

J. T. GRIFFIN

OWNER, KTUL, TULSA, AND KOMA, OKLAHOMA CITY



1901—Began career in retail grocery in Mississippi
 1902—Moved to Indian Territory, entered wholesale grocery business
 1908—Founded Griffin Grocery Co.
 1932—Acquired Station KOWC in Chickasha, Oklahoma
 1933—Moved KOWC to Tulsa, changed call letters to KTUL, 500-250 watts
 1934—KTUL affiliated with CBS
 1938—KTUL raised to 5,000 watts, day
 1939—Acquired Station KOMA, Oklahoma City, 5,000 watts day and night—CBS
 1940—KTUL raised to 5,000 watts, night

HE knows his groceries! Thirty-nine years ago, J. T. Griffin, sensing the new markets and new opportunities in Indian Territory, began a spectacular career in the wholesale grocery business in what is now Oklahoma. In 1932, impressed by the results of radio advertising, J. T. entered the radio business as well. Today his Griffin Grocery Co. is doing business at the rate of \$15,000,000 per year, and his two radio stations—KTUL at Tulsa and KOMA at Oklahoma City—are top-flight, aggressive merchandising media in Oklahoma.

We know our groceries, too! Here at F&P we know that regardless of what skill is displayed in creative work, the *sensing of market*

opportunities and the selection of stations is still the most important job your agency faces. And the most difficult, too, because it is not illuminated by the flash of genius, but only by hard, critical, painstaking work.

Today, with changing times and changing markets, the job of time-buying is now more trying than ever. But for ten years we have made it our concern to *know* American markets and radio stations and to keep abreast of developments by constant travel and communication. So despite these changing times, we are continuing as your No. 1 source of spot information on spot broadcasting, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW BUFFALO
 WJWC CHICAGO-HAMMOND
 WCKY CINCINNATI
 KDAL DULUTH
 WDAY FARGO
 WISH INDIANAPOLIS
 WKZO KALAMAZOO-GRAND RAPIDS
 KMBC KANSAS CITY
 WAVE LOUISVILLE
 WTCN MINNEAPOLIS-ST. PAUL
 WINS NEW YORK
 WMBD PEORIA
 KSD ST. LOUIS
 WFBL SYRACUSE

... IOWA ...

WHO DES MOINES
 WOC DAVENPORT
 KMA SHENANDOAH

... SOUTHEAST ...

WCSC CHARLESTON
 WIS COLUMBIA
 WPTF RALEIGH
 WDBJ ROANOKE

... SOUTHWEST ...

KOB ALBUQUERQUE
 KOMA OKLAHOMA CITY
 KTUL TULSA

... PACIFIC COAST ...

KARM FRESNO
 KECA LOS ANGELES
 KOIN-KALE PORTLAND
 KROW OAKLAND-SAN FRANCISCO
 KIRO SEATTLE
 and WRIGHT-SONOVOX, Inc.



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan
 Franklin 6373

NEW YORK: 247 Park Ave.
 Plaza 5-4131

SAN FRANCISCO: 111 Sutter
 Sutter 4333

HOLLYWOOD: 1512 N. Gordon
 Gladstone 3949

ATLANTA: 322 Palmer Bldg.
 Main 5667