
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 Radio Families Are This % of All Families	Urban Radio Families**	Rank of State	All Rural Families*	Rank of State	All Rural Radio Families Are This % of All Families	Rural Radio Families**	Rank of State
Alabama.....	670,000	18	375,200	22	56	207,000	25	31	154,600	27	41	75	463,000	10	69
Arizona.....	104,000	44	79,600	45	77	37,000	42	36	33,100	42	42	89	67,000	41	64
Arkansas.....	501,000	23	254,800	31	51	113,000	34	23	88,100	34	35	78	388,000	18	77
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
Colorado.....	288,000	34	238,500	32	81	152,000	31	53	138,200	31	59	91	136,000	32	47
Connecticut.....	437,000	28	402,100	20	92	306,000	14	70	281,400	14	70	92	131,000	35	30
Delaware.....	67,000	47	57,600	47	86	34,000	43	51	30,800	44	53	90	33,000	46	49
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
Georgia.....	716,000	14	370,800	23	52	245,000	19	34	180,500	23	49	94	471,000	8	66
Idaho.....	124,000	42	98,700	43	80	38,000	41	31	34,200	41	35	90	86,000	39	69
Illinois.....	2,068,000	3	1,857,100	3	90	1,526,000	3	74	1,426,600	3	77	93	537,000	5	26
Indiana.....	934,000	11	816,800	11	87	522,000	11	56	480,300	11	59	92	412,000	13	44
Iowa.....	680,000	17	577,800	13	85	281,000	15	41	262,500	15	45	93	399,000	15	59
Kansas.....	501,000	23	367,800	24	73	204,000	27	41	189,300	22	51	98	297,000	23	59
Kentucky.....	708,000	15	494,900	15	70	242,000	20	34	208,600	19	42	86	466,000	9	66
Louisiana.....	510,000	22	297,400	28	58	215,000	24	42	168,100	25	57	78	295,000	24	58
Maine.....	221,000	35	201,100	35	91	88,000	37	40	79,700	35	40	91	133,000	33	60
Maryland.....	410,000	30	355,100	25	87	251,000	18	61	225,100	17	63	90	159,000	30	39
Massachusetts.....	1,104,000	8	1,019,200	9	92	992,000	6	90	912,100	6	89	92	112,000	37	10
Michigan.....	1,220,000	7	1,122,200	6	92	827,000	8	68	771,100	8	69	93	393,000	17	32
Minnesota.....	652,000	19	556,900	14	85	331,000	13	51	309,300	13	56	93	321,000	21	49
Mississippi.....	494,000	25	207,000	34	42	91,000	36	18	64,600	38	31	71	403,000	14	82
Missouri.....	1,072,000	10	822,800	10	77	562,000	10	52	525,600	10	64	94	510,000	7	48
Montana.....	142,000	40	114,600	41	81	49,000	40	35	44,400	40	39	91	93,000	38	66
Nebraska.....	352,000	32	284,100	30	81	129,000	33	37	120,100	32	42	93	223,000	26	63
Nevada.....	30,000	49	28,500	49	95	12,000	49	40	11,000	49	39	91	18,000	47	60
New Hampshire.....	136,000	41	124,400	39	92	77,000	38	57	69,700	35	56	91	59,000	43	43
New Jersey.....	1,098,000	9	1,022,500	8	93	904,000	7	82	845,400	7	83	94	194,000	29	18
New Mexico.....	102,000	45	62,300	46	61	27,000	47	26	23,700	47	38	88	75,000	40	74
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
North Carolina.....	736,000	12	408,600	19	55	206,000	26	28	161,900	26	40	79	530,000	6	72
North Dakota.....	156,000	39	119,600	40	77	28,000	46	18	26,200	46	22	94	128,000	36	82
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
Oklahoma.....	619,000	20	454,300	17	73	233,000	22	38	202,500	20	45	87	386,000	19	62
Oregon.....	299,000	33	285,400	29	95	157,000	29	58	147,000	29	52	94	142,000	31	48
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
Rhode Island.....	169,000	36	155,500	36	92	155,000	30	92	142,500	30	92	92	14,000	48	8
South Carolina.....	407,000	31	207,300	33	51	99,000	35	24	69,500	37	34	70	308,000	22	76
South Dakota.....	167,000	38	132,900	38	80	34,000	43	20	31,700	43	24	93	133,000	33	80
Tennessee.....	689,000	16	459,900	16	67	259,000	17	38	211,200	18	46	82	430,000	12	62
Texas.....	1,516,000	6	1,033,500	7	68	661,000	9	44	556,200	9	54	84	855,000	1	55
Utah.....	123,000	43	111,000	42	90	68,000	39	55	61,800	39	56	91	55,000	44	45
Vermont.....	99,000	46	88,600	44	90	33,000	45	33	30,000	45	34	91	66,000	42	67
Virginia.....	613,000	21	400,200	21	65	217,000	23	35	178,800	24	45	82	396,000	16	65
Washington.....	468,000	26	443,300	18	55	271,000	16	58	254,400	16	57	94	197,000	28	42
West Virginia.....	417,000	29	348,300	26	84	130,000	32	31	111,800	33	32	86	287,000	25	69
Wisconsin.....	735,000	13	612,700	12	83	404,000	12	55	377,000	12	62	93	331,000	20	45
Wyoming.....	62,000	48	49,800	48	80	20,000	48	32	18,100	48	36	90	42,000	45	68
TOTAL U. S.....	32,641,000	..	26,666,500	..	82	18,920,000	..	58	17,195,600	..	64	91	13,721,000	..	42

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

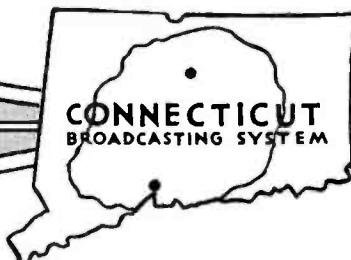
HARTFORD AND NEW BRITAIN, CONN.

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

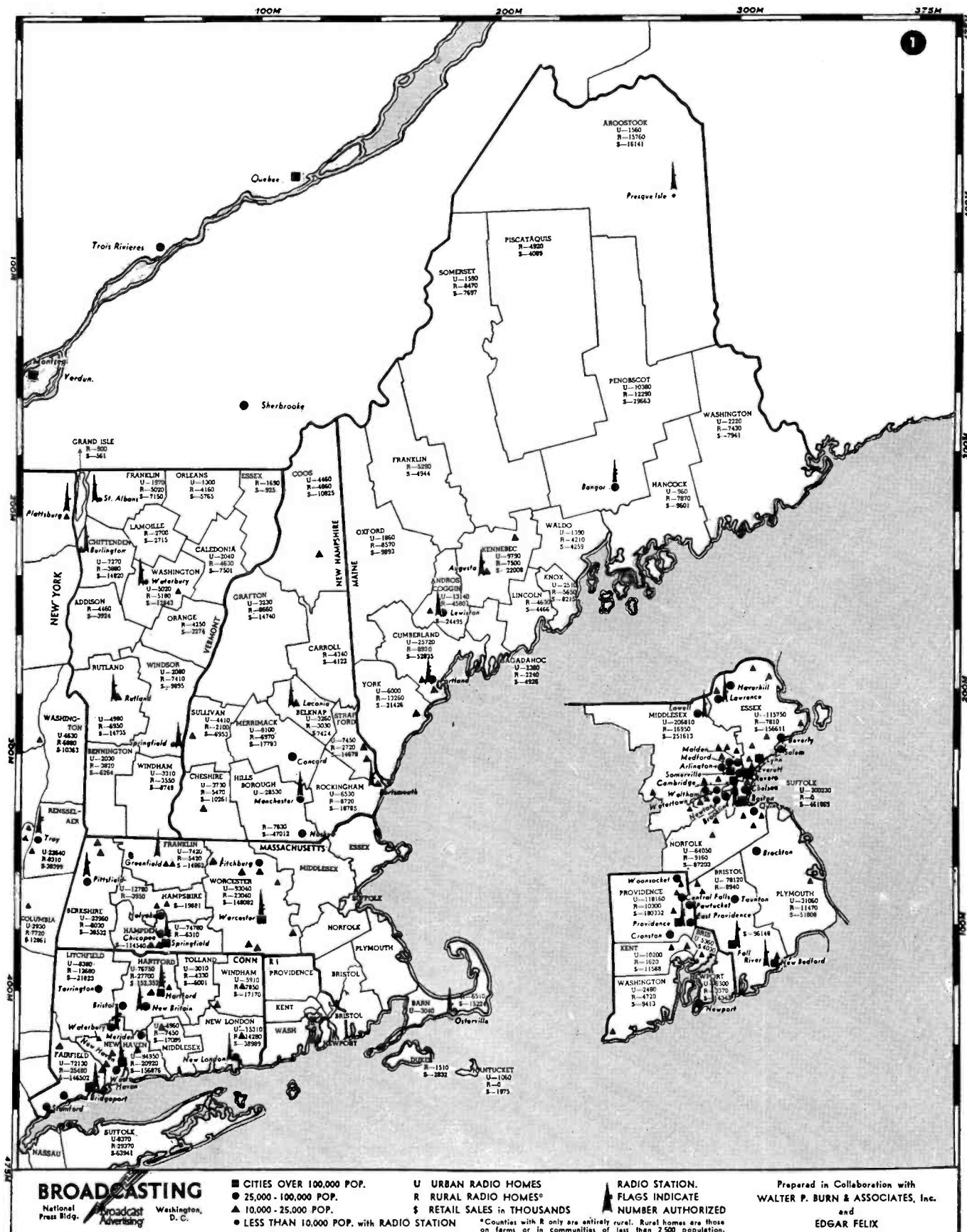
NEW HAVEN, CONNECTICUT.

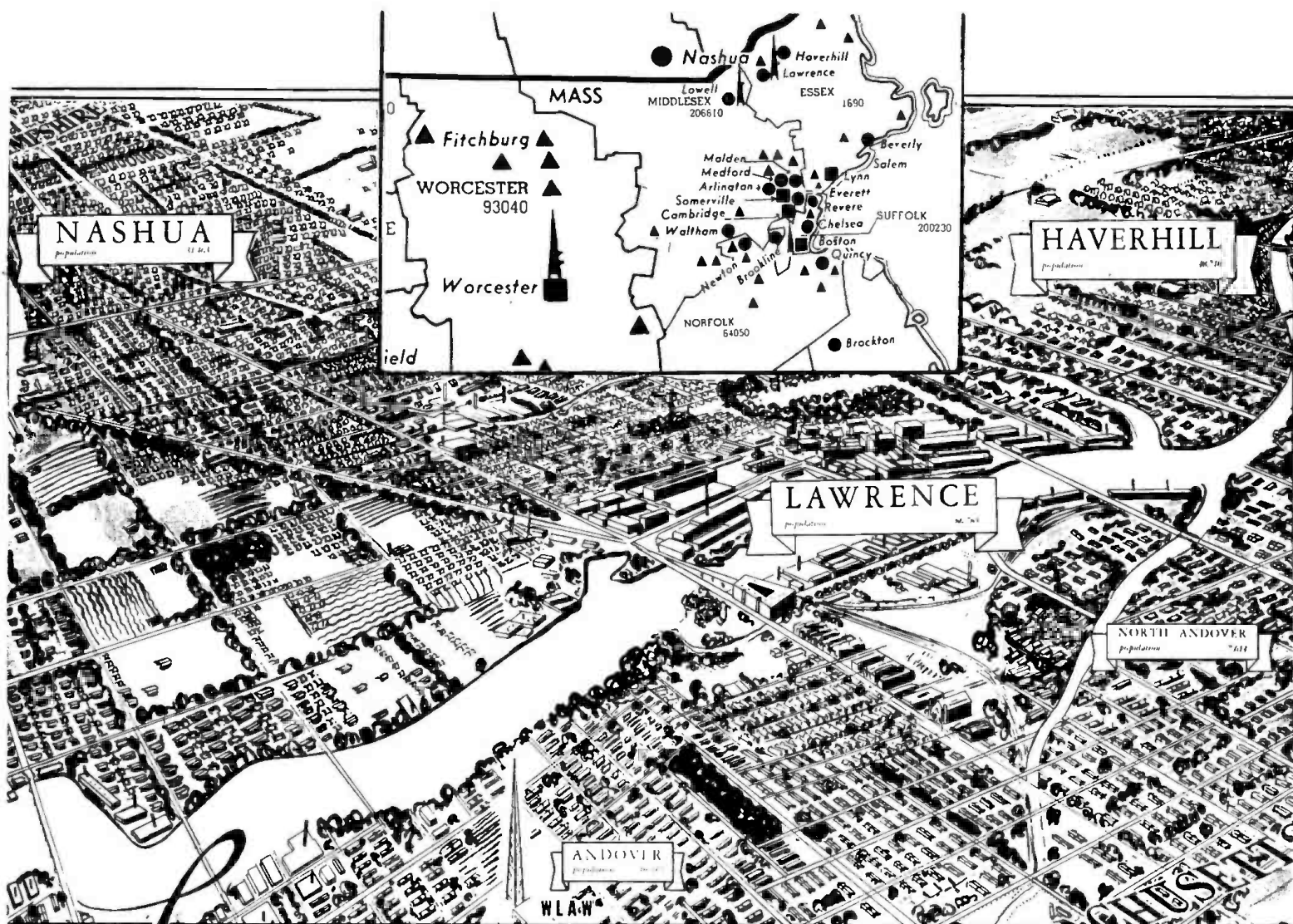
NEW HAVEN'S OWN STATION

● **FULL TIME AHEAD**

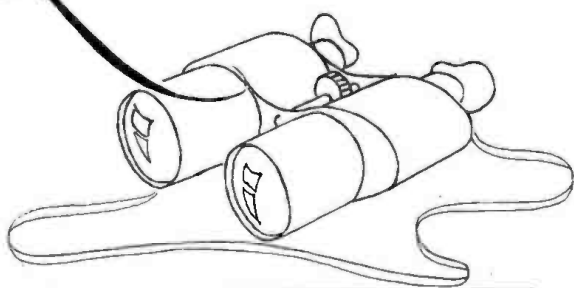
ABOUT AUGUST FIRST WELI WILL BROADCAST ON 930 KC
500 WATTS DAYS, 250 WATTS NIGHTS

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





Let's Look a little Closer at Lawrence

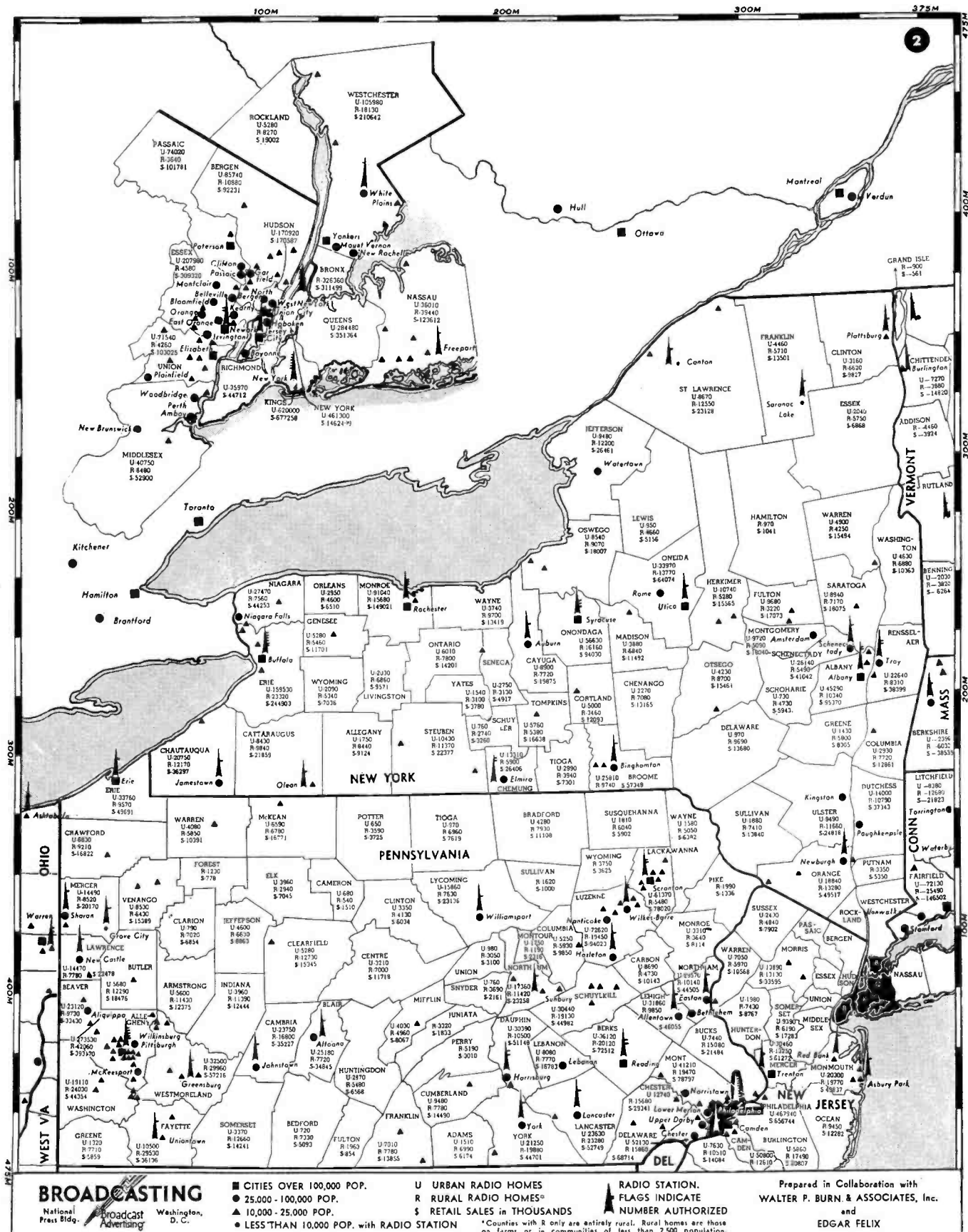


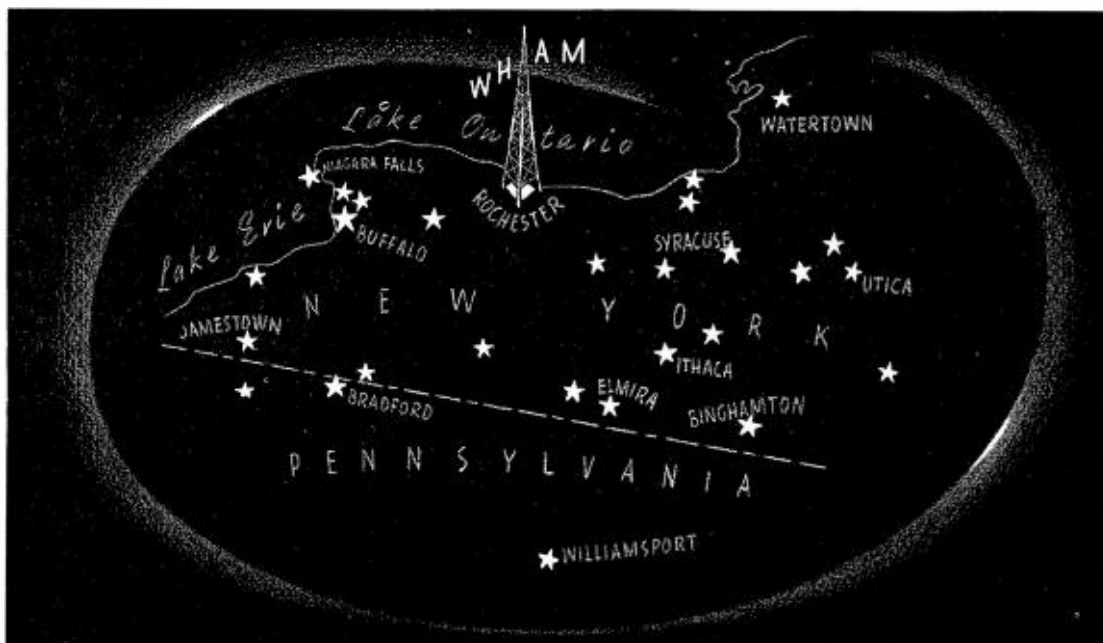
1000 WATTS 680 KC.

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.





**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**

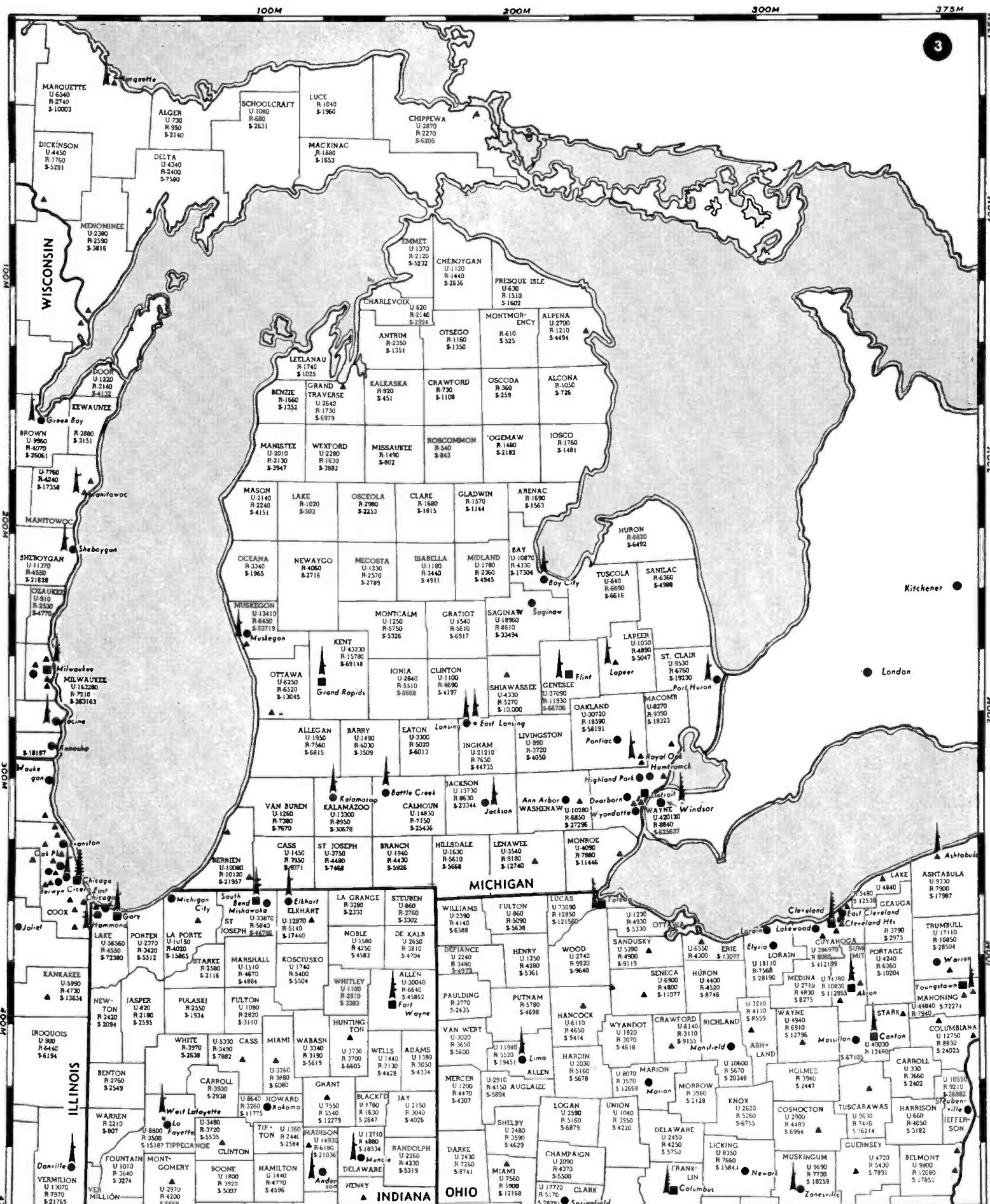
A survey just completed by a Rochester advertising agency shows that, even omitting Rochester itself, WHAM's listeners in the trading area outnumber the listeners of any other radio station by 4 to 1.

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.

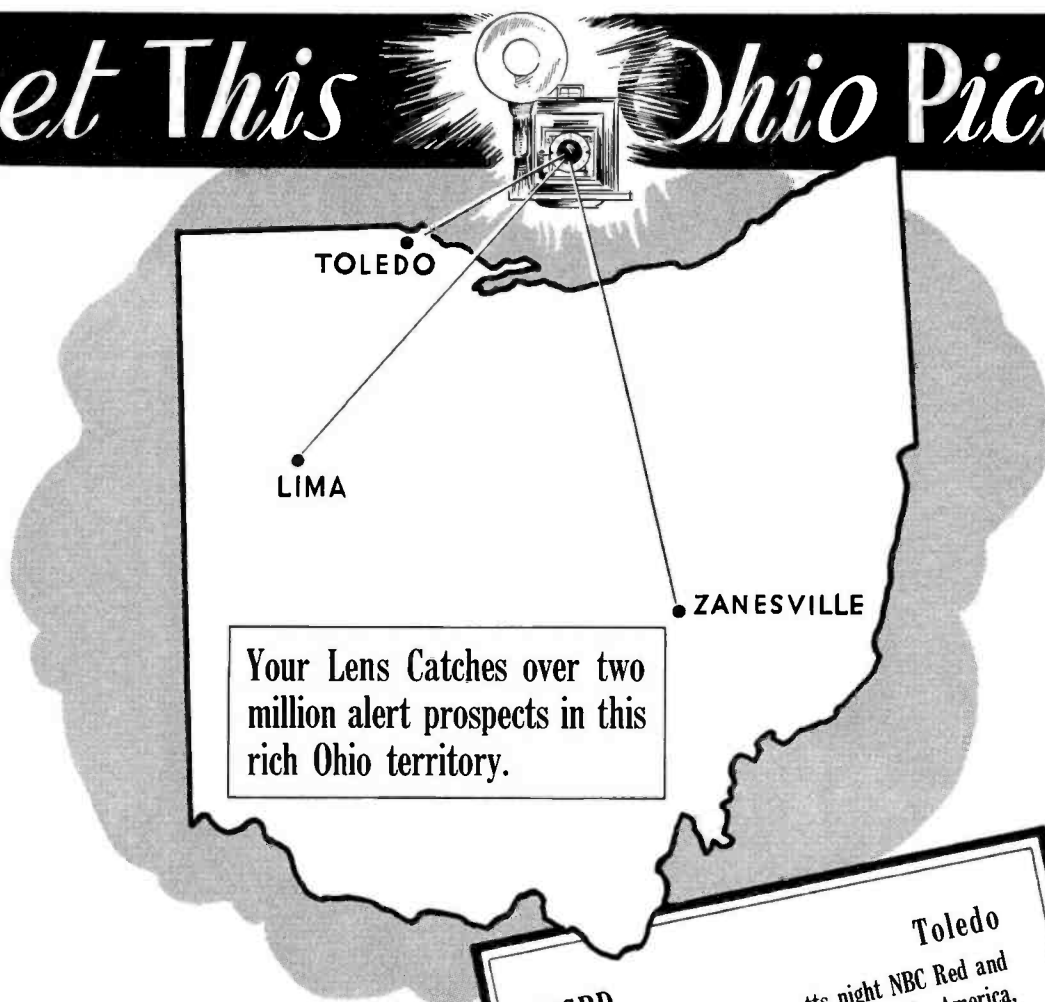
You cover the area with WHAM alone; you cannot cover it without WHAM.



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



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.

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

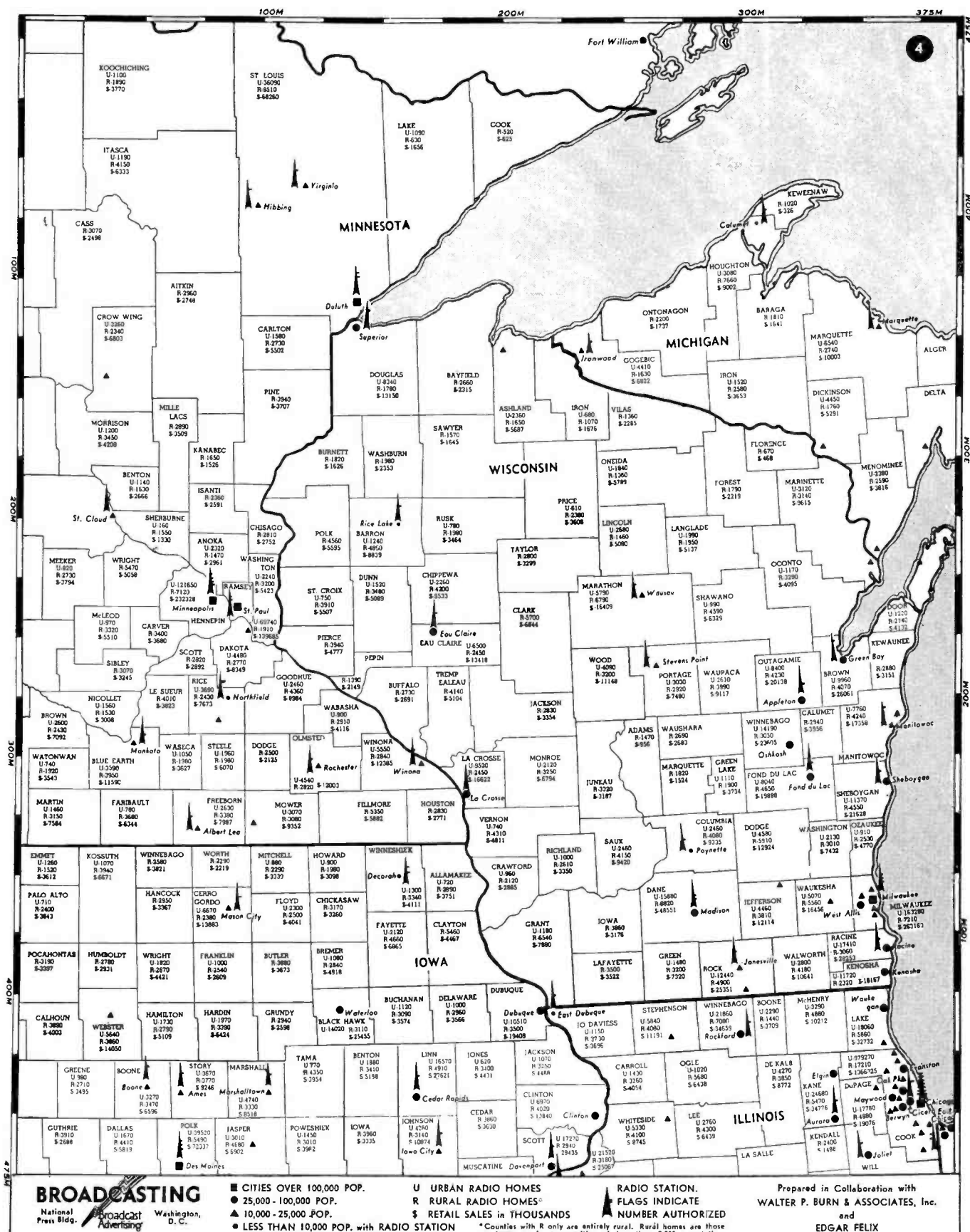
100 watts — located in a city which has been considered for years as "America's Typical Test Market." Operates on full time and noted for its particular type of local showmanship. Also carries wired Columbia shows to this area.

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.

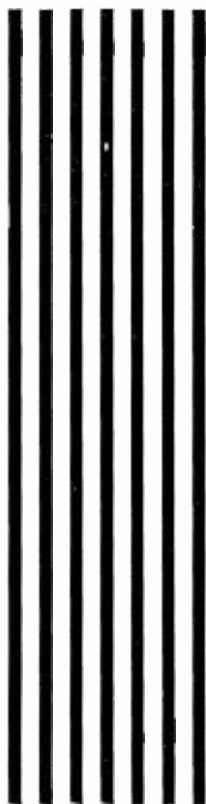
These Stations Are Members of the Fort Industry Co. Group



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 . . .

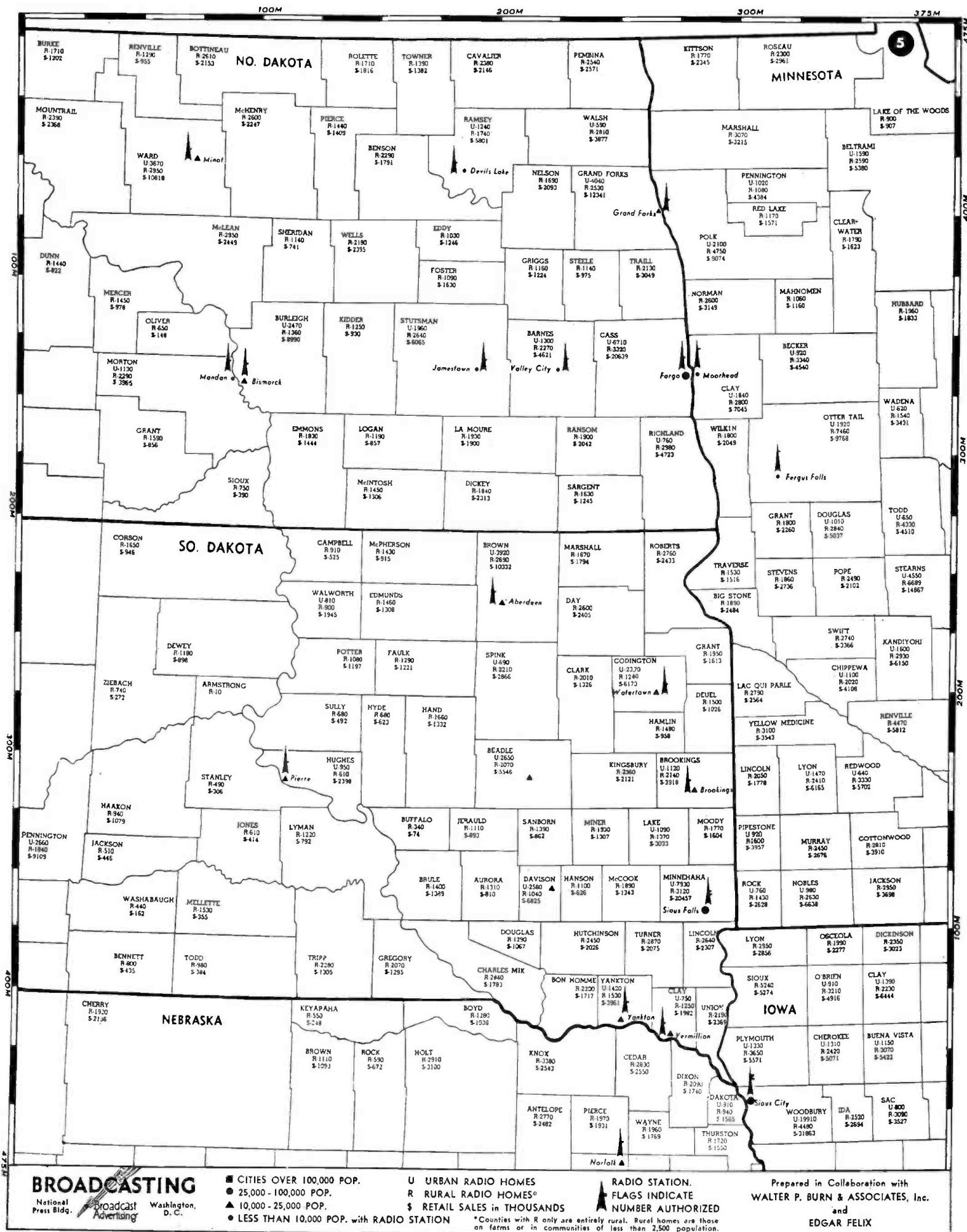
WEAU 5,000 watts, Eau Claire, Wisconsin

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

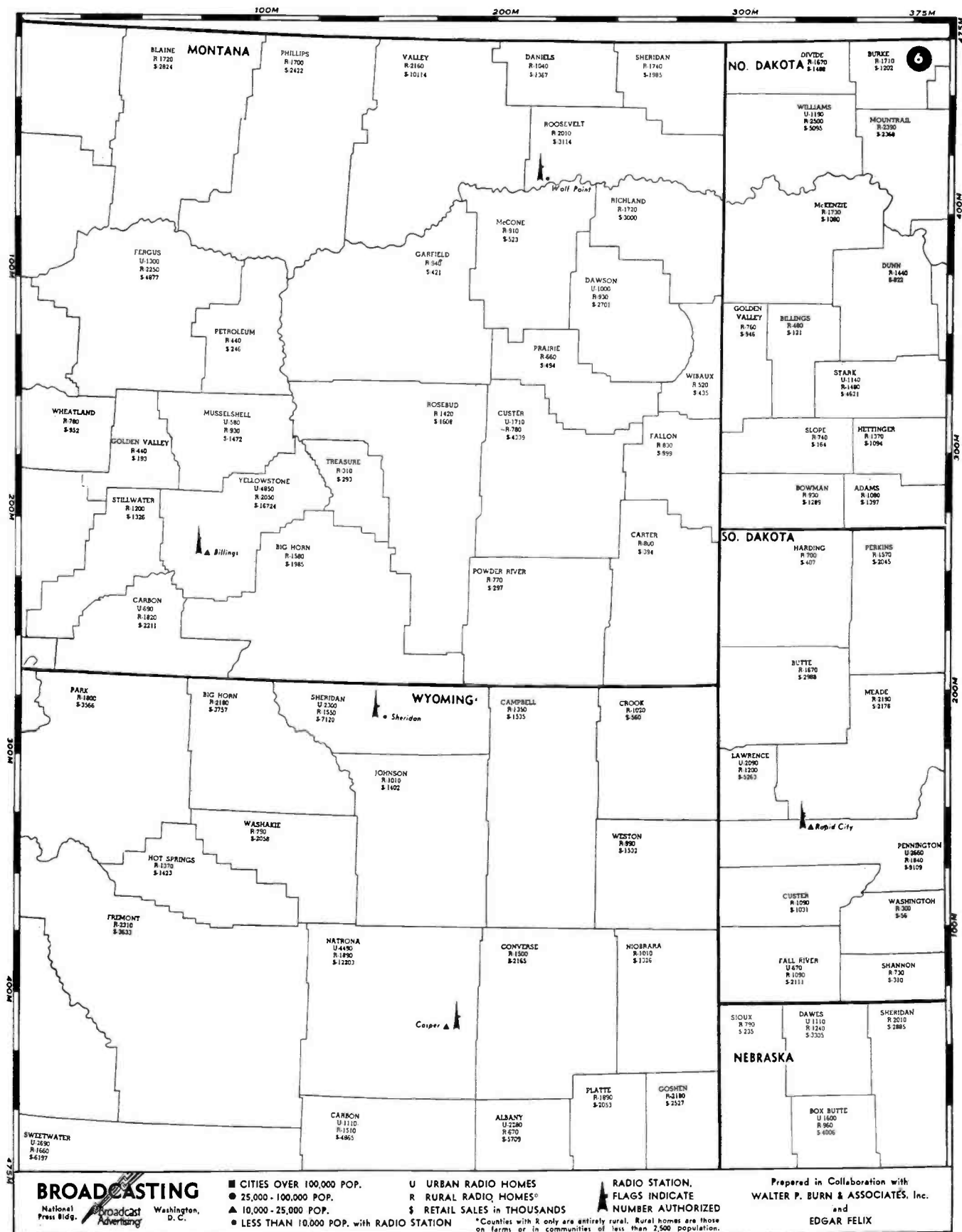
ARROWHEAD BROADCASTING SYSTEM

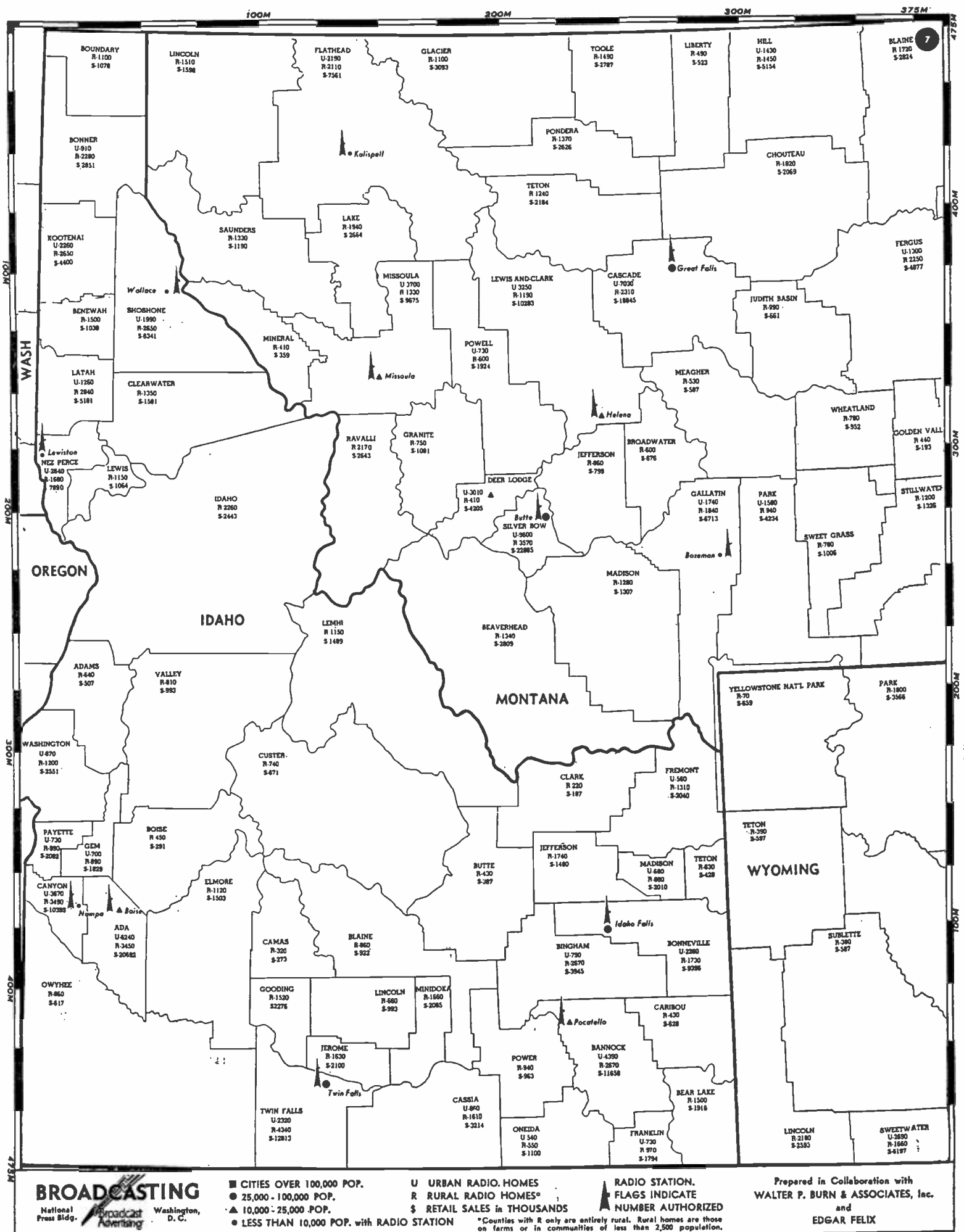
General Offices

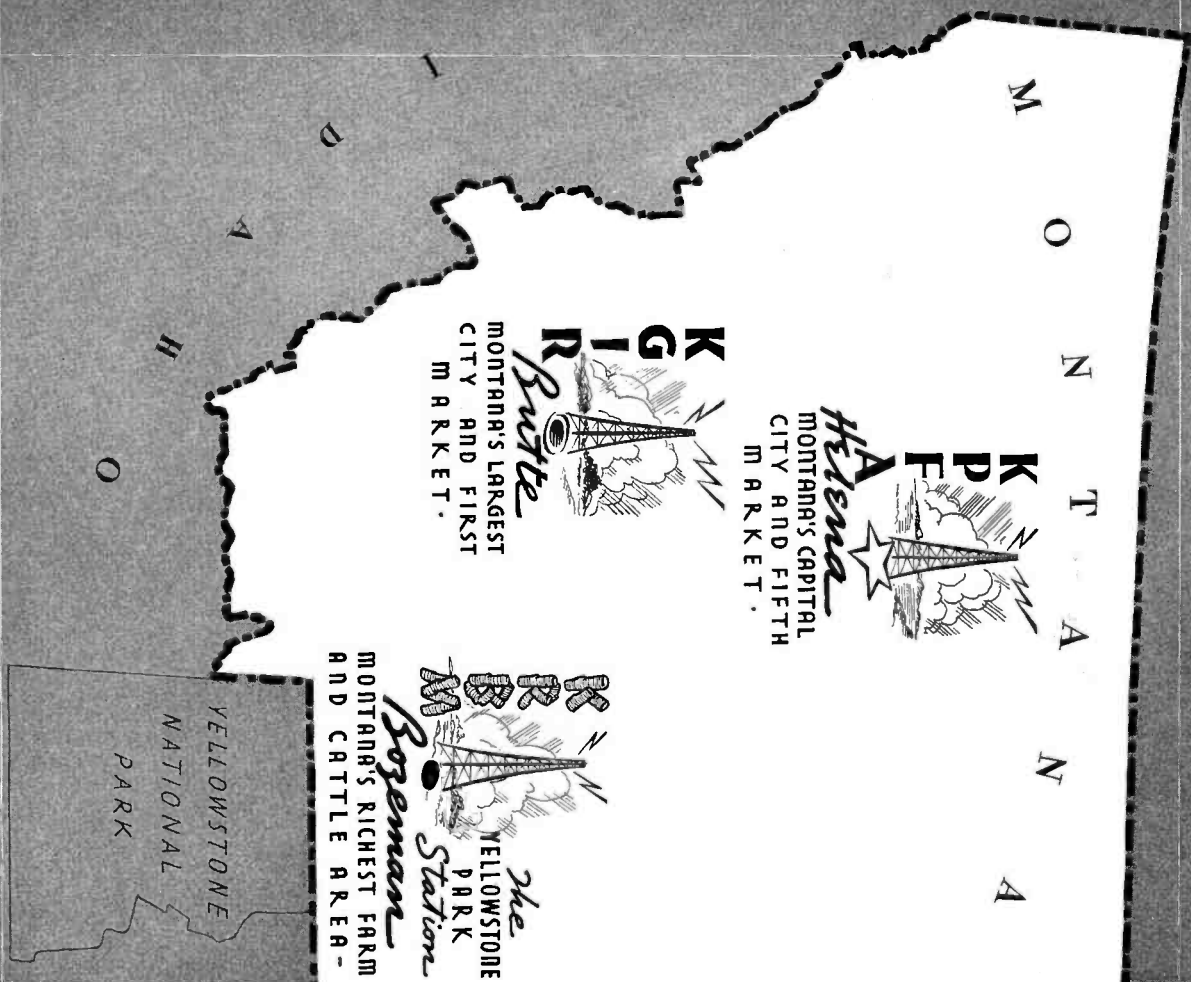
WEBC Building . . . Duluth



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.







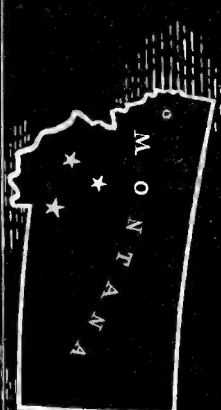
The great majority of Montana's listeners live in the concentrated population area served by these three stations, available under a single contract... *write*

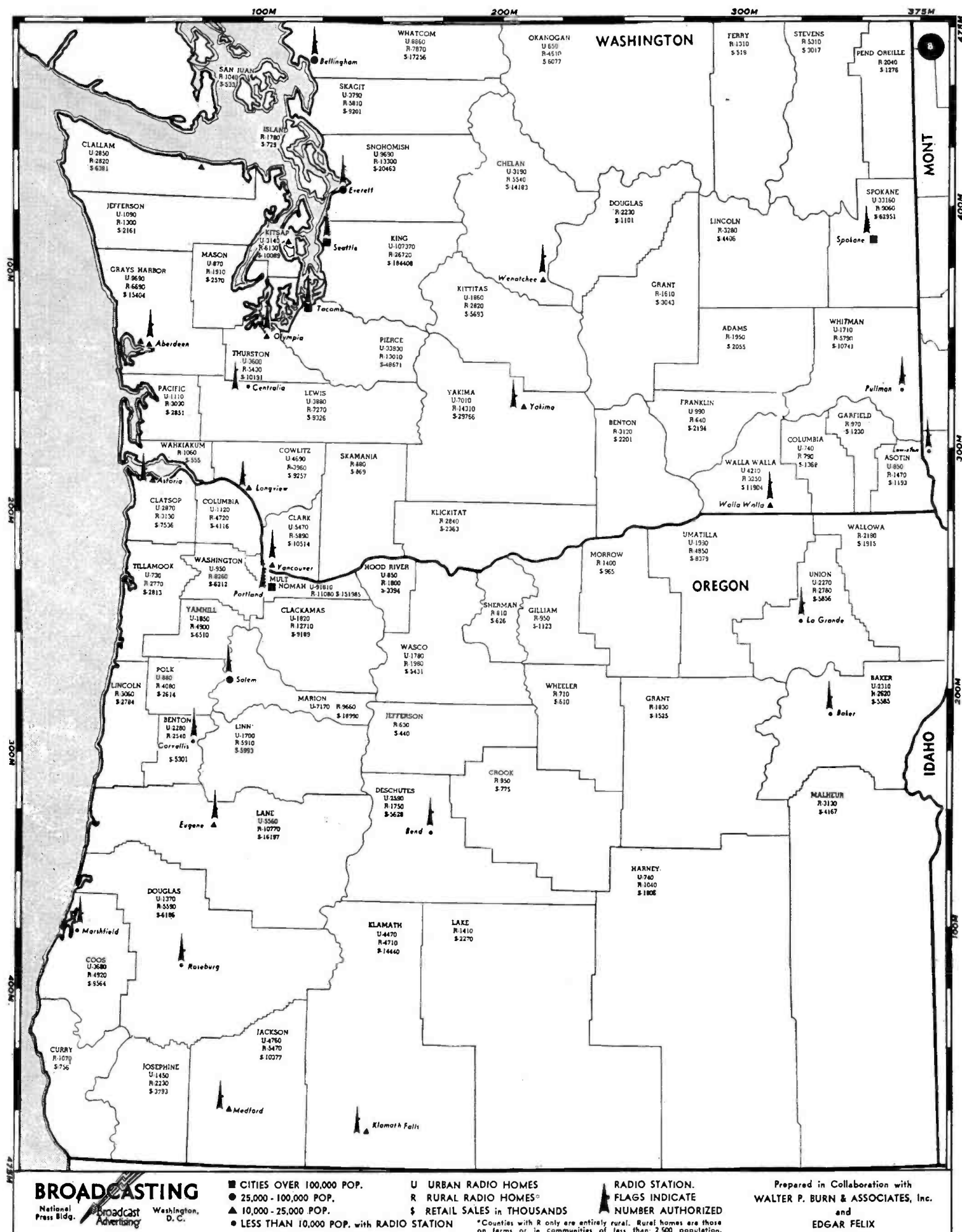
MONTANA
BROADCASTERS

Butte, Montana

or call any
office of

GENE FERGASON & CO.





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 \$121,691,916 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

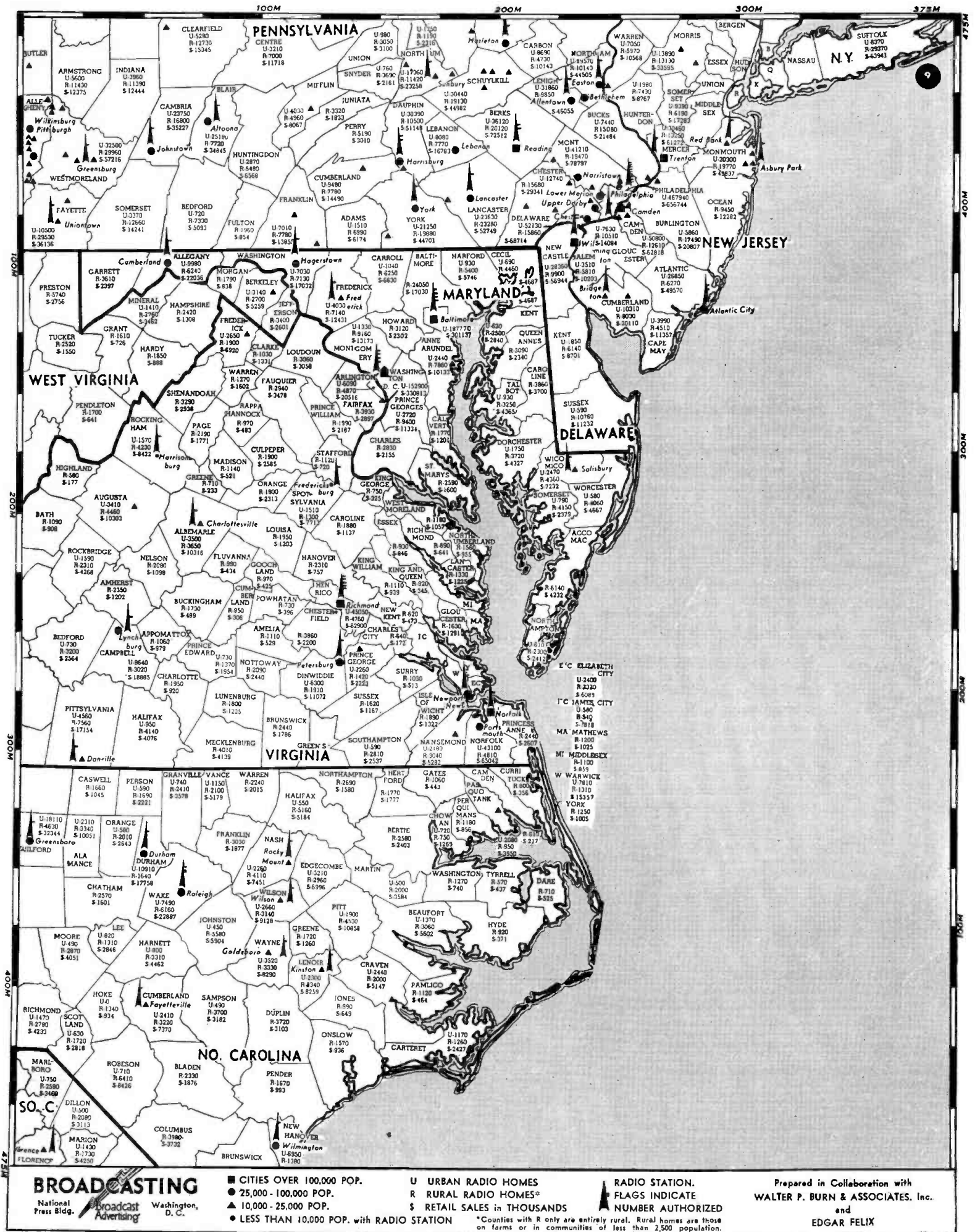
KOIN

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



NEW WFBR STUDIOS *mean a BONUS* *to advertisers!*

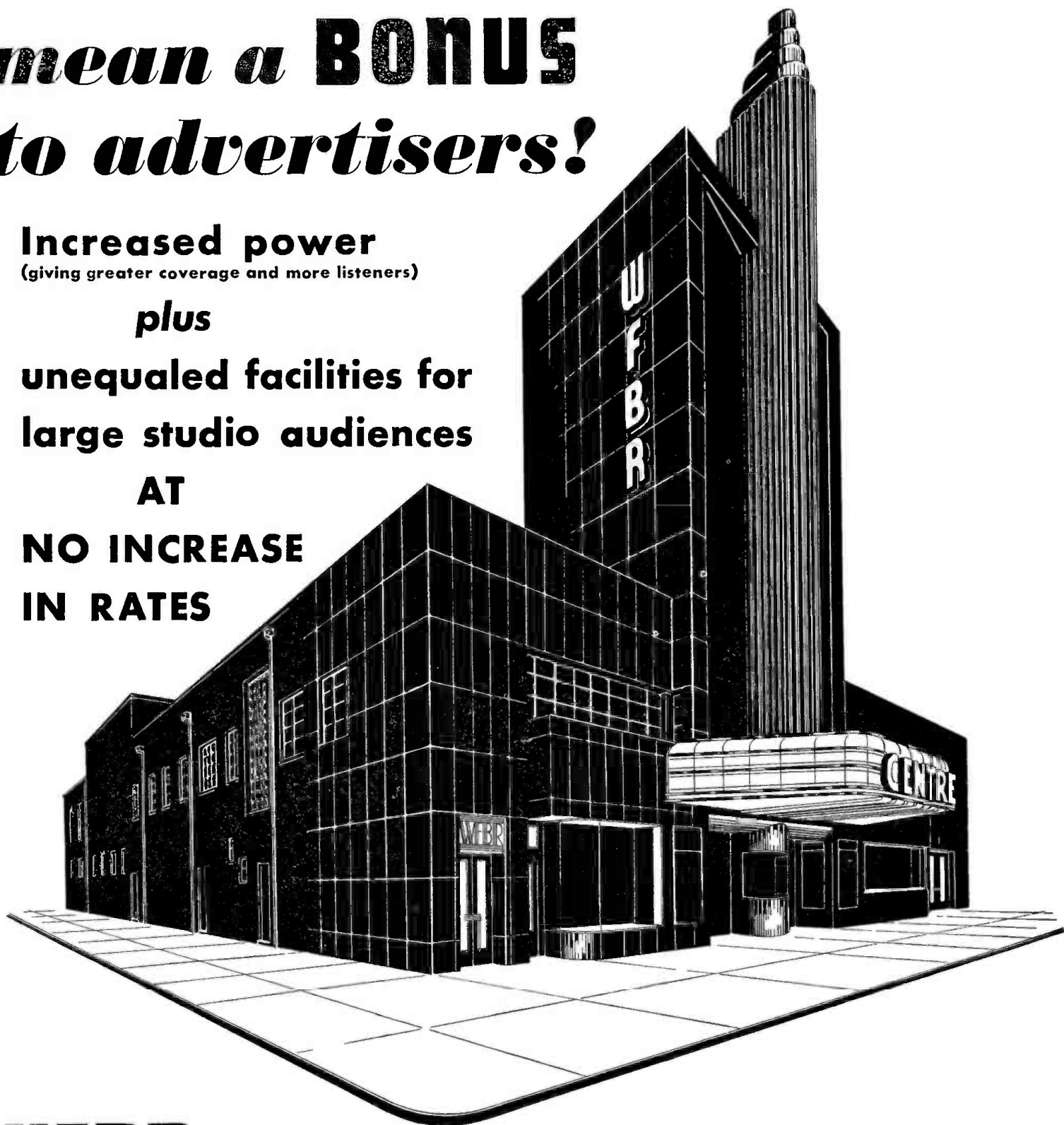
Increased power
(giving greater coverage and more listeners)

plus

**unequaled facilities for
large studio audiences**

AT

**NO INCREASE
IN RATES**

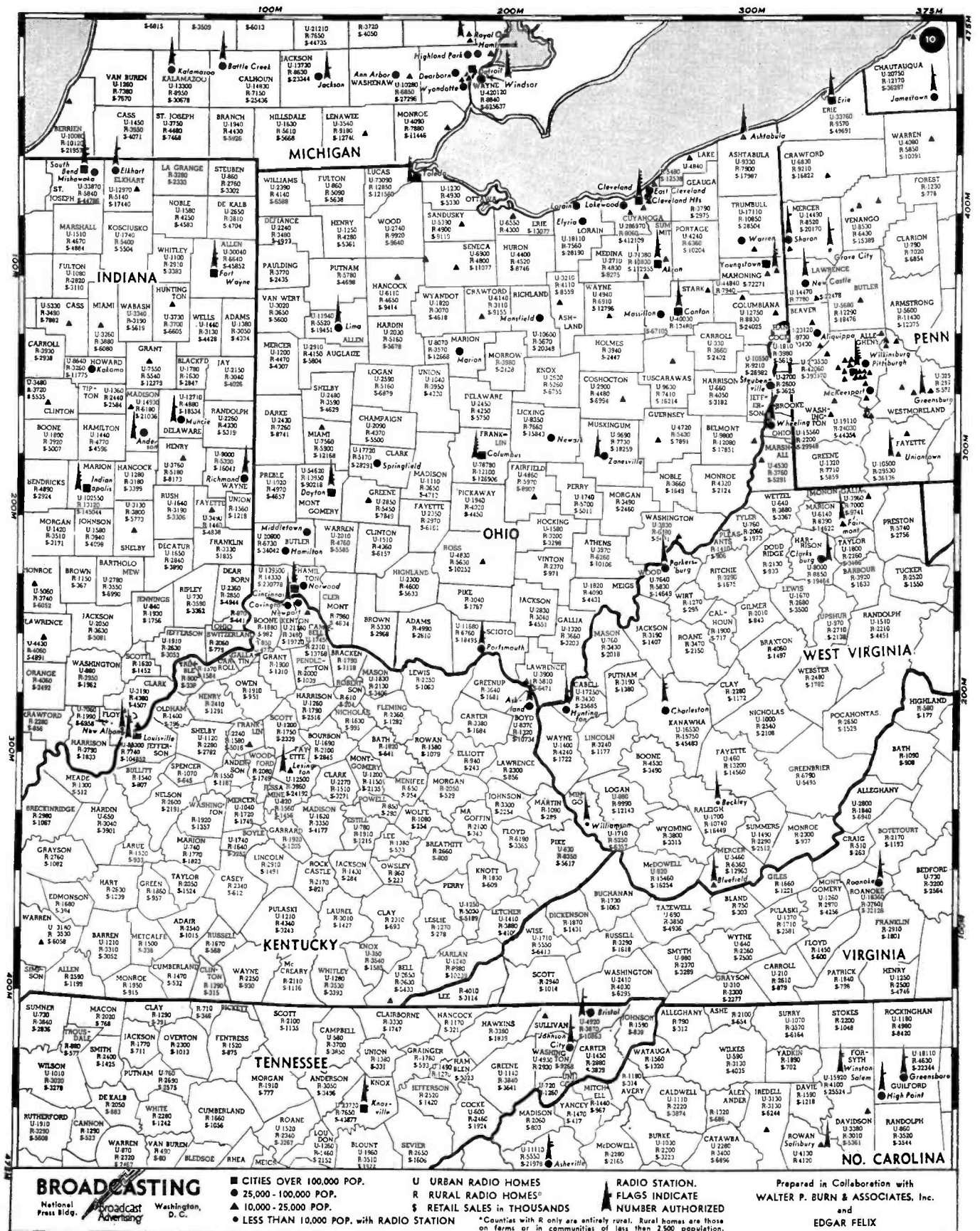


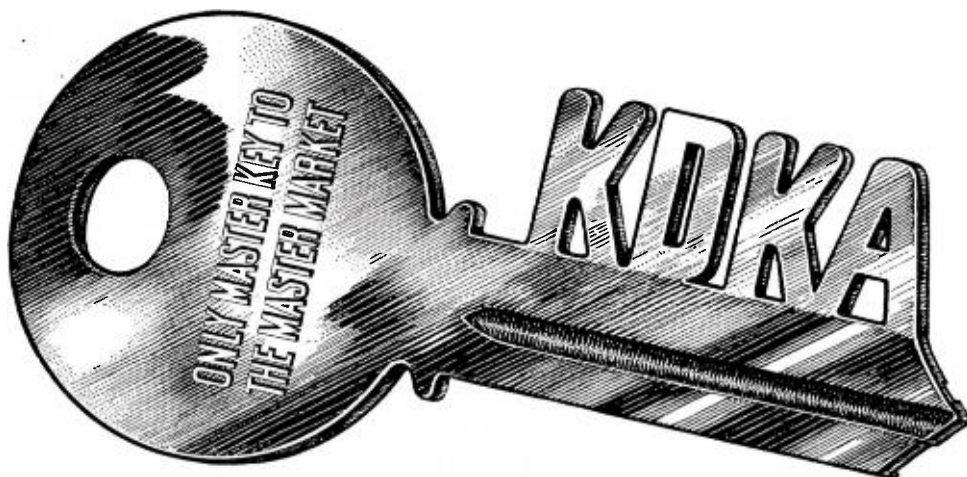
WFBR--Baltimore's FIRST CHOICE station

MEMBER BASIC NBC RED NETWORK

Maryland's Pioneer Broadcast Station

NATIONAL REPRESENTATIVE: EDWARD PETRY & CO.





... 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 Aire—and far beyond—throughout the entire Master Market!

THE MASTER MARKET is KDKA's 544 County Coverage in twelve great states—an airea 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

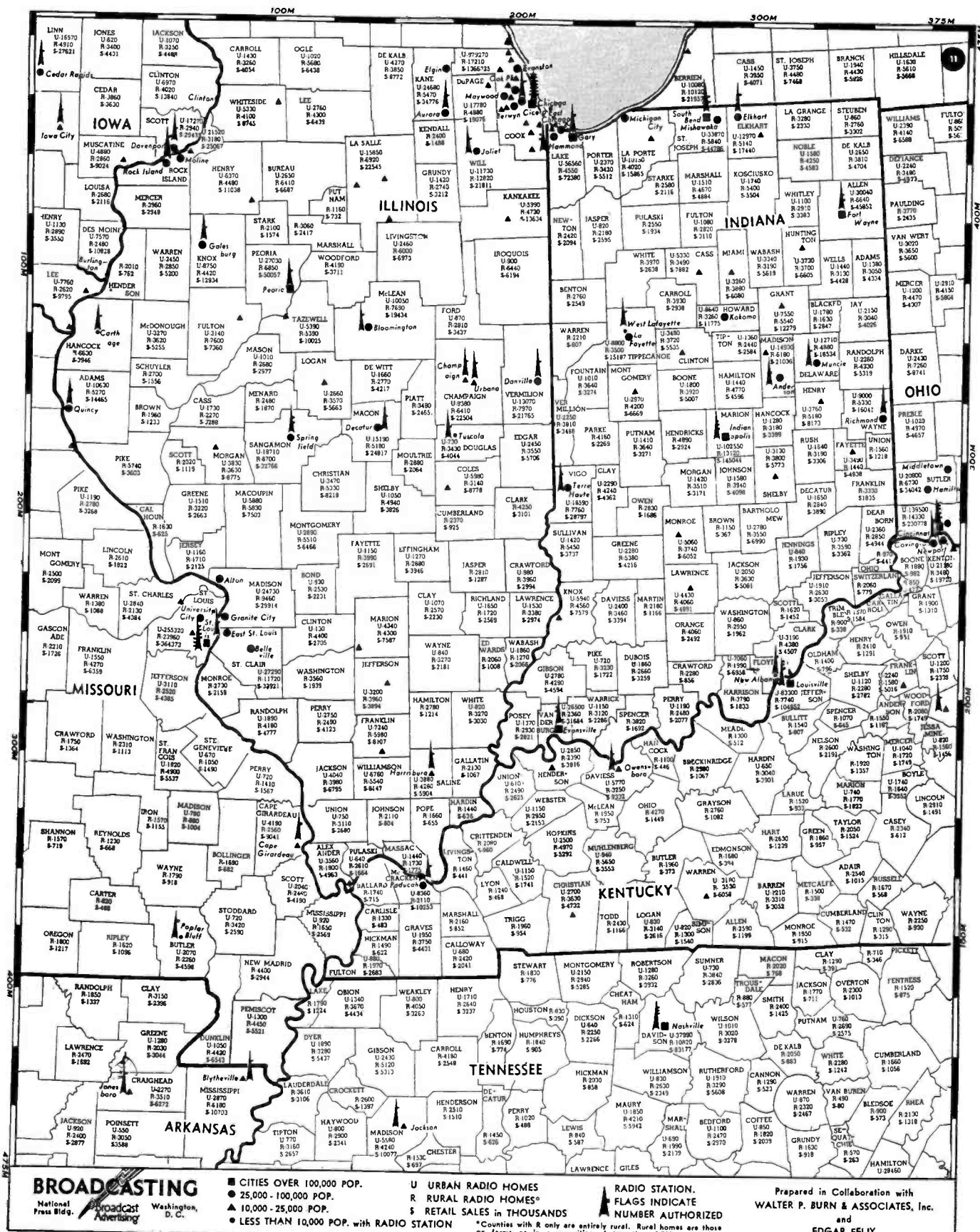
Almost twice as many hours of National Spot Advertising on KDKA as on all other Pittsburgh Stations combined!

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.



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

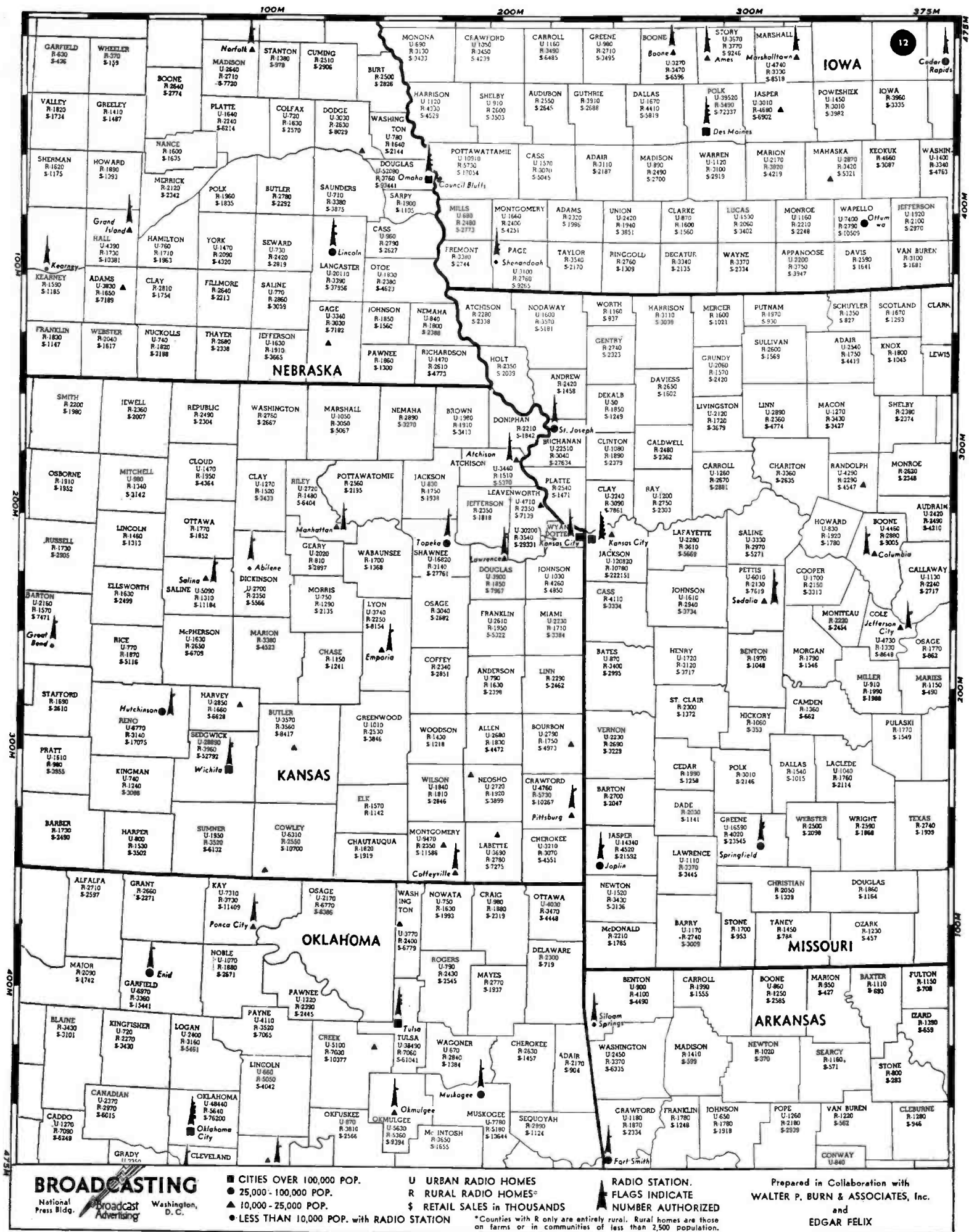
When you use WAVE, you pay *nothing* for covering Daisy (Kentucky)—because we don't *reach* Daisy! In fact, we don't reach *hundreds* of hamlets and whistle stops in this section—and you save the difference! . . . But WAVE does give you *complete* coverage of the Louisville Trading Area, and that Area 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.

BROADCASTING • Broadcast Advertising

July 1, 1939 • Page 123



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 Lavis, 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.

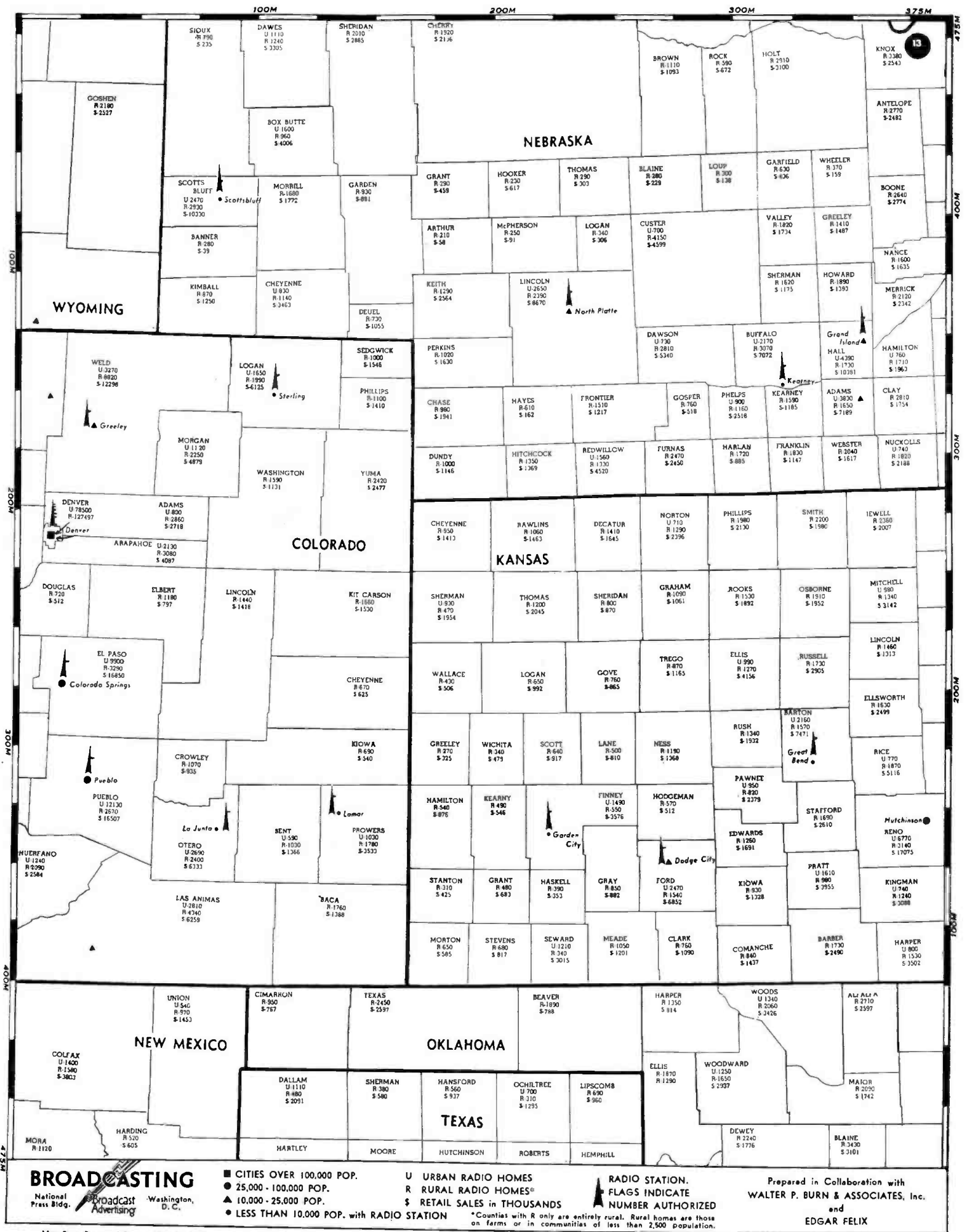


FRAN HEYSER, director of "Caroline's Golden Store" on NBC-Red. Veteran director KMBC-CBS shows; also PHENOMENON, nationally syndicated feature.

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



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

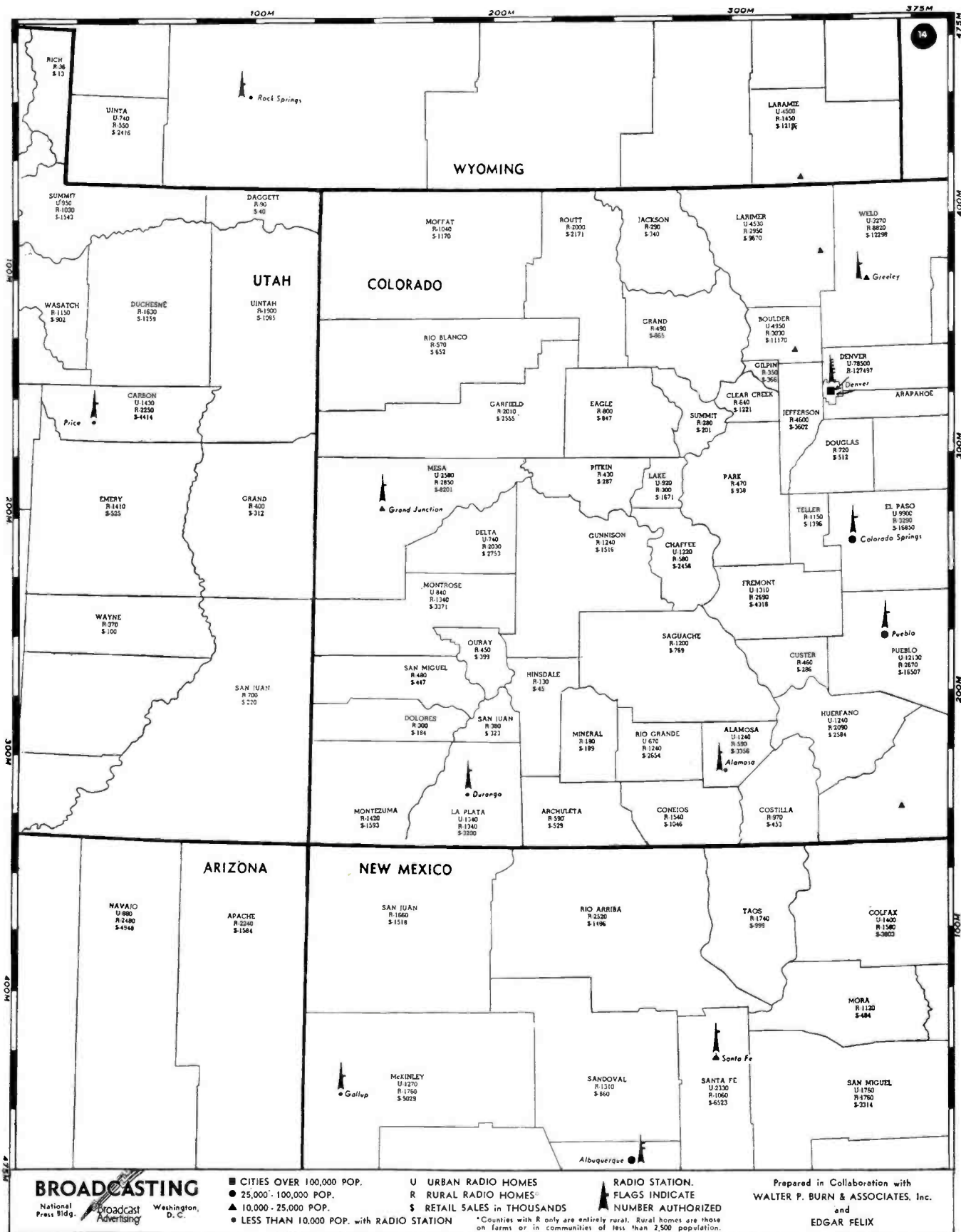
A Radio Corporation of America Service

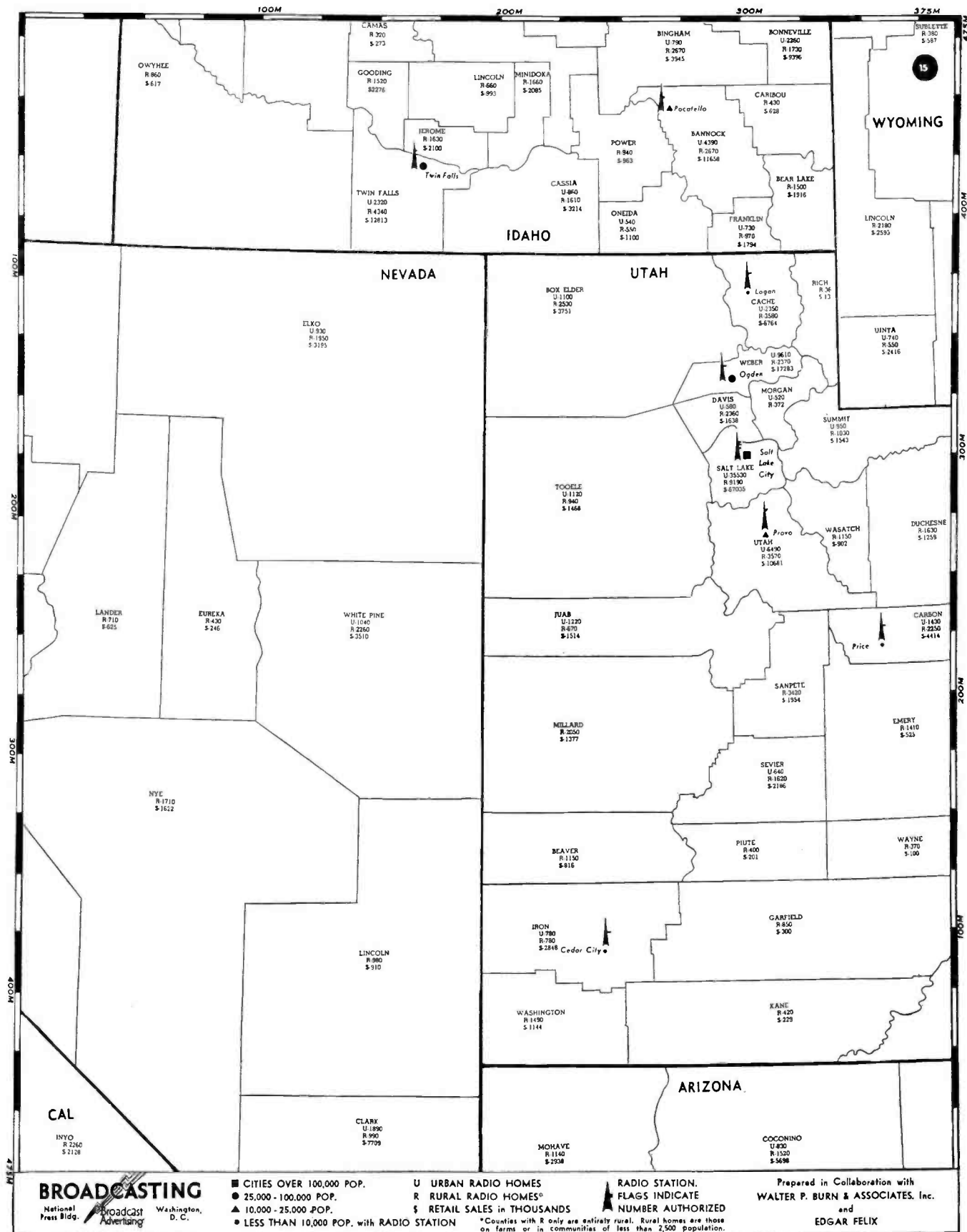
World's Greatest Broadcasting System

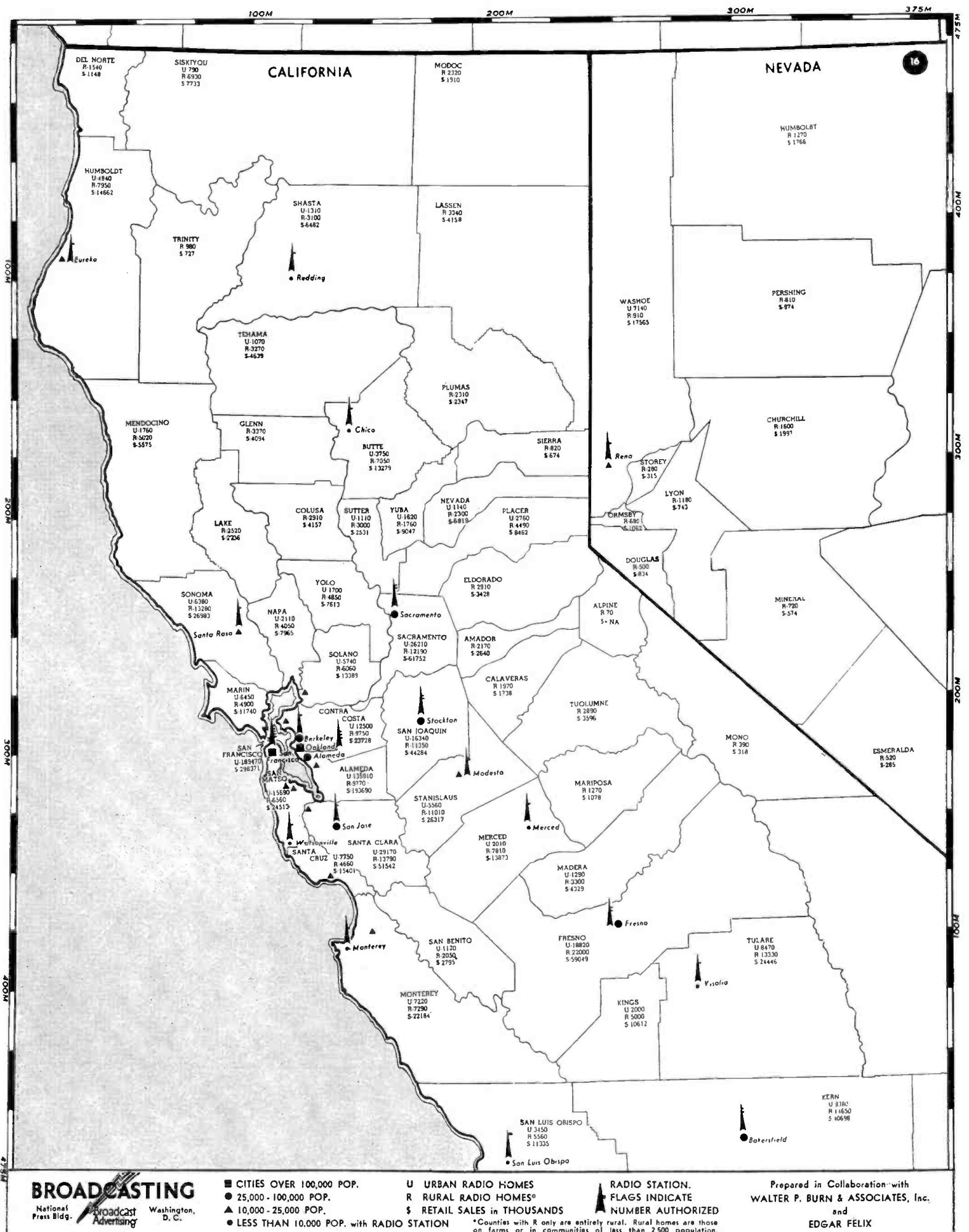
BROADCASTING • Broadcast Advertising

830 KC 50,000 WATTS
KOA
 1625 CALIFORNIA STREET
 D E N V E R

July 1, 1939 • Page 127









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

KHSL 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 Perspicacious
Time Buyer

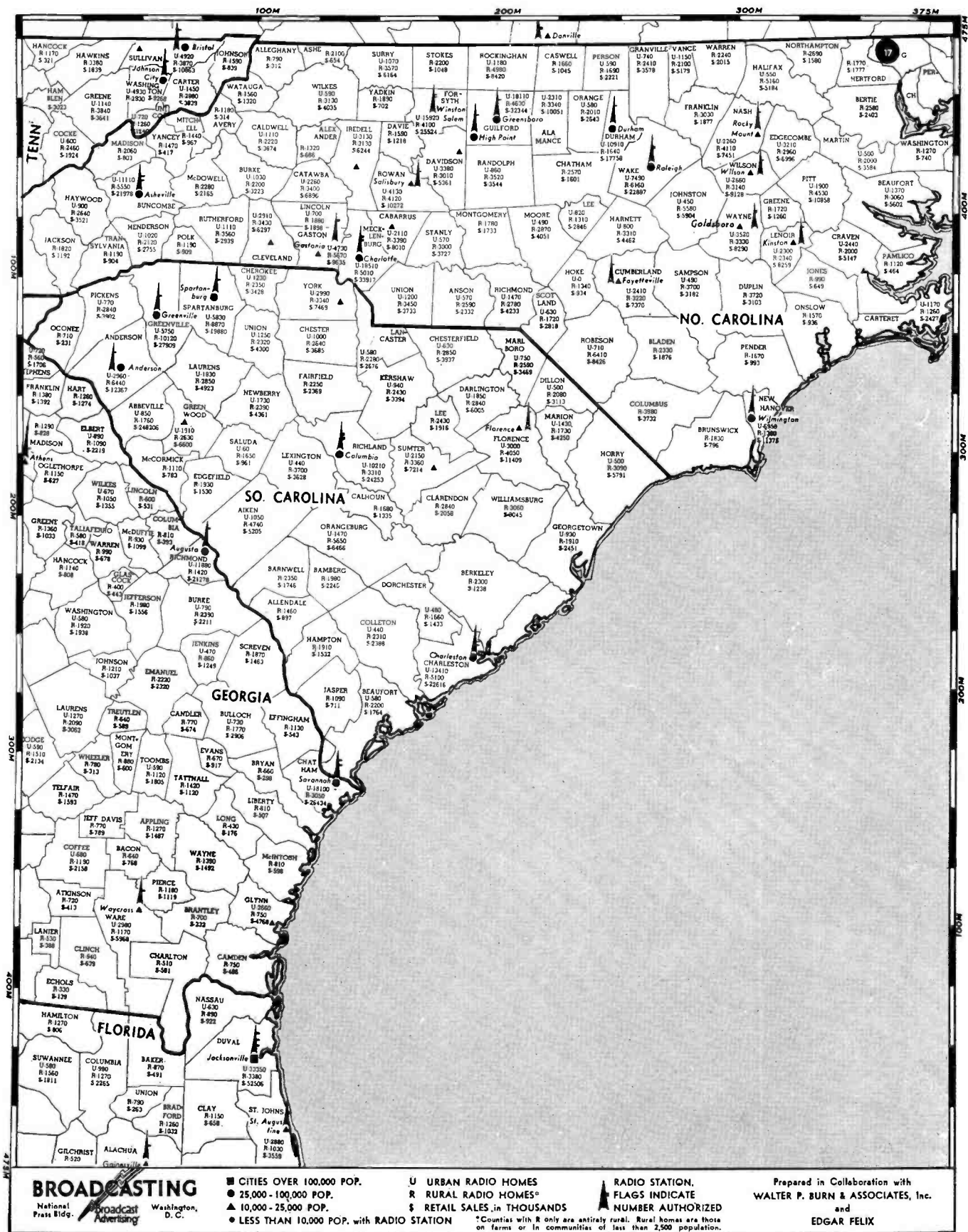
DON LEE BROADCASTING SYSTEM

THOMAS LEE, President

LEWIS ALLEN WEISS, Vice Pres. and Gen'l Mgr.

1076 West Seventh St., Los Angeles

AFFILIATED WITH MUTUAL REPRESENTED BY BLAIR

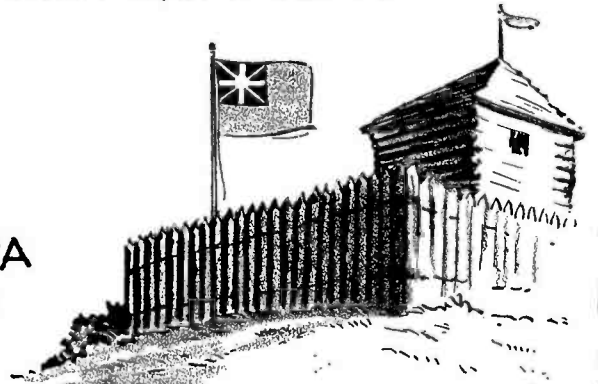


DO YOU KNOW? —



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

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



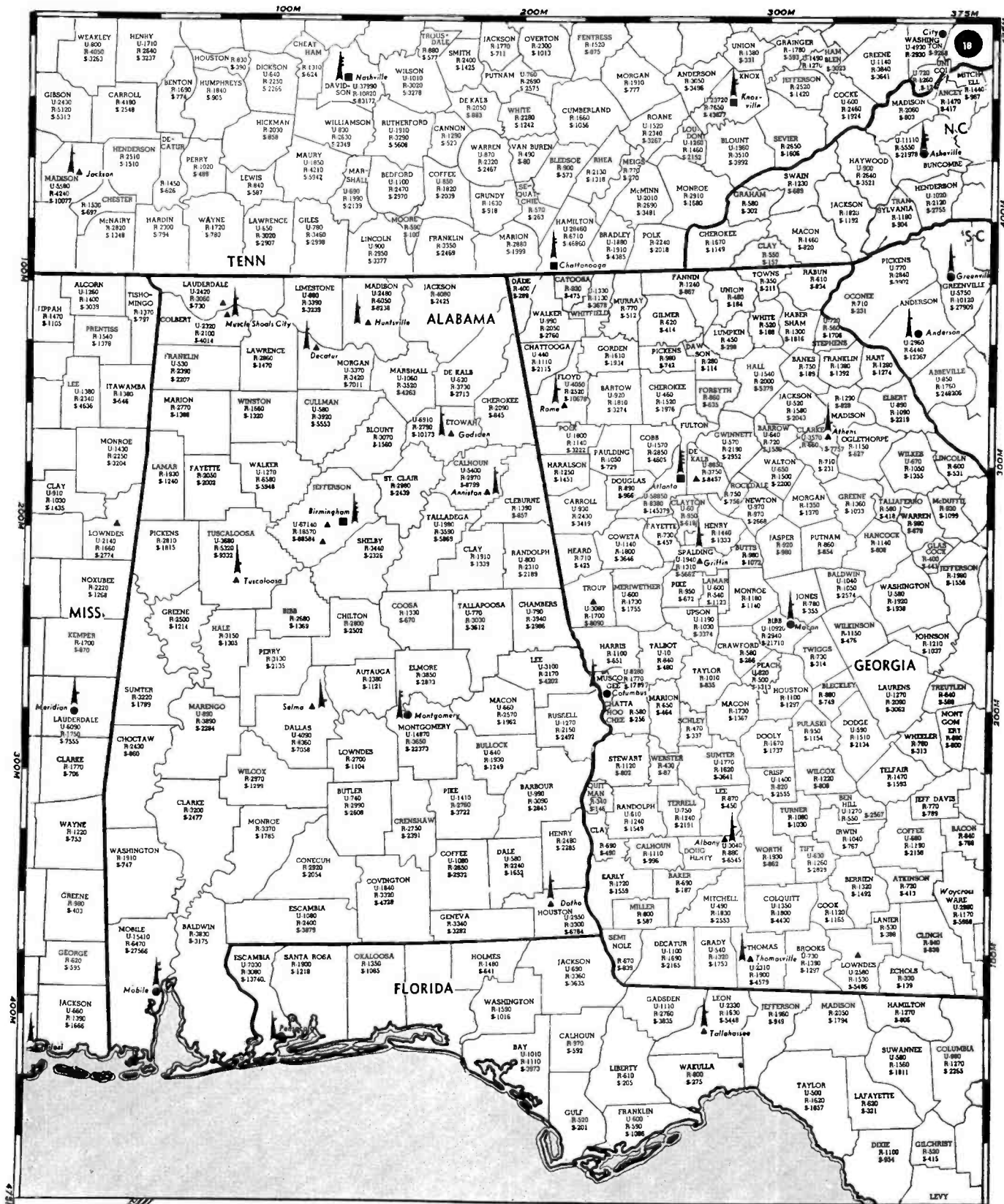
— THAT NORTH CAROLINA NOW RANKS **12TH** AMONG THE STATES, IN **TOTAL POPULATION**

— 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.

- 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

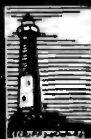
RADIO STATION.
FLAGS INDICATE
NUMBER AUTHORIZED

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

Map Base: Bureau of Census, 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.



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!

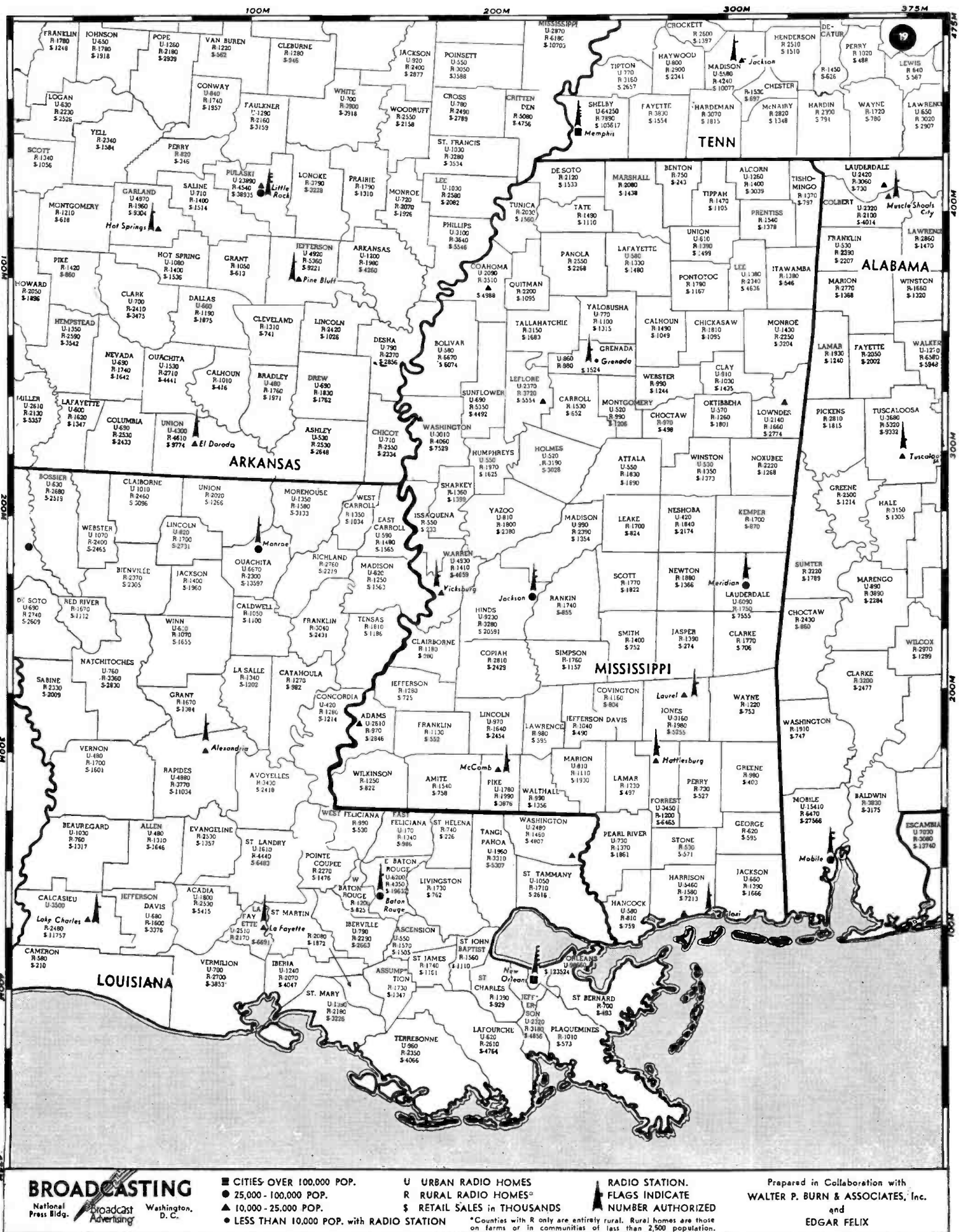
5 Kw. Day
1 Kw. Night
1010 Kc.

WNOX

Columbia
Broadcasting
System

KNOXVILLE, TENN.

"The Selling Station in a Buying Area"



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

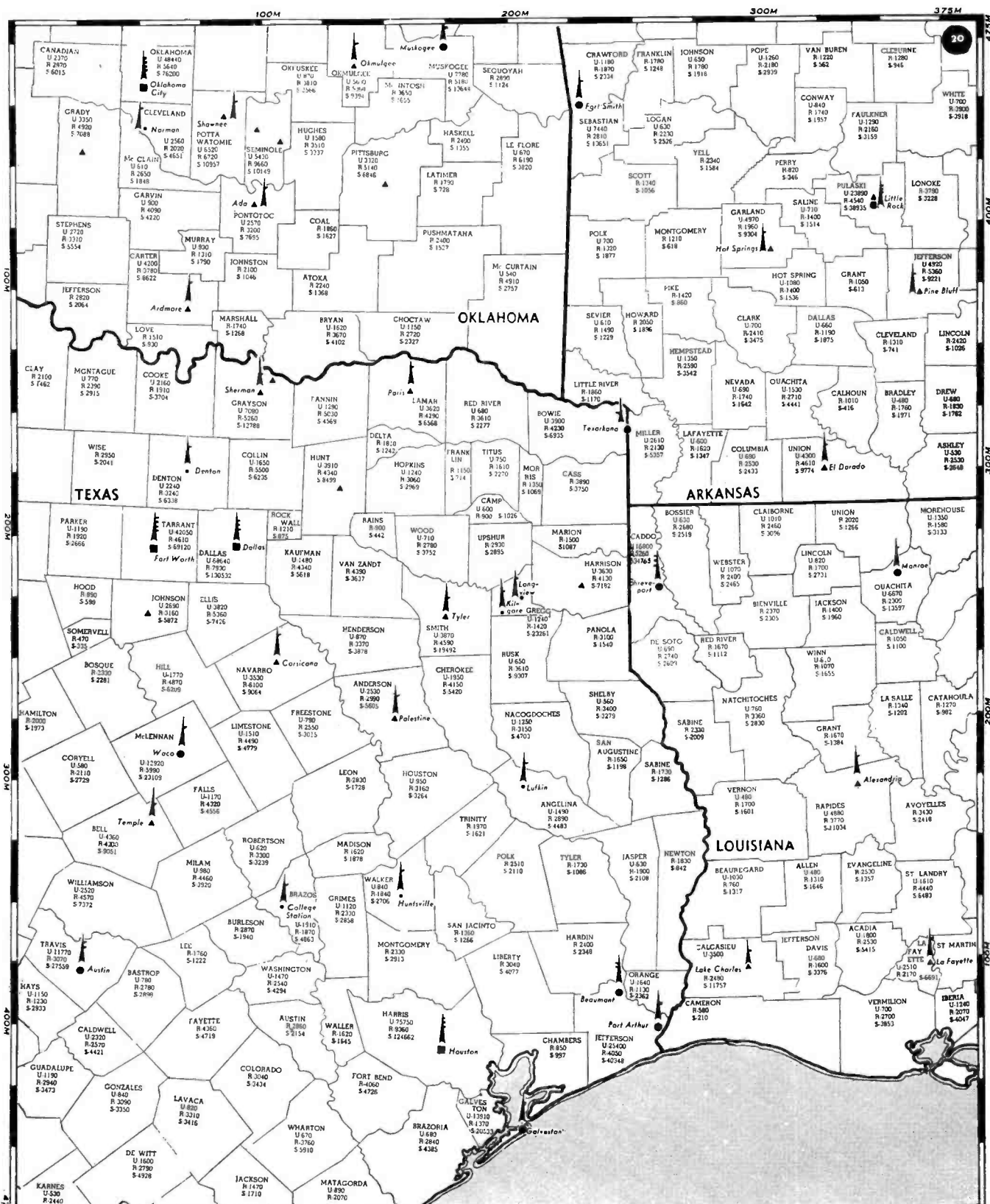
owned and operated by

THE COMMERCIAL APPEAL

“The South’s Greatest Newspaper”

NATIONAL REPRESENTATIVE: THE BRANHAM COMPANY

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



BROADCASTING

National
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, 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.

Just Another SKYSCRAPER in SHREVEPORT LOUISIANA

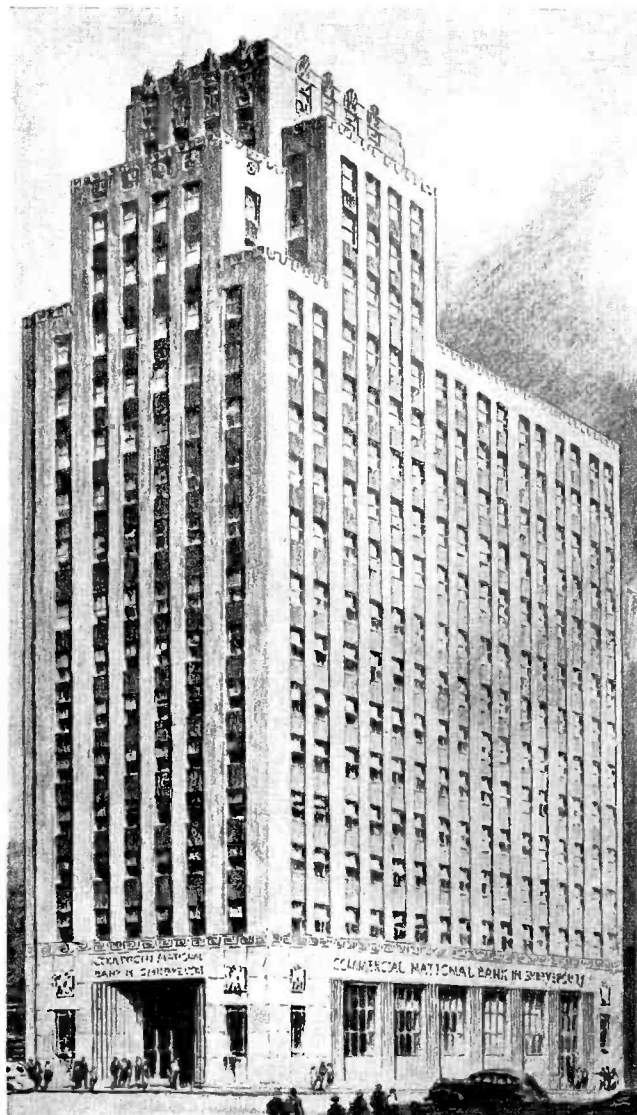
New 17 Story Bank Building Construction To Start Soon

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 ...

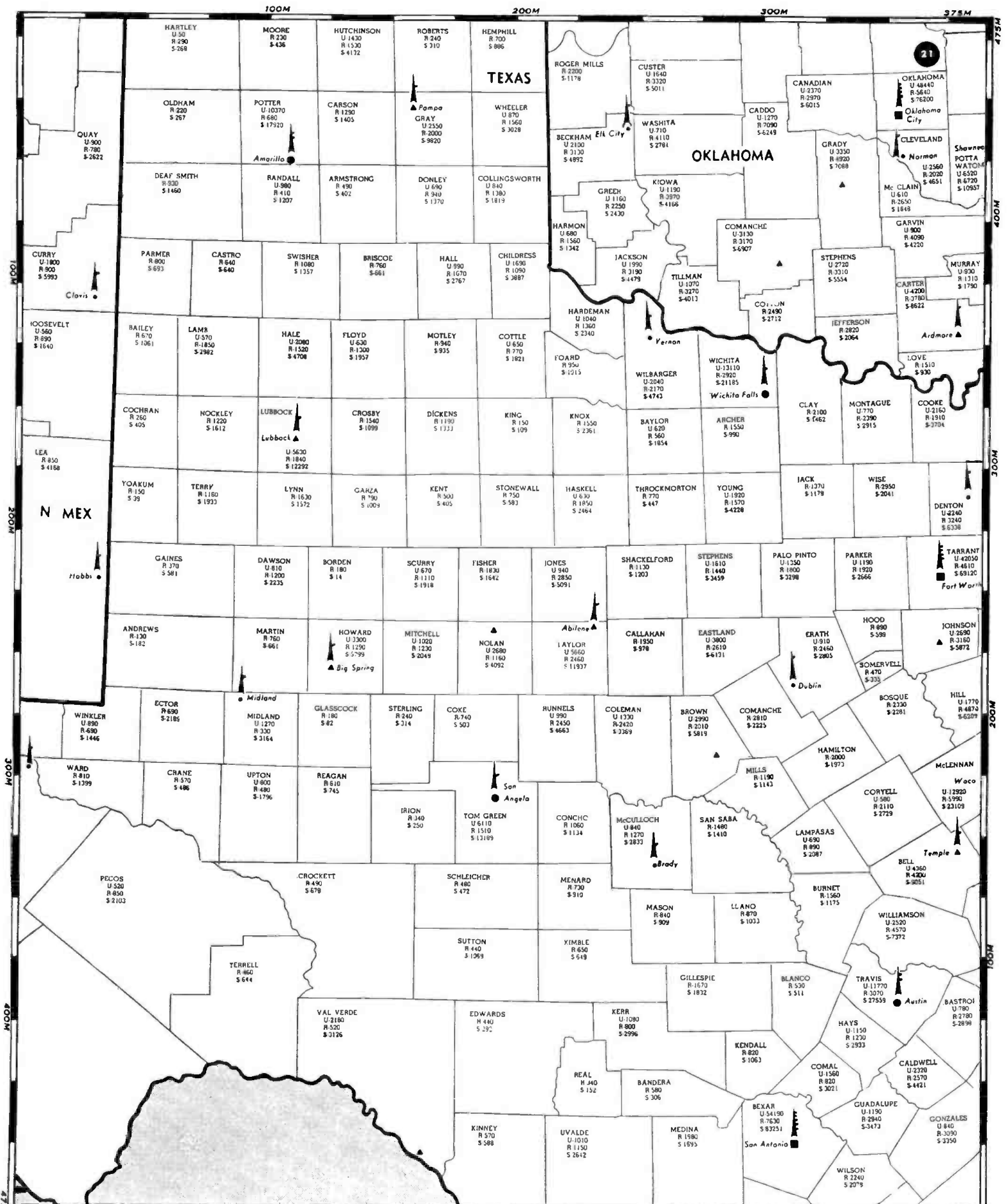
CBS

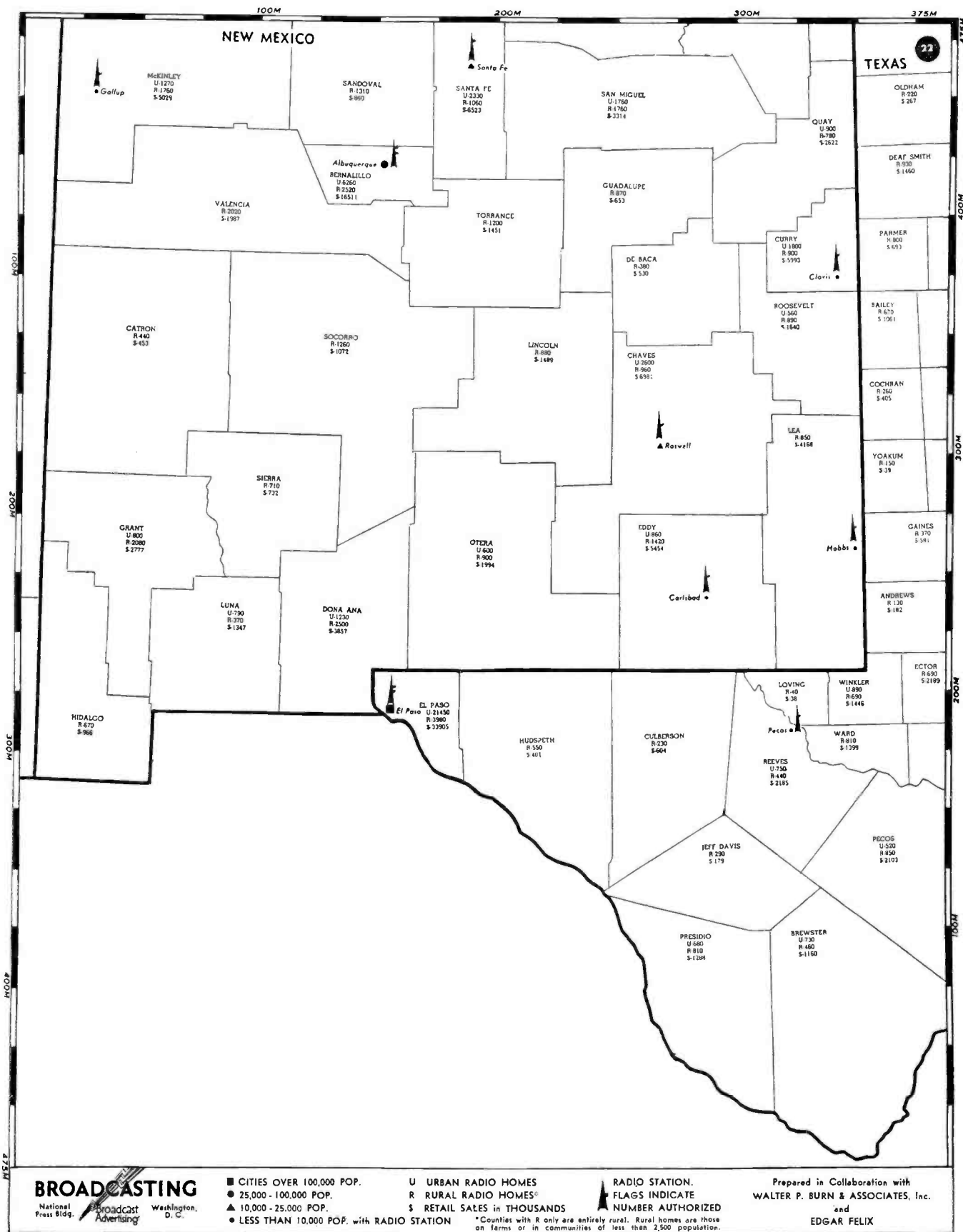
*Represented
by*

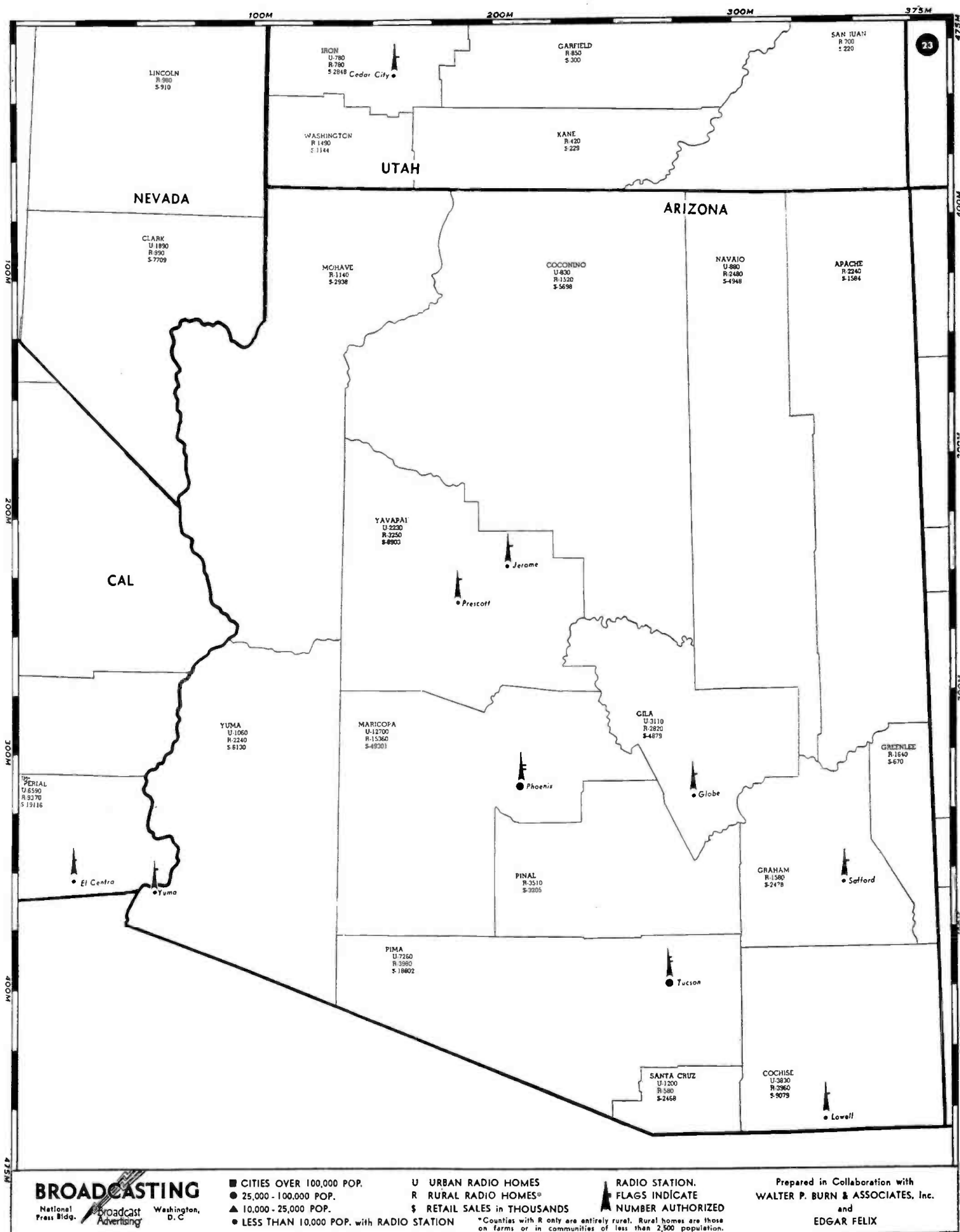
THE BRANHAM CO.

BROADCASTING • Broadcast Advertising

July 1, 1939 • Page 139









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.

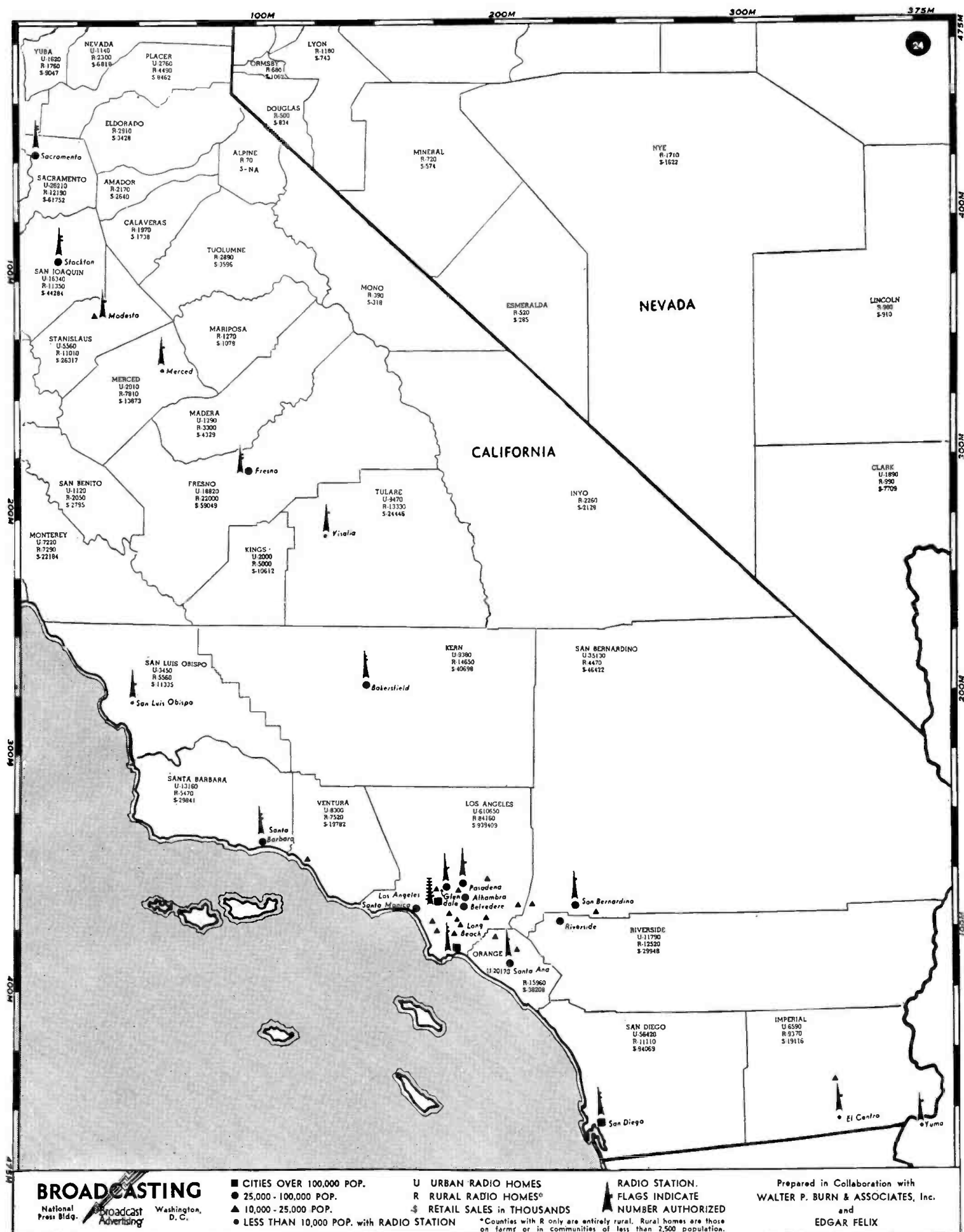
Phoenix
CBS
1,000 WATTS

KOY

Arizona
BURRIDGE D. BUTLER
Chairman
FRED PALMER
Manager

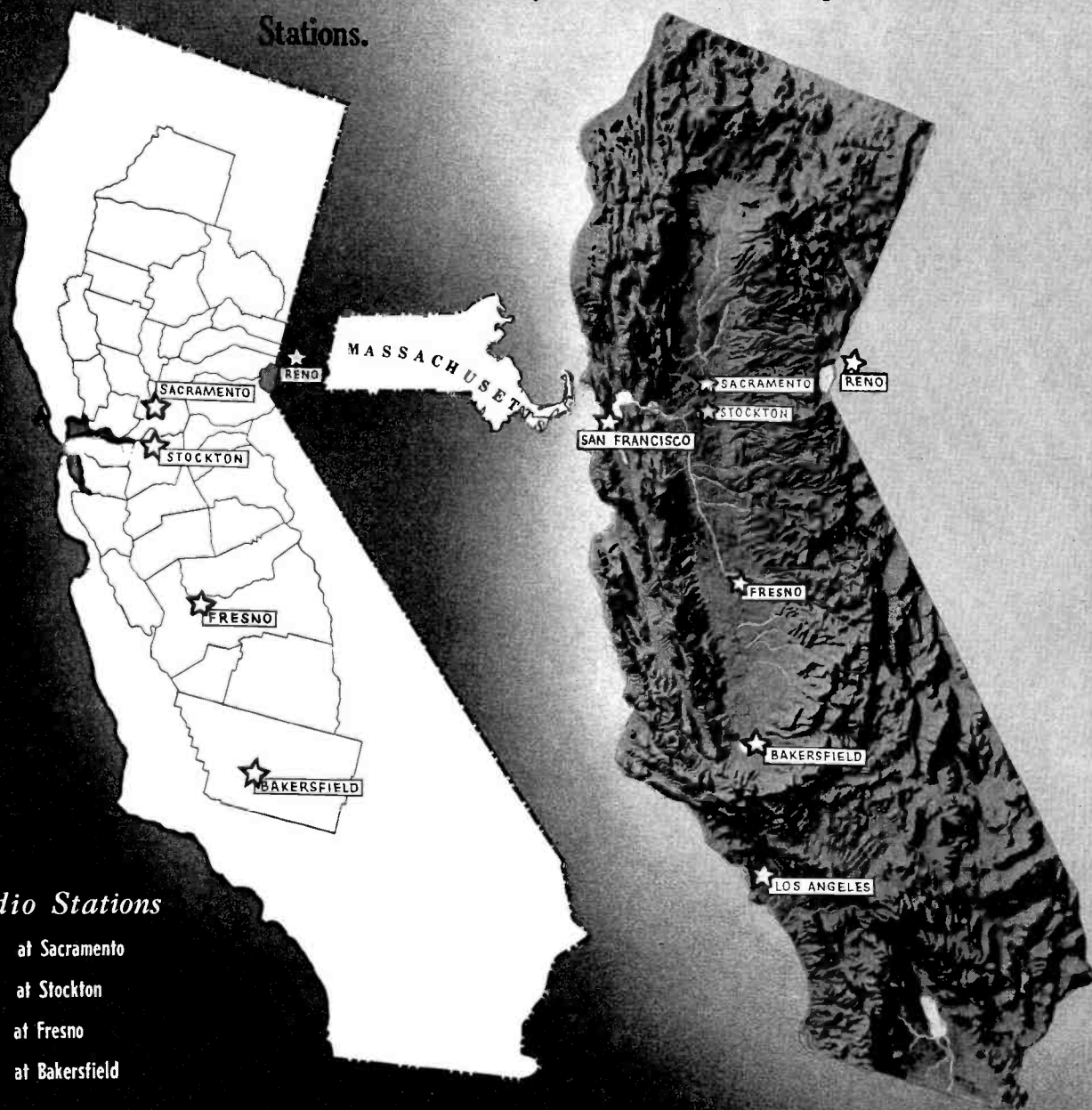
ask
ask Borden Co.
ask Richfield Oil Co.
ask Alka-Seltzer
ask John Blair
ask **KOY**

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



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.



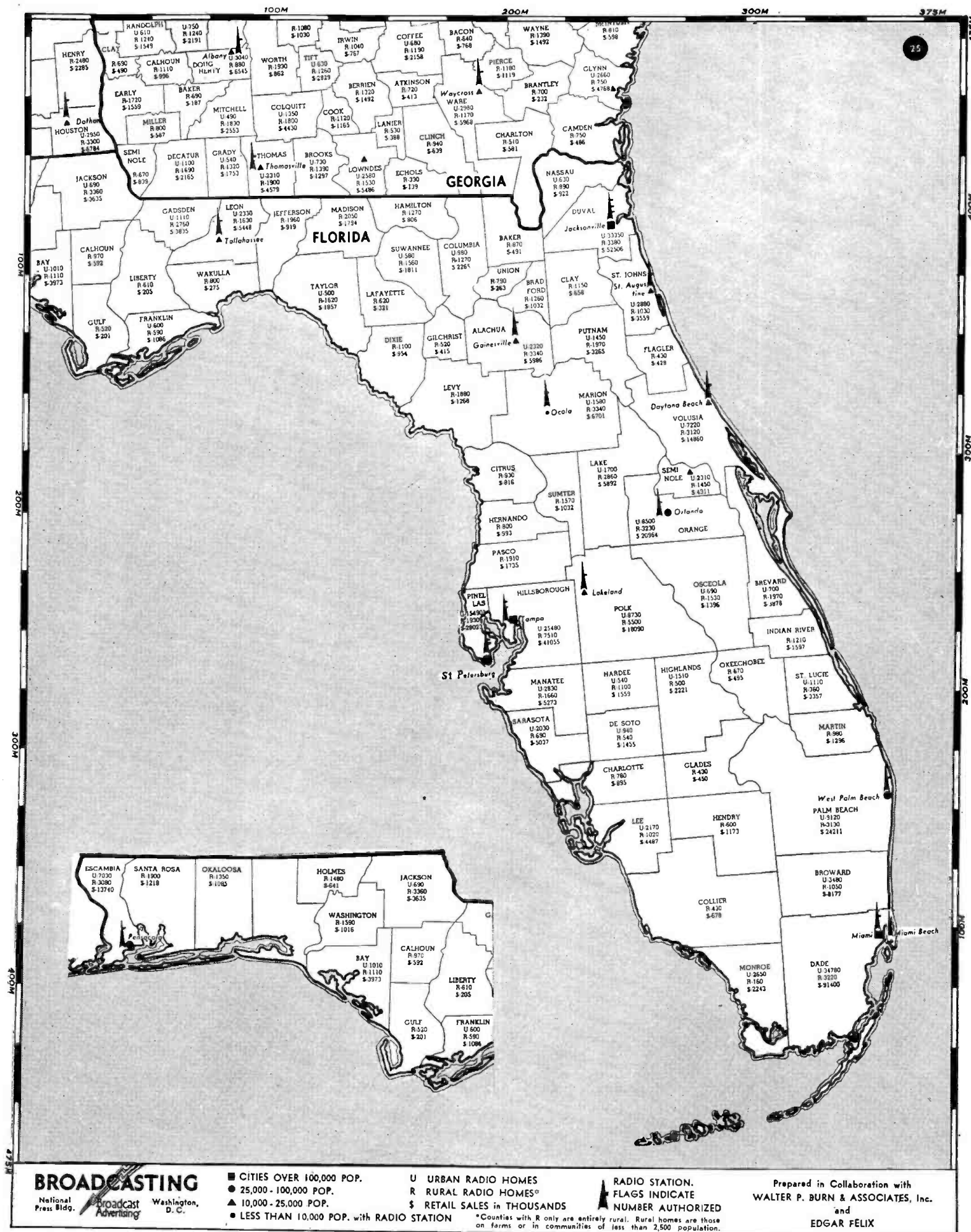
Radio Stations

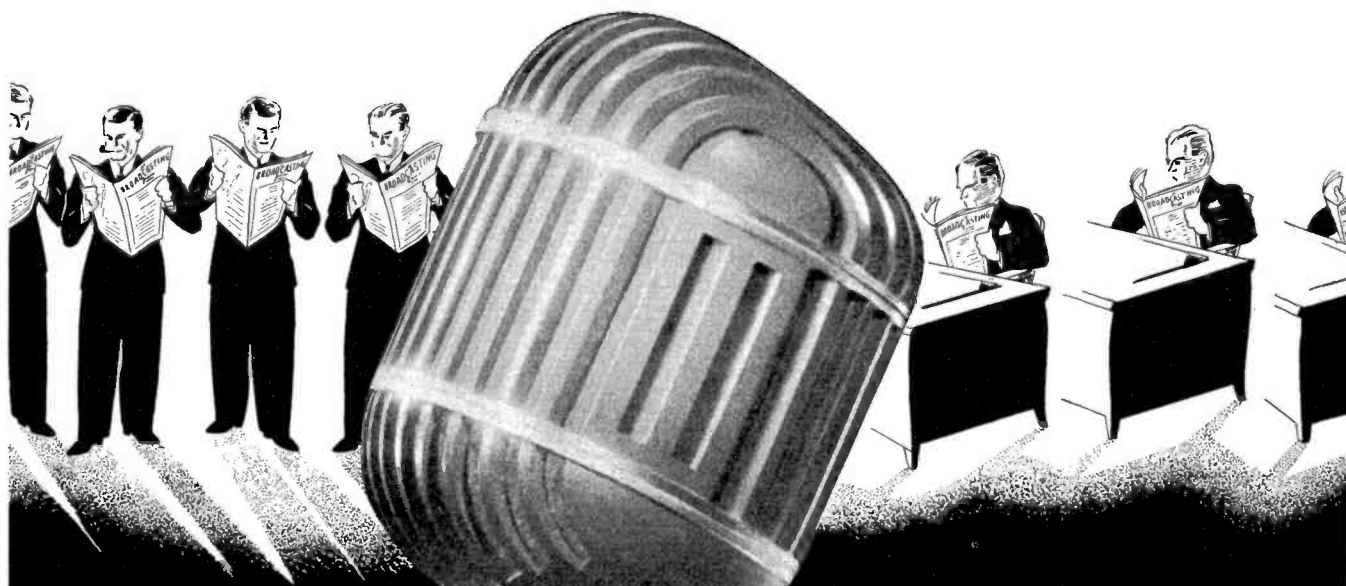
KFBK at Sacramento
KWG at Stockton
KMJ at Fresno
KERN at Bakersfield

McClatchy Broadcasting Co.

SACRAMENTO, CALIFORNIA

www.americanradiohistory.com





WHO ARE THE MEN BEHIND THE MIKE

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

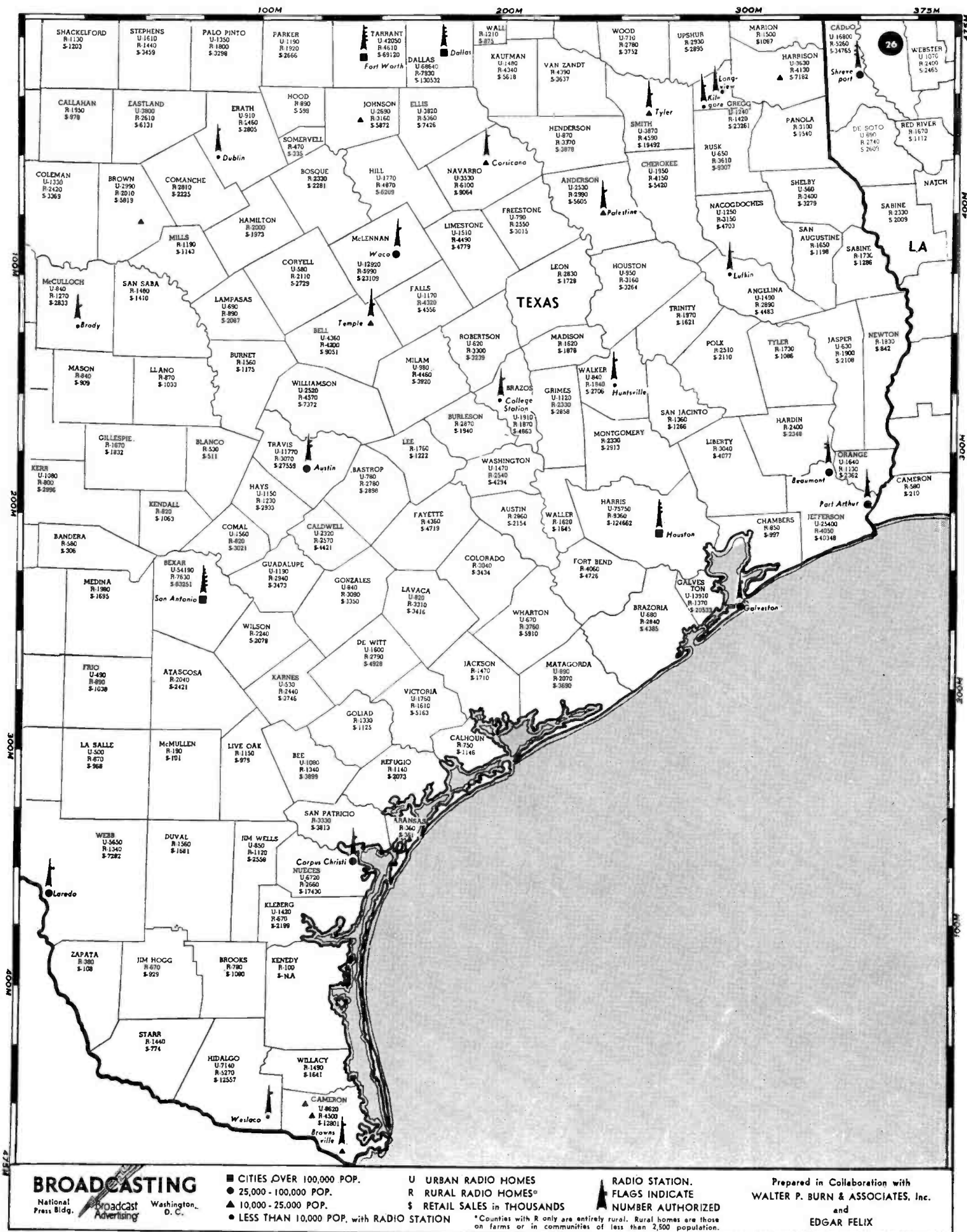
Behind the announcers, artists, producers and engineers surrounding the mike stand other men.

¶ 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*



SHOT GUNS

are out of date in Texas

IT TAKES RIFLE ACCURACY TO HIT EACH MARKET NOW!



—reaching

**99.3% of
TEXAS' RADIO HOMES**

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".

**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.

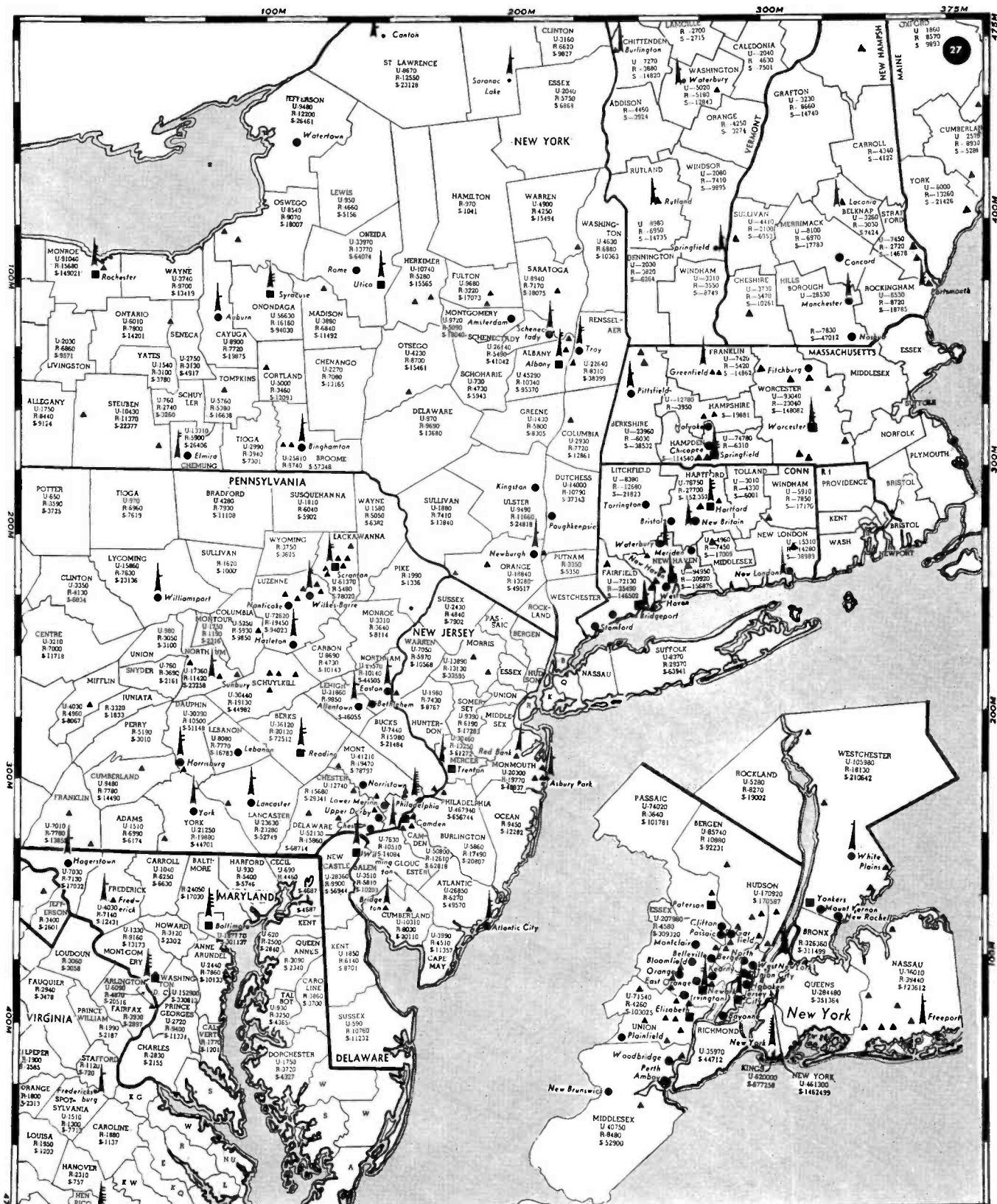
THE TEXAS STATE NETWORK
ELLIOTT ROOSEVELT, President

"Test it in Texas—"

TSN

then sell America"

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



BROADCASTING
National Press Bldg. Washington, D. C.

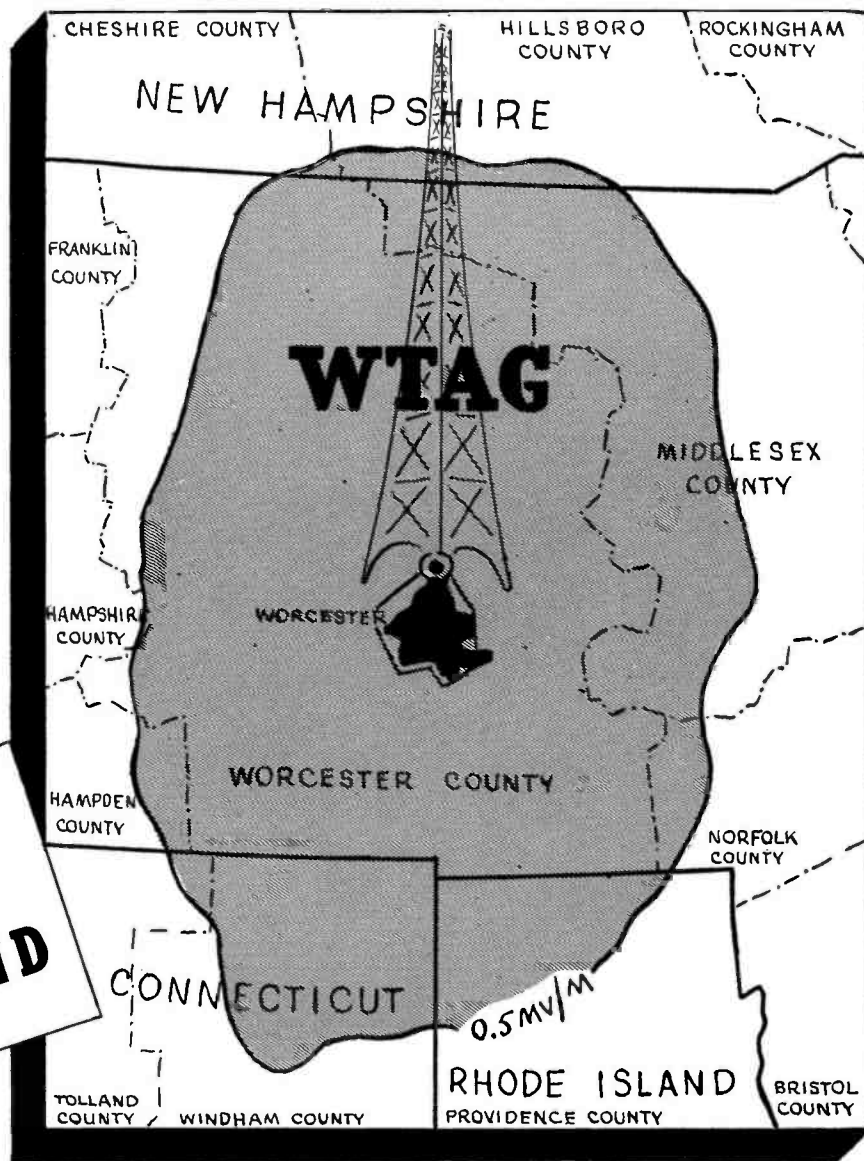
- CITIES OVER 100,000 POP.
- 25,000 - 100,000 POP.
- ▲ 10,000 - 25,000 POP.
- LESS THAN 10,000 POP. with RADIO STATION
- U URBAN RADIO HOMES
- R RURAL RADIO HOMES
- \$ RETAIL SALES IN THOUSANDS

RADIO STATION.
FLAGS INDICATE
NUMBER AUTHORIZED

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

Map Base: Bureau of Census, 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

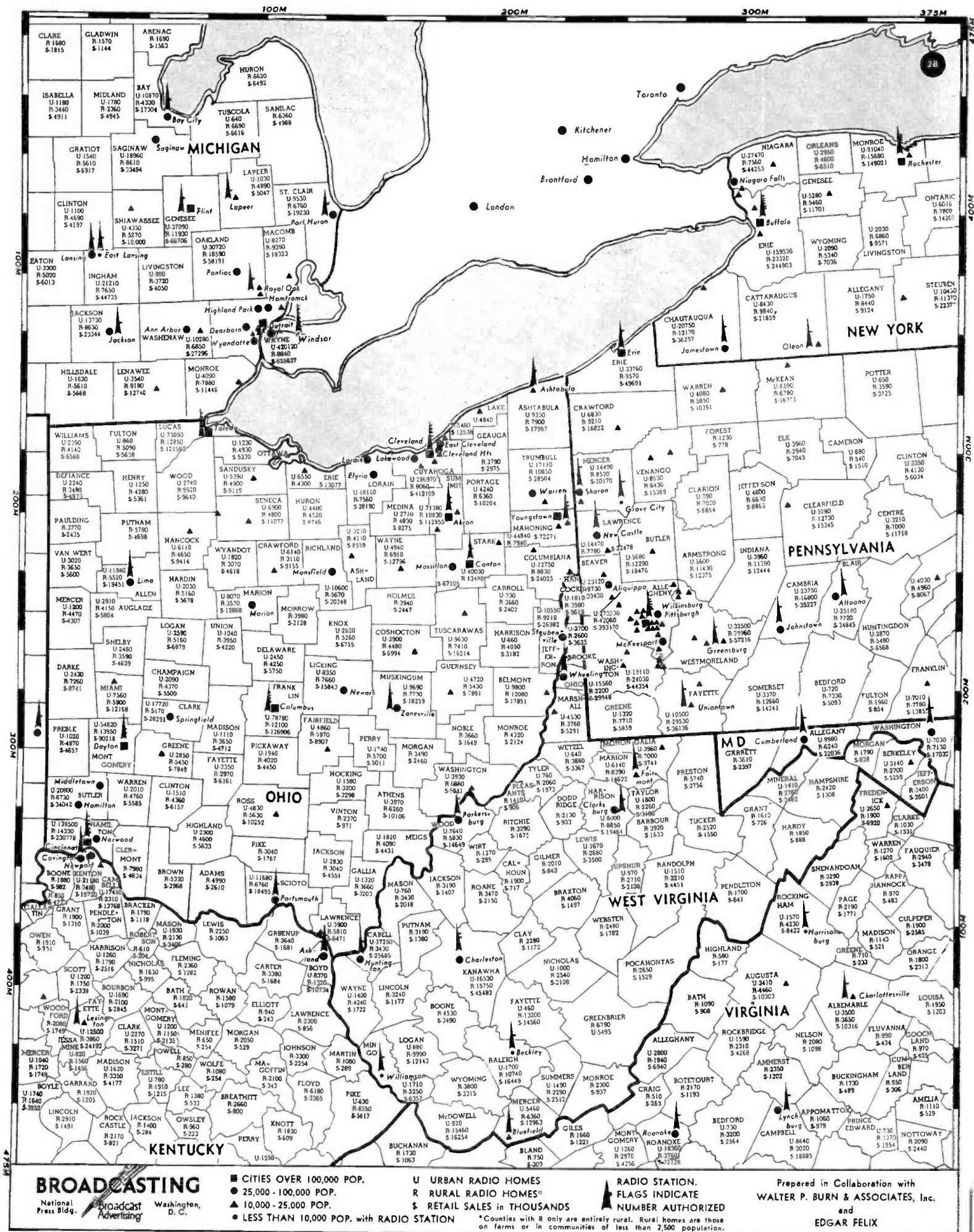


*In the center of
rich, populous
NEW ENGLAND*

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.



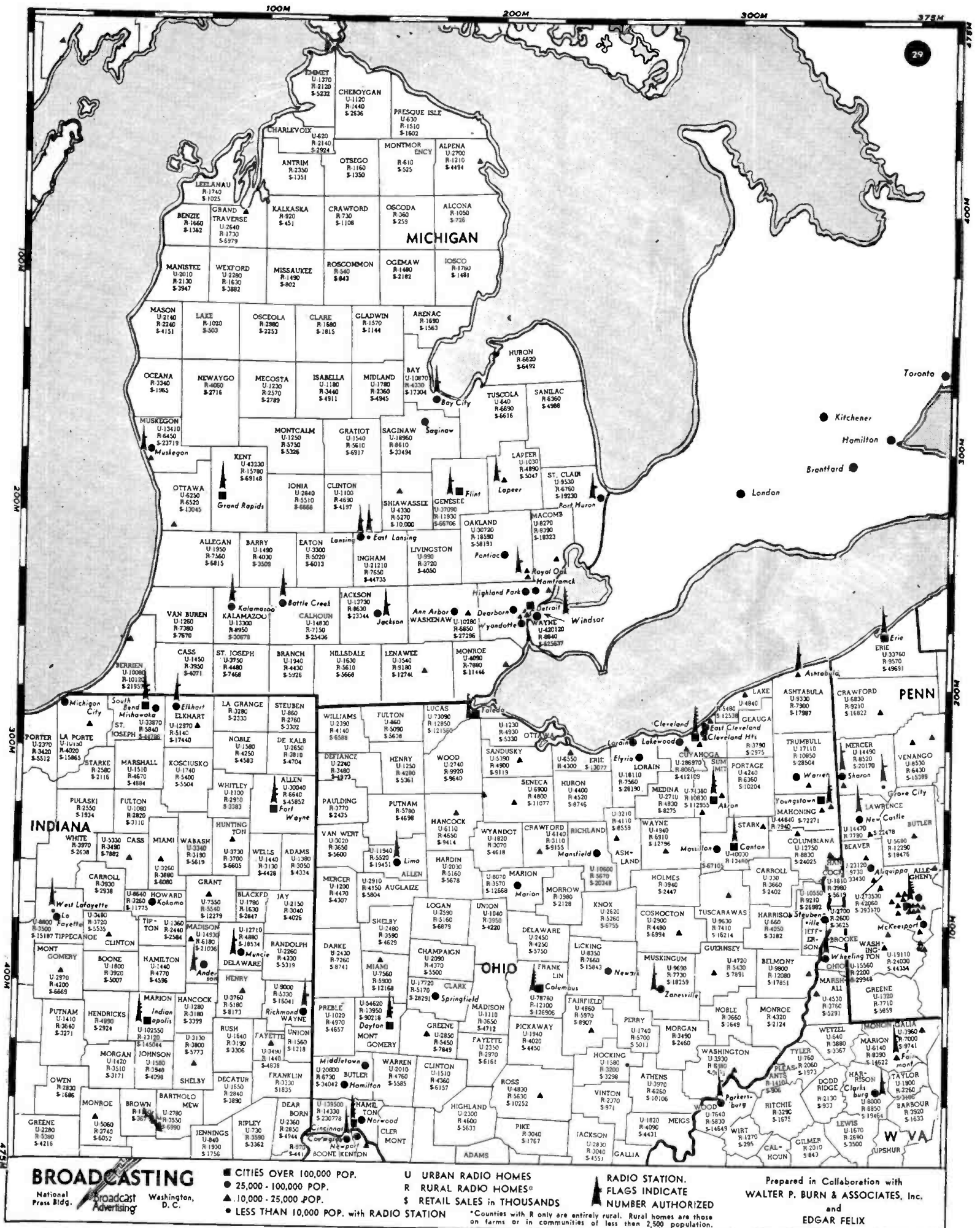
THE WHOLE STORY:

WHEE

ROCHESTER

HAS THE LISTENERS !

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



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!

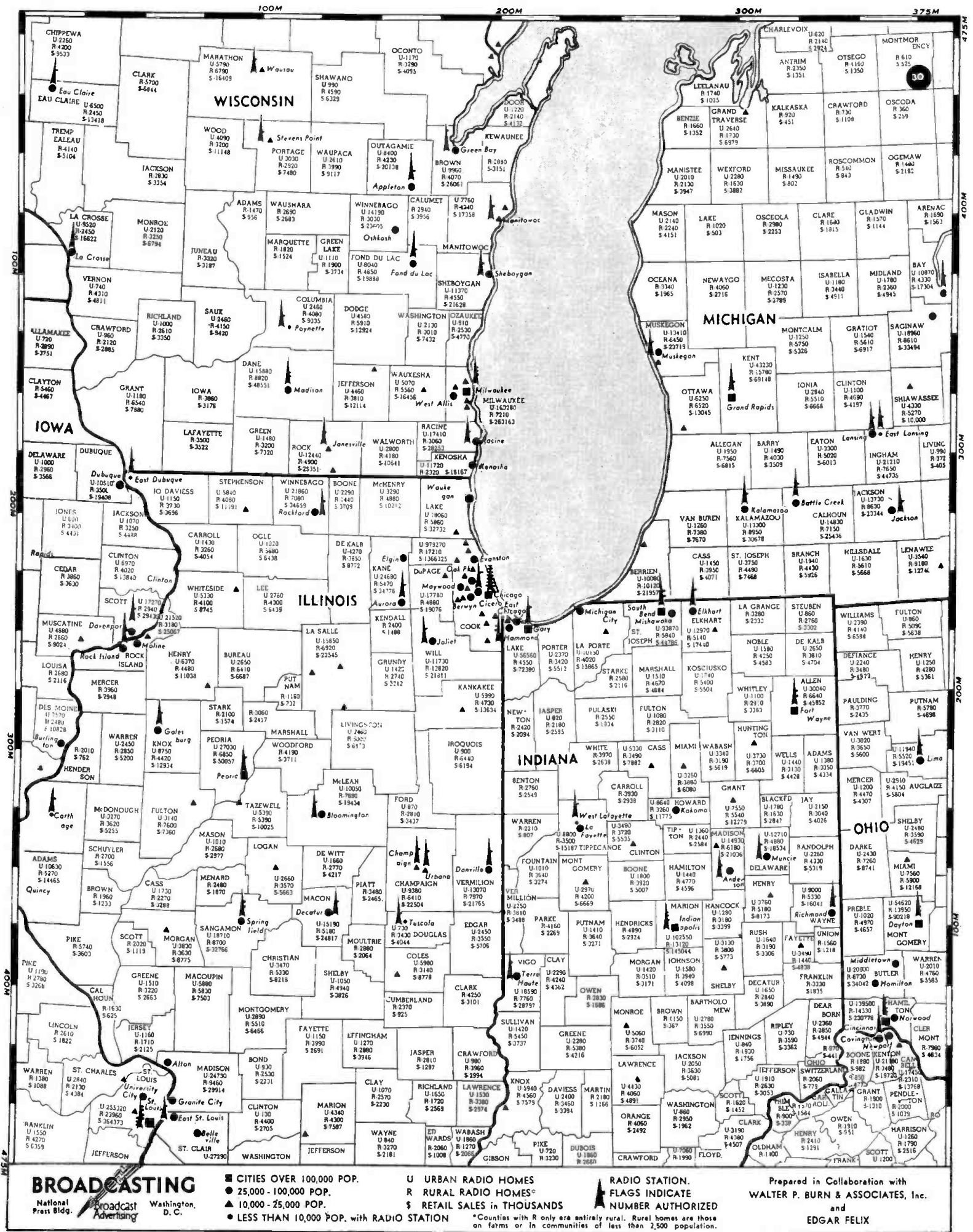
**the new
WKBN**



WKBN BROADCASTING CORPORATION

17 NORTH CHAMPION STREET • YOUNGSTOWN • OHIO

MEMBER OF THE COLUMBIA BROADCASTING SYSTEM



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

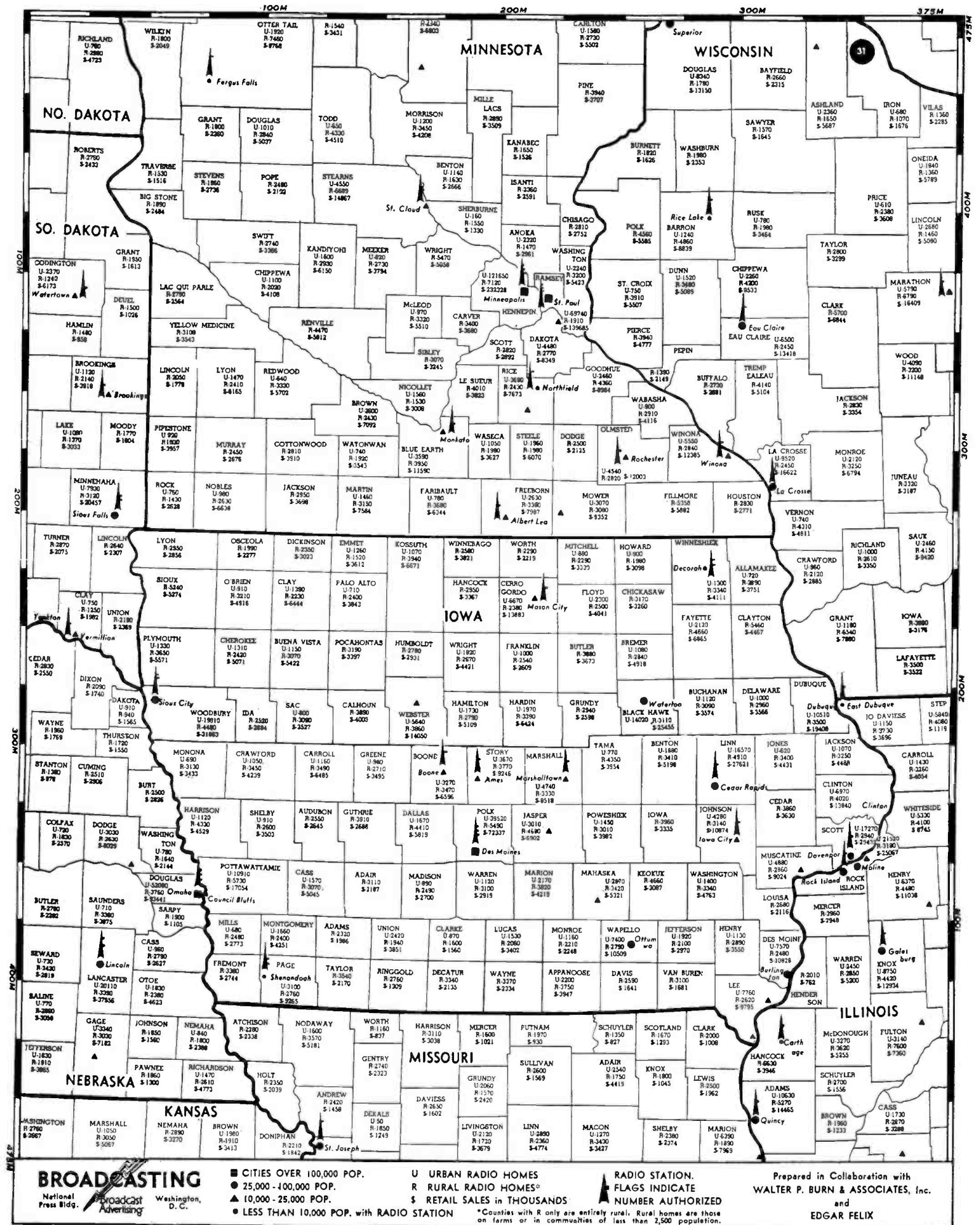
●

201 North Wells Street • **CHICAGO**

REPRESENTATIVES

New York • Detroit • **Paul H. Raymer Company**

West Coast • **WALTER BIDDICK COMPANY**

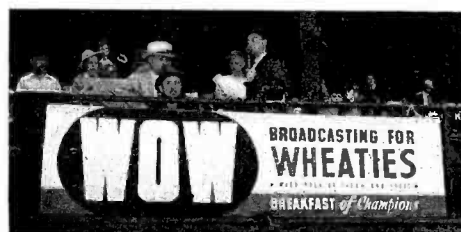




Jockey F. Scheihing, leading rider at the Ak-Sar-Ben track in Omaha, is interviewed by John J. Gillin, Jr., WOW manager and chief narrator of the race meeting for WHEATIES, "Breakfast of Champions," a product of General Mills, Inc.

WOW 'em and WIN!

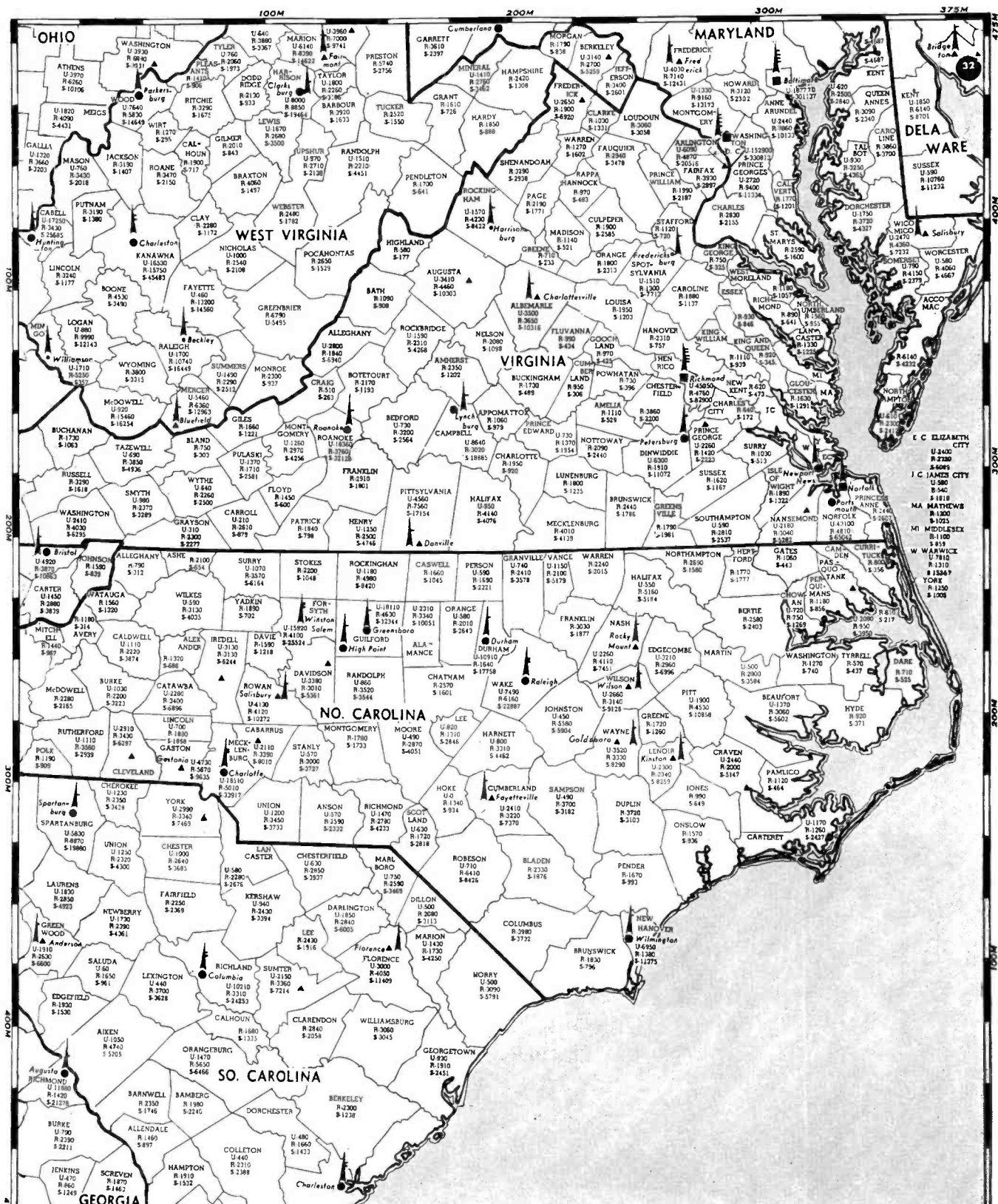
*Another advertiser comes in a winner. WOW took No. 1 radio position in the Omaha market years ago—still shows its heels to the field. No other station covers the rich Omaha trade territory so well. WOW gives **COVERAGE WHERE IT COUNTS. WOW 'em and WIN!**



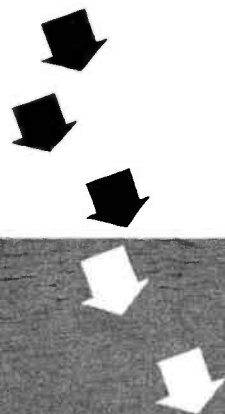
WOW

Omaha, Nebraska

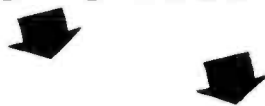
590 KC • John J. Gillin, Jr., Mgr.
JOHN BLAIR CO., Representatives
On the N.B.C. Red Network
Owned and Operated by the Wood-
men of the World Life Insurance
Society.



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:

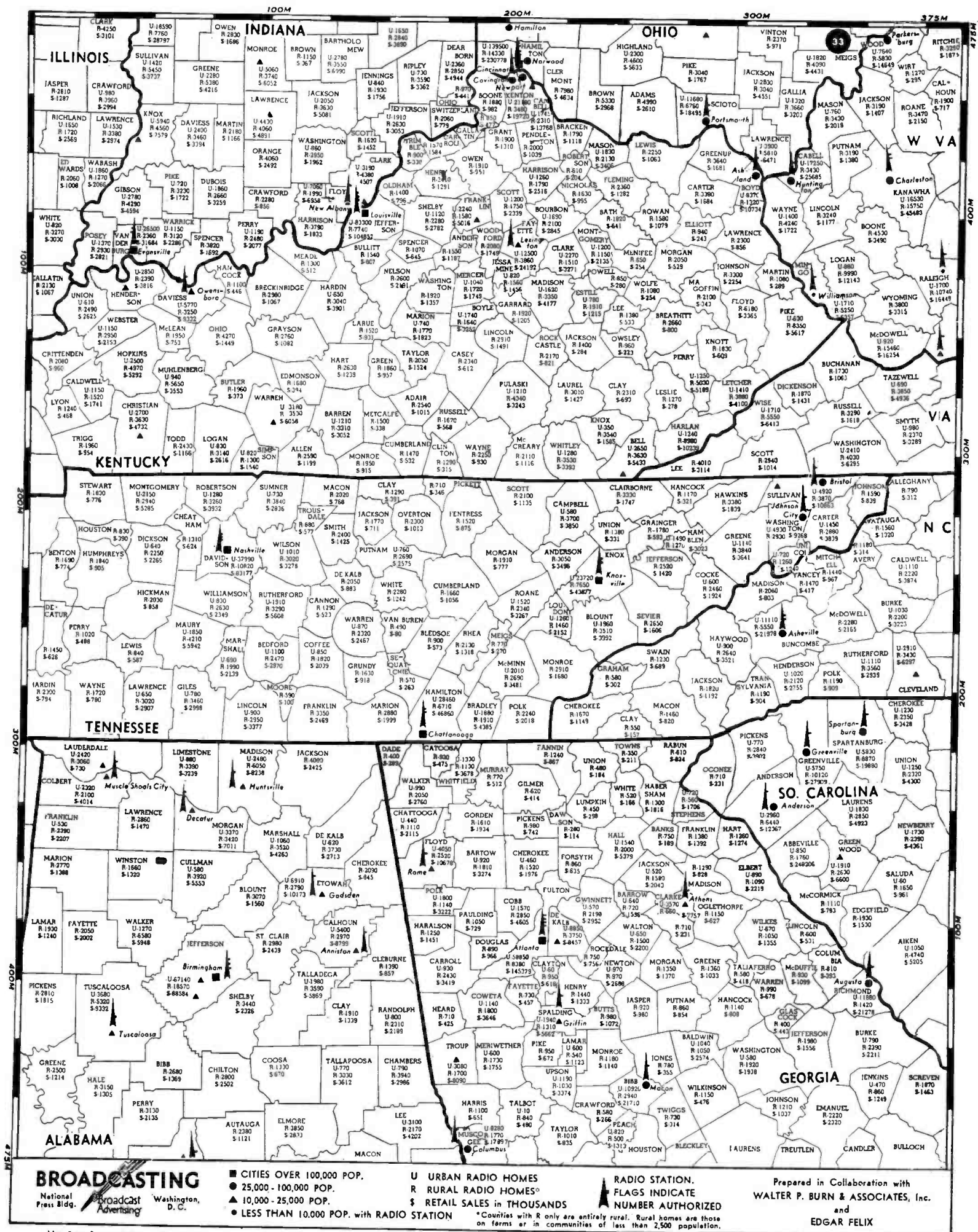
RICHMOND	NORFOLK
PETERSBURG	PORTSMOUTH
NEWPORT NEWS	SUFFOLK
WILLIAMSBURG	CHARLOTTESVILLE
FREDERICKSBURG	HOPEWELL

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



WRVA 50,000 WATTS





"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

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

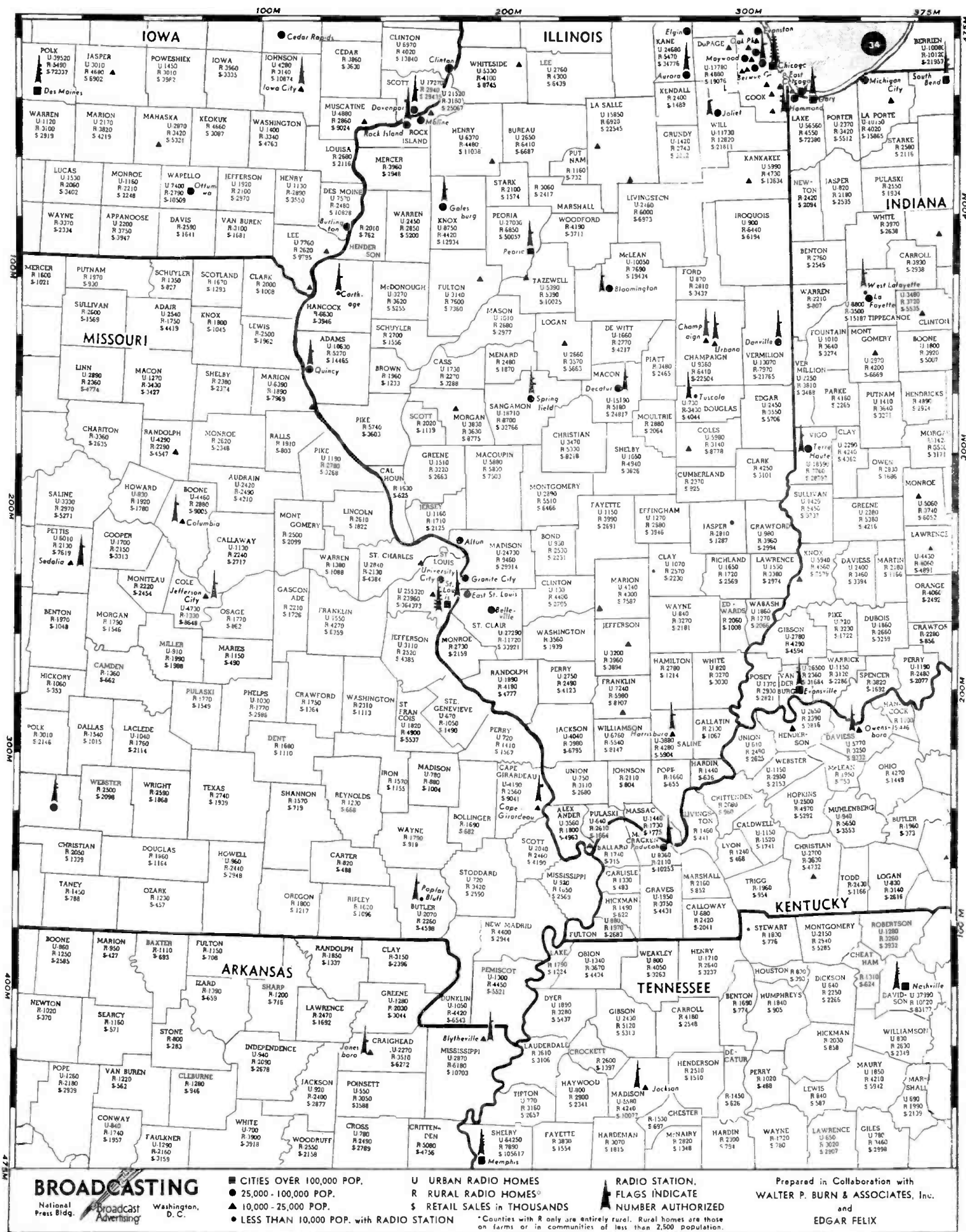
*From Labor Day to New Year's America Crowns Football King!
Young and old alike, know, play, watch and LISTEN to the KING
of Collegiate Sports! And in Kentuckiana those who listen to sports
set their dials for WHAS, Louisville's up-to-the-minute 50,000 Watt
Station.*



**820 KILOCYCLES
50,000 WATTS**

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY
BROADCASTING • Broadcast Advertising

July 1, 1939 • Page 163



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.

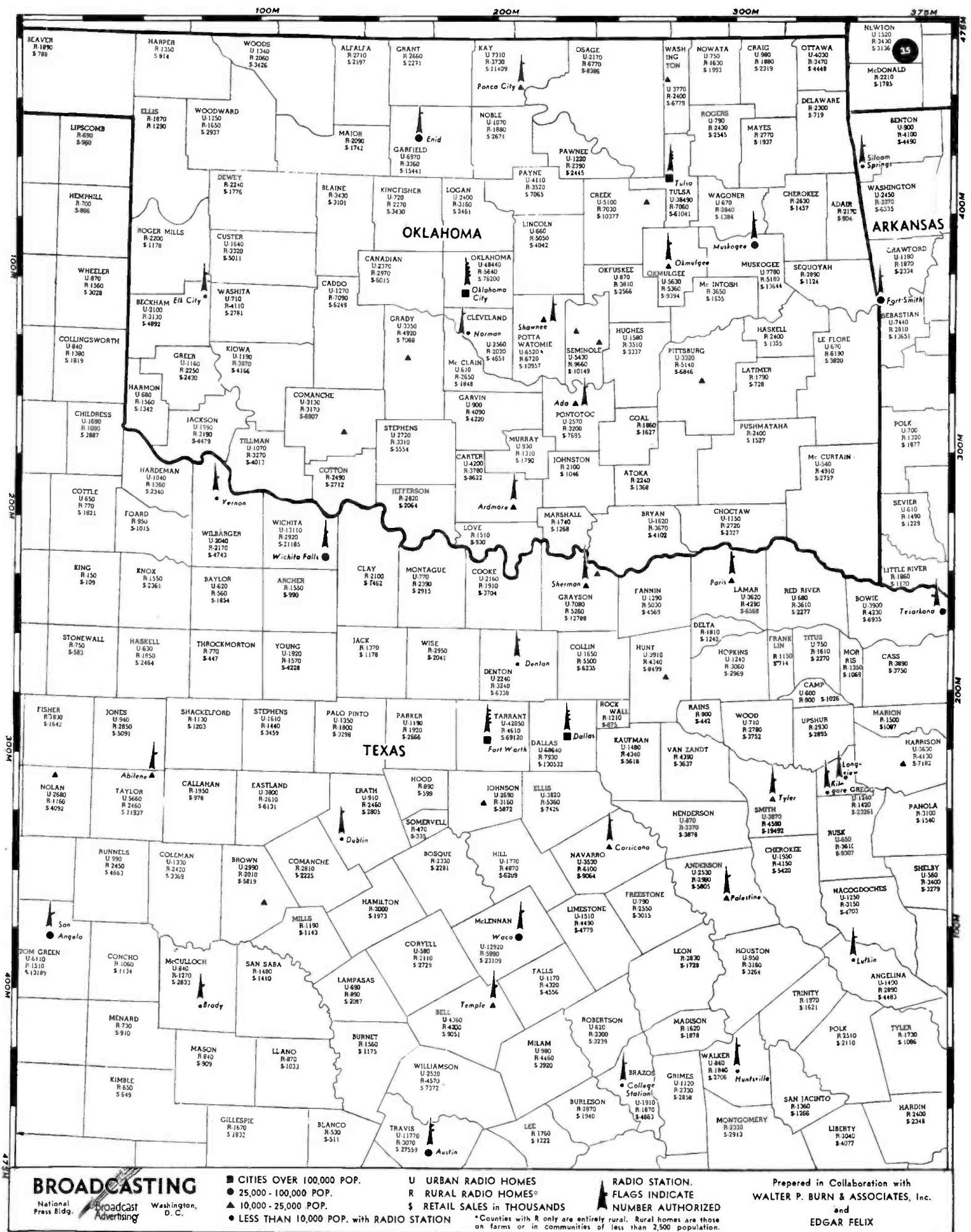
Mere leadership is not, in itself, a standard for the selection of station facilities. It is the facts behind it which are important. Get these facts from any one of the Raymer offices.

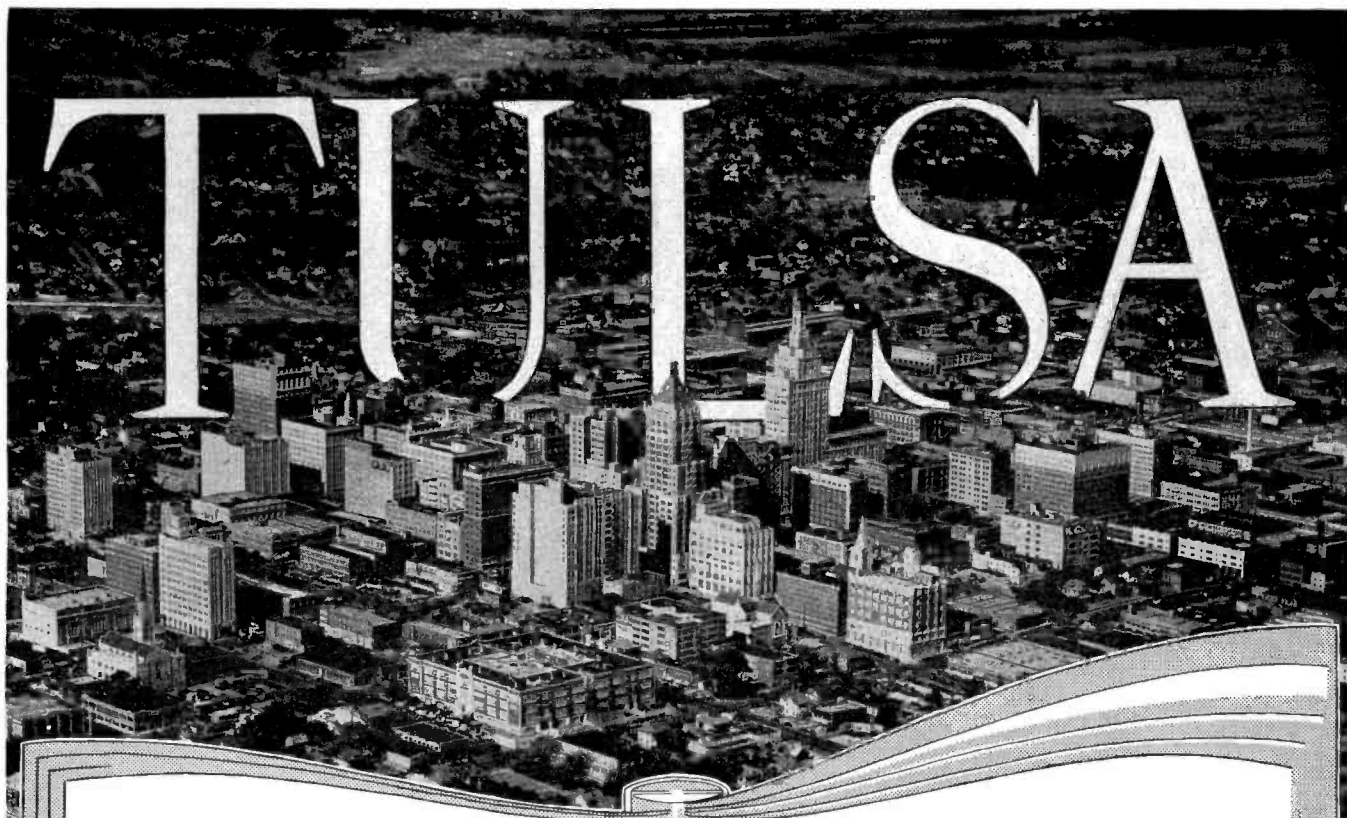
**ST. LOUIS
KWK**

Thomas Patrick, Incorporated
HOTEL CHASE ST. LOUIS

Representative

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



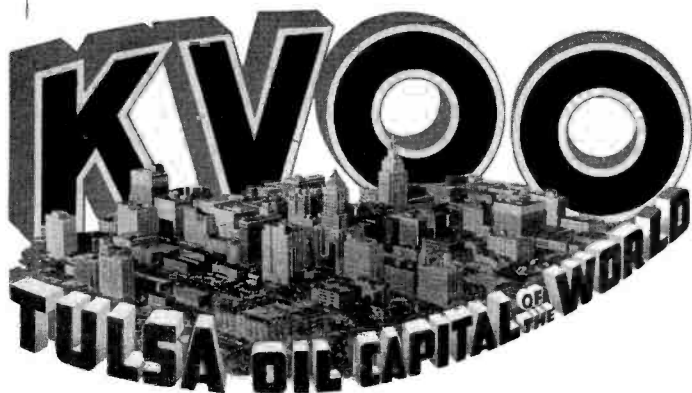


OIL CAPITAL of the WORLD

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

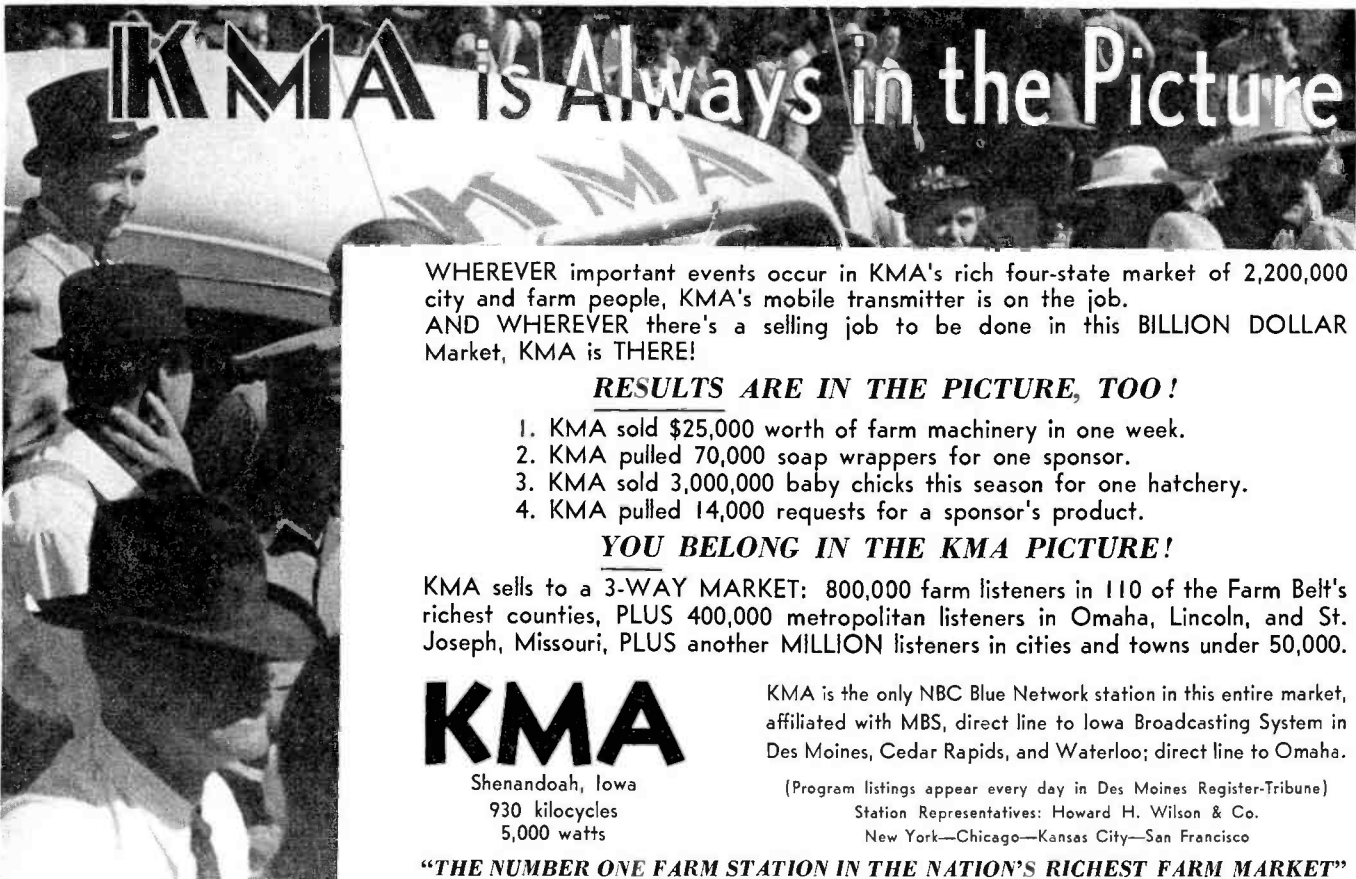
DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

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

K	*KFDA.....Amarillo, Tex.	KGGF.....Cottleville, Kan.	KMBC.....Kansas City	KRIC.....Beaumont, Tex.	KUMA.....Yuma, Ariz.
KABC.....San Antonio, Tex.	KFDM.....Beaumont, Tex.	KGGM.....Albuquerque, N. M.	KMED.....Medford, Ore.	KRIS.....Corpus Christi, Tex.	KUOA.....Sioux Springs, Ark.
KABR.....Aberdeen, S. D.	KFDY.....Brookings, S. D.	KGHF.....Pueblo, Colo.	KMJ.....Fresno, Calif.	KRKD.....Los Angeles	KUOD.....Vermillion, S. D.
KADA.....Ada, Okla.	KFEL.....Denver	KGHI.....Little Rock, Ark.	KMLB.....Monroe, La.	KRKO.....Everett, Wash.	KUTA.....Salt Lake City
KALE.....Alexandria, La.	KFEQ.....St. Joseph, Mo.	KGHL.....Billings, Mont.	KMMJ.....Grand Island, Nebr.	KRLC.....Lewiston, Idaho	*KVAK.....Atchison, Kan.
KALE.....Portland, Ore.	KFGQ.....Boone, Ia.	KGIR.....Butte, Mont.	KMO.....Tacoma, Wash.	KRLD.....Dallas, Tex.	*KVAN.....Vancouver, Wash.
KAND.....Corsicana, Tex.	KFH.....Wichita, Kan.	KGIW.....Alamosa, Colo.	KMOX.....St. Louis	KRLH.....Midland, Tex.	KVCY.....Redding, Calif.
KANS.....Wichita, Kan.	KFI.....Los Angeles	KGKB.....Tyler, Tex.	KMPK.....Beverly Hills, Calif.	KRMC.....Jamestown, N. Dak.	KVEC.....San Luis Obispo, Cal.
KARK.....Little Rock, Ark.	KFIO.....Spokane, Wash.	KGKL.....San Angelo, Tex.	KMTR.....Hollywood, Calif.	KRMD.....Shreveport, La.	KVGB.....Great Bend, Kan.
KARM.....Fresno, Cal.	KFIZ.....Fond du Lac, Wis.	KGKO.....Fort Worth, Tex.	KNEL.....Brady, Tex.	KRNR.....Roseburg, Ore.	KVI.....Tacoma, Wash.
KASA.....Elk City, Okla.	KFJB.....Marshalltown, Ia.	KGKY.....Scottsbluff, Nebr.	KNET.....Palestine, Tex.	KRNT.....Des Moines, Ia.	KVNU.....Logan, Utah
KAST.....Astoria, Ore.	KFJL.....Klamath Falls, Ore.	KGLO.....Mason City, Ia.	KNOW.....Austin, Tex.	KROC.....Rochester, Minn.	KVOA.....Tucson, Ariz.
KATE.....Albert Lea, Minn.	KFJM.....Grand Forks, N. D.	KGMB.....Honolulu, Hawaii	KNX.....Los Angeles	*KROD.....El Paso, Tex.	KVOD.....Denver, Colo.
KAWM.....Gallup, N. M.	KFJZ.....Fort Worth, Tex.	KGNC.....Honolulu, Hawaii	KOAC.....Corvallis, Ore.	KROW.....Oakland, Calif.	KVOL.....Lafayette, La.
KBIX.....Muskogee, Okla.	KFFA.....Greeley, Colo.	KGNO.....Dodge City, Kan.	KOAM.....Pittsburg, Kan.	KROY.....Sacramento, Calif.	KVOO.....Tulsa, Okla.
KBPS.....Portland, Ore.	KFFU.....Lawrence, Kan.	KGO.....San Francisco	KOBH.....Rapid City, S. Dak.	KRQA.....Santa Fe, N. M.	KVOR.....Colorado Springs, Colo.
KBND.....Bend, Ore.	KFNF.....Shenandoah, Ia.	KGU.....Honolulu, Hawaii	KOCA.....Kilgore, Tex.	KRRV.....Sherman, Tex.	KVOS.....Bellingham, Wash.
*KBKR.....Baker, Ore.	KFOR.....Lincoln, Nebr.	KGVO.....Missoula, Mont.	KOCY.....Oklahoma City	KRSC.....Seattle, Wash.	KVOX.....Moorhead, Minn.
KBST.....Big Spring, Tex.	KFPL.....Dublin, Tex.	KGW.....Portland, Ore.	KOH.....Reno, Nev.	KSAC.....Manhattan, Kan.	KVRS.....Rock Springs, Wyo.
KBTM.....Jonesboro, Ark.	KFPW.....Fort Smith, Ark.	KGY.....Olympia, Wash.	KOIL.....Omaha, Nebr.	KSAN.....San Francisco	KVSO.....Ardmore, Okla.
KCKN.....Kansas City, Kan.	KFPY.....Spokane, Wash.	KHBC.....Hilo, Hawaii	KOIN.....Portland, Ore.	KSCJ.....Sioux City, Ia.	KWVC.....Vernon, Tex.
KCMC.....Texarkana, Tex.-Ark.	KFQD.....Anchorage, Alaska	KHBG.....Oklmulgee, Okla.	KOKO.....La Junta, Colo.	KSD.....St. Louis	*KWAL.....Wallace, Idaho
KCMO.....Kansas City, Mo.	KFRC.....San Francisco	KHJ.....Los Angeles	KOL.....Seattle, Wash.	KSEI.....Pocatello, Idaho	KWBG.....Hutchinson, Kan.
KCRC.....Enid, Okla.	KFRU.....Longview, Tex.	KHJ.....Spokane, Wash.	KOMA.....Oklahoma City	KSFO.....San Francisco, Calif.	KWEW.....Hobbs, N. M.
KCRJ.....Jerome, Ariz.	KFSD.....San Diego, Calif.	KHL.....Chicago, Ill.	KOME.....Tulsa, Okla.	KSL.....Salt Lake City, Utah	*KWT.....Wichita Falls, Tex.
KDAB.....Duluth, Minn.	KFSG.....Los Angeles	KHUB.....Watsonville, Calif.	KOMO.....Seattle, Wash.	KSLM.....Salem, Ore.	KWST.....Stockton, Calif.
KDB.....Santa Barbara, Calif.	KFUO.....St. Louis	KICA.....Clovis, N. M.	KONO.....San Antonio, Tex.	KSO.....Des Moines, Ia.	KWJB.....Globe, Ariz.
KDFN.....Casper, Wyo.	KFVD.....Los Angeles	KID.....Idaho Falls, Idaho	KOOS.....Marshfield, Ore.	KSOO.....Sioux Falls, S. D.	KWJJ.....Portland, Ore.
KDKA.....Pittsburgh	KFVS.....Cape Girardeau, Mo.	KIDO.....Boise, Idaho	KORE.....Eugene, Ore.	KSR.....Santa Rosa, Calif.	KWK.....St. Louis
KDLR.....Devils Lake, N. D.	KFWB.....Hollywood, Calif.	KIDW.....Lamar, Colo.	KOTN.....Pine Bluff, Ark.	KSTP.....Minneapolis-St. Paul	KWKH.....Shreveport, La.
KDNT.....Denton, Tex.	KFXD.....Nampa, Idaho	KIEM.....Eureka, Calif.	KOVC.....Valley City, N. Dak.	KSUN.....Lowell, Ariz.	KWLC.....Decatur, Ia.
KDON.....Monterey, Calif.	KFXJ.....Grand Junction, Colo.	KIBV.....Glendale, Calif.	*KOV.....Provo, Utah	KTAR.....Phoenix, Ariz.	KWLK.....Longview, Wash.
*KDRO.....Sedalia, Mo.	KFXM.....San Bernardino, Calif.	KIRO.....Seattle, Wash.	KOWH.....Omaha, Nebr.	KTAT.....Fort Worth, Tex.	KWNO.....Winona, Minn.
*KDT.....Dubuque, Ia.	KFYO.....Lubbock, Tex.	KIT.....Yakima, Wash.	KOY.....Phoenix, Ariz.	*KTBC.....Austin, Tex.	KWOC.....Poplar Bluff, Mo.
KDYL.....Salt Lake City, Utah	KFYR.....Bismarck, N. D.	KITE.....Kansas City, Mo.	KPAB.....Laredo, Tex.	KTBS.....Shreveport, La.	KWOS.....Jefferson City, Mo.
KECA.....Los Angeles	KGA.....Spokane, Wash.	KIUL.....Garden City, Kan.	KPAC.....Port Arthur, Tex.	*KTEM.....Tempe, Tex.	KWSC.....Pullman, Wash.
KEEN.....Seattle, Wash.	KGB.....San Diego, Calif.	KIUP.....Pecos, Tex.	KPDN.....Hempden, La.	KTHS.....Hot Springs, Ark.	KWTN.....Watertown, S. D.
KEHS.....Los Angeles	KGBU.....Ketchikan, Alaska	KJBS.....San Francisco, Calif.	KPLC.....Lake Charles, La.	KTKC.....Vernal, Cal.	KWTO.....Springfield, Mo.
KELA.....Centralia, Wash.	KGBX.....Springfield, Mo.	KJRW.....Seattle, Wash.	KPLT.....Paris, Tex.	KTMS.....Santa Barbara, Cal.	KWYN.....Sheridan, Wyo.
KELD.....El Dorado, Ark.	KGCA.....Decatur, Ia.	KJTB.....Carlsbad, N. M.	KPMC.....Bakersfield, Cal.	*KTOH.....Lihue, Hawaii	KXA.....Seattle, Wash.
KELO.....Sioux Falls, S. D.	KGCU.....Mandan, N. D.	KLBM.....LaGrande, Ore.	KPO.....San Francisco	KTKK.....Visalia, Cal.	KXL.....Portland, Ore.
KERN.....Bakersfield, Calif.	KGCC.....Wolf Point, Mont.	KLON.....Blytheville, Ark.	KPOF.....Pasadena, Calif.	KTMS.....Santa Barbara, Cal.	KXO.....El Centro, Calif.
KEUB.....Price, Utah	KGDE.....Fergus Falls, Minn.	KLO.....Ogden, Utah	KPQ.....Wenatchee, Wash.	KTRB.....Modesto, Calif.	KXOK.....St. Louis, Mo.
REX.....Portland, Ore.	KGDM.....Stockton, Calif.	KLPM.....Minot, N. D.	KPRC.....Houston, Tex.	KTRI.....Sioux City, Ia.	*KXOX.....Sweetwater, Tex.
KFAB.....Lincoln, Nebr.	KGEK.....Sterling, Colo.	KLRA.....Little Rock, Ark.	KQV.....Pittsburgh	KTSA.....San Antonio, Tex.	KXRO.....Aberdeen, Wash.
KFAC.....Los Angeles	KGER.....Long Beach, Calif.	KLS.....Oakland, Calif.	KQW.....San Jose, Calif.	KTSM.....El Paso, Tex.	KXYZ.....Houston, Tex.
KFAM.....St. Cloud, Minn.	KGEZ.....Kalispell, Mont.	KLUF.....Galveston, Texas	KRBA.....Lufkin, Tex.	KTW.....Emporia, Kan.	KYA.....San Francisco
*KFAR.....Fairbanks, Alaska	KGFF.....Shawnee, Okla.	KLX.....Oakland, Calif.	KRBO.....Bozeman, Mont.	KTUC.....Tucson, Ariz.	*KYCA.....Prescott, Ariz.
KFBB.....Great Falls, Mont.	KGFI.....Brownsville, Tex.	KGL.....Roswell, N. M.	KREB.....Berkeley, Calif.	KTV.....Tulsa, Okla.	KYOS.....Merced, Cal.
*KFBI.....Abilene, Kan.	KGLF.....Kearney, Nebr.	KGM.....Shenandoah, Ia.	KRGV.....Weslaco, Tex.	KTW.....Seattle, Wash.	KYSM.....Mankato, Minn.
KFBK.....Sacramento, Calif.	KGFX.....Pierre, S. D.	KMAC.....San Antonio, Tex.		KUJ.....Walla Walla, Wash.	KYW.....Philadelphia

† Authorized to move to Wichita, Kan.

(Con. on Page 170)



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"

WE COVER THE UNITED STATES



LEGEND

• LOCATION OF OUR CLIENTS

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

WASHINGTON, D. C.



GLENN D. GILLETT



MARCY EAGER



WILLIAM E. PLUMMER



CLYDE H. BOND

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)

V

[illegible]

Paul F. Godley

Consulting Radio Engineer

Phone

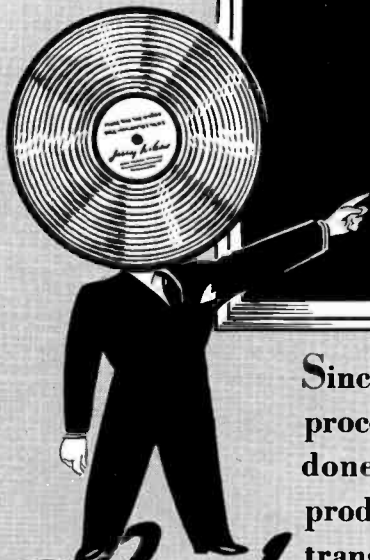
Montclair (N. J.) 2-7859

CLARK CRAFTMANSHIP SPELLS

Q-U-A-L-I-T-Y

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

P-R-O-C-E-S-S-I-N-G



Since the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a CLARK client. If you are interested in quality transcription processing we are at your service.

Clark **PHONOGRAPH RECORD COMPANY**
Main Office NEWARK, N.J. • 216 HIGH ST • Humboldt 2-0880

Broadcast Stations of the United States

(Revised to June 15, 1939)

Explanation: The first column of figures indicates the frequency in kilocycles, the second the day power in watts, the third the night power in watts. Dagger (†) indicates construction permit granted for new station. An asterisk (*) preceding the figures indicates a construction permit for an increase in power or a frequency change. A double asterisk (**) indicates a footnote. A double dagger (‡) preceding the figure indicates that the station is operating on the frequency or power shown by special authorization. *Italics* indicate that the station has reported that it does not sell time. D—Station operates daytime only. L—Limited time; operates night hours only when dominant station is not operating.

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)
ALABAMA				CALIFORNIA (Cont'd)				COLORADO (Cont'd)			
Anniston WHMA . . .	1420—D	100	----	Long Beach KFOX . . .	1250	1,000	1,000	Grand Junction KFXJ . . .	1200	250	100
Birmingham WAPI . . .	1140	5,000	5,000	KGER . . .	1360	*5,000	1,000	Greeley KFKA . . .	880	1,000	500
WBRC . . .	930	5,000	1,000	Los Angeles KECA . . .	1430	5,000	1,000	La Junta KOKO . . .	1370	100	100
WSGN . . .	1310	250	100	KEHE . . .	780	5,000	1,000	Lamar KIDW . . .	1420	100	100
Decatur WMFO . . .	1370—D	100	----	KFAC . . .	1300	1,000	1,000	Pueblo KGHF . . .	1320	500	500
Dothan WAGF . . .	1370—D	250	----	KFI . . .	640	50,000	50,000	Sterling KGEK . . .	1200	100	100
Gadsden WJBY . . .	1210	250	100	KFSG . . .	1120	2,500	500	CONNECTICUT			
Huntsville WBHP . . .	1200	100	100	KFVD . . .	1000	1,000	L-1,000	Bridgeport WICC . . .	600	1,000	500
Mobile WALA . . .	1380	1,000	500	KFWB . . .	950	5,000	1,000	Hartford WDRG . . .	1330	5,000	1,000
WMOB . . .	1200—D	100	----	KGJ . . .	1200	100	100	WTHT . . .	1200	100	100
Montgomery WCOV . . .	1210—D	100	----	KHJ . . .	900	5,000	1,000	WTIC . . .	1060	50,000	50,000
WSFA . . .	1410	1,000	500	KMPC . . .	710	500	L-500	DELAWARE			
Muscle Shoals City WMSD . . .	1420	100	100	KMTR . . .	570	1,000	1,000	Wilmington WDEL . . .	1120	1,000	250
Selma WHBB . . .	1500	100	100	KNX . . .	1050	50,000	50,000	WILM . . .	1420	100	100
Tuscaloosa WJRD . . .	1200—D	250	----	KRKD . . .	1120	2,500	500	New London WNLC . . .	1500	100	100
ARIZONA				Merced KYOS . . .	1040—D	250	----	Waterbury WATR . . .	1290	250	250
Globe KWJB . . .	1210	250	100	Modesto KTRB . . .	740—D	250	----	WBRY . . .	1530	1,000	1,000
Jerome KGRJ . . .	1310	250	100	Monterey KDON . . .	1210	100	100	DISTRICT OF COLUMBIA			
Lowell KSUN . . .	1200	250	100	Oakland KLS . . .	1280	250	250	Washington WJSV . . .	1460	10,000	10,000
Phoenix KOY . . .	1390	1,000	1,000	KLX . . .	880	1,000	1,000	WJAL . . .	630	500	250
KTAR . . .	620	1,000	1,000	KROW . . .	930	1,000	1,000	WOL . . .	1230	1,000	1,000
Prescott †KYCA . . .	1500	250	100	Pasadena KPPC . . .	1210	100	100	WRC . . .	950	5,000	1,000
Safford KGLU . . .	1420	250	100	Redding KVCV . . .	1200	100	100	FLORIDA			
Tucson KTUC . . .	1370	250	100	Sacramento KFBK . . .	1490	10,000	10,000	Daytona Beach WMFJ . . .	1420	100	100
KVOA . . .	1280	1,000	1,000	KROY . . .	1210—D	100	----	Gainesville WRUF . . .	830	5,000	L-5,000
Yuma KUMA . . .	1420	100	100	San Bernardino KFXM . . .	1210	100	100	Jacksonville WJAX . . .	900	5,000	1,000
ARKANSAS				San Diego KFSD . . .	600	1,000	1,000	†WJHP . . .	1290	250	250
Blytheville KLCN . . .	1290—D	100	----	KGB . . .	1330	1,000	1,000	WMBR . . .	1370	250	100
El Dorado KELD . . .	1370	100	100	San Francisco KFRC . . .	610	5,000	1,000	Lakeland WLAK . . .	1310	250	100
Fort Smith KFPW . . .	1210	100	100	KGO . . .	790	7,500	7,500	Miami WIOD . . .	610	1,000	1,000
Hot Springs KTHS . . .	1040 11060	10,000	10,000	KJBS . . .	1070	500	L-500	WQAM . . .	560	1,000	1,000
Jonesboro KBTM . . .	1200—D	100	----	KPO . . .	680	50,000	50,000	Miami Beach WKAT . . .	1500	250	100
Little Rock KARK . . .	890	1,000	1,000	KSAN . . .	1420	100	100	Ocala †WTMC . . .	1500	100	100
KGHI . . .	1200	250	100	KSFO . . .	560	5,000	1,000	Orlando WDBO . . .	580	5,000	1,000
KLRA . . .	1390	5,000	1,000	KYA . . .	1230	5,000	1,000	Pensacola WCOA . . .	1340	1,000	500
Pine Bluff KOTN . . .	1500	100	100	San Jose KQW . . .	1010	1,000	1,000	St. Augustine WFOY . . .	1210	250	100
Silom Springs KUOA . . .	1260—D	5,000	----	San Luis Obispo KVEC . . .	1200	250	100	St. Petersburg WSUN . . .	620	5,000	1,000
CALIFORNIA				Santa Ana KVOE . . .	1500	100	100	†WTSP . . .	1370	250	100
Bakersfield KERN . . .	1370	100	100	Santa Barbara KDR . . .	1500	250	100	Tallahassee WTAL . . .	1310	250	100
KPMC . . .	1550	1,000	1,000	KTMS . . .	1220	500	500	Tampa WDAE . . .	1220	5,000	1,000
Berkeley KRE . . .	1870	250	100	Santa Rosa KSRO . . .	1310	250	100	WFLA . . .	620	5,000	1,000
Chico KHSL . . .	1260	250	250	Stockton KGDM . . .	1100—D	1,000	----	West Palm Beach WJNO . . .	1200	250	100
El Centro KXO . . .	1500	100	100	KWG . . .	1200	100	100	GEORGIA			
Eureka KIEM . . .	1450	1,000	500	Visalia KTKC . . .	1190—D	250	----	Albany WGPC . . .	1420	100	100
Fresno KARM . . .	1310	100	100	*890	*1,000	*1,000	----	Athens WGAU . . .	1310	250	100
KMJ . . .	580	1,000	1,000	Watsonville KHUB . . .	1310—D	250	----	Atlanta WAGA . . .	1450	1,000	500
COLORADO				COLORADO				IDAHO			
Alamosa KGIW . . .	1420	100	100	Durango KIUP . . .	1370	100	100	Boise KIDO . . .	1350	2,500	1,000
Colorado Springs KVOR . . .	1270	1,000	1,000	CONNECTICUT				Idaho Falls KID . . .	1320	5,000	500
Denver KFEL . . .	920	500	500	DELAWARE				Lewiston KRLC . . .	1390	250	250
KLZ . . .	560	5,000	1,000	DISTRICT OF COLUMBIA				Nampa KFXD . . .	1200	250	100
KOA . . .	830	50,000	50,000	FLORIDA				Peasbelle KSEI . . .	900	1,000	250
KPOF . . .	880	1,000	1,000	GEORGIA				Twin Falls KTFI . . .	1240	1,000	1,000
KVOD . . .	920	500	500	ILLINOIS				Wallace †KWAL . . .	1420	250	100
*630	*1,000	*1,000	*1,000	IDAHO				ILLINOIS			
CONNECTICUT				ILLINOIS				ILLINOIS			
DELAWARE				ILLINOIS				ILLINOIS			
DISTRICT OF COLUMBIA				ILLINOIS				ILLINOIS			
FLORIDA				ILLINOIS				ILLINOIS			
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AS GOOD AS THEY LOOK

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.

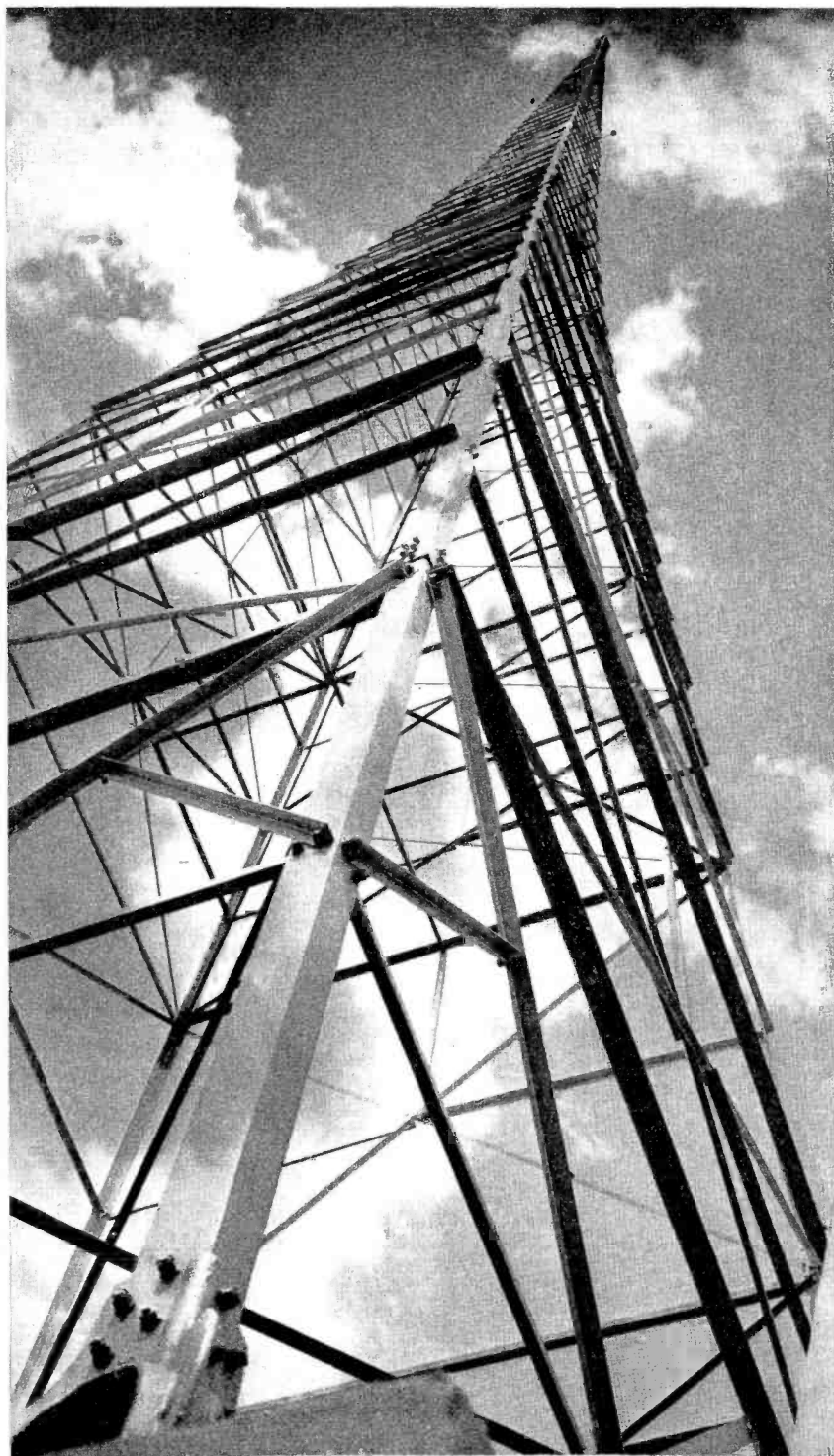
The self supporting type of Blaw-Knox Radiator has uniform taper and is recommended by radio engineers for either shunt or series excitation.

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	WHBU 1210	250	100	Ashland	WCMJ 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		*1450	*1,000	*1,000		
Evansville	WEOA 1370	250	100		WCKY 1490	*50,000	*50,000	Calumet	WHDF 1370	250	100		KITE 1530	1,000	1,000		
	WGBF 630	1,000	500	Lexington	WLAP 1420	250	100	Detroit	WJBK 1500	250	100		KMBC 950	5,000	1,000		
Fort Wayne	WGL 1370	250	100	Louisville	WAVE 940	1,000	1,000		WJR 750	50,000	50,000		WDAF 610	5,000	1,000		
	WOWO 1160	10,000	10,000		WHAS 820	50,000	50,000		WMBC 1420	250	100		WHB 860—D	1,000	----		
Gary	WIND 560	5,000	1,000		†WINN 1210	250	100		WWJ 920	5,000	1,000		WREN 1220	5,000	1,000		
				Owensboro	WOMI 1500	250	100		WXYZ 1240	1,000	1,000	Poplar Bluff	KWOC 1310—D	100	----		
Hammond	WHIP 1480—D	5,000	----		Paducah	WPAD 1420	250	100	East Lansing	WKAR 850—D	1,000	----		Springfield	KGBX 1230	500	500
	WWAE 1200	100	100							*5,000	----		KWTO 560—D	5,000	----		
Indianapolis	WFBM 1230	5,000	1,000	LOUISIANA				Flint	WFDL 1310	100	100	St. Joseph	KFEQ 680	2,500	L-500		
	WIBC 1050—D	1,000	----	Alexandria	KALB 1210	250	100	Grand Rapids	WOOD-WASH 1270	500	500	St. Louis	KFMO 550	1,000	500		
	WIRE 1400	5,000	1,000	Baton Rouge	WJBO 1120	500	500	Ironwood	WJMS 1420	100	100		KMOX 1090	50,000	50,000		
Muncie	WLBC 1310	250	100	Lafayette	KVOL 1310	250	100	Jackson	WIRM 1370	250	100		KSD 550	5,000	1,000		
New Albany	WGRC 1370—D	250	----	Lake Charles	KPLC 1500	250	100	Kalamazoo	WKZO 590	1,000	*250		KWK 1350	5,000	1,000		
Richmond	WKBV 1500	100	100	Monroe	KMLB 1200	250	100	Lansing	WJIM 1210	250	100		KXOK 1250	1,000	1,000		
South Bend	WFAM 1200	100	100	New Orleans	WRNO 1420	250	100	Lapeer	WMPC 1200	250	100		WEW 760—D	1,000	----		
	WSBT 1360	500	500		WDSU 1250	1,000	1,000	Marquette	WBEO 1310	250	100		WIL 1200	250	100		
Terre Haute	WBOW 1310	250	100		WJBW 1200	100	100	Muskegon	WKBZ 1500	250	100		WTMV 1500	250	100		
West Lafayette	WBAA 890	1,000	500		WSMB 1320	5,000	1,000		Port Huron	WHLS 1370—D	250	----	MONTANA				
					WWL 850	50,000	50,000		Royal Oak	WEXL 1310	50	50	Billings	KGHL 780	5,000	1,000	
IOWA				Shreveport	KRMD 1310	250	100	MINNESOTA				Bozeman	†KRBM 1420	250	100		
Ames	WOL 840—D	5,000	----		KTBS 1450	1,000	1,000	Albert Lea	KATE 1420	250	100	Butte	KGIR 1340	5,000	1,000		
Boone	KFGQ 1370—D	100	----		KWKH 11100	10,000	10,000	Duluth	KDAL 1500	250	100	Great Falls	KFBB 1280	5,000	1,000		
Cedar Rapids	WMT 600	5,000	1,000			*50,000	*50,000		WEBC 1290	5,000	1,000	Helena	KPFA 1210	250	100		
Davenport	WOC 1370	250	100	MAINE					Fergus Falls	KGDE 1200	250	100	Kalispell	KGEZ 1310	100	100	
Decorah	KGCA 1270—D	100	----	Augusta	WRDO 1370	100	100	Hibbing	WMFG 1210	250	100	Missoula	KGVO 1260	5,000	1,000		
	KWLC 1370—D	100	----	Bangor	WABI 1200	250	100	Mankato	KYSM 1500	250	100	Wolf Point	KGCK 1450	1,000	1,000		
Des Moines	KRNT 1320	5,000	1,000		WLBZ 620	1,000	500	Minneapolis-St. Paul	KSTP 1460	25,000	10,000	NEBRASKA					
	KSO 1430	5,000	1,000	Lewiston	WCOU 1210	100	100		WCCO 810	50,000	50,000	Grand Island	KMMJ 740	1,000	L-1,000		
	WHO 1000	50,000	50,000	Portland	WCSH 940	2,500	1,000		WDGY 1180	5,000	L-1,000	Kearney	KGFV 1310	250	100		
Dubuque	†KDTH 1340—D	500	----		WGAN 640	500	L-500		WLR 760	5,000	---	Lincoln	KFAB 770	10,000	10,000		
	WKBB 1500	250	100	Presque Isle	WAGM 1420	100	100		WMT 1370	250	100		KFOR 1210	250	100		
Iowa City	WSUI 880	1,000	500	MARYLAND					WTCN 1260	5,000	1,000	Norfolk	WJAG 1060	1,000	L-1,000		
Marshalltown	KFJB 1200	250	100	Baltimore	WBAL 1060	10,000	10,000	Moorhead	KVOX 1310	250	100	North Platte	KGNF 1430—D	1,000	----		
Mason City	KGLO 1210	250	100		WCAO 600	1,000	500	Northfield	WCAL 760—D	5,000	----	Omaha	KOIL 1260	5,000	1,000		
Shenandoah	KFNF 890	1,000	500		WCBM 1370	250	100	Rockchester	KROC 1310	250	100		KOWH 660—D	500	----		
		*5,000	*1,000		WFBR 1270	1,000	500	St. Cloud	KFAM 1420	250	100		WOW 590	5,000	1,000		
	KMA 980	5,000	1,000	Cumberland	WTBO 800—D	250	----	Virginia	WHLB 1370	250	100	Scottsbluff	KGKY 1500	250	100		
Sioux City	KSCJ 1330	5,000	1,000	Frederick	WFMD 900—D	500	----	Winona	KWNO 1200	250	100	NEVADA					
	KTRI 1420	250	100	Hagerstown	WJEJ 1210	100	100	MISSISSIPPI				Reno	KOH 1380	500	500		
KANSAS				Salisbury	WSAL 1200—D	250	----	Grenada	**WGRM 1210	250	100	NEW HAMPSHIRE					
Abilene	*KFBI 1050	5,000	L-5,000	MASSACHUSETTS				Gulfport-Biloxi	WGCM 1210	250	100	Laconia	WLNH 1310	100	100		
Atchison	†KVAK 1420—D	100	----	Boston	WAAB 1410	1,000	1,000	Hattiesburg	WFOR 1370	250	100	Manchester	WFEA 1340	1,000	500		
Coffeyville	KGGF 1010	1,000	1,000		WRZ 990	50,000	50,000	Jackson	WJDX 1270	5,000	1,000	Portsmouth	WHEB 740—D	250	----		
Dodge City	KGNO 1340	250	250		WCOP 1120—D	500	----		WSLI 1420	250	100	NEW JERSEY					
					WEEI 590	5,000	1,000	Lancaster	WAML 1310	250	100	Asbury Park	WCAP 1280	500	500		
Emporia	KTSW 1370—D	100	----		WHDH 830—D	1,000	----	McComb	†WSKB 1200—D	100	----	Atlantic City	†WBAB 1200	250	100		
					WMEX 1500	250	100	Meridian	WCOC 880	1,000	1,000		WPG 1100	5,000	5,000		
Garden City	KIUL 1210	100	100		*1470	*5,000	*5,000	Vicksburg	WQBC 1360—D	1,000	----	Bridgeton	WSNJ 1210—D	100	----		
					WNAC 1220	5,000	1,000		(**CP authorizing move to Greenwood, Miss.)				*250	*100			
Great Bend	KVGB 1370	100	100		WORL 920—D	500	----	Cape Girardeau	KFVS 1210	250	100	Camden	WCAM 1280	500	500		
				Fall River	WSAR 1450	1,000	1,000	Columbia	KFRU 630	1,000	500	Jersey City	WAAT 940—D	500	----		
Hutchinson	KWBG 1420	100	100	Greenfield	WHAI 1210	250	100		Jefferson City	KWOS 1310	250	100		WHOM 1450	250	----	
				Lawrence	WLAU 680—D	1,000	----		Joplin	WMBH 1420	250	100	Newark	WHBI 1250	2,500	1,000	
Kansas City	KCKN 1310	100	100	Lowell	WLLH 1370	250	100	MISSOURI					WOR 710	50,000	50,000		
					WNBH 1310	250	100					Red Bank	WBRB 1210	100	100		
Lawrence	KFKU 1220	5,000	1,000	New Bedford	WOBX 1210	250	100					Trenton	WTNJ 1280	500	500		
	WREN 1220	5,000	1,000	Osterville	†WOCB 1210	250	100					Zarephath	WAWZ 1350	1,000	1,000		
Manhattan	KSAC 580	1,000	500														
				Pittsfield	WBRK 1310	250	100										
Pittsburg	KOAM 790—D	1,000	----														
				Springfield	WBZA 990	1,000	1,000										
Salina	KSAL 1500	250	100		WMAS 1420	250	100										
					WSPR 1140	500	L-500										
Topeka	WIBW 580	5,000	1,000														
Wichita	KANS 1210	100	100														
	KFH 1300	5,000	1,000														
	(**CP authorizing move to Wichita, Kan.)																

(Continued on Page 176)

Stations that Can Afford the Best *Choose I. N. S.*



News as Soon as It Happens
High-Speed (60-words-a-minute) Teletype Equipment
The World's Finest Reportorial and Writing Talent
Exclusive News Features
Personalized Service
Sales Promotion Cooperation



More than 200 radio stations in the United States are giving their listeners and advertisers the advantages of International News Service. These are stations that place a high value on news, both as an audience service feature and for sponsorship to produce the best advertising results.

Full Details and Rates Will be Given Upon Request

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	1230	1,000	1,000	WGNC	1420	250	100	WNAD	1010	1,000	1,000	WKOK	1210	100	100
KOB	1180	10,000	10,000	Goldsbere				Oklahoma City				Uniontown			
Carlsbad				†WGBR	1370	100	100	KOCY	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	630	1,000	500
Albany				WSTP	1500	250	100	KVOO	1140	25,000	25,000				
WABY	1370	250	100	Wilmington				OREGON							
WOKO	1430	1,000	500	WMFD	1370	100	100	Astoria							
Auburn				Wilson				KAST	1200	250	100	SOUTH CAROLINA			
WMBO	1310	250	100	WGTM	1310—D	100	----	Baker				Anderson			
Binghamton				Winston-Salem				†KBKR	1500	250	100	WAIM	1200	100	100
WNBF	1500	250	100	WVAIR	1250—D	250	----	Bend				Charleston			
Brooklyn				WSJS	1310	250	100	KBND	1310	250	100	WCSC	1360	1,000	500
WARD	1400	500	500	NORTH DAKOTA				Corvallis				†WTMA	1210	250	100
WRBC	1400	500	500	Bismarck				KOAC	550	1,000	1,000	Columbia			
WRRR	1300	1,000	1,000	KFYR	550	5,000	1,000	Eugene				†WCOS	1370	250	100
WCNW	1500	250	100	Devils Lake				KORE	1420	100	100	WIS	560	5,000	1,000
WLTH	1400	500	500	KDLR	1210	250	100	Klamath Falls				Florence			
WVFW	1400	500	500	Fargo				KFJI	1210	100	100	WOLS	1200—D	100	----
Buffalo				WDAY	940	5,000	1,000	La Grande				Greenville			
WBEN	900	5,000	1,000	Grand Forks				KLBM	1420	250	100	WFBC	1300	5,000	1,000
WBNY	1370	250	100	KFJM	1410	1,000	500	Marshfield				Spartanburg			
WBRR	1310	250	100	Jamestown				KOOS	1200	250	100	WSPA	920—D	1,000	----
WGR	650	5,000	1,000	KRMC	1370	250	100	Medford				SOUTH DAKOTA			
WKBW	1480	5,000	5,000	Mandan				KMED	1410	250	250	Aberdeen			
WSVS	1370	50	50	KGCU	1240	250	250	Portland				KABR	1390	1,000	500
Canton				Minot				KALE	1300	1,000	1,000	Brookings			
WCAD	1220—D	500	----	KLPM	1360	1,000	500	KBPS	1420	100	100	KFDY	780—D	1,000	----
Elmira				Valley City				KEK	1180	5,000	5,000	Pierre			
†WENY	1200—D	250	----	KOVC	1500	250	100	KGW	620	5,000	1,000	KGFX	630—D	200	----
WESG	1350—D	1,000	----	OHIO				KOIN	940	5,000	1,000	Rapid City			
Freeport				Akron				KWJJ	11040	500	L-500	KOBH	1370	250	100
WGBB	1210	100	100	WADC	1320	5,000	1,000	KXL	1420	250	100	WCAT	1200—D	100	----
Jamestown				WJW	1210	250	100	Roschburg				Sioux Falls			
WJTN	1210	250	100	Ashtabula				KRNR	1500	250	100	KELO	1200	250	100
Newburgh				WICA	940—D	250	----	Salem				KSOO	1110	5,000	L-5,000
WGNV	1220	250	----	Canton				KSLM	1360	500	500	Vermillion			
New York				WHBC	1200	100	100	PENNSYLVANIA				KUSD	890	500	500
WABC	860	50,000	50,000	Cincinnati				Allentown				Watertown			
WBIL	1100	5,000	5,000	WCKY	1490	10,000	10,000	WCBA-WSAN	1440	500	500	KWTN	1210	100	100
WBXK	1350	1,000	1,000	WCPO	1200	250	100	Altoona				Yankton			
WEAF	660	50,000	50,000	WKRC	550	5,000	5,000	WFBG	1310	100	100	WNAX	570	5,000	1,000
WEVD	1300	1,000	1,000	WLW	700	50,000	50,000	Easton				TENNESSEE			
WHN	1010	5,000	1,000	WSAI	1830	5,000	1,000	WEST	1200	250	100	Bristol			
WINS	1180	1,000	L-1,000	Cleveland				WLEU	1420	250	100	WOPI	1500	100	100
WJZ	760	50,000	50,000	WCLE	610—D	500	----	Greensburg				Chattanooga			
WMCA	570	1,000	1,000	WGAR	1450	5,000	1,000	WHJB	620—D	250	----	WAO	1420	250	100
WNEW	1250	5,000	1,000	WHK	1390	2,500	1,000	Grove City				WDO	1280	5,000	1,000
WNYC	810—D	1,000	----	WTAM	1070	50,000	50,000	WSAJ	1310	100	100	Jackson			
WOR	710	50,000	50,000	COLUMBIA				Harrisburg				WTJS	1310	250	100
WQV	1130	1,000	L-1,000	WBNS	1430	5,000	1,000	WHP	1430	1,000	500	Johnston City			
WQXR	1550	1,000	1,000	WCOL	1210	100	100	WKBQ	1200	250	100	WJHL	1200	250	100
WWRL	1500	250	100	WHKC	640	500	L-500	WLAS	1420	100	100	Knoxville			
Olean				WOSU	570	1,000	1,000	WLAT	1310	250	100	WNOX	1010	5,000	1,000
WhdL	1400—D	250	----	Dayton				WLB	1200	250	100	WROL	1310	250	100
Plattsburg				WHIO	1280	5,000	1,000	New Castle				Memphis			
WMFF	1310	250	100	WSMK	1380	200	200	WKST	1250—D	250	----	WBHQ	1370	100	100
Rochester				Lima				Philadelphia				WMC	780	5,000	1,000
WHAM	1150	50,000	50,000	WLOK	1210—D	100	----	KYW	1020	10,000	10,000	WMPS	1430	1,000	500
WHEC	1430	1,000	500	Portsmouth				WCAU	1170	50,000	50,000	WREC	600	5,000	1,000
WSAY	1210	250	100	WPAY	1370	100	100	WDA	1370	250	100	Nashville			
Saranac Lake				Teleda				WFIL	560	1,000	1,000	WLAC	1470	5,000	5,000
WNBZ	1290—D	100	----	WSPD	1340	5,000	1,000	WHAT	1310	100	100	WSIX	1210	250	100
Schenectady				WTO	1200	100	100	WIBG	970—D	100	----	WSM	650	50,000	50,000
WGY	790	50,000													



and other things Broadcasters need

*G*ou 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.

WALTER P. BURN & ASSOCIATES Inc.
7 WEST 44th STREET • NEW YORK

Affiliated: MARKET DATA SERVICE, INC., Bridgeport, Conn.

BROCHURES	MARKET DATA	DRAMATIZED	COUNTY OUTLINE MAPS
TALENT-PROGRAM BOOKS	REFERENCE MANUALS	EASEL PRESENTATIONS	ECONOMIC MAPS
MARKET DATA FOLDERS	SALES MANUALS	PHOTOGRAPHIC AND	DISTORT MAPS
SPECIAL FOLDERS	QUOTA STUDIES	ART SERVICES	PICTORIAL MAPS
LIST-MAILING SERVICE	ENGINEERING MEASUREMENTS - EDGAR FELIX		DECORATIVE MAPS
COMPLETE MAIL CAMPAIGNS			LISTENING AREA MAPS



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. Kirkby, Managing Director

The Blackstone
 MICHIGAN AVENUE · CHICAGO



EVERYTHING about The Gotham bespeaks its gracious living—its spacious rooms, its atmosphere of good taste, its superb cuisine. Elegance is apparent...economy not forgotten.

Under the Same Management as
The Drake CHICAGO
The Blackstone CHICAGO
The Evanshore EVANSTON, ILL.
The Town House LOS ANGELES
 A. S. Kirkby, Managing Director

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

BROADCAST STATIONS OF UNITED STATES

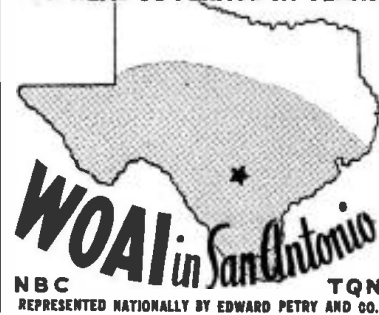
(Continued from page 176)

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	----	†KVOO	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	1180	500	500	KUTA	1500	100	100	WWVA	1160	5,000	5,000
Corpus Christi				VERMONT				Williamson			
KRIS	1380	500	500	Burlington				WBTH	1870—D	100	----
Corsicana				WCAX	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	Springfield				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	----	**WHBY	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	940—D	5,000	----
KFJZ	1370	250	100	Fredericksburg				WIBA	1280	5,000	1,000
KGKO	570	5,000	1,000	†WFVA	1260—D	250	----	Manitowac			
KTAT	1240	1,000	1,000	Harrisonburg				WOMT	1210	100	100
WEAP	800	50,000	50,000	WSVA	550—D	500	----	Milwaukee			
Galveston				Lynchburg				WEMP	1310	250	100
KLUF	1370	250	100	WLYA	1200	250	100	WISN	1120	1,000	250
Houston				Newport News				WTMJ	620	5,000	1,000
KPRC	920	5,000	1,000	WGH	1310	250	100	Poynette			
KTRH	1290	5,000	1,000	Norfolk				WIBU	1210	250	100
KXYZ	1440	1,000	1,000	WTAR	780	5,000	1,000	Racine			
Huntsville				Petersburg				WRJN	1370	250	100
KSAM	1500—D	100	----	†WPIV	1210	250	100	Rice Lake			
Kilgore				Richmond				WJMC	1210—D	250	----
KOCA	1210	250	100	WBL	1210	100	100	Sheboygan			
Laredo				WMBG	1350	500	500	WHL	1300	1,000	250
KPAB	1500	250	100	WRNL	880—D	500	----	Stevens Point			
Longview				WRTD	1500	100	100	WLBL	900—D	5,000	----
KFRO	1370—D	250	----	WRVA	1110	50,000	50,000	Superior			
	*1840	*1,000	*1,000	Roanoke				†WDSM	1200	100	100
Lubbock				WDBJ	930	5,000	1,000	WEBC	1290	5,000	1,000
KFYO	1310	250	100	WASHINGTON				Wausau			
Lufkin				Aberdeen				WSAU	1370	250	100
KRBA	1310—D	100	----	KXRO	1310	250	100	(**CP authorizing move to Appleton, Wisc.)			
Midland				Bellingham				WYOMING			
KRLH	1420—D	100	----	KVOS	1200	100	100	Casper			
Palestine				Centralia				KDFN	1440	500	500
KNET	1420—D	100	----	KELA	1440	1,000	1,000	Rock Springs			
Pampa				Everett				KVRS	1370	250	100
KPDN	1310—D	100	----	KRKO	1370	50	50	Sheridan			
Paris				Longview				KWYO	1370	250	100
KPLT	1500—D	250	----	KWLK	780—D	250	----	ALASKA			
Pecos				Olympia				Anchorage			
KIUN	1370	100	100	KGY	1210	100	100	KFQD	780	250	250
Port Arthur				Pullman				Fairbanks			
KPAC	1220	500	500	KWSC	1220	5,000	1,000	†KFAH	610	1,000	1,000
San Angelo				Seattle				Juneau			
KGKL	1370	250	100	KEEN	1370	100	100	KINY	1430	250	250
San Antonio				KIRO	650	250	L-250	Ketchikan			
KABC	1420	250	100	KJR	970	5,000	5,000	KGBU	900	500	500
KMAC	1370	250	100	KOL	1270	5,000	1,000	HAWAII			
KONO	1370	250	100	KOMO	920	5,000	1,000	Hilo			
KTSA	650	5,000	1,000	KRSC	1120	250	250	KHBC	1400	250	250
WOAI	1190	50,000	50,000	KTW	1230	1,000	1,000	Honolulu			
Sherman				KXA	760	500	L-250	KGMB	1320	1,000	1,000
KRRV	1310—D	250	----			*1,000	*L-1,000	KGU	750	2,500	L-2,500
Sweetwater				Spokane				Lihue			
†KXOX	1210—D	250	----	KFIO	1120—D	100	----	†KTOH	1500	250	100
Temple				KFPY	890	5,000	1,000	PUERTO RICO			
KTEM	1370—D	250	----	KGA	1470	5,000	5,000	Mayaguez			
Texarkana				KHQ	590	5,900	1,000	WPR	1370	250	100
KCMC	1420	250	100	Tacoma				*780	*2,500	*1,000	
Tyler				KMO	1330	1,000	1,000	Ponce			
KGKB	1500	250	100	KVI	570	5,000	1,000	WPRP	1420	250	100
Vernon				Vancouver				San Juan			
KVWC	1500	250	100	†KVAN	880—D	250	----	WKAQ	1240	1,000	1,000
Waco				Walla Walla				WNEL	1290	2,500	1,000
WACO	1420	250	100	KUJ	1370	100	100	IT TAKES 50,000 WATTS FOR REAL COVERAGE IN TEXAS			
Weslaco				Wenatchee							
KRGV	1260	1,000	1,000	KPQ	1500	250	100				
Wichita Falls				Yakima							
†KWFT	620	1,000	250	KIT	1250	1,000	500				
UTAH				WEST VIRGINIA							
Cedar City				Beckley							
KSUB	1310	100	100	WJLS	1210	250	100				
Logan				Bluefield							
KVNU	1200	100	100	WHIS	1410	1,000	500				
Ogden				Charleston							
KLO	1400	500	500	WCHS	580	1,000	500				
		*5,000	*1,000	†WGKV	1500	100	100				
Price				Clarksburg							
KEUB	1420	100	100	WBLK	1370	250	100				
				Fairmont							
				WMMN	890	5,000	1,000				

U. S. Possessions

ALASKA			
Anchorage	KFQD	780	250
Fairbanks	†KFAH	610	1,000
Juneau	KINY	1430	250
Ketchikan	KGBU	900	500
HAWAII			
Hilo	KHBC	1400	250
Honolulu	KGMB	1320	1,000
KGU	750	2,500	L-2,500
Lihue	†KTOH	1500	250
PUERTO RICO			
Mayaguez	WPR	1370	250
	*780	*2,500	*1,000
Ponce	WPRP	1420	250
San Juan	WKAQ	1240	1,000
	WNEL	1290	2,500

IT TAKES 50,000 WATTS FOR REAL COVERAGE IN TEXAS



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				NEW BRUNSWICK				ONTARIO (Cont'd)			
Calgary				Fredericton				Prescott			
CFAC	930	1,000	1,000	CFNB	550	1,000	1,000	CFLC	930	100	100
CFCN	1030	10,000	10,000	Moncton				St. Catharines			
CJCJ	690	100	100	CKCW	1370	100	100	CKTB	1200	100	100
Edmonton				Sackville				Sault Ste. Marie			
CFRN	960	100	100	CBA	1050	50,000	50,000	CJIC	1500	100	100
CJCA	730	1,000	1,000	Saint John				Stratford			
CKUA	580	500	500	CHSJ	1120	100	100	CJCS	1210	50	50
Grande Prairie				NOVA SCOTIA				Sudbury			
CFGP	1200	100	100	Halifax				CKSO	780	1,000	1,000
Lethbridge				CHNS	930	1,000	1,000	Timmins			
CJOC	1210	100	100	†CJHC	1290	1,000	1,000	CKGB	1440	100	100
BRITISH COLUMBIA				Sydney				*960	*1,000	*1,000	
Chilliwack				CJCB	1240	1,000	1,000	Toronto			
CHWK	780	100	100	Wolfville				CBL	840	50,000	50,000
Kamloops				CKIC	1010	50	50	CBY	1420	100	100
CFJC	880	1,000	1,000	Yarmouth				CFBR	690	10,000	10,000
Kelowna				CJLS	1310	100	100	CKCL	580	100	100
CKOV	630	1,000	1,000	ONTARIO				Waterloo-Kitchener			
Nelson				Brantford				CKCR	1510	100	100
†CKLN	1420	100	100	CKPC	930	100	100	Windsor			
Prince Rupert				Chatham				CKLW	1030	5,000	5,000
CFPR	580	50	50	CFCO	630	100	100	Wingham			
Trail				Cobalt				CKNX	1200	100	100
CJAT	910	1,000	1,000	CKMC	1210	50	50	PRINCE EDWARD ISLAND			
Vancouver				Fort William-Port Arthur				Charlottetown			
CBR	1100	5,000	5,000	CKPR	580	1,000	1,000	CFCY	630	1,000	1,000
CJOR	600	500	500	Hamilton				CHCK	1310	50	50
CKCD	1010	100	100	CHML	1010	100	100	Summerside			
CKFC	1410	50	50	CKOC	1120	1,000	500	CHGS	1450	50	50
CKMO	1410	100	100	Kenora				QUEBEC			
CKWX	1010	100	100	CKCA	1420	250	100	Chicoutimi			
Victoria				Kingston				CBJ	1120	100	100
CFCT	1450	500	500	CFRC	1510	100	100	Hull			
MANITOBA				Kirkland Lake				CKCH	1210	100	100
Brandon				CJKL	1310	100	100	Montreal			
CKX	1120	1,000	1,000	*560	*1,000	*1,000		CBF	910	50,000	50,000
Flin Flon				London				CBM	960	5,000	5,000
CFAR	1370	100	100	CFPL	730	100	100	CFCF	600	500	500
Winnipeg				North Bay				CHLP	1120	100	100
CJRC	630	1,000	1,000	CFCH	930	100	100	CKAC	730	5,000	5,000
CKY	910	15,000	15,000	Ottawa				New Carlisle			
				CBO	880	1,000	1,000	CHNC	610	1,000	1,000
				CKCO	1010	100	100	Quebec			
				Owen Sound				CHV	950	1,000	1,000
				†CFOS	1370	100	100	CHRC	580	100	100
								CKCV	1310	100	100

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.

Quebec				Quebec			
CHV	950	1,000	1,000	CHRC	580	100	100
CHRC	580	100	100	CKCV	1310	100	100
CKCV	1310	100	100	Rimouski			
Rimouski				CJBR	1030	1,000	1,000
CJBR	1030	1,000	1,000	Rouyn			
Rouyn				CKRN	1370	100	100
CKRN	1370	100	100	St. Anne de la Pocatiere			
St. Anne de la Pocatiere				CHGB	1200	100	100
CHGB	1200	100	100	Sherbrooke			
Sherbrooke				CHLT	1210	100	100
CHLT	1210	100	100	Three Rivers			
Three Rivers				CHLN	1420	100	100
CHLN	1420	100	100	SASKATCHEWAN			
SASKATCHEWAN				Moose Jaw			
Moose Jaw				CHAB	1200	250	100
CHAB	1200	250	100	North Battleford			
North Battleford				†CHNB	1420	100	100
†CHNB	1420	100	100	Prince Albert			
Prince Albert				CKBI	1210	100	100
CKBI	1210	100	100	Regina			
Regina				CJRM	950	1,000	1,000
CJRM	950	1,000	1,000	CKCK	1010	1,000	1,000
CKCK	1010	1,000	1,000	Saskatoon			
Saskatoon				†CBK	540	50,000	50,000
†CBK	540	50,000	50,000	CFQC	600	1,000	1,000
CFQC	600	1,000	1,000	Yorkton			
Yorkton				CJGX	1430	1,000	1,000
CJGX	1430	1,000	1,000				



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

MONTREAL



first
IN
**CANADA'S
RICHEST
MARKET**

Put your sales message over
quickly, economically and suc-
cessfully by using CFCF, the
Voice of Canada's Metropol-
itan market. Over ONE MIL-
LION people in Greater Mon-
treal 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

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.

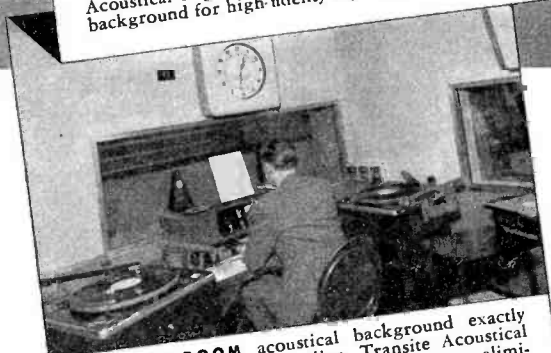
L—Limited time; operates night hours only when dominant station is not operating

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	500	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.	(11060 kc.)	-----
560 KC. REGIONAL				KMPC	Beverly Hills, Calif.	500	L-500	890 KC. REGIONAL				†KWJ	Portland, Ore.	500	L-500
KFDM	Beaumont, Tex.	1,000	500	WOR	Newark, N. J.	50,000	50,000	KARK	Little Rock, Ark.	1,000	1,000	KYOS	Merced, Cal.	250	-----
KLZ	Denver	5,000	1,000	720 KC. CLEAR				KFPY	Spokane, Wash.	500	1,000	WESG	Elmira, N. Y.	1,000	-----
KSFO	San Francisco	5,000	1,000	WGN	Chicago	50,000	50,000	KTKC	(CP) Visalia, Calif.	*1,000	*1,000	†WTIC	Hartford, Conn.	50,000	50,000
KWTO	Springfield, Mo.	5,000	-----	730 KC. CANADIAN EXCLUSIVE				KUSD	Vermillion, S. D.	500	500	1050 KC. CLEAR			
WFIL	Philadelphia	1,000	1,000	740 KC. CLEAR				WBAA	West Lafayette, Ind.	1,000	500	KFBI	Abilene, Kan.**	5,000	L-5,000
WIND	Gary, Ind.	5,000	1,000	KMMJ	Grand Island, Neb.	1,000	L-1,000	WGST	Atlanta	5,000	1,000	KNX	Los Angeles	50,000	50,000
WIS	Columbia, S. C.	5,000	1,000	KTRB	Modesto, Calif.	250	-----	WJAR	Providence, R. I.	5,000	1,000	WEAU	Eau Claire, Wis.	1,000	L-1,000
WQAM	Miami, Fla.	1,000	1,000	WHEB	Portsmouth, N. H.	250	-----	WMMN	Fairmont, W. Va.	5,000	1,000	WIBC	Indianapolis	1,000	-----
570 KC. REGIONAL				WSB	Atlanta	50,000	50,000	900 KC. REGIONAL				**Authorized to move to Wichita, Kan.			
KGKO	Fort Worth, Tex.	5,000	1,000	750 KC. CLEAR				KGBU	Ketchikan, Alaska	500	500	1060 KC. CLEAR			
KMTR	Los Angeles	1,000	1,000	KGU	Honolulu, Hawaii	2,500	2,500	KHJ	Los Angeles	5,000	1,000	†KTHS	Hot Springs	10,000	10,000
KVI	Tacoma, Wash.	5,000	1,000	WJR	Detroit	50,000	50,000	KSEI	Pocatello, Idaho	1,000	250	KWJJ	Portland, Ore.	(11040 kc)	500
WKBN	Youngstown, O.	1,000	500	760 KC. CLEAR				WBEN	Buffalo, N. Y.	5,000	1,000			500	500
†WMAM	Marinette, Wis.	250	-----	KXA	Seattle	500	250	WFMD	Frederick, Md.	500	-----	WBAL	Baltimore (1760 kc)	10,000	10,000
WMCA	New York	1,000	1,000	WEW	St. Louis	*1,000	*L-1,000	WJAX	Jacksonville, Fla.	5,000	1,000	WJAG	Norfolk, Nebr.	1,000	L-1,000
WNAX	Yankton, S. D.	5,000	1,000	WJZ	New York	50,000	50,000	WLY	Oklahoma City	5,000	1,000	WTIC	Hartford, Conn.	(11040 kc)	50,000
WOSU	Columbus, O.	1,000	1,000	†WBAL	Baltimore	12,500	-----	WLBL	Stevens Point, Wis.	5,000	-----	1070 KC. CLEAR			
WSYR	Syracuse, N. Y.	1,000	1,000	WCAL	Northfield, Minn.	5,000	-----	WTAD	Quincy, Ill.	1,000	-----	KJBS	San Francisco	500	L-500
WWNC	Asheville, N. C.	1,000	1,000	WLB	Minneapolis	5,000	-----	910 KC. CANADIAN EXCLUSIVE				WCAZ	Carthage, Ill.	100	-----
580 KC. REGIONAL—CANADIAN SHARED				770 KC. CLEAR				920 KC. REGIONAL				WTAM	Cleveland	50,000	50,000
KMJ	Fresno, Calif.	1,000	1,000	KFAB	Lincoln, Nebr.	10,000	10,000	KFEL	Denver	500	500	1080 KC. CLEAR			
ESAC	Manhattan, Kan.	1,000	500	WBBM	Chicago	50,000	50,000	KOMO	Seattle	*1,000	*1,000	WBT	Charlotte, N. C.	50,000	50,000
WCHS	Charleston, W. Va.	1,000	500	780 KC. REGIONAL—CANADIAN SHARED				KPRC	Houston, Tex.	5,000	1,000	WCBD	Chicago, Ill.	5,000	L-5,000
WDBO	Orlando, Fla.	5,000	1,000	KEHE	Los Angeles	5,000	1,000	KVOD	Denver	500	500	WMBI	Chicago	5,000	L-5,000
WILL	Urbana, Ill.	5,000	-----	KFDY	Brookings, S. D.	1,000	-----	WAAF	(CP 630)	*1,000	*1,000	1090 KC. CLEAR			
WIBW	Topeka, Kan.	5,000	1,000	KFPD	Anchorage, Alaska	250	250	WORL	Roston, Mass.	500	-----	KMOX	St. Louis	50,000	50,000
WTAG	Worcester, Mass.	1,000	1,000	KGHL	Billings, Mont.	5,000	1,000	WPDN	Philadelphia	1,000	1,000	1100 KC. CLEAR—CANADIAN SHARED			
590 KC. REGIONAL				WMC	Providence, R. I.	5,000	1,000	WSPA	Spokane, W. Va.	5,000	1,000	KGDM	Stockton, Calif.	1,000	-----
KHQ	Spokane, Wash.	5,000	1,000	WPIC	Sharon, Pa.	250	-----	WVJ	San Antonio, S. C.	1,000	-----	KWKH	Shreveport, La.	110,000	110,000
WEHI	Boston	5,000	1,000	WPR	(CP) Mayaguez, P. R.	2,500	*1,000	930 KC. REGIONAL—CANADIAN SHARED				WBIL	New York	5,000	5,000
WKZO	Kalamazoo, Mich.	1,000	250	WTAR	Norfolk, Va.	5,000	1,000	KMA	Shenandoah, Ia.	5,000	1,000	WPG	Atlantic City, N. J.	5,000	5,000
WOW	Omaha, Nebr.	5,000	1,000	790 KC. CLEAR				KROW	Oakland, Calif.	1,000	1,000	1110 KC. CLEAR			
600 KC. REGIONAL—CANADIAN SHARED				KOAM	Pittsburg, Kan.	1,000	-----	WRBC	Birmingham	5,000	1,000	KSOO	Sioux Falls, S. D.	5,000	L-5,000
KFSD	San Diego, Calif.	1,000	1,000	WRAP	Fort Worth, Tex.	50,000	50,000	WDRJ	Ranoke, Va.	5,000	1,000	WRVA	Richmond, Va.	50,000	50,000
WCAO	Baltimore	1,000	500	WFAA	Dallas, Tex.	50,000	50,000	WELI	New Haven, Conn.	500	250	1120 KC. REGIONAL—CANADIAN SHARED			
WICC	Bridgeport, Conn.	1,000	500	WTBO	Cumberland, Md.	250	-----	940 KC. REGIONAL				KFIO	Spokane, Wash.	100	-----
WMT	Cedar Rapids, Ia.	5,000	1,000	810 KC. CLEAR				KFWB	Hollywood, Calif.	5,000	1,000	KFSG	Los Angeles	2,500	500
WREC	Memphis	5,000	1,000	WCCO	Minneapolis	50,000	50,000	KMBC	Kansas City	5,000	1,000	KRKD	Los Angeles	2,500	500
610 KC. REGIONAL				WNYC	New York	1,000	-----	WRC	Washington, D. C.	5,000	1,000	KRSC	Seattle	250	250
†KFA	Fairbanks, Alaska	1,000	1,000	820 KC. CLEAR				†WTRY	Troy, N. Y.	1,000	-----	†KTBC	Austin, Tex.	1,000	-----
KPRC	San Francisco	5,000	1,000	WHAS	Louisville	50,000	50,000	950 KC. REGIONAL				WCOF	Wilmington, Del.	1,000	-----
WDAF	Kansas City	5,000	1,000	830 KC. CLEAR				KJR	Seattle	5,000	5,000	WDEL	Baton Rouge	500	250
WDF	Miami	1,000	1,000	KOA	Denver	50,000	50,000	WCFL	Chicago	5,000	5,000	WJBO	Milwaukee	1,000	250
WIP	Philadelphia	1,000	1,000	WEEU	Reading, Pa.	1,000	-----	WIBG	Glenside, Pa.	100	-----	WISN	College Station, Tex.	500	500
WCLE	Cleveland	500	-----	WHDH	Roston	1,000	-----	980 KC. CLEAR				1130 KC. CLEAR			
620 KC. REGIONAL				WRUF	Gainesville, Fla.	5,000	L-5,000	KDKA	Pittsburgh	50,000	50,000	KSL	Salt Lake City	50,000	50,000
KGW	Portland, Ore.	5,000	1,000	840 KC. CANADIAN EXCLUSIVE				990 KC. CLEAR				WJJD	Chicago	20,000	L-20,000
KTR	Phoenix, Ariz.	1,000	1,000	850 KC. CLEAR				KQW	San Jose, Calif.	1,000	1,000	WVOV	New York	1,000	L-1,000
†KWFT	Wichita Falls, Tex.	1,000	250	KIEV	Glendale, Calif.	250	-----	1000 KC. CLEAR				1140 KC. CLEAR			
WFLA	Tampa, Fla.	5,000	1,000	KWKH	Shreveport, La. (11100 kc.)	10,000	10,000	KFVD	Los Angeles	1,000	L-1,000	KVOO	Tulsa, Okla.	25,000	25,000
WSUN	St. Petersburg, Fla.	5,000	1,000	†WESG	Elmira, N. Y.	1,000	-----	WHO	Des Moines	50,000	50,000	WAPI	Birmingham	5,000	5,000
WHJB	Greensburg, Pa.	250	-----	WWL	New Orleans	50,000	50,000	1010 KC. REGIONAL—CANADIAN SHARED				WSPR	Springfield Mass.	500	L-500
WLBZ	Bangor, Me.	1,000	500	WKAR	E. Lansing, Mich.	1,000	-----	KGFF	Coffeyville, Kan.	1,000	1,000	1150 KC. CLEAR			
WTMJ	Milwaukee	5,000	1,000	860 KC. CLEAR				KQW	San Jose, Calif.	1,000	1,000	WHAM	Rochester, N. Y.	50,000	50,000
630 KC. REGIONAL—CANADIAN SHARED				870 KC. CLEAR				WHN	New York	5,000	1,000	1160 KC. CLEAR			
KFRU	Columbia, Mo.	1,000	500	WENR	Chicago	50,000	50,000	WNAD	Norman, Okla.	1,000	1,000	WOWO	Fort Wayne, Ind.	10,000	10,000
KGFX	Pierre, S. D.	200	-----	WLS	Chicago	50,000	50,000	NOY	Knoxville, Tenn.	5,000	1,000	WWVA	Wheeling, W. Va.	5,000	5,000
KVOD	(CP) Denver, Colo.	*1,000	*1,000	880 KC. CLEAR				1020 KC. REGIONAL—CANADIAN SHARED				WCAU	Philadelphia	50,000	50,000
WGBF	Evansville, Ind.	1,000	500	WABC	New York	50,000	50,000	KGGF	Coffeyville, Kan.	1,000	1,000	1180 KC. CLEAR			
WMAL	Washington, D.C.	500	250	WHB	Kansas City	1,000	-----	KQW	San Jose, Calif.	1,000	1,000	KEX	Portland, Ore.	5,000	5,000
WPRO	Providence, R. I.	1,000	500	890 KC. CLEAR				WHN	New York	5,000	1,000	KOB	Albuquerque, N.M.	10,000	10,000
640 KC. CLEAR				900 KC. CLEAR				WHN	New York	5,000	1,000	WDGY	Minneapolis	5,000	L-1,000
KFI	Los Angeles	50,000	50,000	910 KC. CLEAR				WHN	New York	5,000	1,000	WINS	New York	1,000	L-1,000
WHKC	Columbus, O.	500	500	920 KC. CLEAR				WHN	New York	5,000	1,000	WMAZ	Macon, Ga.	5,000	L-1,000
WOI	Ames, Ia.	5,000	-----	930 KC. CLEAR				1030 KC. REGIONAL—CANADIAN SHARED				1190 KC. CLEAR			
WGAN	Portland, Me.	500	500	940 KC. CLEAR				1040 KC. REGIONAL—CANADIAN SHARED				1200 KC. CLEAR			
650 KC. CLEAR				950 KC. CLEAR				1050 KC. REGIONAL—CANADIAN SHARED				1210 KC. CLEAR			
KIRO	Seattle	250	L-250	960 KC. CLEAR				1060 KC. REGIONAL—CANADIAN SHARED				1220 KC. CLEAR			
WSM	Nashville, Tenn.	11,000	11,000	970 KC. CLEAR				1070 KC. REGIONAL—CANADIAN SHARED				1230 KC. CLEAR			
660 KC. CLEAR				980 KC. CLEAR				1080 KC. REGIONAL—CANADIAN SHARED				1240 KC. CLEAR			
KOWH	Omaha, Nebr.	500	-----	990 KC. CLEAR				1090 KC. REGIONAL—CANADIAN SHARED				1250 KC. CLEAR			
WEAF	New York	50,000	50,000	1000 KC. CLEAR				1100 KC. REGIONAL—CANADIAN SHARED				1260 KC. CLEAR			
670 KC. CLEAR				1010 KC. CLEAR				1110 KC. REGIONAL—CANADIAN SHARED				1270 KC. CLEAR			
WMAQ	Chicago	50,000	50,000	1020 KC. CLEAR				1120 KC. REGIONAL—CANADIAN SHARED				1280 KC. CLEAR			
680 KC. CLEAR				1030 KC. CLEAR				1130 KC. REGIONAL—CANADIAN SHARED				1290 KC. CLEAR			
690 KC. CLEAR				1040 KC. CLEAR				1140 KC. REGIONAL—CANADIAN SHARED				1300 KC. CLEAR			
700 KC. CLEAR				1050 KC. CLEAR				1150 KC. REGIONAL—CANADIAN SHARED				1310 KC. CLEAR			
710 KC. CLEAR				1060 KC. CLEAR				1160 KC. REGIONAL—CANADIAN SHARED				1320 KC. CLEAR			
720 KC. CLEAR				1070 KC. CLEAR				1170 KC. REGIONAL—CANADIAN SHARED				1330 KC. CLEAR			
730 KC. CLEAR				1080 KC. CLEAR				1180 KC. REGIONAL—CANADIAN SHARED				1340 KC. CLEAR			
740 KC. CLEAR				1090 KC. CLEAR				1190 KC. REGIONAL—CANADIAN SHARED				1350 KC. CLEAR			
750 KC. CLEAR				1100 KC. CLEAR				1200 KC. REGIONAL—CANADIAN SHARED				1360 KC. CLEAR			
760 KC. CLEAR				1110 KC. CLEAR				1210 KC. REGIONAL—CANADIAN SHARED				1370 KC. CLEAR			
770 KC. CLEAR				1120 KC. CLEAR				1220 KC. REGIONAL—CANADIAN SHARED				1380 KC. CLEAR			
780 KC. CLEAR				1130 KC. CLEAR				1230 KC. REGIONAL—CANADIAN SHARED				1390 KC. CLEAR			
790 KC. CLEAR				1140 KC. CLEAR				1240 KC. REGIONAL—CANADIAN SHARED				1400 KC. CLEAR			
800 KC. CLEAR				1150 KC. CLEAR				1250 KC. REGIONAL—CANADIAN SHARED				1410 KC. CLEAR			
810 KC. CLEAR				1160 KC. CLEAR				1260 KC. REGIONAL—CANADIAN SHARED				1420 KC. CLEAR			
820 KC. CLEAR				1170 KC. CLEAR				1270 KC. REGIONAL—CANADIAN SHARED							

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

UNITED STATES BROADCASTING STATIONS BY FREQUENCIES

(Continued from page 180)

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
1200 KC. LOCAL				1210 KC. LOCAL (Cont.)				1290 KC. REGIONAL				1340 KC. REGIONAL			
KADA	Ada, Okla.	100	100	WJIM	Lansing, Mich.	250	100	KDYL	Salt Lake City	5,000	1,000	†KDTH	Dubuque, Iowa	500	----
KAST	Astoria, Ore.	250	100	WJLS	Beckley, W. Va.	250	100	KLCN	Blytheville, Ark.	100	----	KFRQ	(CP) Longview, Tex.	1,000	1,000
KBTM	Jonesboro, Ark.	100	----	WJMC	Rice Lake, Wisc.	250	----	KTRH	Houston, Tex.	5,000	1,000	KGIR	Butte, Mont.	5,000	1,000
KELO	Sioux Falls, S. D.	250	100	WJTN	Jamestown, N. Y.	250	100	WEBC	Duluth, Minn.	5,000	1,000	KGNO	Dodge City, Kan.	250	250
KFJB	Marshalltown, Ia.	250	100	WJW	Akron, O.	250	100	WJAS	Pittsburgh, Pa.	5,000	1,000	WCOA	Pensacola, Fla.	1,000	500
KFXD	Nampa, Idaho	250	100	WKOK	Sanbury, Pa.	100	100	WNBZ	Saranac Lake, N. Y.	100	----	WFEA	Manchester, N. H.	1,000	500
KFXJ	Grand Junc., Colo.	250	100	WLOK	Lima, O.	100	----	WNEL	San Juan, P. R.	2,500	1,000	†WFNC	Fayetteville, N. C.	250	----
KGDE	Fergus Falls, Minn.	250	100	WMFG	Hibbing, Minn.	250	100	WATR	Waterbury, Conn.	250	250	WSPD	Toledo, O.	5,000	1,000
KGK	Sterling, Colo.	100	100	†WOCB	Osterville, Mass.	250	100								
KGFI	Los Angeles	100	100	WOMB	Manitowoc, Wis.	100	100								
KGHI	Little Rock, Ark.	250	100	WPAK	Thomasville, Ga.	250	100								
KMLB	Monroe, La.	250	100	†WPIV	Petersburg, Va.	250	100								
KOOS	Marshfield, Ore.	250	100	WRAL	Raleigh, N. C.	250	100	KALE	Portland, Ore.	1,000	1,000	KIDO	Boise, Idaho	2,500	1,000
KSUN	Lowell, Ariz.	250	100	WSAY	Rochester, N. Y.	250	100	KFAC	Los Angeles	1,000	1,000	KWK	St. Louis	5,000	1,000
KVCV	Redding, Cal.	100	100	WSEC	Chicago	250	100	KFH	Wichita, Kan.	5,000	1,000	WAWZ	Zarephath, N. J.	1,000	1,000
KVEC	San Luis Obispo, Cal.	250	100	WSIX	Nashville, Tenn.	250	100	WBRR	Brooklyn	1,000	1,000	WBNX	New York	1,000	1,000
KVNU	Logan, Utah	100	100	WSNJ	Bridgeton, N. J.	100	----	WBD	New York	1,000	1,000	WMBG	Richmond, Va.	500	500
KVOS	Bellingham, Wash.	100	100			250	100	WFBC	Greenville, S. C.	5,000	1,000				
KWG	Stockton, Calif.	100	100	WSOC	Charlotte, N. C.	250	100	WHAY	Troy, N. Y.	1,000	1,000				
KWNO	Winona, Minn.	250	100	†WTMA	Charleston, S. C.	250	100	WHBL	Sheboygan, Wis.	1,000	250				
WARI	Bangor, Me.	250	100	WTAX	Springfield, Ill.	100	100								
WATM	Anderson, S. C.	100	100	**Authorized to move to Greenwood, Miss.											
WAYX	Waycross, Ga.	250	100	1220 KC. REGIONAL				1310 KC. LOCAL				1360 KC. REGIONAL			
†WABAB	Atlantic City, N. J.	250	100	KPAC	Port Arthur, Tex.	500	500	KAND	Corsicana, Tex.	100	----	KCRC	Enid, Okla.	250	250
WBIB	Ponca City, Okla.	250	100	KTMS	San Barbara	500	500	KARM	Fresno, Cal.	100	100	KGER	Long Beach, Calif.	1,000	1,000
WRHP	Huntsville, Ala.	100	100	KFKU	Lawrence, Kan.	5,000	1,000	KBNB	Bend, Ore.	250	100	KLPM	Minot, N. D.	1,000	500
WCAT	Rapid City, S. D.	100	----	KFTW	Seattle	1,000	1,000	KCRJ	Jerome, Ariz.	250	100	KSLM	Salem, Ore.	500	500
WCAX	Burlington, Vt.	250	100	KWSC	Pullman, Wash.	5,000	1,000	KCKN	Kansas City, Kan.	100	100	WCSC	Charleston, S. C.	1,000	500
WCLO	Janesville, Wis.	250	100	WCAD	Canton, N. Y.	500	----	KFFL	Dublin, Tex.	250	100	WFBL	Syracuse, N. Y.	5,000	1,000
WCPO	Cincinnati	250	100	WCAE	Pittsburgh	5,000	1,000	KFYO	Lubbock, Tex.	250	100	WGES	Chicago	1,000	500
†WDSM	Superior, Wis.	100	100	WDNE	Tampa, Fla.	5,000	1,000	KGEZ	Kalispell, Mont.	100	100	WQBC	Chickasaw, Miss.	1,000	500
†WENY	Elmira, N. Y.	250	100	WGNV	Newburgh, N. Y.	250	----	KHUB	Watsonville, Cal.	250	100	WSBT	South Bend, Ind.	500	500
WEST	Easton, Pa.	250	100	WREN	Lawrence, Kan.	5,000	1,000	KPDN	Pampa, Tex.	100	----				
WFAM	South Bend, Ind.	100	100	1230 KC. REGIONAL				KOCY	Oklahoma City, Okla.	250	100				
WFTC	Kinston, N. C.	250	100	KGBX	Springfield, Mo.	500	500	KOME	Tulsa, Okla.	250	100				
WBBC	Canton, O.	100	100	KGCM	Albuquerque, N. M.	1,000	1,000	KRBA	Lufkin, Tex.	100	----				
WHRY	Green Bay, Wis.**	250	100	KYA	San Francisco	5,000	1,000	KRMD	Shreveport, La.	250	100	KEEN	Seattle	100	100
WIRX	Utica, N. Y.	250	100	KYAF	Indianapolis	5,000	1,000	KRSC	Rochester, Minn.	250	100	KERN	El Paso, Ark.	100	100
WIL	St. Louis	250	100	WNL	Washington, D. C.	5,000	1,000	KVSF	Santa Fe, N. M.	100	100	KFGQ	Boone, Ia.	100	----
WJRC	Bloomington, Ill.	250	100	1240 KC. REGIONAL				KRRV	Sherman, Tex.	250	100	KFJZ	Fort Worth, Tex.	250	100
WJRL	Decatur, Ill.	100	100	KGCU	Mandan, N. D.	250	250	KRSO	Santa Rosa, Cal.	250	100	KFRQ	Longview, Tex.	250	100
WJRW	New Orleans	100	100	KTAT	Fort Worth, Tex.	1,000	1,000	KSSB	Cedar City, Utah	100	100		(CP 1340)	1,000	1,000
WJRH	Johnson City, Tenn.	250	100	WRH	Twin Falls, Idaho	1,000	1,000	KTSB	El Paso, Tex.	250	100	KGFL	Knoxville, N. M.	100	100
WJNO	W. Palm Beach, Fla.	250	100	WHRF	Rock Island, Ill.	1,000	1,000	KVOL	Lafayette, La.	250	100	KGKL	San Angelo, Tex.	250	100
WJRD	Tuscaloosa, Ala.	250	100	WKB	Fort Smith, Ark.	1,000	1,000	KVOX	Moorhead, Minn.	250	100	KICA	Clovis, N. M.	100	100
WJRB	Harrisburg, Pa.	250	100	WKAQ	San Juan, P. R.	1,000	1,000	KWOC	Poplar Bluff, Mo.	100	----	KIUN	Pecos, Tex.	100	100
WLVA	Lynchburg, Va.	250	100	WXYZ	Detroit	1,000	1,000	KWOS	Jefferson City, Mo.	250	100	KIUP	Durango, Colo.	100	100
WMFR	Hight Point, N. C.	100	100	1250 KC. REGIONAL				KXRO	Aberdeen, Wash.	250	100	KLUF	Galveston, Tex.	250	100
†WMOB	Mobile, Ala.	100	----	KFOX	Long Beach, Calif.	1,000	1,000	WAML	Laurel, Miss.	250	100	KMAC	San Antonio, Tex.	250	100
WMPC	Lapeer, Mich.	250	100	KIT	Yakima, Wash.	1,000	500	WBOB	Marquette, Mich.	250	100	KOBH	San Jose, S. D.	250	100
WOLS	Florence, S. C.	100	100	KXOK	St. Louis, Mo.	1,000	1,000	WBOW	Terre Haute, Ind.	250	100	KOKO	La Junta, Colo.	100	100
WRRL	Columbus, Ga.	250	100	WAIK	Winston-Salem, N. C.	250	----	WBRE	Wilkes-Barre, Pa.	250	100	KONO	San Antonio, Tex.	250	100
WSAL	Salisbury, Md.	250	100	WDSU	New Orleans	1,000	1,000	WBRK	Pittsfield, Mass.	250	100	KRE	Berkeley, Calif.	250	100
†WSKB	McComb, Miss.	100	----	WKST	Newark, N. J.	2,500	1,000	WCLS	Joliet, Ill.	100	100	KRKO	Everett, Wash.	50	50
WHTT	Hartford, Conn.	100	100	WMRO	Aurora, Ill.	250	----	WCMK	Ashtand, Ky.	250	100	KRMC	Jamestown, N. D.	250	100
WTOL	Toledo, O.	100	100	WNEW	New York City	5,000	1,000	WDAH	El Paso, Tex.	250	100	KTKO	Oklahoma City	250	100
WWAE	Hammond, Ind.	100	100	WTCN	Minneapolis	5,000	1,000	WEBR	Buffalo, N. Y.	250	100	KTSW	Emporia, Kans.	100	100
**Authorized to move to Appleton, Wis.								WFBG	Altoona, Pa.	100	100	KTUC	Tucson, Ariz.	250	100
1210 KC. LOCAL				1260 KC. REGIONAL				WFDF	Flint, Mich.	100	100	KUJ	Walla Walla, Wash.	100	100
KALB	Alexandria, La.	250	100	KGVO	Missoula, Mont.	5,000	1,000	WFGA	Athens, Ga.	250	100	KVGB	Great Bend, Kan.	100	100
KANS	Wichita, Kan.	100	100	KHSL	Chico, Cal.	250	250	WGH	Newport News, Va.	250	100	KWVS	Kodiak Springs, Wyo.	250	100
KASA	Elk City, Okla.	100	100	KOIL	Omaha	5,000	1,000	WEXL	Royal Oak, Mich.	50	50	KWYO	Sheridan, Wyo.	250	100
KDLR	Devils Lake, N. D.	250	100	KRCV	Weslaco, Tex.	1,000	1,000	WFBG	Altoona, Pa.	100	100	WABY	Albany, N. Y.	250	100
KDON	Monterey, Calif.	100	100	KUOA	Siloam Springs, Ark.	5,000	1,000	WFDF	Flint, Mich.	100	100	WAGF	Dothan, Ala.	250	----
KFJF	Klamath Falls, Ore.	100	100	KVOA	Tucson, Ariz.	1,000	1,000	WFGA	Athens, Ga.	250	100	WATL	Atlanta	250	100
KFOR	Lincoln, Neb.	250	100	†WPVA	Fredericksburg, Va.	5,000	1,000	WGH	Newport News, Va.	250	100	WBLK	Clarksburg, Va.	250	100
KFPW	Fort Smith, Ark.	100	100	WHIO	Dayton, O.	5,000	1,000	WGTM	Wilson, N. C.	250	100	WBNN	Buffalo, N. Y.	250	100
KFPV	Cape Girardeau, Mo.	250	100	WNBX	Springfield, Vt.	1,000	1,000	WHAT	Philadelphia	100	100	WBTV	Williamson, W. Va.	100	100
KFPX	San Bernardino, Cal.	100	100	WTOC	Savannah, Ga.	1,000	1,000	WJAC	Johnstown, Pa.	250	100	WBTM	Danville, Va.	250	100
KGLO	Mason City, Iowa	250	100			5,000	1,000	WJAK	Lakeland, Fla.	250	100	†WCOB	Columbia, S. C.	250	100
KGUY	Olympia, Wash.	100	100	1270 KC. REGIONAL				WJLB	Muncie, Ind.	250	100	WCBM	Baltimore	250	100
KHBB	Okmulgee, Okla.	100	100	KGCA	Decatur, Ia.	100	----	WJLN	Laconia, N. H.	100	100	WDAS	Philadelphia	250	100
KIUL	Garden City, Kans.	100	100	KOL	Seattle	5,000	1,000	WJMO	Auburn, N. Y.	250	100	WDWS	Champaign, Ill.	250	100
KLAF	Carlsbad, N. Mex.	250	100	KVOR	Colorado Springs	1,000	1,000	WJMF	Plattsburgh, N. Y.	250	100	WEOA	Evanville, Ind.	250	100
KOCA	Kilgore, Tex.	250	100	KWLC	Decatur, Ia.	100	----	WJNB	New Bedford, Mass.	250	100	WFOR	Hattiesburg, Miss.	250	100
†KQVO	Provo, Utah	250	100	WASH	Grand Rapids, Mich.	500	500	WJRD	Reading, Pa.	100	100	WGBR	Boston, N. C.	100	100
KPPA	Helena, Mont.	250	100	WFSB	Baltimore	1,000	500	WJRL	Knoxville, Tenn.	250	100	WGL	Fort Wayne, Ind.	250	100
KPPC	Pasadena, Calif.	100	100			5,000	1,000	WJSA	Grove City, Pa.	100	100	WGRC	New Albany, Ind.	250	100
KROY	Sacramento, Cal.	100	100	1280 KC. REGIONAL				WJSAV	Savannah, Ga.	100	100	WHBQ	Wichita, Kan.	250	100
KVSO	Ardmore, Okla.	250	100	KLS	Oakland	250	250	WJSG	Birmingham						

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
				WSAN	Allentown, Pa.	500	500
1400 KC. REGIONAL				1450 KC. REGIONAL			
KHBC	Hilo, Hawaii	250	250	KCMO	Kansas City	1,000	1,000
KLO	Ogden, Utah	500	500	KGCX	Wolf Point, Mont.	1,000	1,000
		*5,000	*1,000	KIEM	Eureka, Calif.	1,000	500
KTUL	Tulsa, Okla.	5,000	1,000	KTBS	Shreveport, La.	1,000	1,000
WARD	Brooklyn	500	500	WAGA	Atlanta, Ga.	1,000	500
WBBC	Brooklyn	500	500	WCAR	Cleveland	5,000	1,000
WHDL	Olean, N. Y.	250	-----	WHOM	Jersey City, N. J.	250	250
WIRE	Indianapolis	5,000	1,000	WSAR	Fall River, Mass.	1,000	1,000
WLTH	Brooklyn	500	500				
WVFW	Brooklyn	500	500				
1410 KC. REGIONAL				1460 KC. HIGH POWER REGIONAL			
KFJM	Grand Forks, N. D.	1,000	500	KSTP	Mpls-St. Paul	25,000	10,000
KGNC	Amarillo, Tex.	2,500	1,000			*50,000	*50,000
KMED	Medford, Ore.	1,000	250	WJSV	Washington, D. C.	10,000	10,000
		*1,000				*50,000	*50,000
WAAB	Boston	1,000	1,000	1470 KC. HIGH POWER REGIONAL			
WBCM	Bay City, Mich.	1,000	500	KGA	Spokane, Wash.	5,000	5,000
WHIS	Bluefield, W. Va.	1,000	500	WLAC	Nashville, Tenn.	5,000	5,000
WROK	Rockford, Ill.	1,000	500	WMEX	(CP) Boston	5,000	5,000
WSFA	Montgomery, Ala.	1,000	500				
1420 KC. LOCAL				1480 KC. HIGH POWER REGIONAL			
KABC	San Antonio, Tex.	250	100	KOMA	Oklahoma City	5,000	5,000
KATE	Albert Lea, Minn.	250	100	WKBW	Buffalo, N. Y.	5,000	5,000
KBPS	Portland, Ore.	100	100	WHIP	Hammond, Ind.	5,000	-----
KCMC	Texarkana, Tex.	250	100	1490 KC. HIGH POWER REGIONAL			
KDNT	Denton, Tex.	100	-----	KFBK	Sacramento, Calif.	10,000	10,000
KEUB	Price, Utah	100	100	WCKY	Cincinnati	10,000	10,000
KFAM	St. Cloud, Minn.	100	100			*50,000	*50,000
KFIZ	Fond Du Lac, Wis.	250	100	1500 KC. LOCAL			
KGFF	Shawnee, Okla.	250	100	KAWM	Gallup, N. M.	250	100
KGIW	Alamosa, Colo.	100	100	KBIX	Muskogee, Okla.	100	100
KOLU	Safford, Ariz.	250	100	KBBK	Baker, Ore.	250	100
KIDW	Alamo, Cal.	100	100	KBST	Big Spring, Tex.	100	100
KLBM	La Grande, Ore.	250	100	KDAL	Duluth, Minn.	250	100
KNET	Palestine, Tex.	100	-----	KDB	Santa Barbara, Calif.	250	100
KORE	Eugene, Ore.	100	100	KDRO	Sedalia, Mo.	250	100
KRBC	Abilene, Tex.	250	100	KFDA	Amarillo, Tex.	100	100
KRIC	Beaumont, Tex.	250	100	KGFI	Brownsville, Tex.	250	100
KRBM	Bozeman, Mont.	250	100	KGKB	Tyler, Tex.	250	100
KRLH	Midland, Tex.	100	-----	KGKY	Scotts Bluff, Nebr.	250	100
KSAN	San Francisco, Calif.	100	100	KNEL	Brady, Tex.	250	-----
KTRI	Sioux City, Ia.	250	100	KNOW	Austin, Tex.	100	100
KUMA	Yuma, Ariz.	100	100	KOTN	Pine Bluff, Ark.	100	100
1KVAK	Atchison, Kans.	100	-----	KOVV	Valley City, N. D.	250	100
1KWAL	Wallace, Ida.	250	100	KPAB	Laredo, Tex.	250	100
KXL	Portland, Ore.	250	100	KPLC	Lake Charles, La.	250	100
KWBG	Hutchinson, Kans.	100	100	KPLT	Paris, Tex.	250	-----
WACO	Waco, Tex.	250	100	KPQ	Wenatchee, Wash.	250	100
WAGM	Presque Isle, Me.	100	100	KRNR	Roseburg, Ore.	250	100
WAPO	Chattanooga, Tenn.	250	100	KROD	El Paso, Tex.	100	100
WAZL	Hazlet, Pa.	100	100	KSAL	Salina, Kan.	250	100
WCBS	Springfield, Ill.	250	100	KSAM	Huntsville, Tex.	100	-----
WCHV	Charlottesville, Va.	250	100	KTOH	Lihue, Hawaii	250	100
WED	Rocky Mount, N. C.	250	100	KUTA	Salt Lake City, Utah	100	100
WELL	Battle Creek, Mich.	100	100	KVOE	Santa Ana, Calif.	100	100
1WFMJ	Youngstown, O.	100	-----	KVVC	Vernon, Tex.	250	100
WGNC	Gastonia, N. C.	250	100	KWEW	Hobbs, N. M.	100	-----
WGPC	Albany, Ga.	100	100	KXO	El Centro, Calif.	100	100
WHFC	Cicero, Ill.	250	100	KYCA	Prescott, Ariz.	250	100
WHMA	Anniston, Ala.	100	100	KYSM	Mankato, Minn.	250	100
WILM	Wilmington, Del.	100	100	WCNW	Brooklyn, N. Y.	250	100
WJMS	Ironwood, Mich.	100	100	WDAN	Danville, Ill.	250	100
WLAP	Lexington, Ky.	250	100	WDNC	Durham, N. C.	250	100
WLEU	Erie, Pa.	250	100	WGAL	Lancaster, Pa.	250	100
WMAS	Springfield, Mass.	250	100	WGIL	Galesburg, Ill.	250	-----
WMBC	Detroit	250	100	1WGGV	Charleston, W. Va.	100	100
WMBH	Joplin, Mo.	250	100	WHBB	Selma, Ala.	100	100
WMBT	Uniontown, Pa.	250	100	WJBK	Detroit	250	100
WMFJ	Daytona Beach, Fla.	100	100	WKAT	Miami Beach	250	100
WMSD	Muscle Shoals City Ala.	100	100	WKBB	Dubuque, Ia.	250	100
				WKBV	Richmond, Ind.	100	100
**WNOE	New Orleans	250	100	WKBZ	Muskegon, Mich.	250	100
WPAD	Pasadena, Ky.	100	100	WKEU	Griffin, Ga.	100	-----
WPAR	Parkersburg, W. Va.	100	100	WMEX	Boston	250	100
WPRP	Ponce, P. R.	250	100				
WSLI	Jackson, Miss.	250	100	WBNF	Binghamton, N. Y.	250	100
				WNLC	New London, Conn.	250	100
1430 KC. REGIONAL				WOMI	Owensboro, Ky.	250	100
KECA	Los Angeles, Calif.	5,000	1,000	WOPI	Bristol, Tenn.	100	100
KGNF	North Platte, Nebr.	1,000	-----	WRGA	Rome, Ga.	250	100
KINY	Juneau, Alaska	250	250	WRDW	Augusta, Ga.	250	100
KSO	Des Moines, Ia.	5,000	1,000	WRTD	Richmond, Va.	100	100
WBNS	Columbus, O.	5,000	1,000	WSTP	Salisbury, N. C.	250	100
WHCC	Rochester, N. Y.	1,000	500	WSYB	Rutland, Vt.	100	100
WHP	Harrisburg, Pa.	1,000	500	1WTMC	Ocala, Fla.	100	100
		*5,000	*1,000	WTMV	East St. Louis, Ill.	250	100
WMPS	Memphis	1,000	500	WWRL	Woodside, N. Y.	250	100
WOKO	Albany, N. Y.	1,000	500	WWSW	Pittsburgh	250	100
				1530 KC. SPECIAL			
				WBRY	Waterbury, Conn.	1,000	1,000
				KITE	Kansas City	1,000	1,000
				1550 KC. SPECIAL			
				WQXR	New York 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
340 KC.			840 KC. (CANADIAN EXCLUSIVE)			1100 KC. (U. S. CLEAR, NOW PARTLY SHARED)			1370 KC. (U. S. AND CANADIAN LOCAL)		
CBK	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	1200 KC. (U. S.-CANADIAN SHARED)			CKFC	Vancouver, B. C.	50
CKCL	Toronto, Ont.	100	CKY	Winnipeg, Man.	15,000	CHAB	Grande Prairie, Alta.	100	CKMO	Vancouver, B. C.	100
CKUA	Edmonton, Alta.	500	930 KC. (CANADIAN EXCLUSIVE)			CHGB	Moose Jaw, Sask.	100—N	1420 KC. (U. S. AND CANADIAN LOCAL)		
CKPR	Port Arthur, Ont.	1,000	CFAC	Calgary, Alta.	1,000	CHGX	Ste. Anne de la Pocatiere, Que.	100	CHY	Toronto, Ont.	100
600 KC. (U. S.-CANADIAN SHARED)			CFLC	North Bay, Ont.	100	CKNX	Wingham, Ont.	100	CHLN	Three Rivers, Que.	100
CFCF	Montreal, Que.	500	CKPC	Brantford, Ont.	100	CKTB	St. Catharines, Ont.	100	CKCA	Kenora, Ont.	250—D
CFQC	Saskatoon, Sask.	1,000	950 KC. (U. S. REGIONAL AND CANADIAN LOCAL)			1210 KC. (U. S.-CANADIAN SHARED)			†CHNB	North Battleford, Sask.	100
CJOR	Vancouver, B. C.	500	CHV	Quebec, Que.	1,000	CHLT	Sherbrooke, Que.	100	†CKLN	Nelson, B. C.	100
610 KC.			CRJM	Regina, Sask.	1,000	CJCS	Stratford, Ont.	50	1430 KC.		
CHNC	New Carlisle, Que.	1,000	960 KC. (CANADIAN EXCLUSIVE)			CJOC	Lethbridge, Alta.	100	CJGX	Yorkton, Sask.	1,000
630 KC. (U. S.-CANADIAN SHARED)			CBM	Montreal, Que.	5,000	CKBI	Prince Albert, Sask.	100	1440 KC.		
CFGO	Chatham, Ont.	100	CFRN	Edmonton, Alta.	100	CKCH	Hull, Que.	100	CKGB	Timmins, Ont.	100
CFCY	Charlottetown, P.E.I.	1,000	1010 KC. (U. S.-CANADIAN SHARED)			CKMC	Cobalt, Ont.	50	<i>Shifts to 980 kc. with 1,000 watts about Oct. 1, 1939.</i>		
CJRC	Winnipeg, Man.	1,000	CHML	Hamilton, Ont.	100	1240 KC. (U. S. REGIONAL)			1450 KC. (U. S. AND CANADIAN REGIONAL)		
CKOV	Kelowna, B. C.	1,000	CECD	Vancouver, B. C.	100	CJCB	Sydney, N. S.	1,000	CFCT	Victoria, B. C.	500
690 KC. (CANADIAN EXCLUSIVE)			CKCK	Regina, Sask.	1,000	1290 KC.			CHGS	Summerside, P.E.I.	50
CFRB	Toronto, Ont.	10,000	CKCO	Ottawa, Ont.	100	†CJHC	Halifax, N. S.	1,000	1500 KC.		
CJGJ	Calgary, Alta.	100	CKIC	Wolffville, N. S.	50	1310 KC. (U. S. AND CANADIAN LOCAL)			CJIC	Sault Ste. Marie, Ont.	100
730 KC. (CANADIAN EXCLUSIVE)			CKWX	Vancouver, B. C.	100	CHCK	Charlottetown, P. E. I.	50	1510 KC.		
CFPL	London, Ont.	100	1030 KC. (CANADIAN EXCLUSIVE)			*CJKL	Kirkland Lake, Ont.	100	CFRC	Kingston, Ont.	100
CJCA	Edmonton, Alta.	1,000	CFCN	Calgary, Alta.	10,000	CJLS	Yarmouth, N. S.	100	CKCR	Waterloo, Ont.	100
CKAC	Montreal, Que.	5,000	CJBR	Rimouski, Que.	1,000	CKCV	Quebec, Que.	100	<i>*Shifts to 560 kc. with 1,000 watts July 15, 1939.</i>		
780 KC. (U. S.-CANADIAN SHARED)			CKLW	Windsor, Ont.	5,000	1050 KC. (U. S. CLEAR, NOW PARTLY SHARED)					
CHWK	Chilliwack, B. C.	100	1050 KC. (U. S. CLEAR, NOW PARTLY SHARED)			CBA	Sackville, N. B.	50,000			
CKSO	Sudbury, Ont.	1,000									

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Harold E. Baggs,
CONVENTION MANAGER

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