

# Directory of BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)  
 INS—International News Service.    AP—Associated Press.    TP—Transradio Press.    UP—United Press.  
 Postal Zone Numbers are Listed Alongside Cities Wherever Furnished by Stations.

## ALABAMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ANNISTON 5	WHMA	1450	250	Harry M. Ayers 14th & Noble Sts. 2380	Blue	Harry M. Ayers J. W. Buttram J. W. Buttram	Ruby S. Meigs Ruby S. Meigs James Hudson	Sears & Ayer UP
BESSEMER	WJLD	1400	250	George Johnston Gary Hotel 2300	KBS	George Johnston Bill Terry Eugene P. Weil	Hal Falter Miriam Bunkin George H. Harrison, Jr.	World AP
BIRMINGHAM 3	WAPI	1070	5,000	Voice of Alabama Inc. Protective Life Bldg. 3-8116	CBS	{Ed Norton Thad Holt Thad Holt Thad Holt	Jimmie Wilson Mary Bennett Norman S. Hurley	Radio Sales World UP
BIRMINGHAM 1	WBRC	960	5,000	Birmingham Bestg. Co. Inc. WBRC Bldg. 4-7741	NBC	J. C. Bell ..... G. P. Hamann	Herbert C. Grieb ..... G. P. Hamann	Raymer Standard INS
BIRMINGHAM 1	WSGN	610	5,000-LS 1,000-N	The Birmingham News Co. Dixie Carlton Hotel 4-3434	Blue	The Birmingham News Co. Henry P. Johnston Henry P. Johnston	Jack McCormack {Cornelia Robinson Flay McPherson Gordon F. Bisbop	Headley-Reed Thesaurus AP
DECATUR	WMSL	1400	250	Tennessee Valley Bestg. Co. 511 Bank St. 802	MBS KBS	Melvin Hutson Milton R. Muller Samuel Gompers	Samuel C. Phillips ..... Garlin G. Sandlin	Headley-Reed World Standard UP
DOTHAN	WAGF	1400	250	Dotban Broadcasting Co. 204½ E. Main St. 1430	....	Partnership Julian C. Smith Fred C. Moseley	Carl E. Snellgrove ..... John T. Hubbard	Headley-Reed Standard AP
GADSDEN	WJBY	1240	250	Gadsden Broadcasting Co. Inc. 108 Broad St. 88	MBS	B. H. Hopson Beatrice Tate Benton Sam Benton	Beatrice Tate Benton ..... W. F. Pigg	Sears & Ayer ..... TP
HUNTSVILLE	WBHP	1230	250	Wilton Harvey Pollard 318 W. Clinton St. 313	MBS KBS	W. H. Pollard W. H. Pollard W. H. Pollard	Margaret Speake ..... John Garrison	..... UP
MOBILE 9	WALA	1410	5,000	Pape Broadcasting Co. 106 St. Joseph St. 3-3737	NBC	W. O. Pape H. K. Martin Al Treadway	Charles Saunders C. L. Smallwood Roger Killough	Headley-Reed Standard AP
MOBILE 2	WMOB	1230	250	S. B. Quigley 600 St. Louis St. 2-4566	Blue, MBS	S. B. Quigley S. B. Quigley F. E. Busby	Clara Malone Bea Quigley T. L. Greenwood	..... Thesaurus UP
MONTGOMERY 1	WCOV	1240	250	G. W. Covington, Jr. Box 1029 5781	CBS	G. W. Covington, Jr. John C. Hughes R. B. Raney	Weston Britt E. J. Duke W. D. Weatherly	Wilson Standard INS
MONTGOMERY 2	WSFA	1440	1,000-LS 500-N	Montgomery Bestg. Co. Inc. Jefferson Davis Hotel 8361	NBC	Howard E. Pill Howard E. Pill Howard E. Pill	E. Caldwell Stewart John B. DeMotte C. I. Shelkoffsky	Headley-Reed Thesaurus AP
MUSCLE SHOALS	WLAY	1450	250	Muscle Shoals Broadcasting Corp. E. Second St., Sheffield Sheffield 1450	MBS KBS	F. M. Farris, Jr. E. J. Sperry E. J. Sperry	Josephine Sperry Lucille Johnston H. G. Oberschelp	Sears & Ayer Standard MacGregor UP
OPELIKA	WJHO	1400	250-LS 100-N	Opelika Auburn Broadcasting Co. 1400 Auburn Road 856	MBS KBS	Opelika Auburn Bestg. Co. Francis Marion Hyatt James Theodore Ownby	Anne Davis Francis T. Ownby Francis Marion Hyatt	..... Thesaurus UP
SELMA	WHBB	1490	100	Selma Broadcasting Co. Inc. 209 Washington St. 1233	MBS	Bascom H. Hopson Julien Smith, Jr. Julien Smith, Jr.	Erin Reynolds Erin Reynolds T. F. Kelly, Jr.	Sears & Ayer ..... .....
SYLACAUGA	WFEB (Construction permit)	1340	250	Alabama Broadcasting Co.	....	E. E. Forbes, Sr. Hugh Webb Hugh Webb	..... ..... .....	..... ..... .....
TUSCALOOSA	WJRD	1230	250	James R. Doss Jr. First National Bank Bldg.	KBS	..... ..... .....	..... ..... .....	World Thesaurus AP

## ARIZONA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
GLOBE	KWJB	1240	250	Gila Broadcasting Co. P.O. Drawer 2343 41	NBC ABC	Louis F. Long Paul Merrill Edward E. Furman	Willard Shoecraft Willard Shoecraft Herbert Hartman	Raymer Standard AP, UP
LOWELL	KSUN	1230	250	Copper Electric Co. Inc. Drawer C Lowell Station Bisbee Bisbee 9	CBS Arizona	Carleton W. Morris Carleton W. Morris Eleanor Cervist	..... ..... Niel Arveschog	Blair Associated
PHOENIX	KOY	550	1,000	Salt River Valley Broadcasting Co. 836 N. Central Ave. 4-4144	CBS Arizona	Burridge D. Butler Albert D. Johnson John L. Hogg	..... Albert D. Johnson Lewis Sublett	Blair World MacGregor UP, TP
PHOENIX	KPHO	1230	250	Phoenix Broadcasting Inc. Adams Hotel Bldg. 4-7367	Blue	Rex Shepp Charlie Garland Arnold J. Gregory	Libby Quinn Arnold J. Gregory Ross Griffith	Wilson Associated INS
PHOENIX	KTAR	620	5,000	KTAR Broadcasting Co. 711 Heard Bldg. 4-4161	NBC ABC	{John J. Louis Richard O. Lewis Richard O. Lewis J. R. Heatb	J. Howard Pyle L. D. Bradbury J. H. Haughawout	Raymer Standard Thesaurus AP, INS

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## ARIZONA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
PRESCOTT.....	KYCA	1490	250	Southwest Broadcasting Co. East Gurley St. 244	NBC ABC	Radio Station KTAR Harold Ritter Harold Ritter	Roberta M. Pfister Byron McCall Fred Blackburn	Raymer Standard AP
SAFFORD.....	KGLU	1450	250	Gila Broadcasting Co. Sixth Ave. & Relation St. 15	NBC ABC	L. F. Long Paul Merrill Edward E. Furman	Norman B. Harrington Edward E. Furman Herbert Hartman	Raymer Standard AP, UP
TUCSON.....	KTUC	1400	250	Tucson Broadcasting Co. 900 E. Broadway 1400	CBS Arizona	Ralph W. Bilby Lee Little Eugene V. Packer	Wayne A. Sanders Clifford Livingston	Blair Associated World MacGregor UP
TUCSON.....	KVOA	1290	1,000	Arizona Broadcasting Co.	NBC ABC	.....	.....	..... Thesaurus AP
YUMA.....	KYUM	1240	250	Yuma Broadcasting Co. First St. & 19th Ave. 88	NBC ABC	R. N. Campbell Ray C. Smucker Ray C. Smucker	Clark Hayden Lloyd Loers Leavenworth Wheeler	Raymer Thesaurus AP, INS

## ARKANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BLYTEVILLE.....	KLCN	900	1,000-D	Harold L. Sudbury Hotel Noble 2093	....	Harold L. Sudbury Harold L. Sudbury Harold L. Sudbury	J. T. Sudbury Ray Van Hooser Robert Conner	Pearson World Thesaurus UP
EL DORADO.....	KELD	1400	250	Radio Enterprises Inc. Exchange Bldg. 1313	Blue Arkansas	T. H. Barton Leon M. Sipes Leon M. Sipes	Rodney Smith Joseph Duerson A. W. Hearin	Cox & Tanz Standard AP
FORT SMITH.....	KFPW	1400	250	Southwestern Hotel Co. Inc. 1213 Garrison Ave. 4106	MBS Arkansas	John A. England J. E. Garner Bill Slates	Dorothy Gibson Bill Slates John VanHorn	..... Thesaurus World AP, UP
HELENA.....	KFFA	1490	250	Helena Broadcasting Co. 215 York St. Main 59	MBS Arkansas KBS	J. Q. Floyd J. T. Franklin S. W. Anderson J. Q. Floyd Bob Hall	Bill Tappan Richard Tuck J. C. Warren	Cox & Tanz Lang-Worth .....
HOT SPRINGS.....	KTHS	1090	10,000-LS 1,000-N	Radio Broadcasting, Inc. 135 Benton St. 1160	Blue Arkansas	John D. Ewing Kenneth K. Kellam Edward C. Appler	Marcell Stewart Cecil Suitt	Branham Standard Lang-Worth UP
HOT SPRINGS.....	KWFC	1340	250	Clyde E. Wilson 819 1/2 Central Ave. 412	MBS KBS	Clyde E. Wilson William E. Ware Robert Choate	Melba Cates Wm. E. Ware Earl Butler	Sears & Ayer Griffith Standard MacGregor AP
JONESBORO.....	KBTM	1230	250	Regional Broadcasting Co. KBTM Bldg. 597	MBS Arkansas KBS	Jay P. Beard Mrs. Jay Beard William H. Cate	..... John E. Douglas	..... World AP
LITTLE ROCK.....	KARK	920	5,000	Arkansas Radio & Equipment Co. Inc. 112 E. Capitol Ave. LD-224	NBC Arkansas So. Central	T. H. Barton G. E. Zimmerman Julian F. Haas	Jack W. Rumrill J. M. Dickens Dan L. Winn	Petry Standard AP, INS
LITTLE ROCK.....	KGHI	1230	250	KGHI Broadcasting Service Gazette Bldg. 9166	Blue	A. L. Chilton S. C. Vinsonhaler R. E. Rives	Frances Monk R. E. Rives V. O. Vandusen	..... Associated Standard
LITTLE ROCK.....	KLRA	1010	10,000-LS 5,000-N	Arkansas Broadcasting Co. Gazette Bldg. 5427	CBS	J. N. Heiskell Roy Judge Roy Judge	Minna Madden Claude Miller K. F. Tracy	Katz World UP
PINE BLUFF.....	KOTN	1490	250	Universal Broadcasting Corp. 505 1/2 Main St. 721	MBS Arkansas KBS	B. J. Parrish B. J. Parrish R. W. Etter	Lois Sloan R. W. Etter B. J. Parrish	..... Thesaurus AP
SILOAM SPRINGS...	KUOA	1290	5,000-D	KUOA Inc. Siloam Springs 77	Arkansas KBS	John E. Brown Storm Whaley Storm Whaley	..... Kenneth Maxwell	Walker World UP
TEXARKANA.....	KCMC	1230	250	(See Texarkana, Texas)	....	.....	.....	.....

## CALIFORNIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BAKERSFIELD.....	KERN	1410	1,000	McClatchy Broadcasting Co. Elk's Club Bldg. 8-8431	....	Eleanor McClatchy Richard S. Brothers	Richard M. Clark Luverne Shatto	Raymer World Standard AP, INS
BAKERSFIELD.....	KPMC	1560	1,000	Pioneer Mercantile Co. 20th & Eye Sts. 8-8581	MBS Don Lee	F. G. R. Schamblin L. A. Schamblin L. A. Schamblin	C. C. Sturm Louise Grimm John W. Kibby	Grant Thesaurus MacGregor Associated UP

There's more "Buying Money"

in Los Angeles-Long Beach!




★ One of the most important measurements of any market is its Purchasing Power. With a fast-growing population now totaling over 1,800,000, Los Angeles has a consumer income of \$3,170,250,000. Or \$1,786 per person annually—*highest of all cities in the nation of over 1,000,000 population!* Each of the 200,000 "Effective Buyers" of Long Beach averages \$2,372

annual income—*highest of all cities of over 100,000 population.\** That's "Buying Money!"

Important consumer industries and farms employ over one million workers in this area. By any yardstick—population, industries, postwar potential, income—Los Angeles-Long Beach is a must on any national schedule.

*KGER gives you Both Los Angeles and Long Beach for the price of One*

KGER's new 5,000 watt RCA model 5-E transmitter completely covers this Southern California market area. KGER's programs are designed to appeal to the working people who are the "Effective Buyers" of Los Angeles-Long Beach. KGER has thoroughly proved its greater resultfulness-per-dollar for scores of advertisers. *All* the facts are yours for the asking.



**"THE PEOPLE'S STATION" 5,000 WATTS, DAY AND NIGHT**

# KGER

OWNED AND OPERATED BY MERWIN DOBYNS

Los Angeles Studios: 643 So. Olive St. • Long Beach Studios: 435 Pine Avenue  
REP. NATIONALLY BY SPOT SALES, INC., NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

LOS ANGELES

---

LONG BEACH

\* Copyright 1944, Sales Management Survey of Buying Power; further reproduction not licensed.



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.      D—Day.      N—Night.      ST—Shares Time.      SH—Specified Hours.      U—Unlimited.      CP—Construction Permit Issued.  
 LS—Local Sunset.      L—Limited Time with Dominant Station.      SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## CALIFORNIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BERKELEY 2.....	KRE	1400	250	Central California Broadcasters Inc. 601 Ashby Avenue Ashberry 7715	....	Arthur Westlund Arthur Westlund Don Hamby	Don Hamby ..... Phil McKernan	..... Standard INS
CHICO.....	KHSL	1290	1,000	Golden Empire Bestg. Co. Inc. 336 Broadway 237	MBS Don Lee	Hugh McClung M. F. Woodling Joseph F. Molk	Thomas Nelson Bobbie Benson E. P. Milburn	Grant Standard UP
EL CENTRO.....	KXO	1230	250	Valradio Inc. 793 Main Street 1100	MBS Don Lee	Thomas E. Sharp Kenneth H. Thornton Belle Hovey	Mabel Dalton Fred Ryan LeRoy Bellwood	Raymer Standard
EUREKA.....	KIEM	1480	1,000	Redwood Broadcasting Co. Inc. Box 48 93	MBS Don Lee	Wm. B. Smullin Wm. B. Smullin Betty Lundeen	Paul Corbin Ruth Griswold Alvor Olson	Blair World MacGregor UP, INS
FRESNO 1.....	KARM	1430	5,000	KARM, The George Harm Station 1333 Van Ness Ave. 4-2966	CBS	Hattie Harm Clyde F. Coombs Ned L. Brown	Ralph B. Bunje Eldora Roth R. M. Dorothy	Petry Standard AP, INS
FRESNO 1.....	KFRE	1340	250	J. E. Rodman T. W. Patterson Bldg. 4-5001	MBS Don Lee	J. E. Rodman Paul R. Bartlett Paul R. Bartlett	Gene Chenault Frances Quinn Sheldon W. Anderson	Blair Associated World UP
FRESNO 22.....	KMJ	580	5,000	McClatchy Broadcasting Co. Bee Bldg. 8-6277	NBC	Eleanor McClatchy Keith B. Collins Coyle Chambers	A. D. Patterson Jack Griffith Bill Wallace	Raymer Thesaurus MacGregor UP
GLENDALE 6.....	KIEV	870	250-D	Cannon System Ltd. 102 N. Glendale Ave. Citrus 11133	....	D. H. Cannon Reed Calister L. W. Peters L. W. Peters	R. W. Muller ..... Lee Gustafson	..... UP
LONG BEACH 2.....	KFOX	1280	1,000	Nichols & Warinner Inc. 220 E. Anaheim St. 672-81	....	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	..... ..... Lawrence W. McDowell	..... Standard Lang-Worth UP
LONG BEACH 2.....	KGER	1390	5,000	Consolidated Broadcasting Corp. 435 Pine Ave. 632-75	....	C. Merwin Dobyns C. Merwin Dobyns Lee Wynne	..... ..... Ron Oakley	Spot Sales World Associated Standard Lang-Worth MacGregor AP, INS
LOS ANGELES 28... (Hollywood)	KECA	790	5,000	American Broadcasting Co. 1440 N. Highland Ave. Hillside 8231	Blue	American Broadcasting Co. Clyde Scott Amos Baron	John I. Edwards Ed Egan R. G. Denechaut	Blue Spot Thesaurus Standard AP, UP, INS
LOS ANGELES 5....	KFAC	1330	1,000	Los Angeles Broadcasting Co. Inc. 645 S. Mariposa Ave. Fitzroy 1231	....	Calvin J. Smith Calvin J. Smith Calvin J. Smith	Harry Mitchell Calvin J. Smith Owen Ford	..... Associated World AP
LOS ANGELES 4....	KFI	640	50,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121	NBC	Earle C. Anthony Wm. B. Ryan George Whitney	Don McNamara J. G. Paltridge H. L. Biatteman	Petry Standard MacGregor Lang-Worth AP, UP
LOS ANGELES 26... *KFSG	ST-KRKD	1150	2,500-LS 1,000-N	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Exposition 1141	....	Dr. Rolfe K. McPherson Rev. J. W. Carmain .....	John Vitalo ..... Harvey Haas	.....
LOS ANGELES 5....	KFVD	1020 L-KDKA	1,000	Standard Broadcasting Co. 338 S. Western Ave. Drexel 2391	....	John Frank Burke F. Frank Burke F. J. Smalley, Jr.	Howard Gray F. J. Smalley, Jr. William Gass	..... Lang-Worth MacGregor UP
LOS ANGELES..... (Hollywood 23)	KFWB	980	5,000	Warner Bros. Broadcasting Corp. 5833 Fernwood Ave. Hempstead 5151	....	Warner Bros. Bestg. Corp. Harry Maizlish .....	Bill Ray Don Ross Harry Myers	Rambeau ..... AP, UP, INS, Reuters
LOS ANGELES 15... KGFJ		1230	100	Ben S. McGlashan 1417 S. Figueroa St. Prospect 2434	....	Ben S. McGlashan Thelma Kirchner Thelma Kirchner	Rene Bozarth Thelma Kirchner Homer Obuchon	..... Standard Associated INS
LOS ANGELES..... (Hollywood 33)	KHJ	930	5,000	Don Lee Broadcasting System 5515 Melrose Ave. Hollywood 8111	MBS Don Lee	Thomas S. Lee Lewis Allen Weiss Sydney B. Gaynor	Pat Campbell Fair Taylor Frank M. Kennedy	Blair World AP, INS, UP
LOS ANGELES 28... (Beverly Hills)	KMPC	710	10,000	KMPC, The Station of the Stars Inc. 5939 Sunset Blvd. Hollywood 5341	....	G. A. Richards Robert O. Reynolds Herbert H. Wixson	Don Otis Willard W. Hanes Melvin W. Cody	Raymer Associated World AP, UP
LOS ANGELES..... (Hollywood 33)	KMTR	570	1,000	KMTR Radio Corp. 1000 N. Cahuenga Blvd. Hillside 1161	....	KMTR Radio Corp. Kenneth O. Tinkham Kenneth O. Tinkham	James M. Strain Kenneth O. Tinkham Peter H. Wilson	Burn-Smith Lang-Worth MacGregor Standard AP, INS
LOS ANGELES 28... KNX		1070	50,000	Columbia Broadcasting System 6121 Sunset Blvd. Hollywood 1212	CBS	CBS—D. W. Thornburgh D. W. Thornburgh J. Arch Morton	Tom Hargis Ralpb Taylor L. H. Bowman	Radio Sales Lang-Worth Associated AP, UP, INS
LOS ANGELES 13... KRKD	ST-KFSG	1150	2,500-LS 1,000-N	Radio Broadcasters Inc. 541 S. Spring St. Tucker 7111	....	Frank P. Doherty Ned Connor Ned Connor	Venna Taylor Ned Connor Willis O. Freitag	..... INS

# KMTR News

ESPECIALLY  
EDITED  
★  
EVERY HOUR  
ON THE HOUR  
★  
24 HOURS  
DAILY!

**K. LOUIS FLATAU**

KMTR's Distinguished  
News Analyst on Euro-  
pean Affairs  
5:45 P.M. Daily



**KMTR** HOLLYWOOD · TOP OF THE DIAL **570**  
"The West's Greatest News Station"

AMERICA'S GRAND HOSTESS—  
**Eugenia Clair**

*presents*

**WHAT'S HAPPENING  
IN HOLLYWOOD**  
and the **LAND  
of the CINEMA**

TOP OF THE DIAL  
**570**



**KMTR**  
3:15 P.M.  
THURSDAYS



# Transcription Services

- ★ MODERN HIGH-FIDELITY RECORDING EQUIPMENT . . . . .
- ★ AIR-CHECKS, LINE-CHECKS STUDIO TRANSCRIPTION PROCESSING AND PRESSING
- ★ 24-HOUR SERVICE . . . . .
- ★ ACOUSTICALLY CORRECT STUDIOS
- ★ COMPLETE SOUND EFFECT SERVICE
- ★ MOBILE TRUCK UNITS AVAILABLE FOR "ON THE SCENE" RECORDING

**KMTR**  
**RECORDING STUDIOS**  
1000 CAHUENGA BLVD. HOLLYWOOD, CALIF.  
HI-1161



**EVERY NITE AT 5:30**  
**HOLLYWOOD INSIDE OUT!**

- Behind the Camera
- Star Interviews
- The Inside Story

**IRWIN ALLEN**

and the

**Hollywood Merry-Go-Round**  
**KMTR 5:30 P.M.—570 Kc.**

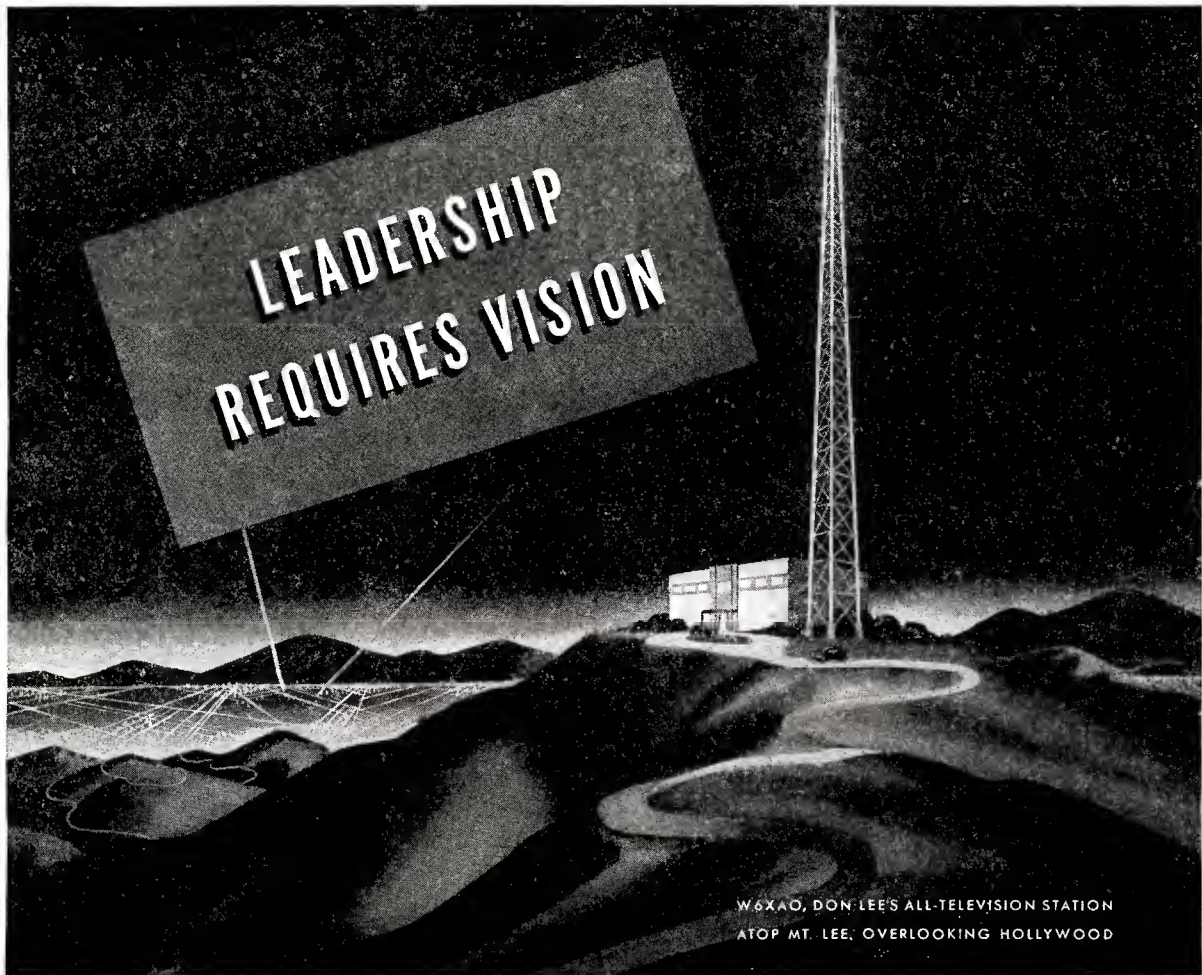


# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## CALIFORNIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
MARYSVILLE.....	KMYC	1450	250	Marysville-Yuba City Bestrs. Inc. Box 631 2080	MBS Don Lee	H. E. Thomas Joe D. Carroll Joe D. Carroll	Jayn Russell Joe D. Carroll Albert J. Powell	Grant UP
MERCED.....	KYOS	1490	250	Merced Broadcasting Co. Box 717 1430	MBS Don Lee	Hugh McClung Mel Marshall J. C. MacFarland	Herb James George Spelvin Malcolm R. Beavers	Grant Standard UP
MODESTO.....	KTRB	860	1,000	KTRB Broadcasting Co. Inc. Box 593 774	....	Wm. Bates Jr. Wm. H. Bates Jr. Douglas McCreary	Cecil Lynch Virgil Risley Wm. H. Bates Jr.	Grant Lang-Worth MacGregor INS
MONTEREY.....	KDON	1240	250	Monterey Peninsula Bestg. Co. 275 Pearl St. 8501	MBS Don Lee	Paul H. Caswell Reed Pollock Ken Randolph	Howard V. Walters Margaret King Edward C. Duty Jr.	..... Standard Associated UP
OAKLAND 12.....	KLS	1310	1,000	Warner Brothers 327 21st St. Higate 1212	....	S. W. Warner F. Wellington Morse F. Wellington Morse	Catherine De Costa Howard Falknor	Griffith ..... INS
OAKLAND 4.....	KLX	910	1,000	Tribune Building Co. Tribune Tower Templebar 6000	....	J. R. Knowland Glenn C. Shaw Lee Mikesell	Leon Churchon Roswell S. Smith	McGillvra World AP
OAKLAND.....	KROW	960	1,000	KROW Inc. 464 19th St. Glencourt 6774	....	Sheldon F. Sackett Philip G. Lasky Philip G. Lasky	Bert Winn Wallace Elliott C. E. Downey	..... Standard Lang-Worth INS
PASADENA 15.....	KPAS	1110	10,000	Pacific Coast Broadcasting Co. 1401 S. Oak Knoll Ave. Ryan 1-6991	....	J. Frank Burke Loyal K. King Loyal K. King	..... Jack Fredericks	McGillvra Associated Lang-Worth AP, INS
PASADENA 1.....	*KPFC	1240-SH	100	Pasadena Presbyterian Church 585 E. Colorado St. Sycamore 3-2193	....	..... Rev. George E. Petrie	..... H. Vincent Parsons	.....
PASADENA 1.....	KWKW	1430	1,000-D	Southern California Bestg. Co. 425 E. Green St. Sycamore 2-6155	....	Marshall S. Neal Paul Buhlig William J. Beaton William J. Beaton	Marshall Farnum Claire Hughes Paul Spargo	..... Standard UP
REDDING.....	KVCV	1230	250	Golden Empire Broadcasting Co. Box 511 1646	MBS Don Lee	Hugh McClung Ralph R. Bryan F. M. Stuelpnagle	Betty Hullinger Janice Bryan Russel Pope	Grant Standard UP
RIVERSIDE.....	KPRO	1440	1,000	Broadcasting Corp. of America 3401 Russell St. 6290	Blue	W. L. Gleeson W. L. Gleeson Gene Williams	Lee Lawley Mildred Thorne Amon Dolde	..... Associated MacGregor AP, INS
SACRAMENTO 14...	KCRA (Construction permit)	1340	250	Central Valleys Broadcasting Co. Capital National Bank Bldg. .....	Don Lee	Ewing C. Kelly David R. McKinley Vernon Hansen	Christine Ness ..... Marvin Myers	..... World
SACRAMENTO 4....	KFBK	1530	10,000	McClatchy Broadcasting Co. 708 Eye St. 2-5011	Blue	Eleanor McClatchy Leo O. Ricketts Jack Schacht	Howard L. Bailey ..... Stam Sronce	Raymer Thesaurus AP, UP
SACRAMENTO 14...	KROY	1240	250	Royal Miller Radio Hotel Sacramento Bldg. 3-2525	CBS	Royal Miller Radio Mrs. Royal Miller .....	..... Howard Smiley Howard Martineau	McGillvra Associated MacGregor UP
SACRAMENTO.....	KXOA (Construction permit)	1490	250	Lincoln Dellar .....	....	.....	.....	.....
SAN BERNARDINO..	KFXM	1240	250	Lee Bros. Broadcasting Co. 512 Fifth St. 4761	MBS Don Lee	J. C. Lee E. W. Lee Maury A. Vroman N. Pratt Smith	Charles C. Craig Maury A. Vroman George W. Ewing	Blair World Standard UP, INS
SAN DIEGO 1.....	KFMB	1450	250	Worcester Broadcasting Corp. 1375 Pacific Blvd. Main 2114	Blue	Jack O. Gross Jack O. Gross Jack O. Gross	Hal Moon John Eyes Caleb Frisk	Rambeau Standard AP
SAN DIEGO 12....	KFSD	600	1,000	Airfan Radio Corp. Ltd. U.S. Grant Hotel Franklin 6353	NBC	Thomas E. Sharp Thomas E. Sharp Larry Scaff	Leah McMahon M. R. Harris Gene Durham	Raymer MacGregor Thesaurus UP
SAN DIEGO 1.....	KGB	1360	1,000	Don Lee Broadcasting System 1017 First Avenue Franklin 6151	MBS Don Lee	Thomas S. Lee F. D. Ide William A. Evans	James Dillon William A. Evans William Collins	Blair World
SAN FRANCISCO 9..	KFRC	610	5,000	Don Lee Broadcasting System 1000 Van Ness Ave. Prospect 0100	MBS Don Lee	Thomas S. Lee William D. Pabst Merwyn L. McCabe	Pat Kelly ..... J. MacArdie	Blair World AP, INS
SAN FRANCISCO 2..	KGO	810	7,500	American Broadcasting Co. 155 Montgomery St. Exbrook 6544	Blue	American Broadcasting Co. T. B. Palmer Byron H. Nelson	Robert H. Wesson Robert F. Laws A. E. Evans	Blue Spot Associated Standard MacGregor Thesaurus AP, UP, INS
SAN FRANCISCO 9..	KJBS L-WTAM	1100	500	KJBS Broadcasters 1470 Pine St. Ordway 4148	....	E. P. Franklin E. P. Franklin Stanley G. Breyer	C. F. Pendleton ..... Cecil Dutton	Rambeau Griffith Standard AP, UP, INS



W6XAO, DON LEE'S ALL-TELEVISION STATION  
ATOP MT. LEE, OVERLOOKING HOLLYWOOD

**FIRST IN THE WEST WITH**

- ★ ALL-TELEVISION STATION
- ★ TELEVISION BROADCASTING
- ★ ALL-TELEVISION BUILDING
- ★ FREQUENCY MODULATION
- ★ ALL-FM BUILDING

**FIRST ON THE PACIFIC COAST WITH**

- ★ NETWORK RADIO BROADCASTING
- ★ COMPLETE RADIO COVERAGE

(38 Stations)

THOMAS S. LEE, *President*  
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*  
5515 Melrose Ave., Hollywood 38, California  
Represented Nationally by JOHN BLAIR & CO.



*And now*—First in the West actually to buy a television site of the height considered most advantageous for Frequency Modulation and Television Broadcasting. Don Lee's purchase of a site atop Mt. Wilson, home of the famous Mount Wilson Observatory, will give KHJFM and W6XAO a transmitter height of 5,900 feet for Frequency Modulation and Television Broadcasting. No finer site in Southern California could be obtained.

*The Nation's Greatest Regional Network*

LEADS THE WEST IN ALL THREE TYPES OF BROADCASTING

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.      D—Day.      N—Night.      ST—Shares Time.      SH—Specified Hours.      U—Unlimited.      CP—Construction Permit Issued.  
 LS—Local Sunset.      L—Limited Time with Dominant Station.      SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## CALIFORNIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
SAN FRANCISCO 2..	KPO	680	50,000	National Broadcasting Co. Taylor & O'Farrell Graystone 8700	NBC	NBC—John W. Elwood John W. Elwood Alfred W. Crapsey	Wendell Williams Helen Murray George Greaves	NBC Spot Standard Thesaurus AP, UP, INS
SAN FRANCISCO 3..	KSAN	1450	250	Golden Gate Broadcasting Corp. 1355 Market St. Market 8171	....	S. H. Patterson Jerry Akers Jerry Akers	Lee Giroux ..... N. J. Patterson	Clark Lang-Worth MacGregor AP
SAN FRANCISCO 6..	KSFO	560	5,000-LS 1,000-N	Associated Broadcasters Inc. Mark Hopkins Hotel Exbrook 4567	....	W. I. Dumm (Lincoln Dellar Wilton Gunzendorfer Wilton Gunzendorfer	Richard M. Oddie Dorothy Burtis Jay Tapp (Acting)	Weed World Standard Associated UP, INS
SAN FRANCISCO 8..	KYA	1260	5,000-LS 1,000-N	Palo Alto Radio Station Inc. Hearst Bldg. Douglas 2536	....	Don Fedderson Don Fedderson David E. Lundy	Riebard H. Wynne ..... Paul Schulz	Spot Sales Associated Standard AP, UP, INS
SAN JOSE.....	KQW	740	5,000	Pacific Agricultural Foundation Ltd. Palace Hotel, San Francisco Exbrook 3233, San Francisco	CBS	Ralph R. Brunton C. L. McCarthy C. L. McCarthy	Ken Craig Wade Thompson Ken Owen	Petry Thesaurus MacGregor Standard AP, UP, INS
SAN LUIS OBISPO..	KVEC	1230	250	Christina M. Jacobson 851 Higuera St. 1100	MBS Don Lee	Christina M. Jacobson Les Hacker Joe Shuttleworth	Brad Harris Earle Travis	Grant World Standard AP
SANTA ANA.....	KVOE	1490	250	Voice of the Orange Empire Inc. Ltd. 307 N. Broadway 4901-R	MBS Don Lee	Ernest L. Spencer Ernest L. Spencer Ernest L. Spencer	Wallace S. Wiggins M. B. Marsh Wallace S. Wiggins	Grant MacGregor
SANTA BARBARA...	KDB	1490	250	Don Lee Broadcasting System 1309 State St. 4131	MBS Don Lee	Thomas S. Lee Fin Hollinger Fin Hollinger	Fin Hollinger Judith Maguire William C. Buckley	Blair World
SANTA BARBARA...	KTMS	1250	1,000	News Press Publishing Co. De la Guerra Plaza 6111	Blue	Thos. M. & Chas. A. Storke Louis F. Kroeck Louis F. Kroeck	Frank B. Weltmer Ken Peters Albert Nicolay	Raymer Thesaurus AP
SANTA ROSA.....	KSRO	1350	1,000	Mrs. Ruth W. Finley 425 Mendocino Ave. 110	....	Ruth W. Finley Eddie Handley .....	..... ..... Howard McCauley	World Standard UP, AP
STOCKTON 7.....	KGDM	1140	5,000	E. F. Pepper 40 S. California 4-4551	CBS	E. F. Pepper E. Smith Don Ralph	Don Ralph ..... .....	Blair World INS
STOCKTON 7.....	KWG	1230	250	McClatchy Broadcasting Co. Hotel Wolf 2-2727	Blue	Eleanor McClatchy George Ross George Ross	Frank Johnson ..... Lee Berryhill	Raymer Standard Thesaurus UP
VISALIA.....	KTKC	940	5,000	Tulare-Kings Counties Radio Assoc. Box 511 575	Blue	Partnership Charles P. Scott Charles Neite	Wilson Monroe Charles P. Scott Bert Williamson	Rambeau Grant World Standard AP
WATSONVILLE.....	KHUB	1340	250	Luther E. Gibson Atkinson Lane 1700	Blue	Luther E. Gibson Roger R. Hunt Roger R. Hunt	Don DeWald Beatrice Price George Kenville	Grant World AP

## COLORADO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALAMOSA.....	KGIW	1450-SH	250	E. L. Allen Alamosa 26	KBS	E. L. Allen E. L. Allen E. L. Allen	Kay Allen ..... Robert Lewis	.....
COLORADO SPRINGS	KVOR	1300	1,000	Out West Broadcasting Co. Antlers Hotel Main 278	CBS	Out West Bestg. Co. Everett Shupe Seth S. Shull	Isabelle McClung ..... H. C. Strang	Katz World AP
DENVER 2.....	KFEL	950	5,000	Eugene P. O'Fallon Inc. Albany Hotel Keystone 0173	MBS	Gene O'Fallon Frank Bishop Mark Crandall	..... ..... Tom Atherstone	Blair Standard MacGregor Associated AP
DENVER 2.....	KLZ	560	5,000	KLZ Broadcasting Co. Shirley-Savoy Hotel Main 4271	CBS	E. K. Gaylord Hugh B. Terry Fred C. Mueller	Peter D. Smythe Roger Rambeaux Harvey Wehrman	Katz Standard MacGregor INS
DENVER 2.....	KMYR	1340	250	F. W. Meyer 1626 Stout St. Main 4161	....	F. W. Meyer A. G. Meyer Mark Schreiber	Dolores Pleded A. G. Meyer Glen James	Rambeau World MacGregor AP, UP
DENVER 2.....	KOA	850	50,000	National Broadcasting Co. 1625 California St. Main 6211	NBC	NBC—James R. MacPherson James R. MacPherson Duncan A. McColl	Clarence C. Moore Charles H. Phillips Robert H. Owen	NBC Spot Thesaurus MacGregor Standard AP, UP, INS
DENVER 2.....	*KPOF	910 ST-KFKA	1,000	Pillar of Fire 1845 Champa St. Tabor 3733	....	Bishop Alma White Arthur K. White .....	Kathleen M. White ..... Paul H. Schissler	.....
DENVER 2.....	KVOD	630	5,000	Colorado Radio Corp. Midland Savings Bldg. Tabor 2291	Blue	Wm. D. Pyle T. C. Ekrem T. C. Ekrem	V. W. Corbett Con Hecker (W. D. Pyle T. C. Ekrem	McGillvra Associated Lang-Worth MacGregor UP



# you're in swell company on **KFMB**...



Walter Winchell



George V. Denny, Jr.



Don McNeil



Ed Wynn



Westbrook Van Voorhis

with BASIC BLUE NETWORK SHOWS . . . plus local programming attuned to the listening habits of the rich San Diego market . . . a highly concentrated market where \$808,000,000.00 annually is spent by the 450,000 BUYING civilians who make up this great area. That means, in the layman's language, over \$15,000,000.00 is spent EVERY WEEK in San Diego. (Not to mention the unquotable millions in PLUS earnings and spendings by the Military personnel located in and near San Diego.)

KFMB is the spark-plug for the San Diego market . . . it is the station that REACHES and INFLUENCES this wealthy population. KFMB is San Diego's busy . . . progressive station!!



Tom Breneman



Gracie Fields



Paul Whiteman



Joe E. Brown



Drew Pearson



**SAN DIEGO'S BLUE NETWORK STATION**

REPRESENTED BY RAMBEAU

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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

(Data corrected to January 1, 1945)

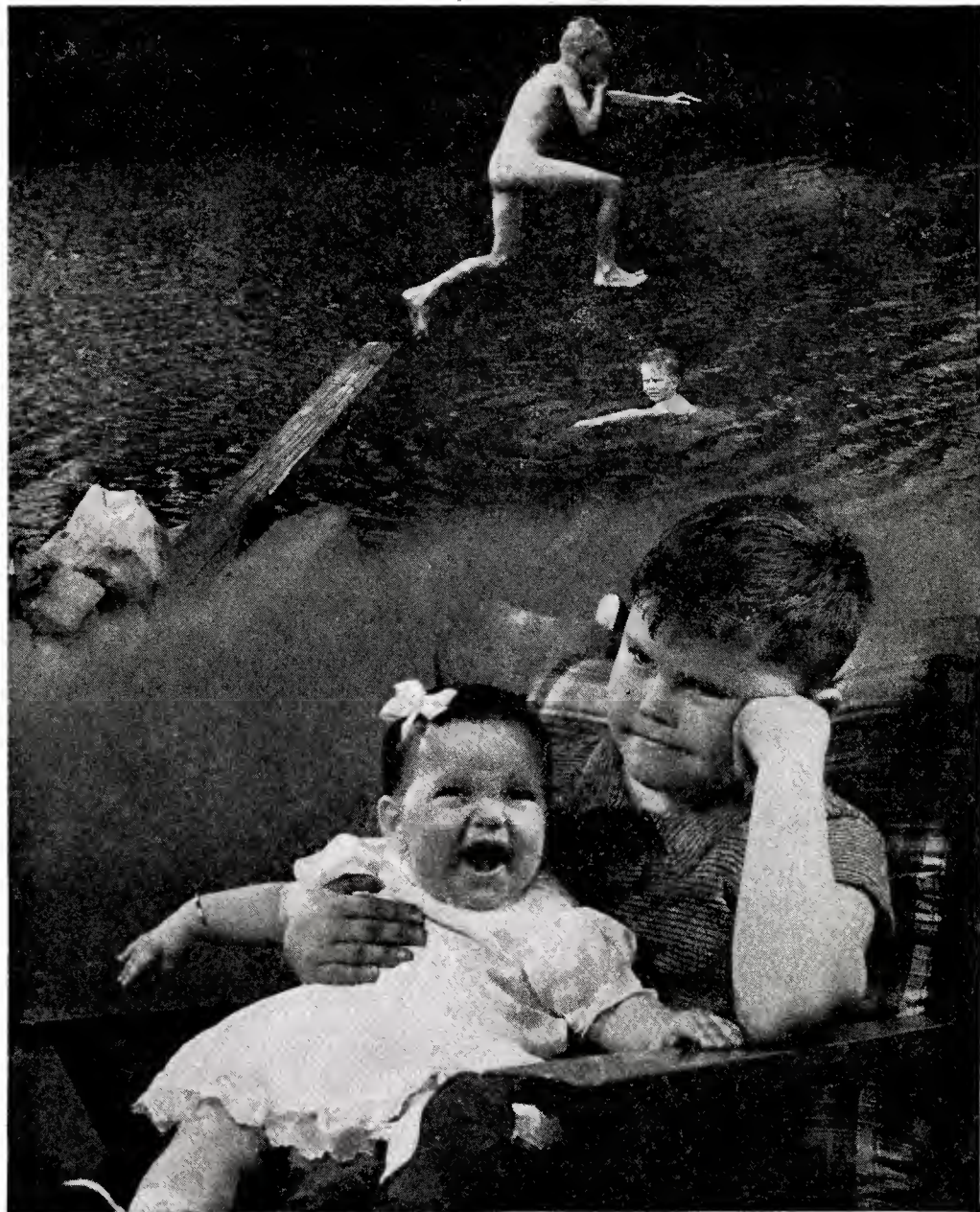
## COLORADO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
DUBANGO.....	KIUP	1400	250	San Juan Broadcasting Co. Inc. 2800 Main Ave. 117	....	San Juan Bestg. Co. Raymond M. Beckner Raymond M. Beckner	Ray Beckner John L. Antie	UP
GRAND JUNCTION..	KFXJ	920	1,000-LS 500-N	Western Slope Broadcasting Co. First National Bank Bldg. 126	MBS KBS	Rex Howell Rex Howell Rex Howell	Mildred Fuller Mildred Fuller D. E. Towne	Walker Standard World UP
GREELEY.....	KFKA	910 ST-KPOF	1,000	Mid-Western Radio Corp. 620 8th Ave. 450	....	Francis Price Francis Price .....	Charles Sumerau Kenneth Cooper	..... Lang-Worth UP
LA JUNTA.....	KOKO	1400	250	Southwest Broadcasting Co. La Junta 42	KBS	Leonard E. Wilson Leonard E. Wilson Margaret E. Johnson	Margaret E. Hiltabidel Leonard E. Wilson	..... Standard TP
PUEBLO.....	KCHF	1350	1,000-LS 500-N	Curtis P. Ritchie 304 N. Main St. 3877	Blue	Curtis P. Ritchie Curtis P. Ritchie Maxson I. Bevens	Fred L. Amos Maxson I. Bevens Willis C. Shanks	McGillvra World UP
STERLING.....	KGEK	1230-SH	100	Elmer G. Beehler	KBS	..... ..... .....	..... ..... .....	.....

## CONNECTICUT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BRIDGEPORT 1.....	WICC	600	1,000-LS 500-N	Yankee Network Inc. Stratfield Hotel 6-1121	MBS Yankee	William O'Neil John Shepard 3d Joseph Lopez Norman Whittaker	Florence B. Robinson James Powers George Keich	Petry Standard Associated AP
BRIDGEPORT 7.....	WNAB	1450	250	Harold Thomas	Blue Connecticut	..... ..... .....	..... ..... .....	UP
HARTFORD 4.....	WDRC	1360	5,000	WDRC Inc. 750 Main St. 7-1188	CBS	Franklin M. Doolittle Franklin M. Doolittle Walter B. Haase William F. Malo	Harvey Olson William F. Malo Italo A. Martino	Raymer Foster Thesaurus MacGregor AP, UP
HARTFORD 4.....	WHTD	1410	5,000	State Broadcasting Corp. 54 Pratt St. 7-9131	Blue Yankee	William O'Neil John Shepard 3d Ralph D. Kanna .....	Richard Bronson Robert Mooney Rogers Holt	..... Associated Standard UP
HARTFORD 1.....	WTHT	1230	250	The Hartford Times Inc. 983 Main St. 2-0237	MBS Yankee	F. S. Murphy C. Glover De Laney L. R. Schoenfeld	..... ..... C. S. Masini	McKinney Standard AP
HARTFORD.....	WTIC	1080	50,000	Travelers Bestg. Service Corp. 26 Grove St. 2-3181	NBC New England	Travelers Bestg. Serv. Corp. Paul W. Morency Walter Johnson	Leonard J. Patricelli James F. Clancy Herman D. Taylor	Weed World Lang-Worth AP, INS, TP
NEW HAVEN.....	WELI	960	1,000-LS 500-N	City Broadcasting Corp. 221 Orange St. 8-1138	Blue Connecticut	Col. Harry C. Wilder Wm. A. Ripple .....	Roland W. Furman Richard W. Davis Fred King	Headley-Reed Foster World UP
NEW HAVEN.....	WNHC	1340	250	Elm City Broadcasting Corp. ..... .....	.....	..... ..... .....	..... ..... .....	Standard AP
NEW LONDON.....	WNLC	1490	250	Thames Broadcasting Corp. Mohican Hotel 4900	MBS Yankee Connecticut	Roderick L. Morey Gerald J. Morey Ivon B. Newman	Gerald J. Morey Ivon B. Newman Gerald J. Morey	Walker Standard AP
STAMFORD.....	WSRR	1400	250	Stephen R. Rintoul 270 Atlantic St. 4-7575	Blue Connecticut	Stephen R. Rintoul Harold H. Meyer Harold H. Meyer	Fred Briggs Dorothy Hay Edward L. Markman	Bannan Wood World UP
WATERBURY.....	WATR	1320	1,000	Harold Thomas 71 Crand St. 3-5161	Blue Yankee Connecticut	Harold Thomas Harold Thomas Samuel Elman	Helen Morris John Dugan Russel Jensen	Rambeau TP
WATERBURY 89.....	WBRY	1590	1,000	American-Republican Inc. 136 Grand St. 3-1125	CBS	William J. Pape Erwin J. Frey Erwin J. Frey	Charles T. Lynch Erwin J. Frey Frank Hales	McGillvra Thesaurus AP





## why is a little boy like a radio audience?

Little boys want what they want *when they want it.*

They are exactly like a radio audience in this respect. The only difference is that a radio audience finds it easier to get what it wants.

That brings you abruptly to the point of this message.

As a Basic Station of the Columbia Network, WDRC is proud to be part of the fine network programming, day

and night, seven days a week, which gives the great American listening audience *what it wants.*

As Connecticut's Pioneer Broadcaster, WDRC has contributed to the local scene with news and public service

programs, to give the Hartford audience *what it wants.*

It all adds up to the fact that advertisers want WDRC—when they want a real selling job in the rich Hartford Market.



**BASIC CBS**  
Connecticut's  
Pioneer  
Broadcaster



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## DELAWARE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
WILMINGTON 28...	WDEL	1150	5,000	WDEL Inc. 10th & King Sts. 7268	NBC	(Clair R. McCollough J. Hale Steinman J. Gorman Walsh J. Gorman Walsh	Harvey C. Smith Herman Reitzes J. E. Mathiot	Raymer UP
WILMINGTON 28...	WILM	1450	250	Delaware Broadcasting Co. 920 King St. 7268	MBS	(Clair R. McCollough J. Hale Steinman J. Gorman Walsh J. Gorman Walsh	William Drury A. B. Waldin J. E. Mathiot	Raymer Thesaurus UP

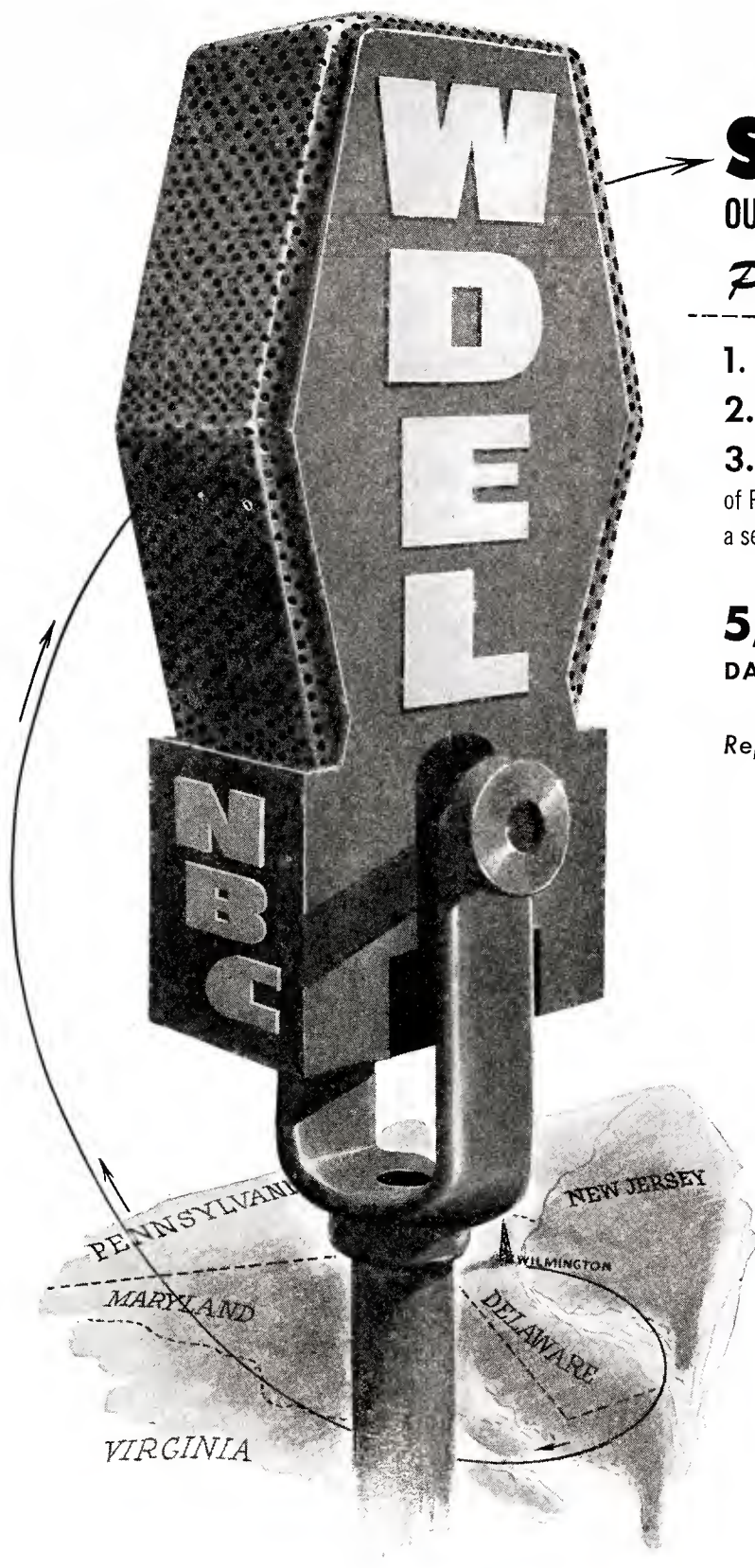
## DISTRICT OF COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
WASHINGTON 1....	WINX	1340	250	WINX Broadcasting Co. 8th & Eye Sts. N. W. Republic 8000	....	Eugene Meyer John Patrick Smith Norman Weill	Richard Barr Paul Heller Ralph Cannon	Forjoe Standard Lang-Worth AP, UP, INS
WASHINGTON 5....	WMAL	630	5,000	Evening Star Broadcasting Co. 724 14th St. N. W. National 5400	Blue	The Evening Star Kenneth H. Berkeley Ben B. Baylor, Jr.	John R. Edmunds Ben B. Baylor, Jr. Daniel Hunter	Blue Spot Standard Langworth Thesaurus AP, UP
WASHINGTON 6....	WOL	1260	1,000	Cowles Broadcasting Co. 1627 K St. N. W. Metropolitan 0010	MBS	Gardner Cowles, Jr. Merle S. Jones Henry V. Seay	George Sutherland Tom Means Henry H. Lyon	Katz Associated Lang-Worth Standard AP, UP
WASHINGTON 5....	WRC	980	5,000	National Broadcasting Co. 724 14th St. N. W. Republic 4000	NBC	NBC-Frank M. Russell Carleton D. Smith Mahlon A. Glasecock	Fred P. Shawn Albert V. Cole Donald Cooper	NBC Spot Thesaurus Standard Associated AP, UP, INS
WASHINGTON 4....	WTOP	1500	50,000	Columbia Broadcasting System Inc. Earle Bldg. Metropolitan 3200	CBS	CBS-Earl Gammons Carl J. Burkland William D. Murdock	Martin D. Wickett Clyde M. Hunt	Radio Sales Thesaurus Lang-Worth World AP, UP
WASHINGTON 6....	WWDC	1450	250	Capital Broadcasting Co. 1000 Connecticut Ave. N. W. National 7203	....	Joseph Katz G. Bennett Larson Ben Strouse	Norman Reed Ben Strouse Ross H. Beville	Weed MacGregor Thesaurus AP, UP

## FLORIDA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
DAYTONA BEACH...	WMFJ	1450	250	W. Wright Esch 126 1/2 Magnolia Ave. 91	Blue	W. Wright Esch (Mrs. Billie B. Esch Ray Clancy John Pitts	Jack Winfree Crystal Palmer William C. Shelton	Cox & Tanz Thesaurus AP
FORT MYERS.....	WINK	1240	250	Fort Myers Broadcasting Co. 54 E. First St. 818	CBS	Ronald B. Woodyard Ronald B. Woodyard Mary Martin	Mary Martin Harold Ritchey	Pearson AP
GAINESVILLE 2....	WRUF L-KOA	850	5,000	University of Florida Gainesville 1000	MBS	University of Florida Rem James Rem James	Irene Stanlis George Dinnick Dr. Palmer H. Craig	Burn-Smith Lang-Worth UP
JACKSONVILLE 2...	WJAX	930	5,000-LS 1,000-N	City of Jacksonville 1 Broadcast Pl. 5-5821	NBC	City of Jacksonville John T. Hopkins, III John T. Hopkins, III	Evelyn Boote Harry A. Cole John T. Hopkins, III	Blair Cummings Thesaurus Associated AP
JACKSONVILLE ....	WJHP	1320	250	Metropolis Company 500 Laura St. 5-7610	Blue	John H. Perry Ted Chapeau R. R. Powell	George L. Jesse Carmen Macri Beecher Hayford	Perry Lang-Worth UP
JACKSONVILLE 1...	WMBR	1400	250	Florida Broadcasting Co. 118 West Adams St. 5-4387	CBS	Frank King Frank King Glenn Marshall Jr.	Frank King Glenn Marshall Jr. E. B. Vordermark	Weed World UP
JACKSONVILLE 1...	WPDQ	1270	5,000	Jacksonville Broadcasting Corp. Gulf Life Bldg. 5-6781	MBS Blue (June 15)	(J. R. Stockton L. D. Bagge Robert R. Feagin Frank Taylor Jr.	..... Edith Cooper James R. Donovan	Hollingbery MacGregor Standard AP
LAKELAND.....	WLAK	1340	250	Radio Station WLAK P.O. Box 1211 2127	NBC	S. O. Ward S. O. Ward Powell Adams	Nancy Hill S. O. Ward William P. Lee	Pearson UP

**Wilmington, Delaware**



**SELLS** BECAUSE OF ITS  
OUTSTANDING LISTENER LOYALTY

*Proof*

1. **NBC** Basic Network
2. Recognized for its leadership in NEWS
3. Covers Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia— a section rich in industry and agriculture.

**5,000 Watts**  
DAY and NIGHT

Represented by **RAYMER**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## FLORIDA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
MIAMI	WFTL	710	10,000	Fort Industry Co. 1605 Biscayne Blvd. 9-2401	MBS Blue (June 15)	Lt. Com. George B. Storer Bob Venn	Don Butler Fred Clark	Headley-Reed Thesaurus AP
MIAMI 30	WIOD	610	5,000	Isle of Dreams Broadcasting Corp. 600 Biscayne Blvd. 3-6444	NBC	Daniel J. Mahoney James M. LeGate Tom O. McCullough	Robert L. Fidler Martha Henriquez Wilton Cbles	Hollingsbery Cummings Associated Standard AP, UP, INS
MIAMI 31	WQAM	560	5,000-LS 1,000-N	Miami Broadcasting Co. Postal Bldg. 2-6121	CBS	F. W. Borton Fred Mizer Norman MacKay	Hazel McGuire Norman MacKay Edward Davenport	Blair World AP
MIAMI BEACH 36	WKAT	1360	1,000	A. Frank Katzentine 1759 N Bay Rd. 5-7471	....	A. Frank Katzentine John I. Prosser John I. Prosser	Arthur P. Smith Jr. T. T. Magee	Associated UP
OCALA	WTMC	1490	250	Ocala Broadcasting Co. Inc. Box 831 128	Blue	John H. Perry T. S. Gilchrist Jr. T. S. Gilchrist Jr.	Wilma Drum George Webrman Beecher Hayford	Perry Standard UP
ORLANDO	WDBO	580	5,000	Orlando Broadcasting Co. Inc. 563 N. Orange Ave. 6181	CBS	Col. Geo. C. Johnston Col. Geo. C. Johnston J. M. Pedrick	W. G. McBride W. G. McBride J. E. Yarbrough	Blair Cummings World UP
ORLANDO	WLOF	1230	250	Hazlewood Inc. Angebilt Hotel Bldg. 8163	Blue	Hazlewood Inc. Victor Buisset Victor Buisset	.....	Lang-Worth INS
PALM BEACH	WWPG	1340	250	Palm Beach Broadcasting Corp. South Ocean Blvd. 2-1515	Blue, MBS	Charles E. Davis Donald S. Greenleaf Donald S. Greenleaf	Donald S. Greenleaf Paul McGinty	AP
PANAMA CITY	WDLF	1230	250	Panama City Broadcasting Co. First & Mercer St. 777	MBS	John H. Perry Byron Hayford Byron Hayford	John Thomas Elmer Scott Elmer Scott	Perry Standard UP
PENSACOLA	WCOA	1370	1,000-LS 500-N	Pensacola Broadcasting Co. P.O. Box 1669 4111	NBC	John H. Perry Jack Rathbun Jack Rathbun	Lamar Morgan Jack Rathbun Bert Meade	Perry World UP
ST. AUGUSTINE	WFOY	1240	250	Fountain of Youth Bestg. Co. Fountain of Youth Park 1622	CBS	Glenn Marshall Jr. J. Allen Brown J. Allen Brown	Miss Frankie C. Walker J. Allen Brown Carl DeLay	Weed UP
ST. PETERSBURG 1	WSUN	620	5,000	City of St. Petersburg Box 240 4747	Blue	City of St. Petersburg Norman E. Brown Vera New	..... Norman E. Brown Louis J. Link	Weed Associated UP
ST. PETERSBURG	WTSP	1380	1,000-LS 500-N	Pinellas Broadcasting Co. Times Bldg. 8108	MBS	Nelson P. Poynter Lex L. D. Herron Jack Dadswell	Jean Allyn Jack Dadswell William D. Mangold	Rambeau UP, INS
SARASOTA	WSPB	1450	250	WSPB Inc. Box 1110 2110	CBS	R. C. Jones Jr. John B. Browning	Gertrude Browning James E. Grant	Pearson MacGregor World UP
TALLAHASSEE	WTAL	1340	250	Capital City Broadcasting Corp. Tallahassee 2160	MBS	Mrs. John N. Phipps Teresa M. Myers Betty C. Perkins	Paula M. Page Helen P. Todd William A. Snowden	Clark Thesaurus Standard AP, UP
TAMPA 2	WDAE	1250	5,000	Tampa Times Co. Tampa Terrace Hotel M-1818	CBS	David E. Smiley L. S. Mitchell L. S. Mitchell	Kenneth W. Skelton L. S. Mitchell William Pbar Moore	Katz MacGregor World AP
TAMPA 1	WFLA	970	5,000	Tribune Co. Seminole Bldg. H-1828	NBC	The Tribune Co. W. Walter Tison W. Walter Tison	Paul M. Jones W. Walter Tison Joe M. Mitchell	Blair Cummings MacGregor Thesaurus Lang-Worth UP
WEST PALM BEACH	WJNO	1230	250	WJNO Inc. 1600 N. Flagler Dr. 3638	CBS	Marshall Heminway Stephen P. Willis Stephen P. Willis	Rebecca Frazier Otis Wright	World UP

## GEORGIA

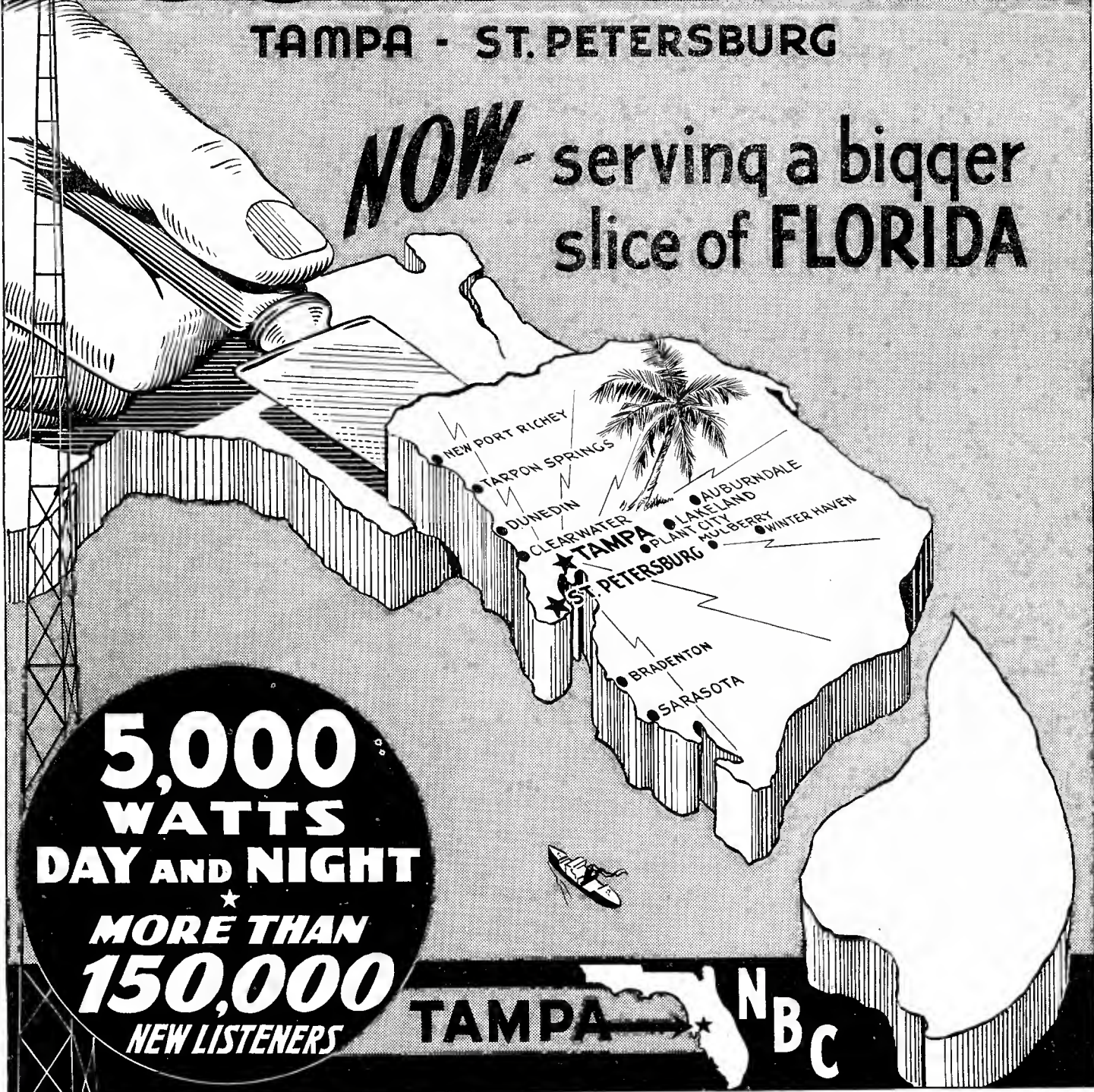
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALBANY	WALB	1590	1,000	Herald Publishing Co. Albany Theatre Arcade 389	MBS	Henry T. McIntosh Abner M. Israel Mildred Huie	Mary Knight De Forrest Layton	Burn-Smith Cook World AP
ALBANY	WGPC	1450	250	Albany Broadcasting Co. 125 1/2 N. Jackson St. 1370	CBS	J. W. Woodruff Jr. Margaret U. Kinnett John Crouch	Margaret Kinnett C. M. Kinnett	Spot Sales Lang-Worth UP
ATHENS	WGAU	1340	250	J. K. Patrick & Co. Bobbin Mill Rd. 1741	CBS KBS	J. K. Patrick & Co. Melvin C. Gorman Melvin C. Gorman	Marguerite Williams Melvin C. Gorman Melvin C. Gorman	..... Standard UP
ATLANTA 3	WAGA	590	5,000	Liberty Broadcasting Corp. Western Union Bldg. Main 5101	Blue	Lt. Com. George B. Storer Charles Smithgall Bob Venn	John Barlett Ewald Kockritz Al Jones	Headley-Reed Thesaurus AP, INS
ATLANTA 2	WATL	1400	250	J. W. Woodruff 26 Cain St. Walnut 4377	MBS	J. W. Woodruff James A. Davenport Sam W. Kane	I. Dan Hornsby Sam Kane Robert W. Minton	Spot Sales Lang-Worth UP



# WFLA

TAMPA - ST. PETERSBURG

**NOW** - serving a bigger slice of FLORIDA



**5,000  
WATTS  
DAY AND NIGHT**  
★  
**MORE THAN  
150,000  
NEW LISTENERS**

**TAMPA NBC**

NATIONAL REPRESENTATIVE JOHN BLAIR & CO.



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## GEORGIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ATLANTA 1.....	WGST	920	5,000-LS 1,000-N	Georgia School of Technology Forsyth Bldg. Walnut 8441	CBS	Frank Spratlin John Fulton Frank Gaither Frank Gaither	John Fulton Dixon Bahh Ben Akerman	Katz World AP, UP
ATLANTA.....	WSB	750	50,000	Atlanta Journal Co. Biltmore Hotel Hemlock 1045	NBC	James M. Cox Jr. John M. Outler Jr. Tom Downing	Mark K. Toalson C. P. Daugherty	Petry Standard World AP, UP, INS
AUGUSTA.....	WGAC	1240	250	Twin States Broadcasting Co. Augusta 2-2692	Blue	F. Frederick Kennedy J. B. Fuqua J. B. Fuqua	Steve Manderson Donald Kelly Jr. John Lyon	Headley Reed Thesaurus Standard AP
AUGUSTA.....	WRDW	1480	5,000	Augusta Broadcasting Co. Masonic Bldg. 2-8805	CBS	Wm. K. Jenkins W. R. Ringson Thurston Bennett	Ben P. Lucas Dennis Brown Harvey Aderbold	Hollingbery World UP
BRUNSWICK.....	WMOG	1490	250-LS 100-N	Coastal Broadcasting Co. Brunswick 1500	KBS	Alma W. King Kenneth E. White Kenneth E. White	..... Kenneth E. White	Clark Thesaurus UP
CEDARTOWN.....	WGAA	1340	250	Northwest Georgia Bcstg. Co. West Ave. 777	Blue KBS	O. C. Lam Thomas S. Carr Allen Woodall	Rowena Whitfield Dorothy Holt Clarence Landress	Headley-Reed AP
COLUMBUS.....	WDAK	1340	250	Valley Broadcasting Co. 1028 1/2 Broadway 3-2771	Blue, MBS	L. J. Duncan Allen M. Woodall Jack Gaylord	Dora Anna Gay Denzil Pulley	Headley-Reed World AP
COLUMBUS.....	WRBL	1230	250	Columbus Broadcasting Co. 1420 Second Ave. 2-0601	CBS	J. W. Woodruff Weldon W. Herrin W. S. Massie	Tony Barrett Ed Hennessy Albert Timms	Spot Sales Lang-Worth UP
CORDELE.....	WMJM	1490	250-LS 100-N	Cordele Dispatch Publishing Co. 20th Ave. & B St. 666	KBS	John W. Greer James S. Rivers Bruce Smith	Teenie Powers ..... Howard Harrell	..... UP
DALTON.....	WBLJ	1230	250	Dalton Broadcasting Corp. 111 S. Pentz St. 684	MBS KBS	H. C. Kenemer W. V. Williams T. H. McMillan	Barbara Brinkman W. C. Roberts	Cox & Tanz
DUBLIN.....	WMLT (Construction permit)	1340	250	Duhlin Broadcasting Co. ..... .....	.....	..... ..... .....	..... ..... .....	..... Standard AP
GAINESVILLE.....	WGGA	1240	250	Blue Ridge Broadcasting Co. Athen Rd. 1600	MBS KBS	Charles Smithgall H. Russ Holt E. F. MacLeod	Mildred Thompson E. F. MacLeod C. M. Callicot	..... Lang-Worth UP
GRIFFIN.....	WKEU	1450	250	Radio Station WKEU	MBS KBS	..... ..... .....	..... ..... .....	..... UP
LAGRANGE.....	WLAG	1240	250	LaGrange Broadcasting Co. 303 Broome Street 1700	MBS KBS	Roy C. Swank Edwin Mullinax Edwin Mullinax	Josephine Moncrief Edwin Mullinax J. M. McKay	Clark World UP
MACON.....	WBML	1240	250	Middle Georgia Broadcasting Co. First National Bank Bldg. 2728	Blue	E. D. Black Chas. W. Pittman Walter Gramam	Mary Hester Richardson Harold Beaty H. S. Goodrich	McGillvra Standard UP
MACON.....	WMAZ	940	5,000	Southeastern Broadcasting Co. Inc. Bankers Insurance Building 3131	CBS	George P. Rankin Wilton E. Cobb Frank Crowther	Lew Kent Frank Crowther George P. Rankin	Katz World Lang-Worth AP
MACON.....	WNEX (Construction permit)	1400	250	Macon Broadcasting Co. Bibb Bldg. .....	.....	E. M. Lowe Al Lowe .....	..... ..... .....	..... AP
MOULTRIE.....	WMGA	1400	250	Frank R. Pidcock Sr. Box 310 999	KBS	Frank R. Pidcock Sr. James M. Wilder James M. Wilder	Mrs. D. E. Stringfellow James M. Wilder	..... Standard World UP
ROME.....	WRGA	1490	250	Rome Broadcasting Corp. National City Bank Bldg. 6589	MBS	John W. Quarles Happy Quarles Pinkie Talley	George Euhanks George Euhanks Doc Williams	Coleman UP
SAVANNAH.....	WSAV	1340	250	WSAV Inc. Liberty National Bank Bldg. 5500	NBC	Harhen Daniel Harben Daniel N. W. Brandon	Gihson Jackson L. H. Thesmar Meredith E. Thompson	Hollingbery Associated AP
SAVANNAH.....	WTOC	1290	5,000	Savannah Broadcasting Co. 516 Abercorn St. 2-0127	CBS	W. T. Knight Jr. W. T. Knight Jr. Wm. B. Smart Benj. B. Williams	Ben B. Quick Wm. B. Smart Claude M. Gray	Katz Standard Lang-Worth UP
THOMASVILLE.....	WPAX	1240	250	H. Wimpy 117 Remington Ave. 909	.....	H. Wimpy H. Wimpy Al Feinberg	Chas. Lawton Al Feinberg James W. Poole	..... UP
TOCCOA.....	WRIC	1450	250	R. G. LeTourneau Prather Bridge Rd. LeTourneau 1751	MBS KBS	R. G. LeTourneau Virgie E. Craig Virgie E. Craig	..... ..... .....	Clark World Thesaurus MacGregor UP
VALDOSTA.....	WGOV	1450	250	E. D. Rivers Valdosta 1420	MBS	E. D. Rivers Mrs. E. D. Rivers .....	..... James W. Stewart	Walker World UP
WAYCROSS.....	WAYX	1230	250	Jack Williams 620 Plant Ave. 965	MBS KBS	Jack Williams John J. Tobola R. C. Tuten	Gwen Thomas R. C. Tuten John J. Tohola	Walker World UP
WEST POINT.....	WRLD	1490	250	Valley Broadcasting Co. ¶ General Tyler Hotel Bldg. 173	Blue	L. J. Duncan L. J. Duncan Allen Woodall	Frances Ledhetter Sidney Laird Dige Bishop	Headley-Reed MacGregor World AP

# The COMBINATION to GEORGIA

Only A Combination of Stations Can Cover  
Georgia's Three Major Markets



**WGST**

5000W\* 920 Kc

**ATLANTA**



**WMAZ**

5000W 940 Kc

**MACON**

**WTOC**

5000W 1290 Kc



**SAVANNAH**

**All CBS**

**AVAILABLE AT COMBINATION RATES**

\* 1000W  
AT NIGHT

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three CBS stations in these three markets does the job

**— AT ONE LOW COST**

*The* **GEORGIA MAJOR MARKET TRIO**

**Represented by THE KATZ AGENCY, Inc.**



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## IDAHO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BOISE.....	KIDO	1380	2,500-LS 1,000-N	Boise Broadcast Station Hotel Boise 660	NBC	Georgia N. Phillips Walter E. Wagstaff Boyd Braithwaite	George Snell John Casstevens James Johantz	Blair MacGregor World AP, UP
IDAHO FALLS.....	KID	1350	5,000-LS 500-N	KID Broadcasting Co. KID Bldg. 3	MBS Intermountain KBS	Walter Bauchman Frank McIntyre Leonard Wasden	Harry Woodle Reed Bullen C. N. Layne	McGillvra World UP
LEWISTON.....	KRLC	1400	250	H. E. Studebaker Lewis-Clark Hotel Bldg. 1950	MBS Don Lee Pacific	H. E. Studebaker Donald A. Wike Donald A. Thomas	..... Milton MacLafferty	Wilson World UP
NAMPA.....	KFXD	1230	250	Frank E. Hurt & Son 1024 12th Ave. S. 1200	....	Frank E. Hurt Frank E. Hurt Doyle H. Cain	Nancy Buebler ..... Edward Hurt	..... Thesaurus Lang-Worth UP
POCATELLO.....	KSEI	930	1,000-LS 250-N	Radio Service Corp. Yellowstone Highway 960	NBC	O. P. Soule Henry H. Fletcher Henry H. Fletcher	Ruthe A. Fletcher Oliver M. Leeney Henry H. Fletcher	Griffith Walker MacGregor Standard UP
TWIN FALLS.....	KTFI	1270	1,000	Radio Broadcasting Corp. 241 Main Ave. W. 2400	NBC	O. P. Soule F. M. Gardner F. M. Gardner	W. E. Wright M. L. Otto F. V. Cox	Walker Griffith MacGregor Standard UP
WALLACE.....	KWAL	1450	250	Silver Broadcasting Co. Tabor Bldg. 330	MBS Don Lee Pacific KBS	Dr. J. B. Binyon Robert G. Binyon W. M. Spencer	W. M. Spencer Robert G. Binyon Arvo Haapanen	Griffith World UP

## ILLINOIS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AURORA.....	WMRO	1280	250-D	Martin R. O'Brien 34 S. River St. 4215	....	Martin R. O'Brien Martin R. O'Brien Vincent G. Coffey	Dorothy O'Brien Jeanne M. Doran] Phillip Olson	..... Standard AP
BLOOMINGTON.....	WJBC	1230	250	Radio Station WJBC 209 E. Washington 2635-0	KBS	Radio Station WJBC A. M. McGregor Hugh L. Gately	Stanley Lantz Marion I. Gillespie James Hamm	Sears & Ayer World UP
CAIRO.....	WKRO	1490	250	Oscar C. Hirsch 324 Broadway, Cape Girardeau, Mo. Cairo 1490, Cape Girardeau 2104	....	Oscar C. Hirsch Merrill C. Currier Oscar Hirsch	..... Oscar Hirsch	..... MacGregor UP
CARTHAGE.....	WCAZ	1080	250-D	Superior Bstg. Service Inc. Marine Trust Co. Bldg. 520	....	Bob Compton John Palmer John Palmer	Antonette Palmer .....	Pearson UP
CHAMPAIGN.....	WDWS	1400	250	Champaign News-Gazette Inc. 48 Main St. 6-1855	CBS	Helen M. Stevick Marajen Stevick Dyess Frank R. Mills	Juanita Hall ..... Jack R. Baum	Texas DPL World UP
CHICAGO 90.....	WAAF	950	1,000-D	Drover's Journal Publishing Co. Inc. Palmer House Randolph 1932	....	Ward A. Neff Bradley R. Eidmann Bradley R. Eidmann	Cynthia A. Coyle J. R. Loughrin Carl Ulrich	Hollingbery Standard UP, TP
CHICAGO 1.....	WAIT	820 L-LS, Dallas	5,000	Radio Station WAIT 360 N. Michigan Ave. Franklin 0660	....	Gene T. Dyer Gene T. Dyer Joseph Rudolpb	Earl Withrow E. M. Hinzman E. W. Jacker	Wilson MacGregor Associated UP
CHICAGO 11.....	WBBM	780	50,000	Columbia Broadcasting System Inc. 410 N. Michigan Ave. Whitehall 6000	CBS	CBS—H. Leslie Atlas J. L. Van Volkenburg E. H. Sbomo	Walter Preston Jonathan Snow James J. Beloungy	Radio Sales World Lang-Worth Associated AP, UP, INS
CHICAGO 11.....	WCFL	1000	10,000	Chicago Federation of Labor 866 Lakeshore Drive Superior 5300	....	John Fitzpatrick Howard T. Keegan Melvin Wolens	Howard T. Keegan Melvin Wolens Richard B. Pappin	Katz World UP
CHICAGO 11.....	WCRW	1240 SH-WEDC, WSBC	100	Clinton R. White 2756 Pine Grove Ave. Diversey 4440	....	Clinton R. White J. A. White .....	..... Clinton R. White	.....
CHICAGO 23.....	WEDC	1240 SH-WCRW, WSBC	250	Emil Denemark Inc. 3860 Ogden Ave. Crawford 4100	....	Emil Denemark Frank Kotnour Frank Kotnour	William P. Brady Ruth Roberts Chester Levicki	..... UP
CHICAGO 54.....	WENR	890 ST-WLS	50,000	American Broadcasting Co. Merchandise Mart Delaware 1900	Blue	American Broadcasting Co. E. R. Borroff Roy McLaughlin	Gene Rouse E. J. Huber E. C. Horstman	Blue Spot MacGregor Standard AP, UP, INS
CHICAGO 12.....	WGES	1390	5,000	Radio Station WGES 2708 Washington Blvd. Seeley 8065	....	Partnership John A. Dyer M. E. Clemens	Herbert Rudolph Herbert Rudolpb .....	..... UP
CHICAGO 11.....	WGN	720	50,000	WGN Inc. 441 N. Michigan Ave. Superior 0100	MBS	Robert R. McCormick Frank P. Schreiber William A. McGuineas	B. W. Gunn B. H. Berentson George W. Lang	WGN World Associated Standard UP, AP
CHICAGO 1.....	WIND	560	5,000	Johnson-Kennedy Radio Corp. 230 N. Michigan Ave. State 4176	Wolverine	Ralph L. Atlas Ralph L. Atlas John T. Carey	Fred Willson Robert Hanson Victor Voss	Pearson MacGregor Standard AP, UP, INS

*In Chicago . . . It's the*

# METROPOLITAN STATION

## ESSENTIAL IN AN ESSENTIAL MARKET

A station covering a five million population area like a blanket, with an 83.4% advertiser renewal average over a five-year period and with a commanding lead in local retail advertising, IS an essential station. With transmitter located in the geographical heart of Chicago, WAAF provides effective low-cost coverage of the entire market *without waste*. Awards and citations for war activities, public service and program standards testify that WAAF is doing a real job for the public and the advertiser alike.

THE RIGHT  
SPOT ON THE DIAL

**WAAF**  
CHICAGO 90, ILL.

950 Kilocycles  
Atop the Palmer House

*Represented Nationally by*

**GEORGE P. HOLLINGBERRY COMPANY**

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

# WJJD

*Chicago's Largest  
Independent Station*

**20,000 WATTS**

A

*Marshall Field*

**STATION**

**NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.**



# WCFL—CHICAGO

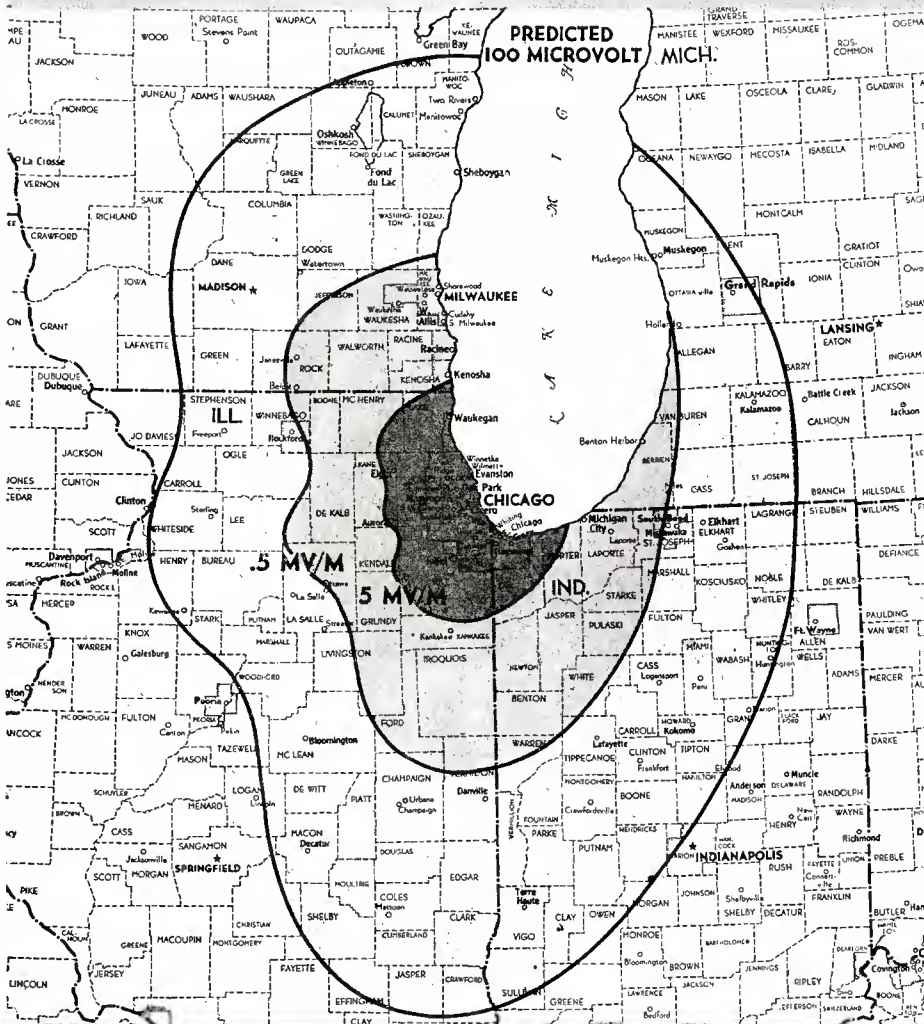
10000 Watt Transmitter  
1000 Kilocycles  
100 % Reception

*You Get Your  
Money's Worth*

at

# WCFL CHICAGO

**THE VOICE OF LABOR**



*Accepted Interpretation of the*

*News by . . .*

Martin Agronsky  
Baukhage  
Walter Kiernan  
Moulton Kelsey  
Richard Harkness  
Dr. Schacher

*Currently Featured*

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

*Programs expertly styled for listening pleasure and Sales Appeal*

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

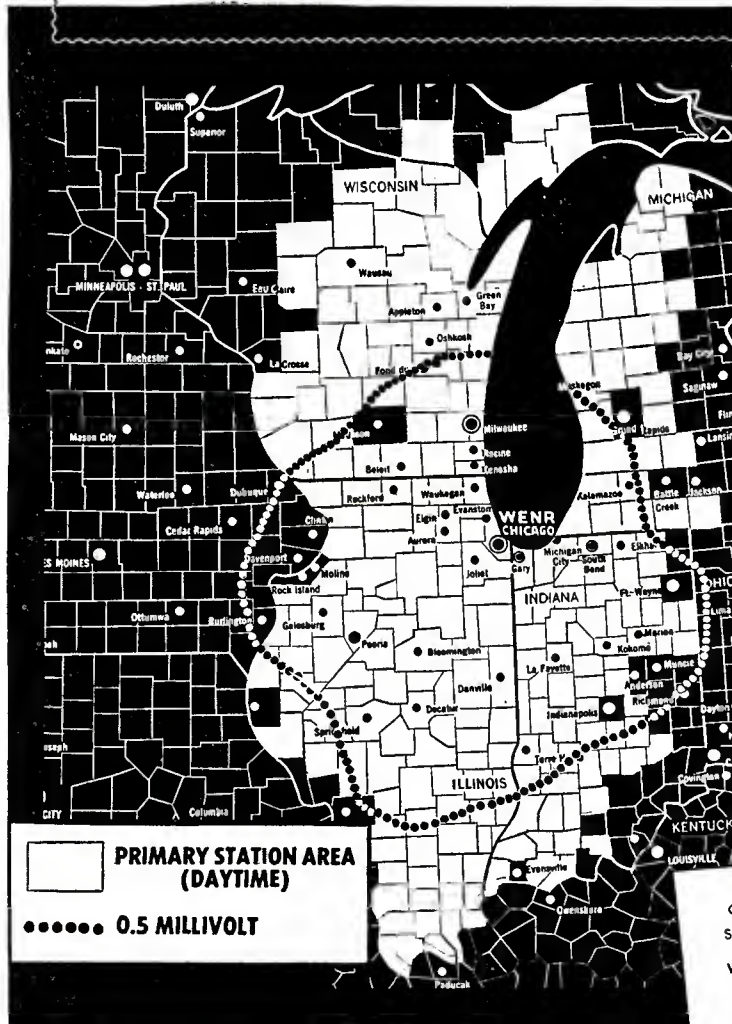
\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## ILLINOIS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CHICAGO 1.....	WJJD	1160 L-KSL	20,000	WJJD Inc. 230 N. Michigan Ave. State 5466	Wolverine	Marshall Field Arthur F. Harre Fred G. Harm	Randy Blake Rob Ward Walter F. Myers	Raymer World AP, UP
CHICAGO 7.....	WLS	890 ST-WENR	50,000	Agricultural Broadcasting Co. 1230 W. Washington Blvd. Monroe 9700	Blue	Burridge D. Butler Glenn Snyder Chick Freeman	Harold A. Safford Don Finlayson Thomas L. Rowe	Blair Standard AP, UP, TP
CHICAGO 54.....	WMAQ	670	50,000	National Broadcasting Co. Inc. 222 N. Bank Drive Superior 8300	NBC	MBC—Harry C. Kopf Harry C. Kopf Oliver Morton	Jules Herbubeaux Emmons C. Carlson H. C. Luttgens	NBC Spot Thesaurus MacGregor Standard AP, UP, INS
CHICAGO 10.....	*WMBI	1110 L-WBT, KFAB	5,000	Moody Bible Institute of Chicago 153 Institute Pl. Michigan 1570	....	Moody Bible Institute Henry C. Crowell .....	Wendell P. Loveless Russell T. Hitt A. P. Frye	..... Thesaurus UP
CHICAGO 12.....	WSBC	1240 SH-WCRW, WEDC	250	Radio Station WSBC 2400 W. Madison St. Monroe 9060	....	Partnership Robert O. Miller Julius Miller	Robert O. Miller .....	..... Associated
CICERO 50.....	WHFC	1450	250	WHFC Inc. 6138 W. Cermak Road Cicero 4305	....	R. W. Hoffman M. E. Clifford .....	M. E. Clifford ..... G. M. Ives	..... UP
DANVILLE.....	WDAN	1490	250	Northwestern Publishing Co. Hotel Wolford 1700	CBS	Gannett Newspapers E. C. Hewes .....	Cody Noble Chapman ..... Ted Magin	McKinney Standard UP
DECATUR 21.....	WSOY	1340	250	Commodore Broadcasting Inc. 357 N. Main St. 5371	CBS	Edward E. Lindsay Edward E. Lindsay Charles F. Bruce	Easter Straker Paul Wnorowski	Weed World Standard AP
E. ST. LOUIS.....	WTMV	1490	250	Mississippi Valley Bcstg. Co. Broadview Hotel Bridge 3424	....	Carlin S. French Carlin S. French F. J. Prendergast	Agnes Mites Tom Riggs Erle White	Sears & Ayer MacGregor INS
GALESBURG.....	WGIL	1400	250	Galesburg Broadcasting Co. Hill Arcade Bldg. Main 4626	....	L. A. Fritchard R. B. Laughner Jr. .....	Parke Thompson Parke Thompson Harvey C. Day	Sears & Ayer Standard UP
HARRISBURG.....	WEBQ	1240	250	Harrisburg Broadcasting Co. 110 E. Poplar St. 28	KBS	Dr. J. V. Capel Inglis M. Taylor Inglis M. Taylor	Mary Downen Bernie Smith Jos. R. Tate	..... UP
HERRIN.....	WJPF	1340	250	Orville W. Lyerla Box 179 382	....	Orville W. Lyerla Chas. R. Cook .....	..... Chas. R. Cook Marion Sawyer	..... World UP
JACKSONVILLE.....	WLDS	1180	250-D	Stephenson, Edge & Korsmeyer Fox Illinois Theater Bldg. 1180	KBS	Partnership E. J. Korsmeyer E. J. Korsmeyer	LaFern Coultas Gerald J. Cassens	..... Standard UP
JOLIET.....	WCLS	1340	250	WCLS Inc. 601 Walnut St. 4761	KBS	Walter Ashe Robert M. Holt Raymond Fay	Marcia Mitchell Marjorie Pyle Lester DeCosta	..... Associated UP
PEORIA 2.....	WMBD	1470	5,000-LS 1,000-N	Peoria Broadcasting Co. Alliance Life Bldg. 7133	CBS	Edgar L. Bill Edgar L. Bill Hugh K. Boice Jr.	Vernon Nolte James Kyler Ted Giles	Free & Peters World AP, UP
QUINCY.....	WTAD	930	1,000	Lee Broadcasting Inc. 510 Maine St. 6200	CBS	F. C. Eighmey Walter J. Rothschild Walter J. Rothschild	C. Arthur Fifer Mildred Vereheyen J. E. Gray	Katz Lang-Worth Standard AP, UP
ROCKFORD.....	WROK	1440	1,000-LS 500-N	Rockford Broadcasters Inc. News Tower Main 5632	Blue	Rockford Broadcasters Inc. Walter Koessler John J. Dixon	Maurice P. Owens Wm. R. Traum T. C. Cameron	Headley-Reed World UP
ROCK ISLAND.....	WHBF	1270	5,000	Rock Island Broadcasting Co. Safety Bldg. 918	MBS	John W. Potter Leslie C. Johnson Maurice J. Corken	Forest W. Cooke Theodore A. Arnold Robert J. Sinnett	Wilson Lang-Worth MacGregor Standard Thesaurus AP, UP, TP
SPRINGFIELD.....	WCBS	1450	250	WCBS Inc. 523 E. Capitol Ave. 9855	Blue	{H. L. Dewing L. G. Pefferie C. W. Need C. W. Need	John Geil F. A. Harbauer H. L. Dewing	Sears & Ayer MacGregor AP
SPRINGFIELD.....	WTAX	1240	100	WTAX Inc. Reisch Bldg. 2-4441	CBS	Jay A. Johnson Jay A. Johnson J. A. Johnson	Gladys M. McGrew ..... Eli C. Swaringen	Weed Associated UP
TUSCOLA.....	WDZ	1050	1,000-D	WDZ Broadcasting Co. Star Bldg. 98	....	Edgar L. Bill Walter C. Schafer Robert Livingston	Fran Booton Robert Livingston Theodore A. Giles	Wilson Standard UP
URBANA.....	*WILL	580	5,000-D	University of Illinois 1010 S. Wright St. 7-2616	....	A. C. Willard Jos. F. Wright .....	Frank E. Schooley ..... A. James Ebel	..... AP



**"That's a lot of coverage . . . but  
DOES ANYONE LISTEN  
TO WENR?"**



*You be the judge!*

- A WENR advertiser received 700% more returns than expected!
- A late-hour test offer pulled returns from 42 states and 3 Canadian provinces!
- On a recent offer over 55 network stations, WENR produced returns at lowest cost per inquiry!

Yes, in this great market people *do* listen to WENR. And they respond! Are you familiar with WENR's rapid rise these last few months? Do you know what is happening to radio in Chicago? Just ask a Blue Spot sales representative.

**COST ANALYSIS OF MAJOR CHICAGO STATIONS\***

Station	Families	Cost per 1,000	% Increase over WENR
WENR	3,403,000	.03	100.00
A	2,157,000	.06	66.6
B	2,424,000	.05	33.3
C	3,188,000	.04	

\* Based on a 15-minute daytime show, 5 times per week.  
Source - NBC All-County Survey.

**WENR**

**50,000 WATTS—A CLEAR CHANNEL STATION—890 KILOCYCLES**  
**Owned and Operated by the Blue Network Company**  
**Represented Nationally by Blue Spot Sales**  
 New York Chicago Hollywood Detroit

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## INDIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mds. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ANDERSON.....	WHBU	1240	250	Anderson Broadcasting Corp. Citizens Bank Bldg. 7791	Blue	C. Bruce McConnell Robert E. Bausman John R. Atkinson Robert E. Bausman	Loyal Podhaski ..... .....	Weed Standard UP
ELKHART.....	WTRC	1340	250	Truth Publishing Co., Inc. Hotel Elkhart 948	Blue KBS	C. D. Greenleaf R. R. Baker Paul Upson	Margaret Lantz Blanche L. Baker Lester Zellmer	Burn-Smitb Standard MacGregor World UP
EVANSVILLE 8.....	WEOA	1400	250	Evansville on the Air Inc. 519 Vine St. 2-1171	CBS	Evansville on the Air, Inc. Clarence Leich Clarence Leich	Mrs. Pat Roper Guy R. Crecellus Fay Gehres	Weed World Standard UP
EVANSVILLE 8.....	WGBF	1230	5,000-LS 1,000-N	Evansville on the Air Inc. 519 Vine St. 2-1171	NBC	Evansville on the Air, Inc. Clarence Leich Clarence Leich	Mrs. Pat Roper Guy R. Crecellus Fay Gehres	Weed World Standard UP
FORT WAYNE 2.....	WGL	1450	250	Farnsworth Television & Radio Corp. 925 S. Harrison St. Anthony 2136	NBC	Farnsworth Tel. & Radio Corp. Paul E. Mills Paul E. Mills	Eldon Campbell Hilda C. Woehrmeyer Bruce H. Ratts	NBC Spot World Standard UP
FORT WAYNE 2.....	WOWO	1190	10,000	Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136	Blue	Westinghouse E. & M. Co. Paul E. Mills Paul E. Mills	Eldon Campbell Hilda C. Woehrmeyer Bruce H. Ratts	NBC Spot World Standard UP
HAMMOND.....	WJOB	1230	250	Radio Station WJOB 449 State St. 9800	....	O. E. Richardson O. E. Richardson R. C. Adair	L. B. Weller ..... Stanley Strasburg	Cox & Tanz Associated UP
INDIANAPOLIS 4 ...	WFBM	1260	5,000	WFBM Inc. 48 Monument Circle Lincoln 8506	CBS	Harry M. Bitner Frank O. Sharp William F. Kiley Jr.	Jeanne M. Bitner Edward Schneider Harrold S. Holland	Katz Associated AP, INS
INDIANAPOLIS 6....	WIBC	1070	5,000	Indiana Broadcasting Corp. Indianapolis Athletic Club Lincoln 2305	MBS	Indianapolis News Alex Campbell Jr. .....	Stan Corley ..... Harry Adams	Blair Associated Lang-Worth AP, UP
INDIANAPOLIS 44...	WIRE	1430	5,000	Indianapolis Broadcasting Inc. Claypool Hotel Riley 1541	NBC	Eugene C. Pulliam Eugene C. Pulliam Rex Schepp	Wm. Dean ..... Eugene E. Alden	Pearson World Lang-Worth AP, UP
INDIANAPOLIS 4 ...	WISH	1310	5,000-LS 1,000-N	Capitol Broadcasting Corp. Board of Trade Bldg. Market 6345	Blue	C. Bruce McConnell C. Bruce McConnell Robert E. Bausman Robert E. Bausman	Felix D. Adams Lyman G. Hunter Stokes Gresham Jr.	Free & Peters Standard AP, Reuters
KOKOMO.....	WKMO	1400	250	Kokomo Broadcasting Corp. College Bldg. 5171	CBS KBS	Kokomo Broadcasting Corp. John Carl Jeffrey John Carl Jeffrey	Ward Charles Glenn J. C. Jeffrey George Palmer	Wilson UP
LAFAYETTE 1.....	WASK	1450	250	WFAM Inc. Wallace Bldg. 4300	....	O. E. Richardson Joe Spring Joe Spring	William N. Warren Sr. ..... Harry C. Garba	Cox & Tanz World AP
MUNCIE.....	WLBC	1340	250	Donald A. Burton P. O. Box 271 4403	CBS	Donald A. Burton Donald A. Burton William F. Craig	..... ..... Maury Crain	Walker Standard AP, UP
RICHMOND.....	WKEV	1490	250	Central Broadcasting Corp. 25 S. 9th St. 1156	MBS	J. Robert Quigg G. F. Albright Roland L. Nusbaum	Robert C. Hanika Roland L. Nusbaum .....	..... World Standard UP
SOUTH BEND 4.....	WHOT	1490	250	South Bend Broadcasting Corp. St. Joseph & Monroe Sts. 3-4155	Blue	C. Bruce McConnell Robert E. Bausman Harry Burdick Robert E. Bausman	Orville R. Foster George Stevenson Jack Willson	Weed Standard Thesaurus AP
SOUTH BEND 26 ...	WSBT	960	1,000	South Bend Tribune Colfax Ave. & Lafayette Blvd. 3-6161	CBS	F. A. Miller Franklin D. Schurz Robert H. Swintz	Mark H. Boyden Neal B. Welch H. C. Cole	Raymer Associated Lang-Worth UP
TERRE HAUTE.....	WBOW	1230	250	Banks of the Wabash Inc. 303 S. Sixth St. Crawford 3394	NBC	Alvin Eades George M. Jackson George M. Jackson	Lee J. Baxter Jill Girrard Donald D. Aldrich	Weed Standard AP, UP
VINCENNES.....	WAOV	1450	250	Vincennes Newspapers Inc. 320 Busserson St. 787	MBS	Eugene C. Pulliam Victor H. Lund Richard B. Harris	..... Victor H. Lund Eugene E. Alden	Pearson World Lang Worth UP
WEST LAFAYETTE..	*WBAA	920	5,000-LS 1,000-N	Purdue University Hall of Music 92-2128	....	Purdue University ..... .....	Jim Miles ..... John W. Ditamore	..... Standard Thesaurus AP



**For Indianapolis and Surrounding Territory  
Wise Time-Buyers Give Top Priority to WFBM**

*Indiana's* **first**  
*Radio Station!*

**first FOR LOYAL LISTENERS!**

Through intelligent programming, WFBM has built up a tremendous, ever-growing audience. Despite wartime handicaps, we have constantly maintained a well-balanced program schedule . . . supplementing outstanding features of the CBS with top-notch local and public service programs.

**first FOR AGGRESSIVE MERCHANDISING ASSISTANCE!**

Now as always, WFBM energetically boosts its advertisers with well-planned merchandising assistance . . . using bill-boards, newspapers, direct mail, personal calls by the station's merchandising representatives and other effective means of stimulating sales.

**first FOR MORE PROFITABLE SALES!**

Sending a strong, clear signal throughout the great central plain of Indiana, WFBM reaches a homogeneous, able-to-buy audience that responds as a single unit to any sound sales campaign.

**WFBM**



**REPRESENTED NATIONALLY BY THE KATZ AGENCY**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.      D—Day.      N—Night.      ST—Shares Time.      SH—Specified Hours.      U—Unlimited.      CP—Construction Permit Issued.  
 LS—Local Sunset.      L—Limited Time with Dominant Station.      SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## IOWA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AMES	*WOI	640	5,000-D	Iowa State College of A. & M. Ames 281	....	Iowa State College of A. & M. W. I. Griffith	Richard B. Hull Edward Wegener L. L. Lewis	World AP
BOONE	*KFGQ	1260	250-D	Boone Biblical College 924 W. Second St.	....	Boone Biblical College	.....	.....
BURLINGTON	KBUR	1490	250	Burlington Broadcasting Co. National Bank Bldg. 680	Blue	Dan T. Riley G. B. McDermott Richard Mosena	Mary Mangold T. C. Jensen John Gallino	Rambeau World UP
CEDAR RAPIDS	WMT	600	5,000	American Bestg. Stations Inc. Paramount Theater Bldg., Cedar Rapids Russell Lamson Hotel, Waterloo Cedar Rapids 6127 Waterloo 3618	CBS, MBS	Helen S. Mark Wm. B. Dolph Wm. B. Quarton Donald D. Sullivan	Douglas B. Grant Leo F. Cole George P. Hixenbaugh	Katz Standard MacGregor Lang-Worth AP, UP, INS
CLINTON	KROS	1340	250	Clinton Broadcasting Corp. Jacobsen Bldg. 448	MBS No. Central	W. S. Jacobsen Morgan Sexton Morgan Sexton	Lucille De Leers T. C. Jensen Gilbert Andrew	Walker Standard UP
DAVENPORT	WOC	1420	5,000	Tri-City Broadcasting Co. 1002 Brady St. 3-3661	Blue Cornbelt	B. J. Palmer Buryl Lottridge L. O. Fitzgibbons	Marshall Dane Jane Boom Paul G. Arvidson	Free & Peters World UP
DECORAH	*KWLC	1240	250-D	Luther College 600 Leiv Eiriksson Drive 690	....	Dr. O. J. H. Preus Richard Bergstrom	Richard Bergstrom Oliver M. Eitriem	.....
DES MOINES 4	KRNT	1350	5,000	Cowles Broadcasting Co. Register & Tribune Bldg. 3-2111	CBS Blue (June 15)	Gardner Cowles Jr. Phil Hoffman Robert Dillon	Charles Miller Orville Lawson Charles Quentin	Katz Standard Lang-Worth AP, UP
DES MOINES 9	KSO	1460	5,000	Kingsley H. Murphy Old Colony Bldg. 3-0571	Blue, MBS CBS (June 15)	Kingsley H. Murphy George J. Higgins George J. Higgins	Edmund Linehan Ken Lufkin F. E. Bartlett	Headley-Reed Standard World AP, UP
DES MOINES 7	WHO	1040	50,000	Central Broadcasting Co. 914 Walnut St. 3-7147	NBC Cornbelt	B. J. Palmer J. O. Maland E. H. Bondurant	Harold Fair Harold Fulton Paul A. Loyet	Free & Peters Lang-Worth MacGregor Thesaurus UP, INS
DUBUQUE	KDTH	1370	1,000	Telegraph-Herald 8th Ave. at Bluff St. 1603	MBS No. Central	F. W. Woodward Kenneth S. Gordon Warren J. Binkley	Arnold Stierman K. S. Gordon Charles Cain	Pearson Standard AP
DUBUQUE	WKBB	1490	250	Dubuque Broadcasting Co. Hotel Julien 572	Blue	James D. Carpenter James D. Carpenter Harry Hatzenbuehler	Jeanne Wiedner James D. Carpenter Loenard T. Carlson	Burn-Smith Associated UP
FORT DODGE	KVFD	1400	250	Northwest Broadcasting Co. Warden Bldg. Walnut 3761	MBS No. Central	Edward Breen Edward Breen Marjorie Rudolph	Drexel Peterson Irene Wretman David G. Sinclair	..... McGregor UP
IOWA CITY	*WSUI	910	5,000	State University of Iowa Iowa City 2111	....	State University of Iowa Carl H. Menzer	Pearl Broxam S. J. Ebert	..... AP
MARSHALLTOWN	KFJB	1230	250	Marshall Electric Co. 1603 W. Main St. 3361	MBS No. Central	Earl N. Peak Earl N. Peak	O. L. Russell Eugene Peak	..... UP
MASON CITY	KGLO	1300	5,000	Lee Radio Inc. 12 2nd St. N. E. 2300	CBS	Lee P. Loomis F. C. Eighmey Herbert R. Ort	Merritt Milligan Roger Sawyer	Weed Standard AP, UP
OTTUMWA	KBIZ	1240	250	KBIZ Inc. 117 E. Main St. 5600	MBS	James J. Conroy James J. Conroy Eleanor M. Haling	Roy L. Dawson Eleanor M. Haling Alvin P. Johnson	Rambeau World UP
SHENANDOAH	KFNF	920 ST-KUSD	1,000-LS 500-N	KFNF Inc. 407 N. Sycamore St. 1	....	Henry Field Frank Stubbs Frank Stubbs	Frank Stubbs Robert N. Barkman	..... Standard AP
SHENANDOAH	KMA	960	5,000	May Broadcasting Co. N. Elm St. 192	Blue, MBS Cornbelt	Earl E. May J. C. Rapp	Terry Moss Harriet Lingo Ray Schroeder	Free & Peters UP
SIoux CITY 1	KSCJ	1360	5,000	Perkins Bros. Co. Box 118 5-7993	Blue CBS (June 15)	W. R. Perkins Eugene T. Flaherty Eugene T. Flaherty	Eugene T. Flaherty Jean Harraday Alvin H. Smith	Hollingbery MacGregor AP
SIoux CITY 9	KTRI	1450	250	Sioux City Broadcasting Co. Commerce Bldg. 8-0165	MBS No. Central	The Tribune Co. Dietrich Dirks Dietrich Dirks Dietrich Dirks	Al Triggs Mary Lou Sheer Bob Beck	Burn-Smith Associated UP
SPENCER	KICD	1240	250	Iowa Great Lakes Bestg. Corp. Box 631 45	MBS No. Central	L. W. Andrews G. H. Sondergaard Jon S. Shafer	Jerry Ashe Jon S. Shafer Hewitt Grotewohl	Holman AP
WATERLOO	KXEL	1540	50,000	Josh Higgins Broadcasting Co. Insurance Bldg. 3371	Blue	Joe DuMond Joe DuMond A. J. DuMond	Em Owen Elizabeth M. Gahre Don Kassner	Blair Standard AP
WATERLOO	WMT	600	5,000	(See Cedar Rapids, Ia.)	.....	.....	.....	.....



# What's **WHO** got?

## 1 LARGEST PRIMARY COVERAGE

WHO is only 1-A Clear Channel station in Iowa. With 50,000 watts, gives you larger daytime and/or night-time primary coverage than any other station

in Iowa. Daytime listening area includes nearly all Iowa, southern Minnesota, northern Missouri and western Illinois with population of 3½ million.

## 2 GREATEST SECONDARY COVERAGE

WHO is only station in North America operating on 1040 kc. Its sky-wave signal goes on and on, bringing

in mail during winter months from 30 to 44 states regularly—from more than 50% of all U. S. counties.

## 3 BEST PROGRAM SERVICE

WHO is only NBC station in Iowa—has 22 of the 30 most popular network and local shows in the State. Big-time staff of producers, announcers, writers.

Tops in News—60.8% to 67.9% of Iowa radio families usually listen to principal WHO news broadcasts vs. 6.4% to 9.7% for Station B.

## 4 GREATEST POPULARITY

WHO is listened to more often, more hours, by more Iowa radio families than all other radio stations combined. "Listened-to-most" during daytime by 55.6% of Iowa radio families vs. 27% to all other Iowa stations; after 6:00 P.M., 57.7% to Wfio vs. 15.8%

to all other Iowa stations, according to 1944 Iowa Radio Audience Survey. (1941-42-43 Surveys prove that "listened-to-most" station has six hours of Iowa listener's attention for every hour to any "heard regularly" station. Write for free copy.

## 5 GREATEST DEALER INFLUENCE

Radio is considered the best state-wide advertising medium in Iowa to help sell goods  
—by 68.3% of Iowa grocers, vs. 30.5% for newspapers  
—by 87.4% of Iowa druggists, vs. 7.8% for newspapers  
WHO is considered most effective radio station in

State—  
—by 54.7% of Iowa grocers, vs. 10.1% for Station B  
—by 61.9% of Iowa druggists, vs. 1.5% for Station B  
(According to polls by Iowa Retail Grocers & Meat Dealers Assn. and Iowa Pharmaceutical Assn.)

## 6 HIGHEST RATINGS

WHO has greatest "share of audience" in Des Moines during daytime hours, 8:00 A.M. to 6:00 P.M. Monday through Friday, and evenings, 6:00 P.M. to 10:00 P.M. Sunday through Saturday.

"Share of audience" ratings in "outside" zone—Ottumwa, Oskaloosa, Newton, Mason City, Fort Dodge, Boone, Ames, and Marshalltown, located 30 to 115 miles from Des Moines—during winter, 1944, are:

8:00 A.M. to 6:00 P.M., Mon. through Fri., 60%  
6:00 P.M. to 10:00 P.M., Sun. through Sat., 66.9%

Write for free copy of complete report on "City Zone vs. Outside Zone Comparison".

You need WHO for adequate coverage of Iowa regardless of what network (except NBC) or local programs you may be using. WHO is one of the "lowest cost per listener" buys in the country, dominating one of the largest sales territories. There's no other station like it. Ask us or Free & Peters for availabilities.

## WHO for IOWA Plus!

Des Moines . . . 50,000 Watts

B. J. Palmer, President . . . J. O. Maland, Manager

FREE & PETERS, INC. . . . National Representatives

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.      D—Day.      N—Night.      ST—Shares Time.      SH—Specified Hours.      U—Unlimited.      CP—Construction Permit Issued.  
 LS—Local Sunset.      L—Limited Time with Dominant Station.      SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## KANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ATCHISON	KVAK	1450	250	S. H. Patterson 622½ Commercial St. 1420	MBS KBS	S. H. Patterson Jerry Akers David G. Roberts	Joseph Peck Charles Rayburn	AP
COFFEYVILLE	KGGF	690	1,000-LS 500-N	Hugh J. Powell Journal Bldg. 147	Blue	Hugh J. Powell Bert H. Powell Ed Spoonamore	Ozzie Osborn Anna Marie McGrath J. Sarto Jaminet	Weed World Thesaurus AP
DODGE CITY	KGNO	1370	1,000-LS 250-N	Dodge City Broadcasting Co. Dodge City 1340	KBS	J. C. Denious N. C. Petersen Dorothy Stavig	Herschel Holland Ralph Hickman	Hagg Standard AP
EMPORIA	KTSW	1400	250	Emporia Broadcasting Co. Inc. Emporia 153	MBS Kansas	Selleck B. Warren J. Nelson Rupard	Miriam Porter Burt Harrison Harold C. Davis	World AP
GARDEN CITY	KIUL	1240	250	Frank D. Conard 509 N. Main St. 666	MBS KBS	Frank D. Conrad Al Pyatt Al Pyatt	Betty Woodward Robert W. Snyder	Cox & Tanz MacGregor UP
GREAT BEND	KVGB	1400	250	KVGB, Inc.	MBS Kansas			Lang-Worth UP
HUTCHINSON	KWBW	1450	250	Nation's Center Broadcasting Co. 101 E. Ave. A 5202	NBC	Stanley Marsh William Wyse William Wyse Vern Minor	Ann Brookshier Vern Minor Millard Clary	Lang-worth UP
KANSAS CITY	KCKN			(See Missouri Listing, page 114)				
LAWRENCE	*KFKU	1250 ST-WREN	5,000-LS 1,000-N	University of Kansas 111 Fraser KU 190	....	University of Kansas Harold G. Ingham	Mildred I. Seaman R. P. Stringham	
LAWRENCE	WREN	1250 ST-KFKU	5,000-LS 1,000-N	WREN Broadcasting Co. Inc. WREN Bldg. 110	Blue	R. C. Jackman Verl Bratton Verl Bratton	George Goldsmith George Goldsmith Carl Bleisner	Hollingbery MacGregor Thesaurus UP
MANHATTAN	*KSAC	580 ST-WIBW	1,000-LS 500-N	Kansas State College Manhattan 2236	....	Milton E. Eisenhower H. Umberger	L. L. Longsdorf Bernard P. Holbert	
PITTSBURG	KOAM	810	1,000-D	Pittsburg Broadcasting Co., Inc. Box 603 2165	NBC	E. V. Baxter R. E. Wade	Leo S. Stafford	Pearson World INS
SALINA	KSAL	1150	1,000	KSAL Inc. 201 W. Iron 100	MBS Kansas	R. J. Laubengayer R. V. Jensen R. V. Jensen	R. D. Preusch Wendell Elliott N. E. Vance Jr.	Pearson Standard MacGregor Thesaurus AP
TOPEKA	WIBW	580 ST-KSAC	5,000	Topeka Broadcasting Assn. Inc. 1035 Topeka Blvd. 3-2377	CBS	H. S. Blake Ben Ludy Ben Ludy	Maude Shreffler R. G. Marquardt	Capper Standard AP, UP
WICHITA 2	KANS	1240	250	KANS Broadcasting Co. Hotel Lassen 4-2387	NBC	Herb Hollister Jack Todd Jack Todd	Vic Rugh Vic Rugh Charles Lucy	Headley-Reed Standard Thesaurus UP, AP
WICHITA 1	KFBI	1070	5,000-LS 1,000-N	Farmers & Bankers Bestg. Corp. First & Market Sts. 2-1447	Blue, MBS Kansas	H. K. Lindsley Robert K. Lindsley Robert K. Lindsley	Lester Weatherwax Ralph Varnum K. W. Pyle	Hollingbery World UP, INS
WICHITA 2	KFH	1330	5,000	Radio Station KFH York Rite Bldg. 2-4491	CBS	M. M. Murdock Piez S. Clark Clark A. Luther	Vernon E. Reed Clark A. Luther Amos C. Dadisman	Petry Lang-Worth AP, UP

## KENTUCKY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ASHLAND	WCMI	1340	250	Ashland Broadcasting Co. Inc. Radio Bldg. 3010	MBS	Gilmore N. Nunn L. D. Newman	Chas. Warren Clarence Weaver	Pearson Standard UP
BOWLING GREEN	WLBJ	1340	250	Bowling Green Bestg. Co. Inc. Fairview & Lehman Ave. 1340	MBS KBS	Ken D. Given Ken D. Given Ken D. Given	Helen K. Given Helen K. Given James A. Hight Jr.	Burn-Smith Standard UP
HARLAN	WHLN	1230	250	Blanfox Radio Co. Inc. Harlan 825	KBS	J. Francke Fox R. B. Helms R. B. Helms Stuart Odell	Stuart Odell Eddie Whitehart J. Francke Fox	Burn-Smith World UP
HENDERSON	WSON	860	500-D	Henderson Broadcasting Co. Inc. Zion Road 3923	KBS	Pierce E. Lackey Hecht S. Lackey Hecht S. Lackey	Martha Jane Reed Hecht S. Lackey B. A. Smith	Sears & Ayer Thesaurus Associated AP, UP
HOPKINSVILLE	WHOP	1230	250	Hopkinsville Broadcasting Co. Inc. Box 639 1025	CBS KBS	Pierce E. Lackey F. Ernest Lackey F. Ernest Lackey	Mary Virginia Parrish F. Ernest Lackey Charles W. Stratton	Sears & Ayer World Associated AP, UP
LEXINGTON	WLAP	1450	250	American Broadcasting Corp. Radio Building 1721	Blue, MBS	Gilmore N. Nunn J. E. Willis J. E. Willis	Lowry Kohler Lowry Kohler Sanford Helt	Pearson Standard UP



# Here are cold, hard, usable *FACTS* about the *WIBW* MARKET

If you have any kind of a selling job to do in the area shown below, these are mighty important facts to you. Shorn of all ballyhoo and half-

truths, they give you the basic details that have pointed the way to hundreds of outstandingly successful campaigns during the past two decades.

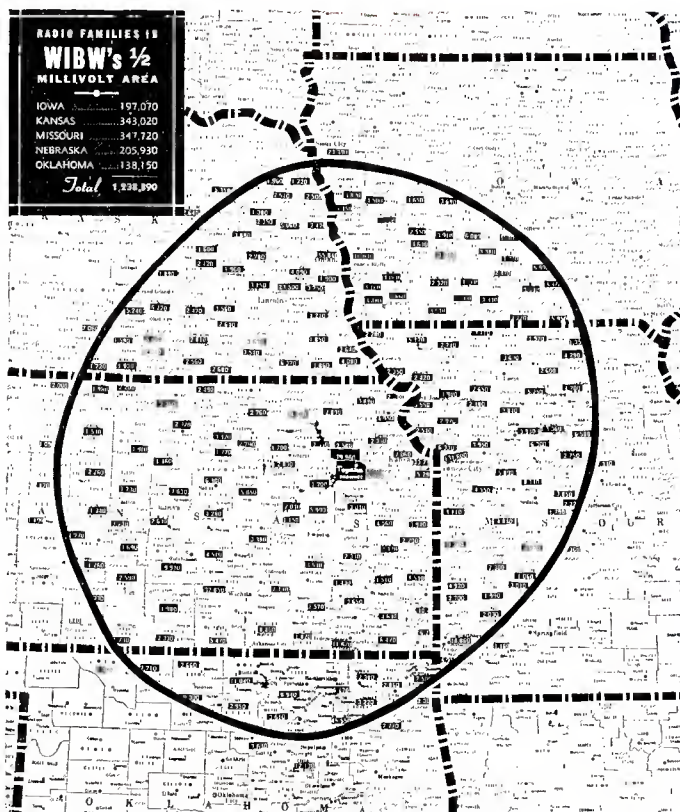
## *What is WIBW's Coverage?*

It includes Kansas and important population areas in adjoining states. We're not showing a mail map because you'd say that no 5,000 watt station could produce such consistent, widespread results.

WIBW does, though! The reason is a happy combination of a honey of a frequency (580 kc) and one of America's highest rating soil conductivities. Engineers tell us it lays down a signal equal to a million watts at the other end of the dial.

## *What is WIBW's program structure?*

From daybreak until midnight, our programs are geared to the entertainment and service demands of farm and small town listeners. (Determined by continuing personal surveys by Dr. F. L. Whan of the University of Wichita. Published annually under the title of "The Kansas Radio Audience").



## *How many listeners does WIBW have?*

For convenience, figure slightly over FIVE MILLION people for whom WIBW is the "Easiest heard" and "Most listened to" station. (Source: Kansas Radio Audience, 1944)

## *Do they buy?*

With their large, active, hungry families, they're tremendous buyers, even in normal years. Today, their income is swollen by extra-high prices for the second largest crop year on record. Yes, WIBW listeners are both ready and *able* to buy.

## *How do you know they listen to WIBW?*

Exclusive of statewide personal surveys previously mentioned, we have some figures on mail response we'd like to show you. They give WIBW an audience as solid as the Democratic vote in Alabama. Ask about them.

**To do a 100% sales job in this area, WIBW is a must!**

**MORE FACTS:** At your service is WIBW's talent staff . . . large enough to do credit to a super-power station.

Our entertainers, announcers and musicians are personalities—known to our listeners by their first names.

WIBW is the CBS outlet for the area shown above. This means top-flight programs and established prestige.

Long experience enables us to give you valuable suggestions on how to merchandise this territory for maximum results . . . as we've proved to advertiser after advertiser.

Finally, WIBW has a long-established reputation that we intend to maintain—that of producing consistent, low cost results. Let us prove this to your satisfaction . . . through the sale of *your* product.

# WIBW

IN TOPEKA

"The Voice of Kansas"

COLUMBIA'S OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK      CHICAGO      KANSAS CITY      SAN FRANCISCO

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## KENTUCKY—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
LOUISVILLE 2.....	WAVE	970	5,000	WAVE Inc. 334 E. Broadway Wabash 6543	NBC	Maj. George W. Norton Jr. Nathan Lord James F. Cox	George C. Patterson Bunch Sanders Wilbur Hudson	Free & Peters Lang-Worth Thesaurus AP, INS
LOUISVILLE 2.....	WGRC	1400	250	Northside Broadcasting Corp. Kentucky Home Life Bldg. Wabash 8871	MBS	J. Porter Smith Charles L. Harris J. Porter Smith	Ward V. Hatcher H. R. Hunter Perry Esten	Burn-Smith Standard Associated AP, UP
LOUISVILLE 2.....	WHAS	840	50,000	Courier-Journal & Louisville Times 300 W. Liberty St. Wabash 2211	CBS	Barry Bingham W. Lee Coulson Joseph S. Eaton	A. W. Marlin J. M. Wynn {Orrin W. Towner (leave) D. C. Summerford	Petry Standard Associated AP, UP
LOUISVILLE 1.....	WINN	1240	250	Kentucky Broadcasting Corp. Inc. Tyler Hotel 5148 Wabash	Blue	Nelle M. Kendrick Harry McTigue G. F. Bauer	Mary V. Doty ..... Vernon R. Nunn	Stone Roesler MacGregor Standard AP
OWENSBORO.....	WOMI	1490	250	Owensboro Broadcasting Co. Inc. Byars Ave. & Livermore Rd. 420	MBS KBS	Lawrence W. Hager Hugh O. Potter Malcolm Greep	Cliffordean Potter Hugh Potter Leslie Goodaker	..... Standard AP
PADUCAH.....	WPAD	1450	250	Paducah Broadcasting Co. Inc. Taylor Building 4100	CBS KBS	Pierce E. Lackey Pierce E. Lackey Gene Peak	Gene Peak ..... U. C. Morris	Sears & Ayer World Associated MacGregor AP, UP

## LOUISIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALEXANDRIA 4.....	KALB	1240 CP-580	250 CP-1,000	Alexandria Broadcasting Co. Inc. 505 Johnston St. 3335	Blue	Walter H. Allen E. R. Cappellini E. R. Cappellini	Dorothy T. Aden E. R. Cappellini Jesse Sexton	Weed Standard AP, INS
BATON ROUGE 8.....	WJBO	1150	5,000	Baton Rouge Broadcasting Co. 444 Florida St. 5271	Blue	Charles P. Manship J. Roy Dabadie T. E. Gibbens	Charles L. Planchard Robert N. Bailey Donald K. Allan	Hollingbery World Standard AP, UP
LAFAYETTE.....	KVOL	1340	250	Evangeline Broadcasting Co. Inc. 519 S. Buchanan 2101	NBC	Morgan Murphy George H. Thomas B. H. Bailey Jr.	Lela L. Turner B. H. Bailey Jr. B. H. Bailey Jr.	..... Standard MacGregor World UP
LAKE CHARLES.....	KPLC	1490	250	Calcasieu Broadcasting Co. Majestic Hotel 2713	NBC	T. B. Lanford David Wilson David Wilson	Margaret Mercer Joe Campbell Earl C. Moses	..... Standard Thesaurus UP
MONROE.....	KMLB	1230	250	Liner's Broadcasting Station Inc. Frances Hotel 4321	Blue	J. C. Liner J. C. Liner Jr. J. C. Liner Jr.	Marjorie Watson J. C. Liner Jr. O. L. Morgan	..... Standard UP
MONROE.....	KNOE	1450	250	James A. Noe Bernhardt Bldg. 912	NBC	James A. Noe {James E. Gordon Guy Corley James E. Gordon	Elaine Hauserman W. D. Ross A. J. Bourgeois	McGillvra Thesaurus AP
NEW ORLEANS.....	WDSU	1280	5,000	Stephens Broadcasting Co. Hotel Monteleone Raymond 7135	Blue	E. A. Stephens Fred Weber Fred Weber	Stanley Holiday J. Spoonmoor Charles Whitney	Blair Lang-Worth AP, UP
NEW ORLEANS 16..	WJBW	1230	250	Chas. C. Carlson Audubon Bldg. Magnolia 3488	.....	Charles C. Carlson P. K. Ewing P. K. Ewing	N. Dunne J. Giamalva C. C. Carlson	..... AP
NEW ORLEANS 12..	WNOE	1450	250	James A. Noe St. Charles Hotel Raymond 0423	MBS	James A. Noe James E. Gordon James E. Gordon	Beverly C. Brown Lowe Barnett Albert J. Bourgeois	McGillvra Standard AP
NEW ORLEANS 16..	WSMB	1850	5,000	WSMB Inc. 901 Canal St. Magnolia 5921	NBC So. Central	{Maison Blanche Co. Paramount Richards Theatres Harold M. Wheelahan T. J. Fonteller	Harry Arthur J. J. Fonteller H. G. Nebe	Petry Lang-Worth Thesaurus AP
NEW ORLEANS 12..	WWL	870	50,000	Loyola University Roosevelt Hotel Raymond 2194	CBS	{Loyola University Rev. P. A. Roy, S. J. W. H. Summerville Larry Baird	Ed Hoerner Alice R. Barclay J. D. Bloom	Katz World Standard UP



**WE'RE  
NOT THE  
WIZARDS  
OF OZ (Ky.)!**

Even "abracadabra" is a mystery to us! But no magic is required to know that such oddly-named Kentucky settlements offer little to entice radio advertisers. So we let the spark-spitting 50,000-watters reach 'em and have 'em. *Our domain is the Louisville Trading Area, where pocket-books are bulging and where our crystal-ball-clear signal really does a job for advertisers! Want a job done for you, down here?*

**LOUISVILLE'S  
WAVE**

5000 Watts

970 K. C.

N. B. C.

FREE & PETERS, INC.



NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising

1945 Yearbook Number • Page 103



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## LOUISIANA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
SHREVEPORT "R"	KRMD	1340	250	Radio Station KRMD Box 1712 6171	Blue	R. M. Dean T. B. Lanford Glenn V. Wilson	Elizabeth Alford Jerry Bozeman W. J. Wilkerson	T—H—S INS
SHREVEPORT 90...	KTBS	1480	1,000	Radio Station KTBS Box 1146 2-8711	NBC So. Central	John C. McCormack B. G. Robertson Leslie H. Peard	B. G. Robertson B. G. Robertson C. H. Maddox	Petry Thesaurus Lang-Worth AP, UP
SHREVEPORT 92 ...	KWKH	1130	50,000	International Broadcasting Corp. Commercial Bldg. 2-8711	CBS So. Central	John D. Ewing Fred Obl J. A. Oswald	Howard Langfitt C. W. Doebler W. E. Antony	Branhm Standard AP, UP

## MAINE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AUGUSTA.....	WRDO	1400	250	WRDO Inc. 175 Water St. 2285	NBC Yankee New England	Adeline B. Rines Quenton Crandall Walter Weightman	Dan Kelly Harold Dinsmore	Weed Associated UP
BANGOR.....	WABI	910	1,000	Community Bestg. Service 57 State St. 6446	CBS	F. E. Simpson F. B. Simpson Guy Corey	Harold Dorr Walter Dickson	MacGregor
BANGOR.....	WLBZ	620	5,000	Maine Broadcasting Co. Inc.	NBC New England Yankee	.....	.....	Thesaurus UP
LEWISTON.....	WCOU	1240	250	Twin City Broadcasting Co.	MBS Yankee	.....	.....	Standard UP
PORTLAND 3.....	WCSH	970	6,000	Congress Square Hotel Co. 157 High St. 3-9667	NBC Yankee New England	Adeline B. Rines William H. Rines Albert W. Smith	Arthur Owens Linwood T. Pitman G. Fred Crandon	Weed Bannan Thesaurus AP, UP
PORTLAND 3.....	WGAN	560	5,000	Portland Broadcasting System Inc. 645a Congress St. 2-7489	CBS	Guy P. Gannett Creighton E. Gatchell Arthur K. Atberton	Richard E. Bates Creighton E. Gatchell Roger W. Hodgkins	Raymer Standard UP
PRESQUE ISLE.....	WAGM	1450-SH	100	Aroostook Broadcasting Corp. Northern National Bank Bldg. 8821	KBS	H. J. McGuire H. D. Glidden H. D. Glidden	..... L. E. Hughes	Cox & Tanz Foster World UP

## MARYLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BALTIMORE 3.....	WBAL	1090	50,000	Hearst Radio Inc. Lexington Bldg. Lexington 4900	NBC	Hearst-Harold C. Burke Harold C. Burke Leslie H. Peard Jr.	James M. Kennedy Gerald W. Cooke	Petry Standard World AP, UP, INS
BALTIMORE 17.....	WCAO	600	5,000	Monumental Radio Co. 811 W. Lanvale St. Madison 7220	CBS	Lewis M. Milbourne L. Waters Milbourne L. Waters Milbourne	(Gordon A. Scheihing George L. Filling L. Waters Milbourne Martin L. Jones	Raymer Lang-Worth INS
BALTIMORE 13.....	WCBM	1400	250	Baltimore Broadcasting Corp. North & Harford Ave. University 8400	Blue	John Elmer George H. Roeder John Elmer	Charles A. Roeder P. E. Wolfe August E. Eckels	Free & Peters MacGregor Lang-Worth UP, INS
BALTIMORE 2.....	WFBR	1300	5,000	Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1300	MBS Maryland	Robert S. Maslin Sr. Hope H. Barroll Jr. Andrew H. Hilgartner	Bert Hanauer Robert S. Maslin Jr. William Q. Ranft	Blair World UP, INS
BALTIMORE 3.....	WITH	1280	250	Maryland Broadcasting Co. 7 E. Lexington St. Lexington 7808	....	Thomas G. Tinsley Helen Powers R. C. Embry	Raymond W. Baker James T. Mahoney James S. Duff	Headley-Reed Associated Standard Lang-Worth AP
CUMBERLAND.....	WTBO	1450	250	Associated Broadcasting Corp. 31 Frederick St. 298	NBC	Aurelia S. Becker Aurelia S. Becker	..... David W. Jefferies	Spot Sales World AP, UP
FREDERICK.....	WFMD	980	500	Monocacy Broadcasting Co. Winchester Hall 1626	CBS	Laurence Leonard Laurence Leonard William E. Hardy	Eye Chamberlain Leonard William E. Hardy Julius Thiel	Wilson World Lang-Worth AP, TP
HAGERSTOWN.....	WJEJ	1240	250	Hagerstown Broadcasting Co. Franklin Court 2323	MBS Maryland	Dr. A. L. Blessing Grover C. Crilley Hal Seville	Bernice Crilley Grover C. Crilley George McIntyre	..... Lang-Worth Associated TP, AP
SALISBURY.....	WBOC	1230	250	Peninsula Broadcasting Co. Radio Park 2430	MBS Maryland	John W. Downing Charles J. Truitt Charles J. Truitt	Jane Allen Trescott ..... Petro Alfonsi	..... World UP



*Approved*

THE  
WTBO *~* NBC  
AFFILIATION

*as shown by*

**RENEWALS FROM SPONSORS**

*and*

**HOOPER LISTENER RATINGS**

**WTBO**  
*Cumberland*  
**MARYLAND**

**UNITED PRESS**



**ASSOCIATED PRESS**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.      D—Day.      N—Night.      ST—Shares Time.      SH—Specified Hours.      U—Unlimited.      CP—Construction Permit Issued.  
 LS—Local Sunset.      L—Limited Time with Dominant Station.      SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## MASSACHUSETTS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BOSTON 16.....	WBZ	1030	50,000	Westinghouse Radio Stations Inc. 275 Tremont St. Hancock 4261	NBC New England	Westinghouse-Walter C. Evans C. S. Young C. H. Masse	W. Gordon Swan Harry D. Goodwin W. H. Hauser	NBC Spot Standard Thesaurus AP, UP
BOSTON 16.....	WCOP	1150	500	Massachusetts Broadcasting Corp. Copley Plaza Hotel Commonwealth 1717	Blue	John Cowles A. N. Armstrong Jr. Paul Belaire	Jack Malloy Harry Goodwin Roland Hale	Katz Lang-Worth Standard AP, UP, INS
BOSTON 12.....	WEEI	590	5,000	Columbia Broadcasting System Inc. 182 Tremont St. Huhhard 2323	CBS	CBS-H. E. Fellows H. E. Fellows K. F. Horton	K. F. Horton G. H. Cunningham W. J. Stiles	Radio Sales World AP, UP
BOSTON 16.....	WHDH	850	5,000	Matheson Radio Co. Inc. 62 Boylston St. Hancock 0900	Blue	Ralph G. Matheson Ralph G. Matheson Ralph G. Matheson	James P. Higgins Ralph C. Matheson	Spot Sales World Associated Thesaurus AP
BOSTON 15.....	WMEX	1510	5,000	Northern Corp. 70 Brookline Ave. Commonwealth 3900	....	Northern Corp. Wm. S. Pote Wm. S. Pote	John Kiley Alfred J. Pote	..... Associated Lang-Worth INS
BOSTON 15.....	WNAC	1260	5,000	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800	MBS Yankee	William O Neil John Shephard III Linus Travers Linus Travers	George W. Steffy James Powers Irving B. Robinson	Petry Standard Associated AP, INS
BOSTON 16.....	WORL	950	1,000-D	Bcstg. Service Organization 216 Tremont St. Liberty 4540	....	Harold A. Lafount George Lasker George Lasker	Boh Perry George Lasker John W. Parker	..... AP, UP
FALL RIVER.....	WSAR	1480	1,000	Fall River Broadcasting Co. Academy Bldg. 7-9477	MBS Yankee	C. E. Sevigny ..... Leonard C. Cox	J. Y. Welch John Crowley John C. Pavao	Headley-Reed Standard INS
FITCHBURG.....	WEIM	1340	250	Radio Station WEIM 717 Main St. 1600	MBS Yankee	Radio Station WEIM Earle G. Clement Mortimer Silverman Jr.	Earle Clement Mortimer Silverman Jr. Theodore Kalin	Walker AP
GREENFIELD.....	WHAI	1240	250	John W. Haigis 354 Main St. 4301	MBS Yankee	John W. Haigis Horace W. Nichols Horace W. Nichols	Ross Miller Jr. Horace W. Nichols Leland F. Wheeler	Burn-Smith Bannan World AP
HOLYOKE.....	WHYN	1400	250	Hampden-Hampshire Corp. 180 High St. 8238	MBS Yankee	William Dwight Patrick J. Montague Patrick J. Montague	Thomas R. Humphrey Jay Heltin Thomas R. Humphrey	..... Standard UP
LAWRENCE.....	WLAW	680	5,000	Hildreth & Rogers Co. 278 Essex St. 4107	CBS	Irving E. Rogers Irving E. Rogers George H. Jaspert David M. Kimel	Joseph P. Oakes ..... George A. Hinckley	Katz Standard World UP
LOWELL.....	WLLH	1400	250	Merrimac Broadcasting Co. Inc. 39 Kearney Square 8715	MBS Yankee	A. S. Moffat Robert F. Donahue Haskell Bloomberg	Tom Clayton ..... Ralph Newton	Petry Associated AP, INS
NEW BEDFORD....	WNBH	1340	250	E. Anthony & Sons Inc. 588 Pleasant St. 8-5228	Blue	Basil Brewer Hugh R. Norman Theo Healy	Evelyn Mello Bill Fendergrast Everett T. Parker	Rambeau Foster Thesaurus AP
PITTSFIELD.....	WBRK	1340	250	Monroe B. England 8 Bank Row 2-1553	MBS Yankee	Monroe B. England John Parsons John Parsons	William Geary ..... Leonard Lavendol	Walker Standard UP
SALEM.....	WESX	1230	250	North Shore Broadcasting Co. 126 Washington St. 5670	....	Chas. W. Phelan A. V. Morgan A. V. Morgan	C. W. Phelan A. V. Morgan William MacDonald	New England Thesaurus World Associated AP, INS
SPRINGFIELD 3....	WBZA	1030	1,000	Westinghouse Radio Stations Inc. Chestnut St. 6-8336	NBC New England	Westinghouse-Walter C. Evans C. S. Young C. H. Masse	W. Gordon Swan Harry D. Goodwin W. H. Hauser	NBC Spot Standard UP
SPRINGFIELD 3....	WMAS	1450	250	WMAS Inc. 1757 Main St. 7-1414	CBS	A. S. Moffat Warren M. Greenwood Warren M. Greenwood	Ben C. Sweet Warren M. Greenwood Earle G. Hewinson	Petry Associated INS
SPRINGFIELD 5....	WSPR	1270	1,000-LS 500-N	WSPR Inc. 63 Chestnut St. 6-2757	Blue	Quincy A. Brackett Quincy A. Brackett Milton W. Stoughton	Wayne Henry Latham Howard S. Keefe Lawrence A. Reilly	Hollingbery Bannan Lang-Worth AP
WEST YARMOUTH..	WOCB	1240	250	E. Anthony & Sons, Inc. South Sea Ave. Hyannis 502	Blue	Basil Brewer Hugh Norman Don Sellers .....	Donald L. Sellers ..... Robert West	Rambeau Bannan Thesaurus
WORCESTER 8....	WAAB	1440	5,000	Yankee Network Inc. 34 Mechanic St. 6-1411	MBS Yankee	John Shephard 3d William O Neil H. William Koster H. William Koster	Harmon H. Hyde James Powers Joseph E. Crahn	Petry Standard Associated AP
WORCESTER 2....	WORC	1310	1,000	Alfred Frank Kleindienst 65 Elm St. 5-3101	Blue	Alfred F. Kleindienst Mildred P. Stanton .....	..... ..... .....	Weed Lang-Worth INS
WORCESTER 1....	WTAG	580	5,000	Worcester Telegram Puh. Co. Inc. 18 Franklin St. 5-4321	CBS	George F. Booth Edward E. Hill Herbert L. Krueger	David H. Harris Phillip Jasen Elliot A. Browning	Raymer Bannan World Associated AP



**\* 5000**  
**REASONS**  
*for specifying*  
**WLA W**  
**FOR NORTHERN NEW ENGLAND COVERAGE**

**\* WLAW's 5000 Watts delivers**  
complete results in this thriving  
industrial and agricultural market.

**WLA W**

*Owned and Operated by*  
**HILDRETH & ROGERS**  
COMPANY  
LAWRENCE • MASSACHUSETTS

**THE VOICE OF**  
**NORTHERN NEW ENGLAND**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## MICHIGAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ANN ARBOR.....	WPAG (Construction permit)	1050	250-D	Washtenaw Broadcasting Co. Inc. Hutzel Bldg.	....	Arthur E. Greene Edward F. Baughn George D. Stearns	.....	.....
BATTLE CREEK ....	WELL	1400	250	Federated Publications, Inc. Michigan National Bank Bldg. 5655	Blue Michigan Wolverine	Federated Publications Inc. Dan E. Jayne E. P. Mills Jr.	Frank Jayne Forrest F. Owen Earl J. Stone	Burn Smith World
BAY CITY.....	WBCM	1440	1,000-LS 500-N	Bay Broadcasting Co. Inc. Wenonah Hotel 7551	Michigan Blue	Harley D. Peet H. A. Giesel H. A. Giesel	Ralph H. Carpenter ..... Ralph H. Carpenter	Hollingbery MacGregor Thesaurus UP
CALUMET.....	WHDF	1400	250	Upper Michigan Broadcasting Co. Community Bldg., Houghton Houghton 1	MBS Wolverine No. Central	John W. Rice Albert W. Payne .....	Earl Norden John W. Rice George L. Burgan	Sears & Ayer World
DETROIT 2.....	WJBK	1490	250	James F. Hopkins Inc. 6559 Hamilton Ave. Trinity 2-2000	....	James F. Hopkins James F. Hopkins Art Croghan	Sybil Kriehoff George Miller E. T. McKenzie	ForJoe Holman World Associated Standard AP
DETROIT 26.....	WJLB	1400	250	John L. Booth Broadcasting Inc. Eaton Tower Cadillac 7600	....	John L. Booth Hugh M. Gray Eric V. Hay	Douglas Wright M. Jachinski Edward H. Clark	Burn-Smith AP
DETROIT 2.....	WJR	760	50,000	WJR The Goodwill Station Fisher Bldg. Madison 4440	CBS	G. A. Richards Leo Fitzpatrick {Charles G. Burke Owen F. Uridge	Franklin Mitchell Mark Haas Merrill Mitchell	Petry World Thesaurus Standard Lang-Worth AP, UP, INS
DETROIT 31.....	WWJ	950	5,000	Evening News Assn. 630 W. Lafayette Blvd. Randolph 2000	NBC	W. E. Scripps Harry Bannister Harry W. Betteridge	Don DeGroot Jake Albert Herbert F. Tank	Hollingbery Standard AP, UP
DETROIT 26.....	WXYZ	1270	5,000	King-Trendle Broadcasting Corp.	Blue	.....	.....	Standard Lang-Worth UP, INS
DETROIT.....	CKLW (Windsor, Ont.)	800	5,000	Western Ontario Bestg. Co. Ltd. Union Guardian Bldg. Cadillac 7200	MBS	Malcolm G. Campbell J. E. Campeau Richard E. Jones	John Gordon Barbara MacFarland W. J. Carter	Young Stovin United Thesaurus UP, PN, BUP
EAST LANSING.....	*WKAR	870	5,000-D	Michigan State College East Lansing 8-1511	....	Michigan State College Robert J. Coleman .....	Lawrence Frymire Norris E. Grover	Standard AP
ESCANABA.....	WDBC	1490	250	Delta Broadcasting Co.	MBS No. Central Wolverine	.....	.....	Standard UP
FLINT 3.....	WFDF	910	1,000	Flint Broadcasting Co.	Blue	.....	.....	Thesaurus Lang-Worth Standard AP
GRAND RAPIDS.....	WJEF (Construction permit)	1230	250	Fetzer Broadcasting Co. Pantlind Hotel 61222	CBS	{John E. Fetzer Rhea Y. Fetzer John E. Fetzer John W. O'Harrow	Willis Dunbar John W. O'Harrow Carl E. Lee	Free & Peter. AP
GRAND RAPIDS 2 ..	WLAV	1340	250	Leonard A. Versluis 6 Fountain St., N. E. 6-5461	Blue, MBS Wolverine	Leonard A. Versluis Hy M. Steed Hy M. Steed	Joe Hooker ..... Raymond Plank	McGillvra Standard INS
GRAND RAPIDS 2 ..	WOOD	1300	5,000	King-Trendle Bestz. Corp. National Bank Bldg. 9-4211	NBC	George W. Trendle Stanley W. Barnett Stanley W. Barnett	Sandy Meek Paul F. Eichhorn Fred W. Russell	Raymer World Lang-Worth UP
IRONWOOD.....	WJMS	1450	250	Upper Mich.-Wis. Bestg. Co. Inc. 124 E. McLeod Ave. 20	MBS No. Central	William L. Johnson J. W. Huss J. W. Huss	Laura Johnson Harold Ladin Arne Dahlhacka	Sears & Ayer Lang-Worth UP
JACKSON.....	WIBM	1450	250	WIBM Inc. Hotel Hayes 6121	Blue Michigan Wolverine	Herman Radner Wm. A. Cizek Wm. A. Cizek	Corrine Fellows ..... C. W. Wirtanen	ForJoe Holman AP
KALAMAZOO 99 ...	WKZO	590	5,000	Fetzer Bestg. Co. Burdick Hotel 3-1223	CBS	{Rhea Y. Fetzer John E. Fetzer John E. Fetzer John W. O'Harrow	Willis F. Dunbar John W. O'Harrow Carl E. Lee	Free & Peters Standard Lang-Worth AP
LANSING 16.....	WJIM	1240	250	WJIM Inc. Bank of Lansing Bldg. 2-1333	Blue Michigan	Harold F. Gross Fred W. Wagenvoord O. S. Jones	Bob Innes Jack Parker Mel Wirtb	Lang-Worth Standard UP
LAPEER.....	*WMPC	1230-SH	250	The Liberty Street Gospel Church	....	.....	.....	.....
LUDINGTON.....	WKLA	1450	250	Ludington Broadcasting Co. Masonic Temple Bldg. 842	MBS Wolverine Michigan	K. L. Ashbacher K. L. Ashbacher C. Leonard Pell	Peter A. Mars Peter A. Mars N. Hale Blakely	Burn-Smith MacGregor UP



**"DETROIT'S FUTURE CAN EASILY DWARF ITS PAST,  
HOWEVER GLORIOUS THAT PAST HAS BEEN"**

**. . . Said George Romney,  
Director of the Automotive  
Council for War Production**

Detroit's magnificent wartime production record has spelled defeat for our enemies. Detroit's peacetime production will spell prosperity for America when the war ends. Other predictions are:

- *There will be a total demand for more than SEVENTY MILLION automobiles and trucks in the first ten years after the war!*
- *Metropolitan Detroit will need THREE HUNDRED THOUSAND new homes in the first postwar decade!*

Yes, "Detroit's future can easily dwarf its glorious past." Depend on it to do so . . . and depend on WWJ, the most listened-to radio station in this great market . . . when you again have the problem of meeting peacetime sales quotas.

**WWJ**

*America's Pioneer Broadcasting Station—First in Detroit  
Owned and Operated by The Detroit News*

950 KILOCYCLES—5000 WATTS

**THE GEORGE P. HOLLINGBERY COMPANY**  
National Representatives

ASSOCIATE FM STATION WENA  
NBC BASIC NETWORK



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.  
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## MICHIGAN—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
MARQUETTE.....	WDMJ	1340	250	Lake Superior Broadcasting Co. 146 W. Washington St. 616	MBS No. Central Wolverine	Frank J. Russell Jr. Gordon H. Brozek Gordon H. Brozek	.....	World UP
MUSKEGON 15.....	WKBZ	1490	250	Ashbacher Radio Corp. 482 Apple Ave. 26-051	MBS, Blue Michigan Wolverine	Grant F. Ashbacher Grant F. Ashbacher Wm. C. Wester	Loran A. Haney Howard Hoffman George Krivitzky	Burn-Smith Associated MacGregor UP
PONTIAC.....	WCAR	1130	1,000-D	Pontiac Broadcasting Co. Riker Bldg. 7141	....	H. Y. Levinson H. Y. Levinson	Wayne Byers Wayne N. Cook	Pearson Standard Lang-Worth AP, INS
PORT HURON.....	WHLS	1450	250	Port Huron Broadcasting Co. 932 Military St. 2-3151	MBS Wolverine KBS	Harmon L. Stevens Harmon L. Stevens Robert L. Mackin	Harmon L. Stevens V. O. Cram Leslie C. Conant	Standard MacGregor UP
ROYAL OAK.....	WEXL	1340	250	Royal Oak Broadcasting Co. Royal Oak 0815	....	George B. Hartrick Ellis C. Thompson Ellis C. Thompson	Kirk Knight J. Steadley	INS
SAGINAW.....	WSAM	1400	250	Saginaw Broadcasting Co. Eddy Bldg. 2-5109	NBC	Milton L. Greenebaum Robert Phillips Milton L. Greenebaum	..... Robert Phillips V. T. Seaman	Headley-Reed Standard INS
SAULT STE. MARIE	WSOO	1230	250-LS 100-N	Hiawathaland Broadcasting Co. 107 W. Portage Ave. 3000	Blue Michigan	Stanley R. Pratt Stanley R. Pratt Richard Y. Burnett	Herb Michael Wulf Morley Eugene T. Kaari	Standard AP
TRAVERSE CITY....	WTCM	1400	250	Midwestern Broadcasting Co. Anderson Bldg. 1150	MBS Wolverine KBS	Les Biederman Les Biederman	Don Mullen Wm. Kiker	Holman Walker MacGregor AP

## MINNESOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALBERT LEA .....	KATE	1450	250	Albert Lea-Austin Bestg. Co. Inc.	Blue, MBS Dairyland No. Central So. Minn.	.....	.....	Lang-Worth UP
DULUTH 5.....	KDAL	610	1,000	Red River Bestg. Co. Inc Bradley Building Melrose 2628	CBS	Dalton LeMasurier Dalton LeMasurier Odin S. Ramsland	Stanley Thompson Joseph C. Cook Robert A. Dettman	Free & Peters Lang-Worth Standard MacGregor AP
DULUTH 2.....	WEBC	1320	5,000	Head of the Lakes Bestg. Co.	NBC Arrowhead Northwest	.....	.....	Thesaurus UP, AP
FERGUS FALLS....	KGDE	1230	250-LS 100-N	Charles L. Jaren	MBS No. Central	.....	.....	.....
HIBLING.....	WMFG	1240	250	Head of the Lakes Bestg. Co Androy Hotel 1150	NBC Arrowhead Northwest No. Central	Morgan Murphy Harry S. Hyett Harry S. Hyett	Ruth C. Coe Robert Fowler William Lounsbury	Hollingbery UP
MANKATO.....	KYSM	1230	250	F. B. Clements & Co. 101 N. Second St. 4673	NBC Northwest Minnesota So. Minn.	F. B. Clements John F. Meagher John F. Meagher	Bob Gardner Kay McKenna Jim Houts	Pearson Lang-Worth Thesaurus UP
MINNEAPOLIS-ST. PAUL.....	KSTP	1500	50,000	KSTP Inc. St. Paul Hotel, St. Paul 2 Radio City, Mpls. 2 St. Paul: Cedar 5511 Minneapolis: Bridgeport 3222	NBC Minnesota Northwest	Standley E. Hubbard K. M. Hance Ray C. Jenkins	..... Sam Levitan	Petry World Standard Thesaurus Lang-Worth AP, UP
MINNEAPOLIS-ST. PAUL.....	WCCO	830	50,000	Columbia Bestg. System Inc. 625 Second Ave. S., Minneapolis 2 Main 1202	CBS	CBS—A. E. Joseclyn A. E. Joseclyn	Alvin B. Sheehan Sam H. Kaufman Hugh S. McCartney	Radio Sales Standard MacGregor Lang-Worth AP, UP
MINNEAPOLIS-ST. PAUL.....	WDGY	1130 L-Albuquerque	5,000-LS 500-N	Dr. George W. Young Nicollet Hotel, Minneapolis 1 Bridgeport 7777	....	Dr. Geo. W. Young Dr. Geo. W. Young Lee L. Whiting	Richard M. Day Dr. George W. Young	Rambeau Standard Lang-Worth AP
MINNEAPOLIS-ST. PAUL.....	*WLB	770 ST-WCAL	5,000-D	University of Minnesota Eddy Hall, U. of Minnesota Main 8177	....	University of Minnesota E. W. Zieharth	Betty Thomas Girling Berten A. Holmberg	..... UP



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

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

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

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

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

50,000 WATTS **KSTP** CLEAR CHANNEL

MINNEAPOLIS - ST. PAUL

Exclusive NBC Affiliate for the Twin Cities . . . The Northwest's Leading Radio Station  
Represented Nationally by Edward Petry & Co.



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## MINNESOTA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
MINNEAPOLIS-ST. PAUL	WLOL	1330	1,000	Independent Merchants Bcstg. Co. 1730 Hennepin Ave., Minneapolis 3 Atlantic 0406	MBS No. Central	{ Charles J. Winton Jr. Ralph L. Atlas E. S. Mittendorf Fred F. Laws	Edna Brautigam Mary Bowers { Gene Brautigam Harvey Headen	Pearson Standard INS
MINNEAPOLIS-ST. PAUL	WMIN	1400	250	WMIN Broadcasting Co. 1287 St. Anthony Ave., St. Paul 4 Nestor 6501	....	Edward Hoffman Edward Hoffman Samuel Nemer	Marilyn Powell Edward Hoffman Warren Fritze	Forjoe Standard AP
MINNEAPOLIS-ST. PAUL	WTCN	1280	5,000-LS 1,000-N	Minnesota Broadcasting Corp. Wesley Temple Bldg., Minneapolis 4 Main 6562	Blue Dairyland	Minnesota Tribune Northwest Publications C. T. Hagman F. Van Konynenburg	Judy Bryson Cliff J. Rian Myron Fleming	Free & Peters Lang-Worth Associated AP, UP
MOORHEAD	KVOX	1340	250	KVOX Broadcasting Co. Inc. Comstock Hotel 3-1523	MBS No. Central	John W. Boler M. M. Marget Arv Johnson	Jocelyn Birch M. M. Marget Harry Vose	..... UP
NORTHFIELD	*WCAL ST-WLB	770	5,000-D	St. Olaf College Northfield 770	....	Clemens M. Granskou Milford Jensen .....	David Johnson ..... M. C. Jensen	..... AP
ROCHESTER	KROC	1340	250	Southern Minnesota Bcstg. Co. 100 First Ave. Bldg. 3924	NBC Minnesota Michigan Northwest So. Minn.	Mrs. A. P. Gentling Gerald H. Wing Gerald H. Wing	Cal Smith Walter Bruzek Fred C. Clarke	Radio Adv. Thesaurus Standard UP
ST. CLOUD	KFAM	1450	250	Times Publishing Co. Weber Bldg. 3330	NBC Northwest Minnesota	Fred Schilblin Fred Schilblin John Paulson	Lucile Miller John Paulson R. B. Witschen	Petry Thesaurus UP
ST. PAUL	(See Minneapolis-St. Paul beginning page 110)							
VIRGINIA	WHLB	1400	250	Head of Lakes Bcstg. Co. 17th St. & 6th Ave. So. 2000	NBC Arrowhead No. Central Northwest	Morgan Murphy O. H. Peterson O. H. Peterson	Marion Wicklem Herbert Sonnenburg William E. Lounsbury	Hollingbery UP
WILLMAR	KWLM	1340	250	Lakeland Broadcasting Co. 307 W. Sixth St. 1310	MBS, Blue Dairyland No. Central	H. W. Linder H. W. Linder .....	..... ..... .....	Pearson MacGregor UP
WINONA	KWNO	1230	250	Winona Radio Service 216 Center St. 3314	MBS, Blue No. Central Dairyland	M. H. White L. L. McCurnin L. L. McCurnin	Miss M. J. Leu Miss P. J. Love L. L. McCurnin	Pearson Lang-Worth AP

## MISSISSIPPI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CLARKSDALE	WROX	1450	250	Robin Weaver Sr. 321 Delta Ave. 218	Blue KBS	Robin Weaver Sr. David M. Segal William R. Pharr	Carrol Jackson David M. Segal Charles Hicks	Sears & Ayer World AP
COLUMBUS	WCBI	1340	250	Maj. Birney Imes Jr. Gilmer Hotel 1313	MBS KBS	Major Birney Imes Jr. Bob McRaney James W. Eatherton	Yvonne Brisbane Bob McRaney Jack V. Jones	Sears & Ayer Standard AP
GREENVILLE	WJPR	1340	250	John R. Pepper 107 S. Poplar 1770	MBS KBS	John R. Pepper Emmet H. McMurry Emmet H. McMurry	Bill McHan Martha De Gravelles Horace Colby	..... World UP
GREENWOOD	WGFM	1240	250	P. K. Ewing Sr. 222 Howard St. 1900	Blue KBS	P. K. Ewing Sr. F. C. Ewing .....	Lorene Wood ..... David L. Dodd	.....
GULFPORT	WGCM	1240	250	WGCM Broadcasting Co. Hewes-Martin Bldg. 1110	Blue KBS	Hugh O. Jones C. E. Yann Ossie Lee Owens	C. E. Yann ..... Donovan Murphy	Sears & Ayer Standard AP
HATTIESBURG	WFOR	1400	250	Forrest Broadcasting Co. 302 Hemphill St. 1866	NBC KBS	C. J. Wright Sr. C. J. Wright Sr. C. J. Wright Sr.	Ed Jenkins ..... L. E. Sanders	..... Standard UP
JACKSON 116	WJDX	1300	5,000-LS 1,000-N	Lamar Life Insurance Co. Box 2171	NBC So. Central	Lamar Life Insurance Co. Wiley P. Harris Frank Gentry	W. Taylor Briggs Maurice Thompson Percy G. Root	Hollingbery Thesaurus MacGregor UP
JACKSON	WJXN (Construction permit)	1490	250	Ewing Broadcasting Co.	....	.....	.....	.....
JACKSON 114	WSLI	1450	250	Standard Life Broadcasting Co. Box 1847 3-2788	Blue	George W. Covington L. M. Sepaugh F. E. Wilkerson Jr.	Ward A. Coleman M. B. Wray C. A. Perkins	Weed Standard AP
LAUREL	WAML	1340	250	New Laurel Radio Station Inc. 535 Central Ave. 288	NBC KBS	D. A. Matison Hugh M. Smith W. C. DeHority	Frank Hollifield ..... Bruce Dennis	Hollingbery Standard UP
McCOMB	WSKB	1230	250	McComb Broadcasting Corp. Box 111 37	KBS	{ Robert Louis Sanders George Blumenstock George Blumenstock George Blumenstock	Julia D. Blumenstock Robert Nickey Robert Louis Sanders	..... Associated AP

# Red Galluses... or White Tie?

"They're all the same to me!  
You see, I represent WTCN and  
when the folks in the flannel shirts  
want to hear programs they like,  
we've got 'em scheduled at  
those times . . . And when the  
boiled shirts tune in  
we're airing out shows that they  
like. So, all in all, it's a safe bet  
that WTCN reaches all of 'em  
sometime in the 18 hours!"

Look at WTCN's program schedule and you'll see  
what Zeke means. Shows are presented at the times  
when the people we want to reach can listen best  
—whether they wear "red galluses" or "white  
ties." That's the reason WTCN delivers for adver-  
tisers in the great midwest.

<b>STATISTICS ON WTCN DAY COVERAGE</b>	Population . . . . .	1,836,424	<b>RETAIL SALES</b> <b>\$908,036,000</b>
	Families . . . . .	510,117	
	Families with Radio . . . . .	374,640	
	Potential Audience . . . . .	1,346,704	

<b>STATISTICS ON WTCN NIGHT COVERAGE</b>	Population . . . . .	1,685,051	<b>RETAIL SALES</b> <b>\$732,971,000</b>
	Families . . . . .	468,080	
	Families with Radio . . . . .	349,670	
	Potential Audience . . . . .	1,248,812	

# WTCN

## THE BLUE NETWORK

MINNEAPOLIS • SAINT PAUL, MINNESOTA

FREE AND PETERS . . . *National Representatives*





# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## MISSISSIPPI—(Continued)

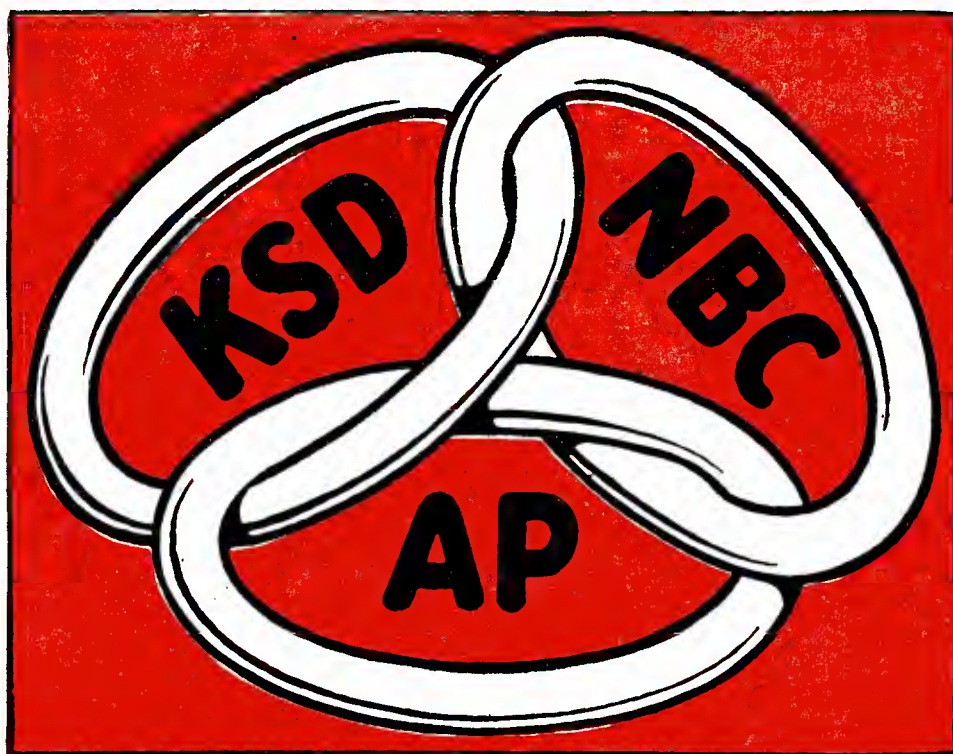
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
MERIDIAN.....	WCOC	910	1,000	Mississippi Broadcasting Co. Inc. Threefoot Bldg. 1042	CBS	D. W. Gavin D. W. Gavin	..... .....	Thesaurus Standard UP
NATCHEZ.....	WMIS	1490 CP-1240	250	Natchez Broadcasting Co. City Bank & Trust Co. Bldg. 580	....	P. K. Ewing P. K. Ewing Jr.	Anabel Y. Maxwell Norman Lawrence George W. Wilson	..... World AP
TUPELO.....	WELO	1490	250	Maj. Birney Ines Jr. WELO Bldg. 1242	MBS KBS	Maj. Birney Ines Jr. Gene Tibbett Bob Evans	Bob Leach Gene Tibbett Leroy Green	Sears & Ayer Standard AP
VICKSBURG.....	WQBC	1420	1,000-LS 500-N	Delta Broadcasting Company Inc. Hotel Vicksburg 312	Blue KBS	L. P. Cashman O. W. Jones O. W. Jones	Mary V. Cashman ..... C. E. Drake	..... World AP

## MISSOURI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CAPE GIRARDEAU .	KFVS	1400	250	Oscar C. Hirsch 324 Broadway 2104	....	Oscar C. Hirsch Oscar C. Hirsch Ralpb L. Hirsch	Virginia Bahn Ralph L. Hirsch Ralph L. Hirsch	..... Standard UP
COLUMBIA.....	KFRU	1400	250	KFRU Inc. 9th & Elm Sts. 4141	Blue	Elzey Roberts Foster H. Brown Foster H. Brown	Harold Douglas ..... Robert Haigh	Blair Standard Thesaurus UP
HANNIBAL.....	KHMO	1340	250	Courier-Post Publishing Co. 102½ S. Main St. 3450	Blue	E. L. Sparks Wayne W. Cribb Wayne W. Cribb	Maxine Dierking Wayne W. Cribb Robert Shenke	Pearson Thesaurus AP
JEFFERSON CITY...	KWOS	1240	250	Tribune Printing Co. 210 Monroe 4000	MBS KBS	R. C. Goshorn R. L. Rose R. L. Rose	Ray Manning ..... Harold White	Sears & Ayer Lang Worth AP, UP
JOPLIN.....	WMBH	1450	250	Joplin Broadcasting Co. 6th & Main 330	MBS	D. J. Poynor D. J. Poynor Abe Rudunsky	M. Housted Mae Poynor Richard Meek	Sears & Ayer Standard Thesaurus UP
KANSAS CITY 6....	KCKN	1340	250	KCKN Broadcasting Co. 300 Walthow Bldg. Victor 3854	MBS	{Arthur Capper Ben Ludy Ellis Atteberry Joe Story	..... ..... Max Williams	Capper Standard MacGregor Lang-Worth UP
KANSAS CITY ....	KCMO	1480	5,000	KCMO Broadcasting Co. 1515 Commerce Bldg. Victor 0900	Blue	T. L. Evans E. K. Hartenbower Clarence E. Breazeal	James Coy E. K. Hartenbower Elza G. Runkle Jr.	..... Associated Lang Worth Standard AP, UP
KANSAS CITY 6 ....	KMBC	980	5,000	Midland Broadcasting Co. Pickwick Hotel Harrison 2650	CBS	Arthur B. Church Karl Koerber Sam H. Bennett	Rod Cupp E. P. J. Shurick {Ray Moler Kenneth Krabl	Free & Peters World AP, UP
KANSAS CITY 17. ...	WDAF	610	5,000	Kansas City Star Co. 1729 Grand Ave. Harrison 1200	NBC	Earl McCollum Dean Fitzer Gardner Reames	Harry J. Kaufmann ..... J. A. Flaherty	Petry Standard AP
KANSAS CITY 6....	WHB	880	1,000-D	WHB Broadcasting Co. Scarritt Bldg. Harrison 1161	MBS Kansas	Donald D. Davis John T. Schilling Donald D. Davia	John Wahlstedt Gene Garrett Henry Goldenberg	Don Davis Spot Sales Associated AP
POPLAR BLUFF.....	KWOC	1340	250	Radio Station KWOC 1801 N. Main St. 1310	....	Radio Station KWOC P. H. Cunningham P. H. Cunningham	W. R. Tedrick ..... Don E. Lidenton	Pearson World AP
ST. JOSEPH 8.....	KFEQ	680	5,000	KFEQ Inc. Schneider Bldg. 4-0813	Blue	Barton Pitts Barton Pitts G. G. Griswold	H. H. Packard J. Ted Branson Fred Damm	Headley Reed Lang-Worth Thesaurus UP
ST. LOUIS 5.....	*KFUO	850-SH	5,000	Evangelical Lutheran Synod 801 DeMun Ave. Delmar 3030	....	Evangelical Lutheran Synod Rev. H. H. Hohenstein .....	Rev. H. H. Hohenstein Rev. Paul C. Barth Carl Meyer	..... World UP
ST. LOUIS 2.....	KMOX	1120	50,000	Columbia Bestg. System Inc. 401 S. 12th Blvd. Central 8240	CBS	CBS—Frank B. Falknor Frank B. Falknor Wendell B. Campbell	..... ..... Harry Harvey	Radio Sales Lang-Worth Associated AP, UP
ST. LOUIS.....	KSD	550	5,000-LS 1,000-N	Pulitzer Publishing Co. 12th & Olive Sts. Main 1111	NBC	Joseph Pulitzer George M. Burbach Edward W. Hamlin	Edward W. Hamlin ..... .....	Free & Peters Thesaurus AP
ST. LOUIS 8.....	KWK	1380	5,000-LS 1,000-N	Thomas Patrick Inc. Hotel Chase Rosedale 3210	MBS	Robert Thomas Convey Ray E. Dady V. E. Carmichael	John W. Tinnea ..... Nick J. Zehr	Raymer World Up, Reuters

*The Combination*

*that -C-L-I-C-K-S-*  
*in St. Louis!*



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

**KSD**

**ST. LOUIS --- 550 KC**

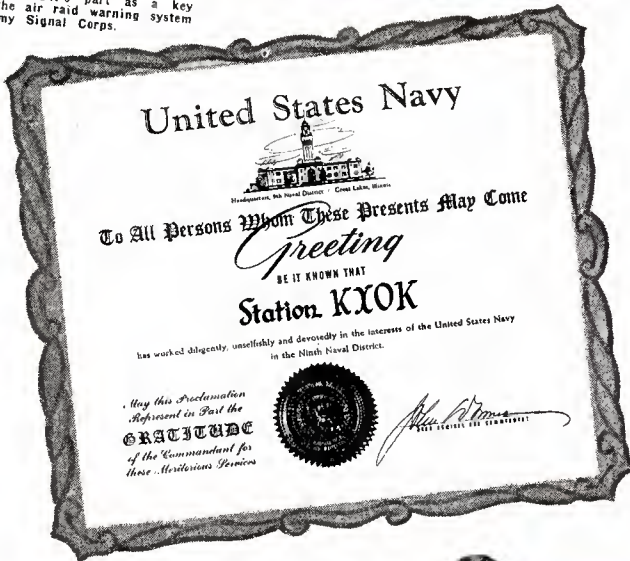
*Owned and Operated by*  
**THE ST. LOUIS POST-DISPATCH**

*Nationally Represented by*  
**FREE & PETERS, Inc.**





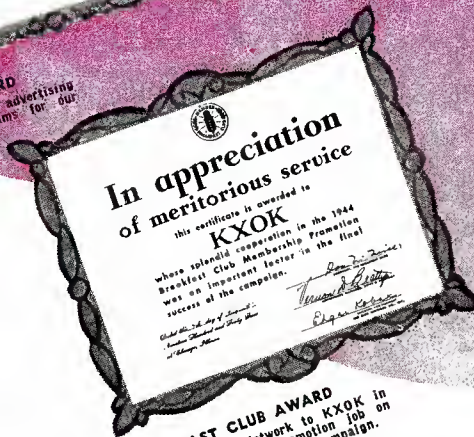
**SIXTH SERVICE COMMAND AWARD**  
in recognition of KXOK's part as a key  
radio station in the air raid warning system  
of the U. S. Army Signal Corps.



**NAVY AWARD**  
presented in recognition of KXOK's support  
of the Navy's morale, recruiting and public  
relations activities.

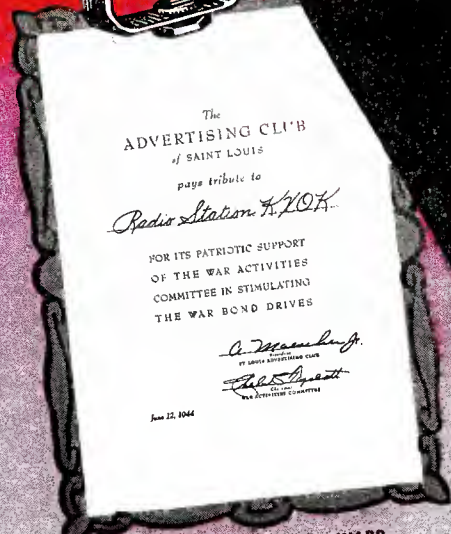
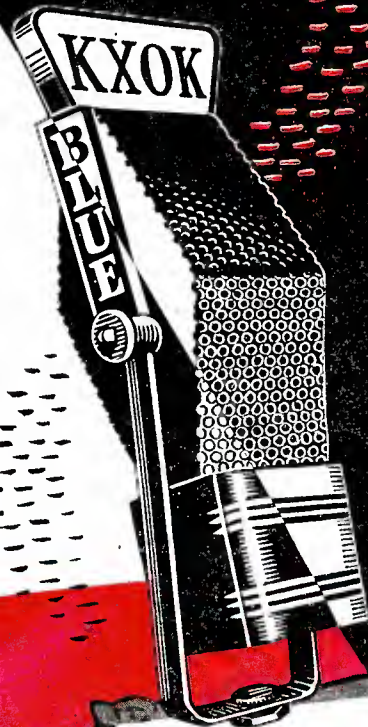


**BLUE NETWORK AWARD**  
giving over-all recognition by the advertising  
agencies of Blue Network programs for our  
outstanding promotion plan.



**BREAKFAST CLUB AWARD**  
presented by the Blue Network to KXOK in  
recognition of our all-out promotion job on  
the Breakfast Club membership campaign.

**THERE**



**ADVERTISING CLUB AWARD**  
to KXOK for patriotic support of the War  
Activities Committee and cooperation with  
all agencies in stimulating war bond drives.



# MUST BE A REASON

... when a radio station is cited five times in one year for outstanding promotion and public service. Awards like these are not accidents. Neither are they achieved through half-way measures.

KXOK believes in going all-out to serve its public and its advertisers at every opportunity. The service-plus which this station is consistently doing in St. Louis and surrounding territory today, is indicative of a steady progress in programming ... in audience building ... and in making KXOK one of the greatest selling forces in this area.

This station is going places fast. Tangible evidence of progress is found in expressions like these from other organizations who recognize the meritorious public service and audience promotion which KXOK is doing.

Five significant awards this year! There is a reason. KXOK is doing a job ... an outstanding job of audience promotion and public service.

# KXOK

SAINT LOUIS - 1, MISSOURI

630 KILOCYCLES • 5000 WATTS—FULL TIME • BASIC BLUE NETWORK  
Owned and Operated by the St. Louis Star-Times

Affiliated With KFRU, Columbia, Missouri • Represented By John Blair and Co., New York • Chicago • St. Louis • Los Angeles • San Francisco



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## MISSOURI—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ST. LOUIS 1.....	KXOK	630	5,000	Star-Times Publishing Co. 12th & Delmar Bldgs. Chestnut 3700	Blue	Elzey Roberts C. L. Thomas V. N. Springgate	(Paul Godt M. Mcdearis Arthur Rekart	Blair Standard Associated UP, INS.
ST. LOUIS 8.....	WEW	770	1,000-D	St. Louis University 3642 Lindell Blvd. Franklin 5665	....	St. Louis University Nicholas Pagliara	Don Lochner George E. Rueppel, S. J.	Pearson World Standard INS
ST. LOUIS 8.....	WIL	1230	250	Missouri Broadcasting Corp. Melbourne Hotel Jefferson 8403	....	L. A. Benson C. W. Benson Kenneth M. Parke	Mel Kampe C. W. Benson Chalmer H. Stoup	Rambeau Standard MacGregor Lang-Worth AP
SEDALIA.....	KDRO	1490	250	Milton J. Hinlein 2100 W. Broadway 4004	MBS KBS	Milton J. Hinlein Phoebe E. Trout Milton J. Hinlein	Phoebe E. Trout Milton J. Heinlein Wayne Pash	..... UP
SPRINGFIELD.....	KGBX	1260	5,000	Springfield Bestg. Co. Inc. 508 St. Louis St. 1360	NBC	H. S. Jewell J. Gordon Wardell Dennis White	Carl Fox Dudley Morris White	Hollingbery Thesaurus AP, UP
SPRINGFIELD.....	KTTS	1400	250	Independent Broadcasting Co. Chamber of Commerce Bldg. 4303	CBS, MBS	J. H. G. Cooper G. Pearson Ward Bob Burke	Frank McAtee G. Pearson Ward Wm. F. Curry (acting)	Sears & Ayer World MacGregor AP
SPRINGFIELD.....	KWTO	560	5,000-LS 1,000-N	Ozarks Broadcasting Co. Inc. 508 St. Louis St. 1360	Blue	R. D. Foster R. D. Foster Leslie L. Kennon	Ralph A. Nelms M. Wayland Fullington Fritz Bauer	Pearson Standard UP

## MONTANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BILLINGS.....	KGHL	790	5,000	Northwestern Auto Supply Co. Fifth & N Broadway 2222	NBC	C. O. Campbell Franz J. Robischon	..... Frank Manzari Jeff Kichli	Katz Standard Thesaurus UP
BOZEMAN.....	KRBM	1450	250	KRBM Broadcasters Inc. 103 W. Main St. 1420	NBC Z-Net	Ernest A. Neath Ernest A. Neath Win Neely	Larry Binder George Davenport Jack Provis	Walker Lang-Worth UP
BUTTE.....	KGIR	1370	5,000	KGIR Inc. Butte 2-2344	NBC Z-Net	E. B. Craney E. B. Craney S. J. Schlie	Arne Anzjon S. J. Schlie Jack Provis	Walker Lang-Worth MacGregor UP
GREAT FALLS.....	KFBB	1310	5,000	Buttrey Broadcast Inc. First Nat'l Bank Bldg. 4377	CBS	F. A. Buttrey J. P. Wilkins J. P. Wilkins	LeRoy Stahl ..... Wilbur L. Mybre	Weed Thesaurus Standard UP
HELENA.....	KPFA	1240	250	Peoples Forum of the Air 1306 11th Ave. 1240	NBC Z-Net	Barclay Craighead K. O. MacPherson	..... R. D. Martin	Walker Lang-Worth UP
KALISPELL.....	KGEZ	1340	100	A. W. Talbot 203 First Ave. E. 332	....	A. W. Talbot Donald C. Treloar Glenn E. Millhouse	Donald C. Treloar Donald C. Treloar Oliver G. Coburn	..... MacGregor UP
MILES CITY.....	KRJF	1340	250	Star Printing Co. 13 N Sixth St. 60	KBS	W. F. Flinn D. E. Tannehill D. E. Tannehill	Robert Wilson ..... I. A. Elliot	..... World MacGregor UP
MISSOULA.....	KGVO	1290	5,000-LS 1,000-N	Mosby's Inc. 132 W. Front St. 2155	CBS	A. J. Mosby A. J. Mosby John Lindsay	J. A. Barber Harry G. Bennett Fred Wamble	Weed Lang-Worth UP
SIDNEY.....	KGCX	1480	1,000	E. F. Krebsbach 109 S. Central Ave. 408	CBS KBC	E. E. Krebsbach E. E. Krebsbach Jack Krebsbach	Helen Knopp ..... Frank A. Toomey	..... World

## NEBRASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
FREMONT.....	KORN	1400	250	Nebraska Broadcasting Corp.	....	Arthur Baldwin Lumir Urban Harry Averill	Nat Mensing ..... Hobart Alexander	Sears & Ayer Lang-Worth AP
GRAND ISLAND....	KMMJ	750 L-WSB	1,000	KMMJ Inc. Cedar & Division 703	Blue	Don Searle Wick Heath Rex Lathen	Orie Kerwood Ed. R. Skinner Devere Swanson	Headley-Reed Standard UP
HASTINGS.....	KHAS	1230	250	Nebraska Broadcasting Co. 906 W. Second St. 1745	KBS	Fred A. Seaton Duane L. Watts Duane L. Watts	Max Brown Duane L. Watts Harold Hardy	..... World AP
KEARNEY.....	KGFW	1340	250	Central Nebraska Bestg. Corp. Federal Annex Bldg. 2-3541	KBS	Lloyd C. Thomas E. Anson Thomas E. Anson Thomas	Peg Biber John Mitchell Jack Lewis	Sears & Ayer AP
LINCOLN 1.....	KFAB	1110	10,000	KFAB Broadcasting Co. Sharp Bldg., Lincoln; Lincoln, 2-3214; Farnum Bldg., Omaha 2; Jackson 3420	CBS	{Fred S. Sidles {Joe W. Seacrest {Joe W. Seacrest {C. Earl Williams	William E. Macdonald Harold E. Roll Mark W. Bullock	Raymer MacGregor Standard AP, UP

*"The BIG Farmer  
of the Central States"*



**K F A B**

**LINCOLN**

1110 KC - 10,000 WATTS



**OMAHA**

BASIC COLUMBIA

**Represented by  
PAUL H. RAYMER CO.**



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## NEBRASKA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
LINCOLN 8	KFOR	1240	250	Cornbelt Broadcasting Corp. Stuart Bldg. 2-6965	MBS, Blue	Charles T. Stuart Melvin E. Drake Gordon Gray W. E. Edholm	John Cox William S. Oliver Charles Winkler	Petry Standard Associated AP, INS
NORFOLK	WJAG	780 L-WBBM	1,000	Norfolk Daily News ..... 432	....	Gene Huse Art Thomas Harold Kline	..... Frank Weidenbach	Walker MacGregor AP
NORTH PLATTE	KODY	1240	250	Radio Station WOW Inc. 1521 W. 12th St. 382	NBC	John J. Gillin Jr. John Alexander Joseph di Natale	Fay Adell Bohlke Jerry Eads Beuford Eaves	Blair Standard MacGregor Lang-Worth AP, UP
OMAHA 2	KBON	1490	250	Inland Broadcasting Co. 2027 Dodge St. Jackson 8282	MBS	J. K. Morrison Paul R. Fry .....	Marie C. Maher M. K. Doyle Dick Wina	Rambeau World Lang-Worth AP
OMAHA	KFAB	1110	10,000	(See Lincoln page 118)				
OMAHA 2	KOIL	1290	5,000	Central States Broadcasting Co. Omaha National Bank Bldg. Jackson 7625	CBS	Charles T. Stuart Gordon Gray W. E. Edholm	Harold Hughes E. W. Malone Charles Winkler	Petry Standard Associated AP, INS
OMAHA 2	KOWH	660	500-D	World Publishing Co. World-Herald Bldg. Atlantic 2225	Blue	H. Doorly B. C. Corrigan .....	..... Orville E. Weimer	Hollingbery MacGregor Standard UP
OMAHA 2	WOW	590	5,000	Radio Station WOW Inc. Insurance Bldg. Webster 3400	NBC	John J. Gillin Jr. John J. Gillin Jr. Harry Burke	Lyle DeMoss William O. Wiseman William J. Kotera	Blair Standard Thesaurus MacGregor Lang-Worth AP, UP
SCOTTSBLUFF	KGKY	1490	250	Hilliard Co. 1517 1/2 Broadway 856	....	L. L. Hilliard L. L. Hilliard R. M. Stewart	Duke Reid ..... Harland Morrison	..... Thesaurus Standard UP

## NEVADA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
LAS VEGAS	KENO	1400	250	Nevada Broadcasting Co Box 1310 1-400	Blue	Maxwell Kelch Maxwell Kelch Paul R. Gang	Peggy Maxwell ..... Maxwell Kelch	..... Thesaurus INS
RENO	KOH	630	1,000	McClatchy Bestg. Co. of Nevada 143 Stevenson St. 5105	....	Eleanor McClatchy Robert L. Stoddard George Carr Jr.	Betty Fitch ..... Irvin Carlsen	Raymer MacGregor Thesaurus UP

## NEW HAMPSHIRE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative Transc. Librat News Service
KEENE	WKNE	1290	5,000	WKNE Corp. 17 Dunbar St. 2080	CBS	Harry C. Wilder David Carpenter Richard G. Bath	Robert M. Peebles Ester C. Linder Ernest F. Batchelder	Bannan Headley Reed World UP
LACONIA	WLNH	1340	250	Northern Broadcasting Co. 653 Main St. 501	MBS Yankee KBS	Northern Broadcasting Co. Martin B. Avery Martin B. Avery	Sherwin Greenlaw Martin B. Avery Louis C. Steady	Bannan Thesaurus MacGregor AP
MANCHESTER	WFEA	1370	5,000	New Hampshire Bestg. Co.	NBC New England Yankee	Harry M. Bitner Caleb Faine .....	W. L. Markle ..... Reginald A. B. Schow	Weed Thesaurus UP, AP
MANCHESTER	WMUR	610	5,000-LS 1,000-N	Radio Voice of New Hampshire Inc. 1819 Elm St. 2090	Blue	Francis P. Murphy Hervey C. Carter Hervey C. Carter	Eleanor K. Wolf Paul Silver Vincent Chandler	Foster Spot Sales World AP
PORTSMOUTH	WHEB	750 L-WSB	1,000	WHEB Inc. Box 120 2670	MBS Yankee	Hon. Charles M. Dale Bert Georges Keith Field	Winslow Bettinson Dal Wyant Paul G. Lindsay	Rambeau Bannan Thesaurus World AP, UP

# KOIL

SERVING  
"THE GATEWAY TO THE WEST"  
and ITS TRADE AREA

## STABILITY in Omaha

489,000 POTENTIAL LISTENERS	14 PRIMARY COUNTIES	135,880 OR 91.5% RADIO HOMES
7,668 STORES \$178,590,000. RETAIL SALES	34.55% OF NEBRASKA RETAIL SALES	
1,742 GROCERY STORES \$71,173,000. RETAIL SALES	304 DRUG STORES \$13,267,000. RETAIL SALES	137 GEN. MDSE. STORES \$37,312,000. RETAIL SALES
EFFECTIVE BUYING INCOME \$664,583,000.	40.61% OF NEBRASKA EFFECTIVE BUYING INCOME	5.51% OF IOWA EFFECTIVE BUYING INCOME
26,371 FARMS	5,000 WATTS FULL TIME	



**BUILD SALES WITH**

# KOIL

GORDON GRAY, General Manager

Represented Nationally by Edward Petry Co., Inc.



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.      D—Day.      N—Night.      ST—Shares Time.      SH—Specified Hours.      U—Unlimited.      CP—Construction Permit Issued.  
 LS—Local Sunset.      L—Limited Time with Dominant Station.      SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## NEW JERSEY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ASBURY PARK	WCAP	1310 ST-WCAM, WTNJ	500	Radio Industries Broadcast Co. 4 Boardwalk 1911	....	Walter Reid Jr. Vera N. Scholea	Vera N. Scholes V. I. Gordon	Spot Sales AP
ATLANTIC CITY	WBAB	1490	250	Press-Union Publishing Co. 1900 Atlantic Ave. 5-1111	CBS	Albert J. Feyl Monroe L. Mendelsohn Monroe L. Mendelsohn	Ralph Shoemaker Earle Godfrey	Headley-Reed World AP
ATLANTIC CITY	WFPG	1450	250	Neptune Broadcasting Corp. Steel Pier 5-2188	Blue	John J. Laux E. E. Kohn E. E. Kohn	Edgar A. Sweet Edgar A. Sweet Blair K. Thron	..... Associated UP
BRIDGETON	WSNJ	1240	250	Eastern States Bestg. Corp. Bridgeton 1600	Quaker KBS	Elmer H. Wene Paul K. Alger Paul K. Alger	Lowell C. Ayars Francis C. Fekel	Clark UP
CAMDEN	WCAM	1310 ST-WCAP, WTNJ	500	City of Camden	....	.....	.....	Standard AP
JERSEY CITY	WHOM	1480	1,000-LS (See WHOM, New York page 128)					
NEWARK 1	WAAT	970	1,000	Bremer Broadcasting Corp. 11 Hill St. Mitchell 2-6400	....	Irving R. Rosenhaus Irving R. Rosenhaus	Roland Trenchard Walter Framer Anthony Castellani	Radio Adv. Associated World AP, UP
NEWARK	WHBI	1280 ST-WOV	2,500-LS 1,000-N	May Radio Broadcast Corp	....	.....	.....	.....
PATERSON 1	WPAT	930	1,000-D	North Jersey Bestg. Co. Inc. 7 Church St. Armory 4-3400	....	Lt. Comdr James V. Cosman Sidney J. Flamm A. Lewis King	Ted Wehhe Bernard Jay Sbow Earl F. Lucas	Wilson Associated UP
TRENTON 8	WTNJ	1310 ST-WCAM, WCAP	500	WOAX, Inc. 416 Bellevue Ave. 8149	....	F. J. Wolff F. J. Wolf Alfred M. Jordan	Walter Lewia Louis Jerome Edward P. Knowles	..... MacGregor UP
TRENTON 8	WTTM	920	1,000	Trent Broadcast Corp. 35 W. State St. 2-7127	NBC	Elmer H. Wene Paul Alger F. A. Wellman	Dean Andrews ..... Theodore Kilmer	Spot Sales Associated UP
ZAREPHATH	*WAWZ	1380 ST-WBNX	5,000-LS 1,000-N	Pillar of Fire Zarephath Bound Brook 223	....	Alma White Ray B. White	Norman Fournier Nathaniel Wilson	.....

## NEW MEXICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALBUQUERQUE	KGGM	1260	1,000	New Mexico Bestg. Co. Kimo Bldg. 4545	CBS	A. R. Hehenstreit Bob Bissell Jack R. Skillen	Richard T. Coleman William H. Schemmer Leonard Dodds	Weed World Standard UP
ALBUQUERQUE	KOB	1030 SA-770	10,000 SA-50,000-LS 25,000-N CP-50,000-U	Albuquerque Broadcasting Co. 418 W. Gold Ave. 4411	NBC	T. M. Pepperday Frank Quinn	..... George S. Johnson	Free & Peters Thesaurus AP, INS
CARLSBAD	KAVE	1240	250	Carlshad Broadcasting Corp. 800 S. Canal St. 244	KBS	Val Lawrence Norman R. Loose	Betty B. Murphy Bette Rogers Carl Cook	Wilson Standard UP
CLOVIS	KICA	1240	250	Dewitt Landis 301 Main St. 3	MBS KBS	Dewitt Landis R. B. McAlister Grady Maples	..... Ann Clark Vernon Hughes	Spot Sales Associated UP
HOBBES	KWEW	1490	100	W. E. Whitmore Hardin Hotel 495	KBS	W. E. Whitmore Gertrude Dimpel Gertrude Dimpel	Gertrude Dimpel Norman Hart Roy Evans	..... MacGregor UP
LAS VEGAS	KFUN	1230	250	Southwest Broadcasters Inc. Box 710 12	....	E. N. Thwaites E. N. Thwaites	Dorothy G. Thwaites ..... A. F. Schultz	Rambeau World MacGregor Standard UP, INS
ROSWELL	KGFL	1400	100	KGFL Inc. 310 N. Richardson St. 288	KBS	KGFL Inc. W. E. Whitmore J. A. McBoyle	J. D. Whiteman J. A. McBoyle Melvin Unger	..... MacGregor UP
SANTA FE	KVSF	1340	100	New Mexico Broadcasting Co. 759 Cerrillos Rd. 2020	CBS	A. R. Hehenstreit Ivan R. Head Ivan R. Head	Philip Bloom ..... R. C. Porter	Weed World INS
TUCUMCARI	KTNM	1400-SH	250	Krasin-Krutzner Bestg. Co. Tucumcari 192	MBS KBS	Lester Q. Krasin Otto A. Krutzner Lester Q. Krasin	..... ..... Lester Q. Krasin	Cox & Tanz Standard INS

## NEW YORK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALBANY 1	WABY	1400	250	Adirondack Bestg. Co. Inc. Radio Centre 4-4194	MBS	Harold E. Smith Harold E. Smith	Carl Mattison Paul G. Dennis James H. Corey	McKinney Standard UP, TP

# GOT \$945 IN YOUR POCKET?

\$945 is a lot of money in anybody's pocket. \$945 in 900,000 pockets—well, just try to imagine what that \$850,511,000 can buy . . . in terms of grocery store products, cosmetics, drugs, tobacco, and so on.

That's the story of the Albany Trading Area . . . 900,000 people (250,100 families) with 68% more money today than they had in 1938. An increase of nearly \$1400 per family. The Albany Trading Area has 18% greater buying power than the national average.

These facts indicate one of the best market stories in the country

**AND**

WOKO has an equally good story of low-cost coverage and control of the purse strings in the Albany Area. Why not investigate?

**W O K O**  
**CBS**

**SERVING ALBANY \* TROY \* SCHENECTADY**

**RADIO CENTRE, ALBANY, NEW YORK**

**HAROLD E. SMITH, GENERAL MANAGER**

*National Representatives: J. P. McKinney & Son*



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALBANY 1.....	WOKO	1460	1,000-LS 500-N	WOKO Inc. Radio Centre 4-4193	CBS	Raymond M. Curtis Harold E. Smith	Carl Mattison P. G. Dennis O. A. Sardi	McKinney Standard UP, TP
AUBURN.....	WMBO	1340	250	WMBO Inc. Metcalfe Bldg. 433	MBS KBS	William O. Dapping Frederick L. Keesee Frederick L. Keesee	Louis Fuhrmann F. L. Keesee Herbert House	Clark Standard AP
BATAVIA.....	WBTA	1490	250	Batavia Broadcasting Corp. 90 Main St. 715	MBS	Joseph M. Ryan Carl R. Switendick Carl R. Switendick	Harriett Taylor Frederick R. MacLaughlin Howard Cochran	Sears & Ayer Thesaurus UP
BINGHAMTON.....	WNBF	1290	5,000	Wylie B. Jones Adv. Agency Arlington Hotel 2-3461	CBS	John C. Clark Cecil D. Mastin Cecil D. Mastin	E. Ray McCloskey Cecil D. Mastin Lester H. Gilbert	Blair World UP
BROOKLYN 2.....	*WBBR	1330 ST-WEVD, WHAZ	1,000	Watchtower Bible & Tract Soc. Inc. 124 Columbia Heights Main 4-9735	....	Watchtower Society M. A. Howlett	..... R. F. Leffler	.....
BROOKLYN 17.....	WBYN	1430	1,000-LS 500-N	WBYN Brooklyn Inc. 1 Nevins St. Triangle 5-3300	....	A. Kronenberg William Norins William Norins	..... Peter Testan	..... Thesaurus AP, INS
BROOKLYN 26.....	WLIB	1190 L-WOWO	1,000	(See New York City page 128)				
BUFFALO 2.....	WBEN	930	5,000	WBEN Inc. Hotel Statler Cleveland 6400	NBC	Edward H. Butler C. Robert Thompson Frank Kelly	Woodrow Magnuson Ralph J. Kingsley	Petry Thesaurus Lang-Worth Standard AP, UP
BUFFALO 3.....	WBNY	1400	250	Roy L. Albertson 485 Main St. Madison 4000	....	Roy L. Albertson Roy L. Albertson Virginia C. Fyda	Howard C. Schellenberg Thomas L. Vines	..... Associated AP, UP, TP
BUFFALO 2.....	WEBR	1340	250	WEBR Inc. 23 North St. Lincoln 7133	MBS	Paul E. Fitzpatrick Cy King Wm. Doerr	Ed Wegman Al Zink Raymond Lamy	Weed Standard Lang-Worth AP, INS
BUFFALO.....	WGR	550	5,000-LS 1,000-N	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	Blue	H. W. Deyo I. R. Lounsberry John A. Bacon	Robert Strigl Ross McPherson Carl B. Hoffman	Free & Peters World UP
BUFFALO.....	WKBW	1520	50,000	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS	H. W. Deyo I. R. Lounsberry John A. Bacon	Robert Strigl Ross McPherson Carl B. Hoffman	Free & Peters World UP
ELMIRA.....	WENY	1230	250	Elmira Star Gazette Inc. Mark Twain Hotel 5181	NBC, MBS]	Frank E. Gannett Dale L. Taylor Ernest F. Oliver	Woodrow W. Ott L. F. Pope Thurlow A. Greene	McKinney World UP
FREEPORT.....	WGBB	1240 ST-WFAS	100	Harry H. Carman 44 S. Grove St. 2418	....	Harry H. Carman Harry H. Carman Harry H. Carman	A. Cheesman ..... H. H. Carman	..... Thesaurus
GLOVERSVILLE.....	WENT	1340	250	Sacandaga Broadcasting Corp. 8 W. Fulton St. 4900	CBS, MBS	George F. Bissell George F. Bissell Arthur McCracken	..... William Murtough	Clark Lang-Worth AP
ITHACA.....	WHCU	870 L-WWL	1,000	Cornell University Savings Bank Bldg. 3438	CBS	Cornell University Michael R. Hanna H. Stilwell Brown	Joseph A. Short Theodore T. Howes True McLean	Wilson World UP
JAMESTOWN.....	WJTN	1240	250	James Broadcasting Co. Inc. Hotel Jamestown Bldg. 7-151	Blue	Jay E. Mason Dayton S. Wilkins	Alfred E. Spokes Alfred E. Spokes Harold J. Kratzert	Rambeau Associated MacGregor UP
KINGSTON.....	WKNY	1490	250	Kingston Broadcasting Corp. Broadway Theatre Bldg. 4500	MBS	John J. Laux Lou Steketeer George M. Hard	Lou Steketeer Claude S. Middagh Francis H. Boisvert	Spot Sales UP
MIDDLETOWN.....	WALL	1340	250	Community Broadcasting Corp. State Theatre Bldg. 3119	KBS	Elsie & Martin Karig Sr. Martin Karig Jr. Z. E. Van Fleet	John W. Jones Arthur L. Cooper Ernest Warnock	Burn-Smith AP
NEWBURGH.....	WGNV	1220	1,000-D	WGNV Broadcasting Co. Inc. 161 Broadway 4-600	....	Merritt C. Speidel Harold W. Cassill Joseph W. Rake	Richard F. Crans H. W. Cassill Marvin Seimes	..... Standard UP
NEW YORK CITY 22	WABC	880	50,000	Columbia Bcstg. System 485 Madison Ave. Wickersham 2-2000	CBS	CRS-William S. Paley Arthur Hull Hayes John H. Field Jr.	G. Richard Swift Jules Dunnes Henry Grossman	Radio Sales Lang-Worth Associated AP, UP, INS
NEW YORK CITY 51	WBNX	1380 ST-WAWZ	5,000	WBNX Broadcasting Co. Inc. 260 E. 161st St. Melrose 5-0333	....	Amory L. Haskell Wm. I. Moore Wm. I. Moore	(Edward Ervin Frank Johnson ..... A. L. Solbrig	Forjoe AP
NEW YORK CITY 20	WEAF	660	50,000	National Broadcasting Co. Inc. 30 Rockefeller Plaza Circle 7-8200	NBC	NBC-Niles Trammell D. L. Provost J. V. McConnell	T. C. McCray Charles B. H. Vaill F. A. Wankel	NBC Spot Standard Thesaurus AP, UP, INS



*In Buffalo*

**WGR**

**550 K. C.**

**BUFFALO'S BLUE  
NETWORK STATION**

**5000 WATTS BY DAY  
1000 WATTS BY NIGHT**

**WKBW**

**1520 K. C.**

**BUFFALO'S ONLY  
50,000 WATT STATION**

**DAY and NIGHT**

**BUFFALO BROADCASTING CORPORATION**

RAND BUILDING, BUFFALO, NEW YORK

National Representatives: FREE & PETERS, INC.





ROCHESTER, NEW YORK

## YOUR WESTERN NEW YORK SALESMAN

- ... a fifty thousand watt salesman who covers all of this rich territory every broadcast hour of every day.
- ... a visitor who is always welcome in the 741,410 radio homes of this 43 county area.
- ... a salesman who always delivers a glowing call report . . . proved by mail response and audience surveys.
- ... a full-time day and evening representative who keeps the door open for your message.
- ... one of the family, whose friendly greeting introduces you to your most worthwhile prospects.



*"This is WHAM, the Stromberg-Carlson Station with Studios in the Sheraton Hotel, Rochester, N. Y."*

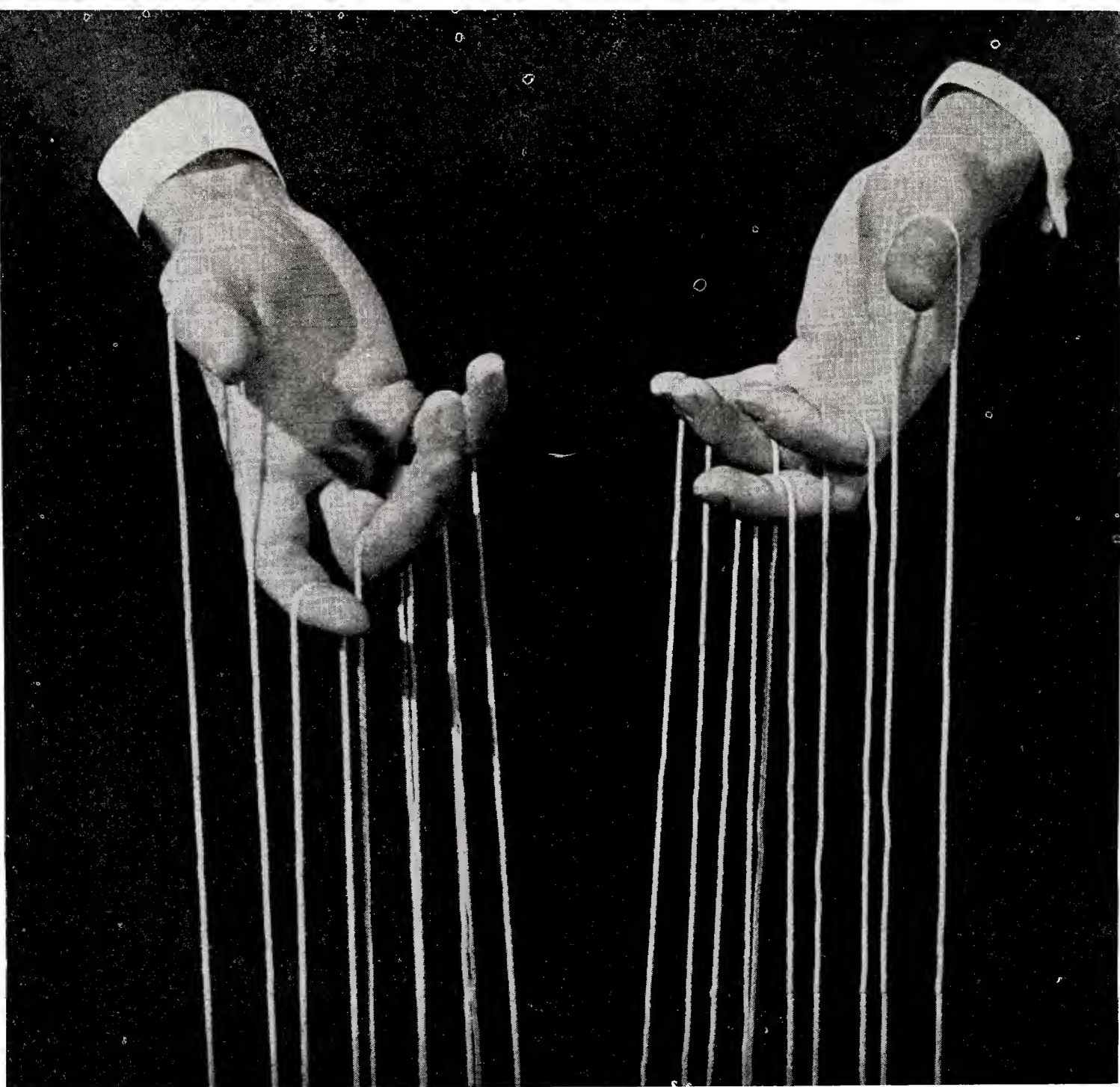
50,000 WATTS • CLEAR CHANNEL • 1180 ON THE DIAL

*Affiliated with*

THE NATIONAL BROADCASTING COMPANY

National Sales Representative: George P. Hollingbery Co.

*"The Stromberg-Carlson Station"*



## **Control of Two New York Markets**

**T**HE guiding influence in WOV's broadcasting day is strict adherence to the belief that it's the program that gets the listener. As a result, two great markets listen to WOV and, in their respective listening hours, combine to give this important station a constant, controlled, around-the-clock selling power. In the daytime, because it brings them the programs they want to hear, WOV overwhelmingly dominates metropolitan New York's Italian-speaking audience of 520,000 radio families. And in the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV's "1280 Club" delivers the largest average metropolitan audience of any New York independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager  
JOHN E. PEARSON CO., NAT'L REP.





# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
NEW YORK CITY 19	WEVD	1330 ST-WBBR, WHAZ	5,000	Debs Memorial Radio Fund Inc. 117 W. 46th St. Bryant 9-2360	....	Adolph Held Henry Greenfield Henry Greenfield	George Field ..... Charles Brown	..... AP
NEW YORK CITY 19	WHN	1050	50,000	Marcus Loew Booking Agency 1540 Broadway Bryant 9-7800	....	Herbert L. Pettey Frank Roehrenbeck Bertram Leihar Jr.	Frank Roehrenbeck Robert F. Anthony Paul Fuelling	Rambeau Bannan AP, UP, Reuters
NEW YORK CITY...	WHOM	1480	1,000-LS 500-N	New Jersey Bestg. Corp. 29 W. 57th St. Plaza 3-4204	....	Gardner Cowles Jr. Craig Lawrence Jack Compter	Charles Baltin Jack Paige Theodore Gempp	Katz AP, UP
NEW YORK CITY 18	WINS	1010	10,000 CP-50,000	Hearst Radio Inc. 28 W. 44th St. Bryant 9-6000	....	Hearst Radio Inc. Willard Schroeder J. Trevor Adams Jr.	Robert W. Hergonson Ann M. Wright Louis J. Levy	Raymer World Standard AP, INS
NEW YORK CITY 20	WJZ	770	50,000	American Broadcasting Co. Inc. 30 Rockefeller Plaza Circle 7-5700	Blue	(Edward J. Noble Chester La Roche Mark Woods John McNeil Robert I. Garver	John Hade Duncan Miller George Milne	Blue Spot Thesaurus AP, UP, INS
NEW YORK CITY...	WLIB	1190 L-WOWO	1,000	WLIB Inc. 846 Flatbush Ave., B'klyn 26 Buckminster 7-5900	....	(Dorothy S. Thackrey Elias I. Godofsky Paul Gould Robert M. Scholle	Leonard Carlton ..... Arthur Faske	Forjoe World Associated AP, UP
NEW YORK CITY 19	WMCA	570	5,000	WMCA Inc. 1657 Broadway Circle 6-2200	....	Nathan Straus Charles Stark Charles Stark	..... Howard Klarman Frank Marx	Weed AP
NEW YORK CITY 22	WNEW	1130	10,000	Greater New York Bestg. Corp. 501 Madison Ave. Plaza 3-3300	....	Greater New York Bestg Corp. Bernice Judis Walter Duncan	Ted Cott Wm. B. McGrath Max Weiner	Blair Standard Lang Worth Thesaurus AP
NEW YORK CITY 7	*WNYC	830 L-WCCO SA-SH-N	1,000	City of New York Centre & Duane Sts. Worlb 2-5600	....	City of New York M. S. Novik .....	S. N. Siegel (leave) John De Prospo	..... AP, INS
NEW YORK CITY 18	WOR	710	50,000	Bamberger Bestg. Service Inc. 1440 Broadway Pennsylvania 6-8600	MBS	(Alfred J. McCosker Theodore C. Streibert Theodore C. Streibert Rufus C. Maddux Eugene Thomas	Julius F. Seebach Jr. Joseph Creamer J. R. Poppele	..... MacGregor World AP, UP, TP
NEW YORK CITY 19	WOV	1280 ST-WHBI	5,000	Wodaam Corp. 730 Fifth Ave. Circle 5-7979	....	Arde Bulova Ralph N. Weil Ralph Nardella	Arnold Hartley Judith Vallen Hillis Holt	Pearson Standard UP
NEW YORK CITY 19	WQXR	1560	10,000	Interstate Broadcasting Co. Inc. 730 Fifth Ave. Circle 5-5566	....	New York Times Co. Elliott M. Sanger Hugh Kendall Boice	Eleanor N. Sanger Norman S. McGee Russell D. Valentine	..... World Associated AP
NEW YORK CITY...	WWRL (Woodside)	1600	250	Long Island Broadcasting Corp. 41-30 58th St., Woodside, L. I. Newtown 9-3300	....	William H. Reuman William H. Reuman Edith Dick	Lou Cole Edith Dick Joseph A. Franz	..... AP
NIAGARA FALLS...	WHLD	1290	1,000-D	Niagara Falls Gazette Pub. Co. Hotel Niagara 8421	....	A. C. Deuel Earl C. Hull Richard G. Robbins	Robert Manning Robert J. Wilson	Headley-Reed Associated Standard UP
OGDENSBURG.....	WSLB	1400	250	St. Lawrence Bestg. Corp. 2315 Knox St. 500	MBS	Joseph R. Brandy Harold J. Frank J. R. Brandy	H. J. Frank ..... Clifford Moore	Walker Thesaurus UP
OLEAN.....	WHDL	1450	250	WHDL Inc. Exchange National Bank Bldg. 4149	Blue	Col. E. B. Fitzpatrick Thomas L. Brown Thomas L. Brown	Virgil C. Booth Ivers J. Norton Thomas J. Gill	McKinney World
PLATTSBURG.....	WMFF	1340	250	Plattsburg Broadcasting Corp. Radio Center 1600	Blue KBS	George F. Bissell George F. Bissell Joel H. Scheier	Betty Swift Joel H. Scheier John E. Vrindten	Clark Standard UP
POUGHKEEPSIE....	WKIP	1450	250	Poughkeepsie Newspapers Inc.	Blue	.....	.....	..... Thesaurus AP
ROCHESTER 4.....	WHAM	1180	50,000	Stromberg-Carlson Co. Sheraton Hotel Stone 1862	NBC	William A. Fay John H. Lee John W. Kennedy Jr.	Charles Siverson Truman Brizee Kenneth Gardner	Hollingbery World Thesaurus UP
ROCHESTER.....	WHEC	1460	1,000-LS 500-N	WHEC Inc. 40 Franklin St. Stone 1320	CBS	Frank E. Gannett Gunnar O. Wiig LeMoine C. Wheeler	William J. Adams ..... Bernard C. O'Brien	McKinney Standard Associated AP
ROCHESTER.....	WSAY	1370	1,000	Brown Radio & Service Laboratory	MBS	.....	.....	..... INS
SARANAC LAKE....	WNBZ	1320	100-D	Upstate Broadcasting Corp. 14 Broadway 1320	Blue KBS	John F. Grimes ..... Arthur Alvares	A. C. Bagdasarian Robert Lombard H. B. Williams	Clark
SCHENECTADY 5..	WGY	810	50,000	General Electric Co. 1 River Rd. 3-2121	NBC	Kolin Hager Kolin Hager Kolin Hager	A. O. Coggeshall Jeanne Weller W. J. Purcell	NBC Spot Thesaurus Standard AP, UP
SCHENECTADY 7...	WSNY	1240	250	Western Gateway Bestg. Corp. 619 State St. 3-3622	....	Winslow P. Leighton George R. Nelson George R. Nelson	Edward F. Flynn ..... Irving Beck	Wood Standard Lang-Worth AP



---

*The High Fidelity Station*

---

**WQXR**

**10,000 WATTS • NIGHT AND DAY**



**WQXQ**

**NEW YORK'S FIRST F.M. STATION**



**THE RADIO STATIONS OF**

**The New York Times**



**INTERSTATE BROADCASTING COMPANY, Inc.**

**730 FIFTH AVENUE • NEW YORK 19, N. Y.**

**Circle 5-5566**

---



# HOOPER REPORTS

ON ROCHESTER, N.Y.

Rochester




Continuing Measurement of Radio Listening

CITY ZONE STATION HOOPER RATINGS  
FOR THE PERSONAL USE OF



C. E. HOOPER, INC.  
HARD BODINESS OF REPUTATION  
NEW YORK LOS ANGELES  
MEMPHIS HOUSTON CHICAGO

For last two months  
period previous to closing  
date of "Broadcasting Year Book"

	WHEC	STATION B	STATION C	ALL OTHERS
<b>MORNING INDEX</b> 8:00—12:00 A. M. Monday through Friday	 <b>45.6</b>	26.7	20.8	6.9
<b>AFTERNOON INDEX</b> 12:00—6:00 P. M. Monday through Friday	 <b>45.5</b>	30.5	19.8	4.2
<b>EVENING INDEX</b> 6:00—10:00 P. M. Sunday through Saturday	 <b>42.8</b>	38.0	16.3	2.9

# WHEC

ROCHESTER,  
N.Y.

National Representatives  
**J. P. McKINNEY & SON**  
NEW YORK, CHICAGO, SAN FRANCISCO





# SALES FOR A SONG!!!

Sales for a song? You bet!—because you can participate as a sponsor on one of these programs at a cost that is unbelievably low for the job done.

Think of reaching the big and appreciative audience these personalities have built up among the great new WJZ radio family . . . now totalling more than 18,000,000 people within range of WJZ's louder, clearer signal! And think of the favorable impression on your own dealers, on jobbers and brokers—for they *know* that these programs *move goods* in the world's richest market! Here's *why* they know it . . .

**BREAKFAST IN BEDLAM**—Ed East's early-morning show recently proved its sales ability when one 50-word announcement for razor-blades brought returns 49% higher than a similar announcement a couple of years back, despite the fact that today hundreds of thousands of shaving-age men in this area are away in the armed forces. Monday through Saturday.

**WOMAN OF TOMORROW**—Nancy Craig's after-breakfast show has frequently pulled more than 40,000 letters a month! One participant in Nancy's program received 13,000 requests for a booklet after a few announcements! Monday through Friday.

**WOMAN'S EXCHANGE**—Alma Kitchell's after-lunch program recently *doubled* the number of contest entrants for a sponsor who ran the same contest on another major New York station last year! Monday through Friday.



**HOUSEWIVES PROTECTIVE LEAGUE and SUNRISE SALUTE**—Galen Drake's double-barreled package of selling. The show *Billboard Magazine* calls *one of the greatest theories of product selling in radio!* 6 A. M. and 1:45 P. M., Monday through Friday.

**STAN SHAW'S SHOW**—*The Voice With a Record*—and what a record! Stan ran a 30-day try-out job into a seven-year record of sales! Now on WJZ, Saturday mornings only.

For Details on Your Own Participation, Contact BLUE SPOT SALES, or the Sales Department of

KEY STATION OF THE BLUE NETWORK

# WJZ

770 on your dial



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.  
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
SYRACUSE.....	WAGE	620	1,000	WAGE, Inc. Loew Theatre Bldg. 2-0277	Blue	Frank G. Revoir William T. Lane Aaron Beckwith	Alfred Dinsdale Aaron Beckwith Charles W. Brannen	Petry Standard AP
SYRACUSE 2.....	WFBL	1390	5,000	Onondaga Radio Bestg. Corp. 433 S. Warren St. 2-1147	CBS	Samuel H. Cook Samuel Woodworth Chas. F. Phillips	Chas. F. Phillips Robert G. Soule Alfred R. Marcy	Free & Peters World INS
SYRACUSE.....	WOLF	1490	250	Civic Broadcasting Corp. Chimes Bldg. 2-7211	MBS	T. S. Marshall T. S. Marshall T. S. Marshall	Hamilton Woodle T. S. Marshall David F. Foote	Walker Standard AP
SYRACUSE 2.....	WSYR	570	5,000	Central New York Bestg. Corp. 224 Harrison St. 3-7111	NBC	Col. Harry C. Wilder Col. Harry C. Wilder William R. Alford Jr.	William V. Rothrum E. R. Vadeboncoeur Armand G. Belle Isle	Raymer Standard Lang-Worth Associated UP
TROY.....	WHAZ	1330 ST-WBBR, WEVD	1,000	Rensselaer Polytechnic Institute	.....	.....	.....	.....
TROY.....	WTRY	980	1,000	Troy Broadcasting Co. 92 Fourth St. 2100	Blue	Col. Harry C. Wilder William A. Riple	E. W. Rossell G. Edward Walker Waldo Whitman	Raymer World Standard Lang-Worth UP
UTICA 2.....	WIBX	1230	250	WIBX Inc. First National Bank Bldg. 2-2101	CBS	Mrs. Scott Howe Bowen	Elliott Stewart Nathan W. Cook John T. Dowdell	Wood Bannan Reiter Biddick World UP, INS
WATERTOWN.....	WATN	1240	250	Watertown Broadcasting Corp. Woolworth Bldg. 975	MBS	G. H. Righter G. H. Righter	Theodore W. Austin	..... Standard AP
WATERTOWN.....	WWNY	790	1,000	Brockway Co. Hotel Woodruff 4-120	CBS	Harold B. Johnson Thomas E. Martin Louis Saiff Jr.	James W. Higgins Thomas R. McHugh Maynard B. Davis	Weed World UP
WHITE PLAINS.....	WFAS	1230	250	Westchester Broadcasting Corp. Roger Smith Hotel 6400	KBS	J. Noel Macy Frank A. Seitz Harold A. Levy	Randall Kaler ..... Frank A. Seitz	Headley-Reed Associated World AP

## NORTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ASHEVILLE.....	WISE	1230	250	WISE Inc. 98 College St. 1213	NBC, MBS Daniel Boone	Harold Thoms Harold Thoms Ken Beachboard	Floye Bowers Hix Thode Madeline Hollerith	Cummings Burn Smith Standard INS
ASHEVILLE.....	WWNC	570	1,000	Asheville Citizen-Times Co. Citizen-Times Bldg. 5500	CBS	Chas. A. Webb Don S. Elias Don S. Elias James A. Hagan	Lee Chadwick ..... Cecil B. Hoskins	Katz Associated AP, UP
BURLINGTON.....	WBBB	920	1,000-D	Alamance Bestg. Co. Inc. 310 1/2 S. Main St. 2730	MBS Tobacco KBS	Alamance Bestg. Co. Inc. E. Z. "Easy" Jones Roy Springer	Earl Caton Roy Springer Berry Tysor	..... Lang Worth Standard AP, UP
CHARLOTTE 2.....	WAYS	610	1,000	Inter-City Advertising Co. 120 E. Third St. 3-7173	MBS, Blue	George W. Dowdy Walter H. Goan	W. H. Percher Jr. ..... J. C. Price	Weed Standard AP, INS
CHARLOTTE 2.....	WBT	1110	50,000	Columbia Bestg. System Inc. Wilder Bldg. 3-8333	CBS	CBS-A. D. Willard Jr. A. D. Willard Jr. Royal Penny	Chas. H. Crutchfield Wm. F. Carley M. J. Minor	Radio Sales Lang-Worth AP, UP
CHARLOTTE 1.....	WSOC	1240	250	WSOC Inc. 1925 N. Tryon St. 7133	NBC	E. J. Gluck E. J. Gluck W. C. Irwin	Ronald G. Jenkins ..... L. L. Caudie Jr.	Headley-Reed Standard Thesaurus AP
CONCORD.....	WEGO	1410	1,000-D	Wayne M. Nelson Concord 2271	KBS	Wayne M. Nelson Wayne M. Nelson	..... Wayne M. Nelson	Clarke Standard UP, AP
DURHAM.....	WDNC	1490	250	Durham Radio Corp. 138 1/2 E. Chapel Hill St. R-155	CBS	C. C. Council J. Frank Jarman J. Frank Jarman	Henry Curth J. Frank Jarman Walter S. Hill	Wilson Standard AP, UP
ELIZABETH CITY...	WCNC	1400	250	Albemarle Broadcasting Co.	MBS	.....	.....	..... UP
FAYETTEVILLE.....	WFNC	1450	250	Cape Fear Broadcasting Co. 114 Anderson St. 4843	MBS Tobacco	Cape Fear Bestg. Co. W. C. Ewing Paul Moyle	Ray Woodard Paul Moyle	Walker Lang-Worth UP
GASTONIA.....	WGNC	1450	250	F. C. Todd National Bank of Commerce Bldg. 732	Blue KBS	F. C. Todd Pat McSwain F. C. Abernethy	Earl Holder Pat McSwain W. C. Groves Jr.	Cox & Tanz MacGregor

ON WLIB YOU'LL *Never* HEAR...



# CUSTOM-PROGRAMMED to the Cream of the New York Market!



► **WLIB** carries your advertising message into the homes of New York's solid middle income families.

► **WLIB's** civilized programs avoid irritating its listeners with what they *don't* want. Gives them plenty of what they *do* want: "The Popular Classics with a Blend of the Modern" . . . a winning combination, not consistently duplicated by any other New York station.

► **RESULTS:** 66% of WLIB's listeners are over 30 years of age. ("Pulse of New York")\* . . . 69% of WLIB's listeners are middle income. ("Pulse of New York")\* . . . 61% of WLIB's listeners do not tune in on any other station 15 minutes before or after listening to WLIB ("Pulse of New York")\* . . . WLIB gained 20% greater share of total audience (Jan. 1944 to Oct. 1944).†

\*"Pulse of New York" †Hooperatings

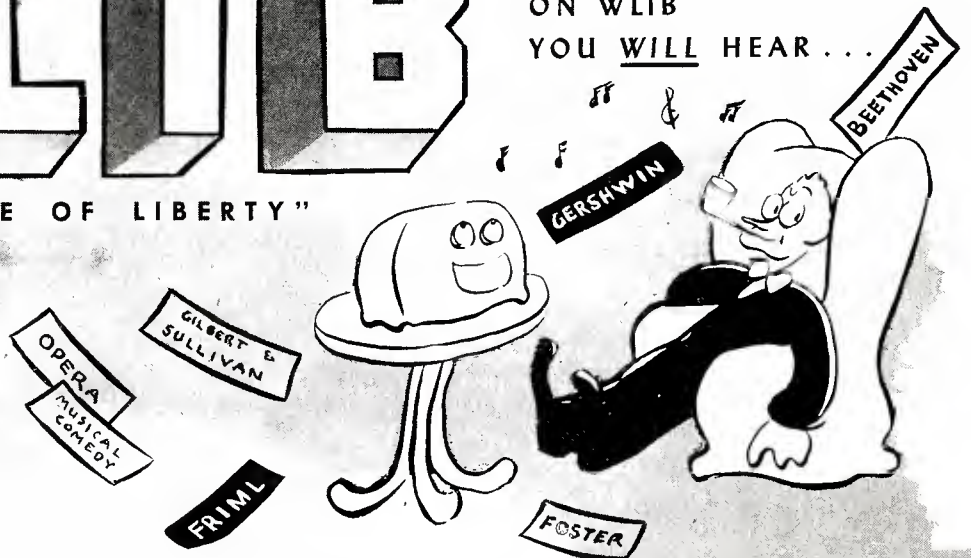
NEW YORK'S

# WLIB

"THE VOICE OF LIBERTY"

WLIB Delivers Your Advertising Message Where It Will Do YOU The Most Good!

ON WLIB YOU WILL HEAR...



1190

ON YOUR DIAL  
CLEAR CHANNEL



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## NORTH CAROLINA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
GOLDSBORO.....	WGBR	1400	250	Eastern Carolina Bestg. Co. Inc. P. O. Box 1024 1550	MBS Tobacco	A. T. Hawkins Harry G. Bright L. B. Nelson	John Gay Britt Harry G. Bright Daniel E. Trueblood	Walker Standard World AP, UP
GREENSBORO.....	WBIG	1470	5,000	North Carolina Bestg. Co. Inc. Box 1807 6125	CBS	Maj. Edney Ridge Maj. Edney Ridge Gilbert M. Hutchison	Wally Williams Madge Banks Earl Allison	Hollingbery World MacGregor Thesaurus AP
GREENSBORO.....	WGBG	980	1,000-D	Greensboro Bestg. Co. Inc. Asbe Street Extension 3-3631	Blue	Ralph M. Lambeth (Ralph M. Lambeth J. R. Marlowe L. O. Hutchins	Stan Conrad J. R. Marlowe J. H. Warlick	Burn-Smith Lang-Worth UP
GREENVILLE.....	WGTC	1490	250	Greenville Broadcasting Co. Falkland Highway 3182	MBS Tobacco	J. J. White Margaret J. Laughinghouse Carl McKinney	M. J. Laughinghouse M. J. Laughinghouse Hank Tribley	World UP
HENDERSON.....	WHNC (Construction permit)	890	250-D	Henderson Radio Corp.	....	S. S. Stevenson Nathan Frank	.....	.....
HICKORY.....	WHKY	1290	5,000-LS 1,000-N	Catawba Valley Bestg. Co. Inc. Radio Bldg. 1195	Blue	Carl V. Cline Edmund S. Long Frank Hatcher Sr.	W. M. Bennett Edmund S. Long	Wilson World UP
HIGH POINT.....	WMFR	1230	250	Radio Station WMFR Inc. 156½ S. Main St. 4593	Blue KBS	James E. Lambeth H. M. Lambeth Pat Taylor	Gary Davis Pat Taylor R. P. Boyd	Burn-Smith UP
KINSTON.....	WFTC	1230	250	Jonas Weiland 210 E. King St. 4111	Blue	Jonas Weiland Jonas Weiland Lester L. Gould	Harvey R. Evans Harvey R. Evans David Hardison	Burn-Smith AP
NEW BERN.....	WHIT	1450	250	Coastal Broadcasting Co. Inc. U. S. Highway No. 17, S. 1450	MBS Tobacco	Louis N. Howard Louis N. Howard Louis N. Howard	Ed W. Burwell Paul Parker W. Glenn Neuville	..... Thesaurus Lang-Worth UP
RALEIGH.....	WPTF	680	50,000	WPTF Radio Co. Insurance Bldg. 8311	NBC	J. R. Weatherspoon Richard H. Mason Ollie L. Carpenter	Garret W. Morrison ..... Henry Hulick Jr.	Free & Peters World Thesaurus AP, UP
RALEIGH.....	WRAL	1240	250	Capitol Broadcasting Co. 130 S. Salisbury St. 6411	MBS Tobacco	A. J. Fletcher Fred Fletcher C. D. Moore	Ray Reeve Steve Woodson Stanley Brown	Weed Lang-Worth AP
ROANOKE RAPIDS..	WCBT	1230	250	Radio Station WCBT Inc. 251 Roanoke Ave. 855-1	MBS KBS	S. E. Crew S. E. Crew Nathan Frank	Mamie Nash Nathan Frank C. W. Mears	Burn-Smith MacGregor World UP
ROCKY MOUNT....	WEED	1450	250	W. Avera Wynne Box 391 1420	Blue	W. A. Wynne W. A. Wynne Ray Bandy	Eunice Snipes ..... W. W. Primm	World AP, UP
SALISBURY.....	WSTP	1490	250	Piedmont Broadcasting Corp.	MBS	.....	.....	AP
WASHINGTON.....	WRRF	980	1,000-D	Tar Heel Broadcasting System Inc. Bank of Washington Bldg. 408	Blue	W. R. Roberson Sr. W. R. Roberson Jr. W. R. Roberson Jr.	Mary Miller W. R. Roberson Jr. George P. Martin	Forjoe Burn-Smith Standard AP
WILMINGTON.....	WMFD	1400	250	Richard Austin Dunlea P. O. Box 696 4840	Blue	R. A. Dunlea ..... Claud O'Shields	Harry W. Lee Mrs. A. W. Rogers Edward I. Herring Jr.	Burn-Smith UP
WILSON.....	WGTM	1340	250	Penn T. Watson Wilson 2188	MBS Tobacco	Penn T. Watson Allen E. Wannamaker Robert Brunson	Clinton Faris Allen Wannamaker Warre Wooten	Burn-Smith World UP
WINSTON-SALEM 3.	WAIR	1340	250	WAIR Broadcasting Co. Pepper Bldg. 2-1133	Blue, MBS	Partnership George D. Walker C. G. Hill	Charles Keaton George D. Walker Lee King	Walker World AP
WINSTON-SALEM 1	WSJS	600	5,000	Piedmont Publishing Co. 419 N. Spruce St. 4141	NBC	Gordon Gray Harold Essex Harry B. Shaw	Clay B. Daniel Harold Essex Philip F. Hedrick	Headley-Read Associated Lang-Worth UP

## NORTH DAKOTA

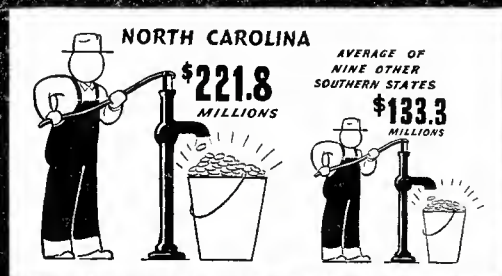
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BISMARCK.....	KFYR	550	5,000	Meyer Broadcasting Co. 320 Broadway 468	NBC Northwest	P. J. Meyer F. E. Fitzsimonds F. E. Fitzsimonds	Cal Culver Cal Culver Ivar Nelson	..... Thesaurus Standard UP
DEVILS LAKE.....	KDLR	1240	250	KDLR Inc. 1025 Third St. 1090	MBS No. Central	Bert Wick Bert Wick Bert Wick	James Travis ..... Richard Moritz	..... MacGregor World UP
FARGO.....	WDAY	970	5,000	WDAY Inc. Black Bldg. 5357	NBC Northwest	Earl C. Reineke Barney J. Lavin (leave) Tom Barnes	Ken Kennedy Mildred Gregerson Julius Hetland (leave)	Free & Peters Thesaurus AP, UP

# NORTH CAROLINA

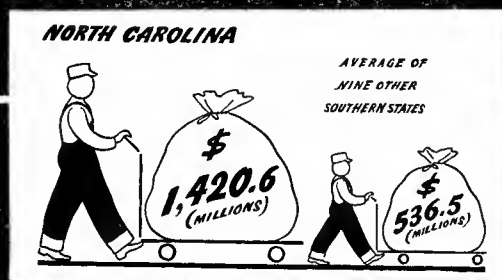
IS THE SOUTH'S

No. 1 STATE . . .

IN AGRICULTURE



IN INDUSTRY



# WPTF

IS NORTH CAROLINA'S

No. 1 SALESMAN

50,000 WATTS!  
AT 680 KC!  
N. B. C.!



# WPTF • RALEIGH

FREE & PETERS, INC., NATIONAL REPRESENTATIVES



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## NORTH DAKOTA—(Continued)

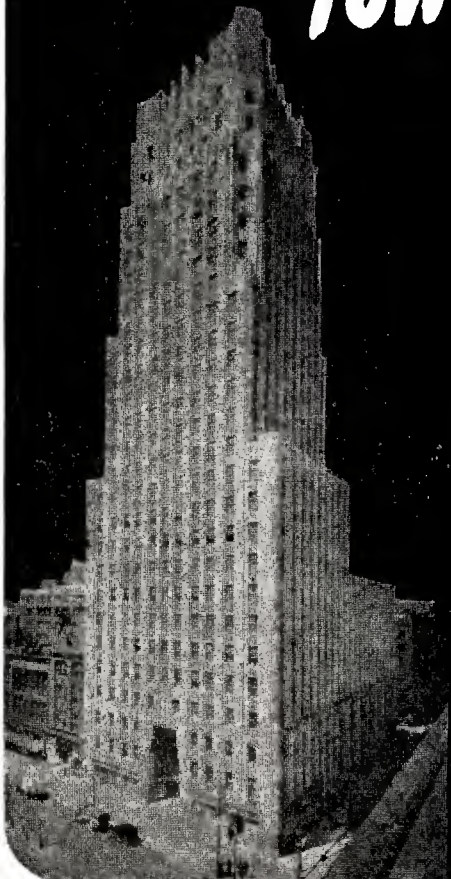
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
GRAND FORKS.....	*KFJM	1440 SH-KILO	1,000-LS 500-N	University of North Dakota University Station 2800	....	Univ. of North Dakota Donald J. Robertson J. W. Wilkerson	Fay Lufkin ..... Arnold Petrich	.....
GRAND FORKS.....	KILO	1440 SH-KFJM	1,000-LS 500-N	Dalton Le Masurier First National Bank Bldg. 1200	CBS	Dalton Le Masurier Dalton Le Masurier Elmer Hanson	..... ..... Arnold Petrich	Headley-Reed MacGregor Lang-Worth UP
JAMESTOWN.....	KSJB	600	250-LS 100-N	Jamestown Broadcasting Co. Inc. Midland Bldg. 100	CBS, MBS No. Central	L. J. McNeil Lloyd R. Amoo Lloyd R. Amoo	Florence Putnam Betty Henry Lloyd R. Amoo	No. Central MacGregor UP, AP
MANDAN.....	KGCU	1270	250	Mandan Radio Assoc. Inc. 205 1st St. N. W. 631	MBS No. Central	W. S. Russell M. J. Reichert .....	..... ..... LeRoy Gunderson	..... ..... Lang-Worth
MINOT.....	KLPM	1390	1,000	Minot Broadcasting Co. Fair Block 1267	MBS No. Central	John B. Cooley C. W. Baker E. H. Cooley	Jack Helling E. H. Cooley C. W. Baker	Walker World UP
VALLEY CITY.....	KOVC	1490	250	KOVC Inc. 312 Fifth Ave. 408	MBS No. Central	Robert E. Ingstad Robert E. Ingstad Robert E. Ingstad	George L. Brooks ..... Charles J. Sjostrom	..... ..... UP

## OHIO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AKRON 9.....	WADC	1350	5,000	Allen T. Simmons Box 830 Meadowbrook 3211	CBS	Allen T. Simmons Boh Wilson Allen T. Simmons	H. L. Hageman Bob Wilson Lawrence Hennigan	Hollingsbery MacGregor Standard UP
AKRON 8.....	WAKR	1590	5,000	Summit Radio Corp. First Central Tower Hemlock 6151	Blue	S. Bernard Berk S. Bernard Berk Kenneth M. Keegan	Stanley N. Schultz V. G. Berk George Paul	Weed Associated Standard Thesaurus AP, UP
AKRON 8.....	WHKK	640 L-KFI	1,000	United Broadcasting Co. 51 W. State St. Blackstone 7101	....	Sterling Graham Russell W. Richmond John A. Harrington	Louis Heinrich ..... James S. Hill	Radio Adv. Lang-Worth World AP
ASHTABULA.....	WICA	970	1,000-D	WICA Inc. 221 Center St. 1211	....	C. A. Rowley Robert B. Rowley Donald Fasset	Walter Walrath Alfred B. Newkirk Homer Johnson	Walker Thesaurus World UP
CANTON.....	WHBC	1480	1,000	Ohio Broadcasting Co. 550 Market Ave. S. 7166	MBS	Louis H. Brush Felix Hinkle Robert Fehlman	J. Leonard Taylor Robert Febiman Kenneth L. Sliker	Burn-Smith World AP, UP
CINCINNATI 1.....	WCKY	1530	50,000	L. B. Wilson Inc. Hotel Gibson Cherry 6565	CBS	L. B. Wilson Fred A. Palmer George H. Moore	Robert M. Fleming Wells Bruen C. H. Topmiller	Free & Peters Standard Lang-Worth AP, UP
CINCINNATI 2.....	WCPO	1230	250	Scripps-Howard Radio Inc. Carew Tower Main 3314	....	Scripps-Howard Radio Inc. M. C. Watters .....	Fred P. Pfabler Jr. ..... Roger H. Wetz	Branham Associated MacGregor Lang-Worth Standard UP
CINCINNATI 6.....	WKRC	550	5,000-LS 1,000-N	Cincinnati Times-Star Co. Hotel Alms Woodhurn 0550	MBS	Hulbert Taft Sr. Herman Fast Jake Latbam	Joel W. Stovall Nelson King George Wilson	Katz Standard Lang-Worth AP, UP
CINCINNATI 2.....	WLW	700	50,000	The Crosley Corp. Crosley Square Cherry 1822	NBC	(Powel Crosley Jr. James D. Shouse R. E. Dunville Harry Mason Smith	Howard Chamberlain Marshall Terry R. J. Rockwell	WLW World AP, UP, INS, Reuters
CINCINNATI 2.....	WSAI	1360	5,000	Marshall Field 140 W. 9th St. Cherry 1822	Blue	Marshall Field Walter A. Callahan W. R. Christian	James Leonard ..... .....	Raymer World Thesaurus AP, UP, INS
CLEVELAND 1.....	WGAR	1220	5,000	WGAR Broadcasting Co. Statler Hotel Prospect 0200	CBS	George A. Richards John F. Patt Harry Camp	David Baylor Clyde Vortman R. Morris Pierce	Petry Lang-Worth World UP
CLEVELAND 13.....	WHK	1420	5,000	United Broadcasting Co. Terminal Tower Prospect 5800	MBS	Sterling Graham K. K. Hackatborn J. B. Maurer	C. M. Hunter Sue Cornelius Ralph DeLany	Raymer Lang-Worth Associated AP
CLEVELAND 15.....	WJW	850	5,000	WJW Inc. 1375 Euclid Avenue Superior 0101	Blue	Wm. M. O'Neil Wm. M. O'Neil H. W. Waddell	Edward N. Palen A. Ben Stiller Gerald G. Roberts	Headley-Reed Standard UP
CLEVELAND 14.....	WTAM	1100	50,000	National Broadcasting Co. Inc. 815 Superior Ave., N.E. Cherry 0942	NBC	NBC—Vernon H. Pribble Vernon H. Pribble Howard Barton	Hal Metzger Howard Barton S. E. Leonard	NBC Spot Thesaurus Standard AP, UP

# WAKR

*TOWERS OVER AKRON*



*Basic Blue Network*

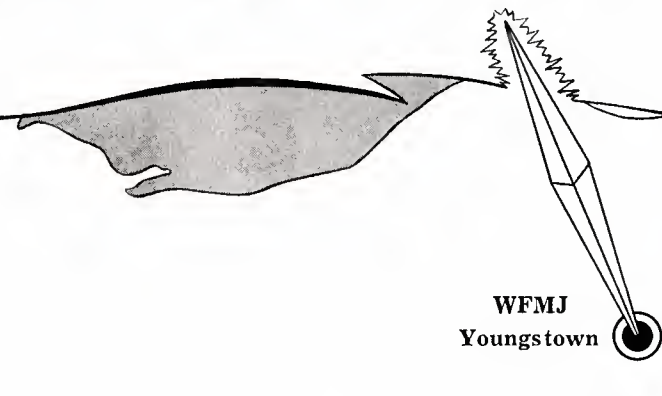
**5000 WATTS \* DAY & NIGHT**

**WEED & CO.**

*National Representatives*



For Youngstown, Ohio Coverage  
it's **WFMJ**



WFMJ  
Youngstown

## OHIO'S THIRD MARKET

28th Market of the Nation

### COMPLETE NEWS

Reports of the Associated Press, the United Press, and local news from The Youngstown Vindicator.

## MARKET DATA

PRIMARY COVERAGE\*

Population.....	473,605
Radio Homes.....	109,498
Total Retail Sales....	\$161,379,000
Food Sales.....	\$41,738,000
General Mdse. Sales..	\$22,086,000
Apparel Stores.....	\$12,315,000
Drug Stores.....	\$4,517,000

\*These are 1940 Census figures. All would be much higher now.

Write for the New WFMJ Brochure

# WFMJ

Blue Network for Ohio's Third Market

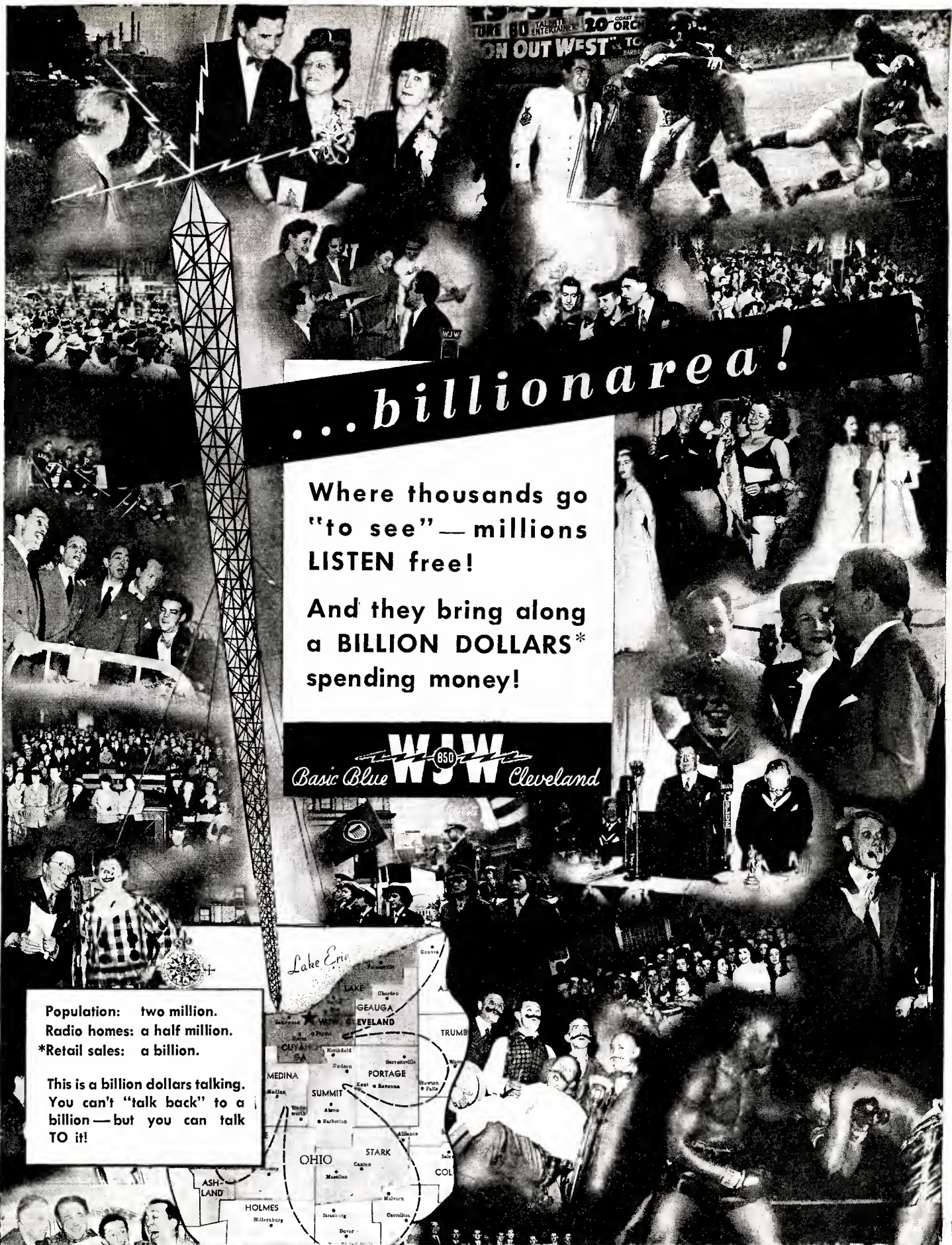
Hooper Station Listening Index—Oct.-Nov., 1944

	WFMJ	A	B	C	D	All Others
Morn. Index Mon.-Fri. 8 a. m.-12 m	52.2	17.8	13.6	7.9	4.0	4.5
12 m.-6 p. m Afternoon	31.6	18.4	20.4	21.2	4.5	3.9
Evening Sun.-Sat. 6-10 p. m.	26.6	37.9		29.2	3.9	2.4

Ask HEADLEY-REED, National Representatives

MEMBER N. A. B.—O. A. B. SUBSCRIBER TO C. E. HOOPER, INC.





...billion area!

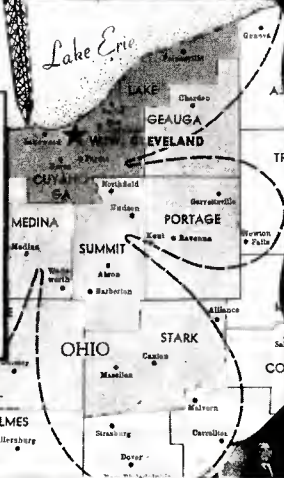
Where thousands go  
"to see" — millions  
**LISTEN** free!

And they bring along  
a **BILLION DOLLARS\***  
spending money!

Basic Blue **WJW** 850 Cleveland

Population: two million.  
Radio homes: a half million.  
\*Retail sales: a billion.

This is a billion dollars talking.  
You can't "talk back" to a  
billion—but you can talk  
TO it!





# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## OHIO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
COLUMBUS	WBNS	1460	5,000-LS 1,000-N	WBNS Inc. 33 N. High St. Adams 9265	CBS	Richard S. Wolfe Edgar T. Wolfe W. I. Orr	Jerome R. Reeves Jim Yerian Lester H. Nafzger	Blair Standard AP
COLUMBUS 15	WCOL	1230	250	The Pixleys 33 N. High St. Main 4581	Blue	L. A. Pixley Jack Kelly Jack Kelly	Howard Donahoe James Renick J. E. Lowe	Weed Lang-Worth World AP, INS
COLUMBUS 15	WHKC	610	1,000	Unlted Broadcasting Co. 22 E. Gay St. Adams 1101	MBS	Cleveland Plain Dealer Carl M. Everson Harry H. Hoessly	John B. Moses H. H. Hoessly J. E. Anderson	Radio Adv. Lang-Worth UP
COLUMBUS 10	*WOSU	820 L-LS, Dallas	5,000	Ohio State University University Campus University 8148	....	Howard L. Bevis Robert C. Higgy	William H. Ewing Robert C. Higgy	UP
DAYTON 1	WHIO	1290	5,000	Miami Valley Bestg. Corp. 45 S. Ludlow St. Adams 2261	CBS	James M. Cox Robert H. Moody Arthur H. Tomsett	Lester G. Spencer Garland V. Baldwin Ernest L. Adams	Hollingbery World Standard AP, UP, INS Reuters
DAYTON 2	WING	1410	5,000	Great Trails Bestg. Corp. 121 N. Main St. Adams 3288	Blue	Charles Sawyer J. P. Williams Harold Higgins	Lin Mason Ima E. Wing Stanley Beck	Weed MacGregor Thesaurus Beck AP
FINDLAY	WFIN	1330	1,000-D	Findlay Radio Co. 500 1/2 S. Main St. 1330	KBS	Fred R. Hover Fred R. Hover Kent L. Jeffrey	Millicent Mertz Edgar C. Smith	Standard Lang-Worth INS
HAMILTON	WMOH	1450	250	Fort Hamilton Bestg Co. 2nd National Bank Bldg. 4664	....	Herbert G. Pabst Don Ioset Joseph True	Sam Sague Joseph True Andrew Bruck	Thesaurus MacGregor
LIMA	WLOK	1240	250	Fort Industry Co. National Bank Bldg. 9-3161	NBC	Lt. Comdr. George B. Storer Ralph G. Elvin R. G. Elvin	Edgar C. Ulrick R. G. Elvin Richard Gartner	Headley-Reed Lang-Worth Standard AP
MANSFIELD	WMAN	1400	250	Richland Inc. 144 1/2 Park Ave. W. 4235	Blue	Monroe F. Rubin J. Marion O'Hara J. M. O'Hara	Robert Christopher J. M. O'Hara William Morriaon	Standard UP
MARION	WMRN	1490	250	Marion Broadcasting Co. WMRN Bldg. 3226	Blue KBS	Robert T. Mason Robert T. Mason George A. Speese	Madge L. Cooper Tom Beebe S. Robert Morrison	MacGregor Standard Thesaurus UP
PORTSMOUTH	WPAY	1400	250	Scioto Broadcasting Co. 1009 Gallia St. 1010	MBS	Louis H. Brush Paul Wagner Paul Wagner	Patricia Hooley Patricia Hooley M. L. Myera	Lang-Worth AP, UP
SPRINGFIELD	WIZE	1340	250	Radio Voice of Springfield Inc. 117 W. High St. 4955	Blue	Charles Sawyer Adna Karns Adna Karns	Arthur Martin James Newman Victor Bushong	Weed MacGregor Thesaurus AP, UP
STEUBENVILLE	WSTV	1340	250	Valley Broadcasting Co. Exchange Realty Bldg. 2-6265	MBS	Valley Broadcasting Co. John J. Laux John J. Laux	John L. Merdian John L. Merdian Joseph M. Troesch	Spot Sales Standard UP
TOLEDO 4	WSPD	1370	5,000	Fort Industry Co. Broadcast Bldg. Adams 3175	NBC	Lt. Comdr. George B. Storer E. Y. Flanigan	Robert B. Evana Westford F. Shannon Frank M. Hilbert	Katz Lang-Worth Thesaurus AP, INS
TOLEDO 2	WTOL	1230	250	Community Broadcasting Co. Bell Bldg. Adams 3291	Blue	Frazier Reams Arch Shawd Gard Wallace	Russell Perry Betty Hartman John Sheehan	Standard Associated UP
WARREN	WRRN	1400	250	Perry H. Stevens & Frank T. Nied Second National Bldg. 4490	MBS	Perry H. Stevens Frank T. Nied Emerson J. Pryor Frank B. Cannon	David C. Hale Emerson J. Pryor Charles J. Hurton	Burn-Smith AP
YOUNGSTOWN 3	WFMJ	1450	250	WFMJ Broadcasting Co. 101 W. Boardman St. 3-4121	Blue	William F. Maag Jr. William F. Maag Jr. Phil Wood	Robert B. Mackall Frank A. Dieringer	Headley-Reed Standard Lang-Worth AP, UP
YOUNGSTOWN 3	WKBN	570	5,000	WKBN Broadcasting Corp. 17 N. Champion St. 4-2122	CBS	Warren P. Williamson Jr. J. L. Bowden J. L. Bowden	Gene Trace Poster Harmon	Raymer World MacGregor Lang-Worth UP
ZANESVILLE	WHIZ	1240	250	Southeastern Ohio Broadcasters Inc. N. Fifth St. 6000	NBC	Lt. Comdr. George Storer Allen L. Haid Robert Kerns	Ivan Harnew Wm. Hunt	Blair Standard AP



ONE WKBN TRANSMITTER — — — REACHES MILLIONS

# On Respect and Confidence:

One of the great industrial regions of America is given *complete* coverage, day and night by WKBN. In this rich area, embracing a population in the millions, WKBN has earned a position of respect and confidence. Listeners may tune to the station knowing they will receive the finest in entertainment and the latest concise news.

WKBN is a habit. Those who entrust us with the highly important job of *selling* find that their products become habits, too, and enjoy the same respect and confidence as that accorded the *one complete coverage* station in the region—WKBN.

It doesn't *cost* to use the facilities of WKBN, it *pays*—and pays big dividends. Ask those who have already learned this valuable fact.

Look at your map of Ohio and Pennsylvania. Establish a 50-mile radius around Youngstown—the primary coverage of WKBN. Establish approximately a 100-mile radius—the secondary coverage. Note the population concentration within these areas and *remember* that respect and confidence which has been steadily and conscientiously developed over the past sixteen years of broadcasting. That will show you why this powerful 5000 Watt CBS outlet with its potent influence is a *must* for *complete coverage*.

REPRESENTED BY: PAUL H. RAYMER CO.





# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.  
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## OKLAHOMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ADA	KADA	1230	250	C. C. Morris First National Bank Bldg. 1212	Blue Oklahoma	C. C. Morris Weldon Stamps LeRoy Moses	Bill McDowell Betty Hughes Harold Walker	T-H-S AP
ARDMORE	KVSO	1240	250-LS 100-N	John F. Easley Hotel Ardmore 3030	Blue Oklahoma	John F. Easley Albert Riesen Hillis Bell	Dolly Dutton John E. Riesen C. M. Miener	T-H-S Thesaurus AP
BARTLESVILLE 1	KWON	1400	250	Bartlesville Broadcasting Co. Union National Bank Bldg. 1400	MBS	J. Fred Case J. Fred Case Jim Case	George S. Lanham E. Dallas De Grafenreid	AP
ELK CITY	KASA	1240	100	Southwest Broadcasting Co. Third & Main Sts. 730	KBS	Lonnie J. Preston Fred E. Mayhew Fred E. Mayhew	Lonnie J. Preston Howard Jeter	
ENID	KCRC	1390	1,000	Enid Radiophone Co. Broadway Tower 447	Blue Oklahoma	M. C. Garber Milton B. Garber H. P. Hale	Eleanor Hoehn Murray C. Coleman	Pearson Standard AP
LAWTON	KSWO	1150	250-D	KSWO Broadcasting Co. 1710 E. Ave. 2370	MBS KBS	Byrne Ross Byrne Ross Byrns Ross	Dorothy Harrison Dorothy Harrison W. E. Billington	Associated UP
MUSKOGEE	KBIX	1490	250	Oklahoma Press Publishing Co. Barnes Bldg. 303	Blue Oklahoma	Tams Bixby Jr. James A. Barry James A. Barry	Sally Miller Glenn Barnett	AP
NORMAN	*WNAD	640	1,000-D	University of Oklahoma Faculty Exchange 900	....	Univ. of Oklahoma John W. Dunn	Nat Erwin J. T. Boyer Jr.	AP
OKLAHOMA CITY 3	KOCY	1340	250	Plaza Court Broadcasting Co. Plaza Court 3-4333	MBS	John D. Thomas Matthew H. Bonebrake George Tarter	Paul W. Duncan Harold D. Durham	Walker Standard MacGregor Thesaurus Associated AP
OKLAHOMA CITY ..	KOMA	1520	5,000	KOMA Inc. Biltmore Hotel 2-3291	CBS	John Griffin Kenyon Brown C. A. Minor Jr.	Paul Bueining Wehh Benham M. W. Thomas	Free & Peters World UP
OKLAHOMA CITY 2.	KTOK	1400	250	O. L. Taylor Apco Tower 3-8352	Blue Oklahoma	O. L. Taylor Robert D. Enoch Frank J. Lynch	Harold M. Shreve Clifford M. Easum	T-H-S World Lang-Worth AP, UP
OKLAHOMA CITY 1	WKY	930	5,000	WKY Radiophone Co. Skirvin Tower Hotel 3-4306	NBC	E. K. Gaylord Gayle V. Gruhh Ralph Miller	Bloyce Wright Doris Luedke Jack Lovell	Katz Standard AP
OKMULGEE	KHBG	1240	250	Okmulgee Broadcasting Corp. McCulloch Bldg. 3646	MBS KBS	Pat Buford Pat Buford Lucille Buford	Nova Clarke Lucille Buford Chester Ludwick	UP
PONCA CITY	WBBZ	1230	250	Adelaide Lillian Carrell	....			AP
SHAWNEE	KGFF	1450	250	KGFF Broadcasting Co. Inc. Aldridge Hotel 4390	Blue Oklahoma	Oscar S. Stauffer Maxine Eddy Mary D. Lee	Eileen C. Tice Salvatore Ricciotti	T-H-S AP
TULSA 3	KOME	1340	250	Oil Capital Sales Corp. Radio Bldg. 3-4121	Blue, MBS Oklahoma	Harry Schwartz H. E. Grimes Lee Abhatt	Dick Campbell Mary Corkill Roy Brown	McGillvra Standard Lang-Worth AP
TULSA 3	KTUL	1430	5,000	Tulsa Broadcasting Co. National Bank of Tulsa Bldg. 2-3191	CBS	John T. Griffin John Esau R. P. Akin	Karl Janssen Billee Chandler Robert E. Snider	Free & Peters World Standard Thesaurus UP
TULSA 3	KVOO	1170	50,000	Southwestern Sales Corp. Philtower Bldg. 2-2254	NBC	W. G. Skelly William B. Way Gustav Brandhorg	Allan Page W. T. McClarin L. W. Stinson	Petry Standard Lang-Worth INS

## OREGON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative Transc. Library News Service
ALBANY	KWIL	1240	250	Central Willamette Bestg. Co. 15th & Elm Sts. 870	MBS Don Lee Pacific	W. L. Jackson R. R. Cronise Chet Wheeler Hal Byer	John Wray Howard Parent Herb Davidson	Keating Standard UP
ASTORIA	KAST	1230	250	Astoria Broadcasting Co. 404 Commercial St. 95	MBS Don Lee Pacific	L. E. Parsons L. E. Parsons R. D. Holmes	Abhie Smith J. M. Titus	Standard AP, UP
BAKER	KBKR	1490	250	Inland Radio Inc. First & Court Sts. 140	KBS	Marshall E. Cornett Lee W. Jacobs Lee W. Jacobs	Grace Baer Ken Lockwood Sidney Williams	Grant MacGregor Keating UP
BEND	KBND	1340	250	Bend Bulletin Bend 848	MBS Don Lee Pacific KBS	Bend Bulletin Frank H. Loggan Frank H. Loggan	Betty Ann Brandon Wallace Guthrie	Keating Lang-Worth UP



# THIS CAN ONLY BE PORTLAND, OREGON



**A Typical American City... but its horizon makes it different.  
KOIN is a Typical American Radio Station... whose new horizons  
in Public Service make it different.**

## **KOIN RADIO TEACHERS INSTITUTE**

Three weeks course in real, roll-up-the-sleeves radio utilization for 300 teachers. Said one: "you've jarred me out of the old classroom rut!"

**SONG OF THE COLUMBIA.** Stories of Oregon history dramatized in words and inspiring music... in biggest single station production on Pacific Coast. Over 50 in the cast.

**UNITED WAR CHEST.** Opening chest campaign with "Portland, Oregon to Portland, Maine" phone challenge plus "Fifth Freedom" drama, KOIN helps in attaining largest Portland quota in history.

**WARTIME WOMEN.** Daily program conducted by Clare Hays, named by *Variety* as most outstanding in women's war activities in the nation. Now in its fourth year, and for the duration.

**GARDENING WITH BOUQUET.** KOIN dialers heard the Northwest's leading crops expert twice a week, then grabbed their hoes for bigger 'n' better Victory Gardens.

**PARK CONCERTS.** Outdoor concerts provided by City of Portland and KOIN are enjoyed by weekly crowds of 5,000 in summer series.

**SAFETY.** Two separate weekly series of safety programs help to shine the stop light on mounting problem of wartime accidents.

**MILLION DOLLAR CLUB.** Called by Ted Gamble, National Director, War Finance Division of U.S. Treasury "one of the finest War Bond shows on the air in this country".

**KID CRITICS.** Award-winning weekly discussion by four "primer professors" of books they read... presented in cooperation with Portland Public Schools and Library.

**RED'S GANG.** KOIN's popular "western" group entertains war workers on the job, makes war bond personal appearances... plus five "topnotch" radio shows a week.

**CALLING PISTOL BUTTE.** Our own network origination of tribute to U.S. Forest Service and "the men who serve their country in forest green". Another KOIN fire prevention program.

**SPELL'N TELL.** This weekly spelling-bee and current events quiz is the vehicle used to air the story of Portland Public Schools in wartime.

**PROBLEM CLINIC.** This weekly series helps to solve the problems peculiar to a war-swollen area.

# KOIN PORTLAND OREGON



**FREE & PETERS, Inc.**  
National  
Representatives

BROADCASTING • Broadcast Advertising

1945 Yearbook Number • Page 143



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## OREGON—(Continued)

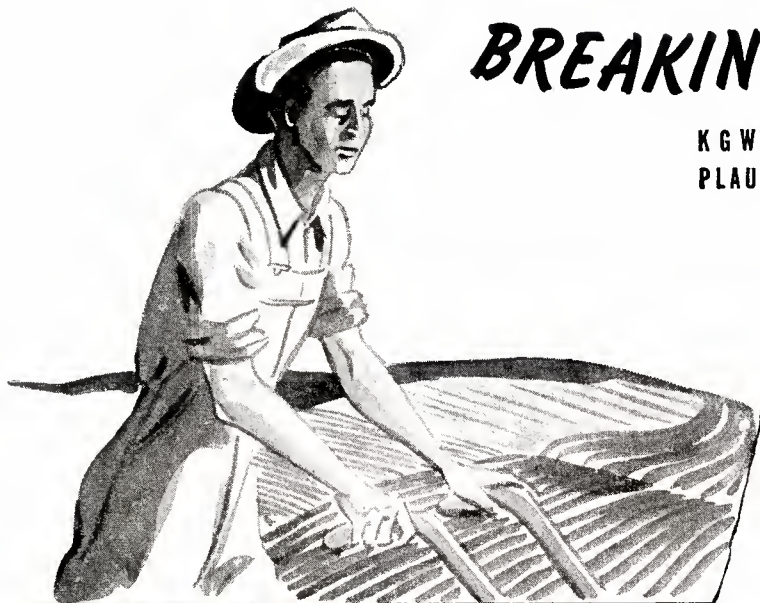
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
COOS BAY.....	KOOS	1230	250	KOOS Inc.	MBS Don Lee Pacific	.....	.....	UP, AP
CORVELLIS.....	*KOAC	550	5,000-LS 1,000-N	Oregon State College Corvallis 526	....	State of Oregon Allen Miller	Allen Miller Grant S. Feikert	Thesaurus UP
THE DALLES.....	KODL	1230	250-LS 100-N	Western Radio Corp. Scenic Drive 2300	KBS	V. Barney Kenworthy V. Barney Kenworthy G. D. Howell	Laurence O. Bruner	MacGregor UP
EUGENE.....	KORE	1450	250	Violet G. Hill Motter Route 3	MBS Don Lee Pacific	Violet G. Hill Motter L. W. Trommlitz Bruce Nidever	Marjorie Jackson Bruce Nidever Stanley Miller	World UP
GRANTS PASS.....	KUIN	1340	250	Southern Oregon Bestg. Co. Box 148 192	MBS Don Lee Pacific	A. E. Voozbies Wm. B. Smullin Ralph Hanson	Edward A. Malone E. P. Kane Edward A. Malone	Blair Keating World
KLAMATH FALLS...	KFJI	1240	100	KFJI Broadcasters Inc. Box 692 5155	MBS Don Lee Pacific	KFJI Broadcasters Inc. Jack Keating Jack Keating	Lee Bishop Jack Keating Lon Hunt	Keating Grant Thesaurus UP
KLAMATH FALLS... KFLW (Construction permit)		1450	250	Herald Publishing Co.	....	.....	.....	.....
LA GRANDE.....	KLBM	1450	250	Inland Radio Inc. Old Oregon Trail Highway 220	KBS	Lee W. Jacobs Marshall E. Cornett Gordon L. Capps Gordon L. Capps	Donna Williams Hal Altman Sidney Williams	Grant Keating Standard UP
MEDFORD.....	KMED	1440	1,000	Mrs. W. J. Virgin	NBC	.....	.....	Standard Up
PENDLETON.....	KWRC	1240	250	Western Radio Corp. Pendleton 1425	....	V. B. Kenworthy Paul E. Walden Paul E. Walden	Frank Krshka Paul E. Walden	Keating Lang-Worth UP
PORTLAND 5.....	KALE	1330	5,000	KALE Inc. Portland 5 Broadway 3484	MBS Don Lee Pacific	Journal Publishing Co. Charles E. Couche Norman A. Davis	Harold Bratsberg Leith Abbott Allan A. Richmond	Blair Associated Standard AP, UP, INS
PORTLAND.....	*KBPS	1450-SH	100	Benson Polytechnic School	....	.....	.....	.....
PORTLAND 4.....	KEX	1190	5,000	Westinghouse Radio Stations, Inc. 1011 S. W. Sixth St. Beacon 6364	Blue	Westinghouse—Lee B. Walles J. B. Conley Norman J. Sugg	Homer Welch H. Quenton Cox Harold C. Singleton	Raymer Thesaurus Lang-Worth AP, UP
PORTLAND 4.....	KGW	620	5,000	Oregonian Publishing Co. 1011 S. W. Sixth St. Beacon 6364	NBC	Caroline P. Leadbetter Arden X. Pangborn Norman J. Sugg	Homer Welch H. Quenton Cox Harold C. Singleton	Petry Thesaurus MacGregor Lang-Worth AP, UP, INS
PORTLAND 7.....	KOIN	970	5,000	KOIN Inc. Box 1031 Atwater 3333	CBS	C. W. Myers C. W. Myers Harry H. Buckendahl	H. M. Swartwood Harry H. Buckendahl Louis S. Bookwalter	Free & Peters World Associated AP, UP, INS
PORTLAND 4.....	KWJJ	1080	1,000	KWJJ Broadcast Co. Inc. 1011 S. W. 6th Ave. Atwater 4393	ABC	Wilbur Jerman John Egan John Egan John Egan	Art Morey L. D. Henderson Frank Hood	Burn-Smith Lang-Worth Standard UP, INS, TP
PORTLAND 7.....	KXL	750 L-WSB	10,000	KXL Broadcasters Orpheum Bldg. Broadway 6451	....	Frances R. Symons H. S. Jacobson H. S. Jacobson	Frederick J. Eichborn 3d	Walker Pacific NW Lang-Worth Standard MacGregor UP
ROSEBURG.....	KRNR	1490	250	News Review Co. 136 N. Jackson St. 4	MBS Don Lee Pacific KBS	News-Review Co. Marshall H. Pengra	Iris Helliwell Gilbert Walters Henry J. Chandler Jr.	Wilson Standard AP
SALEM.....	KSLM	1390	1,000	Oregon Radio Inc. Senator Hotel Bldg. 4831	MBS Don Lee Pacific	Glenn McCormick Glenn McCormick Bill Talbot	Lois Mayer Bill Talbot Clyde Carlton	Griffith Lang-Worth AP, UP

## PENNSYLVANIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALLENTOWN.....	WSAN	1470	500	Lehigh Valley Broadcasting Co. 39 N. Tenth St 6517	NBC Quaker	J. C. Shumberger B. Bryan Musselman B. Bryan Musselman	George Y. Snyder R. H. Musselman	Headley-Reed World AP, UP
ALTOONA.....	WFBG	1340	250	Gable Broadcasting Co. 1320 11th Ave. 6467	NBC Quaker	George P. Gable Roy F. Thompson Roy F. Thompson	Dorothy M. Jones George R. Burgoon	Headley-Reed World Lang-Worth AP

# BREAKING NEW GROUND

KGW's PROGRESSIVE POLICIES WIN  
PLAUDITS OF THE ENTIRE RADIO INDUSTRY



Read this editorial from **BROADCASTING**

**Can Radio Sell Radio?**  
THERE IS something new under the sun. Enterprising Arden X. Pangborn, manager of KGW Portland, has launched a 13-week spot announcement campaign over WQXR New York and its FM affiliate WQXQ to acquaint sponsors, time-buyers and an exclusive eastern audience with the station and the Pacific Northwest area it serves.  
The idea is new for radio, but not for other media. Newspapers advertise in objectives. The experiment will be watched by others in the advertising field. Radio sells everything from peanuts to politics. Then why can't it sell radio?  
—Broadcasting Magazine  
August 28, 1944

WQXR Announcements tell story of the **KGW MARKET.....**

## PAYROLLS

"A great story about the KGW market area is told by the November payroll report of the Oregon State Unemployment Compensation Commission. Portland and Multnomah county payroll figures for the fourth quarter of 1943 alone amounted to more than the whole year 1940."

## PURCHASING POWER

"The per capita income of Portland residents is twice the national average. In the KGW area retail sales have steadily shown the effective purchasing power of this \$2,196 per capita figure. Yet the ratio of net after retail purchase to income is 57.5, according to figures from Sales Management Magazine."

## SAVINGS DEPOSITS

"From June 1944 Oregon savings deposits of individuals rose from 189 million dollars to over 251 million—a gain of more than 30%, according to the most recent state banking survey. That's a great many interest bearing dollars to spend on goods such as cars and refrigerators newly available when war is over."

## AGRICULTURE

"Oregon's amazing growing climate puts the state in the lead in production of many farm products. According to agricultural bulletins, over half the area planted to hops in the U.S. is in Oregon. The Willamette Valley—included largely in the KGW area—produces nearly all the fiber flax grown in the nation."

## ELECTRIC POWER

"A magic word has stirred the KGW area ever since the vast Bonneville dam was built. The word is POWER. The Columbia river is producing with Bonneville and Grand Coulee as much electricity as was used in 1929 in the entire United States."

## RESOURCES

"Structural blueprints for the growing industrial West are founded upon five solid blocks: cheap, abundant hydroelectric power — aluminum and magnesium—petroleum and wood as a source of industrial chemicals, and — manpower. The boundless power and resources of the West will extend it into peacetime and normalcy."

"TO SELL 'EM—TELL 'EM OVER KGW"

THE STATION WITH EAR APPEAL  
**KGW**  
PORTLAND, OREGON



REPRESENTED NATIONALLY  
BY EDWARD PETRY & CO. INC.



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## PENNSYLVANIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative Transc. Library New Service
BUTLER	WISR	680	250-D	Butler Broadcasting Co.	....	.....	.....	UP
DUBOIS	WCED	1230	250	Tri-County Broadcasting Co. 80 N. Park Pl. 1700	CBS KBS	Harold Gray Jason S. Gray Les Ryder	Les Ryder Les Ryder Vernon L. Stahl	Spot Sales Lang-Worth UP
EASTON	WEST	1400	250	Associated Broadcasters Inc. 516 Northampton St. 8001	MBS, NBC Quaker	Clair R. McCollough Elwood C. Anderson Elwood C. Anderson	Eugene Bethman John Smith J. E. Mathiot	Radio Adv. UP
ERIE	WERC	1490	250	Presque Isle Broadcasting Co. 121 W. 10th St. 47-490	CBS	Jacob A. Young Charles E. Denny Edward D. Pearson	J. J. Young Thomas Phillips Jr.	Weed World Associated Lang-Worth UP
ERIE I.	WLEU	1450	250	WLEU Broadcasting Corp. Commerce Bldg. 23-327	Blue, MBS Quaker	Leo J. Omelian V. Hamilton Weir V. Hamilton Weir	C. Detzel Clarence A. Baker	Standard Thesaurus AP, TP
GREENSBURG	WHJB	620	250-D	Pittsburgh Radio Supply House 128 N. Penn. Ave. 3740	....	H. J. Brennen G. J. Podyyn G. J. Podyyn	Dick Lane Lyle Allen	Spot Sales Lang-Worth UP
GROVE CITY	*WSAJ	1340-SH	100	Grove City College	....	.....	.....	.....
HARRISBURG	WHGB (Construction permit)	1400	250	Harrisburg Broadcasting Co. Blackstone Bldg.	....	(Herbert Kendrick G. L. Hash Herbert Kendrick	.....	.....
HARRISBURG	WHP	1460	5,000-LS 1,000-N	WHP Inc. Telegraph Bldg. 4-3211	CBS	Brig. Gen. E. J. Stackpole A. K. Redmond A. K. Redmond	Dick Redmond Beatrice Pottelger R. S. Duncan	Blair Standard AP, UP
HARRISBURG	WKBO	1230	250	Keystone Broadcasting Corp. 31 N. Second St. 4-0191	NBC, MBS Quaker	Clair R. McCollough C. G. Moss C. G. Moss	Lewis Munnell Kaye Brothers J. E. Mathiot	Raymer World UP
HAZLETON	WAZL	1450	250	Hazleton Broadcasting Service Inc. Hazleton National Bank Bldg. 1488	MBS, NBC Quaker	Clair R. McCollough Victor C. Diehm Victor C. Diehm	Don Murray Kathryn E. Kahler J. E. Mathiot	Radio Adv. MacGregor Thesaurus UP
JOHNSTOWN	WJAC	1400	260	WJAC Inc. Tribune Annex 24-361	NBC Quaker	WJAC Inc. J. C. Tully J. P. Foster	..... N. L. Strauh	Headley-Reed Thesaurus Standard Lang-Worth UP
LANCASTER	WGAL	1490	250	WGAL Inc. 8 W. King St. 5259	NBC, MBS Quaker	Clair R. McCollough Walter O. Miller Walter O. Miller	Ernest Stanziola James R. Appel J. E. Mathiot	Raymer MacGregor Thesaurus UP
LEWISTOWN	WMRF	1490	250	Lewistown Broadcasting Co. 5 W. Market St. 757	NBC	James S. Woods Thomas W. Metzger Thomas W. Metzger	Paul M. Breining Bernard H. Bopp	Burn-Smith Standard UP
NEW CASTLE	WKST	1280	1,000	WKST Inc. Cathedral Bldg. 6050	Quaker	S. W. Townsend A. W. Graham A. W. Graham	A. W. Graham Robert Emch	Spot Sales Thesaurus Standard AP
NEW KENSINGTON	WKPA	1160	250-D	Allegheny-Kiski Broadcasting Co.	....	.....	.....	MacGregor UP
PHILADELPHIA 3...	KYW	1060	50,000	Westinghouse Radio Stations Inc. 1619 Walnut St. Locust 3760	NBC	Westinghouse—W. C. Evans Leslie Joy A. Harvey McCall	James Begley William Y. E. Rambo I. N. Eney	NBC Spot Standard AP, UP
PHILADELPHIA 3...	WCAU	1210	60,000	WCAU Broadcasting Co. 1622 Chestnut St. Locust 7700	CBS	Dr. Leon Levy Dr. Leon Levy Alex Rosenman	Stan Lee Broza Robert Pryor George Lewis	World AP, UP, TP
PHILADELPHIA 7...	WDAS	1400	250	WDAS Broadcasting Station Inc. 1211 Chestnut St. Locust 7400	....	A. W. Dannenbaum Sr. P. J. Stanton Charles Stahl	Polly Whitaker Charles Stahl Frank Unterhurger	MacGregor World Lang-Worth AP
PHILADELPHIA 7...	WFIL	560	1,000	WFIL Broadcasting Co. Widener Bldg. Rittenhouse 6900	Blue Quaker	Roger W. Clipp Roger W. Clipp John E. Surrick	E. C. Ohrist Theodore I. Oherfelder Louis E. Littlejohn	Katz Associated AP, INS
PHILADELPHIA 6...	WHAT	1340 ST-WTEL	100	Independence Broadcasting Co. Ledger Bldg. Lomhard 2390	....	William A. Banks Milton Laughlin Milton Laughlin	Milton Laughlin	Regional Radio AP
PHILADELPHIA 2...	WIBG	990	10,000	Seahoard Radio Broadcasting Corp. WIBG Building Rittenhouse 2300	....	Paul F. Hannon Edward D. Clery Edward D. Clery	Douglars Arthur Rupe Werling John Henninger	(Lang Spot Sales Thesaurus AP
PHILADELPHIA 7...	WIP	610	5,000	Pennsylvania Broadcasting Co. 35 S. 9th St. Walnut 6800	MBS	Benedick Gimbel Jr. Benedict Gimbel Jr. Edward A. Davies	Edward Wallis Ralph H. Minton James M. Tisdale	Hollingbery World AP, UP
PHILADELPHIA 2...	WPEN	950	5,000	Philadelphia Bulletin 1528 Walnut St. Pennypacker 9490	....	Philadelphia Bulletin Richard W. Stocum	Lew London Dorothy Wolf Charles W. Burtis	AP, TP
PHILADELPHIA 40...	WTEL	1340 ST-WHAT	250	Foulkrod Radio Engineering Co. 4812 N. Broad St. Gladstone 1310	....	E. Douglass Hihbs Henry N. Cocker	E. Douglass Hihbs	Forjoe

In the Heart of Pennsylvania

# THE TRI-PENN MARKET



**produces sales for you**

The Tri-Penn primary area is a prosperous region in the heart of Pennsylvania, not covered by any other station. For rates write Main Office: 8 West King Street, Lancaster, Pa., or

Sales Representative — **RAYMER**

All NBC top-flight programs are carried on these three business-getting stations.

**America's No. 1 Network**

# NBC



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Share Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## PENNSYLVANIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mds. or Promotinn Mgr. Chief Engineer	Representatives Transc. Library News Service
PITTSBURGH 19....	KDKA	1020	50,000	Westinghouse Radio Stations Inc. Grant Bldg. Grant 4200	NBC	Westinghouse—W. C. Evans Joseph E. Baudino Frank V. Webb	Robert E. White John F. McMahon T. C. Kenney	NBC Spot Thesaurus Standard AP, UP
PITTSBURGH 19....	KQV	1410	1,000	KQV Broadcasting Co. Pittsburgh	Blue	G. S. Wasser G. S. Wasser James Murray	Alicia Fuller Bennett Edson Walter McCoy	Spot Sales Standard Lang-Worth UP
PITTSBURGH 30....	WCAE	1250	5,000	WCAE Inc. Hotel William Penn Atlantic 6900	MBS	Leonard Kapner R. Clifton Daniel .....	R. Clifton Daniel Mitchell B. DeGroot Jr. James Schultz	Katz World MacGregor Lang-Worth Standard AP, INS
PITTSBURGH 19....	WJAS	1320	5,000	Pittsburgh Radio Supply House Inc. Chamber of Commerce Bldg. Grant 4860	CBS	H. J. Brennen H. J. Brennen H. K. Brennen	James M. Hughes Walter W. McCoy	Rambeau Lang-Worth UP
PITTSBURGH 30....	WWSW	1490	250	WWSW Inc. Hotel Keystone Grant 5200	Quaker	Frank R. Smith Jr. Frank R. Smith Jr. Thos. B. Price	Fred Joyner Paul Jones J. R. Harlow	For Joe Associated Lang-Worth Standard AP
READING.....	WEEU	850	1,000-D	Berks Broadcasting Co. 533 Penn St. 7835	NBC	George J. Feinberg Joseph M. Nassau Robert G. Magee	Calvin C. Jackson ..... H. O. Landis	Hollingery Standard MacGregor Lang-Worth UP
READING.....	WRAW	1840	250	Reading Broadcasting Co. 538 Penn St. 7835	NBC Quaker	Raymond A. Gaul Raymond A. Gaul Arthur W. Chafey	John C. Jackson Edward A. Gurtowski	Rambeau Thesaurus UP
SCRANTON 3.....	WARM	1400	250	Union Broadcasting Co. Select Bldg. 4-1148	Blue	Martin F. Memolo Martin F. Memolo William M. Dawson	Kenneth Beghold William M. Dawson Adolf Oschmann	Hollingery Thesaurus UP
SCRANTON 9.....	WGBI	910 ST-WQAN	1,000-LS 500-N	Scranton Broadcasters Inc. 1000 Wyoming Ave. 6296	CBS Quaker	Frank Megargee Robert E. McDowell George D. Coleman	Frank Monaghan George D. Coleman Kenneth R. Cooke	Blair World AP
SCRANTON.....	*WQAN	910 ST-WGBI	1,000-LS 500-N	The Scranton Times	.....	.....	.....	.....
SHARON.....	WPIC	790	1,000-D	Sharon Herald Broadcasting Co. Box 541 4118	.....	John Fahline Jr. John Fahline Jr. J. T. Van Sweringen	W. Paul Gamhle ..... A. C. Heck	Wilson Associated UP
SUNBURY.....	WKOK	1240	250	Sunbury Broadcasting Corp. 1150 N. Front St. 1326	Quaker	H. H. Haddon Melvin Lahr Melvin Lahr	Ken Hafer ..... Harold Bower	Cox & Tanz World Lang-Worth UP
UNIONTOWN.....	WMBS	590	1,000	Fayette Broadcasting Corp. Fayette Title & Trust Bldg. 800	CBS Quaker	Joseph C. Burwell Joseph C. Burwell Harry C. Burwell	Sullivan Sages Marion Johnston William Henzly	Radio Adv. Thesaurus Standard UP
WASHINGTON.....	WJPA	1450	250	Washington Broadcasting Co. George Washington Hotel 4870	Quaker	John J. Laux John M. Croft John M. Croft	Hunter Reams C. R. DuVall Joseph M. Troesch	Spot Sales Standard UP
WILKES-BARRE....	WBAX	1240	100	John H. Stenger Jr. 141 S. Main St. 3-0196	MBS	John H. Stenger Jr. John H. Stenger Jr. W. T. Jones Evana	Richard Owen ..... John H. Stenger Jr.	Burn-Smith World Associated UP
WILKES-BARRE....	WBRE	1340	250	Louis G. Baltimore 62 S. Franklin St. 3-3101	NBC Quaker	Louis G. Baltimore Louis G. Baltimore A. C. Baltimore	James J. McCarthy Stanley H. Smiley Charles Sakoskie	..... Standard MacGregor AP
WILLIAMSPORT 61..	WRAK	1400	250	WRAK Inc. 244 W. Fourth St. 2-6118	NBC Quaker	E. M. Case George E. Joy J. Wright Mackey	Sarah Jane Person Irving A. Berndt Jr. Louis N. Persio	McKinney Standard UP
YORK.....	WORK	1850	1,000	York Broadcasting Co. Inc. 13 S. Beaver St. 5629	MBS, NBC Quaker	Clair R. McCollough Harold E. Miller Harold E. Miller	Arthur Weeks Harvey Duck J. E. Mathiot	Raymer Standard Lang-Worth UP
YORK.....	WSBA	900 [1] [1] [1]	1,000-D	Susquehanna Broadcasting Co. R. D. No. 5 2676	Blue	Louis J. Appell Louisa Vyner Sydney Rohhins	Otis Morse IV ..... Willia Weaver	Spot Sales World AP

## RHODE ISLAND

PAWTUCKET.....	WFCI	1420	1,000	Pawtucket Bestg. Co. Inc. 450 Main St. Plantations 6565	Blue	Howard W. Thornley Wallace A. Walker Wallace A. Walker	Harry Moreland ..... Gilbert Johnson	Rambeau Standard AP
PROVIDENCE 2....	WEAN	790	5,000	Yankee Network Inc. Crown Hotel Dexter 1500	MBS Yankee	William F. O'Neil John Shepard 3d Joe Lopez Joe Lopez	Rose Powers James S. Powers Harold Tilley	Petry Associated Standard AP
PROVIDENCE.....	WJAR	920	5,000	Outlet Co. 175 Weybosset St. Gaspee 1071	NBC New England	Mortimer L. Burbank John J. Boyle John J. Boyle	John J. Boyle ..... Thomas C. J. Prior	Weed Bannan World AP
PROVIDENCE 2....	WPRO	630	5,000	Cherry & Wehh Bestg. Co. 15 Chestnut St. Plantations 9775	CBS	William S. Cherry Jr. Fred R. Ripley .....	Morton I. Blender Virginia M. R. Benson John V. Ferri	Raymer Thesaurus Lang-Worth AP, UP

*In Rhode Island*

# WFCI

## Sells New England's 2nd Largest Market —a Utopian Proving Ground!

A station high in public favor on the merits of its civic consciousness and cooperation . . . and a time buyer's dream-area in the shadow of its towers! To say Rhode Island is the most densely-populated state in the Union doesn't tell the half! U. S. figures for 1940 place 550,298 of its 713,346 souls in Providence County . . . and its per-capita savings deposits at \$480 against a U. S. average of \$196. Highly industrialized, you can imagine what's happening in Rhode Island today!

And—

speaking of "Pressure Groups"—

here, on WFCI, is a lively, vociferously-loyal army of youngster-listeners whose product-preferences control much of the buying in most of the homes. "Spot"-sell them and you're in!

*Between 4:45 and 6:00 P.M. Mon. thru Fri.*

HOP HARRIGAN      TERRY & THE PIRATES  
DICK TRACY          JACK ARMSTRONG  
CAPT. MIDNIGHT

*The LONE RANGER, Mon., Wed., Fri. 7:30 P.M.*

WALLACE A. WALKER, Gen. Mgr.

STUDIOS AND OFFICES

PROVIDENCE  
Biltmore Hotel

PAWTUCKET  
450 Main St.

*Representatives:*

*(Effective March 1, 1945)*

THE KATZ AGENCY, INC.



The Voice of the "BLUE" in Southern New England



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

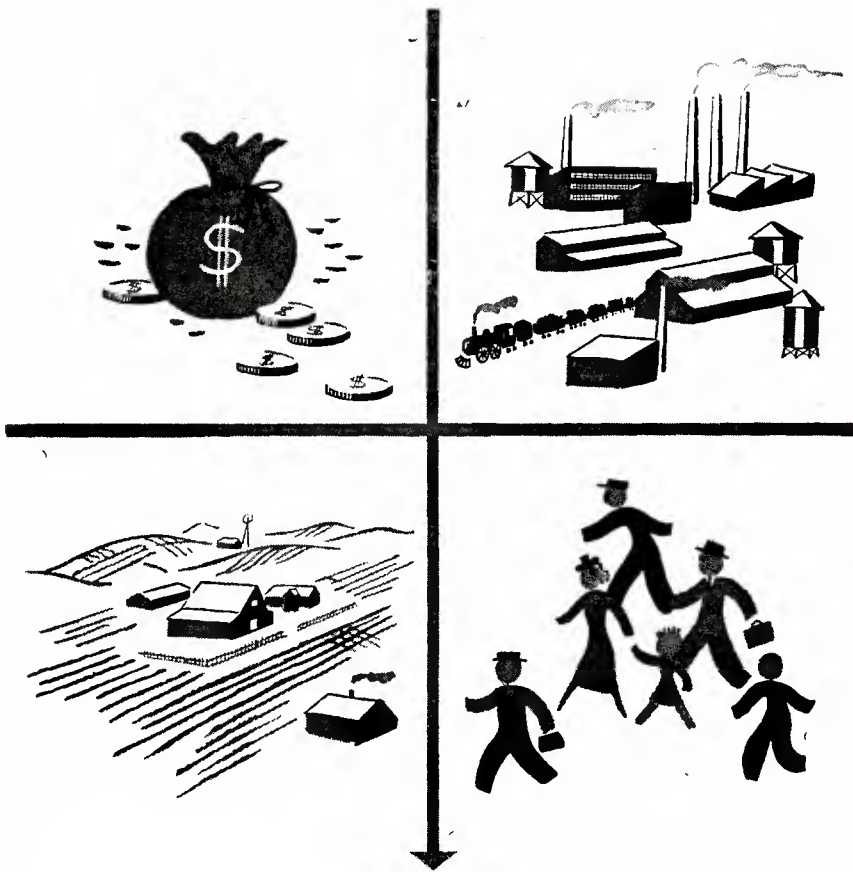
\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## SOUTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ANDERSON	WAIM	1230	250	Wilton E. Hall Anderson College 800	CBS	Wilton E. Hall J. D. McCoy G. P. Browne	Randy Davison G. P. Browne W. Randall Davison	World MacGregor Lang-Worth INS
CHARLESTON 8	WCSC	1390	1,000-LS 500-N	John M. Rivers Francis Marion Hotel 7611	CBS	John M. Rivers John M. Rivers Roland Weeks	Russell Long Ann Finnell Wilbur R. Albee	Free & Peters World UP
CHARLESTON	WTMA	1250	1,000	Atlantic Coast Bestg. Co. 133 Church St. 2-2961	NBC	Robert S. Manigault Robert E. Bradham Walter P. Speight Jr.	A. Franz Witte Jr. Douglass M. Bradham	Hollingbery Thesaurus Standard AP
COLUMBIA (E)	WCOS	1400	250	Carolina Broadcasting Corp. 1202 Main St. 2-5601	Blue	H. F. Kincey W. C. Bochman W. C. Bochman	Moody McElveen Dorothy Sligh Harry Clippard	Spot Sales Standard AP
COLUMBIA H.	WIS	560	5,000	Surety Life Insurance Co. 1811 Main St. 2-2135	NBC	Herman N. Hipp G. Richard Shafto J. Dudley Saumenig	Ray A. Furr J. Dudley Saumenig	Free & Peters Lang-Worth UP
COLUMBIA	WKIX (Construction permit)	1490	250	Inter-City Advertising Co.	....	.....	.....	.....
FLORENCE	WOLS	1230	250	Florence Broadcasting Co. 129 S. Dargin St. 354	Blue KBS	Martin F. Schnibben Nat. L. Royster Nat. L. Royster	Nat. L. Royster Nat. L. Royster Herman Hanks	Cox & Tanz Lang-Worth UP
GREENVILLE	WFBC	1330	5,000	Greenville News-Piedmont Co. Poinsett Hotel 362	NBC	Roger C. Peace Beverly T. Whitmire Robert Q. Glass Jr.	Alice Wyman Beverly T. Whitmire W. C. Eberedg	Weed Thesaurus UP
GREENVILLE	WMRC	1490	250	Textile Broadcasting Co. Prevost Bldg. 5730	Blue	R. A. Jolley W. Ennis Bray C. B. Denison	James Klosky C. B. Denison George D. Tate	Burn-Smith World AP
GREENWOOD	WCRS	1450	250	Greenco Inc. Willson St. 4300	NBC	Douglas Featherstone Dan Crosland Ralph Norman	Newton S. Smyth Eugene C. Niemann	Standard AP
ROCK HILL	WRHI	1340	250	York County Bestg. Co. Rock Hill National Bank Bldg. 294	....	York County Bestg. Co. James S. Beaty Jr. Albert L. Drew	Albert L. Drew James S. Beaty Jr.	World AP
SPARTANBURG	WORD	1400	250	Spartanburg Broadcasting Co. Spartanburg 2900	Blue	J. M. Bryan Smith Davis	John Carrington Clyde J. Burdette	Thesaurus AP
SPARTANBURG	WSPA	950	5,000-LS 1,000-N CP-5,000-U	Spartanburg Advertising Co. 224 E. Main 2900	CBS	A. B. Taylor John W. Kirkpatrick	Hal Shaw James Morgan Harold Beckholdt	Hollingbery World UP
SUMTER	WFIG	1340	250	Radio Station WFIG Inc. Radio Center Bldg. 1340	KBS	(Capt. Julius S. Brody T. Doug Youngblood Jake Brody R. O. Dorsey	Robert Ardrey R. O. Dorsey Edwin W. Roman	Cox & Tanz UP

## SOUTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ABERDEEN	KABR	1420	5,000	Aberdeen Broadcast Co. Inc. 117 1/2 S. Main St. 4626	MBS No. Central	H. C. Jewett Jr. A. A. Fahy A. A. Fahy	Lois M. Clocksin A. A. Fahy Delbert T. Hunt	Walker MacGregor AP
PIERRE	KGFX	630-SH	200-D	Estate of Dana McNeil 203 W. Summit Ave. 351	KBS	Ida A. McNeil Ida A. McNeil Ida A. McNeil	Ida A. McNeil Ida A. McNeil Robert H. Dye	Cox & Tanz UP
RAPID CITY	KOTA	1400 CP-1380	250 CP-5,000	Black Hills Broadcast Co. Alex Johnson Hotel 2800	No. Central	Robert J. Dean Robert J. Dean Leo M. Peterson	Rolf Hertzgaard Ruth Miller E. A. Griffiths	Walker Thesaurus UP
RAPID CITY	*WCAT	1230-SH	100-D	South Dakota State Sch. of Mines	....	.....	.....	AP
SIOUX FALLS	KELO	1230	250	Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757	NBC No. Central	Joseph & Morton Henkin S. Fantle Jr. Morton Henkin George R. Hahn	Verl Thomson S. Fantle Jr. Max Staley	Wilson Standard AP
SIOUX FALLS	KSOO	1140 L-WRVA	5,000	Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757	NBC No. Central	Joseph & Morton Henkin S. Fantle Jr. Morton Henkin George R. Hahn	Verl Thomson S. Fantle Jr. Max Staley	Wilson Standard Thesaurus AP
VERMILLION	*KUSD	920 ST-KPNF	500	University of South Dakota Union Bldg. 601	....	Univ. of South Dakota Prof. Hale Aarnes	Kenneth Christiansen Stephen Graf	AP
WATERTOWN	KWAT	1240	250	Midland National Life Ins. Co. Midland Bldg. 777	KBS	Midland Nat'l Life Ins. Co. M. W. Plowman M. W. Plowman	John Birdsall M. W. Plowman Francis Alwin	UP
YANKTON	WNAX	570	5,000	WNAX Broadcasting Co. 2nd & Capitol Sts. 443	CBS Blue (June 15)	Gardner Cowles Jr. Don E. Inman	Gene P. Loffer James H. Allen Clifton M. Todd	Katz MacGregor Standard UP



## the nation's best balanced market

**A**T THE FOOTHILLS of the Blue Ridge Mountains is the prosperous Piedmont section of the Carolinas—prosperous because a wise people have brought about a desirable balance between industry and agriculture.

Humming textile mills, within the shadow of fertile farms producing raw cotton, turn out 40 percent of the cloth manufactured in the United States.

Just as cotton farmers have diversified their farming to include other money crops, such as peaches, feed-stuffs, and dairy products, industrial leaders of the piedmont have broadened their operations to include many types of manufactured products.

In war or peace, hard times or good times, in winter or summer, the per capita buying power of the Piedmont stays high and affords a market which is a "Must" by any time buyer's measuring stick.

**S**PARTANBURG is the "Hub City" of the Piedmont. From Spartanburg, WSPA serves the heart of this thickly populated and prosperous section. Within the good service area of WSPA there are over a million people (148 thousand radio homes) whose yearly income in wages and from farm products now totals over a quarter of a billion dollars:

Hooper, in its recent Spartanburg survey, found WSPA had over one-half of the listening audience day and night (57.3 per cent). Hooper also found that all outside stations combined had only 8.3 per cent of the radio listeners.

**To Reach the Ears of the Piedmont, Use—**  
(Home of Camp Croft)

# WSPA-SPARTANBURG

5000 WATTS DAY • 1000 WATTS NIGHT • 950 KILOCYCLES • CBS  
SOUTH CAROLINA'S FIRST STATION • REPRESENTED BY HOLLINGBERRY



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## TENNESSEE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BRISTOL	WOPI	1490	250	WOPI Inc. 410 State St.	NBC Daniel Boone	W. A. Wilson W. A. Wilson /W. A. Wilson (Roy L. Russell)	Fey Rogers Fey Rogers Robert Herman Smith	Cummings Burn Smith World
CHATTANOOGA 2...	WAPO	1150	1,000-LS 1,000-N	WAPO Broadcasting Service Read House 6-6141	NBC	Joda Patterson R. G. Patterson Helen Patterson	Louise Walsh Helen Patterson B. B. Barnes	Headley-Reed MacGregor Thesaurus AP
CHATTANOOGA 2...	WDEF	1400	250	WDEF Bestg. Company, Inc. Volunteer Bldg. 6-5664	MBS Blue	Joe W. Engel Frank S. Lane Ken Flenniken	Vann Campbell B. C. Baker	Weed Standard UP
CHATTANOOGA 2...	WDOD	1310	5,000	WDOD Broadcasting Corp. Hamilton National Bank Bldg. 6-5117	CBS	(Norman A. Thomas Earl W. Winger Earl W. Winger Carter M. Parham	Gaylord McPherson Julius C. Vessels	Raymer World UP
CLARKSVILLE	WJZM	1400	250	William Kleeman Masonic Temple Bldg. 499	MBS KBS	William Kleeman W. E. Williams	Irene Truax W. E. Williams W. B. Thurman	Cox & Tanz World AP
COOKEVILLE	WHUB	1400	250	WHUB Inc. Cookeville 200	CBS KBS	M. L. Medley M. L. Medley M. L. Medley	Lawrence Peery J. M. Beasley Hubert Beasley	UP
JACKSON 1	WTJS	1390	1,000	Sun Publishing Co. 104 W. Baltimore St. 1106	Blue	C. E. Pigford Albert A. Stone A. B. Robinson	Paul Moore A. B. Robinson Carey Brummel	Branham World UP
JOHNSON CITY	WJHL	910	1,000	WJHL Inc. 412 S. Roan St.	Blue	W. H. Lancaster Ken Marsh Ken Marsh	Alice Fr'berg O. K. Garland	Wilson Standard AP, UP
KINGSPORT	WKPT	1400	250	Kingsport Broadcasting Co. Inc. 222 Commerce St	NBC Daniel Boone	C. P. Edwards Jr. Jesse Swicegood Jesse Swicegood	Paul Overbay Ted Bryan G. W. Upchurch	Burn Smith Lang Worth Standard Thesaurus UP
KNOXVILLE 42	WBIR	1240	250	American Broadcasting Corp. 406 W. Church St. 4-3321	Blue	Gilmore N. Nunn John P. Hart John P. Hart	Charles B. Davis Charles B. Davis J. Rex Horton	Pearson Standard UP
KNOXVILLE 24	WNOX	990	10,000	Scripps-Howard Radio Inc. 110 S. Gay St. 3-3171	CBS	Jack R. Howard Harry LeBrun O. L. Smith	W. D. Corning Lenore Goddard John L. Cole Jr.	Branham Lang Worth Standard UP
KNOXVILLE 02	WROL	620	1,000-LS 500-N	Stuart Broadcasting Co. 531 S. Gay St. 2-7111	NBC	S. E. Adecock S. E. Adecock C. H. Frazier	John Reese Allen Stout James N. Gilbert	Rlair Thesaurus World AP
MEMPHIS 3	WHBQ	1400	250	Broadcasting Station WHBQ Inc. Hotel Gayoso 8-6868	MBS	E. A. Alburty Eugene Pournelle	John T. Orr E. A. Alburty W. M. Roy	Rambeau Lang Worth AP, UP
MEMPHIS 1	WMC	790	5,000	Memphis Publishing Co. Box 311 8-7464	NBC Arkansas So. Central	John H. Sorrells H. W. Slavick Clifford Goodman	Robert Atherton Walter Frase E. C. Frase Jr.	Branham Lang Worth Thesaurus Standard UP
MEMPHIS	WMPS	1460	1,000-LS 500-N	Memphis Broadcasting Co. Columbian Mutual Tower 5-2721	Blue	Jack R. Howard Harold R. Krelstein Harold R. Krelstein	Harold R. Krelstein Robert Neal Hobgood Joseph G. Deaderick	Spot Sales Associated Standard UP
MEMPHIS 3	WREC	600	5,000	WREC Broadcasting Service Hotel Peabody 5-1313	CBS	Hoyt B. Wooten Hoyt B. Wooten Hollis R. Wooten	Roy Wooten S. D. Wooten Jr.	Katz World UP
NASHVILLE 3	WLAC	1510	50,000	WLAC Broadcasting Service Third National Bank Bldg. 6-0161	CBS	J. T. Ward F. C. Sowell Jr. F. C. Sowell Jr.	Paul Oliphant Chas. L. Andrews F. D. Binns	Raymer Thesaurus World UP
NASHVILLE 3	WSIX	980	5,000	WSIX Inc. Nashville Trust Bldg. 5-6431	Blue, MBS	(Jack M. Draughon Louis R. Draughon Jack M. Draughon Eugene S. Tanner	Eugene S. Tanner Bascom E. Porter	Katz Standard Lang Worth MacGregor AP
NASHVILLE 3	WSM	650	50,000	National Life & Accident Ins. Co. 301 Seventh Ave. N. 6-7181	NBC	Edwin W. Craig Harry Stone Dean R. Upson	Ottis Devine Lester Barnard George Reynolds	Petry World Associated Lang Worth AP, INS

## TEXAS

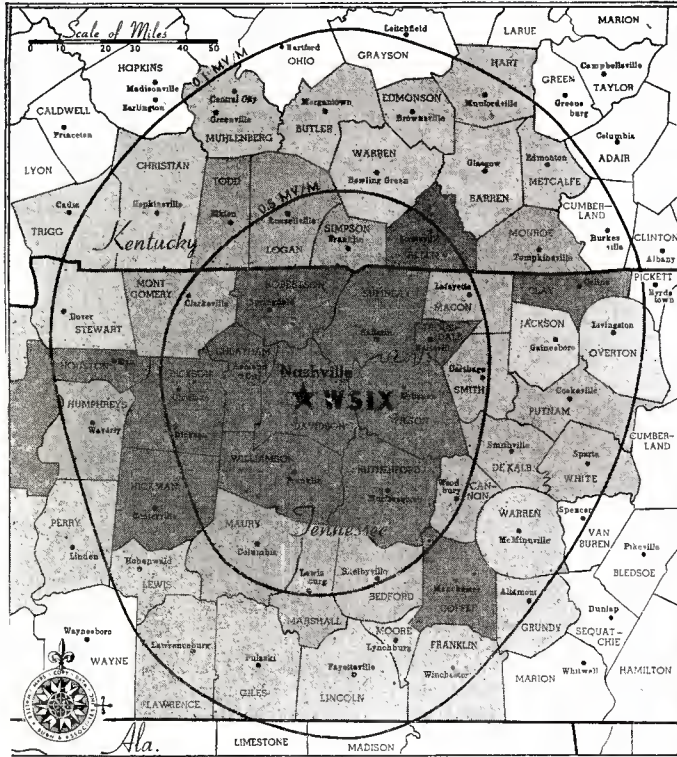
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ABILENE	KRBC	1450	250	Reporter Broadcasting Co. Hilton Hotel 6255	MBS, Blue Texas State	Bernard Hanks Howard Barrett A. C. Etter	Howard Barrett J. B. Casey	Pearson MacGregor AP
AMARILLO	KFDA	1230	250	Amarillo Broadcasting Corp. Nunn Bldg. 5843	Blue	Gilmore N. Nunn Howard P. Robinson James R. Moore	Bonnie Bennett James R. Moore J. R. Thomas	Pearson Standard INS
AMARILLO	KGNC	1440	5,000-LS 1,000-N	Platts Radio Broadcasting Co. Radio Building 4242	NBC Lone Star	Gene Howe Raymond D. Hollingsworth Aubrey Jackson	Barney Ogle Aubrey Jackson W. H. Torrey	T-H S Standard Thesaurus UP

# Here's the Nashville market as

# covered by WSIX

★ Nashville, backed by Tennessee Valley industrial expansion, is a market with a brilliant future.

Coverage levels determined from 6,660 pieces of regular station mail received October 3, 1942—January 2, 1943. Using the home county, (Davidson, Tenn.) as base, a ratio of mail per thousand Radio Homes was established.



- INTENSE—All Counties with a ratio of mail per thousand Radio Homes 50% or better of base county ratio.
- REGULAR—All Counties with a ratio of mail per thousand Radio Homes 25%-50% of base county ratio.
- SECONDARY—All Counties with a ratio of mail per thousand Radio Homes 10%-25% of base county ratio.

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

## And here's the Market Data:

	MAIL SURVEY				FIELD INTENSITY SURVEY		
	Intense	Regular	Secondary	Total	0.5 MV/M—		Total
					0.5 MV/M	0.1 MV/M	
Population	517,522	286,459	445,981	1,249,962	610,984	668,093	1,279,077
Families	130,906	71,828	108,462	311,196	156,908	155,914	312,822
Radio Homes	89,913	39,993	57,615	187,521	106,771	80,580	187,351
Total Retail Stores	5,640	2,855	4,288	12,783	6,761	5,977	12,738
Sales \$	122,814	38,889	56,694	218,397	144,078	72,040	216,118
Food Stores	1,951	967	1,432	4,350	2,299	1,979	4,278
Sales \$	28,810	9,233	11,857	49,900	33,282	15,627	48,909
General Stores	277	408	701	1,386	407	1,079	1,486
Sales \$	2,920	3,816	7,538	14,274	4,096	10,596	14,692
General Merchandise Stores	203	156	179	538	270	264	534
Sales \$	14,297	4,716	6,559	25,572	17,400	6,202	23,602
Apparel Stores	260	65	122	447	307	140	447
Sales \$	10,648	1,342	2,327	14,317	11,382	2,642	14,024
Furniture-Household	155	103	97	355	212	146	358
Sales \$	6,145	1,484	669	8,298	7,190	1,822	9,012
Automotive Outlets	145	86	123	354	190	165	355
Sales \$	17,588	5,054	8,696	31,338	20,562	10,068	30,630
Filling Stations	726	365	606	1,697	827	833	1,660
Sales \$	9,596	3,753	5,299	18,648	11,542	6,987	18,529
Lumber-Bldg.-Hardware	148	97	160	405	247	215	462
Sales \$	7,151	2,984	5,367	15,502	9,703	6,224	15,927
Eating and Drinking Places	968	324	432	1,724	1,159	586	1,745
Sales \$	7,025	1,501	2,210	10,736	8,356	2,881	11,237
Drug Stores	308	72	117	497	238	144	382
Sales \$	5,375	1,504	2,216	9,095	6,294	2,706	9,000
Other Stores	499	212	319	1,030	605	426	1,031
Sales \$	13,259	3,502	3,956	20,717	14,271	6,285	20,556

All money values are in thousands of dollars. Radio Homes projected by NAB Research Dept. from U. S. Census, 1940. All other data from Sixteenth Decennial Census of U. S., 1940.

**WSIX** 5,000 W. 980 KC.  
NASHVILLE, TENN.

**Blue Mutual**  
THE KATZ AGENCY, INC.  
National Representatives



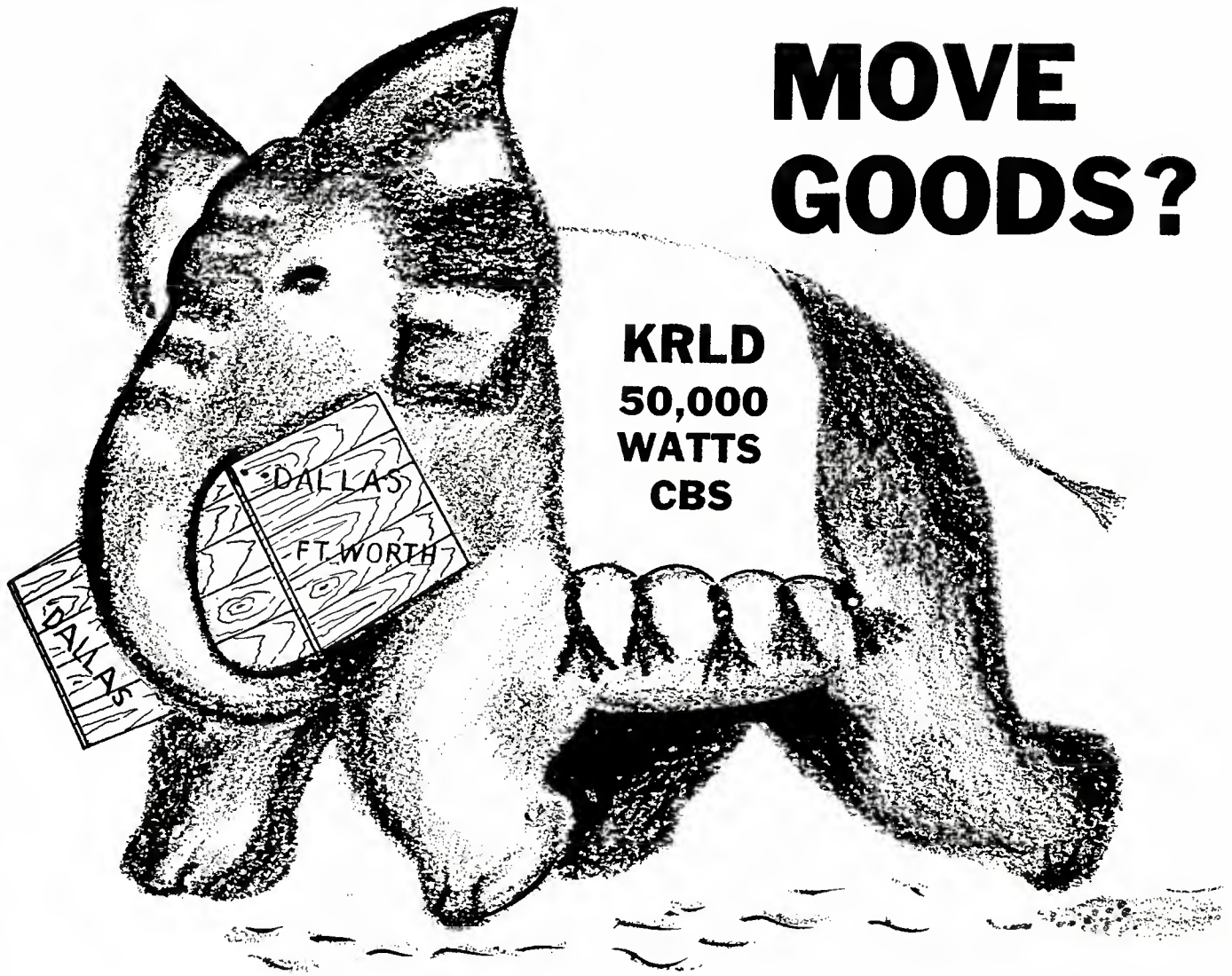
# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.  
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AUSTIN 16.....	KNOW	1490	250	Frontier Broadcasting Co. Inc. Norwood Bldg. 2-6213	Blue, MBS Texas State	H. M. Fentress Hardy C. Harvey Marion Coleman	Allen Ezell Joe Roehl J. E. Lewis	Weed UP
AUSTIN 4.....	KTBC	590	1,000-LS 250-N	Capital Bcstg. System Inc. Brown Bldg. 2-2424	CBS	Claudia T. Johnson Pat Adelman Pat Adelman	Barnes H. Nash Paul Bolton Fred LeMeaux	Branham Standard AP, INS
BEAUMONT.....	KFDM	560	1,000	Beaumont Broadcasting Corp. Edson Hotel 3883	Blue	C. W. Snider C. B. Locke C. B. Locke	B. R. Patterson Helen Caldwell Lawrence Sanders	T-H S Thesaurus AP
BEAUMONT.....	KRIC	1450	250	KRIC Inc. 130 Wall St. 4200	KBS	Mrs. J. L. Mapes Jack Neil G. L. Kirk	Lorraine Kelley Ben Hughes	Branham World AP, INS
BIG SPRING.....	KBST	1490	100	Big Spring Herald Bcstg. Co. Box 1632 1500	Blue, MBS Texas State	Houston Hart Bernard Hanks Lewis O. Seihert James H. Lawson	Verna Jo Stevens Andrew M. Jones	Pearson Standard AP
BRADY.....	KNEL	1490	250-LS 100-N	G. L. Burns 106 N. Blackburn St. 77	KBS	G. L. Burns G. L. Burns G. L. Burns	Forest Cox Forest Cox Dorman Patton	Cox & Tanz
BROWNSVILLE.....	KEEW	1490	250-LS 100-N	Radio Station KEEW Ltd.	Blue	.....	.....	AP
BROWNWOOD.....	KBWD	1380	1,000-LS 500-N	Brown County Bcstg. Co. 800 Hawkins St. 2401	MBS Texas State	Wendell Mayes Wendell Mayes Ingham S. Roberts	Martha Howard Ingham S. Roberts A. W. Stewart	Walker Thesaurus UP
COLLEGE STATION.	WTAW	1150	1,000-D	A. & M. College of Texas College Station 4-6724	Blue	A. & M. College Stanley Mayer Stanley Mayer	Tom Stokes Bess Allen H. C. Dillingham	Rambeau World AP
CORPUS CHRISTI...	KEYS	1490	250	Nueces Broadcasting Co. Inc. Centre Theatre Bldg. 2-7411	CBS	Partnership Bill Hughes Fred Burr	Jack Sharpe Jack Sharpe Earle C. Dunn	Forjoe World AP, UP
CORPUS CHRISTI...	KRIS	1360	1,000	Gulf Coast Broadcasting Co.	NBC, MBS Lone Star	.....	.....	Standard AP
CORPUS CHRISTI...	KWBU	1010 SA-1030	50,000-D	Century Broadcasting Co. 912 Commerce St., Dallas 2 Dallas, Riverside 6381	Blue	Carr P. Collins Homer Hoham Kelly Wofford	J. E. Sellers Nestor Cuesta Jr.	Hogan Pearson Branham AP
CORSICANA.....	KAND	1340	250	Navarro Broadcasting Assn. Corsicana 141	MBS KBS	J. C. West Auhrey H. Escoe	.....	Holman Walker AP, UP
DALLAS 2.....	KGKO	570	5,000	(See Fort Worth)	.....	.....	.....	.....
DALLAS 1.....	KRLD	1080	50,000	KRLD Radio Corp. Adolphus Hotel Central 6811	CBS	John W. Runyon Clyde W. Rembert Wm. A. Roberts	Roy George J. W. Crocker Roy M. Flynn	Branham Standard AP
DALLAS 4.....	KSKY	660	1,000-D	SKY Broadcasting Service Hotel Stoneleigh Central 6193	.....	A. L. Chilton A. L. Chilton R. G. Terrill	Leonard Holland R. G. Terrill Morris M. Ming	..... Associated MacGregor AP
DALLAS 2.....	WFAA	820 ST-WBAP	50,000	A. H. Belo Corp. 1122 Jackson St. Riverside 9631	NBC Texas Quality	E. M. (Ted) Dealey Martin Campbell Ralph Nimmons	Ralph K. Maddox Raymond Collins	Petry Lang-Worth Thesaurus AP, UP
DALLAS 1.....	WRR	1310	5,000	City of Dallas Municipal Radio Bldg. Tenison 3-6101	MBS Texas State	City of Dallas Charles B. Jordan Charles B. Jordan	Pete Teddlie Pete Teddlie Durward J. Tucker	Weed AP
DENISON.....	KRRV	910	1,000	(See Sherman, Tex.)	.....	.....	.....	.....
DENTON.....	KDNT	1450	100	Harwell V. Shepard Kimhrough Bldg. 276	KBS	Harwell V. Shepard Harwell V. Shepard Harwell V. Shepard	Harwell V. Shepard Harwell V. Shepard Harwell V. Shepard	..... UP
EL PASO.....	KROD	600	1,000-LS 500-N	Dorrance D. Roderick 2201 Wyoming St. Main 2020	CBS	Dorrance D. Roderick Val Lawrence Cecil Trigg	Walter Gaenzel Gene Rethmeyer Edward P. Talhott	Wilson T-H S Standard Associated AP, INS
EL PASO.....	KTSM	1380	1,000-LS 500-N	Tri-State Broadcasting Co. Inc. Hotel Paso Del Norte Main 3122	NBC	Frances W. Bredberg Karl O. Wylar Willard L. Kline	Virgil C. Hicks Roy T. Chapman E. L. Gemoets	Hollingbery MacGregor Thesaurus UP
FORT WORTH 1....	KFJZ	1270	5,000	Tarrant Broadcasting Co. 1201 W. Lancaster St. 3-3474	MBS Texas State	Gene L. Cagle Gene L. Cagle Clyde Pemberton	Boyd Kelly L. Roy Duffy Truett Kimzey	Weed UP
FORT WORTH 2....	KGKO	570	5,000	KGKO Broadcasting Co. Medical Arts Bldg., Ft. Worth Santa Fe Bldg., Dallas Ft. Worth 3-1231 Dallas: Riverside 9631	Blue Lone Star	Amon G. Carter Harold V. Hough George Cranston, Ft. Worth Martin B. Campbell, Dallas Roy Bacus, Ft. Worth Ralph Nimmons, Dallas	Ed Lally, Ft. Worth Ralph Maddox Helen Schmal, Ft. Worth Elaine Pritchett, Dallas R. C. Stinson, Ft. Worth Ray Collins, Dallas	Petry World Lang-Worth Thesaurus MacGregor UP, AP
FORT WORTH 2....	WBAP	820 ST-WFAA	50,000	Carter Publications Inc. Medical Arts Bldg. 3-1234	NBC Texas Quality	Amon G. Carter Harold V. Hough George Cranston Roy Bacus	Ed Lally Helen Schmal R. C. Stinson	Petry World AP

# MOVE GOODS?



**KRLD** *does the Big Job in Texas!*

# KRLD

The Times Herald Station

STUDIOS

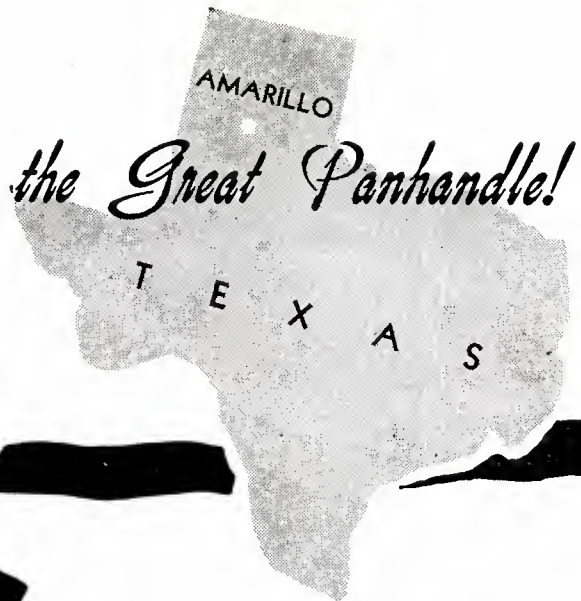
Dallas

Fort Worth

50 kw., 1080 kc. Represented by the Branham Company



*The Family Station in the Great Panhandle!*



**K  
G  
N  
C**

AFFILIATED WITH  
**N**ational **B**roadcasting **C**ompany

MEMBER OF  
**LONE STAR CHAIN**

**COVERAGE DATA**

COUNTIES served .....	43
*POPULATION .....	440,600
**DWELLINGS .....	116,636
TOTAL RADIOS .....	90,347
Urban Radios .....	40,575
Rural Non-Farm Radios .....	21,671
Rural Farm Radios .....	28,101
**EFFECTIVE INCOME .....	\$397,897,000
77% Increase over 1940 income	
\$3,420 per family—\$900 per capita	
RETAIL SALES .....	\$206,255,000

\*1940 Information

\*\*1943 Information

For up-to-the-minute information, call  
your nearest Taylor-Howe-Snowden Radio  
Sales office.

**5000** WATTS  
DAYTIME

**1000** WATTS  
NIGHT

**1440**  
KILOCYCLES

Manager  
Raymond Hollingsworth



**A M A R I L L O , T E X A S**

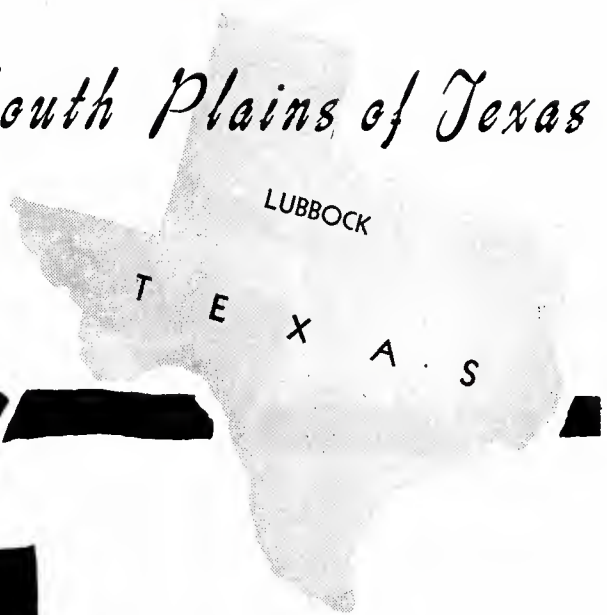
REPRESENTED  
BY

TAYLOR-HOWE-SNOWDEN *Radio Sales*

Authorities on Radio and Markets  
in the Great Middle and  
Southwest.

*The Voice of the South Plains of Texas*

# K E F Y O



**BLUE NETWORK  
AFFILIATE**

**MEMBER OF  
LONE STAR CHAIN**

**250  
WATTS**

**1340  
KILOCYCLES**

Manager  
DeWitt Landis

**COVERAGE DATA**

POPULATION .....	233,897
DWELLINGS .....	46,455
TOTAL RADIOS .....	34,912
Urban Radlos .....	14,097
Rural Non-Farm Radlos .....	6,215
Rural Farm Radlos .....	14,600
INCOME .....	\$147,186,000
RETAIL SALES .....	84,679,000

For up-to-the-minute information, call your nearest Taylor-Howe-Snowden Radio Sales office.



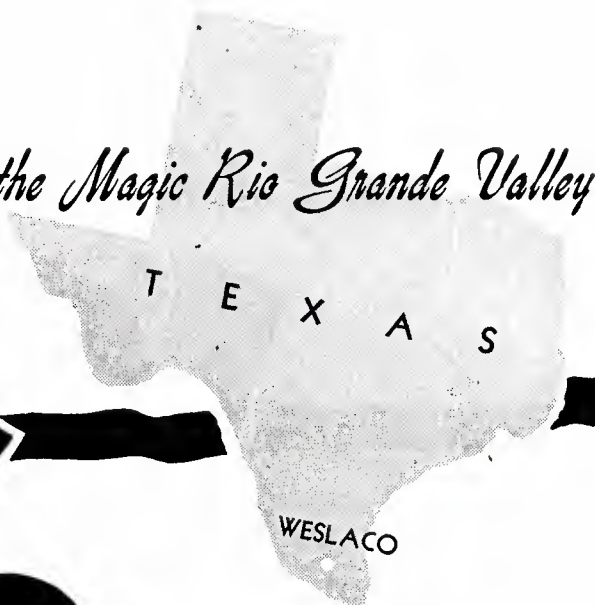
**L U B B O C K , T E X A S**

REPRESENTED BY *TAYLOR-HOWE-SNOWDEN Radio Sales* Authorities on Radio and Markets in the Great Middle and Southwest.



*Serving the Fabulous Empire*

*of the Magic Rio Grande Valley*



**K  
R  
G  
V**

AFFILIATED WITH  
**N**ational **B**roadcasting **C**ompany

MEMBER OF  
**LONE STAR CHAIN**

**COVERAGE DATA**

POPULATION served .....	254,340
DWELLINGS served .....	68,481
TOTAL RADIOS .....	30,052
Urban Radios .....	15,266
Rural Non-Farm Radios ..	6,941
Rural Farm Radios .....	7,845
INCOME .....	\$165,318,000
RETAIL SALES .....	88,712,000

**FIFTH LARGEST RANKING AREA IN TEXAS  
IN RETAIL SALES—1943 EIGHTH LARGEST  
RANKING AREA IN THE GREAT SOUTH-  
WEST**

For up-to-the-minute information, call  
your nearest Taylor-Howe-Snowden Radio  
Sales office.

**1000  
WATTS**

**1290  
KILOCYCLES**

Manager  
Archie J. Taylor



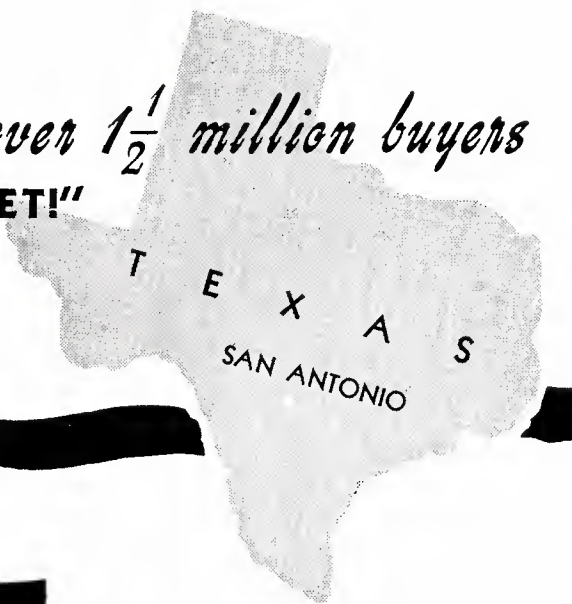
**W E S L A C O , T E X A S**

REPRESENTED  
BY

TAYLOR-HOWE-SNOWDEN *Radio Sales*

Authorities on Radio and Markets  
in the Great Middle and  
Southwest.

*Serving a population of over 1½ million buyers*  
**A "BILLION DOLLAR MARKET!"**



# K T S A

**COVERAGE DATA**

COUNTIES served .....	62
POPULATION .....	1,581,400
DWELLINGS .....	383,089
TOTAL RADIOS .....	221,372
Urban Radios .....	123,106
Rural Non-Form .....	49,681
Rural Farm Radios .....	48,585
<b>INCOME</b>	
*Oil, Gas, and Mineral .....	\$ 181,451,301
Livestock and Poultry .....	153,817,870
Agriculture .....	156,602,333
Industrial .....	258,798,142
PLUS the largest Per-	
manent wartime or	
peacetime United States	
Military Installations .....	250,000,000
TOTAL INCOME .....	\$1,000,669,646

*\*1943 Figures*

For up-to-the-minute information, call  
 your nearest Taylor-Howe-Snowden Radio  
 Sales office.



AFFILIATED WITH

**Columbia Broadcasting System**

**MEMBER OF  
 LONE STAR CHAIN**

**5000 WATTS  
 DAYTIME**

**1000 WATTS  
 NIGHT**

**550  
 KILOCYCLES**

Manager  
 George W. Johnson

**S A N A N T O N I O , T E X A S**

REPRESENTED  
 BY

Taylor-Howe-Snowden Radio Sales

Authorities on Radio and Markets  
 in the Great Middle and  
 Southwest.



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
GALVESTON	KLUF	1400	250	KLUF Broadcasting Co. Inc. 6002 Broadway 6676	MBS KBS	George Roy Clough Lee Clough C. V. Bracht	Lee Clough C. V. Bracht Lee Clough	Standard UP
HARLINGEN	KGBS	1240	250	Harhenito Broadcasting Co. Harlingen 1400	CBS	McHenry Tichenor Troy McDaniel Dave Bennett	Steele McClanahan Sherman L. Spencer	Walker Associated AP
HOUSTON 2	KPRC	950	5,000	Houston Printing Corp. Lamar Hotel Fairfax 7101	NBC Texas Quality	W. P. Hohby Kern Tips	Jack McGrew H. T. Wheeler	Petry Lang-Worth Thesaurus AP
HOUSTON 2	KTHT	1230	250	Texas Star Broadcasting Co. Southern Standard Bldg. Capitol 6246	MBS	Roy Hofheinz Ted P. Hills M. W. Armstrong	Dick Altman M. W. Armstrong Louis I. Jelly	Weed Associated UP
HOUSTON 2	KTRH	740	50,000	KTRH Broadcasting Co. Rice Hotel Preston 4361	CBS	Jesse H. Jones B. F. Orr Ray Bright	Harry V. Grier Geo. McCormick King H. Robinson Tom Hiner	Blair World UP
HOUSTON 2	KXYZ	1320	5,000	Harris County Broadcast Co. Gulf Bldg. Capitol 6151	Blue Lone Star	T. Frank Smith T. Frank Smith Bill Bennett	Charles Nethery Glenn Horton Gerald Chinski	Free & Peters Standard AP
HUNTSVILLE	KSAM	1490	250	W. J. Harpole & J. C. Rothwell Walker County Fairgrounds	KBS	Partnership J. C. Rothwell J. B. McShan	Ruth Rothwell Sam Love	Cox & Tanz AP
K. LGORE	KOCA	1240	250	Oil Capitol Broadcasting Assn. Box 1235 616	KBS	Roy G. Terry H. A. Degner H. A. Degner	John C. Andrews H. A. Degner Albert F. Mason Jr.	MacGregor AP
LAREDO	KPAB	1:90	250	Laredo Broadcasting Co. Laredo 2124	MBS KBS	Howard W. Davis Mrs. Doane Chapman Mrs. Doane Chapman	Sherry Vagenas Mrs. Doane Chapman Travis Chapman	Burn-Smith
LONGVIEW	KFRO	1:70	1,000	Voice of Longview Glover-Crim Bldg. 411	Blue. MBS Texas State KBS	James R. Curtis		Burn-Smith MacGregor
LUBBOCK	KFYO	1340	250	Plains Radio Restg. Co. Inc. 914 Ave. J 5507	Blue Lone Star Texas State	Gene A. Howe DeWitt Landis Ruby Lee Leary	Frances K. Hawkins W. S. Bledsoe	T-H-S World UP
LUFKIN	KRBA	1340	250	Red Lands Broadcasting Assn. Box 755 272	KBS	Ben T. Wilson Darrell E. Yates Darrell E. Yates	Richman Lewin Darrell E. Yates Glenn Perry	Cox & Tanz Standard AP, UP
MIDLAND	KRLH	1230	250	Millard Edison 117 S. Lorraine St. 1070	MBS Texas State	Clarence Scharbauer Estate J. M. McDonald Gladys L. McDonald	Steve Briggs Jack Cecil	MacGregor AP
PALESTINE	KNET	1450	100	Palestine Broadcasting Corp. Municipal Bldg. 411	KBS	B. A. Laurie B. A. Laurie John Cohan	Mrs. Emo Laurie John Cohan Eugene R. Kintz	Walker Standard UP
PAMPA	KPDN	1340	100	R. C. Hollis Box 901 1100	MBS KBS	E. J. Hanna Wayne Phelps Tom White	Don Boles Wayne Phelps J. E. Thomas	World AP
PARIS	KPLT	1490	250	North Texas Broadcasting Co. Gibraltar Hotel 1124	Blue. MBS Texas State	A. G. Mayse Ernest T. Jones Donald W. Morgan	Dorothy Thompson Robbie Haynes Al Anglin	Standard AP
PECOS	KIUN	1400	100	Jack W. Hawkins & Barney H. Huhbs KIUN Bldg. 21	KBS	Jack W. Hawkins Jack W. Hawkins Jack Hawkins	Margaret Hallberg	
PLAINVIEW	KVOP	1400	250	W. J. Harpole and J. C. Rothwell 111 W. 6th St. 1400	KBS	W. J. Harpole W. J. Harpole W. J. Harpole	J. E. Stanton W. J. Harpole Jessee Simms	Standard AP
PORT ARTHUR	KPAC	1250	1,000	Port Arthur College	MBS			Standard AP, INS
SAN ANGELO	KGKL	1400	250	KGKL Inc. St. Angelus Hotel 6715	MBS. Blue Texas State	H. C. Ragsdale Lewis O. Seibert Myrl Stein	Evelyn Preston Joele Coffman Frank Jones	Pearson MacGregor AP
SAN ANTONIO 5	KABG	1450 CP-680	250 CP-50,000-LS 10,000-N	Alamo Broadcasting Co. Inc. Milam Bldg. Fannin 3126	Blue Texas State	R. Early Willson Charles W. Balthrope	Mrs. Clyde A. Wendt Paul Wolf	Weed UP, AP
SAN ANTONIO 5	KMAC	1240	250	Walmac Company Nat'l Bank of Commerce Bldg. Cathedral 6211	MBS Texas State	Howard W. Davis Howard W. Davis M. B. McDonald	A. S. Bessan W. P. Smythe Charles F. Harris	INS
SAN ANTONIO 6	KONO	1400	250	Mission Broadcasting Co. 317 Arden Grove Fannin 5171	....	Eugene J. Roth James M. Brown James M. Brown	Stanley A. Gox Fred Hammond George W. Ing	Forloe MacGregor Lang-Worth AP
SAN ANTONIO 6	KTSA	550	5,000-LS 1,000-N	Sunshine Broadcasting Co. Gunter Hotel Garfield 1251	CBS Lone Star	Gene A. Howe G. W. Johnson	Douglas Romine C. D. Lutz W. G. Egerton	T-H-S Thesaurus Lang-Worth UP
SAN ANTONIO	WOAI	1200	50,000	Southland Industries Inc. 1031 Navarro St. Garfield 4221	NBC Texas Quality	Hugh A. L. Half Hugh A. L. Half Cecil K. Beaver	Harold H. Carr Fred A. Peery Fred Sterling	Petry Standard Associated AP, INS

# More than 5 to 1 for your money!

**WOAI** ↓



Station "B" ↓



Your penny spent on WOAI opens the doors to 7.6 homes.\*

Your penny spent on Station B<sup>#</sup> in San Antonio opens the doors to 1.4 homes.

That's why—year in and year out—WOAI sells more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

*\* From the latest C. E. Hooper Survey, metropolitan and urban, and a postcard questionnaire survey of the rural box holders, by Ernst & Ernst.*

*# The only other San Antonio station having regional coverage.*

50,000 WATTS  
CLEAR CHANNEL  
NBC AFFILIATE  
MEMBER TQ N



# WOAI

*San Antonio*



Represented Nationally by EDWARD PETRY & CO.

**THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST**



**K  
G  
K  
O**

**for low cost, effective coverage  
of the SOUTHWEST**



**SERVING \*126 COUN-  
TIES IN TEXAS AND  
OKLAHOMA . . . .**

**POPULATION 4,056,753**

**RADIO HOMES 728,600**

\* Daytime Coverage

**AFFILIATED WITH  
THE DALLAS MORNING NEWS  
THE FORT WORTH STAR-TELEGRAM**

**K  
G  
K  
O**

**5000 WATTS • 570 KC.**

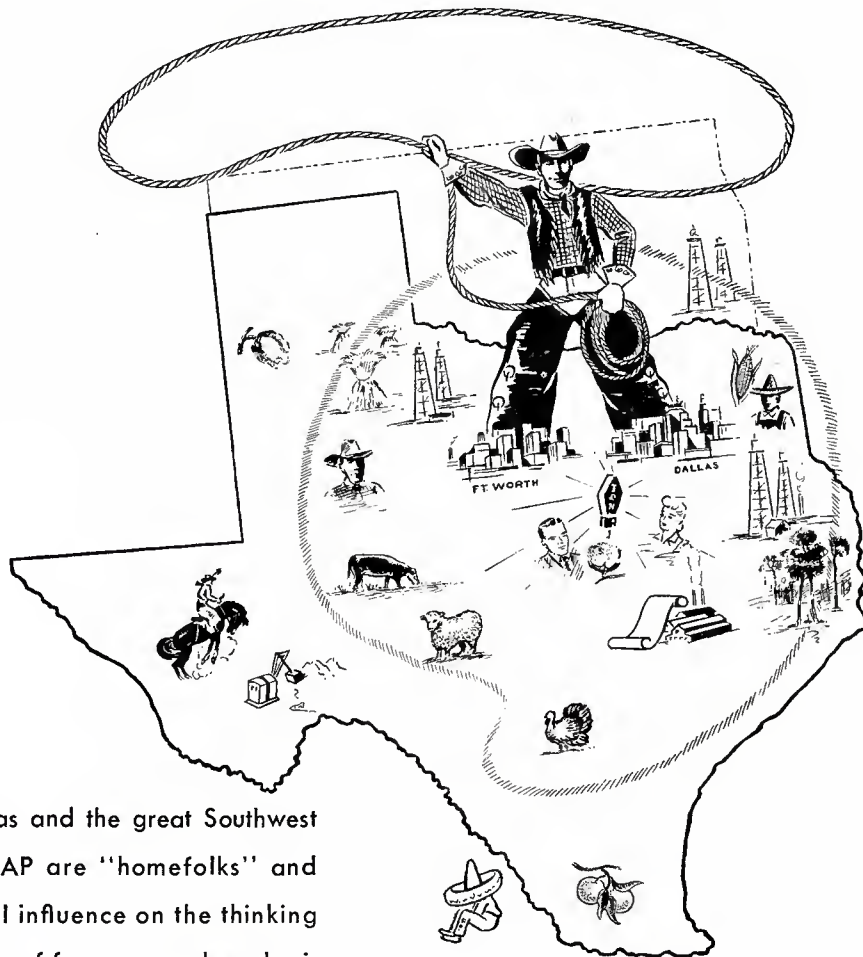
**FORT WORTH • DALLAS, TEXAS  
BLUE NETWORK AFFILIATE  
KEY STATION LONE STAR CHAIN**

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

Lasso

## THE RICH SOUTHWEST MARKET

METROPOLITAN DALLAS AND FORT WORTH  
RICH SUBURBAN OIL COMMUNITIES  
RURAL FARM AND RANCH SECTIONS



**D**own in Texas and the great Southwest WFAA and WBAP are "homefolks" and have a powerful influence on the thinking and buying habits of farmers, ranchers, business men and housewives. You can talk business to these folks through these Stations—on a Clear Channel at 820 Kc.

**DALLAS** **WFAA-WBAP** **FORT WORTH**

LARGEST 50,000-WATT COVERAGE IN THE UNITED STATES

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

AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

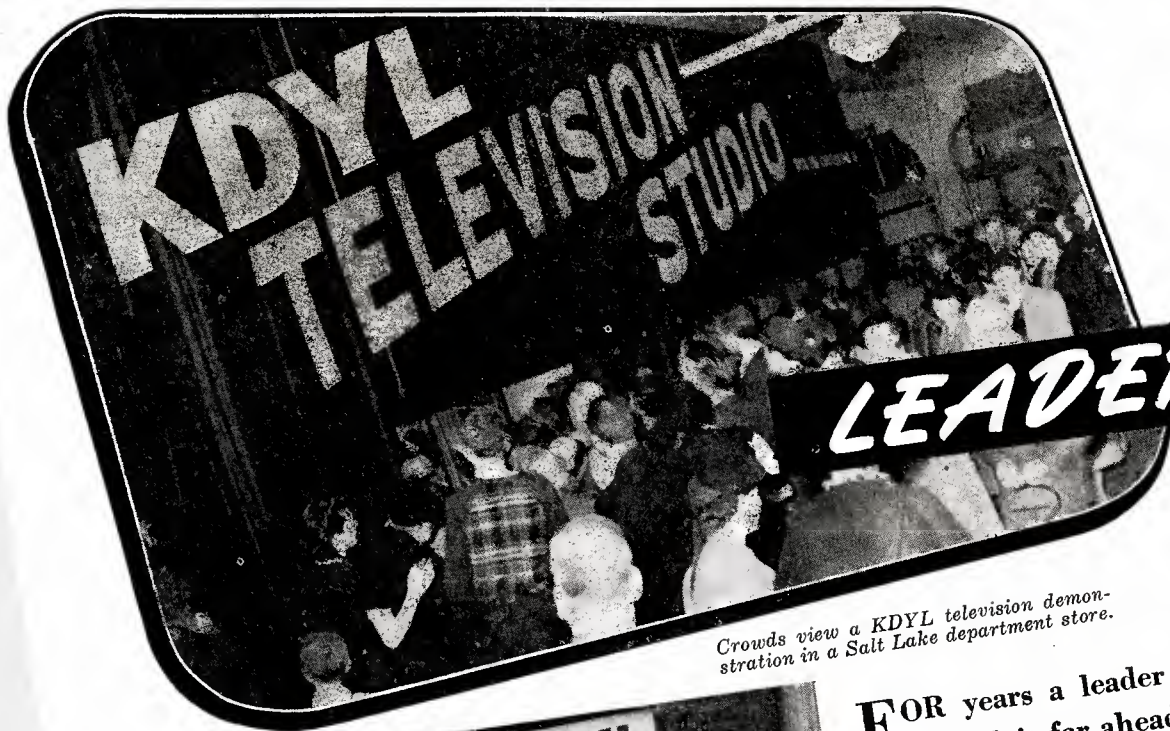
\*—Non-Commercial Station.    D—Day    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
SHERMAN.....	KRRV	910	1,000	Red River Valley Bestg. Corp. 421 N. Crockett St., Sherman Fannin & Owing St., Denison Sherman 201 Denison 423	MBS Texas State	G. H. Wilcox L. L. Hendrick, Sherman B. V. Hammond Jr., Denison	(Eloise Jouvenat, Shrm. W. W. Shelley, Denison Tom John	Pearson World Standard UP
SWEETWATER.....	KXOX	1240	250	Sweetwater Radio Inc. Hi-way 70 2841	KBS	J. S. McBeath J. Harley Huhhard J. Harley Huhhard	Doyce R. Elliott George W. Dotson	..... Thesaurus UP
TEMPLE.....	KTEM	1400	250	Bell Broadcasting Co., Inc. Box 186 4646	Blue, MBS Texas State KBS	Frank W. Mayhorn Burton Bishop Chaa. F. Whitesidea Jr.	..... ..... Paul Shaw	Pearson UP
TEXARKANA.....	KCMC	1230	250	KCMC Inc. 317 Pine St. 882	Blue, MBS Arkansas Texas State	KCMC Inc. Frank O. Myers	..... .....	Pearson Standard AP
TYLER.....	KGKB	1490	250	Eaat Texas Broadcasting Co. 115 S. College St. 1105	MBS	Jas. G. Ulmer Jas. G. Ulmer E. P. Duffie	Minnie B. Ulmer Jas. G. Ulmer John B. Sheppard	Pearson Standard AP
VERNON.....	KVWC	1490	250	Northwestern Broadcasting Co. 1813 Wilharger St. 1048	MBS KBS	R. H. Nichola W. D. Dixon W. D. Dixon	Loretta Withers Herman Ridgway	..... AP
VICTORIA.....	KVIC	1340	250	Radio Enterprises Inc. Bank & Trust Bldg. 2172	KBS	Morris Roberts Jerry Fisher Jerry Fisher	Margaret True John R. White Robert McCown	..... Standard World UP
WACO.....	WACO	1450	250	Frontier Broadcasting Co. Inc.	Blue, MBS Texas State	..... .....	..... .....	..... UP, AP
WESLACO.....	KRGV	1290	1,000	KRGV Inc. Weslaco 375	NBC Lone Star	T. E. Snowden Archie J. Taylor Archie J. Taylor	Dick Watkins Lewis Hartwig	T-H-S Standard Thesaurus UP
WICHITA FALLS....	KWFT	620	5,000-LS 1,000-N	Wichita Broadcasters Kemp Hotel 4182	CBS	Joe B. Carrigan Charles E. Clough Charles E. Clough	Bea Montgomery John R. White John H. Adams	Raymer Standard UP

## UTAH

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CEDAR CITY.....	KSUB	1340	250	Southern Utah Bestg. Co. 591 W. Second So. 398	CBS	Ivor Sharp Lennox Murdoch Hurschell Urie	Melvin Rowley H. Urie	..... AP, UP
LOGAN.....	KVNU	1230	250	Cache Valley Broadcasting Co. 1938 N. Main St. 1400	MBS Intermountain KBS	Reed Bullen Reed Bullen Fred Sears	Paul Cohurn Fred Sears Carroll Secrist	McGillvra MacGregor UP
OGDEN.....	KLO	1430	5,000	Interstate Broadcasting Corp. Hotel Ben Lomond 5721	MBS Intermountain	A. L. Glasmann George B. Morgan Lynn L. Meyer	Kenyon R. Bennett Lynn L. Meyer W. D'Orr Cozzens	McGillvra Standard UP
PRICE.....	KEUB	1450	250	Eastern Utah Broadcasting Co. Price 200	MBS Intermountain KBS	Jack Richards Jack Richards Jack Richards	Jack Richards Jack Richards	.....
PROVO.....	KOVO	1240	250	KOVO Broadcasting Co. 108 W. Center 1580	MBS Intermountain	Clifton A. Tolhoo Clifton A. Tolhoo S. Garn Carter	Shirl Black Melvyn Standage Parley Rasmussen	McGillvra Thesaurus UP
SALT LAKE CITY...	KALL (Construction permit)	910	1,000	Salt Lake City Bestg. Co.	....	.....	.....	.....
SALT LAKE CITY 1	KDYL	1320	5,000	Intermountain Broadcasting Corp. Tribune-Telegram Bldg. 5-2991	NBC	S. S. Fox S. S. Fox George A. Provol	Alvin G. Pack Frank K. Baker John M. Baldwin	Blair World Thesaurus UP, INS
SALT LAKE CITY 1.	KNAK (Construction permit)	1400	250	Granite District Radio Bestg. Co.	....	Howard D. Johnson	.....	.....
SALT LAKE CITY I	KSL	1150	50,000	Radio Service Corp. of Utah Union Pacific Bldg. 5-4641	CBS	J. Reuhen Clark Jr. Ivor Sharp E. J. Broman	Ralph W. Hardy H. Perry Driggs C. Richard Evans	Petry Associated MacGregor Lang-Worth Standard AP, UP
SALT LAKE CITY 1	KUTA	570	5,000	Utah Broadcasting Co. 29 S. State 3-2737	Blue	Frank C. Carman Frank C. Carman Jack C. Burnett	..... James H. Lawrence Lyle Wahlquist	Katz MacGregor Standard UP



*Crowds view a KDYL television demonstration in a Salt Lake department store.*

**FOR** years a leader in radio broadcasting, KDYL is far ahead of the field in preparations for television. This progressive station has been granted a license by the FCC for experimental television broadcasting. The first station west of the Mississippi to have such a license. We have already given television demonstrations at the Utah State Fair and other exhibitions and at department stores, where thousands of people have had an introduction to this living medium. KDYL today is the nation's most advanced independent station in the television field.

*National Representative*  
**JOHN BLAIR & CO.**



*A prize-winning steer is televised at the Utah State Fair as a feature of the KDYL demonstration.*



*An Indian Chief faces the television camera in the KDYL studio—probably the first red man to be televised.*





# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

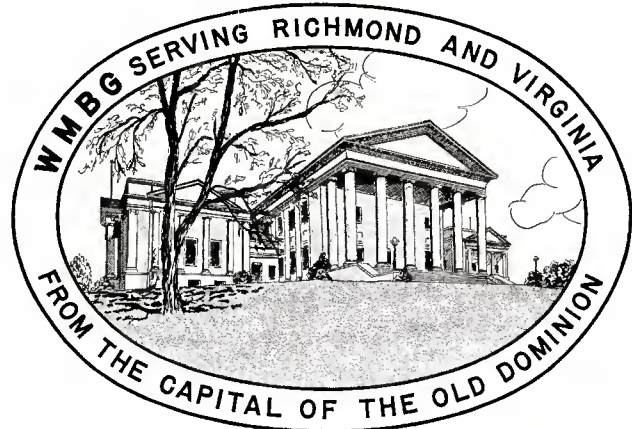
\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## VERMONT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BURLINGTON	WCAX	620	1,000	WCAX Broadcasting Corp. 137 Main St. 2000	CBS	C. P. Hashrook C. P. Hashrook Joseph Smith	John C. Quill	Weed Associated UP
RUTLAND	WSYB	1380	1,000	Phillp Weiss Music Co. 80 West St. 1247	MBS Yankee KBS	Philip Weiss J. H. Weiss J. H. Weiss	Norval K. Ramson Jr.	McGillvra MacGregor Foster UP
ST. ALBANS	WWSR	1420	1,000-D	Vermont Radio Corp. 32 N. Main St. 1890	KBS	Lloyd E. Squier Winston L. Blake L. E. Squier	Theodore Boisvert	Bannan Wilson MacGregor World UP
WATERBURY	WDEV	550	1,000-D	Radio Station WDEV 8 Stowe St. 13	Yankee KBS	Lloyd E. Squier William G. Ricker Lloyd E. Squier William G. Ricker	Tom Dodd Lloyd E. Squier Harold Grout	Wilson World UP

## VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALEXANDRIA	WPJK (Construction permit)	730	250-D	Potomac Broadcasting Corp.	....	Howard B. Hayes	Carl L. Lindberg	World
CHARLOTTESVILLE	WCHV	1450 CP-1240	250	Barham & Barham 4th & E. Market Sts. 2500	Blue KBS	Charles Barham Jr. Charles Barham Jr. Randy Bean	Randy Bean Nat Martin Walter Gray	Cox & Tanz Standard Associated UP
COVINGTON	WKEY	1340	250	Earl M. Key Box 629 840	Blue KBS	Earl M. Key Harold B. Hodges Harold B. Hodges	Ina Humphries James Garber	World UP
DANVILLE	WBTM	1400	250	Piedmont Broadcasting Corp. Hotel Danville Bldg. 2350	Blue Tri-City	L. N. Dibrell R. Sanford Guyer A. C. Evans	William P. Heffernan Edward G. Gardner Harry W. Spencer	Tri-City Lang-Worth AP
FREDERICKSBURG	WFVA	1290 CP-1230	250-D CP-250-U	Fredericksburg Broadcasting Corp. Farmers Creamery Bldg. 1260	Blue KBS	Richard F. Lewis Jr. Richard F. Lewis Jr.	Nan Winkler Phillip Whitney	Burn-Smith
HARRISONBURG	WSVA	550	1,000-D	Shenandoah Valley Bestg. Corp. Harrisonburg 875	....	F. L. Allman Chas. P. Blackley R. B. Harrington	R. H. Johnson W. L. Braun	Wilson World UP
LYNCHBURG	WLVA	1230	250	Lynchburg Broadcasting Corp. Allied Arts Bldg. 8090	Blue	Edward A. Allen Philip P. Allen John P. Read Jr.	Evelyn M. Hamlet John T. Orth	Tri-City Lang-Worth Standard AP
MARTINSVILLE	WMVA	1450	250	Martinsville Bestg. Co. Inc. Martinsville 2152	NBC KBS	William C. Barnes John W. Shultz C. Robert Ray	Charles F. Adams Dewey W. Muse	Wilson AP
NEWPORT NEWS	WGH	1340	250	Hampton Roads Bestg. Corp. Portlock Bldg. Norfolk 2-7031	Blue	Raymond B. Bottom Edward E. Bishop Edward E. Edgar	J. A. Black Edward E. Edgar William P. Grether	Burn-Smith Lang-Worth Standard AP
NORFOLK 10	WTAR	790	5,000	WTAR Radio Corp. National Bank of Commerce Bldg 2-5671	NBC	P. S. Huher Campbell Arnoux John W. New	Henry C. Whitehead Frances McLeod Julius L. Grether	Petry Standard AP, UP
PETERSBURG	WBHD (Construction permit)	1240	250	Southside Virginia Broadcasting Corp.	....	.....	.....	.....
PORTSMOUTH	WSAP	1490	250	Portsmouth Radio Corp. Professional Bldg. 6383	MBS	Tom Gilman T. W. Aydllett Jack Norfleet	Paul R. Forhes W. O. Fishback Frederic F. Clair	Wilson World UP
RICHMOND	..... (Construction permit)	1450-SH	250	Thomas G. Tinsley Jr.	....	.....	.....	.....
RICHMOND 20	*WBBL	1240-SH CP-1450-SH	100 CP-250	Grace Cov. Presbyterian Church 1627 Monument Ave. 5-7491	....	M. A. Sitton	C. H. Liesfeld R. W. Raabe	.....
RICHMOND 21	WMBG	1380	5,000	Havens & Martin Inc. 3301 W. Broad St. 5-8611	NBC	Wilhur M. Havens Wilhur M. Havens Robert E. Mitchell	Gwendolyn Dalton Jewell Francis Wülfred H. Wood	Blair Lang-Worth MacGregor Thesaurus TP
RICHMOND 13	WRNL	910	5,000	Richmond Radio Corp. 323 East Grace St. 9-3436	Blue	Richmond Newspapers Inc. E. S. Whitlock E. S. Whitlock	G. Mallory Freeman E. S. Whitlock Walter R. Selden	Petry Standard AP
RICHMOND 12	WRVA	1140	50,000	Larus & Brother Co. Inc. Hotel Richmond 3-6633	CBS	William T. Reed Jr. C. T. Lucy Barron Howard	I. G. Aheloff C. T. Lucy D. C. Woods	Raymer Lang-Worth World UP
ROANOKE 2	WDBJ	960	5,000	Times-World Corp. Box 150 8131	CBS	J. P. Fishburn R. P. Jordan Frank D. Kesler	Jack Weldon Jack Weldon J. W. Rohertson	Free & Peters World Lang-Worth UP
ROANOKE 7	WSLS	1240	250	Roanoke Broadesting Corp. Shenandoah Life Bldg. 9227	Blue Tri-City	Paul C. Buford James H. Moore Horace S. Fitzpatrick	Bill Saunders Horace Fitzpatrick Phil Briggs	..... Thesaurus Lang-Worth AP, TP
STAUNTON	..... (Construction permit)	1400	250	Charles P. Blackley	....	.....	.....	.....
SUFFOLK	WLPM	1450	250	Suffolk Broadcasting Corp. 105 Bank St. 1420	Blue KBS	Fred L. Hart Fred L. Hart Fred L. Hart	Jim S. Hardie Elizabeth Beale Freddie M. Wagner	Sears & Ayer Thesaurus UP
WINCHESTER	WINC	1400	250	Richard Field Lewis Jr. Kerr Street 4855	Blue	Richard Field Lewis Jr. Richard Field Lewis Jr. Grant Pollock	Grant Pollock Leslie Golliday Richard F. Lewis Jr.	.....



**5000 WATTS**

**W**ORLD'S **M**EMORABLE **B**ATTLE **G**ROUNDS  
 IDEER **M**ARKET **B**BETTER **G**UARANTEE

**NBC IN RICHMOND, VA.**

JACK BENNY

CHARLIE McCARTHY

FIBBER McGEE

RUDY VALLEE

BOB HOPE

AMOS 'N' ANDY

BOB BURNS

**NBC-5000 WATTS**

EDDIE CANTOR

INFORMATION PLEASE

RICHMOND

H. V. KALTENBORN

DUFFY'S TAVERN

**WMBG**

*With Shows Alive*

*Still Tops Them All in '45*

First in Listeners

(NBC & Local Programs)

First in Greatest Number of

Advertisers

First in Results

Greatest Returns Per Dollar

Advertising Value

First in FM & Television

**REPRESENTED BY JOHN BLAIR CO.**



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

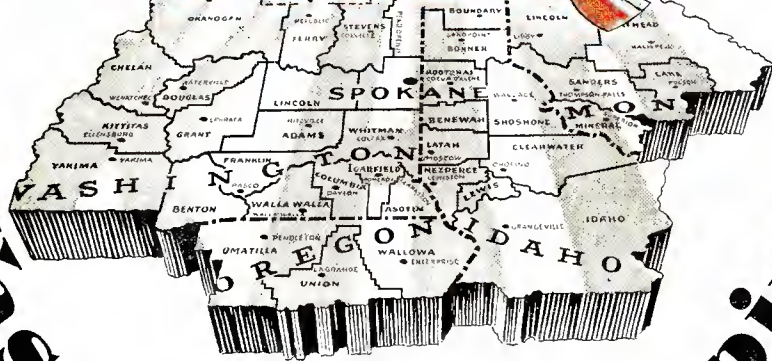
\*—Non-Commercial Station.    D—Day    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## WASHINGTON

City	Call Letters	Frequency in Kilocycles	Power in Watta	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ABERDEEN	KXRO	1340	250	KXRO Inc. 207½ E. Market St. 4098	MBS Don Lee Pacific	Harry R. Spence Fred G. Goddard Ross Bates	Art Lindsay Ruth Poindexter Ken Grinde	Wilson Standard UP
BELLINGHAM	KVOS	790	250	KVOS Inc. 1321 Commercial St. 4200	....	Rogan Jones Rogan Jones Frank Adams	..... ..... .....	Standard MacGregor UP
CENTRALIA	KELA	1470	1,000	Central Broadcasting Corp. Highway 99 721	MBS Don Lee Pacific	(J. Elroy McCaw Mrs. Cecil L. Gwinn Joe Chytil Robert Brister	Elsie Gaylord Schuyler Hill Ellwood Lippencott	Wilson UP
EVERETT	KRKO	1400	250	Everett Broadcasting Co. Inc. Everett Main 526	MBS Don Lee Pacific KBS	William R. Taft William R. Taft Donald Glen Wilde	Roy C. Towne ..... Roy C. Towne	World UP
LONGVIEW	KWLK	1400	250	Twin City Broadcasting Corp. National Bank of Commerce Bldg. 1500	MBS Don Lee Pacific	C. O. Chatterton C. O. Chatterton Kenneth Evans	Georgia Biddle ..... Harry Hale	Thesaurus UP
OLYMPIA	KGY	1240	250	Tom Olsen Rockway-Leland Bldg. 6686	MBS Don Lee Pacific	Tom Olsen Tom Olsen J. Harris Dorr	Eve Knutson Frank Crewdson Charles Roark	Keating Wilson World UP
PASCO	KPKW (Construction permit)	1340	250	Western Radio Corp.	....	..... ..... .....	..... ..... .....	.....
PORT ANGELES	KONP (Construction permit)	1450	250	Evening News Press Inc. 313 W. First St. 1700	....	C. N. Webster H. J. McAllister H. J. McAllister	H. J. McAllister J. P. Ernst	.....
PULLMAN	*KWSC	1250 ST-KTW	5,000	State College of Washington Pullman 9021	....	Dr. Wilson M. Compton Glenn Jones	E. C. Barr ..... Robert E. Baird	Thesaurus UP
SEATTLE 4	KEVR	1090	250	Evergreen Broadcasting Corp. Smith Tower Seneca 2056	....	A. W. Talbot Bartley Sims Bartley Sims	Harry Jordan Max Coie Arthur A. Shultz	Rambeau Standard Lang-Worth UP
SEATTLE 1	KIRO	710	50,000	Queen City Broadcasting Co. Cobb Bldg. Seneca 1500	CBS	(Saul Haas Louis K. Lear Loren B. Stone Loren B. Stone	R. Spence W. F. Tucker James Hatfield	Free & Peters Standard MacGregor Associated AP, INS
SEATTLE 1	KJR	950	5,000	Fisher's Blend Station Inc. Skinner Bldg. Elliott 5890	Blue	O. W. Fisher Birt F. Fisher W. B. Stuht	Bill Moshier Bill Moshier F. J. Brott	Raymer Thesaurus UP
SEATTLE 1	KOL	1300	5,000	Seattle Broadcasting Co. Northern Life Tower Main 2312	MBS Pacific Don Lee	Archie G. Taft Archie Taft Jr. Oliver A. Runchey	Jerry Morris Elizabeth Leonard Perry C. Lind	Blair MacGregor World Standard Associated UP
SEATTLE 1	KOMO	1000	5,000	Fisher's Blend Station Inc. Skinner Bldg. Elliott 5890	NBC	O. W. Fisher Birt F. Fisher W. B. Stuht	Robert Gentry Bill Moshier F. J. Brott	Petry Thesaurus AP
SEATTLE 4	KRSC	1150	1,000	Radio Sales Corp. 2939 Fourth Ave. S. Elliott 7900	....	P. K. Leberman Robt. E. Priebe Romig C. Fuller	Ted Bell ..... George A. Freeman	..... ..... Associated World Lang-Worth AP
SEATTLE 4	*KTW	1250 ST-KWSC	1,000	First Presbyterian Church Seventh Ave & Spring St. Main 2056	....	First Presbyterian Church James S. Ross	Mrs. C. R. Foss ..... James S. Ross	.....
SEATTLE 1	KXA	770 L-WJZ	1,000	American Radio Telephone Co. Bigelow Bldg. Seneca 1000	....	R. F. Meggee Florence Wallace Rodney McArdle	Helen M. Brennan Virginia Rubin John Dubuque	..... ..... MacGregor UP
SPOKANE 8	KFIO	1230	250	Spokane Broadcasting Corp. 526 Riverside Ave. Riverside 8033	MBS Don Lee Pacific	Arthur L. Smith R. G. McBroom R. G. McBroom	Dorothy Thomson ..... Dee Waymire	McGillvra Thesaurus UP
SPOKANE 8	KFPY	920	5,000	Symons Broadcasting Co. Symons Bldg. Main 1218	CBS	Frances R. Symons Arthur L. Bright Bryan E. Woolston	R. Wallace Brazeal Richard E. Green George E. Langford	Walker World Lang-Worth MacGregor Standard UP
SPOKANE 8	KGA	1510	10,000	Louis Wasmer Radio Central Bldg. Main 5833	Blue	Louis Wasmer Harvey Wixson Harvey Wixson	Curtis Roberts Harvey Wixson C. W. Evans	Petry World AP

A LANDMARK  
of the Inland Empire—  
KHQ's 820-foot Tower.

Completely Covers the  
**KHQ**  
East Inland Empire



- One Market
- One Medium
- One Station
- One COST!



**5000 Watts—590 Kilocycles**

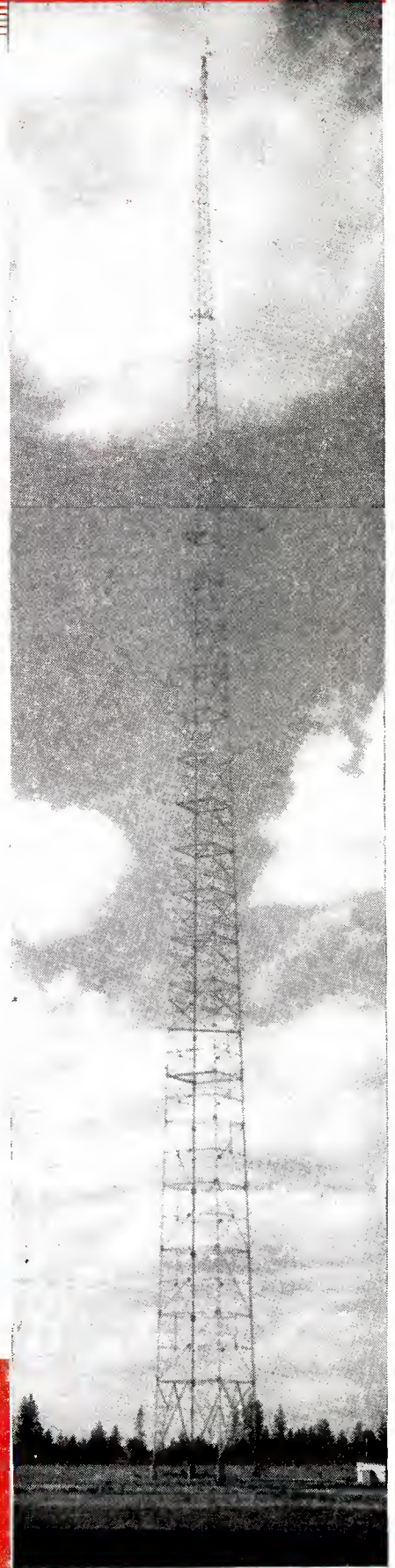
*Owned and Operated by*

**LOUIS WASMER, INC.**

Radio Central Bldg. Spokane, Wash.

*National Representatives: Edward Petry & Co., Inc.*

**The Only Single Medium Completely Covering the Inland Empire**





# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## WASHINGTON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
SPOKANE 8.....	KHQ	590	5,000	Louis Wasmer Inc. Radio Central Bldg. Main 5383	NBC	Louis Wasmer Harvey Wixson Harvey Wixson	Curtis Roberts Harvey Wixson C. W. Evans	Petry World MacGregor AP
TACOMA 1.....	KMO	1360	5,000	Carl E. Haymond 914½ Broadway Main 4144	MBS Don Lee Pacific	Carl E. Haymond J. A. Murphy Jerry Geehan	Verne E. Sawyer Verne E. Sawyer J. D. Kolesar	McGillvra World UP
TACOMA 2.....	KTBI	1490	250	Tacoma Broadcasters Inc. Puget Sound Bank Bldg. Broadway 2241	KBS	H. J. Quilliam H. J. Quilliam F. King Mitchell	Burke Ormsby F. King Mitchell George Cole	Standard Associated AP, UP
TACOMA 2.....	KVI	570	5,000	Puget Sound Bcastg. Co. Inc. Rust Bldg. Broadway 4211	....	Vernice Irwin Mrs. E. M. Doernhecher Vernice Irwin Earl T. Irwin	Lawrence Husehy Raymond Griese	Hollingbery Griffith Associated MacGregor Lang-Worth AP
VANCOUVER.....	KVAN	910	500-D	Vancouver Radio Corp. 707½ Main St. 160	....	Sheldon F. Sackett Ben E. Stone S. W. McCready Marion Sexton	Charlene Jackson S. W. McCready	Grant Lang-Worth Standard UP
WALLA WALLA.....	KUJ	1420	1,000	KUJ Inc. Second & Rose 1230	MBS Don Lee	H. E. Studehaker H. E. Studehaker Norval Armes	Robert Dunton Milton MacLafferty	Wilson World UP
WENATCHEE.....	KPQ	560	1,000	Wescost Broadcasting Co. 2nd & Columbia Sts. 45	Blue	Rogan Jones Helen Wylie Helen Wylie	Mildred Dahlhauser Helen Wylie R. B. Sutton	McGillvra Thesaurus UP
YAKIMA.....	KIT	1280	1,000	Carl E. Haymond 414½ E. Yakima Ave. 8115	MBS Don Lee Pacific	Carl E. Haymond J. A. Murphy Harrison A. Miller	C. H. Carlson William Hansen H. B. Murphy	McGillvra Keating World AP, UP
YAKIMA.....	KTYW	1460	500	Cascade Broadcasting Co. Inc. Box 702 6104	....	A. W. Talbot Bartley Sims F. S. O'Halloran	E. J. Hamilton F. S. O'Halloran David W. Gordon	Lang-Worth Thesaurus AP

## WEST VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative Transc. Library News Service
BECKLEY.....	WJLS	560	250-LS 100-N	Joe L. Smith Jr. 101½ Main St. 7311	CBS	Joe L. Smith Jr. Virginia N. Cooper John T. Gelder Jr.	Terrence M. Harcourt Al J. Ginkel	Burn-Smith Lang-Worth Standard UP
BLUEFIELD.....	WHIS	1440	1,000-LS 500-N	Daily Telegraph Printing Co. 623 Commerce St. 7114	NBC	H. I. Shott H. I. Shott Jr. P. T. Flanagan	..... P. T. Flanagan	Katz MacGregor World UP
CHARLESTON 24....	WCHS	580	5,000	Charleston Broadcasting Co. 1016 Lee St. 28-131	CBS W. Va.	Capt. John A. Kennedy USNR (on leave) Howard L. Chernoff Howard L. Chernoff	Joseph J. Herget Elizabeth Camp Odes E. Robinson	Standard World AP, UP
CHARLESTON 30 ...	WGKV	1490	100	Kanawha Valley Bcastg. Co. 208½ Dickinson St. Capitol 37-541	NBC	R. M. Venable E. R. Custer Joseph B. Matthews Robert L. Bowies	Phil Vogel Phil Vogel Melvin Swilling	McGillvra Standard Thesaurus UP
CLARKSBURG.....	WBLK	1400	250	Charleston Broadcasting Co. 444½ W. Pike St. 3040	NBC W. Va.	Capt. John A. Kennedy USNR (on leave) G. C. Blackwell G. C. Blackwell	..... G. C. Blackwell Joseph A. Wright	Branham World AP, UP
FAIRMONT.....	WMMN	920	5,000	Monongahela Valley Bcastg. Co. 208 Adams St. 3100	CBS	Lt. Comdr. George B. Storer (on leave) Stanton P. Kettler Stanton P. Kettler	Frank Lee Robert D. Hough	Blair Standard AP
HUNTINGTON.....	WSAZ	930	1,000	WSAZ Inc. Keith Alhee Theatre Bldg. 4106	Blue W. Va.	Capt. John A. Kennedy USNR (on leave) Marshall L. Roscne John L. Henry	William O. Aldridge Marcia Young Leroy E. Kilpatrick	Branham MacGregor Standard AP
LOGAN.....	WLOG	1230	250	Clarence H. Frey & Roht. O. Greever Box 720 761	KBS	Clarence H. Frey Robert O. Greever James E. McGowan Jo Ann Humphries	Harmon Calver James McGowan Lloyd Beckworth	Burn-Smith Standard Lang-Worth UP
MORGANTOWN.....	WAJR	1230	250	West Virginia Radio Corp. 440 Spruce St. 9488	KBS	H. C. Greer Norman Knight Norman Knight	Numa Fabre Jr. Eleanor Negri Ray C. Spence	World UP, AP
PARKERSBURG.....	WPAR	1450	250	Ohio Valley Broadcasting Corp. Grinter Bldg. 2530	CBS W. Va.	Capt. USNR John A. Kennedy (on leave) George H. Clinton Geo. H. Clinton	Carl Loose Tom Garten Cecil Knowles	Branham Standard AP, UP

# KIRO...Seattle

## Only 50,000 Watt

### Station in

## Pacific Northwest

*Flash!* Again in 1944 Western Washington and the Puget Sound area are important war production markets. Watch this area for postwar business.



710 kc

**THE FRIENDLY STATION**—Represented by *FREE and PETERS*



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    SH—Specified Hours.    U—Unlimited.    CP—Construction Permit Issued.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.  
 (Data corrected to January 1, 1945)

## WEST VIRGINIA—(Continued)

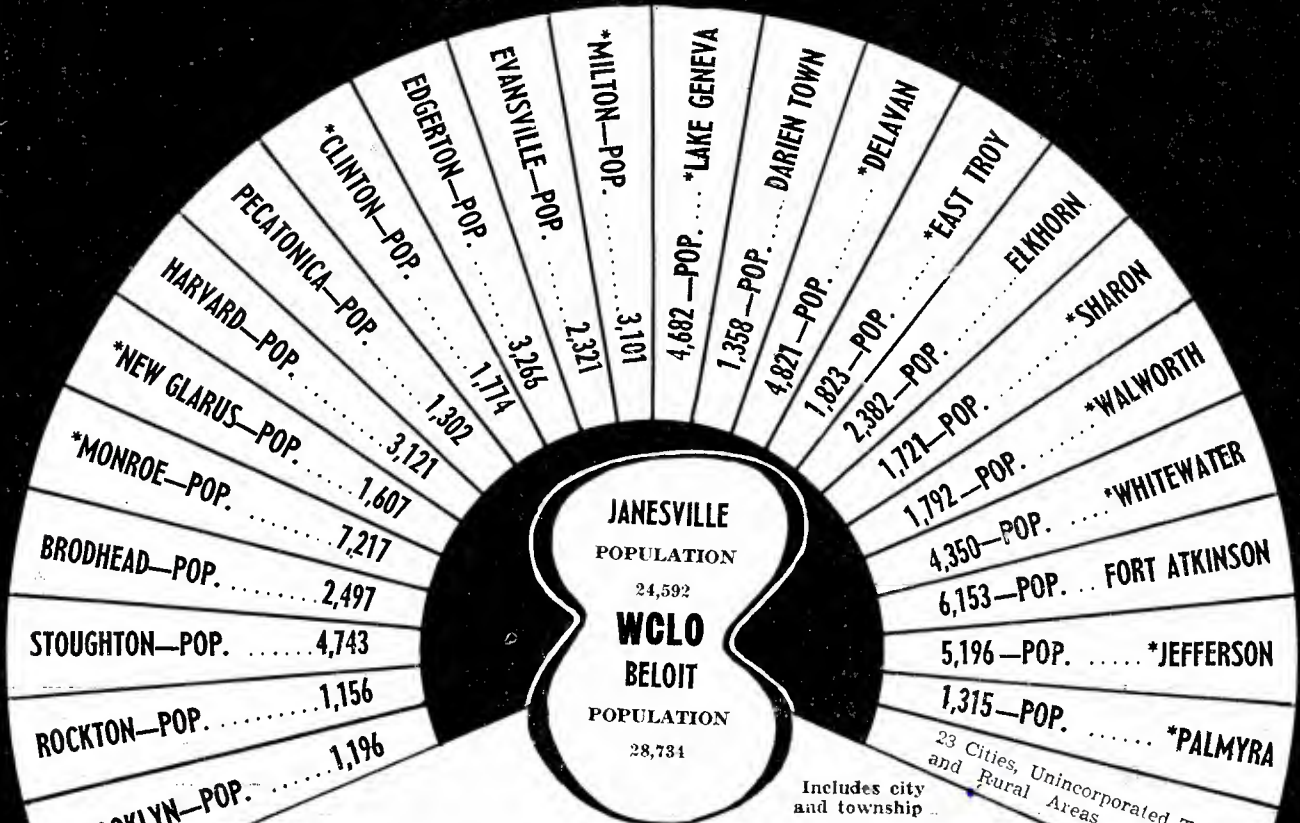
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
WELCH	WBRW	1340	250	McDowell Service Co. Riverside Drive 818	KBS	John W. Blakely Jerry H. Metz Jerry H. Metz	Johnnie Villani Jerry Metz Jerry H. Metz	Forjoe Associated AP
WHEELING	WKWK	1400	250	Community Broadcasting Inc. 16th & Market Sts. 5320	CBS	Joe L. Smith Jr. John B. Reynolds John T. Gelder	E. L. Blockinger Fred Baker	Weed Standard UP
WHEELING	WWVA	1170	50,000	West Virginia Broadcasting Corp. Hawley Bldg. 5383	Blue	Lt. Comdr. George B. Storer (on leave) George W. Smith William E. Rine	Lucien B. Clawson Ruth Lee Miller Edwin L. Keim	Blair Thesaurus AP
WILLIAMSON	WBTH	1400	250	Williamson Broadcasting Corp. Williamson 1241	....	Mrs. Lewis C. Tierney Alice Shein Alice Shein	Alice Shein Robert Ward Bullio	World UP

## WISCONSIN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
APPLETON	WHBY	1230	250	WHBY Inc. 600 S. Lawe St. 1161	MBS Wisconsin	Fr. James A. Wagner J. L. Gallagher W. C. Porshow	Rodger Mueller W. C. Porshow George Merkel	Standard AP
ASHLAND	WATW	1400	100	Upper Mich.-Wisc. Bestg. Co. Inc. Northern State Bank Bldg. 1420	MBS No. Central	William L. Johnson J. W. Huss Todd Hogan	Harry Willis J. W. Huss Hine Dahlbacka	Sears & Ayer UP
EAU CLAIRE	WEAU	790	5,000-LS 1,000-N	Central Broadcasting Co. 203 S. Barstow St. 6149	NBC Arrowhead No. Central Northwest	Walter C. Bridges Walter C. Bridges James Clyde Riddle	H. H. Dunavan Thorwald Jorgenson	Hollingbery World Lang-Worth AP, UP
FOND DU LAC	KFIZ	1450	250	Reporter Printing Co. 18 W. First St. 356	MBS	A. H. Lange Lucille A. Fairbanks Wm. E. O'Brien	Joyce A. Bahr Wendell S. Meyers	INS
GREEN BAY	WTAQ	1360	5,000	WHBY Inc. Bellin Bldg. Adams 1	CBS Wisconsin	Fr. James A. Wagner Haydn R. Evans Val Schneider	Al Michel Hugh O'Malley Wallace Stangel	Weed MacGregor Thesaurus AP
JANESVILLE	WCLO	1230	250	Gzette Printing Co. 200 E. Milwaukee St. 2500	MBS Wisconsin KBS	Sidney H. Bliss S. H. Bliss Gordon Downey	Dorothy Alan S. H. Bliss Wayne Clay	Rambeau Lang-Worth AP
LACROSSE	WKBH	1410	1,000	WKBH Inc. Radio Bldg. 450	NBC	Howard Dahl Howard Dahl	Berniece Callaway Al Leeman	Wilson MacGregor Lang-Worth AP
MADISON 6	*WHA	970	5,000-D	University of Wisconsin Radio Hall, Campus Badger 580	....	C. A. Dykstra H. B. McCarty Wm. C. Harley	Walter Krulevitch Jack Stiehl	World Standard UP
MADISON 3	WIBA	1310	5,000	Badger Broadcasting Co. 110 E. Main St. Fairchild 8800	NBC	William T. Evjue E. C. Allen	K. F. Schmitt K. F. Schmitt C. W. Wallis	Wilson Associated Standard AP, UP
MANITOWOC	WOMT	1240	100	Francis M. Kadow Radio Bldg. 6015	KBS	Francis M. Kadow Francis M. Kadow Maurice Daily	Geo. H. Erdman L. Spertt W. F. Dubin	Regional Radio UP
MARINETTE	WMAM	570	250-LS 100-N	M & M Broadcasting Co. Radio Park 570	NBC	W. E. Walker Joseph D. Mackin Howard L. Emich	Howard L. Emich Howard L. Emich Martin R. Lund	Wilson Associated UP
MEDFORD	WIGM	1490	250	George F. Meyer Medford 5147	KBS	George F. Meyer Irma Meyer A. A. Grossman	Arthur Retzlaff Raymond Bohnert (acting)	Cox & Tanz UP
MILWAUKEE 3	WEMP	1340	250	Milwaukee Broadcasting Co. 710 N. Plankinton Ave. Marquette 7722	Blue	Co-Partnership Charles J. Lanphier Charles J. Lanphier	Conrad Rice Charles J. Lanphier Raymond Host	Wilson UP
MILWAUKEE 1	WISN	1150	5,000	Hearst Radio Inc. 123 W. Michigan Daly 3900	CBS	Hearst Radio Inc. Gaston W. Grignon Caston W. Grignon	Woods O. Dreyfus H. Ellis Saxton N. J. Richard	Katz World Standard UP, INS
MILWAUKEE 1	WTMJ	620	5,000	The Journal Co. 333 W. State St. Marquette 6000	NBC	Walter J. Damm Lewis W. Herzog Russell G. Winnie	R. Bruce Wallace D. W. Gellerup (on leave)	Petry Associated MacGregor AP
OSHKOSH	WOSH	1490	250	Oshkosh Broadcasting Co. 151½ Main St. 4580	Blue	Myles H. Johns Ben A. Laird Ben A. Laird	Marjorie Hilliard Robert Nelson Nathan Williams	Regional Radio Standard World UP
POYNETTE	WIBU	1240	250	William C. Forrest Poynette 97R5	MBS Wisconsin	Wm. C. Forrest Wm. C. Forrest Ralph O'Connor	Sarah Forrest Ralph O'Connor Leonard Dese	Standard UP

# WHAT PLASMA IS TO FIGHTING MEN -- SMALL TOWNS ARE TO AMERICAN BUSINESS

## "Lifeblood"



Includes city and township

23 Cities, Unincorporated Towns and Rural Areas — 78,780.

### WCLO's Primary Market

POPULATION 201,129

## Effective Buying Income \$1,236 Per Capita

As Compared to National Average of \$1,103

(1940 United States Census of Business)

Twin City Market—WCLO serves the only Wisconsin county boasting two important cities. Beloit and Janesville, with a combined population of 53,000, are within a 7-mile radius of WCLO's transmitter. Programs originating from each of these cities and complete local news coverage assure advertisers of the lion's share of the potential audience.

WCLO's Primary Area has:	
Families	57,181
Radio Sets	53,928
Cities and Towns	47
Dairy Farms	16,000
"Effective Buying Income"	\$182,000,000
Retail Sales	\$ 97,145,300

America is a small-town, small-store nation. Towns less than 25,000 population, together with unincorporated rural areas, embrace 60 per cent of the entire population of the country . . . Towns under 30,000 sustain 57 per cent of the outlets and account for 43 per cent of the retail trade in the United States.

Janesville, Wis. — Heart of Dairyland — Represented by Rambeau.

# Radio Station WCLO

Owned and Operated by Gazette Printing Co., Publishers of Janesville Daily Gazette



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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

(Data corrected to January 1, 1945)

## WISCONSIN—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotions Mgr. Chief Engineer	Representatives Trans. Library News Service
RACINE.....	WRJN	1400	250	Racine Broadcasting Corp. 441 Main St. Jackson 290	MBS Wisconsin	Frank R. Starhuck Harold J. Newcomh Harold J. Newcomh	Garret Adame F. Lee Dechant	Radio Sales MacGregor AP, INS
RICE LAKE.....	WJMC	1240	250	Walter C. Bridges .....	MBS Arrowhead	.....	.....	AP
SHEBOYGAN.....	WHBL	1330	1,000-LS 250-N	Press Publishing Co. 636 Center Ave. 1900	MBS Wisconsin	A. Matt Werner G. P. Richards G. P. Richards	Glen James G. P. Richards Herbert J. Mayer	Pearson Standard UP
STEVENS POINT....	*WLBL	930	5,000-D	Wisconsin Dept. of Agriculture Reserve St. Main 625	....	Wisconsin Dept. of Agric. F. R. Calvert	W. P. Wichmann	UP
SUPERIOR.....	WDSM	1230	250	WDSM Inc. Androy Hotel 4451	Blue, MBS No. Central	James J. Conroy Arthur C. Robinson Edward R. Cluett	Elma DeMeire Elinor Barney J. Melvin Laskey	Rambeau AP
WAUSAU.....	WSAU	1400	250	Northern Broadcasting Co., Inc. Wausau 6521	CBS Wisconsin	Lt. Col. William E. Walker (on leave) Ben F. Hovel J. W. Killeen	Don R. Burt Roland W. Richardt	Wilson World UP
WISCONSIN RAPIDS	WFHR	1340	250	William F. Huffman 143 W. Grand Ave. 1340	MBS Wisconsin	William F. Huffman George T. Frechette Bruce G. Beich	Arnie Strobe George T. Frechette Garth N. Bowker	Standard AP

## WYOMING

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotions Mgr. Chief Engineer	Representatives Trans. Library News Service
CASPER.....	KDFN	1470	1,000	Donald L. Hathaway First & Lennox Sts. 407	....	Donald L. Hathaway Donald L. Hathaway Donald L. Hathaway Harrison Brewer	Marchus R. Nichols D. L. Hathaway	Sears & Ayer Griffith MacGregor Lang-Worth UP
CHEYENNE.....	KFBC	1240	250	Frontier Broadcasting Co. Plains Hotel 4461	Blue KBS	Tracy S. McCracken Wm. C. Grove Frank Flynn	Jeanette Flynn Frank Flynn Wm. C. Grove	Burn-Smith UP
POWELL.....	KPOW	1230	250	A. J. Meyer 657 N. Clark St. 222	KBS	A. J. Meyer Del Brandt	.....	Griffith Sears & Ayer Lang-Worth UP
ROCK SPRINGS....	KVRS	1400	250	Wyoming Broadcasting Co. 1807 Wyoming St. 93	MBS Intermountain	Marjorie L. McCracken Harold L. McCracken Harold L. McCracken	Marjorie L. McCracken Harold L. McCracken Archie W. Buchanan	MacGregor Thesaurus AP
SHERIDAN.....	KWYO	1400	250	Big Horn Broadcasting Co. 19 N. Main St. 601	KBS	R. E. Carroll Jim Carroll Jim Carroll	Mel Hallock Mel Hallock Boh Crosswhite	Griffith Sears & Ayer Standard UP

# COMBINED BROADCAST SERVICE INCOME STATEMENT 1943

4 Major Networks, 5 Regional Networks and 841 Standard Broadcast Stations

Particulars	Grand total	Networks and their managed and operated stations <sup>1</sup>			810 Other stations
		Networks including 9 key stations of major networks	22 Other managed and operated stations	Total	
<b>A. Revenues from Sale of Time:</b>					
1. Network time sales by—					
a. Major networks.....	\$104,243,322	\$66,620,700	\$2,883,784	\$69,404,484	\$34,838.81
b. Regional networks.....	4,290,788	3,021,698	871,903	3,698,501	1,697.21
c. Miscellaneous networks and stations.....	965,720	.....	.....	.....	965.72
Total.....	109,499,830	69,542,298	3,465,687	72,997,985	36,501.8
Deduct—Payments to foreign stations and elimination of miscellaneous duplications.....	4,854,145	4,191,604	.....	4,191,604	662.5
Revenue from network time sales.....	104,645,685	65,350,694	3,455,687	68,806,381	36,839.3
2. Non-network time sales to—					
a. National and regional advertisers and sponsors.....	59,352,170	6,021,222	4,207,196	9,228,418	60,123.71
b. Local advertisers and sponsors.....	64,104,309	2,505,985	3,418,646	5,924,531	58,179.7
Total revenue from non-network time sales.....	123,456,479	7,527,207	7,625,742	15,152,949	108,303.5
Total revenues from time sales.....	228,102,164	72,877,901	11,081,429	83,959,330	144,142.8
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others.....	32,398,011	17,148,641	1,196,488	18,345,029	14,062.9
Net revenue from time sales.....	195,704,153	55,729,260	9,884,941	65,614,301	130,089.8
<b>B. Revenue from incidental broadcast activities:</b>					
Talent:					
Sale of talent under contract to, and in the pay of, networks and stations.....	9,362,315	3,818,578	569,650	4,388,228	4,974.01
Commissions, fee and profits from obtaining or placing talent.....	641,395	400,499	5,183	405,682	236.7
Sundry broadcast revenues.....	9,609,911	5,883,705	374,426	6,258,131	3,351.7
Total revenues from incidental broadcast activities.....	19,613,621	10,102,782	949,259	11,052,041	8,561.5
Total broadcast revenues.....	215,317,774	65,832,142	10,834,200	76,666,342	138,651.4
<b>C. Total broadcast expenses of networks and stations.....</b>	148,842,188	45,932,587	7,096,060	63,028,647	95,813.5
<b>D. Broadcast income (before Federal income tax).....</b>	66,475,586	19,899,555	3,738,140	23,637,695	42,837.8

<sup>1</sup> Stations licensed to major and regional networks, and those licensed to others, but managed by networks as to program, time or sales.

<sup>2</sup> Includes \$44,492, \$35,642 and \$31,611 as major, regional and other network time sales, respectively, of \$111,645 reported by licensees of stations with total time sales of less than \$25,000.

<sup>3</sup> Since stations with total time sales of less than \$25,000 for the year are not required to report details, this figure may include some amounts for national and regional non-network business.

<sup>4</sup> Of this amount \$15,466,295 is applicable to the sale of network time, column (3), line 6, while the remainder and amounts shown in columns (5) and (7), line 14, are applicable to amount reported on line 12, in respective columns.

Source: Annual Financial Reports (F.C.C. Form 324)

Prepared by Accounting, Statistical and Tariff Department