

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shores Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

ARIZONA—(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	Representatives Transc. Library News Service
PRESCOTT...	KYCA	1490	250	Southwest Broadcasting Co. E. Gurley St. 244	ABC	Richard O. Lewis Harold Ritter Harold Ritter	Roberta Pfister Frederick Blackburn Thesaurus
SAFFORD	KGLU	1450	250	Gila Broadcasting Co. Sixth Ave. & Relation St. 15	NBC ABC	Louis F. Long Paul Merrill Paul Merrill	Willard Shoecraft Willard Shoecraft Herbert Hartman Standard UP
TUCSON..	KTUC	1400	250	Tucson Broadcasting Co. Box 390 5800	CBS Arizona	Ralph Bilby Lee Little	Wayne Sanders Cliff Livingston World PA
	KVOA	1290	1,000	Arizona Broadcasting Co. Inc. 48 E. Broadway 3703	NBC ABC	R. B. Williams R. B. Williams	Andrew White Ray Holselaw Raymer Thesaurus UP
YUMA	KYUM	1240	250	Yuma Broadcasting Co. First St. & 19th Ave. 88	NBC ABC	R. N. Campbell Harper M. Phillips Harper M. Phillips	Leavenworth Wheeler Thesaurus

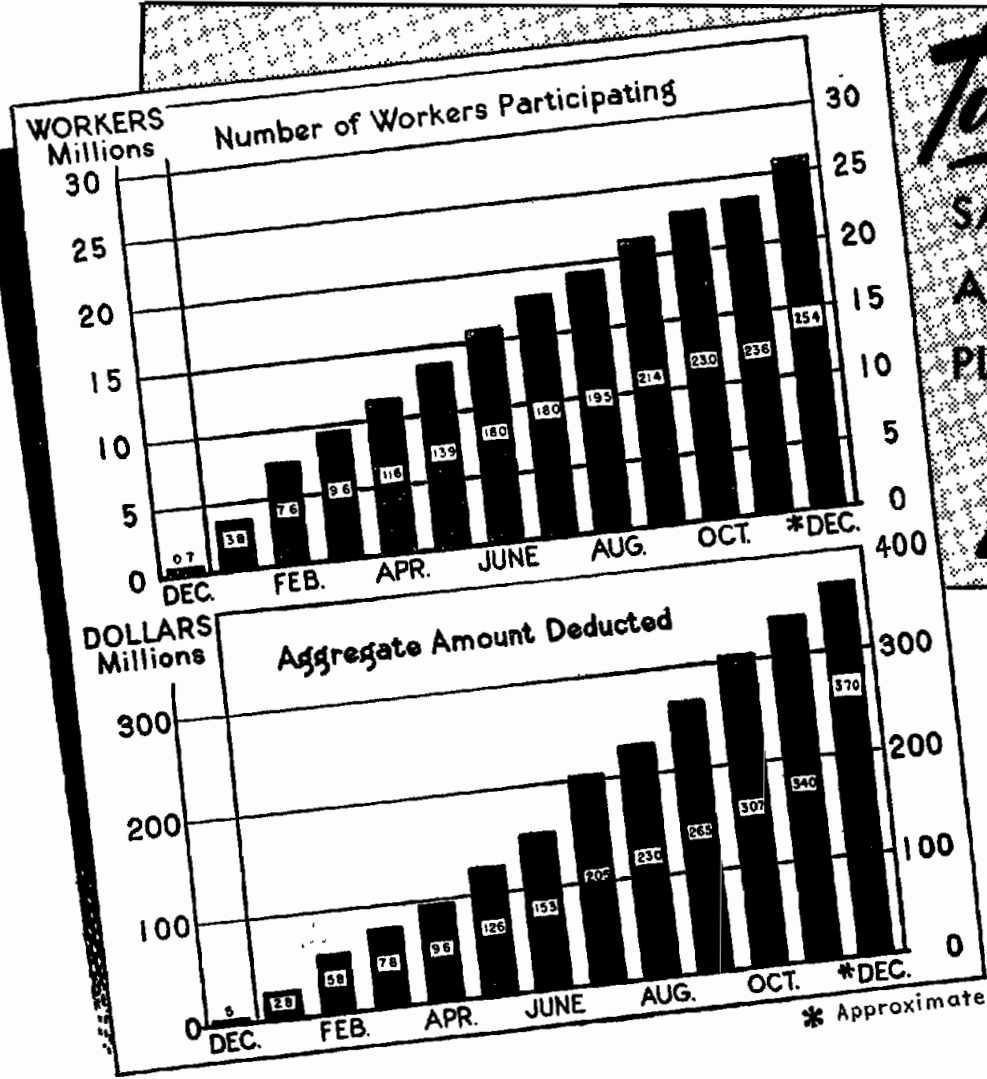
ARKANSAS

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	Representatives Transc. Library News Service
BLYTHEVILLE	KLCN	900	1,000-D	Fred O. Grimwood Blytheville 2093	Fred O. Grimwood Harold Sudbury Harold Sudbury	J. T. Sudbury J. T. Sudbury Robert Conner Foreman UP
EL DORADO	KELD	1400	250	Radio Enterprises Inc. Country Club Colony 1313	Blue Arkansas	T. H. Barton R. E. Meinert Ewing Canaday L. B. Russel	Mary Gideon H. T. MacDonough Ewing Canaday Standard INS
FORT SMITH.	KFPW	1400	250	Southwestern Hotel Co. Inc. 1215 Garrison Ave. 4106	Arkansas	John A. England J. E. Garner Bill Slates	Dorothy Gibson Bill Slates John M. Van Horn Thesaurus World UP
HELENA	KFFA	1490	250	Helena Broadcasting Co. 215 York St. Main 59	Sam W. Anderson Sam W. Anderson Sam W. Anderson	Rosalind Mundt J. Q. Floyd J. C. Warren Cox & Tanz Thesaurus UP
HOT SPRINGS	†KTHS	1090 ST-KRLD	10,000-LS 5,000-N SA-10,000-LS 1,000-N	Radio Broadcasting Inc. 135 Benton St. 1160	Blue Arkansas	John C. McCormack K. K. Kellam K. K. Kellam	Eva Lee Davis Cecil L. Sutt Branham Standard UP
	KWFC	1340	250	Hot Springs Broadcasting Co. Hot Springs	MBS	Clyde E. Wilson Howard A. Shuman
JONESBORO	KBTM	1230	250	Regional Broadcasting Co. KBTM Bldg. 597	MBS Arkansas	Jay P. Beard Jay P. Beard Everidge Smith	Beaton Wood Veda Beard Earl Hodges
LITTLE ROCK.	KARK	920	5,000	Arkansas Radio & Equipment Co. 112 E. Capitol Ave. LD-224	NBC Arkansas So. Central	T. H. Barton G. E. Zimmerman C. K. Beaver	Paul O. Godt Julian F. Haas Dan L. Winn Petry Standard INS
	KGHI	1230	250	Arkansas Broadcasting Co. Gazette Bldg. 9166	Blue MBS	A. L. Chilton S. C. Vinsonhaler H. E. Rives	Anne Mehaffy P. E. Denton K. F. Tracy Standard
	KLRA	1420 CP-1010 SA-1010	5,000 CP-10,000-LS 5,000-N SA-10,000-LS 5,000-N	Arkansas Broadcasting Co. Gazette Bldg. 5427	CBS	A. L. Chilton S. C. Vinsonhaler S. C. Vinsonhaler	M. N. Bostick P. E. Denton K. F. Tracy Katz Thesaurus UP
PINE BLUFF:....	KOTN	1490	250	Universal Broadcasting Corp. 505½ Main St. 721	MBS Arkansas	B. J. Parrish B. J. Parrish B. J. Parrish	Aylone Somervell R. W. Etter B. J. Parrish UP
SILOAM SPRINGS..	KUOA	1290	5,000-D	KUOA Inc. Siloam Springs 77	Arkansas	Richard Hodges Storm Whaley Galen Gilbert	Galen Gilbert Galen Gilbert Cecil Smith Walker World UP
TEXARKANA	KCMC	1450	250	(See Texarkana, Tex.)

†KTHS holds special authorization to operate with WBAL, Baltimore.

CALIFORNIA

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	Representatives Transc. Library News Service
BAKERSFIELD...	KERN	1410	1,000	McClatchy Broadcasting Co. 17th & I Sts. 8-8431	Blue Golden West	Eleanor McClatchy Deane Banta Deane Banta	Irma Jean Thompson Richard Brothers Luverne Shatto Raymer McClatchy Standard INS
	KPMC	1560	1,000	Pioneer Mercantile Co. P. O. Box 1709 8-8581	MBS Don Lee	F. G. R. Schamblin L. A. Schamblin L. A. Schamblin	C. C. Sturm Harold Carlock Leo P. Jarvis Blair Thesaurus World UP
BERKELEY	KRE	1400	250	Central California Broadcasters Inc. 601 Ashby Ave Ashberry 7715	Arthur Westlund Arthur Westlund Arthur Westlund	Don Hambly Don Hambly Phil McKernan Standard INS
CHICO	KHSL	1290	1,000	Golden Empire Bestg. Co. Inc. Fourth & Broadway 237	MBS Don Lee	Hugh McClung M. F. Woodling Henry Watton	Mabel Swift Emory P. Milburn Grant Standard UP
EL CENTRO:....	KXO	1490	100	Valradio Inc. 793 Main St. 1100	MBS Don Lee Golden West	Thomas E. Sharp Kenneth H. Thornton Belle Hovey	Jean Jordan Anthony Rieca James R. Coin Standard



Tomorrow's
SALES CURVES
ARE BEING
PLOTTED...
Today

THESE CHARTS SHOW ESTIMATED PARTICIPATION IN PAYROLL SAVINGS PLANS FOR WAR SAVINGS BONDS (Members of Armed Forces Included Starting August 1942)

STUDY THEM WITH AN EYE TO THE FUTURE!

There is more to these charts than meets the eye. Not seen, but clearly projected into the future, is the sales curve of tomorrow. Here is the thrilling story of over 25,000,000 American workers who are today voluntarily saving close to **FOUR AND A HALF BILLION DOLLARS** per year in War Bonds through the Payroll Savings Plan.

Think what this money will buy in the way of guns and tanks and planes for Victory today—and mountains of brand new consumer goods tomorrow. Remember, too, that War Bond money grows in value every year it is saved, until at maturity it returns \$4 for every \$3 invested!

Here indeed is a solid foundation for the peace-time business that will follow victory. At the same time, it is a real tribute to the voluntary American way of meeting emergencies that has seen us through every crisis in our history.

But there is still more to be done. As our armed forces continue to press the attack in all quarters of the globe, as war costs mount, so must the record of our savings keep pace.

Clearly, on charts like these, tomorrow's Victory—and tomorrow's sales curves—are being plotted today by 50,000,000 Americans who now hold WAR BONDS.



Save with
War Savings Bonds

This space is a contribution to America's all-out war effort by

BROADCASTING MAGAZINE

U. S. GOVERNMENT PRINTING OFFICE 505500

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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CALIFORNIA—(Continued)

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EUREKA	KIEM	1430	1,000	Redwood Broadcasting Co. Inc. Box 43 93	MBS Don Lee	William B. Smullin William B. Smullin C. Paul Corbin	Betty Anderson Alvor Olson	Blair World UP, TP
FRESNO	KARM	1430	5,000	KARM, The George Harm station 1833 Van Ness Ave. 4-2966	CBS	Mrs. Hattie Harm Clyde F. Coombs Ned L. Brown	Dean M. Metcalf John F. Seales	Free & Peters Standard INS
	KFRF	1340	250	J. E. Rodman T. W. Patterson Bldg. 4-5001	MBS Don Lee	J. E. Rodman Paul R. Bartlett Paul R. Bartlett	Gene Chenault Gene Chenault Sheldon Anderson	Associated UP
	KMJ	580	5,000	McClatchy Broadcasting Co. Van Ness & Calaveras Sts. 36277	NBC Golden West	Eleanor McClatchy Keith B. Collins Keith B. Collins	Andy Patterson Connie Marill William N. Wallace	Raymer McClatchy Thesaurus UP
GLENDALE	KIEV	870	250-D	Cannon System Ltd. 102 N. Glendale Ave. Citrus 1-1133 Los Angeles—Chapman 5-2388		David H. Cannon L. W. Peters L. W. Peters	Charles Rogers	UP
LONG BEACH	KFOX	1280	1,000	Nichols & Warinner Inc. 220 E. Anaheim St. 672-81	Golden West	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	Biddick Standard Lang-Worth UP
	KGER	1390	5,000	Consolidated Broadcasting Corp. 435 Pine Ave. 660-41		C. Merwin Dobyms C. Merwin Dobyms Lee Wynne	Helene Smith Tom Hunter Jay Tapp	Wilson World Standard Lang-Worth PA
LOS ANGELES	KECA	790	5,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121	Blue	Earle C. Anthony William B. Ryan Clyde P. Scott	John I. Edwards Elmer D. Pederson {Curtis W. Mason H. L. Blatterman	Free & Peters Standard Lang-Worth PA, UP
	KFAC	1330	1,000	Los Angeles Broadcasting Co. Inc. 645 S. Mariposa Ave. Fitzroy 1231		{E. L. Cord Calvin J. Smith Calvin J. Smith Calvin J. Smith	Don Otis Calvin J. Smith H. W. Anderson	PA, UP
	KFI	640	50,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121	NBC	Earle C. Anthony William B. Ryan Clyde P. Scott	John I. Edwards Elmer D. Pederson {Curtis W. Mason H. L. Blatterman	Petry Standard Lang-Worth UP
	*KFSG	1150 ST-KRKD	2,500-LS 1,000-N	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Exposition 1140	Almee Semple McPherson Giles N. Knight	Jack Carmaine Myron E. Kluge	UP
	KFVD	1020 L-KDKA	1,000	Standard Broadcasting Co. 338 S. Western Ave. Drexel 2391		J. Frank Burke J. Frank Burke Jr. F. J. Smalley Jr.	Howard Gray F. J. Smalley Jr. John Smithson	Lang-Worth UP
	KFWB	980	5,000	Warner Bros. Broadcasting Corp. 5833 Fernwood Ave. Hempstead 5151	Louis J. Halper Harry Maizlish	Manning Ostroff William Ray Harry Myers	Rambeau PA, UP, INS
KGFJ	1280	100	Ben S. McGlashan 1417 S. Figueroa St. Prospect 2434	Ben S. McGlashan H. Duke Hancock H. Duke Hancock	Thelma Kirchner	Associated Standard INS	
KHJ	930	5,000	Don Lee Broadcasting System 5515 Melrose Ave. Hollywood 8111	MBS Don Lee	Thomas S. Lee Lewis Allen Weiss Bruce G. Eells	Van C. Newkirk Fair Taylor Frank M. Kennedy	Blair World PA, INS	
KMPC (Beverly Hills)	710	10,000	KMPC, The Station of the Stars 9631 Wilshire Blvd. Bradshaw 2-4411	Golden West	G. A. Richards Robert O. Reynolds Herbert Wixon	William L. Forman Alice Belding Lloyd Sigmon	Raymer Associated Lang-Worth UP	
KMTR	570	1,000	KMTR Radio Corp. 1000 Cahuenga Blvd. Hillside 1161		Reed Callister Kenneth O. Tinkham Kenneth O. Tinkham	Kenneth O. Tinkham Kenneth O. Tinkham Peter Wilson	Burn-Smith Lang-Worth Standard INS	
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 Associated PA, UP, INS	
KRKD	1150 ST-KFSG	2,500-LS 1,000-N	Radio Broadcasters Inc. Spring Arcade Bldg. Tucker 7111		Frank P. Doherty Ned Connor Ned Connor	Ned Connor Ned Connor Willis Freitag	INS, TP	
MARYSVILLE	KMYC	1450	250	Marysville-Yuba City Bestre. Inc. 519 E St. 2080	MBS Don Lee	H. E. Thomas Joe D. Carroll Horner McDonald	Jayne Russell Bud Ballard	Grant Standard
MERCED	KYOS	1490	250	Merced Broadcasting Co. G. Street Grade 1430	MBS Don Lee	Hugh McClung Mel D. Marshall Karl Kreuger	JoAnn Evans George Spelvin John E. Boran	Grant Standard UP
MODESTO	KTRB	860	1,000	KTRB Broadcasting Co. Inc. Box 493 774		William H. Bates Jr. William H. Bates Jr. Douglas McCreary	Cecil Lynch Douglas McCreary William H. Bates Jr.	Biddick Grant UP, INS
MONTEREY	KDON	1240	250	Monterey Peninsula Bestg. Co. 275 Pearl St. 8501	MBS Don Lee	Paul Caswell Howard V. Walters Bernard E. Cooney	H. V. Walters Edward C. Duty	Grant Thesaurus UP
OAKLAND	KLS	1310	1,000	Warner Bros. 327 21st St. Highgate 1212	S. W. & E. N. Warner S. W. Warner F. W. Morse	Marian L. Craig F. W. Morse H. E. Falknor	Biddick INS
	KLX	910	1,000	Tribune Building Co. Tribune Tower Templebar 8000		J. R. Knowland Jr. Adriel Fried Adriel Fried	{Carl Cronin Edna Mae Gagnier Roswell Smith	McGillvra World PA
	KROW	960	1,000	Educational Broadcasting Corp. 464 19th St. Glencourt 6774	W. I. Dumm Philip G. Lasky A. V. Bamford	Wallace Elliott Mary Lewis C. E. Downey	Free & Peters Standard Lang-Worth INS



What Majesty... What Splendor! What a Pain in the Neck!

Nowhere in the country does one encounter such rugged splendor, as is found on the Pacific Coast. Mountains rising majestically 5,000 to nearly 15,000 feet, form natural barriers around most of the Pacific Coast's important cities. It's a Mecca for tourists, but a pain in the neck for long-range broadcasting. Watts bounce off mountains like hail off a tin roof. There's only one way to completely cover these mountain-surrounded markets . . . *release your message*

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-President, General Manager*
5515 MELROSE AVE., HOLLYWOOD, CALIF.
REPRESENTED NATIONALLY BY JOHN BLAIR AND CO.

locally. Use Don Lee, the only network with enough stations to deliver *local* primary coverage on the entire Pacific Coast. More than 9 out of every 10 families on the Pacific Coast own radios, and more than 9 out of every 10 of these families live within 25 miles of a Don Lee station. If your message is important enough for all the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job . . . Don Lee.



THE NATION'S GREATEST REGIONAL NETWORK

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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PASADENA	KPAS	1110	10,000	Pacific Coast Broadcasting Co. 1401 S. Oak Knoll Ryan 1-6991		J. Frank Burke Sr. Loyal K. King John L. Akerman	Howard Bell John L. Akerman John A. Smithson	McGillivra Associated Lang-Worth INS, TP
	*KPPC	1240 ST-KFXM	100	Pasadena Presbyterian Church 585 E. Colorado St. Sycamore 3-2193		C. Franklin Ward C. Franklin Ward	Leon Hull N. Vincent Parsons	
	KWKW	1430	1,000 D	Southern Calif. Broadcasting Co. 425 E. Green St. Sycamore 2-6155		Marshall S. Neal Marshall S. Neal R. L. Rust	Dwight A. Hauser Paul Spargo	Standard Radio UP
REDDING	KVCV	1230	250	Golden Empire Bestg. Co. Redding 1646	MBS Don Lee	Hugh McClung Ralph R. Bryan Fred M. Stuepfnagel	Jane Maluvius Orville F. Burda Russell Pope	Grant Standard UP
RIVERSIDE	KPRO	1440	1,000	Broadcasting Corp. of America 3401 Russell St. 6290	Golden West	William L. Gleason Howard Ray H. A. P. Polte	Grant Holcomb Jr. Robert McGaughey	McGillivra Associated World INS
SACRAMENTO	KFBK	1530	10,000	McClatchy Broadcasting Co. 7th & Eye Sns. 2-5011	Blue Golden West	Eleanor McClatchy Leo O. Ricketts Robert Stoddard	Howard Bailey Stam Sronce	Raymer McClatchy Thesaurus UP
	KROY	1240	100	Royal Miller Radio Hotel Sacramento Bldg. 3-2525	CBS	Royal Miller Mrs. Royal Miller D. E. Lundy	Garland Schuler Rose Marie Douglass Howard Martineau	Biddick McGillivra Standard INS
SAN BERNARDINO	KFXM	1240 ST-KPPC	250	Lee Bros. Broadcasting Co. 512 Fifth St. 4761	MBS Don Lee	J. C. & E. W. Lee Maury A. Vroman Maury A. Vroman	C. Lowell Smith Richard T. Sampson	Blair Standard INS
SAN DIEGO	KFMB	1450	250	Worcester Broadcasting Corp. 1375 Pacific Blvd. Main 2114		Warren B. Worcester Estate Jack Gross Jack Gross	Joe S. Walters	Wilson Standard PA
	KFSD	600	1,000	Airfan Radio Corp. Ltd. 326 Broadway Franklin 6353	Blue Golden West	Thomas E. Sharp Thomas E. Sharp John Babcock	Leah McMabon John Babcock	Raymer Thesaurus UP
	KGB	1360	1,000	Don Lee Broadcasting System 1012 First Ave. Franklin 6151	MBS Don Lee	Thomas S. Lee Sidney W. Fuller William A. Evans	James Dillon William A. Evans Vern Milton	Blair World
SAN FRANCISCO	KFRC	610	5,000	Don Lee Broadcasting System 1000 Van Ness Ave. Prospect 0100	MBS Don Lee	Thomas S. Lee Dan Donnelly Dan Donnelly	Pat Kelly Francis Sarcander J. McArdle	Blair World PA, INS
	KGO	810	7,500	Blue Network Co. Inc. Taylor & O'Farrell Sts. Graystone 6565	Blue	Blue Network L. Ray Rhodes	Robert E. Dwan J. G. Paltridge T. B. Palmer	Blue Spot Thesaurus Standard PA, INS, UP
	KJBS	1100 L-WTAM	500	Julius Brunton & Sons Co 1470 Pine St. Ordway 4148		S. B. & Ralph R. Brunton E. P. Franklin E. P. Franklin	Harry Wickersham	Rambeau Griffith Standard Lang-Worth UP, INS
	KPO	680	50,000	National Broadcasting Co. Inc 420 Taylor St. Graystone 3700	NBC	NBC-John W. Elwood John W. Elwood Alfred W. Crapsey	Robert R. Seal S. H. Schaffer George Greaves	NBC Spot Thesaurus PA, UP, INS
	KSAN	1460	250	Golden Gate Broadcasting Corp. 1365 Market St. Market 8171		S. H. Patterson Jerry Akers Jerry Akers	George Taylor George Taylor James Norwood	UP
	KSFO	560 5,000-LS 1,000-N		Associated Broadcasters Inc. Mark Hopkins Hotel Exbrook 4576	Golden West	W. I. Dumm Lincoln Dellar Morton Sidley	Harlan Dunning Morton Sidley Royal V. Howard	Weed Associated Standard Lang-Worth UP, INS
	KYA	1260 5,000-LS 1,000 N		Palo Alto Radio Station Inc. Hearst Bldg. Douglas 2536		Wilfrid L. Davis Wilfrid L. Davis Don Fedderson	E. E. Rountree Paul C. Schulz	Spot Sales Associated Standard PA, INS
SAN JOSE	KQW	740	5,000	Pacific Agricultural Foundation Ltd. Palace Hotel Exbrook 3233	CBS	Ralph R. Brunton C. L. McCarthy C. L. McCarthy	Ken Craig Anne Director W. C. Gilman Robert Davis	Perry Thesaurus Standard UP
SAN LUIS OBISPO	KVEC	1230	250	The Valley Electric Co. Mt. View & Hill Sts. 1100	MBS Don Lee	Christina M. Jacobson Lee Hacker Joe Shuttleworth	Al Carmona Lee Hacker Earle Travis	Blair Standard PA
SANTA ANA	KVOE	1490	250	Voices of the Orange Empire Inc. Ltd. 307 N. Broadway 4901-R	MBS Don Lee	Ernest L. Spencer Ernest L. Spencer Ernest L. Spencer	Wallace S. Wiggins Betty I. Sorenson Wallace S. Wiggins	Blair
SANTA BARBARA	KDB	1490	250	Don Lee Broadcasting System 15 E. Haley St. 4131	MBS Don Lee	Thomas S. Lee Fin Hollinger Fin Hollinger	Peggy Lou Welsh Barbara Ann Hitchcock William C. Buckley	Blair World
	KTMS	1250	1,000	News-Press Publishing Co De la Guerra Plaza 6111	Blue Golden West	Thomas M. Storke Louis F. Kroeck Louis F. Kroeck	Ken Peters Jess Jones W. W. Wileman	Raymer PA
SANTA ROSA	KSRO	1350	1,000	E. L. Finley Estate Press Democrat Bldg. 110		Ruth W. Finley, Executrix Wilt Gunzendorfer Wilt Gunzendorfer	Karl Barron Howard McCauley	Biddick Thesaurus World PA, UP
STOCKTON	KGDM	1140	5,000	E. F. Peffer 42 S. California St. 4-4561	CBS	E. F. Peffer E. Smith E. Smith	Don Ralph Fred Eilers	Blair Grant World INS
	KWG	1230	100	McClatchy Broadcasting Co. Hotel Wolf 2-2727	Blue Golden West	Eleanor McClatchy George Ross Jay Spracher	Bill Straub Lee Berryhill	Raymer McClatchy Standard UP
VISALIA	KTKC	940	5,000	Tulare-Kings Counties Radio Assoc. Box 511 575	Blue	Charles A. Whitmore Charles P. Scott Millard Kibbe	Gerry Erwin Charles P. Scott Bert Williamson	Rambeau Biddick Grant World PA
WATSONVILLE	KHUB	1340	250	Luther E. Gibson Box 349 1700		Luther E. Gibson Ed Calder Ed Calder	Yvonne Dale	Forjoe Biddick World

The COLUMBIA Station

FOR SAN FRANCISCO - OAKLAND
AND THE BAY AREA

740 KC

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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COLORADO

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ALAMOSA	KGIW	1450-SH	250	E. L. Allen Alamosa 26		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	Miss Zelle Wade H. C. Strang	Katz Thesaurus PA
DENVER	KFEL	950	5,000	Eugene P. O'Fallon Inc. Albany Hotel Keystone 0178	MBS	Eugene P. O'Fallon Frank L. Bishop Holly Moyer	Cecil Seavey Louise Alterman Walter R. Selden	Blair World Standard PA, TP
	KLZ	560	5,000	KLZ Broadcasting Co. Shirley-Savoy Hotel Main 4271	CBS	E. K. Gaylord Hugh B. Terry Fred C. Mueller	Austin Williams Elmer Fondren Harvey Wehrman	Katz Associated INS
	KMYR	1340	250	F. W. Meyer 1626 Stout Main 4161		F. W. Meyer A. G. Meyer Mark Schreiber	Pat Burns Kidder A. G. Meyer Glenn L. James	Rambeau Standard UP
	KOA	850	50,000	National Broadcasting Co. Inc. 1626 California St. Main 6211	NBC	NBC-James R. MacPherson James R. MacPherson James R. MacPherson	Clarence C. Moore Randolph F. Smith Robert H. Owen	NBC Spot Thesaurus Standard PA, UP, INS
	*KPOF	910 ST-KFKA	1,000	Pillar of Fire 1845 Champs St.		Bishop Alma White		
	KVOD	630	5,000	Colorado Radio Corp. Midland Savings Bldg. Tabor 2291	Blue	William D. Pyle Thomas C. Ekrem Thomas C. Ekrem	V. W. Corbett Ben H. Stanton W. D. Pyle T. C. Ekrem	McGillvra Associated Lang-Worth UP
DURANGO	KIUP	1400	250	San Juan Broadcasting Co. 2800 Main Ave. 117		John W. Turner Raymond M. Beckner Raymond M. Beckner	Raymond M. Beckner John L. Antic	TP
GRAND JUNCTION	KFXJ	920	1,000-LS 500-N	Western Slope Broadcasting Co. La Court Hotel 126	MBS	Hex Howell Rex Howell Charles Howell Rex Howell	Mildred Fuller Eph Towne	World UP
GREELEY	KFKA	910 ST-KPOF	1,000	Mid-Western Radio Corp. 620 Eighth Ave. 450	MBS	H. E. Green Francis A. Price Francis A. Price	Dorothy MacClary Kenneth Cooper	Walker UP
LA JUNTA	KOKO	1400	250	Southwest Broadcasting Co. Box 485 42		Leonard E. Wilson Leonard E. Wilson Leonard E. Wilson	Charles Schroll Leonard E. Wilson Leonard E. Wilson	Standard TP
PUEBLO	KGHF	1350	500	Curtis P. Ritchie Pueblo Savings & Trust Bldg. 3877	Blue	Curtis P. Ritchie J. H. McGill Maxson Bevens	Fred Amos Maxson Bevens Phil Gundy	Wilson World PA
STERLING	KGEK	1230-SH	100	Elmer G. Beehler Sterling 679		Eimer 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	Representatives Transc. Library News Service
BRIDGEPORT	WICC	800	1,000-LS 500-N	Yankee Network Inc. Hotel Stratfield 6-1121	MBS Yankee	William F. O'Neil John Shepard 3rd Joseph Lopez Joseph Lopez	Florence Ballou James Powers (Boston) George Keich	Petry Associated Standard INS
	WNAB	1450	250	Harold Thomas 991 Broad St. 3-3112	Blue Connecticut	Harold Thomas Levon Thomas Ken Thomas	Jean O'Shea Ken Thomas Vinnie DeLaurentis	Rambeau Lang-Worth PA
HARTFORD	WDRC	1360	5,000	WDRC Inc. 750 Main St. 7-1188	CBS	Franklin M. Doohttle Franklin M. Doohttle William F. Malo	Walter B. Haase William F. Malo Italo A. Martino	Raymer Foster Associated Lang-Worth UP
	WNBC	1410	5,000	State Broadcasting Corp. 54 Pratt St. 7-9131	Blue Atlantic Coast Connecticut	Patrick J. Goode Richard W. Davis Laurence Edwardson	Ralph Kanna Ralph Kanna Rogers B. Holt	Headley-Reed Bannan Standard Lang-Worth UP
	WTHT	1230	250	Hartford Times Inc. 983 Main St. 2-0237	MBS Yankee Colonial	Francis S. Murphy C. Glover DeLaney C. Glover DeLaney	Frederic E. Belther Albert H. Carr	McKinney Lang-Worth PA
	WTIC	1080	50,000	Travelers Bcstg. Service Corp. 26 Grove St. 2-3181	NBC New England	Travelers Insurance Co. Paul W. Morency Walter Johnson	T. C. McCray J. F. Clancy Herman D. Taylor	Weed World Lang-Worth PA, INS, TP
NEW HAVEN	WELI	960	1,000-LS 500-N	City Broadcasting Corp. 221 Orange St. 8-1133	Blue Atlantic Coast Connecticut	Patrick J. Goode James T. Milne James T. Milne	Charles H. Wright Miss Marion Reynolds J. Gordon Keyworth	Foster World UP
NEW LONDON	WNLC	1490	250	Thames Broadcasting Corp. Mobicam Hotel 4900	MBS Yankee Connecticut	Roderick L. Morey Gerald J. Morey Ivon B. Newman	Ted Hodge Ivon B. Newman Francis Stephens	Foster
STAMFORD	WSRR	1400	250	Stephen R. Rintoul Atlantic St. 4-7575	Blue Connecticut	Stephen R. Rintoul Harold H. Meyer Harold H. Meyer	Gail Smith Cameron Mitchell Edward Markman	World UP
WATERBURY	WATR	1320	1,000	Harold Thomas 71 Grand St. 3-5161	MBS Yankee Connecticut	Harold Thomas Harold Thomas Samuel Elman	James Parker	Rambeau TP
	WBRY	1590	1,000	American-Republican Inc. 136 Grand St. 3-1125	CBS	William J. Pape Erwin J. Frey Erwin J. Frey	Harold Thomas Walter Osborne Howard Erwin J. Frey Frank Hales	McGillvra Bannan Thesaurus PA

STANDOUT

KLZ is *THAT* Kind
of station . . . doing
THAT kind of job
in the Denver area
for its listeners and
its advertisers!

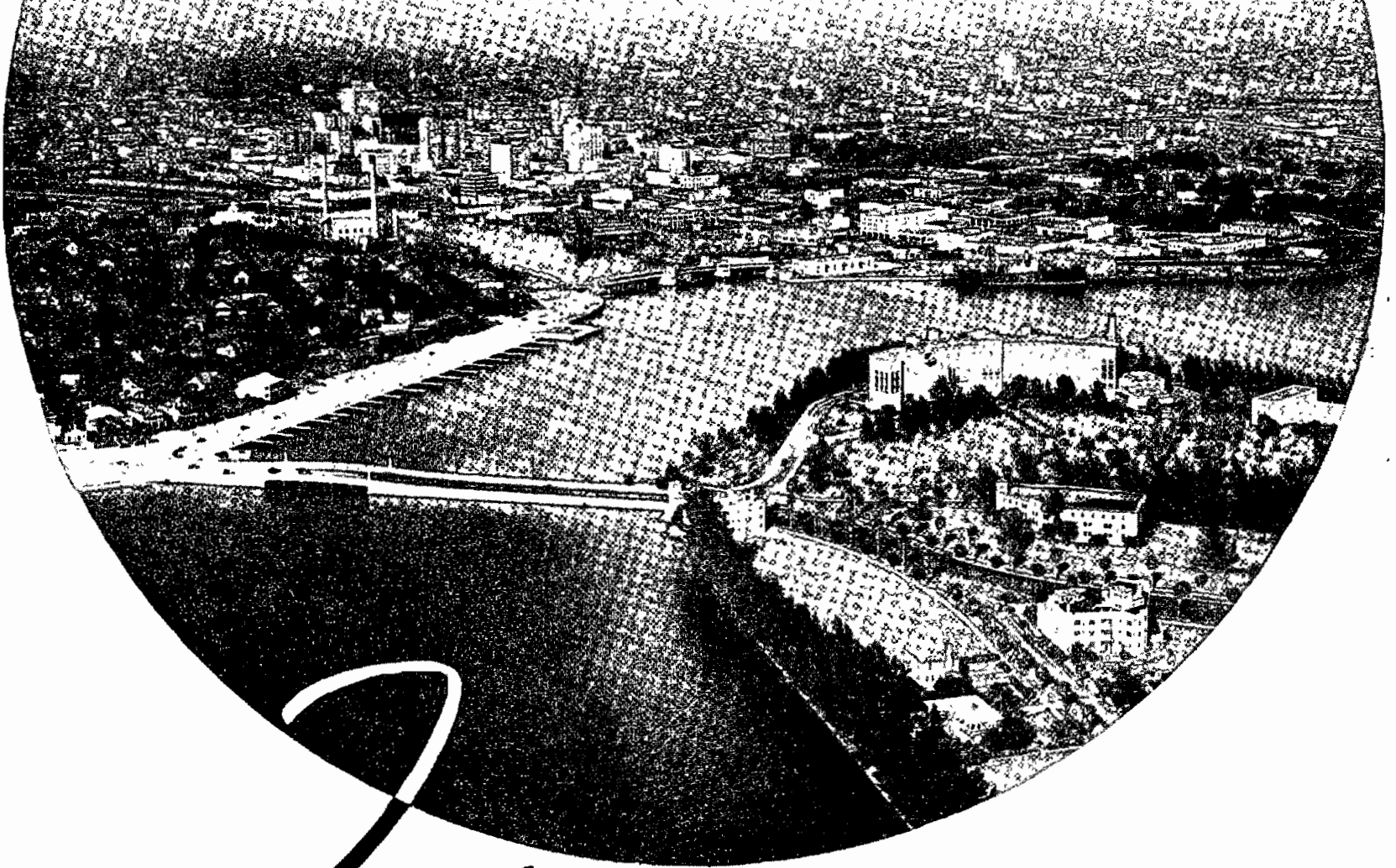


KLZ Denver

5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO.
AND WKY, OKLAHOMA CITY ★ REPRESENTED BY THE KATZ AGENCY, INC.

STANDING ROOM ONLY



Tampa

always a solid year round market, is playing to "standing room only" for the duration. Restaurants, theatres, buses, street cars, drug stores, grocery stores and beauty shops are packing them in daily. They are lined up, 6 deep, at department store counters on busy days.

Who is this audience? Well, at least 50,000 of these new buying prospects have come to Tampa since the 1940 census. Most of them are well-paid shipyard and other war workers—families with money to spend. We are not counting the military. That's a bonus—and a big one.

Frankly, Tampa is one of the best markets in the south today. You can "spot" this market economically and thoroughly with WFLA, the most-listened-to station in the Tampa trade area. It's NBC, you know.

WFLA

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.

NBC PROGRAMS

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1943)

FLORIDA—(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	Representatives Transc. Library News Service
MIAMI BEACH...	WKAT	1360	1,000	A. Frank Katzentine 1759 N. Bay Rd. 5-7471	Blue	A. Frank Katzentine John C. McCloy Alex Campbell Jr.	John C. McCloy Alex Campbell Jr. Arthur Smith Thomas Magee	Spot Sales Associated UP
OCALA.....	WTMC	1490	100	Ocala Broadcasting Co. Inc. 1 Broadcast Place 128	Blue	John H. Perry T. S. Gilchrist Jr. T. S. Gilchrist Jr.	T. S. Gilchrist Jr. Beecher Hayford	Perry UP
ORLANDO...	WDBO	580	5,000	Orlando Broadcasting Co. Inc. 563 N. Orange Ave. 6181	CBS	Col. George C. Johnston Col. George C. Johnston W. G. McBride	W. G. McBride W. G. McBride James E. Yarbrough	Raymer World UP
	WLOF	1230	250	Hazelwood Inc. Angebilt Hotel 8163	Blue	Joe Sears Jr. Edward J. Lord Victor Bulsset	Edward J. Lord Harold Jenkins	Burn-Smith Cook Thesaurus INS Perry Standard UP
PANAMA CITY...	WDLF	1230	250-LS 100-N	Panama City Broadcasting Co. Inc. First & Mercer Sts. 777	...	John H. Perry Virgil G. Evans
PENSACOLA.....	WCOA	1370	1,000-LS 500-N	Pensacola Broadcasting Co. San Carlos Hotel 4111	NBC	John H. Perry Irving F. Welch H. L. Barnett	Gene Kirby G. E. Mead	Perry Associated UP
ST. AUGUSTINE.....	WFOY	1240	250	Fountain of Youth Broadcasting Co. Fountain of Youth Park 1400	CBS	Glenn Marshall Jr. J. Allen Brown J. Allen Brown	Bernice Nachtmann J. Allen Brown Pat Bernhard UP
ST. PETERSBURG...	WSUN	620	5,000	City of St. Petersburg, Fla. Municipal Pier 4747	Blue	City of St. Petersburg Norman E. Brown Jerry Wigley	Louis J. Link Jerry Whittington Louis J. Link	Weed Associated UP
	WTSP	1380	1,000-LS 500-N	Pinellas Broadcasting Co. 35th Ave. & Fourth St. N. 7849	MBS	Nelson Poynter Lex L. D. Herron Lex L. D. Herron	Harnold Falconnier Lex L. D. Herron Joseph Latimer	McGillvra UP
SARASOTA...	WSPB	1450	250	WSPB Inc. Box 1110 2541	..	R. C. Jones Jr. John B. Browning John B. Browning	Jayne Taylor John B. Browning Bill Sheetz	World UP
TALLAHASSEE	WTAL	1340	250-LS 100-N	Florida Capitol Broadcasters, Inc. Box 989 2160	..	Gilbert Freeman William C. Wyatt William C. Wyatt	Mary Charles Fendley Mary Charles Fendley William A. Snowden Jr. Lang-Worth UP
TAMPA ..	WDAE	1250	5,000	Tampa Times Co. Franklin & Washington Sts. M-1818	CBS	David E. Smiley L. S. Mitchell L. S. Mitchell	Kenneth W. Skelton Carl P. Oswald William Pharr Moore	Katz World PA
	WFLA	970	5,000-LS 1,000-N	The Tribune Co. Seminole Bldg. H-1828	NBC	S. E. Thomason W. Walter Tison W. Walter Tison	Paul M. Jones Truman Green Joe M. Mitchell	Blair Cummings Thesaurus UP
WEST PALM BEACH	WJNO	1230	250	WJNO Inc. 1415 Okeechobee Rd. 3638	CBS	Louis M. Heminway Stephen Willis Stephen Willis	Standard UP

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	Representatives Transc. Library News Service
ALBANY.....	WALB	1590	1,000	Herald Publishing Co. 138 Pine Ave. 1590	MBS	H. T. McIntosh Roger O. Van Duzer H. L. Tallman	Roger Van Duzer Felix Adams Mildred Cann Noel Martin	Burn-Smith Cook Associated PA
	WGPC	1450	250	Albany Broadcasting Co. 125 1/2 N. Jackson St. 1370	CBS Georgia	J. W. Woodruff Jr. Henry J. East Henry J. East	Marvin C. Lorig James E. Fowler Charles Monroe Kinnett	Spot Sales Lang-Worth UP
ATHENS.	WGAU	1340	250	J. K. Patrick & Co. Bobbin Mill Rd. 1741	C. A. Rowland Melvin C. Gorman Melvin C. Gorman	Bill Evans Melvin C. Gorman Melvin C. Gorman Standard PA, UP
ATLANTA....	WAGA	590	5,000	Liberty Broadcasting Corp. 56 Marietta St., N. W. Main 5101	Blue	George B. Storer Charles A. Smithgall Maurice C. Coleman	Leon Bennett Russ Shettler	Blair Associated PA, UP
	WATL	1400	250	Atlanta Broadcasting Co. Henry Grady Bldg. Walnut 4977	MBS	J. W. Woodruff Jr. J. A. Davenport G. C. Jones Jr.	Dan Hornsby G. C. Jones Jr. Bob Minton	Spot Sales Lang-Worth UP
	WGST	920	5,000-LS 1,000-N	Georgia School of Technology Forsyth St. Walnut 8441	CBS	Sam Pickard Clarence H. Calhoun Clarence H. Calhoun	John Fulton Ben Akerman	Katz PA
	WSB	750	50,000	Atlanta Journal Co. Biltmore Hotel Hemlock 1045	NBC	James M. Cox J. Leonard Reensch John M. Outler Jr.	Roy A. McMillan Larin S. Myers C. F. Daugherty	Petry Standard PA, UP
AUGUSTA.	WGAC	1240	250	Twin States Broadcasting Co. Augusta, Ga. 2-2692	Blue	F. Frederick Kennedy J. B. Fuqua Hub Jackson	Steve Manderson Hub Jackson D. T. Layton Jr.	Headley-Reed Associated PA
	WRDW	1480	5,000	Augusta Broadcasting Co. 10th & Broad St. 2-8805	CBS	Arthur Lucas W. R. Ringson Thurstin Bennett	Charles Pointel Charles Pointel Harvey Aderhold	Burn-Smith Thesaurus World PA, UP
BRUNSWICK.....	WMOG	1490	250-LS 100-N	Coastal Broadcasting Co. Brunswick 1500	Arthur Lucas William K. Jenkins	Thesaurus UP
CEDARTOWN....	WGAA	1340	250	Northwest Georgia Restg. Co West Theater Bldg. 777	O. C. Lam R. W. Rounsaville R. W. Rounsaville R. W. Rounsaville	R. W. Rounsaville Bob Corley Clarence Landress	Cox & Tanz PA



1ST CHOICE

OF GEORGIA LISTENERS SINCE 1922



There is a big job to be done in Dixie in 1943 and "The (sales) Voice of the South" is equipped to do it. WSB delivers its great radio audience at less cost per thousand listeners than any other station in this area. Detailed information is readily available.

50,000 Watts

WSB

750 K. C.

"The Voice of the South"

ATLANTA, GEORGIA

Affiliated with the Atlanta Journal

Represented Nationally by Edward Petry & Co., Inc.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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GEORGIA—(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	Representatives Transc. Library News Service
COLUMBUS	WRBL	1230	250	Columbus Broadcasting Co. Inc. 1420 Second Ave. 2-0601	CBS Georgia	J. W. Woodruff Sr. J. W. Woodruff Jr. W. S. Massie	Tony Barrett Jack Gibney Wilfred Siddle	Spot Sales Lang-Worth UP
CORDELE	WMJM	1490	250-LS 100-N	Cordele Dispatch Publishing Co. Box 432 666	John W. Greer James S. Rivers Gaines Brewster	Elweda Powers Elweda Powers Clayton Lee	Cox & Tanz
DALTON	WBLJ	1230	250	Dalton Broadcasting Corp. 111 Pentz St. 684	MBS	H. C. Kenemer W. V. Williams W. V. Williams	William Armond W. V. Williams W. C. Roberts	Cox & Tanz
GAINESVILLE	WGGA	1240	250	Blue Ridge Broadcasting Co. Athens Rd. 1600	Austin F. Dean L. H. Christian L. H. Christian	Floyd Hubbard E. F. MacLeod F. Keith Brown	PA
GRIFFIN	WKEU	1450	100-D	Radio Station WKEU Griffin Hotel	A. W. Marshall Jr. A. W. Marshall Jr.	Sears & Ayer PA
LAGRANGE	WLAG	1240	250	LaGrange Broadcasting Co. 803 Broome St. 1700	MBS	Roy C. Swank Edwin Mullinax Edwin Mullinax	Harold Russey Edwin Mullinax	World UP
MACON	WBML	1240	250	Middle Georgia Broadcasting Co. First National Bank Bldg. 2728	MBS	E. D. Black Charles W. Pittman Alfred Lowe	Mary Hester Richardson William Doster H. S. Goodrich	Thesaurus UP
	WMAZ	940	5,000	Southeastern Broadcasting Co. Inc. Bankers Insurance Bldg. 3131	CBS	Geo. P. Rankin Jr. Lt. E. K. Cargill, USN Wilton E. Cobb Frank Crowther	Lew Kent Wilton E. Cobb George P. Rankin Jr.	Katz World Lang-Worth PA
MOULTRIE	WMGA	1400	250	F. R. Pidecock Sr. Box 310 999	F. R. Pidecock Sr. John F. Pidecock John F. Pidecock	Jackie Stringfellow James M. Wilder	Thesaurus UP
ROME	WRGA	1490	250	Rome Broadcasting Corp. National City Bank Bldg. 6589	John W. Quarles Happy Quarles Pinkie Talley	Jimmy Kirby Pinkie Talley R. L. Starr	UP
SAVANNAH	WSAV	1340	250	WSAV Inc. Liberty National Bank Bldg. 5600	NBC	Arthur Lucas Harben Daniel N. W. Brandon	Electa Robertson Richard Altman Meredith E. Thompson	Hollingbery Associated PA, INS
	WTOC	1290	5,000-LS 1,000-N CP-5,000-U	Savannah Broadcasting Co. 516 Abercorn St. 2-0127	CBS	W. T. Knight Jr. W. T. Knight Jr. W. T. Knight Jr.	Weldon Herrin Bill Smart Claude M. Gray	Katz Standard Lang-Worth UP
THOMASVILLE	WPAX	1240	250	H. Wimpy 117 Remington Ave. 909	H. Wimpy H. Wimpy Charles Lawton	Charles Lawton James W. Poole	UP
TOCCOA	WRLC	1450	250	R. G. Le Tourneau 1200 Prather Bridge Rd. Le Tourneau 1751	R. G. Le Tourneau Virgie E. Craig Harold H. Marler	Virgie E. Craig Harold H. Marler H. C. Lundahl	Lang-Worth PA
VALDOSTA	WGOV	1450	250	E. D. Rivers Valdosta 1420	E. D. Rivers E. D. Rivers W. R. Link	Louise Cagnon W. R. Link	Holman UP
WAYCROSS	WAYX	1230	250	Jack Williams 620 Plant Ave. 965	Jack Williams John J. Tobola Jack Harder	John Humble Jack Harder John J. Tobola	Holman World UP
WEST POINT	WDAK	1340	250	Valley Broadcasting Co. General Tyler Hotel 178	MBS	L. J. Duncan J. G. Cobble J. H. Orr	Jack Harris Frances Ledbetter J. G. Cobble	Associated

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	Representatives Transc. Library News Service
BOISE	KIDO	1380	2,500-LS 1,000-N	Boise Broadcasting Station Boise 660	NBC	G. Phillips G. Phillips Boyd Brathwaite	Billy Phillips Phil Allen Harold Toedtmeier	Blair Keating World UP
IDAHO FALLS	KID	1350	5,000-LS 500-N	KID Broadcasting Co. Inc. KID Bldg. 4	Jack W. Duckworth Jack W. Duckworth Jack W. Duckworth	M. A. Duckworth J. W. Duckworth Cecil B. Criddle	UP
LEWISTON	KRLC	1400	250	H. E. Studebaker Lewis-Clark Hotel Bldg. 1950	H. E. Studebaker Donald A. Wike Donald Thomas	Keating World Lang-Worth UP
NAMPA	KFXD	1230	250	Frank E. Hurt 1024 12th Ave. So. 1200	Frank E. Hurt Frank E. Hurt Doyle Cain	Floyd Bryant Eddie Hurt	Biddick Thesaurus Lang-Worth UP
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. Leoney Henry H. Fletcher	Walker Griffith Standard UP
TWIN FALLS	KTFI	1270	1,000	Radio Broadcasting Corp. Radio Bldg. 2400	NBC	O. P. Soule F. M. Gardner Wayne Kenworthy	Charles S. Crabtree Charles S. Crabtree Franklyn Ver Cox	Walker Griffith Keating Thesaurus Standard UP
WALLACE	KWAL	1450	250	Silver Broadcasting Co. Wallace 330	MBS	R. G. Binyon	Standard UP

GEORGIA'S GROWING MARKETS!



● For effective, *economical* coverage of the great metropolitan Atlanta market — with its 98,700 radio homes — 134,972 families, and 516,564 people — use WATL — Atlanta's popular *Mutual* station! . . . WATL's coverage is confined to *urban* listeners, and its programs tuned to *urban* tastes. You can do a *swell* selling job at *low cost* in Atlanta with WATL.

● The Hooper Fall 1942 Survey shows WRBL's coverage of Columbus to be—

81.2% TO 96.8%

Any hour of the day or night, at least four out of five Columbus listeners are tuned in on WRBL. If you want to *blanket* the rich Columbus market, use WRBL.



● Normally prosperous, and steadily expanding with the war effort—Albany is now unusually *sales productive* . . . Two flying fields; more than 200 housing units recently completed; 6000 new jobs. Retail sales in Albany area now approximate \$20,000,000 a year. If you're planning a test—include WGPC. It gives complete coverage in a market that is paying *better than ever*.



Represented nationally by SPOT SALES

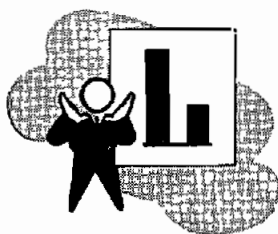
DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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ILLINOIS

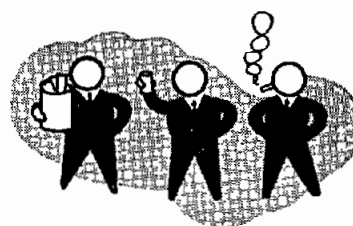
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AURORA	WMRO	1280	250-D	Martin R. O'Brien 34 S. River St. 4215		Martin R. O'Brien Janet Goss Vincent G. Cofey	Mary Louise Brown W. I. Greenslaugh	Standard PA
BLOOMINGTON	WJBC	1230	250	A.M. & D.C. McGregor & H.L. Gately 209 E. Washington St. 535		Partnership A. M. McGregor Mary E. Hoblit	Stanley Lantz Hugh L. Gately	Spot Sales World UP, TP
CAIRO	WKRO	1490	250	Oscar C. Hirsch Cairo 1490		Oscar C. Hirsch Merrill C. Currier Merrill C. Currier	Oscar C. Hirsch	UP
CARTHAGE	WCAZ	1080	250-D	Superior Bestg. Service Inc. Marine Trust Co. Bldg. 520		Bob Compton John Palmer John Palmer	Antoinette Palmer	UP
CHAMPAIGN	WDWS	1400	250	Champaign News-Gazette Inc. 48 Main St. 6-1855		Helen M. Stevick Mrs. M. S. Dyess Frank R. Mills	Jack R. Baum	Sears & Ayer UP
CHICAGO	WAAF	950	1,000-D	Drover's Journal Publishing Co. Palmer House Randolph 1932		Ward A. Neff Bradley R. Eidmann Bradley R. Eidmann	Leland J. Gillette Elizabeth Love Carl W. Ulrich	Hollingbery Standard UP
	WAIT	820 L-LS, Dallas	5,000	WAIT Inc. 360 N. Michigan Ave. State 3077		Gene T. Dyer Joseph Rudolph Joseph Rudolph	Linn Burton Edward W. Jacker	Walker Associated PA, Reuters
	WBBM (Synchronizes at night with KFAB, Lincoln, Neb.)	780	50,000	Columbia Broadcasting System Inc. 410 N. Michigan Ave. Whitehall 6000	CBS	CBS-H. Leslie Atlas H. Leslie Atlas J. Kelly Smith	Walter Preston King Park Frank Falknor	Radio Sales Associated Lang-Worth PA, UP, INS
	WCFL	1000	10,000	Chicago Federation of Labor 666 Lake Shore Drive Superior 5300	John Fitzpatrick Maynard Marquardt Melvin B. Wolens	Ed Paul M. B. Wolens Maynard Marquardt	Katz Standard UP, TP
	WCRW	1240 SH-WEDC, WSBC	100	Clinton R. White 2756 Pine Grove Ave. Diversey 4440		Clinton R. White J. A. White J. A. White		
	WEDC	1240 SH-WCRW, WSBC	250	Emil Denmark Inc. 3860 Ogden Ave. Crawford 4100		Emil Denmark Frank J. Kotnour Frank J. Kotnour	William P. Brady Jerry Saxon Chester Lewicki	UP
	WENR	890 ST-WLS	50,000	Blue Network Co. Inc. Merchandise Mart Delaware 1900	Blue	Blue-E. R. Borroff E. R. Borroff G. Berry	J. L. Stirton E. J. Huber E. C. Horstman	Blue Spot Standard PA, UP, INS
	WGES	1390	5,000	Oak Leaves Bestg. Station. Inc. 2400 W. Madison St. Seeley 8066		Gene T. Dyer John A. Dyer Arnold B. Hartley	Arnold B. Hartley Arnold B. Hartley Edward Jacker	Forjoe PA
	WGN	720	50,000	WGN Inc. 441 N. Michigan Ave. Superior 0100	MBS	Col. Robert R. McCormick Frank P. Schreiber William A. McGuiness	Kenneth W. MacGregor Ben H. Berentson George Lang	WGN Raymer (Pacific Coast) Associated World PA, UP
	WIND (Gary, Ind.)	560	5,000	Johnson-Kennedy Radio Corp. 230 N. Michigan Ave., Chicago 504 Broadway, Gary Chicago: State 4176 Gary: 9191		Ralph L. Atlas Dee O. Coe John T. Carey	Robert Diller Fred Reed Victor Voss	Foreman Lang-Worth PA, TP, INS
	WJJD	1160 L-KSL	20,000	WJJD Inc. 230 N. Michigan Ave. State 5466		Ralph L. Atlas Ralph L. Atlas Art Harre	Al Hollender Fred Reed Walter Meyers	Pearson Biddick Lang-Worth PA, TP
	WJWC (Hammond, Ind.)	1520	5,000	Hammond-Calumet Bestg. Corp. 165 N. Michigan Ave. Dearborn 8600	...	John W. Clarke William R. Chne Chester M. Miller	Frank M. Baker Amzie Strickland	Free & Peters Associated Standard PA, UP
	WLS	890 ST-WENR	50,000	Agricultural Broadcasting Co. 1230 W. Washington Blvd. Monroe 9700	Blue	Burrige D. Butler Glenn Snyder C. M. Freeman	Don E. Kelley T. L. Rowe	Blair PA, UP, TP
	WMAQ	670	50,000	National Broadcasting Co. Inc. 222 N. Bank Drive Superior 8300	NBC	NBC-Harry C. Kopf Harry C. Kopf Oliver Morton	Jules Herbuveaux Emmons C. Carlson H. C. Lutgens	NBC Spot Standard PA, UP, INS
	*WMBI	1110 L-WBT, KFAB	5,000	The Moody Bible Institute of Chi. 163 Institute Pl. Michigan 1570	..	Moody Bible Institute Henry C. Crowell	Wendell P. Loveless Russell T. Hitt A. P. Frye	Standard UP
	WSBC	1240 SH-WCRW, WEDC	250	Radio Station WSBC 2400 W. Madison St. Seeley 8066		Gene T. Dyer John A. Dyer M. V. Baker	Arnold B. Hartley Arnold B. Hartley William A. Shunk	Forjoe Associated PA
CICERO	WHFC	1450	250	WHFC Inc. 6138 W. Cermak Rd. 4305	...	R. W. Hoffman Marie E. Clufford Marie E. Clufford	Marie E. Clufford George M. Ives Jr.	UP
DANVILLE	WDAN	1490	250	Northwestern Publishing Co. Hotel Wolford Main 1700		E. C. Hewes Francis A. Higgins Guy Kitchen	Cody Noble Carl Noble Theodore Magin	McKinney Standard UP
DECATUR	WSOY	1340	250	Commodore Broadcasting Inc. 357 N. Main St. 5371	..	Decatur Newspapers Inc. Edward Lindsay Charles F. Bruce	Easter Straker Edgar C. Deffenbaugh Milburn H. Stuckwish	Sears & Ayer Standard PA
E. ST. LOUIS	WTMV	1490	250	Mississippi Valley Bestg. Co. Inc. Broadview Hotel Bridge 3424	Carlin S. French Carlin S. French E. W. Paro	A. J. 123 Jack Norwine Thomas R. McLean	Sears & Ayer INS

WGN LEADS AGAIN IN 1942



In 1942 WGN carried more local and national spot business than any two other major Chicago stations combined.

This two-to-one ratio over the other 50,000-watt Chicago stations is true also in each of the three major classifications—food, drugs and tobacco.



WGN's clear leadership in the highly competitive Chicago market reflects the marked ability of WGN to produce sales for its advertisers.

A Clear Channel Station

50,000 Watts

720 Kilocycles

MUTUAL

WGN

BROADCASTING SYSTEM



EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

the **INDISPENSABLE** Station in Chicago . . .

*For Winning the War
For Winning the Market*

"OUT HERE IN CHICAGO"

Here are quick facts and figures that will help you get the Chicago picture clear:

- There are no "foreign programs" on WGES. There are American programs in the languages three million Chicagoland listeners understand best. We call them "foreign-language programs" for the sake of a convenient name.
- Foreign white stock in the WGES primary area comprises 2,704,462 persons. In Chicago itself, 55.1% of the population are foreign white stock.
- WGES is the only full-time 5000-watt station in Chicago devoted to foreign-language broadcasting.
- Virtually all foreign-language national business in Chicago is on WGES.
- WGES carries more time in major languages—Polish, Italian, Lithuanian, Jewish, Swedish, and others—than all other stations in Illinois and surrounding states combined.
- WGES foreign-language war service programs are the nation's best.
- Indicative of the character of national and regional advertisers who use WGES in one or more languages are these:

Procter and Gamble
Ward Baking Company
Maryland Pharmaceutical Company
Planters Edible Oil Company
Monischewitz Matzoh Company
Plough, Inc.
Atlas Brewing Company
Chicago Macaroni Company
Carolene Products Company
R. J. Reynolds Tobacco Company
Spiegel, Inc.
Linco Products Company
Peter Fahrney and Sons Company
Pinex Company
Romo Wine Company
Local Loan Company
Coca-Cola Bottling Company

America needs us, and so do you.

WGES is the decisive influence in the thinking and spending of three million Americans of foreign descent who live in the Chicago area.

For them, WGES is the clear and cogent voice of America at war. WGES foreign-language programs alone can speak to them directly, effectively, and en masse. That is why WGES is vitally important for Victory.

Surely there's substance here for the advertiser, too.

Without WGES foreign-language coverage, your advertising registers no-sale for three million Chicagoland consumers—*more than half the market.*

WGES foreign-language coverage alone can win over this basic mass of buyers promptly, permanently, and at small cost—either for immediate sales, or for a future bonanza when you've reconverted.

Slip this thought into your media file for sure success in Chicago: The *indispensable* station in Chicago is WGES.

WGES

Prestige and Power in the Foreign-Language Field

WESTERN AT MADISON ★ CHICAGO, ILLINOIS

5000 WATTS ★ FULL TIME

To CHICAGO RADIO STATIONS that Build AUDIENCES

Credit-Where Credit is Due!

Intensive listening audiences don't "Just Happen". . . No, Sir, those audiences are built by consistent program improvements—not by one station or two stations—but by most stations. Naturally, Chicago is no exception. So, when "Most Chicago Listeners" are checked for "What Station Are You Listening To?" by far the greatest number of radio sets are tuned invariably between 670 and 890 on the dial. (WAIT's dial spot is 820.) We, at WAIT, believe in giving credit—where credit is due. Our hat is off to the fine programming our Neighbor-Stations do, too, in keeping the vast majority of Chicagoland radios tuned between 670 and 890 on the dial.

Here's Why the WAIT Sponsor List Constantly Grows More Impressive

Being in the right company on the dial is mighty important, but, you've got to have definite "Listener-Interest" Programming to get your share of the sets-tuned-in. . . . And Mister, WAIT really glows with top-notch features. . . . Clem McCarthy, practically every man and woman in the nation today recognizes Clem's dynamic voice sparkling out of their loud speakers. . . . Tom Moore, Chicago Women's "Best Friend". . . just take a look at some of WAIT's "dial-stoppers" on the left side of this page. And that isn't all. . . . Recent surveys (and Advertisers' success stories) prove the Chicago Retailer, too, prefers WAIT. . . . We'd like to show these surveys to you and explain (if you don't already know) how and why WAIT gives you Intensive Coverage. . . . At lower Independent Station rates, so . . .

If You're Looking For Results Don't Overlook WAIT

★ Results ★

Over 1,600 replies received on 10c Cleaning Fluid sample offer from 135 counties in nine states. (Time used—3 one-half minute spot announcements.)

★ Results ★

On a Brochure Offer, WAIT produced more replies than one of Chicago's "Super-powered" stations. (Identical amount of test-time used on both stations.)

★ Results ★

Yes, WAIT has constantly growing Sponsor-Result files that we'd be mighty glad (and proud) to show you.

820 Kilocycles
5,000 Watts

820—THE BEST "SPOT" ON THE CHICAGO RADIO DIAL

670 WMAQ	720 WGN	780 WBBM	820 WAIT	890 WENR-WLS
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WAIT—In the Heart of Chicago's "Intensive Listening Band"

W A I T
360 North Michigan Avenue
CHICAGO



Clem McCarthy, exclusively in person on "Victory Spots" (radio) six days a week (radio) 9 P. M. to 9 P. M.

Tom Moore, "Schillingin'" Master of Humors, starring in an audience show, "Howdy, Ladies and Gents" Spotlight.

John Goldsworthy, Program "Auntie's Direct" from London. He was the same daily, exclusive on WAIT.

Ann Hunter, Chicago's Favorite Woman Comedian. "View the Monitor" TV View the News, Monday through Friday.

Mark Davis, famous in Chicagoland musical direction. "Symphony Hall" One hour every day.

PLUS
Additional feature programs. Write or phone for full details.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1948)

ILLINOIS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Waits	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
GALESBURG	WGIL	1400	250	Galesburg Broadcasting Co. Hill Arcade Bldg. Main 4626	. . .	Sidney Nirdlinger Rollin B. Laughner Jr. Rollin B. Laughner Jr.	Natalie Harris Dale King	Sears & Ayer Standard UP
HARRISBURG	WEBQ	1240	250	Harrisburg Broadcasting Co. 100 E. Poplar St. 28	.	Dr. J. V. Capel Inglis M. Taylor Inglis M. Taylor	Virginia Crane Lindle Moore Joseph R. Tate UP
HERRIN	WJPF	1340	250	Orville W. Lyerla Herrin 882	Orville W. Lyerla Charles R. Cook Charles R. Cook	Fred Reinhardt	Sears & Ayer Standard UP
JACKSONVILLE.	WLDS	1180	250-D	Stephenson, Edge & Kormeyer Fox-Illinois Theater Bldg. 1180	.	Partnership Edgar Parsons Pat O'Halloran	Edgar Parsons Gerald J. Cassens Standard UP
JOLIET	WCIS	1840	250	WCIS Inc. 601 Walnut St. 4761	.	Walter Ashe Robert M. Holt Raymond Fay	Jack Swart Frank T. Davis Lester DeCosta Associated UP
PEORIA	WMBD	1470	5,000-LS 1,000-N	Peoria Broadcasting Co. Alliance Life Bldg. 7133	CBS	Edgar L. Bill Edgar L. Bill Hugh Boice	Vernon Nolte Lee Adams T. A. Giles	Free & Peters World Standard Lang-Worth UP
QUINCY	WTAD	980	1,000	Illinois Broadcasting Corp. 510 Maine St. Main 6200	CBS	W. Emery Lancaster C. Arthur Fifer Walter J. Rothschild	Jack Sexton Francis Wentura	Katz Associated Lang-Worth PA, UP
ROCKFORD	WROK	1440	1,000-LS 500-N	Rockford Broadcasters Inc. News Tower Main 5632	MBS	Ruth Hanna Simms Walter M. Koessler John J. Dixon	Morey Owens Wm. R. Traum T. C. Cameron	Headley-Reed Standard UP
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. Sinnott	Wilson Standard Lang-Worth PA, UP
SPRINGFIELD	WCBS	1450	250	WCBS Inc. Radio Center 9855	Blue	L. G. Pefferle Jack Heintz Jack Heintz	Lyle Munson Harold L. Dewing	Sears & Ayer PA
	WTAX	1240	100	WTAX Inc. 117 S. Fifth St. 2-4441	.	Jay A. Johnson Jay A. Johnson Jay A. Johnson	Gladya McGrew Russell Harms	Foreman Associated UP
TUSCOLA	WDZ	1050	1,000-D	WDZ Broadcasting Co. Star Bldg. 98	Edgar L. Bill Walter Schafer Walter Schafer	Fran Botton Walter C. Schafer Gerald P. Foster	Wilson Lang-Worth UP
URBANA	*WILL	580	5,000-D	University of Illinois 362 Administration (W) 7-2400	Arthur Cutts Willard Joseph F. Wright	Frank E. Schooley A. James Ebel PA

INDIANA

City	Call Letters	Frequency in Kilocycles	Power in Waits	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ANDERSON	WHBU	1240	250	Anderson Broadcasting Corp. Citizens Bank Bldg. 7791	.	L. M. Kennett R. E. Blossom L. M. Kennett John R. Atkinson Loyal F. Podhaski	Holman Standard UP
ELKHART	WTRC	1340	250	Truth Publishing Co. Inc. Hotel Elkhart 948	C. D. Greenleaf R. R. Baker Paul Upson	Ethel Geiss Kenneth N. Singleton	World Standard PA
EVANSVILLE	WEOA	1400	250	Evansville On The Air Inc. 519 Vine St. 2-1171	CBS	Curtis Radiocasting Corp. Clarence Leich Clarence Leich	Pat Roper Clarence Leich Fay Gehres	Weed World UP
	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 Clarence Leich	Pat Roper Clarence Leich Fay Gehres	Weed World UP
FORT WAYNE	WGL	1450	250	Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136	NBC	Westinghouse E & M Co. John B. Conley Paul E. Mills	Eldon Campbell John J. O'Mara Alva E. Smith	NBC Spot World Standard UP
	WOWO	1190	10,000	Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136	Blue	Westinghouse E & M Co. John B. Conley Paul E. Mills	Eldon Campbell John J. O'Mara Alva E. Smith	NBC Spot World UP
GARY	WIND	560	5,000	(See Chicago, Ill.)				
HAMMOND	WJOB	1230	100	Adair, Richardson & Adair 449 State St. 9800	..	O. E. Richardson Fred L. Adair O. E. Richardson Robert C. Adair Stanley Davis Stanley Strausberg	Cox & Tanz UP
	WJWC	1520	5,000	(See Chicago, Ill.)				
INDIANAPOLIS	WFBM	1260	5,000	WFBM Inc. 48 Monument Circle Lincoln 8506	CBS	Il. M. Bitner Sr. Harry M. Bitner Jr. William F. Kiley Jr.	Frank O. Sharp Harold Holland	Katz Associated PA, INS
	WIBC	1070	5,000-LS 1,000-N	Indiana Broadcasting Co. 350 N. Meridian St. Lincoln 2305	MBS	H. G. Wall O. J. Kelchner J. J. Flanigan	Jon Arthur J. J. Flanigan Harry Adams	Raymer Thesaurus Lang-Worth UP
	WIRE	1430	5,000	Indianapolis Broadcasting Inc. Claypool Hotel Riley 1541	NBC	Eugene C. Pulliam Eugene C. Pulliam Rex Schepp	Bill Dean Bill Dean Eugene E. Alden	Pearson Griffith World Lang-Worth PA, UP
	WISH	1310	5,000-LS 1,000-N	Capitol Broadcasting Corp. Board of Trade Bldg. Market 6345	Blue	C. Bruce McConnell R. E. Bausman R. E. Bausman	R. H. Latting L. O. Hammer Stokes Gresham Jr.	Free & Peters Standard PA

INDIANA'S PROGRESSIVE RADIO STATION

WISH

Never Out-Promises

BUT

Always Out-Performs

RADIO STATION

WISH

To Reach the Indianapolis Market

That's why leading Local and
National Spot advertisers
prefer **WISH** for Results
in the Indianapolis Market

REPRESENTED NATIONALLY BY
FREE & PETERS, Inc.
NEW YORK — CHICAGO — DETROIT
SAN FRANCISCO — LOS ANGELES
ATLANTA

CAPITOL BROADCASTING CORP., INDIANAPOLIS, IND.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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INDIANA—(Continued)

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KOKOMO.....	WKMO	1400	250	Kokomo Broadcasting Corp. 400½ N. Main St. 5171	Dr. R. Spencer Taylor John Carl Jeffrey John Carl Jeffrey	Ward Charles Glenn George Palmer	Cox & Tanz UP
LAFAYETTE	WASK	1450	250	WFAM Inc. Wallace Bldg. 4300	..	{O. E. Richardson J. G. Spring F. L. & R. C. Adair J. Gibbs Spring J. Gibbs Spring	J. Gibbs Spring Russell Lewis	PA
	*WBAA	920	5,000-LS 1,000-N	Purdue University Hall of Music 6076	.	Purdue University J. W. Ditamore	Gilbert D. Williams	Standard PA
MUNCIE..	WLBC	1340	250	Donald A. Burton Muncie 4403	Donald A. Burton Donald A. Burton W. F. Craig	Carl Noble M. M. Crain	Forjoe Standard UP
RICHMOND .	WKBV	1490	100	Knox Radio Corp. Box 808 4134	William O. Knox William O. Knox William O. Knox	William O. Knox William O. Knox	Thesaurus AP, INS
SOUTH BEND	WSBT	960	1,000	South Bend Tribune Colfax Ave. & LaFayette Blvd. 3-6161	CBS	F. A. Miller F. D. Schurz R. H. Swintz	R. L. Barker Neal B. Welch H. G. Cole	Raymer Thesaurus Standard UP
TERRE HAUTE .	WBOW	1230	250	Banks of the Wabash Inc. 303 S. Sixth St. Crawford 3394	NBC	Alvin Eades George M. Jackson George M. Jackson	Leo Baxter M. K. Barry Donald Aldrich	Weed World UP
VINCENNES .	WAOV	1450	250	Vincennes Newspapers Inc. Grand Hotel 787	...	Eugene C. Pulliam Howard N. Greenlee Richard B. Harris	Emmett Jackson Richard B. Harris Robert Henley	Pearson World Lang-Worth UP

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	Representatives Transc. Library News Service
AMES.....	*WOI	640	5,000-D	Iowa State College of A. & M. Service Bldg. 2500	C. E. Friley W. I. Griffith	W. I. Griffith Richard B. Hull L. L. Lewis	Standard PA
BOONE	*KFGQ	1260	250-D	Boone Biblical College 924 W. Second St. 1119-W	Boone Biblical College Lois Crawford	Lois Crawford Paul Huntsinger
BURLINGTON..	KBUR	1490	250	Burlington Broadcasting Co. National Bank Bldg. 680	Blue	Dan T. Riley G. B. McDermott Gordon Downey	Mary Mangold G. B. McDermott Kirby Smith	Rambeau Standard UP
CEDAR RAPIDS	WMT	600	5,000	Iowa Broadcasting Co. Paramount Bldg., Cedar Rapids Russell Lamson Hotel, Waterloo Cedar Rapids 6127 Waterloo 3618	CBS MBS	Gardner Cowles Jr. Summer Quarton W. B. Quarton Don Inman	Douglas B. Grant Leo F. Cole Charles F. Quentin	Katz World Lang-Worth PA, UP
CLINTON....	KROS	1340	250	Clinton Broadcasting Corp. Jacobsen Bldg. 448	W. S. Jacobsen Morgan Sexton Morgan Sexton Gilbert Andrew	Spot Sales Standard UP
DAVENPORT..	WOC	1420	5,000	Tri-City Broadcasting Co. 1000 Brady St. 2-3521	Blue Cornbelt	Col. B. J. Palmer Buryl Lottridge L. O. Fitzgibbons	Mark Russell Ray E. Stauffer	Free & Peters Thesaurus UP
DECORAH....	*KWLC	1240	250-D	Luther College Leiv Eriksson Drive 690	..	O. J. H. Preus Kenneth Berger	Kenneth Berger O. M. Eitteim
DES MOINES .	KRNT	1350	5,000	Iowa Broadcasting Co. 715 Locust St. 3-2111	CBS	Gardner Cowles Jr. Craig Lawrence Robert Dillon	Edmund Linehan John Drake Paul Huntsinger	Katz Standard Lang-Worth PA, UP
	KSO	1460	5,000	Iowa Broadcasting Co. 715 Locust St. 3-2111	Blue MBS	Gardner Cowles Jr. Craig Lawrence Robert Dillon	Edmund Linehan John Drake Paul Huntsinger	Katz Standard Lang-Worth PA, UP
	WHO	1040	50,000	Central Broadcasting Co. 914 Walnut St. 3-7147	NBC Cornbelt	B. J. Palmer J. O. Maland E. H. Bondurant	Harold Fair Harold Fulton P. A. Loyet	Free & Peters Thesaurus Lang-Worth UP, INS
DUBUQUE.....	KDTH	1370	1,000	Dubuque Telegraph-Herald 8th & Bluff Sts. 1603	MBS	F. W. Woodward K. S. Gordon W. J. Binkley	Paul Skinner Stanley Beck	Pearson Standard PA
	WKBB	1490	250	Sanders Bros. Radio Station Hotel Julien 572	Blue	Walter E. Klauer James D. Carpenter James D. Carpenter	Gleason Kistler James D. Carpenter Leonard T. Carlson	Spot Sales Associated INS
FORT DODGE.....	KVFD	1400	250	Northwest Broadcasting Co. Warden Bldg. Walnut 3761	MBS No. Central	{Edward Breen Allen R. Loomis Edward Breen Edward Breen	L. A. Gifford David G. Sinclair	Burn-Smith UP
IOWA CITY....	*WSUI	910	5,000	State University of Iowa Iowa City 2111	State University of Iowa Carl H. Menzer	Pearl Bennett Broxam S. J. Ebert PA
MARSHALLTOWN...	KFJB	1230	250	Marshall Electric Co. 1608 W. Main St. 3361	E. N. Peak E. N. Peak E. W. Thompson	O. L. Russell Alfred Urbashich	UP
MASON CITY.....	KGLO	1300	5,000	Mason City Globe Gazette Co. 200 N. Federal Ave. 2800	CBS	Lee P. Loomis F. C. Eighmey Herbert Ohrt	Merritt Milligan Ray Jewett Leo Born	Weed Standard Thesaurus Lang-Worth PA, UP



WHO ALONE GIVES YOU IOWA PLUS!

PLUS WHAT?



PLUS LARGEST COVERAGE! Largest day-time primary coverage area and also the largest nighttime primary coverage area of any radio station in Iowa, based upon field strength surveys using FCC engineering standards. Only 1A Clear Channel station in State—50,000 watts.

PLUS BEST PROGRAM SERVICE! Only NBC program service station in Iowa. Has all the big shows and features. Also excellent local programs with many live talent shows that compete successfully against network programs for Iowa listeners. Unsurpassed in news-broadcasting leadership—in quality of service and audience.

PLUS GREATEST POPULARITY! “Listened to most” by 55.7% of all Iowa radio families (day-time), as against 18.2% for all other Iowa commercial stations—by 60.4% after 6 p.m., as against 10.9% for all other Iowa commercial stations, according to 1942 Iowa Radio Audience Survey. (1941 Survey indicates that “listened to most” station has six hours of listener’s attention to every one hour for No. 2 stations in this State. However, this does not apply to large metropolitan centers.)

PLUS GREATEST SECONDARY COVERAGE! During winter months 60% of WHO’s mail

comes from Iowa, the balance from 35 to 45 States. Summer mail comes from 30 to 37 States.

PLUS LARGEST STAFF! Total 114 capable men and women are eager to deliver your program and sales message in a proper and acceptable manner into more Iowa homes than can be secured through any other radio station or combination of stations in the State. Every department head has many years of experience in “large station” operation. Engineering and research staff is considered to be one of the best in the U.S.A. by men who know.

PLUS RESULTS! WHO takes in more money for time and talent than all other stations in Iowa combined. This automatically must mean that WHO gives better results to advertisers. *Let us prove it!* Write today—either to us or to Free & Peters.

WHO
+ for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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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	Representatives Transc. Library News Service
OTTUMWA.....	KBIZ	1240	250	J. D. Falvey 117 E. Main St. 5600	..	J. D. Falvey J. D. Falvey Em Owen	Harry Colman Em Owen August P. Wendt	Standard UP
SHENANDOAH.....	KFNF	920 ST-KUSD	1,000-LS 500-N	KFNF Inc. 407 Sycamore 1	Henry Field T. F. Stubbs T. F. Stubbs	Jonny Dickson Earl Blakesley	Wilson Standard INS
	KMA	960	5,000	May Broadcasting Co. Lowell & Elm Sts. 192	Blue MBS Cornbelt	Earl E. May J. C. Rapp J. C. Rapp	Mott Johnson Owen Saddler Ray Schroeder	Free & Peters Lang-Worth UP
SIOUX CITY.....	KSCJ	1360	5,000	Perkins Bros. Co. 415 Douglas St. 6-7993	Blue	W. H. Sammons Eugene T. Flaherty Eugene T. Flaherty	Larry Coke Alvin H. Smith	Hollingbery PA
	KTRI	1450	250	Sioux City Broadcasting Co. Commerce Bldg. 8-0165	MBS	{The Tribune Co. Dietrich Dirks Dietrich Dirks Ray Jensen	Al Triggs Bud LaGrave	Burn-Smith Associated UP
SPENCER.....	KICD	1240	100	Iowa Great Lakes Bestg. Co. Spencer 45	L. W. Andrews L. W. Andrews L. W. Nolan	L. W. Andrews L. W. Nolan Hewitt D. Grotewohl	Holman Lang-Worth PA
WATERLOO.....	KXEL	1540	50,000	Josh Higgins Broadcasting Co. Insurance Bldg. 3371	Blue	Joe DuMond Joe DuMond A. J. DuMond	L. D. Barnhart	Blair Standard PA
	WMT	600	5,000	(See Cedar Rapids, Ia.)			Don Kasner	

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	Representatives Transc. Library News Service
ATCHISON.....	KVAK	1450	100	Carl Latenser 622 1/2 Commercial St. 1420	J. L. Tennant Paul E. Roscoe Paul E. Roscoe	Frank Wiziarda Dottie Taylor Charles Lucy	Sears & Ayer UP
COFFEYVILLE.....	KGGF	690	1,000-LS 500-N	Hugh J. Powell Journal Bldg. 147	MBS Blue	Hugh J. Powell Melvin Drake R. G. Patterson	Dick Campbell E. D. Spoonamore J. S. Jammet	Pearson Thesaurus PA
DODGE CITY.....	KGNO	1370	1,000-LS 250-N	Dodge City Broadcasting Co. Globe Bldg. 1340	..	J. C. Denious N. C. Petersen Betty Denious	Herschel Holland Betty Denious Ralph Hickman	Standard PA
EMPORIA.....	KTSW	1400	250	Emporia Broadcasting Co. Inc. Hotel Broadview 153	MBS Kansas	S. B. Warren J. Nelson Rupard Larry Simms	Miriam Porter Burton Harrison Harold Davis	Sears & Ayer UP
GARDEN CITY.....	KIUL	1240	100	Garden City Broadcasting Co. 404 N. Main St. 666	..	F. D. Conard Al Pyatt Al Pyatt	Loyd Evans Henry McClintock	UP
GREAT BEND.....	KVGB	1400	250	Helen Townsley Great Bend 1080	MBS Kansas	Helen Townsley Clem Morgan Clem Morgan	Ray Beals Leo Legleiter	Lang-Worth UP
HUTCHINSON.....	KWBW	1450	250	Nation's Center Broadcasting Co. 101 East Ave. A 5202	NBC	{William Wyse Stanley Marsh William Wyse Vernon Minor	Herbert Clark Vernon Minor Millard Clary	Radio Adv. Standard Lang-Worth UP
KANSAS CITY.....	KCKN	1340	250	KCKN Broadcasting Co. 901 N. 8th St. Drexel 4300	Capper Publications Ellis Atteberry Ellis Atteberry	Al Christy Manly Banister C. E. Salzer Jr.	Capper Standard UP
LAWRENCE.....	*KFKU	1250 ST-WREN	5,000-LS 1,000-N	University of Kansas Lawrence KU 190	...	University of Kansas Harold G. Ingham	Mildred I. Seaman R. P. Stringham
	WREN	1250 ST-KFKU	5,000-LS 1,000-N	WREN Broadcasting Co. Inc. WREN Bldg. 110	Blue	R. C. Jackman Verl Bratton Verl Bratton	Will Yearout Carl Bliesner	Hollingbery Thesaurus UP
MANHATTAN.....	*KSAC	580 ST-WIBW	1,000-LS 500-N	Kansas State College Manhattan 2236	..	F. D. Farrell U. Umberger	L. L. Longsdorf R. C. Dennison
PITTSBURG.....	KOAM	810	1,000-D	Pittsburg Broadcasting Co. Inc. Pittsburg 2165	NBC	E. V. Baxter R. E. Wade M. E. Stewart	R. E. Wade W. L. Brown	Walker World INS
SALINA.....	KSAL	1150	1,000	KSAL Inc. Journal Bldg. 100	MBS Kansas	R. J. Laubengayer Owen H. Balch Owen H. Balch	R. C. Atherton N. E. Vance Jr.	Pearson Thesaurus PA
TOPEKA.....	WIBW	580 ST-KSAC	5,000	Topeka Broadcasting Assn. Inc. 1085 Topeka Blvd. 8-2377	CBS	Capper Publications Ben Ludy Ben Ludy	Maude Shreffler Karl Troeglen	Capper Biddick Standard PA, UP
WICHITA.....	KANS	1240	250	KANS Broadcasting Co. Hotel Lassen 4-2387	NBC	Herb Hollister Jack Todd Jack Todd	Grenville Darling Jack Todd Herb Hollister	Headley-Reed Thesaurus Standard UP
	KFBI	1070	5,000-LS 1,000-N	Farmers and Bankers Bestg. Corp. First & Market Sts. 2-1447	MBS Blue Kansas	H. K. Lindsley Ray Linton Ray Linton	Ted Johnson Ralph Vurnum K. W. Pyle	Wilson Standard INS, TP
	KFH	1330	5,000	Radio Station KFH Co. York Rite Bldg. 2-4491	CBS	John Rigby M. M. Murdock Piez S. Clark	Vernon E. Reed Clark A. Luther Amos C. Dadisman	Petry Lang-Worth PA

KFBI

1070 KILOCYCLES

The Influential Wichita Station

Influential because KFBI was the first station in the state, is Kansas' only 24-hour voice, and reaches farther from Wichita with the most favorable wave length. Influential too, because of programming custom-tailored to sectional likes—combining Blue and Mutual selections with more news, more sports, more live talent, more hill-billy. Four experienced merchandising representatives complete the KFBI cycle of influence.

Select the influential station of this market long recognized for a well-balanced, stable economy, based on oil, agriculture and industry. *Now with spectacularly accelerated buying power!*



RAY LINTON
GENERAL MANAGER



RALPH VARNUM
ASSISTANT MANAGER and
MERCHANDISING DIRECTOR



TED JOHNSON
PROGRAM DIRECTOR

REPRESENTED NATIONALLY BY
HOWARD H. WILSON CO.

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KENTUCKY

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ASHLAND	WCMI	1340	250	Ashland Broadcasting Co. Radio Block Main 3010	MBS Southern	Gilmore N. Nunn Warren G. Davis Alfred E. Tyler	Patricia Murphy Warren G. Davis Clarence Weaver	Perry Standard UP
BOWLING-GREEN	WLBJ	1340	250	Bowling Green Broadcasting Co. Fairview & Lehman Ave. 1340	MBS	L. B. Jenkins Ken D. Given Jake Causey	Ken D. Given Jake Causey Paul Wolf	Thesaurus Standard UP
HARLAN	WHLN	1450	250	Blanfox Radio Co. South Main St. 625	Richard B. Helms Richard B. Helms Edward Whitehart	Vernon Nunn J. Francke Fox Max Cockley	Standard Lang-Worth World UP
HENDERSON	WSON	860	250-D	Paducah Broadcasting Co. Inc. Zion Road 3923	Pierce E. Lackey Hecht S. Lackey Hecht S. Lackey	Freda Lemon Edwin Rohb	Sears & Ayer Thesaurus Associated UP
HOPKINSVILLE	WHOP	1230	250	Paducah Broadcasting Co. Inc. Cadiz Pike 1025	Pierce E. Lackey F. Ernest Lackey F. Ernest Lackey	Bonnie Bessire F. Ernest Lackey Lynton R. Lemond	Sears & Ayer Associated World UP
LEXINGTON	WLAP	1450	250	American Broadcasting Corp. Radio Bldg. 1721	MBS Southern	Gilmore N. Nunn Ted Grizzard Ed Willis	Phil Sutterfield Lowry Kohler Sanford Helt	Perry Standard UP
LOUISVILLE	WAVE	970	5,000	WAVE Inc. 334 E. Broadway Wabash 6543	NBC	George W. Norton Jr. Nathan Lord James F. Cox	George C. Patterson Wilbur E. Hudson	Free & Peters Thesaurus Lang-Worth INS
	WHAS	840	50,000	Courier-Journal & Louisville Times 300 W. Liberty St. Wabash 2211	CBS	Mark Ethridge W. Lee Coulson Joseph S. Eaton	Robert L. Kennett Orrin W. Townner	Petry Associated Standard PA, UP
	WINN	1240	250	Kentucky Broadcasting Corp. Inc. Tyler Hotel Wabash 4126	Blue	D. E. Kendrick Lloyd L. Jaquier L. L. Jaquier	M. K. McCarten L. L. Jaquier Wayne J. Hatchett	Spot Sales PA
	WGRC (New Albany, Ind.)	1400	250	Northside Broadcasting Corp. Kentucky Home Life Corp. Wabash 3343	MBS Southern	Lt. S. A. Cusler Jr. Lt. S. A. Cusler Jr. Howard J. Perry	David Wilburn Harry Hunter Perry W. Esten	Burn-Smith Biddick Standard Lang-Worth PA, TP
OWENSBORO	WOMI	1490	250	Owensboro Broadcasting Co. Byars Ave. at Livermore Rd. 420	Lawrence W. Hager Hugh O. Potter Malcolm Greep	Mrs. Cliffordean Potter Hugh O. Potter Leslie R. Goodaker	Standard PA
PADUCAH	WPAD	1450	250	Paducah Broadcasting Co. Inc. Taylor Bldg. 4100	Pierce E. Lackey Pierce E. Lackey W. Prewitt Lackey	Gene Peak Jack Bendt James Grant	Sears & Ayer Associated World PA, UP

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	Representatives Transc. Library News Service
ALEXANDRIA	KALB	1240	250	Alexandria Broadcasting Co. Inc. 5th & Johnson Sts. 3335	Blue	Walter H. Allen W. J. Dickerson Edgar Cappellini	Byron H. Dowty Joe D. Smith Jesse Sexton	Standard Lang-Worth INS
BATON ROUGE	WJBO	1150	5,000	Baton Rouge Bestg. Co Inc. 444 Florida St. 5271	Blue	Charles P. Manship Sr. J. Roy Dabadie J. Roy Dabadie	Ralph H. Sims T. E. Gibbons Wilbur T. Golsen	Hollingbery World UP
LAFAYETTE	KVOL	1340	250	Evangeline Broadcasting Co. Inc. 300 Jefferson St. 338	Morgan Murphy George H. Thomas R. A. Escudier	Allison Theriot L. Turner B. H. Bailey Jr.	Standard UP
LAKE CHARLES	KPLC	1490	250	Calcasieu Broadcasting Co. Majestic Hotel 2713	T. B. Lanford David Wilson David Wilson	Margaret Campbell David Wilson Earl C. Moses	Standard UP
MONROE	KMLB	1230	250	Liner's Bestg. Station Inc. Hotel Frances 4321	Blue	J. C. Liner Jr. J. C. Liner Jr. J. C. Liner Jr.	Malba Henry Liner J. C. Liner Jr. O. L. Morgan	Standard UP
NEW ORLEANS	WDSU	1280	1,000	WDSU Inc. Hotel Monteleone Raymond 7135	Blue	J. H. Uhalt P. K. Ewing P. K. Ewing	Stanley Holiday R. R. Hargis Charles Whitney	Weed INS
	WJBW	1230	250	Charles C. Carlson Audubon Bldg. Raymond 5060	Charles C. Carlson Charles C. Carlson Mrs. L. C. Carlson	Elsie Carlson Charles C. Carlson
	WNOE	1450	250	WNOE Inc. St. Charles Hotel Raymond 0423	MBS	James A. Noe James E. Gordon James E. Gordon	Beverly Brown James E. Gordon Ellis Trepagnier	McGillvra Standard PA
	WSMB	1350	5,000	WSMB Inc. 901 Canal St. Magnolia 5921	NBC So. Central	E. V. Richards Harold Wheelahan Harold Wheelahan	Petry Thesaurus PA
	WWL	870	50,000	Loyola University Roosevelt Hotel Raymond 2194	CBS	Rev. P. A. Roy, S. J. W. H. Summerville Larry Balrd	Edward Hoerner A. M. Robert J. D. Bloom Jr.	Katz Standard UP
SHREVEPORT	KRMD	1340	250	Radio Station-KRMD Inc. Box 1712 6171	Blue	R. M. Dean Glenn V. Wilson Glenn V. Wilson	David Crockett Elizabeth Alford W. J. Wilkinson Jr. INS
	KTBS	1480	1,000	Tri-State Broadcasting System Inc. Commercial Bldg. 2-8711	NBC So. Central	John D. Ewing John C. McCormack J. A. Oswald	B. G. Robertson B. G. Robertson C. H. Maddox	Branham Lang-Worth PA, UP
	KWKH	1130	50,000	International Broadcasting Corp. Commercial Bldg. 2-8711	CBS So. Central	John D. Ewing John C. McCormack J. A. Oswald	Fred Ohl B. G. Robertson W. E. Antony	Branham World PA, UP



**DON'T
PUT NO RING
AROUND
HALO (Ky.)!**

Chuckle if you wish, but there is a Halo (Ky.)! It's down in Floyd County, and it's typical of the dozens of similar little Kentucky hamlets which, all rolled into one, wouldn't have the sales-volume of one good super-market in Louisville!

WAVE doesn't cover Halo. *WAVE* covers the Louisville Trading Area. (Our signal reaches out farther than that, but you'd never know it, from our rates!) Giving you the Louisville Trading Area, *WAVE* gives you 1,336,100 people who do 17.1% more retail buying than all the rest of Kentucky combined—have 35.5% more "effective buying income"—include 25% more income-tax payers—own more autos, telephones, radios, and everything else. . . .

And these figures don't half tell the story, because just in the past year Louisville has become one of America's *booming* defense cities!

Yes, *WAVE* is the *only* NBC station within 100 miles. If you want to put a ring around *any part* of Kentucky, the Louisville Area is your one best bet. Write today for availabilities!

**LOUISVILLE'S
WAVE**

5000 Watts

970 K. C. N. B. C.

FREE & PETERS, INC.



NATIONAL REPRESENTATIVES



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Share Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1943)

MAINE

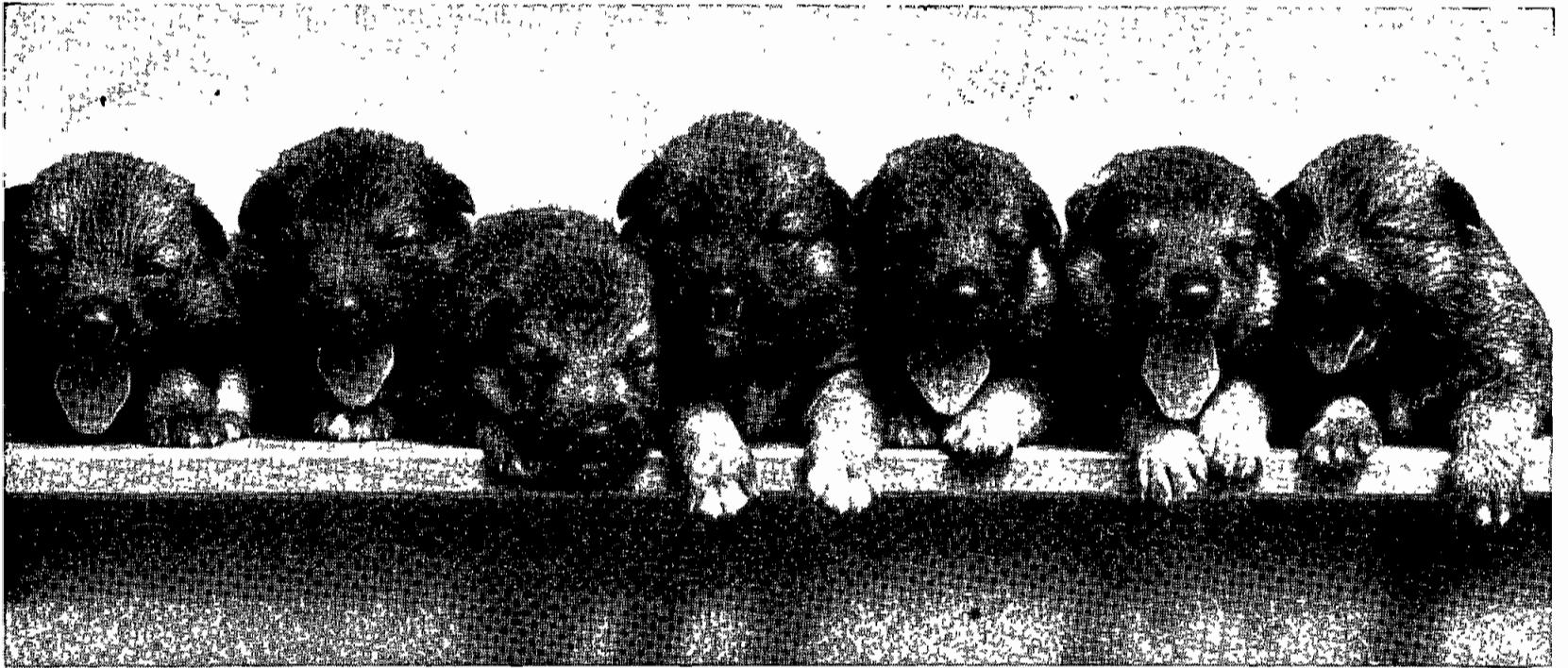
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AUGUSTA	WRDO	1400	100	WRDO Inc. 175 Water St. 2285	NBC MBS Yankee New England	Adeline B. Rines Jack S. Atwood Walter Weightman	Donald K. Powers Frederick Cole Harold Dinsmore	Weed Bannan Associated UP
BANGOR	WABI	910	250 CP-5,000	Community Bestg. Service Inc. 57 State St. 6446	CBS	F. B. Simpson W. L. Dickson	Walker Foster Associated
	WLBZ	620	1,000-LS 500-N CP-5,000-U	Maine Broadcasting Co. Inc. 100 Main St. 6023	NBC MBS Yankee New England	Thompson L. Guernsey Thompson L. Guernsey Thompson L. Guernsey	Thompson L. Guernsey Thompson L. Guernsey Thompson L. Guernsey	Weed Bannan Thesaurus UP
LEWISTON	WCOU	1240	250	Twin City Broadcasting Co. Inc. 223 Lisbon St. 3140	MBS Yankee	J. B. Couture John C. Libby John C. Libby	Varner Paulsen Varner Paulsen John T. Duty	Forjoe Standard UP
PORTLAND	WCSH	970	5,000	Congress Square Hotel Co. 157 High St. 3-9667	NBC Yankee New England	Adeline B. Rines William H. Rines Caleb Paine	Nancy King Frederick W. Cole G. Fred Crandon	Weed Bannan Thesaurus UP
	WGAN	560	5,000	Portland Broadcasting System Inc. 645a Congress St 2-7489	CBS	Guy P. Gannett Creighton E. Gatchell Arthur K. Atherton	Richard E. Bates Creighton E. Gatchell Roger W. Hodgkins	Raymer Foster Standard UP
PRESQUE ISLE	WAGM	1450-SH	100	Aroostook Broadcasting Corp. Northern National Bank Bldg. 8821	H. J. McGuire H. B. Dillen H. B. Dillen	Q. K. Crandall L. E. Hughes TP

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	Representatives Transc. Library News Service
BALTIMORE	WBAL	1090	50,000	Hearst Radio Inc. Lexington Bldg. Lexington 4900	NBC	Hearst-Harold C. Burke Harold C. Burke Leslie H. Peard Jr.	E. D. Harvey Gerald W. Cooke	Petry Standard UP, INS
	WCAO	600	5,000	Monumental Radio Co. 811 W. Lanvale St. Madison 7220	CBS	Lewis M. Milbourne L. Waters Milbourne L. Waters Milbourne	Gordon A. Scheihing L. Waters Milbourne Martin L. Jones	Raymer Lang-Worth INS
	WCBM	1400	250	Baltimore Broadcasting Corp. North Ave. at Harford University 8400	Blue	John Elmer George H. Roeder John Elmer	E. Frank Thomas G. Porter Houston	Spot Sales Lang-Worth INS
	WFBR	1300	5,000	Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1300	MBS Atlantic Coast Maryland	Robert S. Maslin Sr. Hope H. Barroll Jr. Andrew H. Hilgartner	Bert Hanauer Robert S. Maslin Jr. William Q. Ranft	Blair Associated PA, INS
	WITH	1230	250	Maryland Broadcasting Co. 7 E. Lexington St. Lexington 7808	Thomas G. Tinsley Thomas G. Tinsley George S. Shaffer	Raymond W. Baker James S. Duff	Headley-Reed Standard Lang-Worth PA
CUMBERLAND	WTBO	820 L-WBAP, WFAA	250	Associated Broadcasting Corp. 31 Frederick St. 298	Aurelia S. Becker Aurelia S. Becker G. P. Richards	Stewart W. Phillips G. P. Richards L. Edward Pamphilon	Spot Sales World PA, UP
FREDERICK	WFMD	930	500	Monocacy Broadcasting Co. Winchester Hall 1626	Laurence Leonard A. V. Tidmore G. G. White	James F. Crist Eve Chamberlain A. V. Tidmore	Burn-Smith World TP
HAGERSTOWN	WJEJ	1240	250	Hagerstown Broadcasting Co. Inc. Franklin Court 2323	MBS Atlantic Coast Maryland	Arthur I. Blessing Grover C. Crilley Clarence Meyers	Amos Harper George W. McIntire	Spot Sales TP
SALISBURY	WBOC	1230	250	Peninsula Broadcasting Co. Radio Park 2480	MBS Atlantic Coast Maryland	John W. Downing Charles J. Truitt Charles J. Truitt Peter A. Alfonso World UP

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	Representatives Transc. Library News Service
BOSTON	WBZ	1030	50,000	Westinghouse Radio Stations Inc. 275 Tremont St. Hancock 4261	NBC New England	Westinghouse Walter C. Evans C. S. Young Frank R. Bowes	W. Gordon Swan Harry D. Goodwin F. M. Sloan	NBC Spot Standard PA, UP
	WCOP	1150	500	Massachusetts Broadcasting Corp. Copley-Plaza Hotel Commonwealth 1717	Atlantic Coast	Arde Bulova H. A. Lafount A. N. Armstrong Jr. A. N. Armstrong Jr.	Russell Offhaus Frances Lescoe Roland C. Hale	Headley-Reed Standard INS
	WEEI	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 Guy H. Cunningham Walter J. Stiles	Radio Sales World Lang-Worth PA, UP
	WHDH	850	5,000	Matheson Radio Co. Inc. 62 Boylston St. Hancock 0900	Blue	A. E. Matheson John J. Matheson R. G. Matheson	A. J. Friend R. G. Matheson	Hollingsbery Associated World UP
	WMEX	1510	5,000	Northern Corp. 70 Brookline Ave. Commonwealth 3900	Lt. John F. Reilly, USN William S. Pote William S. Pote	John Kiley A. J. Pote	McGillvra INS



COVERAGE

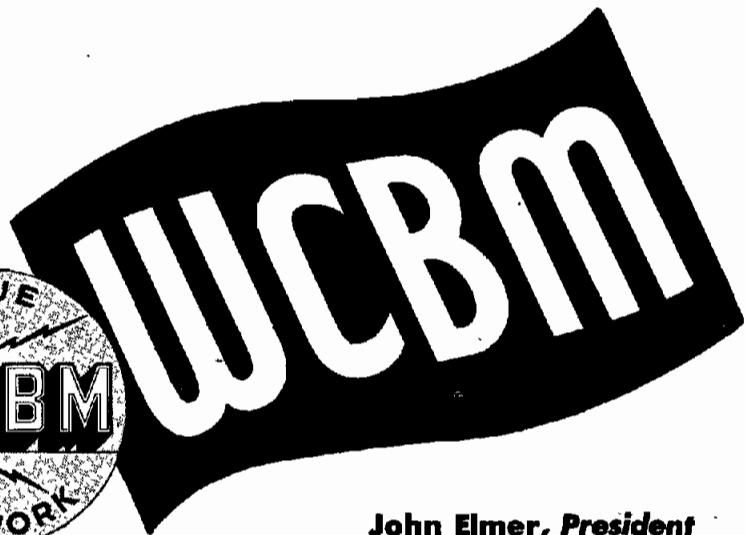
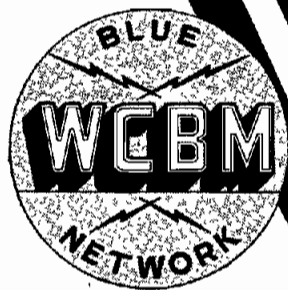
- ☆ Buyers of time in the vast Baltimore Market are assured of economical concentrated coverage when purchasing The Blue Network—WCBM Combination.
- ☆ WCBM effectively covers the entire Baltimore area at a cost which allows for additional time expenditures because of a lower rate.
- ☆ Investigate all Baltimore Stations and then compare with what WCBM offers!

National Representatives:

SPOT SALES, INC.

New York - Chicago

San Francisco



John Elmer, President

Geo. H. Roeder, Gen. Manager

BALTIMORE'S BLUE NETWORK OUTLET

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1943)

MASSACHUSETTS—(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	Representatives Transc. Library News Service
BOSTON—Continued	WNAC	1260	5,000-LS 1,000-N CP-5,000-U	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800	MBS Yankee	William F. O'Neil John Shepard 3rd Linus Travers Linus Travers	George Steffy James Powers Phillip F. Robinson	Petry Associated Standard INS
	WORL	950	1,000-D	Broadcasting Service Organization 610 Beacon St. Commonwealth 5100		Arde Dulova H. A. Lafount George Lasker Ashley L. Robison	Robert N. Perry Bobby Sanford John Parker	UP
FALL RIVER	WSAR	1480	1,000	Doughty & Welch Electric Co. Inc. 102 S. Main St. 7-9477	MBS Yankee Colonial	William T. Welch William T. Welch Leonard C. Cox	Josephine Y. Welch Miss Philly J. Maurett John C. Pavao	Walker Foster Standard Lang-Worth INS
FITCHBURG	WEIM	1340	250	Ruben E. Aronheim 717 Main St. 1600	MBS Yankee	Ruben E. Aronheim Milton H. Meyers W. Warren Tes Key	Ken Houseman Ted Kain	Lang-Worth PA
GREENFIELD	WHA1	1240	250	John W. Haigis 854 Main St. 4801	MBS Yankee	John W. Haigis James L. Spates Horace W. Nichols	Warren M. Greenwood Horace W. Nichols James L. Spates	Burn-Smith Bannan Foster World
HOLYOKE	WHYN	1400	250	Hampden-Hampshire Corp. 180 High St. 8238	MBS Yankee	William G. Dwight Patrick J. Montague Patrick J. Montague	Thomas R. Humphrey Patrick J. Montague Thomas R. Humphrey	Bannan Associated UP
LAWRENCE	WLAW	680	5,000	Hildreth & Rogers Co. 278 Essex St. 4107	CBS	Irving E. Rogers Irving E. Rogers Irving E. Rogers	John D. Maloy George A. Hinekey	Katz Foster Thesaurus Standard UP
LOWELL	WLLH	1400	250	Merrimac Broadcasting Co. Inc. Kearney Square 8715	MBS Yankee	A. S. Moffat Robert F. Donahue Haskell Bloomberg	Thomas Clayton Ralph Newton	Petry Associated INS
MARBLEHEAD	WESX	1230	250	North Shore Broadcasting Co. 126 Washington St., Salem Salem 5670	Charles W. Phelan Van D. Sheldon A. M. Morgan	Margaret K. Herlhy Richard I. Hammond	Rambeau Foster Associated World INS
NEW BEDFORD	WNBH	1340	250	E. Anthony & Sons Inc. 588 Pleasant St. 8-5229	MBS Yankee	Standard-Times & Mercury Hugh R. Norman Raymond D. Markey	Constance A. Reed Raymond D. Markey Irving Vermilya	Burn-Smith Foster Thesaurus
PITTSFIELD	WBRK	1340	250	Monroe B. England 8 Bank Row 2-1553	MBS Yankee	Monroe B. England Monroe B. England John T. Parsons	Edwin Tacey Robert Burbank Leonard Lavendol	Burn-Smith Foster UP
SPRINGFIELD	WBZA	1030	1,000	Westinghouse Radio Stations Inc. 140 Chestnut St. 8-8386	NBC	Westinghouse Walter C. Evans C. S. Young Frank R. Bowes	W. Gordon Swan Harry D. Goodwin Harold Randol	NBC Spot Standard PA, UP
	WMAS	1450	250	WMAS Inc. Hotel Charles 7-1414	CBS	A. S. Moffat A. W. Marlin A. W. Marlin	H. M. Feine Earle G. Hewinson	Petry Associated INS
	WSPR	1270	500	WSPR Inc. 63 Chestnut St. 6-2757	Blue	Quincy A. Brackett Quincy A. Brackett Milton W. Stoughton	W. H. Latham Milton W. Stoughton Lawrence Rielly	Hollingbery Bannan Lang-Worth INS
WEST YARMOUTH	WOCB	1240	250	Cape Cod Broadcasting Co. South Sea Ave. Hyannis 1697	Harriett M. Alleman Harriett M. Alleman H. M. Alleman	H. M. Alleman L. D. Trefry	Bannan World TP
WORCESTER	WAAB	1440	5,000	Yankee Network Inc. State Mutual Bldg. 6-1411	MBS Yankee	William F. O'Neil John Shepard 3rd Mrs. Dorothy Robinson Mrs. Dorothy Robinson	Albert Horns James Powers (Boston) J. E. Grahm	Petry Associated Standard Lang-Worth INS
	WORC	1310	1,000	Alfred F. Kleindienst 65 Elm St. 5-3101	CBS Blue (April 5)	Alfred F. Kleindienst Mildred P. Stanton Mildred P. Stanton	Weed Thesaurus INS
	WTAG	580	5,000	Worcester Telegram Publ. Co. Inc. 18 Franklin St. 5-4321	NBC CBS (April 5)	George F. Booth Edward E. Hill Herbert L. Krueger	David H. Harris Philip R. Jasen Andy Browning	Raymer Associated World Lang-Worth PA

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	Representatives Transc. Library News Service
BATTLE CREEK	WELL	1400	250	Federated Publications Inc. Michigan National Bank Bldg. 5656	Blue Michigan	A. L. Miller D. E. Jayne F. F. Owen	Frank Jayne Earl J. Stone	Burn-Smith Associated PA
BAY CITY	WBCM	1440	1,000-LS 500-N	Bay Broadcasting Co. Inc. Wenonah Hotel 7551	Blue Michigan	Harley D. Peet H. A. Giesel H. A. Giesel	Frank E. Catto A. F. Huebner Ralph H. Carpenter	Hollingbery Thesaurus Associated UP
CALUMET	WHDF	1400	250	Upper Michigan Broadcasting Co. Community Bldg., Houghton 869	A. L. Burgan John W. Rice Albert W. Payne	Earl Norden J. W. Rice George L. Burgan World PA



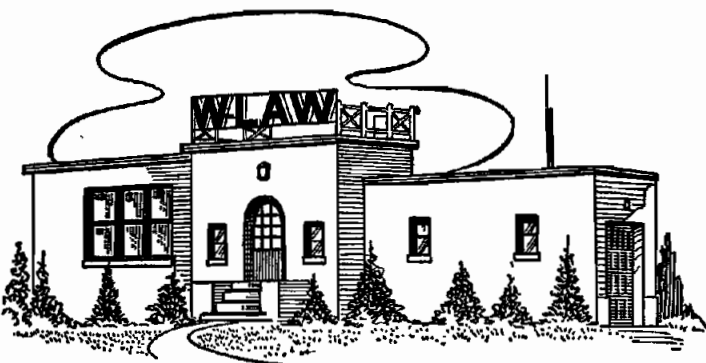
WLAW Coverage Areas

	Two Millivolt Area	Half Millivolt Area
Population, 1940 (U. S. Census)	2,834,430	4,033,282
Radio Homes, 1940 (Calculated by N.A.B.)	704,261	1,002,348

The 1940 census of manufactures shows that 75,000 workers in the principal cities in WLAW's PRIMARY AREA received over \$70,000,000 in wages. Consider the part being played by the textile industry in America's war effort and you have some idea of the potentialities of this busy, bustling area. These people with money to spend, and the inclination to spend it, have created one of the outstanding markets east of the Mississippi.

Market analysts and time buyers know that this rich industrial and agricultural heart of New England can be covered effectively and thoroughly only by blanketing the entire region with the powerful signal of WLAW.

*Owned and operated by Hildreth & Rogers Company
LAWRENCE, MASSACHUSETTS*



National Representatives: The Katz Agency, Inc.—New York, Chicago, Detroit, Atlanta, Kansas City, Dallas, San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1943)

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 Mdeq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
DETROIT.	WJRK	1490	250	James F. Hopkins Inc. 6559 Hamilton Ave. Trinity 2-2000	James F. Hopkins James F. Hopkins Arthur H. Croghan	Sybil Krieghoff N. W. Hopkins Edward Barkkarie	Forjoe Holman Associated World Standard PA, INS
	WJLB	1400	250	John L. Booth Bestg. Inc. Eaton Tower Cadillac 7600	...	John L. Booth John L. Booth Edward H. Clark Thesaurus PA, TP
	WJR	760	50,000	WJR The Goodwill Station Fisher Bldg. Madison 4440	CBS	G. A. Richards Leo Fitzpatrick Owen F. Uridge	Geraldine Elliott M. R. Mitchell	Petry World Standard PA, INS
	WWJ	950	5,000	Evening News Assn. 680 Lafayette Blvd. W. Randolph 2000	NBC	Lt. W. E. Scripps Harry Bannister Harry W. Betteridge	Don F. DeGroot J. Albert Herbert F. Tank	Hollingsbery Standard Lang-Worth UP
	WXYZ	1270	5,000	King-Trendle Broadcasting Corp. Stroh Bldg. Cherry 8321	Blue MBS Michigan	George W. Trendle H. Allen Campbell II. Allen Campbell	(Harold S. Christian Lambert B. Beeuwkes Verne Alston	Raymer Associated Standard UP
	CKLW (Windsor, Ont.)	800	5,000	Western Ontario Bestg. Co. Ltd. Union Guardian Bldg. Cadillac 7200	MBS CBC	Malcolm G. Campbell J. E. Campeau Richard E. Jones	John Gordon Richard E. Jones W. J. Carter	McGillvra Stovin & Wright World BIFP
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 Standard PA
ESCANABA	WDBC	1490	250	Delta Broadcasting Co. First & Ludington Sts. 787	Gordon H. Brozek Gordon H. Brozek Gordon H. Brozek	Eldon Wallace Martin Seils	Standard UP
FLINT.....	WFDF	910	1,000	Flint Broadcasting Co. Union Industrial Bldg. 2-7158	Blue Michigan	Frank D. Fallain Howard M. Loeb F. S. Loeb	Adrian R. Cooper J. R. McKinley Frank D. Fallain	Burn-Smith Lang-Worth INS
GRAND RAPIDS	WLAV	1340	250	Leonard A. Versluis 6 Fountain St., N.E. 6-5461	MBS	Leonard A. Versluis Hy M. Steed Hy M. Steed	Kay Mordo Roy C. Kelley Raymond Plank	McGillvra Standard INS
	WASH	1300	500	(See WOOD)				
	WOOD	1300	5,000	King-Trendle Broadcasting Corp. Grand Rapids National Bank Bldg. 9-4211	NBC Michigan	George W. Trendle Stanley W. Barnett Stanley W. Barnett	Sandy Meek Paul F. Eichhorn Fred W. Russell	Raymer Associated Lang-Worth UP
IRONWOOD...	WJMS	1450	250	Upper Mich.-Wis. Bestg. Co. Inc. 124 E. McLeod Ave. 20	MBS No. Central	William L. Johnson N. C. Ruddell J. W. Huss	Ray Williams Arne Dahlback
JACKSON	WIBM	1450	250	WIBM Inc. Hayes Hotel 6121	Blue Michigan	Herman Radner Roy Radner Roy Radner	Bill Dunn William Cizek C. W. Wirtanen	Forjoe PA
KALAMAZOO	WKZO	590	5,000	WKZO Inc. Kalamazoo, Burdick Hotel Grand Rapids, Herpolsheimer Bldg. Kalamazoo, 3-1223 Grand Rapids 6-1222	CBS	John E. Fetzer John E. Fetzer John W. O'Harrow	Paul H. Auranndt John W. O'Harrow Carl E. Lee	Free & Peters Standard INS
LANSING ..	WJIM	1240	250	WJIM Inc. City National Bldg. 2-1333	Blue Michigan	Harold F. Gross Harold F. Gross Harold F. Gross	Robert Innes Melvin Wirth Associated UP
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 Gordon H. Brozek	World TP
MUSKEGON	WKBZ	1490	250	Ashbacker Radio Corp. 424 Apple Ave. 26-051	...	Grant F. Ashbacker Grant F. Ashbacker William C. Wester	Garrison Poling Loran A. Haney LeRoy Kessler	Burn-Smith World UP
PONTIAC.....	WCAR	1130	1,000 D	Pontiac Broadcasting Co. Riker Bldg. 7141		(George M. Stutz H. Y. Levinson H. Y. Levinson H. Y. Levinson	Howard Donahoe George M. Stutz Wayne N. Cook	Foreman Thesaurus Standard Lang-Worth INS
PORT HURON...	WHLS	1450	250	Port Huron Broadcasting Co. 932 Military St. 2-3151		Harmon LeRoy Stevens Harmon LeRoy Stevens Robert L. Mackin	Harmon L. Stevens V. O. Cram Leslie C. Conant	Holman Griffith Associated UP
ROYAL OAK.	WEXL	1340	250	Royal Oak Broadcasting Co. 212 W. Sixth St. 0815	George B. Hartick Ellis C. Thompson Ellis C. Thompson	Kirk Knight Jerome Steadley INS
SAGINAW.	WSAM	1400	250	Saginaw Broadcasting Co. 2745 Bay St. 2-5109	NBC	Milton L. Greenebaum Milton L. Greenebaum Milton L. Greenebaum	Janice Widmoyer Simon Maruszian	Standard INS
SAULT STE. MARIE.	WSOO	1230	250-LS 100-N	Hiawathaland Broadcasting Co. 107 W. Portage Ave. 3000		Vernon W. Aikins Stanley R. Pratt Richard Y. Burnett	Stanley R. Pratt Richard Y. Burnett Eugene T. Kaari	McGillvra Standard PA
TRAVERSE CITY	WTCM	1400	250	Midwestern Broadcasting Co. Anderson Bldg. 1150		Les Biederman Drew McClay Emerson Brown	Don Mullen Kip Frazer Drew McClay	Holman Standard PA



WXYZ WILL DELIVER* LION'S SHARE

OF DETROIT AT LOWEST COST

***GUARANTEE with any WXYZ Champion Show**

**KING-TRENDLE BROADCASTING CORP., Detroit, Michigan
NATIONAL REPRESENTATIVES: PAUL H. RAYMER COMPANY**

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1943)

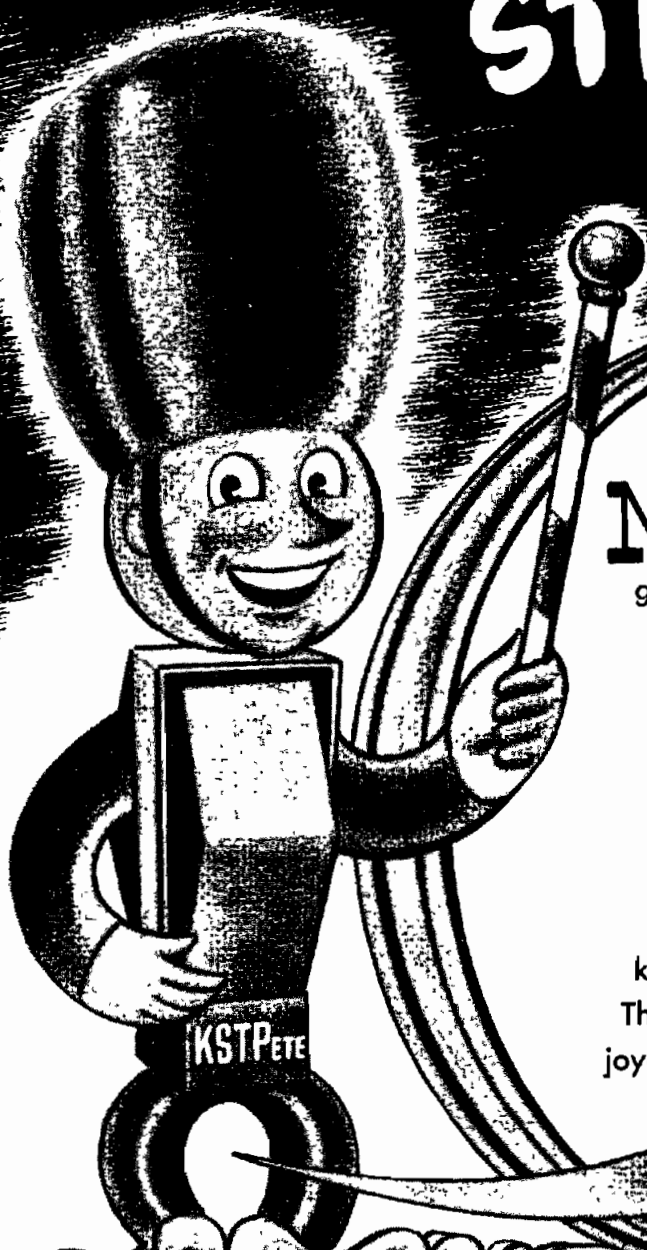
MINNESOTA

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	Representatives Transc. Library News Service
ALBERT LEA.....	KATE	1450	250	Albert Lea-Austin Bestg. Co. Inc. 332 S. Broadway 2338	MBS No. Central So. Minn.	E. L. Hayek	Foreman World UP
DULUTH.....	KDAL	610	1,000	Red River Broadcasting Co. Inc. Bradley Bldg. Melrose 2628	CBS	Dalton LeMasurier Dalton LeMasurier Odin S. Ramsland	Gilbert Fawcett Bea Lade Robert Dettman	Free & Peters Standard Lang-Worth TP
	WEBC	1320	5,000	Head of the Lakes Bestg. Co. WEBC Bldg. Melrose 2873	NBC Northwest Arrowhead	Morgan Murphy Walter C. Bridges Thomas W. Gavin	Jerry Deane Herbert H. Sonnenburg William Lounsbury	Hollingbery Thesaurus PA, UP
FERGUS FALLS.....	KGDE	1230	250-LS 100-N	Charles L. Jaren Lincoln Ave., W. 898	MBS No. Central	Charles L. Jaren
HIBBING.....	WMFG	1240	250	Head of the Lakes Bestg. Co. Androy Hotel 1150	NBC Arrowhead No. Central	Morgan Murphy Harry S. Hyett Harry S. Hyett	Ruth E. Coe William Lounsbury UP
MANKATO.....	KYSM	1230	250	F. B. Clements & Co. 101 N. Second St. 4673	NBC Northwest So. Minn.	F. B. Clements John F. Meagher John F. Meagher	Bill Walker Bob Gardner Jim Houts Thesaurus UP
MINNEAPOLIS- ST. PAUL.....	KSTP	1500	50,000	KSTP Inc. St. Paul Hotel, St. Paul St. Paul: Cedar 5511 Minneapolis: Bridgeport 3222	NBC Northwest	Stanley E. Hubbard Kenneth M. Hance Ray C. Jenkins	Corinne Jordan Sam Levitan Hector R. Skifter	Petry Thesaurus World Standard Lang-Worth UP
	WCCO	880	50,000	Columbia Broadcasting System, Inc. 625 Second Ave. S. Main 1202	CBS	CBS—A. E. Joscelyn A. E. Joscelyn A. B. Sheehan	A. B. Sheehan Sam Kaufman H. S. McCartney	Radio Sales Lang-Worth PA, UP
	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 J. H. Fischbein George K. Jacobsen	Rambeau Standard Lang-Worth PA
	*WLB ST-WCAL	770	5,000-D	University of Minnesota Minneapolis Main 8177	University of Minnesota Burton Paulu	Betty Thomas Girling Burton Holmberg UP
	WLOL	1330	1,000	Independent Merchants Bestg. Co. 1728 Hennepin Ave. Atlantic 0406	MBS No. Central	Charles J. Winton Jr. H. E. Westmoreland H. E. Westmoreland	John Hirschboeck Lynn Meyer Ogden Prestholdt	Foreman Associated INS, UP
	WMIN	1400	250	WMIN Broadcasting Co. 1287 St. Anthony Ave. Nestor 6501	Edward Hoffman Edward Hoffman Edward Hoffman	Marilyn Powell Samuel N. Nemar Warren Fritze Standard PA
	WTCN	1230	5,000-LS 1,000-N	Minnesota Broadcasting Corp. Wealey Temple Bldg. Main 6562	Blue	(Minneapolis Daily Times St. Paul Dispatch-Pioneer Press Clarence T. Hagman F. Van Konynenburg	J. Robert DeHaven Myron Fleming	Free & Peters Associated Lang-Worth PA
MOORHEAD.....	KVOX	1340	250	KVOX Broadcasting Co. Comstock Hotel 3-1523	MBS No. Central	John Boler M. M. Marget M. M. Marget	Charles Niles Jr. Dick Noble UP
NORTHFIELD.....	*WCAL ST-WLB	770	5,000-D	St. Olaf College Northfield 770	Dr. L. W. Boe M. C. Jensen	David Johnson O. W. Haldorson
ROCHESTER.....	KROC	1340	250	Southern Minnesota Bestg. Co. 100 First Avenue Bldg. 3924	NBC Northwest So. Minn.	Agnes P. Gentling Gerald H. Wing Lew Potter	Calvin A. Smith Walter Bruzek Fred C. Clarke	Radio Adv. Standard UP
ST. CLOUD.....	KFAM	1450	250	The Times Publishing Co. Weber Bldg. 3330	NBC Northwest	Fred Schüplin Fred Schüplin Martin F. Lindemann	Lucile Miller Lucile Miller Robert Witschen UP
ST. PAUL.....				(See Minneapolis-St. Paul)				
VIRGINIA.....	WHLB	1400	250	Head of the Lakes Bestg. Co. WHLB Bldg. 2000	NBC Arrowhead No. Central	W. C. Bridges Greg Rouleau Greg Rouleau William Lounsbury UP
WILLMAR.....	KWLM	1340	250	Lakeland Broadcasting Co. Willmar 910	MBS No. Central	H. W. Linder H. W. Linder H. W. Linder	Earl Henton Gil Frayseth Vern Baumgartner UP
WINONA.....	KWNO	1230	250	Winona Radio Service 216 Center St. 3314	MBS No. Central	M. H. White L. L. McCurnin L. L. McCurnin	Phylis Lund Ray Johnson	Back Standard UP

MISSISSIPPI

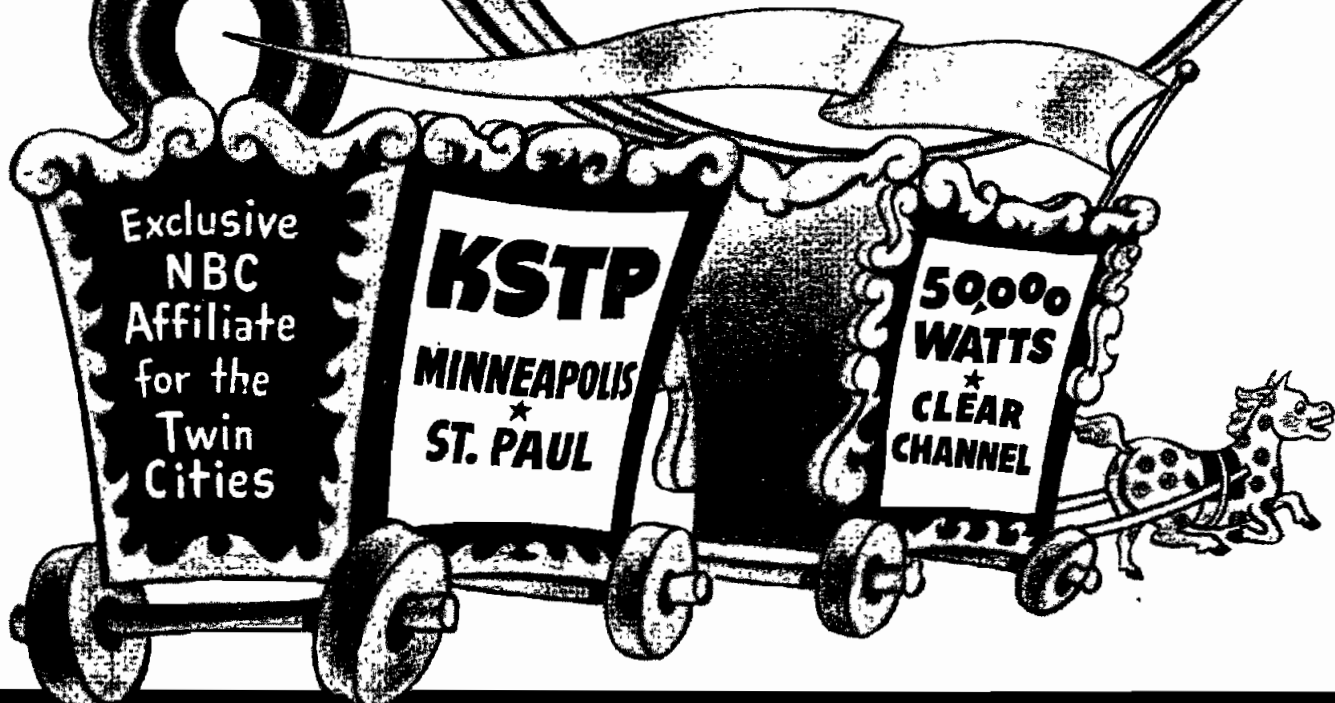
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
COLUMBUS.....	WCBI	1400	250	Birney Imes Jr. Gilmer Hotel 1313	Birney Imes Jr. Robert L. McRaney James L. Eatherton	Buck Hinman Bob McRaney Maxell Williams	Sears & Ayer Standard PA
GREENVILLE.....	WJPR	1340	250	John R. Pepper 107 S. Poplar 1770	John R. Pepper Bert Ferguson Frank W. Baldwin	Bob Thompson Ray Dickson Associated UP
GREENWOOD.....	WGRM	1240	250	P. K. Ewing 222 Howard St. 1717	Blue	P. K. Ewing F. C. Ewing F. C. Ewing	Herb Abramson Billy Hand Gordon Clark
GULFPORT.....	WGCM	1240	250	WGCM Inc. Hewes-Martin Bldg. 1111	Hugh O. & William E. Jones Hugh O. Jones Hugh O. Jones	Larry Holmes Dell Crosby Donovan Murphy	Sears & Ayer INS

WE'RE STRIKING UP *the* BRAND!



NO magic wand is KSTPete's baton. Sales-wise, the "big stick" represents good radio. With our exclusive "Planalyzed Promotion" as a self-starter, good radio keeps the KSTP Brand-Wagon at the head of the sales parade here in the important Twin Cities Market.

Look over the KSTP Brand-Wagon's list of local, national spot and network passengers, remembering that only one thing keeps these advertisers aboard — results! Then climb on yourself for a real sales joy-ride.



Represented Nationally by Edward Petry & Co.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1943)

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	Representatives Transc. Library News Service
HATTIESBURG	WFOR	1400	250	Forrest Broadcasting Co. Inc. 302 Hemphill St. 1866	NBC	C. J. Wright C. J. Wright H. L. Patterson	J. T. Orr C. J. Wright	Sears & Ayer UP
JACKSON	WJDX	1300	5,000-LS 1,000-N	Lamar Life Insurance Co. Box 2171 2-1183	NBC So. Central	Lamar Life Insurance Co. Wiley P. Harris C. A. Lacy	Maurice Thompson Frank Gentry Percy G. Root	Hollingbery Thesaurus UP
	WSLI	1450	250	Standard Life Broadcasting Co. Robert F. Lee Hotel 8-2788	Blue	George W. Covington L. M. Sepaugh F. E. Wilkerson Jr.	Ward Coleman Maurice B. Wray C. A. Perkins	Sears & Ayer Standard INS
LAUREL	WAML	1340	250	New Laurel Radio Station Inc. 535½ Central Ave. 288	NBC	D. A. Matson Hugh M. Smith Hugh M. Smith	Frank Holifield Bruce Dennis	Sears & Ayer World Standard UP
McCOMB	WSKB	1230	250	McComb Broadcasting Corp. Box 111 37	(Robert Louis Sanders George Blumenstock George Blumenstock George Blumenstock	Julia D. Blumenstock B. L. Mathis Robert Louis Sanders World UP
MERIDIAN	WCOC	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 UP
NATCHEZ	WMIS	1490	250	Natchez Broadcasting Co. City Bank & Trust Co. Bldg. 1515	P. K. Ewing Sr. P. K. Ewing Jr. Penny Pennington	James Day Mrs. Margery Marx	INS
VICKSBURG	WQBC	1390	1,000-D	Delta Broadcasting Co. Inc. Hotel Vicksburg 312	Blue	L. P. Cashman O. W. Jones O. W. Jones C. E. Drake	World PA

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	Representatives Transc. Library News Service
CAPE GIRARDEAU	KFVS	1400	250	Oscar C. Hirsch 324 Broadway 2104	Oscar C. Hirsch Oscar C. Hirsch Oscar C. Hirsch	Virginia Buhn Ralph Hirsch Oscar Hirsch Standard Lang-Worth UP
COLUMBIA	KFRU	1400	250	KFRU Inc. 9th & Elm Sts. 4141	Blue	Elzey Roberts C. L. Thomas J. W. Roth	F. H. Brown R. H. Haigh	Weed Thesaurus UP
HANNIBAL	KHMO	1340	250	Courier Post Publishing Co. 102½ S. Main St. 3450	E. P. Adler E. L. Sparks W. Earl Dougherty	W. Earl Dougherty Paul Menge Warren E. MacFadden Lang-Worth PA
JEFFERSON CITY	KWOS	1240	250	Tribune Printing Co. St. Mary's Blvd. 4000	MBS	R. C. Goshorn R. L. Rose	Mahlon Aldridge	Sears & Ayer Lang-Worth PA, UP
JOPLIN	WMBH	1450	250	Joplin Broadcasting Co. Frisco Bldg. 330	MBS	D. J. Poynor D. J. Poynor Bob Burke	Margaret Houston Charles McIntire Richard Meek	Sears & Ayer World UP
KANSAS CITY	KCMO	1480	5,000-LS 1,000-N	KCMO Broadcasting Co. Commerce Bldg. Victor 0900	Blue	T. L. Evans Jack Stewart C. E. Brezeal	Dorothy Stewart Richard W. Evans Ted Millard	McGillivray Associated Lang-Worth PA
	KMBC	980	5,000	Midland Broadcasting Co. Hotel Pickwick Harrison 2650	CBS	Arthur B. Church Karl Koerber Sam H. Bennett	Don Macon Mark N. Smith Frank Barhydt A. R. Moler A. Kenneth Krahl	Free & Peters World PA, UP
	WDAF	610	5,000	Kansas City Star Co. 1729 Grand Ave. Harrison 1200	NBC	Earl McCollum Dean Fitzer Gardner Reames	Harry J. Kaufmann J. A. Flaherty	Petry PA
	WHB	880	1,000-D	WHB Broadcasting Co. Scarritt Bldg. Harrison 1161	MBS Kansas	Donald Dwight Davis John T. Schilling Donald Dwight Davis	John R. Wahlstedt Reese Wade Henry E. Goldenberg	PA
POPLAR BLUFF	KWOC	1340	250	Radio Station KWOC 1801 N. Main St. 1310	O. A. Tedrick P. H. Cunningham P. H. Cunningham	William R. Tedrick P. H. Cunningham Don L. Lidenton	World PA
ST. JOSEPH	KFEQ	680	5,000	KFEQ Inc. Schneider Bldg. 4-0818	Blue	Barton Pitts Barton Pitts Glen G. Griswold	Harry H. Packard J. Ted Branson Fred H. Damm	Headley-Reed Thesaurus Standard UP
ST. LOUIS	*KFUO	850-SH	5,000	Evangelical Lutheran Synod 801 De Mun Delmar 3030	..	Dr. J. W. Behnken Rev. H. H. Hohenstein	Rev. H. H. Hohenstein Carl H. Meyer	UP
	KMOX	1120	50,000	Columbia Broadcasting System Inc. 401 S. 12th Blvd. Central 8240	CBS	CBS—Merle S. Jones Merle S. Jones Wendell B. Campbell	Blaine Cornwell Harry Harvey	Radio Sales Associated Lang-Worth PA, UP
	KSD	550	5,000-LS 1,000-N	Pulitzer Publishing Co. 12th & Olive Sts. Main 1111	NBC	Joseph Pulitzer George M. Burbach Edward W. Hamlin	Free & Peters Thesaurus PA
	KWK	1380	5,000-LS 1,000-N	Thomas Patrick Inc. Hotel Chase Rosedale 3210	MBS	Robert Thomas Convey Ray E. Dady Virgil E. Carmichael	John W. Tinnea Nick Zehr	Raymer World UP Reuters
	KXOK	630	5,000	Star-Times Publishing Co. 12th & Delmar Blvd. Chestnut 3700	Blue	Elzey M. Roberts Lt. Com. John C. Roberts Clarence G. Cosby	C. I. Thomas Robert A. Seat Arthur F. Rekart	Weed Associated Standard INS, UP
	WEW	770	1,000-D	St. Louis University 3642 Lindell Blvd. Franklin 5665	..	St. Louis University Nicholas Pagliara Nicholas Pagliara	Don Lochner George E. Rueppel, S.J.	Pearson Associated Standard Lang-Worth INS
	WIL	1230	250	Missouri Broadcasting Corp. Melbourne Hotel Jefferson 8403	L. A. Benson C. W. Benson David Pasternak	Neil Norman Claude C. Rock Chal H. Stoup	Rambeau Standard Lang-Worth PA

KSD

CONTINUED

Leadership in **ST. LOUIS**

KSD is the dominant news coverage station in St. Louis. This is of first importance in war time. KSD is the only station in St. Louis with the full-time—24-hour service—of both the Associated Press and Press Association, Inc. KSD is also the exclusive outlet in St. Louis for the NBC network, with its world-famed commentators and trained correspondents in all the war centers of the globe.

KSD-NBC regular and special day and night programs feature the world's star entertainers.

KSD-NBC has continued holding this top-notch star-program supremacy since 1935. This is shown in the national poll selections of "Firsts" from 1935 through 1942. KSD-NBC has led all other St. Louis stations in "Firsts" without exception year after year.

These dominating listener appeal features have given KSD a decisive leadership in its value to sponsors who seek the most effective radio coverage of the rich St. Louis market.

KSD has a greater daytime population coverage area than any other St. Louis station.

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

ATLANTA

SAN FRANCISCO

HOLLYWOOD

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 Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
SEDALIA..	KDRO	1490	250	Albert S. & Robert A. Drohlich 2100 W. Broadway 4004	.	Drohlich Brothers Robert A. Drohlich Robert A. Drohlich	William W. Davis Albert S. Drohlich Bing G. Wong	UP
SPRINGFIELD...	KGBX	1260	5,000	Springfield Broadcasting Co. 508 St. Louis St. 1360	NBC Blue	Tams Bixby II R. D. Foster Leslie L. Kennon	Terry Moss Fritz Bauer	Pearson Thesaurus Standard UP
	KTTS	1100	250	Independent Broadcasting Co. Chamber of Commerce Bldg. 4303	MBS	J. H. G. Cooper G. Pearson Ward G. Pearson Ward	Elda M. Oswald Carl S. Ward Frank L. Barker	Wilson World INS
	KWTO	560	5,000-D CP-5,000-LS 1,000-N	Ozarks Broadcasting Co. Inc. 508 St. Louis St. 1360	R. D. Foster R. D. Foster Leslie L. Kennon	Terry Moss Fritz Bauer	Pearson Standard Lang-Worth UP

MONTANA

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. Kitchli	Katz Thesaurus Standard UP
BOZEMAN	KRBM	1450	250	KRBM Broadeners Inc. Bozeman 1420	NBC Z-Bar	R. B. MacNab Jr. Ernest A. Neath Ernest A. Neath	Leslie L. Sterling Jack Provost	Walker Lang-Worth UP
BITTE	KGIR	1370	5,000	KGIR Inc. Butte 2-2344	NBC Z-Bar	Ed Craney Jim Manning M. E. Dunn	Jim Manning M. E. Dunn Jack Provis	Walker Lang-Worth UP
GREAT FALLS	KFBB	1310	5,000	Buttrely Broadcast Inc. First National Bank Bldg. 4377	CBS	F. A. Buttrely J. P. Wilkins J. P. Wilkins	LeRoy Stahl J. P. Wilkins Wilbur Myhre	Weed Biddick Thesaurus Standard UP
HELENA	KPFA	1240	250	Peoples Forum of the Air 1306 11th Ave. 1240	NBC Z-Bar	Barclay Craighead K. O. MacPherson K. O. MacPherson	Walker Lang-Worth UP
KALISPELL	KGEZ	1340 CP-1460	100 CP-1,000	Donald C. Treloar 203 First Ave. E. 332	Donald C. Treloar Donald C. Treloar Kenneth Montgomery	Bill Patterson Donald C. Treloar Donald P. Gorman	Griffith UP
MILES CITY	KRJF	1340	250	Star Printing Co. 15 N. Sixth St. 60	W. F. Flinn Don Tannehill Don Tannehill	Robert D. Wilson H. J. Panchot	World PA
MISSOULA	KGVO	1290	5,000-LS 1,000-N	Mosby's Inc. 132 W. Front St. 2155	CBS	A. J. Mosby A. J. Mosby Sues Vratsis	James Alden Barber Fred Wamble	Burn-Smith Biddick Lang-Worth UP
SIDNEY	KGCX	1480	1,000	E. E. Krebsbach 109 S. Central Ave. 408	CBC	E. E. Krebsbach E. E. Krebsbach M. J. Severson	Mel King Eugene Bunker	Standard TP

NEBRASKA

FREMONT	KORN	1400	250	Nebraska Broadcasting Corp. Pathfinder Hotel 1060	...	Lloyd C. Thomas Jack Luther Jack Luther	William Goodrich Leland Gustafson	Sears & Ayer PA
GRAND ISLAND..	KMMJ	750 L-WSB	1,000	KMMJ Inc. 315½ N. Locust St. 703	Don Searle Wick Heath Bill Martin	George Kister Bill Martin Devere Swanson	Headley-Reed Standard UP
HASTINGS... ..	KHAS	1230	250	Nebraska Broadcasting Co. Tribune Bldg. 1745	Fred A. Seaton Duane L. Watts Duane L. Watts	Max Brown Duane Allison	World PA
KEARNEY... ..	KGFW	1340	260	Central Nebraska Bestg. Corp. Federal Annex Bldg. 2-3541	Lloyd C. Thomas E. Anson Thomas E. Anson Thomas	Harold Clark Carl Argabrite Jack Lewis	Sears & Ayer PA
LINCOLN.....	KFAB	780	10,000	KFAB Broadcasting Co. Hotel Lincoln Bldg. 2-3214	CBS	Frank D. Throop (Don Searle Jud Woods Arthur J. Weaver	Earl Williams Mark W. Bullock	Petry Standard PA, INS
	KFOR	1240	250	Cornbelt Broadcasting Corp. Hotel Lincoln Bldg. 2-3214	Blue MBS	Frank D. Throop (Don Searle Jud Woods Arthur J. Weaver	Earl Williams Mark W. Bullock	Standard PA, INS
NORFOLK	WJAG	1090 L-KTHS, WBAL	1,000	Norfolk Daily News 120 N. Fourth St. 432	Gene Huse Art Thomas Art Thomas	Art Thomas Frank Weidenbach Art Thomas	Walker PA
NORTH PLATTE....	KGNF	1460	1,000-D	Great Plains Broadcasting Co. 1521 W. 12th St. 295	W. I. LeBarron W. I. LeBarron W. I. LeBarron	Ernest Jaeggi James B. Eaves	Walker Lang-Worth UP
OMAHA.	KBON	1490	260	Inland Broadcasting Co. 2027 Dodge St. Jackson 8282	MBS	John K. Morrison Marie C. Maher Paul R. Frey John Knudsen Leland Gustafson	Rambeau Lang-Worth PA
	KOIL	1280	5,000	Central States Broadcasting Co. Omaha National Bank Bldg. Jackson 7626	CBS	Frank Throop Don Searle Arthur J. Weaver	R. Bruce Wallace R. Bruce Wallace Mark W. Bullock	Petry Standard PA, INS
	KOWH	660	500-D	World Publishing Co. World Herald Bldg. Atlantic 2228	Blue	Henry Doorly Frank E. Shopen Louis A. Smith	Frank E. Shopen Ken Stuart Frank E. Shopen Jr.	Hollingbery Standard UP
	WOW	590	5,000	Radio Station WOW Inc. Insurance Bldg. Webster 3400	NBC	John J. Gillin Jr. John J. Gillin Jr. Harry Burke	Harry Burke William O. Wiseman William J. Kotera	Blair Thesaurus Lang-Worth UP
SCOTTSBLUFF..	KGKY	1490	250	Hilliard Co. 1517½ Broadway 856	L. L. Hilliard L. L. Hilliard R. M. Stewart	Bill Walter R. M. Stewart Harland Morrison Thesaurus Standard UP

BLUE NETWORK

**630 KILOCYCLES
5000 WATTS FULL TIME**



KXOK IS THE APPLE OF ANY SPONSOR'S EYE

KXOK is now operating 24 hours daily. New low rates for sponsors after midnight.

St. Louis war industries are working overtime and sales tax reports indicate that the total retail sales of all St. Louis stores are up 8 to 10 million per month over the pre-war period. KXOK presents alert advertisers a chance to share in the wealth flowing through St. Louis retail channels. With a 24-hour operation now in effect and new low rates for sponsors

after midnight, KXOK presents an economical and effective approach to thousands of war workers who have important money to spend, and are spending it. Write or wire for availabilities and let KXOK show what it can do. Nationally advertised by Weed and Company.

KXOK

THE ST. LOUIS STAR-TIMES STATION

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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NEVADA

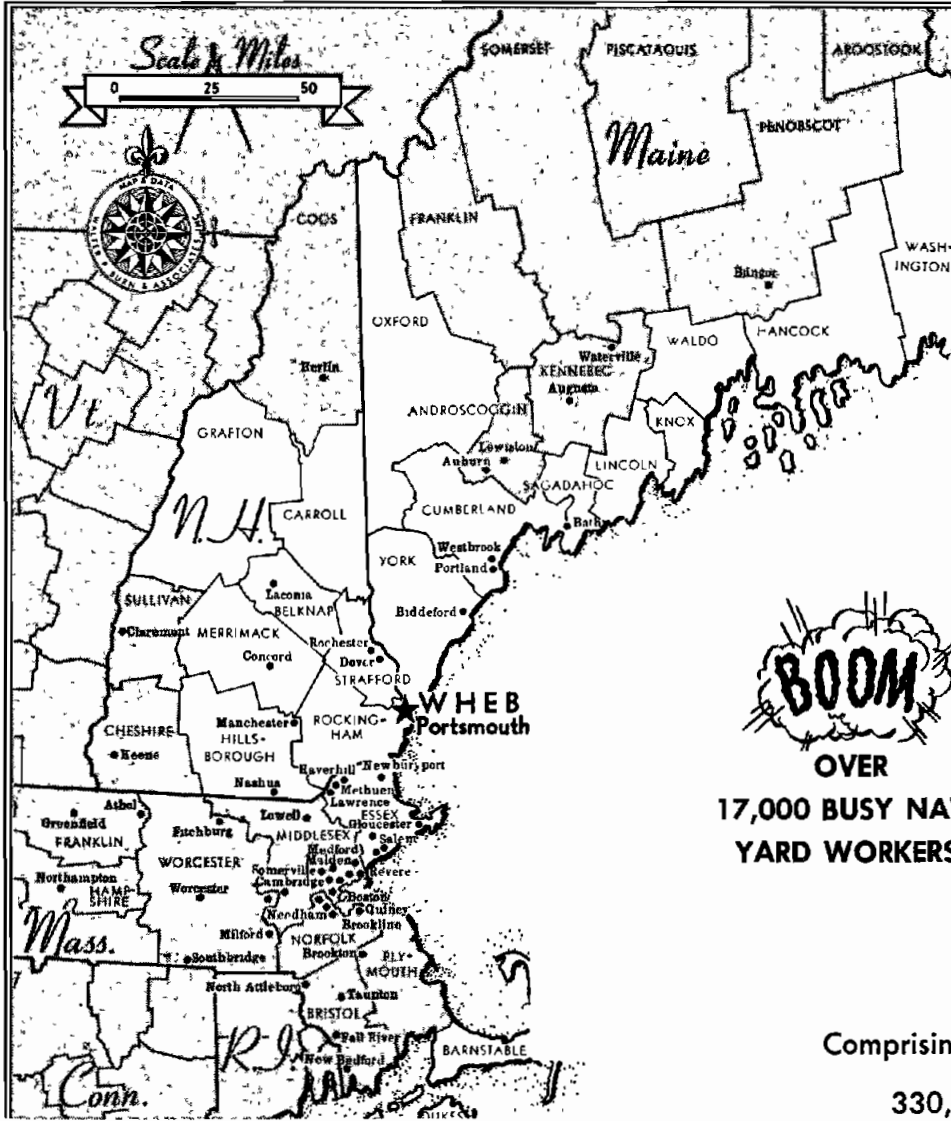
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
LAS VEGAS.....	KENO	1400	250	Nevada Broadcasting Co. Box 1310 1-400		Maxwell Kelch Maxwell Kelch Goodloe McDowell	Ralph O. Dow Maxwell Kelch	Griffith Biddick Thesaurus INS
RENO.....	KOH	630	1,000	The Bee Inc. 143 Stevenson St. 5106	Blue Golden West	Eleanor McClatchy Hewitt Kees Merrill Inch	Merle Snider Robert Regent Hewitt Kees	Raymer McClatchy Associated UP

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	Representatives Transc. Library News Service
KEENE.	WKNE	1290	5,000	WKNE Corp. Keene 2080	CBS	Harry C. Wilder David H. Carpenter David H. Carpenter	Robert M. Peebles Evelyn Howe Howard Ayer	Radio Adv. Associated Lang-Worth UP
LACONIA.	WLNH	1340	250	Northern Broadcasting Co. 653 Main St. 501	MBS Yankee	Charles Jenney Earle Clement Earle Clement	Sherwin Greenlaw Earle Clement Louis Steady Thesaurus PA
MANCHESTER.	WFEA	1370	5,000	New Hampshire Broadcasting Co. Carpenter Hotel 7970	NBC MBS Yankee New England	Adeline Rines David F. Shurtleff Francis J. Batten	Donald G. Caswell Frederick Cole Reginald A. B. Schow	Weed Bannan Thesaurus UP
	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 Leslie F. Smith	Alberta E. Sullivan Dorothy J. French Vincent H. Chandler	McGillvra Foster Associated PA
PORTSMOUTH.	WHEB	750 L-WSB	1,000	WHEB Inc. LaFayette Rd. 2870	R. G. LeTourneau Bert Georges Boyd Lawlor	Winslow Bettinson Dal Wyant Paul Lindsay	Walker Bannan Thesaurus PA

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	Representatives Transc. Library News Service
ASBURY PARK.....	WCAP	1310 ST-WCAM, WTNJ	500	Radio Industries Broadcast Co. 4 Convention Hall 1911	George S. Ferguson V. N. Scholes V. N. Scholes	R. V. Brown Gordon Shaw	ForJoe
ATLANTIC CITY	WBAB	1480	250	Press-Union Publishing Co. 1900 Atlantic Ave. 5-1111	CBS	Albert J. Feyl	Ralph Shoemaker Earle Godfrey	Headley-Reed Thesaurus PA
	WFPG	1450	250	Neptune Broadcasting Corp. Virginia Ave. & Boardwalk 5-2188	A. Harry Zoog E. E. Kohn E. E. Kohn	Edgar Allan Sweet J. Harry Howell Blair K. Thron Associated UP
BRIDGETON.	WSNJ	1240	250	Eastern States Broadcasting Corp. Radio Center Bldg. 1600	Quaker	Elmer H. Wene Paul K. Alger Burt McKinie	Lowell C. Ayars Francis C. Fekel UP
CAMDEN	WCAM.....	1310 ST-WCAP, WTNJ	500	City of Camden City Hall 0907	.	City of Camden C. E. Onens L. M. Maxwell	Betty Renner C. E. Onens Standard PA
JERSEY CITY	WAAT	970	1,000	Bremer Broadcasting Corp. 15 Hill St., Newark, N. J. Mitchell 2-6400	Irving Rosenhaus Irving Rosenhaus Al Schillin	J. Stanley Roland Trenchard Frank Bremer	Rambeau World UP
	WHOM	1480	1,000-LS 500-N	New Jersey Broadcasting Corp. 29 W. 57th St., New York City Plaza 3-4204	Paul F. Harron Joseph Lang J. M. Compter	John D. Kelsey J. M. Compter A. W. Burnham PA, INS
NEWARK.....	WHBI	1280 ST-WOV	2,500-LS 1,000-N	May Radiobroadcast Corp Newark	..	James Shearer
PATERSON	WPAT	930	1,000-D	North Jersey Broadcasting Co. 115 Ellison St. Armory 4-3400	..	James Cosman Donald Flamm George H. Jaspert George H. Jaspert	Henry L. Miller Earl F. Lucas Associated UP
TRENTON	WTNJ	1310 ST-WCAM, WCAP	500	WOAX Inc. 416 Bellevue Ave. 8149	...	Franklin J. Wolff Franklin J. Wolff H. M. Gebert	Walter J. Lewis Lewis Jerome Edward P. Knowles UP
	WTTM	920	1,000	Trent Broadcasting Corp. 35 W. State St. 2-7127	.	Elmer H. Wene A. Harry Zoog George S. McGinley	Mill March Blair K. Thron Associated UP
ZAREPHATH	*WAWZ	1380 ST-WBNX	5,000-LS 1,000-N	Pillar of Fire Zarephath Bound Brook 223	Bishop Alma White Ray B. White	Norman Fournier Nathaniel Wilson



**WORLD'S GREATEST
SUBMARINE BASE**



**OVER
17,000 BUSY NAVY
YARD WORKERS!**



**BOOMING PART OF
A RICH MARKET**

Comprising
330,570 +

Primary Radio Homes

... prosperity-patrolled by un-
erring "WHEBBY" for profit-seeking
clients of—

*"The Listening Habit
of Central New England"*

+ PRIMARY in 7 out of 10 New Hamp-
shire counties, PLUS 8 out of 16 in Maine,
PLUS Essex and most of Middlesex, in
Massachusetts!

● Let "WHEBBY" spray YOUR story over
the 1,000 salt-water watts of clear-channel

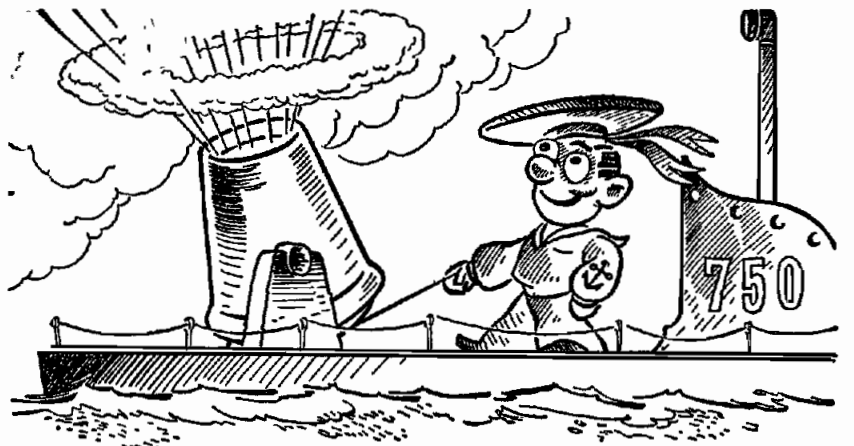
WHEB

*"Serving Sponsors Thrifty—
On the Dial at 750"*

National Rep.: THE WALKER COMPANY

Boston: BERTHA BANNAN

BERT GEORGES, General Manager



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Tune. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
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 (Data corrected to January 1, 1943)

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	Representatives Transc. Library News Service
ALBUQUERQUE . . .	KGGM	1260	1,000	New Mexico Broadcasting Co. Albuquerque 4644	CBS	A. R. Hebenstreit Harry Burdick Harry Burdick	David M. Segal Baxter Gamble Harry Burdick Leonard Dodds	Weed World TP
	KOB	1030 SA-770	10,000 SA-50,000-LS 25,000-N CP-50,000	Albuquerque Broadcasting Co. 420 W. Gold Ave. 4411	NBC	T. M. Pepperday Frank Quinn Frank Quinn	Josephine Mason George S. Johnson	Free & Peters Thesaurus PA, INS
CARLSBAD	KAVE	1240	250	Carlsbad Broadcasting Co. 700 S. Canal St. 811	Jack Hawkins Jack Hawkins Jack Evans	Jack Evans David O. Crouch	UP
CLOVIS	KICA	1240	250	Hugh DeWitt Landis 321½ Main St. 3	..	DeWitt Landis Lee Biggs Lee Biggs	Grady Maples Grady Maples	Forjoe Associated UP
HOBBS	KWEW	1490	100	W. E. Whitmore Hardin Hotel 495	..	W. E. Whitmore Chet L. Gonce Chet L. Gonce	G. Dimple W. E. Whitmore Chet L. Gonce	UP
LAS VEGAS	KFUN	1230	250	Southwest Broadcasters Inc. Box 710 83	E. N. Thwaites E. N. Thwaites E. N. Thwaites	E. N. Thwaites A. F. Schultz	INS
ROSWELL	KGFL	1400	100	KGFL Inc. 310 N. Richardson St. 288	W. E. Whitmore W. E. Whitmore John McBoyle	Frank Joyce John McBoyle Melvin Unger	UP
SANTA FE	KVSF	1340	100	New Mexico Broadcasting Co. 759 Cerrillos Rd. 2020	CBS	A. R. Hebenstreit Ivan R. Head Don J. Rich	Don J. Rich William J. Karpisek	World TP
TUCUMCARI	KTNM	1400-SH	250	Krasin-Krutznor Broadcasting Co. Tucumcari 192	Otto A. Krutzner Lester Q. Krasin Lester Q. Krasin Lester Q. Krasin	Lester Q. Krasin	Cox & Tanz Standard INS

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	Representatives Transc. Library News Service
ALBANY	WABY	1400	250	Adirondack Broadcasting Co. Inc. Radio Centre 4-4194	MBS	Harold E. Smith Harold E. Smith Deuel Richardson	John R. Lee Paul Heisler J. H. Corey	McKinney Standard TP
	WOKO	1460	1,000-LS 500-N	WOKO Inc. Radio Centre 4-4193	CBS	Raymond M. Curtis Harold E. Smith Deuel Richardson	John R. Lee C. H. Heisler O. A. Sardi	McKinney Standard TP
AUBURN	WMBO	1340	250	WMBO Inc. 141 Genesee St. 433	Auburn Citizen-Advertiser Frederick L. Keesee Frederick L. Keesee	Florence M. Bond Herbert House	Standard PA
BATAVIA	WBTA	1490	250	Batavia Broadcasting Corp. 90 Main St. 715	Edmund R. Gamble Joseph M. Ryan Frederick R. MacLaughlin	Richard V. Driscoll Howard Cochran	Sears & Ayer Lang-Worth UP
BINGHAMTON	WNBF	1290	5,000	Wylie B. Jones Adv. Agency Arlington Hotel 2-3461	CBS MBS	John C. Clark Cecil D. Mastin Cecil D. Mastin	E. Ray McCloskey Ewing B. Hawkins Lester H. Gilbert	Blair World UP
BROOKLYN	WBRR	1330 ST-WEVD, WHAZ	1,000	Watchtower Bible & Tract Soc. Inc. 124 Columbia Heights Main 4-9735	Watchtower Society M. A. Howlett
	WBYN	1430	1,000-LS 500-N	WBYN Brooklyn Inc. Brooklyn, 1 Nevins St. New York, 132 W. 43rd St. Brooklyn, Triangle 6-3800 New York, Bryant 9-3773	..	Aaron Kronenberg William Norins William Norins	Norman H. Warembud Peter Testan	PA, INS
	WLJB	1190 L-WOWO	1,000	WLJB Inc. 846 Flatbush Ave., Brooklyn RKO Bldg., New York Ingersoll 2-1300	Elias I. Godofsky Elias I. Godofsky Robert M. Scholle	Paul Gould Louis W. Berne Arthur Faske	Walker Associated UP
BUFFALO	WBEN	930	5,000	WBEN Inc. Hotel Statler Cleveland 6400	NBC	Edward H. Butler A. H. Kirchhofer Edgar H. Twamley Gene Wyatt	George Torge Ralph J. Kingsley	Petry Thesaurus Lang-Worth PA, UP
	WBNY	1400	250	Roy L. Albertson 485 Main St. Madison 4000	Roy L. Albertson Roy L. Albertson Virginia C. Fyda	Virginia C. Fyda Thomas L. Vines	Rambeau PA, TP
	WEBR	1340	250	WEBR Inc. 23 W. North St. Lincoln 7133	Blue	Paul E. Fitzpatrick C. Robert Thompson William Doerr Jr.	Peter A. Krug Albert H. Zink	Weed Thesaurus Standard UP
	WGR	550	5,000-LS 1,000-N	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	MBS	H. W. Deyo I. R. Lounsberry John A. Bacon	H. C. Rice Ross MacPherson Karl B. Hoffman	Free & Peters Associated World UP
	WKRW	1520	50,000	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS	H. W. Deyo I. R. Lounsberry John A. Bacon	H. C. Rice Ross MacPherson Karl B. Hoffman	Free & Peters Associated World UP
ELMIRA	WENY	1230	250	Elmira Star Gazette Inc. Mark Twain Hotel 6181	MBS	Frank E. Gannett Dale L. Taylor Ernest F. Oliver	Woodrow W. Ott Bill Pope	McKinney World UP

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
only 50,000-watt
station. Columbia network pro-
grams. Covers eleven states,
twelve million people.

Basic Columbia 1520 K. C.

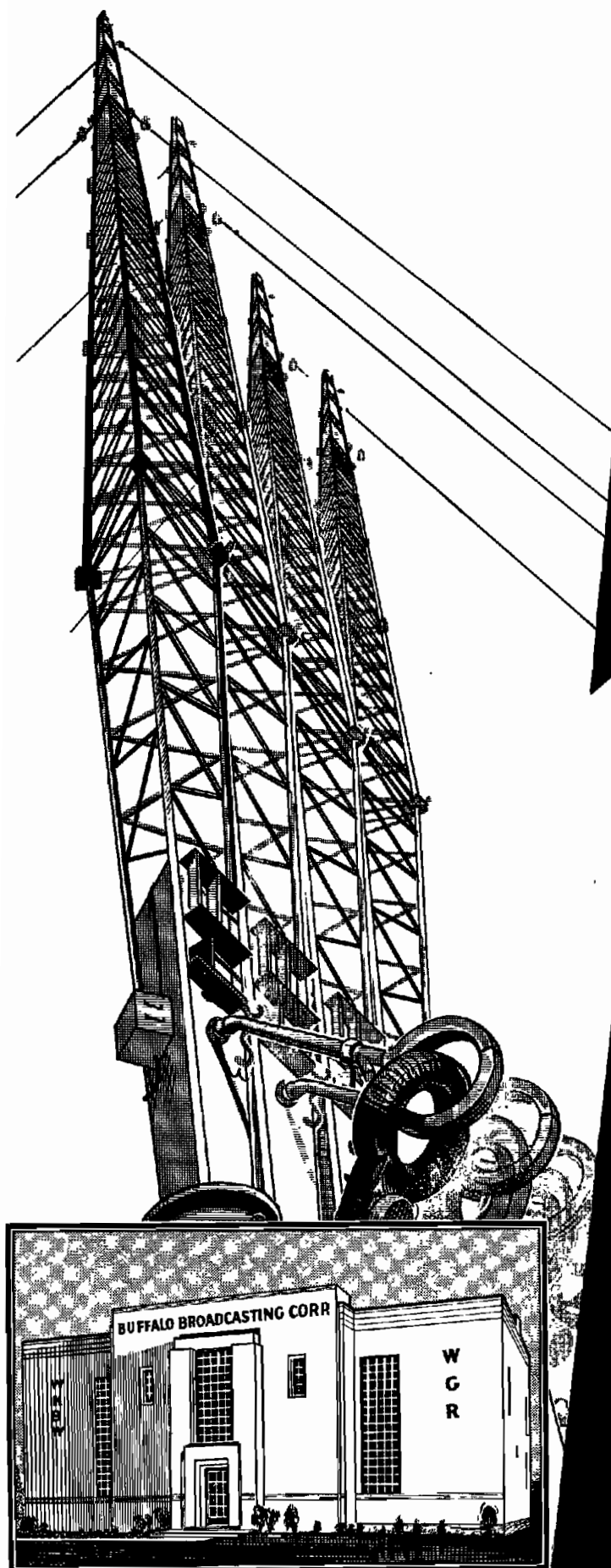
WGR BUFFALO'S largest
regional coverage.
5,000 watts by day, 1,000 watts
directionally intensified by night.
Mutual network programs.

Basic Mutual 550 K. C.

BUFFALO BROADCASTING CORP.

RAND BUILDING • BUFFALO, N. Y.

National Representatives: FREE & PETERS, INC.



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

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

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

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

WFBL
Syracuse, N.Y.

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

BUFFALO

Continuing Measurement of Radio Listening

« A HOOPER RADIO REPORT »

FOR THE PERSONAL USE OF

MAY THRU SEPTEMBER, 1942



C. E. HOOPER, INC.

RADIO AUDIENCE MEASUREMENTS
NEW YORK LOS ANGELES

COPYRIGHT 1942 BY C. E. HOOPER, INC.

SUMMER, 1942

We

*pay our respects to
WBEN's best salesman*

WBEN

**BUFFALO
NBC
5000 WATTS**

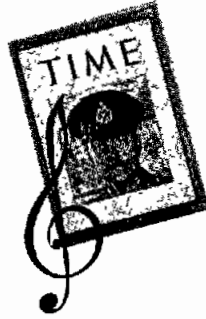
REPRESENTED BY EDWARD PETRY & CO., INC.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Suscel. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1948)

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 Mds. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ENDICOTT.....	WLAN (Construction Permit)	1450	250	Thomas J. Watson Endicott	{Thomas J. Watson Walter Lemmon
FREEMONT.....	WGBB	1240 ST-WFAS	100	Harry H. Carman 44 S. Grove St. 2418	Harry H. Carman Harry H. Carman Harry H. Carman	A. Cheesman Neal Seaman Robert D. Milos Thesaurus
ITHACA.....	WVCU	870 L-WWL	1,000	Cornell University Ithaca Savings Bank Bldg 8438	CBS	Cornell University Michael R. Hanna Michael R. Hanna	Joseph A. Short True McLean	McGillvra World UP
JAMESTOWN....	WJTN	1240	250	James Broadcasting Co. Inc. Hotel Jamestown Bldg. 7-151	Blue	Jay E. Mason Simon Goldman Simon Goldman	A. E. Spokes A. E. Spokes Harold J. Kratzert	Radio Adv. Associated UP
KINGSTON.....	WKNY	1490	250	Kingston Broadcasting Corp. Governor Clinton Hotel 4500	B. F. Feiner Jr. Lou Steketee M. S. Strawgate	Lou Steketee George Rosenberg Marvin S. Selmes	Rambeau INS
MIDDLETOWN....	WALL	1340	250	Community Broadcasting Corp. 14 South St. 6050	Elsie & Martin Karig Sr. Martin Karig Jr. Fred Germain Jr.	Fred Germain Jr. James Abel Jr. Martin Karig Jr. INS
NEWBURGH.....	WGNV	1220	1,000-D	WGNV Broadcasting Co. Inc. 161 Broadway 4800	Merritt C. Speidel Harold W. Cassill Joseph Rake	Richard Crans John O. Bondy World UP
NEW YORK CITY...	WABC	880	50,000	Columbia Broadcasting System, Inc. 485 Madison Ave. Wickersham 2-2000	CBS	CBS—William S. Paley Arthur Hull Hayes Beverly M. Middleton	George Allen Jules Dundes Henry Grossman	Radio Sales Associated Lang-Worth PA, UP, INS
	WBNX	1380 ST-WAWZ	5,000	WBNX Broadcasting Co. Inc. 280 E. 161st St. Melrose 5-0383	A. L. Haskell W. C. Alcorn William I. Moore	Edward Ervin Frank Johnson A. L. Sobrig INS
	WEAF	660	50,000	National Broadcasting Co. Inc. 30 Rockefeller Plaza Circle 7-8800	NBC	NBC—Niles Trammell Sherman D. Gregory J. V. McConnell	S. L. Woodell F. A. Wankel	NBC Spot Thesaurus Standard PA, UP, INS
	WEVD	1380 ST-WBBR, WHAZ	5,000	Debs Memorial Radio Fund Inc. 117 W. 46th St. Bryant 9-2360	Adolph Held Henry Greenfield Henry Greenfield	George Field Charles Brown Lang-Worth PA
	WHN	1050	50,000	Marcus Loew Booking Agency 1540 Broadway Bryant 9-7800	..	Marcus Loew Booking Agcy. Herbert L. Pettet Frank Roehrenbeck Bertram H. Lebharr Jr.	Fred Raphael Herbert S. Chason Paul Fuelling	WHN—Chicago Bannan PA, UP
	WINS	1000 L-WCFL	1,000 CP-5,000-U CP-10,000-U CP-50,000-U	Hearst Radio Inc. 28 W. 44th St. Bryant 9-6000	Hearst Radio Inc. Cecil H. Hackett Cecil H. Hackett	Jack Adams Bernard Egtes Paul von Kunits	Free & Peters World INS
	WJZ	770	50,000	Blue Network Co. Inc. 30 Rockefeller Plaza Circle 7-5700	Blue	Blue—Mark Woods John McNeil John McNeil	Charles Barry Thomas B. Ellsworth George O. Milne	Blue Spot Thesaurus Standard PA, UP
	WMCA	570	5,000	WMCA Inc. 1657 Broadway Circle 6-2200	{E. J. Noble, Owner Earl E. Anderson, Pres. Earl E. Anderson Charles Stark	Garrett Hollihan Frank Marx	Weed Associated PA
	WNEW	1130	10,000	Greater N. Y. Broadcasting Corp. 501 Madison Ave. Plaza 3-3300	Atlantic Coast	Arde Bulova Milton Biow Bernice Judis Walter Duncan Herman M. Bess	William McGrath John Fintara Max J. Welsar	Blair Foster World PA
	*WNYC	880 L-WCCO SA-SH-N	1,000	City of New York Municipal Bldg. Worth 2-5600	City of New York M. S. Novik	Seymour N. Siegel Isaac Brinberg PA, INS
	WOR	710	50,000	Bamberger Broadcasting Service Inc. 1440 Broadway Pennsylvania 6-8600	MBS	Alfred J. McCosker Theodore C. Streibert Rufus C. Maddux Eugene Thomas	Julius F. Seebach Joseph Creamer J. R. Poppele	WOR Townsend World PA, UP, TP
	WOV	1280 ST-WHBI	5,000	Wodam Corp. 780 Fifth Ave. Circle 5-7979	Atlantic Coast	Arde Bulova Ralph N. Well Ralph Nardella	Mario F. Hutton Herbert Landon H. W. Holt	McGillvra Associated UP
	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 Associated World PA
	WWRL (Woodside)	1600	250	Long Island Broadcasting Corp. 41-30 58th St., Woodside, L. I. Newtown 9-3300	W. H. Reuman W. H. Reuman Edith Dick	{D. J. Connolly Fred Barr Jack H. Trapkin PA
NIAGARA FALLS, ...	WHLB	1290	1,000-D	Niagara Falls Gazette Pub. Co. Hotel Niagara 8421	Alanson Chase Deuel Earl C. Hull Richard G. Robbins	Ruth E. Prindle Robert J. Wilson	Headley-Reed Associated Standard Lang-Worth UP
OGDENSBURG.....	WSLB	1400	250	St. Lawrence Broadcasting Corp. 2315 Knox St. 500	Joseph R. Brandy Harold J. Frank Joseph R. Brandy	Hal Gilman Clifford Moore	De Lusser Thesaurus UP



HOW advertisers are benefiting through the new WQXR-Time, Inc. collaboration:

Building upon a sound foundation of the best in music, WQXR has become a unique station. Good music has won WQXR a market all its own — a market in the heart of the world's greatest single concentration of purchasing power: The New York Metropolitan Area. Good music—as only WQXR programs it—is selling goods right now in this entire New York market for the smartest and biggest advertisers in America.

Recently, an added reason to boost WQXR's popularity was announced. The worldwide news-gathering facilities of TIME and LIFE and FORTUNE were added to WQXR—as an exclusive service. This has already meant further growth in audience size—and the right kind of audience, too. The combination of WQXR and TIME's facilities is now making available programs at a cost that at present rates cannot be matched. Buy WQXR NOW and profit by an ever-increasing audience for your sales message.

WQXR NEW YORK
730 Fifth Avenue
Circle 5-5566

In Chicago, The Foreman Company, Wrigley Building, Delaware 1869

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	Representatives Transc. Library News Service
OLEAN	WHDL	1450	250	WHDL Inc. Exchange National Bank Bldg. 4149	Blue	Maj. E. B. Fitzpatrick Thomas L. Brown Thomas L. Brown	Virgil C. Booth Robert Lax Karl Haberman	McKinney Standard
PLATTSBURG	WMFF	1340	250	Plattsburg Broadcasting Corp. 153 Margaret St. 1600	Blue	George F. Bissell George F. Bissell Joel H. Scheier	Jack Tierney Winifred O'Mara Juck Nazak	Hollingbery UP
POUGHKEEPSIE	WKIP	1450	250	Poughkeepsie Broadcasting Corp. The Nelson House 6-800	Blue	Richard E. Coon Jr. John H. Lee Bruff W. Olin Jr.	Edward M. Lynch Bruff W. Olin Jr. John E. Burke	Headley-Reed Standard PA
ROCHESTER	WHAM	1180	50,000	Stromberg-Carlson Tel. Mfg. Co. Sagamore Hotel Stone 1862	Blue	William A. Fay John H. Lee John W. Kennedy Jr.	Charles W. Siverson Truman Bruzee Kenneth J. Gardner	Hollingbery World Lang-Worth UP
	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 C. O'Brien	McKinney Associated PA, INS
	WSAY	1240 CP-1370	250 CP-1,000	Brown Radio Service & Laboratory 328 Main St. E. Stone 702	MBS	Gordon P. Brown Gordon P. Brown Mort Nusbaum	Harold Kolb Elmer J. Walz Gordon P. Brown	McGillvra INS
SARANAC LAKE..	WNBZ	1320	100-D	Upstate Broadcasting Corp. 14 Broadway 1320	Blue	Emanuel Bernstein John F. Grimes	H. Berwin Williams	Hollingbery Standard
SCHENECTADY. . . .	WGY	810	50,000	General Electric Co. 1 River Rd. 3-2121	NBC	General Electric-NBC Kolin Hager Kolin Hager	A. O. Coggeshall J. Herve Hauffler W. J. Purcell	NBC Spot Thesaurus Standard PA, UP
	WSNY	1240	250	Western Gateway Bestg. Corp. Plaza Theatre Bldg. 3-3622		Winslow Leighton George R. Nelson George R. Nelson	Edward F. Flynn Cecil Woodland Irving Beck	Standard Lang-Worth PA
SYRACUSE.	WAGE	620	1,000	Sentinel Broadcasting Corp. Loew Bldg. 2-0277	Blue MBS	Frank G. Revor William T. Lane	Gordon Alderman Arnold T. Bowden Charles Brannen	Petry PA
	WFBI	1390	5,000	Onondaga Radio Bestg. Corp. 433 S. Warren St. 2-1147	CBS	Samuel H. Cook Samuel Woodworth Charles F. Phillips	George M. Perkins Robert G. Soule	Free & Peters World INS
	WOLF	1490	250	Civic Broadcasting Corp. Chimes Bldg. 2-7211	Thomas S. Marshall Thomas S. Marshall Thomas S. Marshall	Hamilton Woodle Thomas S. Marshall David Foote	Burn-Smith TP
	WSYR	570	5,000	Central New York Bestg. Corp. 224 Harrison St. 3-7111	NBC	Harry C. Wilder Fred R. Ripley Fred R. Ripley	Lansing B. Lindquist R. Stewart Boyd Armand Belle Isle	Raymer Bannan Associated Lang-Worth UP
TROY	WHAZ	1330 ST-WBBR, WEVD	1,000	Rensselaer Polytechnic Institute 110 Eighth St. 6810	William O. Hotchkiss Wynant J. Williams Warren C. Stoker	A. Olin Niles Hiram D. Harris
	WTRY	980	1,000	Troy Broadcasting Co. Inc. 92 Fourth St. 2100	Blue	Harry C. Wilder Fred R. Ripley William A. Ripley	W. Woodbury Carter Jr. Thomas Armstrong Walter Lardner	Raymer World Lang-Worth UP
UTICA.	WIBX	1230	250	WIBX Inc. First National Bank Bldg. 2-2101	CBS	Margaret Potter Bowen Margaret Potter Bowen Helen Wood	Elliott Stewart Nathan W. Cook John T. Dowdell	WIBX Bannan Biddek Reiter World INS
WATERTOWN. . . .	WATN	1240	250	Watertown Broadcasting Corp. 118 Washington St. 975	...	G. Harry Righter G. Harry Righter A. Dinsdale	Vernice E. Baxter	Standard PA, TP
	WWNY	790	1,000	The Brockway Co. Hotel Woodruff 4-120		Harold B. Johnson Thomas E. Martin Louis Saiff Jr.	Jean H. Clos Jr. Thomas R. McHugh Maynard B. Davis	Radio Adv. World UP
WHITE PLAINS	WFAS	1240 ST-WGBB	250	Westchester Broadcasting Corp. Roger Smith Hotel 6400	J. Noel Macy Frank A. Seitz Frank A. Seitz	Ran Kaler Harry C. Lawbenstein	Headley-Reed World PA

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	Representatives Transc. Library News Service
ASHEVILLE.	WISE	1230	250	Radio Station WISE Inc. 98 College St. 1213	NBC MBS Blue Ridge Daniel Boone	Harold H. Thoms Harold H. Thoms Baxter Barkley	Kenneth Beakboard Charles W. Sumner	Burn-Smith Cumings Thesaurus INS
	WWNC	570	1,000 CP-5,000	Asheville Citizen-Times Co. 14 O'Henry Ave 5500	CBS	Charles A. Webb Don S. Elias Don S. Elias John E. Thayer	Ezra McIntosh Ezra McIntosh Cecil B. Hoskins	Associated Lang-Worth UP
BURLINGTON..	WRBB	920	1,000-D	Alamance Broadcasting Co. Inc. 310 1/2 S. Main St. 2730	MBS	V. Wilton Lane E. Z. Jones	Paul Huddleston Al Drew James Beatty	Standard PA, UP



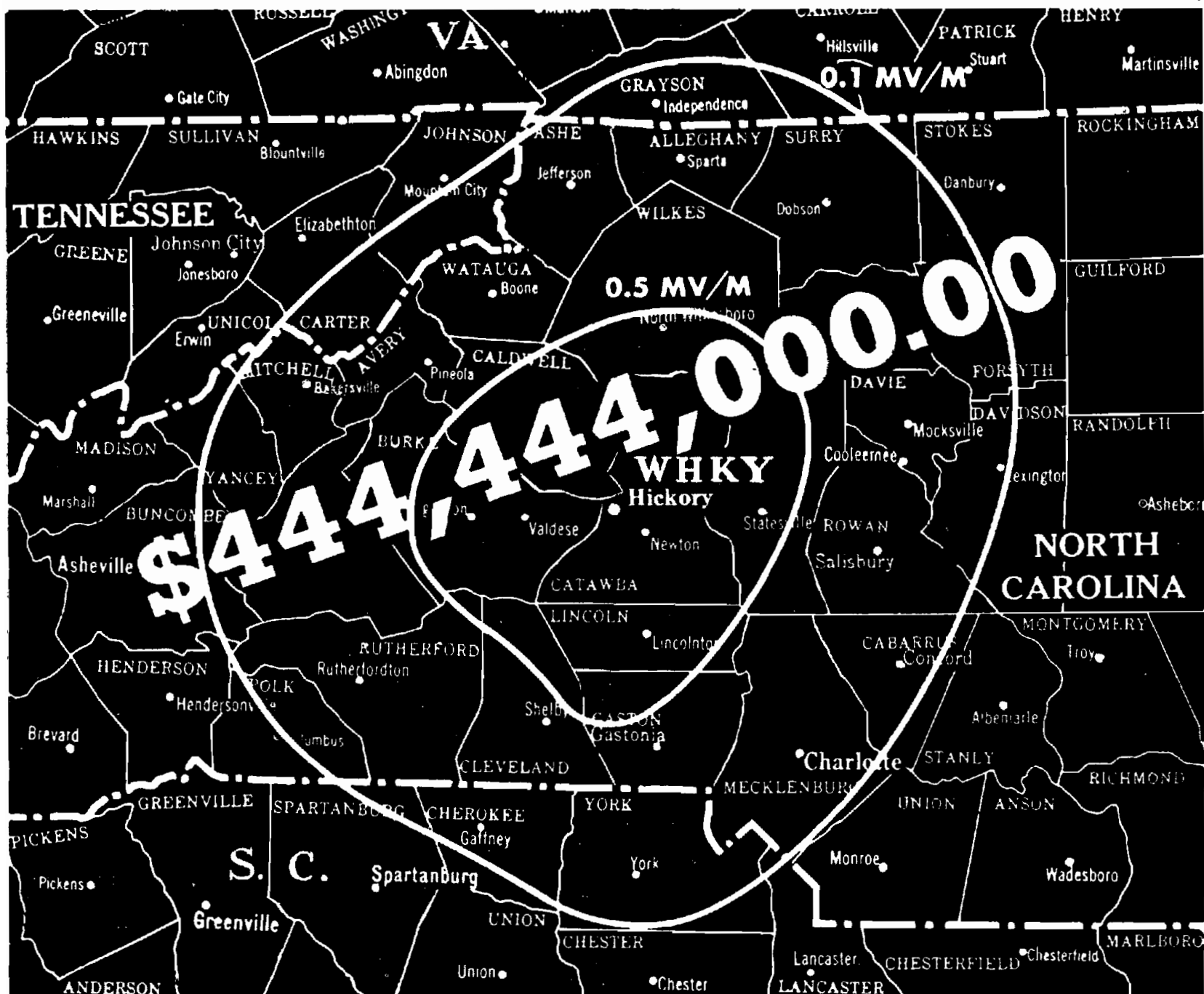
the
Favorite

**ROCHESTER
STATION**

With Both LOCAL
and NATIONAL
Program Sponsors

WHEC

BASIC CBS • OFFICES & STUDIOS—ROCHESTER SAVINGS BANK BLDG. • ROCHESTER, N. Y.
Representatives—J. P. McKINNEY & SON—NEW YORK, CHICAGO, SAN FRANCISCO



WHKY'S increased power and lower frequency enables advertisers to reach *all* Western North Carolina, at one surprisingly low cost.

What's more, WHKY knows its audience. Programming is carefully keyed to local tastes and interests, to insure maximum listener response for your sales message—in both primary and secondary areas. Extensive newspaper advertising, in over 20 county papers, builds listener loyalty for WHKY and sales for our advertisers.

Write for complete information. When you get the facts, we believe you'll agree WHKY is the station you need to get low-cost, single-coverage of this rich Carolina market.

**STATISTICS TAKEN FROM WHKY'S
NEW MARKET DATA BROCHURE**

Population . . .	1,005,212
Radio listeners . .	651,722
Buying income per family . . .	\$1,365
Spendable income	\$444,444,000.00

5000 WATTS DAY
1000 WATTS NIGHT
1290 KILOCYCLES—BLUE NETWORK

WHKY

HICKORY, NORTH CAROLINA

National Representative
HOWARD H. WILSON CO.
Chicago, New York, Kansas
City, San Francisco, Hollywood

Here's what puts the "BIG" in WBIG

First, let's look at Greensboro, home of WBIG. This trading area, with an effective buying income of \$195,672,000, ranks higher as a market than many larger cities in the South—yes, those cities that come to mind when you start thinking of populous Southern centers.

Population is up, payrolls are up, crop income is up . . . and family income has zoomed to \$2,496—which is 72.87% above the basic year of 1938. BUT . . .

. . . that's only the Greensboro Trading Area — as defined by B B D & O — five counties with a population of 338,500 — not the WBIG *Effective* Listening Area. This station blankets 22 counties in the heart of the nation's booming tobacco and textile region. WBIG is a selling force with more than a million people. WBIG makes more than a half-billion dollars lonesome for retail cash registers.

●
For big volume at small cost tell your story in the Magic Circle, where WBIG dominates.
●

WBIG Dominates

IN THIS
MAGIC CIRCLE OF 50 MILES

- ★ Larger Payrolls
- ★ More Population
- ★ More Radio Homes
- ★ Larger Farm Incomes

5,000 Watts
Night & Day

For further particulars
Write **WBIG**
Greensboro, N. C.
Edney Ridge, Director or
George P. Hollingsbery Co.
National Representative

THE PRESTIGE STATION OF THE CAROLINAS

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

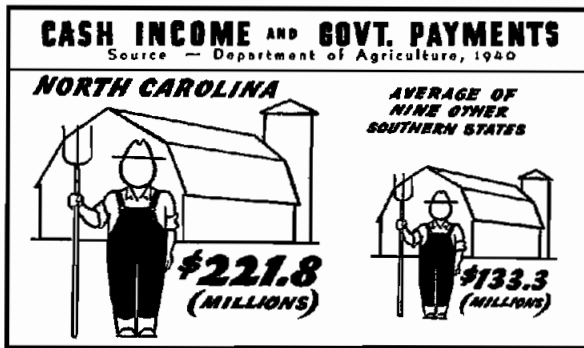
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NORTH CAROLINA—(Continued)

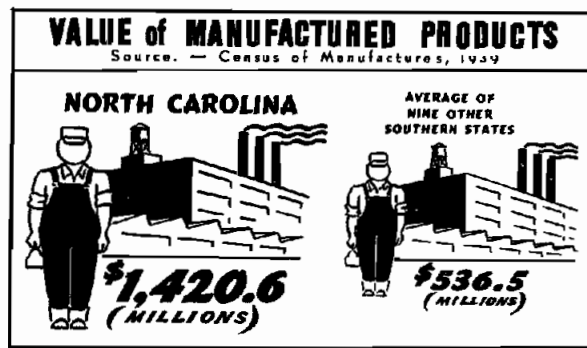
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. of Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CHARLOTTE	WAYS	610	1,000	Inter-City Advertising Co. 120 E. Third St. 3-7173	Blue MBS	George W. Dowdy Harold H. Thoms Bill Smith	Don Mack Bill Mitcham Robert Rigby	Weed Lang-Worth INS
	WBT	1110	50,000	Columbia Broadcasting System Inc. Wilder Bldg. 3-8833	CBS	CBS—A. D. Willard Jr. A. D. Willard Jr. Royal E. Penny	Charles H. Crutchfield W. MacGregor Parker J. J. Beloungy	Radio Sales Lang-Worth PA, UP
	WSOC	1240	250	Radio Station WSOC Inc. 1925 N. Tryon St. 7138	NBC	E. J. Gluck E. J. Gluck W. C. Irwin	Chas. G. Hicks Jr. Francis M. Fitzgerald L. L. Caudle Jr.	Headley-Reed Thesaurus Standard PA
CONCORD	WEGO (Construction Permit)	1410	1,000-D	Wayne M. Nelson Highway 29A	Wayne M. Nelson Wayne M. Nelson R. Hoy Whitlow	UP
DURHAM	WDNC	1490	250	Durham Radio Corp. 138 Chapel Hill St. R-1555	CBS	Carl C. Council J. Frank Jarman J. Frank Jarman	J. B. Clark J. Frank Jarman Walter Hill	Wilson UP
ELIZABETH CITY... .	WCNC	1400	250	Albemarle Broadcasting Co. Box 535 1400	MBS	T. W. Aydtlett J. E. Aydtlett J. M. Smedley Joe Kyle	Burn-Smith World UP
FAYETTEVILLE....	WFNC	1450	250	Cumberland Broadcasting Co. 114 Anderson St. 4848	MBS Tobacco	W. C. Ewing W. C. Ewing W. C. Ewing	Ruffin Horne W. C. Ewing Howard Harrell	Burn-Smith UP
GASTONIA..... .	WGNC	1460	250	F. C. Todd National Bank of Commerce Bldg. 732	Blue	F. C. Todd Pat McSwain F. C. Abernethy	Earl Holder W. C. Groves Jr.	Cox & Tanz UP
GOLDSBORO.....	WGBR	1400	250	Eastern Carolina Bcstg. Co. Inc. Borden Bldg. 1550	MBS Tobacco	A. T. Hawkins Harry G. Bright Leland B. Nelson	Edward L. Burwell Harry G. Bright Daniel B. Trueblood Standard UP
GREENSBORO.....	WBIG	1470	5,000	North Carolina Bcstg. Co. Inc. O. Henry Hotel 6125	CBS	Maj. Edney Ridge Maj. Edney Ridge Maj. Edney Ridge	Wally Williams Virginia W. McKinney Earl Allison	Hollingbery World Standard PA, TP
	WGBG	980	1,000-D	Greensboro Broadcasting Co. Inc. Ashe Street Extension 3-3631	Blue	Ralph M. Lambeth Ralph M. Lambeth Roy Springer	Anderson B. Brown Ralph M. Lambeth Clyde C. Penny	Burn-Smith Lang-Worth UP
GREENVILLE	WGTC	1490	250	Greenville Broadcasting Co. Falkland Highway 3182	MBS Tobacco	J. J. White Margaret J. Laughinghouse Jack Aley Jack Aley Hank Tribbley	Lang-Worth UP
HICKORY..... .	WIKY	1290	5,000-LS 1,000-N	Catawba Valley Bcstg. Co. Inc. Radio Bldg. 1195	Blue	Carl V. Cline W. T. Hix W. T. Hix	W. T. Hix E. S. Long	Wilson Thesaurus UP
HIGH POINT.....	WMFR	1230	250	Radio Station WMFR Inc. 156 1/2 S. Main St. 4593	Blue	James E. Lambeth Helen McAulay Lambeth Pat Taylor	Stan Conrad Pat Taylor Robert P. Boyd	Cox & Tanz UP
KINSTON	WFTC	1230	250	Jonas Weiland King St. 1200	Blue	Jonas Weiland Jonas Weiland Jonas Weiland	Ray Woodard Ernest Batchelder	Burn-Smith
NEW BERN.....	WHIT	1450	250	Coastal Broadcasting Co. Inc. U. S. Highway No. 17 1450	..	Louis N. Howard Louis N. Howard	Edward W. Burwell Robert E. Laverance Lang-Worth UP
RALEIGH..... .	WPTF	680	50,000	WPTF Radio Co. Insurance Bldg. 8311	NBC	James R. Weatherspoon Richard H. Mason John H. Field Jr.	Graham B. Poyner Joseph P. Ahern Henry Hulick Jr.	Free & Peters Thesaurus PA, UP
	WRAL	1240	250	Capitol Broadcasting Co. Inc. 130 S. Salisbury St. 6411	MBS Tobacco	A. J. Fletcher Fred Fletcher C. D. Moore	Ray Reeve Fred Fletcher Stanley Brown	Weed Lang-Worth
ROANOKE RAPIDS..	WCBT	1230	250	J. Winfield Crew Jr. 251 Roanoke Ave. 8551	Blue	J. Winfield Crew Jr. Nathan Frank Nathan Frank	Philip Cooke Nathan Frank Morris Morgan	Burn-Smith UP
ROCKY MOUNT....	WEED	1450	250	William Avera Wynne Rocky Mount 1420	Blue	William Avera Wynne William Avera Wynne Ray Bandy	Douglas Hunt Ray Bandy W. W. Primm	UP
SALISBURY.....	WSTP	1490	250	Piedmont Broadcasting Corp. Yadkin Hotel 2121	MBS	Bryce P. Board George L. Brantley F. F. Patterson	Russell McIntire Carl Watson	Burn-Smith PA
WASHINGTON	WRRF	930	1,000-D	Tar Heel Broadcasting System Inc. Bank of Washington Bldg. 403	Blue	W. R. Roberson Sr. B. W. Frank B. W. Frank	Charles Weddbee B. W. Frank George Martin	Burn-Smith Thesaurus
WILMINGTON.....	WMFD	1100	250	Richard Austin Dunlea Box 696 4840	Blue	R. A. Dunlea R. A. Dunlea Claude O'Shields	Harry W. Lee George D. Faber S. Harold Jones	Burn-Smith TP
WILSON..... .	WGTM	1340	250	Penn Thomas Watson Wilson 2188	MBS Tobacco	P. T. Watson Allen E. Wannamaker Henry Sullivan	Clinton Faris Mina Williams Warren Wooten	Burn-Smith Lang-Worth UP
WINSTON-SALEM .	WAIR	1340	250	C. G. Hill, G. D. & S. H. Walker Pepper Bldg. 2-1133	Blue MBS	Partnership George D. Walker C. G. Hill	Charles Keaton George D. Walker World PA
	WSJS	600	5,000	Piedmont Publishing Co. 419 N. Spruce St. 4141	NBC	Gordon Gray Harold Essex Harry B. Shaw	Clay B. Daniel Norris O'Neil Philip F. Hedrick	Headley-Reed Associated Lang-Worth UP

NORTH CAROLINA is the SOUTH'S GREATEST STATE

IN AGRICULTURE



IN INDUSTRY



WPTF

with 50,000 WATTS in RALEIGH is

NORTH CAROLINA'S No.1 SALESMAN

NBC 680 KC

FREE & PETERS, INC. National Representatives



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1943)

NORTH DAKOTA

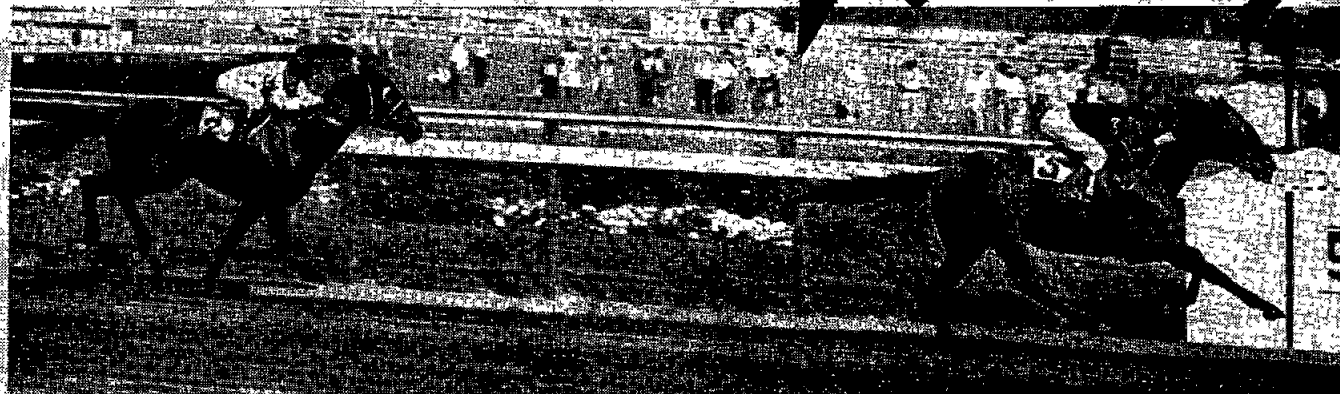
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BISMARCK	KFYR	550	5,000	Meyer Broadcasting Co. 320 Broadway 468	NBC Northwest	P. J. Meyer F. E. Fitzsimonds F. E. Fitzsimonds	Robert MacLeod Loring Knecht Ivar Nelson	Blair Thesaurus PA
DEVILS LAKE	KDLR	1240	250	KDLR Inc. 1025 Third St. 1090	MBS No. Central	Bert Wick Bert Wick Bert Wick	Dal Stallard Richard Moritz	World PA
FARGO	WDAY	970	5,000	WDAY Inc. Black Bldg. 5357	NBC Northwest	Earl C. Reineke Barney Lavin Barney Lavin	Ken Kennedy Mildred Gregerson Julius Hetland	Free & Peters Thesaurus PA, UP
GRAND FORKS	*KFJM	1440 SH-KILO	1,000-LS 500-N	University of North Dakota Grand Forks 2800
	KILO	1440 SH-KFJM	1,000-LS 500-N	Dalton LeMasurier First National Bank Bldg. 1200	MBS No. Central	Dalton LeMasurier Dalton LeMasurier Elmer Hanson	Helen LaVelle E. J. O'Brien	Wilson Lang-Worth UP
JAMESTOWN	KSJB	600	250-LS 100-N	Jamestown Broadcasting Co. Inc. Midland Bldg. 100	MBS No. Central	John W. Boler B. Harland Ohde B. Harland Ohde	Mary Jane Thompson Lloyd R. Amoo	Radio Adv.
MANDAN	KGCU	1270	250	Mandan Radio Assn. 205 First St., N.W. 631	MBS No. Central	H. C. Schulte W. S. Russell W. C. Roerink	R. F. Kyllingstead W. C. Roerink Bernard Boardman
MINOT	KLPM	1390	1,000	John B. Cooley Fair Block 1267	MBS No. Central	John B. Cooley C. W. Baker E. H. Cooley	Lillian Aandahl C. W. Baker	Walker World TP
VALLEY CITY	KOVC	1490	250	KOVC Inc. 312 Fifth Ave. 408	Milton Holiday Robert E. Ingstad Robert E. Ingstad	Harry Myers Charles Sjostrom

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	Representatives Transc. Library News Service
AKRON	WADC	1350	5,000	Allen T. Simmons Box 830 Meadowbrook 3211	CBS	Allen T. Simmons Allen T. Simmons Allen T. Simmons	H. L. Hageman Bob Wilson John Aitkenhead	Hollingbery Standard UP
	WAKR	1590	5,000	Summit Radio Corp. First Central Tower Hemlock 6151	Blue	S. Bernard Berk S. Bernard Berk Kenneth M. Keegan	Deane S. Long V. G. Berk W. W. Robertson	Spot Sales Thesaurus PA
	WJW	1240 CP-850	250 CP-5,000	WJW Inc. 41 S. High St. Jefferson 6111	MBS Blue	William M. O'Neil William M. O'Neil George Wolf	Harold Waddell Frank Grosjean Gerald G. Roberts	Headley-Reed Lang-Worth UP, INS
ASHTABULA	WICA	970	1,000-D	WICA Inc. 221 Center St. 1211	C. A. Rowley Robert B. Rowley Robert B. Rowley	Walter Walrath Alfred B. Newkirk George G. Gautney	Walker Standard UP
CANTON	WBBC	1230	250	Ohio Broadcasting Co. 550 Market Ave. S. 7166	MBS	Louis Brush Felix Hinkle Robert Fehlman	Felix Hinkle Robert Fehlman Kenneth Sliker	Burn-Smith Thesaurus PA, UP
CINCINNATI	WCKY	1530	50,000	L. B. Wilson Inc. Hotel Gibson Cherry 6665	CBS	L. B. Wilson L. B. Wilson Fred A. Palmer	Rex Davis Al Bland Margaret Dotson C. H. Topmiller	Free & Peters Standard Lang-Worth PA, UP
	WCPO	1230	250	Scripps-Howard Radio Inc. Keith Bldg. Main 3314	Jack R. Howard Mortimer C. Watters John Patrick Smith	Evalyn Eppinger Mark Gregory	Branham Associated Standard Lang-Worth UP
	WKRC	560	5,000-LS 1,000-N	Cincinnati Time-Star Co. Hotel Alms Woodburn 0550	MBS Southern	Hulbert Taft Sr. Ken Church H. E. Fast	Fred Dodge James Patt George Wilson	Katz Standard Lang-Worth PA, Reuters
	WLW	700	50,000	The Crosley Corp. Crosley Square Cherry 1822	Blue NBC	Powel Crosley Jr. James D. Shouse Robert E. Dunville	George Biggar B. Strawway M. F. Allison Ronald J. Rockwell	WLW Spot Sales (West Coast) Lang-Worth PA, INS, UP
	WSAI	1360	5,000	The Crosley Corp. Crosley Square Cherry 1822	Blue NBC	Powel Crosley Jr. A. S. Grinalds A. S. Grinalds	James Leonard Ewald Kockritz R. J. Rockwell	Spot Sales World Lang-Worth PA, UP
CLEVELAND	WCLE	610	500-D	United Broadcasting Co. 1311 Terminal Tower Prospect 5800	MBS	John S. McCarrens Sr. H. K. Carpenter K. K. Hackathorn	C. M. Hunter Robert Greenberg Ralph H. DeLany	Radio Adv. PA
	WGAR	1480	5,000-LS 1,000-N	WGAR Broadcasting Co. Statler Hotel Prospect 0200	CBS	George A. Richards John F. Patt Harry Camp	David Baylor R. Morris Pierce	Petry World UP
	WHK	1420	5,000	United Broadcasting Co. 1311 Terminal Tower Prospect 5800	MBS	John S. McCarrens Sr. H. K. Carpenter K. K. Hackathorn	C. M. Hunter Robert Greenberg Ralph H. DeLany	Raymer Lang-Worth PA
	WTAM	1100	50,000	National Broadcasting Co. Inc. 815 Superior Ave., N.E. Cherry 0912	NBC	NBC—Vernon H. Pribble Vernon H. Pribble Howard Barton	Ial Metzger Howard Barton S. E. Leonard	NBC Spot Thesaurus Standard PA, UP

**IN FRONT-AND
HEADING FOR**

Victory

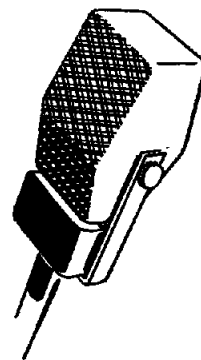


WADC
AKRON, OHIO

A VICTORIOUS 1943

This is the hope that WADC shares with all America and we are proud and happy to be able to contribute our part toward the war effort.

**5000 WATTS DAY AND NIGHT • 1350 KILOCYCLES
BASIC COLUMBIA BROADCASTING SYSTEM
OWNED AND OPERATED BY ALLEN T. SIMMONS
Represented by Geo. P. Hollingbery Company**



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

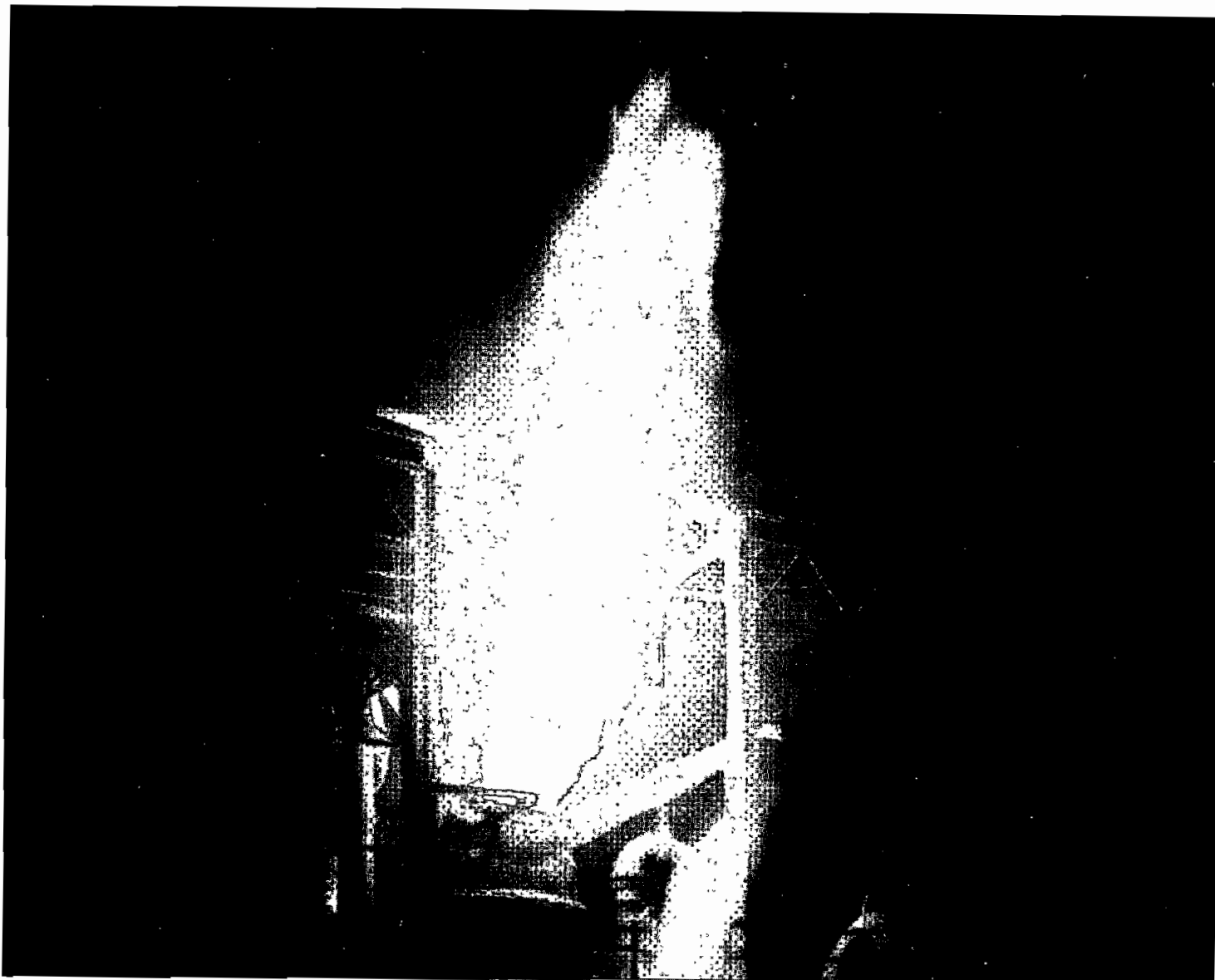
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OHIO—(Continued)

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	Representatives Transc. Library News Service
COLUMBUS	WBNS	1460	5,000-LS 1,000-N	WBNS Inc. 33 N. High St. Adams 9265	CBS	Robert H. Wolfe Edgar T. Wolfe W. I. Orr	Jack Price Jim Yerian Lester H. Nafziger	Blair Standard PA
	WCOL	1230	250	WCOL Inc. 33 N. High St. Main 4591	NBC	Kenneth B. Johnston Neal A. Smith Neal A. Smith	Wallace Beavers James E. Lowe	Thesaurus INS
	WHKC L-KFI	640	500	United Broadcasting Co. 22 E. Gay St. Adams 1101	MBS	John S. McCarrens Carl M. Everson Harry H. Hoessly	John B. Moses Harry H. Hoessly Joseph E. Anderson	Radio Adv. Lang-Worth UP
	WOSU	820 L-LS, Dallas	5,000	Ohio State University University Campus University 3148	Howard L. Bevis Robert C. Higgy	C. W. Pettegrew Charles Boehnker	PA, UP
DAYTON	WHIO	1290	5,000	Miami Valley Broadcasting Corp. 45 S. Ludlow St. Adams 2261	CBS	James M. Cox Jr. Robert H. Moody Lester Spencer	William Hamilton Garland Baldwin Ernest L. Adams	Hollingbery Cummings Standard UP
	WING	1410	5,000	Great Trails Broadcasting Corp. 121 N. Main St. Adams 3288	Blue	Charles Sawyer Ronald B. Woodyard Ronald B. Woodyard	Charles D. Miller Paul F. Braden	Weed Lang-Worth PA
FINDLAY	WFIN	1330	1,000-D	Findlay Radio Co. 500 1/2 S. Main St. Main 1330	Fred R. Hover Grace E. Ingledue Fred R. Hover Fred R. Hover	Grace E. Ingledue Evelyn Hart Edgar Smith	Standard Lang-Worth INS
LIMA	WLOK	1240	250	Fort Industry Co. National Bank Bldg. 93161	NBC	George B. Storer Ralph Elvin Ralph Elvin	Frank Heibeck Ralph Elvin Jack Bannon	Thesaurus Standard Lang-Worth PA, INS, TP
MANSFIELD	WMAN	1400	250	Richland Inc. 144 1/2 Park Ave. W. 4235	Monroe F. Rubin Orville E. Fields Orville E. Fields	Harry Lytle Orville E. Fields Perry Wilson	Standard UP, INS
MARION	WMRN	1490	250	Marion Broadcasting Co. WMRN Bldg. 2516	...	Robert T. Mason Robert T. Mason Robert T. Mason	Louis T. Marsh S. Robert Morrison	Thesaurus UP
PORTSMOUTH	WPAY	1400	250	Scioto Broadcasting Co. 1009 Gallia St. 1010	MBS	Chester A. Thompson Paul Wagner Paul Wagner	William O. Aldridge Maurice Myers	Cox & Tanz Lang-Worth UP
SPRINGFIELD	WIZE	1310	250	Radio Voice of Springfield Inc. 115 W. High St. 4955	Blue	Charles Sawyer Ronald B. Woodyard Reggie Martin Reggie Martin	Fred Kilian Fred Kilian Arthur Martin	Lang-Worth UP
STEUBENVILLE	WSTV	1340	250	Valley Broadcasting Co. Exchange Realty Bldg. 2-5265	MBS Tri-State	Meyer Wiesenthal John J. Laux John J. Laux	John L. Merdian John L. Merdian Joseph M. Troesch	Lang-Worth UP
TOLEDO	WSPD	1370	5,000	Fort Industry Co. 136 Huron St. Adams 3175	NBC	George B. Storer E. Y. Flanagan E. Y. Flanagan	M. T. Williams Al Ryhfel William Stringfellow	Katz Thesaurus Lang-Worth PA, INS
	WTOL	1230	250	Community Broadcasting Co. Madison Ave. Bell Bldg. Adams 3291	Blue	Frazier Reams Arch Shawd Gard Wallace	Jean Wright John Morgan Frank B. Ridgeway	Radio Adv. Associated Standard UP
WARREN	WRRN	1400	250	Nied & Stevens 108 Main Ave. SW 4490	Frank T. Nied Perry H. Stevens Russell W. Richmond Russell W. Richmond	Walter L. Davis Walter L. Davis William C. Minor	Burn-Smith Lang-Worth UP
YOUNGSTOWN	WFMJ	1450	250	The WFMJ Bcstg. Co. 101 W. Boardman St. 3-4121	Blue	William F. Maag Jr. William F. Maag Jr. Len Nasman	George L. Beebout Len Nasman Frank A. Dieringer	Headley-Reed Standard Lang-Worth PA, UP
	WKBN	570	5,000-LS 500-N CP-5,000-U	WKBN Broadcasting Corp. 17 N. Champion St. 4-2122	CBS	Warren P. Williamson Jr. J. L. Bowden J. L. Bowden	Gene Trace Gilbert Simon B. T. Wilkens	Raymor World Lang-Worth UP, TP
ZANESVILLE	WHIZ	1240	250	Southeastern Ohio Broadcasters Inc. Lind Arcade Bldg. 644	NBC	George B. Storer Allen L. Haid J. Robert Kerns	Allen L. Haid William A. Hunt	Blair Standard Lang-Worth PA

OKLAHOMA

ADA	KADA	1230	250	C. C. Morris North Broadway 1212	Blue Oklahoma	C. C. Morris Weldon Stamps Weldon Stamps	Lillard Hill William Weaver William Lindsay	Radio Adv. UP
ARDMORE	KVSO	1240	250 LS 100 N	Ardmoreite Pub. Co. Inc. Hotel Ardmore 3030	Blue Oklahoma	John F. Easley Albert Riesen Hillis Bell	Dolly Dutton John E. Riesen George Milner	Radio Adv. PA
BARTLESVILLE	KWON	1400	250	Bartlesville Broadcasting Co. Union National Bank Bldg. 1400	Earl H. Jackson J. Fred Case Clyde Worthington	Jean Case J. Fred Case Gillette Warren Ownby	Lang-Worth PA
ELK CITY	KASA	1240	100	E. M. Woody Casa Grande Hotel 780	E. M. Woody Fred E. Mayhew Fred E. Mayhew	Joe Fenter Fred E. Mayhew Chve Lee Neel
ENID	KCRC	1350	1,000	Enid Radiophone Co. Willow & Kennedy 447	Blue Oklahoma	M. C. Garber Milton B. Garber H. P. Hale	Wayne H. Sandford Jr.	Walker World PA



This is Youngstown

Golden flames . . . shooting from a Bessemer converter, penetrate the night skies . . . identify the nation's fourth largest steel city.

Sixty-five thousand workers . . . seven days a week . . . twenty-four hours a day. That's the schedule in this amazing centre of steel production. Steel for America's arms. Steel for America's future.

WKBN—the *only* CBS station to serve this section of the nation, is the most powerful radio voice in Northeastern Ohio and Northwestern Pennsylvania—commands a potent influence among *1,599,819* people within Primary earshot of its transmitter. These people spent over half a billion dollars in retail stores during 1940. They're spending much more now!

WKBN gets—and holds—this wide audience with Columbia's outstanding programs—*61%* of total network commercial business! The hit shows! The leading advertisers! It features a full schedule of

CBS sustaining programs. It produces local programs that please.

This powerful Ohio station can mean more sales, more influence for you *now*, and in important postwar years.

5000 WATTS DAY—5000 WATTS NIGHT (CP)

570 K.C.—Represented by Paul H. Raymer Co.



COLUMBIA BROADCASTING SYSTEM

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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OKLAHOMA—(Continued)

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LAWTON..	KSWO	1150	250-D	Willard Carver & Byrne Ross Box 984 2370	Willard Carver Byrne Ross Byrne Ross Byrne Ross	Hoke Ross Hazel Ersland	Standard UP
MUSKOGEE..	KBIX	1490	250	Oklahoma Press Publishing Co. Box 1512 808	Blue Oklahoma	Tams Bixby Jr. Jimmie Harry Jimmie Barry	Sally Miller D. W. Hoisington	Radio Adv. PA
NORMAN	*WNAD	640	1,000-D	University of Oklahoma Norman 900, Station 124	U. of Oklahoma Virginia Hawk	Richard V. Carter Franklin W. Harris
OKLAHOMA CITY.	KOCY	1340	250	Plaza Court Broadcasting Co. Plaza Court 3-4333	MBS	John D. Thomas Matthew H. Bonebrake George Tarter	Bill Conine E. Allen Hall Harold Durham	Burn-Smith Associated Standard PA
	KOMA	1520	5,000	KOMA Inc. Biltmore Hotel 2-3291	CBS	J. T. Griffin Kenyon Brown Kenyon Brown	Dan Bowers Raymond Ruff Morris W. Thomas	Free & Peters Associated UP
	KTOK	1400	250	Oklahoma Broadcasting Co. Inc. Ramsey Tower 3-8852	Blue Oklahoma	Harold V. Hough Robert D. Enoch Frank J. Lynch	Russell V. Miller Harold Shreve Clifford Easum	Radio Adv. World PA, UP
	WKY	930	5,000-LS 1,000-N CP-5,000-U	WKY Radiophone Co. Skirvin Tower Hotel 3-4306	NBC	E. K. Gaylord Gayle V. Grubb Ralph Miller	John I. Prosser H. J. Lovell	Katz Thesaurus Standard PA
OKMULGEE	KHBG	1240	250	Okmulgee Broadcasting Corp. McCulloch Bldg. 3646	Pat Buford Pat Buford Dan Kenan	Nova Clarke Lucille Buford Chester Ludwick UP
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 Maxine Eddy Leroy Moses	Roy J. Bowman Maxine Eddy S. Riccicotti	Radio Adv. PA
TULSA ..	KOME	1340	250	Oil Capital Sales Corp. 910 S. Boston St. 3-4121	Blue MBS Oklahoma	Harry Schwartz H. E. Grimes B. M. Grotkop	Jim Neal Marie Battey Bob Elmore	Radio Adv. Standard PA
	KTUL	1430	5,000	Tulsa Broadcasting Co. Inc. National Bank of Tulsa Bldg. 2-3191	CBS	J. T. Griffin John Esau	Jack Hoffman John Esau Nathan Wilcox	Free & Peters World Lang-Worth UP
	KVOO	1170	25,000 SA-50,000-LS 25,000-N CP-50,000-U	Southwestern Sales Corp. Philtower Bldg. 2-2254	NBC	W. G. Skelly William B. Way Willard D. Egolf	Allan Page Walter L. Dennis L. W. Stinson	Petry Standard Lang-Worth PA, TNS

OREGON

ALBANY ..	KWIL	1240	250	Central Willamette Bcstg. Co. 15th & Elm Sts. 870	MBS Don Lee Pacific	W. L. Jackson Chet Wheeler Hal Byer	Bob Reinholdt Warren Stoffer Herb Davidson	Griffith Keating Standard UP
ASTORIA	KAST	1230	250	Astoria Broadcasting Co. 1006 Taylor Ave. 95	MBS Don Lee Pacific	M. R. Chessman James C. Wallace James C. Wallace	Mrs. Mary Juhlin Raymond Williams	Biddick Cox & Tanz Keating Standard UP
BAKER... ..	KBKR	1490	250	Baker Broadcasting Co. First & Court Sts. 140	Glenn McCormick Glenn McCormick K. Lockwood Sidney Williams	Griffith Keating Thesaurus UP
BEND	KBND	1340	250	The Bend Bulletin Bend 848	The Bend Bulletin Frank H. Loggan John Jones	Eunice Flowers Robert Dickinson	Biddick Keating Standard UP
CORVALLIS ..	*KOAC	550	5,000-LS 1,000-N	Oregon State Agricultural College Corvallis 526	State of Oregon Allen Miller	Allen Miller Grant S. Feikert UP
THE DALLES... ..	KODL	1230	250-LS 100-N	Western Radio Corp. The Dalles 2300	V. B. Kenworthy V. B. Kenworthy Glenn Howell	Margaret Kimsey Glenn Howell Gordon Jones	Biddick Keating UP
EUGENE... ..	KORE	1450	250	Eugene Broadcast Station Route 3 3	MBS Don Lee Pacific	Frank L. Hill L. W. Trommlitz L. W. Trommlitz	Dolph Janes Day Foster Harold Gander	Blair Keating UP
GRANTS PASS	KUIN	1340	250	Southern Oregon Bcstg. Co. Box 148 192	Don Lee	A. E. Voorhies Ralph E. Smith Lawrence L. King	E. A. Malone Ralph E. Smith Edward A. Malone	Keating World PA
KLAMATH FALLS...	KFJI	1240	100	KFJI Broadcasters 213 Main St. 5155	MBS Don Lee Pacific	J. A. Kincaid George Kincaid George Kincaid	Jack Keating Lee Jacobs Lon Hunt	Biddick Grant Keating World UP
LA GRANDE... ..	KLBM	1450	250	Ben E. Stone Old Oregon Trail Highway 220	..	Ben E. Stone Ben E. Stone Clara Moss Lee Ready	Biddick Keating Standard UP
MARSHFIELD	KOOS	1230	250	KOOS Inc. Hall Bldg. 432	MBS Don Lee Pacific	Sheldon F. Sackett Ben E. Stone Marcus F. DeLaunay	Sara Spaugh Mark DeLaunay Roger Spaugh	Biddick Keating UP

Special **BONUS** Coupon

With every purchase of WKY advertising this coupon entitles you to from **33% to 100% MORE LISTENERS** for your money—morning, afternoon or evening—than you can get from any other Oklahoma City station.

P. S.—You don't even need the coupon!

• The substantial extra measure of listeners which WKY gives advertisers is where the extra sales and extra profits come from that make WKY advertising extra low in cost.

On a numerical basis, WKY delivers more listeners morning, afternoon, and night in Oklahoma City than any other station . . . delivers more listeners, in fact, than all three other stations put together! And dollar for dollar, WKY delivers up to twice as many listeners as any of the other three stations.

A Hooper, a rate card, simple arithmetic, and plain logic are all you need to prove decisively that **YOUR** dollars are spent most effectively on WKY.



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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OREGON—(Continued)

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MEDFORD	KMED	1410	1,000	Mrs. W. J. Virgin Ross Lane 4000	NBC Blue	Mrs. W. J. Virgin Lee Bishop Lee Bishop	Art Adler D. H. Rees	Keating Thesaurus UP
PENDLETON	KWRC	1240	250	Western Radio Corp. Pendleton 1425	V. B. Kenworthy Henry M. Hogue Henry M. Hogue	Rondi O'Gara Henry M. Hogue Paul E. Walden	Keating Lang-Worth UP
PORTLAND	KALE	1330	5,000	KALE Inc. New Heathman Hotel Atwater 7209	MBS Don Lee Pacific	C. W. Myers C. W. Myers Ted Kooreman	H. M. Swartwood Jr. Harry H. Buckendahl L. S. Bookwalter	Free & Peters Associated UP, INS
	*KBPS	1450 ST-KXL	100	Benson Polytechnic School 546 N.E. 12th St. Lancaster 4195	.. .	Benson Polytechnic School R. T. Stephens, Agent	Mary Elizabeth Gilmore L. Ballinger
	KEX	1190	5,000	Oregonian Publishing Co. 537 S.W. Sixth Ave. Atwater 2121	Blue	Caroline P. Leadbetter Arden X. Pangborn Norman J. Sugg	Homer Welch Jack Eichenberger Harold C. Singleton	Raymer Thesaurus PA, UP, INS
	KGW	620	5,000	Oregonian Publishing Co. 537 S.W. Sixth Ave. Atwater 2121	NBC	Caroline P. Leadbetter Arden X. Pangborn Norman J. Sugg	Homer Welch Jack Eichenberger Harold C. Singleton	Petry Thesaurus Lang-Worth PA, UP, INS
	KOIN	970	5,000	KOIN Inc. New Heathman Hotel Atwater 3333	CBS	C. W. Myers C. W. Myers Harry H. Buckendahl	H. M. Swartwood Jr. Harry H. Buckendahl L. S. Bookwalter	Free & Peters Associated World UP, INS
	KWJJ	1080	1,000	KWJJ Broadcast Co. Inc. 622 S.W. Salmon St. Atwater 4393	.. .	Wilbur J. Jerman John Egan John Egan	Art M. Morey Art M. Morey Wilbur J. Jerman	Burn-Smith Standard UP
	KXL	750 L-WSB	10,000	KXL Broadcasters Orpheum Bldg. Broadway 6451	.. .	Mrs. Frances R. Symons H. W. Wilson H. S. Jacobson	Fred Eichhorn Lew Ballinger	McGillyvra Standard Lang-Worth UP
ROSEBURG	KRNR	1490	250-LS 100-N	News-Review Co. Umpqua Hotel 4	MBS Don Lee Pacific	Harris Ellsworth Marshall H. Pengra Marshall H. Pengra	Gilbert Walters Faith Young Henry Chandler	Keating Standard PA
SALEM	KSLM	1890	1,000	Oregon Radio Inc. 633 N. Front St. 6131	H. B. Read H. B. Read Earle W. Headrick	Bill Talbot Bill Talbot Clyde Carlton	Keating Lang-Worth UP

PENNSYLVANIA

ALLENTOWN	WSAN-WCBA	1470	500 CP-5,000	Lehigh Valley Broadcasting Co. 29 N. Tenth St. 9511	NBC Quaker	J. C. Shumberger Sr. B. Bryan Musselman B. Bryan Musselman	George Y. Snyder	World PA, UP
ALTOONA	WFBG	1340	250	Gable Broadcasting Co. 1820 11th Ave. 6467	NBC Quaker	George P. Gable Roy F. Thompson Roy F. Thompson	Dorothy M. Jones George R. Burgoon	Headley-Reed World Lang-Worth INS, TP
BUTLER	WISR	680	250-D	Butler Broadcasting Co. 357 N. Main St. 4701	David H. Rosenblum David H. Rosenblum Leon Bernard	Everett H. Neill Leon Bernard Paul Rex	Forjoe Holman World PA
DUBOIS	WCED	1230	250	Tri-County Broadcasting Co. 80 Park Place 1700	.. .	Harold T. Gray Jason S. Gray Les Ryder	Les Ryder Jason S. Gray Vernon Stahl	Spot Sales Lang-Worth Standard UP
EASTON	WEST	1400	250	Associated Broadcasters Inc. 516 Northampton St. 8001	MBS Mason-Dixon Quaker	Clair R. McCollough Elwood C. Anderson Elwood C. Anderson	Eugene Bethman Theodore Pierz J. E. Mathiot	Raymer Thesaurus UP
ERIE	WERC	1490	250	Presque Isle Broadcasting Co. 121 W. 10th St. 47-490	CBS	Jacob A. Young Charles E. Denny Ed Pearson	John J. Young Charles Jenks	Spot Sales Associated Lang-Worth UP
	WLEU	1450	250	WLEU Broadcasting Corp. Commerce Bldg. 23-327	Blue Quaker	Leo J. Omelian V. Hamilton Weir V. Hamilton Weir	Thomas Fleming Clarence Baker	World TP
GREENSBURG	WHJR	620	250-D	Pittsburgh Radio Supply House Penn Albert Hotel 3740	.. .	H. J. Brennen George J. Podyeyn Robert M. Thompson	Howard L. Hoffman Walter W. McCoy	Spot Sales Lang-Worth UP
GROVE CITY	*WSAJ	1340-SH	100	Grove City College Crawford Hall 763	.. .	Grove City College H. W. Harmon	R. G. Walters Dale Smock
HARRISBURG	WHP	1460	5,000-LS 1,000-N	WHP Inc. 216 Locust St. 4-3211	CBS	Brig.Gen. E. J. Stackpole Jr. A. K. Redmond A. K. Redmond	Dick Redmond R. S. Duncan	Blair Standard UP
	WKBO	1230	250	Keystone Broadcasting Corp. 31 N. Second St. 4-0191	NBC MBS Mason-Dixon Quaker	Clair R. McCollough C. G. Moss C. G. Moss	Lewis Munnell George O. Smith J. E. Mathiot	Raymer World UP
HAZLETON	WAZL	1450	250	Hazleton Broadcasting Service Inc. Hazleton National Bank Bldg. 1488	MBS Mason-Dixon Quaker	Clair R. McCollough Victor C. Diehm Victor C. Diehm	Thomas Tito William Beck J. E. Mathiot	Raymer Thesaurus UP
JOHNSTOWN	WJAC	1400	250	WJAC Inc. Tribune Annex 24-361	NBC Quaker	J. C. Tully J. C. Tully J. C. Tully	J. P. Foster Nevin L. Straub	Headley-Reed Thesaurus Lang-Worth UP
LANCASTER	WGAL	1490	250	WGAL Inc. 3 W. King St. 5252	NBC MBS Mason-Dixon Quaker	Clair R. McCollough Walter O. Miller Walter O. Miller	Ernest Stanzola Fullerton T. McGough J. E. Mathiot	Raymer Thesaurus UP

... IN THE PEOPLE'S CAUSE

... we devote these things

Our Broadcasting Facilities . . .

Our Initiative . . .

Our Unqualified Production Effort . . .

*... that the substance and
sinew of this area may be
better devoted to the
prosecution of a just war.*

KOIN

Portland, Oregon

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

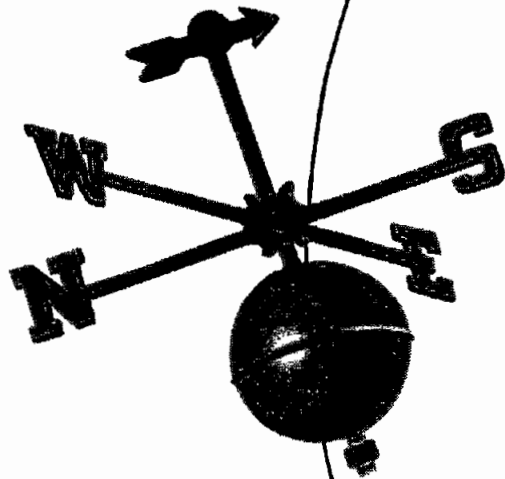
*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1943)

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	Representatives Transc. Library News Service
LEWISTOWN...	WMRF	1490	250	Lewistown Broadcasting Co. Hotel Coleman 737	NBC	James S. Woods, V. P. Joseph M. Nassau Walter Kyle	A. Tyler Port Rita McCoy Bernard H. Bopp	Burn-Smith UP
NEW CASTLE	WKST	1280	1,000	WKST Inc. Cathedral Bldg. 5050	...	S. W. Townsend Arthur W. Graham Arthur Pryor	Bob Ferguson Bob Ferguson Robert Emch	Spot Sales Thesaurus Standard PA
NEW KENSINGTON	WKPA	1150	250-D	Allegheny-Kiski Broadcasting Co. 810 Fifth Ave. 8534	C. Russell Cooper Edward J. Kroen Edward J. Kroen	Cox & Tanz UP
PHILADELPHIA . . .	KYW	1060	50,000	Westinghouse Radio Stations Inc. 1619 Walnut St. Locust 8760	NBC	Westinghouse—W. C. Evans Leslie Joy Benjamin McDonald	James P. Begley Harold M. Coulter Ernest Gager	NBC Spot Standard PA, UP Reuters
	WCAU	1210	50,000	WCAU Broadcasting Co. 1622 Chestnut St. Locust 7700	CBS	Leon Levy Leon Levy Alex Rosenman	Stan Lee Broza T. I. Oberfelder George Lewis	WCAU Raymer Bannan Reiter World Lang-Worth PA, TP
	WDAS	1400	250	WDAS Broadcasting Station Inc. 1211 Chestnut St. Locust 7400	..	Alexander W. Dannenbaum P. J. Stanton Alex. W. Dannenbaum Jr. Charles Stahl Frank W. Unterberger	Lang-Worth INS
	WFIL	560	1,000	WFIL Broadcasting Co. Widener Bldg. Rittenhouse 6900	Blue Quaker	Samuel R. Rosenbaum Roger W. Clipp John E. Surrick	Edward C. Obrist William B. Caskey Louis E. Littlejohn	Katz Associated INS
	WHAT	1340 ST-WTEL	100	Independence Bcstg. Co. Ledger Bldg. Lombard 2390	..	David Stern Srd Milton Laughlin Milton Laughlin	PA
	WIBG	990	1,000-D CP-10,000-U	Seaboard Radio Broadcasting Corp. 1425 Walnut St. Rittenhouse 2300	Paul F. Hannon Edward D. Clery Edward D. Clery	Douglas Arthur Rupe Werling John H. Henninger	PA
	WIP	610	5,000	Pennsylvania Broadcasting Co. 35 S. Ninth St. Walnut 6800	MBS	Benedict Gimbel Jr. Benedict Gimbel Jr. Maj. Edward A. Davies	G. Edward Wallis Sam Serota Clifford C. Harris	Burn-Smith World PA, UP
	WPEN	950	5,000	William Penn Broadcasting Co. 1523 Walnut St. Pennypacker 9490	Atlantic Coast	Arde Bulova Arthur Simon Fred Deinert	Lewis London Gil Babbitt Charles W. Burtis	Foster Griffith
	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	Westinghouse—W. C. Evans James B. Rock J. S. deRussy	Robert E. White W. B. McGill Ted Kenney	NBC Spot Thesaurus Standard PA, UP
	KQV	1410	1,000	KQV Broadcasting Co. Chamber of Commerce Bldg. Grant 4860	Blue	H. J. Brennen George S. Wasser Robert M. Thompson Sr.	Ray Shannon George S. Wasser Walter W. McCoy	Spot Sales Standard Lang-Worth UP
	WCAE	1250	5,000	WCAE Inc. Wm. Penn Hotel. Atlantic 6900	MBS	Leonard Kapner Leonard Kapner Willard Schroeder	Clifton Daniel Willard Schroeder James Schultz	Katz World PA, INS
	WJAS	1320	5,000	Pittsburgh Radio Supply House 411 Seventh Ave. Grant 4860	CBS	H. J. Brennen H. J. Brennen Robert M. Thompson Sr.	James M. Hughes Robt. M. Thompson Sr. Walter W. McCoy	Rambeau TP
	WWSW	1490	250	WWSW Inc. Hotel Keystone Grant 5200	Quaker	Frank R. Smith Jr. Frank R. Smith Jr. Thomas B. Price	Walter E. Sickles John Wilkoff Henry R. Kaiser Associated Standard PA
READING, . . .	WEEU	850	1,000-D	Berks Broadcasting Co. 533 Penn St. 7335	NBC	Clifford M. Chafey Clifford M. Chafey Robert G. Magee Harold O. Landis	Hollingbery Standard Lang-Worth UP
	WRAW	1340	250	Reading Broadcasting Co. 638 Penn St. 7335	NBC Quaker	Clifford M. Chafey Raymond A. Gaul Arthur W. Chafey	J. Calvin Jackson H. O. Landis	Rambeau Thesaurus Lang-Worth UP
SCRANTON... . .	WARM	1100	250	Union Broadcasting Co. Select Bldg. 4-1148	MBS Blue	Martin F. Memolo Martin F. Memolo Martin F. Memolo	Kenneth Beghold William Dawson Adolph Oachmann Jr.	Hollingbery Thesaurus UP
	WGBI	910 ST-WQAN	1,000-LS 500-N	Scranton Broadcasters Inc. 1000 Wyoming Ave. 6296	CBS Quaker	Frank Megargee Robert E. McDowell George D. Coleman	Frank Monaghan George D. Coleman Kenneth R. Cooke	Blair World Lang-Worth PA
	*WQAN	910 ST-WGBI	1,000-LS 500-N	Scranton Times Scranton	E. J. Lynett Estate
SHARON..... . .	WPIC	790	1,000-D	Sharon Herald Broadcasting Co. Pine Hollow Blvd. 4113	John Fahnlne Jr. John Fahnlne Jr. J. T. VanSweringen	Paul Gamble A. C. Heck	Wilson Associated UP
SUNBURY.....	WKOK	1240	250	Sunbury Broadcasting Corp. 1150 N. Front St. 1326	Quaker	H. H. Haddon Melvin Lahr Homer Smith	Paul Miller Cliff Kerstetter	Cox & Tanz Lang-Worth UP
UNIONTOWN.. . . .	WMBS	690	1,000	Fayette Broadcasting Corp. Fayette Title & Trust Bldg. 800	CBS	Joseph C. Burwell Joseph C. Burwell Harry C. Burwell	Sullivan Sages Carl Jansen Harold Freuhan	Radio Adv. Thesaurus UP
WASHINGTON	WJPA	1450	250	Washington Broadcasting Co. George Washington Hotel 4870	William S. Yard John J. Laux John M. Croft	Stanley Schultz Charles R. DeVall Joseph M. Troesch	Spot Sales Lang-Worth UP

WCAU

PHILADELPHIA



50,000 Watts in all directions

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1943)

PENNSYLVANIA—(Continued)

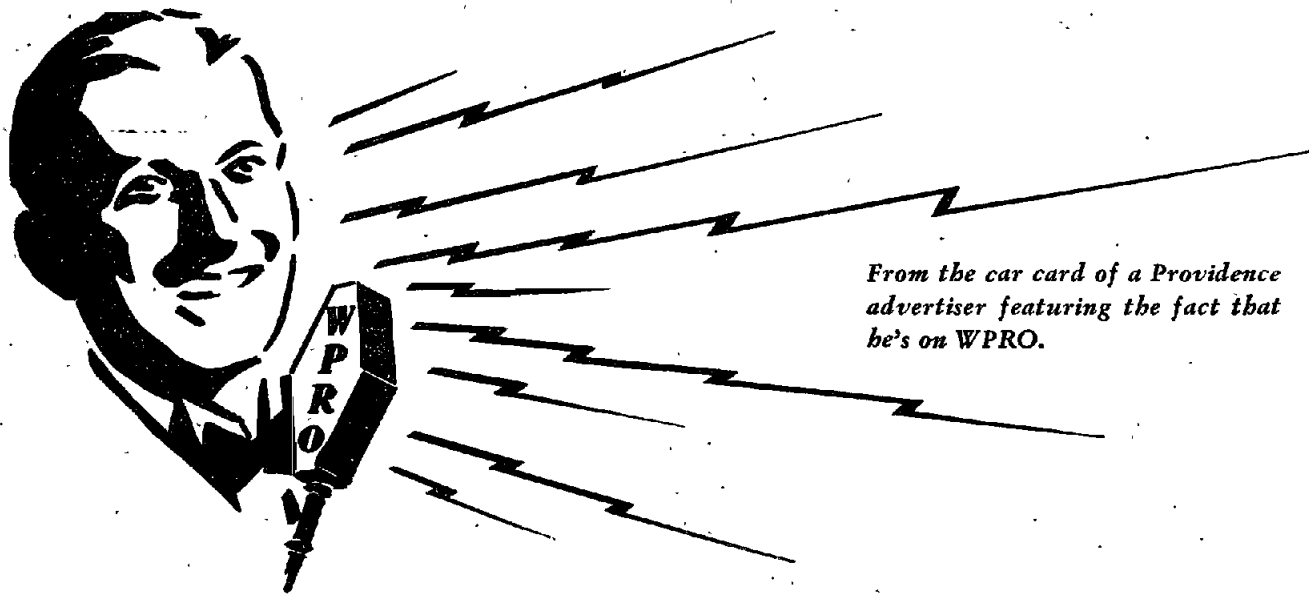
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
WILKES-BARRE	WBAX	1240	100	John H. Stenger Jr. 141 S. Main St. 3-0196	MBS	John H. Stenger Jr. John H. Stenger Jr.	John H. Stenger Jr.	Burn-Smith Associated UP
	WBRE	1340	250	Louis G. Baltimore 62 S. Franklin St. 3-3101	NBC Quaker	Capt. Louis G. Baltimore A. C. Baltimore A. C. Baltimore	E. A. Hamrick A. C. Baltimore Charles Sakoski	PA
WILLIAMSPORT	WRAK	1400	250	WRAK Inc. 244 W. Fourth St. 2-6116	NBC Quaker	F. M. Case George E. Joy Thomas W. Metzger	Mary Helen Person J. Wright Mackey Louis N. Persio	McKinney Standard UP
YORK	WORK	1350	1,000	York Broadcasting Co. 13 S. Beaver St. 6629	NBC MBS Mason-Dixon Quaker	Clair R. McCollough Harold E. Miller Harold E. Miller	Arthur Weeks Leslie Golliday J. E. Mathiot	Raymer Standard UP
	WSBA	900	1,000-D	Susquehanna Broadcasting Co. R.F.D. No. 5 2676	Louis J. Appell Otis Morse IV Sydney Robbins	Max E. Robinson Saralce Doane Woodrow G. Eberhart	Walker Associated World PA, INS

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	Representatives Transc. Library News Service
PAWTUCKET	WFCI	1420	1,000	Pawtucket Broadcasting Co. 450 Main St. Perry 9540	Blue Atlantic Coast	Howard W. Thornley Frank F. Crook T. F. Allen	George L. Sutherland T. F. Allen Gilbert Johnson	Headley-Read Standard TP
PROVIDENCE	WEAN	790	5000	Yankee Network Inc. Crown Hotel Dexter 1500	MBS Yankee	William F. O'Neil John Shepard 3rd Malcolm Parker Malcolm Parker	Rose Powers James Powers (Boston) Harold T.iley	Petry Associated Standard INS
	WJAR	920	5,000	Outlet Co. 176 Weybosset St. Gaspee 1071	NBC New England	Mortimer L. Burbank John J. Boyle	Thomas Prior	Weed Bannan World
	WPRO	680	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 Foster Thesaurus PA, UP

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	Representatives Transc. Library News Service
ANDERSON	WAIM	1230	250	Wilton E. Hall Anderson College 800	CBS	Wilton E. Hall Wilton Martin G. Paul Browne	Jimmy Simpson Wilton Martin Harold Spangler	World PA
CHARLESTON	WCSC	1390	1,000-LS So. 500-N	So. Carolina Broadcasting Co. Inc. Francis Marion Hotel 7611	CBS	John M. Rivers John M. Rivers Roland Weeks	Russ Long Heyward Moore James M. Weaver	Free & Peters Thesaurus UP
	WTMA	1250	1,000	Atlantic Coast Broadcasting Co. 135 Church St. 2-2961	NBC	Robert S. Manigault Robert E. Bradham Walter P. Speight	C. Wylie Calder Douglas M. Bradham	Hollingbery Standard PA
COLUMBIA	WCOS	1400	250	Carolina Broadcasting Corp. 1202 Main St. 2-5601	MBS Blue	H. F. Kinney W. C. Bochman Davis B. Spiers	Howard Hamrick Charles Roe Harry Clippard	Spot Sales Associated PA
	WIS	560	5,000	Surety Insurance Co. 1811 Main St. 2-2135	NBC	W. Frank Hipp Estate G. Richard Shafto J. D. Saumenig	Floyd D. Rodgers Jr. Harry S. DuVal Scott Helt	Free & Peters Thesaurus UP
FLORENCE	WOLS	1230	250	Florence Broadcasting Co. Inc. Sanborn Hotel 48	M. F. Schuibben R. O. Dorsey H. Russ Holt	Bill Simmons Herman Hanks	Cox & Tanz UP
GREENVILLE	WFBC	1330	5,000	Greenville News-Piedmont Co. Poinsett Hotel 362	NBC Blue Ridge	Roger C. Peace Beverly T. Whitmire William Clews	Lozen L. Watson Jr. Clyde Etheridge	Weed Cook Thesaurus UP
	WMRC	1490	250	Textile Broadcasting Co. Prevost Bldg. 5730	MBS Blue	Robert A. Jolley W. Ennis Bray W. Ennis Bray	C. E. Campbell George D. Tate	Burn-Smith World PA
GREENWOOD	WCRS	1450	250	Greco Inc. Box 868 4300	NBC	Douglas Featherstone Dan Crosland Ralph Norman	Newton Smyth Eugene C. Niemann	PA
SPARTANBURG	WORD	1400	250	Spartanburg Advertising Co. Radio Center 2900	Blue	A. B. Taylor Walter Brown G. O. Shepherd Tommy Nolan	Jim Reppert Ralph Bennett	Hollingbery Standard PA, UP
	WSPA	950	5,000-LS 1,000-N	Spartanburg Advertising Co. Radio Center 2900	CBS	A. B. Taylor Walter J. Brown John W. Kirkpatrick John W. Kirkpatrick	Sterling W. Wright Roger Shaffer Ralph Bennett	Hollingbery World UP
SUMTER	WFIG	1340	250	Radio Station WFIG Inc. 39N. Main St. 1340	Blue	J. Samuel Brody T. Doug Youngblood L. W. Folsom	Allison Keels Dorothy Boney W. E. Williams	Cox & Tanz World UP



From the car card of a Providence advertiser featuring the fact that he's on WPRO.

Be smart.. use the station that's FIRST CHOICE of most Providence advertisers..... at the same low rates they pay

W P R O

THE NEWS STATION OF RHODE ISLAND

WPRO consistently carries more local advertising than any other Rhode Island station . . . ask your wholesale and retail outlets in the Providence area . . . **THEY KNOW.**

Note!

RATES: One rate card; the same low rates to every class of advertiser.

COVERAGE: First on the dial: 630 Kc. 5000 Watts (Day and Night) Stronger Primary Signal over GREATER area. Larger secondary area.

NEWS: Most complete service — Associated Press and United Press by direct wire to WPRO newsroom — *plus* CBS World Coverage.

PROGRAM SERVICE: Basic CBS Station—complete Columbia Program Service.

CHERRY & WEBB BROADCASTING COMPANY

15 Chestnut Street, Providence, R. I.

National Representative: Paul H. Raymer Company

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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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	Representatives Transc. Library News Service
ABERDEEN	KABR	1420	5,000	Aberdeen Broadcast Co. 117½ S. Main St. 4626	MBS No. Central	H. C. Jewett Jr. A. A. Fahy A. A. Fahy	Alleen Johnson Delbert T. Hunt	Walker PA
PIERRE	KGFX	630-SH	200-D	Estate of Dana McNeil 203 W. Summit Ave. 351	..	Ida A. McNeil Ida A. McNeil Ida A. McNeil	Cox & Tanz
RAPID CITY	KOBH	1400	250	Black Hills Broadcast Co. Alex Johnson Hotel 2000	C. A. Quarnberg Robert J. Dean George E. Bruntlett	Dorothy Krone W. P. McCracken M. J. Jones	Lang-Worth UP
	*WCAT	1230-SH	100-D	South Dakota School of Mines E. St. Joe St. 1600	.	Joseph P. Connolly C. M. Rowe	Lewis Binegar E. E. Clark	..
SIOUX FALLS	KELO	1230	250	Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757	NBC	Joseph & Morton Henkin S. Fantle Jr. Morton Henkin George R. Hahn	Verl K. Thomson Max F. Staley	Wilson PA, UP
	KSOO	1140 L-WRVA	5,000	Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757	NBC	Joseph & Morton Henkin S. Fantle Jr. Morton Henkin George R. Hahn	Verl K. Thomson Max F. Staley	Wilson Thesaurus PA, UP
VERMILLION	*KUSD	920 ST-KFNF	500	University of South Dakota University Campus 209J	.	I. D. Weeks G. Russell Bauer	Thomas Steensland Thomas II. Bedwell
WATERTOWN	KWAT	1240	250	Midland National Life Ins. Co. Midland Bldg. 777	.	Midland Nat. Life Ins. Co. F. L. Bramble M. W. Plowman	Bruce C. Krause M. W. Plowman Frances Alwin	UP
YANKTON	WNAX	570	5,000-LS 1,000-N CP-5,000-U	WNAX Broadcasting Co. Yankton 443	CBS	Gardner Cowles Jr. Phil Hoffman Phil Hoffman	Arthur J. Smith Clif Todd	Katz Standard PA, UP

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	Representatives Transc. Library News Service
BRISTOL	WOPI	1490	250	Radiophone Bestg. Sta. WOPI Inc. 410 State St.	NBC Blue Ridge Daniel Boone	W. A. Wilson W. A. Wilson Roy L. Russell	Fey Rogers W. A. Wilson Robert H. Smith	Burn-Smith Cummings Thesaurus PA, UP
CHATTANOOGA	WAPO	1150	5,000-LS 1,000-N	Mrs. W. A. Patterson Read House 6-6141	NBC	Mrs. W. A. Patterson R. G. Patterson R. N. Krepps	Helen H. Patterson Helen H. Patterson B. B. Barnes	Headley-Reed Thesaurus PA
	WDEF	1400	250	Joc Engel Volunteer Bldg. 6-5664	Blue MBS	Joe W. Engel Frank S. Lane Ken Flenniken	Vann Campbell B. C. Baker	Burn-Smith Standard UP
	WDOD	1810	5,000	WDOD Broadcasting Corp. Hamilton National Bank Bldg. 6-6117	CBS	(Lt. Norman Thomas, USN) Earl W. Winger Earl W. Winger Carter M. Parham	Eugene Wilkey Cliff W. Bowers Julius C. Vessells	Raymer Associated Lang-Worth UP
CLARKSVILLE	WJZM	1400	250	William Kleeman Masonic Temple Bldg. 499	MBS	William Kleeman W. E. Williams Tom White	Howard Byrum Tom White	Standard PA
COOKEVILLE	WHUB	1400	250	WHUB Inc. 523 E. Spring St. 200	.	M. L. Medley Bill Reeves M. L. Medley	Bill Reeves M. L. Medley Charles R. Burch	Cox & Tanz Standard UP
JACKSON	WTJS	1390	1,000	Sun Publishing Co. 104 W. Baltimore St. 3340	MBS	C. E. Pigford A. B. Robinson A. B. Robinson	Ottis Roush A. B. Robinson B. Carey Brummell	Branham Standard PA, UP
JOHNSON CITY	WJHL	910	1,000	WJHL Inc. 412 S. Roan St.	Blue	W. Hanes Lancaster W. Hanes Lancaster Ken Marsh	Henry Frick Ken Marsh O. K. Garland	Wilson Standard UP
KINGSPORT	WKPT	1400	250	Kingsport Broadcasting Co. Inc. 222 Commerce St.	NBC Blue Ridge Daniel Boone	C. P. Edwards Jess Swicegood Jess Swicegood	Paul Overbay G. W. Upchureh	Burn-Smith Cummings Standard Lang-Worth UP
KNOXVILLE	WBIR	1240	250	J. W. Birdwell 618 S. Gay St. 4-3321	Blue MBS	J. W. Birdwell John P. Hart John P. Hart	Charles DeVois John P. Hart Fletcher Ball	Burn-Smith Associated UP
	WNOX	990	10,000	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	Branham Standard Lang-Worth UP
	WROL	620	1,000-LS 500-N	Stuart Broadcasting Co. 531 S. Gay St 2-7111	NBC	S. E. Adcock S. E. Adcock C. H. Frazier	John Reese Fred Pfahler Owen McReynolds	Blair Cummings Thesaurus PA
MEMPHIS	WHBQ	1400	250	Broadcasting Station WHBQ Inc. Hotel Gayoso 8-6868	...	Thomas Thompson E. A. Alburty E. A. Alburty	E. H. McMurray Jr. Welton M. Roy	Rambeau Lang-Worth PA, UP
	WMC	790	5,000	Memphis Publishing Co 3rd & Madison 8-7464	NBC Arkansas So. Central	John H. Sorrells H. W. Slavick J. C. Eggleston	John H. Cleghorn Clifford Goodman E. C. Frase Jr.	Branham Thesaurus Lang-Worth UP

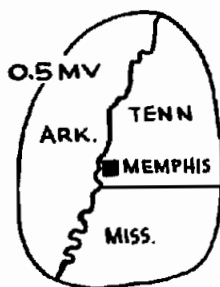


WHAT DO I THINK OF FIRST WHEN I CHOOSE A RADIO STATION?

"The very first thing I want to know about is the power of the station....and its network affiliation. These two things pretty well give me a starting point in determining what I can expect it to do."

*WMC is 5,000 watts,
day and night,
affiliated with N.B.C.*

"The next thing I like to check on is the coverage of the station....its potential and actual listening area....facts and figures relating to these very important factors. I like for these figures to be accurate, simply stated, and generally compiled by a disinterested third party."



WMC has a strong signal, with daytime primary coverage of about 150 miles radius, according to McNary and Chambers, independent consulting engineers of Washington, D.C.

"Then I'd like to know something about the background of the station....something that would give me a picture of the

listening loyalty of the station....its standing in the community it serves, its general program structure in a broad sense."

Since 1923, WMC, owned and operated by the Commercial Appeal, has consistently brought to Mid-South listeners, top entertainment programs, features of public interest and convenience.

"Then I'd like to know how the station compares with other stations in the market....how its programs compare with those of competing stations in popularity. Naturally, I like to schedule my campaigns where I can be assured of the greatest possible listening audience."

The Hooper rating of the four Memphis radio stations shows WMC, month after month, has better than 40% of the entire Memphis listening audience!

"After checking these points, I'm convinced that the first station in the Memphis market is WMC. For coverage, for loyal listeners, for prestige....you can't beat WMC in Memphis."

WMC

MEMPHIS, TENN.

REPRESENTED NATIONALLY BY

THE BRANHAM CO.

Owned and Operated By

THE COMMERCIAL APPEAL

CLOCK THE TIME SALES IN CHATTANOOGA!



TOPS IN TENNESSEE!

Sales Management High-Spot forecast for January, 1943 shows Chattanooga leading all Tennessee cities in (a) retail sales and services increase over previous January, and (b) net increase over national norm of 100.

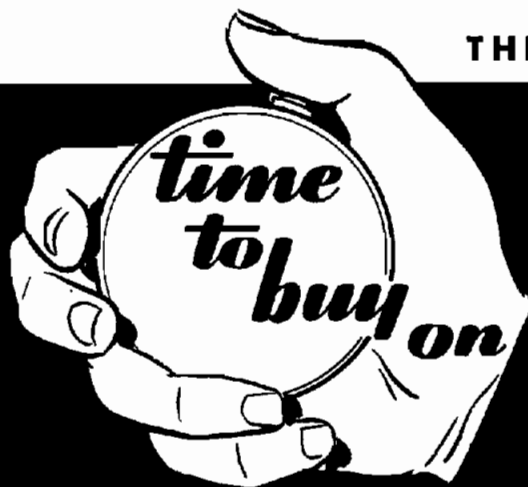
	A	B
Chattanooga	120.0	114.3
Memphis	114.0	109.6
Nashville	113.2	107.8
Knoxville	109.3	104.1

A RECENT survey based on actual national spot business placed with Chattanooga radio stations, showed W D O D the overwhelming preference of time buyers throughout the nation. 76.9% of all national spot business placed in Chattanooga is awarded W D O D, with 18.3% going to Station "B", and 4.8% going to Station "C".

No other fact can more eloquently illustrate the job W D O D is doing for advertisers in the Chattanooga Market.

With its 5,000 watts power day and night, W D O D, now enjoying its 18th year of dominance in Chattanooga, is truly the station in this rich, productive area.

THE TIME-BUYERS' STATION



NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.

W D O D

CBS FOR CHATTANOOGA, TENN.
5,000 WATTS DAY AND NIGHT



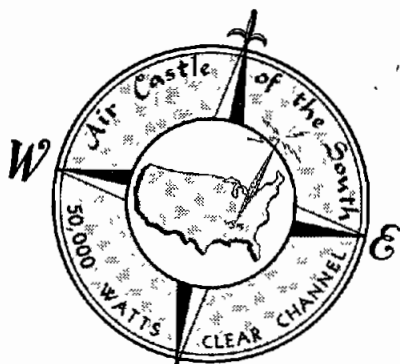
THE *Original* GRAND OLE OPRY

Preferred by 5 out of 6 Radio Listeners

For 17 years we have known that people liked the Grand Ole Opry. So firmly and unequivocally is it a part of America that one program each Saturday night in the past twelve months has played to a paid visual audience of over 136,000 . . . plus millions of radio listeners. And, to confirm our belief, in a recent post card survey we found that five out of six radio listeners replying from 13 states preferred WSM's Grand Ole Opry to any other Saturday night program!

A top show . . . a market that has enjoyed 42.8% of America's population increase in the last year . . . a market with a cash farm income of *\$3,321,753,000.00 . . . 50,000 watts on a clear channel . . . that's WSM's Grand Ole Opry, an unusual advertising opportunity.

*SOURCE: DEP'T. OF AGRICULTURE, BUREAU OF ECONOMICS



WSM

HARRY L. STONE, Gen'l. Mgr.

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY

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

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Share Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
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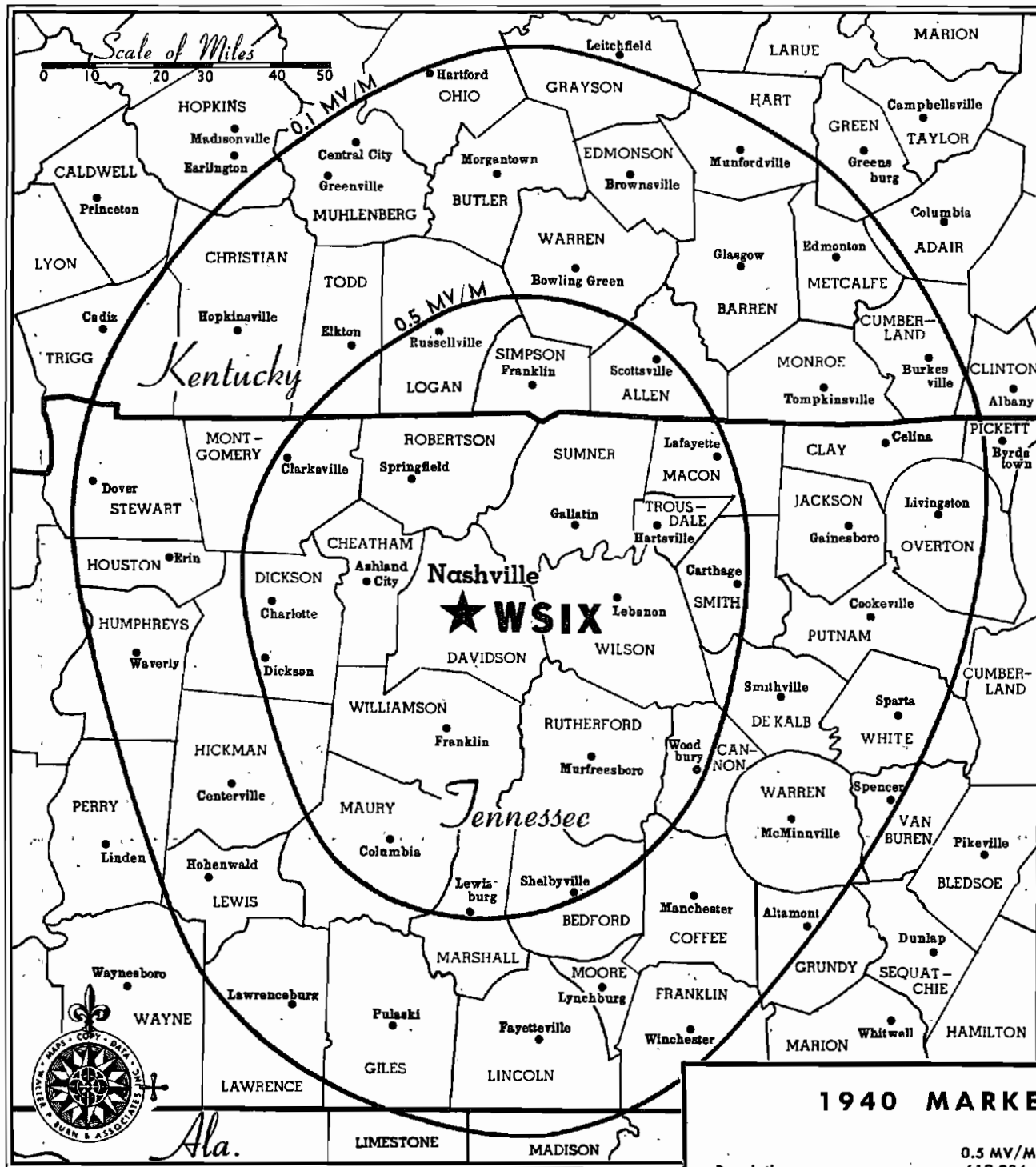
TENNESSEE—(Continued)

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	Representatives Transc. Library News Service
MEMPHIS (Continued)	WMPS	1460	1,000-LS 500-N	Memphis Broadcasting Co. 62 N. Main St. 5-2721	Blue MBS	Jack R. Howard James C. Hanrahan Harold R. Krelstein	James C. Hanrahan Mrs. Mildred R. Flippin Joseph G. Denderick	Spot Sales Standard UP
	WREC	600	5,000	WREC Broadcasting Service Hotel Peabody 5-1313	CBS	Lloyd B. Wooten Lloyd B. Wooten Hollis R. Wooten	Roy Wooten S. D. Wooten	Kalz World UP
NASHVILLE...	WLAC	1510	50,000	WLAC Broadcasting Service Third National Bank Bldg. 6-0161	CBS	J. T. Ward F. C. Sowell Jr. F. C. Sowell Jr.	Paul Oliphant R. N. Maddux F. D. Binns	Raymer World Lang-Worth UP
	WSIX	980	5,000	WSIX Inc. Nashville Trust Bldg. 5-5431	Blue MBS Southern	Jack M. Draughon Jack M. Draughon Eugene S. Tanner	Jack Wolever Jr. Jack Wolever Jr. Baucorn E. Porter	Spot Sales Associated Standard Lang-Worth PA
	WSM	650	50,000	National Life & Accident Ins. Co. 301 Seventh Ave. N. 6-7181	NBC	Edwin W. Craig Harry Stone Winston S. Dustin	Jack Stapp Albert E. Gibson George Reynolds	Petry Associated Lang-Worth PA, INS

TEXAS

ABILENE	KRBC	1450	250	Reporter Broadcasting Co. Hilton Hotel 6256	MBS Texas State	M. B. Hanks Howard Barrett A. C. Etter	Charles E. Chumley Jr. J. B. Casey	Foreman PA
AMARILLO	KFDA	1230	250	Amarillo Broadcasting Corp. 109 E. Fifth St. 5343	MBS Texas State	Gilmore N. Nunn H. P. Robertson H. P. Robertson	Bonnie Bennett Bonnie Bennett Howard Blaker	INS
	KGNC	1440	5,000-LS 1,000-N	Plains Radio Bestg. Co. Radio Bldg. 4242	NBC Lone Star	O. L. Taylor John Ballard John Ballard	Raymond Hollingsworth Raymond Hollingsworth William H. Torrey	Wilson World Lang-Worth UP
AUSTIN	KNOW	1490	250	Frontier Broadcasting Co. Inc. Norwood Bldg. 2-6213	MBS Blue Texas State	H. M. Fentress Hardy C. Harvey Hardy C. Harvey	Pat Adelman Scott Garrison James E. Lewis	Spot Sales UP
	KTBC	1150 SH-WTAW	1,000-D	State Capital Bestg. Assn. Inc. 119-A West 8th St. 8-4661		R. B. Anderson Aubrey H. Escoe Aubrey H. Escoe	Dean Turner Gordon Farmer	Walker Thesaurus INS
BEAUMONT	KPDM	560	1,000	Beaumont Broadcasting Corp. Box 2950 8888	Blue Lone Star	C. W. Snider C. B. Locke C. B. Locke	John M. Whitney B. R. Patterson Lawrence Sanders	Wilson Thesaurus UP
	KRIC	1450	250	KRIC Inc. 130 Wall St. 4200		Mrs. J. L. Mapes Jack Neil G. L. Kirk	Joe S. Trum Ray Wheeler	Branham World PA
BIG SPRING	KBST	1490	100	Big Spring Herald Bestg. Co. 702 Johnson St. 1500	MBS Texas State	Howard Barrett Jack Wallace Jack Wallace	H. M. Terry Charles White Andrew M. Jones	Foreman Standard PA
BRADY	KNEL	1490	250-LS 100-N	G. L. Burns Brady 77		G. L. Burns G. L. Burns		Cox & Tanz
BROWNSVILLE	KEEW	1490	250-LS 100-N	Eagle Broadcasting Co. San Benito Highway 9518		E. E. Wilson Ingham S. Roberts Ingham S. Roberts	Clovis Weller E. E. Liverance	Forjoe
BROWNWOOD	KBWD	1380	1,000-LS 500-N	Brown County Broadcasting Co. 800 Hawkins St. 2401		Wendell Mayes Wendell Mayes A. D. Whisenant	Steve Garrett Tee Corbett A. W. Stewart	Wilson Thesaurus PA
COLLEGE STATION. *WTAW		1150 SH-KTBC	1,000-D	A. & M. College of Texas College Station 4-6724		A. & M. College of Texas	John O. Hosser H. C. Dillingham	
CORPUS CHRISTI	KEYS	1490	250	Nueces Broadcasting Co. Centre Theatre Bldg. 2-7411		Partnership H. B. Lockhart E. C. Hughes	Bill Sharpe H. B. Lockhart	Forjoe Thesaurus UP
	KRIS	1360	1,000	Gulf Coast Broadcasting Co. Robert Driscoll Hotel 6354	NBC MBS Lone Star	M. Tilford Jones T. Frank Smith Fred Burr	Charles Nethery Gerald R. Chinski	Branham Lang-Worth PA
CORSICANA	KAND	1340	250	Navarro Broadcasting Assn. Corsicana 30		J. C. West Earle Fletcher Grady Lyle	Charles Payne Jack Cecil	Holman UP
DALLAS	KGKO	570	5,000	(See Fort Worth, Tex.)				
	KRLD	1080	50,000	KRLD Radio Corp. Adolphus Hotel Central 6811	CBS	Albert Swinsky Jr. Clyde W. Rembert Clyde W. Rembert	Ruth Clem J. W. Crocker Roy M. Flynn	Branham Standard PA, INS, UP
	KSKY	660	1,000-D	Chilton Radio Corp. Hotel Stoneleigh Central 6193		A. L. Chilton A. L. Chilton R. G. Terrill	R. G. Terrill Morris M. Ming	Associated PA
	WFAA	820 ST-WBAP	50,000	A. H. Belo Corp. Santa Fe Bldg. Riverside 9631	NBC Texas Quality	James M. Moroney Martin B. Campbell Alex Keese	Ralph W. Nimmons Raymond Collins	Petry Thesaurus Lang-Worth UP
	WRR	1310	5,000	City of Dallas Municipal Radio Bldg. Tenison 3-6101	MBS Texas State	City of Dallas Charles B. Jordan Charles B. Jordan	Pete Teddlie Pete Teddlie Durward J. Tucker	Weed PA
DENTON	KDNT	1460	100	Harwell V. Shepard Kimbrough Bldg. 276		Harwell V. Shepard Harwell V. Shepard Harwell V. Shepard	Mary Grace Smith Harwell V. Shepard Harwell V. Shepard	UP

COVERING the Nashville Market



WSIX 5000 W. 980 KC.
NASHVILLE, TENN.

THE BLUE NETWORK

WSIX, now operating with 5000 Watts, covers 107,100 Radio Homes in Tennessee and Kentucky with a Primary Signal.

0.5 MV/M and 0.1 MV/M measured by Ring and Clark, Radio Engineers, July, 1942.

National Representatives

SPOT SALES, INC.

New York

Chicago

San Francisco

1940 MARKET DATA

	0.5 MV/M	0.1 MV/M-	Total
Population	610,984	653,510	1,264,494
Families	156,908	155,914	312,822
Radio Homes	107,100	95,100	202,200
Total Retail Stores	6,755	5,944	12,699
Sales, \$	144,078	72,039	216,117
Food Stores	2,299	1,979	4,278
Sales, \$	33,282	15,624	48,906
General Merchandise Stores	270	265	535
Sales, \$	17,400	7,758	25,158
Filling Stations	827	834	1,661
Sales, \$	11,542	6,988	18,530
Drug Stores	238	158	396
Sales, \$	6,284	2,705	8,989
Other Stores	3,121	2,708	5,829
Sales, \$	75,570	38,964	114,534

All money values in thousands of dollars.
Radio homes by Joint Committee Radio Research 1938 percentages of 1940 families (occupied dwelling units).
All other data from sixteenth decennial Census of U. S., 1940.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1943)

TEXAS—(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	Representatives Transc. Library News Service
EL PASO	KROD	600	1,000-LS 500 N	Dorrance D. Roderick 2201 Wyoming St. Main 2020	CBS	Dorrance D. Roderick Val Lawrence Cecil L. Trigg	Ted Gates Arthur B. Smith Edward P. Talbott	Wilson Associated INS
	KTSM	1380	1,000-LS 500-N	Tri-State Broadcasting Co. Inc. Hotel Paso Del Norte Main 3122	NBC	Mrs. L. E. Bredberg Karl O. Wyler Willard L. Kline	Karl O. Wyler Eric Munro E. L. Gemoets	Hollingbery Thesaurus Lang-Worth UP
FORT WORTH	KFJZ	1270	5,000	Tarrant Broadcasting Co. 1201 W. Lancaster St. 3-3474	MBS Texas State	Mrs. Elliott Roosevelt Gene L. Cagle Clyde Pemberton	George Erwin L. Roy Duffy Truett Kinzey	Weed Standard UP
	KGKO	670	5,000	KGKO Broadcasting Co. Medical Arts Bldg., Ft. Worth Santa Fe Bldg., Dallas Ft. Worth, 3-1234 Dallas, Riverside 9631	Blue Lone Star	Harold Hough, Ft. Worth J. M. Moroney, Dallas Martin B. Campbell, mg. dir. Geo. Cranston, Ft. Worth Alex Keese, Dallas H. R. Turner	Ed Lally, Ft. Worth Ralph Nimmons, Dallas	Petry World PA, UP
	WBAP	820 ST-WFAA	50,000	Carter Publications Inc. Medical Arts Bldg. 3-1234	NBC Texas Quality	Amon G. Carter Harold V. Hough Martin Campbell George Cranston H. R. Turner	Ed Lally Elbert Haling R. C. Stinson	Petry World PA
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	Standard Lang-Worth UP
HARLINGEN	KGBS	1240	250	Harbenito Broadcasting Co. P. O. Box 711 1400		McHenry Tichenor Ingham S. Roberts Troy McDaniel	Steel McClanahan Ingham S. Roberts Marvin D. Myers	Forjoe Associated PA
HOUSTON	KPRC	950	5,000	Houston Printing Corp. Lamar Hotel Fairfax 7101	NBC Texas Quality	W. P. Hobby Kern Tips Kern Tips	Jack McGrew H. T. Wheeler	Petry Thesaurus PA
	KTRH	740	50,000	KTRH Broadcasting Co. Rice Hotel Preston 4361	CBS	Houston Chronicle B. F. Orr Ray E. Bright	Harry Grier George McCormick King H. Robinson Tom L. Hiner	Blair World UP
	KXYZ	1320	5,000	Harris County Broadcast Co. Gulf Bldg. Capitol 6151	MBS Blue Lone Star	M. Tilford Jones T. Frank Smith T. Frank Smith	Charles Nethery Gerald R. Chinski	Branham Lang-Worth PA
HUNTSVILLE	KSAM	1490	250-D	W. J. Harpole & J. C. Rothwell Houston Highway 666		Partnership J. C. Rothwell J. B. McShan J. B. McShan	J. C. Rothwell J. B. McShan Jesse Simms	
KILGORE	KOCA	1240	250	Oil Capitol Bstg. Assn. Kilgore 616		Roy G. Terry Roy G. Terry Roy G. Terry	Dorothy Baker Dorothy Baker Dorothy Baker	
LAREDO	KPAB	1490	250	Laredo Broadcasting Co. Hamilton Hotel 2676		Howard W. Davis Howard W. Davis George G. Geyer	George Daiza Hulan K. Smith	Forjoe Cox & Tanz PA
LONGVIEW	KFRO	1370	1,000	Voice of Longview Glover-Crum Bldg. 411		James R. Curtis James R. Curtis T. R. Putnam		Wilson Lang-Worth UP
LUBBOCK	KFYO	1340	250	Plains Radio Broadcasting Co. 914 Avenue J 5567	Texas State	O. L. Taylor DeWitt Landis DeWitt Landis	R. B. McAlister Rex Webster W. S. Bledsoe	Wilson World Lang-Worth UP
LUFKIN	KRBA	1340	250	Red Lands Broadcasting Assn. 108 1/2 S. First St. 272		Ben T. Wilson Darrell E. Yates Darrell E. Yates	Richman Lewin Darrell E. Yates Kenneth Heizer	Cox & Tanz Standard PA
MIDLAND	KRLH	1230	250	Clarence Scharbauer Estate 117 S. Lorraine 1070	MBS Texas State	Clarence Scharbauer Estate Boyd Kelley Boyd Kelley	Wilson Monroe Wayne Harrell H. F. Ridgway	Cox & Tanz Standard Lang-Worth UP
PALESTINE	KNET	1450	100-D	Palestine Broadcasting Corp. Municipal Bldg. 411		Bert Horswell Bert Horswell Bert Horswell	M. Stevens Frank Goodson	Cox & Tanz Standard TP
PAMPA	KPDN	1340	100	R. C. Hoiles Box 1701 1100		R. C. Hoiles H. E. Kreiger Paul Hill	Harry Wablberg H. E. Kreiger	Forjoe World PA
PARIS	KPLT	1490	250	North Texas Broadcasting Co. Gibraltar Hotel 1124	MBS Texas State	A. G. Mayse Lewis O. Seibert Lewis O. Seibert	Helen White Mitchell Secrest	Foreman Standard PA
PECOS	KIUN	1400	100	Jack Hawkins & Barney Hubbs 306 S. Cedar St. 21		Jack W. Hawkins Barney Hubbs Jack W. Hawkins		UP
PORT ARTHUR	KPAC	1250	500	Port Arthur College 1515 Lakeshore Drive 7458	MBS	Carl Vaughan Glenn Hewitt Glenn Hewitt	Marjorie Vickers Glenn Boatright	Burn-Smith Standard PA, INS
SAN ANGELO	KGKL	1400	250	KGKL Inc. St. Angelus Hotel 6715	MBS Texas State	KGKL Inc. Lonnie Preston Lonnie Preston	Jack Maynard Frank Jones	Foreman PA
SAN ANTONIO	KABC	1450	250	Alamo Broadcasting Co. Inc. Milam Bldg. Fannin 3126	Blue MBS Texas State	R. Early Willson R. Early Willson William H. Joekel	Leona Bender Kenneth R. Hyman Jr.	Rambeau UP
	KMAC	1240	250	Walmac Co. Smith Young Tower Cathedral 6211		Howard W. Davis Howard W. Davis Howard W. Davis	A. S. Bessan Charles F. Harris	Burn-Smith INS
	KONO	1400	250	Mission Broadcasting Co. 317 Arden Grove Fannin 5171		Eugene J. Roth Eugene J. Roth James M. Brown	Fred Hammond George W. Ing	Forjoe PA

Maximum Fire Power at Either Range



Selling Dallas and Fort Worth:

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

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

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

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

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

Jointly Owned and Operated by

The Dallas Morning News and The Fort Worth Star-Telegram

WFAA·WBAP
DALLAS·FORT WORTH

KGKO
FORT WORTH·DALLAS

Edward Petry and Co., National Representatives

Power to Produce!



DALLAS
FT. WORTH
KRLD

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

KRLD

50 000 WATTS

The Times Herald Station - DALLAS, TEXAS

The Taylor-Howe-Snowden Group

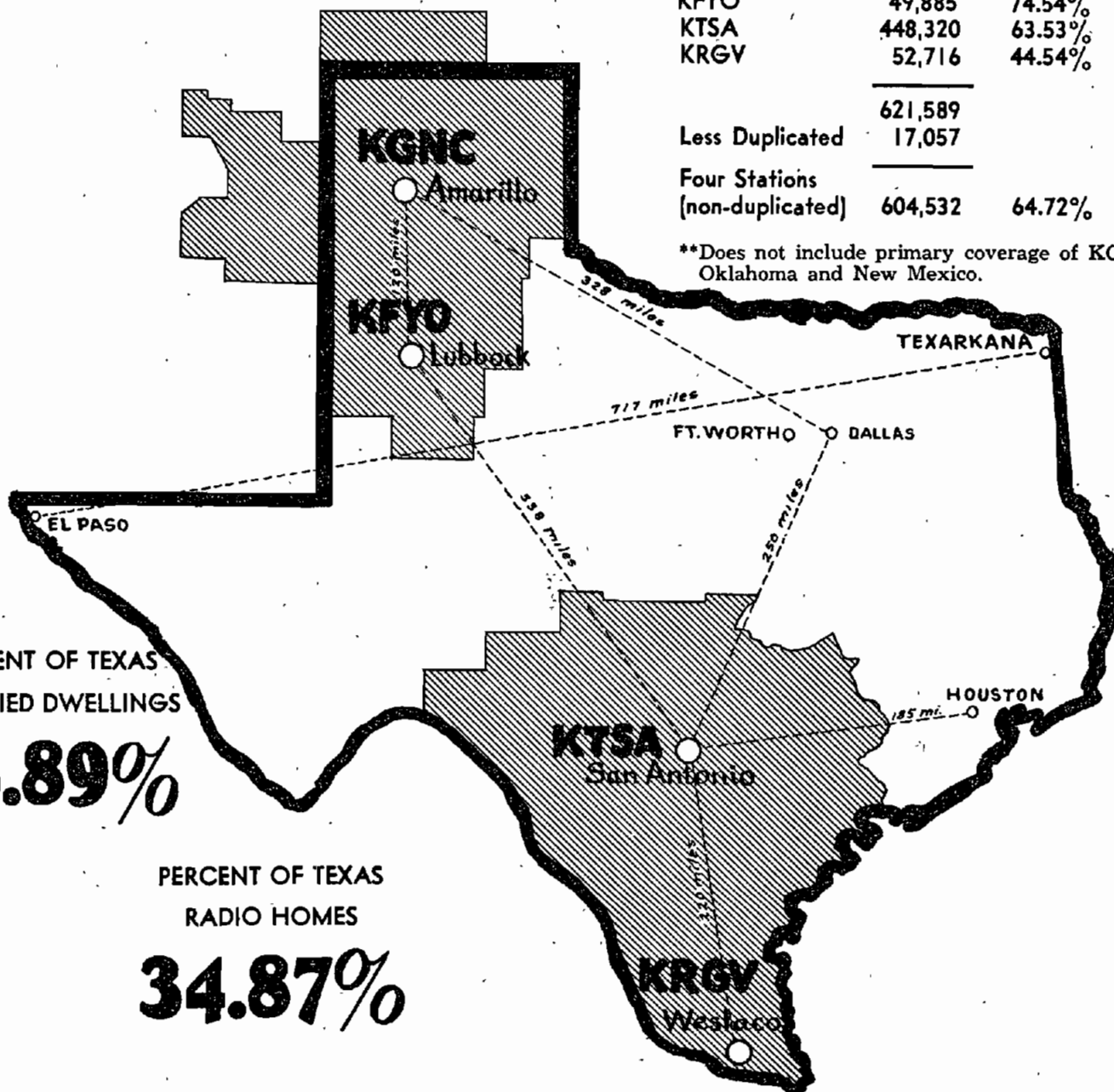
GIVES YOU

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

1940 CENSUS—RADIO HOMES IN TEXAS

	Dwelling Units	% Radio	Radio Units
KGNC**	70,668	81.34%	57,486
KFYO	49,885	74.54%	37,188
KTSA	448,320	63.53%	284,832
KRGV	52,716	44.54%	23,481
	<hr/> 621,589		<hr/> 402,987
Less Duplicated	17,057		11,716
Four Stations (non-duplicated)	<hr/> 604,532	<hr/> 64.72%	<hr/> 391,271

**Does not include primary coverage of KGNC in Oklahoma and New Mexico.



PERCENT OF TEXAS
OCCUPIED DWELLINGS

35.89%

PERCENT OF TEXAS
RADIO HOMES

34.87%

Get the Attractive Combination Rate on These Four Close-Knit Stations

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

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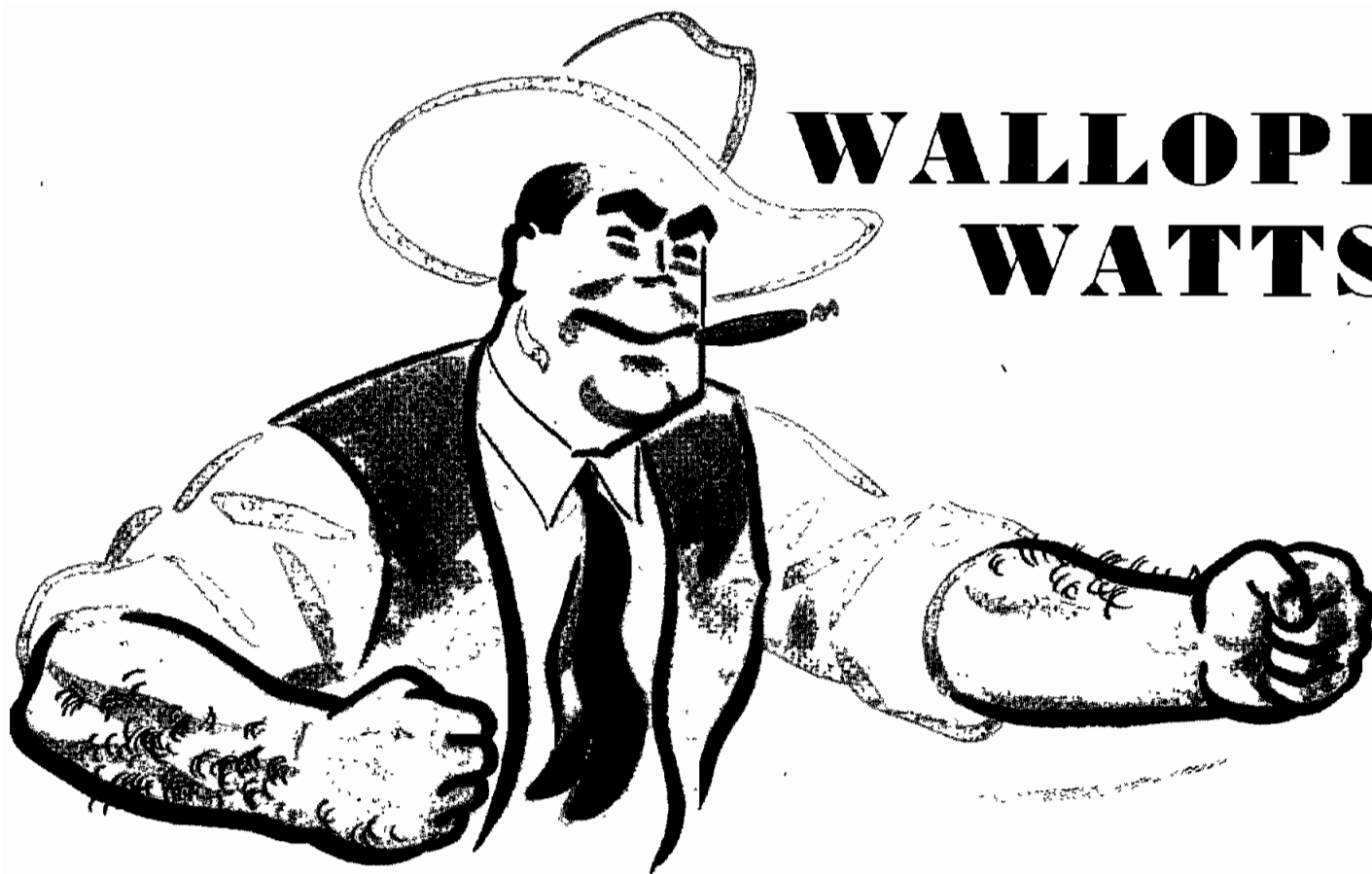
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SAN ANTONIO (Continued)	KTSA	550	5,000-LS 1,000-N	Sunshine Broadcasting Co. Gunter Hotel Garfield 1251	CBS Lone Star	O. L. Taylor George W. Johnson George W. Johnson	Jack O. Mitchell Jack Schlichenmaler Lewis L. Lacey W. G. Egerton	Blair World Lang-Worth UP
	WOAI	1200	50,000	Southland Industries Inc. 1031 Navarro St. Garfield 4221	NBC Texas Quality	G. A. C. Half Hugh A. L. Half Elis Chaney	George L. Marks Walter S. Zahrt Fred Sterling	Petry Thesaurus Standard PA, INS
SHERMAN.....	KRRV	910	1,000	Red River Valley Broadcasting Corp. 421 N. Crockett St. 201	MBS Texas State	G. H. Wilcox L. L. Hendrick C. Wells Jr.	Louise Cobler C. Wells Jr. T. E. Spellman	UP
SWEETWATER.....	KXOX	1240	250	Sweetwater Radio Inc. Radio Bldg. 2341	.. .	Sweetwater Radio Inc. Russell Bennitt J. Harley Hubbard	Lee Belding Russell Bennitt George W. Dotson	Holman Thesaurus UP
TEMPLE....	KTEM	1400	250	Bell Broadcasting Co. Kyle Hotel 4646	MBS Texas State	Frank W. Mayborn Burton Bishop Patt McDonald	C. F. Whitesides Jr. Patt McDonald Paul Shaw	Wilson UP
TEXARKANA.....	KCMC	1450	250	KCMC Inc. 317½ Pine St. 832	MBS Texas State Arkansas	Henry Humphrey Frank O. Myers Herman Cecil	Ernest Hackworth Donald Myers Leonard Lyons	Foreman PA
TYLER.....	KGKB	1490	250	East Texas Broadcasting Co. 115 S. College 1106	.. .	James G. Ulmer M. E. Danbom M. E. Danbom	.. . John B. Sheppard	UP
VERNON.....	KVWC	1490	250	Northwestern Broadcasting Co. 1813½ Wilbarger St. 1048	MBS Texas State	R. H. Nichols R. H. Nichols W. D. Dixon	Bill Parady Thomas Hudson Earl Johnson	McKee PA
VICTORIA	KVIC	1340	250	Radio Enterprises Inc. Victoria Bank & Trust Bldg. 2172	.. .	Morris Roberts Cliff Tatom Cliff Tatom	.. . C. L. Boyle	UP
WACO.....	WACO	1450	250	Frontier Broadcasting Co. Inc. Amicable Life Bldg. 2700	MBS Blue Texas State	H. M. Fentress R. E. Lee Glasgow	Bernard Helton .. . L. H. Appelman	Spot Sales UP
WESLACO.	KRGV	1290	1,000	KRGV Inc. Weslaco 376	NBC MBS Lone Star	O. L. Taylor Guy W. Bradford Guy W. Bradford	Richard Watkins Victor J. Morava Louis Hartwig	Wilson World Lang-Worth UP
WICHITA FALLS	KWFT	620	5,000-LS 1,000-N	Wichita Broadcasting Co. Harvey-Snyder Bldg. 4182	CBS	Joe B. Carrigan Joe B. Carrigan Charles E. Clough	Cynthia Anderson Leslie Pierce John H. Adams	Raymer Standard UP

UTAH

CEDAR CITY.	WSUB	1340	100	Southern Utah Broadcasting Co. Box 811 393	.. .	Leland M. Perry Arthur Higbee Arthur Higbee	Arthur Higbee Hurschell Urie	UP
LOGAN.....	KVNU	1230	250	Cache Valley Broadcasting Co. 1393 N. Main St. 1400	.. .	H. F. Laub Reed Bullen Glucus Merrill	Reed Bullen Reed Bullen C. N. Layne	Standard UP
OGDEN.	KLO	1430	5,000	Interstate Broadcasting Corp. Ben Lemond Hotel 5721	MBS Intermountain	A. L. Glasmann George C. Hatch Louis F. Haller	Jack Riaska Edward P. Shurick Jr. W. D'Orr Cozzens	McGillvra Standard UP
PRICE	KEUB	1450	250	Eastern Utah Broadcasting Co. Price 200	MBS Intermountain	Jack Richards Jack Richards Jack Richards	Jack Richards Jack Richards	UP
PROVO	KOVO	1240	250	KOVO Broadcasting Co. 108 W. Center St. 1680	MBS Intermountain	Clifton A. Tolboe Arch L. Madsen Arch L. Madsen	W. Shirl Black James Lawrence Gerald Peterson	McGillvra UP
SALT LAKE CITY...	KDYL	1320	5,000	Intermountain Broadcasting Corp. Tribune-Telegram Bldg. 5-2991	NBC	S. S. Fox S. S. Fox W. E. Wagstaff	George A. Provol David N. Simmons John M. Baldwin	Blair Thesaurus World UP, INS
	KSL	1160	50,000	Radio Service Corp. of Utah 10 S. Main St. 5-4641	CBS	J. Reuben Clark Jr. Ivor Sharp Lennox Murdoch	Glenn Shaw H. Perry Druggs E. G. Pack	Petry Standard Lang-Worth PA, UP
	KUTA	570	5,000	Utah Broadcasting Co. Belvedere Apt.-Hotel 3-2737	Blue	Frank C. Carman Frank C. Carman Jack Burnett	King Harmon Mike Cassidy Lyle Wahlquist	Raymer Standard UP

VERMONT

BURLINGTON.. . . .	WCAX	620	1,000	WCAX Broadcasting Corp. 203 College St. 2000	CBS	C. P. Hasbrook C. P. Hasbrook Robert A. Kelley	.. . H. B. Wight John C. Quill	Weed Associated UP
RUTLAND	WSYB	1380	1,000	Philip Weiss Music Co. 80 West St. 1247	MBS Yankee	Philip Weiss Jack H. Weiss George Field	Jack H. Weiss George Field David Lyons	McGillvra Foster UP
ST. ALBANS.. . . .	WWSR	1420	1,000-D	Vermont Radio Corp. Inc 32 N. Main St. 1390	Lloyd F. Squier Thomas M. Colton William G. Ricker	G. Malcolm Weaver T. M. Colton Norman B. Lyons	Wilson Thesaurus PA
WATERBURY.	WDEV	550	1,000-D	Radio Station WDEV 8 Stowe St. 13-2	Lloyd E. Squier William G. Ricker Lloyd E. Squier	.. . Paul Hurd	Wilson Bannan Thesaurus PA, UP



WALLOPING WATTS

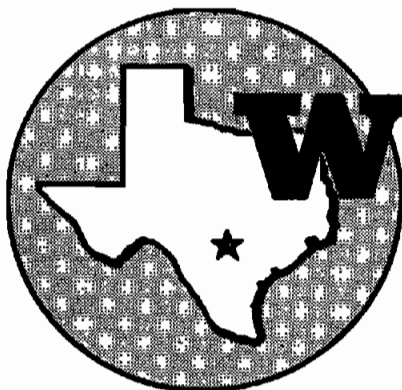
The Big Gent with the Big Voice is "pulling no punches" in 1943!

Now, more than ever before, it's sheer **POWER** that counts—everywhere. This is no time for second-raters. There's a war to be won!

WOAI is pounding the Central and South Texas market day and night—each wallop carrying the full force of 50,000 watts on a clear channel. These walloping watts, bringing to listeners the top-notch NBC, TQN and local programs, make WOAI the unchallenged champ in this favored section.

Because of its tremendous power, outstanding popularity and thorough coverage of an important market, WOAI is a "must" on war-planned radio schedules for 1943.

50,000 WATTS
CLEAR CHANNEL
AFFILIATE NBC
MEMBER TQN



WOAI

San Antonio

Represented Nationally by EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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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 Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CHARLOTTESVILLE	WCHV	1450	250	Barham & Barham 4th & E. Market Sts. 2500	Blue	Charles Barham Jr. Charles Barham Jr. Powell Adams	Ed Hase Peyton Short Walter Gray	Cox & Tanz UP
COVINGTON	WJMA	1340	250	Earl M. Key 416½ Main St. 840	Earl M. Key Earl M. Key Earl M. Key	(Edith Ralston Bill Ward Julian J. Ralston	Thesaurus UP
DANVILLE	WBTM	1400	250	Piedmont Broadcasting Corp. Hotel Danville Bldg. 2350	MBS Blue Tri-City	L. N. Dibrell R. Sanford Guyer R. W. Cuddy	William P. Heffernan Edward Gardner Harry W. Spencer	Tri-City Thesaurus TP
FREDERICKSBURG	WFVA	1290	250-D	Fredericksburg Broadcasting Corp. Wolfe & Kenmore Ave. 1260	Richard Field Lewis Jr. William R. Seth William R. Seth	Jean Beckwith William Crooks	UP
HARRISONBURG	WSVA	550	1,000-D	Shenandoah Valley Restg. Corp. Newman Bldg. 875	Frederick L. Allman Charles P. Blackley Robert B. Harrington	Richard H. Johnson Robert B. Harrington Warren L. Braun	Wilson World UP
LYNCHBURG	WLVA	1230	250	Lynchburg Broadcasting Corp. Allied Arts Bldg. 3030	MBS Blue Tri-City	Edward A. Allen Philip P. Allen J. F. Wright	Claude Taylor Randolph Bean John Orth	Tri-City Standard Lang-Worth TP
MARTINSVILLE	WMVA	1450	250	Martinsville Broadcasting Co. Inc. Thomas Jefferson Hotel 2152	NBC	William C. Barnes John W. Shultz Charles F. Adams	Jack Day John W. Shultz William H. Harmon	ForJoe Lang-Worth PA
NEWPORT NEWS	WGH	1340	250	Hampton Roads Broadcasting Corp. Portlock Bldg., Norfolk Norfolk 2-7031	Blue	Raymond B. Bottom Edward E. Bishop Edward E. Edgar	Joel F. Wahlberg Edward E. Edgar Raymond P. Aylor Jr.	Burn-Smith Standard Lang-Worth PA
NORFOLK	WTAR	790	5,000	WTAR Radio Corp. National Bank of Commerce Bldg. 2-6671	NBC	Paul S. Huber Campbell Arnoux John W. New	Henry C. Whitehead Ralph S. Hatcher Julius L. Grether	Petry Standard Lang-Worth PA, UP
PETERSBURG	WPID	1240	250	Petersburg Newspaper Corp. 121 N. Sycamore St. 1053	Petersburg Progress-Index Milton N. Gwaltney Ralph F. Spangler	Milton N. Gwaltney Fred Wagner	Standard UP
PORTSMOUTH	WSAP	1490	250	Portsmouth Radio Corp. Portsmouth	MBS	Tom E. Gilman	World IIP
RICHMOND	*WBBL	1240-SII	100	Grace Cov. Presbyterian Church Richmond	M. A. Sitton
	WMBG	1380	5,000	Havens & Martin Inc. 3301 W. Broad St. 5-8611	NBC	Wilbur M. Havens Wilbur M. Havens R. E. Mitchell	Garnett Tate R. E. Mitchell Wilfred H. Wood	Blair Thesaurus Lang-Worth TP
	WRNL	910	5,000	Richmond Radio Corp. 323 E. Grace St. 3-3426	Blue MBS	John Stewart Bryan E. S. Whitlock E. S. Whitlock	G Mallory Freeman Walter R. Selden	Petry Associated PA
	WRVA	1140	60,000	Larus & Brother Co. Inc. Hotel Richmond 3-6633	CBS	P. L. Reed C. T. Lucy Barron Howard	I. G. Abeloff C. T. Lucy D. C. Woods	Raymer World Lang-Worth UP
ROANOKE	WDBJ	960	5,000	Times-World Corp. 124 W. Kirk Ave. 8131	CBS	Junius P. Fishburn Jr. Ray P. Jordan Frank D. Kesler	Jack Weldon Jack Weldon J. W. Robertson	Free & Peters World Lang-Worth UP
	WSLS	1490	250	Roanoke Broadcasting Corp. Shenandoah Life Bldg. 9227	MBS Blue Tri-City	Paul C. Buford James H. Moore Frank E. Koehler	Virginia G. Krebs Edward D. Skotch Philip Briggs	Tri-City Thesaurus Lang-Worth TP
SUFFOLK	WLPM	1450	250	Suffolk Broadcasting Corp. 105 Bank St. 1420	Fred L. Hart Fred L. Hart Fred L. Hart	Sam Cozad Bill Rupp	Sears & Ayer Thesaurus UP
WINCHESTER	WINC	1400	250	Richard Field Lewis Jr. WINC Bldg. 4855	Blue	Richard Field Lewis Jr. Richard Field Lewis Jr. Grant Pollock	Grant Pollock Richard Field Lewis Jr. Phil Whitney

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 Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ABERDEEN	KXRO	1340	250	KXRO Inc. 207 E. Market St. 4098	MBS Don Lee Pacific	Harry R. Spence Harry R. Spence Fred G. Goddard	Edith Garrett Ross Bates Mac McGoffin	Biddick Keating Standard UP
BELLINGHAM	KVOS	1230 CP-790	250 CP-1,000	KVOS Inc. Bellingham 4200	Don Lee	Rogan Jones Rogan Jones Frank Adams	Keating Thesaurus UP
CENTRALIA	KELA	1470	1,000	Central Broadcasting Corp Centralia 721	MBS Don Lee Pacific	Maj. J. Elroy McCaw Joe Chytil Robert Brister	David Gordon Elaine Gwinn Ellwood Lippencott	Griffith Keating Standard UP

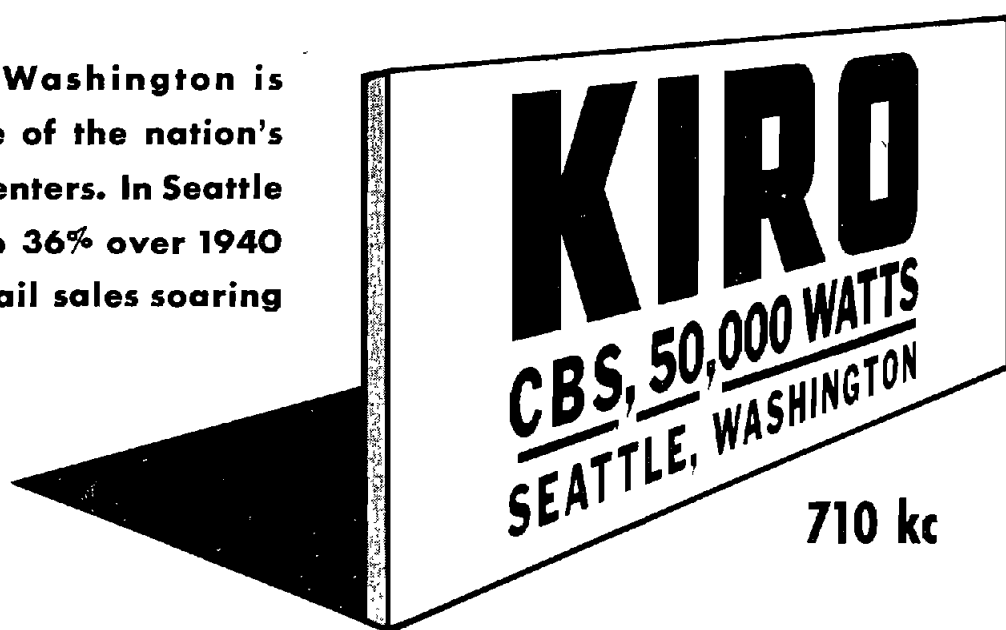
KIRO...Seattle

Only 50,000 Watt

Station in

Pacific Northwest

Important! Western Washington is now recognized as one of the nation's leading war industry centers. In Seattle alone, population is up 36% over 1940 census figures with retail sales soaring accordingly.



THE FRIENDLY STATION—Represented by *FREE and PETERS*

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L Limited Time with Dominant Station. SA—Special Authorization
 (Data corrected to January 1, 1943)

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	Representatives Transc. Library News Service
EVERETT	KEVE	1460	500	Cascade Broadcasting Co. Inc. P. O. Box 650 Main 337	Dr. J. R. Binyon Jack Meves Jack Meves	Mildred Mittet Jack Meves Earl Reilly	Keating World Standard PA
	KRKO	1400	250 LS 100-N	Everett Broadcasting Co. Inc. Clark Bldg. Main 526	MBS Don Lee Pacific	Lee E. Mudgett	UP
LONGVIEW.	KWLK	1400	250	Twin City Broadcasting Corp. National Bank of Commerce Bldg. 1500	MBS Don Lee Pacific	Art Campbell C. O. Chatterton C. O. Chatterton	Keating Thesaurus UP
OLYMPIA.....	KGY	1240	100	KGY Inc. Rockway-Leland Bldg. 6636	MBS Don Lee Pacific	Tom Olsen Tom Olsen J. Harris Dorr	Eve Knutson J. Harris Dorr Vern Johnson	Biddick Keating UP
PULLMAN... . .	*KWSC	1250 ST-KTW	5,000	State College of Washington Pullman 9021	State College of Washington Kenneth E. Yeend	Glenn C. Lorang Kenneth Pendleton	UP
SEATTLE.....	KEVR	1090	250	Evergreen Broadcasting Corp. Smith Tower Seneca 2056	Walter L. Wyckoff Robert S. Nichols Robert S. Nichols	Donald E. Klein Robert S. Nichols David O. Fields	Keating Standard UP
	KIRO	710	50,000	Queen City Broadcasting Co. Cobb Bldg. Seneca 1500	CBS	Louis K. Lear Saul Haas H. J. Quilliam Loren B. Stone	Maury Rider Loren B. Stone James B. Hatfield	Free & Peters World Standard Lang-Worth PA
	KJR	1000	5,000 CP-50,000	Fisher's Blend Station Inc. Skinner Bldg. Elliott 5390	Blue	O. W. Fisher Birt F. Fisher W. B. Stuht	John Pearson Charles A. Bailie Francis J. Brott	Raymer Thesaurus UP
	KOL	1300	5,000	Seattle Broadcasting Co. 1220 Third Ave. Main 2312	MBS Don Lee Pacific	Archie Taft Archie Taft Oliver A. Runchey	Wheeler Smith Perry C. Lind	Blair Associated Lang-Worth UP
	KOMO	950	5,000	Fisher's Blend Station Inc. Skinner Bldg. Elliott 5390	NBC	O. W. Fisher Birt F. Fisher W. B. Stuht	John Pearson Charles A. Bailie Francis J. Brott	Petry Thesaurus PA, UP
	KRSC	1150	1,000	Radio Sales Corp. 2939 Fourth Ave. S. Main 0110	P. K. Leberman Robert E. Priebe Romig C. Fuller	Ted Bell George Freeman Associated Lang-Worth PA
	*KTW	1250 ST-KWSC	1,000	First Presbyterian Church Seattle	First Presbyterian Church
	KXA	770 I-WJZ	1,000	American Radio Telephone Co. Bigelow Bldg. Seneca 1000	R. F. Meggee Florence Wallace Florence Wallace	Rodney McArdle Rodney McArdle John Dubuque	Burn-Smith INS
SPOKANE	KFIO	1230	250	Spokane Broadcasting Corp. Fidelity-Ziegler-Bldg. Riverside 8038	Don Lee Pacific MBS	Arthur L. Smith Richard G. McBroom Richard G. McBroom	Gertrude Longmeier Dee Waymire Thesaurus UP
	KFPY	920	5,000	Symons Broadcasting Co. Symons Bldg. Main 1218	CBS	Mrs. Frances R. Symons Arthur L. Bright Richard O. Dunning	R. Wallace Brazeal Richard E. Green George Langford	Katz Keating Standard Lang-Worth UP
	KGA	1510	10,000	Louis Wasmer Radio Central Bldg. Main 5383	Blue	Louis Wasmer Harvey Wixson Harvey Wixson	Curtis Roberts Harvey Wixson A. G. Sparling	Raymer PA
	KHQ	590	5,000	Louis Wasmer Inc. Radio Central Bldg. Main 5383	NBC	Louis Wasmer Harvey Wixson Harvey Wixson	Curtis Roberts Harvey Wixson A. G. Sparling	Petry Associated PA
TACOMA	KMO	1360	5,000	Carl E. Haymond 914 Broadway Main 4144	MBS Don Lee Pacific	Carl E. Haymond J. A. Murphy A. Q. Moore	Verne E. Sawyer R. T. McKenzie J. D. Kolezar	Blair Keating World UP
	KTBI	1490	250	Tacoma Broadcasters Inc. Puget Sound Bank Bldg. Broadway 2241	C. C. Cavanaugh Edward J. Jansen Bob Robinson	Rosemary Stewart Ruth Reisner Joseph P. Ernst	Cox & Tanz Standard UP
	KVI	570	5,000	Puget Sound Broadcasting Co. Inc. Rust Bldg. Broadway 4211	Vernice Irwin Vernice Irwin Earl T. Irwin	Larry Huseby Raymond Griese	Hollingbery Associated Lang-Worth PA
VANCOUVER.....	KVAN	910	500-D	Vancouver Radio Corp. Box 610 150	Sheldon F. Sackett Ben E. Stone S. W. McCready	Sylvia L. Chandler Marion Sexton S. W. McCready Standard Lang-Worth UP
WALLA WALLA.....	KUJ	1420	1,000	KUJ Inc. Second & Rose 1230	H. E. Studebaker H. E. Studebaker Norval Armes	Jim Shick Jim Shick Milton MacLafferty	Keating World Lang-Worth UP
WENATCHEE	KPQ	1490 SA-560 CP-560	250 SA-1,000-LS 500-N CP-1,000-U	Westcoast Broadcasting Co. 20 Second St. 45	Blue Don Lee	Rogan Jones Helen Wylie Cole E. Wylie	McGillvra Keating Thesaurus Standard UP
YAKIMA.....	KIT	1280	1,000	Carl E. Haymond 414 E. Yakima Ave. 8115	MBS Don Lee Pacific	Carl E. Haymond J. A. Murphy Harrison A. Miller	D. J. Lindberg William Hanson H. B. Murphy	Blair Keating World UP

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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	Representatives Transc. Library News Service
BECKLEY	WJLS	1240	250	Joe L. Smith Jr. 101½ Main St. 7311	..	Joe L. Smith Jr. Herbert Kendrick Herbert Kendrick	Peter Arnell Peter Arnell Al J. Ginkel Thesaurus Associated UP
BLUEFIELD	WHIS	1440	1,000-LS 500-N	Daily Telegraph Printing Co. 623 Commerce St. 8096	NBC W. Va.	H. I. Shott J. Lindsey Alley J. Lindsey Alley	Stuart Odell Pat Flanagan	World UP
CHARLESTON	WCBS	580	5,000	Charleston Broadcasting Co. 1016 Lee Street Capitol 28-181	CBS W. Va.	Lt. Com. John A. Kennedy Howard L. Chernoff H. V. Diefenbach	William Adams Jeanne Wayne Sprague Odes E. Robinson	Branham Standard PA, UP
	WGKV	1490	100	Kanawha Valley Broadcasting Co. 208 Dickinson St. Capitol 37-541	NBC	Worth Kramer Worth Kramer Wayne H. Jones	Joseph B. Matthews Joseph H. Farris Denzil Pully	McGillvra Thesaurus UP
CLARKSBURG	WBLK	1400	250	Charleston Broadcasting Co. Pike St. W. 3040	NBC W. Va.	Lt. Com. John A. Kennedy George Blackwell Don Greenleaf	Don McWhorter George Blackwell Conrad Clemons	Branham Thesaurus PA, UP
ELKINS	WJRM (Construction Permit)	1240	250	Allegheny Broadcasting Corp. Elkins	Hon. Jennings Randolph James A. Wilverding
FAIRMONT	WMMN	920	5,000-LS 1,000-N CP-5,000-U	Monongahela Valley Bestg. Co. Fairmont 3100	CBS	George B. Storer Stanton P. Kettler Stanton P. Kettler	Craig Stewart Robert D. Hough	Blair Standard Lang-Worth PA
HUNTINGTON	WSAZ	980	1,000	WSAZ Inc. Keith-Albee Theater Bldg. 4106	W. Va.	WSAZ Inc. Flem Evans John L. Henry	A. Rauch C. E. Prescott John Csensich	Branham World PA
LOGAN	WLOG	1230	250	C. H. Frey & R. O. Greever Kanada & Chestnut Sts. 761	Clarence H. Frey Robert O. Greever Eddie Vann James McGowan	C. E. Vann Eddie Vann John E. Blackwood	Standard UP
MORGANTOWN	WAJR	1230	250	West Virginia Radio Corp. 440 Spruce St. 9488	Herbert C. Greer Henry B. McNaughton Frank C. Gregg	Walter E. Ekhardt Ray C. Spence	Forjoe World UP
PARKERSBURG	WPAR	1450	250	Ohio Valley Broadcasting Corp. Grinter Bldg. 2530	CBS W. Va.	Lt. Com. John A. Kennedy George Clinton George Clinton	Carl Loose Robert Charles Odes E. Robinson	Branham Standard PA, UP
WELCH	WBRW	1340	250	McDowell Service Co. 10 Riverside Drive 818	John W. Blakely Vernon Boylson Vernon Boylson	John Villani Brandon Wallace John Timberlake Associated PA
WHEELING	WKWK	1400	250	Community Broadcasting Inc. Pythian Bldg. 5320	CBS	Joe L. Smith Jr. John B. Reynolds John T. Gelder	Richard P. Slade Fred Baker	Spot Sales Standard UP
	WWVA	1170	50,000	West Virginia Broadcasting Corp. Hawley Bldg. 5383	Blue	George B. Storer George W. Smith Paul J. Miller	Cliff Allen Lew Clawson George Skinner Edwin L. Keim	Blair Thesaurus Lang-Worth PA
WILLIAMSON	WBTH	1400	250	Williamson Broadcasting Corp. Second Ave. at Court St. 1241	George W. Taylor Alice Shein Alice Shein	Alice Shein Vernon Tottan World UP

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 Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
APPLETON	WHBY	1230	250	WHBY Inc. 600 Laws St. 1161	MBS	Fr. James A. Wagner Haydn R. Evans J. L. Gallagher	Roger Miller Forster Cooper George Merkel Standard PA
ASHLAND	WATW	1400	100	Upper Mich.-Wis. Bestg. Co. Inc. Northern State Bank Bldg. 1420	MBS No. Central	William L. Johnson N. C. Ruddell John A. Marta	Harry Wills Hine Dahlback	UP
EAU CLAIRE	WEAU	790	5,000-LS 1,000-N	Central Broadcasting Co. 203 S. Barstow St. 6149	NBC Northwest No. Central	Walter C. Bridges Walter C. Bridges Clyde Riddle	William Connor H. H. Sonnenburg Thorwald Jorgenson	Hollingbery Thesaurus UP
FOND DU LAC	KFIZ	1450	250	Reporter Printing Co. 18 W. First St. 356	MBS	A. H. Lange Lucille Fairbanks Lucille Fairbanks Standard PA, UP
GREEN BAY	WTAQ	1360	5,000	WHBY Inc. Bellin Bldg. Adams 1	CBS	Fr. James A. Wagner Haydn R. Evans Val E. Schneider	Al Michel Syd Rich Wallace Stangle	Weed Associated PA
JANESVILLE	WCLO	1230	250	Gazette Printing Co. 200 E. Milwaukee St. 2500	MBS	Sidney H. Bliss James F. Kyler Allan Curnutt	Sally Hester Kyler Paul Ruhle Jr. William Havens Standard PA
LaCROSSE	WKBH	1410	1,000	WKBH Inc. 409 Main St. 450	NBC	Otto M. Schlabach Howard Dahl Howard Dahl	Bernice Callaway Howard Dahl Alvin Leeman	Wilson Standard Lang-Worth UP
MADISON	*WHA	970	5,000-D	University of Wisconsin Radio Hall, Campus 1 Badger 580	State of Wisconsin H. B. McCarty (On Leave)	William G. Harley John Stiehl	Standard PA
	WIBA	1310	5,000	Badger Broadcasting Co. 110 E. Main St. Fairchild 8800	NBC	William T. Evjue Edwin C. Allen Edwin C. Allen	K. F. Schmitt C. W. Wallis Norman R. Hahn	Wilson Associated UP

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WISCONSIN—(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	Representatives Transac. Library News Service
MANITOWOC	WOMT	1240	100	Francis M. Kadow Radio Bldg. 5015	...	Francis M. Kadow Francis M. Kadow Maurice Dailey	Den Wodak W. C. Duben	UP
MARINETTE	WMAM	570	250-D	M. & M. Broadcasting Co. Radio Park 570	...	W. E. Walker Joseph D. Mackin Don Wirth	Florence Meyers Martin Lund	Holman Associated UP
MEDFORD	WIGM	1490	250	George F. Meyer Medford 5147	George F. Meyer Irma Meyer Irma Meyer	Roy La Mere Walter Ninneman	Back UP
MILWAUKEE	WEMP	1340	250	Milwaukee Broadcasting Co. 710 N. Plankinton Ave. Marquette 7722	Blue	Glenn D. Roberts Charles J. Lanphier Charles J. Lanphier	Conrad C. Rice Charles LaForce Raymond H. Host	McGillvra UP
	WISN	1150	5,000	Hearst Radio Inc. 123 W. Michigan Daly 3900	CBS	Hearst Radio Inc. G. W. Grignon G. W. Grignon	Woods Dreyfus Hugh O'Malley	Katz World Standard INS
	WTMJ	620	5,000	The Journal Co. 333 W. State St. Marquette 6000	NBC	Walter J. Damm L. W. Herzog L. W. Herzog	R. G. Winnie Charles Golling D. W. Gellerup	Petry Associated Lang-Worth PA
OSHKOSH	WOSH	1490	250	Howard H. Wilson 151 1/2 Main St. 4580	Blue	Howard H. Wilson Waldemar Porsov Ben Laird	Marjorie Hilliard Robert Kriz Nathan Williams	Wilson Standard PA
POYNETTE	WIBU	1240	250	William C. Forrest Poynette 97 R 5	MBS	William C. Forrest William C. Forrest Ralph O'Connor	Sarah Forrest Ralph O'Connor Leonard Doese	Holman Standard UP
RACINE	WRJN	1400	250	Racine Broadcasting Corp. 441 Main St. Jackson 290	MBS	F. R. Starbuck H. J. Newcomb H. J. Newcomb	H. S. Mann Jr. Dorothy Kousek F. Lee Dechant	Walker Holman INS
RICE LAKE	WJMC	1240	250	Walter H. McGenty 401 N. Main St. 550	W. H. & J. J. McGenty Eddie Lee Ralph W. Thompson	Eddie Lee Ralph W. Thompson Ray S. Pearson	Cox & Tanz Standard TP
SHEBOYGAN	WHLB	1330	1,000-LS 250-N	Press Publishing Co. 626 Center Ave. 1900	MBS	C. E. Broughton Wayne W. Cribb Wayne W. Cribb	Mona J. Pape Wayne W. Cribb Herbert J. Mayer	Foreman Thesaurus Standard UP
STEVENS POINT	*WLBL	930	5,000-D	Wisconsin Dept. of Agriculture Stevens Point 525	State of Wisconsin F. R. Calvert	W. Paul Wichmann Donald L. Yapp	PA
SUPERIOR	WDSM	1230	100	WDSM Inc. Superior 4451	MBS No. Central	James J. Conroy Robert D. Kennedy Robert D. Kennedy	Elma DeMeire Edward Cluett Melvin Laskey	Rambeau
WAUSAU	WSAU	1400	250	Northern Broadcasting Co. Inc. 125 Third St. 6521	MBS	William E. Walker Ben F. Hovel Joseph W. Killeen	Donald R. Burt Roland R. Richardt	Reynolds-Fitzgerald Associated UP
WISCONSIN RAPIDS	WFIR	1340	250	William F. Huffman 141 W. Grand Ave. 1340	MBS	William F. Huffman George T. Frechette Bruce Reichl	Bert Mulroy George T. Frechette Garth N. Bowker	Standard PA

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	Representatives Transac. Library News Service
CASPER	KDFN	1470	1,000	Donald L. Hathaway First & Lennox Sts. 407	...	Donald L. Hathaway Donald L. Hathaway Donald L. Hathaway	Marcus R. Nichols Byers A. Fleming	Sears & Ayer Griffith Biddick UP
CHEYENNE	KFBC	1240	250	Frontier Broadcasting Co. Plains Hotel 4451	Blue	William C. Grove William C. Grove William C. Grove	Margaret O'Brien Charles E. Hopkins Gaal Barrett	Burn-Smith UP
POWELL	KPOW	1230	250	Albert Joseph Meyer N. Clark St. 222	Albert J. Meyer Albert J. Meyer Albert J. Meyer	Rosemary Meyer Del Brandt	Sears & Ayer Griffith Cox & Tanz Standard PA
ROCK SPRINGS	KVRS	1400	250	Wyoming Broadcasting Co. 1307 Wyoming St. 93	R. R. West H. L. McCracken Robert Elliott	Michael Reid H. L. McCracken Archie W. Buchanan	Griffith Thesaurus TP
SHERIDAN	KWYO	1400	250	Big Horn Broadcasting Co. Inc. 19 N. Main St. 601	R. E. Carroll Herb W. Siebert Herb W. Siebert	Melvin Hallock Robert Crossthwaite	Sears & Ayer Griffith Standard PA

BUY WAR BONDS!



"GOD GRANTS LIBERTY
ONLY TO THOSE WHO LOVE IT,
WHO ARE ALWAYS READY TO GUARD
AND DEFEND IT"

Daniel Webster

WISN
MILWAUKEE

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(Territories and Possessions)

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	Representatives Transc. Library News Service
ANCHORAGE	KFQD	790	250	Anchorage Radio Club Inc. Box 1040 Main 143	...	William J. Wagner William J. Wagner Ken Laughlin	Ken Laughlin Hal Leighton	Biddick Lang-Worth INS, TP
FAIRBANKS	KFAR	610	5,000	Midnight Sun Broadcasting Co. Lathrop Bldg. East 980	Capt. Austin E. Lathrop Wilson K. Foster James N. Teale	Fern Rivers Alvin O. Bramstedt Angie Hiebert	Biddick Thesaurus World PA, UP, TP
JUNEAU	KINY	1460	1,000 CP-5,000	Edwin A. Kraft American Bldg., Seattle Juneau 197	Edwin A. Kraft Walter R. Carl Walter R. Carl	Bob Nichols	McGillvra Northwest Standard INS, TP
KETCHIKAN	KTKN	930	1,000	Edwin A. Kraft American Bldg., Seattle, Wash. Ketchikan 311	Edwin A. Kraft Roy Grandey Dallas Williams	Perry Hilleary Dean Sherman Vincent I. Kraft	Biddick Northwest TP

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	Representatives Transc. Library News Service
HILO	KHBC	1230	250	Hawaiian Broadcasting System Ltd. Box 1476 7877	CBS MBS	J. Howard Worrall A. H. Green	World UP
HONOLULU	KGMB	590	5,000	Hawaiian Broadcasting System Ltd. 1534 Kapiolani Blvd. 2323	CBS MBS	J. Howard Worrall Webley Edwards Webley Edwards	Owen Cunningham Ernest Lindemann	Blair Associated World PA
	KGU	760 L-WJR	2,500	Advertiser Publishing Co. Ltd. Kapiolani & South Sts. 2311	NBC	Lorin P. Thurston Marion A. Mulrony Stewart Ballinger	Kenton Case Robert Thurston Marion A. Mulrony	Katz Thesaurus UP, TP
LIHUE, KAUAI	KTOH	1490	250	Garden Island Pub. Co. Ltd. Lihue 361	...	Eric A. Knudsen Charles J. Fern Charles J. Fern	Mrs. Clarice B. Taylor Charles K. Izumote Jack C. Wada	Griffith Standard UP

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	Representatives Transc. Library News Service
MAYAGUEZ	WPRA	990	5,000-LS 1,000-N	Puerto Rico Adv. Co. Radio Center 269	Andres Camara Ralph P. Perry William Diaz Mendez	Alicia Moreda Ralph P. Perry	TP
PONCE	WPAB	1370	1,000	Portorican-American Bestg. Co. Inc. 17 Leon St. 783	Juan Luis Boscio Miguel Soltero Palermo
	WPRP	1420	250	Julio M. Conesa Calle Trujillo 1015	Julio M. Conesa Julio M. Conesa Julio M. Conesa	Julio M. Conesa
SAN JUAN	WIAC	580	5,000	Enrique Abarca Sanfeliz Ochoa Bldg. 2177	Enrique Abarca Sanfeliz Felix Muniz Felix Muniz	Jose A. Torres Martino Felix Muniz Alfonso Sanchez	Standard PA
	WKAQ	620	5,000	Radio Corp. of Porto Rico Box 3746 2014	CBS	Leonard Jacob II John A. Zerbe Jose C. Irizarry	David A. Brown John A. Zerbe Angel P. del Valle	WKAQ Associated TP
	WNEL	1320	5,000	Juan Piza Brau 59 100	Juan Piza Juan Piza Juan Piza

YES, KGMB AND KHBC ARE STILL GOING STRONG IN HAWAII!!

The nightly blackout makes radio listening a "must"

More Population—
More listeners—More consumers

5000 w. **KGMB** 590 kc
Honolulu

250 w. **KHBC** 1230 kc
Hilo

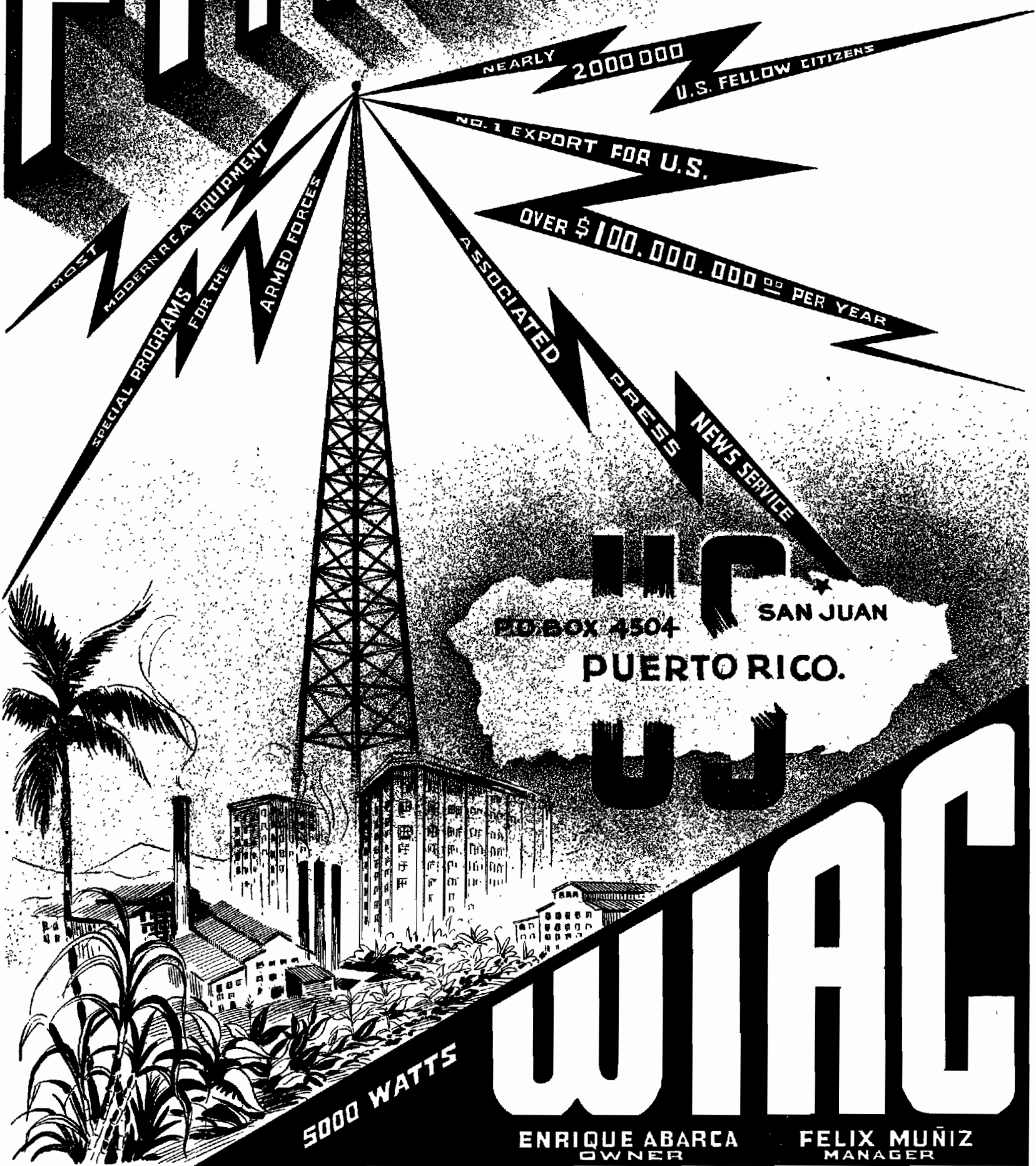
HAWAIIAN BROADCASTING SYSTEM, LTD.

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ENRIQUE ABARCA
OWNER

FELIX MUÑIZ
MANAGER