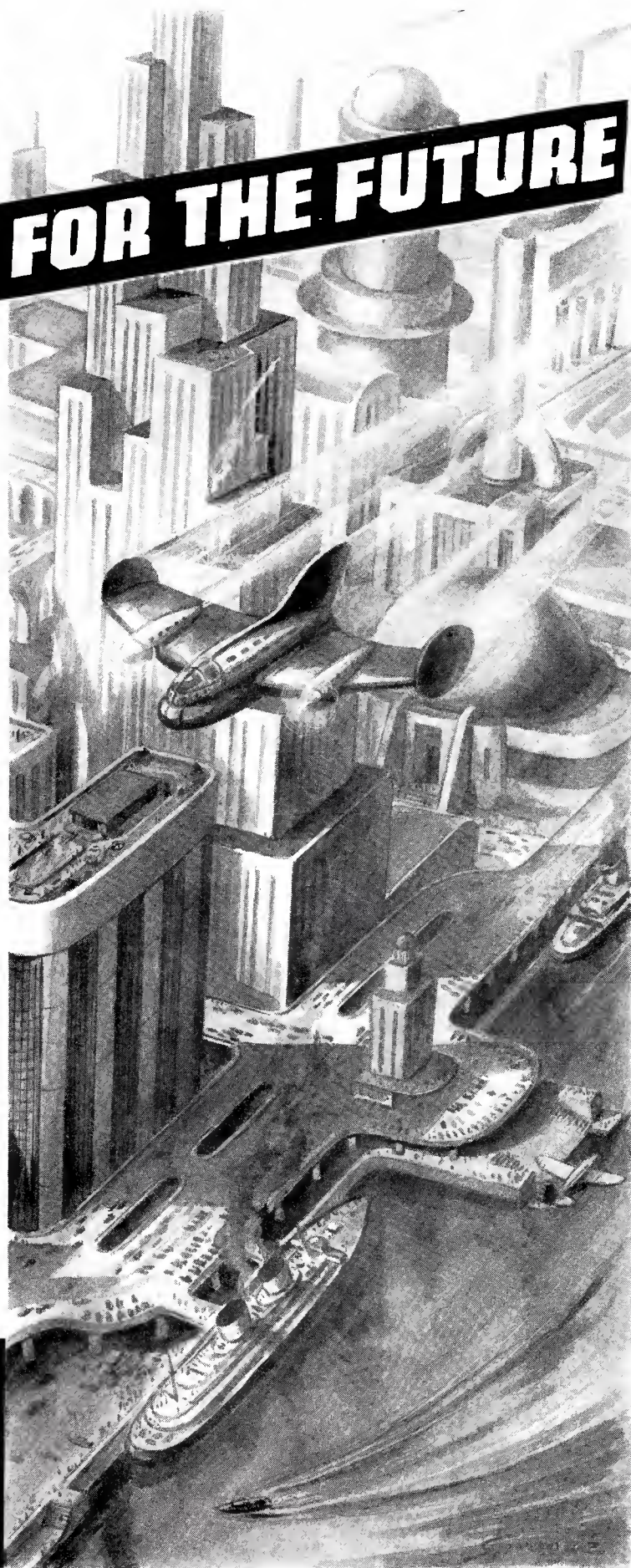
W45D

Owned and Operated by The Detroit News

Michigan's First Frequency Modulation Station,

Located in the Penobscot Building, Detroit

ON THE AIR 18 HOURS DAILY



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1942)

MICHIGAN—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
DETROIT—Continued	WWJ	950	5,000	Evening News Assn. Inc. 630 Lafayette Blvd. Randolph 2000	NBC-Red	William J. Scripps Harry Bannister Harry Betteridge	Melvin C. Wissman J. Albert Walter R. Hoffman	Hollingbery
	WXYZ	1270	5,000	King-Trendle Broadcasting Corp. Stroh Bldg. Cherry 8321	Blue Michigan	George W. Trendle H. Allen Campbell James G. Riddell	Charles Livingstone (H. S. Christian Lambert B. Beeuwkes Vernon C. Alston	Raymer
	CKLW (Windsor, Ont.)	800	5,000	Western Ontario Bestg. Co. Ltd. Union Guardian Bldg. Cadillac 7200	MBS CBC	Malcolm G. Campbell J. E. Campeau J. E. Campeau	John Gordon Richard E. Jones W. J. Carter	McGillvra Stovin
EAST LANSING.....	*WKAR	870	5,000-D	Michigan State College East Lansing 5-9113	Michigan State College Robert J. Coleman	Robert J. Coleman Norris E. Grover
ESCANABA.....	WDBC	1490	250	Delta Broadcasting Co. First & Ludington Sts. 787	Gordon H. Brozek Gordon H. Brozek
FLINT.....	WFDF	910	1,000	Flint Broadcasting Co. Union Industrial Bldg. 2-7158	Blue Michigan	Howard M. Loeb Howard M. Loeb Frederick S. Loeb	Adrian R. Cooper F. S. Loeb Frank D. Fallain	Burn-Smith
GRAND RAPIDS....	WLAV	1340	250	Leonard A. Versluis Keeler Bldg. 6-5461	MBS	Leonard A. Versluis Hy M. Steed Hy M. Steed	Kay Mordo King Bard Raymond A. Plank
	WASH	1300	500	King-Trendle Broadcasting Corp. Grand Rapids National Bank Bldg. 9-4211	Blue Michigan	George W. Trendle Stanley W. Barnett Stanley W. Barnett	Sandy Meek Paul F. Eichhorn Fred W. Russell	Raymer
	WOOD	1300	500 CP-5,000	(See WASH)
IRONWOOD.....	WJMS	1450	250	Upper Mich.-Wis. Bestg. Co. Inc. 124 E. McLeod Ave. 20	MBS No. Central	N. C. Ruddell N. C. Ruddell J. W. Huss	Harry Wills August Jarvi	Bogner & Martin
JACKSON.....	WIBM	1450	250	WIBM Inc. 228 W. Michigan Ave. 6121	Blue Michigan	Herman Radner Roy Radner Roy Radner	Wilbur H. Dunn Charles Wirtanen	Forjoe
KALAMAZOO.....	WKZO	590	5,000-LS 1,000-N CP-5,000-U	WKZO Inc. Box 209, Grand Rapids Box 866, Kalamazoo 3-1223	CBS	John E. Fetzer Ray V. Hamilton John W. O'Harrow	(Harry Caray Paul H. Auranrd John W. O'Harrow Arthur E. Covell	Free & Peters
LANSING.....	WJIM	1240	250	WJIM Inc. City National Bldg. 2-1333	Blue Michigan	Harold F. Gross Harold F. Gross Harold F. Gross	Bob Innes Bob Innes Charles L. Brady	Adams & Adams
LAPEER.....	*WMPC	1230-SH	250	Liberty Street Gospel Church 803 Liberty St. 455-J	Frank S. Hemingway Frank S. Hemingway	Nora Eastman Hollis F. Hayes
MARQUETTE.....	WDMJ	1340	250	Lake Superior Broadcasting Co. 146 W. Washington 616	Frank J. Russell Jr. Gordon H. Brozek Gordon H. Brozek
MUSKEGON.....	WKBZ	1490	250	Ashbacker Radio Corp. 424 Apple Ave. 26-051	Grant F. Ashbacker Grant F. Ashbacker William C. Wester	Frank Lynn Loran A. Haney George Krivitzky	Burn-Smith
PONTIAC.....	WCAR	1130	1,000-D	Pontiac Broadcasting Co. Riker Bldg. Pontiac 7141	George M. Stutz H. Y. Levinson W. K. Bailey	William E. Macdonald Wiley D. Wenger	Foreman
PORT HURON.....	WHLS	1450	250	Port Huron Broadcasting Co. 932 Military St. 6191	Blue Michigan	H. L. Stevens Harmon L. Stevens Robert Mackin	Harmon L. Stevens Leslie Conant
ROYAL OAK.....	WEXL	1340	250	Royal Oak Broadcasting Co. 212 W. Sixth St. Elmhurst 6524	George B. Hartrick Ellis C. Thompson Ellis C. Thompson	Kirk Knight Joseph L. McParland
SAGINAW.....	WHAL (Construction Permit)	980	500-D	Harold F. Gross & E. C. Shields Saginaw	(Harold F. Gross E. C. Shields
	WSAM	1230-SH	250-LS 100-N	Saginaw Broadcasting Co. Bancroft Hotel 2-6148	Milton L. Greenebaum Jack Parker Milton L. Greenebaum	Jack Parker Robert Phillips Simon Maruszán
SAULT STE. MARIE.	WSOO	1230	250-LS 100-N	Hiawathaland Broadcasting Co. 107 W. Portage Ave. 3000	Vernon W. Aikins Stanley R. Pratt R. Y. Burnett	Frank F. Firschild Joel Caron Eugene T. Kaari	McGillvra
TRAVERSE CITY....	WTCM	1400	250	Midwestern Broadcasting Co. Anderson Bldg. 1150	Les Biederman Les Biederman Les Biederman Drew McClay	Associated

MINNESOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ALBERT LEA.....	KATE	1450	250	Albert Lea-Austin Bestg. Co. Inc. 332 So. Broadway 2338	MBS No. Central	E. L. Hayek E. L. Hayek T. H. Lathrop	Roy Pickett George H. Church	Foreman
BRAINERD.....	KTOM (Construction Permit)	1400	250	Brainerd-Bemidji Bestg. Co. Brainerd	John W. Boler Howard S. Johnson David Shepard Edmund Tom O'Brien

WXYZ

**WILL OPEN DETROIT
FOOD AND DRUG MARKETS**

FASTER

AND

AT A LOWER COST

THAN ANY OTHER STATION!

Guarantee

King-Trendle Broadcasting Corp.

Represented by

Paul H. Raymer Company

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MINNESOTA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
DULUTH.....	KDAL	610	1,000	Red River Bestg. Co. Inc. Bradley Bldg. Melrose 2230	CBS	Dalton Le Masurier Dalton Le Masurier Odin S. Ramsland	Gilbert Fawcett Ellis Harris R. A. Dettman	Free & Peters
	WEBC	1320	5,000	Head of the Lakes Bestg. Co. Inc. WEBC Bldg. Melrose 1537	NBC Northwest	Morgan Murphy Walter C. Bridges Thomas W. Gavin	Don McCall Leo M. Fremont Charles B. Persons	Hollingbery
FERGUS FALLS.....	KGDE	1230	250-LS 100-N	Charles L. Jaren Lincoln Ave. W. 898	MBS No. Central	Charles L. Jaren C. L. Jaren C. L. Jaren	Sev Widman C. L. Jaren
HIBBING.....	WMFG	1240	250	Head of the Lakes Bestg. Co. Androy Hotel 1150	CBS	Morgan Murphy H. S. Hyett H. S. Hyett	Ruth E. Coe Leo Freemont C. B. Persons
MIANKATO.....	KYSM	1230	250	Southern Minnesota Supply Co. 101 No. Second St. 4673	NBC Northwest	F. B. Clements John F. Meagher John F. Meagher	Jack Hanssen Bob DeHaven	Wilson
MINNEAPOLIS-ST. PAUL.....	KSTP	1500	50,000	KSTP Inc. St. Paul Hotel, St. Paul St. Paul: Cedar 5511 Minneapolis: Bridgeport 3222	NBC-Red Northwest	Stanley E. Hubbard Kenneth M. Hance Ray C. Jenkins	Corinne Jordan Sam L. Levitan Hector R. Skifter	Petry
	WCCO	830	50,000	Columbia Broadcasting System Inc. 625 Second Ave. So. Main 1202	CBS	Columbia Bestg. System Inc. Earl H. Gammons Thomas H. Dawson	Hayle C. Cavanor Sam H. Kaufman Hugh S. McCartney	Radio Sales
	WDGY	1130 L-Albuquerque	5,000-LS 500-N	George W. Young Nicollet Hotel Bridgeport 7777	George W. Young George W. Young Lee L. Whiting George K. Jacobsen	Rambeau
	*WLB	770 ST-WCAL	5,000-D	University of Minnesota Minneapolis Main 8177	U. of Minnesota Burton Paulu	Betty T. Girling Martin Shuler
	WLOL	1330	1,000	Independent Merchants Bestg. Co. 1730 Hennepin Ave. Atlantic 0406	MBS No. Central	C. J. Winton Jr. K. W. Husted Fred F. Laws	Robert Sutton Douglas Durkin Gene Brautigam	Foreman
	WMIN	1400	250	WMIN Broadcasting Co. St. Anthony & Syndicate Nestor 5501	Edward Hoffman Edward Hoffman Edward Hoffman	Marilyn Powell Samuel Nemer Warren Fritze
	WTCN	1280	5 000-LS 1,000-N	Minnesota Broadcasting Corp. Wesley Temple Bldg. Main 6582	Blue	Minneapolis Daily Times (St. Paul Dispatch-Pioneer Press) Clarence T. Hagman Francis Van Konynenberg	J. Robert DeHaven John M. Sherman	Free & Peters
MOORHEAD.....	KVOX	1340	250	KVOX Broadcasting Co. Inc. 720 Center Ave. 3-1523	MBS No. Central M. M. Marget R. Steinley Jr.	Ray Stough Fred Monkkonen
NORTHFIELD.....	*WCAL	770 ST-WLB	5,000-D	St. Olaf College Northfield 770	Dr. L. W. Boe Milford C. Jensen	Martin Hegland Amos Dicke
ROCHESTER.....	KROC	1340	250	Southern Minnesota Bestg. Co. KROC Bldg. 3924	NBC Northwest	Gregory P. Gentling Gregory P. Gentling Gerald W. Wing Wilfred R. Knutson	La Velle Waltman Wallace E. Stone Fred C. Clark
ST. CLOUD.....	KFAM	1450	250	Times Publishing Co. Weber Bldg. 3330	NBC Northwest	Fred Schilplin Fred Schilplin Fred Schilplin Robert Witschen
ST. PAUL.....				(See Minneapolis—St. Paul)				
VIRGINIA.....	WHLB	1400	250	Head of the Lakes Bestg. Co. WHLB Bldg. 2000	CBS	Walter C. Bridges Barney Irwin Barney Irwin	Billie Denison Norman Page C. B. Persons
WILLMAR.....	KWLM	1340	250	Lakeland Broadcasting Co. Memorial Auditorium Bldg. 1310	MBS	H. W. Linder H. W. Linder H. W. Linder	Bill Linder Don Linder Vern Baumgartner
WINONA.....	KWNO	1230	250	Winona Radio Service 216 Center St. 3315	MBS No. Central	M. H. White L. L. McCurnin L. L. McCurnin	Margaret Johnson Bob Miles Maurice Reutter

MISSISSIPPI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
COLUMBUS.....	WCHI	1400	250	Birney Imes Gilmer Hotel 1313	Birney Imes Robert L. McRaney James Eatherton	Felix Adams Bob McRaney P. C. Melone	Associated
GREENVILLE.....	WJPR	1340	250	John R. Pepper 107 So. Poplar 1770	John R. Pepper John R. Pepper Paul Thompson	Bert Ferguson Ray Dickson
GREENWOOD.....	WGRM	1240	250	P. K. Ewing 222 Howard St. 1717	Blue	P. K. Ewing W. E. Williams Charles Wolfe	Sears & Ayer
GULFPORT.....	WGCM	1240	250	WGCM Inc. Hewes-Martin Bldg. 1111	P. K. Ewing F. C. Ewing F. C. Ewing	Harry Pearce H. C. Hill Gordon Clark
HATTIESBURG.....	WFOR	1400	250	Forrest Broadcasting Co. Inc. 302 Hemphill St. 1865	NBC-Red	C. J. Wright C. J. Wright C. J. Wright	John T. Orr C. J. Wright C. H. Dyess	Sears & Ayer



ARE YOU SATISFIED

WITH RESULTS
IN THE EIGHTH
RETAIL MARKET?

EARN ^{WHILE} YOU LEARN

WHAT KSTP CAN DO FOR YOU **AMAZING FREE BOOKLET**

Are you willing to risk a postage stamp (one if by land—two if by air) to learn how *you*, too, can enjoy thrilling success when you advertise in the Twin Cities' market?

That's *all* it takes to bring you your *free* copy of KSTP's amazing book offered below.

It tells a stirring, true story of wide-spread distribution! . . . increased consumer acceptance! . . . rising sales! . . . that should rouse every energetic, red-blooded, American advertising agency and its clients to *immediate action!*

Learn *now* how 117 *local* and *national* spot ad-

vertisers have followed the KSTP way to successful radio advertising in the Twin Cities' market—how these 117 local and national spot advertisers have used the KSTP way for 591 consecutive contract years, or an average of 5 consecutive contract years each!

Don't put off until tomorrow what you can do today. Thirty seconds to clip the coupon below . . . thirty seconds to put it in an envelope and mail it to KSTP. Just one little minute that can mean *nothing* or *everything* to you—*depending on how you use it*. Use those sixty seconds *wisely* . . . send for your free KSTP book right now!

BRIEF!
FACTUAL!
VALUABLE!
TIMELY!

GET YOUR FREE BOOK!

TWENTY-FOUR BIG PAGES!
PROFUSELY ILLUSTRATED!
IN BEAUTIFUL COLOR!
NAMES ACTUAL NAMES!
FACTUAL INFORMATION!
IN HANDY FILE FORM!

RUSH THIS COUPON TODAY!

RADIO STATION KSTP
Minneapolis—St. Paul, Minnesota

Gentlemen: Please send immediately my free copy of your amazing book that tells how I, too, can enjoy successful radio advertising in the Twin Cities' Market.

NAME _____
FIRM _____
ADDRESS _____

KSTP

MINNEAPOLIS - ST. PAUL
50,000 WATTS-CLEAR CHANNEL
N. B. C. BASIC RED NETWORK

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MISSISSIPPI—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
JACKSON.....	WJDX	1300	5,000-LS 1,000-N	Lamar Life Insurance Co. Box 2171 2-1183	NBC-Red	Lamar Life Insurance Co. Wiley P. Harris C. A. Lacy	Maurice Thompson Frank Gentry Percy G. Root	Hollingbery
	WSLI	1450	250	Standard Life Broadcasting Co. Robert E. Lee Hotel 3-2788	Blue	G. W. Covington L. M. Sepaugh F. E. Wilkerson Jr.	Ward Coleman M. B. Wray C. A. Perkins	Sears & Ayer
LAUREL.....	WAML	1340	250	New Laurel Radio Station Inc. 512½ Central Ave. 288	NBC-Red	D. A. Matison Hugh M. Smith Hugh M. Smith	Billy Tracy Granville Walters Bruce Dennis	Associated
McCOMB.....	WSKB	1230	250	McComb Broadcasting Corp. Box 111 37	Robert Louis Sanders George Blumensstock George Blumensstock George Blumensstock	Julia D. Blumensstock Pauline Kiersky Robert Louis Sanders
MERIDIAN.....	WCOG	910	1,000	Mississippi Broadcasting Co. Inc. Threefoot Bldg. 1042	CBS	D. W. Gavin D. W. Gavin D. W. Gavin	Mrs. D. W. Gavin D. W. Gavin D. W. Gavin
NATCHEZ.....	WMIS	1490	250	Natchez Broadcasting Co. 407 Franklin St. 1515	P. K. Ewing P. K. Ewing Jr. Penny Pennington	Val Jensen Penny Pennington G. W. Wilson
VICKSBURG.....	WQBC	1390	1,000-D	Delta Broadcasting Co. Inc. Hotel Vicksburg 312	Louis P. Cashman O. W. Jones O. W. Jones C. E. Drake

MISSOURI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
CAPE GIRARDEAU..	KFVS	1400	250	Oscar C. Hirsch 324 Broadway 2104	Oscar C. Hirsch Oscar C. Hirsch Ralph L. Hirsch	Virginia Bahn Oscar C. Hirsch	Pearson
COLUMBIA.....	KFRU	1400	250	KFRU Inc. 9th & Elm Sts. 4141	Blue	Elzey Roberts C. L. Thomas Jack W. Roth	Guy W. Lowe Foster H. Brown Jr. Robert Haigh	Weed
HANNIBAL.....	KHMO	1340	250	Courier-Post Publishing Co. 102½ So. Main St. 3450	Lee Syndicate E. L. Sparks Earl Dougherty	George Moon Ben Parrish	Pearson
JEFFERSON CITY...	KWOS	1240	250	Tribune Printing Co. St. Mary's Blvd. 4000	MBS	R. C. Goshorn R. L. Rose	Elda Oswald J. C. Haynes	Sears & Ayer
JOPLIN.....	WMBH	1450	250	Joplin Broadcasting Co. Keystone Hotel 330	D. J. Poynor D. J. Poynor Bob Burke	Roy Wilson Charles McIntire Baxter Burris	Sears & Ayer
KANSAS CITY.....	KCMO	1480	5,000-LS 1,000-N	KCMO Broadcasting Co. Commerce Bldg. Victor 0900	Blue	T. L. Evans Jack Stewart Jack Stewart C. E. Breazeal	Dorothy Stewart Richard W. Evans Ted Millard	Pearson
	KITE	1590	1,000	First National Television Inc. 316 Locust St. Harrison 5818	D. E. Kendrick Paul R. Heitmeyer Paul R. Heitmeyer	Nelson Hibbs Kenyon R. Bennett Ted E. Church
	KMBC	980	5,000	Midland Broadcasting Co. Hotel Pickwick Harrison 2650	CBS	Arthur B. Church Karl R. Koerper Sam H. Bennett	Felix Adams Mark N. Smith Frank Barhydt A. R. Moler A. Kenneth Krahl	Free & Peters
	WDAF	610	5,000	The Kansas City Star Co. 1729 Grand Ave. Harrison 1200	NBC-Red	George B. Longan Dean Fitzer Gardner Reames	Harry J. Kaufmann Joseph A. Flaherty	Petry
	WHB	880	1,000-D	WHB Broadcasting Co. Scarritt Bldg. Harrison 1161	MBS Kansas	(Cook Paint & Varnish Co. D. D. Davis John T. Schilling Donald Dwight Davis	Dick Smith Bert Bidwell Henry Goldenberg
POPLAR BLUFF.....	KWOC	1340	250	Radio Station KWOC 1801 No. Main St. 1310	O. A. Tedrick P. H. Cunningham P. H. Cunningham	William R. Tedrick Don Lidenton	Pearson
ST. JOSEPH.....	KFEQ	680 L-KPO	2,500-LS 500-N CP-5,000-U	KFEQ Inc. Schneider Bldg. 4-0813	Barton Pitts Barton Pitts Glen G. Griswold J. Ted Branson	H. H. Packard J. Ted Branson J. Wesley Koch	Headley-Reed
ST. LOUIS.....	*KFUO	850-SH	5,000	Evangelical Lutheran Synod 801 De Mun Ave. Delmar 3030	Evangelical Lutheran Synod Herman H. Hohenstein	Herman H. Hohenstein Carl H. Meyer
	KMOX	1120	50,000	Columbia Broadcasting System 401 S. 12th Blvd. Central 8240	CBS	CBS—William S. Paley Merle S. Jones Merle S. Jones, Natl. Spot J. Soulard Johnson, Local	C. G. Renier Thomas Rooney Harry Harvey	Radio Sales
	KSD	550	5,000-LS 1,000-N	Pulitzer Publishing Co. 12th & Olive Sts. Main 1111	NBC-Red	Joseph Pulitzer George M. Burbach Edward W. Hamlin Robert L. Coe	Free & Peters
	KWK	1380	5,000-LS 1,000-N CP-5,000-U	Thomas Patrick Inc. Hotel Chase Rosedale 3210	MBS	Robert T. Convey Robert T. Convey V. E. Carmichael Robert M. Sampson	John Tinnea Robert M. Sampson James P. Burke	Raymer

IN GREATER ST. LOUIS

KSD

NBC RED NETWORK

THE NETWORK MOST PEOPLE LISTEN TO MOST

**There Is ONE and Only One Basic
NBC Red Network in the World**

**In the prosperous area where St. Louis is the
center, KSD is the only basic NBC Red Net-
work station—it is 225 miles to the nearest.**

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MISSOURI—(Continued)

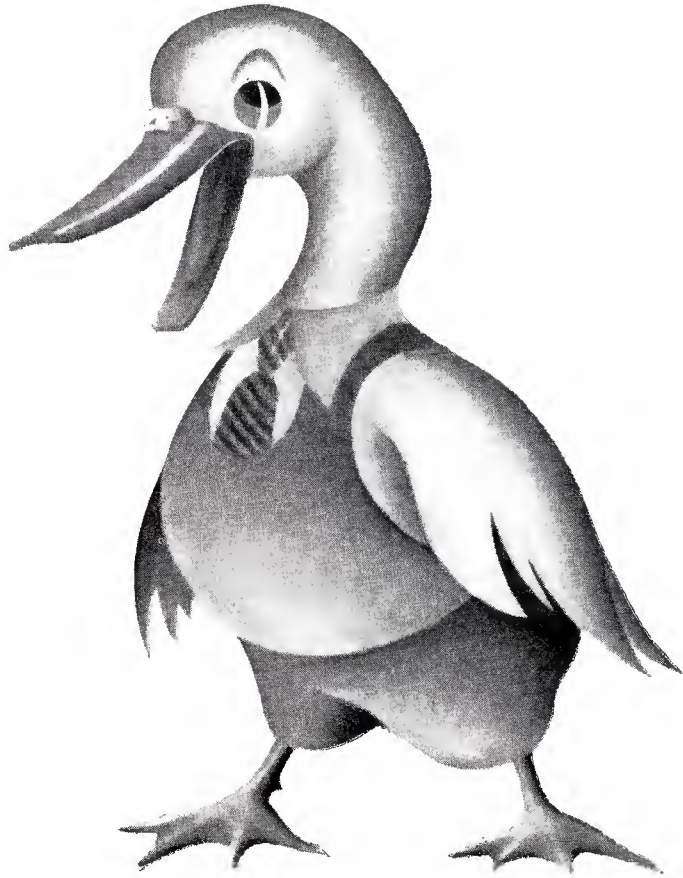
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ST. LOUIS—Continued	KXOK	630	5,000	Star-Times Publishing Co. 12th & Delmar Blvd. Chestnut 3700	Blue	Elzey Roberts John C. Roberts Clarence G. Cosby	C. L. Thomas Robert Seat Arthur F. Rekart	Weed
	WEW	770	1,000-D	St. Louis University 3642 Lindell Blvd. Franklin 5665	Rev. H. B. Crimmins, S.J. Nicholas Pagliara Nicholas Pagliara	Don C. Lochner George E. Rueppel, S.J.	McGillvra Pearson
	WIL	1230	250	Missouri Broadcasting Corp. Melbourne Hotel Jefferson 8403	L. A. Benson C. W. Benson L. A. Benson C. W. Benson David Pasternak	Neil Norman William Durney Chal H. Stoup	Rambeau
SEDALIA.....	KDRO	1490	250	Drohlich Brothers 2100 W. Broadway 4004	Robert A. Drohlich Albert S. Drohlich Robert A. Drohlich Robert A. Drohlich	Albert S. Drohlich Albert S. Drohlich Glenn Gray	Pearson
SPRINGFIELD.....	KGBX	1260	5,000	Springfield Broadcasting Co. 508 St. Louis St. 1360	NBC	Tams Bixby II Lester E. Cox Ralph D. Foster Leslie L. Kennon	Hugh Aspinwall Carl S. Ward Fritz Bauer	Pearson
	KTTS (Construction Permit)	1400	250	Independent Broadcasting Co. Springfield	J. H. G. Cooper
	KWTO	560	5,000-D CP-5,000-U	Ozark Broadcasting Co. 508 St. Louis St. 1360	Lester E. Cox Tams Bixby II Ralph D. Foster Leslie L. Kennon	Hugh Aspinwall Carl S. Ward Fritz Bauer	Pearson

MONTANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BILLINGS.....	KGHL	790	5,000	Northwestern Auto Supply Co. Fifth & North Broadway 2222	NBC	C. O. Campbell Ed Yocum Ed Yocum	M. V. Braunberger E. E. Cooney Jeff A. Kichli	Katz
BOZEMAN.....	KRBM	1450	250	KRBM Inc. Bozeman 1420	NBC Z-Bar	Bob McNab Ernest Neath Melvin Jass	Ernest Neath Fred Heister
BUTTE.....	KGIR	1370	5,000	KGIR Inc. Butte 22-3-44	NBC Z-Bar	E. B. Craney E. B. Craney M. E. Dunn	Pat Goodover Fred Heister	Walker
GREAT FALLS.....	KFBB	1310	5,000	Buttrety Broadcast Inc. First National Bank Bldg. 4377	CBS	F. A. Buttrey Joseph P. Wilkins Joseph P. Wilkins	John Alexander Joseph P. Wilkins Wilbur Myhre	Weed Biddick
HELENA.....	KPFA	1240	250	KPFA Inc. Helena 1240	NBC Z-Bar	Barclay Craighead K. O. MacPherson Ed Goodwin	K. O. MacPherson Fred Heister	Walker
KALISPELL.....	KGEZ	1340 CP-1460	100 CP-1,000	Donald C. Treloar 203 First Ave. E. 332	Donald C. Treloar Donald C. Treloar Walter LaBonte	Oliver Hockley Donald C. Treloar Donald Gorman
MILES CITY.....	KRJF	1340	250	Star Printing Co. 13 No. 6th St. 60	W. F. Flinn W. F. Flinn Don Tannehill	Mary Virginia Tannehill Henry B. Poole
MISSOULA.....	KGVO	1290	5,000-LS 1,000-N	Mosby's Inc. 132 W. Front St. 2155	CBS	A. J. Mosby A. J. Mosby A. J. Mosby	James Alden Barber George Allison	Burn-Smith
WOLF POINT	KG CX	1480	1,000	E. E. Krebsbach Wolf Point 102	E. E. Krebsbach M. J. Severson M. J. Severson	Mel King Eugene Bunker

NEBRASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
FREMONT.....	KORN	1400	250	Nebraska Broadcasting Corp. Pathfinder Hotel 1060	Lloyd C. Thomas Jack Luther Jack Luther	Clarice Allport Lee Gustavson	Sears & Ayer
GRAND ISLAND....	KMMJ	750 L-WSB	1,000	KMMJ Inc. 315 1/2 No. Locust St. 703	Don Searle Wick Heath Bill Martin	George Kister Bill Martin D. Raymond Taylor	Headley-Reed
HASTINGS.....	KHAS	1230	250	Nebraska Broadcasting Co. Inc. Tribune Bldg. 1745	Henry G. Smith George H. Engelster Earl McIntire	Tim George Walter Ely
KEARNEY.....	KGFV	1340	250	Central Nebraska Bestg. Corp. Federal Annex Bldg. 2-3541	Lloyd C. Thomas E. Anson Thomas E. Anson Thomas	Paul Roscoe Harold Clark Jack Lewis
LINCOLN.....	KFAB (Synchronizes at night with WBBM, Chicago)	780	10,000	KFAB Broadcasting Co. Hotel Lincoln 2-3214	CBS	Frank D. Throop Don Searle Jud Woods Arthur J. Weaver Mark W. Bullock	Petry



E

everything's just ducky

Business has to be pretty good before an advertiser sits up and says "Everything's just ducky," but that's what KXOK advertisers are doing. When their contracts expire, they come right back for more. They're selling more goods than ever in the rich Mid-Mississippi Valley Market and KXOK is doing the job. The normal retail expenditure of 3,531,700 people in KXOK's primary area alone is \$826,490,000 annually. Add nearly a billion dollars in defense contracts

to that and you've got a sure-fire reason for stepped-up sales in this valuable market. Remember, when you buy KXOK it's a cinch you'll get more than ever before.

KXOK

NBC BASIC BLUE NETWORK ★ ST. LOUIS, MO. ★ 630 KC. 5000 WATTS DAY AND NIGHT
REPRESENTED BY WEED AND COMPANY, NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO ★ OWNED AND
OPERATED BY THE SAINT LOUIS STAR-TIMES ★ AFFILIATED WITH KFRU, COLUMBIA, MISSOURI

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 1, 1942)

NEBRASKA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
LINCOLN— Continued	KFOR	1240	250	Cornbelt Broadcasting Corp. Hotel Lincoln 2-3214	MBS	Frank D. Throop Don Searle Jud Woods Arthur J. Weaver Mark W. Bullock	Petry
NORFOLK.....	WJAG	1090 L-KTHS, WBAL	1,000	Norfolk Daily News Norfolk, Neb. 482	Gene Huse Art Thomas Art Thomas	Art Thomas Art Thomas Frank Weidenbach	Walker
NORTH PLATTE...	KGNF	1460	1,000-D	Great Plains Broadcasting Co. 1521 W. 12th St. 132	W. I. LeBarron W. I. LeBarron Joe di Natale	Ernest Jaeggi Stephen H. Inns	Walker
OMAHA.....	KBON (Construction Permit)	1490	250	MSB Broadcast Co. Omaha	C. J. Malmsten
	KOIL	1290	5,000	Central States Broadcasting Co. Omaha National Bank Bldg. Jackson 7626	CBS MBS	Frank Throop Don Searle Arthur J. Weaver	R. Bruce Wallace R. Bruce Wallace Mark W. Bullock	Petry
	KOWH	660	500-D	World Publishing Co. World-Herald Bldg. Atlantic 2228	Blue	Henry Doorly Vernon H. Smith Clem Young	Ken Stuart Frank Shopen	Hollingbery
	WOW	590	5,000	Woodmen of the World Life Ins. Soc. Insurance Bldg. Webster 3400	NBC-Red	De Emmet Bradshaw William Ruess John J. Gillin Jr. Howard O. Peterson	Harry Burke Bill Wiseman William J. Kotera	Blair
SCOTTSBLUFF.....	KGKY	1490	250	Hilliard Co. 1517 1/2 Broadway 856	L. L. Hilliard L. L. Hilliard R. M. Stewart	Bill Walter Harland Morrison

NEVADA

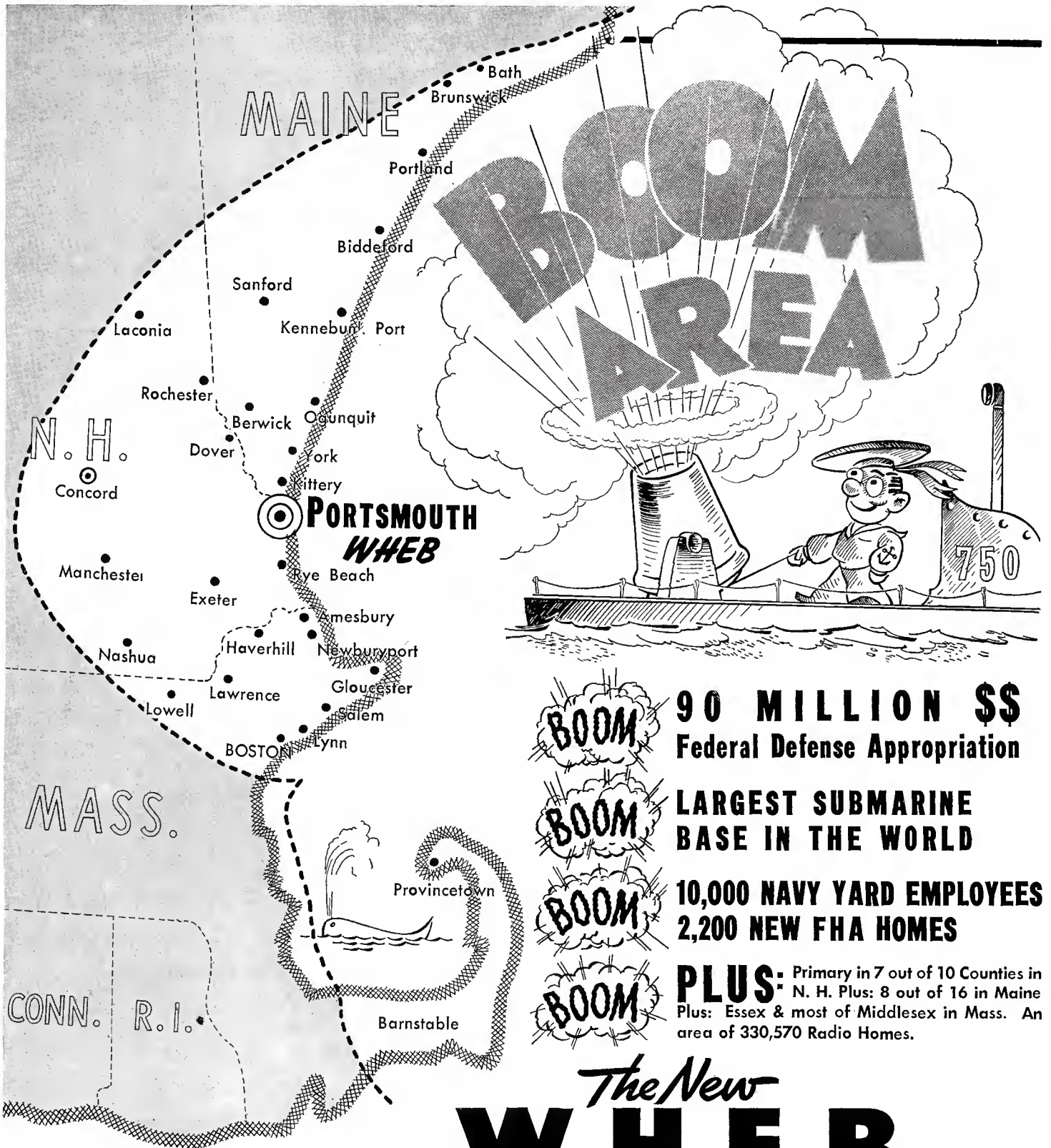
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
LAS VEGAS.....	KENO	1400	250	Nevada Broadcasting Co. Box 1310 1400	Maxwell Kelch Maxwell Kelch Goodloe McDowell	Ralph O. Dow V. L. Harvey
RENO.....	KOH	630	1,000	The Bee Inc. 418 Stevenson St. 5106	Blue	Guy C. Hamilton Jack Winston	Merle Snider Herb Smith Hewitt Kees	Raymer

NEW HAMPSHIRE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
KEENE.....	WKNE	1290	5,000	WKNE Corp. Dunbar St. 2080	CBS	Harry C. Wilder Herman Steinhruch Herman Steinhruch	Robert A. Freeman Robert A. Freeman Leonard W. Savage	Raymer
LACONIA.....	WLNH	1340	250	Northern Broadcasting Co. 653 Main St. 501	MBS Yankee Colonial	Malcolm & Charles Jenney Earle G. Clement Alfred Tyler	Sherwin Greenlaw Earle Clement Louis Steady	McGillvra
MANCHESTER.....	WFEA	1370	5,000	N. H. Broadcasting Co. 323 Franklin St. 7970	NBC-Red	Adelaide Rines David F. Shurtleff David F. Shurtleff	Don Sellers Fred W. Cole Reginald A. B. Schow	Weed
	WMUR	610	5,000-LS 1,000-N	Radio Voice of New Hampshire Inc. 1819 Elm St. 2090	Blue	Francis P. Murphy Leslie F. Smith	Charles W. Burton Vincent H. Chandler	International
PORTSMOUTH.....	WHEB	750 L-WSB	1,000	WHEB Inc. La Payette Rd. 2670	R. G. Le Tourneau Bert Georges David H. Carpenter	Gordon Kinney Bill Bradley William Robinson

NEW JERSEY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ASBURY PARK.....	WCAP	1310 ST-WCAP, WTNJ	500	Radio Industries Broadcast Co. Ashury Park	George S. Ferguson
ATLANTIC CITY.....	WBAB	1490	250	Press Union Pub. Co. 1900 Atlantic Ave. 5-1111	CBS	Albert J. Feyl Earle Godfrey Monroe L. Mendelsohn	Ralph Shoemaker Earle Godfrey	Headley-Reed
	WFPG	1450	250	Neptune Broadcasting Corp. Virginia Ave. & Boardwalk 5-2188	A. Harry Zoog A. Harry Zoog Edwin E. Kohn	M. March Blair K. Thron	Burn-Smith
BRIDGETON.....	WSNJ	1240	250	Eastern States Broadcasting Corp. Radio Center Bldg. 1600	Howard S. Frazier Ovelton Maxey Ovelton Maxey	Dorothy Criswell Paul Alger Francis C. Fekel	International
CAMDEN.....	WCAM	1310 ST-WCAP, WTNJ	500	City of Camden City Hall 9000	Municipality Frederick S. Caperoon L. M. Maxwell	Edwin W. Tucker Jr. L. M. Maxwell Clarence E. Onens



BOOM AREA

PORTSMOUTH WHEB

- BOOM** 90 MILLION \$\$ Federal Defense Appropriation
- BOOM** LARGEST SUBMARINE BASE IN THE WORLD
- BOOM** 10,000 NAVY YARD EMPLOYEES 2,200 NEW FHA HOMES
- BOOM** **PLUS** - Primary in 7 out of 10 Counties in N. H. Plus: 8 out of 16 in Maine Plus: Essex & most of Middlesex in Mass. An area of 330,570 Radio Homes.

The New
W H E B

"The Listening Habit of Central New England"

Exclusive National Representation:
JOSEPH HERSHEY MCGILLVRA
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO
BERTHA BANNAN
Special Exclusive Boston Representative
BERT GEORGES, General Manager **DAVID CARPENTER, Sales Manager**

- ★ CLEAR CHANNEL
- ★ 750 KILOCYCLES
- ★ 1000 SALT WATER WATTS
- ★ ASSOCIATED PRESS NEWS Every Daylight Hour
- ★ ALL YOUR FAVORITE MUSIC BMI • ASCAP • SESAC

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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NEW JERSEY—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
JERSEY CITY.....	WAAT	970	1,000	Bremer Broadcasting Corp. 50 Journal Square Journal Square 4-3500	Paul H. LaStayo Paul H. LaStayo A. B. Schillin	Walter Patrick Kelly Walter Patrick Kelly Frank V. Bremer	Rambeau
	WHOM	1480	1,000-LS 500-N	New Jersey Broadcasting Corp. 29 W. 57th St. Plaza 3-4204	Paul F. Harron Joseph Lang Jack M. Compter	Thurston Holmes J. M. Compter Allison Burnham
NEWARK.....	WHBI	1280 ST-WNEW	2,500-LS 1,000-N	May Radiobroadcast Corp. Newark	James L. Shearer
PATERSON.....	WPAT	930	1,000-D	North Jersey Bcstg. Co. Inc. 115 Ellison St. Armory 4-3400	James V. Cosman Edward Codel Edward Codel	Milton Bernard Kaye Ralph Sumner Silver Jr. Earl F. Lucas
RED BANK.....	WBRB	1240 ST-WFAS, WGBB	100	Monmouth Broadcasting Co. Red Bank	Thomas F. Burley
TRENTON.....	WTNJ	1310 ST-WCAM, WCAP	500	WOAX Inc. 416 Bellevue Ave. 8149	F. J. Wolf Franklin J. Wolff H. M. Gebert	Walter Lewis Louis Jerome Edward Knowles	McGillvra
	WTTM (Construction Permit)	920	1,000	Trent Broadcast Corp. Broad St. Bank Bldg. 6289	Charles Quinn A. Harry Zoog George S. McGinley	Milton T. March Ralph Sumner Silver Jr. Blair K. Thron	Burn-Smith
ZAREPHATH.....	*WAWZ	1380 ST-WBNX	1,000 CP-5,000-LS	Pillar of Fire Zarephath Bound Brook 223	Bishop Alma White Ray B. White	A. Orland Wolfram Nathaniel W. Wilson

NEW MEXICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ALBUQUERQUE.....	KGGM	1260	1,000	New Mexico Broadcasting Co. Box 1388 4544	CBS	A. R. Hebenstreit Harry Burdick Harry Burdick	Robert Van Driel Ted Schifani Leonard F. Dodds	Weed
	KOB	1030 SA-770	10,000 SA-50,000-LS 25,000-N CP-50,000	Albuquerque Broadcasting Co. 420 W. Gold Ave. 4411	Blue	T. M. Pepperday Frank Quinn Frank Quinn	Van Haaften George S. Johnson	Katz
CARLSBAD.....	KAVE	1240	250	Carlsbad Broadcasting Co. Crawford Hotel 244	Jack Hawkins Barney Hubbs Jack W. Hawkins Jack W. Hawkins	Jack Evans Jr. Lee Pollock Harry Boehnemann
CLOVIS.....	KICA	1240	250	Western Broadcasters Inc. 321 Main St. 3	Charles C. Alsop Drury Lane Charles C. Alsop	Dorris Johnson Charles C. Alsop	Forjoe
HOBBS.....	KWEW	1490	100	W. E. Whitmore Harden Hotel 495	W. E. Whitmore John Faris John Faris	James Nelson W. E. Whitmore John Faris George Farmer
LAS VEGAS.....	KFUN	1230	250	Southwest Broadcasters Inc. Box 710	E. N. Thwaites E. N. Thwaites A. F. Schultz
ROSWELL.....	KGFL	1400	100	KGFL Inc. Roswell	W. E. Whitmore
SANTA FE.....	KVSF	1340	100	New Mexico Broadcasting Co. 759 Cerrillos Rd. 2020	CBS	A. R. Hebenstreit Ivan R. Head Ivan R. Head	Mary M. Chapman Ivan R. Head A. F. Schultz
TUCUMCARI.....	KTNM	1400	250	Krasin-Krutzner Broadcasting Co. Tucumcari	Otto A. Krutzner Lester Q. Krasin Lester Q. Krasin Stu Morrison	Stu Morrison Stu Morrison Lester Q. Krasin

NEW YORK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ALBANY.....	WABY	1400	250	Adirondack Broadcasting Co. Inc. Radio Centre 4-4194	MBS	Harold E. Smith Harold E. Smith Deuel Richardson	Johnny Lee Paul Heisler J. H. Corey	McKinney
	WOKO	1460	1,000-LS 500-N	WOKO Inc. Radio Centre 4-4193	CBS	Raymond M. Curtis Harold E. Smith Deuel Richardson	Johnny Lee Paul Heisler O. A. Sardi	McKinney
AUBURN.....	WMBO	1340	250	WMBO Inc. 141 Genesee St. 433	Auburn Citizen—Advertiser Frederick L. Keesee Frederick L. Keesee	Dorothy Bolin Herbert House
BATAVIA.....	WBTA	1490	250	Batavia Broadcasting Corp. 90 Main St. 715	Edmund R. Gamble Frank A. Corti Stephen Lewis	Cliff Jones Burt Newstead Raymond Gondek	Bogner & Martin
BINGHAMTON.....	WNBF	1490 CP-1290	250 CP-5,000	Wylie B. Jones Adv. Agency Arlington Hotel 2-3461	CBS MBS	John C. Clark Cecil D. Mastin Harry Trenner	E. Ray McCloskey Ewing B. Hawkins Lester H. Gilbert	Blair

Buffalo's Newest and Most Powerful Transmitter Plant

... NOW gives advertisers radio's
biggest circulation bonus.

... NOW brings listeners radio's
clearest and finest entertainment.

WKBW BUFFALO'S **WGR** BUFFALO'S
only 50,000-watt station. largest regional coverage.
Columbia network pro- 5,000 watts by day, 1,000
grams. Covers eleven watts directionally intensi-
states, twelve million fied by night. Mutual net-
people. work programs.

COLUMBIA



1520
K.C.

WKBW • WGR

550
K.C.

50,000 WATTS

COLUMBIA

5,000 WATTS

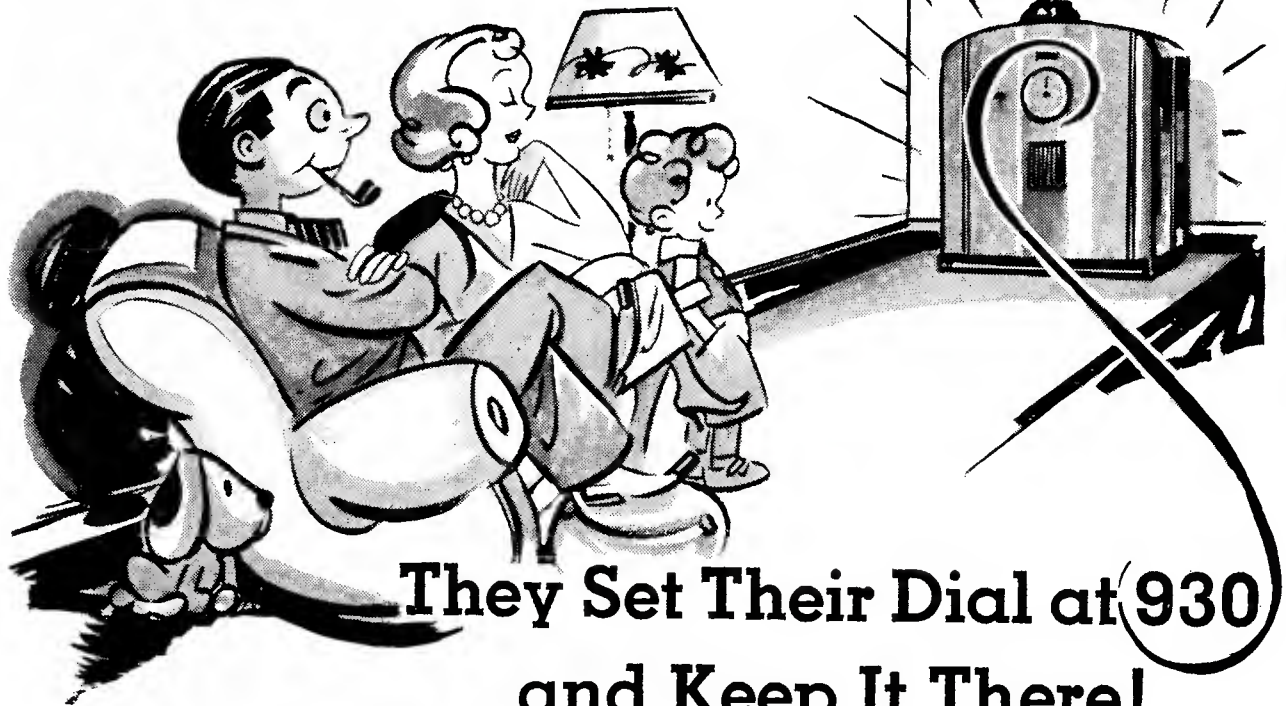
MUTUAL



National Representatives: FREE & PETERS, INC.

BUFFALO BROADCASTING CORPORATION
RAND BUILDING • BUFFALO, N. Y.

PORTRAIT of a Buffalo Family Spending the Evening At the Radio



They Set Their Dial at **930**
and Keep It There!

THERE'S no twisting and twirling when Buffalo and Western New York families tune in. They know they can depend on WBEN for the best in entertainment and information, hour in and hour out. The unexcelled Red Network shows plus bigtime Buffalo-built pro-

grams plus second-to-none radio news service are their assurance that, whatever the hour, WBEN is Buffalo's Best Bet. And this, of course, means that WBEN is YOUR best bet . . . for the preference of the audience is the choice of the advertiser.

WBEN • 930 kilocycles • NBC Basic Red

Represented by Edward Petry & Co., Inc.

HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

Use the Station that is

FIRST—to be established in Central New York. Started in 1922.

FIRST—with a Network affiliation. Since 1927 a charter member of the Basic Columbia Network.

FIRST—5,000 Watts Day and Night. Operating on this power since November 4, 1940.

FIRST—in total number of hours sold.

FIRST—in sponsored Columbia Network Shows.

FIRST—in local audience preference. Air-tight survey proof of audience leadership in 25 quarter hours, morning, noon and night. Ask to see them.

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

Use
W F B L
S Y R A C U S E , N . Y .

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

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BROOKLYN	*WBBR	1330 ST-WEVD, WHAZ	1,000	Watchtower Bible & Tact Soc. Inc. 124 Columbia Heights Main 4-9735	A. R. Goux, Asst. Secy.
	WBYN	1430	1,000-LS 500-N	Unified Bestg. Corp. of Bklyn. 132 W. 43rd St. Bryant 9-3773	Griffith B. Thompson Griffith B. Thompson Berne W. Wilkins	Norman H. Warembud Lou Frankel Peter Testan
	WCNW	1600 SH-WWRL	250	Arthur Faske 846 Flatbush Ave. Ingersoll 2-1300	Arthur Faske Elias I. Godofsky Samuel N. Kopolowitz	Bert Child L. W. Berne Arthur Faske
BUFFALO	WBEN	930	5,000	WBEN Inc. Hotel Statler Cleveland 6400	NBC-Red	Edward H. Butler A. H. Kirchhofer Edgar H. Twamley Gene Wyatt	George Torge Ralph J. Kingsley	Petry
	WBNY	1400-SH	250	Roy L. Albertson 495 Main St. Cleveland 3365	Roy L. Albertson Roy L. Albertson Virginia C. Fyda	Virginia C. Fyda Thomas L. Vines	Rambeau
	WEBR	1340	250	WEBR Inc. 23 W. North St. Lincoln 7133	Blue	Edward H. Butler C. Robert Thompson William Doerr Jr.	Kay Burkhardt Albert H. Zink Ralph Kingsley	Weed
	WGR	550	5,000-LS 1,000-N	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS MBS	H. W. Deyo I. R. Lounsberry John A. Bacon	H. C. Rice R. MacPherson K. B. Hoffman	Free & Peters
	WKBW	1520	50,000	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS	H. W. Deyo I. R. Lounsberry John A. Bacon	Herbert C. Rice R. H. McPherson Karl B. Hoffman	Free & Peters
	*WSVS	1400-SH	50-D	Seneca Vocational High School Buffalo	Elmer S. Pierce, Principal
ELMIRA	WENY	1230	250	Elmira Star-Gazette Inc. Mark Twain Hotel 5181	MBS	Frank E. Gannett Dale L. Taylor Ernest F. Oliver	Woody Ott Joseph M. Cleary Perry W. Esten	McKinney
ENDICOTT	WLAN (Construction Permit)	1450	250	Thomas J. Watson Endicott	Thomas J. Watson Walter Lemmon
FREEPORT	WGBB	1240 ST-WBRB, WFAS	100	Harry H. Carman 44 S. Grove St. 2418	Harry H. Carman Harry H. Carman Harry H. Carman	A. Cheesman Neal Seaman Alfred Sturhann
ITHACA	WHCU	870 L-WWL	1,000	Cornell University Ithaca Savings Bank Bldg. 3438	CBS	Cornell U. Michael R. Hanna Lew Trenner	Joseph A. Short Lew Trenner True McLean	McGillvra
JAMESTOWN	WJTN	1240	250	James Broadcasting Co. Inc. Hotel Jamestown 7-151	Blue	Jay A. Mason Simon Goldman Simon Goldman	A. E. Spokes A. E. Spokes Harold J. Kratzert	Radio Advertising
KINGSTON	WKNY	1490	250	Kingston Broadcasting Corp. Governor Clinton Hotel 4500	Benjamin F. Feiner Jr. Benjamin F. Feiner Jr. Benjamin F. Feiner Jr.	Dave Murphy Marvin Seimes
MIDDLETOWN	WALL (Construction Permit)	1340	250	Community Broadcasting Co. 107 King St.	Martin Karig Sr. Martin Karig Jr. James A. Bell Martin Karig Jr.
NEWBURGH	WGNY	1220	1,000-D	WGNY Broadcasting Co. Inc. 161 Broadway 4600	Merritt C. Speidel Harold W. Cassill Harold W. Cassill	Richard Crans George Bingham Patrick F. Simpson	Headley-Reed
NEW YORK	WABC	880	50,000	Columbia Broadcasting System Inc. 485 Madison Ave. Wickersham 2-2000	CBS	William S. Paley Arthur Hull Hayes	George Allen Jules Dundes Henry Grossman	Radio Sales
	WBNX	1380 ST-WAWZ	5,000	WBNX Broadcasting Co. Inc. 260 E. 161st St. Melrose 5-0333	A. L. Haskell W. C. Alcorn William I. Moore	E. Ervin A. Solbrig
	WEAF	660	50,000	National Broadcasting Co. Inc. 80 Rockefeller Plaza Circle 7-8300	NBC-Red	NBC-Niles Trammell William S. Hedges J. V. McConnell	Phillips Carlin Robert L. Hutton Jr. George Milne	NBC
	WEVD	1330 ST-WBBR, CP-5,000 WHAZ	1,000	Debs Memorial Radio Fund Inc. 117 W. 46th St. Bryant 9-2360	Adolph Held Henry Greenfield Henry Greenfield	George Field Henry Greenfield Charles W. Brown
	WHN	1050	50,000	Marcus Loew Booking Agency 1540 Broadway Bryant 9-7800	Marcus Loew Booking Agency Herbert L. Pettey Frank Roeh'enbeck Bertram Lebharr Jr.	Fred Raphael Robert G. Patt Paul Fuelling	WHN-Chicago
	WINS	1000 L-WCFL	1,000 CP-50,900-U	Hearst Radio Inc. 28 W. 44th St. Bryant 9-6000	Hearst Radio Inc. Cecil H. Hackett Cecil H. Hackett	Hazel Bower Bernard Estes Paul Von Kunits	International
	WJZ	770	50,000	Radio Corp. of America 30 Rockefeller Plaza Circle 7-8300	Blue	RCA John H. McNeil George Benson	Phillips Carlin Robert L. Hutton Jr. George Milne
	WMCA	570	5,000	Knickerbocker Bestg. Co. Inc. 1657 Broadway Circle 6-2200	Edward J. Noble, Owner E. E. Anderson, Pres. Donald S. Shaw Charles Stark	Walter Craig Maxwell Dane Frank Marx	Reiter (Chicago)
	WNEW	1280 ST-WHBI	5,000	Woodam Corp. 501 Madison Ave. Plaza 3-3300	Arde Bulova Bernice Judis Walter Duncan Herman Bess	William McGrath Alvan Sommerfield M. J. Weiner	Blair
	WOV	1130	10,000	Greater N. Y. Bestg. Co. 730 Fifth Ave. Circle 5-7979	Arde Bulova Harry D. Henshel Harry D. Henshel	Mario S. Hutton Witman Hall



WNEW

NOW HAS TWICE THE POWER— YET COSTS NO MORE

(on contracts signed before Feb. 15!)

HURRY! HURRY! HURRY!

WITH its recent increase in wattage, WNEW comes into *hundreds of thousands* of new homes — *better and stronger*.

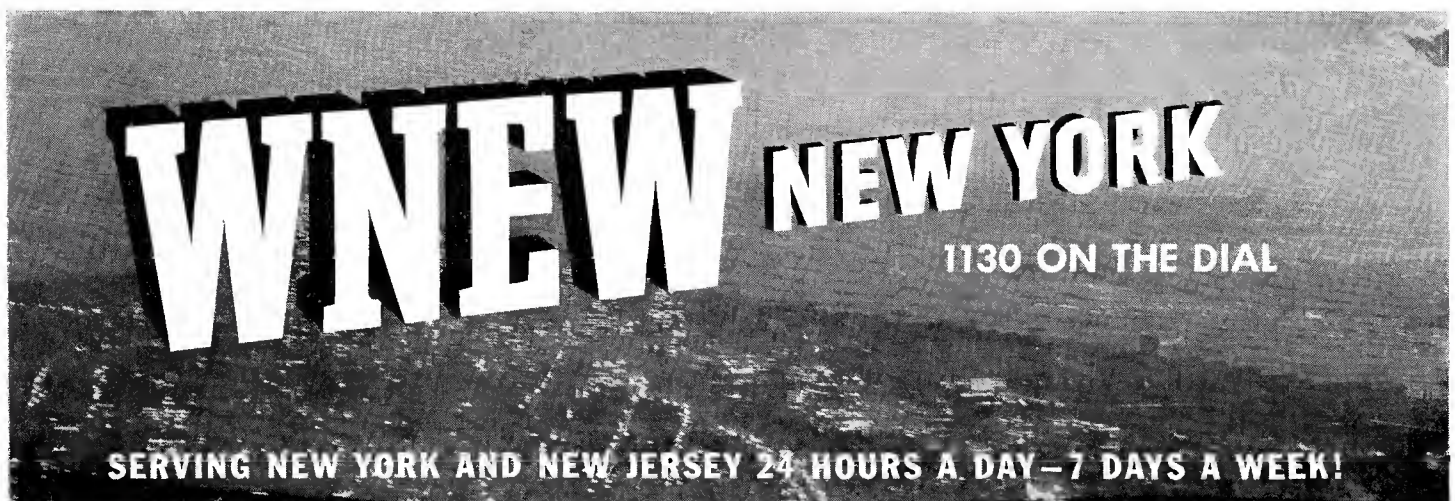
Yet — on all contracts signed before February 15, 1942 — this tremendously increased audience is *on the house!*

Now — it's doubly true: MORE PEOPLE

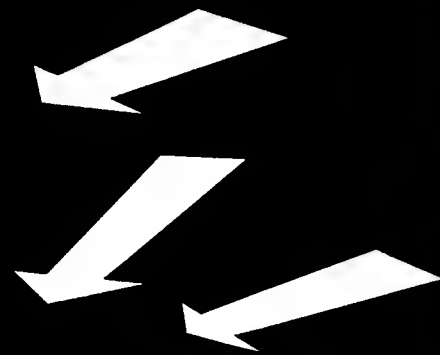
IN AND AROUND NEW YORK LISTEN TO WNEW THAN ANY OTHER INDEPENDENT STATION! (according to independent surveys — sent on request).

And now — more than ever — WNEW is your best buy in America's best market — the station that moves *most goods* — *fastest* — and *at the least cost!*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO. — R. C. FOSTER (NEW ENGLAND)



these are




eggshell days

THE MORE SUCCESSFUL the business the greater the competition. This is age-old economic law.

It applies to stations.

But never has it been as easy for leaders to crack as it is today.



The kind of selling and programming strategy which has kept WOR a consistent leader year after year is not necessarily the kind that will meet the split-second demands of the present.

WOR is keenly aware of this.

Always a leader in news and news analysis, WOR is now devoting more time, care and man-hours to this increasingly necessary and valuable commodity.

However, as the station to which more New York families—in every income group—listened to most during the day and evening from June through September★, WOR realizes that news is merely one responsibility.

Its duty, too—now more than ever before—is a morale one. Comedy and the light touch will come in for extra time and attention. No less will be the importance given to the pleasant gabble about shops, sports and life as it is lived. Here, too, will be the voice of a gay satirist, the laughter of children's hours, and music—from Stravinsky to Shaw—will be kept up near the top of the tube.

We believe that this awareness of change and quick adaptability — a quality so unique to radio! — will bring to WOR's advertisers — present and future, institutional and otherwise — the greater interest and response of thousands of listeners who have always displayed an unusually high degree of both qualities.

It will be their acknowledgment of the greater information and pleasure they have every right to expect — and demand. Particularly in days such as these.

★ from first 4-month analysis of 25,000 face-to-face interviews — with all kinds of listeners in all kinds of homes — made for the "WOR Continuing Study of Radio Listening in Greater-New York."



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 1, 1942)

NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
NEW YORK— Continued	*WNYC	830 L-WCCO	1,000	City of New York Municipal Bldg. Worth 2-5600	Mayor F. H. LaGuardia Morris S. Novik	Phillip H. Cohen Jack Isaac Brimberg
	WOR	710	50,000	Bamberger Bestg. Service Inc. 140 Broadway Pennsylvania 8-6000	MBS	Alfred J. McCosker Theodore C. Streibert R. F. Maddux Eugene Thomas	Julius F. Seebach Joseph Creamer J. R. Popple	WOR Townsend (Pacific)
	WQXR	1560	5,000 SA-10,000 CP-10,000	Interstate Broadcasting Co. Inc. 730 Fifth Ave. Circle 5-5566	John V. L. Hogan Elliott M. Sanger Hugh K. Boice	Eleanor N. Sanger Norman S. McGee Russell D. Valentine	Foreman
	WWRL (Woodside)	1600 SH-WCNW	250 CP-5,000	Long Island Broadcasting Corp. 41-30 55th St., Woodside, L. I. Newtown 9-3300	William H. Reuman William H. Reuman William H. Reuman	Dudley J. Connolly Edith Dick William H. Reuman
NIAGARA FALLS....	WHLD	1290	1,000-D	Niagara Falls Gazette Pub. Co. Hotel Niagara 8421	Alanson Chase Deuel Earl C. Hull Fin Hollinger	Ruth Prindle Fin Hollinger Robert J. Wilson	Headley-Reed
OGDENSBURG.....	WSLB	1400	250	St. Lawrence Broadcasting Corp. 2315 Knox St. 500	Joseph R. Brandy Harold J. Frank Joseph R. Brandy	Jack Paige Jack Paige Raymond E. Lafferty	DeLisser
OLEAN.....	WHDL	1450	250	WHDL Inc. Exchange Bank Bldg. 4149	Blue	E. B. Fitzpartick Thomas L. Brown Fred Meyer Jr.	Virgil C. Booth Thomas L. Brown Warren E. McDowell	McKinney
PLATTSBURG.....	WMFF	1340	250	Plattsburg Broadcasting Corp. Radio Center 1600	Blue	George F. Bissell George F. Bissell Edward Furman	Edward Barry Edward Barry Jack Nazak
POUGHKEEPSIE....	WKIP	1450	250	Poughkeepsie Broadcasting Corp. The Nelson House 6-800	Blue	Richard E. Coon Jr. Bruff W. Olin Jr. Bruff W. Olin Jr. Bruff W. Olin Jr. John E. Burke	Headley-Reed
ROCHESTER.....	WHAM	1180	50,000	Stromberg-Carlson Tel. Mfg. Co. 111 East Ave. Stone 1862	Blue	Wesley M. Angle William Fay J. W. Kennedy Jr.	Charles W. Siverson Arthur W. Kelly Kenneth Gardner	Hollingbery
	WHEC	1460	1,000-LS 500-N	WHEC Inc. 40 Franklin St. Stone 1320	CBS	Frank E. Gannett Clarence Wheeler Gunnar O. Wiig LeMoine C. Wheeler Bernard O'Brien	McKinney
	WSAY	1240	250	Brown Radio Service Taylor Bldg. Stone 702	MBS	Gordon P. Brown Gordon P. Brown Gordon P. Brown
SARANAC LAKE....	WNBZ	1320	100-D	Upstate Broadcasting Corp. 100 Main St. 1320	Blue	Carl Woese H. Scott Killgove John F. Grimes	Ruth O'Connell John F. Grimes Harold Warner	Hollingbery
SCHENECTADY....	WGY	810	50,000	General Electric Co. 1 River Rd. 3-2121	NBC-Red	General Electric-NBC Kolin Hager Kolin Hager	A. O. Coggeshall Kenneth McAllister W. J. Purcell
SYRACUSE.....	WAGE	620	1,000-D	Sentinel Broadcasting Corp. Loew Bldg. 2-0277	MBS	Frank G. Revoir William T. Lane William B. Hines	Jack Curren Glenn Williams Charles Brannen
	WFBL	1390	5,000	Onondaga Radio Bestg. Corp. Onondaga Hotel 2-1147	CBS	Samuel H. Cook Samuel Woodworth Charles F. Phillips	George M. Perkins Robert G. Soule Alfred R. Marcy	Free & Peters
	WOLF	1490	250	Civic Broadcasting Corp. Chimes Bldg. 2-7211	T. S. Marshall Louis W. Kaiser T. S. Marshall	Louis W. Kaiser David Foote
	WSYR	570	5,000	Central New York Bestg. Corp. Starrett-Syracuse Bldg. 3-7111	Blue	Harry C. Wilder Harry C. Wilder Fred R. Ripley	Lansing B. Lindquist E. R. Vadeboncoeur A. G. Belle Isle	Raymer
		WHAZ	1330 ST-WBBR, WEVD	1,000	Rensselaer Polytechnic Institute 110 Eighth St. 6810	W. O. Hotchkiss W. J. Williams M. B. Mahoney	A. Olin Niles W. C. Stoker H. D. Harris
	WTRY	980	1,000	Troy Broadcasting Co. Inc. 92 Fourth St. 2100	Blue	H. C. Wilder Fred R. Ripley William A. Ripley	W. Woodbury Carter Jr. Cecil T. Walker A. H. Chismark	Raymer
UTICA.....	WIBX	1230	250	WIBX Inc. 187 Genesee St. 2-2101	CBS	Scott Howe Bowen Estate Elliott Stewart Leonard H. Garvey Nathan W. Cook	Elliott Stewart Nathan W. Cook John T. Dowdell	Reiter (Chicago) Biddick (Pacific Coast)
	WATNT	1240	250	Watertown Broadcasting Corp. 118 Washington St. 2424	G. Harry Righter John S. Van Cronkhite Alfred Dinsdale	John S. Van Cronkhite John S. Van Cronkhite Craig L. Whitman	Burn-Smith
	WWNY	1300 CP-790	500-D CP-1,000-U	Brookway Co. Hotel Woodruff 4120	Harold B. Johnson Thomas E. Martin Louis B. Saiff Jr.	Jean Clos Hibbard Ayer Jr. Robert Walter
WHITE PLAINS....	WFAS	1240	250	Westchester Broadcasting Co. White Plains	F. Noel Macy Frank A. Seitz

¹ WFAS operates simultaneously with WBRB and shares time with WGBB.

NORTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ASHEVILLE.....	WISE	1230	250	Station WISE Inc. Langren Hotel 1213	NBC-Red	Harold H. Thoms Harold H. Thoms Baxter Barkley	Kenneth Beachboard
	WWNC	570	1,000 CP-5,000	Asheville Citizen-Times Co. 14 O. Henry St. 5500	CBS	Charles A. Webb Don S. Elias Don S. Elias John E. Thayer	Ezra McIntosh Harman I. Mosely Cecil B. Hoskins

WHEC



ROCHESTER



**BASIC
CBS**

National Representative - J. P. McKinney & Sons
New York Chicago San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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NORTH CAROLINA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mds. or Promotion Mgr. Chief Engineer	Representative
BURLINGTON.....	WBBB	920	1,000-D	Alamance Broadcasting Co. Inc. 310 1/2 So. Main St. 2730	MBS	V. Wilton Lane E. Z. Jones Ernie Smith	Paul Huddleston E. Z. Jones Clyde Penny
CHARLOTTE.....	WAYS	610	1,000	Inter-City Advertising Co. Charlotte	Blue	George W. Dowdy
	WBT	1110	50,000	Columbia Broadcasting System Inc. Wilder Bldg. 3-8833	CBS	CBS—William S. Paley A. E. Josselyn Royal E. Penny	Charles H. Crutchfield William F. Carley J. J. Beloungy	Radio Sales
	WSOC	1240	250	Radio Station WSOC Inc. 1925 N. Tryon St. 7138	NBC-Red MBS	E. J. Gluck E. J. Gluck W. C. Irwin	Charles G. Hicks Jr. Paul W. Norris L. L. Caudle Jr.	Headley-Read
CONCORD.....	1410 (Construction Permit)	1,000-D	Wayne M. Nelson Concord	Wayne M. Nelson Wayne M. Nelson
DURHAM.....	WDNC	1480	250	Durham Radio Corp. 138 Chapel Hill St. R-155	CBS	C. C. Council J. Frank Jarman Jr. C. J. Woodhouse	J. B. Clark J. F. Jarman Raymond Dalton	Wilson
ELIZABETH CITY...	WCNC	1400	250	Albemarle Broadcasting Co. E. Colonial Ave. 1400	T. W. Aydlett T. W. Aydlett Paul Moyle	Paul Moyle William Rogers
FAYETTEVILLE....	WFNC	1450	250	Cumberland Broadcasting Co. 114 Anderson St. 4848	W. C. Ewing W. C. Ewing C. D. Moore	Ted Ellis C. D. Moore Frank Stewart	Burn-Smith
GASTONIA.....	WGNC	1450	250	F. C. Todd Natl. Bank of Commerce Bldg. 732	Blue	F. C. Todd Pat McSwain F. C. Abernathy	Earl Holder Pat McSwain Clarence Morse
GOLDSBORO.....	WGBR	1400	250	Eastern Carolina Bestg. Co. Inc. P. O. Box 1024 1550	A. T. Hawkins G. L. Winters G. L. Winters	Mrs. John Morris Harry Bright H. H. Lance	Associated
GREENSBORO.....	WBIG	1470	5,000	North Carolina Bestg. Co. Inc. O. Henry Hotel 6125	CBS	Edney Ridge Edney Ridge Edney Ridge	Henry Sullivan Virginia Wilson McKinney Earl Allison	Hollingbery
	WGBG (Construction Permit)	980	1,000-D	Greensboro Broadcasting Co. Inc. Ashe St. Extension	Ralph M. Lambeth Ralph M. Lambeth Ralph M. Lambeth Jim Stewart
GREENVILLE.....	WGTC	1490	250	Greenville Broadcasting Co. Box 898 3182	J. J. White Margaret J. Laughinghouse Jack Aley	Margaret Laughinghouse Jack Aley Bruce R. Mayo
HICKORY.....	WHKY	1400	250	Catawba Valley Bestg. Co. Inc. Radio Bldg. 1195	Blue	C. V. Cline W. T. Hix W. T. Hix	W. T. Hix W. T. Hix E. S. Long
HIGH POINT.....	WMFR	1230	250	Radio Station WMFR Inc. 156 1/2 So. Main St. 4593	Blue	James E. Lambeth Ralph M. Lambeth Pat Taylor	Stanley W. Conrad S. Howard Saunders
KINSTON.....	WFTC	1230	250	Jonas Weiland 210 E. King St. 1200	Blue	Jonas Weiland Jonas Weiland Jonas Weiland	Ray Woodard Glen Neuville	Burn-Smith
NEW BERN.....	WHIT (Construction Permit)	1450	250	Coastal Broadcasting Co. New Bern	Philip Howard
RALEIGH.....	WPTF	680	50,000	WPTF Radio Co. 20 E. Martin St. 8311	NBC-Red	J. R. Weatherspoon Richard H. Mason John H. Field Jr.	Graham B. Poyner Joe Ahearn Henry Hulick Jr.	Free & Peters
	WRAL	1240	250	Capitol Broadcasting Co. Inc. 130 So. Salisbury St. 6411	MBS	A. J. Fletcher Fred Fletcher Frank M. Stearns	Margaret Early Fred Fletcher Stanley H. Brown	Weed
ROANOKE RAPIDS..	WCBT	1230	250	J. Winfield Crew Jr. 251 Roanoke Ave. 855-1	Blue	J. Winfield Crew Jr. J. Winfield Crew Jr. Nathan Frank	Bert Schlanger Jarvis Rice Lewis Hilland	International
ROCKY MOUNT....	WEED	1450	250	William Avera Wynne Rocky Mount 1420	Blue	William Avera Wynne William Avera Wynne George H. Arrington	Thomas Snowden Jr. Thomas Snowden Jr. I. G. Murphrey
SALISBURY.....	WSTP	1490	250	Piedmont Broadcasting Corp. Box 920 2121	MBS	Bryce P. Beard John W. Shultz F. F. Patterson	George L. Brantley John W. Shultz Carl B. Watson	Burn-Smith
WASHINGTON.....	WRRF (Construction Permit)	930	1,000-D	Tar Heel Broadcasting System Inc. Washington	W. R. Roherson Sr.
WILMINGTON.....	WMFD	1400	250	Richard Austin Dunlea Box 696 4840	Blue	R. A. Dunlea R. A. Dunlea Claude O'Shields	H. W. Lee R. D. England	Burn-Smith
WILSON.....	WGTM	1340	250	WGTM Inc. 115 W. Nash St. 2188	H. W. Wilson E. T. Watson Allen Wannamaker	Clint Faris Allen Wannamaker W. H. Malone	Burn-Smith
WINSTON-SALEM...	WAIR	1340	250	C. G. Hill, G. D. & S. H. Walker 101 W. Fourth 2-1133	MBS	Partnership George D. Walker C. G. Hill	Charles Keaton George D. Walker Earl F. Downey	International
	WSJS	600	250 CP-1,000	Piedmont Publishing Co. 419 No. Spruce St. 4141	NBC-Red	Gordon Gray Norris L. O'Neil Harold Essex	John E. Miller Harold Essex Philip Hedrick	Headley-Read

NORTH CAROLINA is the SOUTH'S GREATEST STATE

CASH INCOME AND GOVT. PAYMENTS

Source: — Department of Agriculture, 1940

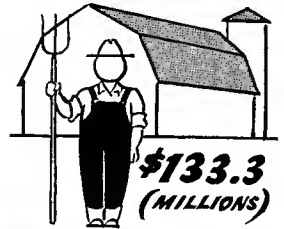
NORTH CAROLINA

AVERAGE OF NINE OTHER SOUTHERN STATES

IN AGRICULTURE



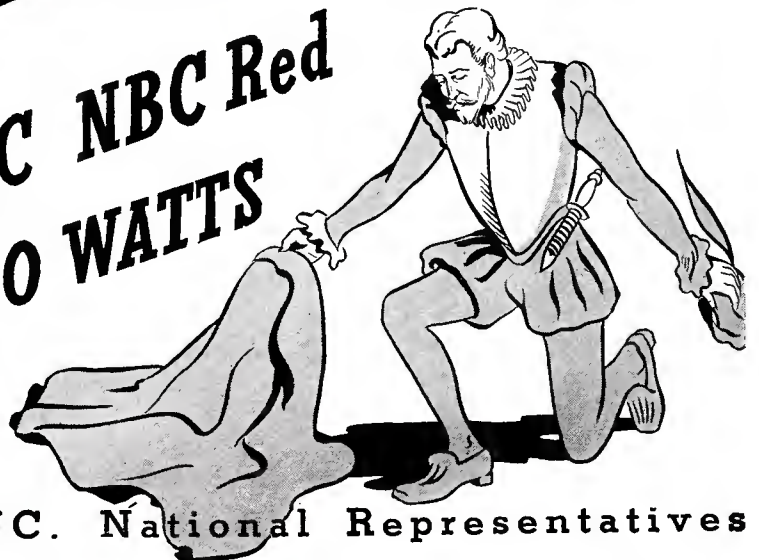
\$221.8
(MILLIONS)



\$133.3
(MILLIONS)

WPTF in RALEIGH is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red
50,000 WATTS



FREE & PETERS, INC. National Representatives

BROADCASTING • Broadcast Advertising

1942 Yearbook Number • Page 163

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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NORTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BISMARCK	KFYR	550	5,000	Meyer Broadcasting Co. 320 Broadway 468	NBC Northwest	P. J. Meyer P. J. Meyer F. E. Fitzsimonds	W. R. Griffin Ivar Nelson	Blair
DEVILS LAKE	KDLR	1240	250	KDLR Inc. 1025 Third St. 1090	MBS No. Central	Bert Wick Bert Wick Bert Wick	Dal Stallard Richard Moritz	
FARGO	WDAY	970	5,000	WDAY Inc. Black Bldg. 5357	NBC Northwest	E. C. Reineke E. C. Reineke B. J. Lavin	Ken Kennedy Bill Dean Julius Hetland	Free & Peters
GRAND FORKS	*KFJM	1440 SH-KILO	1,000-LS 500-N	University of North Dakota Grand Forks 2800	U. of No. Dakota Prof. D. R. Jenkins E. J. O'Brien	
	KILO	1440 SH-KFJM	1,000-LS 500-N	Dalton LeMasurier First National Bank Bldg. 1200	Dalton LeMasurier Dalton LeMasurier Elmer Hanson	Helen LaVelle Harvey Kees	Foreman
JAMESTOWN	KRMC	1400	250	Jamestown Broadcasting Co. Inc. Midland Bldg. 100	MBS No. Central	John W. Boler B. Harland Ohde B. Harland Ohde	John D. Stebbins Lloyd R. Amoo	
MANDAN	KGCU	1270	250	Mandan Radio Assn. Mandan	MBS	H. C. Schulte	
MINOT	KLPM	1390	1,000	John B. Cooley Fair Block 1267	MBS No. Central	John B. Cooley C. W. Baker E. H. Cooley	Lillian Berke E. H. Cooley C. W. Baker	Walker
VALLEY CITY	KOVC	1490	250	KOVC Inc. Rudolf Hotel Bldg. 408	Milton Holiday Robert E. Ingstad Robert E. Ingstad	Harry Meyers Charles Sjöstrom Stanley Guth	

OHIO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
AKRON	WAKR	1590	1,000 SA-5,000-LS SA-1,000-N CP-5,000-U	Summit Radio Corp. First Central Tower Hemlock 6151	Blue	S. Bernard Berk S. Bernard Berk Kenneth M. Keegan	Deane S. Long V. G. Berk Don Dayton	International
	WADC	1350	5,000	Allen T. Simmons Box 830 Meadowbrook 3211	CBS	Allen T. Simmons Allen T. Simmons Allen T. Simmons	Harold Hageman R. B. Wilson John Aitkenhead	Hollingbery
	WJW	1240	250	WJW Inc. 41 So. High St. Jefferson 6111	MBS	Bill O'Neil Bill O'Neil Bill O'Neil	John Griffiths Jack Looker Gerald Roberts	Headley-Reed
ASHTABULA	WICA	970	1,000-D	WICA Inc. 221 Center St. 1211	C. A. Rowley C. B. Rowley R. C. Marvin	W. W. Walrath Al Newkirk G. G. Gautney	Walker
CANTON	WHBC	1230	250	Ohio Broadcasting Co. 550 Market Ave. So. 7166	MBS	Brush-Moore Newspapers Felix Hinkle Robert Fehlman Robert Fehlman Kenneth L. Sliker	
CINCINNATI	WCKY	1530	50,000	L. B. Wilson Inc. Hotel Gibson Cherry 6565	CBS	L. B. Wilson L. B. Wilson Fred A. Palmer	Rex Davis Al Bland Helen Rees C. H. Topmiller	Free & Peters
	WCPO	1230	250	Scripps-Howard Radio Inc. Keith Bldg. Main 3314	Jack R. Howard Mortimer C. Watters John Patrick Smith	Evelyn Eppinger John Patrick Smith Glen A. Davis	Branham
	WKRC	550	5,000-LS 1,000-N	Cincinnati Times-Star Co. Hotel Alms Woodburn 0550	MBS	Hulbert Taft Sr. Hulbert Taft Jr. Ken Church	Brad Simpson Ken Church John M. Tiffany	Katz
	WLW	700	50,000	Crosley Corp. 1329 Arlington St. Kirby 4800	NBC	Powel Crosley Jr. J. D. Shouse R. E. Dunville	George Biggar B. Strawway M. F. Allison R. J. Rockwell	
	WSAI	1360	5,000	Crosley Corp. 1329 Arlington St. Kirby 4800	Blue	Powel Crosley Jr. James D. Shouse D. H. Long A. S. Grinalds	C. H. Shadwell Ewald Kockritz R. J. Rockwell	International
CLEVELAND	WCLE	610	500-D	United Broadcasting Co. 1311 Terminal Tower Prospect 5800	MBS	John S. McCarrrens H. K. Carpenter K. K. Hackathorn	R. W. Richmond Robert Greenberg E. L. Gove	Radio Adv.
	WGAR	1480	5,000-LS 1,000-N	WGAR Broadcasting Co. Statler Hotel Prospect 0200	CBS	George A. Richards John F. Patt Eugene Carr Harry Camp	Carl George Ellis VanderPyl R. Morris Pierce	Petry
	WHK	1420	5,000	United Broadcasting Co. 1311 Terminal Tower Prospect 5800	Blue MBS	John S. McCarrrens H. K. Carpenter K. K. Hackathorn	R. W. Richmond Robert Greenberg E. L. Gove	Radio Adv.
	WTAM	1100	50,000	National Broadcasting Co. Inc. 815 Superior Ave. N.E. Cherry 0942	NBC-Red	NBC—Vernon H. Pribble Vernon H. Pribble Howard Barton	Hal Metzger Howard Barton S. E. Leonard	NBC
COLUMBUS	WBNS	1460	5,000-LS 1,000-N	WBNS Inc. First National Bldg. Adams 9265	CBS	Robert H. Wolfe Richard A. Borel W. I. Orr Robert D. Thomas	Jack Price Jim Yerian Lester H. Natzger	Blair

NORTH CAROLINA is the SOUTH'S GREATEST STATE

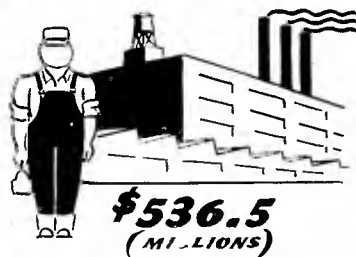
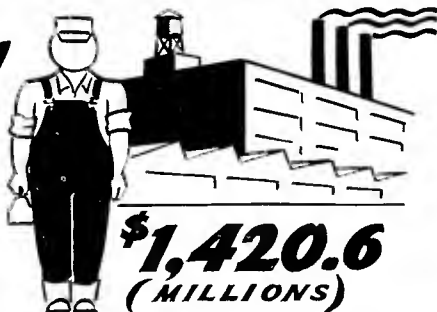
VALUE of MANUFACTURED PRODUCTS

Source: — Census of Manufactures, 1939

NORTH CAROLINA

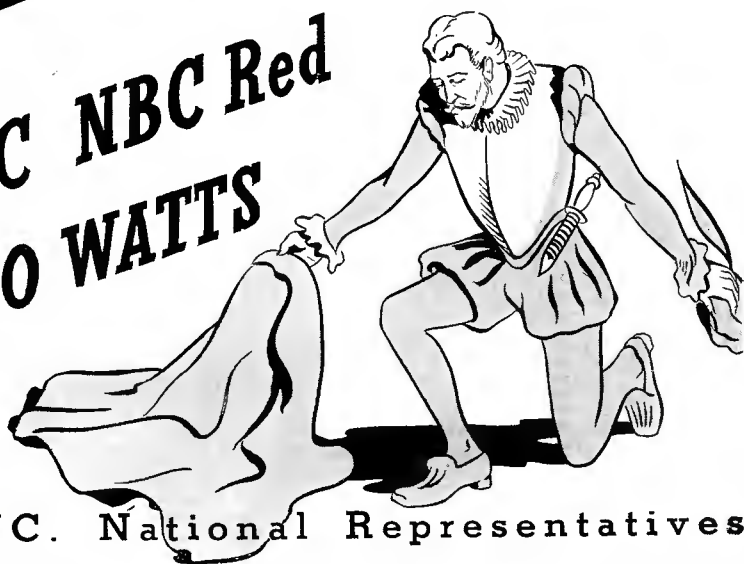
AVERAGE OF NINE OTHER SOUTHERN STATES

IN INDUSTRY



WPTF in RALEIGH is NORTH CAROLINA'S NO. 1 SALESMAN!

**680 KC NBC Red
50,000 WATTS**



FREE & PETERS, INC. National Representatives

BROADCASTING • Broadcast Advertising

1942 Yearbook Number • Page 165

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1942)

OHIO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
COLUMBUS— Continued	WCGL	1230	250	WCOL Inc. 33 N. High St. Main 4581	NBC	Kenneth Johnston Neal A. Smith Neal A. Smith	Edward Bronson Edward Bronson James A. Lowe	Weed
	WHKC	640 L-KFI	500	United Broadcasting Co. 22 E. Gay St. Adams 1101	MBS	John S. McCarrens Carl M. Everson H. H. Hoessly	George Beebout H. H. Hoessly E. J. Anderson	Radio Adv.
	*WOSU	820 L-LS Dallas	5,000	Ohio State University University Campus University 3148	Howard L. Bevis R. C. Higgy	C. W. Pettegrew A. L. Hammerschmidt
DAYTON.....	WHIO	1290	5,000	Miami Valley Broadcasting Corp. 45 S. Ludlow St. Adams 2261	CBS	James M. Cox Jr. James M. LeGate Robert H. Moody	Lester G. Spencer Garland Baldwin Ernest L. Adams	Hollingbery
	WING	1410	5,000	Great Trails Broadcasting Corp. 121 No. Main St. Adams 3288	Blue	Charles Sawyer Ronald B. Woodyard {C. J. Thornquest Richard A. Ruppert	Charles D. Miller Francis J. Riordan Paul F. Braden	Raymer
FINDLAY.....	WFIN	1330	1,000-D	Findlay Radio Co. Findlay	Cloyce W. Oxley
LIMA.....	WLOK	1240	250	Fort Industry Co. National Bank Bldg. 9-3161	NBC-Red	George B. Storer Ralph G. Elvin Ralph G. Elvin	Frank D. Heibeck Ralph G. Elvin Russell Shettler
MANSFIELD.....	WMAN	1400	250	Riehlend Inc. 144 1/2 Park Ave. W. 4235	Monroe F. Rubin Orville E. Fields Orville E. Fields	Harry Lytle Orville E. Fields Perry Wilson
MARION.....	WMRN	1490	250	Marion Broadcasting Co. WMRN Bldg. 2516	Robert T. Mason R. T. Mason R. T. Mason	Stanley A. Miller E. W. Fox S. Robert Morrison
PORTSMOUTH.....	WPAY	1400	250	Vee Bee Corp. 1009 Galia St. 1010	MBS	{Brush-Moore Newspapers Inc. {Chester A. Thompson Ralph H. Patt Jr. Ralph H. Patt Jr.	William Aldridge Ralph H. Patt Jr. Maurice L. Myers	Cox & Tanz
SPRINGFIELD.....	WIZE	1340	250	Radio Voice of Springfield Inc. 115 W. High St. 4955	Blue	Charles Sawyer Reggie Martin Reggie Martin	James P. Turner James P. Turner Arthur Martin
STEUBENVILLE.....	WSTV	1340	250	Valley Broadcasting Co. Exchange Realty Bldg. 2-6265	MBS	Myer Weisenthal John J. Laux John J. Laux	John L. Merdian John J. Laux Joseph M. Troesch
TOLEDO.....	WSPD	1370	5,000	Fort Industry Co. Broadcast Bldg. Adams 3175	NBC-Red	George B. Storer Jr. J. Harold Ryan E. Y. Flanigan	Russell A. Gohring Eugene B. Vaughn William Stringfellow	Katz
	WTOL	1230	250	Community Broadcasting Corp. Bell Bldg. Adams 3291	Blue	Frazier Reams Arch Shawd Gardner Wallace	Jean Wright Dick Roll Frank E. Ridgeway	Radio Adv.
WARREN.....	WRRN	1400	250	Nied & Stevens Second Natl. Bank Bldg. 4490	{Frank T. Nied {P. H. Stevens R. L. Bowles R. L. Bowles	Marguerite Petran J. F. Ranney
YOUNGSTOWN.....	WFMJ	1450	250	Radio Station WFMJ 101 W. Boardman St. 3-4121	Blue	William F. Maag Jr. William F. Maag Jr. Len Nasman	Lee Bland Len Nasman Frank Dieringer	Headley-Reed
	WKBN	570 500-N CP-5,000-U	1,000-LS	WKBN Broadcasting Corp. 17 No. Champion St. 4-2122	CBS	W. P. Williamson Jr. J. L. Bowden C. Alden Baker	Gene Trace Georgia Davidson B. T. Wilkens	Raymer
ZANESVILLE.....	WHIZ	1240	250	Southeastern Ohio Ecstrs. Inc. Lind Arcade Bldg. 644	NBC	George B. Storer Stanton P. Kettler Stanton P. Kettler	Allen Haid Allen Haid William A. Hunt	Blair

OKLAHOMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ADA.....	KADA	1230	250	C. C. Morris North Broadway 1212	Blue Oklahoma	C. C. Morris James M. Griffith James M. Griffith	Roger McIntire T. Aaron Golladay
ARDMORE.....	KVSO	1240	250-LS 100-N	Ardmoreite Pub. Co. Inc. 114 No. Washington 3030	Blue Oklahoma	John F. Easley Albert Riesen Hillis Bell	Dolly Dutton Gene Riesen George Milner
BARTLESVILLE.....	KWON (Construction Permit)	1400	250	Bartlesville Broadcasting Co. Bartlesville	Norman Gast T. Fred Case
ELK CITY.....	KASA	1240	100	E. M. Woody Casa Grande Hotel 730	E. M. Wood F. E. Mayhew F. E. Mayhew	F. Leon Dean F. E. Mayhew Howard Rex Morris
ENID.....	KCRC	1390	1,000	Enid Radiophone Co. Willow & Kennedy Sts. 447	Blue Oklahoma	M. C. Garber Milton B. Garber H. P. Hale	Jack Ireland Jack Ireland A. B. Clopton
LAWTON.....	KSWO	1150	250-D	Carver & Ross Radio Broadcasters Box 984 2370	{Willard Carver {Byrne Ross Byrne Ross Eugene Baker	Winifred Stabler Hoke Ross C. M. Easum
MUSKOGEE.....	KBIX	1490	250	Clara M. Bixby Estate Barnes Bldg. 303	Blue Oklahoma	Tams Bixby Jr. O. C. Benjamin O. C. Benjamin	Dorothy Mae Smith O. C. Benjamin Earl Homer Graves	Branham

WKBN

YOUNGSTOWN • OHIO

Columbia Network

NOW ON

FULL TIME!

570 KC

DAY, 1000 WATTS
NIGHT, 500 WATTS

Coming Soon
5000 WATTS



Plan your next sales campaign to include complete Youngstown coverage with its suburban and plus market. Utilize the improved facilities of WKBN (570 KC), the only FULL TIME REGIONAL NETWORK STATION serving the Youngstown market . . . blanketing Eastern Ohio and Western Pennsylvania with strong, clear, interference-free reception. Use WKBN to tap this rich industrial area of more than a million purchasers.

NATIONAL REPRESENTATIVE . . . PAUL H. RAYMER COMPANY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

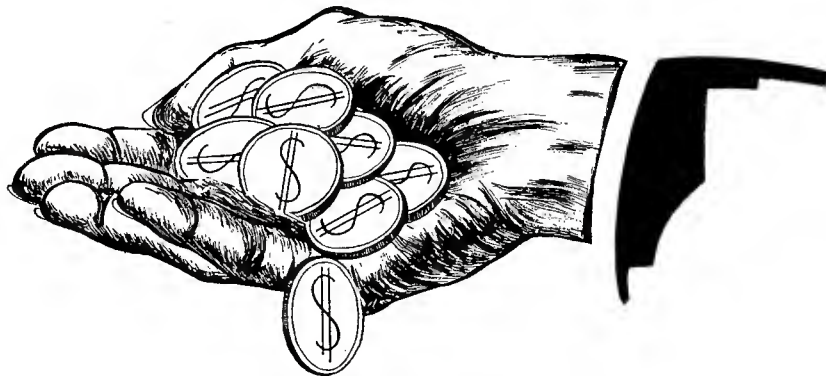
*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 1, 1942)

OKLAHOMA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
NORMAN	*WNAD	640	1,000-D	University of Oklahoma Union Tower 900, Station 124	U of Oklahoma H. R. Heck	H. H. Leake Royden R. Freeland
OKLAHOMA CITY	KOCY	1340	250	Plaza Court Bstg. Co. 1108 Classen Blvd. 3-4333	MBS	John D. Thomas Matthew H. Bonebrake J. J. Bernard	John Hollis G. W. Brock	Burn-Smith
	KOMA	1520	5,000	KOMA Inc. Biltmore Hotel 2-3291	CBS	J. T. Griffin W. C. Gillespie Jack Howell	Raymond Ruff Lyle Griffin M. W. Thomas	Free & Peters
	KTOK	1400	250	Oklahoma Bstg. Co. Inc. 1800 W. Main St. 3-8352	Blue Oklahoma	Harold V. Hough Robert D. Enoch Robert D. Enoch	Russel V. Miller Bus Ham A. B. Tullius
	WKY	980	5,000-LS 1,000-N CP-5,000-U	WKY Radiophone Co. Skirvin Tower Hotel 3-4306	NBC-Red	E. K. Gaylord Gayle V. Grubb Ralph Miller	John I. Prosser H. J. Lovell	Katz
OKMULGEE	KHBG	1240	250	Okmulgee Broadcasting Corp. Okmulgee	Pat Buford Pat Buford Pat Buford
PONCA CITY	WBBZ	1230	250	Adelaide L. Carrell Ponca City	Adelaide L. Carrell
SHAWNEE	KGFF	1450	250	KGFF Broadcasting Co. Inc. Aldridge Hotel 4390	Blue Oklahoma	Oscar S. Stauffer Joseph W. Lee Weldon Stamps	Frank Jackson Maxine Eddy S. Ricciotti
TULSA	KOME	1340	250	Oil Capitol Sales Corp. 916 S. Boston 3-4121	Blue MBS Oklahoma	Harry Schwartz John M. Whitney Harold Grimes	Bill Conine Jean Schaeffer Leland Saey
	KTUL	1430	5,000	Tulsa Broadcasting Co. Inc. National Bank of Tulsa Bldg. 2-3191	CBS	J. T. Griffin William C. Gillespie Lawson Taylor	Jack Edmunds John Esau Nathan Wilcox	Free & Peters
	KVOO	1170	25,000 SA-50,000-LS SA-25,000-N CP-50,000-U	Southwestern Sales Corp. Philtower Bldg. 2-2254	NBC-Red	W. G. Skelly Wm. B. Way Willard D. Egolf	Edward C. Coontz Walter L. Dennis L. W. Stinson	Petry

OREGON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ALBANY	KWIL	1240	250	Central Willamette Bstg. Co. 15th & Elm Sts. 870	MBS Don Lee	W. L. Jackson Chet Wheeler Hal Byer	Herbert Davidson Ken Davis Paul Spargo
ASTORIA	KAST	1230	250	Astoria Broadcasting Co. 1006 Taylor Ave. 95	MBS	M. R. Chessman James C. Wallace Frank E. Marrion	Sylvia L. Chandler James C. Wallace Raymond H. Williams	Cox & Tanz Biddick
BAKER	KBKR	1490	250	Baker Broadcasting Co. First & Court Sts. 140	Glenn McCormick Glenn McCormick C. A. Buckmiller	Kenneth Holden C. A. Buckmiller Sidney Williams	Associated
BEND	KBND	1340	250	Bend Bulletin 736 Wall 848	Robert W. Sawyer Frank H. Loggan John G. Jones	Eunice Flowers Frank H. Loggan Robert Dickinson
CORVALLIS	*KOAC	550	1,000 CP-5,000-LS 1,000-N	Oregon State Agricultural College Corvallis 526	State of Oregon Dr. V. V. Caldwell	Dr. V. V. Caldwell Grant S. Feikert
THE DALLES	KODL	1230	250-LS 100-N	Western Radio Corp. The Dalles 2300	V. B. Kenworthy Glenn Howell Robert Mailie	Richard Pooley Glenn Howell Paul Waldon
EUGENE	KORE	1450	250	Eugene Broadcast Station Route 3 3	MBS Don Lee	Frank L. Hill Frank L. Hill Frank L. Hill	Dolph Janes Dolph Janes Harold Gander
CRANTS PASS	KUIN	1340	250	Southern Oregon Bstg. Co. Box 43 192	Southern Oregon Bstg. Co. Don H. Telford Lawrence L. King	Clarence L. Bauer Don H. Telford Edward A. Malone
KLAMATH FALLS	KFJI	1240	100	KFJI Broadcasters 213 Main St. 5155	MBS	J. A. Kincaid George Kincaid George Kincaid	Jack Keating Lee Jacobs Lon Hunt
LaGRANDE	KLBM	1450	250	Ben Stone 1120 1/2 Adams Ave. 220	Ben E. Stone A. E. Reardon A. E. Reardon	Don Bailey Miles L. Shepherd
MARSHFIELD	KOOS	1230	250	KOOS Inc. Hall Bldg. 432	MBS Don Lee	Sheldon F. Sackett Ben E. Stone Mark F. DeLaunay	Leslie E. Cabe Francie Waterhury Philip Morgan Roger L. Spaugh	Burn-Smith
MEDFORD	KMED	1440	1,000	Mrs. W. J. Virgin Medford 4000	NBC	Mrs. W. J. Virgin Lee Bishop Lee Bishop	Gladys Lamarr Art Adler Dave Rees
PENDLETON	KWRC	1240	250	Western Radio Corp. Pendleton	V. Barney Kenworthy Henry Hogue Del F. Fitzpatrick	Marvin Johnston Marvin Johnston



MORE FOR THE MONEY

Smart buyers of Radio Advertising KNOW they get "more-for-their-money" from selling messages that go straight into the most active markets.

Oklahoma . . . blanketed by KOMA-KTUL . . . is a busy prosperous place under normal conditions . . . BUT NOW, it's booming under the pressure of National Defense.

KOMA-KTUL under one management . . . joined by a permanent broadcast line . . . each, with a powerful 5,000 watt full time voice . . . each, Columbia Network affiliated . . . gives you a powerful signal throughout the Oklahoma market for the price that you would normally expect to pay for only one station.

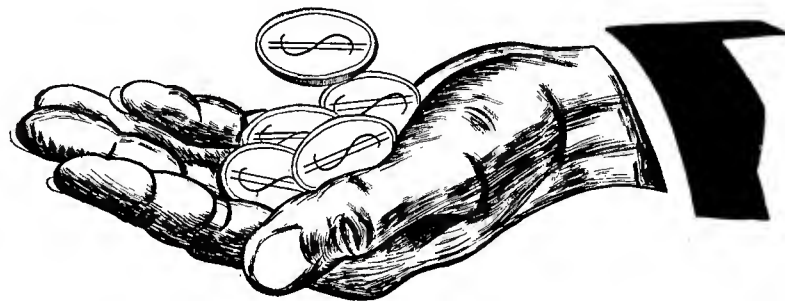
And you receive a bonus, too! . . . BOTH stations offer "Award-Winning" merchandising and promotion service unexcelled by any other station or group of stations . . . which is why we say, "When you buy KOMA-KTUL you actually get MORE FOR THE MONEY!"

KOMA-KTUL Within the confines of this combination are:

PRIMARY MARKET: Population—1,378,541. Radio Families—286,580. Sales Tax—\$7,134,761 or 69.1% of total. Personal Property—\$105,690,341 or 67.5% of total.

PRIMARY AND SECONDARY MARKET: Population—2,072,375. Radio Families—418,680. Sales Tax—\$9,823,736 or 95.3% of total. Personal Property—\$147,998,100 or 94.2% of total.

Source: CBS Audit of Market Data



"Oklahoma's Winning Combination"

KOMA-KTUL

Oklahoma City

BOTH 5000 WATTS

Tulsa

Represented by **FREE & PETERS**

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1942)

OREGON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
PORTLAND— Continued	KALE	1330	5,000	KALE Inc. Box 1031 Atwater 3333	MBS Don Lee	C. W. Myers C. Roy Hunt C. Roy Hunt Ted Kooreman	H. M. Swartwood Jr. Harry Buckendahl Charles E. Couche Louis S. Bookwalter	Free & Peters
	*KBPS	1450 ST-KXL	100	Benson Polytechnic School Portland	Benson Poly. School
	KEX	1190	5,000	Oregonian Publishing Co. 537 S. W. Sixth Ave. Atwater 2121	Blue	Caroline P. Leadbetter Arden X. Pangborn Paul Connet	Ralph W. Rogers Jack Eichenberger Harold Singleton	Petry
	KGW	620	5,000	Oregonian Publishing Co. 537 S. W. Sixth Ave. Atwater 2121	NBC-Red	Carline P. Leadbetter Arden X. Pangborn Paul Connet	Ralph W. Rogers Jack Eichenberger Harold Singleton	Petry
	KOIN	970	5,000	KOIN Inc. Box 1031 Atwater 3333	CBS	C. W. Myers C. Roy Hunt Harry. H. Buckendahl	H. M. Swartwood Jr. Charles E. Couche Louis S. Bookwalter	Free & Peters
	KWJJ	1080	1,000	KWJJ Broadcast Co. Inc. Broadway Theatre Bldg. Atwater 4393	Wilbur J. Jerman John C. Egan W. Carey Jennings W. Carey Jennings	Art Morey Wilbur J. Jerman	Griffith (Pacific Coast)
	KXL	750 L-WSB	10,000	KXL Broadcasters 1101 S. W. Washington Broadway 6451	Frances R. Symons Frances R. Symons Howard Jacobson	Virginia Page Symons
ROSEBURG.....	KRNR	1490	250	News-Review Co. Umpqua Hotel 4	MBS Don Lee	Harris Ellsworth Marshall Pengra Marshall Pengra	Gilbert Walters Max Frye Henry J. Chandler Jr.
SALEM.....	KSLM	1390	1,000	Oregon Radio Inc. 633 No. Front St. 6131	H. B. Read H. B. Read H. B. Read	Malcolm Mitchell Malcolm Mitchell Goodwin Lein

PENNSYLVANIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ALLENTOWN.....	WSAN-WCBA	1470	500 CP-5,000	Lehigh Valley Bestg. Co. 39 No. Tenth St. 3511	NBC	J. C. Schumberger Sr. E. Bryan Musselman E. Bryan Musselman	George Y. Snyder
ALTOONA.....	WFBG	1340	250	Gable Broadcasting Co. 1320 11th Ave. 6467	NBC	George P. Gable Roy F. Thompson Roy F. Thompson	Headley-Reed
BUTLER.....	WISR	680	250-D	David Rosenblum 357 No. Main St. 4701	David H. Rosenblum James L. Cox James L. Cox	Everett H. Neill James L. Cox Clifford L. Gorsuch
DuBOIS.....	WCED	1230	250	Tri County Bestg. Co. Inc. 80 Park Place 1700	H. T. Gray J. S. Gray J. S. Gray	J. M. Andrews D. W. Jefferies
EASTON.....	WEST	1400	250	Associated Broadcasters Inc. 516 Northampton St. 8001	MBS	Clair R. McCollough Elwood C. Anderson Elwood C. Anderson	Eugene Bethman Harold Barbour J. E. Mathiot	Raymer
ERIE.....	WERC	1490	250	Presque Isle Broadcasting Co. 121 W. 10th St. 47-490	CBS	Jacob A. Young Charles E. Denny Rocco L. Tito	John Bradford Otis Atherton	International
	WLEU	1450	250	WLEU Broadcasting Corp. Commerce Bldg. 23-327	Blue	Leo J. Omelian V. Hamilton Weir V. Hamilton Weir	James Hamilton Clarence Baker
GREENSBURG.....	WHJB	620	250-D	Pittsburgh Radio Supply House Penn Albert Hotel 3740	H. J. Brennen George J. Podyen Robert M. Thompson	Howard L. Hoffman Walter W. McCoy	International
GROVE CITY.....	*WSAJ	1340-SH	100	Grove City College Crawford Hall 778	Grove City College H. W. Harmon	Rae G. Walters Dale Surock
HARRISBURG.....	WHP	1460	5,000-LS 1,000-N	WHP Inc. Telegraph Bldg. 4-3211	E. J. Stackpole Jr. A. K. Redmond A. K. Redmond	E. K. Smith Dick Redmond R. S. Duncan	Blair
	WKBO	1230	250	Keystone Broadcasting Corp. 31 No. Second St. 4-0191	NBC MBS	Clair R. McCollough C. G. Moss C. G. Moss	Lewis Munnell George O. Smith J. E. Mathiot	Raymer
HAZLETON.....	WAZL	1450	250	Hazleton Bestg. Service Inc. Hazleton National Bank Bldg. 1488	MBS	Clair R. McCollough Victor C. Diehm Victor C. Diehm	Thomas Tito Henry Cohn J. E. Mathiot	Raymer
JOHNSTOWN.....	WJAC	1400	250	WJAC Inc. Tribune Annex 24-361	NBC	J. C. Tully J. C. Tully J. C. Tully	J. P. Foster Nevin Straub	Headley-Reed
LANCASTER.....	WGAL	1490	250	WCAL Inc. 8 W. King St. 5252	NBC MBS	Clair R. McCollough Walter O. Miller Walter O. Miller	Ernest Stanzola Terrence McGough J. E. Mathiot	Raymer
LEWISTOWN.....	WMRF	1490	250	Lewistown Broadcasting Co. 30 W. Market St. 757	Walter Fasnot Joseph M. Nassau Harold P. Hanna	Joseph M. Nassau Harold P. Hanna Bernard Boph	Burn-Smith
NEWCASTLE.....	WKST	1280	1,000	WKST Inc. Cathedral Bldg. 5050	S. W. Townsend Arthur W. Graham Arthur Pryor	Arthur W. Graham Arthur W. Graham Robert Emch	International

**Every hour brings
maximum results
on KGW!**



"MORE BUSINESS FOR YOU IN '42"

**USE
KGW**

PORTLAND, OREGON

"THE KEY TO THE GREAT WEST"

620 KC — 5,000 Watts Day & Night

National Broadcasting Co. RED Network

National Representatives—EDWARD PETRY & CO., Inc.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

q—Non-Commercial Station. *D*—Day. *N*—Night. *ST*—Shares Time. *STN*—Shares Time Night. *SH*—Specified Hours. *SHN*—Specified Hours Night.
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PENNSYLVANIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
NEW KENSINGTON.	WKPA	1150	250-D	Allegheny-Kiski Broadcasting Co. 810 Fifth Ave. 3534	C. Russell Cooper Edward J. Kroen Edward J. Kroen	Harold Terkell Edward J. Kroen
PHILADELPHIA.....	KYW	1060	50,000	Westinghouse Radio Stations Inc. 1619 Walnut St. Locust 3760	NBC-Red	Westinghouse E. & M. Co. Leslie W. Joy B. A. McDonald	James P. Begley Harold M. Coulter Ernest H. Gager	NBC
	WCAU	1210	50,000	WCAU Broadcasting Co. 1622 Chestnut St. Locust 7700	CBS	Leon Levy Isaac D. Levy Leon Levy Alex Rosenman	Stan Lee Broza Joseph T. Connolly J. G. Leitch {George Lewis, Acting	Raymer (Pacific Coast) Bannan (Boston) Reiter (Chicago)
	WDAS	1400	250	WDAS Broadcasting Station Inc. 1211 Chestnut St. Locust 7400	Alexander W. Dannenbaum Sr. P. J. Stanton Alexander W. Dannenbaum Jr.	Harold Davis Alexander W. Dannenbaum Jr. Frank Unterberger
	WFIL	560	1,000	WFIL Broadcasting Co. Widener Bldg. Rittenhouse 6900	Blue	Samuel R. Rosenbaum Roger W. Clipp John E. Surrick	Edward C. Obrist William B. Caskey Arnold Nygren	Katz
WHAT	1340 ST-WTEL	100	Independence Bcstg. Co. Inc. Ledger Bldg. Lombard 2390	J. David Stern Milton Laughlin S. R. Connelly	
WIBG	990	1,000-D CP-10,000-U	Seaboard Radio Bcstg. Corp. 1423 Walnut St. Rittenhouse 9182	Paul F. Harron Edward D. Clery Edward D. Clery	Douglas Arthur Rupe Werling John H. Henninger	
WIP	610	5,000	Pennsylvania Broadcasting Co. 35 So. Ninth St. Walnut 6800	MBS	Benedict Gimbel Jr. Benedict Gimbel Jr. Edward A. Davies	Murray Arnold Edward Wallis Clifford Harris	
WPEN	950	5,000	William Penn Broadcasting Co. 1528 Walnut St. Pennypacker 9490	Arde Bulova Arthur Simon Arthur Simon	Lewis L. London Raymond Gathrid Ira Walsh Charles W. Burtis	
WTEL	1340 ST-WHAT	100	Foulkrod Radio Engineering Co. 4310 N. Broad St. Gladstone 1310	E. Douglass Hibbs Henry N. Cocker Henry N. Cocker	E. Douglass Hibbs Gray D. MacLaughlin Jr.	
PITTSBURGH.....	KDKA	1020	50,000	Westinghouse Radio Stations Inc. Grant Bldg. Grant 4200	NBC-Red	Westinghouse— Walter C. Evans James B. Rock J. S. de Russy	Franklin Tooke W. B. McGill D. A. Myer	NBC
	KQV	1410	1,000	KQV Broadcasting Co. 411 Seventh Ave. Grant 4860	Blue	H. J. Brennen George S. Wasser Robert M. Thompson Sr.	Ray Shannon George S. Wasser Walter W. McCoy	International
	WCAE	1250	5,000	WCAE Inc. Wm. Penn Hotel Atlantic 6900	MBS	Leonard Kapner (Hearst Radio) Leonard Kapner Willard Schroeder	Clifton Daniel James Murray James Schultz	Katz
	WJAS	1320	5,000-LS 1,000-N CP-5,000-U	Pittsburgh Radio Supply House 411 Seventh Ave. Grant 4860	CBS	H. J. Brennen H. J. Brennen Robert M. Thompson Sr.	James M. Hughes Robert M. Thompson Sr. Walter W. McCoy	Rambeau
WWSW	1490	250	Walker & Downing Radio Corp. Hotel Keystone Grant 5200	Frank R. Smith Jr. Frank R. Smith Jr. Thomas B. Price	Walter E. Sickles John Wilkoff Henry R. Kaiser	
READING.....	WEEU	850	1,000-D	Berks Broadcasting Co. 533 Penn St. 7335	NBC-Red	Clifford M. Chafey Clifford M. Chafey Robert G. Magee	Paul J. Breedy Robert G. Magee Harold O. Landis	Hollingbery
	WRAW	1340	250	Reading Broadcasting Co. 533 Penn St. 7335	NBC-Red	Clifford M. Chafey Raymond A. Gaul Arthur W. Chafey	J. Calvin Jackson Harold O. Landis	Hollingbery
SCRANTON.....	WARM	1400	250	Union Broadcasting Co. Select Bldg. 4-1148	MBS	Martin F. Memolo Martin F. Memolo Dale Robertson	Hal Barton George Field Adolpb Oschmann	Hollingbery
	WGBI	910 ST-WQAN	1,000-LS 500-N	Scranton Broadcasters Inc. 1000 Wyoming Ave. 6296	CBS	Frank Megargee Robert E. McDowell George D. Coleman	Frank Monaghan George D. Coleman Kenneth R. Cooke	Blair
	*WQAN	910 ST-WGBI	1,000-LS 500-N	Scranton Times Scranton	E. J. Lynett
SHARON.....	WPIC	790	1,000-D	Sharon Herald Broadcasting Co. Pine Hollow Blvd. 4113	John Fahline Jr. John Fahline Jr. J. T. VanSweringen	Paul Gamble A. C. Heck	Wilson
SUNBURY.....	WKOK	1240	250	Sunbury Broadcasting Corp. 1150 No. Front St. 1325	H. H. Haddon Melvin Lahr Homer Smith	Paul Miller Reg Merridew Clifford Kerstetter	Cox & Tanz
UNIONTOWN.....	WMBS	590	1,000	Fayette Broadcasting Corp. Fayette Title & Trust Bldg. 800	CBS	Joseph C. Burwell Joseph C. Burwell Michael E. Slagel	Sullivan Sages Karl Janssen Sberwood Glotfelty	Radio Advertising
WASHINGTON.....	WJPA (Construction Permit)	1450	250	Washington Broadcasting Co. George Washington Hotel	Louis Berkman John J. Laux John Croft	Stanley Schultz John Croft Joseph M. Troesch
WILKES-BARRE....	WBAX	1240	100	Radio Station WBAX 141 S. Main St. 3-0196	MBS	John H. Stenger Jr. Jones Evans	Ken Beghold Jones Evans J. H. Stenger Jr.
	WBRE	1340	250	Radio Station WBRE 62 So. Franklin St. 3-3101	NBC	Louis G. Baltimore Louia G. Baltimore S. R. Baltimore	Franklin D. Coslett A. C. Baltimore Charles Sakoski

BULLSEYES

AIMED AT THE THIRD
LARGEST MARKET IN
THE COUNTRY—
PHILADELPHIA

5,000 WATTS →

24 HOURS A DAY →

7,435,612 LISTENERS →

MUTUAL BROADCASTING SYSTEM →

610 ON THE DIAL

WIP

THE BUY OF 1942

"PHILADELPHIA'S PIONEER VOICE"

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
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PENNSYLVANIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
WILLIAMSPORT . . .	WRAC	1400	250	WRAC Inc. 244 W. Fourth St. 2-6116	E. M. Case George E. Joy Thomas W. Metzger	Irving A. Berndt Jr. J. Wright Mackey Louis N. Persio	McKinney
YORK	WORK	1350	1,000	York Broadcasting Co. 13 So. Beaver St. 6629	NBC MBS	Clair R. McCollough Harold Miller Harold Miller	Otis Morse John Neff J. E. Mathiot	Raymer
	WSBA (Construction Permit)	900	1,000-D	Susquehanna Broadcasting Co. York	Louis J. Appell

RHODE ISLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
PAWTUCKET	WFCI	1420	1,000	Pawtucket Broadcasting Co. 450 Main St. Perry 9540	MBS Colonial	(Howard W. Thornley Frank F. Crook Paul Oury Theodore F. Allen	George Sutherland Paul Oury Howard W. Thornley	Headley-Reed
PROVIDENCE	WEAN	790	5,000-LS 1,000-N CP-5,000-U	Yankee Network Inc. Crown Hotel Dexter 1500	Blue MBS Yankee Colonial	John Shepard 3rd Malcolm S. Parker Malcolm S. Parker	Rose M. Powers James S. Powers F. Carlton McVarish Harold Tilley	Petry
	WJAR	920	5,000	Outlet Co. 176 Weybosset St. Gaspee 1071	NBC-Red	Mortimer L. Burbank John J. Boyle John J. Boyle	John J. Boyle Thomas C. J. Prior	Weed
	WPRO	630	5,000	Cherry & Webb Broadcasting Co. 15 Chestnut St. Plantations 9776	CBS	William S. Cherry Jr. William T. Bush Hervey Carter	H. William Koster Albert C. Rider Howard W. Thornley	Raymer

SOUTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ANDERSON	WAIM	1230	250	Wilton E. Hall Anderson College 800	CBS	Wilton E. Hall W. Ennis Bray W. Ennis Bray	Bob Easley G. Paul Browne Robert L. Easley	International
CHARLESTON	WCSC	1390	1,000-LS 500-N	South Carolina Bcstg. Co. Inc. Francis Marion Hotel 7611	CBS	John M. Rivers John M. Rivers Roland Weeks	Charles A. McMahon Roland Weeks James M. Weaver	Free & Peters
	WTMA	1250	250 CP-1,000	Atlantic Coast Broadcasting Co. 134 Meeting St. 2-2961	NBC-Red	Evening Post Pub. Co. Robert E. Bradham (Acting) Walter P. Speight Jr.	C. Wylie Calder Douglass M. Bradham	Hollingbery
COLUMBIA	WCOS	1400	250	Carolina Advertising Corp. 1202 Main St. 2-5601	Blue MBS	A. B. Langley Roy A. Powell Roy A. Powell	William C. Bochman William C. Bochman C. A. Thoman	International
	WIS	560	5,000-LS 1,000-N CP-5,000-U	Liberty Life Insurance Co. 1811 Main St. 2-2135	NBC-Red	W. Frank Hipp G. Richard Shafto J. D. Saumenig	Floyd D. Rogers Jr. Robert E. Ellison Scott Helt	Free & Peters
FLORENCE	WOLS	1230	250	Florence Broadcasting Co. Sanborn Hotel 48	NBC-Red	Melvin H. Purvis Melvin H. Purvis H. Russ Holt	Rod Dorsey H. Russ Holt Robert M. Wallace	Cox & Tanz
GREENVILLE	WFBC	1330	5,000-LS 1,000-N CP-5,000-U	Greenville-News-Piedmont Co. Poinsett Hotel 362	NBC-Red	Roger C. Pease B. T. Whitmire W. H. Clews	Norvin C. Duncan James Dawson W. C. Etheredge	Weed
	WMRC	1490	250	Textile Broadcasting Co. Box 1499 5730	Blue MBS	R. A. Jolley R. A. Jolley Ralph Horton	Eddie Campbell Ben Eberhart George D. Tate
GREENWOOD	WCRS	1450	250	Greco Inc. Wilson St. 4300	NBC-Red	Douglas Featherstone Dan Crosland William H. Davis	Newton S. Smyth Fred U. Wamble
SPARTANBURG	WORD	1400	250	Spartanburg Advertising Co. Inc. 155 So. Liberty St. 2900	Blue	A. B. Taylor Walter J. Brown J. W. Kirkpatrick	William Ratcliffe Ralph Bennett	Hollingbery
	WSPA	950	5,000-LS 1,000-N	Spartanburg Advertising Co. Inc. 155 So. Liberty St. 2900	CBS	A. B. Taylor Walter J. Brown J. W. Kirkpatrick	Sterling Wright R. F. Anthony Ralph S. Bennett	Hollingbery
SUMTER	WFIG	1340	250	J. Samuel Brody 39 N. Main St. 93	Julius S. Brody T. Doug Youngblood T. Doug Youngblood	Eddie Carlos Dorothy Boney Paul Petrowski

SOUTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ABERDEEN	KABR	1420	5,000	Aberdeen Broadcast Co. 117 1/2 So. Main St. 4626	MBS No. Central	H. C. Jewett Jr. A. A. Fahy A. A. Fahy	E. C. Pieplow Delbert T. Hunt	Weed
PIERRE	KGFX	630-SH	200-D	Estate of Dana McNeil 203 W. Summit Ave. 351	Ida A. McNeil, Executrix Ida A. McNeil Ida A. McNeil	Ida A. McNeil Ida A. McNeil Robert H. Dye	Cox & Tanz

THOSE IN THE KNOW

use

WPRO

PROVIDENCE

New England's Second Largest Market

5000 WATTS — DAY AND NIGHT
AT 630 KC.

BASIC STATION • • COLUMBIA BROADCASTING SYSTEM



NATIONAL REPRESENTATIVE • • PAUL H. RAYMER CO.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
 (Data corrected to January 1, 1942)

SOUTH DAKOTA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
RAPID CITY.....	KOBH	1400	250	Black Hills Best. Co. of Rapid City Alex Johnson Hotel 2000	Carl A. Quarnberg Robert J. Dean George E. Bruntlett	Harry Turner George E. Bruntlett M. J. Jones
	*WCAT	1230-SH	100-D	S. D. State School of Mines Rapid City	State of S. D.
SIOUX FALLS.....	KELO	1230	250	Sioux Falls Broadcast Assn. Inc. 317 So. Phillips Ave. 757	NBC	(Joseph & Morton Henkin S. Fantle Jr. Morton Henkin George Hahn S. Fantle Jr. Max Staley	Wilson
	KSOO	1140 L-WRYA	5,000	Sioux Falls Broadcast Assn. Inc. 317 So. Phillips Ave. 757	NBC	(Joseph & Morton Henkin S. Fantle Jr. Morton Henkin George Hahn S. Fantle Jr. Max Staley	Wilson
VERMILLION.....	*KUSD	920 S-KFNF	500	University of South Dakota Vermillion	U. of South Dakota
WATERTOWN.....	KWAT	1240	250	Midland Nat'l. Life Ins. Co. Midland Bldg. 5050	Midland Nat'l Life Ins. Co. F. L. Bramble M. W. Plowman	Dale E. Russell M. W. Plowman Sherrill L. Zimmerman
YANKTON.....	WNAX	570	5,000-LS 1,000-N CP-5,000-U	WNAX Broadcasting Co. Second & Capitol 443	CBS	Gardner Cowles Jr. Robert R. Tincher Pbil Hoffman	Arthur J. Smith Harold Storm Clifton Todd	Katz

TENNESSEE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BRISTOL.....	WOPI	1490	250	Radiophone Bestg. Sta. WOPI Inc. 410 State St.	NBC-Red	W. A. Wilson W. A. Wilson R. L. Russell	Fey Rogers R. H. Smith	Burn-Smitb
CHATTANOOGA....	WAPO	1150	5,000-LS 1,000-N	Radio Station WAPO Read House 6-6141	NBC	W. A. Patterson R. G. Patterson R. G. Patterson	Helen H. Patterson Helen H. Patterson B. B. Barnes	Headley-Reed
	WDEF	1400	250	Joe Engel Broadcasting Station Volunteer Bldg. 6-5664	MBS	Joe W. Engel Tom Nobles Tom Nobles	Vann Campbell B. George Barber Jr. J. V. Sanderson
	WDOD	1310	5,000-LS 1,000-N CP-5,000-U	WDOD Broadcasting Corp. Hamilton National Bank Bldg. 6-5117	CBS	Norman A. Thomas Norman A. Thomas Carter M. Parbam	Dorothy W. McCurdy Cliff W. Bowers Julius C. Vessels	Raymer
CLARKSVILLE.....	WJZM	1400	250	W. D. & Violet Hutton Hudson Masonic Temple 499	W. D. & Violet Hutton Hudson W. D. Hudson Tom White	Bill Bowers Bill Bowers Bob Thompson
COOKEVILLE.....	WHUB	1400	250	WHUB Inc. E. Spring St. 200	M. L. Medley Bill Reeves M. L. Medley	Bill Reeves M. L. Medley Charles R. Duke	Associated
JACKSON.....	WTJS	1390	1,000	Sun Publishing Co. Inc. Jackson	MBS	C. E. Pigford
JOHNSON CITY.....	WJHL	910	1,000	WJHL Inc. 412 S. Roan St.	Blue	W. Hanes Lancaster W. Hanes Lancaster Ken Marsh	Henry Frick W. Kenneth Matthews O. K. Garland	International
KINGSPORT.....	WKPT	1400	250	Kingsport Broadcasting Co. Kingsport	NBC-Red	Charles P. Edwards Jr.
KNOXVILLE.....	WBIR	1240	250	J. W. Birdwell Chamber of Commerce Bldg. 4-3321	MBS	J. W. Birdwell J. W. Birdwell John P. Hart	Charles DeVois John P. Hart Edward McGinley
	WNOX	990	5,000-LS 500-N CP-10,000-U	Scripps-Howard Radio Inc. 110 S. Gay St. 3-3171	CBS	Jack R. Howard R. B. Westergaard R. B. Westergaard	Lowell Blanchard C. B. Davis J. B. Epperson	Branham
	WROL	620	1,000-LS 500-N	Stuart Broadcasting Corp. 531 S. Gay St. 2-7111	NBC	S. E. Adcock S. E. Adcock C. H. Frazier	John Reese Owen McReynolds	Blair
MEMPHIS.....	WHBQ	1400	250	Broadcasting Station WHBQ Inc. Hotel Claridge 8-6868	Thomas Thompson Emerson A. Alburty Eugene Pournelle	Emmet A. McMurray Jr. E. A. Alburty W. M. Roy	Adams & Adams
	WMC	790	5,000-LS 1,000-N CP-5,000-U	Memphis Publishing Co. Goodwyn Institute Bldg. 8-7464	NBC-Red	John Sorrells H. W. Slawick J. C. Eggleston	John Clegborn J. C. Eggleston Clyde E. Baker	Branham
	WMPS	1460	1,000-LS 500-N	Memphis Broadcasting Co. Columbian Tower 5-2721	Blue MBS	Jack R. Howard James C. Hanraban Harold R. Krelstein	James C. Hanraban Tom Ragland Jr. J. G. Deaderick
	WREC	600	5,000	WREC Broadcasting Service Hotel Peabody 5-1313	CBS	Hoyt B. Wooten Hoyt B. Wooten Hollis R. Wooten	Roy Wooten S. D. Wooten	Katz
NASHVILLE.....	WLAC	1510	5,000 CP-50,000	WLAC Broadcasting Service Third National Bank Bldg. 6-0161	CBS	J. T. Ward F. C. Sowell F. C. Sowell	Paul Oliphant R. N. Maddux F. D. Binns	Raymer

*Here's the yardstick
by which you can estimate
our value!*

Network Affiliation	Power	Market	Radio Homes	Wholesale Sales	Remarks
NBC RED					
	5,000 Watts				
		Memphis and the Mid-South			
			399,540		
				\$1,082,032,870	

*This station has
unusual listener loyalty,
with a remarkable record
for mail pull. As the
cotton capital of the world,
the Memphis market looks
forward to its best year in '42*

WMC • MEMPHIS, TENNESSEE

OWNED AND OPERATED BY THE COMMERCIAL APPEAL. REPRESENTED
NATIONALLY BY THE BRANHAM CO., MEMBER OF THE
SOUTH CENTRAL QUALITY NETWORK.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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TENNESSEE—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
NASHVILLE— Continued	WSIX	1240 CP-980	250 CP-5,000	WSIX Inc. Nashville Trust Bldg. 5-5481	MBS	Jack M. Draughon Jack M. Draughon Eugene S. Tanner	Jack Wolever Eugene S. Tanner Bascom E. Porter	Headley-Reed
	WSM	650	50,000	National Life & Accident Ins. Co. 301 Seventh Ave. No. 6-7181	NBC	{C. R. Clements Edwin W. Craig Harry Stone Harry Stone, National Winston Dustin	Jack Stapp Albert E. Gibson John H. DeWitt Jr.	Petry

TEXAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ABILENE.....	KRBC	1450	250	Reporter Broadcasting Co. Hilton Hotel 6255	MBS TSN	M. B. Hanks Howard Barrett A. C. Etter	Frank McIntyre Forest Lane J. B. Casey
AMARILLO.....	KFDA	1230	250	Amarillo Broadcasting Corp. 109 E. Fifth St. 5343	MBS TSN	Gilmore N. Nunn Waymond Ramsey H. P. Roberson	Paul McCallister William Salathe Howard Blaker
	KGNC	1440	5,000-LS 1,000-N	Plains Radio Bestg. Co. Radio Bldg. 4242	NBC-Red Lone Star	O. L. Taylor John G. Ballard John G. Ballard	Raymond Hollingsworth Wilson James Stanberry W. S. Bledsoe
AUSTIN.....	KNOW	1490	250	Frontier Broadcasting Co. Inc. Box 1192 2-6213	MBS TSN	H. M. Fentress Cliff Tatom Cliff Tatom	Pat Adelman Floyd Smith James E. Lewis	International
	KTBC	1150 SH-WTAW	1,000-D	State Capitol Bestg. Assn. Inc. 119-A W. Eighth St. 8-4661	R. B. Anderson Aubrey H. Escoe Aubrey H. Escoe	Fred Caldwell Charlie Rider Harry C. Slife
BEAUMONT.....	KFDM	560	1,000	Beaumont Broadcasting Corp. Edson Hotel 3883	Blue	{C. W. Snider Darold Kahn C. B. Locke Ernest S. Lovan	Len Finger Ernest S. Lovan Lawrence Sanders	Wilson
	KRIC	1450	250	KRIC Inc. 130 Wall St. 4200	Mrs. J. L. Mapes Jack Neil G. L. Kirk	Branham
BIG SPRING.....	KBST	1490	100	Big Spring Herald Bestg. Co. 702 Johnson St. 1500	MBS TSN	Howard Barrett Jack Wallace Charles White	Jerry Brookman Forrest Lane Andrew M. Jones
BRADY.....	KNEL	1490	250-LS 100-N	G. L. Burns Brady	G. L. Burns G. L. Burns
BROWNSVILLE.....	KEEW	1490	250-LS 100-N	Eagle Broadcasting Co. Brownsville	E. E. Wilson
BROWNWOOD.....	KBWD	1380	500	Brown County Bestg. Co. 800 Hawkins St. 2401	Wendell Mayes Wendell Mayes James R. Moore	A. D. Whisenant G. M. Patterson
COLLEGE STATION. *WTAW	SH-KTBC	1150	1,000-D	A. & M. College of Texas College Station 4-6724	Dr. T. O. Walton John O. Rosser	John O. Rosser H. C. Dillingham
CORPUS CHRISTI...	KEYS	1490	250	Nueces Broadcasting Co. Centre Theatre Bldg. 2-7411	{Charles W. Rossi Earl C. Dunn H. B. Lockhart Bill Hughes	Bill Newkirk Lester Kaminsky Graydon Holmes
	KRIS	1360	1,000	Gulf Coast Broadcasting Co. Robert Driscoll Hotel	NBC MBS	M. Tilford Jones T. Frank Smith T. Frank Smith Bill Bennett B. C. Boatright	Branham
CORSICANA.....	KAND	1340	250	Navarro Broadcasting Assn. State National Bank Bldg. 30	{J. C. West Frederick Slauson John Thorwald John Thorwald	Charles Payne John Thorwald W. E. Bradford	Associated
DALLAS.....	KGKO	570	5,000	(See Fort Worth, Tex.)
	KRLD	1080	50,000	KRLD Radio Corp. Adolphus Hotel Central 6811	CBS	Dallas Times-Herald John W. Runyon Clyde W. Rembert	Ruth Clem J. W. Crocker Roy M. Flynn	Branham
	KSKY	660	1,000-D	Chilton Radio Corp. Hotel Stoneleigh Central 6193	A. L. Chilton A. L. Chilton R. G. Terrill	D. P. Gribben R. G. Terrill Morris M. Ming
	WFAA	820 ST-WBAP	50,000	A. H. Belo Corp. Santa Fe Bldg. Riverside 9631	NBC-Red TQN	E. M. Dealey {Martin B. Campbell Alex Keese Irvin Gross	Ralph Nimmons Irvin Gross Raymond Collins	Petry
DENTON.....	WRR	1310	5,000	City of Dallas Municipal Radio Bldg. Tenison 3-6101	MBS TSN	City of Dallas Charles B. Jordan Dale Drake	Pete Teddlie Dale Drake Durward J. Tucker	Weed
	KDNT	1450	100	Harwell V. Shepard Kimbrough Bldg. 276	Harwell V. Shepard Harwell V. Shepard Harwell V. Shepard	Fritz Kimbrell Fritz Kimbrell Harwell V. Shepard
DUBLIN.....	KFPL	1340	250-LS 100-N	C. C. Baxter 205 Grafton St. 183	C. C. Baxter C. C. Baxter C. C. Baxter	J. Wyche C. C. Baxter Dan Reed

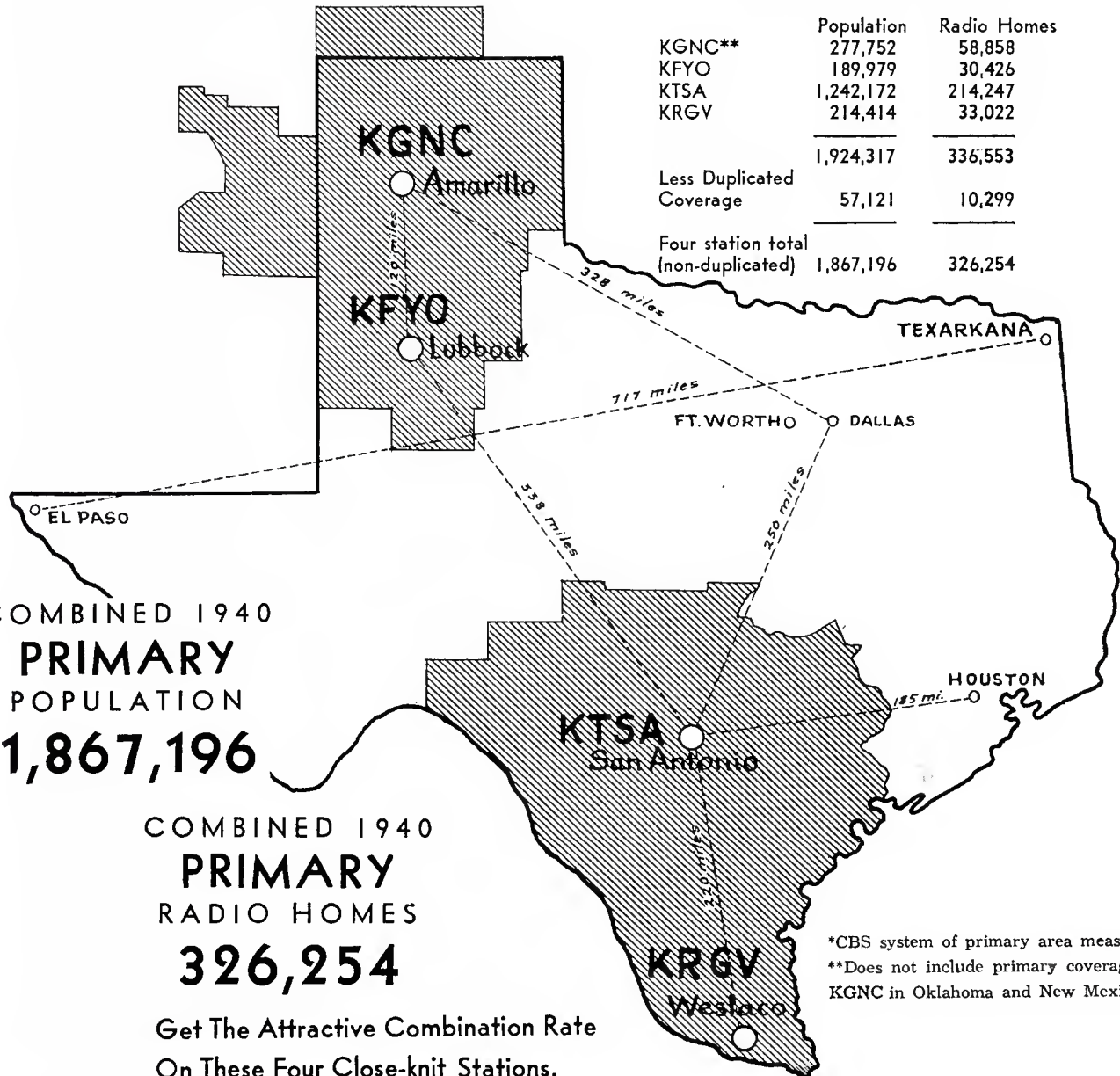
The Taylor-Howe-Snowden Group

GIVES YOU

Primary **COVERAGE OF**
4 Primary **TEXAS MARKETS!**

1940 MARKET DATA*

	Population	Radio Homes
KGNC**	277,752	58,858
KFYO	189,979	30,426
KTSA	1,242,172	214,247
KRGV	214,414	33,022
	<hr/>	<hr/>
	1,924,317	336,553
Less Duplicated Coverage	<hr/>	<hr/>
	57,121	10,299
Four station total (non-duplicated)	<hr/>	<hr/>
	1,867,196	326,254



COMBINED 1940
PRIMARY
POPULATION
1,867,196

COMBINED 1940
PRIMARY
RADIO HOMES
326,254

Get The Attractive Combination Rate
On These Four Close-knit Stations.

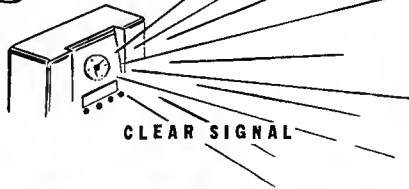
*CBS system of primary area measurements.
**Does not include primary coverage of KGNC in Oklahoma and New Mexico.

KGNC AMARILLO **KFYO** LUBBOCK **KTSA** SAN ANTONIO **KRGV** WESLACO

CENTRAL SALES OFFICE—805-6 Tower Petroleum Bldg., Dallas, Texas
Telephone Riverside 5663 Ken L. Sibson, General Sales Mgr. TWX DLs 297



EVERYTHING TO ASSURE *Outstanding* RESULTS



WFAA WBAP KGKO

50,000 WATTS

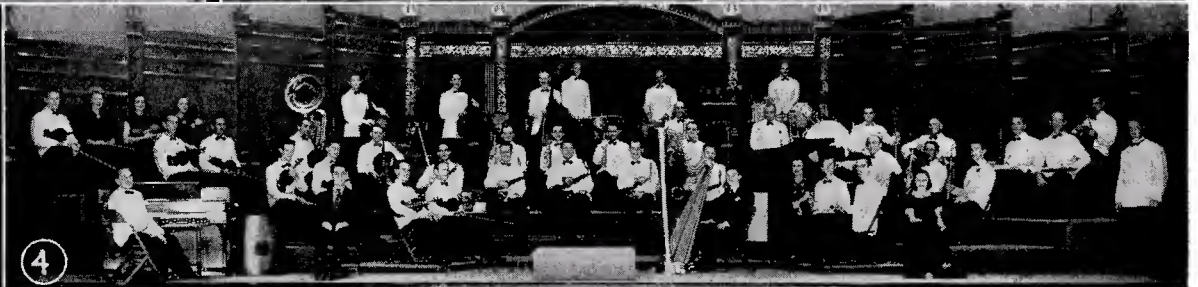
50,000 WATTS

5,000 WATTS
DAY & NIGHT

DALLAS • FORT WORTH



1 and 2. Transmitter Houses and Antenna Systems of Stations WFAA-WBAP and KGKO.
3. Studio, WFAA-KGKO.
4. Musical Varieties, KGKO, Ft. Worth.



NATIONAL REPRESENTATIVES

WFAA-WBAP

Edward Petry & Company, Inc.

KGKO

Free & Peters, Inc.

G. B. Dealey, Chairman
Amon G. Carter, President



Yes, everything to assure *outstanding* results...modern facilities, best of talent, effective coverage, clear signal, and a responsive audience. For national and regional advertisers, WFAA-WBAP, with the largest 50,000 watt primary coverage in the United States, and KGKO, second only to its sister station, present the best choice in radio in the Southwest. When you're thinking of Texas and Oklahoma—a rich, high income market—investigate this powerful combination.

THE BIG GENT WITH THE BIG VOICE



The big voice of WOAI booms forth and blankets the rich market of Central and South Texas. With 50,000 watts on a clear channel, this powerful voice is predominant throughout its territory. In greater San Antonio, alone—with its 319,000 consumers—report after report of the Hooper Station Listening Index shows WOAI's audience to be larger than that of all other stations combined!

That's why a comparison of a typical week's winter schedule gave WOAI over 50% more commercial hours than the second San Antonio station!

Yes, down here the big voice of WOAI delivers your sales message more effectively—and more economically—than does any other station.

50,000 WATTS
CLEAR CHANNEL

REPRESENTED BY
EDWARD PETRY & CO.



WOAI

San Antonio

AFFILIATE NBC
MEMBER TQN

EST.
1922

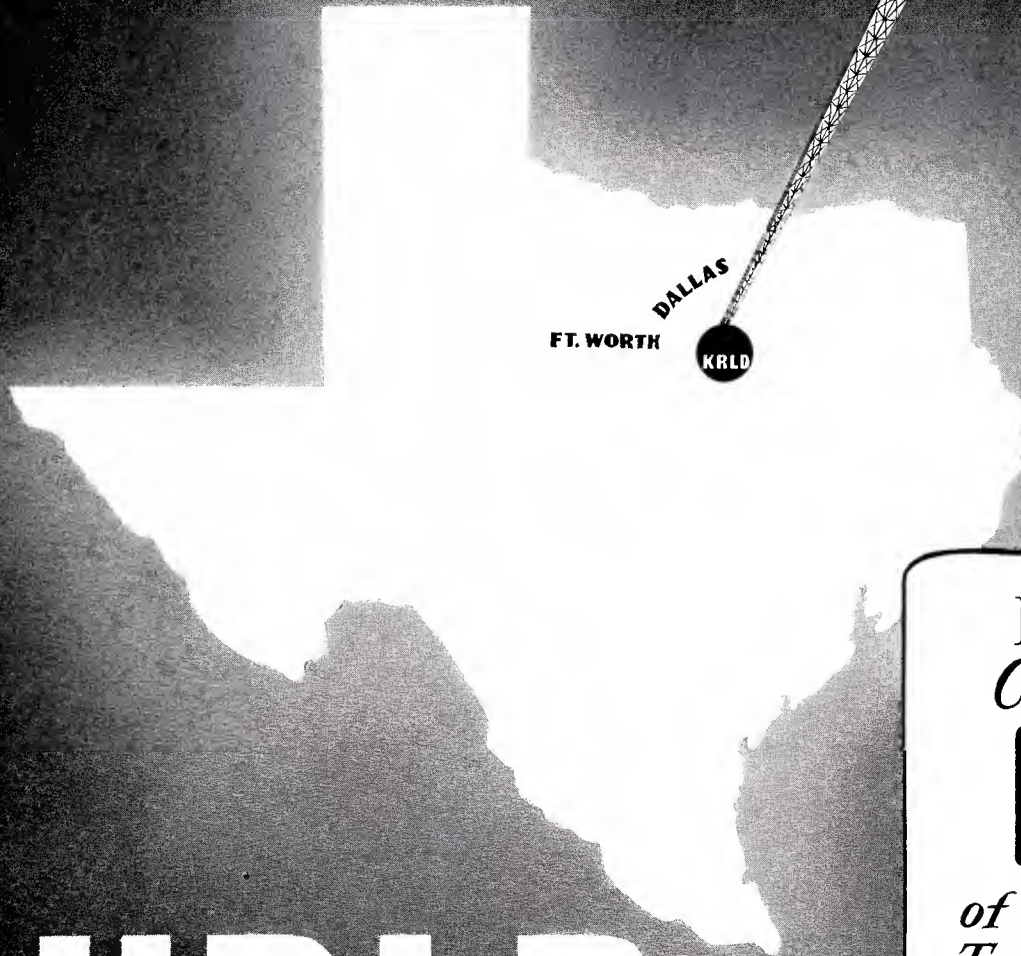
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TEXAS—(Continued)

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EL PASO.....	KROD	600	1,000-LS 500-N	Dorrance D. Roderick 2201 Wyoming St Main 2020	CBS	Dorrance D. Roderick Val Lawrence Larry Harris	Ted Gates William Jolesch Edward P. Talbott	Wilson
	KTSM	1380	1,000-LS 500-N	Tri-State Broadcasting Co. Inc. Box 1976 Main 8122	NBC	Mrs. L. E. Bredberg Karl O. Wylar Willard L. Kline	Roy T. Chapman Eric C. Munro E. L. Gemoets	Hollingbery
FORT WORTH.....	KFJZ	1270	5,000	Tarrant Broadcasting Co. 1201 W. Lancaster St. 3-3474	MBS TSN	Elliott Roosevelt Gene I. Cagle Hardy Harvey	Russ Lamb L. R. Duffy Ed L. Starnes	Weed
	KGKO	570	5,000	KGKO Broadcasting Co. Medical Arts Bldg., Fort Worth Santa Fe Bldg., Dallas Fort Worth, 3-1234 Dallas, Riverside 9631	Blue Lone Star	Fort Worth Star-Telegram Dallas Morning News Harold V. Hough Martin B. Campbell Roy Baucus, Fort Worth Irvin Gross, Dallas	Ed Lally, Fort Worth Ralph Nimmons, Dallas Elbert Haling R. C. Stinson, Fort Worth Raymond Collins, Dallas	Free & Peters
	WBAP	820 ST-WFAA	50,000	Carter Publications Inc. Medical Arts Bldg. 3-1234	NBC-Red TQN	Amon G. Carter Harold V. Hough Martin Campbell George Cranston Ray Baucus	Ed Lally Elbert Haling R. C. Stinson	Petry
GALVESTON.....	KLUF	1400	250	KLUF Broadcasting Co. Inc. 6002 Broadway 6676	George Roy Clough George Roy Clough C. V. Bracht	Helen D. Clough C. V. Bracht Lee Clough
HARLINGEN.....	KGBS	1240	250	Harbenlo Broadcasting Co. Inc. Harlingen 1400	McHenry Tichenor Ingham S. Roberts Troy McDaniel	Thomas Swafford Jack Rutledge David Holt
HOUSTON.....	KPRC	950	5,000	Houston Printing Corp. Lamar Hotel Fairfax 7101	NBC-Red TQN	W. P. Hobby Kern Tips Kern Tips	Jack McGrew H. T. Wheeler	Petry
	KTRH	1320 CP-740	5,000-LS 1,000-N CP-5,000-U CP-50,000-U (740)	KTRH Broadcasting Co. Rice Hotel Preston 4361	CBS	Jesse H. Jones B. F. Orr Ray E. Bright	Harry V. Grier B. F. Orr Jr. King H. Robinson	Blair
	KXYZ	1470 CP-1320	1,000 CP-5,000	Harris County Broadcast Co. Gulf Bldg. Capitol 6151	Blue MBS	M. Tilford Jones T. Frank Smith T. Frank Smith	Charles Nethery Bill Bennett Gerald R. Chinski	Branham
HUNTSVILLE.....	KSAM	1490	250-D	W. J. Harpole & J. C. Rothwell 1021 12th 666	W. J. Harpole J. C. Rothwell J. B. McShan	J. C. Rothwell J. B. McShan Robert Newton
KILGORE.....	KOCA	1240	250	Oil Capitol Bestg. Co. Kilgore	Roy G. Terry Roy G. Terry
LAREDO.....	KPAB	1490	250	Mervel M. Valentine Laredo 1490	Mervel M. Valentine Lew Valentine George Geyer	Lew Valentine George Geyer Lloyd Davidson	Forjoe Cox & Tanz
LONGVIEW.....	KFRO	1370	1,000	Voice of Longview Glover-Crim Bldg. 411	James R. Curtis James R. Curtis	Wilson
LUBBOCK.....	KFYO	1340	250	Plains Radio Broadcasting Co. 914 Avenue J 5567	TSN	O. L. Taylor DeWitt Landis DeWitt Landis	R. B. McAlister Bruce Collier W. H. Torrey	Wilson
LUFKIN.....	KRBA	1340	250-D	Red Lands Broadcasting Assn. 108 1/2 So. First St. 272	Ben T. Wilson Darrell E. Yates Richman Lewin	Jerry Keith Rayburn Winkler Ambrose Kramer	Cox & Tanz
MIDLAND.....	KRLH	1230	250	Clarence Scharbauer Midland	TSN	Clarence Scharbauer
PALESTINE.....	KNET	1450	100-D	Palestine Broadcasting Corp. Municipal Bldg. 411	Bert Horswell Bert Horswell Bert Horswell	Al Donaldson Frank Goodson	Cox & Tanz
PAMPA.....	KPDN	1340	100	R. C. Hoiles 212 1/2 No. Ballard 1100	R. C. Hoiles H. E. Kreiger John Wells	Ray Monday Bill Browne H. E. Kreiger	Forjoe
PARIS.....	KPLT	1490	250	North Texas Broadcasting Co. Gibraltar Hotel 1124	TSN	A. G. Mayse Lewis O. Seibert Lewis O. Seibert	Mary Jo Mayse Nelson Mahoney Martin Neil
PECOS.....	KIUN	1400	100	Jack Hawkins & Barney Hubbs 306 S. Cedar St. 21	Jack W. Hawkins Jack W. Hawkins W. D. Martin Jr.	W. D. Martin Jr. Carl Cook
PORT ARTHUR.....	KPAC	1250	500	Port Arthur College 1515 Lakeshore Drive 7458	MBS	Carl Vaughan Glenn Hewitt Glenn Hewitt	Merill Ash Charles E. Bush Jr. Glenn Boatright	Burn-Smith
SAN ANGELO.....	KGKL	1400	250	KGKL Inc. St. Angelus Hotel 6715	MBS TSN	H. C. Ragsdale Lonnie Preston Marlow Preston	Dorothy Kindred Steve Cowan Frank Jones
SAN ANTONIO.....	KABC	1450	250	Atamo Broadcasting Co. Milam Bldg. Fannin 3126	MBS TSN	R. Early Willson Charles Balthrope Charles Balthrope	Tommy Reynolds James Kinslow Kenneth Hymen
	KMAC	1240	250	Walmac Co. Smith Young Tower Cathedral 6211	W. W. McAllister Howard W. Davis Howard W. Davis Howard W. Davis	A. S. Bessan Charles F. Harris	Burn-Smith

Power to Produce!



KRLD

50 000 WATTS

The Times Herald Station - DALLAS, TEXAS

KRLD
Covers
68%

*of the Rich
Texas Market*

The Texas counties in the KRLD Coverage area represent: 68% of Texas Population, 68% of the Radio Homes, 68% of Texas Retail Sales. PLUS coverage in Oklahoma, Louisiana and Arkansas!

CBS AFFILIATE

the **BRANHAM Co.**
Exclusive Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

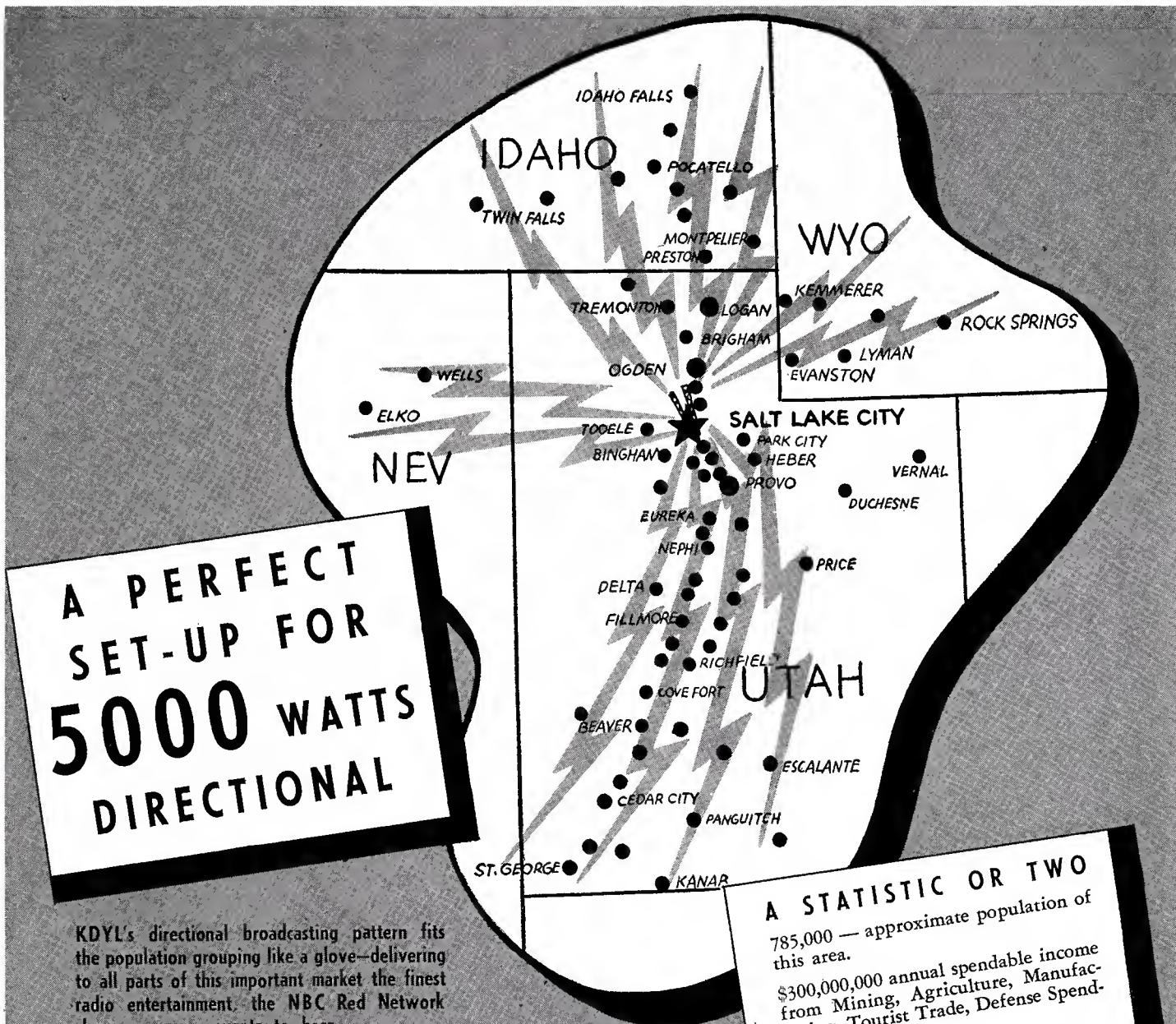
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TEXAS—(Continued)

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SAN ANTONIO— Continued	KONO	1400	250	Mission Broadcasting Co. 317 Arden Grove Fannin 5171	Eugene J. Roth Eugene J. Roth James M. Brown	Bill A. Laurie George W. Ing	Forjee
	KTSA	550	5,000-LS 1,000-N	Sunshine Broadcasting Co. Gunter Hotel	CBS Lone Star	O. L. Taylor George W. Johnson George W. Johnson	Jack Mitchell Lew Lacey Jack Schlichenmaier W. G. Egerton	Blair
	WOAI	1200	50,000	Southland Industries Inc. 1031 Navarro St. Garfield 4221	NBC-Red TQN	G. A. C. Half Hugh A. L. Half Ellis Chaney	Monte Kleban Walter S. Zahrt Fred Sterling	Petry
SHERMAN.....	KRRV	910	1,000	Red River Valley Bestg. Corp. 421 N. Crockett St. 201	MBS TSN	G. H. Wilcox L. L. Hendrick Clarence Wells Jr.	Louise Cobler J. B. Walling T. E. Spellman
SWEETWATER.....	KXOX	1240	250	Sweetwater Radio Inc. Sweetwater	George Bennitt
TEMPLE.....	KTEM	1400	250	Bell Broadcasting Co. Inc. Kyle Hotel 4646	MBS TSN	Frank W. Mayborn Burton Bishop Burton Bishop	Ted Ryan Burton Bishop Paul Shaw
TEXARKANA.....	KCMC	1450	250	KCMC Inc. 317 Pine St. 832	MBS TSN	Henry Humphrey Frank O. Myers Frank O. Myers W. H. Robertson
TYLER.....	KGKB	1490	250	East Texas Broadcasting Co. Tyler Commercial College Bldg. 1106	James G. Ulmer M. E. Danhom M. E. Danhom	Al Hall James Stuart John B. Sheppard
VERNON.....	KVWC	1490	250	Northwestern Broadcasting Co. 1818 1/2 Wilbarger St. 1043	TSN	R. H. Nichols Bro Mingus Herman Cecil	Bro Mingus Herman F. Ridgway
VICTORIA.....	KVIC	1340	250	Radio Enterprises Inc. Victoria 1263	Morris Roberts Morris Roberts Morris Roberts	Jack Knott Morris Roberts O. A. Rasmussen Jr.
WACO.....	WACO	1450	250	Frontier Broadcasting Co. Amicable Life Bldg. 2700	MBS TSN	Frontier Bestg. Co. Inc. R. E. Lee Glasgow R. E. Lee Glasgow	Bernard P. Helton Jack Thomas L. A. Appleman	International
WESLACO.....	KRGV	1290	1,000	KRGV Inc. Weslaco 375	NBC MBS Lone Star	O. L. Taylor Guy W. Bradford Phil D. Dixon Archie J. Taylor	Dick Watkins Victor J. Morava Neal McNaughten	Wilson
WICHITA FALLS....	KWFT	620	5,000-LS 1,000-N	Wichita Broadcasting Co. Kemp Hotel 4132	CBS	Joe B. Carrigan Charles E. Clough Charles E. Clough	Leslie Pierce Leslie Pierce John Adams	Weed

UTAH

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
CEDAR CITY.....	KSUB	1340	100	Southern Utah Broadcasting Co. 591 W. Second South St. 398	Leland M. Pery N. Pratt Smith	Arthur Higbee Willard Hamilton
LOGAN.....	KVNU	1230	250	Cache Valley Broadcasting Co. 1393 No. Main St. 1400	H. F. Lauh Reed Bullen Glacus Merrill	Ernest Moffett Reed Bullen C. N. Layne
OGDEN.....	KLO	1430	5,000	Interstate Broadcasting Corp. Hotel Ben Lomond 5721	Blue MBS Intermountain	A. L. Glasmann George C. Hatch Lou Haller	Ethel G. Clark Merrill J. Bunnell W. D'Orr Cozzens	Hollingbery
PRICE.....	KEUB	1450	250	Eastern Utah Broadcasting Co. Price 200	MBS Intermountain	Jack Richards Jack Richards Jack Richards	Jack Richards Jack Richards
PROVO.....	KOVO	1240	250	KOVO Broadcasting Co. 108 W. Center St. 1680	MBS Intermountain	Clifton A. Tolboe Arch L. Madsen James Lawrence	W. Shirl Black Arch L. Madsen Arch L. Madsen
SALT LAKE CITY...	KDYL	1320	5,000	Intermountain Broadcasting Corp. Tribune-Telegram Bldg. 5-2991	NBC-Red	S. S. Fox S. S. Fox W. E. Wagstaff	Emerson Smith David N. Simmons John M. Baldwin	Blair
	KSL	1160	50,000	Radio Service Corp. of Utah Union Pacific Bldg. 5-4641	CBS	J. Reuhen Clark Jr. Earl Glade Ivor Sharp Lennox Murdoch	Glenn Shaw H. Perry Driggs Willice E. Groves Eugene G. Pack	Petry
	KUTA	570	250 CP-5,000-LS 1,000-N	Utah Broadcasting Co. Belvedere Hotel 3-2737	Blue	Frank C. Carman Frank C. Carman Jack Burnett	Arvid Johnson Robert Hansen Lyle Walquist	Raymer

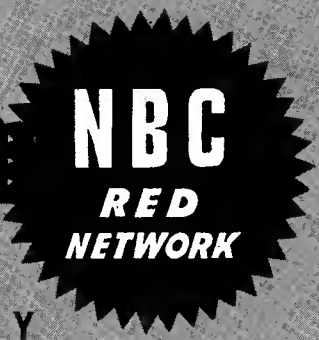


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5000 WATTS
DIRECTIONAL**

KDYL's directional broadcasting pattern fits the population grouping like a glove—delivering to all parts of this important market the finest radio entertainment, the NBC Red Network shows everyone wants to hear.

A STATISTIC OR TWO
785,000 — approximate population of this area.
\$300,000,000 annual spendable income from Mining, Agriculture, Manufacturing, Tourist Trade, Defense Spending.
That gives you just a rough idea of the sales possibilities in the KDYL market.

KDYL



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& COMPANY**
National Representatives

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SALT LAKE CITY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1942)

VERMONT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BURLINGTON.....	WCAX	620	1,000	Burlington Daily News Inc. 203 College St. 4880	CBS	C. P. Hasbrook C. P. Hasbrook Robert A. Kelley	William H. Rose H. D. Wight James W. Tierney	Weed
RUTLAND.....	WSYB	1490 CP-1380	250 CP-1,000	Philip Weiss Music Co. 80 West St. 1247	MBS Yankee Colonial	Philip Weiss J. H. Weiss P. Weiss	J. H. Weiss David Lyoni Jr.	Foster, New England McGillvra
ST. ALBANS.....	WWSR	1420	1,000	Vermont Radio Corp. Inc. 32 No. Main St. 1390	Lloyd E. Squier Thomas M. Colton William G. Ricker	G. Malcolm Weaver Thomas M. Colton Michael Calabrese Jr.
WATERBURY.....	WDEV	550	1,000-D	Radio Station WDEV 8 Stowe St. 13-2	(Lloyd E. Squier William G. Ricker Lloyd E. Squier William G. Ricker	William G. Ricker William G. Ricker Paul Hurd	Wilson

VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
CHARLOTTESVILLE..	WCHV	1450	250	Community Broadcasting Corp. Fourth & E. Market Sts. 2500	Blue	Charles Barham Jr. Charles Barham Jr. Walter N. Pegram	Ed Hase Hanson Dustin Walter Gray	International
COVINGTON.....	WJMA	1340	250	John & Marcia Arrington Jr. Covington	John Arrington John Bradshaw Boyd Lawlor	Dick Eyrieb Howard Shoewetter
DANVILLE.....	WBTM	1400	250	Piedmont Broadcasting Corp. Hotel Danville Bldg. 2350	MBS Tri-City	L. N. Dibrell James L. Howe R. Sanford Guyer	W. P. Heffernan Jack Black Harry W. Spencer	Tri-City
FREDERICKSBURG..	WFVA	1290	250-D	Fredericksburg Broadcasting Corp. Farmer's Creamery Bldg. 1260	Richard F. Lewis Jr. Richard F. Lewis Jr. William R. Seth	Nan Winkler James Garber	Burn-Smith
HARRISONBURG....	WSVA	550	1,000-D	Shenandoah Valley Bestg. Corp. Harrisonburg; Newman Bldg. Staunton; Hotel Beverley Harrisonburg; 875 Staunton; 647	Frederick L. Allman Charles P. Blackley Robert B. Harrington	Richard H. Johnson Robert E. Harrington Warren L. Braun	Wilson
LYNCHBURG.....	WLVA	1230	250	Lynchburg Broadcasting Corp. Allied Arts Bldg. 8030	MBS Tri-City	Edward A. Allen Philip P. Allen Glenn E. Jackson	Eric F. Lund Joseph F. Wright John T. Orth	Tri-City
MARTINSVILLE....	WMVA	1450	250	Martinsville Broadcasting Co. Inc. Thomasville Jefferson Hotel 2152	William C. Barnes R. Hoy Whitlow R. Hoy Whitlow	Brynn Mortenson Robert E. Liverence
NEWPORT NEWS...	WGH	1340	250	Hampton Roads Broadcasting Corp. Portlock Bldg., Norfolk Norfolk 2-7031	MBS	Raymond B. Bottom Edward E. Bishop Edward E. Edgar	Joel F. Wahlberg Edward E. Edgar Raymond P. Aylor Jr.	Burn-Smith
NORFOLK.....	WTAR	790	5,000	WTAR Radio Corp. National Bank of Commerce Bldg. 2-5671	NBC-Red	P. S. Huber Campbell Arnoux John W. New	Henry Cowles White- head Ralph S. Hateber J. L. Grether	Petry
PETERSBURG.....	WPID	1240	250	Petersburg Newspaper Corp. 121 N. Sycamore St. 1053	R. B. Huber B. Walter Huffington	W. L. Steadman Herbert E. Powell	Associated
RICHMOND.....	*WBBL	1240-SH	100	Grace Covenant Presbyterian Church Richmond	M. A. Sitton
	WMBG	1380	5,000	Havens & Martin Inc. 3301 W. Broad St. 5-8611	NBC-Red	Wilbur M. Havens Wilbur M. Havens R. E. Mitchell	Garnett Tate R. E. Mitchell Wilfred Wood	Blair
	WRNL	910	5,000	Richmond Radio Corp. 323 E. Grace St. 3-3486	Blue MBS	John Stewart Bryan E. S. Whitlock E. S. Whitlock	Louis L. Lauve Jr. Walter R. Selden	Petry
	WRVA	1140	50,000	Larus & Brother Co. Inc. Hotel Richmond 3-6633	CBS	P. L. Reed C. T. Lucy B. C. Howard	I. G. Abeloff B. C. Howard D. C. Woods	Raymer
ROANOKE.....	WDBJ	960	5,000	Times-World Corp. 124 W. Kirk Ave. 8131	CBS	Junius P. Fishburn Ray P. Jordan Frank D. Kesler	Jack Weldon Jack Weldon J. W. Robertson	Free & Peters
	WSLS	1490	250	Roanoke Broadcasting Corp. Shenandoah Life Bldg. 9227	MBS	Paul C. Buford James H. Moore Frank E. Koehler	Fred Johnstone Philip Briggs
SUFFOLK.....	WLPM	1450	250	Suffolk Broadcasting Corp. 105 Bank St. 1420	Fred L. Hart Fred L. Hart Fred L. Hart	Sam Cozad Fred L. Hart Bill Rupp	Sears & Ayer
WINCHESTER.....	WINC	1400	250	Richard Field Lewis Jr. WINC Bldg. 4855	Blue	Richard Field Lewis Jr. Richard Field Lewis Jr. Grant Pollock	Grant Pollock Pbil Whitney

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WASHINGTON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ABERDEEN.....	KXRO	1340	250	KXRO Inc. 207 E. Market St. 4098	MBS Don Lee	Harry R. Spence Harry R. Spence Fred G. Goddard	Arthur W. Lindsay Elmer Holmberg W. M. McGoßin	Biddick
BELLINGHAM.....	KVOS	1230 CP-790	250 CP-1,000	KVOS Inc. KVOS Bldg. 4200	Rogan Jones Rogan Jones
CENTRALIA.....	KELA	1470	1,000	Central Broadcasting Corp. KELA Bldg. 721	MBS Don Lee	J. Elroy McCaw J. Elroy McCaw Joseph Chytil	Lillian Peterson Ralph Fisher DeWitt Morris	Griffith
EVERETT.....	KEVE	1460	500	Cascade Broadcasting Co. Inc. Box 650 Main 337	J. R. Binyon Lloyd Wallgren Cliff Hansen	Jack Meves William Aya Roy Mason
	KRKO	1400 ST-KEVR; SA-UNL. 100-N	250-LS SA-250 CP-250	Everett Broadcasting Co. Inc. Clark Bldg. Main 526	MBS Don Lee	Lee E. Mudgett Tom H. Schafer Tom H. Schafer	Mrs. Pat Mudgett Tom H. Schafer Lee E. Mudgett
LONGVIEW.....	KWLK	1400	250	Twin City Broadcasting Corp. National Bank of Commerce Bldg. 1500	MBS Don Lee	Art Campbell C. O. Chatterton Loren Nicholson	Frank Coffin B. G. Cunningham
OLYMPIA.....	KGy	1240	100	KGy Inc. Rockway-Leland Bldg. 6636	MBS Don Lee	Tom Olsen Tom Olsen Tom Olsen	Eve Knutson Tom Olsen Jack Thatcher	Burn-Smith
PULLMAN.....	*KWSC	1250 ST-KTW	5,000	State College of Washington State College of Washington 9021	E. O. Holland Kenneth E. Yeend Kenneth Pendleton
SEATTLE.....	KEVR	1400 ST-KRKO SA-1090 CP-1090	100 SA-250 CP-250	Evergreen Broadcasting Corp. Smith Tower Seneca 2056	Walter L. Wyckoff Robert S. McCaw Richard S. Downie	Carlyle Austin Sam Hageage Robert S. McCaw
	KIRO	710	50,000	Queen City Broadcasting Co. Inc. Cobb Bldg. Seneca 1500	CBS	L. K. Lear Saul Haas H. J. Quilliam J. A. Morton	Maury Rider James B. Hatfield	Free & Peters
	KJR	1000	5,000 CP-50,000	Fisher's Blend Station Inc. Skinner Bldg. Elliott 5890	Blue	O. W. Fisher Birt F. Fisher H. M. Feltis	Willard W. Warren Charles A. Bailie Francis J. Brott	Petry
	KOL	1300	5,000-LS 1,000-N CP-5,000-U	Seattle Broadcasting Co. Northern Life Tower Main 2312	MBS Don Lee	Archie Taft Louis Wasmer Archie Taft Oliver A. Runchey	Roy Grandey Fair Taylor Perry Lind	Reynolds- Fitzgerald
	KOMO	950	5,000	Fisher's Blend Station Inc. Skinner Bldg. Elliott 5890	NBC-Red	O. W. Fisher Birt F. Fisher H. M. Feltis	Willard W. Warren Charles A. Bailie Francis J. Brott	Petry
	KRSC	1150	1,000	Radio Sales Corp. 2939 Fourth South Main 0110	P. K. Leberman Robert E. Priebe Romig C. Fuller	Ted Bell George A. Freeman	Radio Advertising
	*KTW	1250 ST-KWSC	1,000	First Presbyterian Church Seattle	First Presbyterian Church
	KXA	770 L-WJZ	1,000	American Radio Telephone Co. Bigelow Bldg. Seneca 1000	R. F. Meggee Florence Wallace Florence Wallace	Jack Latham John Dubuque	Burn-Smith
SPOKANE.....	KFIO	1150 CP-1230	100-D CP-250-U	Spokane Broadcasting Corp. 526 Riverside Ave. Main 3400	Arthur L. Smith Arthur L. Smith R. G. McBroom	Roy Civile Roy Civile Curtis T. Strong
	KFPY	920	5,000	Symons Broadcasting Co. Inc. Symons Bldg. Main 1218	CBS	Mrs. Frances R. Symons Arthur L. Bright Arthur L. Bright	R. W. Brazeal R. E. Green George Langford	Katz
	KGA	1510	5,000 CP-10,000	Louis Wasmer Radio Central Bldg. Main 5383	Blue MBS Don Lee	Louis Wasmer Harvey Wixson Harvey Wixson	Victor Hurley Harvey Wixson A. G. Sparling	Petry
	KHQ	590	5,000	Louis Wasmer Inc. Radio Central Bldg. Main 5383	NBC-Red	Louis Wasmer Harvey Wixson Harvey Wixson	Victor Hurley Harvey Wixson A. G. Sparling	Petry
TACOMA.....	KMO	1360	5,000	Carl E. Haymond 914 Broadway Main 4144	MBS Don Lee	Carl E. Haymond James A. Murphy Jerry Geehan	Theodore R. Knight- linger A. G. Moore J. D. Kolesar	Blair
	KTBI	1490	250	Tacoma Broadcasters Inc. Puget Sound Bank Bldg. Broadway 2241	C. C. Cavanaugh Edward J. Jansen E. S. Robinson	Fred Pelger Paul Terry Kenneth Grinde	Cox & Tanz
	KTRN (Construction Permit)	1430	1,000	Michael J. Mingo Tacoma	Michael J. Mingo
	KVI	570	5,000	Puget Sound Broadcasting Inc. Rust Bldg. Broadway 4211	Vernice Irwin Vernice Irwin Earl T. Irwin	Larry Huseby Elvin E. Evans William D. Haase	Hollingbery

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 (Data corrected to January 1, 1942)

WASHINGTON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
VANCOUVER.....	KVAN	910	500-D	Vancouver Radio Corp. 707½ Main St. 150	Sheldon F. Sackett Ben E. Stone Ben E. Stone	Louis C. Cook Louis C. Cook
WALLA WALLA.....	KUJ	1420	1,000	KUJ Inc. Marcus Whitman Hotel Bldg. 1230	H. E. Studebaker H. E. Studebaker M. F. Jensen	James Nolan M. F. Jensen M. L. MacLafferty
WENATCHEE.....	KPG	1490 CP-560	250 CP-1,000-LS 500-N	Wescoast Broadcasting Co. 20 Second St. 45	Blue	Rogan Jones Cole E. Wylie
YAKIMA.....	KIT	1280	1,000	Carl E. Haymond 414½ E. Yakima Ave. 8115	MBS Don Lee	Carl E. Haymond James A. Murphy Harrison A. Miller	D. L. Lindberg R. Lee Black H. B. Murphy	Blair

WEST VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BECKLEY.....	WJLS	1240	250	Radio Station WJLS 101½ Main St. 7311	Joe L. Smith Jr. Hulett C. Smith Charles R. Armentrout	Norman Wess R. Lee Gelder Jr. A. J. Ginkel	International
BLUEFIELD.....	WHIS	1440	1,000-LS 600-N	Daily Telegraph Printing Co. Commerce St.	NBC	H. I. Shott J. Lindsey Alley	Stuart Odell Jr. P. T. Flanagan
CHARLESTON.....	WCHS	580	5,000	Charleston Broadcasting Co. 1014 Lee St. 28-131	CBS W. Va.	John A. Kennedy Howard L. Chernoff Howard L. Chernoff	William Adams Gilbert Field Odes E. Robinson	Branham
	WGKV	1490	100	Kanawha Valley Broadcasting Co. Charleston	NBC	W. A. Carroll
CLARKSBURG.....	WBLK	1400	250	Charleston Broadcasting Co. 444½ W. Pike St. 3040	NBC W. Va.	John A. Kennedy G. C. Blackwell G. C. Blackwell	Don McWhorter G. C. Blackwell C. S. Clemans	Branham
FAIRMONT.....	WMMN	920	5,000-LS 1,000-N CP-5,000-U	Monongahela Valley Bcstg. Co. 208 Adams St. 3100	CBS	George B. Storer O. J. Ketchner O. J. Ketchner	W. Charles Roe J. Roy Heck	Blair
HUNTINGTON.....	WSAZ	930	1,000	WSAZ Inc. 929½ Fourth Ave. 4106	W. Va.	John A. Kennedy Mike Layman Mike Layman	A. Rauch Russell Banks
LOGAN.....	WLOG	1230	250	C. H. Frey & R. O. Greever Logan	{ Clarence H. Frey Robert O. Greever
MORGANTOWN.....	WAJR	1230	250	West Virginia Radio Corp. 440 Spruce St. 9488	H. C. Greer C. H. Murphey Jr. C. H. Murphey Jr.	Craig Stewart Ray Spence	Forjoe
PARKERSBURG.....	WPAR	1450	250	Ohio Valley Broadcasting Corp. Grinter Bldg. 2530	CBS W. Va.	John A. Kennedy John A. Kennedy J. V. Anderson	Carl Loose A. N. Archer W. A. Sodaro	Branham
WELCH.....	WBRW	1340	250	McDowell Service Co. 10 Riverside Drive 818	John W. Blakely Joseph J. Herget David L. Fann	Charles B. Spencer David L. Fann Thomas Phillips Jr.
WHEELING.....	WKWK	1400	100	Community Broadcasting Inc. Pythian Bldg. 5320	CBS	Joe L. Smith Jr. John B. Reynolds Edgar A. Sprague	Albert H. Stewrst John B. Reynolds Fred Baker	International
	WWVA	1170	5,000 CP-50,000	West Virginia Broadcssting Corp. Hawley Bldg. 5383	Blue	Fort Industry Co. George W. Smith George W. Smith	Clifford Allen Glenn G. Boundy	Blair
WILLIAMSON.....	WBTH	1400	250	Williamson Broadcasting Corp. Mountaineer Hotel Block 1241	George W. Taylor Walter L. Read Alice Shein	Eddie Whitehart

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WISCONSIN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representative
APPLETON	WHBY	1230	250	WHBY Inc. 600 So. Law St. 1162	MBS No. Central	B. H. Pennings Rev. James A. Wagner, O.P. J. C. Gallagher	Roger Miller R. Cooper George Merkl	Reynolds- Fitzgerald
ASHLAND	WATW	1400	100	Upper Mich.-Wis. Bestg. Co. Inc. Northern State Bank Bldg. 1420	MBS No. Central	N. C. Ruddell N. C. Ruddell Merrill Trapp	Ruth Wright Hine Dahlback	Bogner & Martin
EAU CLAIRE	WEAU	790	5,000-LS 1,000-N	Central Broadcasting Co. 203 So. Barstow St. 6149	NBC Northwest	Walter C. Bridges Walter C. Bridges Clyde Riddle	Loren F. Bridges Leo Freemont Charles B. Persons	Hollingbery
FOND DU LAC	KFIZ	1450	250	Reporter Printing Co. 18 W. First St. 356	MBS No. Central	A. H. Lange Lucille Fairbanks Lucille Fairbanks	Cal Culver Emery Martin Jr. Wendell S. Meyers
GREEN BAY	WTAQ	1360	5,000	WHBY Inc. Bellin Bldg. Adams 1	CBS	B. H. Pennings Rev. James A. Wagner, O.P. Haydn R. Evans	Al Michel Robert Shaw Wally Stangel	Reynolds- Fitzgerald
JANESVILLE	WCLO	1230	250	Gazette Printing Co. 200 E. Milwaukee St. 2500	No. Central	Sidney H. Bliss James F. Kyler James F. Kyler	Hester Kyler Paul Holton
LACROSSE	WKBH	1410	1,000 CP-5,000	WKBH Inc. 409 Main St. 450	CBS NBC	Otto M. Schlachach Howard Dahl Howard Dahl	Berneice Callaway Howard Dahl Alvin Leeman	Wilson
MADISON	*WHA	970	5,000-D	University of Wisconsin Radio Hall, Campus Badger 580	State of Wisconsin H. B. McCarty	William G. Harley H. A. Engel John Stiehl
MADISON	WIBA	1310	5,000-LS 1,000-N CP-5,000-U	Badger Broadcasting Co. 110 E. Main St. Fairchild 8800	NBC	William T. Evjue E. C. Allen E. C. Allen	K. F. Schmitt C. W. Wallis Norman Hahn	Reynolds- Fitzgerald
MANITOWOC	WOMT	1240	100	Francis M. Kadow Radio Bldg. 6015	Francis M. Kadow Francis M. Kadow Maurice Dailey	M. Meyer Don Wodak W. F. Dubin
MARINETTE	WMAM	570	250-D	M. & M. Broadcasting Co. Radio Park 570	W. E. Walker M. F. Chapin J. D. Mackin	Ray Streeter Jerry Sullivan Werner Schwarz	Reynolds- Fitzgerald
MEDFORD	WIGM	1490	250	George F. Meyer Medford 5147	George F. Meyer Waldemar C. Porsow	Waldemar C. Porsow Nathan Williams
MILWAUKEE	WEMP	1340	250	Milwaukee Broadcasting Co. 710 No. Plankinton Ave. Marquette 7722	Blue No. Central	Glenn D. Roberts C. J. Lanphier C. J. Lanphier	Conrad C. Rice Charles A. LaForce Raymond H. Host	Foreman
	WISN	1150	5,000	Hearst Radio Inc. 123 W. Michigan Daly 3900	CBS	Hearst Radio Inc. G. W. Grignon G. W. Grignon	Woods Dreyfus H. O'Malley D. A. Weller	International
	WTMJ	620	5,000	Journal Co. 333 W. State St. Marquette 6000	NBC-Red	Walter J. Damm L. W. Herzog W. F. Dittmann	R. J. Heiss R. V. Tolg D. W. Gellerup	Petry
OSHKOSH	WOSH	1490	250	Howard H. Wilson 151 1/2 Main St. 4580	Howard H. Wilson Ray E. Schwartz Ray E. Schwartz	Wilson
POYNETTE	WIBU	1240	250	William C. Forrest Poynette 97 R 5	No. Central	William C. Forrest William C. Forrest Ralph O'Connor	Sarah Forrest Ralph O'Connor Leonard Doese
RACINE	WRJN	1400	250	Racine Broadcasting Corp. 441 Main St. Jackson 290	No. Central	F. R. Starbuck H. J. Newcomb H. J. Newcomb	Ken Hegard H. J. Newcomb F. Lee Dechant	Walker
RICE LAKE	WJMC	1240	250	Northern State Bestg. Co. 401 No. Main St. 550	W. H. & J. J. McGenty Denis McGenty R. W. Thompson	Denis McGenty R. W. Thompson Ray Pearson
SHEBOYGAN	WHLB	1330	1,000-LS 250-N CP-1,000-U	Press Publishing Co. 626 Center Ave. 1900	MBS No. Central	C. E. Broughton Wayne W. Cribb Wayne W. Cribb	Mona J. Pape Wayne W. Cribb Herbert J. Mayer	Associated
STEVENS POINT	*WLBL	930	5,000-D	Wisconsin Dept. of Agriculture Stevens Point 525	State of Wisconsin F. R. Calvert	W. P. Wichmann Donald L. Yapp
SUPERIOR	KDAL	610	1,000	(See Duluth, Minn.)
	WDSM	1230	100	WDSM Inc. Board of Trade Bldg.	NBC No. Central	Fred A. Baxter
WAUSAU	WSAU	1400	250	Northern Broadcasting Co. Inc. 125 Third St. 6521	MBS No. Central	W. E. Walker Ben F. Hovel Joseph W. Killeen	Donald R. Burt Ben F. Hovel Roland W. Richardt	Reynolds- Fitzgerald
WISCONSIN RAPIDS	WFHR	1340	250	William F. Huffman 141 W. Grand Ave. 1349	MBS No. Central	William F. Huffman George T. Frechette Bruce G. Beichl	Bert Mulroy George T. Frechette Garth N. Bowker

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WYOMING

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
CASPER.....	KDFN	1470	1,000	Donald Lewis Hathaway First & Lennox 407	D. L. Hathaway D. L. Hathaway (D. L. Hathaway Frederic Hufsmith	Marcus R. Nichols	Sears & Ayer
CHEYENNE.....	KFBC	1240	250	Frontier Broadcasting Co. Plains Hotel 4461	Blue	Tracy S. McCracken William C. Grove William C. Grove	Margaret O'Brien Morrey Sharp Gaal Barrett	Burn-Smith
POWELL.....	KPOW	1280	250	Albert Joseph Meyer No. Clark St. 222	Albert Joseph Meyer Albert Joseph Meyer Albert Joseph Meyer	Rosemary C. Meyer Albert J. Meyer Del Brandt	Cox & Tanz Biddick (West Coast)
ROCK SPRINGS....	KVRS	1400	250	Wyoming Broadcasting Co. 1307 Wyoming St. 93	H. L. McCracken H. L. McCracken H. E. Tannehill	Michael Reid H. E. Tannehill Archie Buchanan
SHERIDAN.....	KWYO	1400	250	Big Horn Broadcasting Co. 19 No. Main St. 601	R. E. Carroll Herbert W. Siebert H. W. Siebert	James Carroll Almon Moon Robert F. Crossthwaite	Sears & Ayer Griffith



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(Territories and Possessions)


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ALASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ANCHORAGE.....	KFQD	790-SH	250	Anchorage Radio Club Inc. 412 Fourth Ave. Main 143	R. E. McDonald William J. Wagner Ken Laughlin	Ken Laughlin Willis Harpel Al Pearson William J. Wagner	Griffith
FAIRBANKS.....	KFAR	610	1,000	Midnight Sun Broadcasting Co. Lathrop Bldg. East 380	A. E. Lathrop Wilson K. Foster Wilson K. Foster	Lincoln W. Miller Alvin O. Branstedt Stanton D. Bennett	Wellington
JUNEAU.....	KINY	1460	1,000 CP-5,000	Edwin A. Kraft Decker Bldg. 197	Edwin A. Kraft Walter R. Carl Thomas V. Greenhow	O. Leonard Beardsley Vincent I. Kraft	McGillvra
KETCHIKAN.....	KGBU	930	500	Alaska Radio & Service Co. Inc. Box 1308 311	James A. Britton R. W. Britton R. W. Britton R. W. Britton J. A. Britton

HAWAII

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
HILO.....	KHBC	1230	250	Hawaiian Broadcasting System Ltd. Box 581, Honolulu HILO 7377 Honolulu: 2323	CBS	J. Howard Worrall Al Green Al Green Ernest Lindemann	Blair
HONOLULU.....	KGMB	590	5,000	Hawaiian Broadcasting System Ltd. Box 581 2323	CBS	J. Howard Worrall Webley Edwards Henry C. Putnam	Leo Rumsey Henry C. Putnam Ernest G. Lindemann	Blair
.....	KGU	760 L-WJR	2,500	Advertiser Publishing Co. Honolulu	NBC	Lorin P. Thurston
LIHUE, KAUAI.....	KTOH	1490	250	Garden Isle Pub. Co. Inc. Lihue 261	Charles J. Fern Charles J. Fern Frank R. Kovacic	Frank R. Kovacic Jesse L. Nichols Jack Wada



"THROUGH THIS MICROPHONE PASS THE MOST APPRECIATED PROGRAMS IN AMERICA"

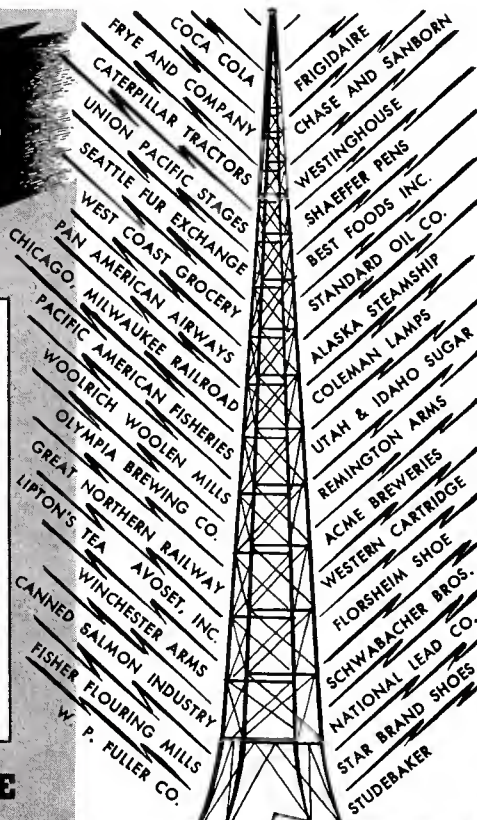
ALASKANS... CIVILIAN AND MILITARY ALIKE... HEARD THESE SALES STORIES... SAW KFAR'S MERCHANDISING DISPLAYS. THE RESULT: THESE RENEWAL FACTS FOR 1941:

NATIONAL ADVERTISERS . . . 89%
 LOCAL ADVERTISERS . . . 94%
 NATIONAL BUSINESS INCREASED 43% IN 1941
 AND IS STILL INCREASING!

1000 watts
610 KC.

FAIRBANKS OFFICE • LATHROP BLDG.
 SEATTLE OFFICE, G. A. WELLINGTON • 1011 AMERICAN BUILDING

completely
RCA equipped



COCA COLA
FRIGIDAIRE
CHASE AND SANBORN
WESTINGHOUSE
SHAEFFER PENS
BEST FOODS INC.
STANDARD OIL CO.
ALASKA STEAMSHIP
UTAH & IDAHO SUGAR
REMINGTON ARMS
ACME BREWERIES
WESTERN SHOE
FLORSBACHER BROS.
NATIONAL LEAD CO.
STAR BRAND SHOES
STUDEBAKER
W. P. FULLER CO.

POWER *in the* PACIFIC



KGMB
HONOLULU
5,000 watts

HAWAII, normally a community of 425,000 spending 125 million dollars a year, is literally "busting its breeches" in Defense Work. * 100,000! Cash in on the EXTRA millions being spent to back up Uncle Sam's power in the Pacific. KGMB's POWER is aimed right! (Surveys prove it.) Availabilities are scarce. To get on the priority list, contact any Blair man.

* Army, Navy and Civilian defense population approximately 100,000

KHBC
HILO
250 watts

SERVING HAWAII'S
SECOND MARKET
Programmed in combination
with KGMB

The Hawaiian Broadcasting System, Ltd.

Affiliated with CBS — MBS
Represented by JOHN BLAIR & CO.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit issued.

(Territories and Possessions)

(Data corrected to January 1, 1942)

PUERTO RICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr Chief Engineer	Representative
MAYAGUEZ.....	WPRA	790	2,500-LS 1,000-N	Puerto Rico Advertising Co. McKinley Corner del Rio Sts. 269	Andrew Camara Ralph P. Perry Ralph P. Perry	Hector A. Moll Jesus Maria Aviles
PONCE.....	WPAB	1370	1,000	Portorican-American Bestg. Co. Inc. 17 Leon St. 783	Juan Luis Boseio Miguel Soltero Palermo Francisco Rebollar Joglar	Domingo Colon Suris Jose M. Sepulveda	West Indies
	WPRP	1420 CP-1520	250 CP-5,000-LS 1,000-N	Julio M. Conesa Calle Truillo 1015	Julio M. Conesa Manuel Santana Julio M. Conesa	Mariana Gonzales Julio M. Conesa
SAN JUAN.....	WIAC	580	5,000	Enrique Abarca Sanfeliz Box 848	Enrique Abarca Sanfeliz Felix Muniz Felix Muniz	Manuel Mendez Ballester Alfonso Sanchez
	WKAQ	620	5,000	Radio Corp. of Porto Rico Box 3746 2014	CBS	H. H. Buttner John A. Zerbe Jose C. Irizarry	David A. Brown John A. Zerbe Angel P. Del Valle
	WNEL	1320	5,000	Juan Piza Brau 59	NBC	Juan Piza Juan Piza Juan Piza William N. Greer

PHILIPPINE ISLANDS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr Chief Engineer	Representative
CEBU.....	KZRC	1200	1,000	H. E. Heacock Co. KZRH, Manila 2-41-86	NBC	Samuel F. Gaches Bert Silen T. Ellis	H. Fenton H. Fenton J. Esplanada	International
MANILA.....	KZRH	1200	10,000	H. E. Heacock Co. Manila 2-41-86	NBC	Samuel F. Gaches Bert Silen Bert Silen	J. B. Harris Ted Wallace Jose Guevara	International
	KZIB	900	1,000	I. Beck Inc. Manila	I. Beck H. A. Naftaly H. A. Naftaly
	KZRF	780	1,000	Far Eastern Broadcasting Inc. Manila 2-11-32	Amado Arneta F. DaSilva Geo. J. Vogel
	KZRM	618.5	60,000	Far Eastern Broadcasting Inc. Manila 2-11-32	CBS	Amado Araneta F. DaSilva Geo. J. Vogel

NOTE: The War Dept. announced Jan. 2, 1942, that all Manila stations had been "dismantled and destroyed" to avoid their capture by the Japanese, with the fall of Manila that day. It is expected these stations will return to the air when Manila is reoccupied.

PLEASE, MR. EDITOR:

We Got So Many SATISFIED CLIENTS From This Ad Last Year, We Wouldn't Change It For Anything

5,000 WATTS DAYS

★ WARNER BROS. IS AT
★ YOUR SERVICE FOR
★ CREATION, PROMOTION
★ AND BROADCASTING
OF RADIO PROGRAMS

980 KYS.

KFWB

• HOLLYWOOD •

NOW! **5,000 WATTS NIGHTS**

★ KFWB CARRIES MORE
★ LOCAL BUSINESS THAN
★ ANY OTHER STATION IN
★ THE GREATER LOS ANGELES
★ AREA — EVERY YEAR!

National Representatives: WILLIAM G. RAMBEAU CO.