

# Directory of BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.  
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. CP—Construction Permit Issued.  
(Data corrected to January 1, 1938)

## ALABAMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BIRMINGHAM	WAPI	1140 STN-KVOO	5,000	Voice of Alabama Inc. Protective Life Bldg. 3-8116	CBS	Thad Holt Thad Holt H. H. Holtshouser	Dick Faulkner James Merrill Clayton H. Dow, Jr.	Radio Sales
	WBRC	930	1,000 5,000-LS	Birmingham Broadcasting Co., Inc. Bankhead Hotel 3-9293	NBC	K. G. Marshall John M. Connolly J. C. Bell	Will Rushing ..... J. C. Bell	Paul H. Raymer Co.
	WSGN	1310	250-LS 100-N	Birmingham News Co. Fifth Ave. & 20th St. 7-2184	NBC	Birmingham News Henry F. Johnston Henry F. Johnston	Robert McRawey ..... Paul B. Gram	Kelly-Smith
DECATUR	WMFO	1370-D	100	James R. Doss, Jr. 418 1/2 Second Ave. Decatur 1010	Alabama	James R. Doss, Jr. Ted R. Woodard R. H. Albright	M. E. Summer Ted R. Woodard Rex White	.....
DOTHAN	WAGF	1370-D	250	Dothan Broadcasting Co. 204 1/2 E. Main St. 1430	.....	Partnership Julian C. Smith Fred C. Mosely	Samuel Hall John T. Hubbard	J. J. Devine
GADSDEN	WJBY	1210	250-LS 100-N	Gadsden Broadcasting Co., Inc. 108 Broad St. 88	Alabama	B. H. Hopson J. W. Buttram J. W. Buttram	B. T. Wright Sam Benton Vernon Story	Sears & Ayer
HUNTSVILLE	WBHP	1200	100	Wilton Harvey Pollard Huntsville	Alabama	Wilton H. Pollard Wilton H. Pollard	.....	.....
MOBILE	WALA	1380	1,000-LS 500-N	Pape Broadcasting Co. 106 St. Joseph St. Dexter 5893	CBS	W. O. Pape W. O. Pape H. K. Martin	H. J. Grant ..... R. M. Cole	.....
MONTGOMERY	WSFA	1410	1,000-LS 500-N	Montgomery Bestg. Co., Inc. Jefferson Davis Hotel Cedar 5880	CBS	S. G. Persons Howard E. Pill J. B. DeMotte	Caldwell Stewart ..... S. G. Persons	Jos. H. McGillvra
SELMA	WHBB	1500	100	Selma Broadcasting Co., Inc. Selma 1233	.....	W. J. Reynolds, Jr. W. J. Reynolds, Jr. W. J. Reynolds, Jr.	W. A. Coleman Homer Johnson	J. J. Devine
SHEFFIELD	WMSD	1420	100	Muscle Shoals Broadcasting Corp. Sheffield 821	Alabama	Dr. E. L. Chapman Joe Vansandt Joe Vansandt	Mrs. Howard Sutton Mrs. Howard Sutton Bill Atkison	J. J. Devine
TUSCALOOSA	WJRD	1200-D	250	James R. Doss, Jr. Tuscaloosa 1401	.....	James R. Doss, Jr. James R. Doss, Jr. J. L. Doss	Wilhelmina Quarles J. L. Doss Ellis H. Eudy	J. J. Devine

## ARIZONA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
JEROME	KCRJ	1310	250-LS 100-N	Chas. C. Robinson Jerome 124W	.....	Chas. C. Robinson Chas. C. Robinson Melvin S. Vittum	Melvin S. Vittum Melvin S. Vittum Irvin L. Faulkner	.....
LOWELL	KSUN	1200	250-LS 100-N	Copper Electric Co., Inc. Lowell Bisbee 9	Arizona	James S. Maffeo Carleton W. Morris Robert B. Thompson	Robert B. Thompson ..... David C. Karbach	.....
PHOENIX	KOY	1390	1,000	Salt River Valley Broadcasting Co. 838 N. Central Ave. 4-4144	CBS Arizona	Burridge D. Butler Fred A. Palmer Fred A. Palmer	John R. Williams Harold R. Gates E. E. Alden	International
	KTAR	620	1,000	KTAR Broadcasting Co. Heard Bldg. 4-4161	NBC	Sam Kahan Richard O. Lewis J. R. Heath	J. Howard Pyle K. M. Pennington A. C. Anderson	E. Katz Walter Biddick
TUCSON	KGAR	1370	250-LS 100-N	Tucson Motor Service Co. S. Sixth Ave. & 12th St. 2929	CBS Arizona	Frank Z. Howe Frank Z. Howe Harvey Davis	Victor Gillard ..... Clifford Livingston	Jos. H. McGillvra Walter Biddick
	KVOA	1260	1,000	Arizona Broadcasting Co. P. O. Box 2888 3703	.....	Harold Stenfeld E. B. Williams E. B. Williams	Carl C. Hickman ..... L. L. Nalley	E. Katz Walter Biddick
YUMA	KUMA	1420-SH	100	A. H. Schermann 30 Fourth St. 88	.....	A. H. Schermann E. N. Sturdivant E. N. Sturdivant	..... ..... Ted Kieling	Walter Biddick

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*(Data corrected to January 1, 1938)*

## ARKANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsng. or Promotion Mgr. Chief Engineer	Representatives
BLITHEVILLE.....	KLCN	1290-D	100	Charles Leo Lintzenich Blytheville 122	.....	C. L. Lintzenich C. L. Lintzenich C. L. Lintzenich	Algie Bishop Algie Bishop C. L. Lintzenich	.....
EL DORADO.....	KELD	1370	100	Radio Enterprises Inc. Exchange Bldg. 1314	.....	T. H. Barton F. E. Bolls Paul Thompson	Rodney Smith Leon Sipes Charlie Mathis, Jr.	.....
FORT SMITH.....	KFPW	1210	100	Southwestern Hotel Co. Goldman Hotel 4106	.....	John A. England Dorothy A. Gibson Jimmy Barry	Alton Blake Jimmy Barry L. Willard Doan	.....
HOT SPRINGS.....	KTHS	1040†	10,000	Hot Springs Chamber of Commerce Chamber of Commerce Bldg. 212	NBC	S. A. Kemp S. A. Claler Howard A. Shuman	S. A. Claler Howard A. Shuman J. C. Norman	Gene Furgason & Co.
JONESBORO.....	KBTM	1200-D	100	W. J. Beard 104½ W. Washington 439	.....	W. J. Beard Jay P. Beard Jay P. Beard	..... Jay P. Beard J. D. Miller	.....
LITTLE ROCK.....	KARK	890	1,000-LS 500-N	Arkansas Radio & Equipment Co. 212 Center St. 2-1841	NBC	T. H. Barton Larry Meinert C. K. Beaver	Jack Lewis C. K. Beaver Dan L. Winn	Edw. Petry & Co.
	KGHI	1200	250-LS 100-N	Arkansas Broadcasting Co. Arkansas Gazette Bldg. 9166	.....	A. L. Chilton R. G. Terrill R. G. Terrill	Henry Frick Bob Buice K. F. Tracy	.....
	KLRA	1390	5,000-LS 1,000-N	Arkansas Broadcasting Co. Gazette Bldg. 5427	CBS	A. L. Chilton S. C. Vinsonhaler S. C. Vinsonhaler	Allene Ables Ray Lang K. F. Tracy	E. Katz
PINE BLUFF.....	KOTN	1500-D	100	Universal Broadcasting Corp. 505½ Main St. 464	.....	B. J. Parrish B. J. Parrish R. W. Eitter	Lucille Grubbs J. R. Whitworth	.....
SILOAM SPRINGS..	KUOA	1260-D	5,000	KUOA Inc. Siloam Springs 77	.....	John E. Brown C. M. Books Storm Whally	..... ..... Jesse Miller	Howard H. Wilson
TEXARKANA.....	KCMC	1420	250-LS 100-N	(See Texarkana Tex.)	.....	.....	.....	.....

†KTHS holds special experimental authorization to operate simultaneously daytime and specified hours night with WBAL, Baltimore, on 1060 kc.

## CALIFORNIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsng. or Promotion Mgr. Chief Engineer	Representatives
BAKERSFIELD.....	KERN	1370	100	McClatchy Broadcasting Co. Elks Bldg. 5700	NBC California	G. C. Hamilton Robert Stoddard Robert Stoddard	Phil McHugh ..... Luverne Shatto	Paul H. Raymer Co.
	KPMC	1550	1,000	Pioneer Mercantile Co. P. O. Box 1709 4500	MBS Don Lee	F. G. R. Schamblin L. A. Schamblin E. McCaffrey	C. C. Sturm L. A. Schamblin L. P. Jarvis	John Blair & Co.
BERKELEY.....	KRE	1370	250-LS 100-N	Central Calif. Broadcasters, Inc. 2937 Shattuck Ave. 7713	.....	Calif. Crematorium, Inc. Arthur Westlund M. Donald Hambly	Frederick MacPherson Frederick MacPherson K. Gordon Morrison	.....
CHICO.....	KHSL	1260	250	Golden Empire Bestg. Co. Golden Empire Bldg. 237	.....	Harold Smithson Harold Smithson Harold Smithson	Harold Smithson Harold Smithson Charles Sherburne	.....
EL CENTRO.....	KXO	1500	100	E. R. Irey-F. M. Bowles Main St. 1100	MBS Don Lee	F. M. Bowles E. R. Frey F. M. Bowles	..... ..... E. R. Irey	John Blair & Co.
EUREKA.....	KIEM	1450	1,000-LS 500-N	Redwood Bestg. Co., Inc. Vance Hotel 93	MBS Don Lee	Wm. B. Smullin Wm. B. Smullin Hugh A. Gilmore	Dean Metcalf Wm. B. Smullin Alvor Olson	John Blair & Co.
FRESNO.....	KARM	1310	100	George Harm 1333 Van Ness St. 2-4151	CBS	George Harm Lou Keplinger Lou Keplinger	Richard Wegener ..... John Scales	.....
	KMJ	580	1,000	McClatchy Broadcasting Co. Calaveras & Van Ness Sts. 2-8817	NBC California	G. C. Hamilton Keith Collins Keith Collins	George Ross ..... Irvin Dickinson	Paul H. Raymer Co.
GLENDALE.....	KIEV	850-D	250	Cannon System Ltd. 701 E. Broadway Douglas 3010	.....	David H. Cannon ..... .....	..... ..... .....	.....
LONG BEACH.....	KFOX	1250	1,000 CP-5,000-LS	Nichols & Warriner, Inc. 1220 E. Anaheim St. 672-81	California	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	Hal G. Nichols Lawrence W. McDowell Lawrence B. Weston	.....
	KGER	1360	1,000	Consolidated Bestg. Corp., Ltd. 435 Pine Ave. 6-6041	.....	C. Merwin Dobyns C. Merwin Dobyns Tom Hunter	Helene Smith Lee Wynne Jay Tapp	Howard H. Wilson

# CALIFORNIA'S BILLION DOLLAR MARKET

SACRAMENTO



KFBK

STOCKTON



KWG

RENO

KOH

FRESNO



KMJ

BAKERSFIELD



KERN

From the great Interior Valleys comes most of California's agricultural and mineral resources. Southern California has its beaches and movie stars; San Francisco has its bridges—but the Interior Valleys produce the wealth. Your advertising should cover this great market. The McClatchy Broadcasting Company stations provide the only COMPLETE coverage of the area.

**KFBK's**  
**10,000 WATTS**

smashes your sales message into prosperous homes from the Oregon line to the San Joaquin. You get PLUS value in the thousands of listeners in Oregon, Washington, Montana, Idaho and Nevada.

*For Information See Our Representatives*

**THE PAUL H. RAYMER COMPANY**

NEW YORK CHICAGO SAN FRANCISCO

## McClatchy Broadcasting Company

Sacramento, California

McClatchy Newspapers: Sacramento Bee, Fresno Bee, Modesto Bee

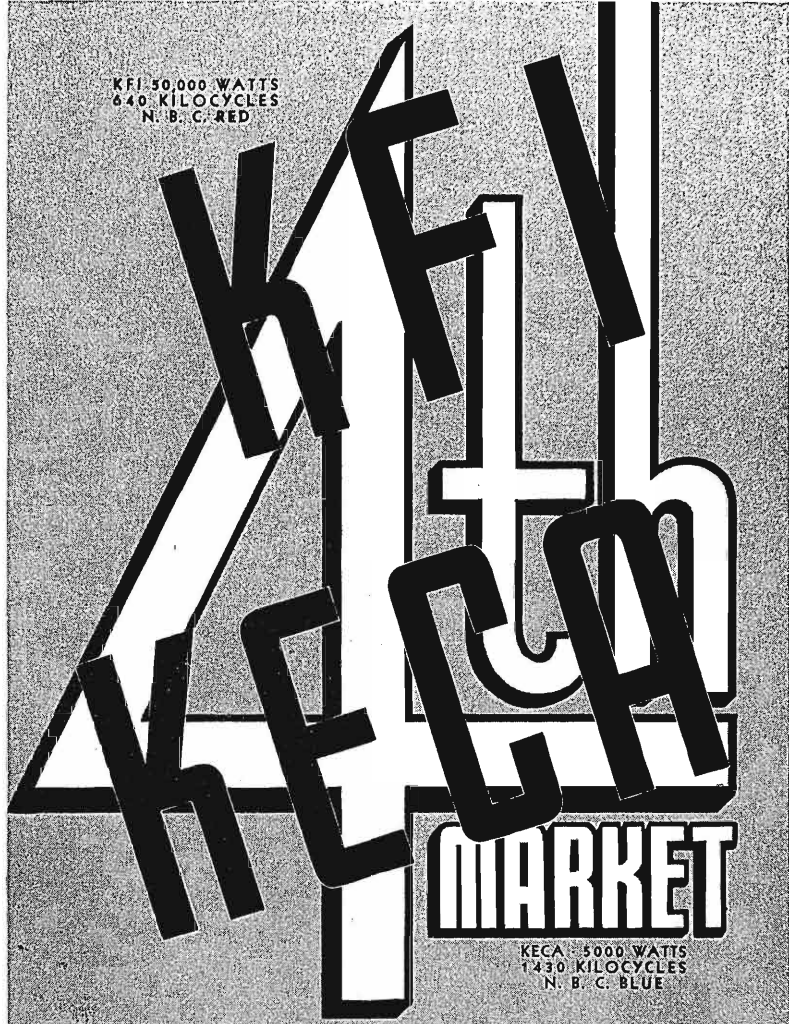
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## CALIFORNIA—(Continued)

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LOS ANGELES (Hollywood)	KECA	1480	5,000-LS 1,000-N	Earl C. Anthony, Inc. 1000 S. Hope St. Richmond 6111	NBC-Blue	Earle C. Anthony Harrison Holloway Carl Haverlin	Kelly Anthony Karl Kellogg (Curtis Mason H. L. Blatterman	Edw. Petry & Co.
	KEHE	780	5,000-LS 1,000-N	Hearst Radio, Inc. 141 N. Vermont Ave. Exposition 1841	.....	Hearst Radio, Inc. Jack Gross Jack Gross	Al Poska Fred Ragsdale	International
	KFAC	1800	1,000	Los Angeles Bestg. Co., Inc. 645 S. Mariposa Fitzroy 1281	.....	E. L. Cord Calvin J. Smith Calvin J. Smith	Robert W. Swan H. W. Andersen	.....
	KFI	640	50,000	Earle C. Anthony, Inc. 1000 S. Hope St. Richmond 6111	NBC-Red	Earle C. Anthony Harrison Holloway Carl Haverlin	Kelly Anthony Karl Kellogg (Curtis Mason	Edw. Petry & Co.
	*KFSG	1120 ST-KRKD	2,500-LS 500-N	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Exposition 1141	.....	Almee Semple McPherson Dr. Giles N. Knight	Phil Kerr Myron E. Kluge	.....
	KFVD	1000 L-WHO	1,000	Standard Broadcasting Co. 388 S. Western Ave. Drexel 6621	.....	J. F. Burke Frank Burke C. E. Watts	Carter Wright Jack Smithson	.....
	KFWB	950	5,000-LS 1,000-N	Warner Bros. Bestg. Corp. 5833 Fernwood Ave. Hempstead 6151	California	Warner Bros. Harry Maizlish Chester C. Mittendorf	William V. Ray Harry Myers	Transamerica Walter Biddick Co.
	KGFJ	1200	100	Ben S. McGlashan 1417 S. Figueroa St. Prospect 2434	.....	Ben S. McGlashan Ben S. McGlashan H. Duke Hancock	Thelma Kirchner H. Duke Hancock (George Butcher Chas. Whitney	Cox & Tanz
	KHJ	900	5,000-LS 1,000-N	Don Lee Broadcasting System 1076 W. Seventh St. Vandike 7111	MBS	Thomas S. Lee Lewis Allen Weiss Thayer Ridgeway	Jack Joy R. W. Webster Frank Kennedy	John Blair & Co.
	KMPC (Beverly Hills)	710 L-WOR	500	KMPC The Station of the Stars, Inc. 9631 Wilshire Blvd. Oxford 6211	.....	G. A. Richards Leo B. Tyson Leo B. Tyson	Arthur E. Sutton Edith E. Black Roger Love	Howard H. Wilson
	KMTR	570	1,000	KMTR Radio Corp. 1000 Cahuenga Blvd. Hillside 1161	.....	Victor E. Dalton Kenneth O. Tinkham	Rudie Cornell Carol Hauser	.....
	KNX	1050	50,000	Columbia Bestg. System, Inc. 5939 Sunset Blvd. Hollywood 2484	CBS	CBS—D. W. Thornburgh Donald W. Thornburgh Harry W. Witt	Charles A. Vanda Edwin W. Buckalew Lester H. Bowman	Radio Sales, Inc.
	KRKD	1120 ST-KFSG	2,500-LS 500-N	Radio Broadcasters, Inc. Spring Arcade Bldg. Madison 2281	.....	Frank P. Doherty John A. Driscoll John A. Driscoll	Howard Bell Willis O. Preitag	.....
	MERCED	KYOS	1040-D	250	Merced Star Publishing Co. G St. Grade 1430	.....	Ray McClung M. F. Woodling M. F. Woodling	Charles Foll Charles Foll John W. Crews
MODESTO	KTRB	740-D	250	Central Calif. Bestg. Co. McHenry & Sylvan Aves. 774	.....	T. R. McTammany T. R. McTammany T. R. McTammany	Margery Van Loon	Walter Biddick Co. Cox & Tanz
MONTEREY	KDON	1210	100	Montreal Peninsula Bestg. Co. 275 Pearl St. 8111	MBS Don Lee	Allen Griffin Howard V. Walters Howard V. Walters	Cecil Lynch Bill Crabbe, Jr.	John Blair & Co.
OAKLAND	KLS	1280	250	S. W. Warner—E. N. Warner 327 21st St. Higate 1212	.....	S. W. Warner E. N. Warner S. W. Warner F. Wellington Morse	.....	.....
	KLX	880	1,000	Tribune Bldg. Co. Tribune Tower Lakeside 6000	.....	J. R. Knowland, Jr. P. D. Allen P. D. Allen	Chas. Lloyd Roswell Smith	.....
	KROW	980	1,000	Educational Broadcasting Corp. Radio Center Bldg. Glencourt 6774	.....	H. P. Drey H. P. Drey Howard L. Wilson	M. Scott Weakley H. L. Wilson C. E. Downey	.....
PASADENA	*KPCC	1210 ST-KFXM	100	Pasadena Presbyterian Church 585 E. Colorado St. Terrace 2193	.....	Fred Nash David Black	Leon Hall N. Vincent Parsons	.....
REDDING	KVCV	1200	100	Golden Empire Bestg. Co. Redding 900	.....	Harold Smithson Harold Smithson Harold Smithson	Harry De Lasaux Harold Smithson Charles Sherburne	.....
SACRAMENTO	KFBK	1490	5,000 CP-10,000	McClatchy Broadcasting Co. 708 Eye St. Main 8700	NBC California	G. C. Hamilton Howard Lane Leo Ricketts	George Breece Henry Jacobsen Stam Sronce	Paul H. Raymer Co.
	KROY	1210-D	100	Royal Miller 10th & K Sts. Main 666	CBS	Royal Miller E. E. Wolfe A. F. Becker	Bob Oakley Milton Cooper	.....
SAN BERNARDINO	KFXM	1210 ST-KPCC	100	Lee Bros. Broadcasting Co. California Hotel 4761	MBS Don Lee	J. C. & E. W. Lee J. C. Lee E. W. Lee	Howard Balchly Gene Lee Paul Oard	John Blair & Co.
SAN DIEGO	KFSD	600	1,000	Airfan Radio Corp., Ltd. U. S. Grant Hotel Franklin 6363	NBC	Thos. E. Sharp Thos. E. Sharp John Babcock	Leah McMahon Harold Hasenbeck	.....
	KGB	1380	1,000	Don Lee Broadcasting System 1012 First Ave. Franklin 6151	MBS Don Lee	Thomas S. Lee S. W. Fuller Dan Donnelly	David Young Richard Webster Milan Cater	John Blair & Co.

KFI 50,000 WATTS  
640 KILOCYCLES  
N. B. C. RED



KECA 5000 WATTS  
1430 KILOCYCLES  
N. B. C. BLUE

*Carle C. Anthony, Inc.*

LOS ANGELES • • • CALIFORNIA

EDWARD PETRY & CO.

*National Sales Representatives*

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SAN FRANCISCO....	KFRC	610	5,000-LS 1,000-N	Don Lee Broadcasting System 1000 Van Ness Ave. Prospect 0100	MBS Don Lee	Thomas S. Lee Willbur Eichelberg Ward Ingram	William D. Pahst Ernest G. Underwood	John Blair & Co.
	KGGC	1420	100	Golden Gate Bestg. System 280 Eddy St. Ordway 8963	.....	Robert J. Craig S. H. Patterson S. H. Patterson	Gordon Willis S. H. Patterson William C. Grove	.....
	KGO	790	7,500	National Broadcasting Co., Inc. 111 Sutter St. Sutter 1920	NBC-Pacific (Blue)	Gen. Elec. Co.—NBC Lloyd E. Yoder William B. Ryan	Kenneth B. Carney David McKay A. H. Saxton	NBC
	KJBS	1070 L-WTAM	500	Julius Brunton & Sons Co. 1470 Fine St. Ordway 4148	No. Calif.	Ralph R. Brunton Ralph R. Brunton Ralph R. Brunton	E. P. Franklin S. A. Melnlcoe	Walter Biddick Co.
	KPO	680	50,000	National Broadcasting Co., Inc. 111 Sutter St. Sutter 1920	NBC-Pacific (Red)	NBC—Don Gilman Lloyd E. Yoder William B. Ryan	Kenneth B. Carney David McKay A. H. Saxton	NBC
	KSFO	560	5,000-LS 1,000-N	Associated Broadcasters, Inc. Russ Bldg. Garfield 4700	CBS	W. I. Dumm Phillip G. Lasky Phillip G. Lasky	J. C. Morgan R. W. Dumm R. V. Howard	Free & Peters
KYA	1230	5,000-LS 1,000-N	Hearst Radio, Inc. Hearsd Bldg. Douglas 2586	California	Hearst Radio, Inc. M. E. Roberts M. E. Roberts	Reiland Quinn M. E. Roberts Paul C. Schulz	International	
								James E. Doyle E. L. Barker Cedric V. Davey
SAN JOSE.....	KQW	1010	1,000	Pacific Agricultural Foundation, Inc. 87 E. San Antonio St. Ballard 2616	MBS Don Lee No. Calif	Ralph R. Brunton C. S. Harper E. L. Barker	.....	John Blair & Co.
SAN LUIS OBISPO..	KVEC	1200-D	250	Valley Electric Co. Mountain View & Hill Sts. 134	.....	Christina M. Jacobson Les H. Haecker John C. Clifton	Donald Ralph ..... Earl Travis	Walter Biddick Co. Joseph McGillvra
SANTA ANA.....	KVOE	1500	100	Voice of the Orange Empire, Inc. Ltd Walter L. Moore Bldg. 4901-R	MBS Don Lee	Ernest L. Spencer Ernest L. Spencer Ernest L. Spencer	Wallace S. Wiggins A. G. Dimond Wallace S. Wiggins	John Blair & Cr.
SANTA BARBARA...	KDB	1500	250-LS 100-N	Santa Barbara Broadcasters, Ltd. 15 Haley St. 2-1427	MBS Don Lee	Thomas S. Lee Don Hastings Earl Pollock	Tony La Frano Earl Pollock Robert Arne	John Blair & Co.
	KTMS	1220	500	News-Press Publishing Co. Dela Guerra Plaza 6111	NBC	T. M. Storke Norman R. McLaughlin Norman R. McLaughlin	William Randall Norman R. McLaughlin C. C. Van Cott	McClatchy
SANTA ROSA.....	KSRO	1810-D	250	Press-Democrat Publishing Co. 427 Mendocino Ave. 110	.....	E. L. Finley Russell Bjorn Don Avery	Andy Potter Russell Bjorn Jack van Groos	.....
STOCKTON.....	KGDM	1100-D	1,000	E. E. Peffer 42 S. California St. 794	.....	E. F. Peffer ..... .....	..... ..... .....	John Blair & Co.
	KWG	1200	100	McClatchy Broadcasting Co. Hotel Wolf 580-J	NBC California	Guy C. Hamilton Bernard E. Cooney Bernard E. Cooney	Dean Banta B. E. Cooney Lewis C. Heinzman	Paul H. Raymer Co.
VISALIA.....	KTKC	1190-D	250	Tulare-Kings Counties Radio Assoc. Visalia 574	.....	Chas. A. Whitmore Chas. P. Scott Millard Kibbe	Chas. P. Scott Chas. P. Scott Bert Williamson	Walter Biddick
WATSONVILLE....	KHUB	1810-D	250	Anna Atkinson Atkinson Road 1700	.....	Anna Atkinson John H. Bennett .....	..... ..... I. G. Hamma	.....

## COLORADO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representative
ALAMOSA.....	KGIW	1420 SH-KIDW	100	L. E. Wilson Alamosa 26	.....	L. E. Wilson ..... .....	..... ..... .....	.....
COLORADO SPRINGS.....	KVOR	1270	1,000	Out West Broadcasting Co. Antlers Hotel Main 278	CBS	E. K. Gaylord Hugh B. Terry Fred C. Mueller	Miss W. Lahay Hugh B. Terry E. H. Taylor	E. Katz
DENVER.....	KFEL	920 ST-KVOD	500	Eugene P. O'Fallon, Inc. Albany Hotel Keystone 0178	MBS NBC	Gene O'Fallon Gene O'Fallon Frank Bishop	Wm. S. Wales Holly Moyer J. P. Veatch	John Blair & Co.
	KLZ	560	5,000-LS 1,000-N	KLZ Broadcasting Co. Shirley-Savoy Hotel Main 4271	CBS	E. K. Gaylord F. W. Meyer Frank Quinn	Howard R. Chamberlain Charles Inglis T. A. McClelland	E. Katz
	KOA	830	50,000	National Broadcasting Co., Inc. NBC Bldg. Main 6211	NBC-Red	Gen. Elec. Co. (NBC) Robert H. Owen A. W. Crapney	C. C. Moore J. R. McPherson C. A. Peregrine	NBC
	*KPOF	880 ST-KFKA	500	Pillar of Fire Church 1845 Champa St. Tabor 3788	.....	Dr. Arthur K. White Dr. Ray B. White .....	Dr. Ray B. White ..... Paul H. Schissler	.....
	KVOD	920 ST-KFEL	500	Colorado Radio Corp. Continental Oil Bldg. Tabor 2291	NBC	W. D. Pyle T. C. Ekrem Jerry Akers	Budd Heyde B. H. Stanton J. E. Finch	Edward Petry & Co.





### **1. KLZ has the FACILITIES!**

• Its new, high-fidelity equipment gives KLZ the transmission facilities to cover the Denver-Rocky Mountain region. Its experienced, nimble-minded staff provides the production facilities with which it has established the highest standard of radio showmanship, listener-service and program-quality in this area.

### **2. KLZ has the AUDIENCE!**

• By the sheer quality of its programming, by the spontaneity of its showmanship, by the unselfishness of its service, by the vitality of its every activity, KLZ has established for itself a distinct and magnetic personality which attracts majority listener interest in the Denver-Rocky Mountain region the majority of the time.

### **3. KLZ has the ADVERTISERS!**

• KLZ has attracted, too, the majority interest of advertisers in the Denver-Rocky Mountain region. Local department, furniture, jewelry, men's and women's stores all are spending more of their radio money with KLZ than with any other station. And KLZ's 1937-1938 winter schedule of commercially sponsored programs is the heaviest ever carried by a Denver station.

**. . AND THE RESULT STANDS OUT LIKE THIS:**

# **KLZ**

ASSOCIATED STATION OF THE COLUMBIA BROADCASTING SYSTEM

NATIONAL REPRESENTATIVE: KATZ SPECIAL ADV. AGENCY

# **DENVER**

**AFFILIATED WITH WKY, OKLAHOMA CITY, AND THE OKLAHOMA PUBLISHING COMPANY**

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City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
DURANGO.....	KIUP	1370	100	San Juan Broadcasting Co., Inc. 2800 Main Ave. 117	.....	M. L. Cummins Ray M. Beckner Ray M. Beckner	Ray M. Beckner Mel Williams	.....
GRAND JUNCTION..	KFXJ	1200	250-LS 100-N	Western Slope Bcastg. Co. Grand Junction 126	.....	{Rex Howell C. H. Howell Rex Howell Chas. Howell	..... Fred Mendenhall	.....
GREELEY.....	KFKA	880 ST-KPOF	1,000-LS 500-N	Mid-Western Radio Corp. 620 8th Ave. 450	MBS	H. E. Green H. E. Green Geo. Provol	Patricia Murphy Geo. Provol	.....
LA JUNTA.....	KOKO	1370	100	Southwest Bcastg. Co. La Junta .....	.....	Leonard E. Wilson	..... Ralph Rea	.....
LAMAR.....	KIDW	1420 ST-KGIW	100	Southwest Broadcasting Co. 129 W. Elm St. 16	.....	Leonard E. Wilson Sherrill Ellsworth Sherrill Ellsworth	Sherrill Ellsworth Leonard E. Wilson Jack E. Phillips	Cox & Tanz
PUEBLO.....	KGHF	1320	500	Curtis P. Ritchie 113 Broadway 3977	NBC	Curtis P. Ritchie J. H. McGill	Fred Amos George Ikelman	.....
STERLING.....	KGEK	1200-SH	100	Elmer G. Beehler Fleming Rd. 679	.....	Elmer G. Beehler	.....	.....

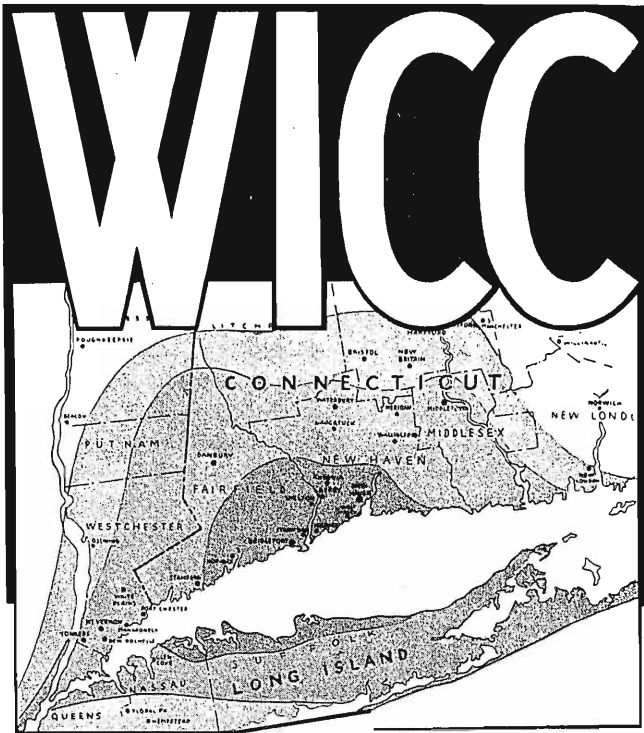
## CONNECTICUT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BRIDGEPORT.....	WICC	600	1,000-LS 500-N	Yankee Network Inc. 1241 Main St. 6-1121	NBC-Blue Colonial Yankee	John Shepherd, 3rd Joseph Lopez Richard Voynow	Judson LaHaye Carleton McVarish Garol Ray	Edw. Petry & Co.
HARTFORD.....	WDRC	1330	5,000-LS 1,000-N	WDRC Inc. 750 Main St. Hartford 7-1188	CBS	Franklin M. Doolittle Franklin M. Doolittle William F. Malo	Walter B. Haase Russell C. Shailer Italo A. Martino	Craig & Hollingsbery
	WTHT	1200	100	Hartford Times Inc. 983 Main St. 7-6481	MBS Colonial	Frank E. Gannett Cedric Wilkinson Foster Norbert O'Brien	Walcott Wyllie Norbert O'Brien Richard K. Blackburn	J. P. McKinney & Son
	WTIC	1060-ST SA-1040	50,000	Travelers Broadcasting Service Corp. 26 Grove St. 2-3181	NBC-Red Yankee	Danl A. Read Paul W. Morency James F. Clancy	Thomas C. McCray J. Clayton Randall	Weed & Co.
NEW BRITAIN.....	WNBC	1380	250-D CP-1,000-D CP-250-N	State Broadcasting Corp. 147 Main St. 240	.....	Patrick J. Goode Richard W. Davis Richard W. Davis	Harold L. Goodwin Rogers B. Holt	.....
NEW HAVEN.....	WELI	900-D	500	City Broadcasting Corp. 221 Orange St. 8-1183	.....	Patrick J. Goode James T. Milne James T. Milne	Charles Wright James T. Milne J. Gordon Keyworth	.....
NEW LONDON.....	WNLC	1500-D	100	Thames Broadcasting Corp. Mohican Hotel 3353	MBS Yankee Colonial	Roderick L. Morey Gerald J. Morey Gerald J. Morey	Paul R. Swemelar Gerald G. Morey Neil Spencer	.....
WATERBURY.....	WATR	1190 CP-1290	100 CP-250-U	WATR Co., Inc. 71 Grand St. 8-5161	Intercity	Harold Thomas Harold Thomas S. R. Elman	James Parker S. R. Elman Norman Blake	.....
	WBRY	1530	1,000	American-Republican Inc. 136 Grand St. 8-1125	MBS Colonial	William J. Pape E. J. Frey E. J. Frey	David Hale Halpern E. J. Frey Sydney E. Warner	Jos. H. McGillvra

## DELAWARE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
WILMINGTON.....	WDEL	1120	500-LS 250-N	WDEL Inc. 10th & King Sts. 7268	NBC-Red Intercity	Clair R. McCollough Gorman Walsh Gorman Walsh	Edward Browning Lonny Starr J. E. Mathiot	Paul H. Raymer Co.
	WILM	1420 ST-WAZL	100	Delaware Broadcasting Co., Inc. 920 King St. 7268	.....	Clair R. McCollough Gorman Walsh Gorman Walsh	Sidney Horwitz Irene Barry J. E. Mathiot	Paul H. Raymer Co.





**DOMINATING  
SOUTHERN  
CONNECTICUT**

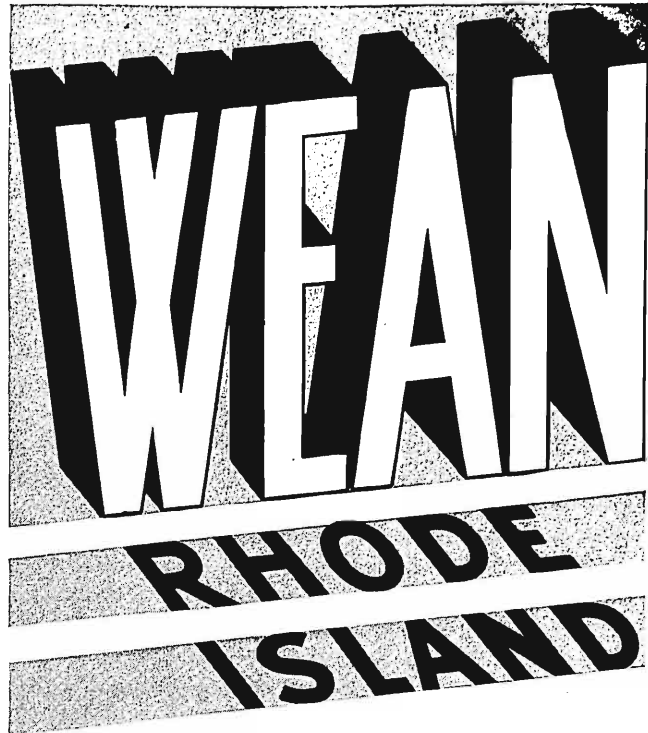
Where 53%  
of Connecticut's  
Retail Sales  
are Made!

**M**ORE than half of Connecticut's population, taxable property and radio homes are situated in Fairfield and New Haven counties, within WICC's 1000 microvolt area, where WICC has the strongest signal in seventeen of the twenty-four cities and towns.

Population density and the large industrial payroll make this an area of concentrated spending power.

WICC — local station for both Bridgeport and New Haven, with studios in both cities — is the only station that covers this territory completely.

**EDWARD PETRY & CO., INC.**  
Exclusive National Sales Representatives  
New York, Detroit, Chicago, San Francisco



**ABSOLUTELY ESSENTIAL  
BECAUSE IT IS THE STATE'S  
DOMINANT SALES INFLUENCE**

**T**REMENDOUS purchasing power is concentrated within the state that is Lilliputian in size. And for more than fifteen years Station WEAN has maintained its position of leadership in this densely populated, highly industrial, traditionally prosperous market.

*5000 watts days; 1000 watts nights*

**EDWARD PETRY & CO., INC.**  
Exclusive National Sales Representatives  
New York, Detroit, Chicago, San Francisco

**THE YANKEE  
NETWORK**

**THE YANKEE  
NETWORK**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    CP—Construction Permit Issued.  
 (Data corrected to January 1, 1938)

## DISTRICT OF COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
WASHINGTON.....	WJSV	1460	10,000	Columbia Broadcasting System, Inc. Carle Bldg. Metropolitan 3200	CBS	CBS-Harry C. Butcher A. D. Willard, Jr. A. D. Willard, Jr.	F. A. Long Clyde M. Hunt	Radio Sales Inc.
	WMAL	680	250-N 500-LS	M. A. Leese Radio Corp. Trans Lux Bldg. District 0300	NBC-Blue	NBC-Frank M. Russell Kenneth H. Berkeley John H. Dodge	(Carleton D. Smith Fred Shawn John H. Dodge A. E. Johnson	NBC
	WOL	1810 CP-1230	100 CP-1,000	American Broadcasting Co. 1627 K St., N. W. Metropolitan 0012	MBS Intercity	LeRoy Mark William B. Dolph H. V. Seay	Madelaine E. Cronan M. L. Moy H. H. Lyon	Transamerican
	WRC	950	500-N 1,000-LS CP 1,000-N CP 5,000-D	National Broadcasting Co., Inc. Trans Lux Bldg. District 0300	NBC-Red	NBC-Frank M. Russell Kenneth H. Berkeley John H. Dodge	(Carleton D. Smith Fred Shawn John H. Dodge A. E. Johnson	NBC

## FLORIDA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CLEARWATER.....	WFLA	620 ST-WSUN	5,000-LS 1,000-N	Florida West Coast Bestg. Co., Inc. Tarr Bldg., Tampa H-1367	NBC	H. H. Baskin W. Walter Tison W. Walter Tison	Mardi Liles Col. Tom Morton Joe Mitchell	Craig & Hollingbery Gene Furgason & Co.
DAYTONA BEACH..	WMFJ	1420	100	W. Wright Each 126½ Magnolia Ave. 91	.....	W. Wright Each W. Wright Each Ed. Sims	A. B. Each Ed. Sims W. K. Ellenwood	Cox & Tanz
GAINESVILLE.....	WRUF	830 L-KOA	5,000	University of Florida Gainesville Gainesville 1000	.....	State of Florida Garland Fowell Garland Fowell	Russell McCaughan Joseph Weil	.....
JACKSONVILLE.....	WJAX	900	5,000-LS 1,000-N	City of Jacksonville 1 Broadcast Place 5-5821	NBC	Thomas C. Imeson John T. Hopkins, III John F. Hopkins, III	Ralph P. Feather John T. Hopkins, III	Craig & Hollingbery
	WMBR	1370	250-LS 100-N	Florida Broadcasting Co. Atlantic Natl. Bk. Annex Bldg. 5-4387	CBS	Ed. Norton Frank King Frank King	Glenn Marshall, Jr. Glenn Marshall, Jr. Jack Greene	Paul Raymer & Co.
LAKELAND.....	WLAK	1310	100	Lake Region Bestg. Co., Inc. New Florida Hotel 2128	.....	J. P. Marchant D. M. Brown D. M. Brown	G. G. Fletcher G. G. Fletcher W. P. Hunter	.....
MIAMI.....	WIOD	610	1,000	Ile of Dreams Broadcasting Corp. News Tower 3-1133	NBC	D. J. Mahoney Hal Leysion S. A. Vetter	Bob Nolan Milton Scott	Craig & Hollingbery
	WQAM	560	1,000	Miami Broadcasting Co. Postal Bldg. Miami 26121	CBS Florida	Fred W. Borton Fred Mizer Norman MacKay	Hazel McGuire Norman MacKay Ralph Nulsen	Gene Furgason & Co.
MIAMI BEACH.....	WKAT	1500	100	A. Frank Katzentine 1769 N. Bay Road 5-6123	.....	A. Frank Katzentine Jan Musselman	.....	.....
ORLANDO.....	WDBO	580	1,000 CP-5,000-LS	Orlando Broadcasting Co., Inc. Fort Gatlin Hotel 6181	CBS	Col. Geo. C. Johnston Harold P. Danforth Harold P. Danforth	Emily Beckett W. Gaze McBride James E. Yarbrough	Paul H. Raymer Co.
PENSACOLA.....	WCOA	1340	500 CP-1,000-LS	Pensacola Broadcasting Co. San Carlos Hotel Pen. 2169	CBS	John H. Perry Henry G. Wells, Jr. R. R. Powell	James Hendrix R. R. Powell B. Hayford	John H. Perry
ST. AUGUSTINE....	WFOY	1210	250-LS 100-N	Fountain of Youth Properties, Inc. Magnolia Ave. 1400	.....	Walter B. Fraser R. M. Tigert	Ruth Tanksley Bradley Overton	Wellman Service
ST. PETERSBURG...	WSUN	620 ST-WFLA	5,000-LS 1,000-N	St. Petersburg Chamber of Com. Recreation Pier 4748	NBC	City of St. Petersburg Harold H. Meyer Jerry A. Wigley	Maurice F. Hayes Louis J. Fink	Transamerican
TALLAHASSEE.....	WTAL	1310	100 CP-250-LS	Florida Capital Broadcasters, Inc. Thomasville Highway 1310-R	.....	Gilbert Freeman Richard Kingston Richard Kingston	..... J. H. Bailey	.....
TAMPA.....	WDAE	1220	5,000-LS 1,000-N	Tampa Times Co. Tampa Terrace Hotel M-1818	CBS	David E. Smiley L. S. Mitchell L. S. Mitchell	Kenneth W. Skelton L. S. Mitchell Wm. Pharr Moore	E. Katz
WEST PALM BEACH	WJNO	1200	250-LS 100-N	Hazelwood Inc. P. O. Box 189 8233	CBS	J. R. Beacham Geo. A. Hazlewood Geo. A. Hazlewood	Geo. A. Hazlewood Geo. A. Hazlewood Francis G. Carroll	Weed & Co.

## GEORGIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ALBANY.....	WGPC	1420	100	America Broadcast Corp. 127½ N. Jackson St. 1370	.....	J. W. Woodruff, Sr. Robert L. Finch, Jr. Robert L. Finch, Jr.	Hubert Batey Robert L. Finch, Jr. Jimmie Cunningham	J. J. Devine
ATHENS.....	WGAU	1310	250-LS 100-N (Construction permit)	J. K. Patrick & Co. Athens	.....	J. K. Patrick A. L. Brannen	.....	.....



# WSUN



## ST. PETERSBURG FLORIDA

**Total**  
1,186,899  
304,353  
48.7%  
56.3%  
154,900  
604,110

**Secondary Area**  
607,980  
155,882  
32.0%  
67.1%  
65,900  
257,010

**Primary Area**  
578,919  
148,441  
54.9%  
45.1%  
89,000  
347,100

**COVERAGE DATA**  
1936 Population .....  
1936 Families .....  
% Urban, Based on 1930  
% Rural, Based on 1930  
1936 Radio Families .....  
1936 Potential Audience .....



MARKET DATA	Primary Area	Secondary Area	Total
All Retail—Stores .....	8,942	7,898	10,810
Sales .....	\$146,992,000	\$115,308,000	\$262,300,000
Pool Stores—Stores .....	2,614	2,356	5,000
Sales .....	\$ 38,157,000	\$ 27,633,000	\$ 65,790,000
Automotive Group—Stores .....	533	416	1,009
Sales .....	\$ 24,874,000	\$ 19,303,000	\$ 44,897,000
Filling Stations—Stores .....	7,055	1,453	8,118
Sales .....	\$ 13,137,000	\$ 10,721,000	\$ 23,858,000
Drug Stores—Stores .....	329	254	655
Sales .....	\$ 7,795,000	\$ 5,308,000	\$ 13,103,000

*Business Office*

RECREATION PIER • ST. PETERSBURG, FLA.

HAROLD MEYER, General Manager

620 KC

5000 W - DAY  
1000 W - NIGHT

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Share Time.    STN—Share Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Suspect.    L—Limited Time with Dominant Station.    SA—Special Authorization.    CP—Construction Permit Issued.  
 (Data corrected to January 1, 1938)

## GEORGIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ATLANTA	WAGA	1450	1,000-LS 500-N	Liberty Broadcasting Co., Inc. Western Union Bldg. Main 5101	NBC	John A. Brice Jess M. Swicegood Jess M. Swicegood	Earle J. Pudney Douglas Edwards Cliff H. Hanson	Edw. Petry & Co.
	WATL	1370	250-LS 100-N	Atlanta Broadcasting Co. Henry Grady Bldg. Walnut 4377	.....	J. W. Woodruff, Sr. Maurice C. Coleman	Ken Keese Harry Lomar Jim Comer	J. J. Devine
	WGST	890	5,000-LS 1,000-N	Georgia School of Technology Ansley Hotel Walnut 8841	CBS	Operated under Lease W. H. Summerville W. H. Summerville	A. John Fulton Frank Galthier Ben Akerman	E. Katz
	WSB	740	50,000	Atlanta Journal Co. 7 N. Forsyth St. Hemlock 1045	NBC	Inman Gray Lambdin Kay John M. Outler, Jr.	Roy McMillan ..... C. F. Daugherty	Edw. Petry & Co.
AUGUSTA	WRDW	1500	250-LS 100-N	Augusta Broadcasting Co. Tenth & Broad Sts. 2976	CBS	Lucas-Jenkins-Miller ..... Thurston Bennett	James A. Davenport Ben E. Bockman Harvey Aderhold	J. J. Devine
COLUMBUS	WRBL	1200	250-LS 100-N	Columbus Broadcasting Co., Inc. 1420 Second Ave. 4300	.....	J. W. Woodruff, Sr. J. W. Woodruff, Jr. Doug Youngblood	Bill Dougherty Bill Dougherty Oliver Heely	J. J. Devine
GRIFFIN	WKEU	1500-D	100	Radio Station WKEU Griffin Hotel 90	.....	A. W. Marshall, Jr. A. W. Marshall, Jr.	..... A. W. Marshall, Jr.	.....
MACON	WMAZ	1180 L-KEX-KOB	1,000	Southeastern Bestg. Co., Inc. 211 Cotton Ave. 3131	CBS	E. K. Cargill E. K. Cargill Frank Crowther	Allie Williams Wilton Cobb Geo. P. Rankin, Jr.	J. J. Devine
ROME	WRGA	1500	250-LS 100-N	Rome Broadcasting Corp. National City Bank Bldg. 1995	.....	John W. Quarles Happy Quarles Price Selby	Jimmy Kirby Mather Payne Frank Murphree	J. J. Devine
SAVANNAH	WTOC	1260 CP-5,000-LS	1,000	Savannah Broadcasting Co., Inc. De Soto Hotel 2-0127	CBS	W. T. Knight, Jr. W. T. Knight, Jr. Robert R. Feagin	James H. Knox W. B. Smart L. L. Meador	Paul H. Raymer Co.
THOMASVILLE	WPAX	1210-D	100	H. Wimpy 117 Remington Ave. 909	.....	H. Wimpy H. Wimpy Charles Lawton	Charles Lawton James W. Poole	.....
WAYCROSS	WAYX	1200	250-LS 100-N	Waycross Broadcasting Co. 620 Plant Ave. 965	.....	S. F. Sapp S. F. Sapp S. F. Sapp	Gerald L. Winters S. F. Winters John J. Tobola	J. J. Devine

## IDAHO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BOISE	KIDO	1350	2,500-LS 1,000-N CP-5,000-LS	Boise Broadcast Station Hotel Boise 650	NBC	(C. G. Phillips Frank L. Hill C. G. Phillips Bonnie Scotland	Billy Phillips Leroy Cville Harold W. Toedemeier	John Blair & Co.
COEUR D'ALENE	KGCI	1200 (Construction Permit)	100-D	Clarence A. Berger-Saul S. Freeman Coeur d'Alene	.....	.....	.....	.....
IDAHO FALLS	KID	1320	1,000-LS 500-N CP-5,000-LS	KID Broadcasting Co., Inc. B. W. & M. Bldg. 4	.....	Jack W. Duckworth Jack W. Duckworth Jack W. Duckworth	Charles Crabtree Charles Crabtree W. J. Provis	.....
LEWISTON	KRLC	1390	250	H. E. Studebaker Lewis-Clark Hotel Bldg. 1950	.....	H. E. Studebaker Donald H. Wike Arthur Q. Moore	.....	Cox & Tanz Walter Biddick
NAMPA	KFXD	1200	250-LS 100-N	Frank E. Hurt 1024 12th Avenue South 1200	.....	Frank E. Hurt Edward Hurt Doyle C. Cain	Otto Powers Edward Hurt	.....
POCATELLO	KSEI	900	1,000-LS 250-N	Radio Service Corp. Pocatello 950	.....	O. P. Soule Henry H. Fletcher Henry H. Fletcher	Ruthe A. Fletcher Julian H. Boone James E. Mitchell	.....
TWIN FALLS	KTFI	1240	1,000-LS 500-N SA-1,000-N	Radio Broadcasting Corp. Radio Center 30	.....	O. P. Soule John E. Gardner John E. Gardner	F. M. Soule Jay Spracher Franklyn V. Cox	.....

## ILLINOIS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BLOOMINGTON	WJBC	1200 ST-WJBL	250-LS 100-N	Radio Station WJBC Bloomington 535	.....	A. M. McGregor A. M. McGregor Hugh L. Gately	Riley Jackson Hugh L. Gately Marshall Seacrist	Sears & Ayer
CARTHAGE	WCAZ	1070-D	100	Superior Bestg. Service, Inc. Carthage 520	.....	Bob Compton Bob Compton John Palmer	Doris Bennett ..... Allen Doyle	.....
CHAMPAIGN	WDWS	1370-D	100	Champaign News-Gazette, Inc. 48 Main St. 5252	.....	Helen M. Stevick L. G. Collison G. J. Gilmer	P. L. Fahnestock G. J. Gilmer J. M. Wainscott	Sears & Ayer

# THE 3 WAY ROAD TO SALES IN GEORGIA



**"THIS IS THE GEORGIA BROADCASTING SYSTEM"**

**WGPC ALBANY**  
**WRBL COLUMBUS**  
**WATL ATLANTA**

FOR COMBINED RATES AND INFORMATION COMMUNICATE WITH GEORGIA BROADCASTING SYSTEM, COLUMBUS, GA.

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset.      L—Limited Time with Dominant Station.      SA—Special Authorization.      CP—Construction Permit Issued.  
 (Data corrected to January 1, 1938)

## ILLINOIS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mng. or Promotion Mgr. Chief Engineer	Representatives
CHICAGO	WAAF	920-D	1,000	Drovers-Journal Publishing Co. Palmer House Randolph 1932	.....	Ward A. Naff William E. Hutchinson Arthur F. Harre	John P. Odell Joseph Silver Carl Ulrich	Craig & Hollingbery
	WBBM	770 (Synchronizes at night with KFAB, Lincoln, Neb.)	50,000	Columbia Broadcasting Co., Inc. 410 N. Michigan Ave. Whitehall 6000	CBS	CBS—H. Leslie Atlas H. Leslie Atlas J. Kelly Smith	Robert N. Brown Wayde Grimstead Frank B. Falknor	Radio Sales
	WCBD	1080 L-WBT ST-WMBI	5,000	WCBD, Inc. 2400 W. Madison St. Seeley 8066	.....	Gene T. Dyer Joe Rudolph Joe Rudolph	Edwin Roberts Max Arbeller E. W. Jacker	.....
	WCFL	970	5,000	Chicago Federation of Labor 656 Lake Shore Drive Superior 5300	NBC	John Fitzpatrick Maynard Marquardt Melvin B. Wolens	Everett Holland Maynard Marquardt	E. Katz
	WCRW	1210 ST-WEDC-WSBC	100	Clinton R. White 2756 Pine Grove Ave. Diversey 4440	.....	Clinton R. White	.....	.....
	WEDC	1210 ST-WCRW-WSBC	100	Emil Denemark, Inc. 3860 Ogden Ave. Crawford 4100	.....	Emil Denemark Emil Denemark Frank J. Kotnour	William P. Brady Paul Gerard H. V. Fitzcharles	.....
	WENR	870 ST-WLS	50,000	National Broadcasting Co., Inc. Merchandise Mart Superior 8300	NBC-Blue	NBC—Niles Trammell Niles Trammell W. W. Smith	Sidney N. Strotz Emmons C. Carlson Howard Luttgens	NBC
	WGES	1360 ST-WSBT	1,000-LS (Sunday) 500	Oak Leaves Bcstg. Station 2400 W. Madison St. Seeley 8066	.....	Harry Guyon Gene T. Dyer Gene T. Dyer	Kenneth Parker Richard Kross Ed Jacker	.....
	WGN	720	50,000	WGN, Inc. 441 N. Michigan Ave. Superior 0100	.....	W. E. Macfarlane Quin A. Ryan Edward W. Wood, Jr.	Quin A. Ryan Frank P. Schreiber Carl J. Meyers	WGN, Inc.
	WHIP (Hammond, Ind.)	1480-LS	5,000	Hammond Calumet Bcstg. Corp. 1625 E. 53rd St. Plaza 4300	.....	George F. Courrier Doris Keane O. E. Richardson	Doris Keane M. E. Schradermeier	.....
	WJJD	1180 L-KSL	20,000	WJJD, Inc. 201 N. Wells St. State 5466	.....	Ralph L. Atlas Ralph L. Atlas H. P. Sherman	J. Allabough W. Gunther	Paul H. Raymer Co.
	WLS	870 ST-WENR	50,000	Agricultural Broadcasting Co. 1230 W. Washington Blvd. Haymarket 7500	NBC-Blue	Burridge D. Butler Glenn Sander Wm. R. Cline	Harold Safford T. L. Rowe	International
	WMAQ	670	50,000	National Broadcasting Co., Inc. Merchandise Mart Superior 8300	NBC-Red	NBC—Niles Trammell Niles Trammell W. W. Smith	Sidney N. Strotz Emmons C. Carlson Howard Luttgens	NBC
	*WMBI	1080 L-WBT ST-WCBD	5,000	Moody Bible Institute 153 Institute Place Diversey 1670	.....	Henry C. Crowell Henry C. Crowell	Wendell P. Loveless A. P. Frye	.....
	WSBC	1210 ST-WCRW-100-N WEDC	250-LS	WSBC, Inc. 2400 W. Madison St. Seeley 8066	.....	Gene T. Dyer Frank A. Stanford Frank A. Stanford	Wm. Burghart S. Shulman Caleb Frisk	.....
	WWAE (Hammond, Ind.)	1200 STN-WFAM	100	Hammond-Calumet Bcstg. Corp. 1625 E. 53rd St. Plaza 4300	.....	George F. Courrier Doris Keane O. E. Richardson	Doris Keane M. E. Schradermeier	.....
CICERO	WHFC	1420 100-N	250-LS	WHFC, Inc. 6138 W. Cermak Rd. Lawndale 8228	.....	R. W. Hoffman R. W. Hoffman R. W. Hoffman	W. H. Scott D. Mearns	.....
DECATUR	WJBL	1200 ST-WJBC	100	Commodore Broadcasting, Inc. 301 N. Water St. 5371	.....	Chas. R. Cook Chas. R. Cook Chas. R. Cook	Nate Egnor Glenn C. Becker	J. J. Devine
EAST ST. LOUIS	WTMV	1500 100-N	250-LS	(See St. Louis Mo.)	.....	.....	.....	.....
HARRISBURG	WEBQ	1210 ST-KFVS	250-LS	Harrisburg Broadcasting Co. 100 E. Poplar St. 28	.....	Harrisburg Bcstg. Co. Inglis M. Taylor Inglis M. Taylor	Virginia Crane Eddie Wise Joseph R. Tate	.....
JOLIET	WCLS	1310-U-D SHN	100	WCLS, Inc. Joliet 5656	.....	R. W. Hoffman	.....	.....
PEORIA	WMBD	1440 1,000-N	5,000-LS	Peoria Broadcasting Co. Alliance Life Bldg. 7133	CBS	Edgar L. Bill Edgar L. Bill Charles Caley	Harold Bean Ted Giles	Free & Peters
QUINCY	WTAD	900-D	1,000	Illinois Broadcasting Corp. W. C. U. Bldg. 364	.....	W. Emery Lancaster R. H. Malcolmson W. J. Rothschild	A. L. Bert A. L. Bert Stanley G. Jones	.....
ROCKFORD	WROK	1410 500-N	1,000-LS	Rockford Broadcasters, Inc. News Tower Main 5632	.....	Lloyd C. Thomas Lloyd C. Thomas Walter M. Koessler	John C. McCloy Allen O. Brophy Thomas C. Cameron	Kelly-Smith Co.
ROCK ISLAND	WHBF	1210 100-N	250-LS	Rock Island Bcstg. Co. Safety Bldg. Rock Island 918	.....	Ben H. Potter John W. Potter Maurice Corken	Ivan Streed Clair Heyer J. E. Gray	Gene Furgason & Co.
SPRINGFIELD	WCBS	1420 100-N	250-LS	WCBS, Inc. 205½ S. 5th St. Main 8228	.....	Harold L. Dewing Harold L. Dewing Harold L. Dewing	John J. Corrigan William Nelms Don Burrichter	Sears & Ayer
	WTAX	1210	100	WTAX, Inc. Reisch Bldg. Main 1600	.....	Jay A. Johnson Jay A. Johnson C. W. Needl	Don Hill	Howard H. Wilson
TUSCOLA	WDZ	1020-D	250	WDZ Broadcasting Co. Star Store Bldg. Tuscola 98	.....	Edgar L. Bill Clair B. Hull Clair B. Hull	Edward Ring Clair B. Hull Mark Spies	Charles Caley
URBANA	*WILL	580-D	1,000	University of Illinois Administration Bldg. (W) 7-2616	.....	Dr. A. C. Willard Jos F. Wright	Frank E. Schooley A. James Ebel	.....





© 1937

# 4 Spectacular FIRSTS

**WGES,** Chicago — Ask Chicago radio men "What station is Chicago's most successful?" The answer usually is "WGES." Ask local advertisers and you'll get the same answer just as quickly.

FIRST WITH LOCAL CHICAGO ACCOUNTS

**WSBC,** Chicago—It's an astounding fact that WSBC still carries more than 70% of the same accounts it carried five years ago despite the fact that our volume of business has quadrupled in those five years. Our rates are still at a sensible level.

FIRST AMONG CHICAGO LOCALS

**WCBD,** Chicago—When a radio station almost continually hangs out the "S-R-O" sign, you can be pretty sure that it's producing for its clients. That's the almost invariable experience at WCBD — indeed, there is a waiting list for many of our hours.

THE MIDWEST'S BEST PUBLICITY BUY

**WEMP,** Milwaukee — Licensed two years ago, WEMP is one of America's best publicity investments. Milwaukee's only purely local station has been built on common-sense mindfulness of public need, some call it "showmanship."

FIRST IN NUMBER OF MILWAUKEE ACCOUNTS

*Personal Direction of*  
**GENE T. DYER**

# 5000 WATTS

1480 KILOCYCLES

*for 10,000,000 listeners  
in America's rich midwest  
market...*

## WHIP COVERS

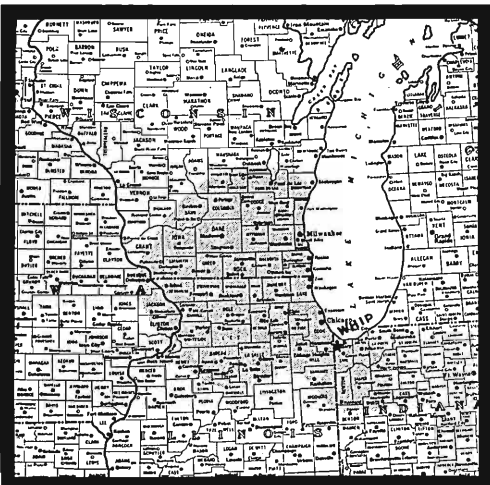
1. Entire Chicago audience at lowest cost.
2. Mid-America's biggest concentration of radio sets.
3. The Calumet Region, one of the most important skilled worker areas of the world.
4. A four state population group with one of the highest dollar income ratios in the U. S.

WHIP offers a new approach to a distinct audience. WHIP is equipped to give the best quality of production known to radio today. The new 5,000 watt Western Electric Transmitter with three tower directional antenna, phased to give a maximum signal in the direction of the greatest number of listeners, assures a greater than usual signal strength.

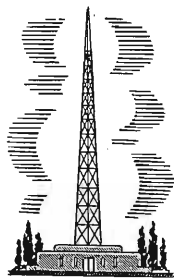
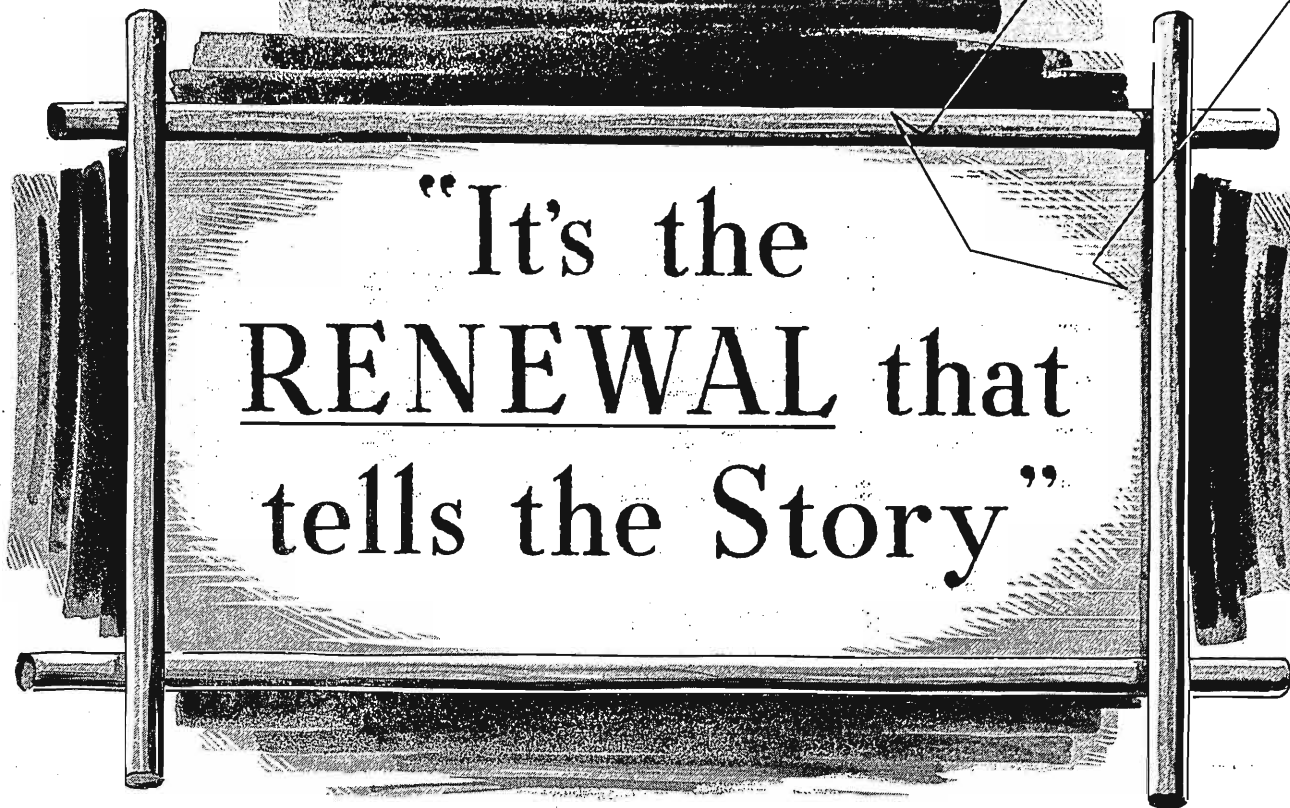
*whip your sales problems  
with*

# WHIP

H A M M O N D · I N D I A N A



*Add this to Your List of Proverbs*



*Yes,*  
**THE RENEWAL  
IS WHAT COUNTS!**

**A Good Salesman . . . An Enterprising Advertiser . . .  
An Attractive Proposition . . . A SALE IS MADE!**

The Contractual Period Expires . . . and Then, WHAT? . . . RENEWAL? . . .  
CANCELLATION? . . . WJJD, Answers—RESULTS—and results alone will determine the  
answer. All the persuasive salesmanship in the world is of little value unless the station has produced.

- One Year Ago the **KELLOGG COMPANY** said: "All right, we'll see if your station can sell corn flakes in as highly a competitive market as is Chicago!"  
The answer is: **KELLOGG RENEWS FOR 1938!!**
- Four Years Ago **CONSOLIDATED DRUG TRADE PRODUCTS, Inc.**, tried a 15-minute period daily. Their challenge: "So you think you can out-pull in quantity as well as on a cost basis, any station in Chicago?" The answer is: "THIS ACCOUNT HAS EXPANDED THEIR TIME WITH US TO 2 FULL HOURS PER DAY—7 DAYS PER WEEK—AND HAVE JUST RENEWED FOR 1938!"
- **JUST TWO EXAMPLES**—Space does not permit the list we would like to show. The following are just a few WJJD advertisers whose company you will keep on WJJD and who know that we provide—  
**"THE LARGEST AUDIENCE PER DOLLAR SPENT IN THE CHICAGO MARKET!"**

**THEY KNOW OF WJJD EFFECTIVENESS**

ALLIED FLORISTS' ASSOC.  
AMERICAN BANDAGE CO.  
AMERICAN POP CORN CORP  
ARMAND COMPANY  
BALDWIN PIANO COMPANY  
BATA SHOE COMPANY  
BATHASWEET  
BROMO SELTZER  
BUILDERS' LIFE INS. CO.  
BROWN & WILLIAMSON TOBACCO  
CORP  
CHARLES DENBY CIGARS  
CHICAGO DAILY NEWS  
CHICAGO MAIL ORDER CO.  
CHICAGO & NORTHWESTERN RY.  
CONTINENTAL COFFEE COMPANY  
CORZON COMPANY  
CURTISS-WRIGHT INST. OF  
AERONAUTICS

DR. PRESTON BRADLEY  
DRUG TRADE PRODUCTS  
DODGE TRUCKS  
EVANS FUR COMPANY  
FATHER CHAS. E. COUGHLIN  
FOX BREWING CO., PETER  
GARDNER NURSERY  
GLOBE LIFE INSURANCE CO.  
GRANT WATCHES  
GREYHOUND BUS LINES  
MRS. GRASS' NOODLES  
ILL. BELL TELEPHONE CO.  
INLAND INVESTMENT PLAN  
INTERSTATE TRANSIT LINES

IRONIZED YEAST  
KELLOGG COMPANY  
KNOX COMPANY  
REM  
MARSHALL FIELD & CO.  
McCLOSKEY VARNISH CO.  
NAT'L BRANDS LEAD. STORES  
NATIONAL TEA CO.  
NAT'L WEEKLIES  
NELSON FURNITURE & STORAGE  
NU-ENAMEL CORP.  
PACKARD MOTOR CO. OF CHGO.  
PURINA MILLS  
PURSANG (McKESSON & ROBBINS)

REMINGTON-RAND CO.  
SEARS-ROEBUCK & CO.  
SMITHFIELD HAM PRODUCTS  
STERLING CASUALTY INS.  
SURE LABORATORIES  
TEXACO  
THOR WASHING MACHINES  
TOWER FINANCE CO.  
VAUGHAN'S SEED STORES  
WALGREEN'S DRUG STORES  
WASEY PRODUCTS  
WILLARD TABLET CO.  
WONDER BREAD  
WURLITZER COMPANY

Chicago's Largest  
Independent Station

**WJJD**

201 N. Wells Street  
Chicago, Illinois

NATIONAL REPRESENTATIVES: THE PAUL H. RAYMER CO.

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SI—Specified Hours.    SIIN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    CP—Construction Permit Issued.  
 (Data corrected to January 1, 1938)

## INDIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mng. or Promotion Mgr. Chief Engineer	Representatives
ANDERSON	WBHU	1210	250-LS 100-N	Anderson Broadcasting Corp. Citizens Bank Bldg. 284	.....	L. M. Kennett L. M. Kennett Loyal Podhaaki	J. B. Burton ..... F. R. Fulwider	J. J. Devine
ELKHART	WTRC	1310	250-LS 100-N	Truth Publishing Co., Inc. Hotel Elkhart 948	.....	C. D. Greenleaf R. R. Baker R. R. Baker	Carl Schroek ..... Kenneth Singleton	.....
EVANSVILLE	WEOA	1370	250-LS 100-N	Evansville on the Air Inc. 519 Vine St. 2-1171	CBS	Clarence Leich Martin L. Leich Clarence Leich	Martin L. Leich Clarence Leich John B. Caeaway, Jr.	Gene Furgason & Co.
	WGBF	680 STN-KFRU	1,000-LS 500-N	Evansville on the Air Inc. 519 Vine St. 2-1171	NBC	Clarence Leich Clarence Leich Clarence Leich	Pat Roper Clarence Leich Pay Gehres	Gene Furgason & Co.
FORT WAYNE	WGL	1370	100 CP-250-LS	Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2186	NBC	Westinghouse Co. W. Ward Dorrell C. R. Durbin	Franklin Tooke Paul Mills Fred W. Fischer	Free & Peters
	WOWO	1160 STN-WWVA	10,000	Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2186	NBC-Blue	Westinghouse Co. W. Ward Dorrell C. R. Durbin	Franklin Tooke Paul Mills Fred W. Fischer	Free & Peters
GARY	WIND	560	5,000-LS 1,000-N	Johnson & Kennedy Gary State Bank Bldg. 9191	WLW-Line	Ralph L. Atlas E. S. Mitterdorf H. R. Makelim	N. L. Reglein Al Hollander K. C. Shirk	.....
HAMMOND	WHIP	1480-D	5,000	(See Chicago, Ill.)	.....	.....	.....	.....
	WWAE	1200 STN-WFAM	100	(See Chicago, Ill.)	.....	.....	.....	.....
INDIANAPOLIS	WFBM	1230	5,000-LS 1,000-N	Indianapolis Power & Light Co. 48 Monument Circle Lincoln 8505	CBS	H. T. Pritchard R. E. Blossom R. E. Blossom	F. O. Sharp ..... M. R. Williams	Edward Petry & Co.
	WGVA	1050-D (Construction permit)	1,000	Glenn Van Auken Meridian Life Bldg. .....	.....	Glenn Van Auken	.....	.....
	WIRE	1400	5,000-LS 1,000-N	Indianapolis Bdcstg., Inc. 540 N. Meridian St. Riley 4471	NBC-Red MBS	Eugene C. Pulliam Wm. A. Clark Robert E. Batusman	Medford E. Maxwell Lawrence O. Hammer Earl W. Lewis	Wm G Rambeau Co.
MUNCIE	WLBC	1310	250-LS 100-N	Donald A. Burton 125 S. Walnut St. 5411	.....	Donald A. Burton Donald A. Burton W. F. Craig	D. E. Russell Fred Ayer M. M. Crain	Sears & Ayer
NEW ALBANY	WGRC	1370-D	250	Northside Broadcasting Corp. 407 Vincennes St. 150	.....	Charles Lee Harris George M. Kuhn George M. Kuhn	Robert J. McIntosh Robert J. McIntosh Jack Gardner	.....
RICHMOND	WKBV	1500-SH	100	Knox Radio Corp. Richmond 7322	.....	William O. Knox	.....	.....
SOUTH BEND	WFAM	1200 STN-WWAE	100	South Bend Tribune 225 W. Colfax 3-6161	CBS	F. A. Miller Franklin D. Schurz Robert H. Swintz	Robert Drain Robert H. Swintz Herbert Cole	Paul H. Raymer Co.
	WSBT	1360 ST-WGES	500	South Bend Tribune 225 W. Colfax 3-6161	CBS	F. A. Miller Franklin D. Schurz Robert H. Swintz	Robert Drain Robert H. Swintz Herbert Cole	Paul H. Raymer Co.
TERRE HAUTE	WBOW	1310	250-LS 100-N	Banks of Wabash Inc. 118 N. 6th St. Crawford 3394	NBC	Alvin Eades W. W. Behrman W. W. Behrman	Horace Capps Ralph Tucker Stokes Gresham, Jr.	Gene Furgason & Co.
WEST LAFAYETTE	*WBAA	890-SH	1,000-LS 500-N	Purdue University Electrical Engineering Bldg. 6076	.....	Purdue University	Gilbert D. Williams ..... Ralph R. Townsley	.....

## IOWA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mng. or Promotion Mgr. Chief Engineer	Representatives
AMES	*WOI	640-D	5,000	Iowa State College Iowa State College 2500, Branch 544	.....	Iowa State U W. I. Griffith	W. I. Griffith ..... W. E. Stewart	.....
BOONE	*KFGQ	1370-SH-D	100	Boone Biblical College 924 W. 2nd St. 616-W	.....	Boone Biblical College	.....	.....
CEDAR RAPIDS	WMT	600	5,000-LS 1,000-N	Iowa Broadcasting Co. Paramount Theatre Bldg., Cedar Rapids Russell-Lamson Hotel, Waterloo 6127	NBC-Blue Iowa MBS	Gardner Cowles, Jr. Sumner Quarton W. B. Quarton	Douglas Grant Leo Cole Charles Quentin	E. Katz
DAVENPORT	WOC	1370	250-LS 100-N	Tri-City Broadcasting Co. 1000 Brady St. 2-3621	CBS	Col. B. J. Palmer Clark A. Luther Clark A. Luther	J. Neil Reagan Clark A. Luther Harold Higby	Free & Peters
DECORAH	*KGCA	1270-D ST-KWLC	100	Charles Walter Greenley 211 Winnebago St. 131	.....	Charles W. Greenley	.....	.....
	*KWLC	1270-D ST-KGCA	100	Luther College Decorah 690	.....	Dr. O. J. H. Preuss	.....	.....

# WOWO

MICH.



10,000 Watts  
1160 Kc.  
NBC Basic Blue Network

*Serves*

**571,000  
FAMILIES**

OHIO

*Living in 61 counties of Indiana*

IND.

*Ohio and Michigan*

## *The Key to A Rich Market!*

WOWO is the one medium to reach this big audience, which includes all the elements that make up a great midwestern market . . . Population, 2,143,412 (1930) . . . Living in 61 counties of Indiana, Ohio and Michigan . . . Annual retail sales in the area are \$515,380,000 (1935) . . . Wire or write for current market data and availabilities.

**WESTINGHOUSE RADIO STATIONS, INC.**  
FORT WAYNE, INDIANA

For Coverage In  
the Fort Wayne  
Metropolitan Area Only

Use WGL

**FREE & PETERS. INC. NATIONAL REPRESENTATIVES**

CHICAGO

NEW YORK

DETROIT

ATLANTA

SAN FRANCISCO

LOS ANGELES

*Indiana's most POWERFUL Radio Station!*

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1938)

## IOWA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
DES MOINES	KRNT	1320	5,000-LS 1,000-N	Iowa Broadcasting Co. 715 Locust St. 8-2111	CBS Iowa	Gardner Cowles, Jr. Luther L. Hill Craig Lawrence	Ranny Daly G. Phender Greenburg Paul Huntsinger	E. Katz
	KSO	1480	2,500-LS 500-N	Iowa Broadcasting Co. 715 Locust St. 8-2111	NBC-Blue Iowa MBS	Gardner Cowles, Jr. Luther L. Hill Craig Lawrence	Ranny Daly G. Phender Greenburg Paul Huntsinger	E. Katz
	WHO	1000	50,000	Central Broadcasting Co. 914 Walnut St. 8-7147	NBC-Red Cornbelt	B. J. Palmer J. O. Maland Hale Bondurant	Harold Fair Harold Fulton Paul A. Loyet	Free & Peters
DUBUQUE	KDTH	1340-D (Construction permit suspended pending litigation)	500	Dubuque Telegraph-Herald Dubuque		F. W. Woodward		
	WKBB	1500	250-LS 100-N	Sanders Bros. Radio Station Hotel Julien 572	CBS	Walter E. Klauer James D. Carpenter James D. Carpenter	Melville K. Galliard Leonard Carlson	
IOWA CITY	*WSUI	880	1,000-LS 500-N	University of Iowa Iowa City 2111-237		Iowa State U. Carl H. Menzer	Mrs. Pearl Broxam S. J. Ebert	
MARSHALLTOWN	KFJB	1200	250-LS 100-N	Marshall Electric Co. 1603 W. Main St. 1419		E. N. Peak Homer Griffith Homer Griffith	Irene W. Griffith Wayne Peak	Howard H. Wilson
MASON CITY	KGLO	1210	250-LS 100-N	Globe Gazette Co. Hanford Hotel 2800	CBS	E. P. Adler F. C. Eighmey V. C. Hicks	John Price George Milloy Leo W. Born	Weed & Co.
SHENANDOAH	KFNF	890 ST-KUSD	1,000-LS 500-N CP-5,000-LS CP-1,000-N	KFNF, Inc. 407 Sycamore St. 1		Henry Field Fred E. Tunnichiff Wm. E. Macdonald	E. R. Hamilton Wm. E. Macdonald Wiley D. Wenger	Gene Furgason & Co.
	KMA	980	5,000-LS 1,000-N	May Seed & Nursery Co. Shenandoah 192		Earl E. May J. Rapp J. Rapp	Fred D. Greenlee Gene Shipley Ray Schroeder	Howard H. Wilson Walter Bidlick
SIOUX CITY	KSCJ	1330	5,000-LS 1,000-N	Perkins Bros. Co. 415 Douglas St. 5-7993	CBS	W. H. Sammons C. W. Corkhill C. W. Corkhill	Ruth M. Fachman C. W. Corkhill S. C. Dier	Craig & Hollingbery
	KTRI	1420 (Construction permit)	250-LS 100-N	Sioux City Bestg. Co. 304 Pierce St. 5-8031		Sioux City Tribune Dietrich Dirks		

## KANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
ABILENE	KFBI	1050 L-KNX	5,000	Farmers & Bankers Bestg. Corp. 410 N. W. 3rd St. 1200		H. K. Lindsley K. W. Fyle K. W. Fyle	Marie Gunzelman H. G. Johnstone	Howard H. Wilson
COFFEYVILLE	KGGF	1010 SH-WNAD	1,000	Powell & Platz Journal Bldg. 147	MBS	Hugh J. Powell Hugh J. Powell W. B. Darrah	Melvin E. Drake Hugh J. Powell J. Fred Case	Howard H. Wilson
DODGE CITY	KGNO	1340	250	Dodge City Broadcasting Co. National Bank Bldg. 1340		J. C. Denious N. C. Petersen N. C. Petersen	John Drake Vaughn Kimball Emil Doane	
GARDEN CITY	KIUL	1210	100	Garden City Broadcasting Co. 404 N. Main St. 666		F. D. Conard F. D. Conard F. D. Conard	Clem Morgan F. D. Conard Morris M. Ming	
GREAT BEND	KVGB	1370	100	Ernest Edward Ruehlen 2103 Forest 1080		Ernest Edward Ruehlen Ernest Edward Ruehlen Ernest Edward Ruehlen	Earl Brewster Ernest Edward Ruehlen Leo Legleiter	
HUTCHINSON	KWBG	1420	100	Nation's Center Broadcasting Co. 100 E. Ave. A. 5202		W. B. Greenwald W. B. Greenwald W. B. Greenwald	W. B. Greenwald W. B. Greenwald Harold Bourrel	
KANSAS CITY	KCKN	1310	100	KCKN Broadcasting Co. 901 N. 8th St. Drexel 4300	Kansas	Arthur Capper Ellis Atteberry Owen Balch	Ralph Nelson Ruth Sullivan Clark Smith	Capper Publications
LAWRENCE	*KFKU	1220 ST-WREN	5,000-LS 1,000-N	University of Kansas Lawrence KU-87		University of Kansas Harold Ingham	Harold Ingham	
	WREN	1220 ST-KFKU	5,000-LS 1,000-N	(See Kansas City, Mo.)			R. P. Stringham	
MANHATTAN	*KSAC	580 ST-WIBW	1,000-LS 500-N	Kansas State College College Campus 2236		Kansas State College	L. L. Longsdorf	
PITTSBURG	KOAM	790-D	1,000	Pittsburg Broadcasting Co. Commerce Bldg. 2165	NBC	E. Victor Baxter Ed Cunniff Ed Cunniff	Merwyn Love Ed Cunniff W. L. Brown	Howard H. Wilson
SALINA	KSAL	1500	250-LS 100-N	R. J. Laubengayer Journal Bldg. 100		R. J. Laubengayer Andrew E. Crockett Andrew E. Crockett	W. Wendell Elliott Andrew E. Crockett Newton E. Vance, Jr.	E. Katz
TOPEKA	WIBW	580 ST-KSAC	5,000-LS 1,000-N	Topeka Bestg. Assn., Inc. 1035 Topeka Blvd. 3-2877	CBS Kansas	Arthur Capper Ben Ludy Ben Ludy	Karl Troeglen	Capper Publications
WICHITA	KANS	1210	100	KANS Broadcasting Co. Hotel Lassen 4-2387	NBC	Charles C. Theis Herb Hollister Herb Hollister	Jack Todd Phil McKnight Herb Hollister	Gene Furgason & Co.
	KPH	1300	5,000-LS 1,000-N	Radio Station KPH[Co]. York Rite Temple 3-5254	CBS	John Rigby Russel L. Lowe Russel L. Lowe	Vernon Reed Bob Kent Amos Dadisman	Edward Petry & Co.



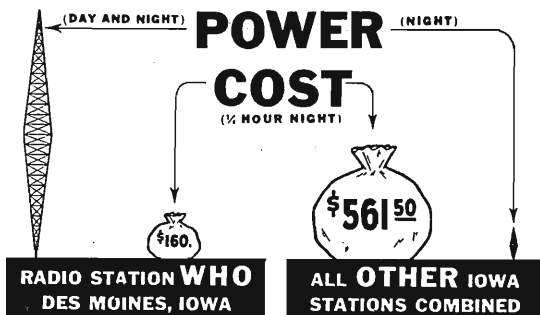
# BIG, YES!

# — AND EFFICIENT!



**H**IGH power alone isn't necessarily a good index of a station's value — but when a big station can out-pull a lot of smaller stations *and save you money besides*, that's *IT!* And that's it with **WHO**.

No informed person hereabouts will deny that **WHO** is the *only* station that covers **IOWA PLUS . . .** In fact, to match **WHO** coverage, you'd have to use every other station in the State — and then some. But **WHO** gives you nearly 90% of the nighttime power of all commercial Iowa stations combined, at less than one-third the cost! That's why we say — if **WHO** can't quadruple the *results-per-dollar* of all other Iowa stations rolled together, we'll call it quits! May we send you the proof?



*WHO operates on a clear channel, at 50,000 watts, full time. The combined nighttime power of all eleven other commercial stations in Iowa is 6,400 watts. . . The cost-figures speak for themselves.*

# WHO for IOWA PLUS

DES MOINES — 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., REPRESENTATIVES

BROADCASTING • Broadcast Advertising

1938 Yearbook Number • Page 75

# THREE MILLION BABY CHICKS!

Sold for one single advertiser by KMA  
at a time when baby chicks were a drug on  
the market!

*Sounds "screwy," doesn't it?*

Yes, it would be "screwy" if this were the *only* successful selling job that KMA had done. But the part that interests YOU is the fact that *this* is the kind of selling that KMA does day in and day out.

KMA does *more* than advertise . . . it does a large part of your selling job, too. For example, KMA's merchandising crew called on 1600 local dealers in KMA's service area between October 15 and December 1. How's this for backing up your advertising program with point-of-sale promotion?

Three hundred local merchants within a 100 mile radius use KMA programs to sell *in their own home towns*. Results have proved that KMA is the quickest, surest way of getting your share of the spendable income in America's No. 1 Farm Market.

National advertisers, too, offer even further proof that KMA is *the* station for driving your sales story home *where people have money to spend*. Our list of enthusiastic clients includes such names as Armour & Company, General Mills, Skelgas, Fairbanks-Morse, Olson Rug, Aladdin Lamp, Flex-O-Glass, Capper Publications, Pinex and many others.

Facts can't lie . . . and these are facts!

Take a tip from these successful users of KMA . . . let us *prove* to you just how your *sales* message, shouted into four states\* by the full-time, 5000 watt RCA voice of KMA, will result in a climbing line that'll knock the very top off of your sales chart.

★ KMA dominates in the wealthiest farm regions  
of Iowa, Nebraska, Kansas and Missouri.

*The Earl May Station* **KMA** *Shenandoah, Iowa*

Represented by  
HOWARD H. WILSON Co.

West Coast Representative  
WALTER BIDDICK & CO.



*Readin, Ritin and Rithmetic  
and now a Fourth "R"-Radio!*

In 562,645 farm and small town homes, "radio" means WIBW  
—the most powerful personalized selling force in Kansas

**WIBW** *"The Voice of Kansas"*

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1938)

## KENTUCKY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ASHLAND	WCMI	1310	250-LS 100-N	Ashland Broadcasting Co., Inc. WCMI Bldg 363	.....	James F. Kyler James F. Kyler James F. Kyler	Hester Kyler Jack Bell E. D. Herdler	J. J. Devine
COVINGTON	WCKY	1490	10,000	(Sec. Cincinnati, Ohio)	.....			J. J. Devine
LEXINGTON	WLAP	1420	250-LS 100-N	American Bestg. Corp. of Ky. Walton Bldg. 1721	.....	Gilmore N. Nunn Winston L. Clark Winston L. Clark	Ted Grizzard Sanford Helt	J. J. Devine
LOUISVILLE	WAVE	940	1,000	WAVE Inc. Brown Hotel Jackson 8391	NBC	George W. Norton, Jr. Nathan Lord James F. Cox	George C. Patterson Lou Reker Wilbur Hudson	Free & Peters
	WHAS	820	50,000	Louisville Times Co. 308 W. Liberty St. Wabash 2211	.....	Barry Bingham Credo Fitch Harris W. Lee Coulson	Joe Eaton Dolly Sullivan Orin Towner	Edw. Petry & Co.
MIDDLESBORO	WLMU	1210	250-LS 100-N (Construction permit)	Lincoln Memorial University Harrogate, Tenn.	.....			.....
OWENSBORO	WOMI	1500	250-LS 100-N	Owensboro Bestg. Co., Inc. Byers Ave. & Livermore Road 420	.....	Lawrence W. Hager Lyell L. Ludwig G. Colby Blackwell	Edna Mae Brown Earl Jagoe	.....
PADUCAH	WPAD	1420	250-LS 100-N	Paducah Bestg. Co., Inc. 9th & Terrell St. 4100	.....	Pierce E. Lackey Pierce E. Lackey W. Prewitt Lackey	Gene Peak W. Prewitt Lackey C. G. Sims	.....

## LOUISIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ALEXANDRIA	KALB	1210	250-LS 100-N	Alexandria Bestg. Co., Inc. Thrd & Jackson Sts. 65	.....	Walter H. Allen W. L. Waltman W. L. Waltman	Virgil G. Evans W. L. Waltman James F. Manship	.....
BATON ROUGE	WJBO	1120	500	Baton Rouge Bestg. Co., Inc. 384 Florida St. 3647	NBC	Chas. P. Manship, Sr. H. Vernon Anderson J. Roy Dabadie	Paul Goldman H. Vernon Anderson Wilbur T. Golsen	.....
LAFAYETTE	KVOL	1310	100	Evangeline Bestg. Co., Inc. 330 Jefferson St. 336	.....	Morgan Murphy Geo. H. Thomas R. A. Escudier	Hazel S. Guilbeau J. G. Cooper	.....
LAKE CHARLES	KPLC	1500	250-LS 100-N	Calcasieu Bestg. Co. Majestic Hotel 82	.....	L. M. Sepaugh C. R. Porter E. F. Carroll	K. McDaniels Edward Wilkerson E. C. Moses	J. J. Devine
MONROE	KMLB	1200	250-LS 100-N	Liner's Bestg. Station, Inc. Frances Hotel 4321	.....	J. C. Liner, Sr. J. C. Liner, Sr. J. C. Liner, Jr.	Don Breitenmoser J. C. Liner, Jr. O. L. Morgan	.....
NEW ORLEANS	WBNO	1200 ST-WJBW	100	Coliseum Place Baptist Church St. Charles Hotel Raymond 2429	.....	J. E. Richards Walter F. Williams Walter F. Williams	.....	.....
	WDSU	1250	1,000	WDSU, Inc. Hotel Monteleone Raymond 7135	NBC	Joseph H. Uhalt Joseph H. Uhalt P. K. Ewing	Earl Smith Fred Fabre	John Blair & Co.
	WJBW	1200 ST-WBNO	100	Charles C. Carlson 947 Howard Ave. Raymond 5717	.....	Charles C. Carlson Charles C. Carlson Charles C. Carlson	Charles C. Carlson Charles C. Carlson	.....
	WSMB	1320	1,000 CP-5,000-LS	WSMB, Inc. Maison Blanche Bldg. Main 5920	NBC	E. V. Richards H. Wheelahan H. Wheelahan	Bill Brengel H. Wheelahan H. G. Nebe	Edw. Petry & Co.
	WWL	850	10,000 CP-50,000	Loyola University Roosevelt Hotel Raymond 2196	CBS	Rev. Harold A. Gaudin, S.J. Vincent F. Callahan W. P. Beville	James V. Willson J. D. Bloom, Jr.	E. Katz
SHREVEPORT	KRMD	1310	250-LS 100-N	Radio Station KRMD, Inc. Jefferson Hotel Bldg. 6171	.....	R. M. Dean G. V. Wilson G. V. Wilson	W. E. Rowens Mrs. Lyle Barnett W. J. Wilkinson, Jr.	J. J. Devine
	KTBS	1450	1,000	Tri-State Bestg. System Inc. Commercial Bldg. 4171	NBC	John D. Ewing John C. McCormack Jack O. Gross	B. G. Robertson Jack Keasler C. H. Maddox	Branham Co.
	KWKH	1100-SA	10,000	International Bestg. Corp. Commercial Bldg. 4171	CBS	John D. Ewing John C. McCormack Jack O. Gross	Fred Ohl Jack Keasler W. E. Antony	Branham Co.

# NO CHINESE COVERAGE IS INCLUDED!

If you are thinking about radio in Kentucky, by all means ask Free & Peters (or us) for a copy of the new WAVE Data Book.

It gives the facts about this Kentucky market in a way that you'll appreciate, because they are *obviously* true, *obviously* de-bunked, and *really* helpful in planning a campaign that will produce *more results per dollar of expenditure*. . . .

It proves that we don't have any coverage in China and a few other innocent bystanders. . . . It's a sensible data book for sensible people—which, we believe you'll agree, is *sumthin!* Won't you write—today?

An N. B. C. Outlet . . . FREE & PETERS, INC., National Representatives

Station **WAVE** *Louisville*  
1000 WATTS INCORPORATED 940 K. C.

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    CP—Construction Permit Issued.  
 (Data corrected to January 1, 1938)

## MAINE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
AUGUSTA	WRDO	1370	100	WRDO Inc. 1 Commercial St. 2285	Yankee Colonial MBS	Henry P. Rines Conrad E. Kennison Conrad E. Kennison	Harold T. Dinsmore	
BANGOR	WABI	1200	250-LS 100-N	Community Broadcasting Service 57 State St. 6558		F. B. Simpson R. M. Wallace Guy Corey	Nelson Lawson	Weed & Co.
	WLBS	620	1,000-LS 500-N	Maine Broadcasting Co., Inc. 100 Main St. 6023	CBS Yankee Colonial	Thompson L. Guernsey Thompson L. Guernsey Edw. Guernsey	Stuart Mosher Thompson L. Guernsey Bernard Kellom	Weed & Co.
PORTLAND	WCSH	940	2,500-LS 1,000-N	Congress Square Hotel Co. 579 Congress St. 8-9667	NBC-Red Yankee	Henry P. Rines Linwood T. Pitman Linwood T. Pitman	Albert W. Smith George F. Crandon	Weed & Co.
	WGAN	640 L-KFI (Construction Permit)	500	Portland Broadcasting System Portland 8-9667		W. N. Campbell Lloyd C. Greenc		
PRESQUE ISLE	WAGM	1420-SH	100	Aroostook Broadcasting Co. National Bank Bldg. Presque Isle 60		L. E. Hughes R. W. MacIntosh R. W. MacIntosh L. E. Hughes	R. T. Coffin A. C. Hughes	

## MARYLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
BALTIMORE	WBAL	1060†	10,000	WBAL Broadcasting Co. Lexington Bldg. Plaza 4900	NBC-Blue MBS	Hearst Radio, Inc. Harold Burke Harold Burke	Gustav Klemm Edward Codel Gerald W. Cooke	International
	WCAO	600	1,000-LS 500-N	Monumental Radio Co. 811 W. Lanvale St. Madison 7222	CBS	Lewis M. Milbourne J. Thomas Lyons J. Thomas Lyons	Gordon A. Scheihing J. Thomas Lyons Martin L. Jones	
	WCBM	1370	250-LS 100-N	Baltimore Broadcasting Corp. Hearst Tower Bldg. Plaza 5350	Intercity Maryland	John Elmer George H. Roeder John Elmer	Michael Murray Porter Houston	
	WFBR	1270	1,000-LS 500-N	Baltimore Radio Show Inc. 7 St. Paul St. Plaza 6030	NBC-Red	Robert S. Maslin Hope H. Barroll, Jr. Purnell H. Gould	W. Bertram Hanauer Robert S. Maslin, Jr. William Q. Ranft	Edw. Petry & Co.
CUMBERLAND	WTBO	800-D	250	Associated Broadcasting Corp. 31 Frederick St. Cumberland 299	Maryland	Roger W. Clipp H. B. McNaughton H. B. McNaughton	Robert Rosamond George R. Lenhert	Jos. H. McGillvra
FREDERICK	WFMD	900-D	500	Monocracy Broadcasting Co. Winchester Hall Frederick 1466	Maryland	Laurence Leonard A. V. Tidmore A. V. Tidmore	R. L. Longstreet John Fels	
HAGERSTOWN	WJEJ	1210-SH	100-D 50-N	Hagerstown Broadcasting Co. 16 W. Washington St. 2323	Maryland	Arthur L. Blessing		
SALISBURY	WSAL	1200-D	250	Frank M. Stearns 815 E. Main St. 1266		Frank M. Stearns J. Roy McLennan J. Roy McLennan	Deane S. Long Richard W. Bullers	

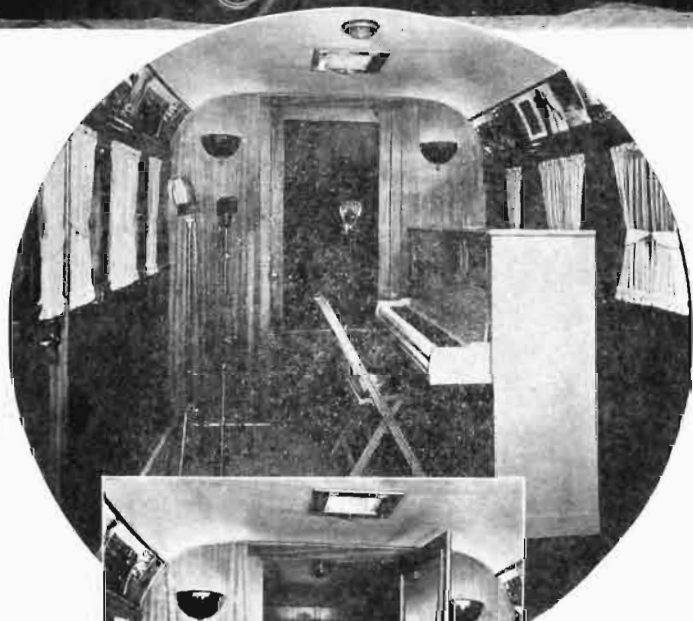
†WBAL holds special experimental authorization to operate simultaneously until 9 P.M. with KTHS, Hot Springs, on 1060 kc.; then it synchronizes with WJZ, New York, on 760 kc. with 2,500 watts

## MASSACHUSETTS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
BOSTON	WAAB	1410	1,000-LS 500-N	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800	Colonial MBS	John Shepard, 3rd R. L. Harlow Wm. Warner	Linus Travers Carleton McVarish Paul de Mars	Edw. Petry & Co.
	WBZ	990 (Synchronizes with WBZA, Springfield)	50,000	Westinghouse E. & M. Co. Hotel Bradford Hancock 4261	NBC-Blue	Westinghouse—NBC John A. Holman Frank R. Bowes	John F. McNamara George A. Harder Dwight A. Myer	NBC
	WCOP	1120-D	500	Massachusetts Broadcasting Corp. Copley Plaza Hotel Commonwealth 1717		Harold A. Lafount Gerard H. Stattery Arthur Leary	Katherine F. Batchelder Whitman N. Hall	
	WEEI	590	5,000-LS 1,000-N	Columbia Broadcasting System, Inc. 182 Tremont St. Hubbard 2323	CBS	Boston Elec. Co.—CBS Harold E. Fellows H. Roy Marks	Arthur F. Edes George R. Dunham, Jr. Philip K. Baldwin	Radio Sales Inc.
	WHDH	830-D	1,000	Matheson Radio Co., Inc. Hotel Touraine Hancock 0900		John J. Matheson Ralph G. Matheson Ralph G. Matheson	Kenneth Wilson Watson Kownaski	
	WMEX	1500	250-LS 100-N	Northern Corp. WMEX Bldg. Commonwealth 3900	Intercity	John E. Reilly Alfred J. Pote S. Alfred Wasser	John E. Reilly Alfred J. Pote	Craig & Hollingsbery
	WNAC	1230	5,000-LS 1,000-N	Yankee Network, Inc. 21 Brookline Ave. Commonwealth 0800	NBC-Red Yankee	John Shepard, 3rd R. L. Harlow C. W. Phelan	Linus Travers Carleton McVarish Paul de Mars	Edw. Petry & Co.
	WORL	920-D	500	Broadcasting Service Org., Inc. Myles Standish Hotel Commonwealth 5100		Harold A. Lafount W. Cort Treat W. Cort Treat	Richard Bates W. Cort Treat Irving Crandall	J. J. Devine



# WFBR MAKES NEWS WITH A COMPLETE BROADCASTING STATION ON WHEELS!



Outstanding radio event of 1937 in Baltimore was the introduction of the first complete mobile radio station, mounted on truck and trailer by WFBR.

The equipment is complete with studio, transmitter, loud speaking equipment, generator, etc., and can put a program on the air from the "front lines" of the news action.

In successful operation at the Maryland State Fair, the Fishing Fair, the Food Show, the Auto Show, and other newsworthy Maryland events—some as far as 150 miles from Baltimore—WFBR's mobile station has won wide acclaim.

Marylanders like it . . . and LOCAL FLAVOR means LOCAL FAVOR

IN BALTIMORE  
THEY LISTEN TO —

# WFBR

National  
Representatives  
EDWARD PETRY & CO.  
NEW YORK - CHICAGO  
SAN FRANCISCO  
DETROIT

MARYLAND'S PIONEER BROADCAST STATION  
BASIC N.B.C. RED NETWORK

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    CP—Construction Permit Issued.  
 (Data corrected to January 1, 1938)

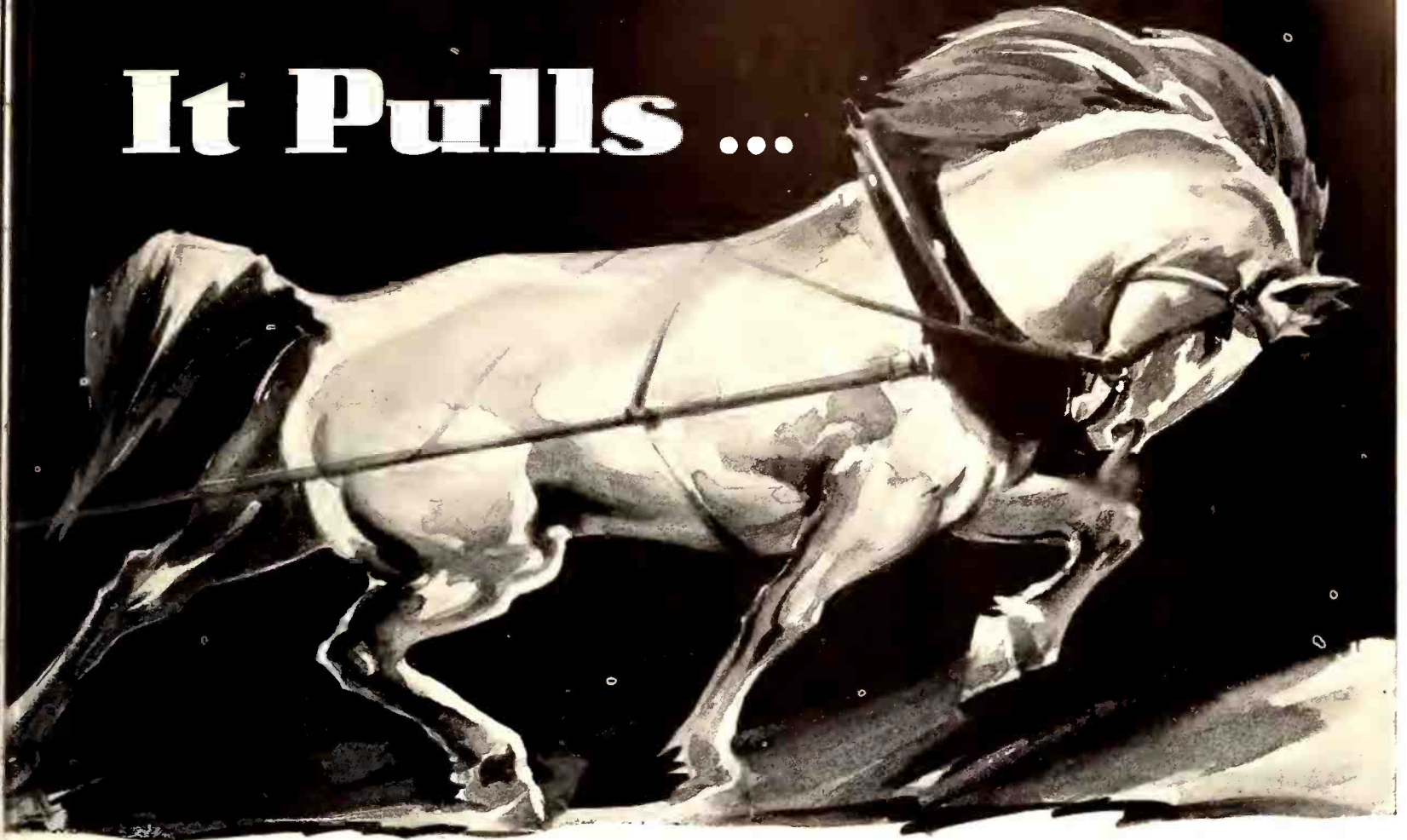
## MASSACHUSETTS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr Chief Engineer	Representatives
FALL RIVER.....	WSAR	1450	1,000	Doughty & Welch Electric Co., Inc. Academy of Music Bldg. Fall River 450	MBS Yankee Colonial	Wm. T. Welch Wm. T. Welch Leonard C. Cox	Josephine Y. Welch Francis J. McLaughlin, Jr. John C. Pavao	
GREENFIELD.....	WHAI	1210-D (Construction permit)	250	John W. Haigis Greenfield	.....	John W. Haigis	.....	
LAWRENCE.....	WLAW	680-D	1,000	Hildroth & Rogers, Inc. 285 Essex St. 4172	Intercity	A. H. Rogers Irving E. Rogers David M. Kimmel	Stanley N. Schultz Frederick A. Sullivan George R. Luckey	Weed & Co.
LOWELL.....	WLLH	1370	250-LS 100-N	Merrimac Broadcasting Co., Inc. Lowell 2121	MBS Yankee Colonial	A. S. Moffat Robert F. Donahue Haskell Bloomberg	Harlan Newell William MacDonald	Edw. Petry & Co.
NEW BEDFORD.....	WNBH	1310	250-LS 100-N	E. Anthony & Sons, Inc. 251 Union St. 5533	MBS Yankee Colonial	Times-Mercury Irving Vermilya Sol Chain	Sol Chain Sol Chain Clyde Pierce	
PITTSFIELD.....	WBRK	1310	250-LS 100-N	Harold Thomas Pittsfield Coal Gas Bldg. (Construction permit; to start about Feb. 1, 1938)	CBS	Harold Thomas Harold Thomas S. R. Eelman	.....	Sears & Ayer
SPRINGFIELD.....	WBZA	990	1,000	Westinghouse E. & M. Co. Hotel Kimball 6-8336	NBC-Blue	Westinghouse—NBC John A. Holman Frank R. Bowes	John F. McNamara George A. Harder H. E. Randol	NBC
	WMAS	1420	250-LS 100-N	WMAS, Inc. Hotel Charles Springfield 7-1414	CBS	A. S. Moffat Albert W. Marlin Gordon W. Ewing	F. Turner Cooke Edward J. Samuel James L. Spates	Edward Petry & Co.
	WSPR	1140 L-KVOO-WAPI	500	Conn. Valley Broadcasting Co. 63 Chestnut St. 6-2757	Yankee Colonial MBS	Quincy A. Brackett Quincy A. Brackett Milton W. Stoughton	Wayne H. Latham Milton W. Stoughton Hillis W. Holt	Sears & Ayer James F. Fay
WORCESTER.....	WORC	1280	500	A. F. Kleindienst 65 Elm St. 5-3101	CBS	A. F. Kleindienst E. E. Hill W. R. Moran	..... E. E. Hill A. F. Kleindienst	Craig & Hollingbery
	WTAG	580	1,000	Worcester Telegram Publishing Co. 18 Franklin St. Worcester 5-4321	NBC-Red Yankee	Harry G. Stoddard John J. Storey Howard J. Perry	Lillian Murphy Hobart H. Newell	Weed & Co.

## MICHIGAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BATTLE CREEK.....	WELL	1420	100	Enquirer-News Co. 1 W. Michigan Ave. Battle Creek 5555	Michigan (NBC)	A. L. Miller D. E. Jayne Forrest Flagg Owen	Alden Haight Forrest Flagg Owen Raymond B. Roof	J. J. Devine
BAY CITY.....	WBCM	1410	1,000-LS 500-N	James E. Davidson Hotel Winonah 4212	Michigan	James E. Davidson Stanley F. Northcott Stanley F. Northcott	Lionel H. Deremer Ralph H. Carpenter	Howard H. Wilson
CALUMET.....	WHDF	1370-SH	250-LS 100-N	Upper Mich. Broadcasting Co. Calumet 869	.....	A. L. Burgan John W. Rice Robert Morrison	Albert W. Payne Robert Morrison William Jackson	Small, Brewer
DETROIT.....	WJBK	1500	250-LS 100-N	James F. Hopkins, Inc. 5559 Hamilton Ave. Trinity 2-2000	.....	James F. Hopkins James F. Hopkins Paul Y. Clark	Sybil Kriehoff Bob Longwell Paul Frinke	Howard H. Wilson
	WJR	750	50,000	WJR, The Goodwill Station Fisher Bldg. Madison 4440	CBS	G. A. Richards Leo Fitzpatrick Owen Uridge	Eric Howlett Neal Tomy Andrew Friedenthal	Edw. Petry & Co.
	WMBC	1420	250-LS 100-N	Michigan Broadcasting Co. 7310 Woodward Ave. Madison 9100	.....	Edw. J. Hunt H. M. Steed H. M. Steed	Bill Jory Harry Moler Ed. C. Clark	
	WWJ	920	5,000-LS 1,000-N SA-5,000-N	The Evening News Ass'n. 615 Lafayette Blvd. Randolph 2000	NBC-Red	Wm. E. Scripps Wm. J. Scripps Harry Bannister	Wynn Wright Jacob Albert Walter Hoffman	Craig & Hollingbery
	WXYZ	1240	1,000	King-Trendle Broadcasting Corp. 300 Madison Theatre Bldg. Cherry 8321	NBC-Blue Michigan	George W. Trendle H. Allen Campbell Arch Shawd	Russell Neff Harold Christian Lynne C. Smeby	Paul Raymer Co.
	CKLW	1020 (Windsor, Ontario)	5,000	Western Ontario Bstg. Co., Ltd. Union Guardian Bldg. Cadillac 7-200	MBS	Frank Ryan J. E. Campeau L. J. DuMahaut	Stephen Douglas Val Clara W. J. Carter	Jos. H. McGillivra
EAST LANSING.....	*WKAR	850-D	1,000	Michigan State College East Lansing Lansing 59113	.....	R. S. Shaw Robert J. Coleman	Robert J. Coleman Norris Grover	
FLINT.....	WFDL	1310	100	Flint Broadcasting Co. Union Industrial Bldg. 2-7158	Michigan (NBC)	Frank D. Fallain Howard M. Loeb Frederick S. Loeb	Adrian R. Cooper R. V. Osgood F. D. Fallain	
GRAND RAPIDS.....	WOOD-WASH	1270	500	King-Trendle Broadcasting Corp. Grand Rapids Nat'l Bk. Bldg. 9-4211	Michigan (NBC)	George W. Trendle Stanley W. Barnett Stanley W. Barnett	Sandy Meek David H. Harris Lynne C. Smeby	Paul Raymer Co.
IRONWOOD.....	WJMS	1420	100	WJMS Inc. St. James Hotel Annex 20	Arrowhead	Wm. L. Johnson Noel C. Ruddell Noel C. Ruddell	Harry Willis ..... R. L. Johnson	Mitchell & Ruddell
JACKSON.....	WIBM	1370	250-LS 100-N	WIBM Inc. 306 W. Michigan Ave. Jackson 6121	Michigan (NBC)	Herman Radner Roy Radner	W. H. Dunn William A. Cizek Charles W. Wirtanen	

# It Pulls ...



## Coverage? Market? Just Digest These Facts!

For unequaled state-wide coverage we offer the Michigan Radio Network—WXYZ Greater Detroit, plus the seven member stations serving Michigan's largest additional markets.

The Michigan Radio Network is a close-knit unit now in its fifth year, operating 24 hours daily on sustaining and commercial programs produced by WXYZ, supplemented by sustaining features of the NBC Blue Network.

Each of these MRN affiliates is the dominant broadcaster of its whole home market. Its wave is the strongest. Its programs compete. It holds the overwhelming preference of its public.

**MORE** big Detroit-sponsored programs by WXYZ than by any other Michigan station! That's the best proof you can have that WXYZ PULLS.

**These major Detroit advertisers know their radio stations. Follow their lead to WXYZ and SELL.**

**Several good, established programs are waiting for you right now. Write!**

*"Variety's" 1937 Showmanship Award for Program Origination was won by WXYZ*

**KING-TRENDLE BROADCASTING CORP.**

300 Madison Theatre Building — Detroit

**THE PAUL H. RAYMER CO.**

*Representative*

New York — San Francisco — Chicago — Detroit

## Originated and Produced by WXYZ

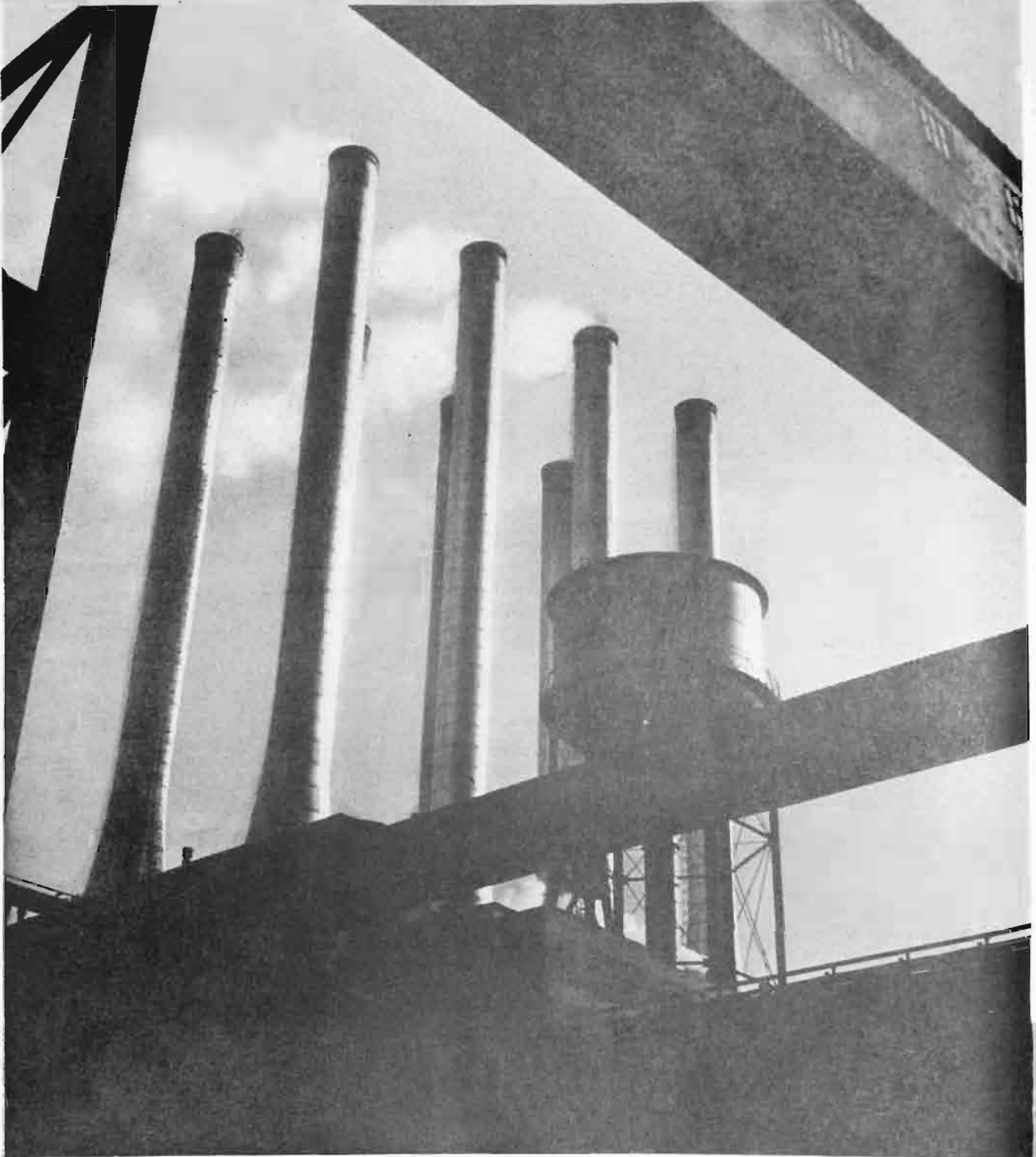
Silvercup Bread's LONE RANGER (\*Coast to coast special Net).  
Golden Jersey Milk's GREEN HORNET (MRN).  
Farmcrest Baking's CHILDREN'S THEATER (MRN).  
Michigan Beet Sugar's BETTY BARTON (MRN).  
Hi Speed Gasoline's FACT FINDER (Special Net).  
Mills Baking's ANN WORTH, HOUSEWIFE  
Oldsmobile's MICHIGAN STATE COLLEGE FOOTBALL (MRN).  
Pfeiffer Brewing's HARRY HEILMANN in recorded Tiger Training Gossip (MRN).  
Ford Motor's LIVE STOCK MARKET (MRN).  
Colonial Department Store's KIDDIES KARNIVAL  
and many other sponsored and sustaining features of similarly outstanding interest and originality.  
\*Silvercup sponsorship WXYZ, WGN and WOR only.

# WXYZ -- DETROIT

Basic Station NBC Blue Network

Key Station Michigan Radio Network

# Detroit Is Third In U. S. Payroll -





# - WWJ, Favorite Station in Detroit

## By Actual Survey, 39% of Detroit's Families Prefer WWJ to Any Other Station in This Important Market

The latest United States Census of Manufactures, (1935) showed that Detroit (Wayne County, Michigan) wage-earners received 3.67% of the total U. S. payroll and represented 1.95% of the Nation's personnel in business and in industry. Since these figures are exceeded only by New York and Chicago, Detroit is *America's third market*, judged by the size of its payroll and by the number of people employed. This fact takes on added significance when it is remembered that *Detroit industries have been expanding at the rate of \$100,000,000 during 1937*, as recently revealed by the Board of Commerce.

Just as the Detroit market provides a peculiarly favorable field, so does WWJ, Detroit's favorite radio station, offer advertisers a unique opportunity in this important market. Actual survey reveals that *39% of the homes of Detroit prefer WWJ to any other station in this area!* Add to this vast coverage of the homes in Detroit which prefer WWJ, this station's *additional audience of 745,970 people* within the local Detroit trading area, and still another 756,130 people within the WWJ primary coverage area\* and it will be easy to understand why leading radio advertisers are placing Detroit and WWJ on all *must* schedules for 1938.

\*Jansky & Bailey, Standard Coverage and Market Data Service.



WWJ

Owned and Operated by The Detroit News • Member NBC Basic Red Network  
920 Kilocycles—5000 Watts Daytime  
5000 Watts Night—Temporary Authority F. C. C.

★

National Representatives

**The PAUL H. RAYMER COMPANY**

New York • Chicago • Detroit  
San Francisco

"DO YOU KNOW, YOU  
CAN GET EXCELLENT  
HOUSEHOLD HINTS ON  
MYRTLE LABBITT'S 'HOME  
CHATS' OVER CKLW"



Myrtle Labbitt, the woman commentator with the "rocking-chair" style that appeals to ALL women. University graduate, Home Economics expert and editor, mother and housewife, Myrtle Labbitt KNOWS "household problems": Her informal and helpful morning chats draw a big audience; her natural but effective way of introducing a sponsor's product is PRODUCING RESULTS for advertisers. If you want to capture CKLW'S large and responsive woman's audience, include your message on Myrtle Labbitt's "Home Chats."

Covering the **CKLW** fourth market

5000  
WATTS

MEMBER OF THE MUTUAL BROADCASTING SYSTEM








# 1937 WGAR ALMANAC



Cleveland's Friendly Station • John F. Patt, Vice-President and General Manager  
Edward Petry and Company, National Representatives

HIGHLIGHTS FROM ANOTHER GREAT YEAR IN THE GROWTH OF A GREAT RADIO STATION . . .

<p><b>JANUARY</b></p>  <p>On-the-scene coverage Ohio River flood. Inaugurated series of programs presented by Cleveland Advertising Agencies. 23 Special Event Programs. 13 New Accounts.</p>	<p><b>FEBRUARY</b></p>  <p>Complete coverage of Cleveland Food Show, in co-operation with food brokers and manufacturers. 18 Special Event Programs. 24 New Accounts.</p>	<p><b>MARCH</b></p>  <p>Largest mail response for a single month in history. "Vox Pup" from Cleveland Dog Show. 19 Special Event Programs. 23 New Accounts.</p>
<p><b>APRIL</b></p>  <p>Third Annual WGAR-Senior High Declamation Contest. 25 Special Event Programs. 10 New Accounts.</p>	<p><b>MAY</b></p>  <p>Greatest Publicity Lineage in a single month in history. 23 Special Event Programs. 10 New Accounts.</p>	<p><b>JUNE</b></p>  <p>Greatest Number of Civic Leaders and Personalities presented from studio in any month in history. 13 Special Event Programs. 15 New Accounts.</p>
<p><b>JULY</b></p>  <p>More Sports Celebrities interviewed than any month in history. 9 Special Event Programs. 12 New Accounts.</p>	<p><b>AUGUST</b></p>  <p>Second Annual WGAR-Orphans Outing at Great Lakes Exposition. 13 Special Event Programs. 11 New Accounts.</p>	<p><b>SEPTEMBER</b></p>  <p>Joined Columbia Broadcasting System. On-the-scene coverage National Air Races and Western Open Golf Tournament. 15 Special Event Programs. 21 New Accounts.</p>
<p><b>OCTOBER</b></p>  <p>Complete sell-out in football coverage. Largest number of local and national spot program accounts in history. 22 Special Event Programs. 25 New Accounts.</p>	<p><b>NOVEMBER</b></p>  <p>Complete coverage Cleveland Auto Show. "On-the-spot" coverage of local election. 19 Special Event Programs. 13 New Accounts.</p>	<p><b>DECEMBER</b></p>  <p>Extensive coverage of hockey games. Increase in schedule of operating hours. 11 Special Event Programs. 13 New Accounts.</p>

JANUARY 1, 1938  
*Resolved:*

... the 1938 shall be still more entertaining for WGAR listeners, still more profitable for WGAR advertisers.





*to the*  
**BROADCASTING  
 INDUSTRY**  
*for a*  
**FINE PERFORMANCE**  
*in 1937*

**T**HROUGH another year American radio has served the public need. In local and national emergencies, in dissemination of knowledge, it towered above the pettinesses of private prejudices. It championed the broader view. It brought happiness into the home. Despite its frailties — and they were admittedly many, to be expected in any young enterprise—it strove for public good. Greater achievements will be gained in 1938.

**BROADCASTING**



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*\*—Non-Commercial Station.      D—Day.      N—Night.      ST—Shares Time.      STN—Shares Time Night.      SH—Specified Hours.      SHN—Specified Hours Night.*  
*LS—Local Sunset.                  L—Limited Time with Dominant Station.      SA—Special Authorization.      CP—Construction Permit Issued.*  
 (Data corrected to January 1, 1938)

## MICHIGAN—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
KALAMAZOO	WKZO	590	1,000-LS CP- 250-N	WKZO Inc. Burdick Hotel 8-1223	Michigan (NBC)	John E. Fetzler John E. Fetzler Guy Stewart	Dorothy Tuttle Guy Stewart Edward Rector	Howard H. Wilson
LANSING	WJIM	1200	250-LS 100-N	Harold F. Gross City National Bldg. 2-1883	Michigan (NBC)	Harold F. Gross Harold F. Gross Fred Wagenvoord	Bob Innes O. S. Jones Leo A. Jylha	.....
LAPEER	*WMPC	1200-SH	250-LS 100-N	First Methodist Protestant Church 81 Liberty St. Lapeer 465J	.....	Frank S. Hemingway Frank S. Hemingway	Frank S. Hemingway Hollis F. Hayes	.....
MARQUETTE	WBEO	1310-SH	100	Lake Superior Broadcasting Co. 146 W. Washington St. 616	.....	Frank J. Russell, Sr. Leo G. Brot	Merle Trapp Gordon H. Brozek	J. J. Devine
MUSKEGON	WKBZ	1500	250-LS 100-N	K. L. Ashbacher Michigan Theatre Bldg. 26-061	.....	G. F. Ashbacher G. F. Ashbacher G. F. Ashbacher	R. Van Wyck F. G. Ashbacher Geo. Krivitzky	J. J. Devine
ROYAL OAK	WEXL	1310	50	Royal Oak Broadcasting Co. 212 W. Sixth St. Elmhurst 6624	.....	George B. Hartrick Ellis C. Thompson Ellis C. Thompson	Kirk Knight J. L. McFarland	.....
SAGINAW	WHAL	950-D (Construction Permit)	500	Harold F. Gross-Edmund C. Shields Saginaw	.....	Harold F. Gross	.....	.....

## MINNESOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ALBERT LEA	KATE	1420-D	250	Albert Lea Broadcasting Co., Inc. 332 S. Broadway 2338	.....	Edgar L. Hayek Edgar L. Hayek Roland E. Olson	George B. Russell George Church	.....
DULUTH	KDAL	1500	100	Red River Broadcasting Co. Bradley Bldg. Melrose 2230	CBS	Dalton Le Masurier Dalton Le Masurier A. H. Flaten	Gilbert Fawcett D. D. Bandy Robert A. Dettman	Jos. H. McGillvra
WEBC	WEBC	1290	5,000-LS 1,000-N	Head of the Lakes Bestg. Co. 4th Ave. W. & Superior St. Melrose 1537	NBC Arrowhead	Morgan Murphy Walter C. Bridges Thomas W. Gavin	Earl Almquist Charles Persons	Craig & Hollingbery
FERGUS FALLS	KGDE	1200	250-LS 100-N	Charles L. Jaren Fergus Falls 898	.....	C. L. Jaren C. L. Jaren C. L. Jaren	Hub Warner Hub Warner M. Walz	J. J. Devine
HIBBING	WMFG	1210	250-LS 100-N	Head of the Lakes Bestg. Co. Androy Hotel 1150	CBS Arrowhead	Morgan Murphy H. S. Hyett H. S. Hyett	Kenneth Fagerlin C. B. Persons	Craig & Hollingbery
MINNEAPOLIS-ST. PAUL	KSTP	1460	25,000-LS 10,000-N	National Battery Bestg. Co. Hotel St. Paul Cedar 5511	NBC-Red	Stanley E. Hubbard Stanley E. Hubbard Ray C. Jenkins	Kenneth M. Hance Ray C. Jenkins Hector R. Skitter	Edw. Petry & Co.
WCCO	WCCO	810	50,000	WCCO-Columbia Bestg. System Nicollet Hotel, Minneapolis Main 1202	CBS	CBS-E. H. Gammons E. H. Gammons K. Wallace Husted	Hayle C. Cavanaugh Arthur H. Lund Hugh S. McCartney	Radio Sales, Inc.
WDGY	WDGY	1180	5,000-LS L-KEX-KOB 1,000-N	Geo. W. Young 909 W. Broadway, Minneapolis Cherry 3377	.....	Dr. Geo. W. Young Dr. Geo. W. Young Edward P. Shurick	Gertrude E. Faue Jack Rawen	Howard H. Wilson
*WLB	*WLB	1250-SH CP-760-D-ST	1,000 CP-5,000-LS	University of Minnesota Minneapolis Main 8177	.....	U. of Minnesota	H. B. Gislason William C. Boese	.....
WMIN	WMIN	1370	250-LS 100-N	WMIN Broadcasting Co. 1287 St. Anthony Ave., St. Paul Nestor 6501	.....	Edward Hoffman Edward Hoffman Edward Hoffman	Frank Devaney Frank Devaney Mat E. Walz	.....
WTCN	WTCN	1250	5,000-LS 1,000-N	Minnesota Broadcasting Corp. Wesley Temple Bldg., Minneapolis Main 6562	NBC-Blue	Leo E. Owens C. T. Hagman L. L. Whiting	Hal Lansing John M. Sherman	Free & Peters
MOORHEAD	KVOX	1310	100 CP-250-LS	KVOX Broadcasting Co. Constock Hotel Fargo 1232	.....	R. K. Herbat Manny Marget Manny Marget	..... Robert Schulz	.....
NORTHFIELD	*WCAL	1250-SH CP-760-D-ST	2,500-LS 1,000-N CP-5,000-LS	St. Olaf College Northfield 731-J	.....	Dr. L. W. Boe M. C. Jensen	David Johnson M. C. Jensen	.....
ROCHESTER	KROC	1310	250-LS 100-N	Southern Minn. Bestg. Co. Rochester 2727	.....	Gregory Gentling Gregory Gentling M. M. Jacobs	Peter Lyman Gerald H. Wing Fred C. Clarke	.....
ST. CLOUD	KFAM	1420 (Construction permit)	100	Times Publishing Co. St. Cloud	.....	Fred Schilplin George B. Bairry	.....	.....
VIRGINIA	WHLB	1370	250-LS 100-N	Head of the Lakes Bestg. Co. Virginia 2000	CBS Arrowhead	Morgan Murphy Harry Hyett Barney Irwin	Gleason Kistler Harry Hyett C. B. Persons	Craig & Hollingbery Walter Biddick
WINONA	KWNO	1200-D	250	Winona Radio Service 216 Center St.	.....	M. H. White A. E. Mickel L. L. McCurnin	..... Maurice Reutter	.....



# KSTP

*Northwest's Leading Radio Station*

## FIRST AGAIN!

FIRST in showmanship and service to the community is an enviable distinction. For the past ten years every authentic survey in the Twin Cities area has shown KSTP with over 50% of the listening audience. During the same time KSTP has been the preferred station by local and national advertisers. And now official recognition of leadership.

**THE NATION'S CHOICE IN THE GREAT NORTHWEST**

SAINT PAUL

MINNEAPOLIS

STANLEY E. HUBBARD President and General Manager

25000 WATTS

For Rates and Schedules, Address Ray C. Jenkins, General Sales Manager,  
KSTP, Minneapolis—Saint Paul, Minnesota, or our National  
Representatives: In New York, Chicago, Detroit and  
San Francisco—Edward Petry & Co.

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SIIN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    CP—Construction Permit Issued.  
 (Data corrected to January 1, 1938)

## MISSISSIPPI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
GRENADA	WGRM	1210	100	P. K. Ewing Grenada 172		P. K. Ewing F. C. Ewing		
GULFPORT-BILOXI (Mississippi City)	WGCM	1210	250-LS 100-N	WGCM, Inc. Buena Vista Hotel, Biloxi 1111		P. K. Ewing F. C. Ewing George Blumenstock	Bill Rohmer C. E. Davidson	
HATTIESBURG	WFOR	1370	100	Forrest Broadcasting Co. 109 Walnut St. 65		C. J. Wright C. J. Wright C. J. Wright	B. M. Wright C. H. Dyeas	J. J. Devine
JACKSON	WJDX	1270	5,000-LS 1,000-N	Lamar Life Insurance Co. Lamar Life Bldg. 7416	NBC	P. K. Lutken Wiley P. Harris Allan C. Lacy, Jr.	Maurice Thompson Frank Gentry Percy G. Root	Craig & Hollingbery
KOSCIUSKO	WHEF	1500	250-LS 100-N	Attala Broadcasting Corp. Heidelberg Hotel, Jackson, Miss. Jackson 7666		Roy L. Heidelberg J. E. Richards	Ralph Rogers Ralph Rogers C. A. Perkins	J. J. Devine
LAUREL	WAML	1310	250-LS 100-N	New Laurel Radio Station, Inc. 312½ Central Ave. 288		D. A. Mation R. V. DeGruy Hugh M. Smith	Walter Kuschler A. A. Touchstone	J. J. Devine
MERIDIAN	WCOC	880	1,000-LS 500-N CP-1,000-N	Mississippi Broadcasting Co. Strand Bldg. 1042	CBS	R. S. & D. W. Gavin D. W. Gavin D. W. Gavin	D. W. Gavin	
VICKSBURG	WQBC	1360-D	1,000	Delta Broadcasting Co., Inc. Hotel Vicksburg 312		L. P. Cashman O. W. Jones		

## MISSOURI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CAPE GIRARDEAU	KFVS	1210 ST-WEBQ	250-LS 100-N	Radio Station KFVS Hotel Marquette 2104		Oscar C. Hirsch Oscar C. Hirsch Oscar C. Hirsch	Virginia Bahn Oscar C. Hirsch Ralph L. Hirsch	
COLUMBIA	KFRU	630 STN-WGBF	1,000-LS 500-N	KFRU Inc. 9th & Elm 4141	Cornbelt	Elzey Roberts C. L. Thomas Walter E. Weiler	George Guyan David Frederick Arthur F. Rekart	Gene Furgason & Co.
JEFFERSON CITY	KWOS	1310-D	100	Tribune Printing Co. 400 E. Capitol Ave. 4000		R. C. Goshorn Ben T. Weaver Ben T. Weaver	Randall Jessee James C. Haynes, Jr.	
JOPLIN	WMBH	1420	250-LS 100-N	Joplin Broadcasting Co. Keystone Hotel 330		D. J. Poynor D. J. Poynor W. H. Clark	Stella Lukens V. Rue R. J. Stark	
KANSAS CITY	KCMO	1370	100	KCMO Broadcasting Co. Commerce Trust Bldg. Victor 2647		T. L. Evans Larry Sherwood A. F. Schliecker	Lee Roberts L. C. Sigmon	
	KMBC	950	5,000-LS 1,000-N	Midland Broadcasting Co. Pickwick Hotel Harrison 2654	CBS	Arthur B. Church Arthur B. Church J. Leslie Fox	Fran Heyser Mark N. Smith A. Ray Moler	Free & Peters
	KXBY	1530	1,000	First National Television Inc. Fidelity Bldg. Harrison 6818		Sidney Q. Noel Sidney Q. Noel Harry W. Clifford	Jerry Burns C. E. Salzer	Jos. H. McGillvra
	WDAF	610	5,000-LS 1,000-N	Kansas City Star Co. 1729 Grand Ave. Harrison 1200	NBC-Red	George B. Longan H. Dean Fitzer R. Gardner Reames	Harry J. Kaufmann J. A. Flaherty	Edw. Petry & Co.
	WHB	860-D	1,000	WHB Broadcasting Co. Scarritt Bldg. Harrison 1161	MBS	Donald D. Davis John T. Schilling Donald D. Davis	Nelson J. Rupard M. H. Straight Henry E. Goldenberg	
	WREN ST-KFKU	1220	5,000-LS 1,000-N	WREN Broadcasting Co. Inc. WREN Bldg., Lawrence, Kans. 110	NBC-Blue	Vernon H. Smith Vernon H. Smith Vernon H. Smith	Verl D. Bratton Ernest Pontius Vern Omer	Craig & Hollingbery
POPLAR BLUFF	KFBM	1310-D (Construction permit)	100	Don M. Lidenton-A. L. McCarthy 417 Vine St. 1234				
ST. JOSEPH	KFEQ	680-D	2,500	KFEQ Inc. Schneider Bldg. 6-1314		Barton Pitts Barton Pitts Glenn G. Griswold	Jiggs Miller J. Ted Branson J. Wesley Koch	Kelly-Smith Co.
ST. LOUIS	*KFUO (Clayton)	550 ST-KSD	500-N 1,000-LS	Evangelical Lutheran Synod 801 De Mun St. Cabany 2499		Evangelical Luth. Synod Herman H. Hohenstein	Herman H. Hohenstein Carl H. Meyer	
	KMOX	1090	50,000	Columbia Broadcasting System, Inc. Mart Bldg. Central 8240	CBS	CBS-Merle S. Jones Merle S. Jones Ken W. Church	C. G. Renier Graham L. Tevis	Radio Sales

# At-A-Glance Account of a DRAMATIC SUCCESS STORY!

... a story headed "Achievement" in new program standards for radio ... recorded in welcome black on the ledgers of advertisers ... written by an alert staff of quick-thinking people ... a story whose sequel is showmanship and modern merchandising. A "best seller" with two million loyal listeners in the KMBC Market, and on leading stations of the country!



**KMBC Success  
Story Author:**

**ARTHUR B.  
CHURCH**  
President

**J. LESLIE FOX**  
Director of Sales

**GEORGE E. HALLEY**  
Director National  
Program Sales

**FRAN HEYSER**  
Production Director



**"PHENOMENON—  
Electrifying History"**  
— Starring Claude  
Rains, Hugh Conrad.  
World's most roman-  
tic adventure story.  
load-builder for pow-  
er and light industry.  
Written and produced  
by KMBC staff mem-  
bers.

**"TEX OWENS, The  
Texas Ranger"**—Sing-  
ing one-man show  
with more friends  
than any other living  
radio personality. Now  
in sixth year with  
same sponsor.

**K  
M  
B  
C**



**"TEXAS RANGERS"**—Long time all-family favorites, now on coast-to-coast CBS network Sunday mornings. Songs the people love, folk music dear to the hearts of millions.



**"LIFE ON RED HORSE RANCH"**—Transcribed music-dramatic series with a record of two successful sponsorships behind it. A sure bet for the all-family audience.



**"ACROSS THE BREAKFAST TABLE"**—Early morning show that steals the audience for the sales story of any product the family buys. Twenty-six big weeks for Household Finance.



**"HAPPY HOLLOW"**—Always a first in the hearts of millions of listeners, for months top sustaining mail puller on CBS. A truly all-family program, one of the first of its kind, and still "first" in audience popularity.

**The  
Program  
BUILDING  
and  
TESTING  
Station**

**K M B C**

**OF KANSAS CITY**



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1938)

## MISSOURI—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ST. LOUIS (Continued)	KSD	550 ST-KFUO	5,000-LS 1,000-N	Pulitzer Publishing Co. 12th & Olive Sts. Main 1111	NBC-Red	George M. Burbach George M. Burbach Edward W. Hamlin	Frank Eachen Robert L. Coe	Free & Peters
	KWK	1950	5,000-LS 1,000-N	Thomas Patrick Inc. Hotel Chase Rosedale 3210	NBC-Blue MBS	Robert Thomas Convey Clarence Cosby Clarence Cosby	Sterling Harkins John Conrad James Burke	Paul H. Raymer Co.
	KXOK	1250 (Construction permit)	1,000	Star-Times Publishing Co. 12th & Delmar Bldgs. Chestnut 6000	.....	Elzey Roberts Ray V. Hamilton Walter E. Weller	..... Arthur F. Rekart	.....
	WEW	760-D	1,000	St. Louis University 3642 Lindell Blvd. Jefferson 6260	.....	St. Louis University Rev. W. A. Burk A. S. Foster	Arthur T. Jones Hugh H. Sanders George Rueppel	.....
	WIL	1200	250-LS 100-N	Missouri Broadcasting Corp. Melbourne Hotel Jefferson 8403	.....	Lester A. Benson Lester A. Benson Edgar P. Shutz	Neil Norman Bill Durney Chaf Stoup	Small & Brewer
WTMV (East St. Louis)	1500	250-LS 100-N	Mississippi Valley Bestg. Co. Hotel Broadview East 4390	.....	Lester E. Cox William H. West William H. West	Woody Klose Thos. J. Connelly Thomas R. McLean	.....	
SPRINGFIELD.....	KGBX	1230	500	Springfield Broadcasting Co. 508 St. Louis St. 1860	NBC	Lester E. Cox R. D. Foster John E. Pearson	Terry Moss Carl S. Ward Fritz Bauer	Howard H. Wilson
	KWTO	560-D	5,000	Ozarks Broadcasting Co. 508 St. Louis St. 1360	.....	R. D. Foster R. D. Foster John E. Pearson	George Earle Wilson Carl S. Ward Fritz Bauer	Howard H. Wilson

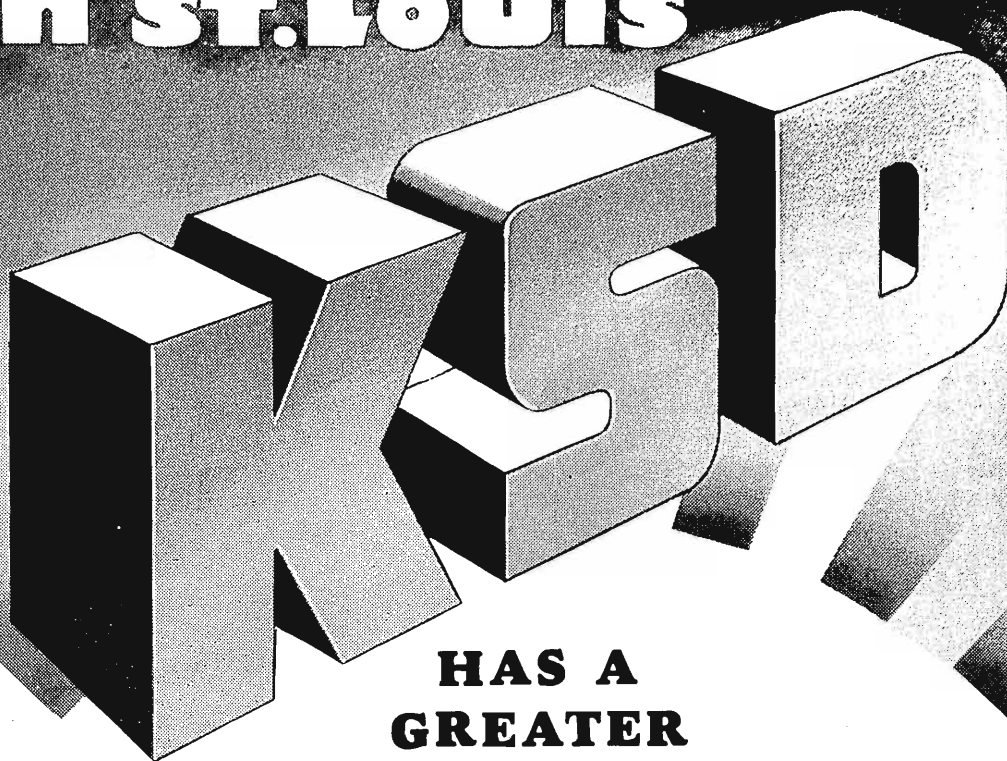
## MONTANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BILLINGS.....	KGHL	780	5,000-LS 1,000-N	Northwestern Auto Supply Co., Inc. 5th Ave. & N. Broadway 3121	NBC	C. O. Campbell Ed Yocum Ed Yocum	Julia Richards Lear Mucy Jeff Kiichli	E. Katz
BUTTE.....	KGIR	1340	2,500-LS 1,000-N	KGIR Inc. Butte 22-3-44	NBC Pacific N.W.	E. B. Craney E. B. Craney Leo McMullen	Ernie Neath E. B. Craney E. B. Craney	.....
GREAT FALLS.....	KFBB	1280	5,000-LS 1,000-N	Buttrey Broadcast Inc. First National Bank Bldg. 4377	CBS	F. A. Buttrey Jessie Jacobsen Joe Wilkins	Tommy Cafferly John Parker	Weed & Co.
HELENA.....	KPFA	1210	250-LS 100-N	Peoples Forum of the Air Helena 857	Z-Bar Pacific N.W.	E. B. Craney E. B. Craney Leo McMullen	Ernie Neath Leo McMullen E. B. Carney	.....
KALISPELL.....	KGEZ	1310	100	Donald C. Treloar 203 First Ave., E. 82	.....	Donald C. Treloar Donald C. Treloar Franz Robischon	Oliver J. Hockley Donald C. Treloar Don Gorman	.....
LEWISTOWN.....	KDNC	1200	250-LS 100-N (Construction Permit)	Lewistown Democrat-News Lewistown 7	.....	Earl F. McGinnis	.....	.....
MISSOULA.....	KGVO	1260	1,000	Mosby's Inc. 240 N. Higgins Ave. 2155	CBS	A. J. Mosby A. J. Mosby A. J. Mosby	James A. Barber Lee Nash Tom Atherstone	Jos. H. McGilvra
WOLF POINT.....	KGCX	1450	1,000	E. E. Krebsbach Main & 4th Sts. 102	.....	E. E. Krebsbach Milton J. Severson Milton J. Severson	A. E. Richmond John J. Severson Harold Kimpel	.....

## NEBRASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CLAY CENTER.....	KMMJ	740 L-WSB	1,000	KMMJ Inc. Clay Center 207	.....	Don Searle Randall Ryan Randall Ryan	Mott Johnson Mott Johnson Marvin Price	Gene Furgason & Co.
KEARNEY.....	KGFW	1310	100 CP-250-LS	Central Nebraska Broadcasting Corp Kearney 3-1551	.....	Clark Standiford Clark Standiford Clark Standiford	N. B. Weisenberger Don V. Tostenson Don V. Tostenson	Walter Biddick Co.
LINCOLN.....	KFAB	770 (Synchronizes at night with WBBM, Chicago)	10,000	KFAB Broadcasting Co. Hotel Lincoln B-3214	CBS Central States	Frank D. Throop Reginald B. Martin Reginald B. Martin	Lyle DeMoss Bruce Wallace Harry Harvey	Free & Peters
	KFOR	1210	250-LS 100-N	Cornbelt Broadcasting Corp. Hotel Lincoln B-3214	CBS MBS Central States	Frank D. Throop Don Searle Reginald B. Martin	John Shafer Joseph DiNatale Harry Harvey	Weed & Co.

*The Distinguished Broadcasting Station*  
**IN ST. LOUIS**



**KSD**

**HAS A  
GREATER  
DAYTIME POPULATION  
COVERAGE AREA  
THAN ANY OTHER ST. LOUIS  
BROADCASTING STATION**

*KSD daytime program area includes a population of*

**5,099,800**

*Based on the population of counties receiving  
one-half millivolt service or better*

**Operating an RCA High Fidelity 5000 Watt Transmitter**

**Station KSD—The St. Louis Post-Dispatch**

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK

CHICAGO

DETROIT

ATLANTA

SAN FRANCISCO

LOS ANGELES

# NEIGHBOR TO NEIGHBOR — THAT'S **KMMJ!**



**Y**ES, when you go on KMMJ, you become a part of a large circle of friends and neighbors living in one of America's richest farm areas.

In other words, *you're on their side of the fence . . . the side you've got to be on if you want to sell them.* Such national advertisers as Chevrolet, Consolidated Drug, Olson Rug, Flex-O-Glass, Allis-Chalmers, Montgomery-Ward, Dr. Caldwell, International Harvester, Aladdin Lamps, and a host of others, have found KMMJ to be *the gateway to the Nebraska Farm Market.*

They've found that our slogan, "The Old Trusty Station," applies to them as well as our listeners.

# **KMMJ** "The Old Trusty Station" Clay Center, Nebraska

RANDY RYAN, MANAGER

REPRESENTED BY GENE FURGASON & CO.

# TO *Show* IS THE THING!



YES, MR. TIME-BUYER, AND WHAT WE HAVE TO SHOW YOU!

## MARKET

Springfield is the very center of a year-round agricultural and industrial market that stands right up in the top brackets of National Income Figures, not to mention the \$50,000,000 that tourists spend annually during the vacation season. Here's *one* market that actually goes up in the Summer-Time.


What's more, it's a *cosmopolitan* market . . . great for testing. Beginning in May and continuing till October, you're able to give that planned campaign an acid test before an audience that includes everything from the practical farmer to the most "hoity toity" of the elite.

## MEDIUM

This prosperous area is completely dominated by KWTO-KGBX. The very newest, up-to-the-minute equipment, including finest transcription facilities, assures you that your program *will* be heard as it *should* be heard.

## RESULTS

Convincing proof of tremendous pulling power and intense coverage is contained in the story of Crystal White Soap. Using only one-minute spot announcements during a two-month test campaign, Crystal White offered a small premium and drew a total of 13,197 letters from 942 towns and cities in TWELVE STATES. *THESE LETTERS CONTAINED 125,535 SOAP WRAPPERS.*

 THAT'S WHY WE'RE SO SURE MISSOURI AND KWTO-KGBX CAN SHOW YOU, TOO!

# KWTO

★ 560 Kc. ★  
"Keep Watching the Ozarks"



SPRINGFIELD • MISSOURI

National Representatives  
HOWARD H. WILSON CO.  
CHICAGO, NEW YORK, KANSAS CITY

# KGBX

★ 1230 Kc. ★  
Full Time NBC  
Red or Blue Network

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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## NEBRASKA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
NORFOLK	WJAG	1060 L-WBAL-WTYC	1,000	Norfolk Daily News Norfolk 20	.....	Gene Huse Art Thomas Art Thomas	Art Thomas Art Thomas Frank Weidenbach	Howard H. Wilson
NORTH PLATTE	KGNF	1430-D	1,000	Great Plains Broadcasting Co. 1621 W. 12th St. 132	.....	W. I. LeBarron W. I. LeBarron Ralph Jones	John Alexander ..... J. B. Eaves	Howard H. Wilson
OMAHA	KOHL	1260	5,000-LS 1,000-N	Central State Broadcasting Co. Omaha National Bank Bldg. Jackson 7626	NBC-Blue MBS Central States Corn Belt	Frank Throop Don Searle Gene Willoughby	James C. Douglass E. Bruce Wallace Mark Bullock	Free & Peters
	WAAW	660-D	500	Omaha Grain Exchange 19th & Harney Sts. Atlantic 2228	.....	Frank P. Manchester Frank P. Manchester W. K. Bailey	..... ..... Walter Myers	Howard H. Wilson
	WOW	590	5,000-LS 1,000-N	Woodmen of the World Ins. Soc. 17th & Farnam Sts. Jackson 6844	NBC-Red Corn Belt	DeEmmet Bradshaw John J. Gillin, Jr. John J. Gillin, Jr.	Harry Burke Howard O. Patterson William J. Kotera	John Blair & Co.
SCOTTSBLUFF	KGKY	1500	250-LS 100-N	Hillard Co., Inc. 1617½ Broadway 866	.....	L. L. Hillard L. L. Hillard R. M. Stewart	Al. Mehling ..... Harlan Morrison	

## NEVADA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
RENO	KOH	1380	500	The Bee Inc. 440 N. Virginia St. 6106	CBS	G. C. Hamilton Wallie D. Warren Wallie D. Warren	E. Leonard S. H. Bourne Allan A. Kees	Paul H. Raymer Co.

## NEW HAMPSHIRE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
LACONIA	WLNH	1310	100	Northern Broadcasting Co. 653 Main St. 501	MBS Yankee Colonial	M. and C. S. Jenney Edward J. Lord Edward J. Lord	M. B. Avery Edward J. Lord Kenneth A. Taylor	Weed & Co.
MANCHESTER	WFEA	1340	1,000-LS 500-N	N. H. Broadcasting Co. Carpenter Hotel Manchester 7970	NBC Yankee Colonial	Henry P. Rines Charles G. H. Evans Charles G. H. Evans	Arch Souter Leslie F. Smith Vincent H. Chandler	Weed & Co.
PORTSMOUTH	WHEB	740-D	250	Granite State Broadcasting Corp. 39 Congress St. 2670	.....	H. J. Wilson H. J. Wilson H. C. Wilson	V. E. Bennett H. C. Wilson G. E. Knightly	Cox & Tanz

## NEW JERSEY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ASBURY PARK	WCAP	1280 ST-WCAM-WTNJ	500	Radio Industries Broadcast Co. Conventional Hall 1911	.....	G. A. Burley V. N. Scholes A. Corby	D. Johanson ..... Ernest G. Ruckle	
ATLANTIC CITY	WPG	1100 SH-WBIL	5,000	City of Atlantic City Convention Hall 4-6538	CBS	Mayor C. D. White Norman Reed William H. Appleby	Margaret Keever ..... Earle Godfrey	
BRIDGETON	WSNJ	1210-D	100	Eastern States Bestg. Corp. Bridgeton 1600	.....	Howard S. Frazier Paul Alger Burt McKinnie	Paul Alger ..... Russel Ely	
CAMDEN	WCAM	1280 ST-WCAP-WTNJ	500	City of Camden City Hall 9000	.....	City of Camden Frederick Caperoon L. M. Maxwell	Betty Bowen Robert Horn C. E. Owens	
JERSEY CITY	WAAT	940-D	500	Bremer Broadcasting Corp. 60 Journal Square Journal Square 2-0716	.....	A. H. Pollock Paul H. La Stayo Paul H. La Stayo Paul H. La Stayo	Gabrielle C. Haas ..... A. Castellani	
	WHOM	1450	250	New Jersey Broadcasting Corp. 29 W. 57th St., N. Y. C. Plaza 3-4204	.....	Paul F. Harron Joseph Lang Joseph Lang	West W. Willcox J. Compter Allison W. Burnham	
NEWARK	WHBI	1250 ST-WNEW	2,500-LS 1,000-N	May Radio Broadcast Co. 100 Chipman St. Mitchell 2-7354	.....	James L. Shearer ..... .....	..... ..... .....	J. J. Devine
	WOR	710	50,000	(See New York City)	.....	.....	.....	
RED BANK	WBRB	1210 ST-WFAS-WGGB-WGNY	100	Monmouth Broadcasting Co. 63 Broad St. 980	.....	Thomas F. Burley, Jr. Lillian Mayhew Thomas F. Burley, Jr.	Arthur Mayhew, Jr. ..... Robert Johnson	
TRENTON	WTNJ	1280 ST-WCAM-WCAP	500	WOAX, Inc. Hotel Hildebrecht 5876	.....	C. E. & J. V. Loew ..... .....	..... ..... .....	
ZAREPHATH	*WAWZ	1350 ST-WBNX	1,000-LS 500-N	Fillar of Fire Zarephath, N. J. Bound Brook 223	.....	Bishop Alma White Rev. Ray B. White .....	Orland Wolfram ..... Nathaniel L. Wilson	

# No. 1 Bonus Station

---

When a radio station regularly reaching over 221,000 radio homes in 20 rich counties in New Jersey and the eastern shore (Delaware, Maryland, Virginia) also can point to a bonus audience of 16,000,000 yearly visitors, that's America's No. 1 Bonus Station. The station . . . WPG.

---

There is only one way to cover the prosperous market comprising New Jersey and the eastern shore (Delaware, Maryland, Virginia) with one low cost. That way is WPG. 5,000 watts on cleared national channel, and the only CBS outlet in the state of New Jersey, makes WPG the dominant advertising medium in a dominant market (\$323,419,000 annual retail sales). Located in the heart of the nation's playground, with 16,000,000 visitors yearly, it's a *must* station for national and regional sales. Wire collect for rates and reservations.

---

Only CBS Outlet in the State of  
New Jersey

---

5,000 Watts

---

Cleared National Channel

---

NBC Thesaurus Library

---

Covering 20 Rich Counties

---

# W P G

## ATLANTIC CITY, N. J.

NORMAN REED, Manager

NEW YORK OFFICE: 350 MADISON AVE.

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    CP—Construction Permit Issued.  
 (Data corrected to January 1, 1938)

## NEW MEXICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ALBUQUERQUE	KGGM	1230	1,000	New Mexico Broadcasting Co. Kimo Theatre Bldg. 929	.....	A. R. Hobenstret Mike Hollander Mike Hollander	Elmer Fondren Mike Hollander Leonard Dodds	Howard H. Wilson
	KOB	1180 STN-KEX	10,000	Albuquerque Broadcasting Co. 424 W. Gold Ave. 1180	NBC	T. M. Pepperday T. M. Pepperday J. C. McGrane	Mary Hickox Geo. S. Johnson	John Blair & Co.
CARLSBAD	KLAH	1210	100-N 260-D	Carlsbad Broadcastg Co. Crawford Hotel 244	.....	Jack Hawkins Jack Hawkins Lucille Neilson	Wray Guye Gene Colley Harry Boehemann	.....
CLOVIS	KICA	1370	100	Western Broadcasters Inc. 412 Pile St. 3	.....	Chas. C. Alsup Chas. C. Alsup Leon Womack	Ed. Safford, Jr. Chas. C. Alsup Ralph DuBois	.....
GALLUP	KAWM	1500	100	A. W. Mills Gallup 19	.....	A. W. Mills A. W. Mills A. W. Mills	Donald Bennet Don S. Bowles	.....
ROSWELL	KGFL	1370	100	KGFL Inc. 502 W. Second St. 288	.....	W. E. Whitmore W. E. Whitmore W. E. Whitmore	W. J. Burke G. C. Farmer	.....
SANTA FE	KRQA	1310	100	J. Laurance Martin 763 Cerrillos Rd. 1456	.....	J. Laurance Martin J. Laurance Martin J. Laurance Martin	Ivan Head J. Laurance Martin	Cox & Tanz
HOBBS	KWEW	1500-D (Construction permit)	100	W. E. Whitmore Hobbs	.....	W. E. Whitmore W. E. Whitmore	.....	.....

## NEW YORK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ALBANY	WABY	1370	250-LS 100-N	Adirondack Broadcasting Co. 110 N. Pearl St. 4-4194	NBC	Harold E. Smith Harold E. Smith Harold E. Smith	.....	.....
	WOKO	1430	1,000-LS 500-N	WOKO, Inc. Hotel Ten Eyck 4-4193	CBS	Raymond E. Curtis Harold E. Smith Harold E. Smith	.....	Craig & Hollingsbery
AUBURN	WMBO	1310	100 CP-250-LS	WMBO, Inc. Metcalf Bldg. 433	.....	Roy L. Albertson Fred L. Keesee Fred L. Keesee	.....	Herbert House
BINGHAMTON	WNBF	1500	250-LS 100-N	Howitt-Wood Radio Co., Inc. Arlington Hotel 2-3461	CBS	John C. Clark Cecil D. Mastin Harry Trenner	Elizabeth Lamb Thomas Pritchard Lester H. Gilbert	.....
BROOKLYN	WARD	1400-ST <sup>1</sup>	500-	United States Broadcasting Corp. 427 Fulton St. Triangle 5-3301	.....	Aaron Kronenberg Aaron Kronenberg Oscar Kronenberg	Jack Martin Abe Haas	.....
	WBBC	1400-ST <sup>1</sup>	500	Brooklyn Broadcasting Corp. WBBC Bldg. Triangle 5-6690	.....	Peter Testan Peter Testan Arnold J. Jaffe	Bert Child Peter Testan	.....
	*WBBR	1300-ST <sup>2</sup>	1,000	Peoples Pulpit Ass'n 124 Columbia Heights Main 4-9735	.....	Judge Rutherford M. A. Howlett	.....	.....
	WCNW	1500-ST <sup>1</sup>	250-LS 100-N	Arthur Faske 846 Flatbush Ave. Ingersol 2-1500	.....	Arthur Faske L. W. Berne James Ringgold	Roger Wayne J. Ringgold Arthur Faske	.....
	WLTH	1400-ST <sup>1</sup>	500	Voice of Brooklyn, Inc. 105 Second Ave., N. Y. C. Orchard 4-1203	.....	Samuel Gellard Samuel Gellard Samuel Gellard	Norman H. Warembud W. J. Zallis Norwood Bradshaw	.....
BUFFALO	WMBQ	1500-ST <sup>2</sup>	100	Metropolitan Broadcasting Corp. 95 Leonard St. Stagg 2-9307	.....	Paul J. Golhofer Lillian E. Kiefer Lillian E. Kiefer	Lillian E. Kiefer Anthony Napolitano Charles P. Evans	.....
	WVFW	1400-ST <sup>1</sup>	500	Paramount Broadcasting Corp. 1 Nevins St. Triangle 5-0313	.....	Harold J. Burke Salvatore D'Angelo Salvatore D'Angelo	L. Delson Herman Florez	.....
	WBEN	900	5,000-LS 1,000-N	WBEN, Inc. Hotel Statler Cleveland 6400	NBC-Red	A. H. Kirchhofer Edgar H. Twamley Clifford M. Taylor	Edgar H. Twamley Ralph J. Kingsley	Edw. Petry & Co.
	WBNY	1370	250-LS 100-N	Roy L. Albertson 485 Main St. Cleveland 3365	.....	Roy L. Albertson Roy L. Albertson Roy L. Albertson	John A. McLean Thomas L. Vines	.....
	WEBR	1310	250-LS 100-N	WEBR, Inc. 23 North St. Lincoln 7133	NBC-Blue	A. H. Kirchhofer Louis W. Kaiser William Doerr, Jr.	.....	Edw. Petry & Co.
	WGR	550	5,000-LS 1,000-N	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS MBS	(H. W. Deyo I. R. Lounsberry I. R. Lounsberry Lewis H. Avery	Herbert C. Rice Addison F. Busch Karl B. Hoffman	Free & Peters
	WKBW	1480	5,000	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS MBS	(H. W. Deyo I. R. Lounsberry I. R. Lounsberry Lewis H. Avery	Herbert C. Rice Addison F. Busch Karl B. Hoffman	Free & Peters
*WSVS	1370-SH	50	Seneca Vocational High School 666 E. Delavan Ave. Fillmore 7192	.....	Elmer S. Pierce, Principal	.....	.....	



Each year shows a higher and still higher percentage of clients renewing their WBEN contracts. Thus on Dec. 15, 1937, 79.7% of all WBEN advertisers were on a renewal basis, demonstrating that

ADEQUATE  
RADIO COVERAGE of

BUFFALO

AND WESTERN NEW YORK

REQUIRES

WBEN

- In a recent identical test on ALL Buffalo Stations, WBEN returns exceeded the COMBINED TOTAL of ALL OTHERS.
- Consistent WBEN advertisers have grown to expect unusual results, because surveys frequently have shown that it is not uncommon for WBEN to have more listeners than all other local stations combined.

900 kcs.  
5,000 Watts Days.  
1,000 Watts Nights.

WBEN

INC.

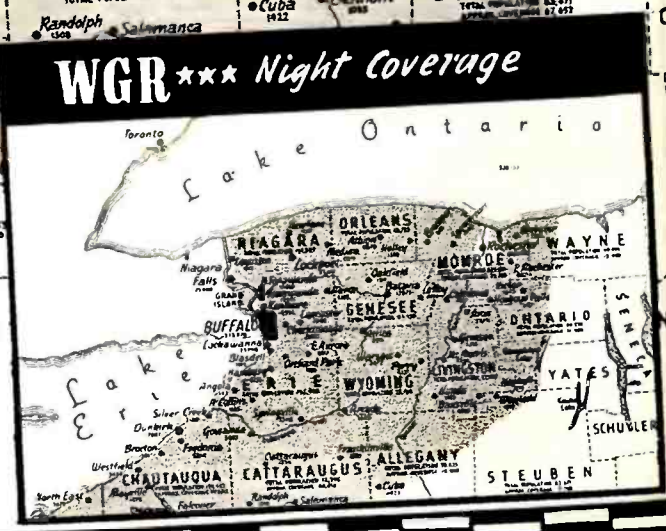
Hotel  
Statler,  
Buffalo, N. Y.

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NATIONAL REPRESENTATIVES: EWD. PETRY & Co., INC., NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO

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# New Stations..

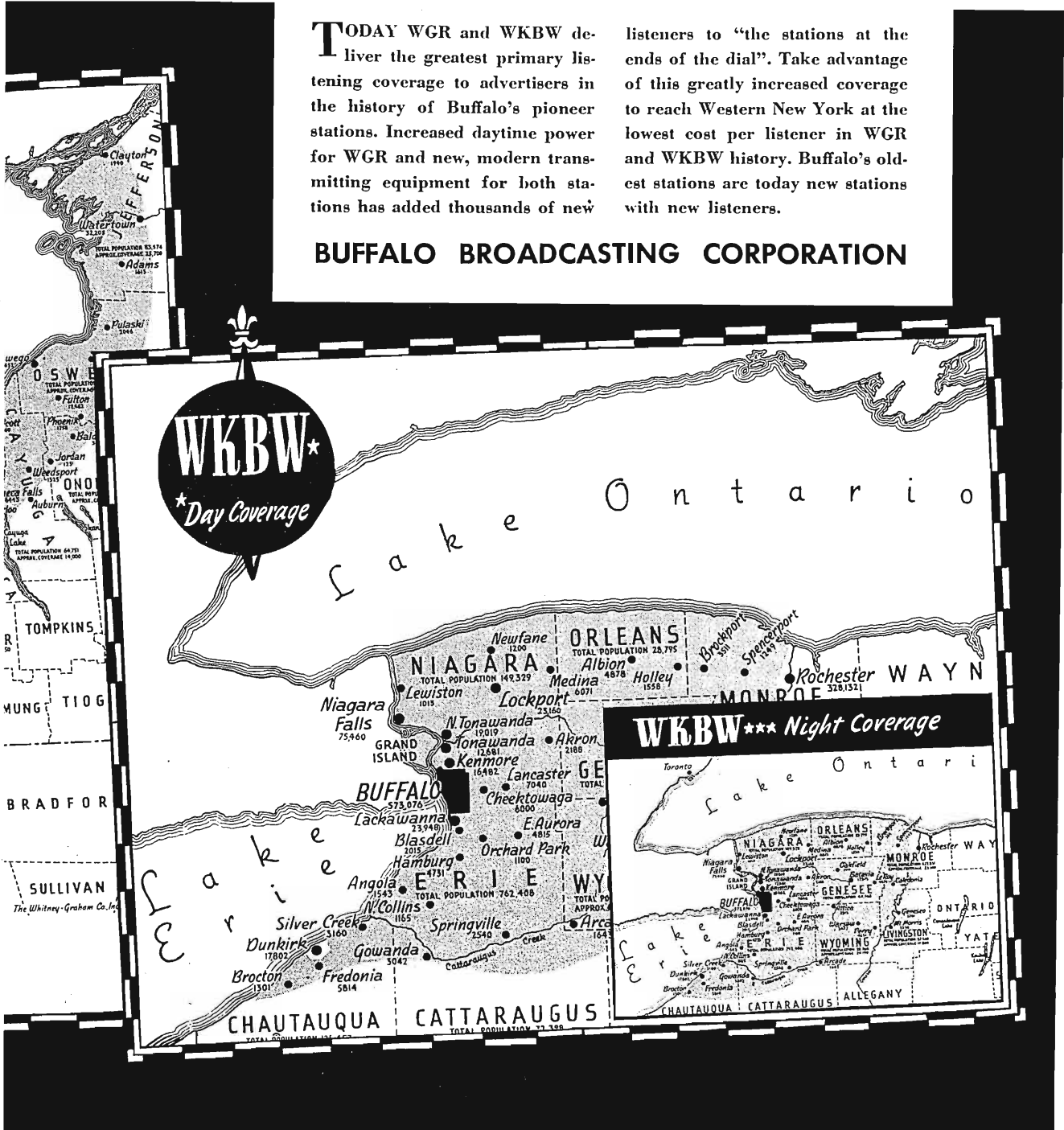


# New Listeners

TODAY WGR and WKBW deliver the greatest primary listening coverage to advertisers in the history of Buffalo's pioneer stations. Increased daytime power for WGR and new, modern transmitting equipment for both stations has added thousands of new

listeners to "the stations at the ends of the dial". Take advantage of this greatly increased coverage to reach Western New York at the lowest cost per listener in WGR and WKBW history. Buffalo's oldest stations are today new stations with new listeners.

**BUFFALO BROADCASTING CORPORATION**



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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*LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. CP—Construction Permit Issued.*  
*(Data corrected to January 1, 1938)*

## NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdng. or Promotion Mgr. Chief Engineer	Representatives
CANTON	*WCAD	1220-SHD	500	St. Lawrence University St. Lawrence University Canton 276	.....	St. Lawrence U. Harold K. Bergman	Ruth Willard Dr. Ward C. Priest	.....
ELMIRA	WESG	SA-850-D L-WWL	1,000	Cornell University Mark Twain Hotel 5959	CBS	Star-Gazette, Inc., Lessee Dale L. Taylor Dale L. Taylor	Hal Wagner Ernest Oliver True McLean	J. P. McKinney & Son
FREEPORT	WGBB	1210-ST <sup>4</sup>	100	Harry H. Carman 44 S. Grove St. 2418	.....	Harry H. Carman Harry H. Carman Harry H. Carman	A. Cheesman A. E. Granbacher	.....
JAMESTOWN	WJTN	1210	250-LS 100-N	James Broadcasting Co., Inc. Wellman Bldg. 7151	NBC	Harry C. Wilder Basil F. Blizard Simon Goldman	Gardner Smith Harold J. Kratzert	Paul H. Raymer Co.
NEWBURGH	WGNU	1210-ST <sup>4</sup>	100	Peter Goelet Newburgh 4600	.....	Peter Goelet Peter Goelet	.....	.....
NEW YORK CITY	WABC	860	50,000	Columbia Broadcasting System 485 Madison Ave. Wickersham 2-2000	CBS	CBS—William S. J. Paley Melford R. Runyon A. H. Hayes	W. B. Lewis V. M. Ratner Henry Grossman	Radio Sales
	WBIL	1100 SH-WPG	5,000	Arde Bulova 132 W. 43rd St. Bryant 9-6080	.....	Arde Bulova Hyla Kizcales John Nardella	John C. Schramm Robert E. Study	.....
	WBNX	1350 ST-WAWZ	1,000	WBNX Broadcasting Co., Inc. 260 E. 161st St. Melrose 5-0383	.....	A. L. Haskell W. C. Alcorn S. W. Caulfield	F. Johnson E. Ervin H. L. Wilson	.....
	WEAF	660	50,000	National Broadcasting Co., Inc. 30 Rockefeller Plaza Circle 7-8300	NBC-Red	NBC—Lenox R. Lohr M. M. Boyd	John F. Royal E. P. H. James O. B. Hanson	NBC
	WEVD	1300-ST <sup>2</sup>	1,000	Debs Memorial Radio Fund 160 W. 44th St. Bryant 9-2360	.....	Adolph Held Henry Greenfield Henry Greenfield	Morris S. Novik Charles W. Brown	.....
	WFAB	1300-ST <sup>2</sup>	1,000	Fifth Ave. Broadcasting Corp. 154 57th St. Circle 7-2610	.....	Paul F. Harron Joseph Lang Joseph Lang	Ida Mortenghi J. Compter T. Gempp	.....
	WHN	1010	5,000-LS 1,000-N	Marcus Loew Booking Agency 1540 Broadway Bryant 9-7800	Yankee Colonial	Loew's, Inc. Louis K. Sidney Herbert L. Pettey	Fred Raphael Herbert L. Pettey G. R. Windham	.....
	WINS	1180 L-KEX-KOB	1,000	Hearst Radio, Inc. 110 E. 58th St. Eldorado 5-6100	.....	Hearst Radio Inc. Albert A. Cormier Albert A. Cormier	A. A. Grobe Frank P. Foster II William Boher	International
	WJZ	760	50,000	National Broadcasting Co., Inc. 30 Rockefeller Plaza Circle 7-8300	NBC-Blue	NBC—Lenox R. Lohr M. M. Boyd	John F. Royal E. P. H. James O. B. Hanson	NBC
	WMCA	570	1,000	Knickerbocker Broadcasting Co., Inc. 1657 Broadway Circle 6-2200	Intercity	Donald Flamm Donald Flamm Bertram Lebar, Jr.	Alfred Hall Al Rose Frank Marx	Ray Linton (Chicago)
	WNEW	1250 ST-WHBI	2,500-LS 1,000-N	Wodaam Corp. 501 Madison Ave. Plaza 9-3300	.....	Richard E. O'Dea M. H. Blow Bernice Judis Herman Bess	Al Eisenstadt John Jaeger	Wm. Rambeau
	*WNYC	810-D	1,000	City of New York Municipal Bldg. Worth 2-4740	.....	Municipality F. J. H. Kracke	Seymour N. Siegel Bert Dickson Isaac Brimberg	.....
	WOR (Newark)	710	50,000	Bamberger Broadcasting Service 1440 Broadway Pennsylvania 6-8383	MBS	Alfred J. McCosker Theodore C. Streibert Frank Braucher	Julius F. Seebach, Jr. Joseph Creamer J. R. Foppele	R. J. Barrett, Jr. (Chicago) Paul A. Belair (Boston) E. S. Townsend (San Francisco)
	WOV	1130-SH	1,000	International Broadcasting Corp. 132 W. 43rd St. Bryant 9-6080	.....	Arde Bulova Hyla Kizcales John Nardella	John C. Schramm Robert E. Study	.....
	WQXR	1550	1,000	International Broadcasting Co., Inc. 730 Fifth Ave. Columbus 5-6366	.....	John V. L. Hogan Elliott M. Sanger Norman S. McGee	Elliott M. Sanger Norman S. McGee Russell Valentine	.....
	WWRL (Woodside)	1600-ST <sup>1</sup>	250-LS 100-N	Long Island Bestg. Corp. 41-30 58th St. Newtown 93800	.....	William H. Reuman William H. Reuman Frank R. Clarke	Lou Cole Walter H. Maier Percy Meade	.....
OLEAN	WHDL	1400-D	250	WHDL, Inc. Exchange National Bank Bldg. Olean 3300	.....	E. B. Fitzpatrick Leonard L. Hofmann Leonard L. Hofmann	Thomas L. Brown Tom Brown Hubert Hathaway	Wellman Service
PLATTSBURG	WMFF	1810	250-LS 100-N	Plattsburg Broadcasting Corp. Hotel Cumberland 802	.....	E. H. & L. F. Bragg George F. Bissell F. Leonard	Earl Baker John Farquhar Robert Mathewson	Weed & Co.

# DISCOVER THE ITALIAN MARKET AND YOU WILL FIND A BILLION DOLLAR MARKET

**T**HE ITALIAN MARKET concentrated one hundred miles around the city of New York is a billion dollar market, with its own buying habits, its own wholesale and retail outlets and its own advertising mediums. There are 2,300,000 Italo-Americans living and prospering in New York, New Jersey, Connecticut, Pennsylvania and Delaware. We reach this market every hour of the day and every day of the year through WOV, WBIL, and WPEN, broadcasting programs especially designed and produced to entertain and sell the Italo-American listeners. We have done so for the past five years coming to the conclusion that the only way to sell the Italian Market is the Italian way. We will be glad to place at your disposal, with no obligation on your part, whatever knowledge we possess of the Italian Market of America.

INTERNATIONAL BROADCASTING CORP., 132 W. 43rd St., New York, Tel. BRyant 9-6080

**WPEN ★ WOV ★ WBIL**

PHILADELPHIA, 1000 Watts

NEW YORK, 1000 Watts

NEW YORK, 5000 Watts





# WHAM

ROCHESTER

## DOMINANT In Western N. Y.

50,000 WATTS . . . CLEAR CHANNEL

\* NEW BLAW-KNOX 450 FT. RADIATOR

\* NEW WESTERN-ELECTRIC COMPRESSION AMPLIFIER

\* These additions to WHAM's technical facilities extend the station's range an amount equal to a increase in power to 200,000 WATTS.

National  
Representatives  
CRAIG & HOLLING-  
BERRY, Inc.  
New York Chicago  
Detroit Jacksonville  
San Francisco

William Fay, Gen. Mgr.



HAPPY NEW YEAR

1938



**W.N.E.W.**  
NEW YORK

**ON THE AIR 24 HOURS A DAY**

Covering New York City, its environs, and New Jersey... the entire Metropolitan Trading Area... at the lowest per capita rate the territory offers.  
1250 KILOCYCLES • 2500 WATTS-DAY • 1000 WATTS-NIGHT  
STUDIOS:—501 Madison Avenue, New York City, New York  
National Representatives:—William G. Rambeau Co., Inc., Tribune Tower Building, Chicago, Ill.



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1938)

## NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ROCHESTER.....	WHAM	1150	50,000	Stromberg Carlson Station 111 East Ave. Stone 1862	NBC-Blue	E. A. Hanover William Fay	Chas. W. Siverson Arthur W. Kelly John J. Long, Jr.	Craig & Hollingbery
	WHEC	1430	1,000-LS 500-N	WHEC, Inc. 40 Franklin St. Stone 1320	CBS	(Frank E. Gannett Clarence Wheeler Gunnar O. Wilg Le Moine C. Wheeler	Morden Buck Maurice H. Clarke	Paul H. Raymer Co.
	WSAY	1210-D	100	Brown Radio Service Taylor Bldg. Stone 702	.....	Gordon P. Brown Gordon P. Brown E. K. Johnson	Ken Sparron Mortimer Nusbaum Bert Allis	.....
SARANAC LAKE....	WNBZ	1290-D	100	E. Smith & W. Mace 70 Broadway 824	.....	Earl J. Smith Earl J. Smith	.....	.....
SCHENECTADY....	WGY	790	50,000	General Electric Co. 1 River Road 4-2211	NBC-Red	General Electric (NBC) Kolin Hager Kolin Hager	A. O. Coggeshall Alexander MacDonald W. J. Purcell	NBC
SYRACUSE.....	WFBL	1360	5,000-LS 1,000-N	Onondaga Radio Bestg. Co. Onondaga Hotel 2-1147	CBS	Samuel H. Cook Samuel Woodworth Charles F. Phillips	George M. Perkins Robert G. Soule Alfred R. Marcy	Free & Peters
	WSYR- WSYU	570	1,000	Central New York Bestg. Corp. Starrett-Syracuse Bldg. 3-0158	NBC-Blue	Harry C. Wilder Harry C. Wilder Charles Denny	Fred R. Ripley Edward Robinson Armand G. Belle Isle	Paul H. Raymer]Co.
TROY.....	WHAZ	1300-ST*	1,000	Rensselaer Polytechnic Institute 110 Eighth St. 6810	.....	William O. Hotchkiss W. J. Williams M. L. Bounds	A. Olin Niles W. C. Stoker H. D. Harris	.....
UTICA.....	WIBX	1200	250-LS 100-N	WIBX, Inc. 187 Genesee St. 2-2101	CBS	Scott Howe Bowen Dale Robertson A. W. Triggs	Elliott Stewart David Foote	Craig & Hollingbery
WHITE PLAINS....	WFAS	1210-ST*	100	Westchester Broadcasting Corp. Roger Smith Hotel 8353	.....	Frank A. Seitz Selma Seitz Beverly M. Middleton	Frank A. Seitz Beverly M. Middleton Harry C. Laubenstein	.....

\*WARD, WBBC, WLTH and WVFW share time on 1400 kc.  
 \*WBRU, WEVD, WFAB and WHAZ share time on 1300 kc.  
 \*WCNW, WMBQ and WRRL share time on 1500 kc.  
 \*WGBB, WFAS, WGNV and WBRB, Red Bank, N. J., share time on 1210 kc.

## NORTH CAROLINA

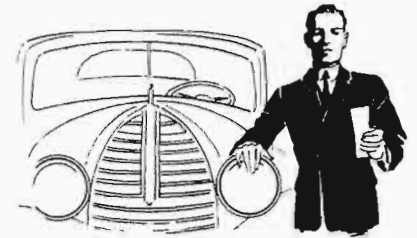
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ASHEVILLE.....	WWNC	570	1,000	Asheville Citizen-Times, Inc. Flat Iron Bldg. 850	NBC	Charles A. Webb Don S. Elias Jammie W. McIver	Ezra A. McIntosh Jamie W. McIver Cecil B. Hoskins	Branham Co.
CHARLOTTE.....	WBT	1080	50,000	Columbia Bestg. System, Inc. Wilder Bldg. 3-7107	CBS	CBS—Wm. A. Schudt, Jr. William A. Schudt, Jr. Royal E. Penny	Charles H. Crutchfield J. J. Beloungny	Radio Sales, Inc.
	WSOC	1210	250-LS 100-N	WSOC, Inc. 516 W. Trade St. 7139	NBC	E. J. Gluck E. J. Gluck W. C. Irwin	Chas. Hicks Paul W. Norris L. L. Caudle	Sears & Ayer
DURHAM.....	WDNC	1500	100	Durham Radio Corp. Washington Duke Hotel J-1001	CBS	C. C. Council J. F. Jarman, Jr. G. J. Woodhouse	Lee E. Vickers R. A. Dalton	E. Katz
GREENSBORO.....	WBIG	1440	1,000	North Carolina Bestg. Co., Inc. O. Henry Hotel 6125	CBS	Edney Ridge Edney Ridge Edney Ridge	Ernie Smith Edney Ridge Earl Allison	Craig & Hollingbery
HIGH POINT.....	WMFR	1200-D	100	Radio Station WMFR, Inc. 156½ S. Main St. 4593	.....	Wayne M. Nelson Wayne M. Nelson E. Z. Jones, Jr.	G. C. Davis E. Z. Jones, Jr. E. J. Day	.....
KINSTON.....	WFTC	1200	250-LS 100-N	Jonas Weiland Queen St. 1200	.....	Jonas Weiland Jonas Weiland Jonas Weiland	Jimmy Barber Robert Wasdon Harry E. Layman	.....
RALEIGH.....	WPTF	680	5,000	WPTF Radio Co. 324 Fayetteville St. 3007	NBC Carolina	J. R. Weatherspoon Richard H. Mason Richard H. Mason	Wesley Wallace J. B. Clark Henry Hulick	Free & Peters
ROCKY MOUNT....	WEED	1420 STN-WCHV 100-N	250-LS 100-N	W. Avera Wynne Rocky Mount 1420	.....	W. Avera Wynne W. Avera Wynne B. W. Frank	Don O'Connor	.....
WILMINGTON.....	WMFD	1370-D	100	Richard Austin Dunler 320 N. Front St. 3	.....	R. A. Dunler R. A. Dunler Sol Sternberger	J. M. Johnston Sol Sternberger R. Plank	J. J. Devine
WILSON.....	WGTM	1310-D	100	H. W. Wilson—Ben Farmer 115 W. Nash St. 2188	.....	Billy Steadman Hal Wilson Allen Wannamaker	Charles Keaton George D. Walker Earl F. Downey	Bryant, Griffith & Brunson
WINSTON-SALEM..	WAIR	1250-D	250	C. G. Hill-G. D. & S. H. Walker Robert E. Lee Hotel 2-1133	.....	Partnership George D. Walker C. G. Hill	Charles Keaton George D. Walker Earl F. Downey	Bryant, Griffith & Brunson
	WSJS	1310	100	Piedmont Publishing Co. 416 N. Marshall St. 4141	CBS	Gordon Gray N. L. O'Neil N. L. O'Neil	John Miller D. J. Lee	Kelly-Smith Co.

# WHEC

## ROCHESTER

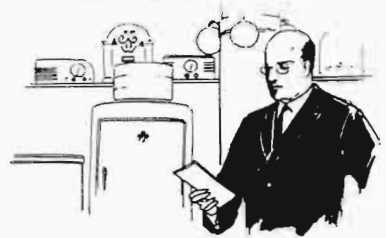
**ASK**

—These merchants which Rochester Station they would prefer to have you use to move your merchandise from their shelves . . . . .



**ASK**

—Any family group in the Rochester territory which station they tune to most of the time . . . . .



We know the answers, of course, because we've spent hard cash a plenty to build and maintain WHEC preference. Furthermore, we've used every known type of test and survey to unquestionably prove that that preference exists!

**ROCHESTER** *prefers* **WHEC**  
**BASIC STATION • C • B • S •** Paul H. Raymer Co., Nat'l. Representatives.

\* \* \*

# No Station In America

is more conscious than WSAI of the importance of "Dealer Support" to any advertising campaign.

That is why we are particularly proud of the key Grocer and Druggist study\* just completed. The results show that 68.4% of these dealers located in Greater Cincinnati voted WSAI the most effective local station.

Therefore, we feel justified in saying "The combination of Listener Loyalty and Dealer Respect makes

**WSAI**  
*truly* **CINCINNATI'S OWN STATION"**

*\*Made recently by an independent research organization through personal interviews in 88 key retail drug and grocery stores in Greater Cincinnati.*

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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STN—Shares Time Night.  
SA—Special Authorization.  
(Data corrected to January 1, 1938)

SH—Specified Hours. SHNN—Specified Hours Night.  
CP—Construction Permit Issued.

## NORTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
BISMARCK	KFYR	560	5,000-LS 1,000-N	Meyer Broadcasting Co. 320 Broadway 19	NBC	P. J. Meyer F. E. Fitzsimonds F. E. Fitzsimonds	R. E. Burris F. E. Fitzsimonds Ivar Nelson	Gene Furgason & Co.
DEVILS LAKE	KDLR	1210	100	KDLR Inc. 1026 3rd St. 1090	.....	Bert Wick Bert Wick Bert Wick	Hildur Marie Wick Richard Moritz	Cox & Tanz
FARGO	WDAY	940	5,000-LS 1,000-N	WDAY Inc. Black Bldg. 6800	NBC	E. C. Reinecke E. C. Reinecke Barney J. Lavin	Ken Kennedy David B. Henley Julius Heland	Free & Peters
GRAND FORKS	KFJM	1410	1,000-LS 500-N	University of North Dakota First National Bank Bldg. 1200	.....	Univ. of No. Dakota Dalton Le Masurier Elmer Hanson	Helen La Velle Elwin O'Brien	Jos. H. McGillvra
JAMESTOWN	KRMC	1870	250-LS 100-N	Roberts McNab Hotel Co. Gladstone Hotel 100	.....	A. L. Roberts A. J. Breitbach Roy H. Brant A. Clark	Victor Bell Urb Muenz Don F. Holaday	.....
MANDAN	KGCU	1240 SH-KLPM	250	Mandan Radio Assn. Inc. Mandan 566	.....	J. K. Kennelly	.....	.....
MINOT	KLPM	1240 SH-KGCU CP-1360	250 CP-1,000-LS CP-500-N	KLPM Fair Block 1267	.....	John B. Cooley Richard J. Schmidt E. H. Cooley	Helen M. Burnstad J. A. Solga C. W. Baker	Transamerican Sears & Ayer
VALLEY CITY	KOVC	1500	100 CP-250-LS	KOVC, Inc. Valley City 408	.....	Milton Holliday Mark C. Crandall Jack Carter	Albert E. Stephens, Jr. H. C. Oberbaugh	.....

## OHIO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
AKRON	WADC	1820	5,000-LS 1,000-N	Allen T. Simmons Akron Hemlock 5151	CBS	Allen T. Simmons Allen T. Simmons E. A. Marchal	H. L. Hageman John Aitkenhead, Jr.	.....
	WJW	1210	250-LS 100-N	WJW, Inc. 41 S. High St. Jefferson 6111	.....	John F. Welmer S. W. Townsend S. W. Townsend	Arthur W. Graham S. W. Townsend Gerald Roberts	.....
ASHTABULA	WICA	940-D	250	C. A. Rowley 221 Center St. .....	.....	C. A. Rowley Robert B. Rowley Robert C. Marvin	Harrison Bailey Robert C. Marvin George E. Gauntney	Howard H. Wilson
CANTON	WHBC	1200	100 CP-250-LS	E. P. Graham 319 W. Tuscarawas St. 5385	.....	E. P. Graham ..... Ralph H. Bruce	Truesdale Mayer Ralph H. Bruce Kenneth L. Sliker	.....
CINCINNATI	WCKY	1490	10,000	L. B. Wilson, Inc. Netherland Plaza Hotel Hemlock 7655	NBC	L. B. Wilson L. B. Wilson Lloyd George Venard	Lee Goldsmith Lloyd George Venard C. H. Topmiller	Free & Peters
	WCPO	1200	250-LS 100-N	Scripps-Howard Radio, Inc. Keith Theatre Bldg. Main 3314	.....	Jack R. Howard Mortimer C. Watters Mortimer C. Watters	Walter Corning Walter Corning Glenn Davis	.....
	WKRC	560	5,000-LS 1,000-N	Columbia Bestg. System, Inc. Hotel Alms Woodburn 7640	CBS	CBS—John McCormick John McCormick William J. Williamson	Ruth Lyons Margaret Maloney Frank Dierringer	Radio Sales
	WLW	700	50,000 SA-500,000	Crosley Radio Corp. 1329 Arlington St. Kirby 4800	NBC MBS	Powel Crosley, Jr. James D. Shouse Robert G. Jennings	Eldon Park ..... R. J. Rockwell	Transamerican
	WSAI	1830	5,000-LS 1,000-N	Crosley Radio Corp. 1329 Arlington St. Kirby 4800	NBC MBS	Powel Crosley, Jr. James D. Shouse Robert Dunville Robert G. Jennings	Eldon Park ..... R. J. Rockwell	Transamerican
CLEVELAND	WCLE	610-D	500	Cleveland Radio Bestg. Corp. Terminal Tower Prospect 5800	MBS	Cleveland Plain Dealer H. K. Carpenter J. T. Vorpe	Russell W. Richmond J. T. Vorpe E. L. Gove	Free & Peters
	WGAR	1450	1,000-LS 500-N	WGAR Broadcasting Co. Hotel Statler Prospect 0200	CBS	G. A. Richards John F. Fatt Ellis C. Vander Pyl	Worth Kramer Graves Taylor R. Morris Pierce	Edw. Petry & Co.
	WHK	1390	2,500-LS 1,000-N	Radio Air Service Corp. Terminal Tower Prospect 5800	NBC-Blue MBS	Cleveland Plain Dealer H. K. Carpenter J. T. Vorpe	Russell W. Richmond J. T. Vorpe E. L. Gove	Free & Peters
	WTAM	1070	50,000	National Broadcasting Co., Inc. 815 Superior Ave. N. E. Cherry 0942	NBC-Red	NBC—Vernon H. Pribble Vernon H. Pribble Howard Barton	Hal Metzger Howard Barton S. E. Leonard	.....
COLUMBUS	WBNS	1430	5,000-LS 1,000-N	WBNS, Inc. 33 N. High St. Adams 9265	CBS	Robert Wolfe Richard A. Borel W. I. Orr	Jack Price Jim Yerian Lester Nafzger	John Blair & Co.
	WCOL	1210	100	WCOL, Inc. 33 N. High St. Adams 8207	NBC	Kenneth B. Johnston C. R. Thompson A. H. Kelly	Robert Seal Edward Bronson James E. Lowe	Craig & Hollingbery
	WHKC	640 L-KFI	500	Associated Radiocasting Corp. 22 E. Gay St. Adams 1101	MBS	Cleveland Plain Dealer Carl M. Everson H. H. Hoessly	Robert S. French H. H. Hoessly J. E. Anderson	Free & Peters
	*WOSU	570 SH-WKBN	1,000-LS 750-N	Ohio State University Columbus University 8148	.....	George W. Rightmire R. C. Higgy	Dr. Byron B. Williams ..... C. S. Bidlack	.....

**There Are Two Stories In This Picture**



There's nothing staged about this photograph of an average food store . . . but it serves to illustrate two important factors in the sale of consumer merchandise.

**ONE . . .** dealers give WLW-advertised products preferential display and . . .

**TWO . . .** WLW's cultivation of "Dealer Support" for its advertisers is paying definite advertising dividends.

We believe that dealer support is still vital to the success of any advertising campaign . . . after all, most products *are* purchased through retail dealers.

★ **WLW** - THE NATION'S STATION • CINCINNATI



# **SHUCKS, FELLERS - WE GOT LOTS MORE WHERE THIS COME FROM!**

**D**on't kid yourself about our hayseeds out here, you Eastern people—the average farmer in the Red River Valley has a better living and more cash than the average in almost any other section of the country . . . In several money-spending classifications, for instance, the Red River Valley led all other parts of the U. S. during 1937. And the per capita value of Red River farm lands and buildings [for another f'r instance] is \$927.18, as compared with \$695.62 for the rest of the West North Central Area [Minnesota, Iowa, Kansas, Missouri, Nebraska, and North South Dakota].

WDAY at Fargo gives you complete coverage of this richest section—is the only chain station in the district!.

If you don't fully appreciate the buying power of this tremendous, **ONE STATION** section, ask Free & Peters to give you a trip through the **WDAY** data book—or write for a copy, yourself. We believe you'll get the surprise of your life!

## **WDAY, INC.**

N. B. C.

Affiliated with the Fargo Forum

FREE and  
PETERS, INC.  
NATIONAL  
REPRESENTATIVES

## **FARGO N. D.**

940 KILOCYCLES  
5000 WATTS DAY  
1000 WATTS NIGHT

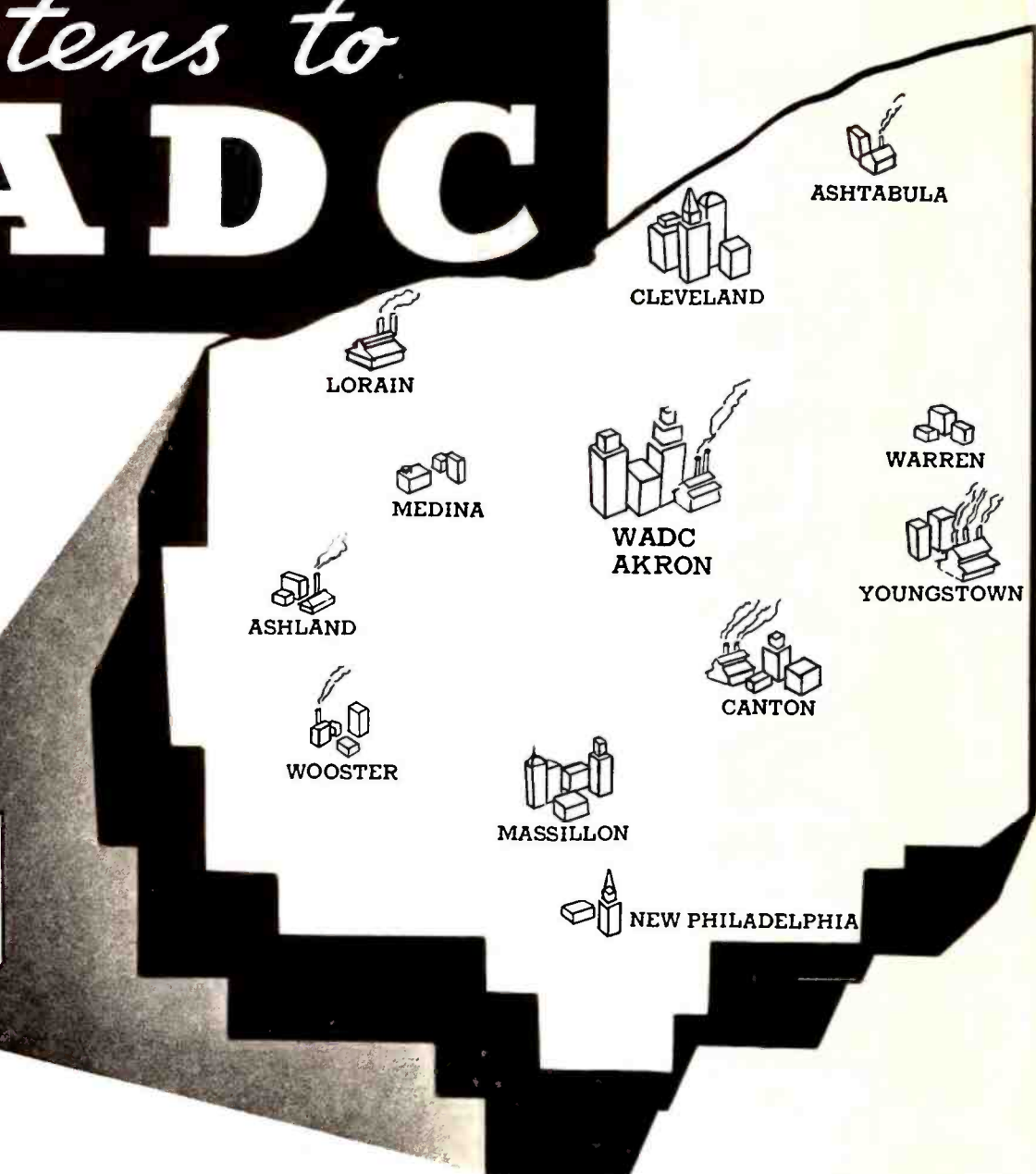


# NORTHERN OHIO

*Listens to*

# WADC

**Most Powerful  
CBS Outlet in  
Northern Ohio**  
★  
**Oldest CBS Outlet  
in Northern Ohio**  
★  
**5,000 W. DAY**  
**1,000 W. NIGHT**



## COVERAGE

Number of Counties .....	16
Urban Population .....	1,987,831
Rural Population .....	638,748
Total Population .....	2,626,579
Total Families .....	650,931
Radio Homes .....	554,130
Radio Listeners .....	1,994,868

## MARKET

Resident Telephones .....	69,944
Passenger Autos .....	598,819
Dom. Gas Customers .....	116,415
Electric Wired Homes .....	138,290
Retail Outlets .....	14,252
Retail Sales .....	\$144,261
(Thousands)	

HIGH FREQUENCY  
BROADCASTING STATION ★  
W 8 X O Y

**ALLEN T. SIMMONS** ★  
OWNER and MANAGER

*Studios In*  
**AKRON and CANTON**



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.  
LS—Local Sunset.

D—Day. N—Night.  
L—Limited Time with Dominant Station.

ST—Shares Time.  
SA—Special Authorization.

STN—Shares Time Night.  
CP—Construction Permit Issued.

SH—Specified Hours.  
SIIN—Specified Hours Night.

(Data corrected to January 1, 1938)

## OHIO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
DAYTON	WHIO	1260	5,000-LS 1,000-N	Miami Valley Broadcasting Corp. 39 S. Ludlow St. Adams 2261	CBS	James M. Cox, Jr. Leonard Reinsch Dave Brown	Lester Spencer James LeGates Ernest L. Adams	Craig & Hollingbery
	WSMK	1880 SHN-KQV	200	WSMK, Inc. Loew's Theatre Bldg. Adams 3288	.....	Stanley M. Krohn, Jr. Stanley M. Krohn, Jr. Chester Hinkle	Helene Blue Marie W. Vandegrift Paul Braden	.....
LIMA	WBLY	1210-D	100	Herbert Lee Blye 117 S. McDonnell St. High 5321	.....	Herbert Lee Blye	.....	.....
PORTSMOUTH	WPAY	1370	100	Vee Bee Corp. 1007 Gallia St. 2504	.....	M. F. Rubin Marie W. Vandegrift Marie W. Vandegrift	Orville Fields Marie W. Vandegrift Maurice Myers	Cox & Tanz
TOLEDO	WSPD	1340	5,000-LS 1,000-N	Fort Industry Co. Commodore Perry Hotel Adams 3175	NBC-Blue	George B. Storer J. H. Ryan E. Y. Flanagan	Russell Gohring George L. Young Vern C. Alston	John Blair & Co.
	WTOL	1200-D (Construction permit; starts Feb. 1)	100	Community Broadcasting Co. Bell Bldg.	.....	Frazier Reams Michael E. Kent	William Siegman	.....
YOUNGSTOWN	WKBN	570 SH-WOSU	500	WKBN Broadcasting Corp. 17 N. Champion St. 4-2122	CBS	W. P. Williamson, Jr. J. L. Bowden E. E. Evans	G. J. Sharp J. L. Bowden B. T. Wilkins	Free & Peters
ZANESVILLE	WALR	1210	100	WALR Broadcasting Corp. 17 1/2 S. Fourth St. Main 5044	.....	Frazier Reams Ronald B. Woodyard H. Hoag	Robert Horn Ronald B. Woodyard William Hunt, Jr.	John Blair & Co.

## OKLAHOMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ADA	KADA	1200-D	100	C. C. Morris 115 1/2 S. Rennie St. 1212	Oklahoma (MBS)	C. C. Morris John M. Whitney John M. Whitney	Warren Moore Bob Kniseley Leland Seay	Jos. H. McGillvra
ARDMORE	KVSO	1210	100 CP-250-D	Ardmoreite Publishing Co., Inc. 114 N. Washington 3030	Oklahoma (MBS)	John F. Easley Albert Riesen Jas. Griffith	Dolly Dutton Jas. Griffith Paul Ross	Jos. H. McGillvra
ELK CITY	KASA	1210	100	E. M. Woody Casa Grande Hotel 730	Oklahoma (MBS)	E. M. Woody F. E. Mayhew F. E. Mayhew	Lyman Brown George M. Patterson	.....
ENID	KCRC	1360	250	Enid Radiophone Co. Wilson & Kennedy Sts. 447	Oklahoma (MBS)	Wm. M. Taylor M. C. Garber Craig Campbell Craig Campbell	Ralph Rogers A. B. Clopton	Jos. H. McGillvra
MUSKOGEE	KBIX	1500	100	Oklahoma Press Publishing Co. Barnes Bldg. 302	Oklahoma (MBS)	Joel H. Bixby J. H. Speck J. H. Speck	Franklin Whitehead G. W. Brock	Branham Co.
NORMAN	*WNAD	1010 SHN-KGGF	1,000	University of Oklahoma Norman 900 Station 123	.....	U. of Oklahoma Homer Heck H. H. Leake	..... Clyde L. Farrar	.....
OKLAHOMA CITY	KFXR	1310	250-LS 100-N	Exchange Ave. Baptist Church Hightower Bldg. 3-4333	.....	B. C. Thomason B. C. Thomason Bob Elliston	M. L. Thomason Frank Godsoe Tom G. Banks, Jr.	Cox & Tanz
	KOMA	1480	5,000	Hearst Radio, Inc. Biltmore Hotel 2-3291	CBS	Hearst Radio Neal Barrett	Waymond Ramsey	International
KTKO	1370	100	Oklahoma Restr. System, Inc. 1800 W. Main St. 3-8852	Oklahoma (MBS)	Harold V. Hough Joseph W. Lee Tom Johnson	Paul Buenning Bruce Howard	Jos. H. McGillvra	
	WKY	900	5,000-LS 1,000-N	WKY Radiophone Co. Skirvin Tower Hotel 3-4306	NBC	E. K. Gaylord Gayle V. Grubb M. H. Bonebrake	Allan Clark J. I. Meyerson E. C. Hull	E. Katz
OKMULGEE	KHBG	1210-D	100	Okmulgee Broadcasting Corp. Parkinson Hotel 3646	.....	Harry B. Greaves Thomas R. Putnam Thomas R. Putnam	Duane Hoisington Sherwood Durkin Adelbert F. Schultz	J. J. Devine
PONCA CITY	WBBZ	1200	250-LS 100-N	C. L. Carrell Estate 616 W. Grand Ave. 2300	Oklahoma (MBS)	A. L. Carrell A. L. Carrell A. L. Carrell	Ted Compton Carl Metcalf Don Mitchell	Jos. H. McGillvra
SHAWNEE	KGFF	1420	250-LS 100-N	KGFF Broadcasting Co., Inc. Aldridge Hotel 4890	Oklahoma (MBS)	Oscar Stauffer Ross Porter Ross Porter	Frank Jackson Richard Peters John Molloy	Jos. H. McGillvra
TULSA	KTUL	1400	1,000-LS 500-N	Tulsa Broadcasting Co., Inc. 320 S. Boston St. 4-8188	CBS	J. T. Griffin W. C. Gillespie Lawson Taylor	Fenton Jeffers J. Buryl Lottridge Nathan Wilcox	Free & Peters
	KVOO	1140 STN-WAPI	25,000	Southwest Sales Corp. Philtower Bldg. 2-2254	NBC	W. G. Skelly Wm. B. Way Willard D. Egoft	Gordon S. Avery L. W. Stinson	Edw. Petry & Co.

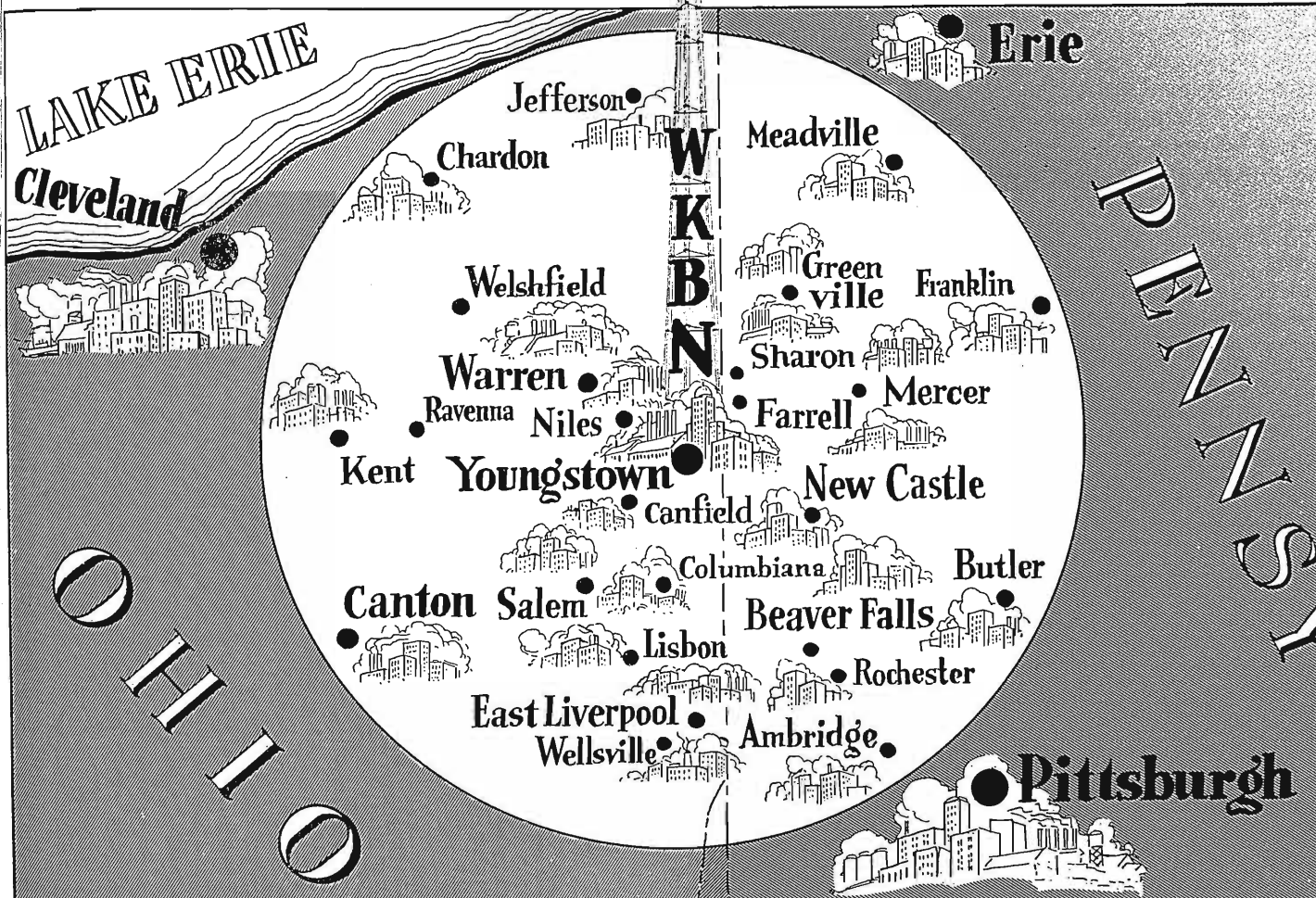
# The New WKBN

★WKBN—about two months ago—finished its Big 1937 Expansion Program. A complete new transmitting plant and 350 ft. vertical radiator—representing the latest advancements in radio engineering—are now in operation.

WKBN, with its former facilities, DOMINATED its Primary Market (shown on the map below) with the strength of its signal. THAT SIGNAL STRENGTH IS NOW THREE TIMES STRONGER THAN BEFORE!

★WKBN, with its old facilities, was POPULAR for the clearness of its programs and its freedom from fading and distortion. THAT STEADY STRENGTH AND CLEARNESS IS NOW GREATER THAN EVER and EXTENDS OVER A GREATER AREA.

To get the ear of this huge market representing WKBN's primary coverage—the great Mahoning Valley, 100 miles wide, incorporating 57 towns and 900,000 potential purchasers of your product—YOU MUST HAVE WKBN!



National Representatives  
**FREE & PETERS**

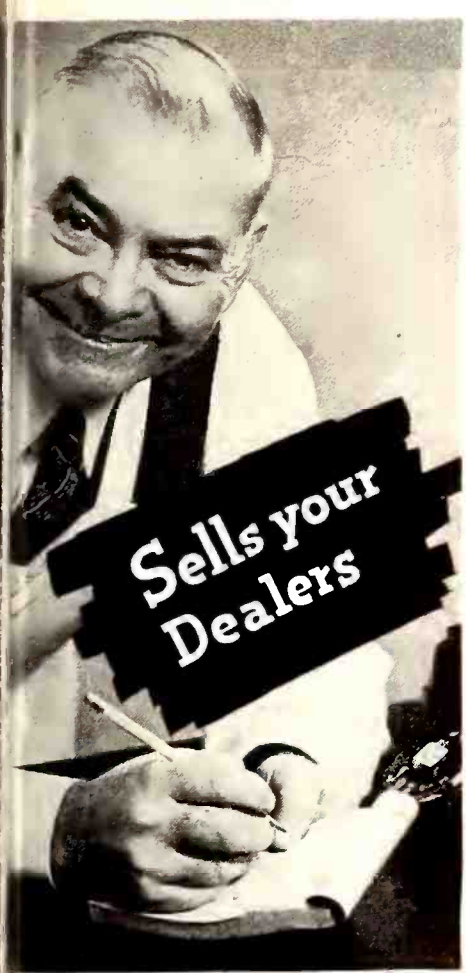


**WKBN BROADCASTING CORPORATION · YOUNGSTOWN, OHIO**  
Member Columbia Broadcasting System and Buckeye Network

# WKY



# DOES THINGS



# FOR YOU

## IN OKLAHOMA!

● WKY gives your radio advertising entree to more Oklahoma homes than any other station. Its effective and intensive influence in these homes generates buying action which dealers feel forcibly at their sales counters.

That's why WKY advertising makes the best impression on Oklahoma dealers. They're eager to talk business with the salesman who talks WKY.

If you want your radio advertising to do these things in Oklahoma—sell your dealers as well as your customers—WKY is the station which does it most effectively and economically. Its known capacity for doing these things is the reason why WKY is carrying the radio advertising of more advertisers than is any other station in Oklahoma.

# WKY-OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY  
Represented Nationally by E. Katz Special Advertising Agency

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night.  
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.  
 (Data corrected to January 1, 1938)

SH—Specified Hours. SHN—Specified Hours Night.  
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## OREGON

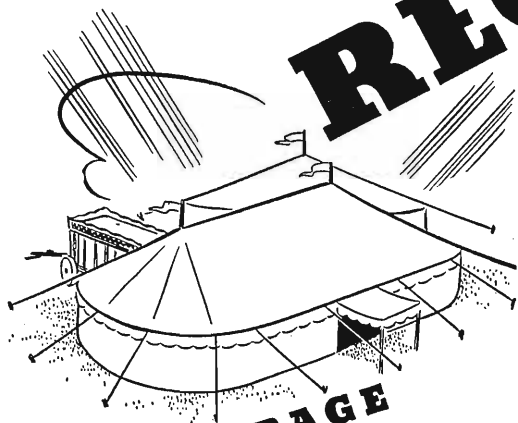
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ASTORIA	KAST	1370-D	100	Astoria Broadcasting Co. Hotel Astoria 95	.....	M. R. Chessman James C. Wallace Laurence R. Kirk	Leonard Shreve Mildred Mowe Laurence King	Cox & Tanz Walter Biddick
CORVALLIS	*KOAC	550	1,000	Oregon State Agricultural College Corvallis 626	.....	Oregon State Agricultural College Luke L. Roberts	Luke L. Roberts Grant S. Felkert	.....
EUGENE	KORE	1420	100	Eugene Broadcast Station Route 3 8	Don Lee MBS NBC	Frank L. Hill Glenn McCormick Glenn McCormick	Day Foster Glen McCormick Harold Gander	John Blair & Co.
KLAMATH FALLS	KFJI	1210	100	KFJI Broadcasters, Inc. 213 Main St. 2125	.....	J. A. Kincaid George Kincaid George Kincaid	Jack Keating Joe Carroll	.....
LA GRANDE	KLBM	1420 (Construction Permit)	250-LS 100-N	Harold M. Finley-Eloise Finley La Grande	.....	Harold M. Finley	.....	.....
MARSHFIELD	KOOS	1200	250-LS 100-N	Pacific Radio Corp. Marshfield 432	.....	Walter L. Read Walter L. Read Ben E. Stone	Sylvia L. Chandler Ben E. Stone Paul Spargo	Walter Biddick
MEDFORD	KMED	1410	250	Mrs. W. J. Virgin Sparta Bldg. 305	NBC	Mrs. W. J. Virgin Mrs. W. J. Virgin L. P. Bishop	Raymond Scott A. A. Adler D. H. Rees	Free & Peters
PORTLAND	KALE	1300	500 CP-1,000	KALE Inc. New Heathman Hotel Atwater 7209	MBS	C. Roy Hunt Ted Koorteman John Walker	Dick Rand Charles E. Couche Louis S. Bookwalter	Free & Peters
	*KBPS	1420 ST-KXL	100	Benson Polytechnic School 546 E. 12th Ave., N. East 8131	.....	R. T. Stephens, Agent William Allingham	William Allingham	.....
	KEX	1180 STN-KOB	5,000	Oregonian Publishing Co. Oregonian Bldg. Atwater 2121	NBC-Pacific Northwest Triangle	NBC—C. O. Chatterton W. Carey Jennings Chester L. Blomsness	Merton H. Bories H. Quenton Cox Harold C. Singleton	Edw. Petry & Co.
	KGW	620	5,000-LS 1,000-N	Oregonian Publishing Co. Oregonian Bldg. Atwater 2121	NBC-Pacific Northwest Triangle	C. O. Chatterton W. Carey Jennings Chester L. Blomsness	Merton H. Bories H. Quenton Cox Harold C. Singleton	Edw. Petry & Co.
	KOIN	940	5,000-LS 1,000-N	KOIN Inc. Broadway & Salmon Sts. Atwater 3838	CBS	C. W. Myers C. Roy Hunt John Walker	Henry B. Swartwood Chas. E. Couche Louis Sumner Bookwalter	Free & Peters
	KWJJ	1040-SA	500	KWJJ Broadcast Co., Inc. 622 S. W. Salmon St. Atwater 4393	.....	Wilbur J. Jerman John C. Egan John C. Egan	Gerald E. Speerstra Gerald E. Speerstra Wilbur J. Jerman	Howard H. Wilson
	KXL	1420 ST-KBPS	250-LS 100-N	KXL Broadcasters KXL Bldg. Atwater 5124	Pacific N.W.	T. W. Symons, Jr. T. W. Symons, Jr. T. W. Symons, Jr.	George Wilhelm Robert Prather	.....
ROSEBURG	KRNR	1500	250-LS 100-N	News Review Publishing Co. Umpqua Hotel Bldg. 1	Don Lee MBS	Frank Jenkins Justin B. Toles Marshall Pengra	Justin B. Toles Marshall Pengra Justin B. Toles	John Blair & Co.
SALEM	KSLM	1370	100	Oregon Radio Inc. 343 Court St. 6131	Don Lee MBS	H. B. Read Thomas Hoxie Thomas Hoxie	..... Clyde Wiegand	John Blair & Co.

## PENNSYLVANIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ALLENTOWN	WCBA } WSAN }	1440	500	WSAN, Inc. 39 N. 10th St. 9511	NBC	Maj. J. C. Shumberger B. Bryan Musselman B. Bryan Musselman	George Y. Snyder Chas. R. Petrie Wm. McCutcheon	.....
ALTOONA	WFBG	1310 ST-WJAC	100	Gable Broadcasting Co. 1320 11th Ave. 6467	.....	George P. Gable Roy Thompson	..... James E. Moffatt	Cox & Tanz
EASTON	WEST	1200 STN-WKBO	250-LS 100-N	Associated Broadcasters, Inc. 516 Northampton St. 8001	.....	Clair R. McCollough Walter Kirkwood Walter Kirkwood	Wilbert Markle Richard West J. E. Mathiot	Paul H. Raymer Co.
ERIE	WLEU	1420	250-LS 100-N	Leo J. Omelian Commerce Bldg. 22-129	NBC	Leo J. Omelian Leo J. Omelian V. Hamilton-Weir	..... Harold Roess	Weed & Co.
GREENSBURG	WHJB	620-D	250	Pittsburgh Radio Supply House Greensburg 3740	.....	H. J. Brennen H. E. Clark Robert M. Thomason, Sr.	Roy Verett Walter McCoy	Gene Furgason & Co.
GROVE CITY	*WSAJ	1310-SHN	100	Grove City College Hall of Science 168-J	.....	Pres. Wier C. Ketler	Dr. A. J. Calderwood	.....
HARRISBURG	WHP	1480	1,000-LS 500-N	WHP, Inc. Telegraph Bldg. 4-3211	CBS	E. J. Stackpole, Jr. A. K. Redmond C. L. Bailey	E. K. Smith Dick Redmond R. S. Duncan	.....
	WKBO	1200 STN-WEST	250-LS 100-N	Keystone Broadcasting Corp. Penn Harris Hotel 4-0191	.....	A. H. Stackpole C. G. Moss George C. Smith	Clyde Morse Charles Myers	Wellman Service



# KGW FOR VALUE RECEIVED KEX



**COVERAGE**



**SHOWMANSHIP**



**RESULTS**

## TIME BUYERS — these facts ASSURE coverage!

### KEX

1. 5000 watts.
2. Clear channel.
3. Vertical antenna.
4. Modern high fidelity transmitter.
5. Oregon's most powerful station.

### KGW

1. 5000 watts DT, 1000 watts NT.
2. 620 kc.
3. 625 ft. vertical antenna.
4. RCA equipped throughout.
5. Oregon's pioneer radio station.

## TIME BUYERS are interested in market coverage!

1. Population in KGW primary market 1,265,200.
2. Population in KEX primary market, 1,881,800.

## TIME BUYERS know showmanship means listeners!

KEX—721 remotes in 1937. KGW—301 remotes in 1937.

Special events staff covered Presidential visit to Bonneville and Timberline—Auto Show, Hockey, Baseball, Football, Wrestling, Boxing, Air Circus, Russian Flyers, Symphony, Back-stage Interviews and hundreds of other outstanding events totaling over 1,000 remote broadcasts . . . averaging 3 a day!

*Oregon keeps abreast of the times thru KGW-KEX!*

## TIME BUYERS —

A full commercial schedule with hundreds of renewals year after year prove results for advertisers. Write to KGW-KEX or Edward Petry & Company for full details. You will find KGW and KEX are the sales-result stations in Portland . . .

*Where Contract Renewals are a Habit!*

**KGW**  
NBC Red

RADIO STATIONS OF THE  
**OREGONIAN**  
PORTLAND, OREGON

**KEX**  
NBC Blue

Representatives—EDWARD PETRY & CO., Inc., New York, Chicago, Detroit, San Francisco

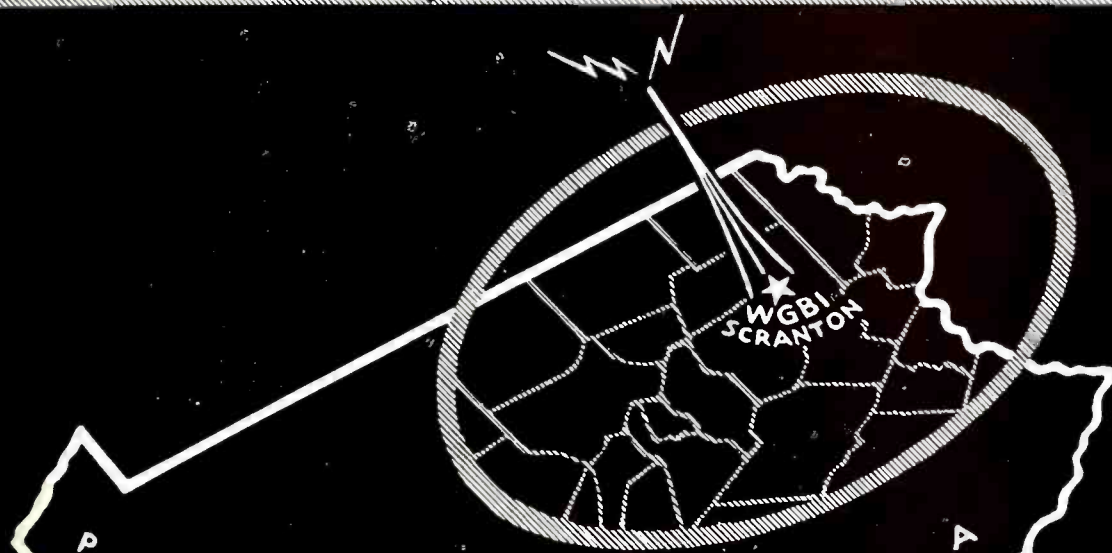
# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1938)

## PENNSYLVANIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mng. or Promotion Mgr. Chief Engineer	Representatives
HAZLETON.....	WAZL	1420 ST-WILM	100	Hazleton Bstg. Service, Inc. Hazleton Natl. Bank Bldg. 1488	.....	Clair R. McCollough V. C. Diehm V. C. Diehm	Edward Beisel Henry Cohn J. E. Mathiot	Paul H. Raymer Co.
JOHNSTOWN.....	WJAC	1810 ST-WFBG	250-LS 100-N	WJAC, Inc. Tribune Annex 244	.....	Walter W. Krebs J. C. Tully J. C. Tully	..... A. J. Reid	Cox & Tanz
LANCASTER.....	WGAL	1500	250-LS 100-N	WGAL, Inc. 8 W. King St. 6252	Intercity	Clair R. McCollough Walter O. Miller Walter O. Miller	Ernest Stanzola Paul Rodenhauer J. E. Mathiot	Paul H. Raymer Co.
PHILADELPHIA.....	KYW	1020	10,000	Westinghouse E. & M. Co. 1619 Walnut St. Locust 3760	NBC-Red	Westinghouse (NBC) Leslie Joy J. S. K. Hammann	James P. Begley Lambert B. Beeuwkes E. H. Gager	NBC
	WCAU	1170	50,000	WCAU Broadcasting Co. 1622 Chestnut St. Locust 7700	CBS	Dr. Leon Levy Dr. Leon Levy Robert A. Street	Stan Lee Broza Thomas Ruane John G. Leitch	Transamerica (Chicago)
	WDAS	1870	250-LS 100-N	WDAS Bstg. Station, Inc. 1211 Chestnut St. Locust 7400	.....	A. W. Dannenbaum, Sr. P. J. Stanton A. W. Dannenbaum, Jr.	Harold Davis Jerry Stone Frank Unterberger	.....
	WFIL	560	1,000-LS 500-N CP-1,000 SA-1,000-N	WFIL Broadcasting Co. Widener Bldg. Rittenhouse 6900	NBC-Blue MBS	Samuel R. Rosenbaum Donald Withycomb Jack Stewart	John L. Clark Roger W. Clipp Frank V. Becker	.....
	WHAT	1810 ST-WTEL	100	Independence Bstg. Co. Inc. Public Ledger Bldg. Lombard 2390	.....	W. Porter Ogelsby, Jr. L. H. Bailey L. H. Bailey	M. L. Laughlin ..... J. C. Geise, Jr.	.....
	WIBG (Glenside)	970-D	100	Seaboard Radio Bstg. Corp. Keswick Theatre Bldg. Ogontz 4570	.....	Joseph M. Nassau Joseph M. Nassau T. G. Tinsley, II	Margaret R. Collins James A. Nassau John H. Henninger	.....
	WIP	610	1,000	Pennsylvania Broadcasting Co. 35 S. 9th St. Walnut 6800	Intercity	Benedict Gimbel, Jr. Benedict Gimbel, Jr. Edward A. Davies	James Allan Murray Arnold Clifford C. Harris	.....
	WPEN	920	500-LS 250-N SA-1,000-N	Wm. Penn Broadcasting Co. 22nd & Walnut Sts. Rittenhouse 4140	.....	Hyla Kiczales George Lasker George Lasker	Thomas B. Smith Charles W. Burtis	.....
	WTEL	1810 ST-WHAT	100	Foulkrod Radio Engineering Co. 3701 N. Broad St. Radcliffe 6647	.....	Henry N. Cocker .....	.....	.....
PITTSBURGH.....	KDKA	980	50,000	Westinghouse E. & M. Co. Grant Bldg. Grant 4200	NBC-Blue	Westinghouse (NBC) A. E. Nelson W. E. Jackson	Lyndon Morrow J. E. Baudino	NBC
	KQV	1380 STN-WSMK	500	KQV Broadcasting Co. Chamber of Commerce Bldg. Grant 4860	.....	H. J. Brennen J. J. Laux Robert M. Thompson	Chris Christensen Joe Vilella Walter McCoy	Transamerica Gene Furgason & Co.
	WCAE	1220	5,000-LS 1,000-N	WCAE, Inc. Hotel William Penn Atlantic 6184	NBC-Red MBS	Hearst Radio Leonard Kapner Leonard Kapner	Clifton Daniel James F. Murray James Schultz	International
	WJAS	1290	5,000-LS 1,000-N	Pittsburgh Radio Supply House Chamber of Commerce Bldg. Grant 4860	CBS	H. J. Brennen Howard E. Clark Robert M. Thompson, Sr.	James Hughes Walter McCoy	Gene Furgason & Co.
	WWSW	1500	250-LS 100-N	Walker & Downing Radio Corp. Hotel Keystone Grant 5200	.....	Paul Block Frank R. Smith, Jr. Frank R. Smith, Jr.	Walter E. Sickles Kieran Balfe Ancil A. Lewis	.....
READING.....	WEEU	830-D	1,000	Berks Broadcasting Co. 533 Penn St. 7335	.....	Clifford M. Chafey Clifford M. Chafey W. A. Rippe	Paul J. Breedy ..... H. O. Landis	Craig & Hollingbery
	WRAW	1310	100	Reading Broadcasters Co. 533 Penn St. 7335	.....	Clifford M. Chafey Raymond A. Gaul W. H. Rippe	Paul J. Breedy ..... H. O. Landis	Craig & Hollingbery
SCRANTON.....	WGBI	880 ST-WQAN	1,000-LS 500-N	Scranton Broadcasters, Inc. 1000 Wyoming Ave. 6296	CBS	Frank Megargee R. E. McDowell George D. Coleman	Frank Monaghan Kenneth R. Cooke	John Blair & Co.
	*WQAN	880 ST-WGBI	1,000-LS 500-N	The Scranton Times 149 Penn Ave. 6161	.....	E. J. Lynett .....	.....	.....
SUNBURY.....	WKOK	1210 SH-WBAX	100	Sunbury Broadcasting Corp. 1150 N. Front St. 1326	.....	Harry H. Haddon Melvin Lahr .....	Paul Miller Clifford Kerstetter	.....
UNIONTOWN.....	WMBS	1420-D	250	Fayette Broadcasting Corp. Fayette Title & Trust Bldg. 800	.....	Joseph C. Burwell Louis R. Bennett Michael E. Slagel	Sullivan Sages Michael E. Slagel Kenneth M. Meredith	Wellman Service
WILKES-BARRE....	WBAX	1210 SH-WKOK	100	John H. Stenger, Jr. 141 S. Main St. 2-2736	.....	John H. Stenger, Jr. Hal A. Seville Hal A. Seville	Richard Mawson Richard Evans John H. Stenger, Jr.	.....
	WBRE	1310	100	Louis G. Baltimore 16 N. Main St. 3-3101	NBC	Louis G. Baltimore Louis G. Baltimore S. R. Baltimore	Franklin D. Coslett S. R. Baltimore Charles Sakoski	.....
WILLIAMSPORT....	WRAK	1370	250-LS 100-N	WRAK, Inc. 244 W. 4th St. 2-6116	.....	E. M. Case George E. Joy O. M. Linn	Paul M. Breining J. Wright Mackey Louis N. Persio	.....
YORK.....	WORK	1320	1,000	York Broadcasting Co., Inc. 18 S. Beaver St. 6629	NBC Intercity	Clair R. McCollough J. Robert Gulick J. Robert Gulick	Harold Miller John Neff J. E. Mathiot	Paul H. Raymer Co.





P E N N S Y L V A N I A

**WGBI** is the year 'round listening habit of more than 175,000 radio homes in Northeastern Pennsylvania because this audience must listen to this CBS outlet for its only satisfactory radio service.

**WGBI** must head your list if you are to get your share of sales in Scranton, Pennsylvania's third largest city, located in the heart of the 17th largest U. S. Metropolitan area.

CBS

1,000 WATTS, L. S.  
500 WATTS NIGHT  
•  
880 KILOCYCLES



SCRANTON  
P E N N A.

**WGBI**

Write for your copy of "Here's Proof" (Revised 1938 Edition). Complete facts and figures regarding Northeastern Pennsylvania.

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.  
LS—Local Sunset.

D—Day. N—Night. ST—Shares Time.  
L—Limited Time with Dominant Station.

STN—Shares Time Night.  
SA—Special Authorization.

SH—Specified Hours.

SHN—Specified Hours Night.

CP—Construction Permit Issued.

(Data corrected to January 1, 1938)

## RHODE ISLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
PROVIDENCE.....	WEAN	780	1,000 CP-5,000-LS	Yankee Network Inc. 208 Weybosset St. Dexter 1500	NBC-Blue Yankee Colonial	John Shepard, 3rd James S. Jennison Richard F. Voynow	James S. Jennison Carleton McVarish Harry H. Tilley	Edw. Petry & Co.
	WJAR	890	5,000-LS 1,000-N	The Outlet Co. Weybosset St. Gaspee 1071	NBC-Red	Joseph Samuels John J. Boyle John J. Boyle	Thomas C. J. Prior	Weed & Co.
	WPRO	630	1,000-LS 500-N	Cherry & Webb Broadcasting Co. 15 Chestnut St. Plantations 9776	CBS Intercity	William S. Cherry, Jr. Stephen P. Willis William T. Bush	H. William Koster Albert C. Rider Howard W. Thornley	Paul H. Raymer Co.

## SOUTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ANDERSON.....	WAIM	1200	100	Wilton E. Hall Anderson College 300	CBS	Wilton E. Hall Wilton E. Hall Ennis Bray	James Bulleit G. Paul Browne John Peoples	J. J. Devine
CHARLESTON.....	WCSC	1360	1,000-LS 500-N	So. Carolina Broadcasting Co. Francis Marion Hotel 344	NBC	W. Frank Hipp J. M. Rivers J. M. Rivers	Francis Fitzgerald Francis Fitzgerald J. B. Fuqua	Free & Peters
COLUMBIA.....	WIS	560	5,000-LS 1,000-N	Station WIS, Inc. 1811 Main St. 2-2135	NBC Carolina	W. Frank Hipp G. Richard Shafro G. Richard Shafro	Victor H. Lund Floyd D. Rodgers, Jr. Scott Helt	Free & Peters
FLORENCE.....	WOLS	1200-D	100	O. Lee Stone Sanborn Hotel 1178	.....	O. Lee Stone O. Lee Stone Henry Mosses	William F. Melia ..... Paul Dillon	.....
GREENVILLE.....	WFBC	1300	5,000-LS 1,000-N	Greenville News-Piedmont Co. Hotel Greenville 362	NBC	Roger C. Peace B. T. Whitmire W. S. Lindsay	Charles Batson P. W. Cook Clyde Etheredge	Bryant, Griffith & Brunson
SPARTANBURG.....	WSPA	920-D	1,000	The Voice of South Carolina Radio Bldg. 2900	.....	James D. Muford Virgil Evans Pat McSwain	James D. Muford William F. Melia Robert M. Wallace	Cox & Tanz

## SOUTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ABERDEEN.....	KABR	1420 CP-1390	100 CP-1,000-LS CP-500-N	Aberdeen Broadcast Co. Alonzo Ward Hotel 4626	.....	H. C. Jewett, Jr. A. A. Fahy A. A. Fahy	W. L. Dean ..... Deibert T. Hunt	Transamerican
BROOKINGS.....	*KFDY	780-SH-D	1,000	South Dakota State College Campus 702-K	.....	Dr. C. W. Pugsley S. W. Jones .....	Jack Towers ..... W. H. Gamble	.....
HURON.....	KG DY	1340-D	250	Voice of South Dakota Inc. K. P. Bldg. 4280	.....	Dr. F. Koren ..... .....	..... ..... .....	.....
PIERRE.....	KGFX	630-SH-D	200	Dana McNeil Estate (Ida A. McNeil, Administratrix) 203 W. Summit Ave. 2251	.....	Ida A. McNeil Ida A. McNeil Ida A. McNeil	Ida A. McNeil Lynn E. Oldaker Robert H. Dye	.....
RAPID CITY.....	KOBH	1370	250-LS 100-N	Black Hills Broadcast Co. Alex Johnson Hotel 2000	.....	Robert Lee Dean Robert J. Dean Robert J. Dean	William E. Welch Robert J. Dean Earl H. Carter	.....
	*WCAT	1200-SH-D	100	South Dakota School of Mines E. St. Joe St. 1600	.....	J. P. Connolly C. M. Rowe .....	C. M. Rowe ..... E. E. Clark	.....
SIOUX FALLS.....	KELO	1200	100	Sioux Falls Broadcast Ass'n, Inc. 317 S. Phillips Ave. 757	NBC	Joseph Henkin Joseph Henkin George R. Hahn	Morton Henkin Morton Henkin Max Staley	Paul H. Raymer Co.
	KSOO	1110 L-WRVA	2,500	Sioux Falls Broadcast Ass'n, Inc. 317 S. Phillips Ave. 757	NBC	Joseph Henkin Joseph Henkin George R. Hahn	Morton Henkin Morton Henkin Max Staley	Paul H. Raymer Co.
VERMILLION.....	*KUSD	890 ST-KFNF	500	University of South Dakota Vermillion 210-W	.....	I. D. Weeks B. B. Brackett .....	B. B. Brackett ..... R. E. Rawlins, Jr.	.....
WATERTOWN.....	KWTN	1210	100	Greater Kampeska Radio Corp. Midland Life Bldg. 5050	.....	Dr. F. Koren M. W. Plowman M. W. Plowman	Norman Schmeling Morris Wisott E. A. Blackburn	.....
YANKTON.....	WNAX	570	5,000-LS 1,000-N	WNAX Broadcasting Co. Second & Capitol Sts. 2710	CBS	Charles H. Gurney Ted Matthews Ted Matthews	Orie Kerwood Ted Matthews Clifton Todd	Howard H. Wilson

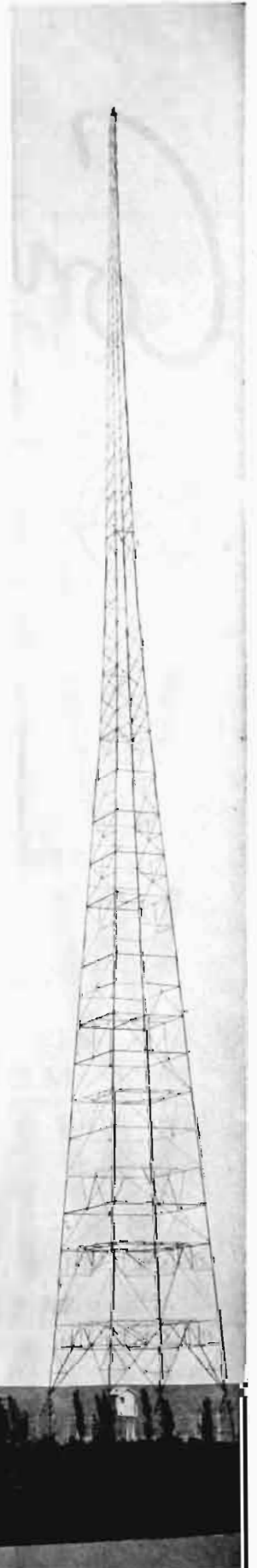
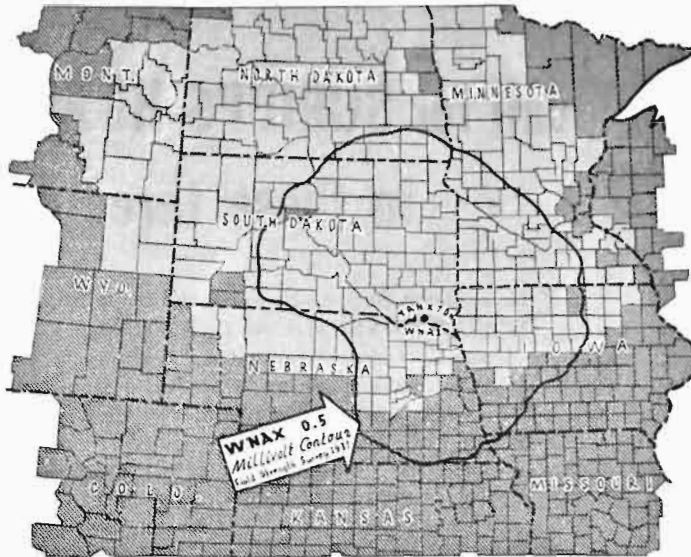
# WNAX

## YANKTON South Dakota

570 KILOCYCLES

526 METERS

5000 WATTS DAY  
1000 WATTS EVENING



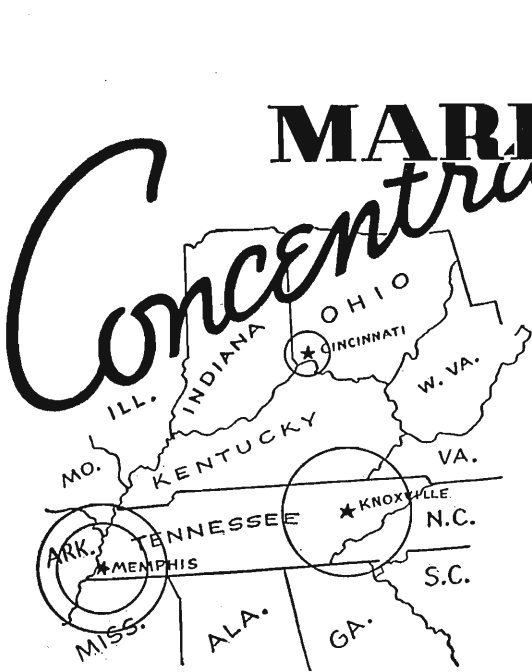
	<i>Primary Area</i>	<i>Secondary Area</i>
Population .....	3,917,100	5,721,400
Families .....	932,700	1,430,600
Radio Homes .....	719,590	1,240,400
Radio Listeners .....	2,725,670	4,523,430
Passenger Autos .....	879,625	1,267,794

Affiliated  
with CBS

*Representatives*  
Howard H. Wilson Company  
Chicago, Kansas City, New York



# MARKETED PLANS



call for **SCRIPPS-HOWARD RADIO**  
in these three cities

These four Scripps-Howard radio stations give **CONCENTRATED COVERAGE** of their markets . . . where sales and sales outlets are concentrated . . . where buying action is faster . . . where there are most buying dollars and sales prospects. If you are marketing a product in these cities, you can advertise by radio more efficiently, more effectively and at less cost in Knoxville through WNOX, in Memphis through WMC or WMPs, and in Cincinnati through WCPO.

**WCPO**  
CINCINNATI

Cincinnati's No. 1 News Service Station  
Affiliated with *The Cincinnati Post*  
Featuring *localized* radio programs  
1200 kilocycles • 250 watts day • 100 watts night

**WMC**  
MEMPHIS

The first choice in Memphis  
Affiliated with *The Memphis Commercial Appeal*  
NBC Red Network programs  
780 kilocycles • 5000 watts day • 1000 watts night  
*The Branham Company, Representatives*

**WMPs**  
MEMPHIS

New ideas for the Old South  
Affiliated with *The Memphis Press-Scimitar*  
NBC Blue Network programs  
1430 kilocycles • 1000 watts day • 500 watts night

**WNOX**  
KNOXVILLE

Tennessee's pioneer radio station. Established 1922  
Affiliated with *The Knoxville News-Sentinel*  
A Columbia Broadcasting outlet  
1010 kilocycles • 5000 watts day • 1000 watts night  
*E. Katz Special Advertising Agency, Representatives*

# A Man Waited in the Belfry

ON July 3, 1776 a man waited in the belfry of Independence Hall, Philadelphia.

Below him, spread round the public square, hundreds more waited, too.

The old man peered over the bannister, down the shaft below.

Suddenly a barefoot boy rushed to the foot of the stairs, looked up and shouted:

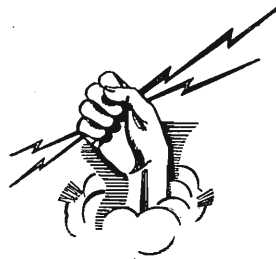
“Grandfather: They’ve signed the Declaration of Independence! Ring the bell!”

Tears came to the old man’s eyes. *This was the moment.* Out went his gnarled hands to grasp the heavy rope. And he rang the Liberty Bell “*in the public interest, convenience and necessity.*”

Of such is the soul of radio, then and now.

Had radio then existed, the strong, proud notes of the Liberty Bell would have sounded in every home in city and village so that all might *hear* what had happened when it happened; so that all might know a great day was at hand.

For under the American System of Broadcasting,



all barriers of time and distance and circumstance are swept aside in the public interest, convenience and necessity.

No moment of transcendent importance occurs in the state, nation or the world, that radio is not there to record — instantly, impartially, fully. . . .

And yet no tax, no charge of any kind is imposed upon the American people for such service. This is the broadcaster’s obligation as trustee in the public interest.

In America radio is free: tax-free; and free from partisan domination.

In our competitive system no one can be compelled to listen. The problem of getting the listeners’ ear challenges only the ingenuity of the broadcaster and not that of the police force. Here one is free to select the things he will listen to—if, as and when he cares to listen. That is the American way.

Here, a man waits in the belfry . . . “in the public interest, convenience and necessity.”

*A message in the interests of the American System of Broadcasting by one proud to be a part thereof; by one privileged from time to time to have contributed to its progress; by one seeking new opportunities to broaden its service to the American listener.*

W S M

The Air Castle of the South

50,000 WATTS

E. W. CRAIG, Vice-President in Charge of Radio . . . . HARRY STONE, General Manager

OWNED AND OPERATED BY

The National Life and Accident Insurance Company, Inc., Nashville, Tennessee



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    CP—Construction Permit Issued.  
 (Data corrected to January 1, 1938)

## TENNESSEE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BRISTOL	WOPI	1500	100	Radiophone Broadcasting Station 410 State St. 1241	.....	Max Marks W. A. Wilson W. A. Wilson	W. A. Wilson Adrian J. Flinter, N. Y. R. H. Smith	Cox & Tanz
CHATTANOOGA	WAPO	1420	250-LS 100-N	W. A. Patterson Foust St. & Rossvil Blvd. 6-5141	.....	W. A. Patterson	.....	.....
	WDOD	1280	5,000-LS 1,000-N	WDOD Broadcasting Corp. Hotel Patten 6-5117	CBS	N. A. Thomas Frank S. Lane Frank S. Lane	Dorothy Wood McCurdy James R. Donovan	Paul H. Raymer Co.
JACKSON	WTJS	1310	250-LS 100-N	Sun Publishing Co. Baltimore & Market Sts. 1106	.....	C. E. Pigford Albert A. Stone Aaron B. Robinson	Leslie Brooks Aaron B. Robinson Cary B. Brummell	Branham Co.
KNOXVILLE	WNOX	1010	5,000-LS 1,000-N	Scripps-Howard Radio, Inc. 110 S. Gay St. 8-3171	CBS	Jack R. Howard R. B. Westergaard O. L. Smith	Lowell Blanchard Robert Hopkinson J. B. Epperson	E. Katz
	WROL	1810	250-LS 100-N	Stuart Broadcasting Corp. 524 S. Gay St. 2-7112	NBC	S. E. Adcock C. H. Frazier Roland Weeks	John Reese Roland Weeks J. H. Wofford	John Blair & Co.
MEMPHIS	WHBQ	1870	100	Bestg. Station WHBQ, Inc. Hotel Claridge 8-6865	.....	(Thos. Thompson H. B. Wooten E. A. Alburty Eugene Pournelle	Ermatt McMurry M. Van Kannon Weldon Roy	J. J. Devine
	WMC	780	5,000-LS 1,000-N	Commercial Appeal Co. Hotel Gayoso 8-7464	NBC	John H. Sorrells H. W. Slavick J. C. Eggleston	John Cleghorn Wm. Fielding Clyde E. Baker	Branham Co.
	WMPS	1480	1,000-LS 500-N	Memphis Broadcasting Co. Columbian Mutual Tower Bldg. 5-2127	NBC	John H. Sorrells J. Coleman Hanrahan Wm. A. Kirkendale	Geo. H. Engelter W. J. Towner J. G. Deaderick	.....
	WREC	600	5,000-LS 1,000-N	WREC, Inc. Hotel Peabody 6-1313	CBS	Hoyt B. Wooten Hoyt B. Wooten	..... S. D. Wooten, Jr.	E. Katz
NASHVILLE	WLAC	1470	5,000	WLAC, Inc. 2421 West End Ave. 7-3425	CBS	J. T. Ward F. C. Sowell F. C. Sowell	Tim Sanders Eddie Gleaves F. D. Binns	Paul H. Raymer Co.
	WSIX	1210	250-LS 100-N	WSIX, Inc. Andrew Jackson Hotel 5-5431	.....	Jack M. Draughon Jack M. Draughon Harry C. Krone	Robt. Chaudoin Bascom E. Porter	.....
	WSM	650	50,000	Nat'l Life & Accident Ins. Co. 301 Seventh Ave., North 6-7181	NBC	Edwin W. Craig Harry Stone Harben Daniel	Tom Stewart Ed Kirby J. H. DeWitt, Jr.	Edw. Petry & Co.

## TEXAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ABILENE	KRBC	1420	250-LS 100-N	Reporter Broadcasting Co. Hilton Hotel 6255	.....	M. Bernard Hanks Max Bentley Howard Barrett	..... Howard Barrett W. W. Robertson, Jr.	Graham A. Robertson
AMARILLO	KGNC	1410	2,500-LS 1,000-N	Plains Radio Broadcasting Co. Radio Bldg. 4242	NBC	O. L. Taylor O. L. Taylor	Wesley S. Izzard Raymond Hollingsworth W. S. Bledsoe	Howard H. Wilson
AUSTIN	KNOW	1500	250-LS 100-N	KUT Broadcasting Co. Norwood Bldg. 2-6213	CBS	Hearst Radio Inc. James W. Pate James W. Hagood	Walton Newton Paul Forchheimer Paul Shaw	International
	KTBC	1120	1,000 SH-D-WTAW (Construction permit)	State Capitol Bestg. Assn. Austin .....	.....	R. B. Anderson	.....	.....
BEAUMONT	KFDM	560	1,000-LS 500-N	Sabine Broadcasting Co., Inc. Hotel Beaumont 3883	NBC	Magnolia Petroleum Co. J. M. Gilliam J. M. Gilliam	Geo. W. Caldwell W. C. Douglas	John Blair & Co.
BIG SPRING	KBST	1500	100	Big Spring Herald Bestg. Co. Crawford Hotel 1499	.....	Joe Galbraith J. F. Willson C. M. Garnes	Mary V. Keneaster C. M. Garnes E. I. McKinney	Graham A. Robertson
BRADY	KNEL	1500-D	250	G. L. Burns Brady 77	.....	G. L. Burns G. L. Burns G. L. Burns	J. S. Sloane Marion Crawford	.....
BROWNSVILLE	KGFI	1500	250-LS 100-N	Eagle Broadcasting Co., Inc. Brownsville 1044	.....	E. E. Wilson F. R. Wilson O. F. Sensabaugh	F. R. Wilson Howard K. Cummins Fred Hammond	.....
COLLEGE STATION	*WTAW	1120-SH	500	Agricultural & Mech. College of Tex. College Station 19	.....	T. O. Walton F. C. Bolton	E. P. Humbert H. C. Dillingham	.....
CORPUS CHRISTI	KRIS	1380	500	Gulf Coast Bestg. Co. Medical & Professional Bldg. 475	NBC	M. Tilford Jones T. Frank Smith T. Frank Smith	Cliff Tatom H. B. Lockhart	Graham A. Robertson
CORSICANA	KAND	1810-D	100	Navarro Bestg. Assn. State Natl. Bank Bldg. 30	.....	J. C. West Charles L. Whittier	Bob Syler Burton C. Boatright	.....



# FACTS

## FOR YOUR FILE

ON

# W M C

## MEMPHIS

OWNED AND OPERATED BY  
**THE COMMERCIAL APPEAL**  
"THE SOUTH'S GREATEST NEWSPAPER"

### MID-SOUTH MARKET

POPULATION .....	2,730,703
SPENDABLE INCOME .....	\$ 693,524,000
WHOLESALE SALES .....	\$ 1,072,744,870
RETAIL SALES .....	\$ 554,084,000
RADIO HOMES .....	279,800

### NET WORK - NBC RED

### RESULTS -

NATIONAL BUSINESS  
WMC carries 83 per cent of all national spot business placed in the Mid-South

LOCAL BUSINESS  
WMC carries 47 per cent more local advertising than the second station

### FACILITIES

SHORT WAVE STATIONS

WABG • W4XBS • W4XCA

RECORDING EQUIPMENT

Both permanent and portable recording facilities are available to advertisers

POWER

5000 WATTS DAY • 1000 WATTS NIGHT

TRANSMITTER

611 FOOT HALF WAVE VERTICAL ANTENNA--ONE OF THE HIGHEST AND MOST MODERN IN THE COUNTRY--AND THE ONLY HALF WAVE ANTENNA IN THE MID-SOUTH

## RESULTS PROVE WMC SELLS THE MID-SOUTH

NATIONAL REPRESENTATIVE: THE BRANHAM COMPANY



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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## TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
DALLAS	KRLD	1040	10,000	KRLD Radio Corp. Hotel Adolphus 2-6811	CBS	Dallas Times-Herald John W. Runyon Clyde W. Rembert	Ruth Clem Roy M. Flynn	Branham Co.
	WFAA	800 ST-WBAP	50,000	A. H. Belo Corp. Baker Hotel 2-9215	NBC Texas Quality	G. B. Desley Martin B. Campbell Alexander Keese	Ralph W. Nimmons Irvin Gross Raymond Collins	Edw. Petry & Co.
	WRR	1280	500	City of Dallas Southland Life Bldg. 2-1411	MBS	City of Dallas John Thorwald John Thorwald	Chas. B. Jordan Harry L. Thomas V. R. Simpson	
DUBLIN	KFPL	1810	250-LS 100-N	KFPL Broadcasting Station 205 Grafton St. 183		C. C. Baxter C. B. Baxter C. C. Baxter	C. B. Baxter C. B. Baxter C. C. Baxter	
EL PASO	KROD	1500 (Construction permit)	100	Dorrance D. Roderick El Paso Times Main 2020		Dorrance D. Roderick		
	KTSM } WDAH }	1810	250-LS 100-N	Tri-State Bestg. Co., Inc. Hotel Paso del Norte Main 46	NBC	Mrs. L. E. Bredberg Karl O. Wyler Karl O. Wyler	Roy T. Chapman, Jr. E. L. Gemoets	Craig & Hollingsbery Walter Biddick
FORT WORTH	KFJZ	1870	250-JS 100-N	Fort Worth Broadcasters, Inc. Trinity Life Bldg. 3-3474		R. S. Bishop R. S. Bishop Harry Hutchinson		
	KGKO	570	CP-5,000-JS CP-1,000-N	(See Wichita Falls Tex.)				
	KTAT	1240	1,000	Tarrant Broadcasting Co. Hotel Texas 3-1381		Raymond E. Buck Sam H. Bennett Sam H. Bennett		Free & Peters
	WBAP	800 ST-WFAA	50,000	Carter Publications, Inc. Star-Telegram Bldg. 3-2301	NBC Texas Quality	Amon G. Carter Harold V. Hough George Cranston	George Cranston Elbert Haling R. C. Stinson	Edw. Petry & Co.
GALVESTON	KLUF	1370	100	George Roy Clough 1225 23rd St. 760		George Roy Clough Lawrence D. Yates Lawrence D. Yates	Robt. L. Easley Darrell E. Yates John K. Taylor	
GREENVILLE	KGVL	1200-D (Construction permit)	100	Hunt Broadcasting Assn. Greenville		Fred Horton		
HOUSTON	KPRC	920	5,000-JS 1,000-N SA-5,000-N	Houston Printing Corp. Lamar Hotel Fairfax 7101	NBC Texas Quality	W. P. Hobby Kern Tips Kern Tips		Edw. Petry & Co.
	KTRH	1290	5,000-JS 1,000-N	KTRH Broadcasting Co. Rice Hotel Preston 4361	CBS	Houston Chronicle R. F. Orr Ray Bright	Harry Grier Ray Bright Tom Hiner	John Blair & Co.
	KXYZ	1440	1,000	Harris County Broadcast Co. Gulf Bldg. Capitol 6151	NBC	Tilford Jones T. Frank Smith T. Frank Smith	Charles Nethery Jerry Chinski	Graham A. Robertson
KILGORE	KOCA	1210	250-JS 100-N	Oil Capitol Bestg. Assn. Kilgore Hotel 616		Dr. James G. Ulmer H. A. Degner V. A. Coker	Betty Ford H. C. Slife	
LONGVIEW	KFRO	1370-D	250	Voice of Longview Glover-Crim Bldg. 411		James R. Curtis Harold C. Johnson	John MacDonald James R. Curtis Edward E. Bumpass	
LUBBOCK	KFYO	1810	250-LS 100-N	Plains Radio Broadcasting Co. 914 Ave. J. 1700		O. L. Taylor DeWitt Landis DeWitt Landis	Ollie Cook Quannah F. Parker Wm. H. Torrey	Howard H. Wilson
LUFKIN	KRBA	1310-D (Construction permit)	100	Redlands Bestg. Co. Lufkin		Ben T. Wilson		
MIDLAND	KRLH	1420-D	100	Clarence Scharbauer Midland 1070		Clarence Scharbauer Thomas K. Betzel Ray Lackland	Pete Gates Lester F. Hale Robert Harmon	
PALESTINE	KNET	1420-D	100	Palestine Broadcasting Assn. P. O. Box 467 411		Bonner Frizzell		
PAMPA	KPDN	1310-D	100	R. C. Holles 212 N. Ballard 1100		R. C. Holles S. L. Patterson S. L. Patterson	Raymond G. Monday S. L. Patterson Herman E. Kreiger	Southwest Broad- casters
PARIS	KPLT	1500-D	250	North Texas Bestg. Co. Gibraltar Hotel 1124		A. G. Pat Mayse J. Bert Mitchell, Jr. J. Bert Mitchell, Jr.	Richard Schlaudroff Weldon Jeffus	Graham Robertson
PECOS	KIUN	1420	100	Jack W. Hawkins & B. H. Hubbs KIUN Bldg. 21		Jack Hawkins Jack Hawkins Jack Hawkins	Dick Jay Pete Gates C. A. Roark	
PORT ARTHUR	KPAC	1260-D	500	Port Arthur College 1600 Procter St. 3320				
SAN ANGELO	KGKL	1870	250-LS 100-N	KGKL, Inc. St. Angelus Hotel 6715		H. C. Raggsdale Earle Yates Earle Yates	Lynn Bieler Earle Yates Frank M. Jones	

*The Station the Southwest  
Has Been Waiting For...*

**KGKO WILL BE READY MAY 1**

*Serving*

**FORT WORTH**

*and*

**DALLAS**



*For the First Time Cover the Southwest's Great-  
est Market on a REGIONAL RATE!*

**CHOICE TIMES NOW BEING RESERVED**

**KGKO**  
... FULL TIME NBC AFFILIATE ...

**570 KILOCYCLES - 5000 WATTS DAY - 1000 WATTS NIGHT**  
Address: KGKO, Fort Worth Star-Telegram Bldg., Fort Worth, Texas: Phone 3-1234  
Amon G. Carter, Pres.: Harold V. Hough, Gen. Mgr.: D. A. Kahn, Bus. Mgr.



# HIZZONER, THE MAYOR OF PRAIRIE DOG TOWN

- There was a time when the Mayor of Prairie Dog Town was an important personage in Texas—but he is just a vanishing American today.
- For today Texas is the fifth most populous state in the Union. (1930 Census—5,824,715). Its four great cities—important markets though they be—account for only 16.3% of the total population of the state. The other 83% live in smaller towns and rural communities scattered throughout the 265,896 square miles of Texas.
- There is only one economical and efficient way to cover a territory so vast, in which live so many people—The Texas Quality Network. Powered and programmed to perfection, this group of four NBC stations not only covers every city and town in Texas—every hamlet and radio home—but reaches out to neighboring states to accumulate a total of 12,237,400 people who live within its sphere of influence.
- This large slice of America is yours for the *telling*—over T.Q.N.

EACH STATION AFFILIATED WITH THE NATIONAL BROADCASTING CO.

## THE TEXAS QUALITY NETWORK

**WFAA-WBAP**

DALLAS

**KPRC**

HOUSTON

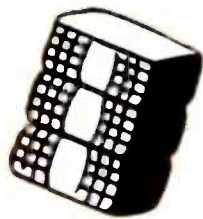
**WOAI**

SAN ANTONIO

*Edward Petry & Company, Inc.—National Representatives*

ASK FOR TEXAS QUALITY NETWORK STANDARD MARKET DATA BROCHURE

# TEXAS *is* 1st



COTTON  
INCOME



F A R M  
INCOME

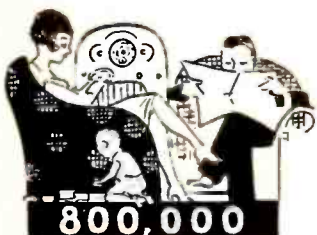


OIL PRODUCTION  
INCOME



CATTLE » SHEEP  
INCOME

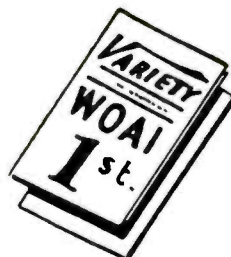
# WOAI *is* 1st



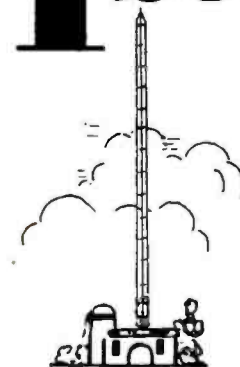
800,000  
RADIO FAMILIES



POPULARITY



SHOWMANSHIP



NEW FACILITIES

**WOAI**

covers  $\frac{1}{3}$   
of

TEXAS'

**\$12,500,000,000**

**WEALTH**

*San Antonio*

50,000 WATTS • CLEARED CHANNEL  
Represented nationally by Edward Petry & Co.  
Affiliate • National Broadcasting Company  
Member • Texas Quality Network



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    CP—Construction Permit Issued.  
 (Data corrected to January 1, 1938)

## TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
SAN ANTONIO	KABC	1420	250-LS 100-N	Alamo Bstg. Co., Inc. Milam Bldg. Garfield 4241	.....	Henry Lee Taylor Wm. D. McCabe .....	Charles L. Belfi G. R. Rumble	.....
	KMAC	1870 ST-KONO	250-LS 100-N	W. W. McAllister Smith Young Tower Cathedral 6211	.....	W. W. McAllister Howard W. Davis	.....	.....
	KONO	1870 ST-KMAC	100-N 250-D	Mission Broadcasting Co. Milam Bldg. Fannin 1871	.....	Eugene J. Roth Eugene J. Roth James M. Brown	Gerald Morgan George W. Ing	.....
	KTSA	550	5,000-LS 1,000-N	KTSA Broadcasting Co. Gunter Hotel Garfield 1251	CBS	Hearst Radio Inc. G. W. Johnson G. W. Johnson	Paul Girard Wm. G. Egerton	International
WOAI	1190	50,000	Southland Industries, Inc. 1031 Navarro St. Garfield 4221	NBC Texas Quality	G. A. C. Half Beeman Fisher Hugh A. L. Half	Lew Valentine Carl A. Doty Fred Sterling	Edw. Petry & Co.	
SHERMAN	KRRV	1810-D	250	Red River Valley Bstg. Corp. 1910 S. Crockett St. 201	.....	G. H. Wilcox L. L. Hendrick L. L. Hendrick	Roy Pickett T. E. Spellman	.....
TEMPLE	KTEM	1370-D	250	Bell Broadcasting Co. Kyle Hotel 4646	.....	Ruth Mayborn Burton Bishop Burton Bishop	..... Rupert Bogan	Graham Robertson
TEXARKANA	KCMC	1420	250-LS 100-N	KCMC, Inc. 317 Pine St. 958	.....	C. E. Palmer Foster W. Fort Foster W. Fort	W. T. Casper Georgene Wilson W. H. Robertson	.....
TYLER	KGKB	1500	250-LS 100-N	East Texas Broadcasting Co. Tyler Commercial College Bldg. 1105	.....	W. M. Roberts Roy G. Terry M. E. Danbom	M. E. Danbom M. E. Danbom John B. Sheppard	.....
WACO	WACO	1420	100	KTSA Broadcasting Co. Amicable Bldg. 2700	CBS	Hearst Radio Inc. James W. Pate R. E. Lee Glasgow	H. Adelman Frank Ruetz L. H. Appleman	International
WESLACO	KRGV	1260	1,000	KRGV, Inc. 201 Border St. 375	NBC	M. S. Niles Ken L. Sibson Ingham S. Roberts	Dick Watkins Sibson & Roberts Neal McNaughton	Howard H. Wilson
WICHITA FALLS	KGKO	570	1,000-LS 250-N CP-5,000-LS CP-1,000-N	Wichita Falls Broadcasting Co. Star-Telegram Bldg. 3-2301	.....	Amon S. Carter Harold V. Hough D. A. Kahn	D. A. Kahn C. B. Locke	.....

(Construction permit to move to Forth Worth, to join NBC on May 1, 1938)

## UTAH

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CEDAR CITY	KSUB	1310	100	Johnson & Perry El Escalante Hotel 393	.....	Harold Johnson L. M. Perry Archie L. Madsen Archie L. Madsen	Archie L. Madsen Archie L. Madsen Cutler R. Miller	.....
OGDEN	KLO	1400	500	Interstate Broadcasting Corp. Hotel Ben Lombard 84	NBC-Blue	A. L. Glasmann Paul R. Heitmeyer Merrill J. Bunnell	Ethel G. Clark W. D'Orr Cozzens	Bryant, Griffith & Brunson Walter Biddick
PRICE	KEUB	1420	100	Eastern Utah Broadcasting Co. Price 200	.....	Sam G. Weiss Sam G. Weiss John Richards	John Richards John Richards Frank C. Carman	.....
SALT LAKE CITY	KDYL	1290	1,000 CP 5,000-LS	Intermountain Broadcasting Corp. Ezra Thompson Bldg. Wasatch 7180	NBC-Red	S. S. Fox S. S. Fox W. E. Wagstaff	Ted Kimball George Snell George Snell John M. Baldwin	John Blair & Co.
	KSL	1130	50,000	Radio Service Corp. of Utah Union Pacific Bldg. Wasatch 3901	CBS	Sylvester Q. Cannon Earl J. Glade Dan H. Vincent	Lennox Murdoch Lennox Murdoch E. G. Pack	Edw. Petry & Co.
	KUTA	1500 (Construction Permit)	100	Utah Broadcasting Co. Salt Lake City	.....	Frank C. Carman Frank C. Carman Jack L. Powers	David G. Smith Frank C. Carman	.....

## VERMONT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BURLINGTON	WCAX	1200-SH	250-LS 100-N	Burlington Daily News Inc. 203 College St. 134	.....	H. Nelson Jackson H. Nelson Jackson William J. Kennedy	Jack Tierney Jack Tierney James W. Tierney	.....
RUTLAND	WSYB	1500-SH	100	Philip Weiss Music Co. 80 West St. 1247	.....	Philip Weiss J. H. Weiss J. H. Weiss	J. A. Houser	.....
SPRINGFIELD	WNBX	1260	1,000-LS 500-N	Twin States Broadcasting Corp. Woolson Block 663	CBS	H. C. Wilder Phil Hoffman Phil Hoffman	Lansing Bennett Lansing Bennett Wm. F. Moore	Paul H. Raymer Co.
ST. ALBANS	WQDM	1890-D	1,000	E. J. Regan-F. A. Bostwick 32 N. Main St. 126	.....	(E. J. Regan F. A. Bostwick F. A. Bostwick F. A. Bostwick	Florence Bostwick John Barrett E. J. Regan	.....
WATERBURY	WDEV	550-D	500	Radio Bstg. Station WDEV 8 Stowe St. 13	.....	(Wm. G. Ricker Lloyd E. Squier Lloyd E. Squier Wm. G. Ricker	Harold Deal Wm. G. Ricker Melvin H. Stickles	.....

# SALT LAKE CITY

#DESERET

**F**OCAL point in the cultural, entertainment and shopping life of a quarter-million people . . . the richest and most concentrated market between Denver and the Pacific Coast! It is an audience worth cultivating . . . an audience easily reached over the *popular* station.

## KDYL

SALT LAKE CITY

*An N.B.C. Station*

Nationally Represented by  
**JOHN BLAIR & COMPANY**

New York      Chicago      Detroit  
San Francisco      Los Angeles

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1938)

## VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CHARLOTTESVILLE.	WCHV	1420 STN-WEED	250-LS 100-N	Community Broadcasting Corp. 7th & Main Sts. 444	Virginia	A. T. Dulaney Hugh M. Curtler C. D. Taylor	O. B. Woodward C. D. Taylor Walter W. Gray	J. J. Devine
DANVILLE.....	WBTM	1370	250-LS 100-N	Piedmont Broadcasting Corp. 427 Main St. 2850	Virginia	L. N. Dibrell S. C. Ondarcho S. C. Ondarcho	W. P. Heffernan J. M. Croft Phil Briggs	.....
HARRISONBURG ...	WSVA	550-D	500	Shenandoah Valley Broadcasting Corp. Newman Bldg. 875	Virginia	Floyd William's Estate Chas. P. Blackley Chas. P. Blackley	Wendell Siler ..... U. L. Lynch	.....
LYNCHBURG.....	WLVA	1200	250-LS 100-N	Lynchburg Broadcasting Corp. Allied Arts Bldg. 3030	Virginia	Edward A. Allen Philip P. Allen Glenn E. Jackson	James H. Moore James L. Howe Albert E. Heiser	.....
NEWPORT NEWS...	WGH	1310	250-LS 100-N	Hampton Roads Bestg. Corp. 2813 Washington Ave. 2297	Virginia	James W. Baldwin Edward E. Bishop Edward E. Edgar	J. Marshall Braxton Gene Stratton Raymond P. Aylor, Jr.	Horace Hagedorn
NORFOLK.....	WTAR	780	1,000	WTAR Radio Corp. Bank of Commerce Bldg. 2-5671	NBC	P. S. Huber Campbell Arnoux John W. New	Shirley Hosier Ralph S. Hatcher J. L. Grether	Edw. Petry & Co.
RICHMOND.....	*WBBL	1210-SH	100	Grace Covenant Presbyterian Church 1627 Monument Ave. 4-8885	.....	M. A. Sitton .....	.....	.....
	WMBG	1350	500	Havens & Martin Inc. 914 W. Broad St. 3-6776	NBC-Red	Wilbur M. Havens Wilbur M. Havens Wm. J. Filcr	Robert E. Mitchell Robert E. Mitchell Wilfred H. Wood	Gene Furgason Co.
	WRNL	880-D	500	WLBG Inc. 323 E. Grace St. 3-4242	Virginia	John Stewart Bryan Earl Sowers C. Alden Baker	..... Walter Selden	.....
	WRTD	1500	100	Times-Dispatch Publishing Co., Inc. State-Planters Bank Bldg. 3-7471	NBC	John D. Wise Ovelton Maxey Ovelton Maxey	Margaret Hickerson Bernard Dabney David Bain	Edw. Petry & Co.
	WRVA	1110	5,000	Larus & Bro. Co., Inc. Richmond Hotel 3-6633	CBS MBS	P. L. Reed C. T. Lucy Barron Howard	Burt T. Repine W. R. Bishop H. S. Lucy	Paul H. Raymer Co.
ROANOKE.....	WDBJ	930	5,000-LS 1,000-N	Times-World Corp. 124 W. Kirk Ave. 8131	CBS	Junius P. Fishburn Ray F. Jordan Frank D. Kesler	Ray P. Jordan Marvin Naff Robert D. Avery	Sears & Ayer Craig & Hollingbery

## WASHINGTON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ABERDEEN.....	KXRO	1310	250-LS 100-N	KXRO Inc. Aberdeen 4098	MBS	Harry R. Spence Harry R. Spence Fred G. Goddard	Ben K. Wetherwax Edwin J. Alexander W. M. McGoffin	John Blair & Co.
BELLINGHAM.....	KVOS	1200	100	KVOS Inc. 115 Magnolia St. 4200	MBS Don Lee	Rogan Jones ..... Ton Schafer	Henry Ehlers ..... Joseph Ernst	John Blair & Co.
CENTRALIA.....	KELA	1440	500	Central Broadcasting Corp. Centralia 721	MBS Don Lee	Arthur C. St. John J. Elroy McCaw Joseph Chytil	Paul Corbin Edward Specht Arnold C. Werner	John Blair & Co.
EVERETT.....	KRKO	1370 ST-KEEN	50	Lee E. Mudgett Clark Bldg. Main 526	.....	Lee E. Mudgett Lee E. Mudgett David F. Wells	Cliffe Hanson Lee E. Mudgett	.....
LONGVIEW.....	KWLK	780-D (Construction permit)	250	Twin City Broadcasting Corp. Longview	.....	Arthur C. Campbell	.....	.....
OLYMPIA.....	KGY	1210	100	KGY Inc. Capitol Park Bldg. 745	MBS Don Lee	Louis A. Wasmer Archie G. Taft W. R. Taft W. R. Taft	Evelyn M. Krause Freda A. Tilden John H. Thatcher	John Blair & Co.
PULLMAN.....	*KWSC	1220 ST-KTW	5,000-LS 1,000-N	State College of Washington Pullman 376-M	.....	E. O. Holland Kenneth E. Yeend	Kenneth E. Yeend H. V. Carpenter	.....
SEATTLE.....	KEEN	1370 ST-KRKO	100	KVL, Inc. Smith Tower Seneca 0700	.....	Arthur C. Dalley Arthur C. Dalley Arthur C. Dalley	Harold D. Porter Harold D. Porter A. C. Dalley	Hal E. Pearce
	KIRO	650 710-SA	250 1,000-SA	Queen City Broadcasting Co. Cobb Bldg. Seneca 1500	CBS	Louis K. Lear H. J. Quilliam Loren B. Stone	Henry M. Norton J. A. Morton James B. Hatfield	E. Katz



# Boiled down



These 2 Factors  
Sell time on  
**WTAR**

## 1 STATION POPULARITY

WTAR is **FIRST** in Showmanship—in Listener Preference  
WTAR is Tidewater Virginia's **SOLE** network station and delivers the cream of NBC Red & Blue programs.  
WTAR **ALONE** offers dependable, satisfactory radio reception throughout Tidewater Virginia.  
WTAR'S directional antenna gives power equivalent to 4000 watts (1,000 watt rates)

**PROOF OF WTAR'S POPULARITY** is the approval of both local and national advertisers—80% of clients using the station 14 years ago, when WTAR started broadcasting in 1923, are **STILL** on the station. Over 95% renewals during 1937. Results bring renewals. Tell us your product and we'll give you data on a similar or allied product advertising on WTAR—how long on station, type and broadcast results.

## 2 STANDARD COVERAGE

	*Day	*Night
Population served		
Primary .....	414,116	336,803
Secondary .....	342,000	79,600
<b>TOTAL .....</b>	<b>756,116</b>	<b>416,403</b>

\*SOURCE: Jansky & Bailey Report, July, 1937. Copy on request.

**YEAR 'ROUND MARKET** for radio advertisers:  
4.6 average persons per family—\$2,045 average family buying power.  
Supported by Stabilized Income . . .  
(Fifth Naval District (Base and Yard), Ship Yards, Exporting and Importing, Resort, Agriculture and Manufacturing).

WTAR is the **ONLY** station serving rich, compact Tidewater Virginia and Eastern North Carolina . . . owned and operated by publishers of Norfolk's morning and evening newspapers.

# WTAR

## NORFOLK, VA.

Complete **NBC** Service      **VIRGINIA'S OLDEST BROADCASTERS**      National Representatives  
**First High Fidelity Station—Operates Full Time**      **EDWARD PETRY & CO.**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 1, 1938)

## WASHINGTON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
SEATTLE (Continued)	KJR	970	5,000	Fisher's Blend Station, Inc. Skinner Bldg. Elliott 5890	NBC-Blue Northwest Triangle	NBC—O. W. Fisher Birt F. Fisher H. M. Felts	W. W. Warren Chas. A. Ballie Francis J. Brot	Edw. Petry & Co.
	KOL	1270	5,000-LS 1,000-N	Seattle Broadcasting Co. Northern Life Tower Main 2312	MBS	Archie Taft Louis Wasmer Elmer D. Pederson Elmer D. Pederson	Dudley E. Williamson A. L. Henderson	John Blair & Co.
	KOMO	920	5,000-LS 1,000-N	Fisher's Blend Station, Inc. Skinner Bldg. Elliott 5890	NBC-Red Northwest Triangle	O. W. Fisher Birt F. Fisher H. M. Felts	W. W. Warren Chas. A. Ballie Francis J. Brot	Edw. Petry & Co.
	KRSC	1120	250	Radio Sales Corp. 819 Fairview Place Elliott 3480	Pacific N.W.	Palmer K. Leberman Robt. E. Priebe Romig C. Fuller	Ted Bell Robert McCaw George Freeman	.....
	*KTW	1220 ST-KWSC	1,000	First Presbyterian Church 7th Ave. & Spring St. Main 4177	.....	First Presbyterian Church Dr. M. A. Matthews	Mrs. C. R. Foss James S. Ross	.....
	KXA	760 L-WJZ	500-LS 250-N	American Radio Telephone Co. Bigelow Bldg. Seneca 1000	.....	R. F. Mezgee Florence Wallace Florence Wallace	Jackson Latham Maurice M. McMullen	.....
SPOKANE.....	KFIO	1120-D	100	Spokane Broadcasting Corp. 526 Riverside Ave. Main 3400	.....	Arthur L. Smith Arthur L. Smith B. E. Woolston	Gertrude Longmeier Curtis T. Strong	.....
	KFPY	890	5,000-LS 1,000-N	Symons Broadcasting Co. Symons Bldg. Main 1218	CBS Pacific N.W.	T. W. Symons, Jr. T. W. Symons, Jr. A. L. Bright	Ralph Rogers R. W. Brazel George Langford	Walter Biddick (Pacific Coast)
	KGA	1470	5,000	Louis Wasmer, Inc. Radio Central Bldg. Main 5383	NBC-Blue Northwest Triangle	NBC—Louis Wasmer Harvey Wixson Harvey Wixson	Herbert Wixson Herbert Wixson Bert S. Cole	Edw. Petry & Co.
	KHQ	590	5,000-LS 1,000-N	Louis Wasmer, Inc. Radio Central Bldg. Main 5383	NBC-Red Northwest Triangle	Louis Wasmer Harvey Wixson Harvey Wixson	Herbert Wixson Herbert Wixson Bert S. Cole	Edw. Petry & Co.
TACOMA.....	KMO	1830	1,000	KMO, Inc. 914 1/2 Broadway Main 4144	MBS Don Lee	Carl E. Haymond Carl E. Haymond Jack Buchanan	Larry Huseby Roscoe Smith Joe Kolesar	John Blair & Co.
	KVI	670	5,000-LS 1,000-N	Puget Sound Bestg. Co. Rust Bldg. Broadway 4211	CBS	Mrs. Vernice D. Boulianne Mrs. Vernice D. Boulianne Edward J. Jansen	Dorothy Doernbecher James W. Wallace	Free & Peters
WALLA WALLA.....	KUJ	1370	100	KUJ, Inc. 2nd & Rose Sts. 1230	.....	H. E. Studebaker H. E. Studebaker M. F. Jensen	Richard Crombie Norval Armes Milton MacLaferty	Cox & Tanz Walter Biddick
WENATCHEE.....	KPQ	1500	250-LS 100-N	Wescoast Broadcasting Co. KPQ Bldg. 45	MBS Don Lee	Rogan Jones Cole E. Wylie John Dykeman	Fred Pyrdom .....	John Blair & Co.
YAKIMA.....	KIT	1250	500-LS 250-N	Carl E. Haymond 109 1/2 E. Yakima Ave. 8115	MBS Don Lee	Carl E. Haymond James A. Murphy James A. Murphy	Chestine E. Pearson James A. Murphy Harry B. Murphy	John Blair & Co.

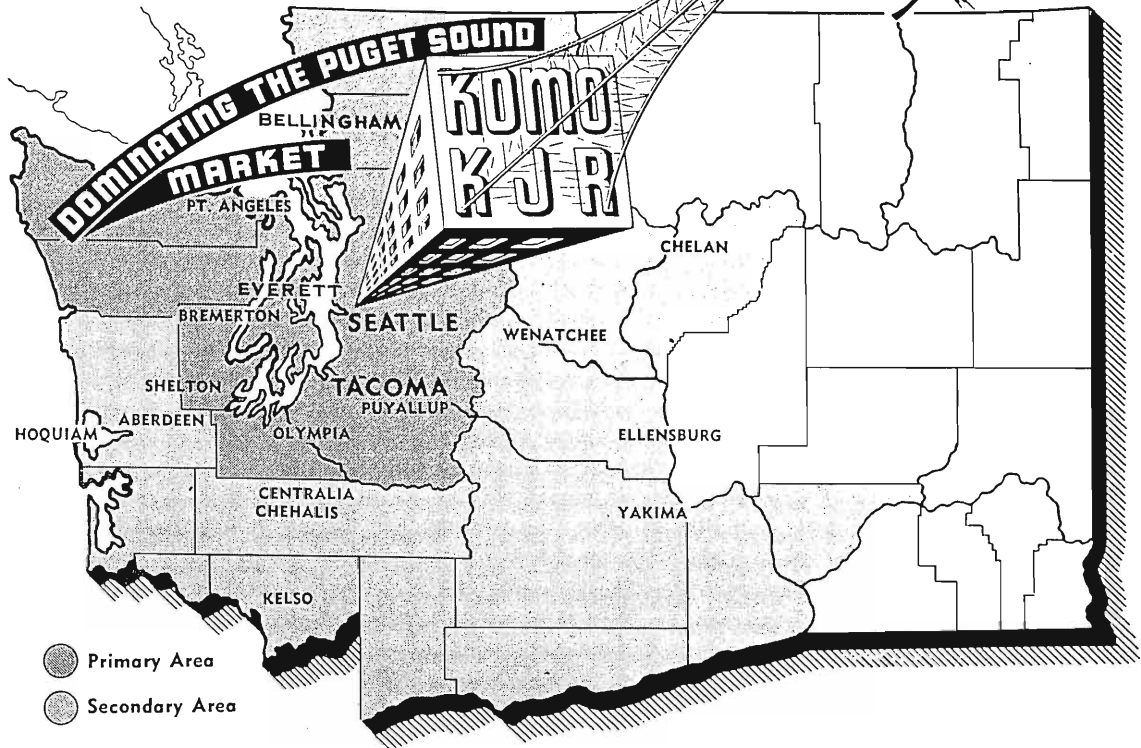
## WEST VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BLUEFIELD.....	WHIS	1410	1,000-LS 500-N	Daily Telegraph Printing Co. 621 Commerce St. 2618	.....	H. I. Shott C. H. Murphey C. H. Murphey	G. W. Saunders C. B. Jarrett P. T. Flanagan	E. Katz
CHARLESTON.....	WCHS	580	1,000-LS 500-N	Charleston Broadcasting Co. 1016 Lee St. Capital 28-183	CBS W. Virginia	John A. Kennedy D. E. Kendrick E. B. Ferguson	Nicholas Pagliara H. O. Molley William Bradley	Branham Co.
CLARKSBURG.....	WBLK	1870	100	Exponent Co. Robinson-Grand Theatre Bldg. 3040	W. Virginia	John A. Kennedy Monte Myer M. Layman	Paul Grose Joseph Herget William Heitzman	Branham Co.
FAIRMONT.....	WMMN	890	1,000-LS 500-N	Monongahela Valley Bestg. Co. 208 Main St. 3100	CBS	George B. Storer O. J. Ketchner O. J. Ketchner	Murrell Poor C. W. Swiger A. Clyde Heck	John Blair & Co.
HUNTINGTON.....	WSAZ	1190 L-WOAI	1,000	WSAZ Inc. 929 1/2 4th Ave. 4106	.....	W. C. McKellar W. C. McKellar John L. Henry	Fred Burns W. C. Bailey Glenn E. Chase	.....
PARKERSBURG.....	WPAR	1420	100	Ohio Valley Broadcasting Corp. 701 1/2 Market St. 2630	CBS W. Virginia	John A. Kennedy L. L. Jaquier Abe Rauch	George Gow Marion McDowell	Branham Co.
WHEELING.....	WWVA	1160 STN-WOWO	5,000	West Virginia Broadcasting Corp. Hawley Bldg. Wheeling 5383	CBS	George B. Storer George W. Smith George W. Smith	Wayne Sanders ..... Glenn G. Boudy	John Blair & Co.



**KOMO AND KJR ARE THE ONLY**  
**RADIO STATIONS DELIVERING SEATTLE,**  
**TACOMA AND WESTERN WASHINGTON**

*Coverage at  
 one  
 rate*



**K O M O**  
**N B C • R E D**  
**5000 WATTS L.S.**

COMPLETE MARKET  
 DATA AVAILABLE

**K J R**  
**N B C • B L U E**  
**5000 WATTS**

**SEATTLE • WASHINGTON**

NATIONAL REPRESENTATIVE  
**EDWARD PETRY & CO., INC.**

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.  
LS—Local Sunset.

D—Day.  
L—Limited Time with Dominant Station.

N—Night.

ST—Shares Time.

STN—Shares Time Night.  
SA—Special Authorization.

SH—Specified Hours.

SHN—Specified Hours Night.

CP—Construction Permit Issued.

(Data corrected to January 1, 1938)

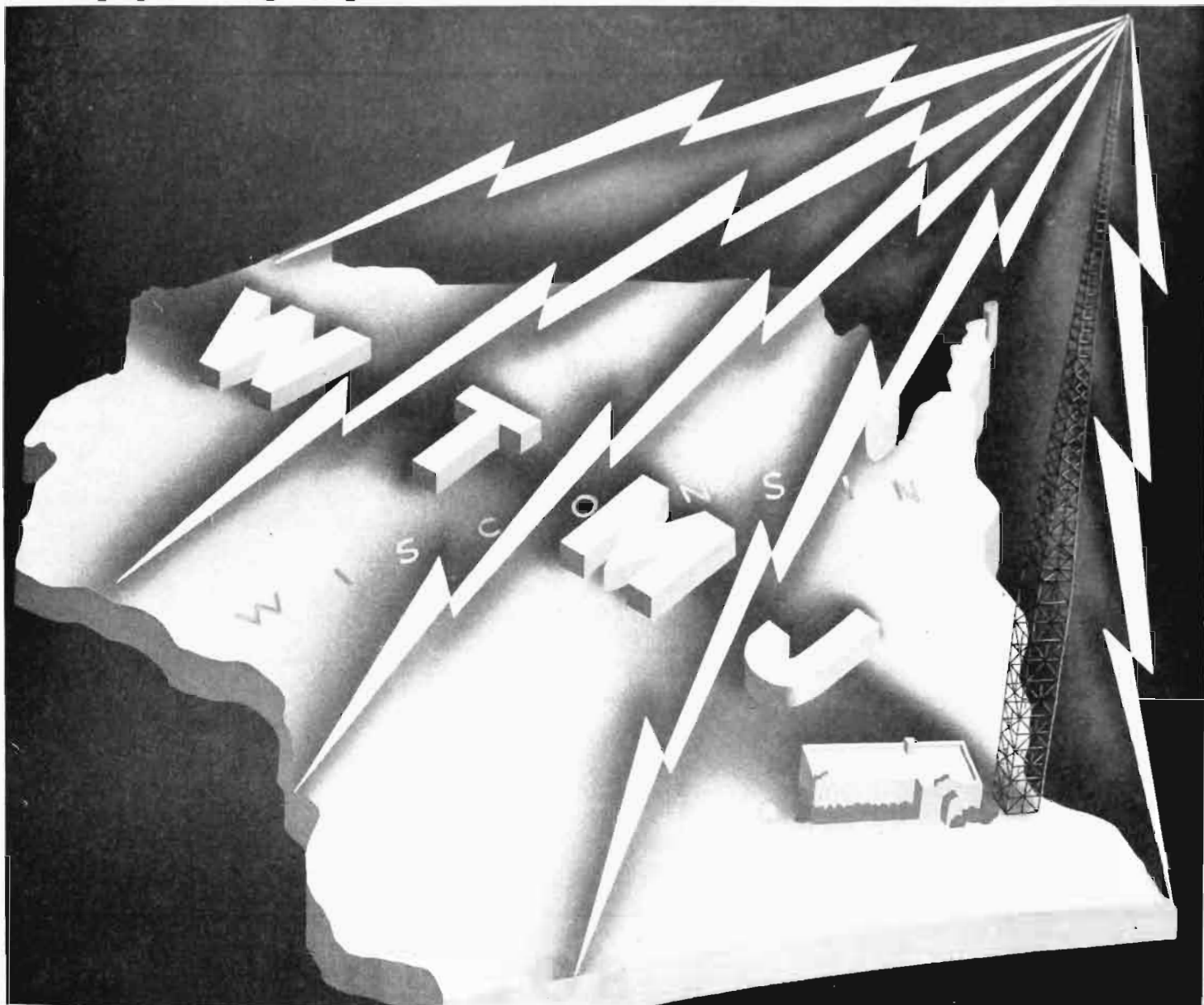
## WISCONSIN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
EAU CLAIRE.....	WEAU	1050 L-KFBI	1,000	Central Broadcasting Co. 203 S. Barstow St. 5312	.....	W. C. Bridges John J. Stack John J. Stack	Jack Lellman Chas. B. Persons	Craig & Hollingbery
FOND DU LAC.....	KFIZ	1420	100	Reporting Printing Co. 18 W. First St. 356	Wisconsin	A. H. Lange Lynn N. Fairbanks Wm. E. O'Brien	Lucille Fairbanks Fahey Flynn Wendell S. Meyers	Small & Brewer
GREEN BAY.....	WHBY	1200	250-LS 100-N	WHBY Inc. Bellin Bldg. Adams 1	Wisconsin	Rt. Rev. B. H. Pennings Rev. James A. Wagner Val. E. Schneider	Bert Mulroy Val. E. Schneider Wallace Stangel	Small & Brewer
	WTAQ	1330	1,000	WHBY Inc. Bellin Bldg. Adams 1	CBS	Rt. Rev. B. H. Pennings Rev. James A. Wagner Val. E. Schneider	Bert Mulroy Val. E. Schneider Wallace Stangel	Small & Brewer
JANESVILLE.....	WCLO	1200	250-LS 100-N	Gazette Printing Co. 200 E. Milwaukee St. 2500	Wisconsin	Sidney H. Bliss Sidney H. Bliss V. A. Weber	John Dixon George Gressman Chas. Brannen	Small & Brewer
LA CROSSE.....	WKBH	1380	1,000	WKBH Inc. Radio Bldg. 460	CBS	Otto M. Schlachach Otto M. Schlachach Chas. F. Callaway	Ralph O'Connor Chas. F. Callaway Al Leeman	Small & Brewer
MADISON.....	*WHA	940-D	5,000	University of Wisconsin Radio Hall University 779	.....	U. of Wisconsin H. B. McCarty .....	H. B. McCarty H. A. Engel Glenn Koehler	.....
	WIBA	1280	5,000-LS 1,000-N	Badger Bestg. Co., Inc. 111 King St. Fairchild 8800	NBC	William T. Evjue W. E. Walker W. E. Walker	K. F. Schmitt W. E. Walker M. F. Chapin	Small & Brewer
MANITOWOC.....	WOMT	1210	100	Francis M. Kadow Radio Bldg. 167	Wisconsin	Francis M. Kadow R. E. Shireman Everet Cobb	R. Steinely, Jr. R. Steinely, Jr. W. C. Duben	.....
MILWAUKEE.....	WEMP	1310-D	100	Milwaukee Broadcasting Co. Empire Bldg. Marquette 7722	Wisconsin	Gene T. Dyer Chas. J. Lanphier Roy O. Pearson	Chas. A. LaForce Glen D. Roberts Ray Host	Weston, Frykman & Allen
	WISN	1120	1,000-LS 250-N	Hearst Radio Inc. 123 W. Michigan St. Daly 3900	CBS	Hearst Radio, Inc. G. W. Grignon R. N. Weil	Neil Searles D. A. Weller	International
	WTMJ	620	5,000-LS 1,000-N	The Journal Co. 333 W. State St. Marquette 6000	NBC	Walter J. Damm D. B. Abert W. F. Dittmann	Russ Winnie Harry Eldred D. W. Gellerup	Edw. Petry & Co.
POYNETTE.....	WIBU	1210	250-LS 100-N	Wm. C. Forrest Poynette 97R6	Wisconsin	Wm. C. Forrest Wm. C. Forrest Wm. C. Forrest	Don Zook Wm. C. Forrest Leonard Doese	.....
RACINE.....	WRJN	1370	250-LS 100-N	Racine Broadcasting Corp. Hotel Racine Jackson 290	.....	Frank R. Starbuck H. J. Newcomb H. J. Newcomb	Richard Conrad Kenneth Hegard F. Lee Dechant	Small & Brewer
SHEBOYGAN.....	WHBL	1300	250	Press Publishing Co. 626 Center Ave. 1900	Wisconsin	C. E. Broughton Harold P. Furstenuau Harold P. Furstenuau	Mona J. Pape Herbert J. Mayer	Weed & Co.
STEVENS POINT....	*WLBL	900-D	5,000	State of Wisconsin (Dept. of Agriculture & Markets) 444 Main St. 525	.....	State Owned F. R. Calvert .....	W. P. Wichmann H. O. Brickson	.....
SUPERIOR.....	WDSM	1200 (Construction permit)	100	Fred A. Baxter Superior	.....	Fred A. Baxter .....	.....	.....
	WEBC	1290	5,000-LS 1,000-N	(See Duluth, Minnesota)	.....	.....	.....	.....
WAUSAU.....	WSAU	1370	100	Northern Bestg. Co., Inc. 113 Third St. 6521	.....	W. E. Walker Wayne W. Cribb Wayne W. Cribb	Donald R. Burt Denman Arnold Roland Richardt	Small & Brewer

## WYOMING

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
CASPER.....	KDFN	1440	500	Donald Lewis Hathaway First & Lennox Sts. 407	.....	D. L. Hathaway D. L. Hathaway D. L. Hathaway	D. L. Hathaway F. Hufsmith F. W. Wickencamp	Walter Biddick Co. Sears & Ayer Craig & Hollingbery
ROCK SPRINGS....	KVRS	1370 (Construction permit)	250-LS 100-N	Wyoming Broadcasting Co. Rock Springs .....	.....	R. R. West Ken Nielsen .....	..... Ken Nielsen	.....
SHERIDAN.....	KWYO	1370	250-LS 100-N	Big Horn Broadcasting Co. 340 N. Main St. 601	.....	R. E. Carroll B. H. Middleton B. H. Middleton	Herb Siebert Cecil Taggart Eli Daniels	Cox & Tanz

# Stepping Up Sales All Over Wisconsin



Once your skirmishers of trade have planted this market with merchandise, WTMJ soon sets sizzling the fuses of desire that dynamite customers from chair to counter. With far-flung coverage that effectively influences dis-

tribution as well as home deliveries, WTMJ is *the* vehicle to take you places in worthwhile Wisconsin this year. If WTMJ is not now on your schedule . . . well, this might be the time when it would be wise to *revise!*

*The Greater*

**MILWAUKEE JOURNAL STATION**

EDWARD PETRY & CO., INC., Representatives  
New York, Detroit, Chicago, San Francisco

**BROADCASTING • Broadcast Advertising**

# WTMJ

1938 Yearbook Number • Page 139

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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## (Territories and Possessions)

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### ALASKA

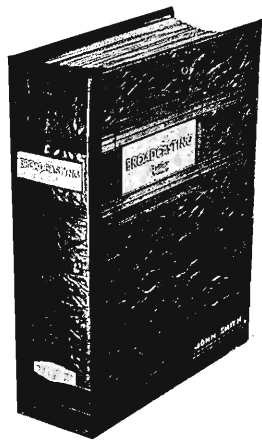
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ANCHORAGE.....	KFQD	780-SH	250	Anchorage Radio Club Inn KFQD Black 143	.....	R. E. McDonald R. E. McDonald R. E. McDonald	Kenneth Laughlin Wm. J. Wagner	Walter Biddick Co. Jos. H. McGilvra
JUNEAU.....	KINY	1310 CP-1430	100 CP-250	Edwin A. Kraft Goldstein Bldg. 197	.....	Edwin A. Kraft C. B. Arnold C. B. Arnold	R. E. Barringer R. E. Barringer C. Fred Heister	Northwest Radio Adv.
KETCHIKAN.....	KGBU	900	500 CP-1,000	Alaska Radio & Service Co., Inc. KGBU Bldg. 311	.....	James A. Britton R. W. Britton James A. Britton R. W. Britton	R. W. Britton R. W. Britton James A. Britton	.....

### HAWAII

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
HILO.....	KHBC	1400	250	Honolulu Broadcasting Co. Ltd. 1283 Kalaniana'ole St. 7877	CBS MBS	Fred J. Hart Webley Edwards J. Howard Worrall	Earl Nielsen Eugene T. Goldrup	Conquest Alliance
HONOLULU.....	KGMB	1320	1,000	Honolulu Broadcasting Co. Ltd. 1129 Kapiolani Blvd. 2323	CBS MBS	Fred J. Hart Webley Edwards J. Howard Worrall	Leo Rumsey Henry Putnam Eugene T. Goldrup	Conquest Alliance
	KGU	750 L-WJR	2,500	Advertiser Publishing Co. Ltd. Advertiser Square 2311	NBC	Lorin P. Thurston Marion A. Mulrony Marion A. Mulrony	Don Fitzgerald Robert S. Thurston Marion A. Mulrony	E. Katz

### PUERTO RICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
MAYAGUEZ.....	WPRA	1370-SH	250-LS 100-N	Puerto Rico Advertising Co. 26 Del Rio St. 269	.....	Andres Camara Ralph P. Perry Andres Camara	Celso Torres Ralph Perez Perry	.....
PONCE.....	WPRP	1420-SH	100	Julio M. Conesa 21 Christina St. .....	.....	Julio M. Conesa	.....	.....
SAN JUAN.....	WKAQ	1240	1,000	Radio Corp. of Puerto Rico P. R. Telephone Bldg. 2014	.....	I. T. & T. Co. John E. Howell Jose C. Irizarry	David A. Brown David A. Brown Angel P. del Valle	.....
	WNEL	1290	2,500-LS 1,000-N	Juan Piza S. Brau 59 107	.....	.....	.....	.....



## BOUND

### TO GIVE GREATER VALUE

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

The binder as shown, holds 24 copies (one year's issues) of BROADCASTING Magazine. It is your perfect reference of the year's business of broadcasting.

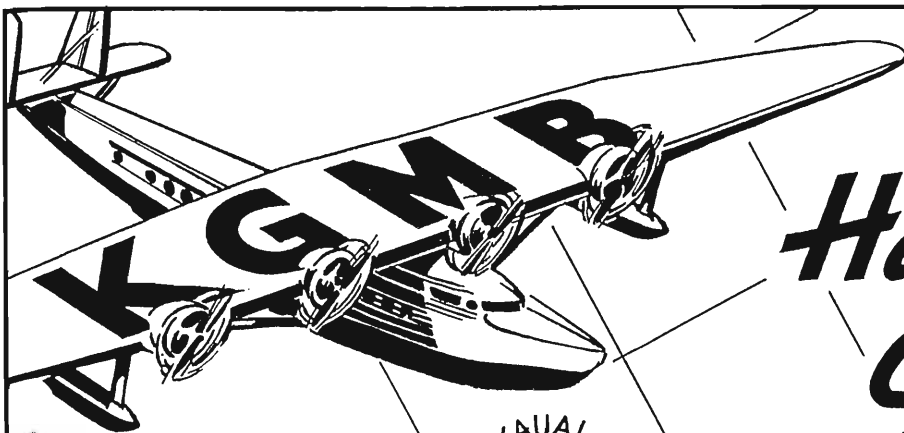
PRICE \$2.50  
POSTPAID

(Your name in gold 25c extra)

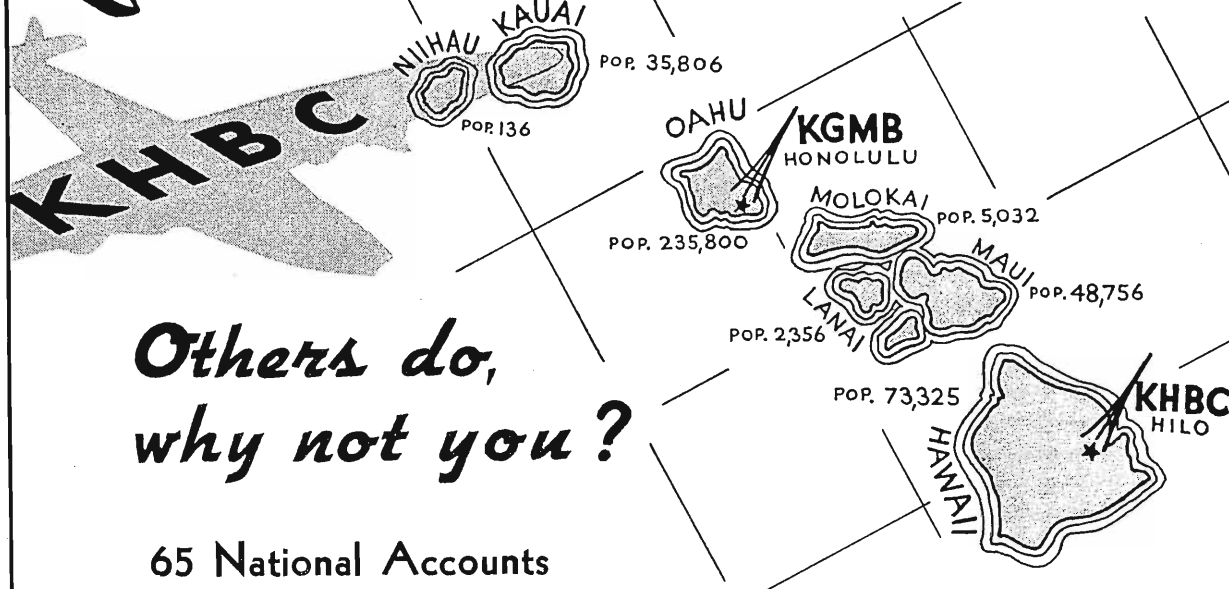
## BROADCASTING



National Press Bldg.,  
Washington, D. C.



# Hawaii Calls!



*Others do,  
why not you?*

**65 National Accounts  
CAN'T BE WRONG**

**55 Leading Island Advertisers  
ARE NOT WRONG**

A B C Washers  
Albers Milling Co.  
Alka Seltzer  
Anacin  
Associated Oil Co.  
Bulova Watches  
California Rice  
Carter Medicine Co.  
Charis Corsets  
Chesterfield  
Chevrolet  
Colgate Dental Cream  
Crisco  
Dodge Motors  
Dermetics Cosmetics  
Dr. West Toothbrushes  
Durkees  
Easy Washers  
Electro-Lux  
Elmo Cosmetics  
Fleischmann  
Ford Motor Co.

Frigidaire Refrigerators  
General Electric  
G. E. Refrigerators  
General Electric Washers  
General Mills  
General Motors  
Gillette  
Glidden Paint  
Grunow Refrigerators  
Ivory  
Karo  
Kelvinator  
Kolyons  
Kool and Raleigh  
Lucky Strike  
Max Factor  
Maxwell House Coffee  
National Carbon Co.  
 Norge Refrigerators  
Oldsmobile  
Ovaltine

Oxydol  
Palmolive  
Philco Radio  
Pond's  
Post Bran  
Pro-Phy-Lac-Tic  
Prudential Life  
RCA Radio  
Royal Gelatin Dessert  
Schillings Co.  
Sherwin Williams  
Sloan's Liniment  
Southern Pacific R R Co.  
Spry  
Standard Brands  
Standard Oil  
Stewart Warner  
Vicks Chemical Co.  
Vouge Foundations  
White King Soap  
Wrigleys  
Zenith Radio

Aloha Motors  
American Drug Co.  
American Factors, Ltd.  
American Hawaiian Motors  
Ben Stoddard, Ltd.  
Bergstrom Music Co.  
Boy Scouts of America, Hon.  
Casa Loma, Ltd.  
Castle & Cook, Ltd.  
Castner's Garage, Ltd.  
China Gift Chest  
Consolidated Amusement Co.  
Cdvne Furniture  
De Silva Garage  
Diamond Bakery  
Fair Department Store  
Frank Cox  
Fred L. Waldron, Ltd.

Fuji Junichi Shoten  
Hawaiian Brewing Co.  
Hawaiian Cane Products  
Hawaiian Electric Co.  
Hawaiian Sugar Planters Assn.  
Hawaii Chemical Supply  
Hawaii Trust Co.  
Hind Clarke Dairy  
Home Insurance Co. of Hawaii  
Honolulu Dairymen Assn.  
Honolulu Gas Co.  
Honolulu Japanese Hotel Assn.  
Honolulu Sewing School  
Honolulu Star Bulletin  
K. Kawano Drug Store  
Liberty House  
Margaret L. Smith  
McInerney, Ltd.

Mutual Telephone Co.  
Pacific Motors Co., Ltd.  
.Pang See & Co.  
Pan Pacific Shoe Co.  
Radio Appliance Co.  
Rapid Transit Co.  
Service Cold Storage  
Sewing Teacher's School  
Standard Trading Co.  
Thayer Plano Co.  
The Cherry Co.  
The Electric Center  
The Japanese Bazaar  
Universal Motor Co.  
Van Cleve  
Von Hamm-Young Co.  
Walki Shops  
W. A. Ramsey, Ltd.  
Wahiawa Motors

The foregoing firms are the LARGEST LOCAL Hawaiian Advertisers—They are in a position to check RESULTS—That's why they chose KGMB & KHBC.

**KGMB**  
HONOLULU, OAHU

For more details, consult  
THE HAWAIIAN BROADCASTING SYSTEM  
Hotel Californian, San Francisco  
CONQUEST ALLIANCE CO.  
NEW YORK: 515 Madison Ave. CHICAGO: 228 N. LaSalle St.  
C. P. MacGREGOR Hollywood

**KHBC**  
HILO, HAWAII

**KGMB Honolulu and KHBC, Hilo are Hawaiian outlets for C.B.S. and M.B.S.  
THE HAWAIIAN BROADCASTING SYSTEM ADVERTISING DOES NOT COST—IT PAYS**