
Minute, Please!

WHEN you talk in terms of sales increases (box tops if you insist) for West Virginia, Eastern Ohio, Western Pennsylvania and Maryland, you must reckon with the thousands of **JUST PLAIN FOLKS** who can be effectively reached only through **WWVA**, Wheeling and **WMMN**, Fairmont, West Virginia.

BOTH 5,000 Watts—**BOTH COLUMBIA**—**BOTH Friendly**—**BOTH** with a grand record of success—**BOTH** members of **NAB**—**BOTH** doing a bang-up job in two distinct markets—**BOTH** represented by **JOHN BLAIR & CO.**

W W V A • **W M M N**
Wheeling, W. Va. Fairmont, W. Va.

Thank You!

UNITED STATES FAMILIES: A RADIO TIME BUYERS' GUIDE

Special Urban and Rural Breakdowns of Radio Census of Joint Committee on Radio Research

As Compiled by NBC

(See Maps for County Breakdowns; See 1939 BROADCASTING Yearbook for County Totals)

STATES	ALL FAMILIES					URBAN FAMILIES					RURAL FAMILIES								
	All Families*	Rank of State	All Radio Families**	Rank of State	All Radio Families Are This % of All Families	All Urban Families*	Rank of State	All Urban Families Are This % of All Families	Urban Radio Families**	Rank of State	Urban Radio Families Are This % of All Radio Families	Urban Radio Families Are This % of All Urban Families	All Rural Families*	Rank of State	All Rural Families Are This % of All Families	Rural Radio Families**	Rank of State	Rural Radio Families Are This % of All Radio Families	Rural Radio Families Are This % of All Rural Families
Alabama.....	670,000	18	375,200	22	56	207,000	25	31	154,600	27	41	75	463,000	10	69	220,600	19	59	48
Arizona.....	104,000	44	79,600	45	77	37,000	42	36	33,100	42	42	89	67,000	41	64	46,500	43	58	69
Arkansas.....	501,000	23	254,800	31	51	113,000	34	23	88,100	34	35	78	388,000	18	77	166,700	24	65	43
California.....	1,818,000	4	1,719,800	4	95	1,369,000	4	75	1,287,100	4	25	94	449,000	11	25	432,700	5	25	96
Colorado.....	288,000	34	233,500	32	81	152,000	31	53	133,200	31	59	91	136,000	32	47	95,300	36	41	70
Connecticut.....	437,000	28	402,100	20	92	306,000	14	70	281,400	14	70	92	131,000	35	30	120,700	32	30	92
Delaware.....	67,000	47	57,600	47	86	34,000	43	51	30,800	44	53	90	33,000	46	49	26,800	46	47	81
District of Col.....	168,000	37	152,900	37	91	168,000	28	100	152,900	28	100	91
Florida.....	443,000	27	297,900	27	67	238,000	21	54	189,500	21	64	80	205,000	27	46	108,400	33	36	53
Georgia.....	716,000	14	370,800	23	52	245,000	19	34	180,500	23	49	74	471,000	8	66	190,300	20	51	40
Idaho.....	124,000	42	98,700	43	80	38,000	41	31	34,200	41	35	90	86,000	39	69	64,500	39	65	75
Illinois.....	2,063,000	3	1,857,100	3	90	1,526,000	3	74	1,426,600	3	77	93	537,000	5	26	430,500	6	23	80
Indiana.....	934,000	11	816,800	11	87	522,000	11	56	480,300	11	59	92	412,000	13	44	336,500	8	41	82
Iowa.....	680,000	17	577,800	13	85	281,000	15	41	262,500	15	45	93	399,000	15	59	315,300	9	55	79
Kansas.....	501,000	23	367,800	24	73	204,000	27	41	189,300	22	51	93	297,000	23	59	178,500	22	49	60
Kentucky.....	708,000	15	494,900	15	70	242,000	20	34	208,600	19	42	86	466,000	9	66	286,300	11	58	61
Louisiana.....	510,000	22	297,400	28	58	215,000	24	42	168,100	25	57	78	295,000	24	58	129,300	30	43	44
Maine.....	221,000	35	201,100	35	91	88,000	37	40	79,700	35	40	91	133,000	33	60	121,400	31	60	91
Maryland.....	410,000	30	355,100	25	87	251,000	18	61	225,100	17	63	90	159,000	30	39	130,000	29	37	82
Massachusetts.....	1,104,000	8	1,019,200	9	92	992,000	6	90	912,100	6	89	92	112,000	37	10	107,100	34	11	96
Michigan.....	1,220,000	7	1,122,200	6	92	827,000	8	68	771,100	8	69	93	393,000	17	32	351,100	7	31	89
Minnesota.....	652,000	19	556,900	14	85	331,000	13	51	309,300	13	56	93	321,000	21	49	247,600	14	44	77
Mississippi.....	494,000	25	207,000	34	42	91,000	36	18	64,600	38	31	71	403,000	14	82	142,400	26	69	85
Missouri.....	1,072,000	10	822,800	10	77	562,000	10	52	525,600	10	64	94	510,000	7	48	297,200	10	36	58
Montana.....	142,000	40	114,600	41	81	49,000	40	35	44,400	40	39	91	93,000	38	66	70,200	33	61	75
Nebraska.....	352,000	32	284,100	30	81	129,000	33	37	120,100	32	42	93	223,000	26	63	164,000	25	58	74
Nevada.....	30,000	49	28,500	49	95	12,000	49	40	11,000	49	39	91	18,000	47	60	17,500	47	61	97
New Hampshire.....	136,000	41	124,400	39	92	77,000	38	57	69,700	38	56	91	59,000	43	43	54,700	41	44	93
New Jersey.....	1,098,000	9	1,022,500	8	93	904,000	7	82	845,400	7	83	94	194,000	29	18	177,100	23	17	91
New Mexico.....	102,000	45	62,300	46	61	27,000	47	26	23,700	47	38	88	75,000	40	74	38,600	44	62	51
New York.....	3,372,000	1	3,132,300	1	93	2,806,000	1	83	2,623,300	1	84	93	566,000	3	17	509,000	3	16	90
North Carolina.....	736,000	12	408,600	19	55	206,000	26	28	161,900	26	40	79	530,000	6	72	246,700	15	60	47
North Dakota.....	156,000	39	119,600	40	77	28,000	46	18	26,200	46	22	94	128,000	36	82	93,400	37	78	73
Ohio.....	1,777,000	5	1,641,500	5	92	1,215,000	5	68	1,130,200	5	69	93	562,000	4	32	511,300	2	81	91
Oklahoma.....	619,000	20	454,300	17	73	233,000	22	38	202,600	20	45	87	386,000	19	62	251,800	12	55	65
Oregon.....	299,000	33	285,400	29	95	157,000	29	58	147,000	29	52	94	142,000	31	48	138,400	27	48	97
Pennsylvania.....	2,452,000	2	2,206,400	2	90	1,687,000	2	69	1,553,900	2	70	92	765,000	2	31	652,500	1	30	85
Rhode Island.....	169,000	36	155,500	36	92	155,000	30	92	142,500	30	92	92	14,000	48	8	13,000	48	8	98
South Carolina.....	407,000	31	207,300	33	51	99,000	35	24	69,500	37	34	70	308,000	22	76	137,800	28	66	45
South Dakota.....	167,000	38	132,900	38	80	34,000	43	20	31,700	43	24	93	133,000	33	80	101,200	35	76	76
Tennessee.....	689,000	16	459,900	16	67	259,000	17	38	211,200	18	46	82	430,000	12	62	248,700	13	54	58
Texas.....	1,516,000	6	1,033,500	7	68	661,000	9	44	556,200	9	54	84	855,000	1	56	477,800	4	46	56
Utah.....	123,000	43	111,000	42	90	68,000	39	55	61,800	39	56	91	55,000	44	45	49,200	42	44	89
Vermont.....	99,000	46	88,600	44	90	33,000	45	33	30,000	45	34	91	66,000	42	67	58,600	40	66	89
Virginia.....	613,000	21	400,200	21	65	217,000	23	35	178,800	24	45	82	396,000	16	65	221,400	18	55	56
Washington.....	468,000	26	443,300	18	55	271,000	16	58	254,400	16	57	94	197,000	28	42	183,900	21	43	96
West Virginia.....	417,000	29	348,300	26	84	130,000	32	31	111,800	33	32	86	287,000	25	69	236,500	16	68	82
Wisconsin.....	735,000	13	612,700	12	83	404,000	12	55	377,000	12	62	93	331,000	20	45	235,700	17	38	71
Wyoming.....	62,000	48	49,800	48	80	20,000	48	32	18,100	48	36	90	42,000	45	68	31,700	45	64	75
TOTAL U. S.	32,641,000	..	26,666,500	..	82	18,920,000	..	58	17,195,600	..	64	91	13,721,000	..	42	9,470,900	..	36	69

Reproduced Courtesy of National Broadcasting Co.

* Estimated as of July 1, 1937 by Joint Committee on Radio Research.

** Estimated as of January 1, 1938 by Joint Committee on Radio Research.

FOR **HARTFORD** COUNTY

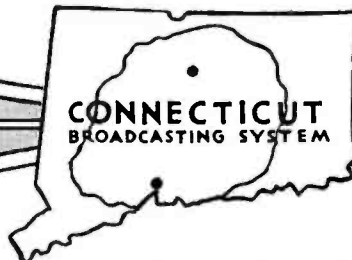
WNBC

HARTFORD AND NEW BRITAIN, CONN.
1,000 WATTS DAY, 250 NIGHTS, 1380 KC.

- WNBC is DIFFERENT!
- WNBC rates are LOW!
- WNBC gets RESULTS!

LET YOUR NEXT HARTFORD CONTRACT GO WNBC
YOU'LL BE GLAD YOU DID!

- NATIONAL BROADCASTING BLUE
NETWORK OUTLET FOR CENTRAL
CONNECTICUT



FOR **NEW HAVEN** COUNTY

WELI

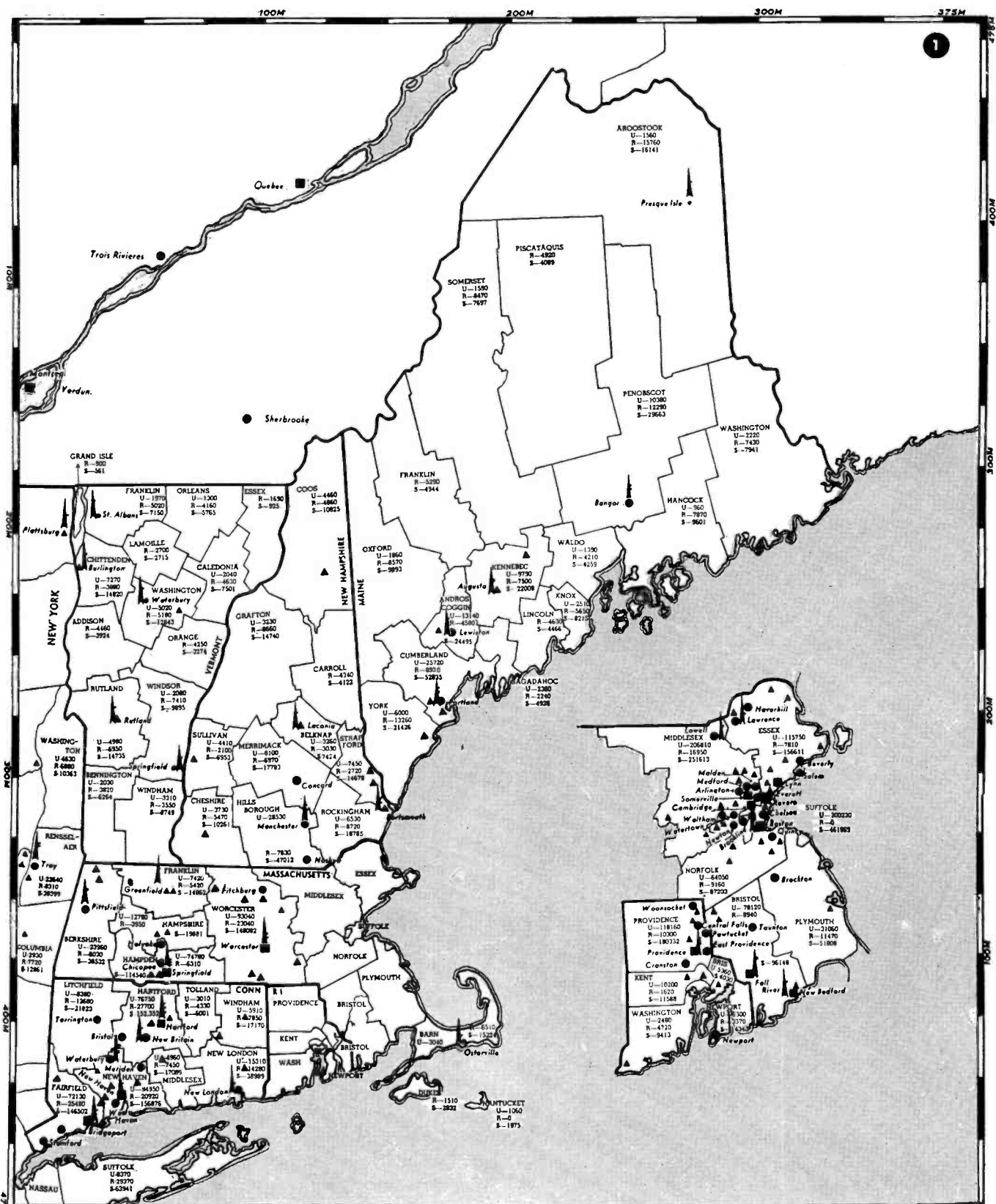
NEW HAVEN, CONNECTICUT.

NEW HAVEN'S OWN STATION

● **FULL TIME AHEAD**

ABOUT AUGUST FIRST WELI WILL BROADCAST ON 930 KC
500 WATTS DAYS, 250 WATTS NIGHTS

- GET ABOARD A STATION
THAT IS GOING PLACES—
AND CARRYING ALL NEW
HAVEN WITH IT.



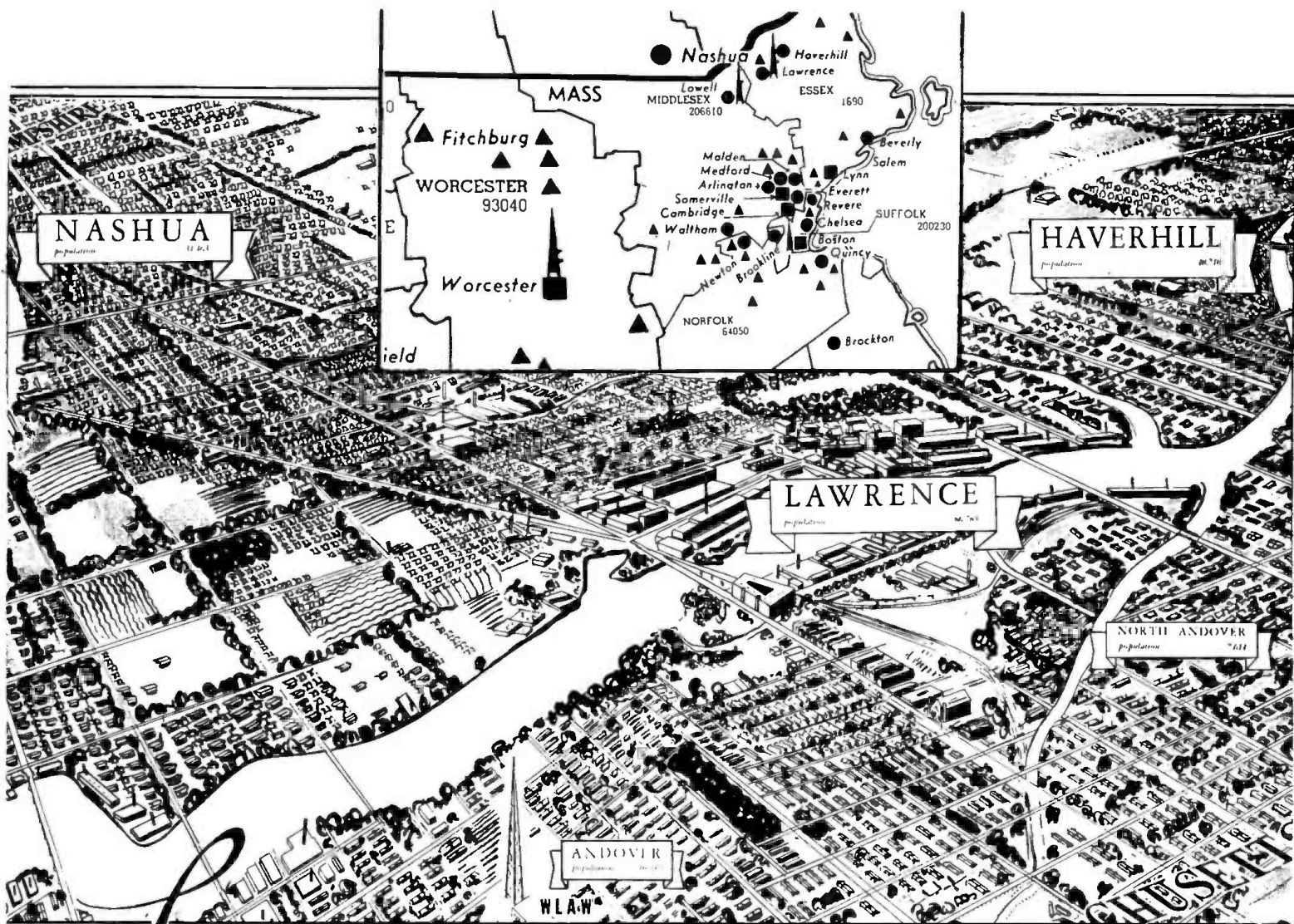
BROADCASTING
National
Press Bldg.
Washington,
D. C.

- CITIES OVER 100,000 POP.
- 25,000 - 100,000 POP.
- ▲ 10,000 - 25,000 POP.
- ▲ LESS THAN 10,000 POP. with RADIO STATION
- U URBAN RADIO HOMES
- R RURAL RADIO HOMES*
- \$ RETAIL SALES IN THOUSANDS

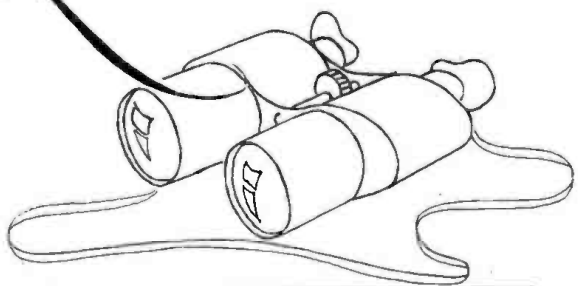
- ▲ RADIO STATION.
- ▲ FLAGS INDICATE NUMBER AUTHORIZED

Prepared in Collaboration with
WALTER P. BURN & ASSOCIATES, Inc.
and
EDGAR FELIX

Map Base: Bureau of Census, 1917. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1918. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.



Let's Look a little Closer at Lawrence



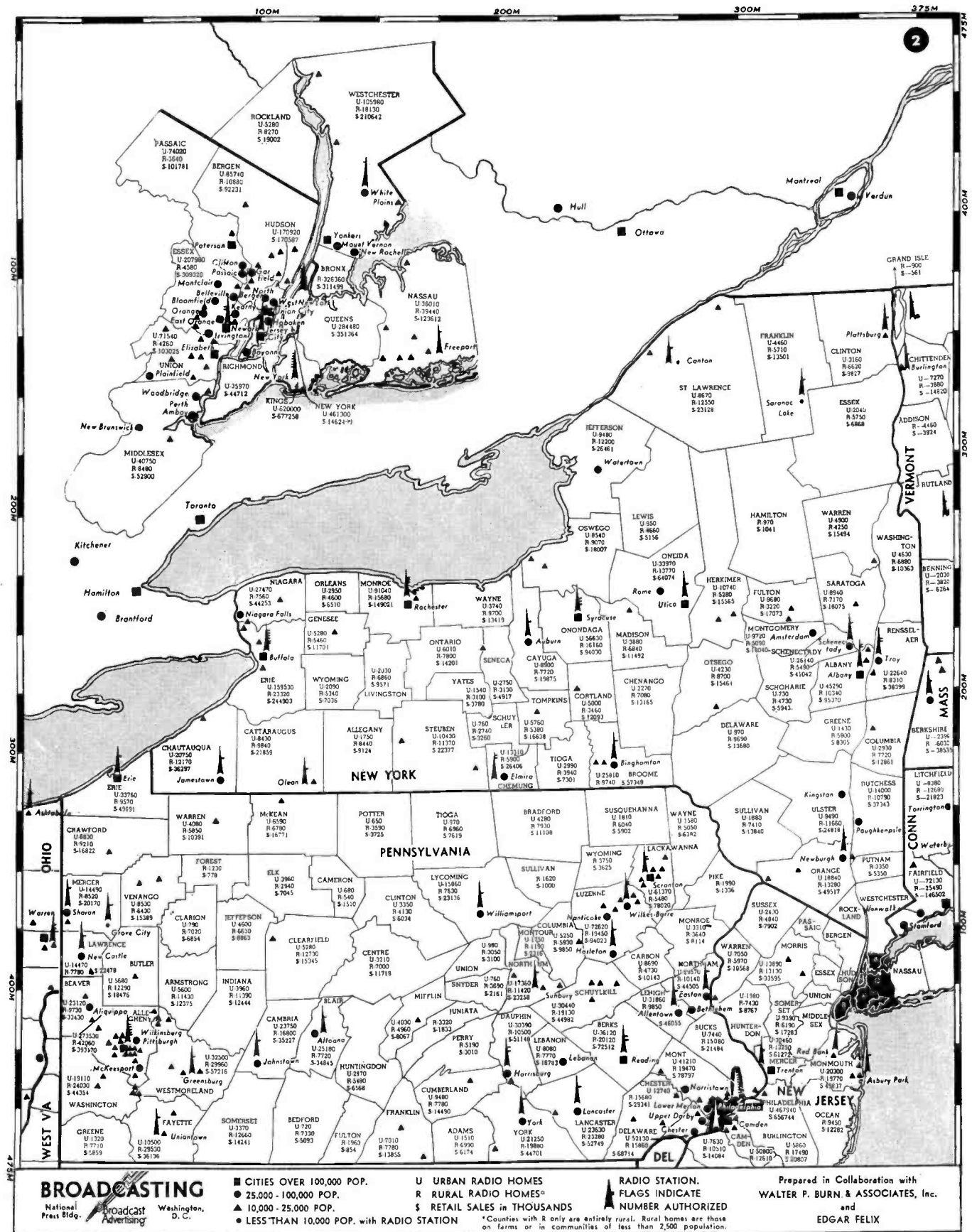
Lawrence, with Lowell and Haverhill, forms one continuous city of 325,000 people, for which Lawrence is one principal shopping center. As such, the area and its suburbs take rank as the twenty-fifth city of the United States.

Lawrence alone ranks as the leading city of the United States in the production of woolens and worsteds and the combined manufactures of the three cities provide payrolls of \$44,000,000 a year. Retail sales exceed \$86,000,000. All of this is within the 10 MV/M signal of WLAW, which provides the only primary service available at uniform high level throughout the combined cities.

WLAW delivers a large part of the Lawrence-Lowell-Haverhill audience at all times of the day. Newscasting has the aid of the full facilities of the *Lawrence Daily Eagle* and *Evening Tribune*, with the greatest circulation in Essex County. The combined station and newspaper resources provide a merchandising service that is not excelled.

RADIO STATION
WLAW
 Studios & Offices: OSWALD Bldg.
 Lawrence, Massachusetts

1000 WATTS 680 KC.



BROADCASTING
 National Broadcast Advertising
 Washington, D. C.

■ CITIES OVER 100,000 POP.
 ● 25,000 - 100,000 POP.
 ▲ 10,000 - 25,000 POP.
 ● LESS THAN 10,000 POP. with RADIO STATION

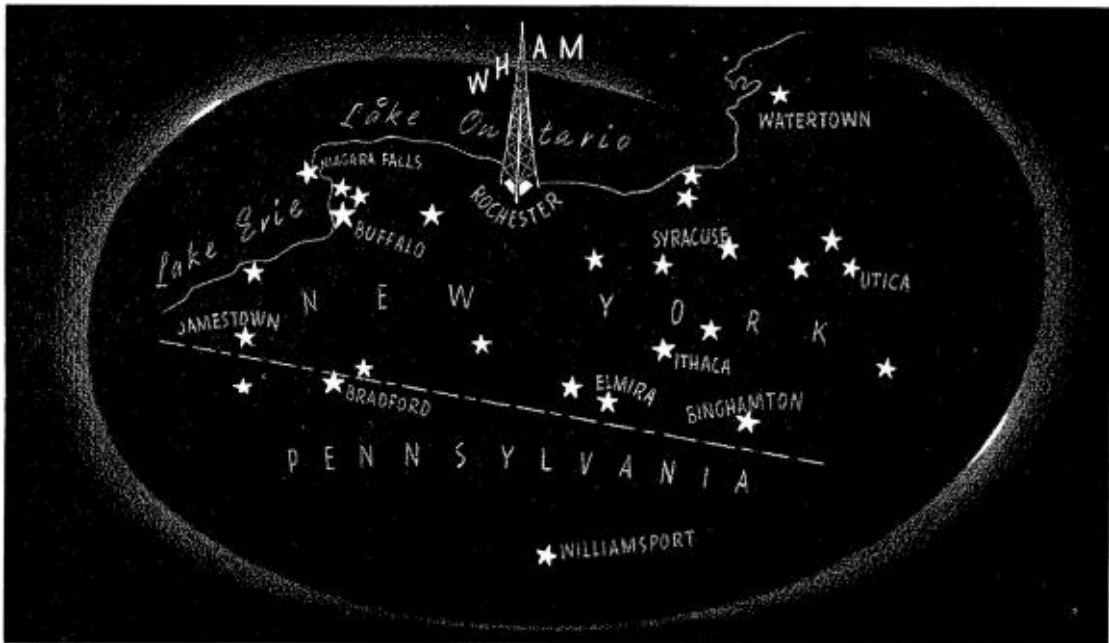
U URBAN RADIO HOMES
 R RURAL RADIO HOMES
 \$ RETAIL SALES IN THOUSANDS

▲ RADIO STATION.
 ■ FLAGS INDICATE NUMBER AUTHORIZED

* Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.

Prepared in Collaboration with
WALTER P. BURN & ASSOCIATES, Inc.
 and
EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.



**THE WAY TO COVER ROCHESTER . . .
AND THE RICH WESTERN NEW YORK TRADING AREA . .**

WHAM

CLEAR CHANNEL • 50,000 WATTS • FULL TIME

In the wealthy Western New York area, incomes and purchases per capita are well above the U. S. average, as revealed in Sales Management's survey. Only one radio station blankets this profitable territory . . . 50,000-watt WHAM.

An independent survey, just completed, shows that WHAM delivers more of these responsive high-buying-power listeners than are attainable through any other station.

**ROCHESTER'S
 RICH TRADING AREA
 LISTENS TO WHAM
 by 4 to 1**

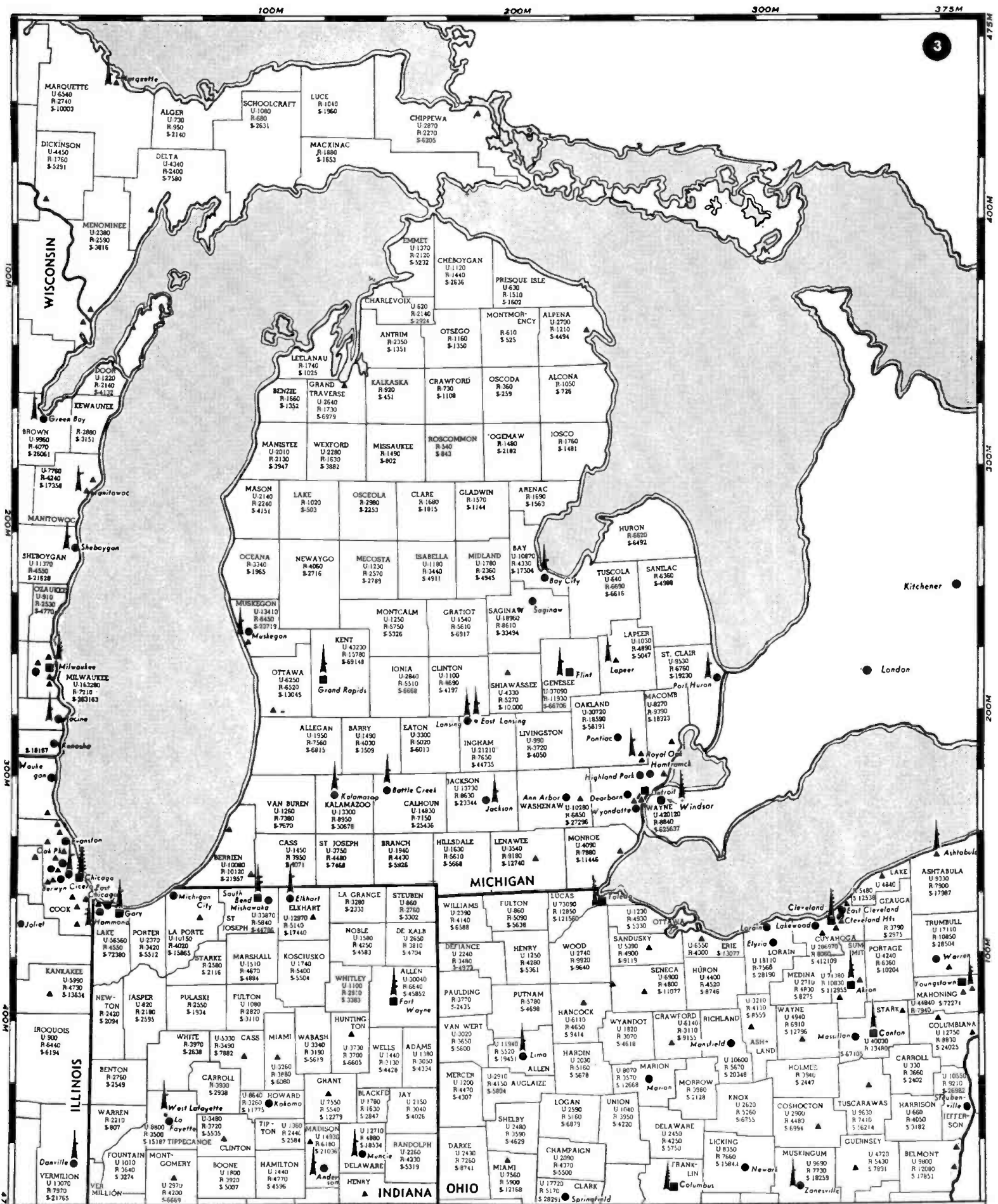
A survey just completed by a Rochester advertising agency shows that, even omitting Rochester itself, WHAM's listeners in the trading area outnumber the listeners of any other radio station by 4 to 1.

Rochester's (Monroe County) effective buying income (Sales Management Survey) is \$242,137,000; 11 adjoining counties, comprising only one-third of WHAM's primary coverage, have \$248,404,000.

You cover the area with WHAM alone; you cannot cover it without WHAM.



ROCHESTER, N. Y. • STROMBERG-CARLSON TELEPHONE MFG. CO. • National Representative . . . GEO. P. HOLLINGSBERRY CO.



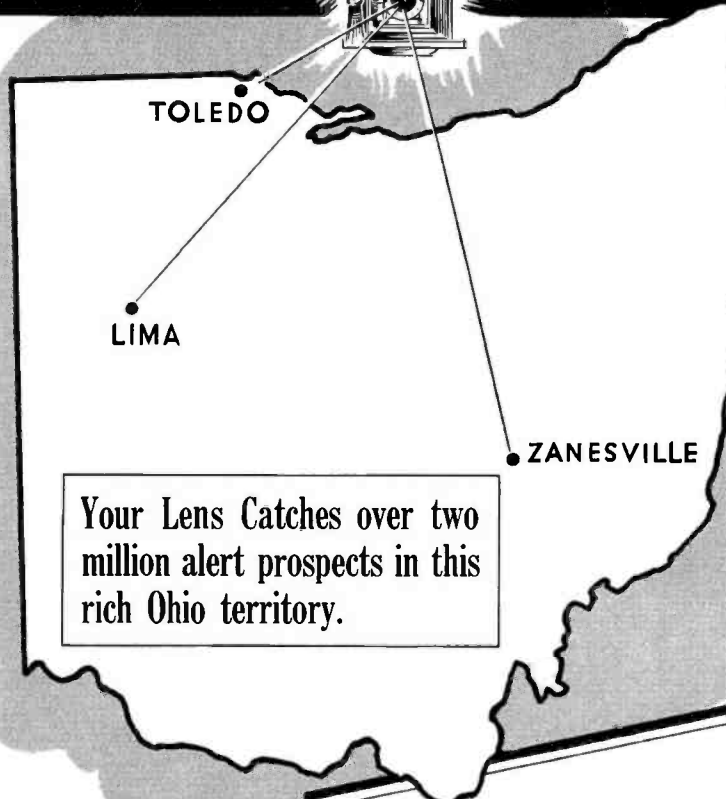
BROADCASTING
National
Press Bldg.
Washington,
D. C.

- CITIES OVER 100,000 POP.
- 25,000 - 100,000 POP.
- ▲ 10,000 - 25,000 POP.
- LESS THAN 10,000 POP. with RADIO STATION
- U URBAN RADIO HOMES
- R RURAL RADIO HOMES*
- \$ RETAIL SALES IN THOUSANDS
- ▲ RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED

Prepared in Collaboration with
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and
EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.

Get This Ohio Picture



Your Lens Catches over two million alert prospects in this rich Ohio territory.

THREE INDIVIDUAL STATIONS THREE INDIVIDUAL MARKETS

SERVICE is the watchword of these 3 Go-getters—**SERVICE** to our listeners—and **SERVICE** to our advertisers.

If you want your Radio Advertising to do things for you in Ohio just consider this combination—can be bought as a group or as individual markets.

Facts about coverage, audience and market data are available on each station, and the national representation is handled by John Blair & Co.

Toledo

WSPD
5,000 watts day — 1,000 watts night NBC Red and Blue outlet, one of the oldest stations in America, now celebrating its 18th year.

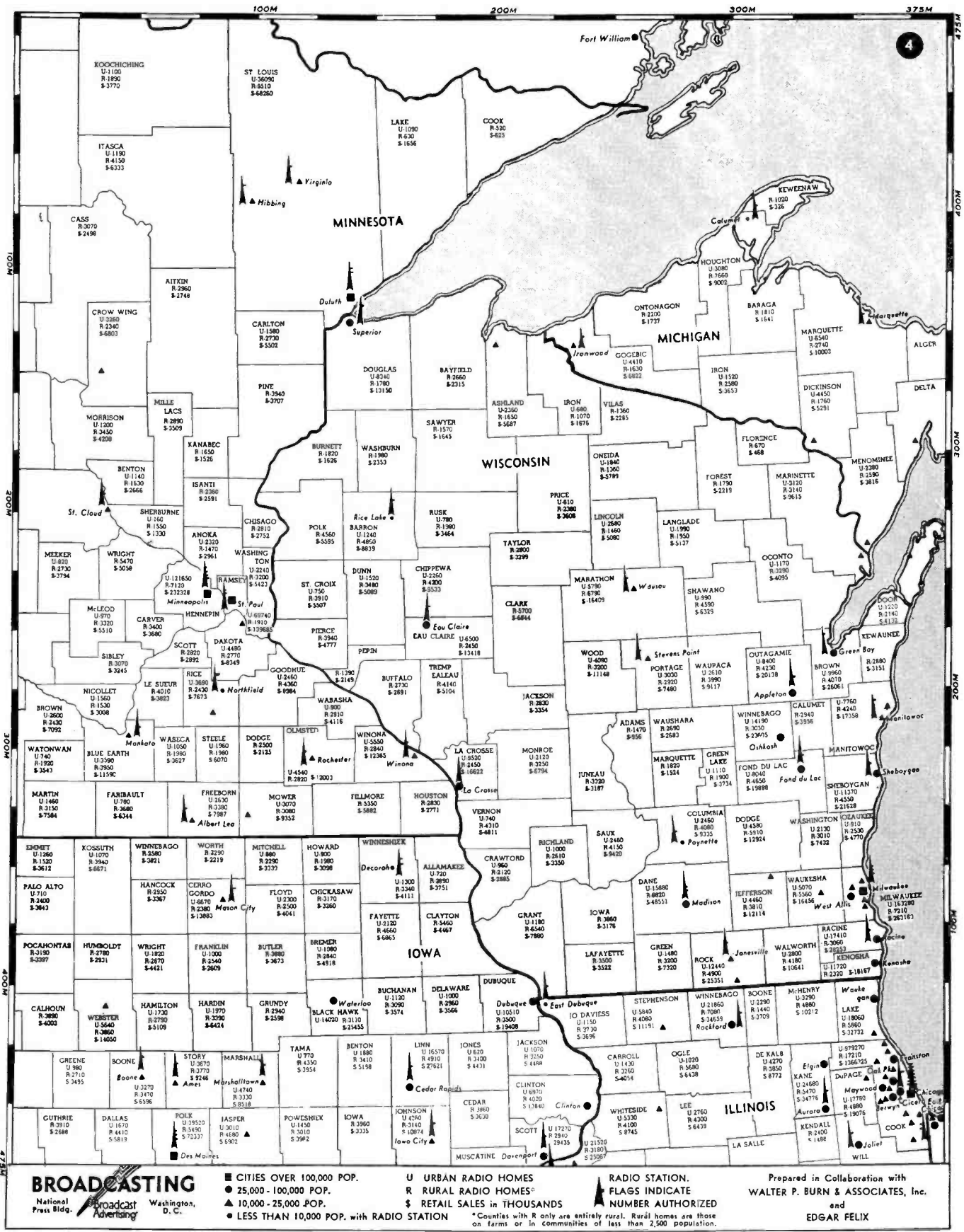
Zanesville

WALR
100 watts — located in a city which has been considered for years as "America's Typical Test Market." Operates on full time and noted for its particular type of local showmanship. Also carries wired Columbia shows to this area.

Lima

WLOK
100 watts until sunset. Located in a city of 50,000, regarded by many as the "Boom Town" of Ohio. Although WLOK is young in years it has earned an enviable reputation for showmanship, and can well be proud of the character of local shows carried.

These Stations Are Members of the Fort Industry Co. Group



BROADCASTING
 National Broadcast Advertising
 Washington, D. C.

- CITIES OVER 100,000 POP.
 - 25,000 - 100,000 POP.
 - ▲ 10,000 - 25,000 POP.
 - LESS THAN 10,000 POP. with RADIO STATION
- U URBAN RADIO HOMES
 R RURAL RADIO HOMES
 \$ RETAIL SALES IN THOUSANDS

- RADIO STATION.
 FLAGS INDICATE NUMBER AUTHORIZED
- *Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.

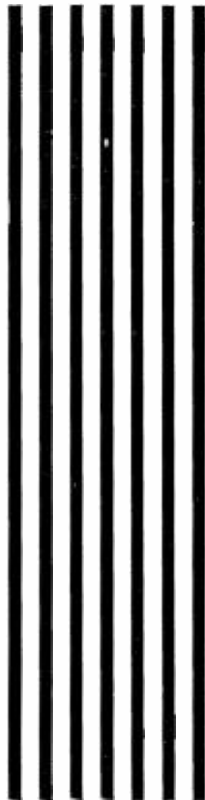
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 and
 EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.

A R R O W H E A D

B R O A D C A S T I N G

S Y S T E M



National Broadcasting Company's Station for
the Head of the Lakes Region . . .

WEBC 5,000 watts, Duluth and Superior.

Columbia Broadcasting System's Stations for
the Mesaba Iron Range area . . .

WMFG 250 watts, Hibbing, Minnesota

WHLB 250 watts, Virginia, Minnesota

and

on July 15th, the fastest growing, independent
radio station in the Middle West . . .

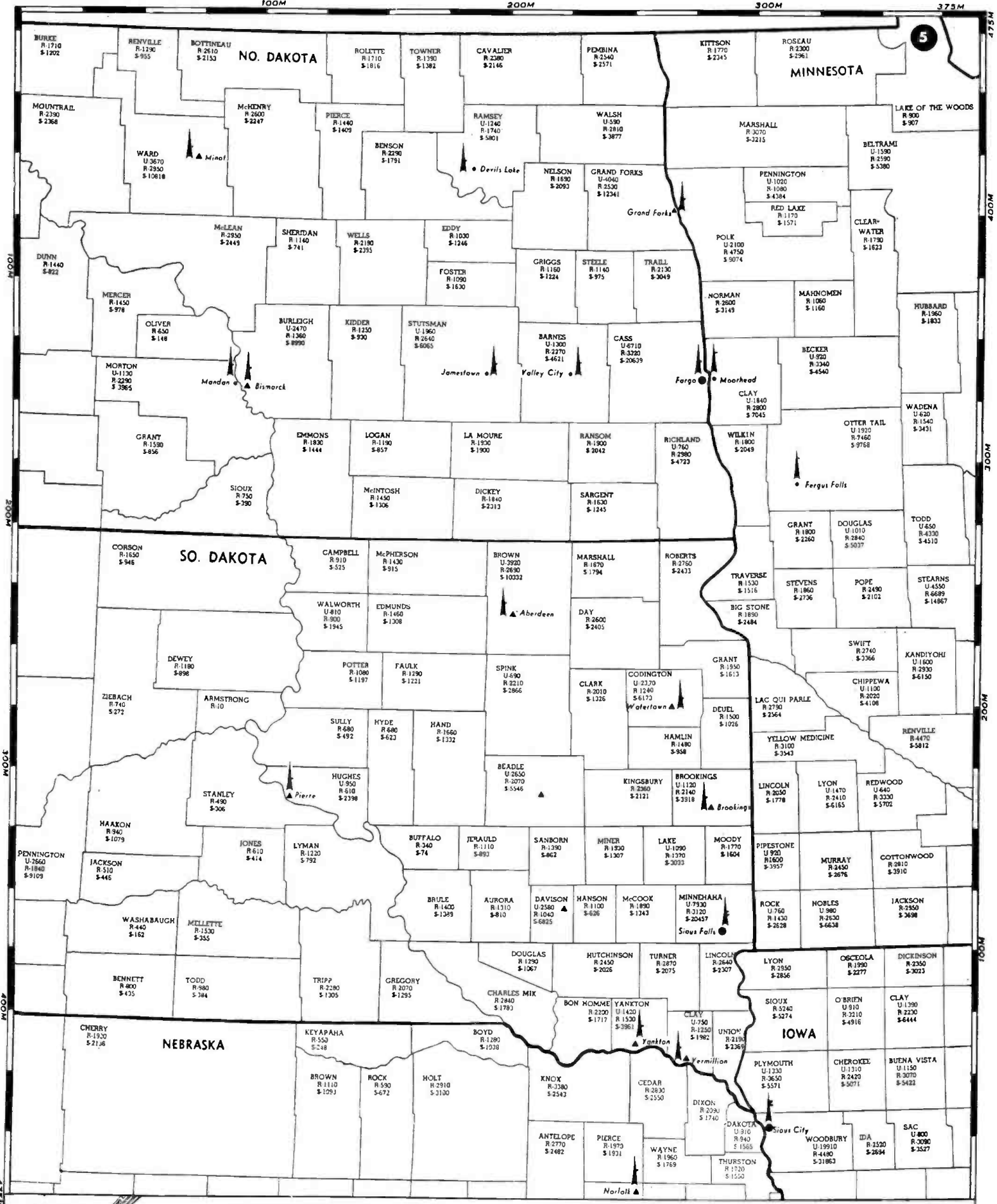
WEAU 5,000 watts, Eau Claire, Wisconsin

For complete coverage of Northern Wisconsin,
Northern Minnesota and Upper Michigan,
use the . . .

ARROWHEAD BROADCASTING SYSTEM

General Offices

WEBC Building . . . Duluth



BROADCASTING
 National Press Bldg. Washington, D. C.

- CITIES OVER 100,000 POP.
- 25,000 - 100,000 POP.
- ▲ 10,000 - 25,000 POP.
- LESS THAN 10,000 POP. with RADIO STATION

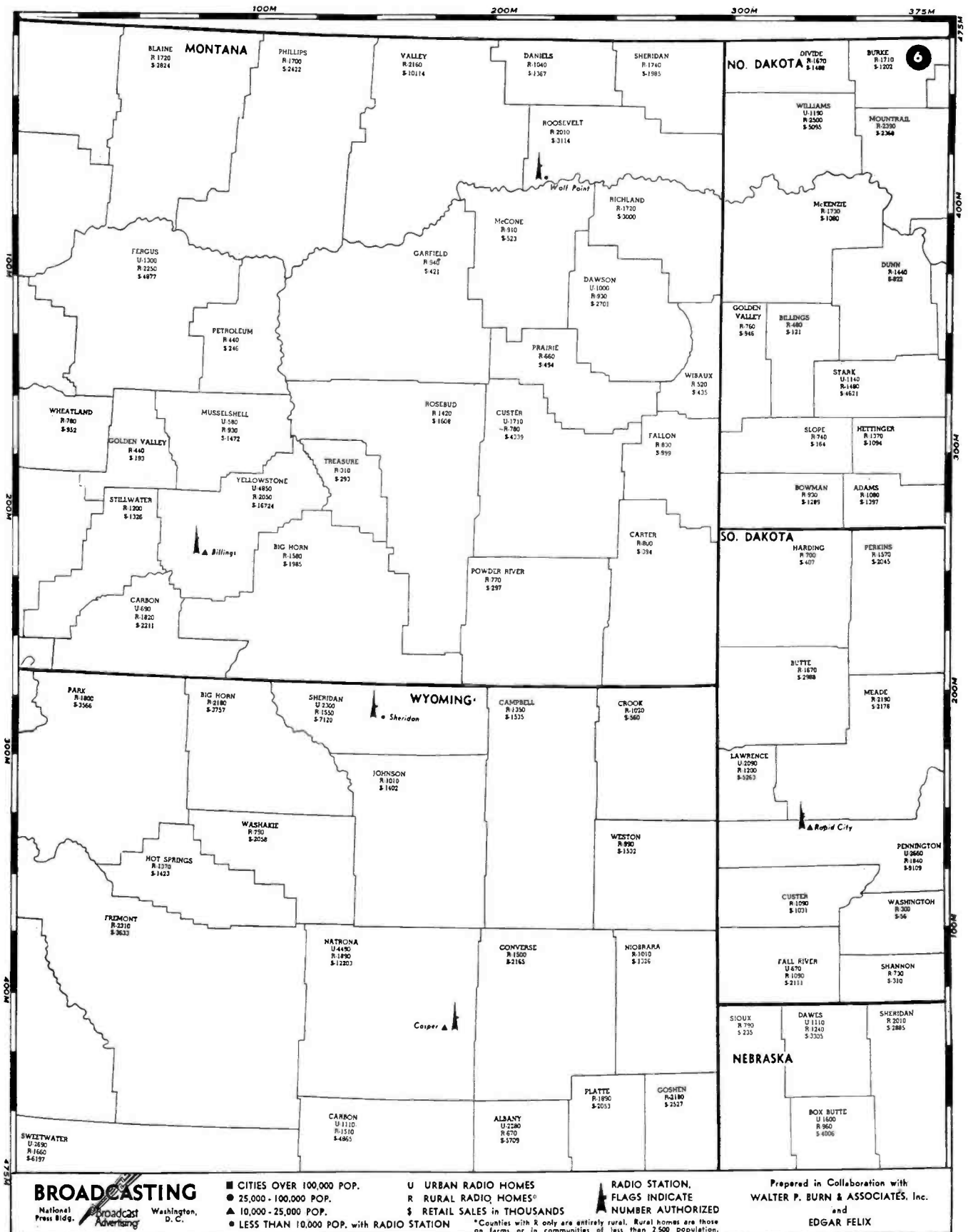
- U URBAN RADIO HOMES
- R RURAL RADIO HOMES*
- \$ RETAIL SALES IN THOUSANDS

▲ RADIO STATION.
 FLAGS INDICATE
 NUMBER AUTHORIZED

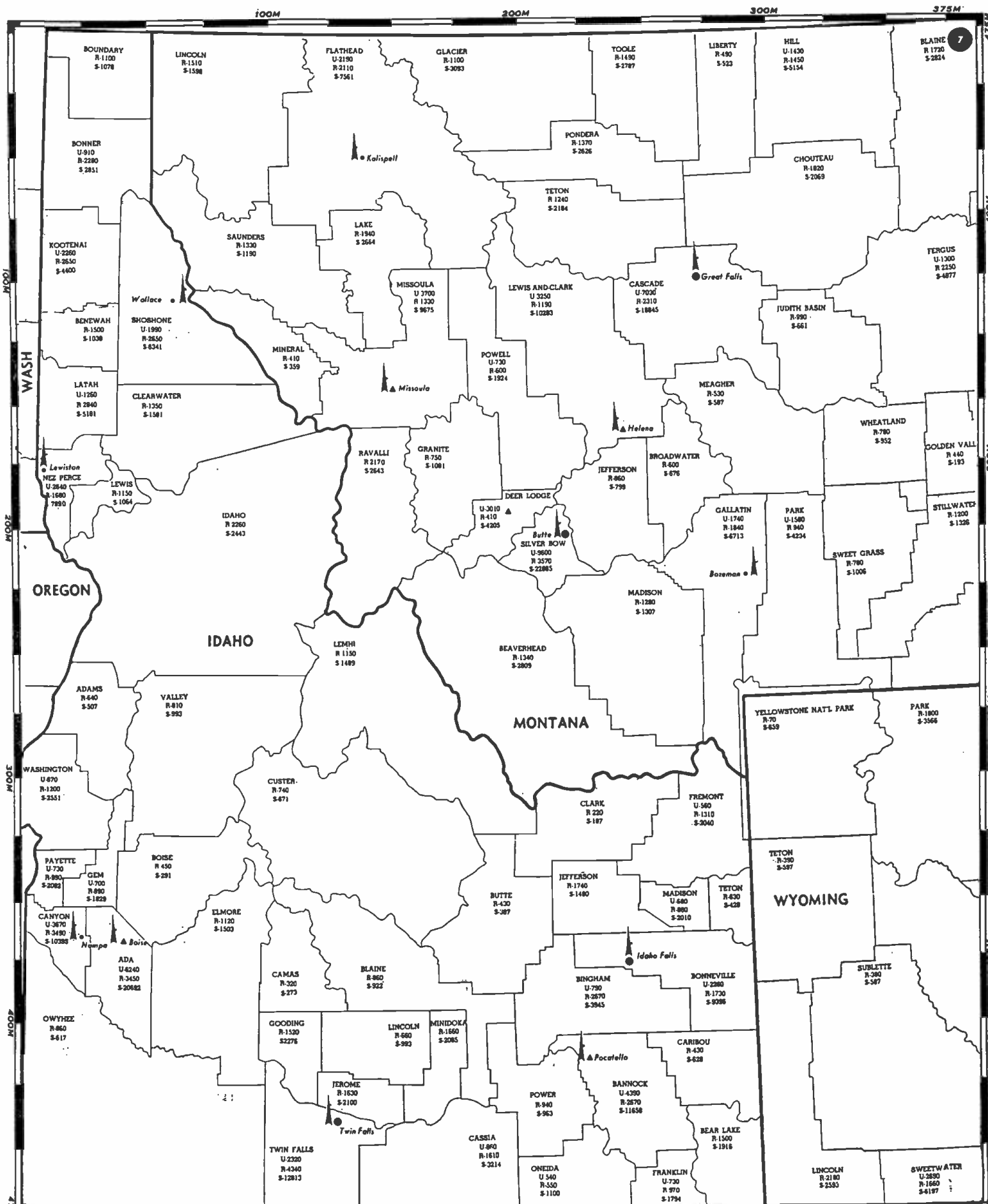
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BROADCASTING
 National Press Bldg. Washington, D. C.

- CITIES OVER 100,000 POP.
- 25,000 - 100,000 POP.
- ▲ 10,000 - 25,000 POP.
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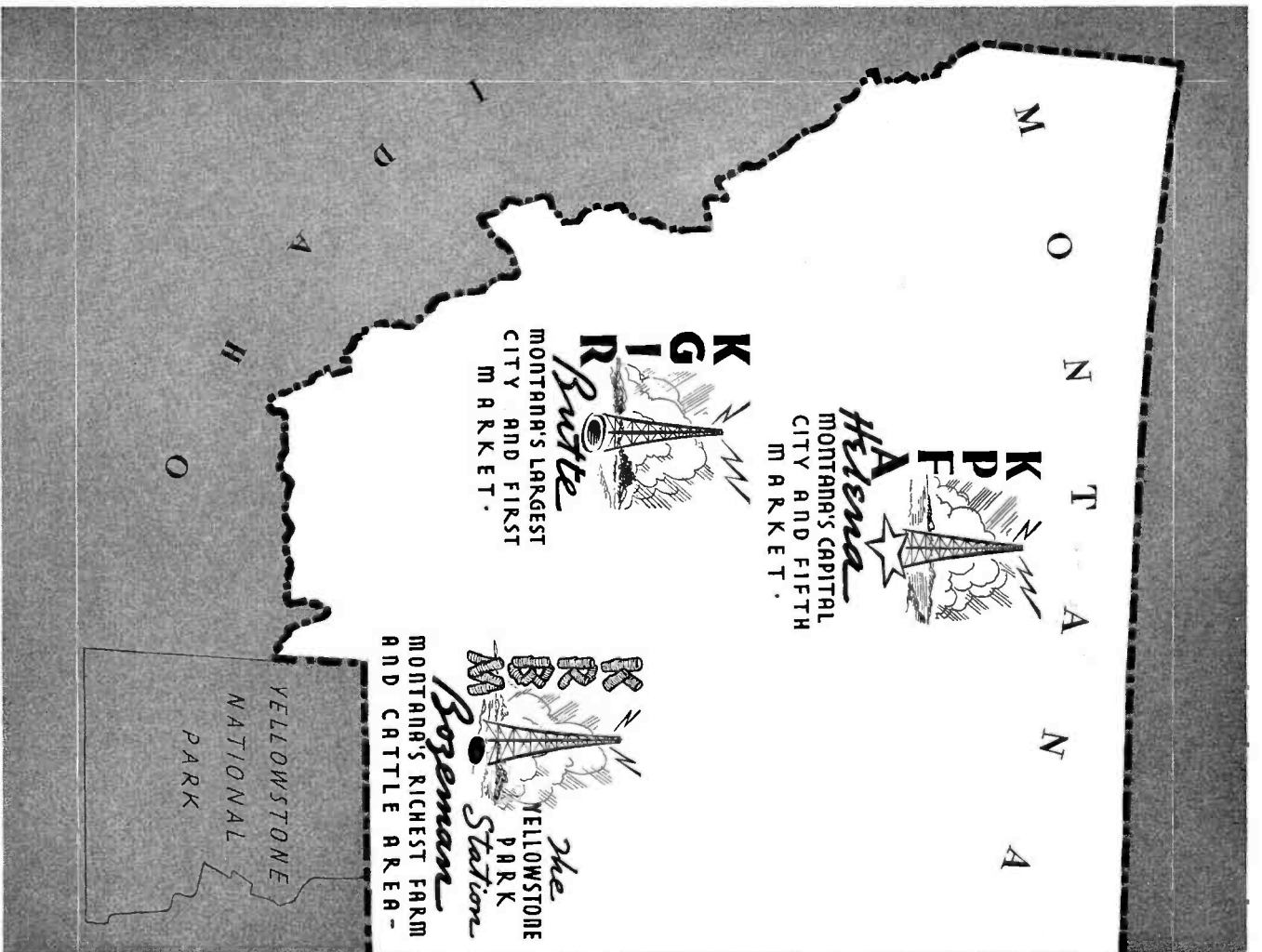
U URBAN RADIO HOMES
 R RURAL RADIO HOMES*
 \$ RETAIL SALES IN THOUSANDS

▲ RADIO STATION.
 FLAG INDICATE
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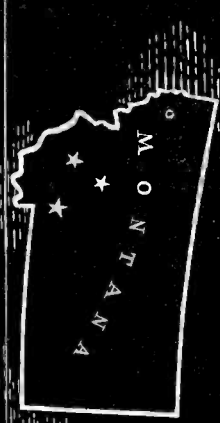
Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.

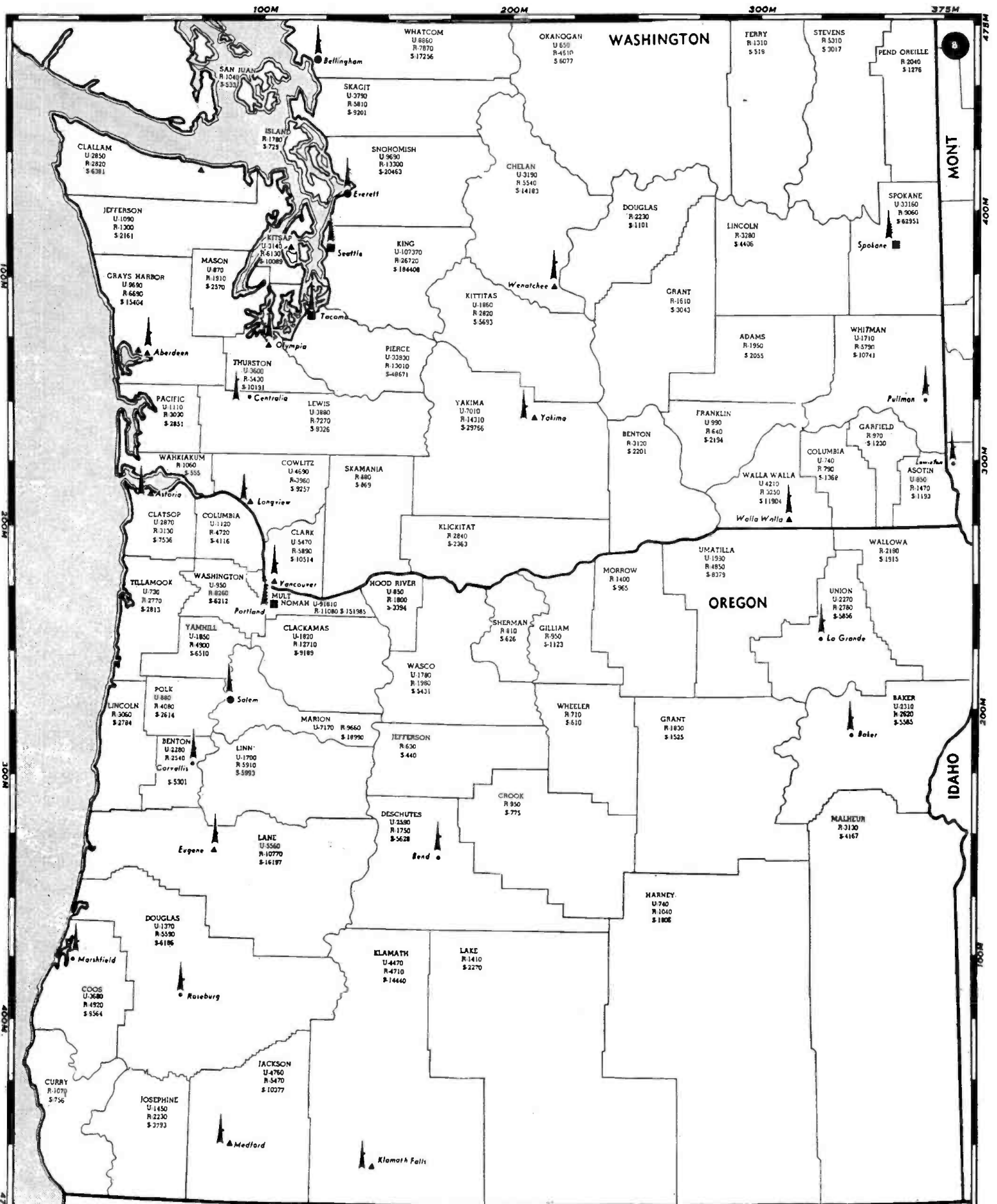


The great majority of
 Montana's listeners live
 in the concentrated
 population area served
 by these three stations,
 available under a single
 contract... *write*

**MONTANA
 BROADCASTERS**
Butte, Montana

or call any
 office of
GENE FERGASON & CO.





BROADCASTING
 National Press Bldg. Broadcast Advertising
 Washington, D. C.

- CITIES OVER 100,000 POP.
- 25,000 - 100,000 POP.
- ▲ 10,000 - 25,000 POP.
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- U URBAN RADIO HOMES
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May Trade Increases

Clearings, Building Shipping All Advance

Portlanders wrote a greater dollar volume in checks by a wider margin in May than in the same month a year ago and also started a materially larger amount of construction, major trade indices for the month revealed today.

Bank clearings rose sharply. In May they totaled \$128,360,243, a gain of 7 per cent. over the \$112,691,916 of May a year ago. In the first five months of 1939 clearings totaled \$627,490,177 and the like five months of last year, \$592,273,532.

May clearings also were well above the total of \$123,145,307 recorded for April of this year.

Building permits totaled 434 and amounted in value to \$646,545 which included 85 residences. In May, 1938, they amounted to 389 permits of a value of \$541,430, which included 69 residences.

In April of this year the total value was \$737,880 for 437 permits.

Wheat exports from Portland to foreign countries for May were well above those of last month and a year ago. Foreign countries, chiefly China and the United Kingdom, took approximately 2,332,434 bushels of wheat from Portland as compared to 1,911,888 bushels last month and 227,068 bushels in May, 1938.

Portland's wheat shipments for May, coupled with those from Columbia river ports, should bring the month's total for the river to 4,500,000 bushels and put the cereal year's figures close to 52,000,000 bushels to date for the district, the greatest movement since the 1931-32 season. This cereal year began July 1, 1938.

Customs receipts also showed a substantial gain. The total for this month should touch \$194,000, as compared to \$163,066 for last month. Total value of all goods shipped from Portland to foreign countries this month, according to Merchants exchange figures, is \$1,772,666, not counting what left the port Tuesday and today.

... And the largest gain of all ... KOIN sales volume

UP 21.1%
over May, 1938

There are GREEN PASTURES out West in OREGON for all SPOT RADIO ADVERTISERS!

- Where 96% OF ALL HOMES HAVE RADIOS . . (Top figure for the U. S. and 15% above national average.)
- Where business is sound and gaining consistently.
- Where diversified farming without droughts, floods, etc., keeps the big RURAL MARKET always productive.
- Where there is one of the country's outstanding radio stations to give you top value in audience ... coverage ... prestige ... consistent merchandising co-operation ... and program production

PORTLAND'S FIRST CHOICE STATION

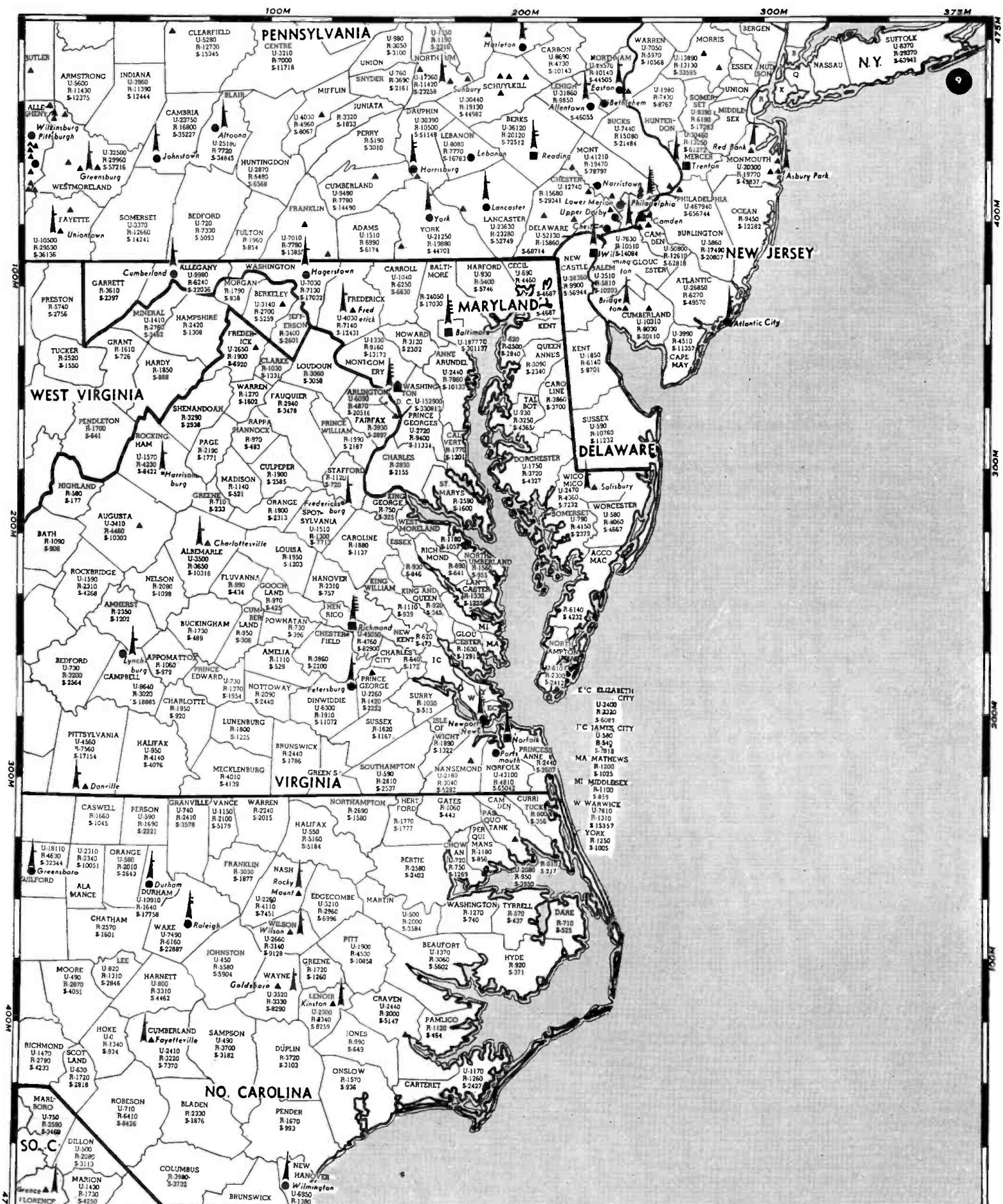
KOIN

THE JOURNAL

- Only CBS outlet in Oregon and Southern Washington
- The station that thru public relations activities has made 60,000 Personal Contacts with listeners

National Representatives

FREE and PETERS World Broadcasting System



BROADCASTING
 National Press Bldg. Broadcast Advertising
 Washington, D. C.

- CITIES OVER 100,000 POP.
- 25,000 - 100,000 POP.
- ▲ 10,000 - 25,000 POP.
- LESS THAN 10,000 POP. with RADIO STATION
- U URBAN RADIO HOMES
- R RURAL RADIO HOMES*
- \$ RETAIL SALES IN THOUSANDS
- *Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.
- ▲ RADIO STATION.
- ▲ FLAGS INDICATE NUMBER AUTHORIZED

Prepared in Collaboration with
WALTER P. BURN & ASSOCIATES, Inc.
 and
EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.

NEW WFBR STUDIOS

mean a BONUS
to advertisers!

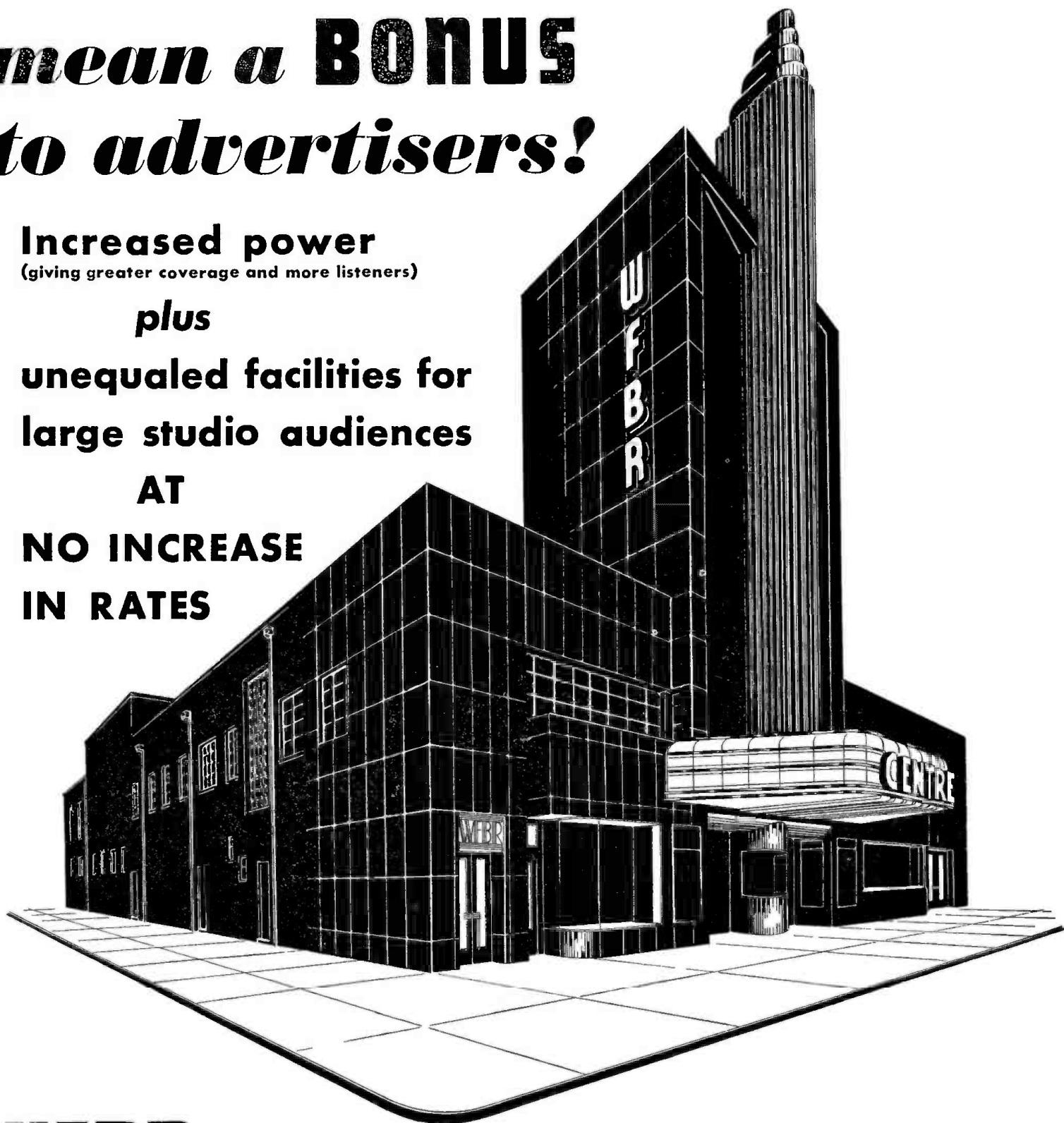
Increased power
(giving greater coverage and more listeners)

plus

**unequaled facilities for
large studio audiences**

AT

**NO INCREASE
IN RATES**

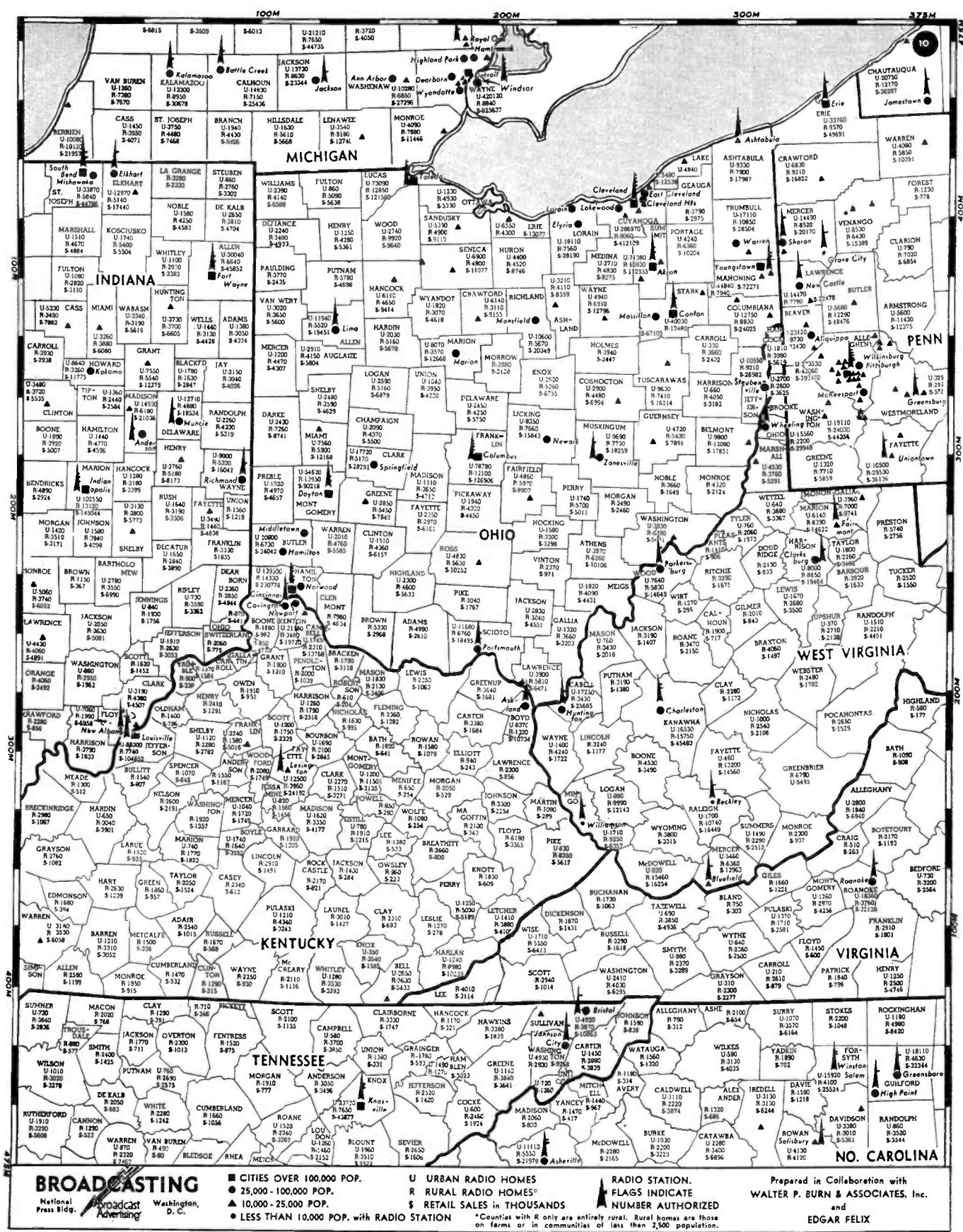


WFBR--Baltimore's FIRST CHOICE station

MEMBER BASIC NBC RED NETWORK

Maryland's Pioneer Broadcast Station

NATIONAL REPRESENTATIVE: EDWARD PETRY & CO.



BROADCASTING
National Post Bldg. Washington, D.C.

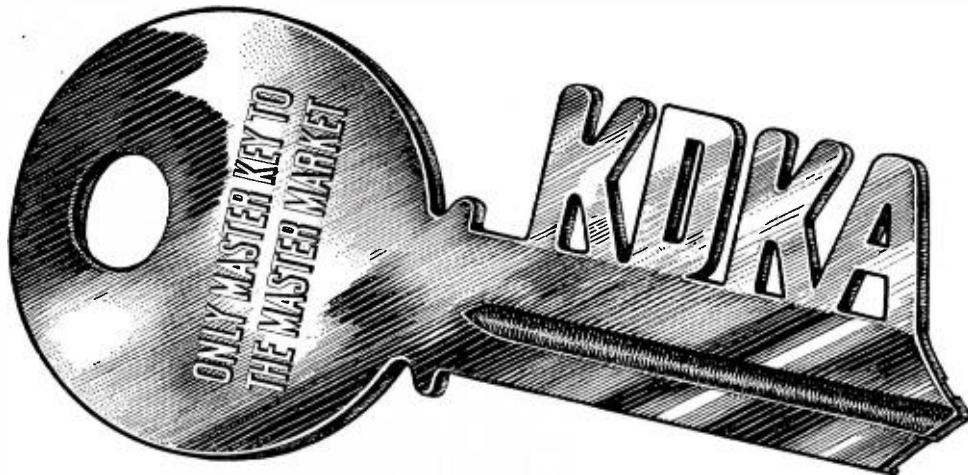
● CITIES OVER 100,000 POP.
● 25,000 - 100,000 POP.
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U URBAN RADIO HOMES
R RURAL RADIO HOMES
\$ RETAIL SALES IN THOUSANDS

▲ RADIO STATION.
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and
EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.



... *Only Master Key to*
The Master Market ...

KDKA is THE MASTER KEY that unlocks the doors to distribution—and sales—in Pittsburgh, Allegheny County, The Tri-State Area—and far beyond—throughout the entire Master Market!

THE MASTER MARKET is KDKA's 544 County Coverage in twelve great states—an area wherein there are more than 2,000,000 URBAN radio sets and more than 2,000,000 RURAL radio sets.

PITTSBURGH, with Allegheny County, is the heart of the MASTER MARKET. Outside Allegheny County is an adjacent ring of sixty cities and towns—each of 10,000 population or over—clustered in Pennsylvania, Ohio and West Virginia . . .

BEYOND is KDKA's *plus* audience—extra coverage in nine other states—at no extra cost.

WESTINGHOUSE

KDKA

50,000 WATTS

980 KILOCYCLES · PROGRAMMED AND REPRESENTED EXCLUSIVELY BY
NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

WORLD'S GREATEST BROADCASTING SYSTEM

MAY—1939

Time Sales on KDKA reached an all-time high!

MARCH—1939

51,000 pieces of program mail arrived at KDKA—in one month!

MARCH—1939

One announcement, on an evening Blue Network program, flooded KDKA with 12,000 requests for photograph!

MARCH—1939

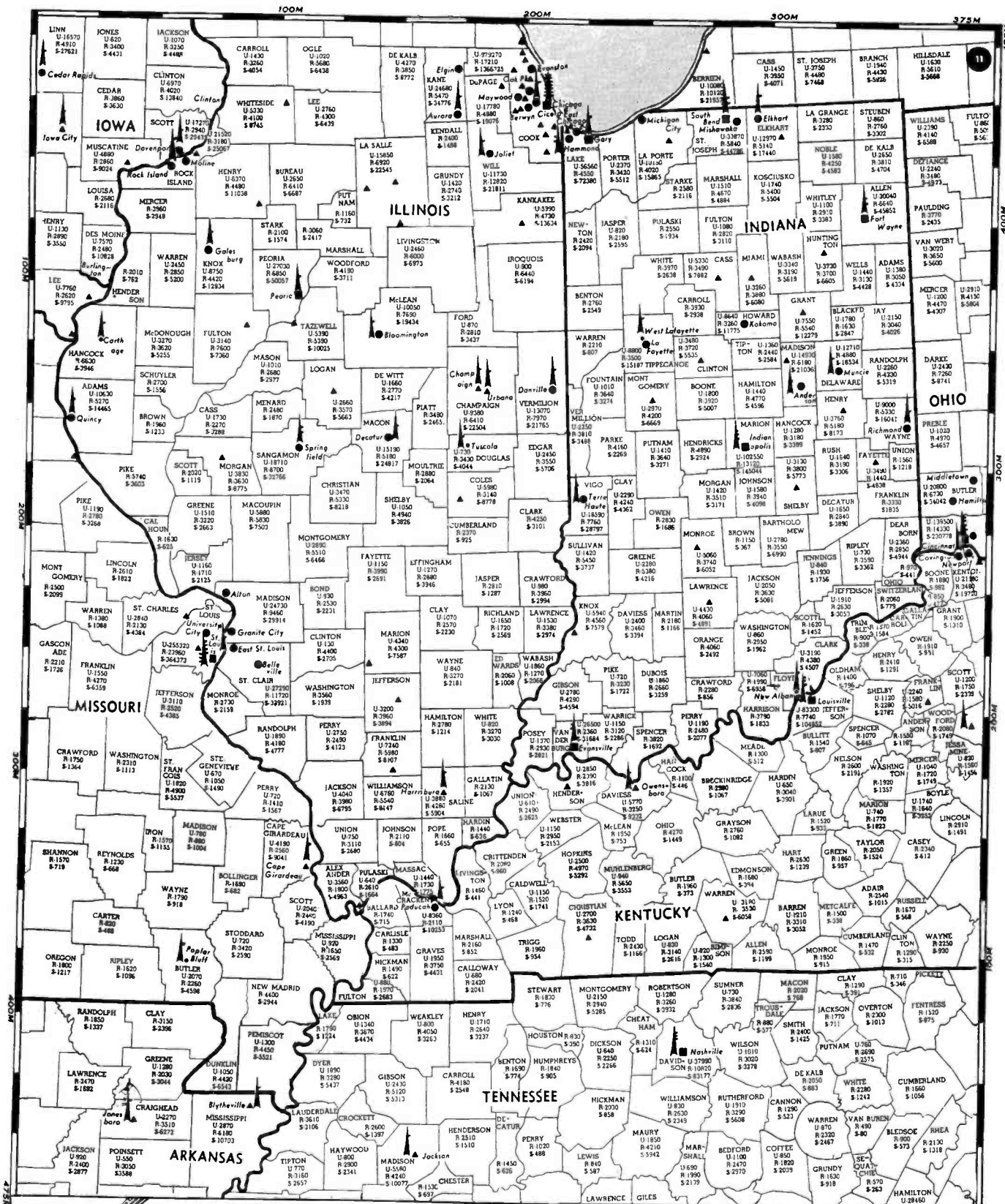
Almost twice as many hours of National Spot Advertising on KDKA as on all other Pittsburgh Stations combined!

MARCH—1939

6 time offer on 7 A.M. broadcast brought 7,945 replies. Average per announcement, 1,324!

ANNUALLY—

100,000 persons visit KDKA's modern studios.



BROADCASTING
National
Press Bldg.
Washington,
D. C.

- CITIES OVER 100,000 POP.
- 25,000 - 100,000 POP.
- ▲ 10,000 - 25,000 POP.
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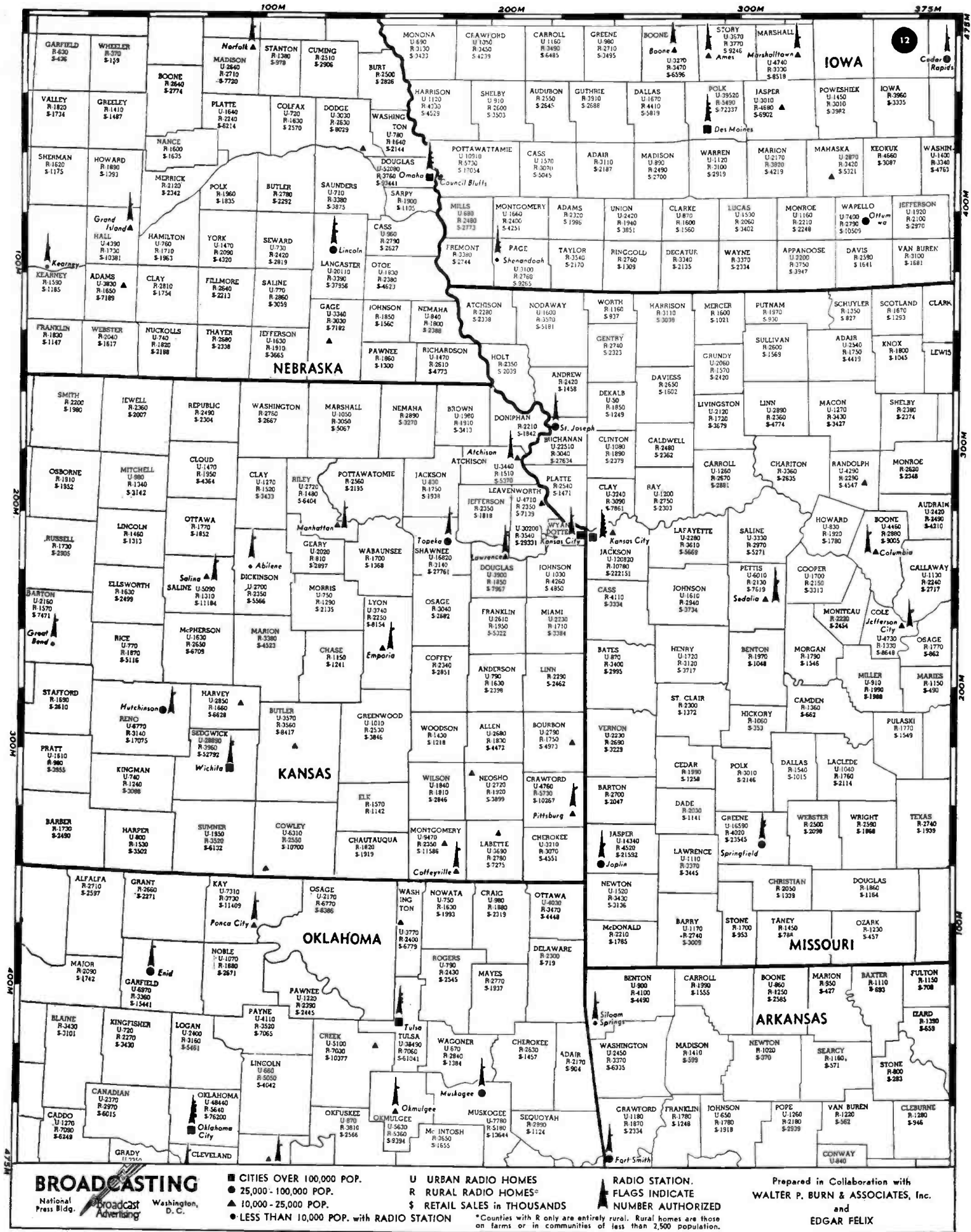
Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.

WHAT'LL YOU GIVE FOR DAISY (KY.)?

When you use WAVE, you pay *nothing* for covering Daisy (Kentucky)—because we don't *reach* Daisy! In fact, we don't reach *hundreds* of hamlets and whistle stops in this section—and you save the difference! . . . But WAVE does give you *complete* coverage of the Louisville Trading Area, and that Area does more business than all the other 93 counties in Kentucky, *combined!* Mayn't we send you the whole amazing story?

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

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



KMBC's Caroline Ellis Debuts On NBC-Red

Hollywood Calls KMBC's Texas Rangers



TEXAS RANGERS, 100 station favorite on CBS Saturday afternoons at 2:30 EDST. Now on location in Hollywood for Republic Studios feature production. Above, Gene Autry, Republic star, guesting on Rangers coast-to-coast show.



MARGARET AND GORDON MUNRO, "Across The Breakfast Table," domestic zanies whose early morning antics wrap up one of the greatest natural-selling programs on the air for food products. Available now for network or spot.



LIFE ON RED HORSE RANCH—sure-fire children's audience program that comes complete with package of sure-fire merchandising appeals. Sixty-five exciting episodes available for spot sponsorship in nation's best markets.



PHENOMENON "Electrifying History" starring Claude Rains, Hugh Conrad, and sparkling cast of Hollywood and Broadway all-stars. 65 episodes available, nationally syndicated.

Program Showmanship Adds To List of Local Acts Now In Big Time

By ARTHUR B. CHURCH

"COMING events cast their shadows before." Six years ago Caroline Ellis made her first broadcast on KMBC as Joanne Taylor. That first program sold the merchandise it advertised! And the Joanne Taylor program since has made merchandising history in this country. In 1937, Caroline Ellis added new laurels with "The Travels of Mary Ward" for Montgomery Ward. Now radio's "First Lady of Merchandising" takes an important place in the General Mills Hour with "Caroline's Golden Store" broadcast at 1:30 EDST, Monday thru Friday, for Gold Medal Flour.

Nearly eight years ago The Texas Rangers were knit into a musical ensemble on KMBC. For more than two years they have been featured on CBS coast-to-coast, and now Hollywood's nod is an indication of their popularity.

"Life on Red Horse Ranch," featuring The Texas Rangers, was written by Gomer Cool, one of the group, and the program was a winner for Socony-Vacuum and Pie Bakeries, Inc. Jane and Goodman Ace first aired their domestic nonsense over KMBC, nationally sponsored first by Lavoris, now by Anacin, "Easy Aces" became famous. Louise Massey and "The Westerners" originated at KMBC; later did a job for General Foods and Axton-Fisher Tobacco Co. Ted Malone's "Between The Book Ends" first was heard on KMBC, later sponsored by Hind's Honey and Almond Cream on CBS. Hugh Studebaker . . . featured on "Bachelor's Children" and "Road of Life." Lew Marcelle . . . playing the lead role in "The Shadow of Fu Manchu." And so the list grows . . .

Probably no other radio station in the country can point to so many nationally known headliners, originated locally. It's program showmanship that pays dividends for advertisers—in listeners, and sales!



CAROLINE ELLIS, radio's "First Lady of Merchandising" writer and principal character of "Caroline's Golden Store" for General Mills on NBC-Red.

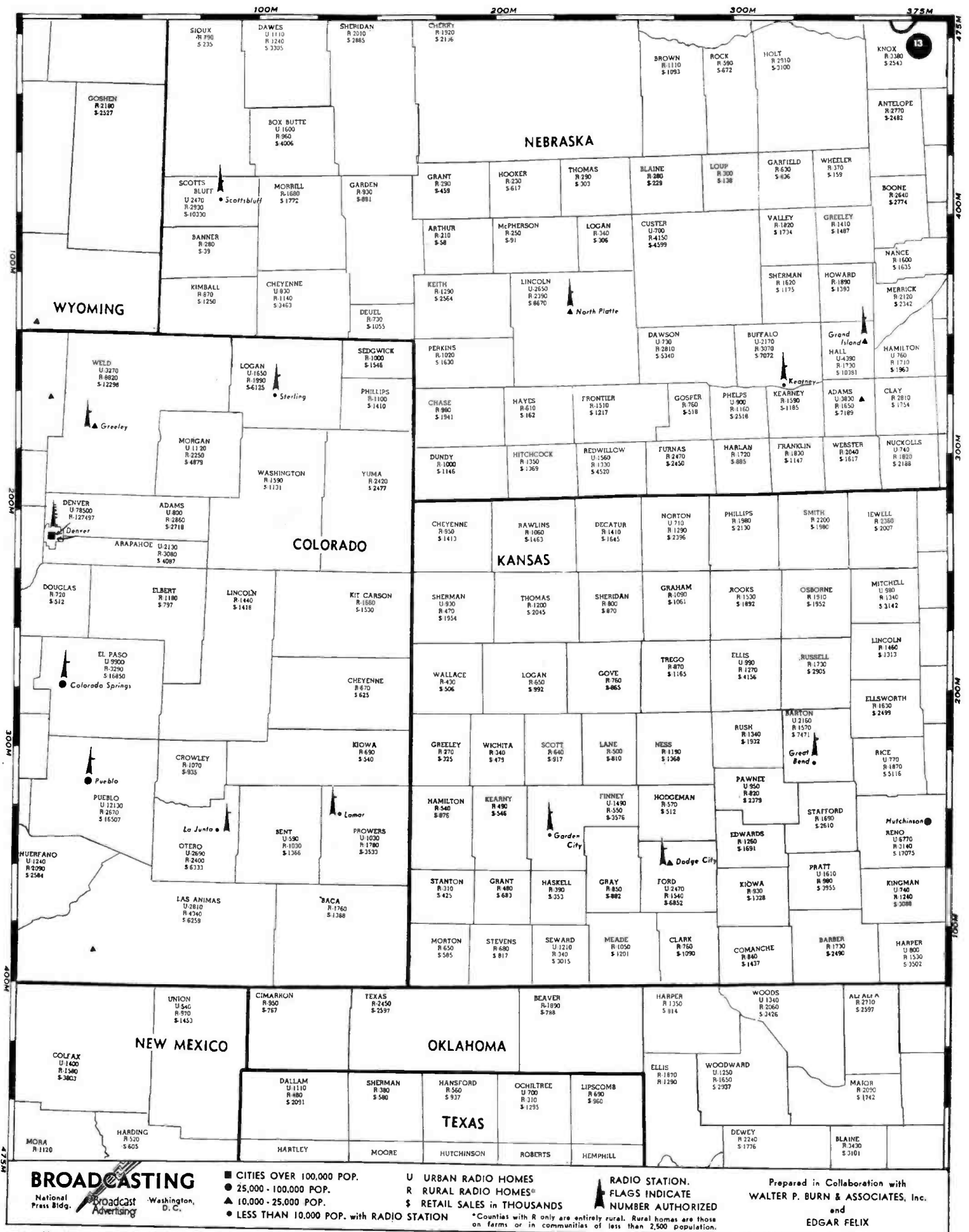


FRAN HEYSER, director of "Caroline's Golden Store" on NBC-Red. Veteran director KMBC-CBS shows; also PHENOMENON, nationally syndicated feature.

KMBC

OF KANSAS CITY

Free & Peters, Inc., National Representatives • National Program Sales: Columbia Artists, 485 Madison, New York; Columbia Square, Hollywood; Geo. E. Halley, 400 Deming Pl., Chicago



BROADCASTING
National Press Bldg. Washington, D. C.
Broadcast Advertising

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- 25,000 - 100,000 POP.
- ▲ 10,000 - 25,000 POP.
- LESS THAN 10,000 POP. with RADIO STATION

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R RURAL RADIO HOMES
\$ RETAIL SALES IN THOUSANDS

RADIO STATION.
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WESTERN CHAMPS!

Riding High for Winning Results



When your advertising messages ride the ether waves from mile-high KOA you're among championship result-producing winners. There are many reasons why. Among these reasons, remember that 50,000-watt KOA advertisers ride a power impulse almost double the combined night-time power of all other radio stations in this immediate tier of states between Canada and Mexico. Also, it is the only 50,000-watt station between Des Moines (NE), Dallas (SE), and Salt Lake City (WEST).

Some Examples of KOA Result-Producing Power

33 Programs: 85,713 Replies

Responses to 33 summer and fall KOA evening programs of two sponsors show beautiful coverage, along with results. Of the 85,713 replies, 81,706 came from 207 Colorado communities; from 20 other states and Canada came the other 4,007 responses.

6 Labels or 10c Brought 4,602

Although requiring 6 labels, or 10c and one label, another KOA advertiser pulled 4,602 replies from 39 states. From Colorado, Nebraska, Wyoming and Kansas came 94.7% of the 4,602 responses.

In 10 Days 21,333 Responses

Into KOA poured 21,333 box tops and dimes on a contest offer lasting 10 days. Denver 31.5%; other Colorado communities 48.5%; Wyoming 7.3%; Nebraska 8.4%; Kansas 3.4%; the other 0.9% came from 11 other states.

A 4-Week 36,787 Result

A series of afternoon bread company programs brought 36,787 memberships in a boy's flying club. From Denver came 17,304, and 18,479 from other Colorado communities. 28 states replied with the balance.

Both COVERAGE and RESPONSIVENESS best pictured by RESULTS

The great KOA audience does go into action promptly for its advertisers. Out of many splendid KOA result figures, we have listed only a few above. Both COVERAGE and CONCENTRATION are illustrated by an example week's mere routine mail of 9,607 letters. From Colorado alone 86% of the total came; the remaining 14% came from 32 states and 4 Canadian provinces.

Join this satisfied result-getting family of KOA broadcasters. With these Western Winners you ride high and are sure of these three important elements—COVERAGE, CONCENTRATION, and RESPONSIVENESS.

NATIONAL BROADCASTING COMPANY

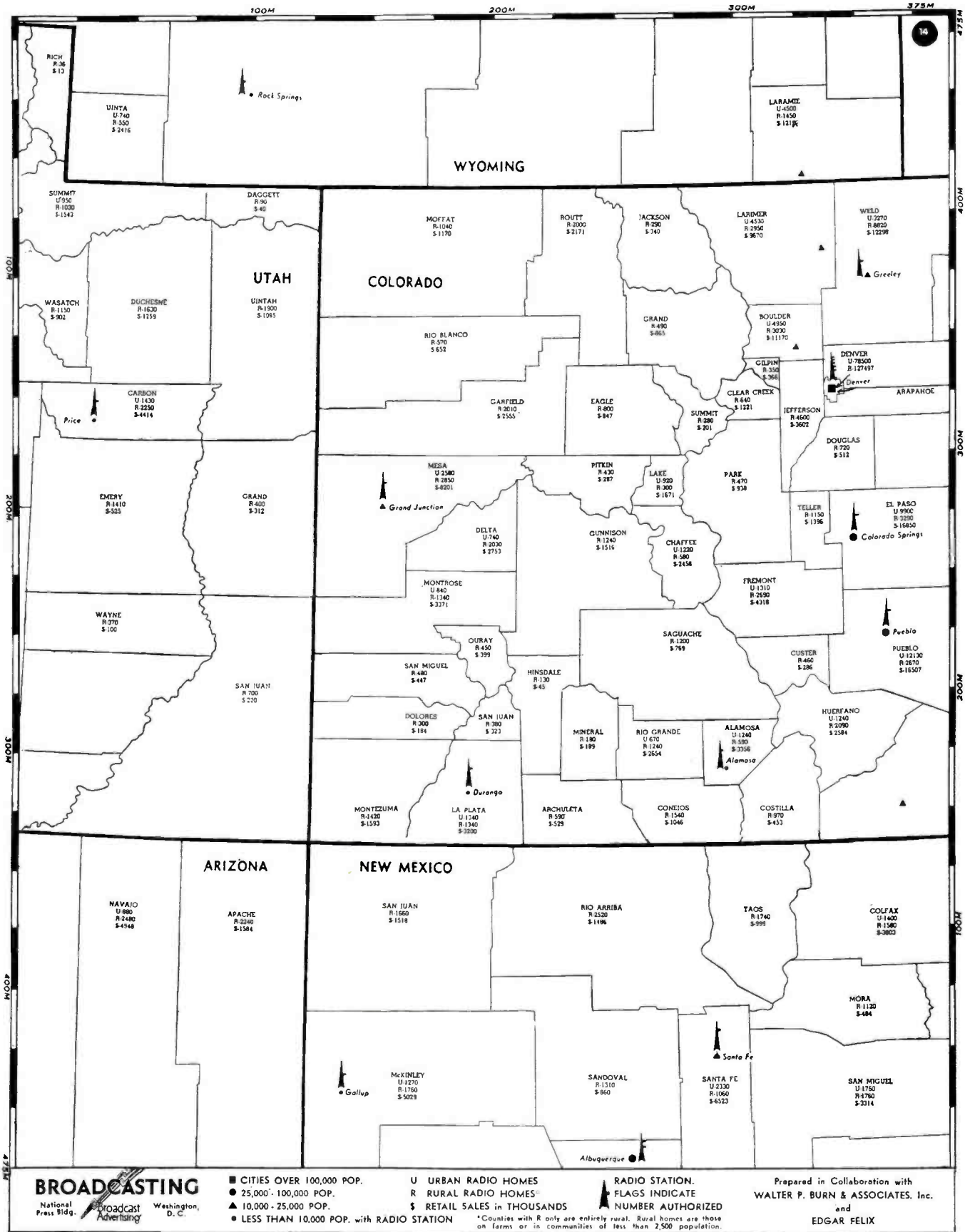
A Radio Corporation of America Service

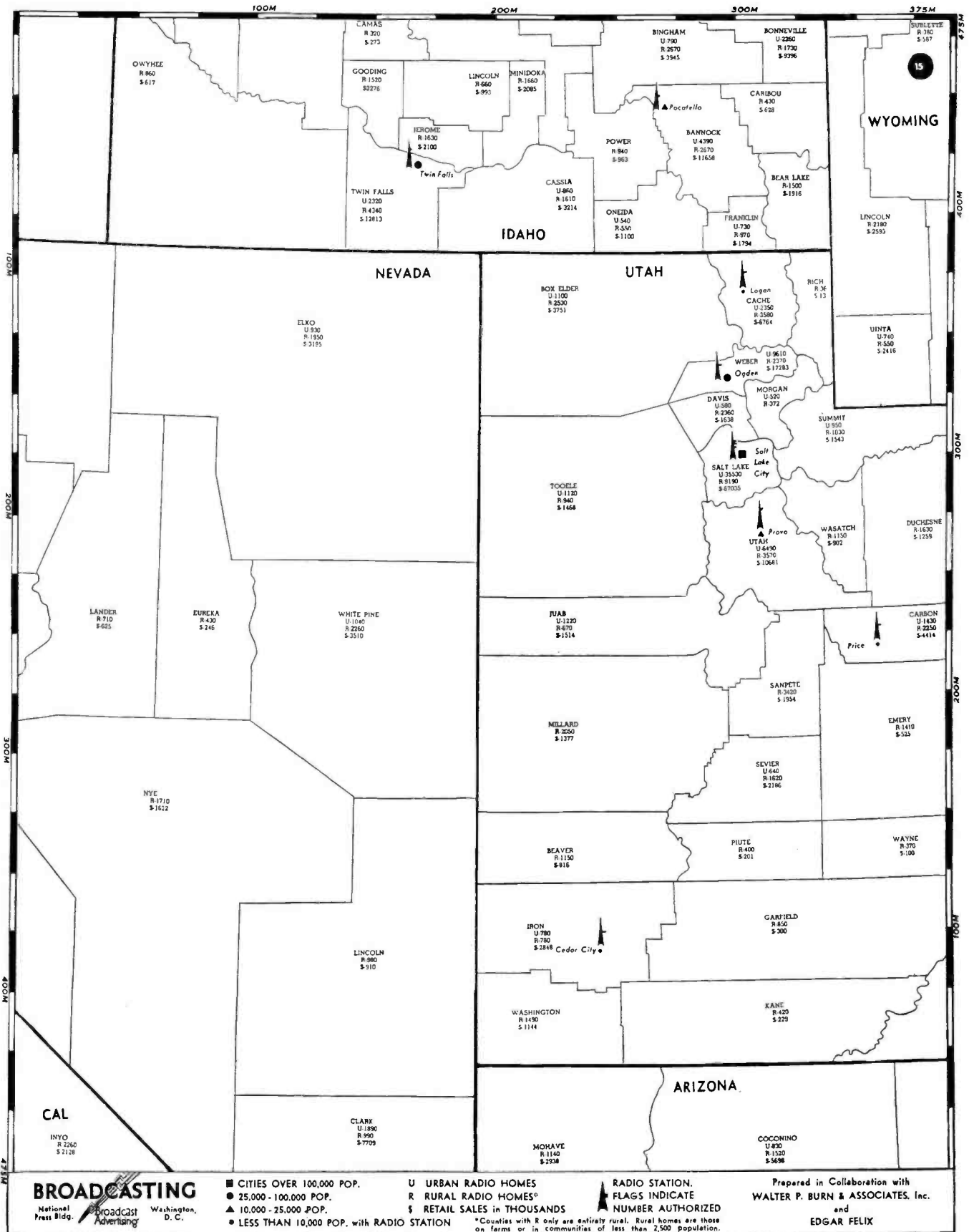
World's Greatest Broadcasting System

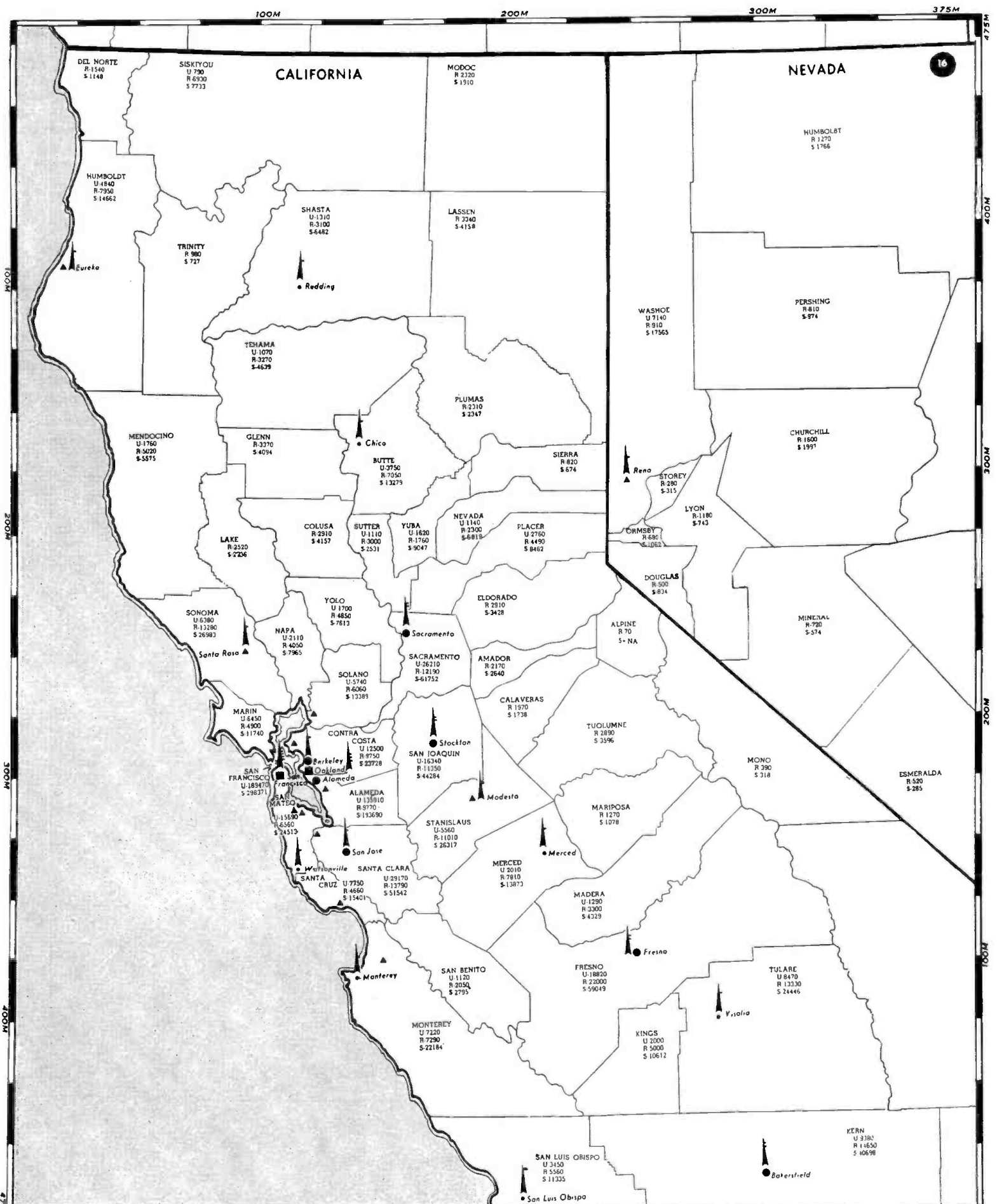
BROADCASTING • Broadcast Advertising

830 KC 50,000 WATTS
K O A
 1625 CALIFORNIA STREET
 D E N V E R

July 1, 1939 • Page 127







BROADCASTING
National Press Bldg. Washington, D. C.

■ CITIES OVER 100,000 POP.
 ● 25,000 - 100,000 POP.
 ▲ 10,000 - 25,000 POP.
 ● LESS THAN 10,000 POP. with RADIO STATION

U URBAN RADIO HOMES
 R RURAL RADIO HOMES*
 \$ RETAIL SALES in THOUSANDS

▲ RADIO STATION.
 FLAG INDICATE NUMBER AUTHORIZED

Prepared in Collaboration with
 WALTER P. BURN & ASSOCIATES, Inc.
 and
 EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.



MR. AND MRS. RADIO ARE PLEASED TO ANNOUNCE...

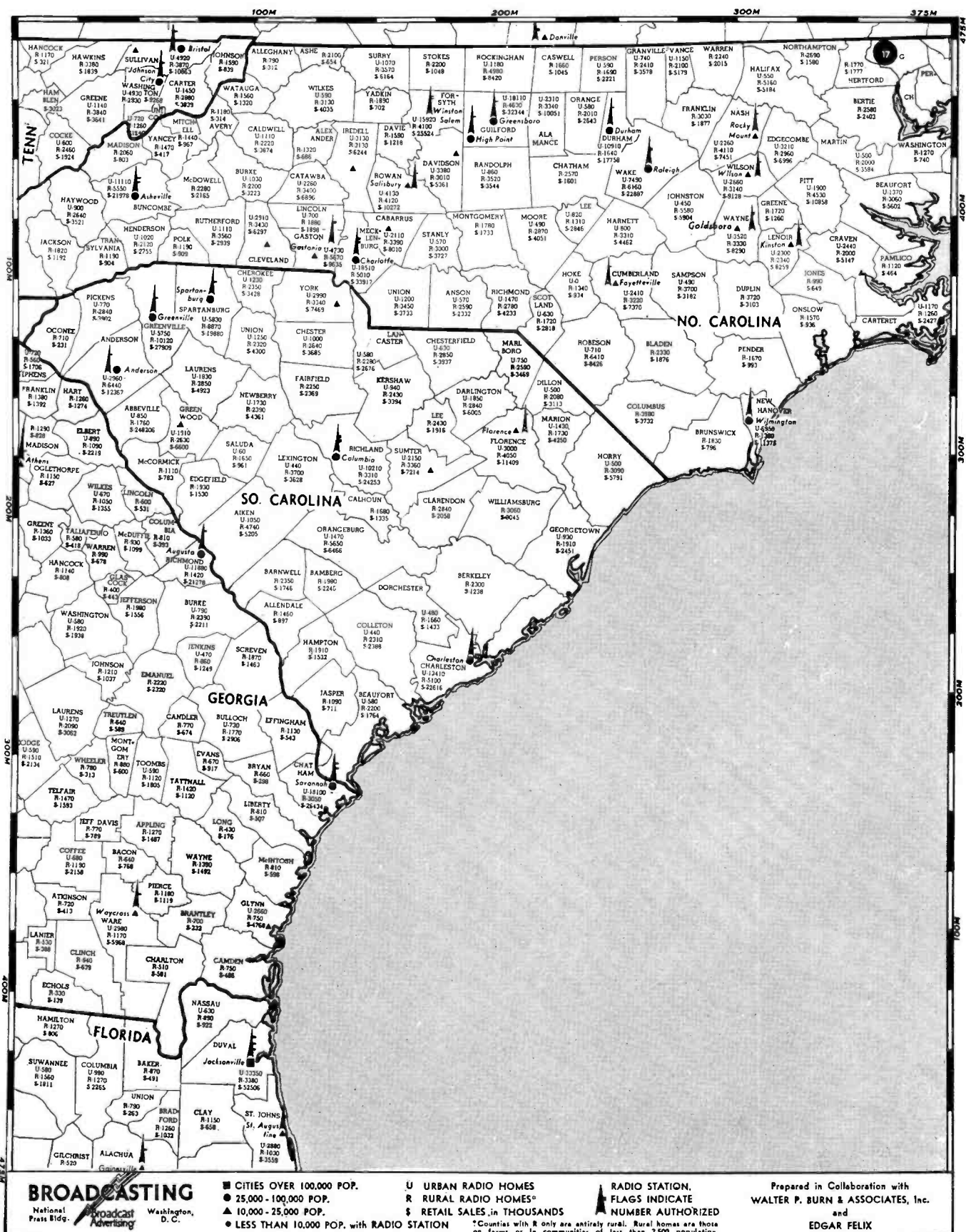
On May Tenth, at their home
in the Golden West, the marriage of their three
Amazon Daughters
KFSL Chico, California,
KVCV Redding, California,
and KWLK Longview, Washington
to Don Lee

The Nation's Greatest Regional Network.
The Don Lees are now at home in the thirty-
one Primary Pacific Coast Markets and are
throwing the goldarndest selling and merchandising
brannigans for any and all advertisers who accept
their hospitality. You are cordially invited to step
into the patio and enjoy the only kind of coverage
that pays 100% sales dividends... Don Lee cov-
erage with more than 9 out of every 10 Pacific
Coast radio homes within 25 miles of a Don Lee
transmitter. A contract is your ticket of admission.
C'mon, Pal, sign one!

To the Porspicacious
Time Buyer

DON LEE BROADCASTING SYSTEM

THOMAS LEE, President
LEWIS ALLEN WEISS, Vice Pres. and Gen'l Mgr.
1076 West Seventh St., Los Angeles
AFFILIATED WITH MUTUAL REPRESENTED BY BLAIR



BROADCASTING
 National Press Bldg. Washington, D.C.

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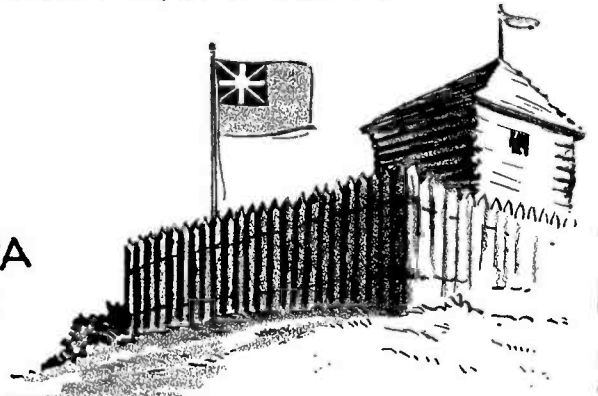
Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.

DO YOU KNOW? —



— THAT POLAR BEARS DO NOT SUFFER FROM **HEAT** IN WARM CLIMATES?

— THAT THE **FIRST** ENGLISH COLONY IN AMERICA WAS IN NORTH CAROLINA?

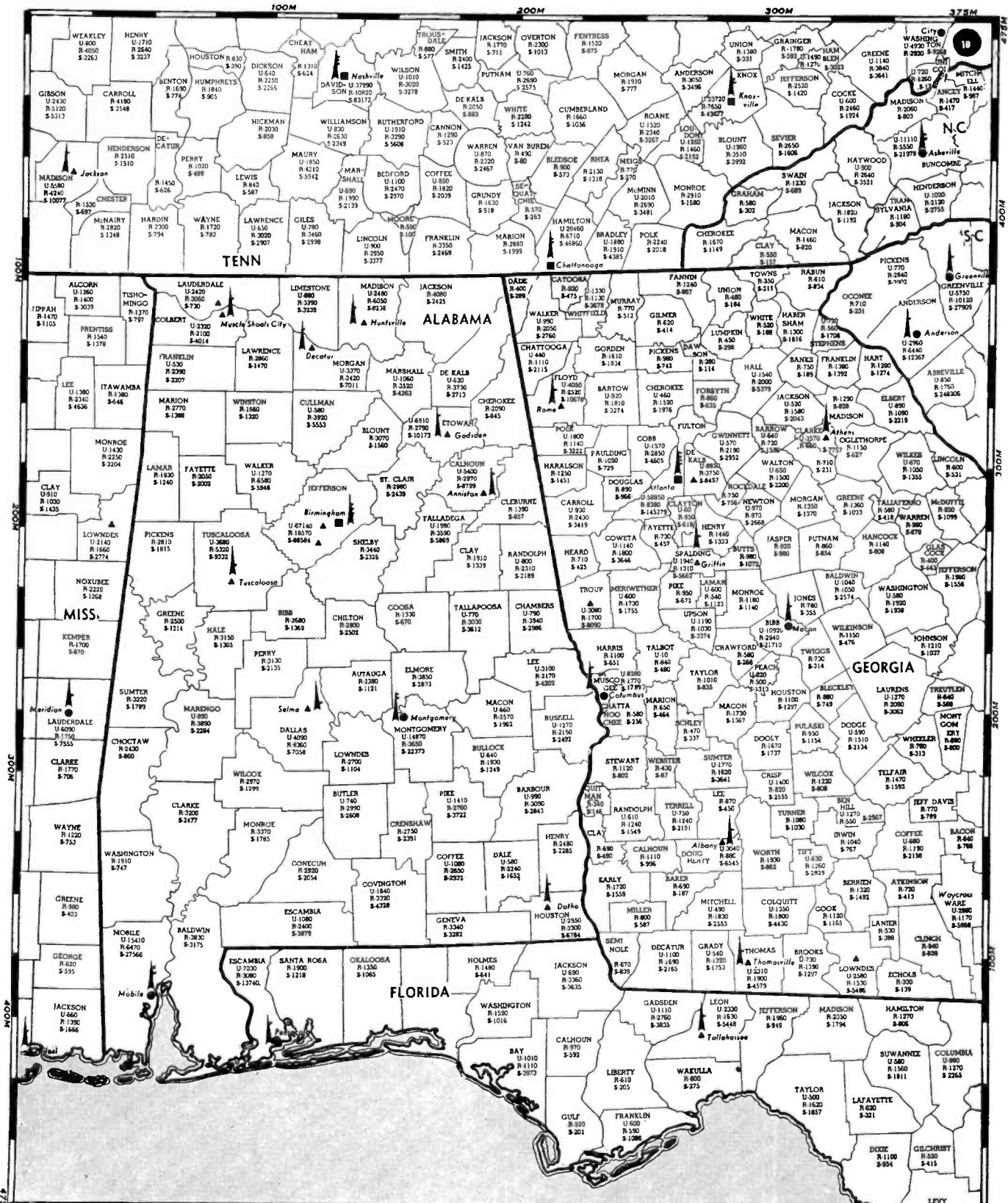


— THAT NORTH CAROLINA NOW RANKS **12TH** AMONG THE STATES, IN **TOTAL POPULATION**

— THAT **WPTF** IS THE **MOST POWERFUL N.B.C.** STATION IN NORTH CAROLINA?

WPTF

RALEIGH, N.C.
5,000 WATTS—CLEAR CHANNEL
FREE & PETERS, INC., NAT'L REPRESENTATIVES



BROADCASTING
National Broadcast Advertising
Washington, D. C.

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56.6%
Increase in **RADIO HOMES**
 DURING THE PAST 2 YEARS



... AND STILL GOING UP!

Represented by
**The
 Branham
 Company**

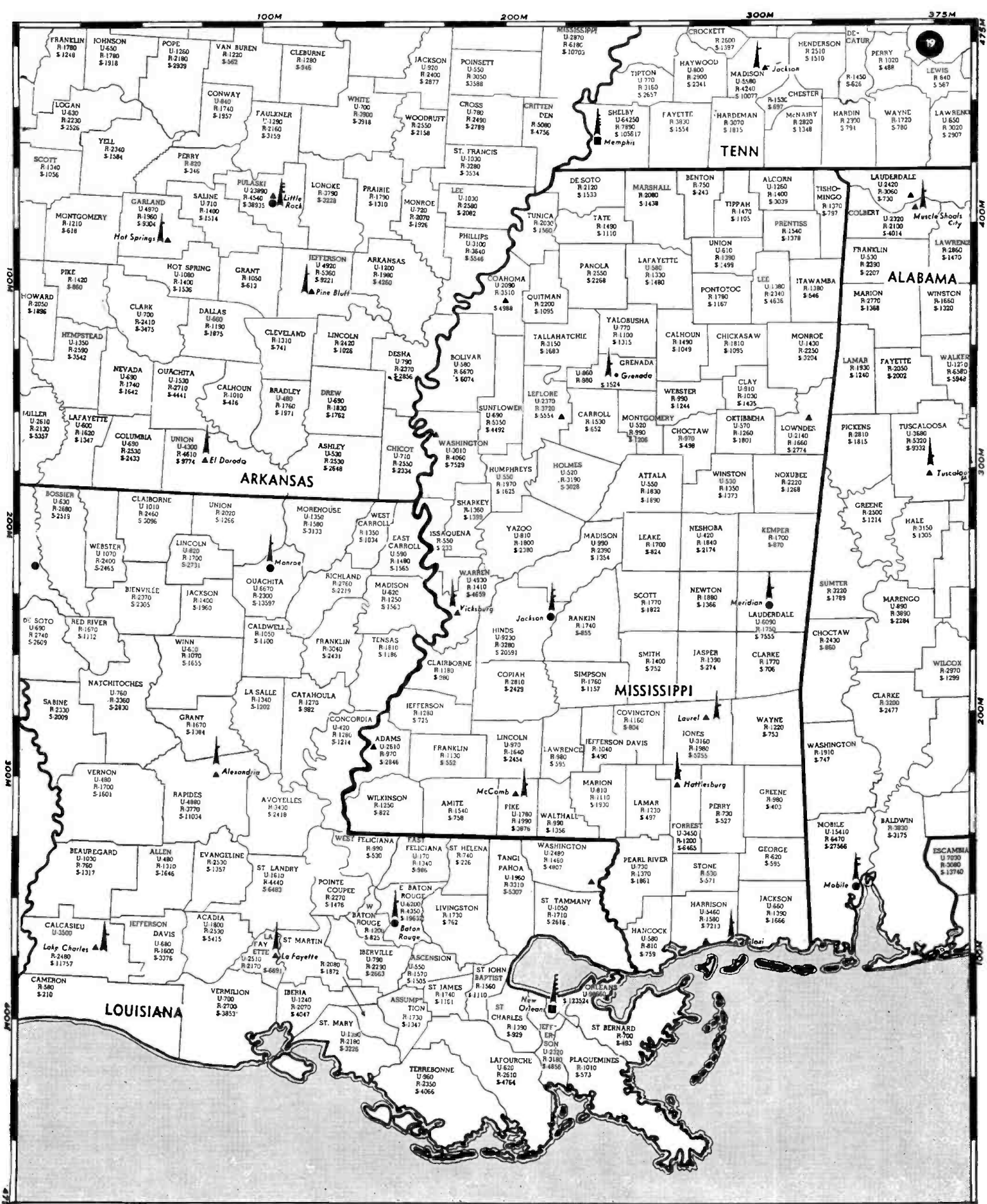


Owned and Operated by
 SCRIPPS-HOWARD RADIO, INC.

WNOX, with concentrated audiences in Tennessee, Kentucky, Virginia and North Carolina, has enjoyed a 56.6% increase in Radio Homes during the past two years. This is due to increased electrification under the TVA, whose headquarters are located in Knoxville. So NOW is the time to place your Advertising campaigns in this constantly growing and profitable Sales market!

<p>5 Kw. Day 1 Kw. Night 1010 Kc.</p>	<h1 style="margin: 0;">WNOX</h1> <h2 style="margin: 0;">KNOXVILLE, TENN.</h2>	<p>Columbia Broadcasting System</p>
-----------------------------------------------------------------	-------------------------------------------------------------------------------	---------------------------------------------------------------

"The Selling Station in a Buying Area"



BROADCASTING
National Press Bldg. Washington, D. C.

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Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.

The greatest number of
leading programs attracts
the greatest *listening audience*

and **WMC** *Memphis*

Broadcasts Commercially

more **NETWORK** (NBC-RED)

more **NATIONAL SPOT**

AND

more **LOCAL PROGRAMS**

than any other station in the Mid-South

5,000 WATTS DAY
1,000 WATTS NIGHT

WMC MEMPHIS

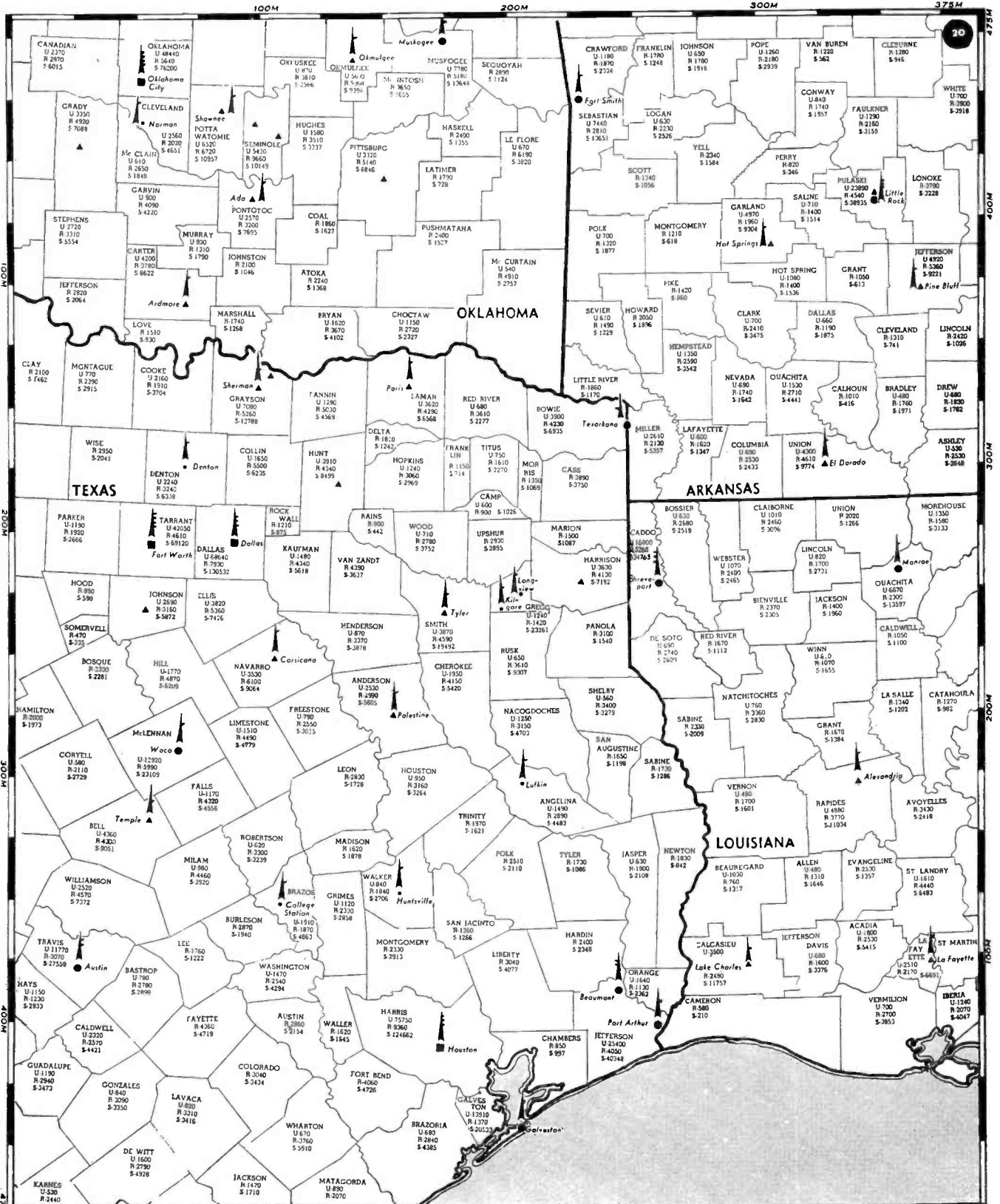
owned and operated by

THE COMMERCIAL APPEAL

“The South’s Greatest Newspaper”

NATIONAL REPRESENTATIVE: THE BRANHAM COMPANY

FOR AUDIENCE, RESPONSE *and* **RESULTS . . . it’s WMC**



BROADCASTING
National Broadcast Advertising
Washington, D.C.

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Just Another SKYSCRAPER in SHREVEPORT LOUISIANA

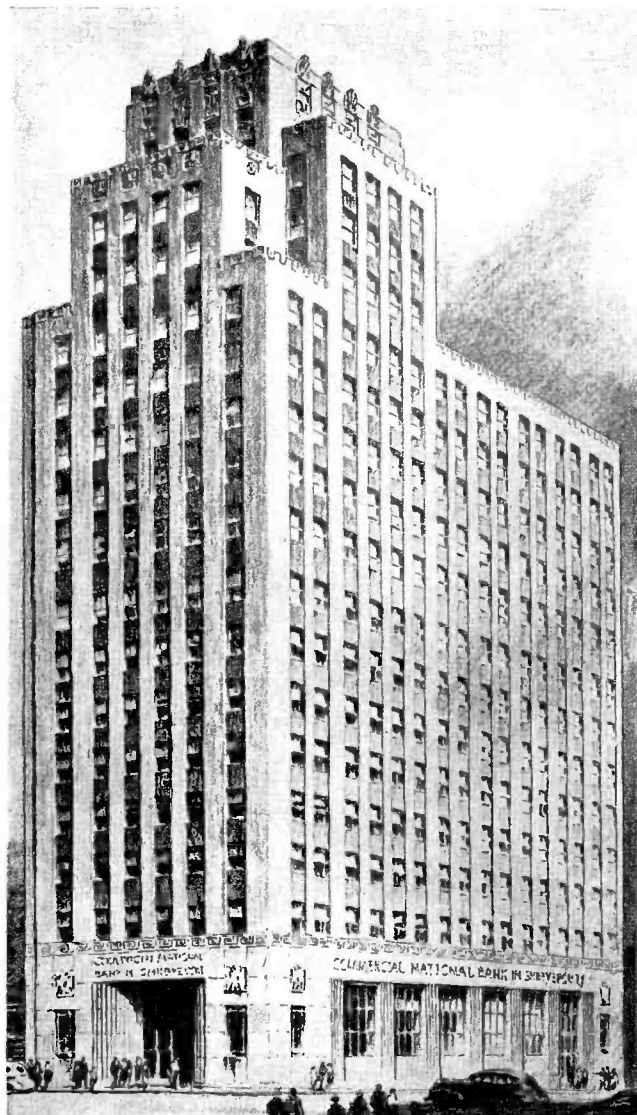
New 17 Story Bank Building Construction To Start Soon

No wonder everybody's working in Shreveport. Building permits this year will greatly exceed the record breaking 1938.

Construction will soon start on the 17 story air-conditioned Commercial Bank building shown in illustration. All available office space has already been leased.

Night and day shifts are now at work on a seven story air-conditioned office building for the United Gas and Union Producing Company. 300 new families will be moved to Shreveport from HOUSTON, TEXAS, upon completion of this new building.

KWKH reaches this rich, able-to-buy AND RECEPTIVE MARKET from 6 A. M. to 12 P. M. Make Shreveport your test campaign city and watch sales grow.

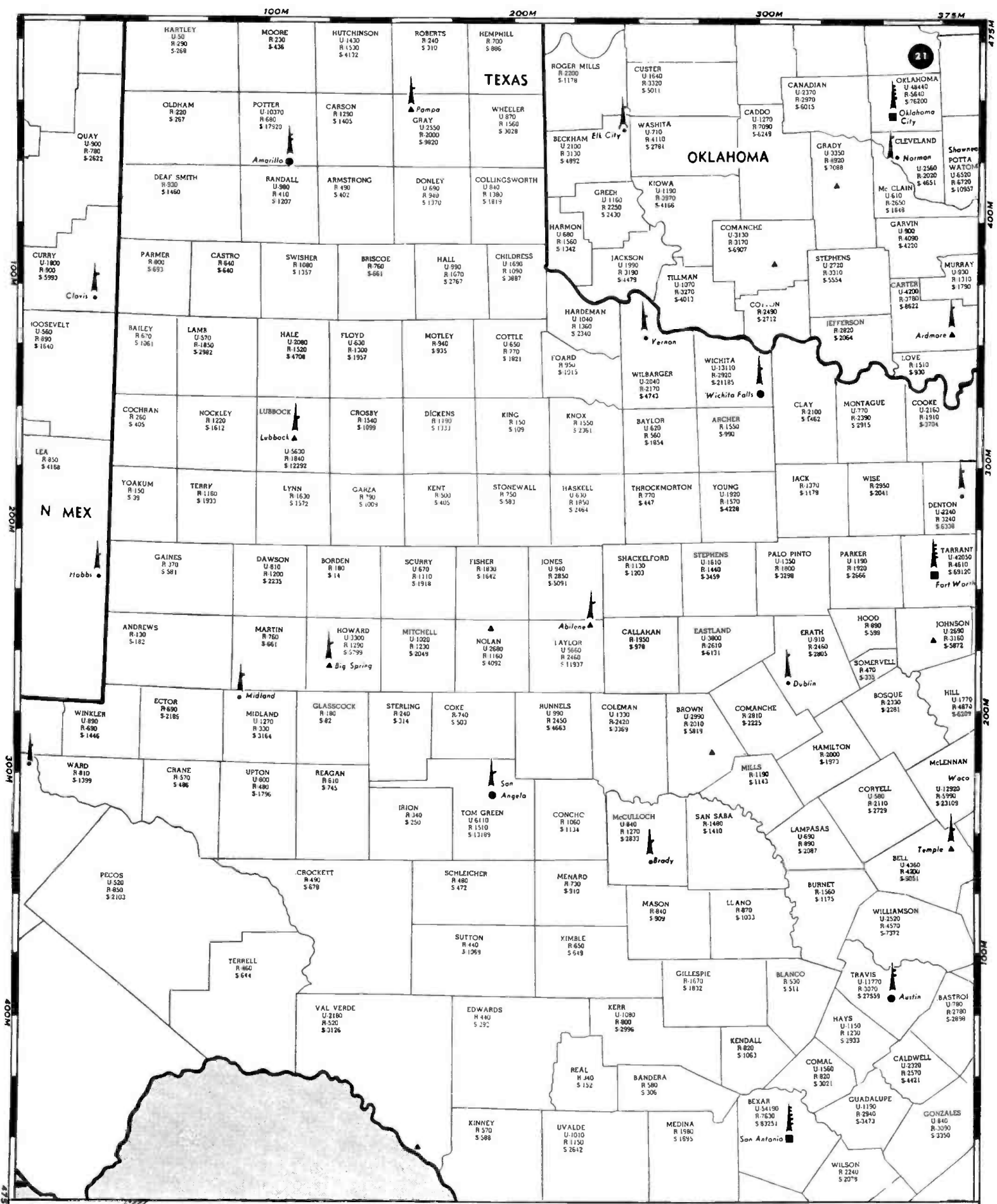


KWKH
SHREVEPORT  LOUISIANA

50,000 WATTS
APPROXIMATELY AUG. 15th

A SHREVEPORT TIMES STATION
... in the heart of
the world's greatest oil
and gas area ...

Represented
by
THE BRANHAM CO.



BROADCASTING
 National
 Prast Bldg. Broadcast Advertising
 Washington,
 D. C.

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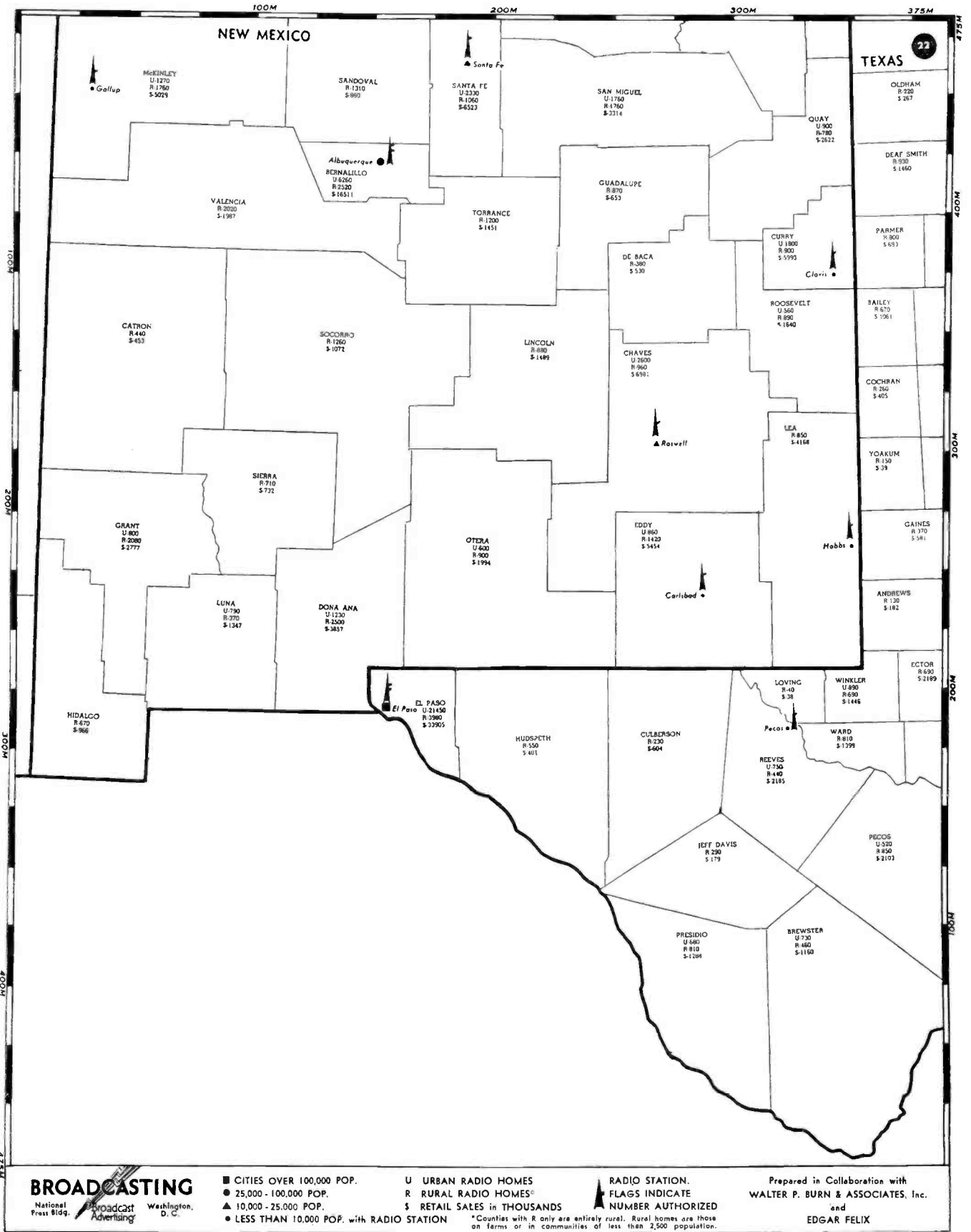
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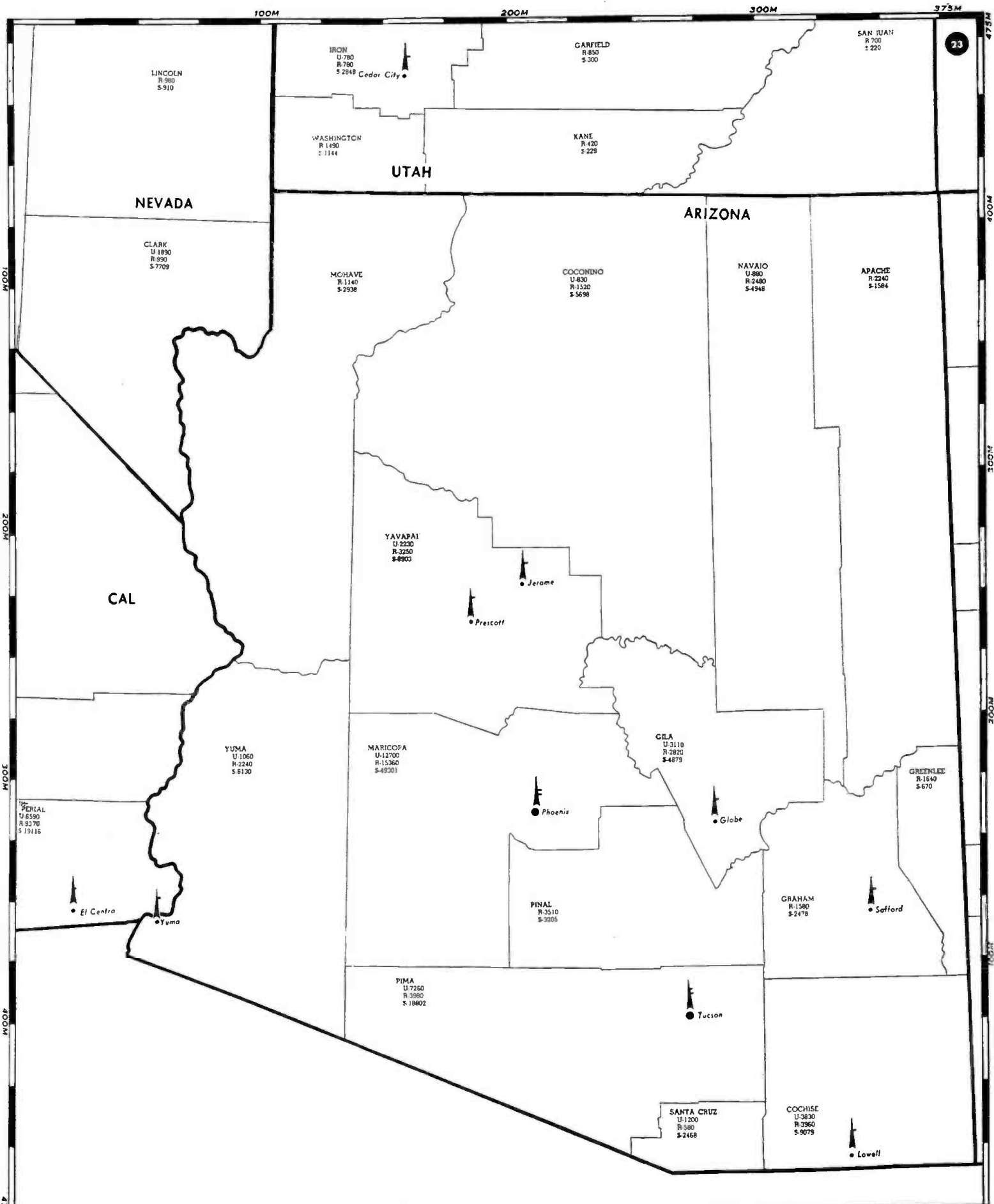
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*Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.

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Hoot Mon, here's the Thrifty Phoenix Plan*

for Merchandising Radio
Advertising!

*it was done
thus
for Scotch Soap:*

① Lassies in kilts roamed streets acquainting folks with the new show.

② Teaser ads placed in local classified sections regarding Scotch lassies.

③ Cardboard announcement posters prepared and placed in dealers' windows.

④ Announcement folders printed and mailed to leading grocers.

⑤ Special Scotch Soap contest conducted by KOY.

⑥ Scotch Soap program listing in local radio columns shown in BOLD-FACE type.

⑦ Skilled merchandiser arranged Scotch Soap displays in over 100 grocery stores.

⑧ Short transcribed announcements invited listeners to tune in.

⑨ Live teaser announcements broadcast a week in advance of program.

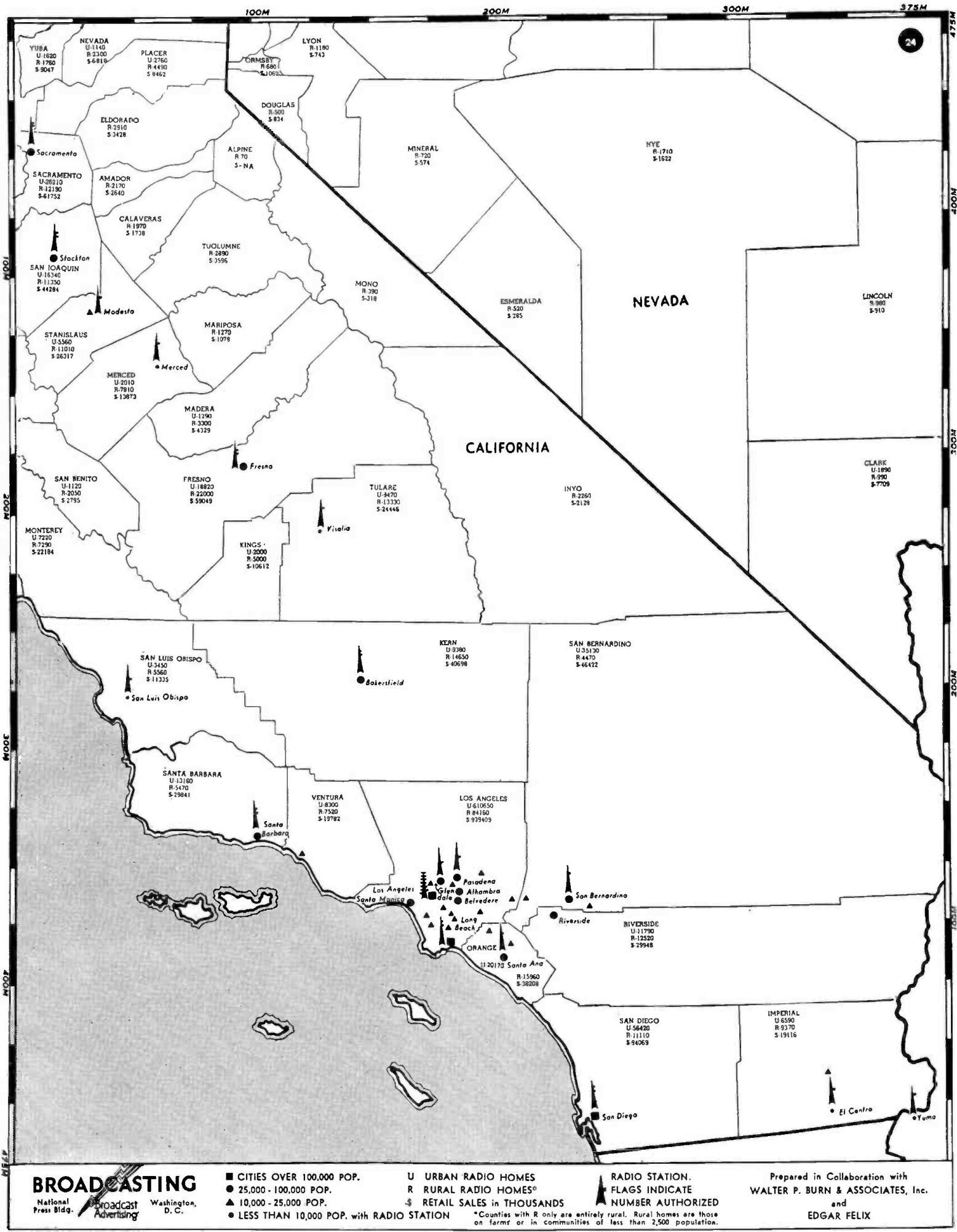
Phoenix*
CBS
1,000 WATTS

KOY

Arizona
BURRIDGE D. BUTLER
Chairman
FRED PALMER
Manager

ask
ask Borden Co.
ask Richfield Oil Co.
ask Alka-Seltzer
ask John Blair
ask **KOY**

It got results for others, too - KOY will do it for you!



BROADCASTING
 National Press Bldg. Broadcast Advertising Washington, D. C.

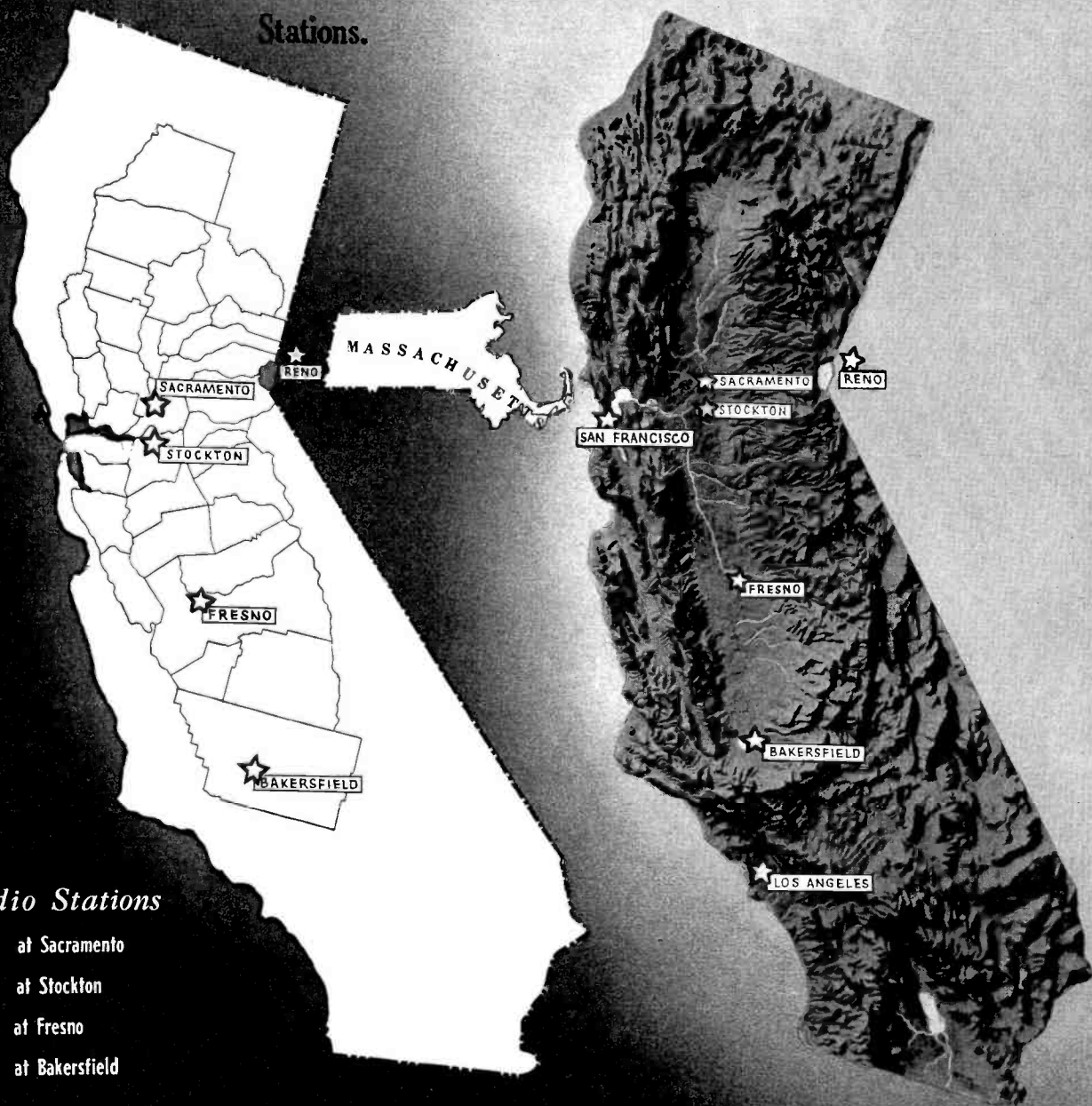
- CITIES OVER 100,000 POP.
 - ▲ 25,000 - 100,000 POP.
 - 10,000 - 25,000 POP.
 - LESS THAN 10,000 POP. with RADIO STATION
 - U URBAN RADIO HOMES
 - R RURAL RADIO HOMES*
 - \$ RETAIL SALES IN THOUSANDS
 - ▲ RADIO STATION. FLAGS INDICATE NUMBER AUTHORIZED
- * Counties with R only are entirely rural. Rural homes are those on farms or in communities of less than 2,500 population.

Prepared in Collaboration with
WALTER P. BURN & ASSOCIATES, Inc.
 and
EDGAR FELIX

Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.

Two views of the *Potent* Interior California Market—*The third market in the West*

Note the length and breadth of this mighty land—note the lofty mountains which encircle it, and resolve that to cover this area you **MUST** use the powerful McClatchy Stations.



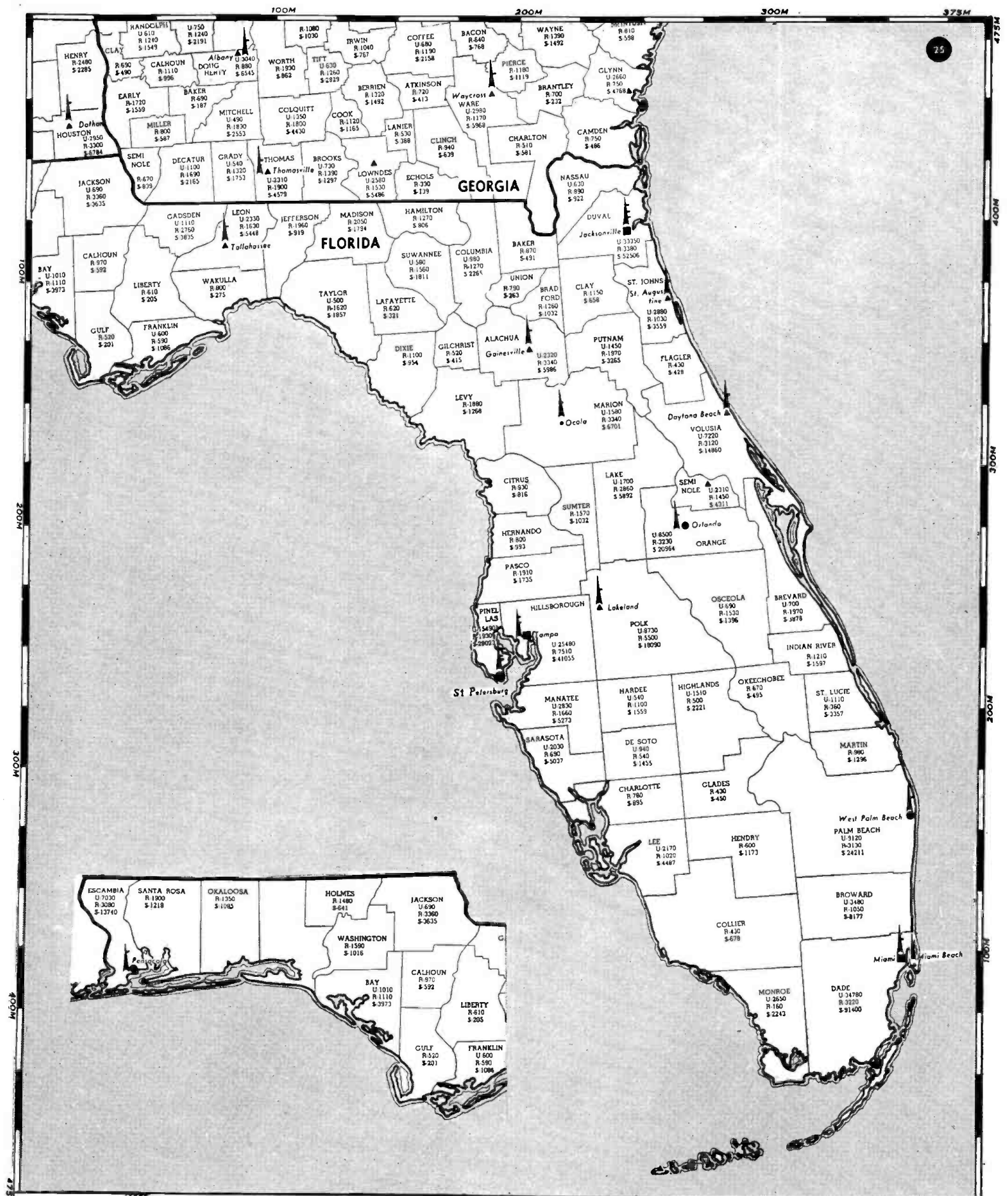
Radio Stations

KFBK at Sacramento
KWG at Stockton
KMJ at Fresno
KERN at Bakersfield

McClatchy Broadcasting Co.

SACRAMENTO, CALIFORNIA

www.americanradiohistory.com



BROADCASTING
 National Press Bldg. Broadcast Advertising Washington, D. C.

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WHO ARE THE MEN BEHIND THE MIKE

*... and what are they reading?**

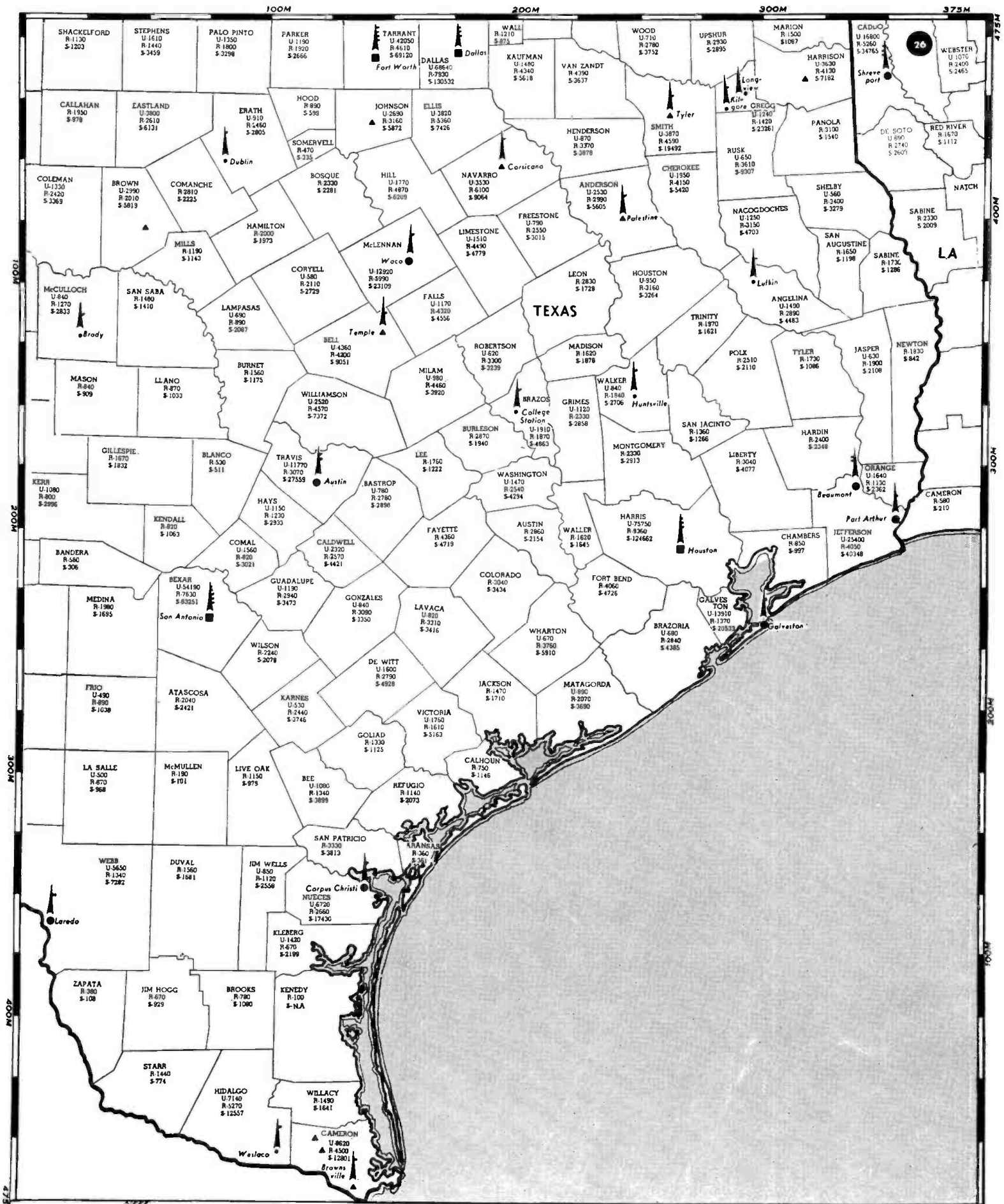
Behind the announcers, artists, producers and engineers surrounding the mike stand other men.

¶ These men are timebuyers . . . advertising managers, top executives of firms interested in radio advertising, account executives, radio directors. ¶ You'll find them in New York, Chicago, Detroit, San Francisco, Los Angeles . . . in fact, wherever time is bought. ¶ Few of them visit your studio. Fewer speak into your mikes. But all of them are interested in you, your station, your market. ¶ If you could see these men at home and office, you would find them spending an appreciable amount of time studying and digesting information about radio advertising.

¶ And what are they reading?

BROADCASTING

Broadcast
Advertising



BROADCASTING
 National Press Bldg. Washington, D. C.
 Broadcast Advertising

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SHOT GUNS

are out of date in Texas



IT TAKES RIFLE ACCURACY TO HIT EACH MARKET NOW!

SCATTERATION shotgun sales effort was good when coveys of customers were waiting to be bagged and few hunters were in the field. It was good even in Texas where distances are so great. But it takes a rifle for each market now that competition is stiff.

A direct "rifle" hit can be scored in the 23 major markets of Texas ONLY by using TSN. We give you both network production and Class A lines, both powerful bullets, but most important is the way we help adjust your sales sights.

You're a "Home-towner" to Texans on TSN, and, equally important, you're a "local product" to the merchants because you're on the local station. We're producing shows for some of the biggest accounts in the country. They've gone "local" and liked it! Because the sales-figures show we're more than a network, we're a "Natural".

—reaching

**99.3% of
TEXAS' RADIO HOMES**

*To Sell
MORE
Merchandise—
"LOCALIZE"!*

Local dealer identification announcements and merchandising work by local men in each market—that is the formula for forcing up lagging sales. Perhaps we can help solve YOUR sales problem in Texas. Investigate NOW!

**Outstanding
Results in 9 Months**

Sales of a popular beverage are up 28.4% for the first 10 weeks. A Cereal Company drew over 50,000 votes in one week—"Box-Top" votes, too. A Shortening company upped their sales 21% in 26 weeks! Do you want to know more? Write or wire.

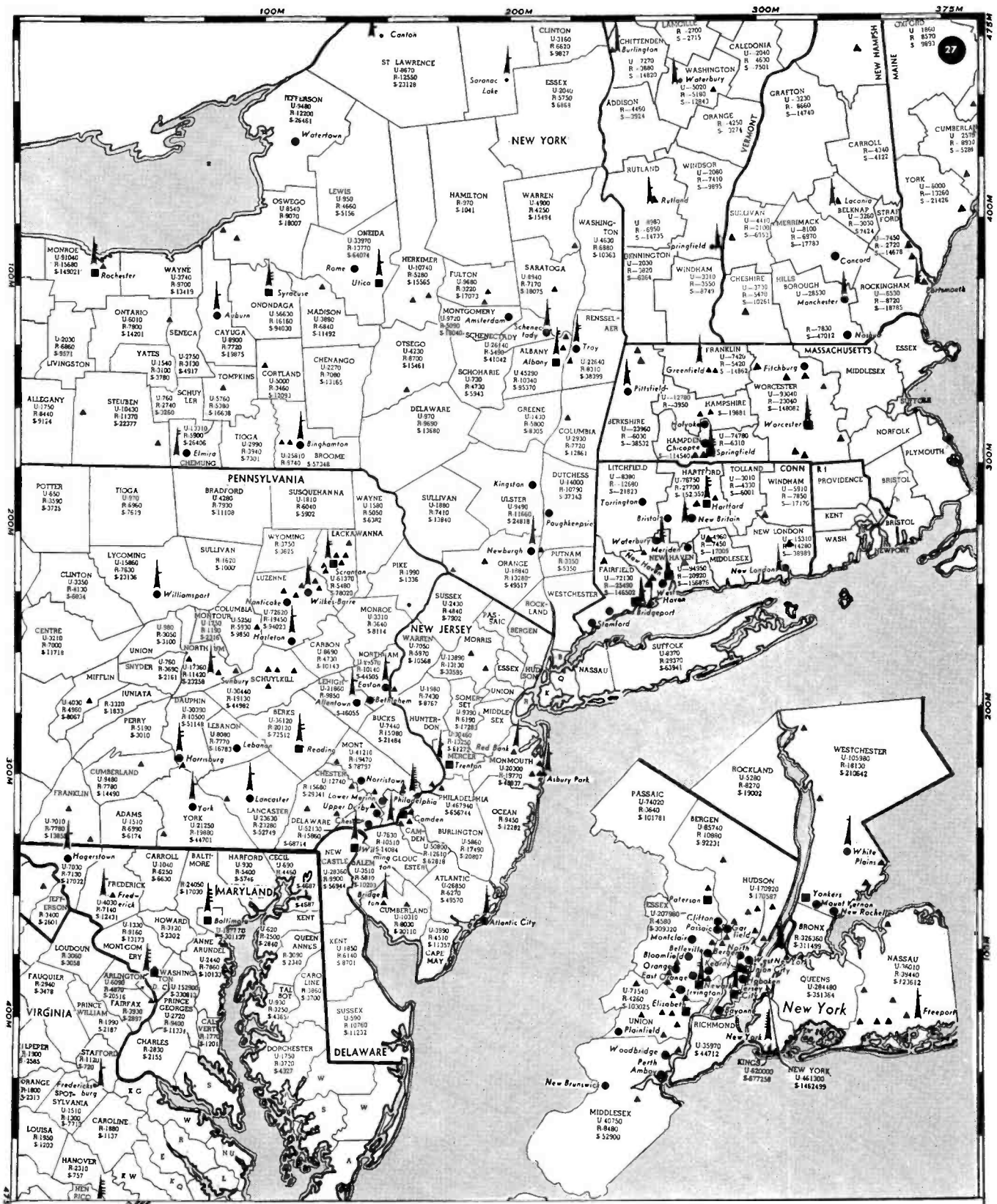
THE TEXAS STATE NETWORK
ELLIOTT ROOSEVELT, President

"Test it in Texas—

TSN

then sell America"

Rockefeller Center NEW YORK ★ General Offices FORT WORTH ★ Wrigley Building CHICAGO



BROADCASTING
 National Broadcast Advertising
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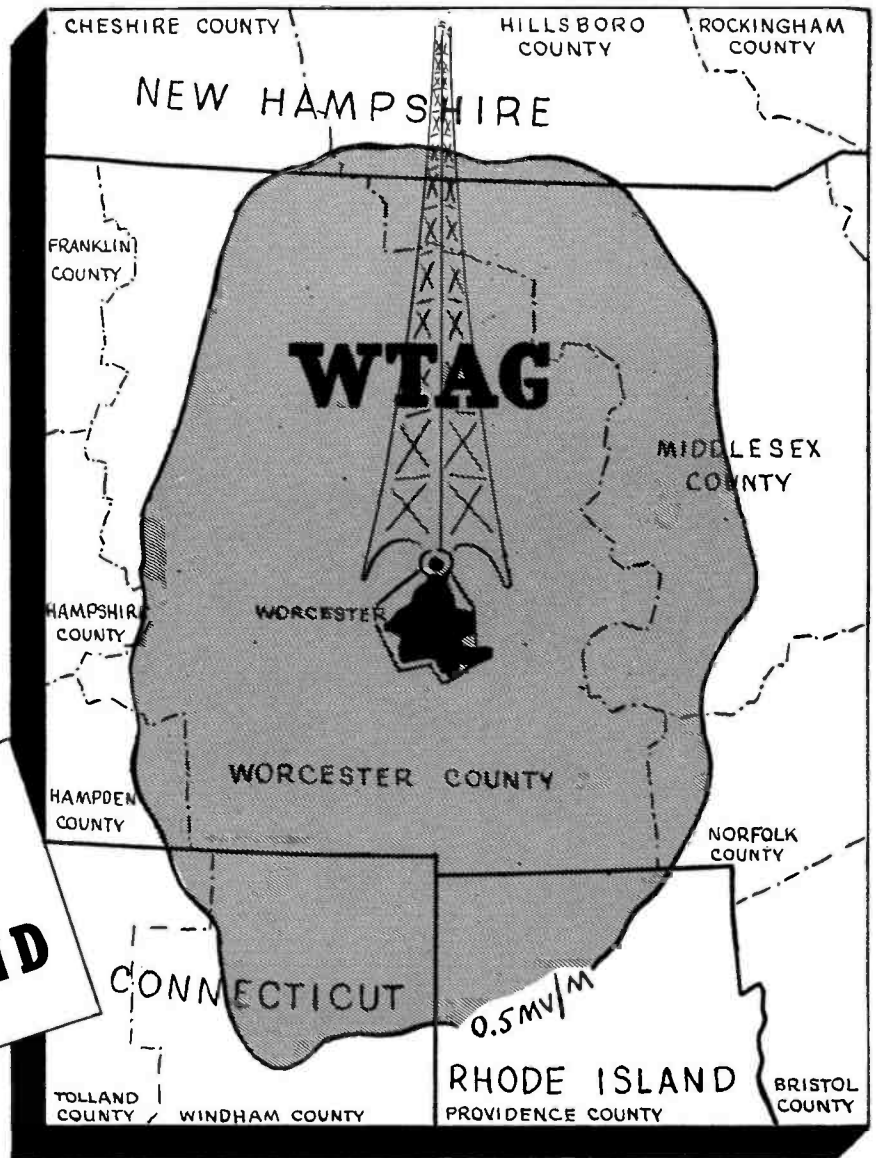
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Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.

**NBC RED AND
YANKEE NETWORKS**
EDWARD PETRY & CO.
INCORPORATED
National Representative

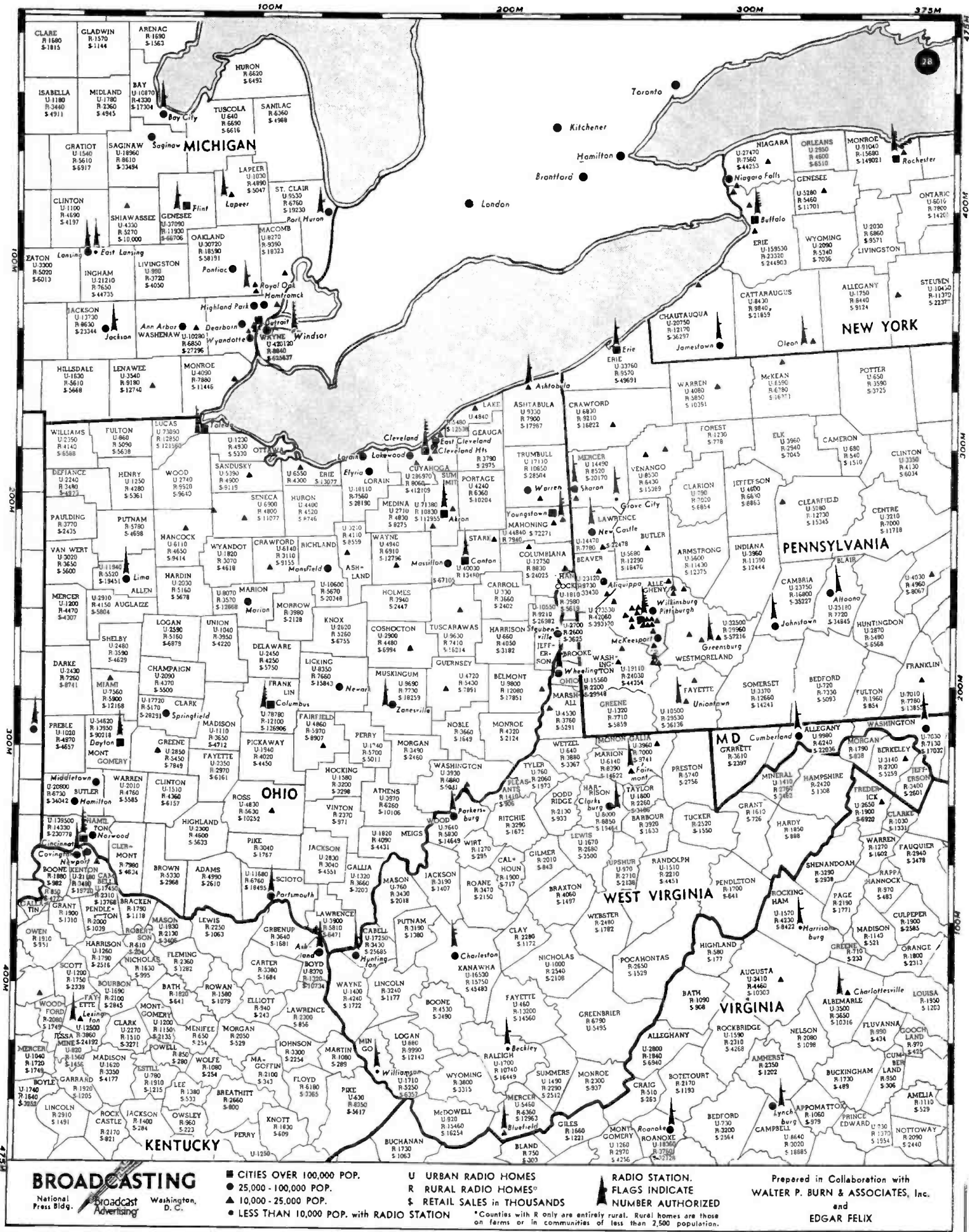


In the center of
rich, populous
NEW ENGLAND

WTAG of **WORCESTER** *leads*

- in*
- COVERAGE
 - POWER
 - LOCAL ADVERTISING
 - REGIONAL ADVERTISING
 - NATIONAL ADVERTISING
 - LISTENERS
 - RESULTS

The only station which gives primary coverage to **ALL** of Worcester County.



BROADCASTING
National Press Bldg. Washington, D. C.

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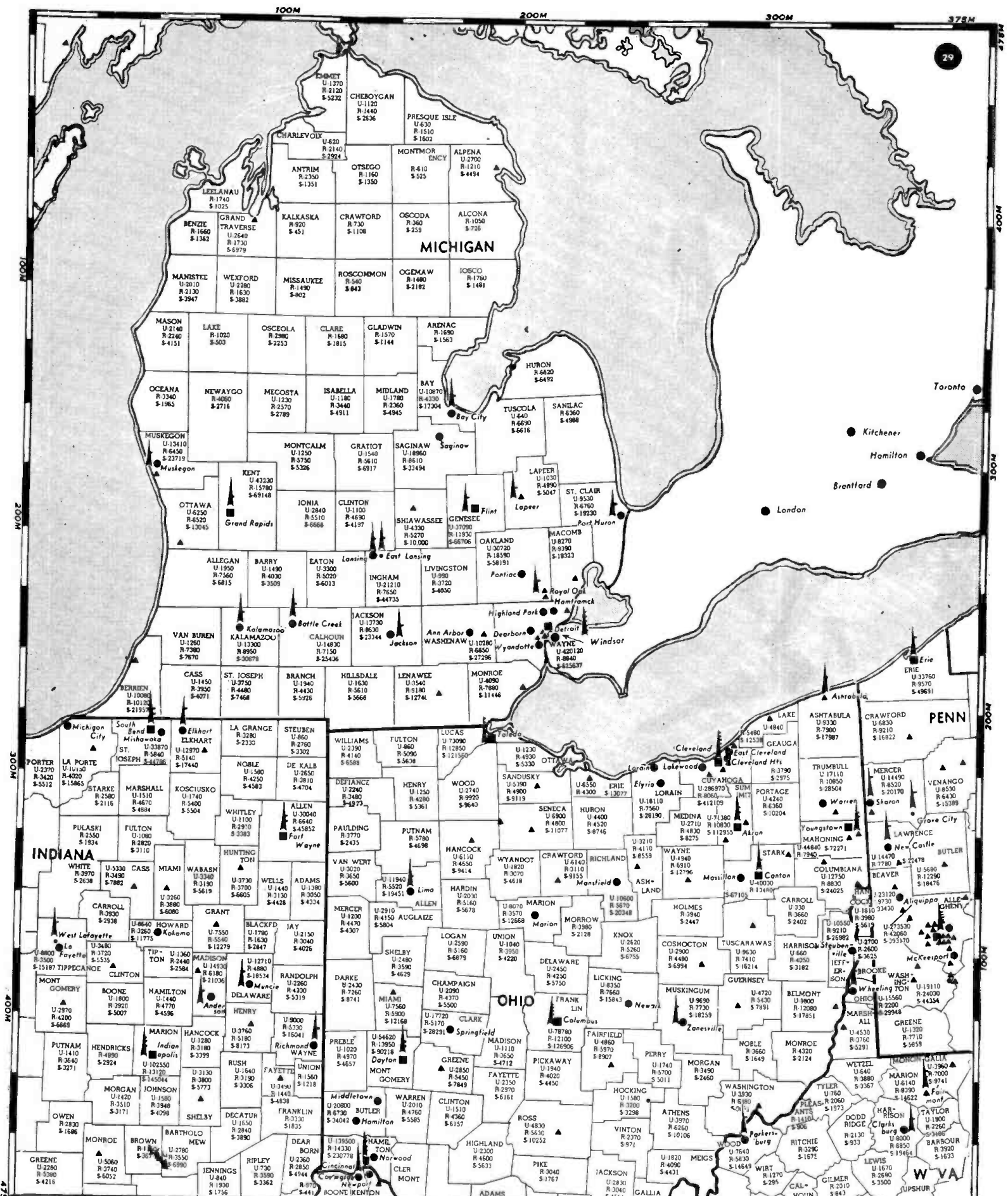
THE WHOLE STORY:

WHEEL

ROCHESTER

HAS THE LISTENERS!

Representatives: Paul H. Raymer Co., New York, Chicago, Detroit, San Francisco



BROADCASTING
 National Press Bldg. Washington, D. C.

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Map Base: Bureau of Census, 1937. Radio Homes, Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.

Now 1000 WATTS DAYTIME
500 WATTS NIGHT
— 570 K. C. —

NEW STUDIOS • EQUIPMENT
TRANSMISSION PLANT
360 ft. Vertical Radiator

**GREATER
SALES
POWER**

These Figures are
... DYNAMITE!

● If you're not interested in our sending power —*you are* interested in our sales power—our market—whom we reach and what they spend. In our Market Data Folder showing our Evening Listening Area—as compared to seven other rich markets in cities with double the population of our own—are figures showing WKBN's market superiority—a comparison so powerful we choose to call this folder "Dynamite." Send for it today!

● DOMINATING THE RICH
MAHONING VALLEY MARKET
OF 2,000,000 LISTENERS WITH
STRONG, CLEAR RECEPTION.

These Figures
are ... **TNT!**

● For the same reason, we call our Daytime Listening Area Market Data Folder "TNT." In it we compare Youngstown with the same seven rich markets and here again we find we are **FIRST** in 10 out of 12 classifications that represent ability to buy. Send for it, too!

**NEW SOUVENIR
ALBUM**

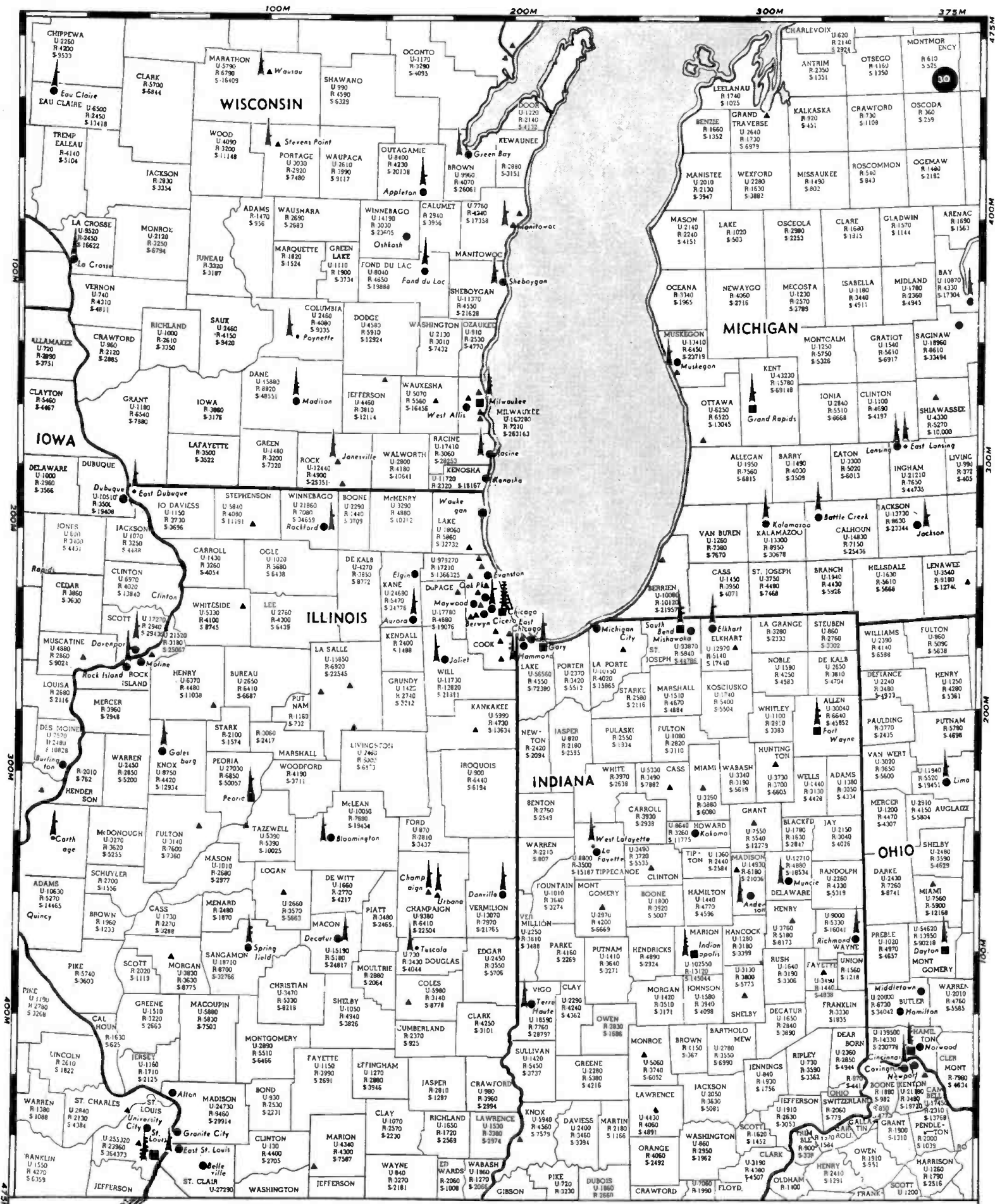
● In celebration of our new power and greater ability to *sell and serve* we have released a Souvenir Album—32 pages filled with photographs and facts on the New WKBN. Write also for your copy of this beautiful and useful album today!

**the new
WKBN**

WKBN BROADCASTING CORPORATION

17 NORTH CHAMPION STREET • YOUNGSTOWN • OHIO

MEMBER OF THE COLUMBIA BROADCASTING SYSTEM



BROADCASTING
National Broadcast Advertising
Washington, D. C.

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Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commissions, May 1, 1939.

The Nation's Largest INDEPENDENT Station

W J J D

20,000 WATTS

CHICAGO

Provides large audiences through the presentation of Chicago's most popular local shows, such as . . .

● **THE SAFETY COURT** – Daily – Exclusive

CHECK YOUR OWN SURVEYS FOR POPULARITY

● **Chicago's Authoritative Baseball Broadcasts**

Featuring:

CHARLIE GRIMM – former Cubs manager

LOU FONSECA – former Sox manager

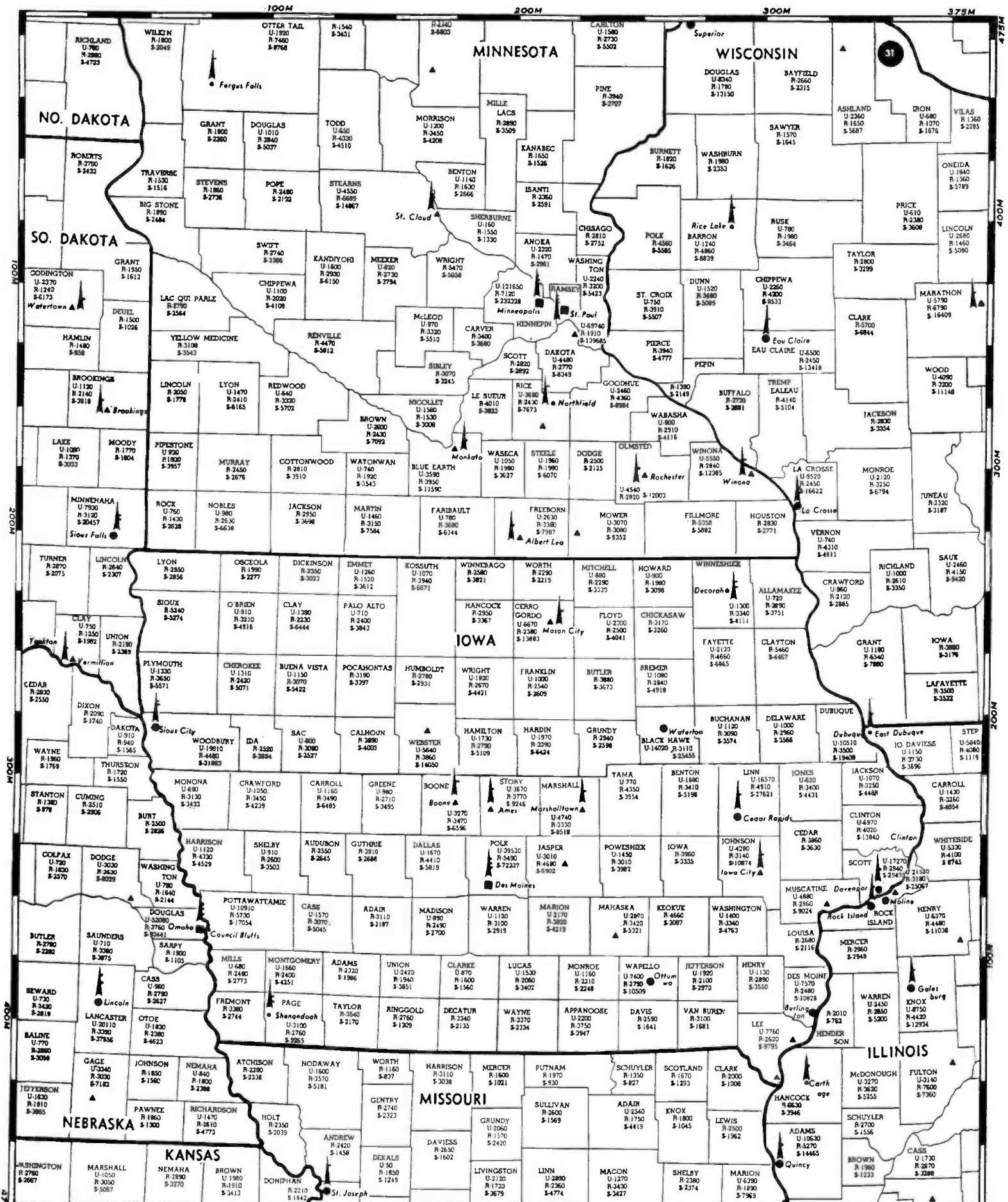


201 North Wells Street ● CHICAGO

REPRESENTATIVES

New York ● Detroit ● Paul H. Raymer Company

West Coast ● WALTER BIDDICK COMPANY



BROADCASTING
National Press Bldg. Washington, D. C.

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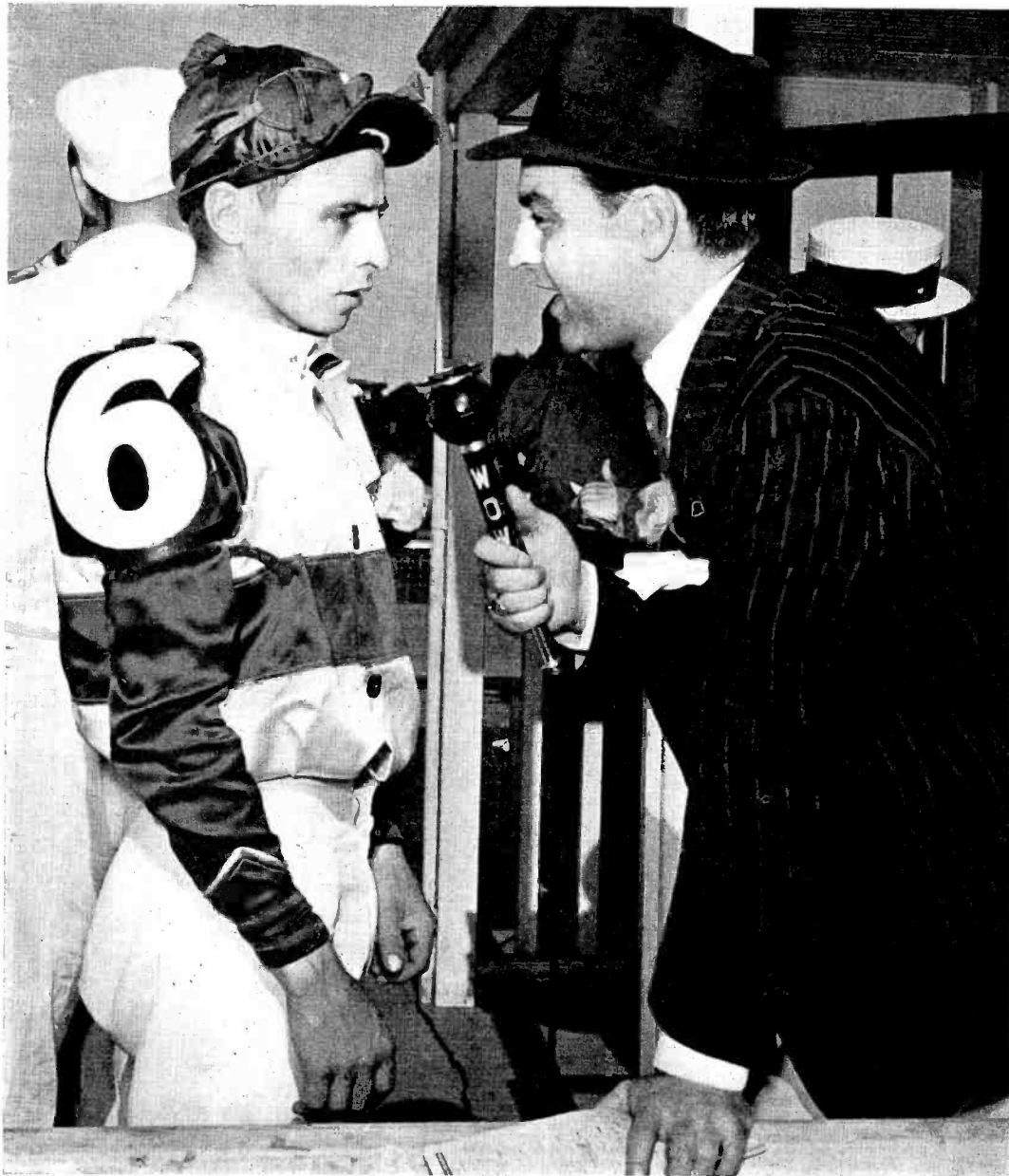
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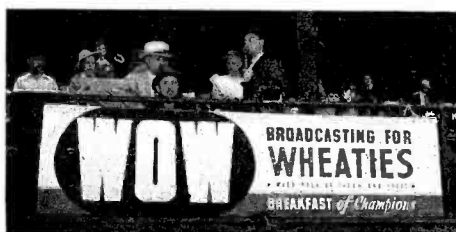
Map Base: Bureau of Census, 1937. Radio Homes: Derived from Joint Committee on Radio Research Estimates, 1938. Retail Sales: Census of Business, 1935. Authorized Stations: Federal Communications Commission, May 1, 1939.



Jockey F. Scheihing, leading rider at the Ak-Sar-Ben track in Omaha, is interviewed by John J. Gillin, Jr., WOW manager and chief narrator of the race meeting for WHEATIES, "Breakfast of Champions," a product of General Mills, Inc.

WOW 'em and WIN!

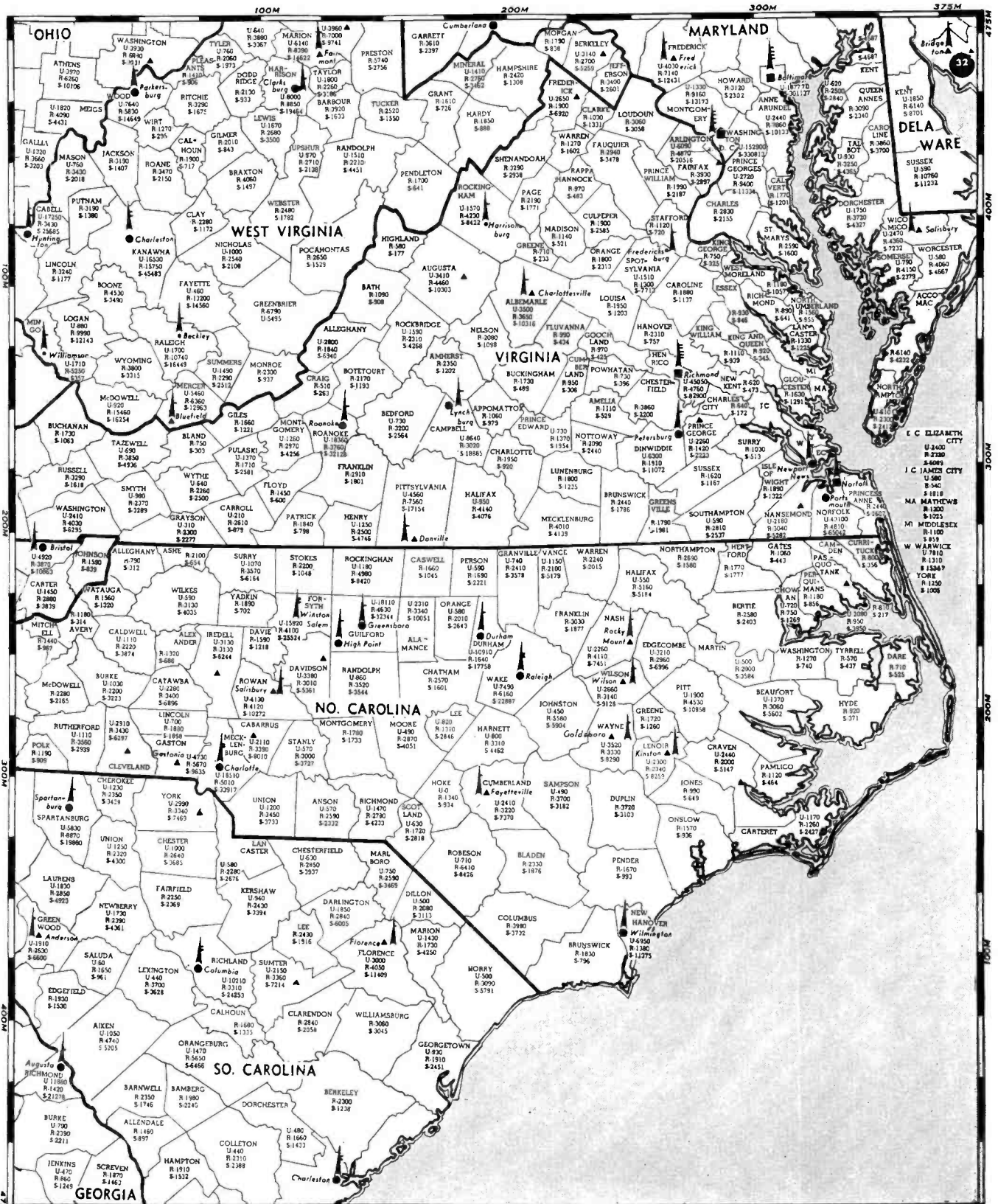
*Another advertiser comes in a winner. WOW took No. 1 radio position in the Omaha market years ago—still shows its heels to the field. No other station covers the rich Omaha trade territory so well. WOW gives **COVERAGE WHERE IT COUNTS. WOW 'em and WIN!**



WOW

Omaha, Nebraska

590 KC • John J. Gillin, Jr., Mgr.
JOHN BLAIR CO., Representatives
On the N. B. C. Red Network
Owned and Operated by the Wood-
men of the World Life Insurance
Society.



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FIRST IN VIRGINIA!



WRVA VIRGINIA'S ONLY 50,000 WATT RADIO STATION

First in power — first in coverage — and first in the hearts of its listeners! That is why WRVA is also the first choice of advertisers and advertising agencies who want real results in this rich market. Sales moral: Why follow the leaders when you can lead the followers? Let us give you all the facts about Virginia's first radio station, located near Richmond.

SELLING VIRGINIA'S MAJOR MARKETS:

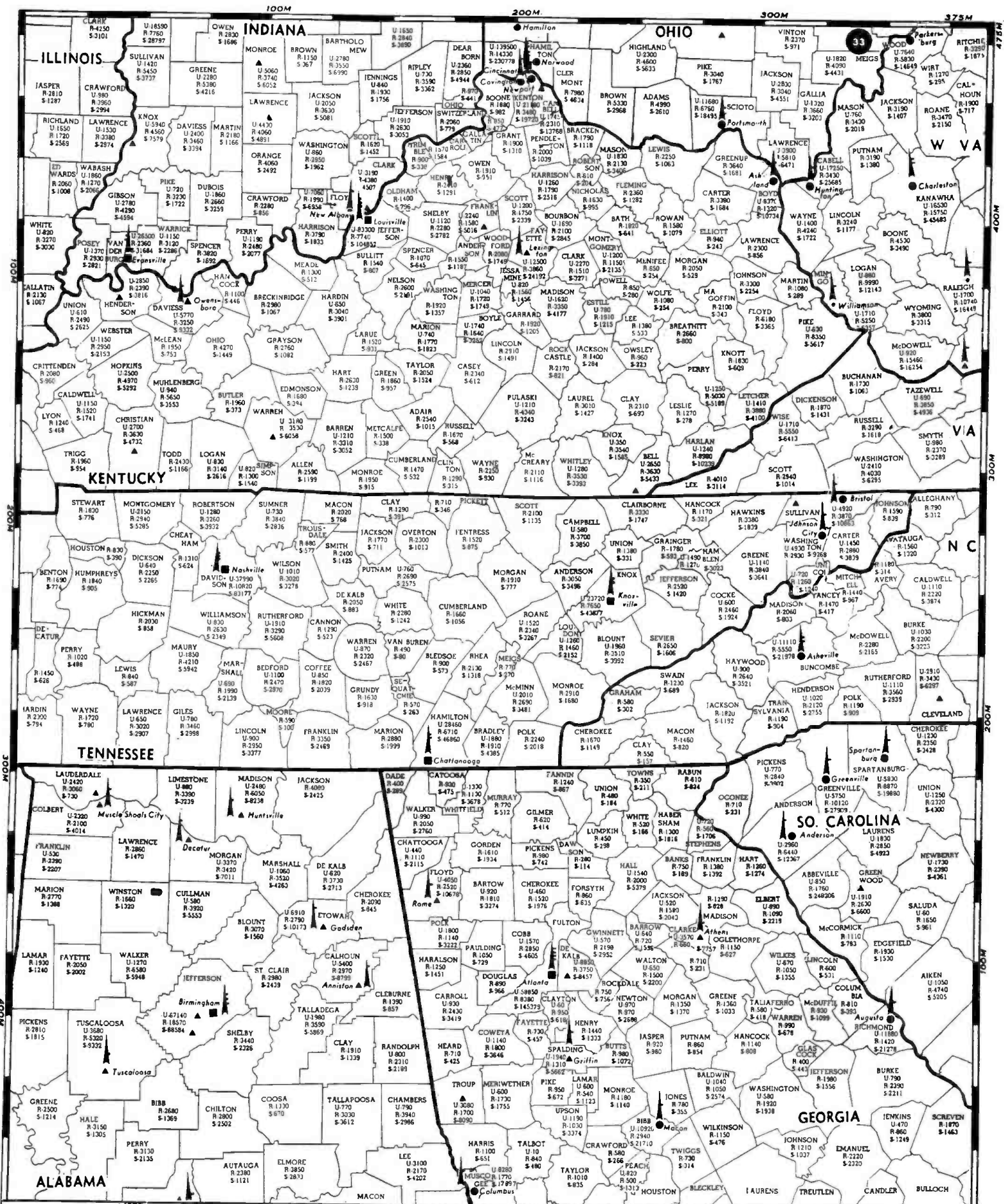
RICHMOND	NORFOLK
PETERSBURG	PORTSMOUTH
NEWPORT NEWS	SUFFOLK
WILLIAMSBURG	CHARLOTTESVILLE
FREDERICKSBURG	HOPEWELL

PAUL H. RAYMER CO., *National Representative*
NEW YORK CHICAGO DETROIT SAN FRANCISCO



WRVA 50,000 WATTS





BROADCASTING
 National Press Bldg. Washington, D. C.

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"Clinch" A TESTED SPOT BEFORE THE "kick off"

GEORGE WALSH WHAS again is able to offer George Walsh as sportscaster during the 1939 football season. Walsh has covered an average of 12 games each season for the past five years. His sportscasts have won the attention and sponsorship of numerous successful firms with nation-wide reputations, and have resulted in outstanding recognition of Walsh, as one of the nation's best qualified sportscasters.



Football OFFERS BLANKET COVERAGE

**Big 10, Big 6 and Big 13
Schedules Available**

Nebraska vs. Indiana
Vanderbilt vs. Kentucky
Wisconsin vs. Indiana
Georgia vs. Kentucky
University of Louisville vs. Centre
Ohio State vs. Indiana
Georgia Tech vs. Kentucky
West Virginia vs. Kentucky
Purdue vs. Indiana
Tennessee vs. Kentucky

*From Labor Day to New Year's America Crowns Football King!
Young and old alike, know, play, watch and LISTEN to the KING
of Collegiate Sports! And in Kentuckiana those who listen to sports
set their dials for WHAS, Louisville's up-to-the-minute 50,000 Watt
Station.*

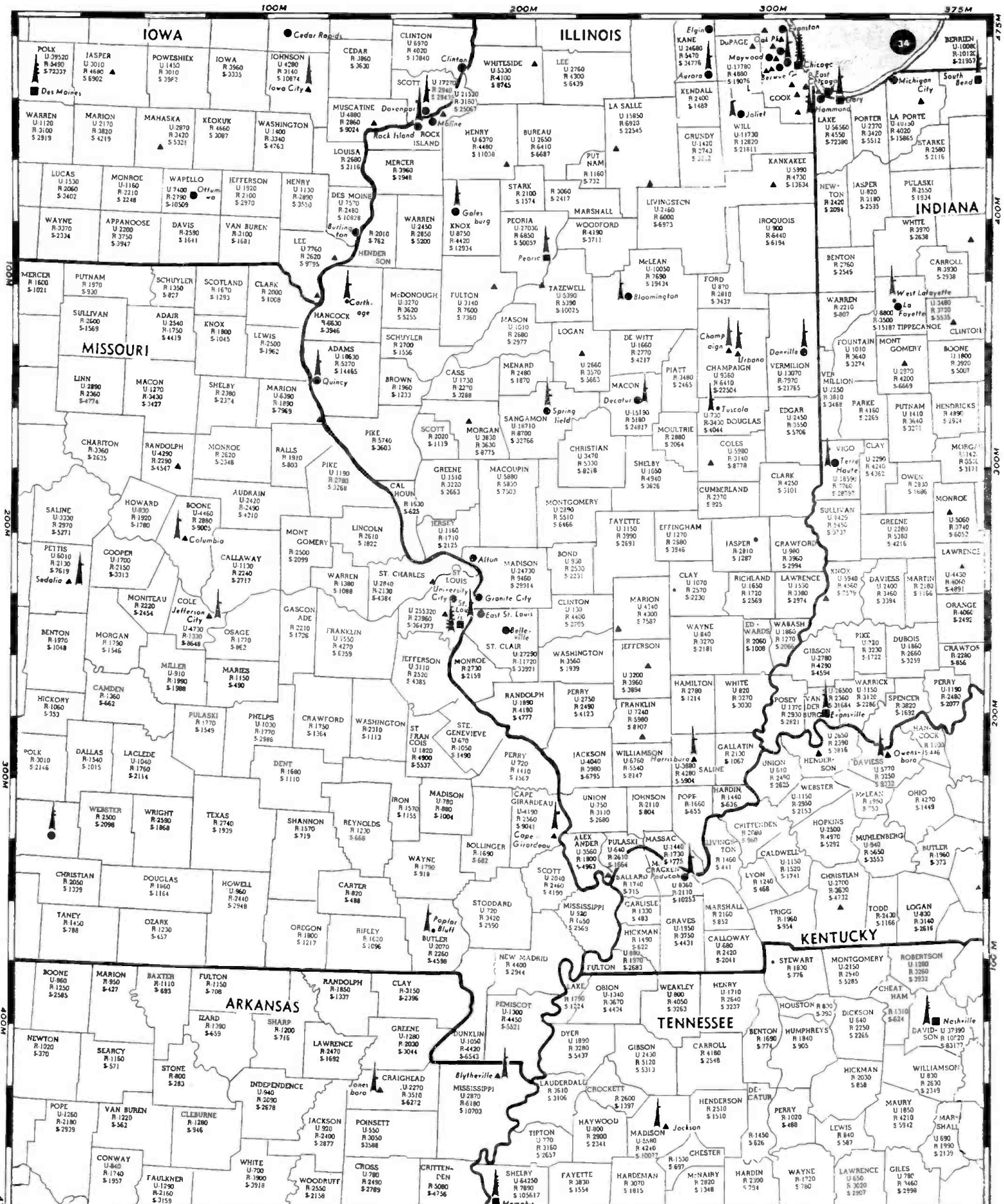


**820 KILOCYCLES
50,000 WATTS**

[[WHAS is owned and operated by the
Courier-Journal and the Louisville Times]]

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY
BROADCASTING • Broadcast Advertising

July 1, 1939 • Page 163



BROADCASTING
National Press Bldg. Washington, D. C.

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KWK-

**1ST IN FOOD
IN ST. LOUIS**

KWK now carries a majority of the Food Commercial quarter hours, other than network, on the three St. Louis Network Stations.

A typical week in May reveals the percentage for KWK at 49.1% with the next station carrying 46% and the third 4.9%. During this same week KWK carried 38.8% of the total commercial quarter hours, other than network, on the three stations.

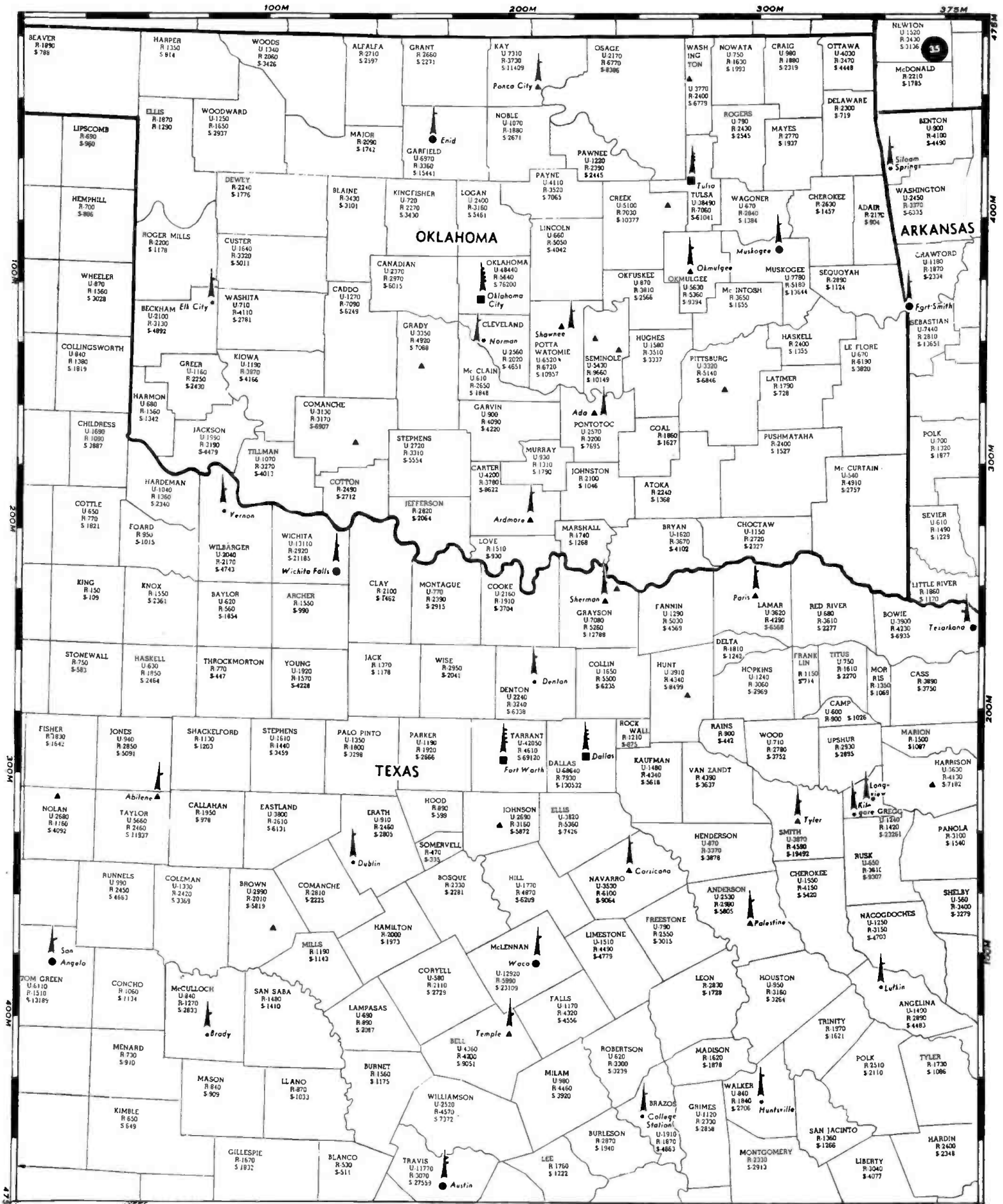
Mere leadership is not, in itself, a standard for the selection of station facilities. It is the facts behind it which are important. Get these facts from any one of the Raymer offices.

**ST. LOUIS
KWK**

Thomas Patrick, Incorporated
HOTEL CHASE ST. LOUIS

Representative

PAUL H. RAYMER COMPANY
New York · Chicago · San Francisco



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TULSA



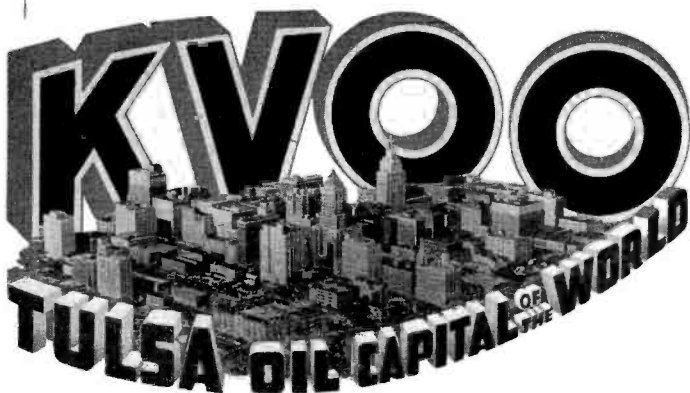
**OIL
CAPITAL
of the
WORLD**

CENTER OF OKLAHOMA'S RICHEST MARKET AREA

TULSA, Oil Capital of the World! Home of 546 Oil Companies and Operators, 400 Purchasing Agents, 119 Manufacturing Plants, 183 Supply Houses and Representatives of 1,028 American Oil Equipment Manufacturers. Tulsa is the clearing point for billions of dollars of oil money! Home of the International Petroleum Exposition, world's largest single-industry show!

Within 75 miles radius of Tulsa lie 28% of Oklahoma's area, 40% of Oklahoma's population, furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales! KVOO *alone* covers this area effectively and in addition has *primary coverage* counties in Kansas, Missouri and Arkansas!

**25,000 WATTS
BOTH N.B.C. NETWORKS
EDWARD PETRY & COMPANY
National Representatives**



DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

* Denotes new station authorized but not yet in operation as of June 15, 1939. (†) Indicates a footnote.

K		K		K		K							
KABC	San Antonio, Tex.	*KFDA	Amarillo, Tex.	KGGF	Coffeyville, Kan.	KMBC	Kansas City	KRIC	Beaumont, Tex.	KUMA	Yuma, Ariz.		
KABR	Aberdeen, S. D.	KFDM	Beaumont, Tex.	KGGM	Albuquerque, N. M.	KMED	Medford, Ore.	KRIS	Corpus Christi, Tex.	KUOA	Silvaco Springs, Ark.	KUOS	Vermillion, S. D.
KADA	Ada, Okla.	KFDY	Brookings, S. D.	KGHF	Pueblo, Colo.	KMJ	Fresno, Calif.	KRKO	Los Angeles	KUTA	Salt Lake City	*KVAK	Atchison, Kan.
KALE	Alexandria, La.	KFEL	Denver	KGHI	Little Rock, Ark.	KMLB	Monroe, La.	KRLE	Everett, Wash.	*KVAN	Vancouver, Wash.	KVCY	Redding, Calif.
KALB	Portland, Ore.	KFEQ	St. Joseph, Mo.	KGHL	Billings, Mont.	KMMJ	Grand Island, Nebr.	KRLD	Lewiston, Idaho	KVCC	San Luis Obispo, Cal.	KVGB	Great Bend, Kan.
KAND	Corsicana, Tex.	KFGQ	Boone, Ia.	KGIR	Butte, Mont.	KMO	Tacoma, Wash.	KRLH	Dallas, Tex.	KVOD	Tucson, Ariz.	KVOC	Denver, Colo.
KANS	Wichita, Kan.	KFH	Wichita, Kan.	KGIW	Alamosa, Colo.	KMOX	St. Louis	KROW	Oakland, Calif.	KVOL	Lafayette, La.	KVVO	Tulsa, Okla.
KARK	Little Rock, Ark.	KFI	Los Angeles	KGKB	Tyler, Tex.	KMPC	Beverly Hills, Calif.	KROY	Sacramento, Calif.	KVOR	Colorado Springs, Colo.	KVOS	Bellingham, Wash.
KARM	Fresno, Cal.	KFIO	Spokane, Wash.	KGKL	San Angelo, Tex.	KMTR	Hollywood, Calif.	KRQA	Santa Fe, N. M.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KASA	Elk City, Okla.	KFIZ	Fond du Lac, Wis.	KGKO	Fort Worth, Tex.	KKNL	Brady, Tex.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KAST	Astoria, Ore.	KFJB	Marshalltown, Ia.	KGKY	Scottsbluff, Nebr.	KNET	Palestine, Tex.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KATE	Albert Lea, Minn.	KFJL	Klamath Falls, Ore.	KGLO	Mason City, Ia.	KNO	Austin, Tex.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KAWM	Gallup, N. M.	KFJM	Grand Forks, N. D.	KGLU	Safford, Ariz.	KNO	Los Angeles	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KBIX	Muskogee, Okla.	KFJZ	Fort Worth, Tex.	KGMW	Honolulu, Hawaii	KOA	Denver	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KBPS	Portland, Ore.	KFKA	Greeley, Colo.	KGNC	Amarillo, Tex.	KOAC	Corvallis, Ore.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KBND	Bend, Ore.	KKFN	Lawrence, Kan.	KGNF	N. Platte, Nebr.	KOAM	Pittsburg, Kan.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
*KBKR	Baker, Ore.	KKFN	Shenandoah, Ia.	KGNO	Dodge City, Kan.	KOBB	Abuquerque, N. M.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
*KBST	Big Spring, Tex.	KFOR	Lincoln, Nebr.	KGO	San Francisco	KOBB	Rapid City, S. Dak.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KBTM	Jonesboro, Ark.	KFOX	Long Beach, Calif.	KGU	Honolulu, Hawaii	KOCA	Kilgore, Tex.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KCKN	Kansas City, Kan.	KFPL	Dublin, Tex.	KGVO	Missoula, Mont.	KOCY	Oklahoma City	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KCMC	Texarkana, Tex.-Ark.	KFPW	Fort Smith, Ark.	KGW	Portland, Ore.	KOH	Reno, Nev.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KCMO	Kansas City, Mo.	KFPY	Spokane, Wash.	KGY	Olympia, Wash.	KOIL	Omaha, Nebr.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KCRC	Enid, Okla.	KFQD	Anchorage, Alaska	KHBC	Hilo, Hawaii	KOIN	Portland, Ore.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KCRJ	Jerome, Ariz.	KKFC	San Francisco	KHBB	Okmulgee, Okla.	KOKO	La Junta, Colo.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KDAL	Duluth, Minn.	KKFR	Longview, Tex.	KHJ	Los Angeles	KOL	Seattle, Wash.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KDB	Santa Barbara, Calif.	KKFR	Columbia, Mo.	KHJ	Spokane, Wash.	KOMA	Oklahoma City	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KDFN	Casper, Wyo.	KKFD	San Diego, Calif.	KHLS	Chicago, Calif.	KOME	Tulsa, Okla.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KDKA	Pittsburgh	KKFS	Los Angeles	KHUB	Watsonville, Calif.	KOMO	Seattle, Wash.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KDLR	Devils Lake, N. D.	KFUO	St. Louis	KICA	Clovis, N. M.	KONO	San Antonio, Tex.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KDNT	Denton, Tex.	KFVD	Los Angeles	KID	Idaho Falls, Idaho	KOOS	Marshfield, Ore.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KDON	Monterey, Calif.	KFVS	Cape Girardeau, Mo.	KIDO	Boise, Idaho	KORE	Eugene, Ore.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
*KDRO	Sedalia, Mo.	KFVW	Hollywood, Calif.	KIDW	Lamar, Colo.	KOTN	Pine Bluff, Ark.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
*KDTH	Dubuque, Ia.	KFXD	Nampa, Idaho	KIEM	Eureka, Calif.	KOVC	Valley City, N. Dak.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KDYL	Salt Lake City, Utah	KFXJ	Grand Junction, Colo.	KIEV	Glendale, Calif.	*KQVO	Provo, Utah	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KECA	Los Angeles	KFXM	San Bernardino, Calif.	KINY	Juneau, Alaska	KQWH	Omaha, Nebr.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KEEN	Seattle, Wash.	KFYO	Lubbock, Tex.	KIRO	Seattle, Wash.	KOY	Phoenix, Ariz.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KEHS	Los Angeles	KFYR	Bismarck, N. D.	KIT	Yakima, Wash.	KPAB	Laredo, Tex.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KELA	Centralia, Wash.	KGA	Spokane, Wash.	KITE	Kansas City, Mo.	KPAC	Port Arthur, Tex.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KELD	El Dorado, Ark.	KGB	San Diego, Calif.	KIUL	Garden City, Kans.	KPDN	Pampa, Tex.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KELO	Sioux Falls, S. D.	KGBU	Ketchikan, Alaska	KIUN	Pecos, Tex.	KPEA	Helena, Mont.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KERN	Bakersfield, Calif.	KGBX	Springfield, Mo.	KIUP	Durango, Colo.	KPLC	Lake Charles, La.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KEUB	Price, Utah	KGCA	Decatur, Ia.	KJBS	San Francisco, Calif.	KPLT	Paris, Tex.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
REX	Portland, Ore.	KGCU	Mandan, N. D.	KJR	Seattle, Wash.	KPMC	Bakersfield, Cal.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KFAB	Lincoln, Nebr.	KGCC	Wolf Point, Mont.	KLAF	Carlsbad, N. M.	KPO	San Francisco	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KFAC	Los Angeles	KGDE	Fergus Falls, Minn.	KLBM	LaGrande, Ore.	KPOF	Denver	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KFAM	St. Cloud, Minn.	KGDM	Stockton, Calif.	KLCN	Blytheville, Ark.	KPPC	Pasadena, Calif.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
*KFAR	Fairbanks, Alaska	KGEK	Sterling, Colo.	KLO	Ogden, Utah	KPPC	Wenatchee, Wash.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KFBF	Great Falls, Mont.	KGER	Long Beach, Calif.	KLPM	Minot, N. D.	KPRC	Houston, Tex.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
*KFB	Abilene, Kan.	KGEZ	Kalispell, Mont.	KLRA	Little Rock, Ark.	KQV	Pittsburgh	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
KFBK	Sacramento, Calif.	KGFF	Shawnee, Okla.	KLS	Oakland, Calif.	KQW	San Jose, Calif.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
		KGFL	Brownsville, Tex.	KLUF	Galveston, Texas	KRBA	Lufkin, Tex.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
		KGFL	Los Angeles	KLX	Oakland, Calif.	KRBC	Abilene, Tex.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
		KGFL	Roswell, N. M.	KLZ	Denver	KRBM	Bozeman, Mont.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
		KGFW	Kearney, Nebr.	KMA	Shenandoah, Ia.	KRE	Berkeley, Calif.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.
		KGFX	Pierre, S. D.	KMAC	San Antonio, Tex.	KRGV	Weslaco, Tex.	KRRV	Sherman, Tex.	KVVO	Tulsa, Okla.	KVVO	Colorado Springs, Colo.

KMA is Always in the Picture

WHEREVER important events occur in KMA's rich four-state market of 2,200,000 city and farm people, KMA's mobile transmitter is on the job. AND WHEREVER there's a selling job to be done in this BILLION DOLLAR Market, KMA is THERE!

RESULTS ARE IN THE PICTURE, TOO!

1. KMA sold \$25,000 worth of farm machinery in one week.
2. KMA pulled 70,000 soap wrappers for one sponsor.
3. KMA sold 3,000,000 baby chicks this season for one hatchery.
4. KMA pulled 14,000 requests for a sponsor's product.

YOU BELONG IN THE KMA PICTURE!

KMA sells to a 3-WAY MARKET: 800,000 farm listeners in 110 of the Farm Belt's richest counties, PLUS 400,000 metropolitan listeners in Omaha, Lincoln, and St. Joseph, Missouri, PLUS another MILLION listeners in cities and towns under 50,000.

KMA

Shenandoah, Iowa
930 kilocycles
5,000 watts

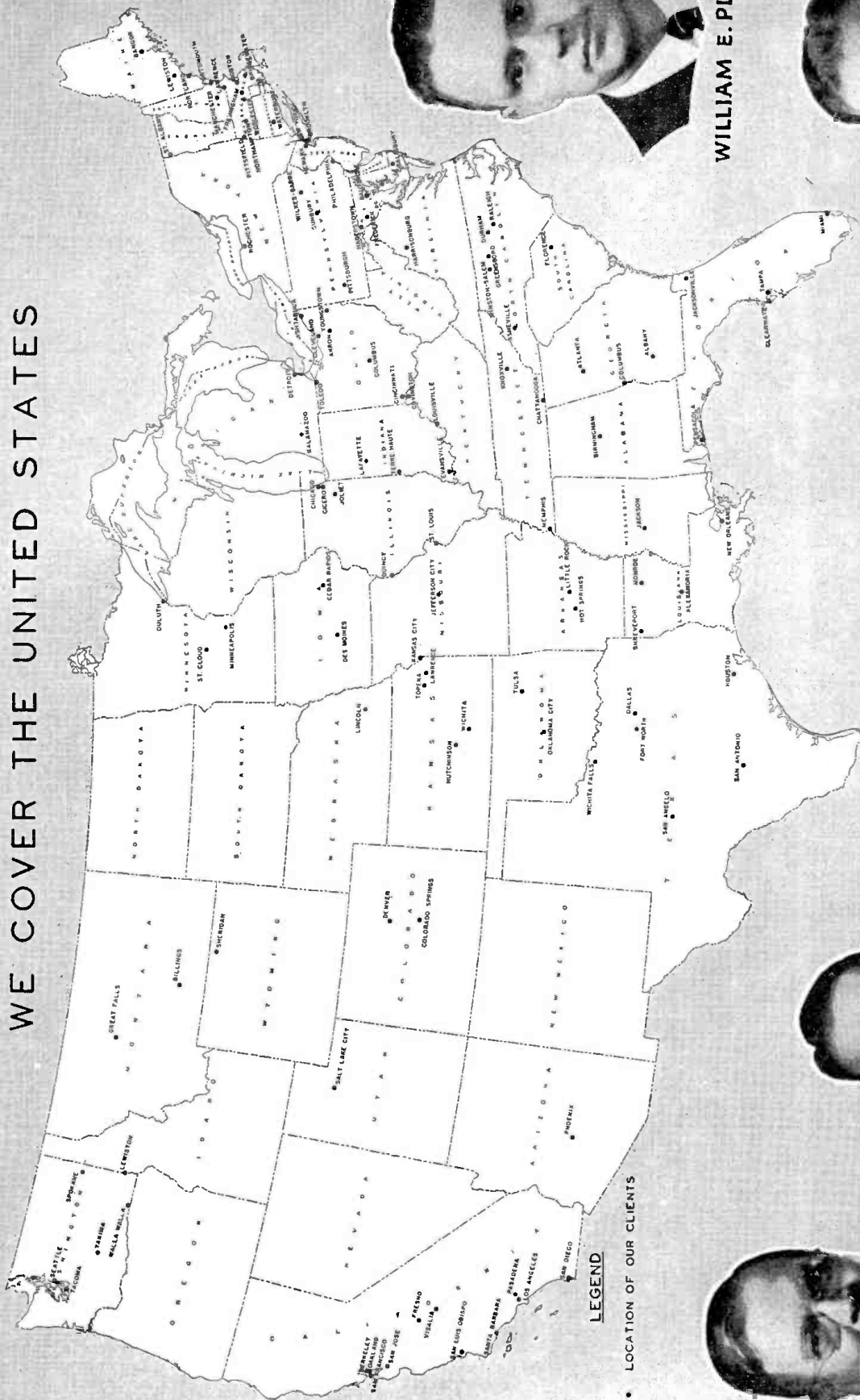
KMA is the only NBC Blue Network station in this entire market, affiliated with MBS, direct line to Iowa Broadcasting System in Des Moines, Cedar Rapids, and Waterloo; direct line to Omaha.

(Program listings appear every day in Des Moines Register-Tribune)
Station Representatives: Howard H. Wilson & Co.
New York—Chicago—Kansas City—San Francisco

"THE NUMBER ONE FARM STATION IN THE NATION'S RICHEST FARM MARKET"

(Con. on Page 170)

WE COVER THE UNITED STATES



LEGEND

• LOCATION OF OUR CLIENTS



GLENN D. GILLETT



MARCY EAGER



CLYDE H. BOND



WILLIAM E. PLUMMER

**GLENN D. GILLETT
& ASSOCIATES**
Consulting Radio Engineers

WASHINGTON, D. C.

DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

* Denotes new station authorized but not yet in operation as of June 15, 1939. (†) Indicates a footnote.
(Continued from page 168)

<p>W</p> <p>WAAB ----- Boston WAAF ----- Chicago WAAT ----- Jersey City, N. J. WAAC ----- New York WABI ----- Bangor, Me. WABY ----- Albany, N. Y. WACO ----- Waco, Tex. WADC ----- Akron, O. WAGA ----- Atlanta WAGF ----- Dothan, Ala. WAGM ----- Presque Isle, Me. WAIM ----- Anderson, S. C. WAIR ----- Winston-Salem, N. C. WALA ----- Mobile, Ala. WALR ----- Zanesville, O. WAML ----- Laurel, Miss. WAPT ----- Birmingham, Ala. WAPO ----- Chattanooga, Tenn. WARD ----- Brooklyn WASH ----- Grand Rapids, Mich. WATL ----- Atlanta, Ga. WATR ----- Waterbury, Conn. WAVE ----- Louisville, Ky. WAWZ ----- Zarephath, N. J. WAYX ----- Buffalo, N. Y. WAZL ----- Hazleton, Pa. WBAA ----- W. Lafayette, Ind. WBAB ----- Atlantic City, N. J. WBAL ----- Baltimore WBAP ----- Fort Worth, Tex. WBAX ----- Wilkes-Barre, Pa. WBBC ----- Buffalo, N. Y. WBBL ----- Richmond, Va. WBMM ----- Chicago WBRR ----- Brooklyn WBZZ ----- Ponce City, Okla. WBZM ----- Bay City, Mich. WBZP ----- Buffalo, N. Y. WBEO ----- Marquette, Mich. WBHP ----- Huntsville, Ala. WBIG ----- Greensboro, N. C. WBIL ----- New York City WBKJ ----- Clarksburg, W. Va. WBNO ----- New Orleans WBNS ----- Columbus, O. WBNY ----- New York WBRY ----- Buffalo, N. Y. WBROW ----- Terre Haute, Ind. WBRE ----- Red Bank, N. J. WBRC ----- Birmingham, Ala. WBRE ----- Wilkes-Barre, Pa. WBRE ----- Pittsfield, Mass. WBRY ----- Waterbury, Conn. WBRT ----- Charlotte, N. C. WBTH ----- Williamston, W. Va. WBTM ----- Danville, Va. WBZ ----- Boston WBZA ----- Springfield, Mass. WBAD ----- Canton, N. Y. WBAB ----- Pittsburgh WCAL ----- Northfield, Minn. WCAM ----- Camden, N. J. WCAO ----- Baltimore WCAP ----- Asbury Park, N. J. WCAT ----- Rapid City, S. D. WCAU ----- Philadelphia WCAX ----- Burlington, Vt. WCAZ ----- Carthage, Ill. WCBA ----- Allentown, Pa. WCBD ----- Chicago, Ill. WCBM ----- Baltimore WCBS ----- Springfield, Ill. WCCO ----- Minneapolis WCFL ----- Chicago</p>	<p>WCHS ----- Charleston, W. Va. WCHV ----- Charlottesville, Va. WCKY ----- Cincinnati WCLE ----- Cleveland WCLO ----- Janesville, Wis. WCLS ----- Joliet, Ill. WCMI ----- Ashland, Ky. WCNW ----- Brooklyn WCOA ----- Pensacola, Fla. WCOO ----- Meridian, Miss. WCOL ----- Columbus, O. WCOB ----- Boston WCOG ----- Columbia, S. C. WCOU ----- Lewiston, Me. WCOV ----- Montgomery, Ala. WCPO ----- Cincinnati WCRR ----- Chicago, Ill. WCSC ----- Charleston, S. C. WCSE ----- Portland, Me. WCSE ----- Tampa, Fla. WCDF ----- Kansas City, Mo. WDAH ----- El Paso, Tex. WDAN ----- Danville, Ill. WDAS ----- Philadelphia WDAY ----- Fargo, N. D. WDBJ ----- Roanoke, Va. WDAB ----- Orlando, Fla. WDEL ----- Wilmington, Del. WDEV ----- Waterbury, Vt. WDGY ----- Minneapolis WDNC ----- Durham, N. C. WDOD ----- Chattanooga, Tenn. WDRG ----- Hartford, Conn. WDSM ----- Superior, Wis. WDSU ----- New Orleans WDWS ----- Champaign, Ill. WDZ ----- Tuscola, Ill. WDEAF ----- New York WDEAN ----- Providence, R. I. WDEAU ----- Eau Claire, Wis. WDEBC ----- Dexter, Minn. WDEBQ ----- Harrisburg, Ill. WDEBR ----- Buffalo, N. Y. WDECC ----- Chicago WDEED ----- Rocky Mount, N. C. WDEEI ----- Boston WDEEU ----- Reading, Pa. WDELI ----- New Haven, Conn. WDELL ----- Battle Creek, Mich. WDEMP ----- Milwaukee WDENR ----- Chicago WDENY ----- Elmira, N. Y. WDEOA ----- Evansville, Ind. WDESG ----- Elmira, N. Y. WDEST ----- Easton, Pa. WDEVD ----- New York WDEW ----- St. Louis WDEXL ----- Royal Oak, Mich. WDFD ----- Dallas, Tex. WDFAM ----- South Bend, Ind. WDFAS ----- White Plains, N. Y. WDFRG ----- Greenville, S. C. WDFRG ----- Altoona, Pa. WDFBL ----- Syracuse, N. Y. WDFBM ----- Indianapolis WDFBR ----- Baltimore WDFPD ----- Flint, Mich. WDFEA ----- Manchester, N. H. WDFLL ----- Philadelphia WDFLA ----- Tampa, Fla. WDFMD ----- Frederick, Md. WDFMJ ----- Youngstown, O. WDFNC ----- Fayetteville, N. C. WDFOR ----- Hattiesburg, Miss. WDFOY ----- St. Augustine, Fla. WDFTC ----- Kinston, N. C.</p>	<p>*WFVA ----- Fredericksburg, Va. WGAL ----- Lancaster, Pa. WGAN ----- Portland, Me. WGAR ----- Cleveland WGAU ----- Athens, Ga. WGBB ----- Freeport, N. Y. WGBF ----- Evansville, Ind. WGBI ----- Scranton, Pa. WGCM ----- Gulfport, Miss. *WGBR ----- Goldsboro, N. C. WGES ----- Chicago WGH ----- Newport News, Va. WGIL ----- Galesburg, Ill. *WGLV ----- Charleston, W. Va. WGL ----- Fort Wayne, Ind. WGN ----- Chicago WGNB ----- Gastonia, N. C. WGNV ----- Newburgh, N. Y. WGPC ----- Albany, Ga. WGRF ----- Buffalo, N. Y. WGRG ----- New Albany, Ind. †WGRM ----- Grenada, Miss. WGST ----- Atlanta WGTM ----- Wilson, N. C. WGY ----- Schenectady, N. Y. WHA ----- Madison, Wis. WHAJ ----- Greenfield, Mass. WHAM ----- Rochester, N. Y. WHAS ----- Louisville, Ky. WHAT ----- Philadelphia WHAZ ----- Troy, N. Y. WHB ----- Kansas City, Mo. WHBB ----- Selma, Ala. WHBC ----- Canton, O. WHBI ----- Rock Island, Ill. WHBI ----- Newark, N. J. WHBL ----- Sheboygan, Wis. WHBQ ----- Memphis WHBU ----- Anderson, Ind. †WHBY ----- Green Bay, Wis. WHDF ----- Calumet, Mich. WHDD ----- Olean, N. Y. WHBB ----- Portsmouth, N. H. WHCC ----- Rochester, N. Y. WHFC ----- Cicero, Ill. WHIO ----- Dayton, O. WHIP ----- Hammond, Ind. WHIS ----- Bluefield, W. Va. WHJB ----- Greensburg, Pa. WHK ----- Cleveland WHKC ----- Columbus, O. WHLS ----- Virginia, Minn. WHLS ----- Port Huron, Mich. WHNA ----- Anniston, Ala. WHN ----- New York WHO ----- Des Moines, Ia. WHOM ----- Jersey City, N. J. WHP ----- Harrisburg, Pa. WIRA ----- Madison, Wis. WIBC ----- Indianapolis, Ind. WIBG ----- Glenside, Pa. WIBM ----- Jackson, Mich. WIBU ----- Poynette, Wis. WIBW ----- Topeka, Kan. WIBX ----- Utica, N. Y. WICA ----- Ashtabula, O. WICC ----- Bridgeport, Conn. WIL ----- St. Louis WILL ----- Urbana, Ill.</p>	<p>WILM ----- Wilmington, Del. WIND ----- Gary, Ind. *WINN ----- Louisville, Ky. WINS ----- New York WIOD ----- Miami WIP ----- Philadelphia WIRE ----- Indianapolis WIS ----- Columbia, S. C. *WISE ----- Asheville, N. C. WISN ----- Milwaukee WJAC ----- Johnstown, Pa. WJAG ----- Norfolk, Nebr. WJAR ----- Providence, R. I. WJAS ----- Pittsburgh WJAX ----- Jacksonville, Fla. WJBC ----- Bloomington, Ill. WJKB ----- Detroit WJBL ----- Decatur, Ill. WJBO ----- Baton Rouge, La. WJBW ----- New Orleans WJBY ----- Gadsden, Ala. WJDX ----- Jackson, Miss. WJEJ ----- Hagerstown, Md. WJHL ----- Johnson City, Tenn. WJHX ----- Jacksonville, Fla. WJIB ----- Lansing, Mich. WJJD ----- Chicago WJLS ----- Beckley, W. Va. WJMC ----- Rice Lake, Wis. WJMS ----- Ironwood, Mich. WJNO ----- Palm Beach, Fla. WJNB ----- New York WJRD ----- Tuscaloosa, Ala. WJRV ----- Washington, D. C. WJTN ----- Jamestown, N. Y. WJW ----- Akron, O. WJZ ----- New York WKAQ ----- San Juan, P. R. *WKAR ----- E. Lansing, Mich. WKAT ----- Miami Beach, Fla. WKBB ----- Dubuque, Ia. WKBB ----- La Crosse, Wis. WKBN ----- Youngstown, O. WKBO ----- Harrisburg, Pa. WKBY ----- Richmond, Ind. WKBW ----- Buffalo WKCB ----- Muskegon, Mich. WKEU ----- Griffin, Ga. WKOK ----- Sunbury, Pa. WKRC ----- Cincinnati WKST ----- New Castle, Pa. WKY ----- Oklahoma City WKZO ----- Kalamazoo, Mich. WLAC ----- Nashville, Tenn. WLAK ----- Lakeland, Fla. WLAP ----- Lexington, Ky. WLAW ----- Lawrence, Mass. WLB ----- Minneapolis WLEB ----- Muncie, Ind. WLBL ----- Stevens Point, Wis. WLBZ ----- Bangor, Me. WLEU ----- Erie, Pa. WLLH ----- Lowell, Mass. WLNH ----- Lenoir, N. H. WLOK ----- Lima, Ohio WLS ----- Chicago WLTH ----- New York WLVA ----- Lynchburg, Va. WLW ----- Cincinnati WMAL ----- Washington, D. C. WMAQ ----- Chicago WMAS ----- Springfield, Mass. WMAZ ----- Macon, Ga. WMCB ----- Detroit WMBD ----- Peoria, Ill. WMBG ----- Richmond, Va. WMBH ----- Joplin, Mo.</p>	<p>WMBI ----- Chicago WMO ----- Auburn, N. Y. WMBR ----- Jacksonville, Fla. WMBSS ----- Uniontown, Pa. WMC ----- Memphis WMC ----- New York WMEX ----- Boston, Mass. WMFD ----- Wilmington, N. C. WMFF ----- Plattsburg, N. Y. WMFG ----- Hibbing, Minn. WMFJ ----- Daytona Beach, Fla. WMFO ----- Decatur, Ala. WMFR ----- High Point, N. C. WMIN ----- St. Paul, Minn. WMNN ----- Fairmont, W. Va. *WMOB ----- Mobile, Ala. WMPC ----- Lapeer, Mich. WMPS ----- Memphis, Tenn. WMRC ----- Aurora, Ill. WMSD ----- Muscle Shoals City, Ala. WMT ----- Cedar Rapids, Ia. WNAC ----- Boston WNAD ----- Norman, Okla. WNAX ----- Yankton, S. D. WNB ----- New Britain, Conn. WNBK ----- Binghamton, N. Y. WNBH ----- New Bedford, Mass. WNBX ----- Springfield, Vt. WNBZ ----- Saranac Lake, N. Y. WNEB ----- San Juan, P. R. WNEW ----- New York WNLC ----- New London, Conn. WNOX ----- Knoxville, Tenn. WNYC ----- New York WQAI ----- San Antonio, Tex. WOC ----- Davenport, Ia. *WOCB ----- Oosterville, Mass. WOL ----- Amos, Ia. WOKO ----- Albany, N. Y. WOL ----- Washington, D. C. WOLS ----- Florence, S. C. WOMI ----- Owensboro, Ky. WOMT ----- Manitowish, Wis. WOOD ----- Grand Rapids, Mich. WOPI ----- Bristol, Tenn. WOR ----- Newark, N. J. WORC ----- Worcester, Mass. WORY ----- York, Pa. WORLD ----- Boston, Mass. WOSU ----- Columbus, O. WOV ----- New York WOW ----- Omaha, Nebr. WOWO ----- Fort Wayne, Ind. WPAD ----- Paducah, Ky. WPAR ----- Parkersburg, W. Va. WPAK ----- Thomasville, Ga. WFAY ----- Portsmouth, O. WFEN ----- Philadelphia WPG ----- Atlantic City, N. J. WPIC ----- Sharon, Pa. *WPJV ----- Petersburg, Va. WFR ----- Mayaguez, P. R. WPRO ----- Providence, R. I. WFRP ----- Ponce, P. R. WPTF ----- Raleigh, N. C. WQAM ----- Miami WQAN ----- Scranton, Pa. WQRC ----- Vicksburg, Miss. WQDM ----- St. Albans, Vt. WQXR ----- New York WRAC ----- Williamsport, Pa. WRAL ----- Raleigh, N. C. WRAP ----- Reading, Pa. WRBL ----- Columbus, Ga. WRC ----- Washington, D. C. WRDO ----- Augusta, Me.</p>	<p>WRDW ----- Augusta, Ga. WREC ----- Memphis WREN ----- Lawrence, Kan. WRGA ----- Rome, Ga. WRVA ----- Racine, Wis. WRNL ----- Richmond, Va. WROK ----- Rockford, Ill. WROL ----- Knoxville, Tenn. WRR ----- Dallas, Tex. WRTR ----- Richmond, Va. WRUF ----- Gainesville, Fla. WRVA ----- Richmond, Va. WSAI ----- Cincinnati WSAJ ----- Grove City, Pa. WSAL ----- Salisbury, Md. WSAN ----- Allentown, Pa. WSAR ----- Fall River, Mass. WSAV ----- Vauaus, Wis. *WSAV ----- Savannah, Ga. WSAY ----- Rochester, N. Y. WSAZ ----- Huntington, W. Va. WSB ----- Atlanta WSSC ----- Chicago WSSB ----- South Bend, Ind. WSPA ----- Montgomery, Ala. WSSN ----- Birmingham WSIX ----- Nashville, Tenn. WSJS ----- Winston-Salem, N. C. *WSKB ----- McComb, Miss. WSLI ----- Jackson, Miss. WSNB ----- Nashville, Tenn. WSNB ----- New Orleans WSMK ----- Dayton, O. WSNJ ----- Bridgeton, N. J. WSOC ----- Charlotte, N. C. WSPA ----- Spartanburg, S. C. WSPD ----- Toledo, O. WSPR ----- Springfield, Mass. WSTP ----- Salisbury, N. C. WSUI ----- Iowa City, Ia. WSUN ----- St. Petersburg, Fla. WSVA ----- Harrisonburg, Va. WSVS ----- Buffalo, N. Y. WSYB ----- Rutland, Vt. WSYR ----- Syracuse, N. Y. WVAD ----- Quincy, Ill. WTAG ----- Worcester, Mass. WTAL ----- Tallahassee, Fla. WTAM ----- Cleveland WTAM ----- Green Bay, Wis. WTAR ----- Norfolk, Va. WTAW ----- College Station, Tex. WTAX ----- Springfield, Ill. WTBO ----- Cumberland, Md. WTCN ----- Minneapolis WTEL ----- Philadelphia WTHR ----- Hartford, Conn. WTIC ----- Hartford, Conn. WTVS ----- Jackson, Tenn. *WTMA ----- Charleston, S. C. *WTMC ----- Ocala, Fla. *WTPJ ----- Milwaukee WTMV ----- East St. Louis, Ill. WTNJ ----- Trenton, N. J. WTOC ----- Savannah, Ga. WTOG ----- Toledo WTRC ----- Elkhart, Ind. *WTRY ----- Troy, N. Y. *WTSP ----- St. Petersburg, Fla. WVFW ----- Brooklyn WVAE ----- Hammond, Ind. WVJ ----- Detroit WVWL ----- New Orleans WVNC ----- Asheville, N. C. WVRL ----- Woodside, N. Y. WVSW ----- Pittsburgh WVVA ----- Wheeling, W. Va. WXYZ ----- Detroit</p>
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† Authorized to move to Greenwood, Miss.
† Authorized to move to Appleton, Wis.

Paul F. Godley

Consulting Radio Engineer

Phone

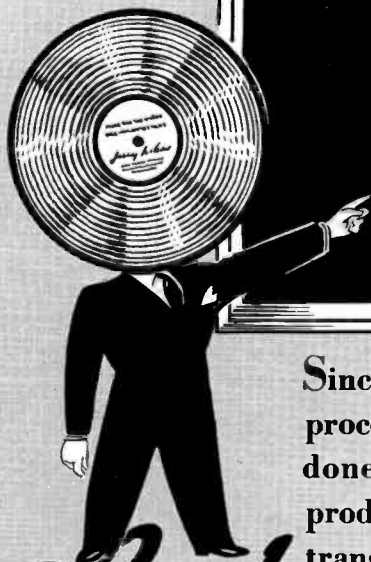
Montclair (N. J.) 2-7859

CLARK CRAFTMANSHIP SPELLS

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T-R-A-N-S-C-R-I-P-T-I-O-N

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Blaw-Knox Vertical Radiators are clean cut in appearance and performance. They are in keeping with the high standards set by the broadcasting industry for other equipment.

Stations take pride in Blaw-Knox Radiators which are associated by the public with the best in broadcasting.

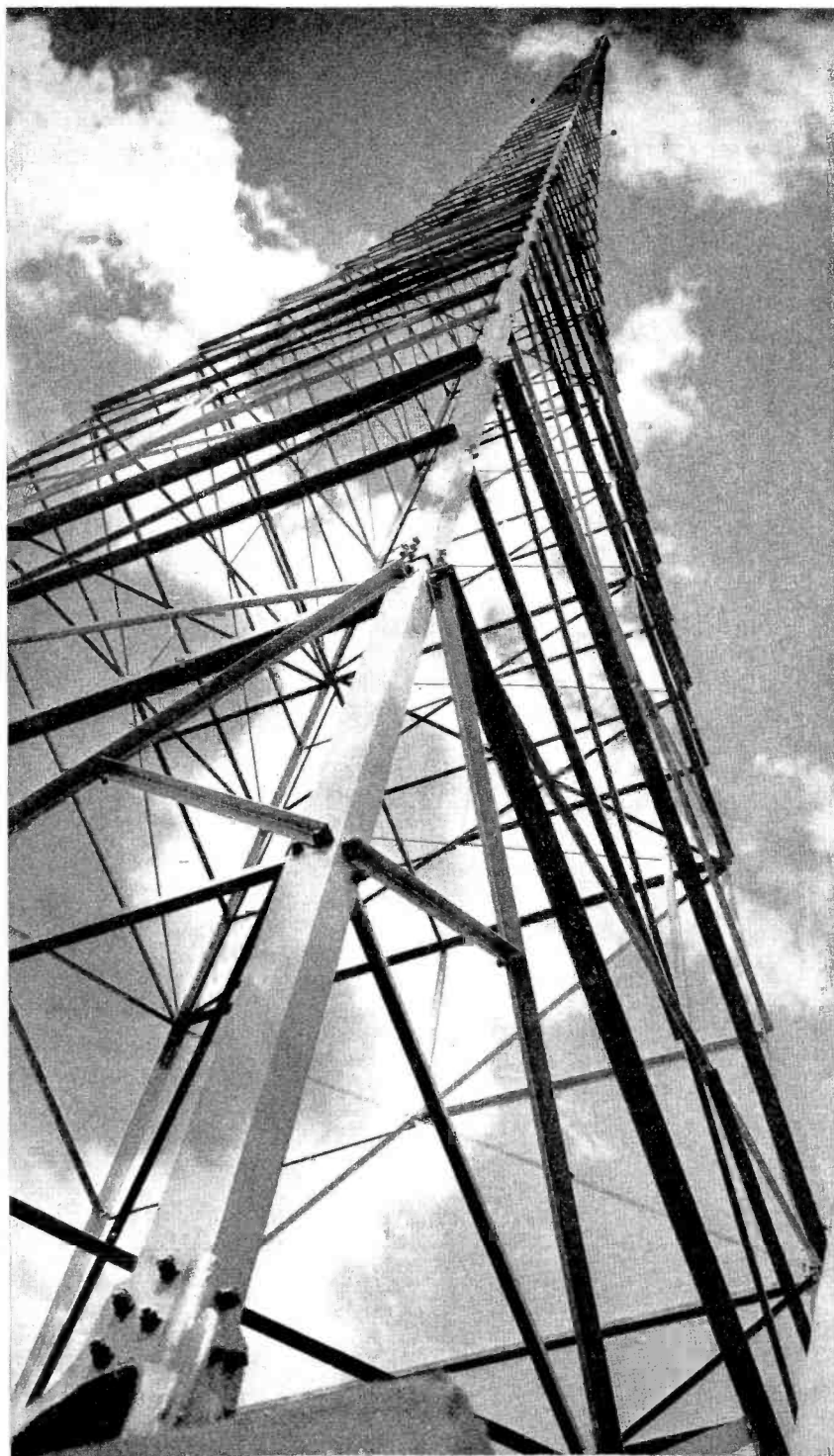
The self supporting type of Blaw-Knox Radiator has uniform taper and is recommended by radio engineers for either shunt or series excitation.

They give greater coverage with long life and low maintenance cost.

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY

2038 Farmers Bank Bldg. • PITTSBURGH, PA.

... Blaw-Knox Directional Radio Beacons are used exclusively to guide all air transport service in the United States and Canada. What greater proof of efficiency in the broadest use of the term, can be desired?



BLAW-KNOX VERTICAL **RADIATORS**

BROADCAST STATIONS OF THE UNITED STATES BY STATES

(Continued from page 172)

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	
INDIANA				KENTUCKY				MICHIGAN				MISSOURI (Cont'd)				
Anderson	WBHU 1210	250	100	Ashland	WCMI 1310	250	100	Battle Creek	WELL 1420	100	100	Kansas City	KCMO 1370	100	100	
Elkhart	WTRC 1310	250	100	Covington	WCKY 1490	10,000	10,000	Bay City	WBCM 1410	1,000	500	KITE *1450	*1,000	*1,000	*1,000	
Evansville	WEOA 1370	250	100	Lexington	WLAP 1420	250	100	Calumet	WHDF 1370	250	100	KMBF 950	5,000	1,000	1,000	
Fort Wayne	WGL 1370	250	100	Louisville	WAVE 940	1,000	1,000	Detroit	WJBK 1500	250	100	WDAF 610	5,000	1,000	1,000	
Gary	WOWO 1160	10,000	10,000	WHA 820	50,000	50,000	WJR 750	50,000	50,000	50,000	50,000	100	100	100	100	
Hammmond	WHIP 1480-D	5,000	---	WHS 820	50,000	50,000	WMB 1420	250	250	250	100	100	100	100	100	
Indianapolis	WWAE 1200	100	---	WV 1210	250	100	WVJ 920	5,000	5,000	5,000	1,000	1,000	1,000	1,000	1,000	
Muncie	WLBC 1310	250	100	Owensboro	WOMI 1500	250	100	WXYZ 1240	1,000	1,000	1,000	5,000	5,000	5,000	5,000	
New Albany	WGRC 1370-D	250	---	Paducah	WPAD 1420	250	100	East Lansing	WKAR 850-D	1,000	---	St. Joseph	KFEQ 680	2,500	L-500	
Richmond	WKBV 1500	100	100	Louisiana	---	---	---	---	---	---	---	St. Louis	KFMO 550	1,000	500	
South Bend	WFAM 1200	100	100	Alexandria	KALB 1210	250	100	Grand Rapids	WOOD-WASH	1270	500	500	KMOX 1090	50,000	50,000	
Terre Haute	WBOW 1310	250	100	Baton Rouge	WJBO 1120	500	500	Ironwood	WJMS 1420	100	100	KSD 550	5,000	1,000		
West Lafayette	WBAA 890	1,000	500	Lafayette	KVOL 1310	250	100	Jackson	WIRM 1370	250	100	KWK 1350	5,000	1,000		
Ames	WOI 840-D	5,000	---	Lake Charles	KPLC 1600	250	100	Kalamazoo	WKZO 590	1,000	*250	KXOK 1250	1,000	1,000		
Boone	KFGQ 1370-D	100	---	Monroe	KMLB 1200	250	100	Lansing	WJIM 1210	250	100	WEW 760-D	1,000	1,000		
Cedar Rapids	WMT 600	5,000	1,000	New Orleans	WNO 1420	250	100	Lapeer	WMPC 1200	250	100	WIL 1200	250	100		
Davenport	WOC 1370	250	100	WBNO 1250	1,000	1,000	Marquette	WBEO 1310	250	100	WTMV 1500	250	100			
Decorah	KGCA 1270-D	100	---	WDSU 1200	100	100	Muskegon	WKBZ 1500	250	100	Billings	KGHL 780	5,000	1,000		
Des Moines	KWLC 1370-D	100	---	WJTB 1320	5,000	1,000	Port Huron	WHLS 1370-D	250	---	Bozeman	†KRBM 1420	250	100		
Dubuque	KDTH 1340-D	500	---	WSMB 850	50,000	50,000	Royal Oak	WEXL 1310	50	50	Butte	KGIR 1340	5,000	1,000		
Iowa City	WSUI 880	1,000	500	Shreveport	KRMD 1310	250	100	Butte	KGFB 1280	5,000	1,000	Great Falls	KFBB 1280	5,000	1,000	
Marshalltown	KFJB 1200	250	100	KTBS 1450	1,000	1,000	Helena	KPPA 1210	250	100	Helena	KPPA 1210	250	100		
Mason City	KGLO 1210	250	100	KWKH 1100	10,000	10,000	Kalispell	KGEZ 1310	100	100	Missoula	KGVO 1260	5,000	1,000		
Shenandoah	KFNF 890	1,000	500	MAINE	---	---	Wolf Point	KGCK 1450	1,000	1,000	Grand Island	KMMJ 740	1,000	L-1,000		
Sioux City	KSCJ 1380	5,000	1,000	Augusta	WRDO 1370	100	100	Lincoln	KFAB 770	10,000	10,000	Kearney	KGFW 1310	250	100	
Wichita	KPH 1300	5,000	1,000	Bangor	WABI 1200	250	100	Norfolk	KFOR 1210	250	100	Lincoln	KFAB 770	10,000	10,000	
Abilene	*KFBI 1050	5,000	L-5,000	WLBZ 620	1,000	500	North Platte	KGNF 1430-D	1,000	---	Omaha	KOIL 1250	5,000	1,000		
Atchison	†KVAK 1420-D	100	---	Lewiston	WCOU 1210	100	100	Omaha	KOIL 1250	5,000	1,000	Scottsbluff	KGKY 1500	250	100	
Coffeyville	KGFF 1010	1,000	1,000	Portland	WCSH 940	2,500	1,000	North Platte	KGNF 1430-D	1,000	---	Reno	KOH 1380	500	500	
Dodge City	KGNO 1340	250	250	WGAN 640	500	L-500	Nebraska	---	---	---	---	---	---	---		
Emporia	KTSW 1370-D	100	---	Presque Isle	WAGM 1420	100	100	Grand Island	KMMJ 740	1,000	L-1,000	New Hampshire	---	---	---	
Garden City	KIUL 1210	100	100	MARYLAND	---	---	Lincoln	KFAB 770	10,000	10,000	Manchester	WFEA 1340	1,000	500		
Great Bend	KVGB 1370	100	100	Baltimore	WBAL 1060	10,000	10,000	North Platte	KGNF 1430-D	1,000	---	Portsmouth	WHEB 740-D	250	---	
Hutchinson	KWBG 1420	100	100	WCAO 600	1,000	500	Omaha	KOIL 1250	5,000	1,000	Asbury Park	WCAP 1280	500	500		
Kansas City	KCKN 1310	100	100	WCBM 1370	250	100	Omaha	KOIL 1250	5,000	1,000	Atlantic City	†WBAB 1200	250	100		
Lawrence	KPKU 1220	5,000	1,000	WFBR 1270	1,000	500	Omaha	KOIL 1250	5,000	1,000	Atlantic City	WPG 1100	5,000	5,000		
Manhattan	WREN 1220	5,000	1,000	Cumberland	WTBO 800-D	250	---	Omaha	KOIL 1250	5,000	1,000	Bridgeton	WSNJ 1210-D	100	---	
Pittsburg	KOAM 790-D	1,000	---	Frederick	WFMD 900-D	500	---	Omaha	KOIL 1250	5,000	1,000	Camden	WCAM 1280	500	500	
Salina	KSAL 1500	250	100	Hagerstown	WJEJ 1210	100	100	Jersey City	WAAT 940-D	500	---	Newark	WBBI 1250	2,500	1,000	
Topeka	WBW 580	5,000	1,000	Salisbury	WSAL 1200-D	250	---	Newark	WBBI 1250	2,500	1,000	Red Bank	WBRB 1210	100	100	
Wichita	KANS 1210	100	100	MASSACHUSETTS	---	---	Trenton	WTNJ 1280	500	500	Zarephath	WAWZ 1350	1,000	1,000		
Wichita	KPH 1300	5,000	1,000	Boston	WAAB 1410	1,000	1,000	Zarephath	WAWZ 1350	1,000	1,000					
(**CP authorizing move to Wichita, Kan.)				Greenfield	WHA1 1210	250	100									

(Continued on Page 176)

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INTERNATIONAL NEWS SERVICE

BROADCAST STATIONS OF THE UNITED STATES BY STATES

(Continued from page 174)

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
NEW MEXICO				NORTH CAROLINA (Cont'd)				OKLAHOMA (Cont'd)				PENNSYLVANIA (Cont'd)			
Albuquerque				Gastonia				Norman				Sunbury			
KGGM	1280	1,000	1,000	WGNC	1420	250	100	WNAD	1010	1,000	1,000	WKOK	1210	100	100
KOB	1180	10,000	10,000	Goldsboro				Oklahoma City				Uniontown			
Carlsbad				†WGBR	1370	100	100	KOGY	1310	250	100	WMBS	1420	250	100
KLAH	1210	250	100	Greensboro				KOMA	1480	5,000	5,000	Wilkes-Barre			
Clovis				WBIG	1440	5,000	1,000	KTOK	1370	250	100	WBAX	1210	100	100
KICA	1370	100	100	High Point				WKY	900	5,000	1,000	WBRE	1310	250	100
Callup				WMFR	1200	100	100	Okmulgee				Williamsport			
KAWM	1500	250	100	Kinston				KHBG	1210—D	100	----	WRAK	1370	250	100
Hobbs				WFTC	1200	250	100	Ponca City				York			
KWEW	1500—D	100	----	Raleigh				WBBZ	1200	250	100	WORK	1320	1,000	1,000
Roswell				WPTF	680	5,000	5,000	Shawnee				RHODE ISLAND			
KGFL	1370	100	100	WRAL	1210	250	100	KGFF	1420	250	100	Providence			
Santa Fe				Rocky Mount				Tulsa				WEAN	780	5,000	1,000
KVSF	1310	100	100	WEED	1420	250	100	KOME	1310—D	250	----	WJAR	890	5,000	1,000
NEW YORK				Salisbury				KTUL	1400	5,000	1,000	WPRO	680	1,000	500
Albany				WSTP	1500	250	100	KVOO	1140	25,000	25,000	SOUTH CAROLINA			
WABY	1270	250	100	Wilmington				OREGON				Anderson			
WOKO	1430	1,000	500	WMFD	1370	100	100	Astoria				WAIM	1200	100	100
Auburn				Wilson				KAST	1200	250	100	Charleston			
WMBO	1310	250	100	WGTM	1310—D	100	----	Baker				WCSC	1360	1,000	500
Binghamton				Winston Salem				†KBKR	1500	250	100	†WTMA	1210	250	100
WNBF	1500	250	100	WAIR	1250—D	250	----	Bend				Columbia			
Brooklyn				WSJS	1310	250	100	KBND	1310	250	100	†WCOS	1370	250	100
WARD	1400	500	500	NORTH DAKOTA				Klamath Falls				WIS	560	5,000	1,000
WRBC	1400	500	500	Bismarck				KFJI	1210	100	100	Florence			
WRRR	1300	1,000	1,000	KFYR	550	5,000	1,000	Eugene				WOLS	1200—D	100	----
WCNW	1500	250	100	Devils Lake				KORE	1420	100	100	Greenville			
WLTH	1400	500	500	KDLR	1210	250	100	Klamath Falls				WFBC	1300	5,000	1,000
WVFW	1400	500	500	Fargo				La Grande				Spartanburg			
Buffalo				WDAY	940	5,000	1,000	KLBM	1420	250	100	WSPA	920—D	1,000	----
WBEN	900	5,000	1,000	Grand Forks				Marshfield				SOUTH DAKOTA			
WBNY	1370	250	100	KFJM	1410	1,000	500	KOOS	1200	250	100	Aberdeen			
WBRR	1310	250	100	Jamestown				Medford				KABR	1390	1,000	500
WGR	650	5,000	1,000	KRMC	1370	250	100	KMED	1410	250	250	Brookings			
WKBW	1480	5,000	5,000	Mandan				Portland				KFDY	780—D	1,000	----
WSVS	1370	50	50	KGCU	1240	250	250	KALE	1300	1,000	1,000	Pierre			
Canton				Minot				KBPS	1420	100	100	Rapid City			
WCAD	1220—D	500	----	KLPM	1360	1,000	500	KEX	1180	5,000	5,000	KOBH	1370	250	100
Elmira				Valley City				KGW	620	5,000	1,000	WCAT	1200—D	100	----
†WENY	1200—D	250	----	KOVC	1500	250	100	KOIN	940	5,000	1,000	Sioux Falls			
WESG	1350—D	1,000	----	OHIO				KWJJ	1040	500	L-500	KELO	1200	250	100
Freeport				Akron				KXL	1420	250	100	KSOO	1110	5,000	L-5,000
WGBB	1210	100	100	WADC	1320	5,000	1,000	Roseburg				Vermillion			
Jamestown				WJW	1210	250	100	KRNR	1500	250	100	Watertown			
WJTN	1210	250	100	Ashtabula				Salem				KWTN	1210	100	100
Newburgh				WICA	940—D	250	----	WLEU	1420	250	100	Yankton			
WGNV	1220	250	----	PENNSYLVANIA				Greenburg				WNAX	570	5,000	1,000
New York				Winnipeg				WJBA	620—D	250	----	TENNESSEE			
WABC	860	50,000	50,000	Cincinnati				WJAZ	1310	100	100	Bristol			
WBIL	1100	5,000	5,000	WCKY	1490	10,000	10,000	Harrisburg				WOPI	1500	100	100
WBXK	1350	1,000	1,000	WCPO	1200	250	100	WHP	1430	1,000	500	Chatanooga			
WEAF	660	50,000	50,000	WKRC	550	5,000	5,000	WKBO	1200	250	100	WAO	1420	250	100
WEVD	1300	1,000	1,000	WJW	700	50,000	50,000	WZL	1420	100	100	WDO	1280	5,000	1,000
WHN	1010	5,000	1,000	WSAI	1330	5,000	1,000	WZL	1420	100	100	Jackson			
WINS	1180	1,000	L-1,000	Cleveland				WZL	1420	100	100	WJTS	1310	250	100
WJZ	760	50,000	50,000	WCLE	610—D	500	----	Johnstown				WJHL	1200	250	100
WMCA	570	1,000	1,000	WGAR	1450	5,000	1,000	Lancaster				WNOX	1010	5,000	1,000
WNEW	1250	5,000	1,000	WHK	1390	2,500	1,000	New Castle				WROL	1310	250	100
WNYC	810—D	1,000	----	WTAM	1070	50,000	50,000	Philadelphia				Memphis			
WOR	710	50,000	50,000	Columbus				KYW	1020	10,000	10,000	WHBQ	1370	100	100
WOV	1130	1,000	L-1,000	WBNS	1430	5,000	1,000	WCAU	1170	50,000	50,000	WMC	780	5,000	1,000
WQXR	1550	1,000	1,000	WCOL	1210	100	100	WDAU	1370	250	100	WMPS	1430	1,000	500
WWRL	1500	250	100	WKRC	640	500	L-500	WFIL	560	1,000	1,000	WREC	600	5,000	1,000
Olean				WOSU	570	1,000	1,000	WHAT	1310	100	100	Nashville			
WHDL	1400—D	250	----	Dayton				WIBG	970—D	100	----	WJAC	1310	250	100
Plattsburgh				WHDL	1400—D	250	----	WIP	610	1,000	1,000	WJAC	1470	5,000	5,000
WMFF	1310	250	100	WJTS	1210	250	100	WIPEN	920	1,000	1,000	WSIX	1210	250	100
Rochester				WJTS	1310	250	100	WTEL	1310	100	100	WSM	650	50,000	50,000
WHAM	1150	50,000	50,000	WJHL	1200	250	100	Pittsburgh				TEXAS			
WHEC	1430	1,000	500	WJHL	1200	250	100	KDKA	980	50,000	50,000	Abilene			
WSAY	1210	250	100	WJHL	1200	250	100	KQV	1380	1,000	500	KRBC	1420	250	100
Saratoga Lake				WJHL	1200	250	100	WCAE	1220	5,000	1,000	Amarillo			
WNBZ	1290—D	100	----	WJHL	1200	250	100	WJAS	1290	5,000	1,000	†KQDA	1500	100	100
Schenectady				WJHL	1200	250	100	WWSW	1500	250	100	KGNC	1410	2,500	1,000
WGY	790	50,000	50,000	WJHL	1200	250	100	Reading				Austin			
Syracuse				WJHL	1200	250	100	WBEU	830—D	1,000	----	KNOW	1500	250	100
WFBL	1360	5,000	1,000	WJHL	1200	250	100	WRAW	1310	100	100	†KTBC	1120—D	1,000	----
WSYR	570	1,000	1,000	WJHL	1200	250	100	Seranton				Beaumont			
WSYU	570	1,000	1,000	WJHL	1200	250	100	WGRI	880	1,000	500	KFDM	560	1,000	500
Troy				WJHL	1200	250	100	WQAN	880	1,000	500	KRIC	1420	250	100
WHAZ	1300	1,000													

Maps

and other things Broadcasters need

You can get from us exactly the map you need. A simple, neat map with just the necessary detail to show what lies within the signal strength contours; an economic map, such as we make for Printers' Ink Market Explorations, that pictures a condition; a decorative map that can be suitably used for framing; a picture map that entertains and is instructive, too.

Your map, if made by us, will be both artistic and accurate. We go to original government sources, use the latest data for all map detail. We carry out each step with a thorough understanding of the eventual use to be made of the map by broadcaster, engineer and agency.

And your map is FREE OF COPYRIGHT restrictions. You may use the map we furnish you in any way you wish.

Market Data

There is available today a very large amount of information about your market—that is to say,

about its people, how they live and work and spend their money. We can relate any or all of this factual matter to your coverage, sift out the best selling points, dramatize them in chart or map form.

No matter how large or small the market you serve, no matter what the competitive situation, remember this: the market facts come first - then your relationship to that market.

Smart Promotion

You can profitably delegate us to carry out your promotion plan completely. The material we furnish you will not only be accurate and complete to every necessary detail—it will also be smart, attractive and thoroughly modern in appearance.

Reasonable Cost

We sincerely believe that the growing success of our service to the radio industry is based on furnishing a good product at a reasonable cost. Whatever the nature of your problem, you will find our charges moderate for the work and material. We invite your further inquiry.

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ART SERVICES

COUNTY OUTLINE MAPS
ECONOMIC MAPS
DISTORT MAPS
PICTORIAL MAPS
DECORATIVE MAPS
LISTENING AREA MAPS

BROADCAST STATIONS OF UNITED STATES

(Continued from page 176)

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
TEXAS (Cont'd)				UTAH (Cont'd)				WEST VIRGINIA (Cont'd)			
Brady				Provo				Huntington			
KNEL	1500—D	250	---	†KVOV	1210	250	100	WSAZ	1190	1,000	L-1,000
Brownsville				Salt Lake City				Parkersburg			
KGFI	1500	250	100	KDYL	1290	5,000	1,000	WPAR	1420	100	100
College Station				KSL	1130	50,000	50,000	Wheeling			
WTAW	1130	500	500	KUTA	1500	100	100	WWVA	1160	5,000	5,000
Corpus Christi				VERMONT				Williamson			
KRIS	1830	500	500	Burlington				WBTH	1370—D	100	---
Corsicana				WCAV	1200	250	100	WISCONSIN			
KAND	1310—D	100	---	Rutland				Eau Claire			
Dallas				WSYB	1500	100	100	WEAU	1050	1,000	L-1,000
KRLD	1040	10,000	10,000	Springsfield				Fond du Lac			
WFAA	800	*50,000	*50,000	WNBX	1260	1,000	1,000	KFIZ	1420	100	100
WRR	1280	500	500	St. Albans				Green Bay			
Denton				WQDM	1390—D	1,000	---	**WBHY	1200	250	100
KDNT	1420—D	100	---	Waterbury				WTAQ	1330	5,000	1,000
Dublin				WDEV	550—D	500	---	Janesville			
KFPL	1310	250	100	VIRGINIA				WCLO	1200	250	100
El Paso				Charlottesville				La Crosse			
†KROD	1500	100	100	WCHV	1420	250	100	WKBH	1380	1,000	1,000
KTSM-WDAH	1310	250	100	Danville				Madison			
Fort Worth				WBTM	1370	250	100	WHA	930—D	5,000	---
KFJZ	1370	250	100	Fredericksburg				WIBA	1280	5,000	1,000
KGKO	570	5,000	1,000	†WFVA	1260—D	250	---	Manitowoc			
KTAT	1240	1,000	1,000	Harrisonburg				WOMT	1210	100	100
WBAP	800	50,000	50,000	WSVA	550—D	600	---	Milwaukee			
Galveston				Lynchburg				WEMP	1310	250	100
KLUF	1370	250	100	Newport News				WISN	1120	1,000	250
Houston				WGH	1310	250	100	WTMJ	620	5,000	1,000
KPRC	920	5,000	1,000	Norfolk				Poynette			
KTRH	1290	5,000	1,000	WTAR	780	5,000	1,000	WIBU	1210	250	100
KXYZ	1440	1,000	1,000	Petersburg				Racine			
Huntsville				WPIV	1210	250	100	WRJN	1370	250	100
KSAM	1500—D	100	---	Richmond				Rice Lake			
Kilgore				WBBL	1210	100	100	WJMC	1210—D	250	---
KOCA	1210	250	100	WMBG	1350	500	500	Sheboygan			
Laredo				WRNL	880—D	500	---	WHBL	1300	1,000	250
KPAB	1500	250	100	WRTD	1500	100	*1,000	Stevens Point			
Longview				WRVA	1110	50,000	50,000	WLBL	900—D	5,000	---
KFRO	1370—D	250	---	Roanoke				Superior			
*1840		*1,000	*1,000	WDBJ	930	5,000	1,000	†WDSM	1200	100	100
Lubbock				WASHINGTON				WEBC	1290	5,000	1,000
KFYO	1310	250	100	Aberdeen				Wausau			
Lufkin				KXRO	1310	250	100	WSAU	1370	250	100
KRBA	1310—D	100	---	Bellingham				(*CP authorizing move to Appleton, Wis.)			
Midland				KVOS	1200	100	100	WYOMING			
KRLH	1420—D	100	---	Centralia				Casper			
Palestine				KELA	1440	1,000	1,000	KDFN	1440	500	500
KNET	1420—D	100	---	Everett				Rock Springs			
Pampa				KRKO	1370	50	50	KVRS	1370	250	100
KPDN	1310—D	100	---	Longview				Sheridan			
Paris				KWLK	780—D	250	---	KWYO	1370	250	100
KPLT	1500—D	250	---	Olympia				ALASKA			
Pecos				KGY	1210	100	100	Anchorage			
KIUN	1370	100	100	Pullman				KFQD	780	250	250
Port Arthur				KWSC	1220	5,000	1,000	Fairbanks			
KPAC	1220	500	500	Seattle				†KFAR	610	1,000	1,000
San Angelo				KEEN	1370	100	100	Juneau			
KGKL	1370	250	100	KIRO	650	250	L-250	KINY	1430	250	250
San Antonio				KJR	970	5,000	5,000	Ketchikan			
KABC	1420	250	100	KOL	1270	5,000	1,000	KGBU	900	500	500
KMAC	1370	250	100	KOMO	920	5,000	1,000	HAWAII			
KONO	1370	250	100	KRSC	1120	250	250	Hilo			
KTSA	650	5,000	1,000	KTW	1230	1,000	1,000	KHBC	1400	250	250
WOAI	1190	50,000	50,000	KXA	760	500	L-250	Honolulu			
Sherman				SPokane				KGMB	1320	1,000	1,000
KRRV	1310—D	250	---	KFIO	1120—D	100	---	KGU	750	2,500	L-2,500
Sweetwater				KFPY	890	5,000	1,000	Lihue			
†KXOX	1210—D	250	---	KGA	1470	5,000	1,000	†KTOH	1500	250	100
Temple				KHQ	590	5,900	1,000	PUERTO RICO			
KTEM	1370—D	250	---	Tacoma				Mayaguez			
Texarkana				KMO	1330	1,000	1,000	WPR	1370	250	100
KCMC	1420	250	100	KVI	570	5,000	1,000	*780	*2,500	*1,000	
Tyler				Vancouver				WPRP	1420	250	100
KGKB	1500	250	100	†KVAN	880—D	250	---	San Juan			
Vernon				Walla Walla				WKAQ	1240	1,000	1,000
KVWC	1500	250	100	Wenatchee				WNEL	1290	2,500	1,000
Waco				Yakima				UTAH			
WACO	1420	250	100	KIT	1250	1,000	500	Cedar City			
Weslaco				WEST VIRGINIA				KSUB	1310	100	100
KRGV	1260	1,000	1,000	Beckley				Logan			
Wichita Falls				WJLS	1210	250	100	KVNU	1200	100	100
†KWFT	620	1,000	250	Bluefield				Ogden			
				WHIS	1410	1,000	500	KLO	1400	500	500
				Charleston				Price			
				WCHS	580	1,000	500	KEUB	1420	100	100
				†WGVV	1500	100	100				
				Clarksburg							
				WBLK	1370	250	100				
				Fairmont							
				WMMN	890	5,000	1,000				

Those who make an art of living depend on this world famed hotel as the very embodiment of gracious service, true refinement and dignified hospitality.

Under the Same Management as
The Gotham NEW YORK CITY
The Drake CHICAGO
The Evanshore EVANSTON, ILL.
The Town House LOS ANGELES
 A. S. Kinsley, Managing Director

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 A. S. Kinsley, Managing Director

The Gotham
 5th Ave. of 55th St. NEW YORK CITY

U. S. Possessions

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
ALASKA			
Anchorage			
KFQD	780	250	250
Fairbanks			
†KFAR	610	1,000	1,000
Juneau			
KINY	1430	250	250
Ketchikan			
KGBU	900	500	500
HAWAII			
Hilo			
KHBC	1400	250	250
Honolulu			
KGMB	1320	1,000	1,000
KGU	750	2,500	L-2,500
Lihue			
†KTOH	1500	250	100
PUERTO RICO			
Mayaguez			
WPR	1370	250	100
*780		*2,500	*1,000
Ponce			
WPRP	1420	250	100
San Juan			
WKAQ	1240	1,000	1,000
WNEL	1290	2,500	1,000

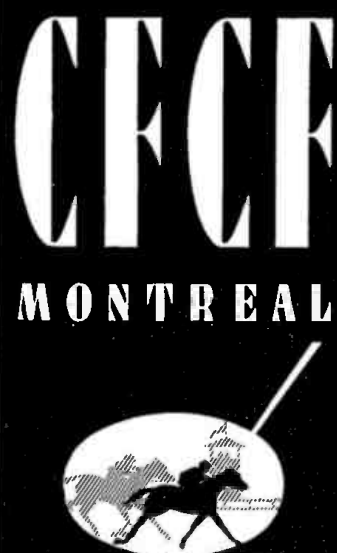
IT TAKES 50,000 WATTS FOR REAL COVERAGE IN TEXAS

WOAI in San Antonio
 NBC TQN
 REPRESENTED NATIONALLY BY EDWARD PETRY AND CO.

BROADCAST STATIONS OF CANADA

(Revised to June 15, 1939; † Indicates station not yet in operation)

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)				
ALBERTA															
Calgary				Fredericton				ONTARIO (Cont'd)							
CFAC	930	1,000	1,000	CFNB	550	1,000	1,000	Prescott	CFPL	930	100	100			
CFCN	1030	10,000	10,000	Moncton	CKCW	1370	100	St. Catharines	CKTB	1200	100	100			
CJCF	690	100	100	Sackville	CBA	1050	50,000	Sault Ste. Marie	CJIC	1500	100	100			
Edmonton				Saint John	CHSJ	1120	100	Stratford	CJCS	1210	50	50			
CFRN	960	100	100	NOVA SCOTIA				Sudbury	CKSO	780	1,000	1,000			
CJCA	730	1,000	1,000	Halifax	CHNS	930	1,000	Timmins	CKGB	1440	100	100			
CKUA	580	500	500	†CJHC	1290	1,000	1,000	*960	*1,000	*1,000	*1,000				
Grande Prairie				Sydney	CJCB	1240	1,000	Toronto	CBL	840	50,000	50,000			
CFGP	1200	100	100	Wolfville	CKIC	1010	50	CBY	1420	100	100				
Lethbridge				Yarmouth	CJLS	1310	100	CFRB	690	10,000	10,000				
CJOC	1210	100	100	ONTARIO				CKCL	580	100	100				
BRITISH COLUMBIA															
Chilliwack				Brantford	CKPC	930	100	Waterloo-Kitchener	CKCR	1510	100	100			
CHWK	780	100	100	Chatham	CFCH	930	100	Windsor	CKLW	1030	5,000	5,000			
Kamloops				CFCO	630	100	100	Wingham	CKNX	1200	100	100			
CFJC	880	1,000	1,000	Cobalt	CKMC	1210	50	PRINCE EDWARD ISLAND							
Kelowna				CKPR	580	1,000	1,000	Charlottetown	CFY	630	1,000	1,000			
CKOV	630	1,000	1,000	Fort William-Port Arthur	CHML	1010	100	CHCK	1310	50	50				
Nelson				Hamilton	CKOC	1120	1,000	Summerside	CHGS	1450	50	50			
†CKLN	1420	100	100	Kenora	CKCA	1420	250	QUEBEC							
Prince Rupert				Kingston	CFRC	1510	100	Chicoutimi	CBJ	1120	100	100			
CFPR	580	50	50	Kirkland Lake	CJKL	1310	100	Hull	CKCH	1210	100	100			
Trail				*560	*1,000	*1,000	100	Montreal	CBF	910	50,000	50,000			
CJAT	910	1,000	1,000	London	CFPL	730	100	CBM	960	5,000	5,000				
Vancouver				North Bay	CFCH	930	100	CFCF	600	500	500				
CBR	1100	5,000	5,000	Ottawa	CBO	880	1,000	CHLP	1120	100	100				
CJOR	600	500	500	CKCO	1010	100	CKAC	730	5,000	5,000					
CKCD	1010	100	100	Owen Sound	†CFOS	1370	100	New Carlisle	CHNC	610	1,000	1,000			
CKFC	1410	50	50	Quebec											
CKMO	1410	100	100	CHV	950	1,000	1,000	CHRC	580	100	100				
CKWX	1010	100	100	CKCV	1310	100	100	Rimouski	CJBR	1030	1,000	1,000			
Victoria				Rouyn											
CFCT	1450	500	500	CKRN	1370	100	100	St. Anne de la Pocatiere	CHGB	1200	100	100			
MANITOBA															
Brandon				Sherbrooke											
CKX	1120	1,000	1,000	CHLT	1210	100	100	Three Rivers	CHLN	1420	100	100			
Flin Flon				SASKATCHEWAN											
CFAR	1370	100	100	Moose Jaw	CHAB	1200	250	100	North Battleford	†CHNB	1420	100	100		
Winnipeg				Prince Albert	CKBI	1210	100	100	Regina	CJRM	950	1,000	1,000		
CJRC	630	1,000	1,000	Regina	CKCK	1010	1,000	1,000	Saskatoon	†CBK	540	50,000	50,000		
CKY	910	15,000	15,000	†CFQC	600	1,000	1,000	Yorkton	CJGX	1430	1,000	1,000			



CFCF
MONTREAL

first
IN
CANADA'S RICHEST MARKET

Put your sales message over quickly, economically and successfully by using CFCF, the Voice of Canada's Metropolitan market. Over ONE MILLION people in Greater Montreal are either English or Bilingual and regularly tune to CFCF for the best in radio entertainment and the latest news.

CFCF will build sales for you.

CFCF and Short Wave CFCX
owned and operated by
CANADIAN MARCONI COMPANY

Representatives:
CANADA
All Canada Radio Facilities
U. S. A.
Weed & Company
NBC Affiliate

HIGHLIGHTS

on the Map of Canadian Radio

- CKCK REGINA, SASK.
- CHAB MOOSE JAW, SASK.
- CJOC LETHBRIDGE, ALTA.
- CFAC CALGARY, ALTA.
- CJCA EDMONTON, ALTA.
- CJAT TRAIL, B. C.

All basic C.B.C. stations which means the cream of the network commercials.

Representatives

U. S. A.—WEED & CO.

Canada: ALL CANADA RADIO FACILITIES, LTD.



When you see the
Above Coat of Arms
You Think of Nova Scotia

When You Think of
Nova Scotia
You Must Think of

CHNS

The Key Station of the
Maritimes at Halifax

CFCF
dominates a
BI-LINGUAL AUDIENCE
of over
1,000,000

UNITED STATES BROADCASTING STATIONS BY FREQUENCIES

(Licensed or Authorized by FCC as of June 15, 1939)

*CP granted for increase in power.

†Construction permit for new station.

‡Special authorization for power or frequency.

CP—Construction permit for frequency.

L—Limited time; operates night hours only when dominant station is not operating

Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts
550 KC. REGIONAL				680 KC. CLEAR				880 KC. REGIONAL—CANADIAN SHARED				1020 KC. CLEAR			
KFUO	St. Louis	1,000	500	KFEQ	St. Joseph, Mo.	2,500	L-500	KFKA	Greeley, Colo.	1,000	500	KYW	Philadelphia	10,000	10,000
KFYR	Bismarck, N. D.	5,000	1,000	KPO	San Francisco	50,000	50,000	KLX	Oakland, Calif.	1,000	1,000	WDZ	Tuscola, Ill.	250	-----
KOAC	Corvallis, Ore.	1,000	1,000	WLAW	Lawrence, Mass.	1,000	-----	KPOF	Denver	1,000	1,000			*1,000	-----
KSD	St. Louis	5,000	1,000	WPTF	Raleigh, N. C.	5,000	5,000	WCOC	Meridian, Miss.	1,000	1,000	1030 KC. CANADIAN EXCLUSIVE			
KTSA	San Antonio	5,000	1,000	690 KC. CANADIAN EXCLUSIVE				WGBI	Scranton, Pa.	1,000	500	CKLW	Detroit-Windsor	5,000	5,000
WDEV	Waterbury, Vt.	500	-----	700 KC. CLEAR				WRNL	Richmond, Va.	500	-----	1040 KC. CLEAR			
WGR	Buffalo, N. Y.	5,000	1,000	WLW	Cincinnati	50,000	50,000	WQAN	Scranton, Pa.	1,000	*1,000	KRLD	Dallas	10,000	10,000
WKRC	Cincinnati	5,000	5,000	710 KC. CLEAR				WSUI	Iowa City, Ia.	1,000	500			*50,000	*50,000
WSVA	Harrisonburg, Va.	500	-----	KIRO	Seattle	11,000	11,000	†KVAN	Vancouver, Wash.	250	-----	KTBS	Hot Springs, Ark. (†1060 kc.)	10,000	10,000
560 KC. REGIONAL				720 KC. CLEAR				890 KC. REGIONAL				1050 KC. CLEAR			
KFDM	Beaumont, Tex.	1,000	500	WGN	Chicago	50,000	50,000	KARK	Little Rock, Ark.	1,000	1,000	†KWJ	Portland, Ore.	500	L-500
KLZ	Denver	5,000	1,000	730 KC. CANADIAN EXCLUSIVE				KARF	Shenandoah, Ia.	1,000	500	KYOS	Merced, Cal.	250	-----
KSFO	San Francisco	5,000	1,000	740 KC. CLEAR				*5,000	*1,000	WESG	Elmira, N. Y.	1,000	-----		
KWTO	Springfield, Mo.	5,000	-----	KMMJ	Grand Island, Neb.	1,000	L-1,000	KFPY	Spokane, Wash.	500	1,000	†WTIC	Hartford, Conn.	50,000	50,000
WFIL	Philadelphia	1,000	1,000	KTRB	Modesto, Calif.	250	-----	KTKC	(CP) Visalia, Calif.	*1,000	*1,000	1060 KC. CLEAR			
WIND	Gary, Ind.	5,000	1,000	WHEB	Portsmouth, N. H.	250	-----	KUSD	Vermillion, S. D.	500	500	†KTHS	Hot Springs	10,000	10,000
WIS	Columbia, S. C.	5,000	1,000	WSB	Atlanta	50,000	50,000	WBAA	West Lafayette, Ind.	1,000	500	KWJJ	Portland, Ore. (†1040 kc.)	500	500
WQAM	Miami, Fla.	1,000	1,000	750 KC. CLEAR				WGST	Atlanta	5,000	1,000	WBAL	Baltimore (†760 kc)	10,000	10,000
570 KC. REGIONAL				760 KC. CLEAR				900 KC. REGIONAL				1070 KC. CLEAR			
KGKO	Fort Worth, Tex.	5,000	1,000	KXA	Seattle	500	250	KGBU	Ketchikan, Alaska	500	500	KJBS	San Francisco	500	L-500
KMTR	Los Angeles	1,000	1,000	WEW	St. Louis	1,000	*L-1,000	KHJ	Los Angeles	5,000	1,000	WCAZ	Carthage, Ill.	100	-----
KVI	Tacoma, Wash.	5,000	1,000	WJZ	New York	50,000	50,000	KSEI	Pocatello, Idaho	1,000	250	WTAM	Cleveland	50,000	50,000
†KBN	Youngstown, O.	1,000	500	†WBAL	Baltimore	12,500	-----	WBN	Buffalo, N. Y.	5,000	1,000	1080 KC. CLEAR			
WMCA	Marinette, Wis.	250	-----	WCAL	Northfield, Minn.	5,000	-----	WFMD	Frederick, Md.	500	-----	WBT	Charlotte, N. C.	50,000	50,000
WNAX	New York	1,000	1,000	WLB	Minneapolis	5,000	-----	WJAX	Jacksonville, Fla.	5,000	1,000	WCBD	Chicago, Ill.	5,000	L-5,000
WOSU	Yankton, S. D.	5,000	1,000	770 KC. CLEAR				WKY	Oklahoma City	5,000	1,000	WMBI	Chicago	5,000	L-5,000
WSYR	Columbus, O.	1,000	1,000	KFAB	Lincoln, Nebr.	10,000	10,000	WLBL	Stevens Point, Wis.	5,000	-----	1090 KC. CLEAR			
WWNC	Syracuse, N. Y.	1,000	1,000	WBBM	Chicago	50,000	50,000	WTAD	Quincy, Ill.	1,000	-----	KMOX	St. Louis	50,000	50,000
580 KC. REGIONAL—CANADIAN SHARED				780 KC. REGIONAL—CANADIAN SHARED				910 KC. CANADIAN EXCLUSIVE				1100 KC. CLEAR—CANADIAN SHARED			
KMJ	Fresno, Calif.	1,000	1,000	KFHE	Los Angeles	5,000	1,000	KFEL	Denver	500	500	KGDM	Stockton, Calif.	1,000	-----
ESAC	Manhattan, Kan.	1,000	500	KFDY	Brookings, S. D.	1,000	-----	KOMO	Seattle	*1,000	*1,000	KWKH	Shreveport, La.	110,000	110,000
WCHS	Charleston, W. Va.	1,000	500	KFQD	Anchorage, Alaska	250	250	KPRC	Houston, Tex.	5,000	1,000	WBIL	New York	5,000	5,000
WDBO	Orlando, Fla.	5,000	1,000	KGHL	Billings, Mont.	5,000	1,000	KVOD	Denver	500	500	WPG	Atlantic City, N. J.	5,000	5,000
WILL	Urbana, Ill.	5,000	-----	WMC	Memphis	5,000	1,000	WAAF	(CP 630)	*1,000	*1,000	1110 KC. CLEAR			
WIBW	Topeka, Kan.	5,000	1,000	WPC	Sharon, Pa.	250	-----	WOLF	Rosland, Mass.	500	-----	KSOO	Sioux Falls, S. D.	5,000	L-5,000
WTAG	Topeka, Kan.	5,000	1,000	WPR	(CP) Mayaguez, P. R.	2,500	*1,000	WPEN	Philadelphia	1,000	1,000	WRVA	Richmond, Va.	50,000	L-20,000
590 KC. REGIONAL				790 KC. CLEAR				920 KC. REGIONAL				1120 KC. REGIONAL—CANADIAN SHARED			
KHQ	Spokane, Wash.	5,000	1,000	KGO	San Francisco	7,500	7,500	KFEL	Denver	500	500	KFO	Spokane, Wash.	100	-----
WEEI	Boston	5,000	1,000	WGY	Schenectady, N. Y.	50,000	50,000	KOMO	Seattle	*1,000	*1,000	KFSG	Los Angeles	2,500	500
WKZO	Kalamazoo, Mich.	1,000	250	KOAM	Pittsburg, Kan.	1,000	-----	KPRC	Houston, Tex.	5,000	1,000	KRKD	Los Angeles	2,500	500
WOW	Omaha, Nebr.	5,000	1,000	800 KC. CLEAR				WVOD	Denver	500	500	KRSC	Seattle	250	250
600 KC. REGIONAL—CANADIAN SHARED				810 KC. CLEAR				930 KC. REGIONAL—CANADIAN SHARED				1130 KC. CLEAR			
KFSD	San Diego, Calif.	1,000	1,000	WCCO	Minneapolis	50,000	50,000	KMA	Shenandoah, Ia.	5,000	1,000	KSL	Salt Lake City	50,000	50,000
WCAO	Baltimore	1,000	500	WNYC	New York	1,000	-----	KROW	Oakland, Calif.	1,000	1,000	WJJD	Chicago	20,000	L-20,000
WICC	Bridgeport, Conn.	1,000	500	820 KC. CLEAR				WRBC	Birmingham	5,000	1,000	WVOV	New York	1,000	L-1,000
WMT	Cedar Rapids, Ia.	5,000	1,000	WHAS	Louisville	50,000	50,000	WDFJ	Roanoke, Va.	5,000	1,000	1140 KC. CLEAR			
WREC	Memphis	5,000	1,000	830 KC. CLEAR				WELI	New Haven, Conn.	500	250	KVOO	Tulsa, Okla.	25,000	25,000
610 KC. REGIONAL				840 KC. CANADIAN EXCLUSIVE				940 KC. REGIONAL				1150 KC. CLEAR			
†KFR	Fairbanks, Alaska	1,000	1,000	850 KC. CLEAR				KOIN	Portland, Ore.	5,000	1,000	WHAM	Rochester, N. Y.	50,000	50,000
KPRC	San Francisco	5,000	1,000	KIEV	Glendale, Calif.	250	-----	WAAE	Jersey City, N. J.	500	-----	1160 KC. CLEAR			
WDAF	Kansas City	5,000	1,000	KWKH	Shreveport, La. (†1100 kc.)	10,000	10,000	WAVE	Louisville	1,000	1,000	WOWO	Fort Wayne, Ind.	10,000	10,000
WOD	Miami	1,000	1,000	†WESG	Elmira, N. Y.	1,000	-----	WCSH	Portland, Me.	2,500	1,000	WWVA	Wheeling, W. Va.	5,000	5,000
WIP	Philadelphia	1,000	1,000	WLL	New Orleans	50,000	50,000	WDAY	Fargo, N. D.	5,000	1,000	1170 KC. CLEAR			
WCLE	Cleveland	500	-----	WKAR	E. Lansing, Mich.	1,000	-----	WHA	Madison, Wis.	5,000	-----	WCAU	Philadelphia	50,000	50,000
620 KC. REGIONAL				860 KC. CLEAR				950 KC. REGIONAL				1180 KC. CLEAR			
KGW	Portland, Ore.	5,000	1,000	WABC	New York	50,000	50,000	KFWB	Hollywood, Calif.	5,000	1,000	KEX	Portland, Ore.	5,000	5,000
KTAR	Phoenix, Ariz.	1,000	1,000	WHB	Kansas City	1,000	-----	KMBC	Kansas City	5,000	1,000	KOB	Albuquerque, N.M.	10,000	10,000
†KWFT	Wichita Falls, Tex.	1,000	250	870 KC. CLEAR				WRC	Washington, D. C.	5,000	1,000	WDGY	Minneapolis	5,000	L-1,000
WFLA	Tampa, Fla.	5,000	1,000	WENR	Chicago	50,000	50,000	†WTRY	Troy, N. Y.	1,000	-----	WINS	New York	1,000	L-1,000
WSUN	St. Petersburg, Fla.	5,000	1,000	WLS	Chicago	50,000	50,000	WVOD	Denver	500	500	WMAZ	Macon, Ga.	5,000	L-1,000
WHJB	Greensburg, Pa.	250	-----	880 KC. CLEAR				960 KC. CANADIAN EXCLUSIVE				1190 KC. CLEAR			
WLBB	Bangor, Me.	1,000	500	WABC	New York	50,000	50,000	KJR	Seattle	5,000	5,000	1200 KC. CLEAR			
WTMJ	Milwaukee	5,000	1,000	WHL	Reading, Pa.	1,000	-----	WCFL	Chicago	5,000	5,000	1210 KC. CLEAR			
630 KC. REGIONAL—CANADIAN SHARED				890 KC. CLEAR				970 KC. CLEAR				1220 KC. CLEAR			
KFR	Columbia, Mo.	1,000	500	WIEV	Glendale, Calif.	250	-----	WIBG	Glenside, Pa.	100	-----	KVOO	Tulsa, Okla.	25,000	25,000
KGFX	Pierre, S. D.	200	-----	WJWB	Shreveport, La. (†1100 kc.)	10,000	10,000	980 KC. CLEAR				WAPI	Birmingham	5,000	5,000
KVOD	(CP) Denver, Colo.	*1,000	*1,000	†WESG	Elmira, N. Y.	1,000	-----	KDKA	Pittsburgh	50,000	50,000	WSPR	Springfield, Mass.	500	L-500
WGBF	Evansville, Ind.	1,000	500	WLL	New Orleans	50,000	50,000	990 KC. CLEAR				1230 KC. CLEAR			
WMAL	Washington, D.C.	500	250	WKR	E. Lansing, Mich.	1,000	-----	WRZ	Boston	50,000	50,000	1240 KC. CLEAR			
WPRO	Providence, R. I.	1,000	500	†WESG	Elmira, N. Y.	1,000	-----	WBZA	Springfield, Mass.	1,000	1,000	1250 KC. CLEAR			
640 KC. CLEAR				900 KC. CLEAR				1000 KC. CLEAR				1260 KC. CLEAR			
KFI	Los Angeles	50,000	50,000	WENR	Chicago	50,000	50,000	KFVD	Los Angeles	1,000	L-1,000	1270 KC. CLEAR			
WHKC	Columbus, O.	500	500	WLS	Chicago	50,000	50,000	WHO	Des Moines	50,000	50,000	1280 KC. CLEAR			
WOI	Ames, Ia.	5,000	-----	910 KC. CLEAR				1010 KC. REGIONAL—CANADIAN SHARED				1290 KC. CLEAR			
WGAN	Portland, Me.	500	500	WIEV	Glendale, Calif.	250	-----	KGFF	Coffeyville, Kan.	1,000	1,000	1300 KC. CLEAR			
650 KC. CLEAR				920 KC. CLEAR				1020 KC. CLEAR				1310 KC. CLEAR			
KIRO	Seattle (†710 kc.)	250	L-250	WJWB	Shreveport, La. (†1100 kc.)	10,000	10,000	KQW	San Jose, Calif.	1,000	1,000	1320 KC. CLEAR			
WSM	Nashville, Tenn.	50,000	50,000	†WESG	Elmira, N. Y.	1,000	-----	WLN	New York	5,000	1,000	1330 KC. CLEAR			
660 KC. CLEAR				930 KC. CLEAR				1030 KC. CLEAR				1340 KC. CLEAR			
KOWH	Omaha, Nebr.	500	-----	WKR	E. Lansing, Mich.	1,000	-----	WVOD	Denver	500	500	1350 KC. CLEAR			
WEAF	New York	50,000	50,000	†WESG	Elmira, N. Y.	1,000	-----	WVOD	Denver	500	500	1360 KC. CLEAR			
670 KC. CLEAR				940 KC. CLEAR				1040 KC. CLEAR				1370 KC. CLEAR			
WMAQ	Chicago	50,000	50,000	WKR	E. Lansing, Mich.	1,000	-----	WVOD	Denver	500	500	1380 KC. CLEAR			
680 KC. CLEAR				950 KC. CLEAR				1050 KC. CLEAR				1390 KC. CLEAR			
690 KC. CLEAR				960 KC. CLEAR				1060 KC. CLEAR				1400 KC. CLEAR			
700 KC. CLEAR				970 KC. CLEAR				1070 KC. CLEAR				1410 KC. CLEAR			
710 KC. CLEAR				980 KC. CLEAR				1080 KC. CLEAR				1420 KC. CLEAR			
720 KC. CLEAR				990 KC. CLEAR				1090 KC. CLEAR				1430 KC. CLEAR			
730 KC. CLEAR				1000 KC. CLEAR				1100 KC. CLEAR				1440 KC. CLEAR			
740 KC. CLEAR				1010 KC. CLEAR				1110 KC. CLEAR				1450 KC. CLEAR			
750 KC. CLEAR				1020 KC. CLEAR				1120 KC. CLEAR				146			

KEY-STATION

Sound-Control

for

SMALLER STUDIOS



STUDIO A, Station WRNL, Richmond, Virginia. Working with Baskerville and Sons, architects, J-M Acoustical Engineers applied the perfect acoustical background for high-fidelity reproduction.



CONTROL-ROOM acoustical background exactly duplicates that in the studios. Transite Acoustical Panels provide perfect listening conditions . . . eliminate feed back . . . insure proper monitoring.



RECEPTION ROOM of WRNL . . . an outstanding example of the way J-M Acoustical Materials may be adapted to any decorative scheme. Here, J-M Sanacoustic Ceilings, neat and modern in appearance, add to the beauty and comfort of the room.



CORRIDORS are quieted with J-M Sanacoustic Ceilings and with Transite Acoustical Panels on walls. Transite Acoustical Panels are unusually sound-absorbent, and will withstand the severe abuse to which studio walls are frequently subjected.

TO HOLD present audiences and attract new ones, every station, both large and small, must offer the highest quality of program transmission at all times . . . and that calls for perfect acoustical conditions throughout the studios.

Practically every key station in the country assures high-fidelity reproduction by the use of J-M Sound-Control Methods and Materials. And, to hold leadership in their respective territories, more and more stations are turning to the leaders in sound-control for perfect acoustical conditions.

In Station WRNL, whose attractive new quarters are pictured on this page, J-M Sound-Control Engi-

neers have eliminated reverberation and distortion in studios, transcription and control rooms . . . prevented outside noises from going on the air. As a result, the reproduction of every type of program is true and faithful . . . broadcast quality is greatly improved.

If acoustical conditions in your station are not all they should be, a J-M Acoustical Engineer can show you how to improve them effectively and economically. And if you're planning a new station, the J-M Acoustical-Engineering Service can greatly assist your architect.

It will be worth your while to get complete details. Write Johns-Manville, 22 E. 40th St., N. Y. C.

PARTIAL LIST of STUDIOS by JOHNS-MANVILLE

KDKA, Pittsburgh, Pa.	WDAN, Danville, Ill.	WRC, Washington, D. C.
KRLD, Dallas, Texas	WOAL, San Antonio, Tex.	WICA, Ashtabula, O.
WABC, New York, N. Y.	WCOU, Lewiston, Me.	WOWO, Ft. Wayne, Ind.
WBBM, Chicago, Ill.	WEBC, Duluth, Minn.	WHAS, Louisville, Ky.
WDBJ, Roanoke, Va.	WGN Chicago, Ill.	KGNC, Amarillo, Texas
WEAF, New York, N. Y.	WJSV, Washington, D. C.	WNAX, Yankton, S. D.
WENR, Chicago, Ill.	WJZ, New York, N. Y.	KRE, Berkeley, Cal.
KNX, Los Angeles, Cal.	WKY, Oklahoma City, Okla.	WFBR, Baltimore, Md.
KFI, Los Angeles, Cal.	WLS, Chicago, Ill.	KYSM, Mankato, Minn.
WGY, Schenectady, N. Y.	WMAQ, Chicago, Ill.	WBEN, Buffalo, N. Y.
KYW, Philadelphia, Pa.	WOR, Newark, N. J.	WLAW, Lawrence, Mass.
KGKO, Ft. Worth, Tex.	WOW, Omaha, Nebr.	WTBS, Shreveport, La.
CKTB, St. Catherine's, Ont.	WWJ, Detroit, Mich.	WCHS, Charleston, W. Va.



JOHNS-MANVILLE

Sound-Control Materials and Acoustical-Engineering Service

STATIONS BY FREQUENCIES

Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts
1390 KC. REGIONAL				1440 KC. REGIONAL			
KOY	Phoenix, Ariz.	1,000	1,000	KDFN	CasPer, Wyo.	500	500
KLRA	Little Rock, Ark.	5,000	1,000	KELA	Centralia, Wash.	1,000	1,000
KRLC	Lewiston, Ida.	250	250	KXYZ	Houston, Tex.	1,000	1,000
WHK	Cleveland	2,500	1,000	WBIG	Greensboro, N. C.	5,000	1,000
WQDM	St. Albans, Vt.	1,000	-----	WCBA	Allentown, Pa.	500	500
KABR	Aberdeen, S. D.	1,000	500	WMBD	Peoria, Ill.	5,000	1,000
1400 KC. REGIONAL				1450 KC. REGIONAL			
KHBC	Hilo, Hawaii	250	250	KCMO	Kansas City	1,000	1,000
KLO	Ogden, Utah	500	500	KGX	Wolf Point, Mont.	1,000	1,000
KTUL	Tulsa, Okla.	5,000	1,000	KIEM	Eureka, Calif.	1,000	500
WARD	Brooklyn	500	500	KTBS	Shreveport, La.	1,000	1,000
WBBC	Brooklyn	500	500	WAGA	Atlanta, Ga.	1,000	500
WHDL	Olean, N. Y.	250	-----	WGAR	Cleveland	5,000	1,000
WIRE	Indianapolis	5,000	1,000	WHOM	Jersey City, N. J.	250	250
WLTH	Brooklyn	500	500	WSAR	Fall River, Mass.	1,000	1,000
WVFW	Brooklyn	500	500	1460 KC. HIGH POWER REGIONAL			
1410 KC. REGIONAL				1470 KC. HIGH POWER REGIONAL			
KFJM	Grand Forks, N. D.	1,000	500	KSTP	Mpls-St. Paul	25,000	10,000
KGNC	Amarillo, Tex.	1,000	2,500	WJVS	Washington, D. C.	10,000	10,000
KMED	Medford, Ore.	250	250			*50,000	*50,000
WAAB	Boston	1,000	1,000			10,000	10,000
WBCM	Bay City, Mich.	1,000	500			*50,000	*50,000
WHIS	Bluefield, W. Va.	1,000	500	1480 KC. HIGH POWER REGIONAL			
WROK	Rockford, Ill.	1,000	500	KGA	Spokane, Wash.	5,000	5,000
WSFA	Montgomery, Ala.	1,000	500	WLAC	Nashville, Tenn.	5,000	5,000
1420 KC. LOCAL				1490 KC. HIGH POWER REGIONAL			
KABC	San Antonio, Tex.	250	100	WMEX	(CP) Boston	5,000	5,000
KATE	Albert Lea, Minn.	250	100	1480 KC. HIGH POWER REGIONAL			
KBPS	Portland, Ore.	100	100	KOMA	Oklahoma City	5,000	5,000
KCMC	Texarkana, Tex.	250	100	WKBW	Buffalo, N. Y.	5,000	5,000
KDNT	Denton, Tex.	100	100	WHIP	Hammond, Ind.	5,000	-----
KEUB	Price, Utah	100	100	1490 KC. HIGH POWER REGIONAL			
KFAM	St. Cloud, Minn.	250	100	KFBK	Sacramento, Calif.	10,000	10,000
KFIZ	Fond Du Lac, Wis.	100	100	WKCY	Cincinnati	10,000	10,000
KGFF	Shawnee, Okla.	250	100			*50,000	*50,000
KGIW	Alamosa, Colo.	100	100	1500 KC. LOCAL			
KGLU	Safford, Ariz.	250	100	KAWM	Gallup, N. M.	250	100
KIDW	Lubbock, Tex.	100	100	KBIX	Muskogee, Okla.	100	100
KLBM	La Grande, Ore.	250	100	KBKR	Baker, Ore.	250	100
KNET	Palestine, Tex.	100	-----	KBST	Big Spring, Tex.	100	100
KORE	Eugene, Ore.	100	100	KDAL	Duluth, Minn.	250	100
KRBC	Abilene, Tex.	250	100	KDB	Santa Barbara, Calif.	250	100
KRIC	Beaumont, Tex.	250	100	KDRO	Sedalia, Mo.	250	100
KRLB	Bozeman, Mont.	250	100	KFDA	Amarillo, Tex.	100	100
KRLH	Midland, Tex.	100	100	KGFI	Brownsville, Tex.	250	100
KSAN	San Francisco, Calif.	100	-----	KGHB	Tyler, Tex.	250	100
KTRI	Sioux City, Ia.	250	100	KGKY	Scotts Bluff, Nebr.	250	100
KUMA	Yuma, Ariz.	100	100	KNEL	Brady, Tex.	250	-----
1KVAK	Atchison, Kans.	100	-----	KNOW	Austin, Tex.	100	100
1KWAL	Wallace, Ida.	250	100	KOTN	Pine Bluff, Ark.	100	100
KXL	Portland, Ore.	250	100	KOVV	Valley City, N. D.	250	100
KWBG	Hutchinson, Kans.	100	100	KPAB	Laredo, Tex.	250	100
WACO	Waco, Tex.	250	100	KPC	Lake Charles, La.	250	100
WAGM	Presque Isle, Me.	100	100	KPLT	Paris, Tex.	250	-----
WAPO	Chatanooga, Tenn.	250	100	KPQ	Wenatchee, Wash.	250	100
WAZL	Hazleton, Pa.	100	100	KRNR	Roseburg, Ore.	250	100
WCBS	Springfield, Ill.	250	100	KRSD	El Paso, Tex.	100	100
WCHV	Charlottesville, Va.	250	100	KRAL	Salina, Kan.	250	100
WED	Rocky Mount, N. C.	250	100	KRAM	Huntsville, Tex.	100	-----
WELL	Battle Creek, Mich.	100	100	KTOH	Lihue, Hawaii	250	100
WFLM	Youngstown, O.	100	-----	KUTA	Salt Lake City, Utah	100	100
WGNC	Gastonia, N. C.	250	100	KVOE	Santa Ana, Calif.	100	100
WGPC	Albany, Ga.	100	100	KVVC	Vernon, Tex.	250	100
WHFC	Cicero, Ill.	250	100	KWEW	Hobbs, N. M.	100	-----
WHMA	Anniston, Ala.	100	-----	KXO	El Centro, Calif.	100	100
WILM	Wilmington, Del.	100	100	KYCA	Prescott, Ariz.	250	100
WJMS	Ironwood, Mich.	100	100	KYSM	Mankato, Minn.	250	100
WLAP	Lexington, Ky.	250	100	WCNW	Brooklyn, N. Y.	250	100
WLEU	Erie, Pa.	250	100	WDAN	Danville, Ill.	250	100
WMAS	Springfield, Mass.	250	100	WDNC	Durham, N. C.	250	100
WMB	Detroit	250	100	WGAL	Lancaster, Pa.	250	100
WMBH	Joplin, Mo.	250	100	WGML	Galesburg, Ill.	250	-----
WMB	Uniontown, Pa.	250	100	WGKVV	Charleston, W. Va.	100	100
WMFJ	Daytona Beach, Fla.	100	100	WHBB	Selma, Ala.	100	100
WMSD	Muscle Shoals City Ala.	100	100	WJBK	Detroit	250	100
**WNOE	New Orleans	250	100	WKAT	Miami Beach	250	100
WPAD	Pascah, Ky.	250	100	WKBB	Dubuque, Ia.	250	100
WPAR	Parkersburg, W. Va.	100	-----	WKBV	Richmond, Ind.	250	100
WPRP	Ponce, P. R.	250	100	WKBZ	Muskegon, Mich.	250	100
WSLI	Jackson, Miss.	250	100	WKEU	Griffin, Ga.	100	-----
				WMEX	Boston	250	100
**Call letters changed June 23 from WBNB.				WNEF	(CP 1470 kc) Binghamton, N. Y.	*5,000	*5,000
1430 KC. REGIONAL				WNLC	New London, Conn.	100	100
KECA	Los Angeles, Calif.	5,000	1,000	WOMI	Owensboro, Ky.	250	100
KGNF	North Platte, Nebr.	1,000	-----	WOPI	Bristol, Tenn.	100	100
KINY	Juneau, Alaska	250	250	WRGA	Rome, Ga.	250	100
KSO	Des Moines, Ia.	5,000	1,000	WRDW	Augusta, Ga.	250	100
WBNS	Columbus, O.	5,000	1,000	WRTD	Richmond, Va.	100	100
WHEC	Rochester, N. Y.	1,000	500	WSTP	Salisbury, N. C.	250	100
WHP	Harrisburg, Pa.	1,000	500	WSYB	Rutland, Vt.	100	100
WMPS	Memphis	*5,000	*1,000	WTMC	Ocala, Fla.	100	100
WOKO	Albany, N. Y.	1,000	500	WTMV	East St. Louis, Ill.	250	100
				WWRL	Woodside, N. Y.	250	100
				WWSW	Pittsburgh	250	100
1530 KC. SPECIAL				1550 KC. SPECIAL			
WBRV	Waterbury, Conn.	1,000	1,000	WQXR	New York City	1,000	1,000
KITE	Kansas City	1,000	1,000	KPMC	Bakersfield, Calif.	1,000	1,000

A RADIO COVERAGE LETTER

*may be purchased by
any Broadcasting Station*

IT IS BASED on the Radio Coverage Reports Field Intensity Survey, which received an Annual Advertising Award for advertising research in 1938. This service is now being contained and maintained by leading agencies and networks.

Your Radio Coverage Letter completely describes your station coverage, including quality of signal under day and night conditions. It defines principal cities served and the amount and nature of competitive service. The advertising value of the station is analyzed from the standpoint of the Time Buyer.

All Radio Coverage Letters are paid for in advance and no commitment is made other than that Radio Coverage Reports findings shall be issued without restriction as to the coverage value of the station. The only reservation we make is our right to refund any fee advanced if our findings do not indicate that a useful service area is offered to advertisers.

CHARGES

Charges for Radio Coverage Letters are nominal, based on maximum licensed power.

Up to and including 250 watts	\$ 35.00
500 to 2500 watts	50.00
5000 to 25000 watts	75.00
50000 watts	150.00

Those agencies which do not subscribe to Radio Coverage Reports may obtain a copy of any Radio Coverage Letter free of charge on written application of a responsible executive, naming the account for which the station is being considered.

In case application is made by an advertising agency for a report on a station which has not had a Radio Coverage Letter prepared, such a report will be offered confidentially to the agency in question for the same scale of fees as above. Publication and general distribution of Radio Coverage Letters is not made except upon express order of the radio station involved.

RADIO COVERAGE REPORTS

EDGAR FELIX, Director

7 West 44th Street
New York City

DIRECTORY OF CANADIAN BROADCAST STATIONS BY FREQUENCIES

(Revised to June 15, 1939. (†) Denotes station under construction.)

Call Letters	City	Power	Call Letters	City	Power	Call Letters	City	Power	Call Letters	City	Power
540 KC.			840 KC. (CANADIAN EXCLUSIVE)			1100 KC. (U. S. CLEAR, NOW PARTLY SHARED)			1370 KC. (U. S. AND CANADIAN LOCAL)		
CHK	Saskatoon, Sask.	50,000	CBL	Toronto, Ont.	50,000	CBR	Vancouver, B. C.	5,000	CFAR	Flin Flon, Man.	100
<i>In operation about Aug. 1, 1939</i>			880 KC. (U. S.-CANADIAN SHARED)			1120 KC. (U. S.-CANADIAN SHARED)			†CFOS	Owen Sound, Ont.	100
550 KC.			CBO	Ottawa, Ont.	1,000	CBJ	Chicoutimi, Que.	100	CKCW	Moncton, N. B.	100
CFNB	Fredericton, N. H.	1,000	CFJC	Kamloops, B. C.	1,000	CHLP	Montreal, Que.	100	CKRN	Rouyn, Que.	100
580 KC. (U. S.-CANADIAN SHARED)			910 KC. (CANADIAN EXCLUSIVE)			CHSJ	Saint John, N. B.	100	<i>*In operation about Sept. 1, 1939.</i>		
CFPR	Prince Rupert, B. C.	50	CBF	Montreal, Que.	50,000	CKOC	Hamilton, Ont.	1,000—D	1410 KC. (U. S. REGIONAL AND CANADIAN LOCAL)		
CHRC	Quebec, Que.	100	CJAT	Trail, B. C.	1,000	CKXX	Brandon, Man.	1,000	CKFC	Vancouver, B. C.	50
CKCL	Toronto, Ont.	100	CKY	Winnipeg, Man.	15,000	1200 KC. (U. S.-CANADIAN SHARED)			CKMO	Vancouver, B. C.	100
CKUA	Edmonton, Alta.	500	930 KC. (CANADIAN EXCLUSIVE)			CFGP	Grande Prairie, Alta.	100	1420 KC. (U. S. AND CANADIAN LOCAL)		
CKPR	Port Arthur, Ont.	1,000	CFAC	Calgary, Alta.	1,000	CHAB	Moose Jaw, Sask.	100—N	CHY	Toronto, Ont.	100
600 KC. (U. S.-CANADIAN SHARED)			CFCH	North Bay, Ont.	100	CHGB	Ste. Anne de la Pocatiere, Que.	100	CHLN	Three Rivers, Que.	100
CFCF	Montreal, Que.	500	CFLC	Prescott, Ont.	100	CKNX	Wingham, Ont.	100	CKCA	Kenora, Ont.	250—D
CFQC	Saskatoon, Sask.	1,000	CHNS	Halifax, N. S.	1,000	CKTB	St. Catharines, Ont.	100	†CHNB	North Battleford, Sask.	100
CJOR	Vancouver, B. C.	500	CKPC	Brantford, Ont.	100	1210 KC. (U. S.-CANADIAN SHARED)			†CKLN	Nelson, B. C.	100
610 KC.			950 KC. (U. S. REGIONAL AND CANADIAN LOCAL)			CHLT	Sherbrooke, Que.	100	1430 KC.		
CHNC	New Carlisle, Que.	1,000	CHV	Quebec, Que.	1,000	CJCS	Stratford, Ont.	50	CJGX	Yorkton, Sask.	1,000
630 KC. (U. S.-CANADIAN SHARED)			CRJM	Regina, Sask.	1,000	CJOC	Lethbridge, Alta.	100	1440 KC.		
CFGO	Chatham, Ont.	100	960 KC. (CANADIAN EXCLUSIVE)			CKBI	Prince Albert, Sask.	100	CKGB	Timmins, Ont.	100
CFCY	Charlottetown, P. E. I.	1,000	CBM	Montreal, Que.	5,000	CKCH	Hull, Que.	100	<i>Shifts to 980 kc. with 1,000 watts about Oct. 1, 1939.</i>		
CFRC	Winnipeg, Man.	1,000	CFRN	Edmonton, Alta.	100	CKMC	Cobalt, Ont.	50	1450 KC. (U. S. AND CANADIAN REGIONAL)		
CKOV	Kelowna, B. C.	1,000	1010 KC. (U. S.-CANADIAN SHARED)			1240 KC. (U. S. REGIONAL)			CFCT	Victoria, B. C.	500
690 KC. (CANADIAN EXCLUSIVE)			CHML	Hamilton, Ont.	100	CJCB	Sydney, N. S.	1,000	CHGS	Summerside, P. E. I.	50
CFRB	Toronto, Ont.	10,000	CECD	Vancouver, B. C.	100	1290 KC.			1500 KC.		
CJGJ	Calgary, Alta.	100	CKCK	Regina, Sask.	1,000	†CJHC	Halifax, N. S.	1,000	CJIC	Sault Ste. Marie, Ont.	100
730 KC. (CANADIAN EXCLUSIVE)			CKCO	Ottawa, Ont.	100	1310 KC. (U. S. AND CANADIAN LOCAL)			1510 KC.		
CFPL	London, Ont.	100	CKIC	Wolfville, N. S.	50	CHCK	Charlottetown, P. E. I.	50	CFRC	Kingston, Ont.	100
CJCA	Edmonton, Alta.	1,000	CKLW	Vancouver, B. C.	100	*CJKL	Kirkland Lake, Ont.	100	CKCR	Waterloo, Ont.	100
CKAC	Montreal, Que.	5,000	1030 KC. (CANADIAN EXCLUSIVE)			CJLS	Yarmouth, N. S.	100			
780 KC. (U. S.-CANADIAN SHARED)			CFCN	Calgary, Alta.	10,000	CKCV	Quebec, Que.	100			
CHWK	Chilliwack, B. C.	100	CJBR	Rimouski, Que.	1,000	<i>*Shifts to 560 kc. with 1,000 watts July 15, 1939.</i>					
CKSO	Sudbury, Ont.	1,000	CKLW	Windsor, Ont.	5,000						
			1050 KC. (U. S. CLEAR, NOW PARTLY SHARED)								
			CBA	Sackville, N. B.	50,000						

When you want
'the Best'...



ALLIED RECORDING PRODUCTS CO.
126 W. 46th STREET NEW YORK, N. Y.

Cable: ALLRECORD

Welcome!
NATIONAL ASSOCIATION
OF BROADCASTERS
July 10 to 13

When you come to Atlantic City, make your headquarters at The Ambassador • You'll be adding hours of pleasure and enjoyment to your stay by being so close to everything that's going on • And The Ambassador is Atlantic City's finest hotel. located directly on the boardwalk with most guest rooms facing the Atlantic • You'll find everything you want at The Ambassador . . . comfortable rooms at moderate rates . . . fine restaurants . . . indoor swimming pool and other recreational facilities . . . spacious sun decks and public rooms •

Harold E. Baggs,
CONVENTION MANAGER

The Ambassador
IN ATLANTIC CITY
WILLIAM HAMILTON, Managing Director