

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KVOP	Plainview, Texas	1400	250	633
KVOR	Colorado Springs, Colo.	1300	1000	349
KVOS	Bellingham, Wash.	790	1000	648
KVOX	Moorhead, Minn.	1340	250	465
KVRS	Rock Springs, Wyo.	1400	250	667
KVSF	Santa Fe, N. M.	1340 C.P. 1260	100 C.P. 1000	495
KVSM	San Mateo, Calif.	1050	250	316
KVSO	Ardmore, Okla.	1210	250	563
KVWC	Vernon, Texas	1490	250	636
KVAL	Wallace, Idaho	1450	250	386
KWAT	Watertown, S. D.	1240	250	609
KWBC	Worth, Texas	970	1000	627
KWBR	Oakland, Calif.	1310	1000	338
KWBU	Corpus Christi, Texas	1010	50000	621
KWBW	Hutchinson, Kans.	1450	250	416
KWCO	Chickasha, Okla.	1560	250	563
KWEM	West Memphis, Ark.	990	1000	326
KWEW	Hobbs, N. M.	1190	100	491
KWFC	Hof Springs, Ark.	1340	250	325
KWFT	Wichita Falls, Texas	620	5000 d., 1000 n.	637
KWG	Stockton, Calif.	1230	250	318
KWLK	Hutchinson, Kans.	1190	1000	418
KWIN	Ft. Smith, Arks.	1320	5000	324
KWIW	Altus, Okla.	1450	250	563
KWIL	Albany, Ore.	1210	250	569
KWIN	Ashland, Ore.	1400	250	569
KWJB	Globe, Ariz.	1240	250	320
KWJJ	Portland, Ore.	1040	1000	574
KWK	St. Louis, Mo.	1380	5000 d., 1000 n.	476
KWKII	Shreveport, La.	1130	50000	431
KWKW	Pasadena, Calif.	1430	1000	339
KWLC	Decorah, Iowa	1240	250	409
KWLK	Longview, Wash.	1400	250	649
KWLM	Willmar, Minn.	1310	250	467
KWNO	Winona, Minn.	1230	250	467
KWOC	Poplar Bluff, Mo.	1340	250	477
KWON	Bartlesville, Okla.	1400	250	563
KWOR	Worland, Wyo.	1490	250	667
KWOS	Jefferson City, Mo.	1240	250	473
KWPC	Muscatine, Iowa	860	250	412
KWPM	West Plains, Mo.	1450	250	449
KWRC	Pendleton, Ore.	1240	250	572
KWSC	Pullman, Wash.	1250	5000	650
KWTO	Springfield, Mo.	560	5000 d., 1000 n.	479
KWTX	Waco, Texas	1230	250	633
KWYO	Sheridan, Wyo.	1410	1000 d., 500 n.	667
KXA	Seattle, Wash.	770	1000	652
KXEL	Waterloo, Iowa	1510	50000	413
KXL	Portland, Ore.	750	10000	574
KXLA	Pasadena, Calif.	1110	10000	339
KXLO	Lewiston, Mont.	1230	250	482
KXLR	North Little Rock, Ark.	1450	250	323
KXO	El Centro, Calif.	1230	250	330
KXOA	Sacramento, Calif.	1190	250	311
KXOK	St. Louis, Mo.	630	5000	476
KXOX	Sweetwater, Texas	1240	250	635
KXRO	Aberdeen, Wash.	1340	250	618
KXYZ	Houston, Texas	1320	5000	628
KYA	San Francisco, Calif.	1260	5000 d., 1000 n.	345
KYCA	Prescott, Ariz.	1490	250	321
KYIC	Medford, Ore.	1230	250	572
KYOR	San Diego, Calif.	1130	250	343
KYOS	Mered, Calif.	1490	250	337

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KYSM	Mankato, Minn.	1230	250	464
KYUM	Yuma, Ariz.	1210	250	322
KYW	Philadelphia, Pa.	1060	50000	585
WAAB	Worcester, Mass.	1410	5000	419
WAAF	Chicago, Ill.	950	1000	390
WAAT	Newark, N. J.	970	1000	491
WABI	Bangor, Me.	910	1000, 5000 C.P.	432
WABY	Albany, N. Y.	1100	250	497
WACO	Waco, Texas	1160	1000	636
WADC	Akron, O.	1350	5000	517
WAGA	Atlanta, Ga.	590	5000	373
WAGC	Chattanooga, Tenn.	1450	250	610
WAGE	Syracuse, N. Y.	620	1000	523
WAGF	Dothan, Ala.	1400	250	315
WAGM	Presque Isle, Me.	1450	100 C.P. 250	431
WAIM	Anderson, S. C.	1230	250	603
WAIR	Winston-Salem, N. C.	1310	250	511
WAIT	Chicago, Ill.	820	5000	390
WAJR	Morgantown, W. Va.	1230	250	658
WAKE	Akron, O.	1590	5000	517
WALA	Mobile, Ala.	1110	5000	317
WALB	Albany, Ga.	1590	1000	373
WALL	Middletown, N. Y.	1310	250	503
WABJ	Adrian, Mich.	1500	250	451
WAML	Laurel, Miss.	1340	250	470
WANN	Annapolis, Md.	1190	1000	437
WAOV	Vincennes, Ind.	1450	250	407
WAPA	San Juan, P. R.	680	10,000	675
WAPI	Birmingham, Ala.	1070	5000	313
WAPQ	Chattanooga, Tenn.	1150	5000 d., 1000 n.	610
WARD	Johnstown, Pa.	1490	250	582
WARL	Arlington, Va.	780	1000	611
WARM	Scranton, Pa.	1400	250	594
WASK	Lafayette, Ind.	1450	250	406
WATL	Atlanta, Ga.	1100	250	373
WATN	Watertown, N. Y.	1210	250	527
WATR	Waterbury, Conn.	1320	1000	358
WATT	Cadillac, Mich.	1240	250	452
WATW	Ashland, Wisc.	1400	250	660
WATZ	Alpena, Mich.	1450	250	451
WAUX	Waukesha, Wisc.	1510	250	666
WAVE	Louisville, Ky.	970	5000	423
WAWZ	Zarepath, N. J.	1380	5000 d., 1000 n.	492
WAYN	Rockingham, N. C.	900	1000	538
WAYS	Charlotte, N. C.	610	5000 d., 1000 n.	531
WAYX	Waycross, Ga.	1230	250	383
WAZL	Hazleton, Pa.	1490	250	581
WBAA	West Lafayette, Ind.	920	5000 d., 1000 n.	407
WBAB	Atlantic City, N. J.	1190	250	489
WBAC	Cleveland, Tenn.	1310	250	611
WBAL	Baltimore, Md.	1690	50000	437
WBAP	Fort Worth, Texas	820	50000	627
WBAX	Wilkes-Barre, Pa.	1210	250	506
WBBB	Burlington, N. C.	920	1000	529
WBBC	Flint, Mich.	1330	1000	456
WBBL	Richmond, Va.	1450	250	645
WBBM	Chicago, Ill.	780	50000	391
WBBQ	Augusta, Ga.	1310	250	376
WBBR	Brooklyn, N. Y.	1330	1000	499
WBBW	Indianapolis, Ind.	1550	250	403
WBBZ	Ponca City, Okla.	1230	250	566
WBCM	Bay City, Mich.	1440	1000 d., 500 n.	451
WBEJ	Elizabethton, Tenn.	1210	250	612

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WBEN	Buffalo, N. Y.	930	5000	499
WBGE	Atlanta, Ga.	1340	250	375
WBIB	Fitzgerald, Ga.	1240	250	379
WBHF	Cartersville, Ga.	1450	250	377
WBHP	Huntsville, Ala.	1230	250	316
WBIG	Greensboro, N. C.	1470	5000	534
WBIR	Knoxville, Tenn.	1240	250	613
WBLJ	Dalton, Ga.	1230	250	378
WBLK	Clarksburg, W. Va.	1400	250	657
WBML	Macon, Ga.	1240	250	379
WBNS	Columbus, O.	1460	5000 d., 1000 n	551
WBNX	New York, N. Y.	1390	5000	505
WBNY	Buffalo, N. Y.	1400	250	500
WBOB	Galax, Va.	1400	250	642
WBOC	Salisbury, Md.	1230	250	439
WBOM	Oak Ridge, Tenn.	1490	250	517
WBOW	Terre Haute, Ind.	1230	250	407
WBPZ	Lock Haven, Pa.	1230	250	584
WBRB	Red Bank, N. J.	1240	100	492
WBRC	Birmingham, Ala.	960	5000	314
WBRE	Wilkes-Barre, Pa.	1340	250	506
WBRK	Pittsfield, Mass.	1340	250	448
WBRW	Welch, W. Va.	1340	250	659
WBRV	Waterbury, Conn.	1590	5000	358
WBSR	Peasacola, Fla.	1450	250	368
WBT	Charlotte, N. C.	1110	50000	531
WBTA	Batavia, N. Y.	1490	250	497
WBTH	Williamson, W. Va.	1400	250	660
WBTH	Danville, Va.	1400	250	642
WBUY	Lexington, N. C.	1190	250	537
WBVN	Brooklyn, N. Y.	1430	1000 d., 500 a.	499
WRZ	Boston, Mass.	1030	50000	441
WBZA	Springfield, Mass.	1030	1000	441
WCAB	Pittsburgh, Pa.	1250	5000	592
WCAL	Northfield, Mass.	770	5000	466
WCAM	Camden, N. J.	1310	500	489
WCAO	Baltimore, Md.	600	5000	437
WCAP	Asbury Park, N. J.	1310	500	489
WCAR	Pontiac, Mich.	1130	1000	460
WCAT	Rapid City, S. D.	1230	100	608
WCAU	Philadelphia, Pa.	1210	50000	587
WCAW	Charleston, W. Va.	1400	250	657
WCAX	Burlington, Vt.	620	1000	640
WCAZ	Carthage, Ill.	990	1000	390
WCBC	Anderson, Ind.	1470	1000	401
WCBI	Columbus, Miss.	1340	250	468
WCBM	Baltimore, Md.	1400	250	437
WCBS	New York, N. Y.	880	50,000	505
WCBT	Roanoke Rapids, N. C.	1230	250	538
WCCO	Minneapolis, Minn.	830	50000	464
WCCP	Savannah, Ga.	1450	250	381
WCED	Du Bois, Pa.	1230	250	578
WCFL	Chicago, Ill.	1000	10000	391
WCHA	Chambersburg, Pa.	800	1000	577
WCHS	Charleston, W. Va.	580	5000	656
WCHV	Charlottesville, Va.	1210	250	642
WCIF	Madisonville, Ky.	730	250	424
WCIL	Carbondale, Ill.	1020	1000	389
WCJU	Columbia, Miss.	1450	250	468
WCKB	Dunn, N. C.	780	1000	532
WCKY	Cincinnati, O.	1530	50000	518
WCLO	Janesville, Wis.	1230	250	661
WCMA	Corinth, Miss.	1230	250	468

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WCMI	Ashland, Ky.	1310	250	421
WCMW	Canton, Ohio	1060	1000	518
WCNC	Elizabeth, N. C.	1100	250	533
WCNH	Concord, N. H.	1190	250	187
WCNT	Centralia, Ill.	1210	1000	390
WCOA	Pensacola, Fla.	1370	1000 d., 500 n.	368
WCOB	West Yarmouth, Mass.	1210	250	419
WCOC	Meridian, Miss.	910	5000	170
WCOL	Columbus, O.	1230	250	552
WCOP	Boston, Mass.	1150	5000	111
WCOS	Columbia, S. C.	1100	250	601
WCOU	Lewiston, Maine	1210	250	433
WCOV	Montgomery, Ala.	1210	250	317
WCPO	Cincinnati, O.	1230	250	548
WCPS	Tarboro, N. C.	760	1000	510
WCRO	Johnstown, Pa.	1230	250	582
WCRS	Greenwood, S. C.	1150	250	606
WCRW	Chicago, Ill.	1240	100	391
WCSC	Charleston, S. C.	1390	1000 d., 500 n.	603
WCSH	Portland, Me.	970	5000	433
WCTA	Andalusia, Ala.	1310	250	313
WCTC	New Brunswick, N. J.	1150	250	491
WCTT	Corbin, Ky.	1100	250	421
WCYS	Springfield, Ill.	1150	250	400
WCYB	Bristol, Tenn.	690	1000	610
WDAD	Indiana, Pa.	1150	250	582
WDAE	Tampa, Fla.	1250	5000	370
WDAF	Kansas City, Mo.	610	5000	476
WDAK	Columbus, Ga.	1310	250	377
WDAN	Danville, Ill.	1180	250	391
WDAR	Savannah, Ga.	1100	250	381
WDAS	Philadelphia, Pa.	1100	250	587
WDAY	Fargo, N. D.	970	5000	513
WDBC	Escanaba, Mich.	1190	250	456
WDBJ	Roanoke, Va.	960	5000	616
WDBO	Orlando, Fla.	580	5000	367
WDEF	Chattanooga, Tenn.	1190	250	611
WDEL	Wilmington, Del.	1150	5000	359
WDEV	Waterbury, Vt.	550	1000	611
WDGY	Minneapolis, Minn.	1130	5000 d., 1000 n.	465
WDHL	Bradenton, Fla.	1190	250	362
WDLB	Marshfield, Wis.	1150	250	663
WDLP	Panama City, Fla.	1230	250	368
WDMJ	Marquette, Mich.	1310	250	460
WDNC	Durham, N. C.	1190	250	532
WDOD	Chattanooga, Tenn.	1310	5000	611
WDRC	Hartford, Conn.	1360	5000	355
WDSC	Dillon, S. C.	800	1000	605
WDSG	Dyersburg, Tenn.	1150	250	612
WDSM	Superior, Wis.	1230	250	665
WDSR	Lake City, Fla.	1310	250	365
WDUE	Philadelphia, Miss.	1190	250	471
WDUK	Durham, N. C.	1610	1000	532
WDSU	New Orleans, La.	1280	5000	430
WDVA	Danville, Va.	1250	5000 d., 1000 n.	612
WDWS	Champaign, Ill.	1100	250	390
WDZ	Tuscola, Ill.	1050	1000	400
WEAM	Arlington, Va.	1390	250	612
WEAN	Providence, R. I.	790	5000	601
WEAU	Eau Claire, Wis.	790	5000	661
WEBC	Duluth, Minn.	1320	5000	463
WEBQ	Harrisburg, Ill.	1240	250	395
WEBR	Buffalo, N. Y.	1310	250	500

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WEDC	Chicago, Ill.	1210	250	391
WEDO	McKeesport, Pa.	810	1000	581
WEED	Rocky Mount, N. C.	1150	250	539
WEEI	Boston, Mass.	590	5000	111
WEEK	Peoria, Ill.	1350	1000	397
WEFU	Reading, Pa.	850	1000	593
WEGO	Concord, N. C.	1410	1000	531
WEIM	Fitchburg, Mass.	1340	250	446
WELI	New Haven, Conn.	930	1000 d., 500 n.	356
WELL	Battle Creek, Mich.	1100	250	451
WELM	Elmira, N. Y.	1100	250	501
WELO	Tupelo, Miss.	1190	250	471
WEMP	Milwaukee, Wis.	1310	250	663
WENC	Whiteville, N. C.	1210	250	510
WENK	Union City, Tenn.	1210	250	617
WENR	Chicago, Ill.	890	5000	391
WENT	Gloversville, N. Y.	1340	250	502
WENY	Elmira, N. Y.	1230	250	501
WEOA	Evansville, Ind.	1400	250	402
WEPH	Martinsburg, W. Va.	1340	250	658
WERC	Er'e, Pa.	1230	250	579
WESC	Greenville, S. C.	660	5000	605
WEST	Easton, Pa.	1400	250	578
WESX	Salem, Mass.	1230	250	418
WEVD	New York, N. Y.	1330	5000	507
WEW	St. Louis, Mo.	770	1000	477
WEXL	Royal Oak, Mich.	1340	250	461
WFAA	Dallas, Texas	820	50000	623
WFAS	White Plains, N. Y.	1230	250	528
WFAU	Augusta, Me.	1310	250	432
WFBC	Greenville, S. C.	1330	5000	605
WFBO	Altona, Pa.	1340	250	577
WFBL	Syracuse, N. Y.	1390	5000	523
WFBM	Indianapolis, Ind.	1260	5000	405
WFBR	Baltimore, Md.	1300	5000	438
WFCI	Pawtucket, R. I.	1120	5000	601
WFDF	Flint, Mich.	910	1000	456
WFEA	Manchester, N. H.	1370	5000	188
WFEB	Sylacauga, Ala.	1340	250	318
WFHR	Wisconsin Rapids, Wis.	1310	250	666
WFIG	Sumter, S. C.	1340	250	607
WFIL	Philadelphia, Pa.	560	1000	587
WFIN	Findlay, O.	1330	1000	553
WFKY	Frankfort, Ky.	1490	250	421
WFLA	Tampa, Fla.	970	5000	370
WFMD	Frederick, Md.	930	500	439
WFMJ	Youngstown, O.	1450	250	561
WFNC	Fayetteville, N. C.	1150	250	533
WFOM	Marietta, Ga.	1230	250	380
WFOR	Hattiesburg, Miss.	1400	250	469
WFOX	Milwaukee, Wis.	860	250	663
WFOY	St. Augustine, Fla.	1240	250	369
WFRP	Savannah, Ga.	1230	250	381
WFPG	Atlantic City, N. J.	1450	250	489
WFTC	Kinston, N. C.	1280	250	536
WFTL	Ft. Lauderdale, Fla.	1100	250	363
WFUN	Huntsville, Ala.	1150	250	316
WFVA	Fredericksburg, Va.	1230	250	642
WFVL	Hollywood, Fla.	910	1000	363
WGAA	Cedartown, Ga.	1310	250	377
WGAC	Augusta, Ga.	580	5000	376
WGAD	Gadsden, Ala.	1350	250	315
WGAL	Lancaster, Pa.	1490	250	583

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WGAN	Portland, Me.	560	5000	433
WGAP	Maryville, Tenn.	1400	230	611
WGAR	Cleveland, O.	1220	5000	519
WGAT	Utica, N. Y.	1100	250	525
WGAU	Athens, Ga.	1340	250	373
WGAY	Silver Spring, Md.	1050	1000	439
WGBB	Freeport, N. Y.	1240	100	501
WGBF	Evansville, Ind.	1280	5000 d., 1000 n.	402
WGBG	Greensboro, N. C.	980	1000	535
WGBI	Seranton, Pa.	010	1000 d., 500 n.	594
WGBR	Goldboro, N. C.	1400	250	533
WGBS	Miami, Fla.	710	10000	365
WGCN	Gulfport, Miss.	1230	250	469
WGES	Chicago, Ill.	1390	5000	392
WGGA	Galesville, Ga.	1240	250	379
WGII	Newport News, Va.	1310	250	613
WGIL	Galesburg, Ill.	1400	250	395
WGKV	Charleston, W. Va.	1490	250	656
WGL	Fert Wayne, Ind.	1250	1000	402
WGN	Chicago, Ill.	720	50000	392
WGNC	Gastonla, N. C.	1450	250	533
WGNH	Gadsden, Ala.	1400	250	315
WGNU	Wilmington, N. C.	1340	250	540
WGNV	Newburgh, N. Y.	1220	1000	503
WGOV	Valdosta, Ga.	1450	250	382
WGPA	Bethlehem, Pa.	1100	250	577
WGPC	Albany, Ga.	1450	250	373
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	501
WGRG	Louisville, Ky.	1400	250	423
WGRM	Greenwood, Miss.	1240	250	469
WGRV	Greenville, Tenn.	1340	250	612
WGST	Atlanta, Ga.	920	5000 d., 1000 n.	373
WGTC	Greenville, N. C.	1490	250	535
WGTM	Wilson, N. C.	1340	250	511
WGWC	Selma, Ala.	310	250	318
WGWR	Asheboro, N. C.	1260	1000	529
WGY	Schenectady, N. Y.	810	50000	521
WHA	Madison, Wisc.	970	5000	662
WHAI	Greenfield, Mass.	1210	250	416
WHAL	Shelbyville, Tenn.	1400	250	617
WHAM	Rochester, N. Y.	1180	50000	519
WHAS	Louisville, Ky.	810	50000	423
WHAT	Philadelphia, Pa.	1340	100	587
WHAV	Haverhill, Mass.	250	446	446
WHAZ	Troy, N. Y.	1330	1000	624
WHB	Kansas City, Mo.	880	1000	277
WHBB	Selma, Ala.	1490	250	318
WHBC	Canton, O.	1480	5000	518
WHBF	Rock Island, Ill.	1270	5000	399
WHBI	Newark, N. J.	1280	2500 d., 1000 n.	491
WHBL	Sheboygan, Wisc.	1330	1000 d., 250 n.	665
WHBQ	Memphis, Tenn.	1400	250	614
WHBS	Huntsville, Ala.	1490	250	316
WHBU	Anderson, Ind.	1210	250	401
WHBY	Appleton, Wisc.	1230	250	660
WHCU	Ithaca, N. Y.	870	1000	502
WHDF	Calumet, Mich.	1400	250	452
WHDI	Boston, Mass.	850	5000	414
WIDL	Olean, N. Y.	1450	250	517
WHEB	Portsmouth, N. H.	750	1000	488
WHEC	Rochester, N. Y.	1460	5000	519
WHFB	Benton Harbor-St. Joseph, Mich.	1060	1000	452
WHFC	Cicero, Ill.	1450	250	304

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WHGB	Harrisburg, Pa.	1400	250	580
WHHT	Durham, N. C.	1580	1000	532
WHHM	Memphis, Tenn.	1340	250	614
WHIO	Dayton, O.	1200	5000	552
WHIS	Bluefield, W. Va.	1440	1000 d., 500 n.	656
WHIT	New Bern, N. C.	1450	250	537
WHIZ	Zanesville, O.	1240	250	561
WHJB	Greensburg, Pa.	620	250	579
WHK	Cleveland, O.	1420	5000	549
WHKC	Columbus, O.	610	1000	552
WHKK	Akron, O.	640	1000.	547
WHKP	Hendersonville, N. C.	1450	250	535
WHKY	Hickory, N. C.	1290	5000 d., 1000 n.	535
WHLB	Virginia, Minn.	1400	250	467
WILD	Niagara Falls, N. Y.	1290	1000	517
WHLI	Hempstead, N. Y.	1100	250	502
WILN	Harlan, Ky.	1230	250	422
WILS	Port Huron, Mich.	1450	250	460
WILA	Anniston, Ala.	1450	250	313
WIN	New York, N. Y.	1050	50000	507
WHNC	Henderson, N. C.	890	1000	536
WIO	Des Moines, Iowa	1010	50000	410
WHOB	Gardner, Mass.	1400	250	446
WHOM	Jersey City, N. J.	1480	1000 d., 500 n.	491
WHOP	Hopkinsville, Ky.	1230	250	422
WHOT	South Bend, Ind.	1490	250	400
WHP	Harrisburg, Pa.	1460	5000 d., 1000 n.	581
WHSC	Hartsville, S. C.	1450	250	606
WHTB	Talladega, Ala.	1230	250	319
WHTN	Huntington, W. Va.	800	1000	658
WHUB	Cookeville, Tenn.	1400	250	612
WHUM	Reading, Pa.	1240	250	591
WHUN	Huntington, Pa.	1400	250	582
WHWL	Wilkes-Barre, Pa.	730	1000	597
WHVN	Holyoke, Mass.	1400	250	446
WIAC	Hato Key-San Juan, Puerto Rico	580	5000	677
WIBA	Madison, Wisc.	1310	5000	662
WIBC	Indianapolis, Ind.	1070	5000	403
WIBQ	Philadelphia, Pa.	990	10000	587
WIBM	Jackson, Mich.	1450	250	459
WIBU	Poynette, Wisc.	1240	250	664
WIBV	Belleville, Ill.	1060	250	389
WIBW	Topeka, Kans.	580	5000	419
WIBX	Utica, N. Y.	1230	250	527
WICA	Ashtabula, O.	070	1000	547
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	353
WICY	Mulone, N. Y.	1490	250	503
WIGM	Medford, Wisc.	1490	250	663
WIKB	Iron Mountain, Mich.	1230	250	457
WIL	St. Louis, Mo.	1230	250	477
WILK	Wilkes-Barre, Pa.	1450	250	597
WILL	Urbana, Ill.	580	5000	400
WILM	Wilmington, Del.	1450	250	359
WINC	Winchester, Va.	1400	250	647
WIND	Chicago, Ill.	560	5000	392
WING	Dayton, O.	1410	5000	553
WINK	Fort Myers, Fla.	1240	250	363
WINN	Louisville, Ky.	1240	250	424
WINR	Binghamton, N. Y.	1490	250	497
WINS	New York, N. Y.	1010	5000	507
WINX	Washington, D. C.	1340	250	360
WIOD	Miami, Fla.	610	5000	366
WIP	Philadelphia, Pa.	610	5000	589

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WIRA	Fort Pierce, Fla.	1400	250	363
WIRE	Indianapolis, Ind.	1430	5000	405
WIRL	Peoria, Ill.	1290	5000	391
WIS	Columbia, S. C.	560	5000	601
WISF	Asheville, N. C.	1230	250	529
WISH	Indianapolis, Ind.	1310	5000 d., 1000 n.	405
WISN	Milwaukee, Wisc.	1150	5000	661
WISR	Butler, Pa.	680	250	577
WITI	Baltimore, Md.	1230	250	438
WIZE	Springfield, O.	1310	250	556
WLAC	Johnstown, Pa.	1100	250	582
WLAG	Norfolk, Neb.	780	1000	481
WJAR	Providence, R. I.	920	5000	601
WJAS	Pittsburgh, Pa.	1320	5000	592
WJAX	Jacksonville, Fla.	930	5000 d., 1000 n.	364
WJBC	Bloomington, Ill.	1230	250	389
WJBK	Detroit, Mich.	1490	250	452
WJBO	Baton Rouge, La.	1150	5000	427
WJBW	New Orleans, La.	1230	250	430
WJBY	Gadsden, Ala.	1210	250	316
WJDX	Jackson, Miss.	1300	5000 d., 1000 n.	469
WJEF	Grand Rapids, Mich.	1230	250	457
WJEJ	Hagerstown, Md.	1210	250	439
WJHL	Johnson City, Tenn.	910	1000	613
WJHO	Opelika, Ala.	1400	250 d., 100 n	318
WJHP	Jacksonville, Fla.	1320	250	364
WJMI	Lansing, Mich.	1210	250	459
WJJD	Chicago, Ill.	1160	20000	393
WJJM	Lewisburg, Tenn.	1190	250	614
WJLB	Detroit, Mich.	1400	250	453
WJLD	Bessemer, Ala.	1100	250	313
WJLS	Beckley, W. Va.	550	1000	655
WJMC	Rice Lake, Wisc.	1210	250	635
WJMS	Ironwood, Mich.	1150	250	457
WJNC	Jacksonville, N. C.	1210	250	536
WJNO	West Palm Beach, Fla.	1230	250	370
WJOB	Hammond, Ind.	1230	250	407
WJOI	Florence, Ala.	1310	250	315
WJOL	Joliet, Ill.	1310	250	396
WJOR	Bangor, Me.	1230	260	432
WJOY	Burlington, Vt.	1230	250	610
WJPA	Washington, Pa.	1450	250	595
WJPF	Ilwaco, Ill.	1310	250	395
WJPR	Greenville, Miss.	1310	250	468
WJQS	Jackson, Miss.	1100	100	469
WJR	Detroit, Mich.	760	50000	455
WJRD	Tuscaloosa, Ala.	1230	250	319
WJTN	Jamestown, N. Y.	1210	250	502
WJW	Cleveland, O.	850	5000	550
WJXN	Jackson, Miss.	1490	250	470
WJZ	New York, N. Y.	770	50000	509
WJZM	Clarksville, Tenn.	1100	250	611
WKAL	Rome, N. Y.	1150	250	520
WKAN	Kankakee, Ill.	1320	1000	396
WKAQ	San Juan, Puerto Rico	620	5000	677
WKAH	East Lansing, Mich.	870	5000	456
WKAT	Miami, Fla.	1360	1000	367
WKAX	Birmingham, Ala.	900	1000	314
WKAY	Glasgow, Ky.	1190	250	421
WKBB	Dubuque, Iowa	1190	250	411
WKBI	La Crosse, Wis.	1110	5000	662
WKBN	Youngstown, O.	570	5000	561
WKBO	Harrisburg, Pa.	1230	250	580
WKBR	Manchester, N. H.	1210	250	488
WKBY	Richmond, Ind.	1190	250	406
WKBW	Buffalo, N. Y.	1520	5000	501
WKBZ	Muskegon, Mich.	1190	250	460
WKDK	Newberry, S. C.	1210	250	605
WKEU	Giffin, Ga.	1150	250	379
WKEV	Covington, Va.	1310	250	612
WKIP	Poughkeepsie, N. Y.	1450	250	519
WKJX	Columbia, S. C.	1490	250	604
WKJB	Mayaguez, P. R.	1310	250	675
WKLA	Ludington, Mich.	1450	250	459
WKLX	Lexington, Ky.	1300	1000	422
WKMA	Quitman, Ga.	1190	250	380
WKMO	Kokomo, Ind.	1400	250	105
WKNA	Charleston, W. Va.	950	1000	656
WKNB	New Britain, Conn.	810	1000	356
WKNE	Keene, N. H.	1290	5000	487
WKNY	Kingsford, N. Y.	1490	250	503
WKOK	Sunbury, Pa.	1210	250	595
WKPA	New Kensington, Pa.	1150	250	585



Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WKPT	Kingsport, Tenn.	1100	250	613
WKRQ	Mobile, Ala.	710	1000	317
WERC	Cincinnati, O.	550	5000 d., 1000 n.	518
WKRK	Columbia, Tenn.	1310	250	611
WKRO	Cairo, Ill.	1190	250	389
WKRZ	Oil City, Pa.	1310	250	
WKST	New Castle, Pa.	1280	1000	581
WKTM	Mayfield, Ky.	1050	250	121
WKUL	Cullman, Ala.	1310	250	311
WKVM	Arcadio, Puerto Rico	1230	250	675
WKWF	Key West, Fla.	1400	500	345
WKWK	Wheeling, W. Va.	1400	250	659
WKXL	Concord, N. H.	1150	250	487
WKY	Oklahoma City, Okla.	930	5000	566
WKYB	Paducah, Ky.	800	1000	425
WKZO	Kalamazoo, Mich.	590	5000	459
WLAF	Nashville, Tenn.	1510	50000	615
WLAG	La Grange, Ga.	1210	250	379
WLAK	Lakeland, Fla.	1310	250	365
WLAN	Lancaster, Pa.	1320	1000	583
WLAP	Lexington, Ky.	1450	250	423
WLAR	Athens, Tenn.	1150	250	610
WLAT	Conway, S. C.	1190	250	605
WLAU	Laurel, Miss.	1190	250	170
WLAV	Grand Rapids, Mich.	1310	250	457
WLAW	Lawrence, Mass.	680	5000	117
WLAY	Muscle Shoals City, Ala.	1450	250	318
WLBC	Muncie, Ind.	1310	250	106
WLBH	Mattoon, Ill.	1170	250	396
WLBJ	Bowling Green, Ky.	1310	250	421
WLBL	Stevens Point, Wisc.	930	5000	665
WLBR	Lebanon, Pa.	1270	1000	581
WLBZ	Bangor, Me.	620	5000	432
WLCS	Baton Rouge, La.	1100	250	437
WLDS	Jacksonville, Ill.	1180	250 C.P. 1000	396
WLDE	Richmond, Va.	1150	250	615
WLEU	Eric, Pa.	1450	250	579
WLEX	Lexington, Ky.	1310	250	423
WLFB	New York, N. Y.	1190	1000	511
WLLH	Lowell-Lawrence, Mass.	1100	250	147
WLNH	Laconia, N. H.	1310	250	487
WLOE	Leaksville, N. C.	1190	100	536
WLOF	Orlando, Fla.	1230	250	367
WLOG	Logan, W. Va.	1230	250	658
WLOK	Lima, O.	1210	250	555
WLOL	Minneapolis, Minn.	1230	1000	465
WLOW	Norfolk, Va.	1590	1000	611
WLPM	Suffolk, Va.	1150	250	617
WLS	Chicago, Ill.	890	50000	392
WLYA	Lynchburg, Va.	1230	250	613
WLW	Cincinnati, O.	700	50000	519
WMAL	State College, Pa.	1150	250	595
WMAL	Washington, D. C.	630	5000	360
WMAM	Marquette, Wisc.	570	250 d., 100 n.	662
WMAN	Mansfield, O.	1400	250	555
WMAQ	Chicago, Ill.	670	50000	393
WMAS	Springfield, Mass.	1150	250	448
WMAZ	Macon, Ga.	910	5000	379
WMBC	Macon, Miss.	1100	250	470
WMBD	Peoria, Ill.	1470	5000 d., 1000 n.	397
WMBG	Richmond, Va.	1380	5000	616
WMBH	Joplin, Mo.	1150	250	175
WMBI	Chicago, Ill.	1110	5000	391
WMBN	Petoskey, Mich.	1310	250	460
WMBO	Auburn, N. Y.	1310	250	497
WMBR	Jacksonville, Fla.	1100	250	361
WMBS	Uniontown, Pa.	590	1000	595
WMC	Memphis, Tenn.	790	5000	614
WMCA	New York, N. Y.	570	5000	513
WMEX	Boston, Mass.	1510	5000	441
WMFD	Wilmington, N. C.	1400	250	510
WMFF	Plattsburgh, N. Y.	1310	250	519
WMFG	Hibbing, Minn.	1240	250	464
WMFR	Daytona Beach, Fla.	1450	250	362
WMFR	High Point, N. C.	1230	250	535
WMFT	Florence, Ala.	1210	250	315
WMGA	Moultrie, Ga.	1100	250	380
WMGR	Bainbridge, Ga.	1490	250	376
WMGY	Montgomery, Ala.	800	1000	317
WMIN	St. Paul, Minn.	1400	250	167
WMIS	Natchez, Miss.	1490	250	471
WMJM	Cordele, Ga.	1490	250 d., 100 n.	379
WMLT	Dublin, Ga.	1310	250	378

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WMMJ	Peoria, Ill.	1020	1000	307
WMMN	Fairmont, W. Va.	920	5000	657
WMOA	Marietta, Ohio	1490	250	555
WMOB	Mobile, Ala.	1230	250	317
WMOG	Covington, Ga.	1400	250	378
WMOH	Brunswick, Ga.	1490	250	376
WMOI	Hamilton, O.	1450	250	555
WMON	Montgomery, W. Va.	1310	250	658
WMOU	Berlin, N. H.	1230	250	487
WMOX	Meridian, Miss.	1230	250	471
WMPC	Lapeer, Mich.	1230	250	459
WMPS	Memphis, Tenn.	1460	1000 d., 500 n.	615
WMRC	Greenville, S. C.	1400	250	605
WMRF	Lewiston, Pa.	1400	250	584
WMRN	Morion, O.	1490	250	555
WMRO	Aurora, Ill.	1280	250 d., 100 n.	389
WMRP	Flint, Mich.	1510	250	456
WMSA	Massena, N. Y.	1310	250	503
WMSL	Decatur, Ala.	1400	250	315
WMT	Cedar Rapids, Iowa	600	5000	408
WMTW	Portland, Me.	1490	250	434
WMUR	Manchester, N. H.	610	5000 d., 1000 n.	488
WMUS	Muskegon, Mich.	1000	1000	460
WMVA	Morrisville, Va.	1450	250	643
WMVG	Milledgeville, Ga.	1450	250	380
WNAB	Bridgeport, Conn.	1450	250	355
WNAC	Boston, Mass.	1260	5000	414
WNAD	Norman, Okla.	610	1000	565
WNAE	Warren, Pa.	1310	1000	595
WNAR	Norristown, Pa.	1110	500	585
WNAX	Yankton, S. D.	570	5000	609
WNBC	New York, N. Y.	660	50000	511
WNBK	Binghamton, N. Y.	1290	5000	499
WNBH	New Bedford, Mass.	1310	250	418
WNBZ	Saranac Lake, N. Y.	1320	100	521
WNCA	Asheville, N. C.	1310	250	529
WNDH	Boston, Mass.	850	5000	444
WNDER	Syracuse, N. Y.	1260	500	524
WNEB	Worcester, Mass.	1230	250	449
WNEI	San Juan, Puerto Rico	1320	5000	677
WNEW	New York, N. Y.	1130	10000	515
WNEK	Macon, Ga.	1400	250	380
WNGO	Mayfield, Ky.	1320	1000	424
WNHC	New Haven, Conn.	1310	250	356
WNIC	New London, Conn.	1190	250	357
WNOC	Norwich, Conn.	1400	250	357
WNOE	New Orleans, La.	1150	250	430
WNOX	Knoxville, Tenn.	990	10000	613
WNVA	Norton, Va.	1450	250	614
WNYC	New York, N. Y.	830	1000	513
WQAI	San Antonio, Texas	1200	50000	634
WQD	Davenport, Iowa	1420	5000	409
WQCB	W. Yarmouth, Mass.	1240	250	449
WQHS	Shelby, N. C.	730	250	539
WQI	Ames, Iowa	610	5000	408
WQKO	Albany, N. Y.	1460	1000 d., 500 n.	497
WQL	Washington, D. C.	1260	5000	340
WOLF	Syracuse, N. Y.	1190	250	524
WOLS	Florence, S. C.	1230	250	605
WOMI	Owensboro, Ky.	1190	250	425
WOMT	Manitowoc, Wis.	1210	250	662
WOND	Oak Ridge, Tenn.	1450	250	617
WONS	Hartford, Conn.	1410	5000	355
WOOD	Grand Rapids, Mich.	1300	5000	457
WOPI	Bristol, Tenn.	1490	250	610
WOR	New York, N. Y.	710	50000	515
WORC	Worcester, Mass.	1310	1000	419
WORD	Spartanburg, S. C.	1400	250	607
WORK	York, Pa.	1350	1000	599
WORL	Boston, Mass.	650	1000	444
WORZ	Orlando, Fla.	740	1000	307
WOSH	Oshkosh, Wis.	1490	250	664
WOSU	Columbus, O.	820	5000	532
WOV	New York, N. Y.	1280	5000	517
WOW	Omaha, Neb.	590	5000	485
WOWO	Fort Wayne, Ind.	1190	10000	402
WPAB	Ponce, Puerto Rico	1370	1000	675
WPAD	Paducah, Ky.	1150	250	425
WPAG	Ann Arbor, Mich.	1050	250	451
WPAR	Parkersburg, W. Va.	1450	250	650
WPAT	Paterson, N. J.	630	1000	491
WPAX	Thomasville, Ga.	1240	250	382
WPAZ	Portsmouth, O.	1400	250	556

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WPBP	Mayaguez, P. R.	1450	250	675
WPDQ	Jacksonville, Fla.	600	5000	364
WPEN	Philadelphia, Pa.	950	5000	501
WPIC	Sharon, Pa.	790	1000	504
WPIK	Alexandria, Va.	730	1000	641
WPIH	Huntington, W. Va.	1450	250	658
WPOK	Portland, Me.	1450	250	684
WPNA	Alpena, Mich.	1340	250	451
WPPA	Pottsville, Pa.	1360	500	593
WPPA	Mayaguez, Puerto Rico	990	5000 d., 1000 n.	675
WPRO	Providence, R. I.	630	5000	603
WPRP	Ponce, Puerto Rico	1420	250	695
WPTF	Raleigh, N. C.	680	50000	538
WPEV	Pulaski, Va.	1230	250	615
WQAM	Miami, Fla.	560	5000 d., 1000 n.	366
WQAN	Seanton, Pa.	910	1000 d., 500 n.	594
WQBC	Vicksburg, Miss.	1420	1000 d., 500 n.	471
WQQW	Washington, D. C.	570	500	360
WQUA	Moline, Ill.	1230	250	396
WQXR	New York, N. Y.	1560	10000	517
WRAK	Williamsport, Pa.	1400	250	598
WRAL	Raleigh, N. C.	1440	250	537
WRAY	Reading, Pa.	1310	250	593
WRBL	Columbus, Ga.	1230	C.P. 1420	250 C.P. 5000
WRB	Washington, D. C.	980	5000	361
WRDD	Augusta, Me.	1400	250	432
WRDV	Augusta, Ga.	1480	5000	376
WREC	Memphis, Tenn.	600	5000	615
WREN	Lawrence, Kans.	1250	5000 d., 1000 n.	418
WRGA	Rome, Ga.	1490	250	381
WRHI	Rock Hill, S. C.	1340	250	606
WRHP	Tallahassee, Fla.	1450	250	369
WRJN	Racine, Wis.	1400	250	665
WRLC	Toccoa, Ga.	1450	250	382
WRLD	West Point, Ga.	1490	250	383
WRNL	Richmond, Va.	910	5000	645
WRNY	Rochester, N. Y.	680	250	520
WROK	Rockford, Ill.	1440	1000 d., 500 n.	399
WROL	Knoxville, Tenn.	620	1000 d., 500 n.	613
WRON	Roseverte, W. Va.	1400	250	659
WROV	Roanoke, Va.	1490	250	616
WROW	Athens, Tenn.	1490	250	610
WROX	Clarksdale, Miss.	1450	250	468
WRQN	Vidalia, Ga.	1450	250	383
WRR	Dallas, Texas	1310	5000	623
WRRF	Washington, N. C.	930	5000	510
WRRN	Warren, O.	1400	250	561
WRUF	Gainesville, Fla.	850	5000	363
WRVA	Richmond, Va.	1440	50000	646
WSAJ	Cincinnati, O.	1360	5000	540
WSAJ	Grove City, Pa.	1310	100	579
WSAM	Saginaw, Mich.	1400	250	461
WSAN	Allentown, Pa.	1470	500	577
WSAP	Portsmouth, Va.	1490	250	646
WSAR	Fall River, Mass.	1480	1000	444
WSAU	Wausau, Wis.	1400	250	666
WSAV	Savannah, Ga.	1340	250	381
WSAY	Rochester, N. Y.	1370	1000	520
WSAZ	Huntington, W. Va.	930	5000 d., 1000 n.	657
WSB	Atlanta, Ga.	750	50000	375
WSBA	York, Pa.	900	1000	590
WSBC	Chicago, Ill.	1210	250	391
WSBR	Superior, Wis.	1490	250	666
WSBT	South Bend, Ind.	960	1000 C.P. 5000	406
WSFA	Montgomery, Ala.	1440	1000 d., 500 n.	317
WSGC	Elberton, Ga.	1400	250	378
WSGN	Birmingham, Ala.	610	5000 d., 1000 n.	314
WSIV	Pekin, Ill.	1140	250	397
WSIX	Nashville, Tenn.	980	5000	617
WSJS	Winston-Salem, N. C.	600	5000	541
WSKB	McComb, Miss.	1230	250	470
WSLB	Ogdensburg, N. Y.	1400	250	517
WSLI	Jackson, Miss.	1450	250	470
WSLS	Roanoke, Va.	1240	250	616
WSM	Nashville, Tenn.	650	50000	615
WSMB	New Orleans, La.	1350	5000	431

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
WSNJ	Bridgeton, N. J.	1210	250	489
WSNY	Schenectady, N. Y.	1210	250	523
WSOC	Charlotte, N. C.	1210	250	531
WSOX	Henderson, Ky.	860	500	422
WSOO	Sault Ste. Marie, Mich.	1230	250 d., 100 n.	461
WSOY	Decatur, Ill.	1310	250	394
WSPA	Spartanburg, S. C.	950	5000	607
WSPB	Sarasota, Fla.	1150	250	369
WSPD	Toledo, O.	1370	5000	557
WSPR	Springfield, Mass.	1270	1000 d., 500 n.	418
WSRS	Cleveland Heights, Ohio	1493	250	551
WSSV	Petersburg, Va.	1210	250	611
WSTC	Stamford, Conn. (Formerly WSRG)	1100	250	357
WSTP	Salisbury, N. C.	1190	250	539
WSTV	Stuebenville, O.	1310	250	557
WSUA	Bloomington, Ind.	1010	1000	401
WSUI	Iowa City, Iowa	910	5000	411
WSUN	St. Petersburg, Fla.	620	5000	369
WSVA	Harrisburg, Va.	550	1000	613
WSYB	Rutland, Vt.	1380	1000	611
WSYR	Syracuse, N. Y.	570	5000	524
WTAO	Quincy, Ill.	960	1600	397
WTAG	Worcester, Mass.	580	5000	449
WTAL	Tallahassee, Fla.	1310	250	370
WTAM	Cleveland, O.	1100	5000	550
WTAQ	Green Bay, Wis.	1360	5000	601
WTAR	Norfolk, Va.	790	5000	611
WTAW	College Station, Texas	1150	1000	620
WTAX	Springfield, Ill.	1210	100	100
WTBO	Cumberland, Md.	1450	250	139
WTCB	Flint, Mich.	600	1000	156
WTCM	Traverse City, Mich.	1400	250	461
WTCN	Minneapolis, Minn.	1280	5000 d., 1000 n.	
WTEL	Philadelphia, Pa.	1310	250	529
WTHT	Hartford, Conn.	1230	250	356
WTIC	Hartford, Conn.	1080	50000	356
WTIK	Burham, N. C.	730	500	532
WTIP	Charleston, W. Va.	1210	250	656
WTJS	Jackson, Tenn.	1390	1000	612
WTMA	Charleston, S. C.	1250	1000	601
WTMC	Ocala, Fla.	1190	250	367
WTMJ	Milwaukee, Wis.	620	5000	663
WTMV	East St. Louis, Ill.	1190	250	395
WTNB	Birmingham, Ala.	1190	250	311
WTNJ	Trenton, N. J.	1310	500	492
WTOC	Savannah, Ga.	1290	5000	382
WTOO	Toledo, Ohio	1560	1000	559
WTOK	Meridian, Miss.	1150	250	471
WTOL	Toledo, O.	1230	250	559
WTON	Staunton, Va.	1100	250	647
WTOP	Washington, D. C.	1500	50000	361
WTRC	Elkhart, Ind.	1310	250	401
WTRY	Troy, N. Y.	980	1000	525
WTSB	Lumberton, N. C.	1310	250	537
WTSP	St. Petersburg, Fla.	1380	1900 d., 500 n.	369
WTTM	Trenton, N. J.	920	1000	192
WTVL	Waterville, Me.	1190	250	131
WVBZ	Vineland, N. J.	1300	1000	492
WWCO	Waterbury, Conn.	1210	250	358
WWDC	Washington, D. C.	1150	250	361
WWGP	Sanford, N. C.	1050	1000	539
WWJ	Detroit, Mich.	950	5000	455
WWL	New Orleans, La.	870	5000	431
WWNC	Asheville, N. C.	570	1000	529
WWNR	Beckley, W. Va.	1150	250	655
WWNS	Statesboro, Ga.	1190	250	382
WWNY	Watertown, N. Y.	790	1000	527
WWON	Woonsocket, R. I.	1210	250	603
WWPF	Palatka, Fla.	800	250	368
WWPG	Palm Beach, Fla.	1310	250	368
WWRL	Woodside, N. Y.	1600	250 C.P. 5000	528
WWSC	Glens Falls, N. Y.	1150	250	502
WWSR	St. Albans, Vt.	1120	1000	611
WWSW	Pittsburgh, Pa.	1490	250	592
WWVA	Wheeling, W. Va.	1170	50000	660
WWWB	Jasper, Ala.	1240	250	316
WXYZ	Detroit, Mich.	1270	5000	455

# ALABAMA

Estimated Population 2,968,536—Radio Homes 519,644  
Stations in State 35

## WCTA

ANDALUSIA—EST. 1946  
MUTUAL BROADCASTING SYSTEM  
KBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By.. Andalusia Broadcasting  
Co., Inc.  
Address . . . . . Samford Road  
Phone Number . . . . . 844  
Time on the Air . . . . . 5:55 a.m. to 11:00 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . World Broadcasting  
System, Keystone Broadcasting System  
Membership . . . . . NAB, Alabama Broadcasters  
Assoc.

### Personnel

President . . . . . R. B. Anderson  
General Manager . . . . . James T. Ownby  
Sales Manager . . . . . James T. Ownby  
Program Director . . . . . J. Dige Bishop  
Chief Engineer . . . . . J. Dige Bishop

## WHMA

ANNISTON—EST. 1938  
AMERICAN BROADCASTING CO.  
ALABAMA NETWORK

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Anniston Broadcasting Co.  
Operated By . . . . . Anniston Broadcasting Co.  
Business Address . . . . . Radio Bldg.  
Phone Number . . . . . 2380  
Transmitter Location . . . . . 15th & Boylton  
Time on the Air . . . . . 6 a.m. to 12 midnight  
Newspaper Affiliation . . . . . Anniston Star  
News Service . . . . . UP  
Transcription Service . . . . . NBC  
Representative . . . . . Sears & Ayer, Inc.  
Membership . . . . . NAB, BMB

### Personnel

Owner . . . . . Harry M. Ayers  
General Manager . . . . . J. W. Buttram  
Sales Manager . . . . . J. W. Buttram  
Program Director . . . . . Malcolm Street  
Production Manager . . . . . Malcolm Street  
Publicity Director . . . . . Joe Caldwell  
Chief Announcer . . . . . Bob Davidson  
Musical Director . . . . . Jessie Clark  
Chief Engineer . . . . . James Hudson

## WJLD

BESSEMER—EST. 1942  
MUTUAL BROADCASTING SYSTEM  
KBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Johnston  
Broadcasting Company.  
Address . . . . . 1800 3rd Ave., N.  
Phone Number . . . . . 2300; 2301; 6-6172  
Transmitter Location . . . . . Blue Lake Site  
Time on the Air . . . . . 6 a.m. to 12 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . Standard, Cole,  
Keystone Broadcasting System.  
Representatives . . . . . Helen Wood, New York;  
Dewey Long, Atlanta; Gene Grant, Holly-  
wood.

### Personnel

Principal Partner . . . . . George Johnston, Jr.  
General-Station Manager . . . . . William R. Terry  
Commercial Manager . . . . . Clay Coe  
Sales Director . . . . . Carl Ross  
Musical Director . . . . . Robert Tambllyn  
Chief Engineer . . . . . Rufus Jones

## WAPI

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1070 Kc. . . . . Power: 5000 Watts  
Owned By . . . . . Alabama Polytechnic In-  
stitute, University of Alabama, Alabama  
College.  
Operated By . . . . . Voice of Alabama, Inc.  
Address . . . . . Protective Life Bldg.  
Phone Number . . . . . 3-8116  
Transmitter Location . . . . . Sandusky, Ala.  
Time on the Air . . . . . 5:45 a.m. to 12 midnight;  
Sundays, 7 a.m. to 12 midnight.  
News Service . . . . . UP  
Transcription Service . . . . . WBS  
Representative . . . . . Radio Sales  
Membership . . . . . NAB, BMB

### Personnel

Chairman of Board . . . . . Ed Norton  
President-Treasurer . . . . . Thad Holt  
General Manager . . . . . Thad Holt  
Operations Manager . . . . . Lionel Baxter  
Sales Manager . . . . . Thad Holt  
Sales Promotion Manager . . . . . Lionel Baxter  
Program Director . . . . . Jimmie Willson  
Musical Director . . . . . Stanleigh Malotte  
Chief Engineer . . . . . Norman S. Hurler

## WBRC

BIRMINGHAM—EST. 1925  
NATIONAL BROADCASTING CO.  
Frequency: 960 Kc. . . . . Power: 5000 Watts

**Owned-Operated By**..Birmingham Broadcast-  
ing Co., Inc.  
**Address**....WBRC Bldg., 1727½ 2nd Ave. N.  
**Phone Number** .....4-7741  
**Transmitter Location**...2400 Arkedelphia Rd.  
**Time on the Air**.....Unlimited  
**News Service**.....INS  
**Transcription Service**.....Standard Radio  
& Langworth  
**Representative**.....Paul H. Raymer Co.  
**Membership**.....BMB, NAB

**Personnel**

**President**.....Eloise Smith Hanna  
**General Manager**.....Eloise Smith Hanna  
**Station Manager**.....Howell C. Cobb  
**Sales Managers**.....L. W. Connors,  
Don D. Campbell  
**Program Director**.....Howell C. Cobb  
**Production Manager**.....Ira Leslie  
**Publicity Director**.....John T. Orr  
**Chief Announcer**.....Fox Lightfoot  
**Musical Director**.....Herbert Grieb  
**Chief Engineer**.....G. P. Hamann

**W K A X**

**BIRMINGHAM—EST. 1946**

**Frequency**: 900 Kc.....**Power**: 1000 Watts  
**Owned-Operated By**....Courier Broadcasting  
Service, Inc.  
**Address**....1710 6th Ave. No., P.O. Box 2190  
**Phone Number**.....54-2541  
**Transmitter Location**.....231 2nd St., West  
**Time on the Air**.....Daytime only  
**News Service**.....AP  
**Transcription Service**.....Associaed Program  
Service

**Personnel**

**Owner**.....Dr. Glenn V. Tingley  
**General Manager**.....Ganus C. Scarborough  
**Station Manager**.....Ganus C. Scarborough  
**Program Director**.....Horace Pumphrey  
**Production Manager**...Frank Hamilton Accorsi  
**Publicity Director**.....Maurice Jackson  
**Chief Announcer**.....Horace Pumphrey  
**Musical Director**.....Wanda Houghton  
**Chief Engineer**.....Stanley Hawkins  
**Record MC**.....Maurice Jackson

**W S G N**

**BIRMINGHAM—EST. 1927**

**AMERICAN BROADCASTING COMPANY**

**Frequency**: 610 Kc.....**Power**: 5000 d.; 1000 n.  
**Owned-Operated by**.....The Birmingham  
News Co.  
**Business Address**.....P.O. Box 2553  
**Studio Address**.....Dixie Carlton Hotel  
**Phone Number**.....4-3434

**Transmitter Location**.....Alabama State  
Fair Grounds  
**Time on the Air**.....1 a.m. weekdays, 6:30  
a.m. to 1 a.m. Sundays  
**Newspaper Affiliation**.....Birmingham News  
Company, Birmingham News-Age-Hera'd.  
**News Service**.....AP  
**Transcription Service**.....NBC Thesaurus  
**Representative**.....Headley-Reed Co.  
**Membership**.....NAB, BMB

**Personnel**

**V.P.-Managing Director**....Henry P. Johnston  
**Commercial Manager**.....Julian A. Flint  
**Sales Promotion & Publicity**  
Mgr.....Mrs. Mary F. Childers  
**Program Director**.....Eugene M. Plumstead  
**Chief Engineer**.....Gordon Bishop  
**Record Mc's**.....James Cleary, Charles  
Atchison, Craig Lowe, William Grimm,  
Hugh McDonald

**W T N B**

**BIRMINGHAM—EST. 1946**  
**MUTUAL BROADCASTING SYSTEM**

**Frequency**: 1490 Kc.....**Power**: 250 Watts  
**Owned By**.....Thomas N. Beach  
**Operated By**.....Mrs. Evelyn S. Hicks  
**Address**.....117 North 21st St.  
**Phone Number**.....4-4511  
**Transmitter Location**...3429 27th Ave., North  
**Time on the Air**.....6:00 a.m. to 12 midnight  
**News Service**.....AP  
**Transcription Service**.....WTS  
**Representative**.....George P. Hollingsbery  
**Membership**.....NAB

**Personnel**

**Owner**.....Thomas N. Beach  
**Vice-President-General**  
Mgr.....Mrs. Evelyn Stafford Hicks  
**Station Manager**.....Mrs. Evelyn S. Hicks  
**Assistant Manager**.....J. D. Shacklett  
**National Sales Promotion**..Mrs. Anna Brunker  
**Traffic Department**.....Miss Margaret Cotton  
**Production Manager**..Mrs. Evelyn Perling Allen  
**Publicity Director**....Mrs. Evelyn Perling Allen  
**Chief Announcer**.....Joe Ford  
**Chief Engineer**.....Frank J. Murphee, Jr.

**W K U L**

**CULLMAN—EST. 1946**

**KBS**

**Frequency**: 1340 Kc.....**Power**: 250 Watts  
**Owned-Operated By**....Cullman Broadcasting  
Company  
**Address**.....Cullman

**Personnel**

**Owners**.....H. H. Kinney, D. T. Kinney

**W M S L**

**DECATUR—EST. 1935**

**MUTUAL BROADCASTING SYSTEM  
NORTH ALABAMA NETWORK—KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Tennessee Valley  
Broadcasting Co., Inc.  
Address: 522 Bank St.  
Phone Number: 802-3  
Transmitter Location: Danville Rd., Decatur  
Time on the Air: 6:00 a.m. to 10:30 p.m.  
News Service: UP  
Transcription Service: World Broadcasting  
System  
Representative: Headley-Reed Co.

**Personnel**

President: Melvin Hulson  
Commercial Manager: Kyle G. Frazier  
Program Director: Lewis C. Blizzard  
Chief Engineer: J. V. Roser

**W A G F**

**DOTHAN—EST. 1933**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1403 Kc. Power: 250 Watts  
Owned-Operated By: Dothan Broadcasting  
Company  
Address: 204½ E. Main Street  
Phone Number: 1403-2002  
Transmitter Location: Headland Highway,  
Dothan, Ala.  
Time on the Air: Week Days: 7:00 a.m. to  
11:00 p.m.; Sunday: 8:00 a.m. to 10:30 p.m.,  
CST

Newspaper Affiliation: Dothan Eagle, Stock  
News Service: AP  
Transcription Service: Standard Radio, SESAC  
Representative: Headley-Reed Co.  
Membership: NAB

**Personnel**

Station Manager: Julian C. Smith  
Commercial Manager: Fred Moseley  
Program Director: Willard Wikes  
Production Manager: Willard Wikes  
Publicity Director: Arthur Creamer  
Chief Announcer: Arthur Creamer  
Chief Engineer: John T. Hubbard

**W J O I**

**FLORENCE—EST. 1946**

Frequency: 1340 Kc. Power: 250 Watts  
Owned By: Clyde W. Anderson, Joe T.  
Van Sandt  
Operated By: Florence Broadcasting Company  
Address: 850 S. Court St.  
Time on the Air: 5:00 a.m. to midnight  
Transcription Service: World, M. M. Cole

**Personnel**

Owners: Clyde W. Anderson,  
Joe T. Van Sandt  
General Manager: Joe T. Van Sandt  
Station Manager: Joe T. Van Sandt  
Sales Manager: Joe T. Van Sandt  
Program Director: Dave Bigley  
Publicity Director: Dave Bigley  
Chief Announcer: Dave Bigley  
Musical Director: Dave Bigley  
Chief Engineer: Maurice McKinney  
Record MC: Dave Bigley

**W M F T**

**FLORENCE—EST. 1945**

**AUBURN FOOTBALL NETWORK**

**NORTH ALABAMA NETWORK (Special)**

**NORTH ALABAMA POLITICAL NETWORK**  
Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Tri-Cities Broadcasting  
Company  
Address: P. O. Box 477  
Phone Number: Florence 42 & 1934  
Transmitter Location: 800 Cypress Mill Rd.  
Time on the Air: 6:00 a.m. to 11:05 p.m. (CST)  
News Service: AP  
Transcription Service: NBC Thesaurus  
Representative: John E. Pearson Co.  
Membership: NAB

**Personnel**

President-Station Manager: Franklin L. Bush  
Chief Announcer: Sandford J. Willis  
Chief Engineer: Sandford J. Willis

**W G A D**

**GADSDEN—EST. 1946**

Frequency: 1350 Kc. Power: 1000 Watts  
Owned By: Coosa-Valley Broadcasting Co.  
Operated By: J. W. Buttram  
Address: Pioneer Life Bldg.  
Phone Number: 207  
Transmitter Location: Attalla, Ala.  
Time on the Air: 6:00 a.m. to 12 midnight  
News Service: UP  
Transcription Service: NBC

**Personnel**

President-Owner: E. L. Roberts  
General Mgr.-Station Mgr.: J. W. Buttram

**W G N H**

**GADSDEN—EST. 1946**

**AMERICAN BROADCASTING CO.**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: General Newspapers, Inc.  
Business Address: P. O. Box 1016, Macon, Ga.  
Phone Number: 6500

Studio Address....520 Chestnut St., Gadsden, Ala.

Time on the Air.....7:00 a.m. to 12 midnight  
Newspaper Affiliation..General Newspapers, Inc.

News Service.....INS  
Transcription Service.....WBS  
Representative..Burke Kuipers & Mahoney, Inc.

**Personnel**

President.....Carmage Walls  
General Manager.....Henry A. Jones  
Sales Manager.....A. B. Letson

**W J B Y**

GADSDEN—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...Gadsden Broadcasting Co., Inc.

Address .....108 Broad Street  
Phone Number.....62 & 88  
Transmitter Location.....108 Broad Street  
Time on the Air.....6:00 a.m. to 12 midnight  
News Service.....AP  
Representative.....Sears & Ayer

**Personnel**

President.....Bascom H. Hopson  
Station Manager and  
Program Director.....Beatrice Tate Benton  
Commercial Manager.....Sam Benton  
Chief Engineer.....William Pigg

**W B H P**

HUNTSVILLE—EST. 1937

MUTUAL BROADCASTING SYSTEM  
KEYSTONE BROADCASTING SYSTEM  
NORTH ALABAMA NETWORK

Frequency: 1230 Kc.....Power 250 Watts  
Owned-Operated By.....W. H. Pollard  
Address.....318 W. Clinton St.  
Phone Number.....313  
Transmitter Location.....Athens Pike  
Time on the Air.....Unlimited license  
News Service.....UP

**Personnel**

President-Station Manager and  
Commercial Manager.....W. H. Pollard  
Program Director.....Margaret Speake  
Production Manager.....Hugh McDonald  
Chief Announcer and  
Chief Engineer.....John Garrison

**W F U N**

HUNTSVILLE—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By..Huntsville Broadcasting Co.

Address.....410 W. Holmes St.  
Phone Number.....2424  
Transmitter Location.....410 W. Holmes St.  
Time on the Air.....6:00 a.m. to 12 midnight  
News Service.....AP  
Transcription Service.....WBS

**Personnel**

President-Owner-Station Mgr...John Garrison  
Commercial Manager.....E. H. Duffey  
Program Director.....W. J. Keown  
Publicity Director.....Jammy Trippe  
Chief Engineer.....Lauren Mickle  
Record MC.....Frank Short

**W H B S**

HUNTSVILLE—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By..Huntsville Times Co., Inc.  
Address.....Cor. of Gallatin & Clinton Sts.  
Phone Number.....2345  
Transmitter Location.....N. Church St.  
Time on the Air.....6:00 a.m. to 11:00 p.m.  
Newspaper Affiliation.....Huntsville Times  
News Service.....AP  
Representative.....Headley-Reed Co.  
Membership .....NAB

**Personnel**

General Mgr.-Station Mgr.....A. L. Smith  
Commercial Manager....Mrs. Barbara Terrell  
Program Director-Chief Announcer...John P. Culver, Jr.  
Chief Engineer.....James L. Sanderson

**W W W B**

JASPER—EST. 1946

PARAMOUNT BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Bankhead Broadcast- ing Co.  
Address.....Bankhead-Long Bldg.  
Phone Number.....100 & 200  
Transmitter Location.....Bankhead Highway  
Time on the Air.....Full time  
News Service.....AP  
Transcription Service.....WBS  
Membership .....NAB

**Personnel**

President-Owner.....W. W. Bankhead  
General Mgr.-Station Mgr.....James E. Reese  
Program Dir.-Publicity Dir....Charles Metcalfe  
Chief Announcer.....Charles Metcalfe  
Musical Director.....Freda Hilton  
Chief Engineer.....Jack Copeland

**W A L A**

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.



Frequency: 1410 Kc.....Power: 5000 Watts  
 Owned By.....W. O. Pope  
 Operated By .....Pape Broadcasting Co.  
 Address.....106 St. Joseph St., AT&N  
 Railroad Bldg.  
 Phone Number.....Dexter 3-3756  
 Transmitter Location.....Cochran Bridge  
 Causeway, Baldwin County.  
 Time on the Air...5:30 a.m. to 12:00 midnight  
 News Service.....AP  
 Transcription Service.....Standard Radio  
 Representative.....Headley-Reed Co.

**Personnel**

Owner.....W. O. Pope  
 General Manager.....H. K. Martin  
 Station Manager.....H. K. Martin  
 Commercial Manager.....Al. Treadway  
 Program Director.....Charles Saunders  
 Publicity Director.....C. L. Smallwood  
 Chief Announcer.....Charles Saunders  
 Chief Engineer.....R. B. Hurley

**W K R G\***

MOBILE

Frequency: 710 Kc.....Power: 1000 Watts  
 Licensee.....Giddens & Rester

\*C.P.

**W M O B**

MOBILE—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...Nunn Broadcasting Corp.  
 Business Address.....P. O. Box 1117  
 Phone Number.....Belmont 2-4566-7  
 Studio Address.....458 Government St.  
 Transmitter Location.....600 St. Louis St.  
 Time on the Air...Monday-Saturday: 6 a.m.  
 to midnight; Sunday: 7:00 a.m. to midnight  
 News Service.....UP  
 Transcription Service...NBC Thesaurus, WBS  
 National Sales Office.....P. O. Box 1360,  
 Lexington, Ky.

Representative.....The Branham Company  
 Membership.....NAB, BMB

**Personnel**

President.....Gilmore N. Nunn  
 Station Manager.....Archie S. Grinalds  
 Sales Promotion Mgr.....Joseph S. Muth  
 Program Director.....Wallace B. Dunlap  
 Publicity Director.....Joseph S. Muth  
 Chief Announcer.....Wallace B. Dunlap  
 Chief Engineer.....T. L. Greenwood

(CALL LETTERS TO BE ASSIGNED)

MOBILE\*

Frequency: 840 Kc.....Power: 1000 Watts  
 Licensee.....Pursley Broadcasting Service

\*C.P.

**W C O V**

MONTGOMERY—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...G. W. Covington, Jr.  
 Business Address.....P. O. Box 1029  
 Phone Number.....5781-2  
 Studio Address.....Exchange Hotel  
 Transmitter Location...Narrow Lane Road.  
 Time on the Air.....6:00 a.m. to 11:05 p.m.  
 News Service.....INS  
 Transcription Service.....Standard Radio  
 Representative.....Howard H. Wilson Co.  
 Membership.....NAB, BMB

**Personnel**

President-Station Mgr. ....G. W. Covington, Jr.  
 Commercial Manager.....R. B. Raney  
 Sales Promotion Manager.....E. J. Duke  
 Program Dir.-Production Mgr....Weston Britt  
 Publicity Director.....Dorothea Askins  
 Chief Announcer.....Hollis Carlton  
 Musical Director.....Alonzo Meek  
 Chief Engineer.....W. D. Weatherly

**W M G Y**

MONTGOMERY—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 800 Kc.....Power: 1000 Watts  
 Owned-Operated By...Dixie Broadcasting Co.  
 Business Address.....P. O. Box 2271  
 Phone Number.....5245-6  
 Studio Address...Cor. Dexter Ave. & Perry St.  
 Transmitter Location.....Lincoln Road  
 Time on the Air.....Sunrise to Sunset  
 News Service.....INS  
 Transcription Service.....WBS  
 Representative.....Radio Adv. Co.  
 Membership.....NAB

**Personnel**

President.....Dr. S. D. Suggs  
 Station Manager.....Leland Childs  
 Sales Promotion Manager-Publicity Dir. Edward  
 L. De Motte  
 Program Dir.-Musical Dir. .E. Caldwell Stewart  
 Chief Announcer.....Ed Mohr  
 Chief Engineer.....John D. Lamar  
 Record MC.....Bob Donaldson

**W S F A**

MONTGOMERY—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 d.;  
 500 n., (CP 1000)  
 Owned-Operated By.....Montgomery  
 Broadcasting Co., Inc.  
 Business Address.....Jefferson Davis Hotel  
 Phone Number .....8361-2  
 Studio Address.....Jefferson Davis Hotel

Transmitter Location.....Narrow Lane Road,  
 Time on the Air.....5:45 a.m. to 11:30 p.m.  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus  
 & M. M. Cole.  
 Representative.....Headley-Reed Co.  
 Membership.....NAB, BMB, Ala. Br. Assoc.

**Personnel**

President.....Howard E. Pill  
 Sales Manager.....W. W. Hunt  
 General Mgr.-Station Mgr.....David E. Dunn  
 Program Director.....Robert Hope  
 Publicity Director.....Esther Mahoney  
 Chief Announcer.....Marvin Reuben  
 Musical Director.....Martha Darden  
 Chief Engineer.....C. I. Shelkofsky

**W L A Y**

**MUSCLE SHOALS CITY—EST. 1933**  
 MUTUAL BROADCASTING SYSTEM  
 KEYSTONE BROADCASTING SYSTEM  
 NORTH ALABAMA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Muscle Shoals  
 Broadcasting Corporation  
 Address.....Box 230, Sheffield, Ala.  
 Phone Number.....1450-1  
 Studio Address....Hamilton Ave. & 2nd St.,  
 Muscle Shoals City, Ala.  
 Transmitter Location....Hamilton Ave. & 2nd  
 St., Muscle Shoals City, Ala.  
 Time on the Air.....6:30 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 & Lang-Worth.  
 Representative.....The Branham Co.  
 Membership.....NAB

**Personnel**

President.....F. M. Farris, Jr.  
 Station Manager.....Henry B. Clay  
 Commercial Manager.....Richard B. Biddle  
 Program Dir.-Chief Ann...James C. Miller, III  
 Production Manager.....William Cooper  
 Musical Director.....Evelyn Reeburg  
 Chief Engineer.....Lynn V. McMoran

**W J H O**

**OPELIKA—EST. 1940**  
 MUTUAL BROADCASTING SYSTEM  
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. ....Power 250 d.; 100 n.  
 Owned-Operated By.....Opelika Auburn  
 Broadcasting Co.  
 Address.....1400 Auburn Road  
 Phone Number.....856  
 Transmitter Location.....1400 Auburn Road  
 Time on the Air.....6:00 a.m. to 12:00 mid.  
 Sunday: 7:00 a.m. to 12 mid.

News Service.....UP  
 Transcription Service.....NBC, SESAC  
 Membership.....NAB, BMB

**Personnel**

General Mgr.-Publicity Dir.....F. Marion Hyatt  
 Commercial Manager.....Guy Mangram  
 Program Director.....Lowell Takles  
 Musical Director.....Ben F. Parsons  
 Chief Engineer.....John B. Venters

**W G W C**

**SELMA—EST. 1946**

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts  
 Cwned-Operated By....G. W. Covington, Jr.  
 Address.....Selma, Ala.  
 Phone Number.....1739  
 Transmitter Location....Birmingham Highway  
 Time on the Air.....16 hrs., 35 mins.  
 News Service.....INS  
 Representative.....Howard H. Wilson Co.

**Personnel**

Owner.....G. W. Covington, Jr.  
 Station Manager.....Frank Ford  
 Commercial Manager.....W. L. Rowland  
 Program Director.....Bill Steadman  
 Chief Engineer.....John L. Townshend

**W H B B**

**SELMA—EST. 1935**

MUTUAL BROADCASTING SYSTEM  
 ALABAMA STATE

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...Selma Broadcasting  
 Company, Inc.  
 Business Address.....209 Washington St.  
 Phone Number.....1233  
 Studio Address.....209 Washington St.,  
 Selma, Ala.  
 Transmitter Location.....North Church St.  
 Time on the Air.....7:30 a.m. to 10:30 p.m.  
 Representative.....Sears & Ayer, Inc.

**Personnel**

President.....B. H. Hopson  
 General-Station Manager....Julien Smith, Jr.  
 Sales Promotion.....Erin Reynolds  
 Program Director.....Eleanor Falkenberry  
 Publicity Director.....Julia Craig Miller  
 Chief Announcer.....Evans Bruce  
 Chief Engineer.....T. F. Kelly, Jr.

**W F E B**

**SYLACAUGA—EST. 1935**

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Operated By .....Alabama  
Broadcasting Company.  
Business-Studio Address..527 North Broadway  
Phone Number .....160  
Transmitter Location....527 North Broadway  
Time on Air.....6:00 a.m. to 11:00 p.m.  
News Service .....UP  
Transcription Service .....NBC

**Personnel**

President.....E. E. Forbes, Sr.  
V.P.-General Manager.....J. W. Buttram  
Station Manager.....Hugh Webb  
Sales Manager.....Ben R. Rath  
Sales-Promotion Manager.....Walter Welch  
Program Director.....Chris Weber  
Production Manager.....James Pate  
Publicity Director.....Whitt Parrott  
Musical Director.....Walter Welch  
Chief Engineer.....James Stowers, Jr.

**WHTB**

TALLADEGA

MUTUAL BROADCASTING SYSTEM  
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By..Voice of Talladega, Inc.  
Address.....P. O. Box 43  
Phone .....2360  
Studio Address.....122 S. Court Sq.  
Transmitter Location.....Isbell Springs  
Time on the Air.....6:00 a.m. to 12 midnight  
News Service.....ZP  
Transcription Service.....Standard, SESAC  
Membership.....NAB, BMB

**Personnel**

President.....Harry Held  
V.-P.-Gen. Mgr.....R. C. Hammett  
Sales Promotion Mgr.....C. Glenn Cooke  
Acting Program Dir.....Otis Dodge  
Production Manager.....Ed Gomon  
Publicity Director.....Brice Brown  
Chief Engineer.....Ira A. Smith, Jr.

(CALL LETTERS TO BE ASSIGNED)  
**TROY\***

Frequency: 1490 Kc.....Power: 250 Watts  
Licensee.....Troy Broadcasting Corp.

\*C.P.

**WJRD**

TUSCALOOSA—EST. 1936

ALABAMA NETWORK—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By .....James R. Doss, Jr.  
Address.....First National Bank Bldg.  
Phone Number.....4464-65  
Transmitter Location....Greensboro Highway  
Time on the Air.....7:00 a.m. to 10:00 p.m.  
Transcription Service...World Broadcasting  
System

Representative.Keystone Broadcasting System

**Personnel**

Owner.....J. R. Doss, Jr.  
Program Director.....Wilhelmina Doss  
Chief Announcer.....Charles Zennah  
Chief Engineer.....James Arendate

**ARIZONA**

Estimated Population 638,204—Radio Homes, 146,070  
Stations in State 19

**KSUN**

BISBEE—EST. 1933

CBS

ARIZONA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Carleton W. Morris  
Address.....P. O. Drawer "C", Lowell Sta.  
Phone Number.....Bisbee 9  
Transmitter Location.....Noco Rd.  
Time on the Air.....6:30 a.m. to 11 p.m.  
News Service.....UP and Transradio  
Representative.....John Blair & Co.  
Transcription Service.....WBS  
Membership .....NAB, BMB

**Personnel**

Owner-Station Manager....Carleton W. Morris

Commercial Manager.....Eugene V. Packer  
Program Director.....Gilbert C. Alzua  
Chief Engineer.....John E. Hickman

(CALL LETTERS TO BE ASSIGNED)  
**(DOUGLASS\*)**

Frequency: 1450 Kc.....Power: 250 Watts  
Licensee.....Carlton W. Morris

\*C.P.

(CALL LETTERS TO BE ASSIGNED)  
**FLAGSTAFF—Est. 1947**

Frequency: 1240 Kc.....Power: 250 Watts

Owned By.....Gene Burke Brophy  
 Business Address.....P. O. Box 1365  
 Time on the Air.....Unlimited

**Personnel**

Owner.....Gene Burke Brophy  
 General Manager.....John D. Morgan  
 Chief Engineer.....Russell Davis

**K W J B**

GLOBE—EST. 1938

NATIONAL BROADCASTING COMPANY  
 ARIZONA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By: The Gila Broadcasting  
 Co., Inc.  
 Business Address.....Globe, Arizona  
 Phone Number.....Globe 41  
 Studio Address.....South Globe, Arizona  
 Transmitter Location...South Globe, Arizona  
 Time on the Air.....6:00 a.m. to 11:00 p.m.  
 News Service.....AP, INS, UP  
 Transcription Service.....Standard Radio  
 Representative.....Paul H. Raymer  
 Membership.....BMB

**Personnel**

President.....Louis F. Long  
 General Manager.....Paul Merrill  
 Station Manager.....Willard Shoecraft  
 Commercial and Sales  
 Manager.....Edward E. Furman  
 Chief Announcer.....Paul Hallett  
 Chief Engineer.....Frank Toomey

**K A R V**

MESA—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Arizona Radio &  
 Television, Inc.  
 Address.....Box 31, Radio Center, Pepper  
 Lane, Mesa, Ariz.  
 Phone Number.....678  
 Transmitter Location...Radio Center, Pepper  
 Lane, Mesa, Ariz.  
 Time on the Air.....6:00 a.m. to 12 midnight  
 News Service.....Phoenix Republic &  
 Gazette, Ariz. State Wire  
 Transcription Service.....Lang-Worth  
 Representative.....Forjoe & Co.  
 Membership.....NAB

**Personnel**

President.....Kenneth W. Houston  
 General Manager  
 Station Manager.....John C. McPhee  
 Sales Manager.....Norman E. Iverson  
 Program Director  
 Production Manager.....Al Stein

Musical Director.....Shirley Brundage  
 Chief Engineer.....Gordon Kelly  
 Record MC.....Al Stein

**K O Y**

PHOENIX—EST. 1922

COLUMBIA BROADCASTING SYSTEM  
 THE ARIZONA NETWORK

Frequency: 1550.....Power: 1000 Watts  
 Owned-Operated By.....Salt River Valley  
 Broadcasting Company  
 Business Address.....P. O. Box 2671  
 Phone Number.....4-4144  
 Studio Address...836-838 North Central Ave.  
 Transmitter Location....12th St. & Camel-  
 back Rd.  
 Time on the Air.....6 a.m. to 12:15 p.m.  
 Newspaper Affiliation.....Arizona Farmer  
 Publishing Co., Arizona Farmer  
 News Service.....UP; Transradio  
 Transcription Service.....World Broadcasting  
 System, Associated Record Program Service  
 Representative.....John Blair & Co.  
 Membership.....NAB, BMB

**Personnel**

Chairman of Board.....Burrige D. Butler  
 Commercial Manager.....John L. Hogg  
 Station Manager.....Albert D. Johnson  
 Program Director.....John R. Williams  
 Chief Announcer.....Joe Dana  
 Musical Director.....Alfred Becker  
 Chief Engineer.....Lewis Sublett  
 Record MC.....Kenneth Bagwell

**K P H O**

PHOENIX—EST. 1940

AMERICAN BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By: Phoenix Broadcasting, Inc.  
 Business Address..Adams Hotel, Phoenix, Ariz.  
 Phone Number.....4-7367  
 Studio Address.....Adams Hotel &  
 Transmitter Bldg.  
 Transmitter Location....R.F.D. Buckeye Rd.  
 Time on the Air.....6 a.m. to midnight  
 News Service.....INS  
 Transcription Service.....McGregor, Cole  
 Representative.....Homer Griffith Co.

**Personnel**

President-Owner.....Rex Shepp  
 Station Manager.....Charlie Garland  
 Commercial Manager.....Arnold J. Gregory  
 Program Director.....Bill Deddick  
 Chief Announcer, Musical Dir....Bill Reddick  
 Chief Engineer.....Louis Halpern  
 Record MC.....Bill Lindsay

**KPSC\***

PHOENIX

Frequency: 1450 Kc.....Power: 250 Watts  
Licensee.....Sun County Broadcasting Co.

\*C.P.

**KRUX**

PHOENIX-LENDALE—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts  
Owned By.....Gene Burke Brophy  
Business Address....P. O. Box 1365, Phoenix  
Phone Number.....3-8790  
Time on the Air.....Unlimited

**Personnel**

Owner.....Gene Burke Brophy  
General Manager.....John D. Morgan  
Chief Engineer.....Russell Davis

**KTAR**

PHOENIX—EST. 1922

NBC

ARIZONA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 5000 Watts  
Owned-Operated By.....KTAR Broadcasting  
Company

Business Address.....711 Heard Building  
Phone Number.....4-4161  
Studio Address.....Atop the Heard Building  
Transmitter Location.....36th St. & East  
Thomas Road

Time on the Air.....6:00 a.m. to 12 midnight  
News Service.....AP; PA  
Transcription Service.....NBC Thesaurus,  
Standard Radio Library, Capitol  
Representative.....Paul H. Raymer Co.  
Membership.....NAB, BMB

**Personnel**

Chief Owner-Ch. of Bd.....John J. Louls  
President & General

Manager.....Richard O. Lewis  
Business Manager.....B. R. Fulbright  
Sales-Commercial Manager.....Bill Harvey  
Sales Promotion-Merchandising

Manager.....John Edwin Miller  
Program Director.....J. Howard Pyle  
Production Manager.....Paul Hughes  
Publicity Director.....John Snow  
Musical Director.....Pierson Bancroft  
Chief Engineer.....A. C. Anderson

**KYCA**

PRESCOTT—EST. 1940

NATIONAL BROADCASTING COMPANY  
ARIZONA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Southwest Broad-  
casting Company

Address.....East Gurley St.  
Phone Number.....244  
Transmitter Location.....East Gurley St.  
Time on the Air.....6:30 a.m. to 11:00 p.m.  
News Service.....INS and AP  
Transcription Service.....Standard Library  
Representative.....Paul Raymer Co.  
Membership.....NAB, BMB

**Personnel**

President-Owner.....Harold Ritter  
Program Director.....Robertta Pfister  
Publicity Director.....Marcia Gates  
Chief Engineer.....Byron Lee McCall

**KGLU**

SAFFORD—EST. 1938

NATIONAL BROADCASTING CO.  
ARIZONA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Gila Broadcasting  
Company

Address.....Safford, Ariz.  
Phone Number.....15  
Transmitter Location.....1218 - 6th Ave.  
Time on the Air.....7 a.m. to 11 p.m.  
News Service.....UP  
Transcription Service.....World  
Representatives.....Paul H. Raymer Co.  
Membership.....BMB

**Personnel**

President.....Louis F. Long  
Station Manager.....Paul Merrill  
Commercial and Sales

Promotion Manager.....Edward E. Furman  
Program Director,

Production Manager...Norman B. Harrington  
Chief Announcer.....Richard G. Salerno  
Musical Director.....William F. Parady  
Chief Engineer.....Herbert Hartman

**KOPO**

TUCSON—EST. 1946

ABC

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Old Pueblo  
Broadcasting Co.

Address.....77 N. Court St.  
Phone Number.....2128  
Transmitter Location.....Stone & Drachman  
Time on the Air.....6:00 a.m. to 12 midnight  
News Service.....AP  
Transcription Service.....McGregor  
Representative.....Homer Griffith

**Personnel**

President.....John Rockwell  
 V. P. & Gen. Mgr.....Charles H. Garland  
 Chief Announcer.....Allan Brown  
 Chief Engineer.....Selwyn Kirby

**K T U C**

**TUCSON—EST. 1929**

COLUMBIA BROADCASTING SYSTEM  
 ARIZONA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Tucson Broadcasting  
 Co., Inc.  
 Address.....900 E. B'way, Box 390  
 Phone Number .....1400  
 Transmitter Location.....900 E. B'way  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service .....UP  
 Transcription Service....Associated & World  
 Representative.....John Blair & Co.  
 Membership.....NAB, BMB

**Personnel**

President.....Burrige D. Butler  
 Station Manager.....Lee Little  
 Program Director.....Wayne Sanders  
 Chief Announcer.....Ray Helgesen  
 Production Manager.....Gerry O'Brien  
 Chief Engineer.....Cliff Livingston

**K V O A**

**TUCSON—EST. 1929**

NATIONAL BROADCASTING CO.  
 ARIZONA BROADCASTING COMPANY

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned By.....KTAR Broadcasting Co., Inc.  
 Operated By.....Arizona Broadcasting  
 Company, Inc.  
 Business Address.....48 E. Broadway  
 Phone Number.....3703  
 Studio Address.....48 East Broadway  
 Transmitter Location.....10th and Lee  
 Time on the Air...3:55 a.m. to 12:00 midnight  
 News Service .....AP  
 Transcription Service.....NBC Thesaurus,  
 Standard, Capitol  
 Representative.....Paul H. Raymer Co.  
 Membership.....NAB, BMB

**Personnel**

President.....John J. Louis  
 General Manager.....R. B. Williams  
 Sales Commercial Mgr.....R. B. Williams  
 Sales Promotion.....Fred J. Gerletti  
 Program Director.....Ben L. Slack, Jr.  
 Production Manager.....Jean T. Lely  
 Publicity Director.....Fred J. Gerletti

Chief Announcer.....George T. Callison  
 Chief Engineer.....Ray H. Holsclaw  
 Record MC.....Bill Warren

(CALL LETTERS TO BE ASSIGNED)  
**TUCSON\***

Frequency: 1490 Kc.....Power: 250 Watts  
 Licensee.....Sun County Broadcasting Co.

\*C.P.

(CALL LETTERS TO BE ASSIGNED)  
**TUCSON\***

Frequency: 1340 Kc.....Power: 250 Watts  
 Licensee.....The Catalina Broadcasting Co.

\*C.P.

**K S O L**

**YUMA—EST. 1947**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned By .....Gene Burke Brophy  
 Business Address.....P. O. Box 1365, Phoenix  
 Time on the Air.....Unlimited

**Personnel**

President-Owner.....Gene Burke Brophy  
 General Manager.....John D. Morgan  
 Chief Engineer.....Russell Davis

**K Y U M**

**YUMA—EST. 1940**

NATIONAL BROADCASTING COMPANY  
 ARIZONA BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts  
 Operated By.....Yuma Broadcasting Co.  
 Owned By.....Arizona Broadcasting System  
 Business Address.....Yuma, Ariz.  
 Phone Number.....Yuma 88  
 Studio Address...19th Avenue and 1st Street  
 Transmitter Location.....Yuma, Ariz.  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service.....INS, AP, UP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Paul H. Raymer Co.

**Personnel**

Station Manager.....Ray Smucker  
 Commercial Manager.....Roy Jorgensen  
 Sales Promotion Mgr.....Paul Dawson  
 Musical Dir.-Program Director.....Sam Ewing  
 Production Manager.....Pal Goolsby  
 Publicity Director.....Stan Siegle  
 Chief Announcer.....Judd Wilson  
 Chief Engineer.....Leavenworth Wheeler  
 Record MC.....Hig Higgins

# ARKANSAS

Estimated Population 1,876,042—Radio Homes 350,567  
Stations in State 19

## K L C N

**BLYTHEVILLE—EST. 1922**

ARKANSAS NETWORK

Frequency: 900 Kc.....Power: 1000 Watts  
Owned and Operated By...Harold L. Sudbury  
Address .....Sudbury Bldg.  
Phone Number.....2093  
Transmitter Location.....East Highway 18  
Time on the Air.....6 a.m. to local sunset  
News Service.....UP  
Transcription Service.....World. Cole  
Representative.....The John E. Pearson Co.

### Personnel

Owner-Manager.....Harold L. Sudbury  
Sales Promotion Manager.....J. T. Sudbury

## K A M D

**CAMDEN—EST 1946**

KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Camden Radio, Inc.  
Address.....2010 Ft. Worth National Bank  
Bldg., Fort Worth, Tex.

### Personnel

General Manager.....Frank O' Myers  
Manager.....John W. Edwards

## K E L D

**EL DORADO—EST. 1935**

AMERICAN BROADCASTING CO.

ARKANSAS NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By...Radio Enterprises, Inc.  
Business Address.....Home Finance Bldg.  
Studio Address.....Country Club Colony  
& Home Finance Bldg.  
Phone .....1313  
Transmitter Location...2½ miles North of El  
Dorado, Ark.  
Time on the Air.....6:30 a.m. to 11:00 p.m.  
News Service.....AP  
Transcription Service.....Standard Radio,  
M. M. Cole  
Representative.....Cox and Tanz  
Membership.....NAB, BMB

### Personnel

President.....W. N. McKinney  
V.-P. & Gen. Mgr.....Leon Sipes  
Sales Promotion Manager.....J. R. Duerson  
Chief Announcer.....Tex Pickens  
Chief Engineer.....S. F. Eckhardt

## K G R H

**FAYETTEVILLE—EST. 1946**

MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By...Fayetteville Broadcasting  
Company  
Business Address.....922 Leverett St.  
Phone Number .....862  
Transmitter Location.....922 Leverett St.  
Time on the Air.....Unlimited  
News Service .....AP  
Transcription Service .....Standard  
Membership .....NAB

### Personnel

President-Manager .....Russell Bennitt  
Commercial Manager.....Alton Collier  
Program Director.....Lee Belding  
Production Manager.....Peter Harkins  
Chief Announcer.....Lee Belding  
Chief Engineer.....George W. Dotson

## K F P W

**FORT SMITH—EST. 1930**

MUTUAL BROADCASTING SYSTEM  
RAZORBACK ARKANSAS STATE

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Southwestern  
Hotel Co.  
Address.....1215 Garrison Ave.  
Phone Number .....4106-4107-7069-5554  
Transmitter Location .....Albert Pike &  
Kelley Highway  
Time on the Air.....6:00 a.m. to 11:00 p.m.  
Sundays, 8:00 a.m. to 11:00 p.m.  
News Service.....UP and AP  
Transcription Service.....M. M. Cole &  
World Broadcasting System  
National Sales Office.....The Walker Co.  
Station Representatives.....The Walker Co.;  
England Adv. Co.  
Membership.....NAB, BMB

### Personnel

President and General Mgr...John A. England  
Station Mgr.-Publicity Dir...J. E. "Pat" Garner  
Sales Promotion Mgr.....E. H. Patterson  
Program Director.....Dorothy Gibson  
Production Manager.....W. A. Stapleton  
Chief Announcer.....Harvey Marsh  
Musical Director.....Afton Blake  
Record M.C.....Kruger Muse  
Chief Engineer.....John M. VanHorn

# KWHN\*

FT. SMITH—EST. 1946

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned-Operated By..KWHN Broadcasting Co.  
 Address.....P. O. Box 799  
 Phone Number.....3141, LD 29  
 Transmitter Location..N. E. of Ft. Smith, Ark.  
 News Service.....AP  
 Membership .....NAB

## Personnel

President.....Allen Whiteside  
 Sec.-Treas.....H. S. Nakdimen  
 Station Manager.....Bill Slates

\*Construction Permit

# KHOZ

HARRISON—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By....Harrison Broadcasting Corp.  
 Address.....Radio Cit Addition  
 Transmitter Location.....Radio Cit Addition  
 Time on the Air.....6:00 a.m. to 11:00 p.m.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....R. C. Wheeler (Regional)

## Personnel

President.....Dene O. Hester  
 General Mgr.-Station Mgr.....Merwyn Love  
 Sales Mgr.-Sales Pro. Mgr.....Bob Wheeler  
 Program Dir.-Chief Announcer...Wilson Hurst  
 Production Manager.....J. Grant  
 Publicity Director.....John Scott  
 Musical Director.....Judy Coates  
 Chief Engineer.....L. C. Watkins  
 Record M.C.....James Jobs

# KFFA

HELENA—EST. 1941

MUTUAL BROADCASTING SYSTEM  
 ARKANSAS NETWORK—KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By: Helena Broadcasting Co.  
 Address.....215 York St.  
 Phone Number.....Main 59  
 Transmitter Location.....215 York St.  
 Time on the Air.....6:00 a.m. to 11:00 p.m.  
 News Services.....UP  
 Transcription Service..Lang-Worth, M. M. Cole  
 Representatives...Cox & Tanz, Gene Grant & Co.  
 Membership.....NAB, BMB

## Personnel

Managing Partner-General Mgr. Sam Anderson

Commercial Manager.....Barton Wellborn  
 Program Director.....Elizabeth Wellborn  
 Sales Pro. Mgr.-Publicity Dir.....Hugh Smith  
 Chief Announcer.....Jim Lipsey  
 Musical Director.....S. B. Williamson  
 Record M.C.....Barton Wellborn  
 Chief Engineer.....A. P. Decker

# KTHS

HOT SPRINGS—EST. 1924

AMERICAN BROADCASTING CO.  
 ARKANSAS NETWORK

Frequency .....1090 Kc.  
 Power.....10,000 d.; 1000 n.  
 Owned-Operated By..Radio Broadcasting, Inc.  
 Address.....135 Benton Street  
 Phone Number.....1160-1161  
 Transmitter Location.....Malvern Road  
 near Hot Springs, Ark.  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service.....UP & AP  
 Transcription Service .....Lang-Worth  
 Newspaper Affiliation..Shreveport, Louisiana  
 Times.  
 Representative.....The Branham Co.  
 Membership.....NAB, BMB

# KHOZ

HARRISON, ARK.

"IN THE HUB  
OF THE OZARKS"

SERVING NORTH  
CENTRAL ARKANSAS  
WITH THE BEST IN  
MUSIC, SPORTS, NEWS.

MUTUAL AFFILIATE

250 WATTS                      1240 Kc



**Personnel**

President.....John D. Ewing  
 Station Manager.....J. John Wolever, Jr.  
 Nat'l Sales Manager.....J. John Wolever, Jr.  
 Local Sales Manager.....Edward C. Appler  
 Program Dir.-Production Mgr.....Jon F. Karber  
 Chief Announcer.....Bill Bailey  
 Musical Director.....Harry E. Lockhart  
 Chief Engineer.....Cecil L. Suitt  
 Traffic Manager.....Helen Ashley

**K W F C**

**HOT SPRINGS—EST. 1940**

KBS

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Clyde E. Wilson  
 Address.....819½ Central  
 Phone Number.....312-3  
 Transmitter Location.....819½ Central  
 Time on the Air.....7 a.m. to 11 p.m.  
 News Service.....AP  
 Transcription Service.....Standard Radio,  
 Keystone, M. M. Cole  
 Representative.....Sears & Ayers  
 Membership.....BMB

**Personnel**

Owner.....Clyde E. Wilson  
 Station & General Sales  
 Manager.....Robert Choate  
 Sales Promotion.....Robert Harrison  
 Chief Engineer.....Tom Wilson

**K B T M**

**JONESBORO—EST. 1930**

MUTUAL BROADCASTING SYSTEM

KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned By.....Regional Broadcasting Co.  
 Operated By.....Jay P. Beard  
 Address.....KBTM Bldg., 603 Madison St.  
 Phone Number.....597-8  
 Transmitter Location.....East Jonesboro  
 Time on the Air.....6:00 a.m. to 11:00 p.m.  
 Transcription Service.....World Broadcasting  
 System, SESAC  
 West Coast Representative.....Gene Grant  
 Membership.....NAB, BMB

**Personnel**

President and General Manager..Jay P. Beard  
 Sales Promotion Manager.....William H. Cate  
 Program Director-Production  
 Mgr.-Musical Dir.....Eleanor Lane  
 Publicity Director.....Jay P. Beard  
 Chief Announcer.....Paul Harvey  
 Record M.C.....Bruce McLean  
 Chief Engineer.....John H. Hitt

**K A R K**

**LITTLE ROCK—EST. 1931**

NATIONAL BROADCASTING CO.

SOUTHCENTRAL QUALITY NETWORK

Frequency: 920 Kc.....Power: 5000 Watts  
 Owned-Operated By: Arkansas Radio & Equip-  
 ment Co.

Address.....Radio Center Bldg.  
 Phone Number.....LD 224  
 Transmitter Location: Jackson Blvd., North Little  
 Rock

Time on the Air....5:30 a.m. to 12 midnight;  
 Sundays 6:45-12 midnight.

News Service.....AP, UP  
 Transcription Service.....Standard  
 Representative.....Edward Petry & Co.  
 Membership.....NAB, BMB

**Personnel**

President-Owner.....T. H. Barton  
 V.P., Gen. Mgr., and Station  
 Manager.....G. E. Zimmerman  
 Sales-Commercial Manager.....Julian F. Haas  
 Program Director-Production  
 Manager.....Douglas J. Romine  
 Publicity Director.....A. C. Dowden  
 Musical Director.....Tommy Scott  
 Chief Engineer.....Dan L. Winn

**K G H I**

**LITTLE ROCK—EST. 1927**

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....KGHI Broadcasting  
 Service.

Address....Union Life Insurance Bldg., 306 W.  
 3rd St.

Phone Number.....9166  
 Transmitter Location.....No. 10 Highway  
 Time on the Air.....6 a.m. to 12:00 midnight  
 Transcription Service..Associated, M. M. Cole  
 Representative.....Walker Co.

**Personnel**

Partnership.....A. L. Chilton, L. H. Chilton,  
 S. C. Vinsonhaler  
 Station and General  
 Manager.....S. C. Vinsonhaler  
 Commercial Manager.....R. E. Rives  
 Sales Promotion.....D. R. Corbett  
 Program Director.....Dorothy Parker  
 Chief Engineer.....V. O. Vandusen

**K L R A**

**LITTLE ROCK—EST. 1928**

COLUMBIA BROADCASTING SYSTEM

Frequency:1010 Kc...Power 10000 d.; 5000 n.  
 Owned-Operated By...Arkansas Broadcasting  
 Company

Address...Gazette Bldg., 3rd & Louisiana St.  
 Phone .....5-5427  
 Transmitter Location.....Highway No. 70  
 Time on the Air.....5:30 a.m. to 12 midnight  
 Newspaper Affiliation..Gazette Publishing Co.  
 News Service.....UP  
 Transcription Service....World Broadcasting  
 Service, Langworth  
 Representative.....The Katz Agency, Inc.  
 Membership.....NAB, BMB

**Personnel**

President.....J. N. Heiskell  
 Managing Supervisor....Edward V. Murphy  
 General and Station Manager.....Roy Judge  
 Program-Musical Director.....Harris Owen  
 Commercial Manager.....Roy Judge  
 Chief Engineer.....K. F. Tracy

**KXLR**

**NORTH LITTLE ROCK—EST. 1946**  
 MUTUAL BROADCASTING SYSTEM  
 RAZORBACK

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By....Arkansas Airwaves  
 Co., Inc.  
 Address...Cottonbelt Bldg., 300 Washington  
 Phone Number.....2-2155  
 Transmitter Location....Cottonbelt Bldg., 300  
 Washington  
 Time on the Air...6:00 a.m. to 12 mid.; Sun-  
 day: 7:00 a.m. to 12 mid.  
 News Service.....UP  
 Transcription Service.....Standard  
 National Sales Office..Joseph Hershey McGilvra  
 Membership .....NAB

**Personnel**

President-General Manager.....John F. Wells  
 Commercial Manager.....Phillip G. Back  
 Chief Engineer.....Melvin P. Spann

**KDRS**

**PARAGOULD—EST. 1946**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By..Progressive Broadcasting  
 Co.  
 Address.....Box 387  
 Transmitter Location.....½ mile East of  
 Paragould, Highway 25  
 Time on the Air.....7:00 a.m. to 10:00 p.m.  
 News Service.....AP  
 Transcription Service.....Standard  
 Membership .....NAB

**Personnel**

Partners.....T. M. Self, J. E. Douglas, G. T.  
 Rand  
 General Manager.....G. T. Rand  
 Station Manager.....J. E. Douglas  
 Chief Engineer.....J. E. Douglas

**KOTN**

**PINE BLUFF—EST. 1934**  
 MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....Universal Broadcasting Corp.  
 Operated By.....B. J. Parrish  
 Address .....505½ Main St.  
 Phone Number .....721  
 Transmitter Location.....505½ Main St.  
 Time on the Air.....6:00 a.m. to 11:00 p.m.  
 News Service.....AP  
 Transcription Service .....Thesaurus  
 Membership.....NAB, BMB

**Personnel**

President-General Manager.....B. J. Parrish  
 Sales Promotion Manager.....R. W. Etter

**KUOA**

**SILOAM SPRINGS—EST. 1922**  
 KBS

Frequency: 1290 Kc.....Power: 5000 Watts  
 d. only  
 Owned-Operated By....KUOA Incorporated  
 Address.....Siloam Springs, Ark.  
 Phone Number .....77  
 Transmitter Location....Siloam Springs, Ark.  
 Time on the Air.....6:30 a.m. to Local Sunset  
 News Service.....UP  
 Transcription Service.....World, Standard,  
 Keystone  
 Representative .....The Walker Company  
 Membership.....NAB, BMB

**Personnel**

General Manager.....Storm Whaley  
 Chief Engineer.....Kenneth Maxwell

**KWEM**

**WEST MEMPHIS—EST. 1946**

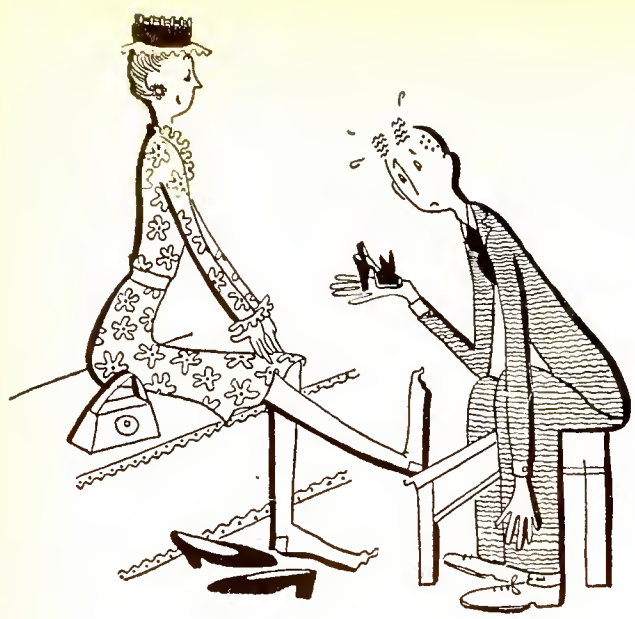
Frequency:990 Kc.....Power: 1000 Watts. d.  
 only  
 Owned-Operated By.....West Memphis  
 Broadcasting Corp.  
 Address.....229 East Broadway  
 Transmitter Location.....N. W. Corner U. S.  
 Engineers  
 Time on the Air.....Sun up to sun down  
 News Service.....UP  
 Transcription Service....Lang-Worth, Capitol

**Personnel**

Manager.....George P. Mooney  
 Commercial Manager.....Bill Trotter  
 Chief Engineer.....Vernon Dillaplain  
 Program Director (Temporary) &  
 Continuity Editor.....Jean Mooney

**For the *greatest*  
in news reliability . .**

**AP**



It's impossible ❀

❀ You can't cover  
**California's Bonanza Beeline**  
 without on-the-spot radio

• Take California's vast central valleys . . . add neighboring Reno and prosperous western Nevada. And you've got the Beeline market. A bonanza market with total buying power now almost half again that of St. Louis!

*But it's a market set apart by mountains* — mountains that stop most outside radio signals cold. To radio-sell California's Bonanza Beeline, you need *on-the-spot* radio.

So let the five BEELINE stations introduce you to these people with all that "buyability." Each of these stations dominates its area. KMJ Fresno, for instance, maintains an audience of 6 to 20 times that of the next best Fresno station. The flexible Beeline group is not a network or a chain. You can buy it any way you want it — one or all five. Find out how much these stations can sell for you.



# MCCLATCHY BROADCASTING COMPANY

**KFBK**

Sacramento (ABC)  
 10,000 watts 1530 kc.

**KOH**

Reno (NBC)  
 1000 watts 630 kc.

**KERN**

Bakersfield (CBS)  
 1000 watts 1410 kc.

**KWG**

Stockton (ABC)  
 250 watts 1230 kc.

**KMJ**

Fresno (NBC)  
 5000 watts 580 kc.

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

# CALIFORNIA

Estimated Population 8,866,991—Radio Homes 2,824,982  
Stations in State 86

## KAFY

**BAKERSFIELD—EST. 1946**  
MUTUAL BROADCASTING SYSTEM  
DON LEE

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Bakersfield  
Broadcasting Co.  
Address.....Box 1432  
Phone Number.....44751 and 88700  
Transmitter Location.....¼ mile South of  
Rosedale Road on Poplar Ave.  
Time on the Air.....5:00 a.m. to 12 midnight  
News Service.....UP  
Transcription Service..Lang-Worth, M. M. Cole  
Representative.....Homer Griffith  
Membership.....NAB

### Personnel

President.....George B. Crome  
Vice-President.....Fiske Harlow  
Secretary-Treasurer.....Sheldon Anderson  
Station Manager.....Frank Wilbur  
Commercial-Sales  
Promotion Manager.....Gene Chenault  
Chief Announcer-Record MC.....John Bowen  
Chief Engineer.....James Welch

## KERN

**BAKERSFIELD—EST. 1932**  
COLUMBIA BROADCASTING SYSTEM

Frequency: 1410 Kc.....Power: 1000 Watts  
Owned-Operated By..McClatchy Broadcasting  
Address.....Elks Bldg.  
Phono Number.....8-8431  
Transmitter Location.....Ming & Oak Sts.  
Time on the Air.....6 a.m. to 12 midnight  
Newspaper Affiliation McClatchy Newspapers  
News Service.....AP and INS  
Transcription Service.....Standard Radio,  
SESAC, World  
Representative.....Paul H. Raymer Co.

### Personnel

President.....Eleanor McClatchy  
General Manager.....Harold J. Brown  
Commercial Manager.....Richard Brothers  
Chief Engineer.....Luverne Shatto

## KERO

**BAKERSFIELD—EST. 1946**  
NATIONAL BROADCASTING COMPANY  
Frequency: 1230 Kc.....Power: 250 Watts

Owned-Operated By.....J. E. Rodman  
Address.....1420 Truxton Ave.  
Phone Number.....44549  
Transmitter Location.....19th and "I" Streets  
Time on the Air.....6:00 a.m. to 1:00 a.m.  
News Service.....UP  
Transcription Service.....Capitol, Associated  
Membership.....NAB

### Personnel

Owner.....J. E. Rodman  
General Manager.....Paul R. Bartlett  
Station Manager.....Gene DeYoung  
Commercial Manager.....Hugh Gordon  
Chief Engineer.....Steven Weber

## KPMC

**BAKERSFIELD—EST. 1932**  
AMERICAN BROADCASTING CO.

Frequency: 1560 Kc.....Power: 1000 Watts  
Owned-Operated By..Pioneer Mercantile Co.  
Address.....307 E. 21st St.  
Phone Number.....8-8157  
Transmitter Location.....307 East 21st St.  
Time on the Air.....6:00 a.m. to 12 midnight  
News Service.....UP, AP  
Transcription Service.....NBC Thesaurus,  
Associated  
Representative.....W. S. Grant  
Membership.....NAB

### Personnel

President-General Mgr....F. G. R. Schamblin  
Station Manager.....L. A. Schamblin  
Sales Promotion-Publicity Dir.....Art Mason  
Chief Engineer.....L. P. Marvis

## KRE

**BERKELEY—EST. 1922**

Frequency: 1370 Kc.....Power: 250 Watts  
Owned-Operated By.....Central California  
Broadcasters, Inc.  
Address.....601 Ashby Avenue  
Phone Number.....Ashberry 7715  
Time on the Air.....Full Time  
News Service.....AP  
Transcription Service.....Standard Radio  
Membership.....NAB, BMB

### Personnel

President-Station Manager....Arthur Westlund  
Sales Promotion Manager.....Don Hambly  
Chief Engineer.....Phillip McKernan  
Record MC.....Les Ready

# K R O P

**BRAWLEY—EST. 1946**

**AMERICAN BROADCASTING CO.**

Frequency: 1300 Kc. . . . . Power: 1000 D; 500 N.  
Owned-Operated By. . . . . Broadcasting Corp. of America

Address. . . . . P. O. Box No. 987, Riverside, Calif  
Phone Number. . . . . Brawley 980-1  
Transmitter Location. . . . . Del Rio Country Club Grounds

Time on the Air. . . . . 5:30 a.m. to 12.05 a.m.  
News Service. . . . . AP  
Transcription Service. . . . . World  
National Sales Office. . . . . Gene Williams, c/o Radio Station KPRO

Representative. . . . . John E. Pearson Co.  
Membership. . . . . NAB

## Personnel

President. . . . . W. L. Gleeson  
Station Manager. . . . . Stanley G. Reynolds  
Commercial Manager. . . . . William L. Simpson  
Publicity Director. . . . . Lilliam Phillips  
Chief Engineer. . . . . J. G. Schaeffer

## (CALL LETTERS TO BE ASSIGNED) CALEXICA\*

Frequency: 1130 Kc. . . . . Power: 250 Watts  
Licensee. . . . . Radio Dinuba Co.

\*C.P.

# K R D U

**DINUBA—EST. 1947**

Frequency: 1130 Kc. . . . . Power: 250 Watts d. only  
Owned-Operated By. . . . . Radio Dinuba Co.  
Address. . . . . Janzen Bldg.  
Phone Number. . . . . 113-J  
Transmitter Location. . . . . Engleheart & Nebraska  
Time on the Air. . . . . Jan. 1947 (expectant)  
News Service. . . . . AP  
Transcription Service. . . . . McGregor, Langworth  
National Sales Office. . . . . Hoffman Agency  
Representative. . . . . Hoffman Agency

## Personnel

President. . . . . Egon A. Hofer  
General Manager. . . . . Egon L. Hofer, Jr.  
Station-Commercial Manager. . . . . Troy L. Banks  
Chief Engineer. . . . . John M. Banks

# K H S L

**CHICO—EST. 1935**

**MBS—DON LEE**

Frequency: 1290 Kc. . . . . Power 1,000 Watts

Owned-Operated By. . . . . Golden Empire Broadcasting Co., Inc.

Address. . . . . 336 Broadway  
Phone Number. . . . . Chico 237-8  
Transmitter Location. . . . . Hooker Oak and Madrone Aves.

Time on the Air: 7:00 a.m. to 11:00 p.m.; 8:00 a.m. to 11:00 p.m., Sundays

News Service. . . . . UP  
Transcription Service. . . . . Standard Radio  
Representative. . . . . W. S. Grant Co.

## Personnel

President. . . . . Hugh McClung  
Station Manager. . . . . M. F. Woodling  
Chief Engineer. . . . . Russell Pope

# K X O

**EL CENTRO—EST. 1927**

**MUTUAL BROADCASTING SYSTEM  
DON LEE BROADCASTING SYSTEM**

Frequency: 1230 Kc. . . . . Power: 250 Watts 250 N  
Owned-Operated By. . . . . Valradio, Inc.  
Address. . . . . 793 Main St.  
Phone Number. . . . . 1100

Transmitter Location. . . . . 793 Main St.  
Time on the Air. . . . . 6:00 a.m. to 12 midnight  
Newspaper Affiliation. . . . . The El Centro Post;  
The El Centro Press; The Brawley News

Transcription Service. . . . . Standard Radio, Sesac

Representative. . . . . Paul H. Raymer Co.  
Membership. . . . . BMB

## Personnel

President. . . . . Paul Jenkins  
Vice-President-General Manager. . . . . Doyle Osman  
Assistant Manager. . . . . Robert E. Mabry  
Commercial Manager. . . . . Belle Hovey  
Sales Promotion Manager. . . . . Richard Berry  
Chief Engineer. . . . . Leroy Bellwood

# K H U M

**EUREKA—EST. 1946**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . . Carroll R. Hauser

Address. . . . . Gross Bldg., 5th & "F" Sts.  
Phone Number. . . . . 1436 R  
Transmitter Location. . . . . Foot of Murray St. on Humboldt Bay Shore

Time on the Air. . . . . 6:00 a.m. to 12 midnight  
News Service. . . . . AP  
Transcription Service. . . . . NBC Thesaurus, Capitol  
Membership. . . . . NAB

## Personnel

Owner-General Manager. . . . . Carroll R. Hauser  
Chief Engineer. . . . . Charles Breeding

**K I E M**

**EUREKA—EST. 1933**

**MUTUAL—DON LEE**

Frequency: 1480 Kc. .... Power: 1000 Watts  
 Owned-Operated By ... Redwood Broadcast-  
 ing Co., Inc.  
 Business Address ..... Box 1021  
 Phone Number ..... 93  
 Transmitter Location ..... Eureka, Inlet,  
 Humboldt Bay  
 Time on the Air ..... 6:30 a.m. to 11:30 p.m.  
 News Service ..... INS; UP  
 Transcription Service ..... World Broadcasting  
 System, Standard, MacGregor  
 Representative ..... John Blair & Co.  
 Membership ..... NAB, BMB

**Personnel**

President and Station  
 Manager ..... William B. Smullin  
 Commercial Manager ..... Don Telford  
 Program Manager ..... Paul Corbin  
 Office Manager ..... George Thomson  
 Sales Promotion Manager ..... Robert Stach  
 Engineer ..... Alvor Olson

**K A R M**

**FRESNO—EST. 1938**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1430 Kc. .... Power: 5000 Watts  
 Owned-Operated By ... KARM, The George  
 Harm Station  
 Address ..... 1333 Van Ness Ave.  
 Phone Number ..... 4-2966  
 Transmitter Location ... Van Ness & Allu-  
 vial Avenues  
 Time on the Air ..... 6 a.m. to 12 midnight;  
 8 a.m. to 12 midnight, Sunday  
 News Service ..... AP and INS  
 Transcription Service ..... Standard Library  
 Representative ..... Edward Petry & Co., Inc.  
 Membership ..... NAB

**Personnel**

Owner & President ..... Mrs. Hattie Harm  
 Station and General  
 Manager ..... Clyde F. Coombs  
 News Director ..... Ed Clough  
 Chief Engineer ..... R. M. Dorothy

**K F R E**

**FRESNO—EST. 1942**

**MUTUAL BROADCASTING SYSTEM  
 DON LEE BROADCASTING SYSTEM**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... J. E. Rodman  
 Address ..... 330 T. W. Patterson Bldg.  
 Phone Number ..... 4-5001

Transmitter Location ..... Clinton & First Sts.  
 Time on the Air: ... 5:00 a.m. to 12:00 midnight  
 Sunday: 5:30 a.m. to 12:00 midnight  
 News Service ..... UP  
 Transcription Service ..... Associated,  
 World, Capitol  
 Representative ..... John Blair & Co.  
 Membership ..... NAB, BMB

**Personnel**

Owner ..... J. E. Rodman  
 General Manager ..... Paul R. Bartlett  
 Business Manager ..... Herb N. Ferguson  
 Chief Engineer ..... Harold R. Brown

**K M J**

**FRESNO—EST. 1922**

**NATIONAL BROADCASTING CO.  
 McCLATCHY BROADCASTING CO.**

Frequency: 580 Kc. .... Power: 5,000 Watts  
 Owned-Operated By .. McClatchy Broadcasting  
 Co.  
 Address ..... 1559 Van Ness Ave.  
 Phone Number ..... 3-6277  
 Transmitter Location ... North & Madera Aves.  
 Kernan, Calif.  
 Time on the Air ..... Full Time  
 Newspaper Affiliation. McClatchy Newspapers  
 News Service ..... UP & AP  
 Transcription Service ..... NBC Thesaurus,  
 C. P. MacGregor, SESAC  
 Representative ..... Paul H. Raymer Co.

**Personnel**

President ..... Eleanor McClatchy  
 Station Manager ..... Keith Collins  
 Sales Manager ..... Coyle Chambers  
 Publicity Director ..... Jack Griffith  
 Chief Engineer ..... Wm. N. Wallace

**K I E V**

**GLENDALE—EST. 1933**

Frequency: 870 Kc. ... Power: 250 Watts d. only  
 Owned-Operated By: Cannon Broadcasting  
 System, Ltd.  
 Address ..... Glendale Hotel  
 Phone Number .. Citrus 11133 & Chapman 52388  
 Transmitter Location ..... Glendale Hotel  
 Time on the Air ..... 6:00 a.m. to local sunset  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Membership ..... NAB

**Personnel**

President ..... David H. Cannon  
 General Mgr.-Station Mgr. .... Jack Heintz  
 Chief Announcer-Record MC. Charles R. Rogers  
 Chief Engineer ..... Vern Schumann

STARS OVER CALIFORNIA



*Bill Anson*

*with us  
now!*

...IN WARNER BROS. **KFUB** CONSTELLATION

*Martin Block*



*coming  
June 1st.*

*Glowing stars  
in the sky of  
radio entertainment!*

*Two of the  
many leading talents  
in the KFUB galaxy!*



And still another "star"  
Look for our 1947 June Card  
something really new is being added!

WARNER BROS. **KFUB** HOLLYWOOD  
200 BICYCLES

DIVISION OF WARNER BROS. PICTURES, INC. • HARRY MAILICH, GENERAL MANAGER  
1775 BROADWAY, NEW YORK • CHICAGO • HOLLYWOOD



# K F W B

HOLLYWOOD—EST. 1925

Frequency: 980 Kc.....Power: 5000 Watts  
Owned-Operated By: Warner Bros. Broadcasting Corp.

Address.....5833 Fernwood Ave.  
Phone Number.....Hempstead 5151  
Transmitter Location..Baldwin Hills, Culver City  
Time on the Air.....6:00 a.m. to 1:00 a.m.  
News Service.....AP, UP, INS  
Representative.....William G. Rambeau Co.  
Membership.....NAB

## Personnel

General Manager-  
Station Manager.....Harry Maizlish  
Production-Program Director.....William Ray  
Chief Announcer.....Harry Hall  
Musical Director.....Dion Romandy  
Commercial Manager.....Berne Wilkins  
Sales Promotion.....Gilbert Simon  
Chief Engineer.....Harry Myers

# K G F J

HOLLYWOOD—EST. 1926

Frequency: 1230 Kc.....Power: 100 Watts  
Owned-Operated By.....Ben S. McGlashan  
Address.....6314 Sunset Blvd.  
Phone Number.....Hillside 0201  
Transmitter Location..Washington & Oak Sts.  
Time on the Air.....Full time  
News Service.....INS  
Transcription Service.....Associated Music Publishers.  
Membership.....NAB

## Personnel

Owner.....Ben S. McGlashan  
General & Station Manager...Thelma Kirchner  
Sales-Commercial Manager..Thelma Kirchner  
Sales Promotion-Merchandising  
Manager.....Paul Forrest  
Production Manager.....Eddie Albright  
Publicity Director.....Paul Forrest  
Chief Announcer.....David Ballard  
Musical Director.....Clark Hayden  
Chief Engineer.....Homer Obuchon  
Record MC.....Ted Lenz

# K N X

HOLLYWOOD—EST. 1920

COLUMBIA BROADCASTING SYSTEM  
COLUMBIA PACIFIC NETWORK

Frequency: 1070 Kc.... Power: 50,000 Watts

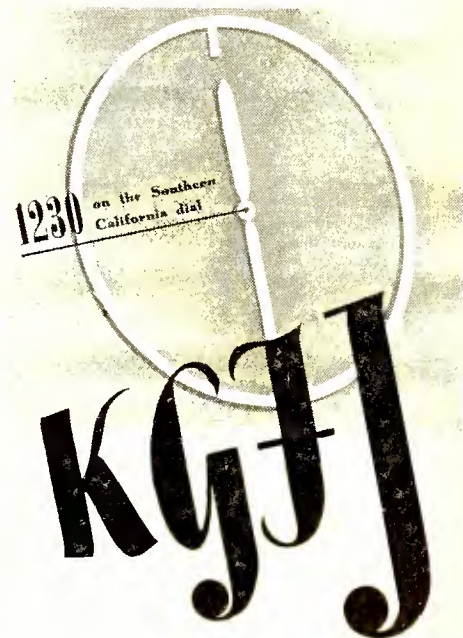
Owned-Operated By ..Columbia Broadcasting System, Inc.

Address.....6121 Sunset Blvd.  
Phone Number.....Hollywood 1212  
Transmitter Location...Columbia Park, Torrance, Calif.

Time on the Air.....6:00 a.m. to 1:05 a.m.  
News Service.....AP; INS; UP  
Transcription Service.....Associated  
Representative.....Radio Sales  
Membership.....NAB, BMB

## Personnel

Vice President, General Manager,  
Station Manager...Donald W. Thornburgh  
Ass't Gen'l Mgr.,  
Ass't. Station Mgr.....Harry W. Witt  
Sales Manager (KNX).....J. A. Morton  
Sales Promotion Manager.....Ralph Taylor  
Program Director.....Tom Hargis  
Chief Engineer.....Lester H. Bowman  
Publicity Director.....Lloyd Brownfield  
CBS Western Musical Director...Lud Gluskin  
Musical Director (KNX).....Wilbur Hatch  
Production Manager.....Edith Todesca  
Record MC.....Tom Hanlon



HOLLYWOOD'S FASTEST  
GROWING STATION

SUNSET AND VINE • HOLLYWOOD  
THELMA KIRCHNER, *Manager*

# K R E O

INDIO—EST. 1946

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Broadcasting Corp. of America  
 Address: P. O. Box 3046  
 Phone Number: 7403  
 Transmitter Location: Calhoun Drive  
 Time on the Air: 6:00 a.m. to 12 midnight  
 News Service: AP  
 Transcription Service: NBC Thesaurus  
 Membership: NAB

## Personnel

President-General Mgr.: William L. Gleeson  
 Station Mgr.-Sales Mgr.: Riley R. Gibson  
 Chief Engineer: Stan Reynolds

# K C V R

LODI—EST. 1946

Frequency: 1570 Kc. Power: 250 Watts, d. only  
 Owned-Operated By: Central Valley Radio  
 Address: P. O. Box 600  
 Phone Number: 1700  
 Transmitter Location: Lower Sacramento Rd., 2 miles N.W. of Lodi  
 Time on the Air: Daytime only  
 News Service: UP  
 Transcription Service: Standard, NBC Thesaurus  
 Representative: Homer Griffith Co., Inc.

## Personnel

Owners: Herbert W. Brown, David A. Brown  
 General-Sales Promotion Mgr.:  
 Publicity Dir.: Herbert W. Brown  
 Station Mgr.-Chief Announcer:  
 Program Dir.: Harold C. O'Donnell  
 Sales Manager: L. G. Baker  
 Production Mgr.-Musical Dir.: David A. Brown  
 Chief Engineer: James L. Smith

# K F O X

LONG BEACH—EST. 1924

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Operated By: Nichols & Warinner, Inc.  
 Address: 220 E. Anaheim Street  
 Phone Number: Long Beach 327-75  
 Transmitter Location: 220 E. Anaheim Street  
 Time on the Air: 5:00 a.m. to 12 midnight  
 News Service: UP  
 Transcription Service: Standard Radio, Langworth Transcription Service; SESAC, BMI  
 National Sales Office: Burn-Smith  
 Representative: Biddick  
 Membership: NAB, BMB

## Personnel

President, Station Manager and  
 Program Director: Hal G. Nichols  
 Commercial and Sales Promotion Manager  
 and Chief Engineer: Lawrence W. McDowell  
 Publicity Director: Norman Masterson

# K G E R

LONG BEACH—EST. 1926

Frequency: 1390 Kc. Power: 5000 Watts  
 Owned-Operated By: Consolidated Broadcast-  
 ing Corp.  
 Business Address: 435 Pine Ave.  
 Phone Number: Long Beach 727-85  
 Studio Addresses: 435 Pine Ave.; 643 So.  
 Olive, Los Angeles  
 Transmitter Location: Atlantic & Compton  
 Blvds.  
 Time on the Air: 7:00 a.m. to 12 midnight  
 News Service: AP  
 Transcription Service: World Broad. System,  
 Standard Radio, Lang-Worth, Associated  
 National Representative: Joseph Hershey  
 McGilvra, Inc.  
 Membership: NAB, BMB

## Personnel

President-Gen'l Manager: Lee Wynne  
 Program Director: Felix Adams  
 Publicity Director: Earl Rutledge  
 Musical Director: Helene Smlth  
 Chief Engineer: Jay Tapp

# K E C A

LOS ANGELES—EST. 1929

AMERICAN BROADCASTING CO.

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Operated By: American Broadcasting  
 Co.  
 Address: 1440 No. Highland Ave.  
 Phone Number: Hillside 8231  
 Transmitter Location: 2951 S. Fairfax Ave.  
 Time on the Air: 5:30 a.m. to 1:00 a.m.  
 7:00 a.m. to 1:00 a.m. Sunday  
 News Service: UP, AP  
 Transcription Service: Thesaurus and  
 Lang-Worth.  
 Representative: ABC Spot Sales  
 Membership: NAB, BMB

## Personnel

President: Mark Woods  
 Station Manager: Clyde P. Scott  
 Commercial and Sales  
 Manager: Amos T. Baron  
 Program Director: William J. Davidson  
 Publicity Director: Virginia West  
 Chief Engineer: T. B. Palmer  
 Record MC: Ralph Langley

**K F A C**

**LOS ANGELES—EST. 1931**

Frequency: 1330 Kc.....Power: 1000 Watts  
Owned-Operated By: Los Angeles Broadcast-  
ing Company, Incorporated

Address.....645 South Mariposa  
Phone Number.....Fltzy 1231  
Transmitter Location.....3725 Chesapeake  
Time on the Air.....24 hours daily  
News Service.....AP  
Transcription Service.....Associated  
Membership.....NAB, BMB

**Personnel**

Owner.....E. L. Cord  
President-General Manager....Calvin J. Smith  
Station & Sales-

Commercial Manager.....Calvin J. Smith  
Publicity Director.....Eileen Wheatley  
Musical Director.....Elmitt Eastcott  
Chief Engineer.....Ron Oakley

**K F I**

**LOS ANGELES—EST. 1922**

**NATIONAL BROADCASTING CO.**

Frequency: 640 Kc.....Power: 50,000 Watts  
Owned-Operated By...Earle C. Anthony, Inc.  
Address.....141 North Vermont Ave.  
Phone Number.....FAirfax 2121  
Transmitter Location.....Buena Park, Calif.  
Time on the Air.....24 Hours Daily  
News Service.....UP, AP  
Transcription Service....Lang-Worth, Capitol  
Representative.....Edward Petry & Co., Inc.  
Membership.....NAB, BMB

**Personnel**

President.....Earle C. Anthony  
General Manager.....William B. Ryan  
Sales Manager.....Geo. A. Whitney  
Program Director.....Charles S. Brown  
Production Manager.....Bob Hiestand  
Publicity Director.....Dean Moxley  
Director of Public Service...James Vandiver  
Chief Engineers.....Curtis Mason,  
H. L. Blatterman

**K F S G\***

**LOS ANGELES—EST. 1922**

Frequency: 1150 Kc....Power: 2500 d.; 1000 n.  
Owned-Operated By....Echo Park Evangelistic  
Ass'n

Address.....1100 Glendale Blvd.  
Phone Number.....Expositon 1141  
Transmitter Location.....1100 Glendale Blvd.  
Time on the air: 7:45 p.m. to 12 midnight;  
Sundays, 10:30 a.m. to 12:30 p.m., 3 p.m. to  
4:15 p.m., 7:00 p.m. to 12 midnight  
Membership.....NAB

**Personnel**

President.....Dr. Rolf K. McPherson  
General Manager.....Rev. Jack Carmain  
Chief Engineer.....C. Harvey Haas  
\* Non-Commercial Station.

**K F V D**

**LOS ANGELES**

Frequency: 1020 Kc.....Power: 1000 Watts  
Owned-Operated By: Standard Broadcasting  
Company, Inc.

Address.....338 South Western Avenue  
Phone Number.....Drexel 2391  
Transmitter Location.....5526 E. Cortland,  
Lynwood, Calif.

Time on the Air.....6 a.m. to local sundown  
News Service.....UP  
Transcription Service Lang-Worth, L. M. Cole,  
partial MacGregor

Membership.....NAB

**Personnel**

President-General Manager...J. Frank Burke  
Sales-Commercial Manager....Howard Gray  
Program Dir.-

Publicity Mgr.....Carl N. Brewster  
Chief Engineer.....Jack Fredericks

*Check* **KFYD**

Right  
Down  
the  
Line!

**CONVENIENCE**  
1020 KC...CENTER OF  
THE DIAL!

**COVERAGE** ..  
5000 WATTS ..BLANKETS  
4 MILLION MARKET!

**VALUE** . . .  
HIGHEST IN RESULTS  
PER \$!

1020 KC.  
5000. WATTS  
*Check* **KFYD**  
LOS ANGELES

**K H J**

LOS ANGELES—EST. 1922  
MBS—DON LEE

Frequency: 930 Kc.....Power: 5000 Watts  
Owned-Operated By: Don Lee Broadcasting System  
Business Address.....5515 Melrose Ave.  
Phone Number.....HOLLYWOOD 8111  
Transmitter Location.....5901 Venice Blvd.  
Time on the Air:.....6:00 a.m. to 1:00 p.m.  
News Service.....AP, INS  
Transcription Service: World Broadcasting System  
National Sales Office.....John Blair & Co.  
Representative.....John Blair & Co.  
Membership.....NAB, BMB

**Personnel**

President.....Thomas S. Lee  
Vice-President and  
General Manager.....Lewis Allen Weiss  
Vice President and  
Assistant Manager.....Willett H. Brown  
General Sales Mgr.....Sydney Gaynor  
Sales Promotion Mgr.....Herbert Sonnenberg  
Publicity Director.....Mark Finley  
Program Director.....Charles Bulottl, Jr.  
Chief Announcer.....Tony La Frano  
Musical Director.....Harry Zimmerman  
Chief Engineer.....Frank Kennedy

**KLAC**

LOS ANGELES—EST. 1924

Frequency: 570 Kc.....Power 5000 Watts  
Owned-Operated By.....KMTR Radio Corp.  
Address.....1000 Cahuenga Blvd.  
Phone Number.....Hillside 1161  
Transmitter Location.....1000 Cahuenga Blvd.  
Time on the Air.....6:00 a.m. to 1:00 a.m.  
Sundays: 7:00 a.m. to 1:00 a.m.  
News Service.....AP, UP  
Transcription Service.....Lang-Worth; Standard Radio, Capitol, SESAC  
Representative.....Adam J. Young, Jr.  
Membership.....NAB

**Personnel**

President.....Bartley C. Crum  
General Manager  
Station Manager.....Don J. Fedderson  
Commercial Manager.....D. E. Lundy  
Sales Promotion Manager.....Bob Klein  
Chief Announcer.....Al Warner  
Musical Director.....Barclay Allen  
Chief Engineer.....Paul C. Schulz  
Record MC.....Al Jarvis

**K M P C**

LOS ANGELES—EST. 1928

Frequency: 710 Kc.....Power: 50,000 Watts  
Owned By: KMPC, The Station of the Stars, Inc.  
Address.....5939 Sunset Blvd.  
Phone Number.....Hollywood 5341  
Transmitter Location.....12755 Burbank Blvd.  
Time on the Air:.....6 a.m. to 12 midnight  
News Service.....UP, AP, City News Service  
Transcription...Associated, World, Langworth  
Representative.....Paul H. Raymer Co.  
Membership.....BMB

**Personnel**

Owner & President.....G. A. Richards  
V. P. & Gen. Mgr.....Robert O. Reynolds  
Asst. to Pres.....Harry Wismer  
Commercial Manager.....Herbert Wixson  
Production Manager.....Charles Calvert  
Program Manager.....C. G. Renier  
Promotion-Publicity Director..Betty Ann Hudson  
Chief Announcer.....Vance Graham  
Musical Director.....Charles Calvert  
Chief Engineer.....Lloyd Sigmon

**K R K D**

LOS ANGELES—EST. 1927

Frequency: 1150 Kc...Power: 2500 d.; 1,000 n.  
Owned-Operated By.....Radio Broadcasters, Incorporated  
Business Address.....541 So. Spring Street  
Phone Number.....Tucker 7111  
Studio Address.....312 Spring Arcade Bldg.  
Transmitter Location.....Glendale Blvd.  
Time on the Air.....5:30 a.m. to 7:45 p.m.  
News Service.....INS  
Transcription Service.....SESAC, Associated  
Membership.....NAB

**Personnel**

General Manager.....Ned Connor  
Program Director.....Venna Taylor  
Chief Engineer.....Wills O. Freitag

**K M Y C**

MARYSVILLE—EST. 1940  
MUTUAL BROADCASTING SYSTEM  
DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By....Marysville-Yuba City Broadcasters, Inc.  
Address.....P. O. Box 631, Marysville, Calif.  
Phone Number.....2080  
Transmitter Location.....Laurellan Road, N. W. of Marysville  
Time on the Air.....6:30 a.m. to 12 midnight  
News Service.....UP  
Transcription Service...World, C. P. McGregor

Representative.....W. S. Grant Co  
 National Sales Office.....W. S. Grant Co.  
 Membership.....NAB

**Personnel**

General Manager-  
 Station Manager.....Joe D. Carroll  
 Commercial Manager.....Hedley W. Hall  
 Sales Promotion Manager.....Jim Craig  
 Program Director.....A. J. Powell, Jr.  
 Production Manager.....Wm. Cleveland  
 Chief Engineer.....Lloyd McQueary

**KYOS**  
 MERCED—EST. 1936

MUTUAL BROADCASTING SYSTEM  
 DON LEE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...Merced Broadcasting  
 Company  
 Business Address.....P. O. Box 717  
 Phone Numbers.....1430; 1431  
 Transmitter Location...1¾ miles E. of Merced  
 on "G" St. Grade  
 Time on the Air.....5:30 a.m. to 1:00 a.m.  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 Representative.....W. S. Grant Co.  
 Membership.....NAB

**Personnel**

Chief Executive-  
 General Manager.....Hugh McClung  
 Station Manager.....Charles J. Kinsley, Jr.  
 Sales Promotion Mgr.....A. J. Krisik  
 Program Director-  
 Production Manager.....Becky Bedeson  
 Publicity Director.....Beverly Voit  
 Chief Announcer.....Donald Rayment  
 Chief Engineer.....Malcolm Beavers  
 Record MC.....George Tschumy

**KTRB**  
 MODESTO—EST. 1933

Frequency: 860 Kc.....Power: 1000 Watts  
 Owned-Operated By..KTRB Broadcasting Co.,  
 Business Address.....P. O. Box 593  
 Phone Number.....774 or 3211  
 Studio and Transmitter.....Norwegian Ave.  
 Time on the Air.....5:00 a.m. to 1:00 a.m.  
 Sundays: 6:45 a.m. to 1:00 a.m.  
 News Service.....INS, UP  
 Transcription Service....World, Lang-Worth,  
 McGregor, Cole  
 Representative.....W. S. Grant Co.

**Personnel**

President-Station Manager..Wm. H. Bates, Jr.  
 Sales Promotion Mgr.....Milton Hibdon

Chief Engineer.....Wm. H. Bates, Jr.  
 Record MC.....Charles McEwen

**KDON**  
 MONTEREY—EST. 1935  
 DON LEE—MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Monterey Peninsula  
 Broadcasting Co.  
 Business Address.....468 Calle Principal  
 Phone Number.....TWinoaks 9600  
 Studio Addresses ..275 Pearl St.; 137 Mon-  
 terey St., Salinas  
 Transmitter Location.....Monterey Municipal  
 Wharf  
 Time on the Air.....18 hours daily  
 Newspaper Affiliation...Monterey Peninsula  
 Herald; Salinas, Californian  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus,  
 Associated  
 Membership.....NAB

**Personnel**

President.....Paul H. Caswell  
 General Mgr.-Station Mgr.....Reed Pollock  
 Sales Promotion Manager.....George Ross  
 Program Director.....Reed Pollock  
 Production Manager.....Bob Sabin  
 Publicity Director.....Wayne Anderson  
 Chief Announcer.....Orel Phillips  
 Chief Engineer.....Omer Wright  
 Record MC.....Bill Crabbe, Jr.

**KLX**  
 OAKLAND—EST. 1922

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned By.....Tribune Building Corp.  
 Operated By.....Oakland Tribune  
 Address ...Tribune Tower, 13th & Frank-  
 lin Streets  
 Phone Number.....Glencourt 0660  
 Transmitter Location.....Tribune Tower  
 Time on the Air.....6:45 a.m. to 1:00 a.m.  
 Newspaper Affiliation....Oakland Tribune  
 News Service.....AP  
 Transcription Service....World Broadcasting  
 System and Associated  
 Representative.....Homer Griffith Co.  
 Membership.....NAB, BMB

**Personnel**

President-Owner.....J. R. Knowland, Jr.  
 General Manager-  
 Station Manager.....Glenn Shaw  
 Program Operations Mgr.....Anne E. Traux  
 Chief Announcer.....Deane Banta  
 Musical Director.....Ed Ropolo  
 Chief Engineer.....Roswell Smith

# K R O W

OAKLAND—EST. 1925

Frequency: 960 Kc. ....Power 1000 Watts  
 Owned-Operated By.....KROW, Inc.  
 Business Address ....Radio Center Building,  
 464 - 19th Street  
 Phone Number.....TWinoaks 9600  
 Studio Addresses..464 19th St., San Francisco  
 Newsreel Theatre, Oakland, Calif.  
 Transmitter Location.....1520 - 8th Avenue  
 Time on the Air.....6:00 a.m. to 12 midnight;  
 Sunday: 7:00 a.m. to 12 midnight  
 News Service .....UP  
 Transcription Service.....Standard Radio,  
 Associated  
 Membership ..... NAB

## Personnel

President.....Sheldon F. Sackett  
 General Manager-Commercial  
 Manager .....Wilton Gunzendorfer  
 Asst. to the Gen. Mgr.....Richard C. D. Bell  
 Program Director.....Russ Coughlan  
 Publicity Director.....Mercedes Prosser  
 Chief Engineer.....C. E. Downey

# K W B R

OAKLAND—EST. 1920

Frequency: 1310 Kc. ....Power: 1000 Watts  
 Owned By.....Warner Brothers  
 Operated by .....Warner Brothers  
 Address ..... 327-21st Street  
 Phone Number .....Higate 1212  
 Transmitter Location.....327-21st Street  
 Time on the Air.....24 hours  
 News Service.....UP  
 Transcription Service..Lang-Worth, M. M. Cole  
 Representative.....Wm. G. Rambeau Co.  
 Membership ..... NAB

## Personnel

President-General Manager.....S. W. Warner  
 Station-Sales-Commercial  
 Manager.....F. Wellington Morse  
 Program Director.....Sylvia L. Chandler  
 Chief Announcer.....George Oxford

# K C M J

PALM SPRINGS—EST. 1946

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Palm Springs  
 Broadcasting Co.  
 Address.....The Center, Suite "H,"  
 174 N. Palm Canyon Dr.  
 Phone Number .....2253-4  
 Studio-Transmitter Location..Ncrth Indian Ave.  
 Time on the Air.....7:00 a.m. to midnight;  
 Sunday, 8 a.m. to midnight  
 News Service .....UP  
 Transcription Service ..... Standard  
 National Sales Office...W. S. Grant Co., Inc.  
 Representative.....W. S. Grant Co., Inc.  
 Membership ..... NAB

## Personnel

Co-owner-Program Director.....Dick Joy  
 Co-owner.....Donald C. McBain  
 General Manager.....Clinton Jones  
 Chief Engineer.....Don McBain  
 Record MC.....Carson Pinkley

# K P P C \*

PASADENA—EST. 1924

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned-Operated By: Pasadena Presbyterian  
 Church  
 Address.....585 East Colorado St.  
 Phone Number.....Sycamore 3-4363

Now ... for the first time!

YOU CAN BUY

OAKLAND  
 ALAMEDA  
 BERKELEY

AND THE ENTIRE  
 SAN FRANCISCO BAY AREA

RADIO MARKET  
 MORE INTELLIGENTLY!

WITH THE NEW  
 OAKLAND HOOPER AUDIENCE RATINGS  
 (Quarter Hour and Half Hour Ratings)



19th and BROADWAY, OAKLAND 12, CALIF.

Established 1925

"The Station That Led the 1946  
 Summer Sport Parade"

Transmitter Location... 585 East Colorado St.  
 Time on the Air.... Sundays, 9 a.m. to 9 p.m.;  
 Wednesdays, 7 p.m. to 9:30 p.m.

**Personnel**

General Manager.....Rev. George E. Petrie  
 Program-Musical Director.....Leon Hall  
 Chief Engineer.....N. V. Parsons  
 \*(Non-Commercial Station)

**K W K W**

PASADENA—EST. 1942

Frequency: 1430 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Southern California  
 Broadcasting Co.  
 Address.....425 East Green St.  
 Phone..... Ryan 1-6744, Sycamore 2-6155  
 Transmitter Location.....924 N. Vista,  
 San Gabriel, Calif.  
 Time on the Air.....5:30 a.m. to local sunset  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 Representative.....Forjoe & Co.

**Personnel**

Chief Owner.....Marshall S. Neal  
 General Manager-  
 Station Manager.....William J. Beaton  
 Promotion Mgr.....Claire Hughes  
 Program Dir.-Chief Ann.....Ken Barton  
 Musical Director.....Rowland Gibbs  
 Chief Engineer.....Paul W. Sparao  
 Record MC.....Crowell Beach, Jack Volheye

**K X L A**

PASADENA—EST. 1942

Frequency: 1110 Kc.....Power: 10,000 Watts  
 Owned-Operated By: Pacific Coast Broadcast-  
 ing Co.  
 Business Address..1401 South Oak Knoll Ave.  
 Phone Number.....Sy 6-5724  
 Studio Address.....1401 Oak Knoll Ave.  
 Transmitter Location...Lexington Gallatin Rd.,  
 El Monte, Calif.  
 Time on the Air.....24 Hours  
 News Service.....AP  
 Transcription Service: Lang-Worth; Associated  
 Music Publishers, World  
 Representative. Joseph Hershey McGillvra, Inc.

**Personnel**

President.....W. I. Dumm  
 General Manager.....Loyal K. King  
 Station-Commercial Manager....Loyal K. King  
 Program-Publicity Director... Norman Rogers  
 Chief Announcer.....Carl Saunders  
 Musical Director.....Newton Yates  
 Chief Engineer.....Jack Reader

**K P R L**

PASO ROBLES—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned & Operated By...Leslie Henry Hacker  
 Address.....Paso Robles  
 Time on the Air.....Full Time License  
 Representative.....W. S. Grant Co., Inc.

**Personnel**

General Manager.....Les Hacker  
 Chief Engineer.....Frank Fortine

**K P M O**

POMONA—EST. 1947

Frequency: 1600 Kc.....Power: 500 Watts  
 Owned-Operated By..Valley Broadcasting Co.  
 Business Address.....1240 E. Holt Ave.  
 Transmitter Location.....1240 E. Holt Ave.  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service.....JP  
 Transcription Service.Standard, World, Capiol  
 Representative.....W. S. Grant & Co.

**Personnel**

General Manager & Co-owner.Dean Wickstrom  
 Commercial Manager.....John Pearson  
 Program Director.....John Pearson  
 Chief Engineer.....Dean Wickstrom

**KPMO**

Serving The Fruitful

Pomona Valley



**KPMO**

1240 East Holt Ave.

Pomona, Calif.

# KTIP

PORTERVILLE—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....J. F. Tighe  
 Broadcasting Co.  
 Address.....600 N. Main  
 Phone Number.....Porterville 1190-1  
 Transmitter Location.....Newcombe Dr. &  
 Grand Ave.  
 Time on the Air.....Unlimited  
 News Service.....UP  
 Transcription Service.....Capitol, Associated  
 National Sales Office.....Gene Grant

## Personnel

President-Owner.....J. F. Tighe  
 General Mgr.-Sales Mgr....Robert B. McGinnis  
 Chief Engineer.....James Tennyson

# KBLF

RED BLUFF—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Robert L. Weeks  
 Address.....346 Oak St.  
 Phone Number.....354  
 Transmitter Location.....East Red Bluff  
 Time on the Air.....6:00 a.m. to 12 midnight  
 News Service.....AP  
 Transcription Service.....World, Langworth  
 Representative.....Homer Griffith

## Personnel

Owner-General Mgr.-  
 Station Manager.....Robert L. Weeks  
 Chief Engineer.....Howard Parsons

# KVCV

REDDING—EST. 1936

MUTUAL—DON LEE

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By: Golden Empire Broad-  
 casting Co.  
 Business Address.....Highway 99, South  
 Phone Number.....1646-7  
 Transmitter Location...Highway No. 99 South  
 Time on the Air.....6:00 a.m. to 12:00 p.m.  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 Representative.....W. S. Grant

## Personnel

President-General Mgr.....Hugh McClung  
 Station Manager.....Fred M. Stuelpnagel  
 Commercial Manager.....H. E. McCarty  
 Chief Engineer.....Orville Burda

# KPRO

RIVERSIDE—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 Watts  
 Owned-Operated By: Broadcasting Corpora-  
 tion of America  
 Business Address: 3401 Russell St., Riverside,  
 Calif.  
 Phone Number: Riverside 6290, San Bernar-  
 dino 5157  
 Studio Address: 3401 Russell St., Riverside  
 480th 5th St., San Bernardino  
 Transmitter Location:.....3401 Russell St.  
 Time on the Air.....5:30 a.m. to 12.30 a.m.  
 News Service.....AP  
 Transcription Service: Associated Music Pub-  
 lishers and Cole  
 Representative.....John E. Pearson Co.  
 Membership.....NAB, BMB

## Personnel

President-General Manager....W. L. Gleeson  
 Station Manager.....William L. Simpson  
 Sales-Commercial Manager..Richard Williams  
 Sales Promotion-Merchandising  
 Manager.....Mildred Thorne  
 Program Director.....Larry Sutton  
 Production Manager.....Ed McLean  
 Publicity Director.....Marjorie Sharpe  
 Chief Announcer.....Lee Lawley  
 Musical Director.....Hark Johann  
 Chief Engineer.....Walter Phipps  
 Record MC.....Richard Blanchard

# KCRA

SACRAMENTO—EST. 1944

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By...Central Valleys Broadcasting Co.  
 Business Address...604 Calif. State Life Bldg.  
 Phone Number.....2-0758  
 Studio Address.....604 Calif. State Life Bldg.  
 Transmitter Location...27th & American River  
 Time on the Air.....6:00 a.m. to 12:05 a.m.  
 News Service.....AP  
 Transcription Service.....World Broadcasting  
 System  
 National Sales Office.....Weed & Co.  
 National Representatives.....Weed & Co.  
 Membership.....NAB, BMB

## Personnel

Gen. Mgr.-Station Mgr.....Ewing C. Kelly  
 Sales Manager.....Ralph Miller  
 Publicity-Program Director....Irving Phillips  
 Production Manager.....Robert Alexander  
 Chief Engineer.....Marvin D. Myers  
 Record M.C.....Hill Armfield



**KFBK**

SACRAMENTO—EST. 1922

AMERICAN BROADCASTING CO.

Frequency: 1530 Kc.....Power: 10,000 Watts  
 Owned-Operated By: McClatchy Broadcasting Co.  
 Business Address.....708 Eye St.  
 Phone Number.....2-5011  
 Transmitter Location.....Yolo County  
 Time on the Air.....6 a.m. to 12 midnight  
 Newspaper Affiliation..McClatchy Newspapers  
 News Service.....UP and AP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Paul H. Raymer Co.  
 Membership.....NAB, BMB

**Personnel**

President.....Eleanor McClatchy  
 Station Manager.....Leo O. Ricketts  
 Program Manager.....James Eakins  
 Publicity.....Marjorie Kistie  
 Sales Manager.....Richard Brothers  
 Chief Engineer.....Stam Sronce

**KROY**

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Harmco, Inc.  
 Address.....Hotel Sacramento Bldg.  
 Phone Number.....3-2525  
 Transmitter Location.....65th St. at 14th Ave.  
 Time on the Air.....18 hours per day  
 News Service.....UP  
 Transcription Service...Associated Recorded  
 PGM. Library  
 Representative.....Avery

**Personnel**

Vice-Pres.-Gen. Mgr.....Clyde F. Coombs  
 Program Director.....William J. Ratcliff  
 Chief Engineer.....Howard Martineau

**KXOA**

SACRAMENTO—EST. 1945

MUTUAL BROADCASTING SYSTEM

DON LEE BROADCASTING SYSTEM

Frequency: 1490 kc.....Power: 250 Watts  
 Owned-Operated by.....Lincoln Dellar  
 Business-Studio Address.....30th & "Q" Sts.  
 Phone Number.....6-4728  
 Transmitter Location.....30th & "Q" Sts.  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service.....UP

Transcription Service...Associated, Langworth  
 Representative.....Adam J. Young, Jr.  
 Membership.....NAB, BMB

**Personnel**

Owner-General Manager.....Lincoln Dellar  
 Commercial-Sales Promotion.....Morton Sidley  
 Program-Publicity Director...Robert W. Dumm  
 Chief Engineer.....Paul Leake  
 Record M.Cs.....Fred Hall, Bob Tutt

**KFXM**

SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By:  
 Lee Bros. Broadcasting Co.  
 Address.....512 Fifth St.  
 Phone Number.....4-761, 4-762  
 Transmitter Location.....990 Colton Ave.  
 Time on the Air.....5:45 a.m. to 12 midnight;  
 5:45 a.m. to 1 a.m. Saturday; 6:45 a.m. to  
 12 midnight Sunday.  
 News Service.....UP  
 Transcription Service.....World Broadcasting  
 System  
 Representative.....John Blair & Co.  
 Membership.....NAB

**Personnel**

Partners.....J. C. & E. W. Lee  
 Station Manager.....Maury A. Vroman  
 Chief Engineer.....George W. Ewing

**KFSD**

SAN DIEGO—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 600 Kc.....Power: 1000 Wath.  
 Owned-Operated By.....Airfan Radio  
 Corporation, Ltd.  
 Address...U. S. Grant Hotel, 326 Broadway  
 Phone Number.....Franklin 6353  
 Transmitter Location.....U. S. Grant Hotel,  
 326 Broadway  
 Time on the Air.....6 a.m. to Midnight,  
 Sunday 8 a.m. to Midnight  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Paul H. Raymer Co.  
 Membership.....NAB, BMB

**Personnel**

President-Owner.....Thomas E. Sharp  
 Station Manager.....Marion R. Harris  
 Commercial-Sales Manager.....Larry Sealf  
 Chief Engineer.....Richard Gartner

*From The Inside!* ✻

# KFMB *Sells* San Diego

## THE NO. 1 CITY IN THE U.S. IN CONSUMER SALES INCREASES

The San Diego market is Going UP! San Diego's tremendous war-time gains have been consolidated into peacetime permanence and stability. Sales Management's Index for the first quarter of '46 gives San Diego first place in the U. S. in consumer sales increases. And day and night, KFMB gives you the kind of concentrated coverage that enables you to cover this important area with IMPACT. Post-war Agricultural-Industrial San Diego is EXPANDING in a Big Way! So is KFMB. That's why we go well together. You can plan to reach the BUYERS in this vital market at lowest cost on KFMB.

### Inside Facts

- More than 80% of San Diego County's Retail Dollars are spent in San Diego (1)
- Sales and Service in San Diego are UP 243.16% since 1939 (2)
- San Diego's population has increased 78% over 1940 (3)
- Employment gains since 1940 average over 70% (4)
- Agricultural expansion and farm incomes have doubled (5)
- Primary ABC (American) Network's top-flight programs assure maximum audiences.

- (1) U. S. Dept. of Commerce Retail Indices
- (2) U. S. Dept. of Commerce Retail Indices
- (3) U. S. Census Bureau
- (4) Bureau of Labor Statistics
- (5) Dept. of Agriculture crop forecasts

✻  
465,720 people (by actual 1946 U. S. Census) live within 15 MILES of KFMB'S ANTENNA. (All but 9500 within 5 miles of downtown San Diego.)



# KFMB

*Basic American Network, Pacific Coast*  
**KFMB-FM NOW ON THE AIR**

**SAN DIEGO • CALIFORNIA** • Owned and managed by JACK GROSS • Represented by The BRANHAM Co

**K F M B**

**SAN DIEGO—EST. 1938**

**AMERICAN BROADCASTING CO.**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Jack O. Gross  
 Address.....1375 Pacific Blvd.  
 Phone Number.....Main 2114  
 Transmitter Location.....607 Spreckles Bldg.  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service.....AP  
 Transcription Service.....Standard Radio  
 Representative.....The Branham Co.  
 Membership.....NAB, BMB

**Personnel**

President, Station and  
 Commercial Manager.....Jack Gross  
 Sales Promotion Manager.....Shirley Hawley  
 Program Director and  
 Production Manager.....John Harrison  
 Chief Engineer.....Vern Milton  
 Publicity Director.....Shirley Hawley  
 Record M.C.....Jimmy Pantages

**K G B**

**SAN DIEGO—EST. 1931**

**MUTUAL—DON LEE**

Frequency: 1360 Kc.....Power: 1000 Watts  
 Owned-Operated By: Don Lee Broadcasting  
 System  
 Address.....1017 First Ave.  
 Phone Number.....Franklin 6151  
 Transmitter Location.....Pickwick Hotel  
 Time on the air: 6 a.m. to 12 midnight; Sun-  
 days, 8 a.m. to 12 midnight  
 News Service.....AP, INS, UP  
 Transcription Service: World Broadcasting  
 System  
 Representative.....John Blair & Co.

**Personnel**

President.....Thomas S. Lee  
 Genl. Mgr.....Lewis Allen Weiss  
 Station Manager.....F. D. Ide  
 Commercial-Sales Promotion  
 Manager.....William A. Evans  
 Production Manager.....Jerry Lee Pecht  
 Program Director.....James Dillon  
 Chief Engineer.....William G. Collins

**K S D J**

**SAN DIEGO—EST. 1946**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1170 Kc.....Power: 5000 Watts  
 Owned-Operated By:  
 Finley-McKinnon Broadcasting Co.

Address.....1450 Fifth Ave.  
 Phone Number.....Franklin 8282  
 Transmitter Location...62nd & El Cajon Aves.  
 Time on the Air.....6:30 a.m. to 12:30 a.m.  
 Newspaper Affiliation.....The San Diego  
 Daily Journal

Daily Journal  
 News Service.....UP  
 Transcription Service.....Capitol, SESAC  
 Representative.....Free & Peters, Inc.  
 Membership.....NAB

**Personnel**

Co-owner.....Clinton D. McKinnon  
 General Manager.....Purnell H. Gould  
 Sales Manager.....George Smith  
 Program Director.....Edgar G. Tidwell  
 Production Mgr.-Chief Announcer..Deane Long  
 Publicity Director.....Lisle Shoemaker  
 Chief Engineer.....Keith Mealey

**K Y O R**

**SAN DIEGO—EST. 1946**

Frequency: 1130 Kc.....Power: 250 Watts  
 Owned-Operated By...Silver Gate Broadcast-  
 ing Co.

Address.....399 W. Broadway  
 Phone Number.....Franklin 9-5121  
 Transmitter Location.....399 W. Broadway  
 Time on the Air.....Sun-up to sun-down  
 News Service.....AP  
 Transcription Service....McGregor, Standard

**Personnel**

General Manager.....Albert E. Furlow  
 Station Mgr.-Sales Mgr....William A. Evans  
 Publicity Director.....Virgil Wyatt  
 Chief Engineer (Supervising).....George W.  
 Berger

**K F R C**

**SAN FRANCISCO—EST. 1924**

**MUTUAL—DON LEE BROADCASTING  
 SYSTEMS**

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Operated By: Don Lee Broadcasting  
 System

Business Address.....5515 Melrose Ave.,  
 Hollywood, Calif.  
 Phone Number.....Prospect 0107,  
 and Hollywood 8111  
 Transmitter Location....1000 Van Ness Ave.  
 Time on the air: 6 a.m. to midnight; Sundays,  
 7 a.m. to midnight  
 News Service.....AP, INS  
 Transcription Service: World Broadcasting  
 System  
 Representative.....John Blair & Co.  
 Membership.....NAB, BMB

**Personnel**

President.....Thomas S. Lee  
 Station-General Manager....William D. Pabst  
 Sales Manager.....Merwyn McCabe  
 Program-Production Manager.....Mel Venter  
 Publicity Manager.....R. L. Templeton  
 Musical Director.....Lyle Bardo  
 Chief Announcer.....Lewis Pfeifer  
 Chief Engineer.....E. G. Underwood,  
 Asst. J. J. McArdle

**K G O**

**SAN FRANCISCO—EST. 1924**  
 AMERICAN BROADCASTING CO.

Frequency: 810 Kc.....Power 7500 Watts  
 Owned-Operated By:

American Broadcasting Co.

Address.....155 Montgomery St.  
 Phone Number.....Exbrook 6544  
 Studio Address.....Radio City, Taylor &  
 O'Farrell Sts.

Transmitter Location..5433 E. 12th St., Oakland  
 Time on the Air.....6 a.m. to 12:30 a.m.;  
 Sunday: 6 a.m. to 12 midnight

News Service.....AP, INS, UP  
 Transcription Service: Standard, Associated,  
 Capitol

National Sales Office.....ABC Spot Sales  
 Representative.....ABC Spot Sales  
 Membership.....NAB, BMB

**Personnel**

President.....Mark Woods  
 Station Manager.....Gayle V. Grubb  
 Sales Manager.....Kirk Torney  
 Chief Engineer.....A. E. Evans  
 Musical Director.....Phil Bovero

**K J B S**

**SAN FRANCISCO—EST. 1925**

Frequency: 1100 Kc.....Power: 1000 Watts  
 Owned-Operated By:.....KJBS Broadcasters  
 Operated By.....KJBS Broadcasters  
 Address.....1470 Pine Street  
 Phone Number.....Ordway 4148  
 Transmitter Location.....1470 Pine Street  
 Time on the Air.....5:00 a.m. to local sunset,  
 10:00 p.m. to 3:00 a.m.

News Service.....INS; UP; AP  
 Transcription Service.....Standard  
 Representative.....Headley-Reed Co.

**Personnel**

General Mgr.-Station Mgr.....E. P. Franklin  
 Sales Manager.....S. G. Breyer  
 Record m.c.....Frank Cope  
 Chief Engineer.....William Nielsen

**K P O**

**SAN FRANCISCO—EST. 1922**

NATIONAL BROADCASTING COMPANY

Frequency: 680 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....NBC  
 Address.....Taylor & O'Farrell Sts.  
 Phone Number.....Graystone 8700  
 Transmitter Location.....Belmont  
 Time on the Air.....6 a.m. to 12:30 a.m.  
 News Service.....AP; INS; UP  
 Transcription Service.....NBC Thesaurus  
 National Representative....NBC Spot Sales  
 Membership.....NAB, BMB

**Personnel**

General Manager.....John W. Elwood  
 Asst. Gen. Mgr.....George Graves  
 Sales Manager.....Alfred Crapsey  
 Sales Promotion Mgr.....David Lasley  
 Publicity Director.....Louise Landis  
 Station Engineer.....Curtis D. Peck

**K S A N**

**SAN FRANCISCO—EST. 1925**

UNITED PACIFIC

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By...Golden Gate Broad-  
 casting Corp.

Address.....1355 Market St.,  
 Merchandise Mart Bldg.

Phone Number.....Market 8171  
 Transmitter Location.....1357 Market St.  
 Time on the Air.....6 a.m. to 12 midnight;  
 Sunday: 7 a.m. to 12 midnight

News Service.....AP  
 Transcription Service.....Langworth  
 Representative.....Wm. G. Rambeau Co.  
 Membership.....NAB

**Personnel**

President.....S. H. Patterson  
 Station and Commercial  
 Manager.....Jerry Akers  
 Program Director.....Lois Thille  
 Chief Engineer.....N. J. Patterson

**K S F O**

**SAN FRANCISCO—EST. 1933**

Frequency: 560 Kc...Power: 5000 d.; 1000 n.  
 Owned-Operated By...The Associated Broad-  
 casters, Inc.

Address.....Mark Hopkins Hotel  
 Phone Number.....Exbrook 4567  
 Transmitter Location.....Islais Creek  
 Time on the Air.....Unlimited  
 News Service.....INS, UP  
 Transcription Service.....Standard,  
 Associated, MacGregor

Representative.....Universal Radio Sales  
 Membership.....NAB, BMB

**Personnel**

President.....W. I. Dumm  
 Vice-Pres. & Gen. Mgr.-Station Mgr.-  
 Sales or Commercial Mgr...Philip G. Lasky  
 Sales Promotion Manager.....David Meblin  
 Program Director.....Keith Kerby  
 Production Manager.....Richard S. Burdick  
 Publicity Director.....David Meblin  
 Chief Announcer.....Jim Moore  
 Director of Engineering.....Royal V. Howard

**K Y A**

**SAN FRANCISCO—EST. 1926**

Frequency: 1260 Kc...Power: 5000 d.; 1000 n.  
 Owned-Operated By...Palo Alto Radio Station,  
 Inc.  
 Address...Hearst Bldg., 3rd & Market Sts.  
 Phone Number.....DOuglas 2536  
 Transmitter Location.....Candlestick Point,  
 Bay View Park  
 Time on the Air.....6:00 a.m. to 1:00 a.m.  
 News Service.....INS, AP and UP  
 Transcription Service..Associated Music Pub  
 lishers and Standard Library Service  
 Representative .....Adam Young  
 Membership .....NAB, BMB

**Personnel**

President.....Bartley Crum  
 Station Manager.....Don Feddersen  
 Sales and Sales Promotion  
 Manager.....D. E. Lundy  
 Program Director.....Vernon Wilson  
 Publicity Director.....H. B. Rossen  
 Musical Director.....Dude Martin  
 Chief Engineer.....Paul C. Schulz

**K E E N**

**SAN JOSE—EST. 1947**

Frequency: 1370 Kc.....Power: 1000 Watts  
 Owned-Operated By...United Broadcasting Co.  
 Business Address.....Hotel De Anza  
 Phone Number.....Columbus 4000  
 Transmitter Location...Oakland Highway at  
 Wayne Ave.  
 Time on the Air.....8 a.m. to 12 midnight  
 Transcription Service .....Associated  
 Membership .....NAB

**Personnel**

President-Assoc. Owner..George M. Mardikian  
 Program Manager-Assoc.  
 Owner.....George D. Snell  
 Eng. Supt.....Samuel A. Melnicoe

**K L O K**

**SAN JOSE—EST. 1946**

Frequency: 1170 Kc..Power: 5000 Watts, d. only

Owned-Operated By..Valley Broadcasting Co.  
 Address.....40 W. San Antonio St.  
 Phone Number.....Columbia 3798 W  
 Transmitter Location.....Route 3, Box 327-A  
 News Service .....AP  
 Transcription Service.....Capitol  
 Representative .....Homer Griffith  
 Membership .....NAB

**Personnel**

Owner-Gen. Mgr.-Station Mgr.....E. L. Baker  
 Sales Mgr.-Promotion Mgr....Richard E. Ryan  
 Chief Engineer.....Ted Bindner

**K Q W**

**SAN JOSE—EST. 1924**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 740 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Pacific Agricultural  
 Foundation, Limited  
 Business Address.....140 Jessie St.,  
 San Francisco  
 Phone Numbers.....Ballard 2616 (San Jose),  
 EXbrook 3233  
 Transmitter Location.....Aviso, California  
 Time on the Air.....5:50 a.m. to 12 midnight  
 News Service.....INS; UP; AP  
 Transcription Service.....Standard Radio;  
 NBC Thesaurus, MacGregor  
 Representative.....Edward Petry & Co., Inc.  
 Membership .....NAB, BMB

**Personnel**

President.....Ralph R. Brunton  
 Vice-Pres. & Gen. Mgr.....C. L. McCarthy  
 Sales Manager.....D. M. Greene  
 Sales Promotion Manager...Walter S. Zahrt  
 Program Director.....Fred Ruegg  
 Production Manager.....Stella Bianco  
 Publicity Director.....Grant Holcomb  
 Musical Director.....Ray Hackett

**K S J O**

**SAN JOSE—EST. 1946**

Frequency: 1590 Kc...Power: 1000 w. d. only  
 Owned-Operated By....Santa Clara Broad-  
 casting Co.  
 Address .....Box 995  
 Phone Number.....Ballard 3660  
 Transmitter Location..Storey & Lucretia Aves.  
 Time on the Air.....Daytime  
 News Service.....UP  
 Representative....William S. Grant Co., Inc.  
 Membership .....NAB

**Personnel**

President.....Frank C. Mitchell  
 Gen. Mgr.-Chief Engineer...John G. Bauriedel  
 Sales Manager.....Don H. Telford  
 Program Director.....Dave Simmons  
 Production Manager.....Norman Paul

**K V E C**

**SAN LUIS OBISPO—EST. 1937**

**MUTUAL—DON LEE**

Frequency: 920 Kc. .... Power: 1000 Watts, d.;  
500 Watts, n.  
Owned & Operated By... Christina M. Jacobson  
trading as The Valley Electric Co.  
Business Address.....851 Higuera Street  
Phone Number.....San Luis Obispo 1100-1  
Studio Address.....Mt. View & Hill Streets  
Transmitter Location...Roosevelt Highway—  
1½ miles north of San Luis Obispo  
Time on the Air.....6 a.m. to 12 midnight;  
Sundays, 7 a.m. to 12 midnight  
News Service.....**AP**  
Transcription Service.....Standard Radio,  
NBC Thesaurus  
Representative.....W. S. Grant Company  
Membership .....NAB

**Personnel**

Owner.....Christina M. Jacobson  
Manager.....Les Hacker  
Assistant Manager.....Aram Rejebian  
Commercial and Sales  
Promotion Manager.....Joe Shuttleworth  
Program Director.....William Barton  
Chief Engineer.....Earle Travls

**K S M O**

**SAN MATEO—EST. 1946**

Frequency: 1550 Kc. .... Power: 1000 Watts  
Owned-Operated By...Amphlett Printing Co.  
Address.....811 "B" St.  
Phone Number.....S. M. 4-4112  
Studio Address..Arthur Bldg., 9th & "B" Sts.  
Transmitter Location...E. Bayshore Highway  
Time on the Air.....18 hours daily  
Newspaper Affiliation.....San Mateo Times  
(Amphlett Printing Co.)  
News Service.....**AP**  
Transcription Service .....Standard  
Representative.....George D. Close, Inc.

**Personnel**

President.....J. Hart Clinton  
General Manager.....John H. Schacht  
Chief Engineer.....H. Neil Black

**K V S M**

**SAN MATEO—EST. 1946**

Frequency: 1050 Kc. .Power: 250 Watts d. only  
Owned-Operated By.....San Mateo County  
Broadcasters  
Address.....279 Baldwin Ave.  
Phone Number.....S. M. 4-4385

Transmitter Location.....Seal Creek  
Time on the Air.....Sunrise to sunset (local)  
News Service .....**UP**  
Transcription Service.....Associated,  
SESAC, Capitol

**Personnel**

President-General Manager....Hugh H. Smith  
Station Manager.....Gordon D. France  
Commercial Manager.....Fred Weingarth  
Program Director-  
Production Manager.....Clinton W. Price  
Publicity Director.....Hugh Wayne  
Chief Announcer-Record M.C. ...Pat O'Brien  
Chief Engineer.....M. F. Planting

**K V O E**

**SANTA ANA—EST. 1926**

**DON LEE — MUTUAL**

Frequency: 1480 Kc. .... Power: 1000 Watts  
Owned-Operated By.....The Volce of the  
Orange Empire, Inc., Ltd.  
Business Address.....206 No. Main St.  
Phone Number.....4901-R  
Transmitter Location...12531 E. Willowick Dr.  
Time on the Air: 7 a.m. to 12 midnight; Sun-  
days, 7:00 a.m. to 11:00 p.m.  
Transcription Service.....C. P. MacGregor.  
SESAC  
Representative.....W. S. Grant Co., Inc.

**Personnel**

President and General Manager.  
Ernest L. Spencer  
Commercial Manager.....L. S. Nicholson  
Sales Promotion Manager.....Marjory Marsh  
Production Manager.....Bill Elliott  
Chief Announcer.....Les Chatfield  
Chief Engineer-  
Program Director.....Wallace S. Wiggins

**K D B**

**SANTA BARBARA—EST. 1921**

**MUTUAL—DON LEE BROADCASTING  
SYSTEMS**

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Operated By  
Don Lee Broadcasting System  
Address.....1309 State St.  
Phone Number.....Santa Barbara 4131  
Transmitter Location...15-17 East Haley St.  
Time on the Air.....6:30 a.m. to 12:15 a.m.  
Transcription Service...World Broadcasting  
System  
Representative .....John Blair & Co.

**Personnel**

President.....Thomas S. Lee  
Manager.....Lewis Allen Wells  
Station Manager.....Fin Hollinger

Program Director.....Fin Hollinger  
 Publicly Director.....Elizabeth Goddard  
 Chief Engineer.....Forrest Choate

# KIST

SANTA BARBARA—EST. 1946

NATIONAL BROADCASTING COMPANY

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Harry C. Butcher  
 Address.....Benjamin Franklin Bldg.  
 Phone Number.....4000  
 Transmitter Location..Benjamin Franklin Bldg.  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....Associated, Capitol  
 Representative....Joseph Hershey McGillvra,  
 Inc.  
 Membership.....NAB

## Personnel

Owner.....Harry C. Butcher  
 Gen. Mgr.-Station Mgr.....Fox Case  
 Sales Promotion Manager....Harold C. Pike  
 Chief Engineer.....William J. Pickering

# KTMS

SANTA BARBARA—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 1250 Kc. ....Power: 1000 Watts  
 Owned-Operated By....News-Press Publish-  
 ing Co., Inc.  
 Address.....De LaGuerra Plaza  
 Phone Number.....6111  
 Transmitter Location.....Goleta, Calif.  
 Time on the Air.....6:30 a.m. to 12 midnight;  
 16 Hours, Sun.  
 Newspaper Affiliation.....Santa Barbara  
 News-Press, Santa Maria Courier  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Paul H. Raymer Co.  
 Membership.....NAB, BMB

## Personnel

President.....T. M. Storke  
 General Manager.....Charles A. Storke

# KCOY\*

SANTA MARIA

Frequency: 1400 Kc.....Power: 250 Watts  
 Licensee.....News Press Pub. Co.

\*C.P.

# KSMA

SANTA MARIA—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts  
 Operated By.....Hugh G. Shurtliff  
 Address.....Post Office Box 407  
 Phone Number.....24  
 Transmitter Location...One Mile No. of Santa  
 Maria  
 Representative.....Homer Griffith Co.

## Personnel

Manager.....Verne L. Charles  
 Commercial Manager.....Ken Randolph

# KSRO

SANTA ROSA—EST. 1938

Frequency: 1350 Kc. ....Power: 1000 Watts  
 Owned-Operated By.....Ruth W. Finley  
 Address.....425 Mendocino Ave.  
 Phone Number.....110-1  
 Transmitter Location Fresno and Finley Aves.  
 Time on the Air.....6:00 a.m. to 10:00 p.m.  
 News Service.....UP, AP  
 Transcription Service:  
 World Broadcasting System; Standard  
 and Cole  
 Representative.....W. S. Grant Co., Inc.  
 Membership.....NAB

## Personnel

Station Manager.....Eddie Handley  
 Program Director.....Jack Murphy

# KGDM

STOCKTON—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1140 Kc.....Power: 5000 Watts  
 Owned-Operated By.....E. F. Peffer  
 Address.....519 E. Market St.  
 Phone Number.....4-4551  
 Transmitter Location..S.E. 3 miles on 99 hwy  
 Time on the Air.....6:00 a.m. to 12 midnight  
 News Service.....INS  
 Transcription Service...World Broadcasting  
 System  
 Representative.....John Blair & Co.  
 Membership.....NAB

## Personnel

Owner-General Manager.....E. F. Peffer  
 Manager.....E. Smith  
 Program Director.....M. Dinsmore  
 Production Manager.....E. Flower  
 Chief Announcer.....W. Ramsey  
 Chief Engineer.....M. B. Greene

**K W G**

STOCKTON—EST. 1921

AMERICAN BROADCASTING CO.  
McCLATCHY BEELINE

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....McClatchy Broad-  
casting Co.  
Address ..... Hotel Wolf  
Phone Number .....2-2727  
Transmitter Location ..... Weber & E Sts.  
Time on the Air....6 a.m. to 12 midnight;  
Sunday, 7 a.m. to 12 midnight  
Newspaper Affiliation:  
McClatchy Newspapers  
News Service.....UP, AP  
Transcription Service....Capitol, MacGregor,  
SESAC  
Representative ..... Paul H. Raymer Co.

**Personnel**

President.....Eleanor McClatchy  
Station & Sales Manager...Howard L. Bailey  
Chief Engineer.....Russell Bennett

**K C O K**

TULARE—EST. 1945

MUTUAL—DON LEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Herman Anderson  
Address.....P. O. Box 119  
Phone Number .....800  
Transmitter Location.....Mooney Blvd.  
Time on the Air.....5 a.m. to 12 midnight;  
News Service .....UP  
Transcription Service....Associated, Standard  
Representative.....Homer Griffith Co., Inc.  
Membership.....NAB, BMB

**Personnel**

Chief Executive.....Herman Anderson  
Gen. Mgr. Station Mgr. ....Sheldon Anderson  
Commercial Manager.....Dick Wegener  
Program Director.....Harold Sparks  
Record M.C.....Jimmie Morrison

**K K I N**

VISALIA—EST. 1946

SAN JOAQUIN VALLEY NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....D. O. Kinnie  
Address .....119 E. Acequia St.  
Phone Number .....1650  
Transcription Location. One mile N. of Visalia  
Time on the Air.....6:00 a.m. to 12 midnight

News Service .....UP  
Transcription Service..Capitol, C. P. McGregor  
Representative .....Forjoe & Co.

**Personnel**

President-Owner.....D. O. Kinnie  
General Manager, Station Manager,  
Promotion Manager.....Stanley S. Simpson  
Commercial Manager.....Byron Corwin  
Chief Engineer.....Kenneth Aitken  
Record MC .....Bob Lewis

**K T K C**

VISALIA—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 940 Kc.....Power: 5,000 Watts  
Owned-Operated By..Tulare-Kings Counties  
Radio Associates  
Business Address.....Post Office Box 511  
Phone Number .....575  
Studio Address....Hotel Fresno, Fresno, Calif.  
Box 511, Visalia, Calif.  
Transmitter Location...1¼ miles southwest  
of Visalia, California  
Time on the Air.....18 hours daily  
News Service .....AP  
Transcription Service....World Broadcasting  
System, Standard  
Representatives: Wm. Grant Co. (Pacific Coast);  
William G. Rambeau Co.

**Personnel**

Station Manager.....Chas. P. Scott  
Sales Manager.....Milliard Kibbe  
Sales Promotion Manager.....Charles Niete

**K H U B**

WATSONVILLE—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Luther E. Gibson  
Address .....P.O. Box 349  
Phone Number .....1700-1  
Transmitter Location.....Radio Lane  
Time on the Air.....6:30 a.m. to 11:00 p.m.  
News Service .....AP  
Transcription Service ....World Broadcasting  
Representative.....W. S. Grant Co., Inc.  
Membership.....NAB, BMB

**Personnel**

President.....Luther E. Gibson  
Station Manager.....Roger R. Hunt  
Chief Engineer.....George Kenville  
Record MC.....Don DeWald



# COLORADO

Estimated Population 1,161,721—Radio Homes 305,605  
Stations in State 19

## KGIW

ALAMOSA—EST. 1929

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By..... E. L. Allen  
Address ..... Alamosa  
Phone Number ..... 26  
Transmitter Location ..... East Alamosa  
Time on the Air..... 7:00 a.m. to 9:30 p.m.  
News Service ..... UP  
Transcription Service ..... Keystone

### Personnel

Owner ..... E. L. Allen  
Sales Manager..... Lloyd Allen  
Program Director..... Kay Allen  
Chief Engineer..... George H. Kettle

## KBOL

BOULDER—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By..... J. Herbert Hollister  
Address..... 1617 Pearl Street  
Transmitter Location..... 28th and Pearl

### Personnel

Owner..... J. Herbert Hollister  
General Manager-Station Manager.. Jack Todd

## KRDO

COLORADO SPRINGS—EST. 1947

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By..... Pikes Peak  
Broadcasting Co.  
Business Address..... Alta Vista Hotel  
Phone Number..... Main 1125  
Transmitter Location..... Alta Vista Hotel  
Time on the Air..... Unlimited  
News Service ..... AP  
Transcription Service ..... Standard  
Membership ..... NAB

### Personnel

President-Owner-Manager ..... Joe Rohrer  
Commercial Manager..... Cecil Seavey  
Program Director..... Mildred Fuller  
Publicity Director..... Jean Gitz  
Musical Director..... Jean Gitz  
Chief Engineer..... Charlie Eining

## KVOR

COLORADO SPRINGS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc.....Power: 1000 Watts  
Owned-Operated By..... Outwest Broad-  
casting Company  
Address..... Exchange National Bank Bldg.  
Phone Number..... Main 278  
Transmitter Location... 2803 E. Platte Avenue  
Time on the Air: 6:30 a.m. to 11:30 p.m.;  
Saturdays, 6:30 to 12 midnight  
Newspaper Affiliation ..... Oklahoma  
Publishing Co.  
News Service ..... AP  
Transcription Service..... World Library  
National Sales Office..... Katz Agency

### Personnel

President ..... E. K. Gaylord  
Station Manager..... Everett Shupe  
Program Director..... Conrad M. Brown  
Chief Engineer..... H. C. Strang

For the  
best interpretive  
news . . .

AP

# KFEL

DENVER—EST. 1922

MUTUAL

Frequency: 950 Kc.....Power: 5000 Watts  
Owned-Operated By .....Eugene P. O'Fallon,  
Inc.

Address ..... Albany Hotel  
Phone Number .....KEystone 0178  
Transmitter Location ... 5350 West 20th Ave.  
Time on the Air.....24 Hours Daily  
News Service..AP, Chicago Daily News & INS  
Transcription Service.....Standard Radio  
and Associated Record, SESAC, Cole  
Representative.....John Blair & Co.  
Membership.....NAB, BMB

## Personnel

President-General Manager....Gene O'Fallon  
Director .....Frank Bishop  
Sales Manager.....Mark Crandall  
Sales Promotion.....Don McCaig  
Production Manager.....Paul Godt  
Publicity Director.....Don McCaig  
Chief Announcer.....Norman Teska  
Program Director.....Paul Godt

Chief Engineer.....Tom Atherstone  
Musical Director.....Paul Godt  
Record M.C.....Ray Perkins

# KLZ

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts  
Owned-Operated By.....KLZ Broadcasting  
Company, Inc.

Address .....Shirley Savoy Hotel  
Phone Number .....Main 4271  
Transmitter Location.....South Franklin at  
Hampden, Englewood, Colo.

Time on the Air.....6:00 a.m. to 12:15 a.m.  
News Service.....INS, AP  
Transcription Service .....Standard.

C. P. MacGregor, M. M. Cole  
Representative .....The Katz Agency

## Personnel

President .....E. K. Gaylord  
Station Manager .....Hugh B. Terry  
Promotion-Publicity Manager..E. Lee Fowdren  
Chief Engineer.....Harvey Wehrman

1947  
SILVER  
ANNIVERSARY  
YEAR

GENE  
O'FALLON

*The Lengthened Shadow of Men Who*  
**KNOW HOW from EXPERIENCE**

Managed by Gene O'Fallon Since 1923 - Represented by Blair Since 1937

KFEL  
DENVER  
*This is Mutual*  
5000 WATTS

# KMYR

DENVER—EST. 1941

Frequency: 1340 Kc. ....Power: 250 Watts  
 Owned-Operated By...KMYR Broadcasting Co.  
 Address.....1626 Stout Street  
 Phone Number.....Main 4161  
 Transmitter Location.....1626 Stout Street  
 Time on the Air.....6:00 a.m. to 1:30 a.m.  
 News Service.....UP and AP  
 Transcription Service...World, Capitol, M. M. Cole  
 Representative.....William G. Rambeau  
 Membership.....NAB, BMB

## Personnel

General Manager.....F. W. Meyer  
 Station Manager.....A. G. Meyer  
 Sales Manager.....Ben Bezoff  
 Sales Pro. Mgr.-Publicity Dir.....E. H. Meyer  
 Program Director.....Dolores Pledsted  
 Production Manager.....Lowell Switzer  
 Chief Announcer.....Bill Butterfield  
 Musical Director.....Wilma Lundy  
 Chief Engineer.....Glen James

# KOA

DENVER—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 850 Kc. ....Power: 50,000 Watts  
 Owned-Operated By...National Broadcasting Company  
 Address.....1625 California Street  
 Phone Number.....Main 6211  
 Transmitter Location.....Aurora, Colorado  
 Time on the Air...5:55 a.m. to 12:45 a.m.,  
 Monday through Saturday; Sign-on Sunday  
 6:30 a.m.  
 News Service.....AP; INS; UP  
 Transcription Service.....NBC Thesaurus,  
 Standard  
 National Sales Office...NBC, New York City  
 Representative.....NBC Spot Sales  
 Membership.....NAB, BMB

## Personnel

President.....Niles Trammell  
 General Mgr.-Station Mgr....Lloyd E. Yoder  
 Sales Manager.....James R. MacPherson  
 Sales Promotion Manager....Randy F. Smith  
 Program Director.....Clarence C. Moore  
 Production Manager.....Earle Ferguson  
 Publicity Director.....William B. Balance  
 Chief Announcer.....Bob Young  
 Musical Director.....Milton Shrednik  
 Chief Engineer.....Robert H. Owen

# KPOF\*

DENVER—EST. 1920

Frequency: 910 Kc.....Power: 1000 Watts

Owned-Operated By.....Pillar of Fire  
 Address.....1845 Champa Street  
 Phone Number.....Tabor 3733  
 Time on the Air.....Shares Time  
 Representative.....L. S. Wolfgang  
 Membership.....NAB

## Personnel

President.....Arthur K. White  
 General Manager.....Ray B. White  
 Station Managers.....Kathleen M. White,  
 Wesley O. Tomlin  
 Program Director.....Kathleen White  
 Chief Engineer.....Paul Schissler  
 Record M.C.....Theodore Volz  
 \*(Non-Commercial Station)

# KVOD

DENVER—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned-Operated By: Colorado Radio Corp.  
 Address.....Midland Savings Bldg.  
 Phone Number.....Tabor 2291  
 Transmitter Location.....North of Denver  
 Time on the Air...5:30 a.m. to 12 midnight;  
 Sunday: 7:00 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....Associated Music  
 Publishers: Lang-Worth; Cole  
 Representative: Joseph Hershey McGillvra, Inc.  
 Membership.....NAB, BMB

## Personnel

President.....Wm. D. Pyle  
 Station Manager.....T. C. Ekrem  
 Sales Manager.....Con Hecker  
 Chief Engineer.....W. D. Pyle

# KIUP

DURANGO—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. ....Power: 250 Watts  
 Owned-Operated By...San Juan Broadcasting Co.  
 Address.....2800 Main Ave.  
 Phone Number.....117  
 Transmitter Location.....2800 Main Ave.  
 Time on the Air.....7:00 a.m. to 10:00 p.m.  
 News Service.....UP  
 Transcription Service...Keystone Broadcasting System, SESAC, Spot Sales  
 Representatives...Thomas F. Clark Co., Inc. (East); Homer Griffith Co., Inc. (West)  
 Membership.....BMB

## Personnel

Station Manager.....Raymond M. Beckner  
 Chief Engineer.....John L. Antic

# KCOL

FT. COLLINS—EST. 1947

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...The Northern Colorado  
 Broadcasting Co.  
 Business Address.....Armstrong Hotel  
 Phone Number.....812  
 Transmitter Location.....1600 La Porte Ave.  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Homer Griffith  
 Membership.....NAB

## Personnel

Partners.....Douglas D. Kahle,  
 John L. Hitchcock, Wilbur Rocchio, Warren  
 Brainard  
 General Manager.....Douglas D. Kahle  
 Station Manager.....Douglas D. Kahle  
 Commercial Manager.....Marvin Griswold  
 Sales Manager.....John L. Hitchcock  
 Program Director.....John L. Hitchcock  
 Publicity Director.....John L. Hitchcock  
 Chief Engineer.....Douglas D. Kahle

# KGHF

PUEBLO—EST. 1927

AMERICAN BROADCASTING CO.

Frequency: 1350 Kc....Power: 1000 d.; 500 n.  
 Owned-Operated By...Colorado Broadcasting  
 Co., Inc.  
 Owned-Operated By.....Curtis P. Ritchle  
 Address.....P.O. Box 293  
 Phone Number.....3877  
 Studio Address.....304 North Main  
 Transmitter Location: 3 miles south on High-  
 way 87  
 Time on the Air. 6:00 a.m.-12 midnight daily;  
 7 a.m.-12 midnight Sundays  
 News Service.....UP  
 Transcription Service... World Broadcasting  
 System, SESAC, Cole  
 Representative.....Joseph H. McGillvra, Inc.  
 Membership.....NAB, BMB

## Personnel

President-Gen. Mgr.-Station Mgr....Gifford S.  
 Phillips  
 Sales Manager.....Maxson I. Bevans  
 Program Director.....Clifford Hendrix  
 Publicity Director.....Ludlow Flower  
 Chief Announcer.....William W. Bruce  
 Chief Engineer.....Willis C. Shanks

# KGEK

STERLING—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts  
 d., 100 n.  
 Owned-Operated By.....Elmer G. Beehler

Address.....Fleming Road  
 Phone Number.....679  
 Transmitter Location.....Fleming Road  
 Time on the Air.....11:30 a.m. to 1:30 p.m.  
 News Service.....Transradio  
 Representative.....Thomas F. Clark Co., Inc.

## Personnel

Owner-Gen. Mgr.-Station Mgr.Elmer G. Beehler

# KCRT

TRINIDAD—EST. 1946

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....H. L. Corley  
 Address.....South Country Club Drive  
 Phone Number.....338  
 Transmitter Location.South Country Club Drive  
 Time on the Air.....7:00 a.m. to 10:00 p.m.  
 News Service.....UP  
 Transcription Service.....Standard, SESAC,  
 Keystone, BMI

## Personnel

President-Owner-Gen. Mgr.....H. L. Corley  
 Publicity Director.....John M. O'Connor  
 Chief Engineer.....H. L. Corley

# KSFT

TRINIDAD—EST. 1946

ABC—SOUTHERN COLO. NET

Frequency: 1280 Kc....Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By...Trinidad Broadcasting  
 Corp.  
 Address.....First Nat'l Bank Bldg.  
 Phone Number.....414-5-6  
 Transmitter Location.....U. S. Highway 350  
 Time on the Air.....6:00 a.m. to 12 midnight  
 News Service.....AP  
 Transcription Service..NBC Thesaurus, Capitol  
 National Sales Office...Taylor-Howe-Snowden

## Personnel

President-Gen. Mgr.....Stanley N. Schultz  
 Station Manager.....Ernest Mark  
 Sales Manager.....John Gann  
 Sales Promotion Manager.....Robert Dibble  
 Program Director.....William Grive  
 Musical Director.....Leno Cimimo  
 Chief Engineer.....Lloyd Wilson  
 Record M.C.....George Scott

# KFXJ

GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 920 Kc...Power: 1000 d.; 500 n.  
 Owned-Operated By ..Western Slope Broad-  
 casting Co.  
 Address.....Hillcrest Manor, P. O. Box 30  
 Phone Number.....Grand Junction 1300-1

Transmitter Location.....Hillcrest Manor  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service .....UP  
 Transcription Service...World Broadcasting  
 System, Standard and SESAC  
 Representative.....Homer Griffith Co.  
 Membership.....NAB, BMB

**Personnel**

President-Gen. Mgr.-Station & Sales Mgr...Rex  
 Howell  
 Sales Auditor.....Chas. Howell  
 Sales Pro. Mgr.-Program Dir....Mildred Fuller  
 Publicity Director.....Rosa Lee Samuels  
 Chief Announcer.....Jack Lund  
 Musical Director.....Paul Reed  
 Chief Engineer.....Chas. Hay  
 Record M.C.....Don Roberts

**K F K A**

**GREELEY—EST. 1921**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned.....Mid-Western Radio Corp  
 Address.....620 - 8th Ave.  
 Phone Number.....Greeley 450-451  
 Transmitter Location N. 11th Ave., Highway 85  
 Time on Air.....Shares Time  
 News Service .....UP  
 Transcription Service.....Lang-Worth, Cole  
 Representative.....Thomas F. Clark Co., Inc.

**Personnel**

President-General Mgr.....Francis A. Price

Managing Director.....H. E. Green  
 Program Director.....Donald R. Boyce  
 Chief Engineer.....Ray E. Smith  
 Record M.C.....A. L. Gentry

**K O K O**

**LA JUNTA—EST. 1937**

**KEYSTONE BROADCASTING SYSTEM  
 SOUTHERN COLORADO NETWORK**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned & Operated By.....The Southwest  
 Broadcasting Co.

Business Address.....P. O. Box 485  
 Transmitter Location...4 miles W. of La Junta  
 on U. S. Highway No. 50  
 Time on the Air.....7:15 a.m. to 3:00 p.m.;  
 5:30 p.m. to 10:00 p.m.

Phone Number .....42  
 News Service .....UP  
 Transcription Service .....Keystone  
 Transcription Service...Keystone Broadcasting  
 System, Standard Radio, SESAC  
 Representative.....Thomas F. Clark Co., Gene  
 Grant & Co.

**Personnel**

Sec.-Treas.-Mgr.....Leonard E. Wilson  
 Sales Manager.....Margaret Johnson  
 Program Director.....Boyd W. Young  
 Production Mgr.-Chief Announcer....James N.  
 Johnson  
 Chief Engineer.....Will M. Thomas

For the *best* in business and  
 financial news . . .

**AP**

IF IT'S EDELWEISS YOU WANT...

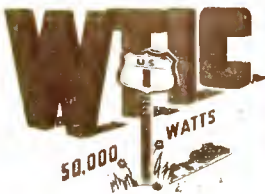
Use an Alpenstock in the Alps!



IF IT'S SALES YOU WANT...

Use WTIC in Southern New England!

By every measurement, station WTIC, Hartford,  
dominates the prosperous  
Southern New England Market.



**DIRECT ROUTE TO SALES IN** *Southern New England*  
The Travelers Broadcasting Service Corporation Affiliated with NBC  
and New England Regional Network

Represented by WEED & COMPANY - New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood

# CONNECTICUT

Estimated Population 1,939,956—Radio Homes 517,286  
Stations in State 15

## W I C C

BRIDGEPORT—EST. 1926

MUTUAL BROADCASTING SYSTEM  
YANKEE NETWORK

Frequency: 600 Kc...Power: 1000 d.; 500 n.  
Owned-Operated by ...The Yankee Net-  
work, Inc.

Address.....21 Brookline Ave.  
Phone Number.....Commonwealth 0800  
Studio Address.....144 Golden Hill St.  
Transmitter Location.....Pleasure Beach,  
Bridgeport

Time on the Air.....6 a.m. to 2 a.m.  
News Service .....AP  
Transcription Service...Associated; Standard  
Radio, SESAC

Representative....Edward Petry & Co., Inc.  
Membership .....NAB

### Personnel

General Manager.....Joseph T. Lopez  
Sales Manager.....Norman Whittaker  
Program Dir.-Publicity Dir..Florence Robinson  
Chief Announcer.....Louis La Haye  
Musical Director.....Louis Capucci  
Chief Engineer.....George Keich

## W N A B

BRIDGEPORT—EST. 1941

AMERICAN BROADCASTING CO.  
CONNECTICUT STATE NETWORK

Frequency: 1450 Kc..... Power: 250 Watts  
Owned-Operated By.....Harold Thomas

Address.....991 Broad Street  
Phone Number .....3-3112  
Transmitter Location ...Locomobile Point—  
(Inner Harbor)

Time on the Air: 7:00 a.m. to midnight; Sun-  
days, 9 a.m. to 12:05 a.m.

News Service.....AP  
Transcription Service.....Standard Radio  
Representative....William G. Rambeau Co.  
Membership.....NAB, BMB

### Personnel

Owner.....Harold Thomas  
Gen. Mgr.-Station Mgr.-Sales Mgr....Fullerton  
T. M-Gough  
Sales Promotion Manager..Thomas R. Cox, Jr.  
Program Dir.-Publicity Dir.....Jack Dahlby  
Production Mgr.-Chief Ann....Harry Osborne  
Chief Engineer.....Vincent DeLaurentis

## W D R C

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM\*

Frequency: 1360 Kc.....Power: 5000 Watts  
Owned-Operated By.....WDRG, Inc.  
Address .....750 Main St.  
Phone Number.....7-1188-9  
Transmitter Location.....839 Blue Hills Ave.,  
Bloomfield, Conn.

Time on the Air: 6:45 a.m.-12:05 a.m. weekdays;  
8 a.m.-12:05 a.m. Sundays

News Service.....AP & UP  
Representative.....Paul H. Raymer Co.  
Membership.....NAB, BMB

### Personnel

Station Manager.....Walter B. Haase  
Sales Manager.....William F. Ma'lo  
Program Director.....Harvey Olson  
Production Manager.....Robert Provan  
Publicity Director.....Jack Zaiman  
Musical Director.....Otto Neubauer  
Chief Engineer.....Italo A. Martino

## W O N S\*

HARTFORD—EST. 1935

MUTUAL, YANKEE

Frequency: 1410 Kc..... Power: 5000 Watts  
Owned-Operated By...The Yankee Network  
Address.....54 Pratt St.  
Phone Number.....7-9131

Transmitter Location.....Newington, Conn.

Time on the Air.....6:00 a.m. to 1:00 a.m.;  
Sunday: 8:00 a.m. to 1:00 a.m.

News Service.....UP  
Transcription Service...Associated, Standard  
Representative.....Edward Petry & Co., Inc.  
Membership.....NAB, BMB

### Personnel

Chief Executive.....William O'Neil  
Chairman of the Board...John Shepard, 3rd  
Station Manager.....Ralph D. Kanna  
Sales Manager .....Linus Travers  
Program Director.....Jack Lacy  
Musical Director.....Morris Sechtman  
Chief Engineer.....Rogers Holt

\*Formerly WHTD

**W T H T**

**HARTFORD—EST. 1936**

**AMERICAN BROADCASTING CO.  
CONNECTICUT STATE NETWORK**

Frequency: 1230 Kc. ....Power: 250 Watts  
Owned-Operated By...Hartford Times, Inc.  
Address.....555 Asylum St.  
Phone Number .....2-0237  
Transmitter Location.....555 Asylum St.  
Time on the Air.....6:30 a.m. to midnight;  
Sunday, 8 a.m. to midnight  
Newspaper Affiliation.....Hartford Times  
News Service.....AP  
Transcription Service.....Lang-Worth  
Standard  
Representative.....J. P. McKinney & Son

**Personnel**

Station Manager.....C. Glover DeLaney  
Commercial Manager..Leonard R. Schoenfeld  
Sales Promotion Manager.....John S. Lloyd  
Program Director  
Production Manager.....F. E. Bieber  
Musical Director.....Charlotte Anderson  
Chief Engineer.....Charles S. Masini  
Record m.c.'s.....Joseph W. Girand.  
Mitchell C. Betters

**W T I C**

**HARTFORD—EST. 1925**

**NBC—NEW ENGLAND REGIONAL NETWORK**

Frequency: 1080 Kc....Power: 50,000 Watts  
Owned-Operated By...The Travelers Broad-  
casting Service Corporation  
Address.....26 Grove Street  
Phone Number.....2-3181  
Transmitter Location.....Avon, Connecticut  
Time on the Air.....5:25 a.m. to 1 a.m.  
Sundays, 8 a.m. to 1 a.m.  
News Service .....AP; INS; Transradio  
Transcription Service.....Lang-Worth, NBC,  
Thesaurus, B.M.I.  
Representative ..... Weed & Company  
Membership.....NAB, BMB

**Personnel**

Vice-Pres.-General Mgr.-Station. Mgr..Paul W.  
Morency  
Assistant General Manager...Walter Johnson  
Sales Promotion Manager....P. W. Morency  
Program Manager.....Leonard J. Patricelli  
Production Manager.....George Bowe  
Publicity Director.....James F. Clancy  
Chief Announcer.....Philip Becker  
Musical Director.....Moshe Paranov  
Plant Manager.....H. D. Taylor

**W K N B**

**NEW BRITAIN—EST. 1946**

Frequency: 840 Kc....Power: 1000 Watts, d.  
only  
Owned-Operated By.....The New Britain  
Broadcasting Co.  
Address.....213 Main St.  
Phone Number.....702  
Transmitter Location.....1055 Willard Ave.,  
Newington, Conn.  
Time on the Air.....Sunrise to sunset (local)  
News Service.....AP  
Transcription Service...Capitol, World, BMI  
Representative.....Adam J. Young, Jr., Inc.  
Membership .....NAB

**Personnel**

President .....Julian Gross  
Station Mgr.-Sales Mgr...Walter M. Windsor  
Secretary.....William H. Ray  
Program Director.....David Scott  
Publicity Director.....Hal Graves  
Musical Director.....Al DeCaro  
Chief Engineer.....William R. Atkinson

**W E L I**

**NEW HAVEN—EST. 1935**

**AMERICAN BROADCASTING CO.  
CONNECTICUT STATE NETWORK**

Frequency: 960 Kc...Power: 1,000 d.; 500 a.  
Owned-Operated By...Conn. Radio Foundation,  
Inc.  
Address .....221 Orange Street  
Phone Number.....8-1133  
Transmitter Location.....Hamden, Conn.  
Time on the Air.....Unlimited  
News Service.....UP  
Transcription Service.....World Broadcasting  
System Library  
Representative .....Headley-Reed Co.  
Membership .....BMB

**Personnel**

President.....H. C. Wilder  
General Mgr.-Station Mgr...Richard W. Davis  
Sales Manager.....Edwin H. Schweitzer  
Program Director.....Charles H. Wright  
Publicity Director.....Rudy Frank  
Chief Engineer.....Fred King  
Record M.C.....Clive Dill

**W N H C**

**NEW HAVEN—1944**

Frequency: 1340 Kc....Power: 250 Watts  
Owned-Operated By.....The Elm City  
Broadcasting Corp.



Business Address.....1110 Chapel Street  
 Phone Number.....8-3151  
 Transmitter Location.....350 Kimberly Ave.  
 Representative.....Wm. G. Rambeau Co.  
 News Service.....AP  
 Transcription Service.....Standard  
 Time on the Air.....7:00 a.m. to 12:05 a.m.  
 Representative.....William G. Rambeau Co.;  
 Bertha Bannan (in New England only)  
 Membership.....NAB, BMB

**Personnel**

President.....Patrick J. Goode  
 General Mgr.-Station Mgr.....James T. Milne  
 Sales Manager.....Aldo DeDominicis  
 Sales Promotion Manager...Vincent Callanan  
 Program Director.....David K. Harris  
 Musical Director.....James Morgan  
 Chief Engineer.....Vincent DeLaurentis

**W N L C**

NEW LONDON—EST. 1936  
 MUTUAL BROADCASTING SYSTEM—YANKEE  
 NETWORK & CONNECTICUT STATE  
 NETWORK

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By..The Thames Broadcasting  
 Corporation  
 Address.....Mohican Hotel,  
 281 State Street  
 Phone Number.....New London 4900  
 Transmitter Location.....Winthrop Point,  
 E. New London  
 Time on the Air.....7:30 a.m. to 12 midnight  
 News Service.....AP  
 Representative.....Edward F. Darrell

**Personnel**

President-Gen. Mgr.-Station Mgr...Gerald J.  
 Morey  
 Sales Manager.....Edward F. Darrell  
 Sales Promotion Manager.....Leo B. Keegan  
 Musical Director.....Leslie Morson  
 Chief Engineer.....Gerald J. Morey

**W N O C**

NORWICH—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Norwich Broadcasting  
 Co.  
 Address.....91 Main St.  
 Phone Number.....3325  
 Transmitter Location.....Thamesville, New  
 London Turnpike  
 Time on the Air..7:00 a.m. to 11:00 p.m.; Sun-  
 day: 8:00 a.m. to 11:00 p.m.  
 News Service.....AP  
 Transcription Service.....Keystone  
 National Sales Office..Howard H. Wilson Co.

**Personnel**

General Managers.....J. Eric Williams, H.  
 Ross Perkins  
 Sales Promotion Manager..Richard Landsman  
 Musical Director.....Henry Sennet  
 Chief Engineer.....Joseph Seilski

**W S T C**

STAMFORD—EST. 1941

AMERICAN BROADCASTING CO.  
 CONNECTICUT STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Western Conn.  
 Broadcasting Co.  
 Address.....270 Atlantic St.  
 Phone Number.....4-7573  
 Transmitter Location ...Lindstrom Rd., Ship-  
 pan Point  
 Time on the Air...6:00 a.m. to 12:05 a.m.;  
 Sunday: 9:00 a.m. to 12:05 a.m.  
 Transcription Service...World Broad. System  
 Representatives..Bertha Bannan, Helen Wood  
 Membership.....NAB, BMB

**Personnel**

President.....Kingsley Gillespie  
 General Mgr.-Station Mgr....Harold H. Meyer  
 Sales Mgr.-Musical Dir.....Wharton Ford  
 Program Director.....Fred Daiger

**WSTC**

STAMFORD, CONNECTICUT

*Ask  
 Anyone!*

Publicity Director.....D. Hay  
 Chief Announcer.....Don Rustici  
 Chief Engineer.....Edward L. Markman

**W A T R**

**WATERBURY—EST. 1934**  
 AMERICAN BROADCASTING CO.  
 CONNECTICUT STATE NETWORK

Frequency: 1320 Kc. ....Power: 1000 Watts  
 Owned-Operated By.....Harold Thomas  
 Address.....71 Grand St.  
 Phone Number.....3-5161  
 Transmitter Location.....Baldwin Avenue  
 Time on the Air.....7:00 a.m. to 12 midnight  
 News Service .....Transradio  
 Representative.....Wm. G. Rambeau Co.  
 Membership.....NAB, BMB

**Personnel**

Owner-General Manager.....Harold Thomas  
 Station Manager-Commercial Mgr..S. R. Elman  
 Sales Promotion Manager.....Thomas R. Cox  
 Program Dir.-Production Mgr.-Chief Ann..Ed-  
 mund Waller  
 Publicity Director.....Jean Greenblatt  
 Musical Director.....Edith Sacco  
 Chief Engineer.....Norman R. Blake  
 Record M.C.....Jean Vallin

**W B R Y**

**WATERBURY—EST. 1934**  
 CBS

Frequency: 1590 Kc.....Power: 5000 Watts;  
 Owned-Operated By.....American Re-  
 publican, Inc.  
 Business Address.....61 Leavenworth St.  
 Studio Address.....136 Grand St.  
 Phone Number.....3-1125  
 Transmitter Location.....Boyden Street  
 Time on the Air.....17 hours daily  
 Newspaper Affiliation.....Waterbury Ameri-  
 can; Waterbury Republican  
 News Service ..... AP  
 Transcription Service.....WBS  
 Representative ..Joseph Hershey McGillvra  
 Membership.....NAB, BMB

**Personnel**

President.....W. J. Pape  
 General Manager.....James H. Darcey  
 Station Manager.....Eric Pape  
 Commercial Manager.....Harry A. DeVorcen  
 Sales Promotion Mgr.....Wilder J. Greeley  
 Program Director.....Walter Howard  
 Publicity Director.....E. Christy Erk  
 Chief Announcer.....Jimmy Parker  
 Chief Engineer.....Frank B. Hales  
 Record M.C.....Jimmy Parker

**W W C O**

**WATERBURY—EST. 1946**  
 MUTUAL—YANKEE

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Mitchell G. Meyers,  
 Ruben E. Aronheim, Milton Meyers  
 Address.....119 W. Main St.  
 Phone Number.....4-5141  
 Transmitter Location.....Thomaston Ave.  
 Timer on the Air...6:30 a.m. to 12 midnight  
 News Service.....AP  
 Transcription Service.....Haudard  
 Representative.....Edward Pety & Co.  
 Membership.....NAB, BMB

**Personnel**

General Manager.....Mitchell G. Meyers  
 Station Manager.....Milton H. Meyers  
 Commercial Manager.....Mort Silverman  
 Sales Promotion Manager.....Al DeGoia  
 Chief Announcer.....Al Vestro  
 Musical Director.....Jerry Arthur  
 Chief Engineer.....Louis Stady  
 Record M.C.....Daird Lee

For the  
**best interpretive**  
 news . . .

**AP**

# DELAWARE

Estimated Population 302,168—Radio Homes 77,034  
Stations in State 2

## WDEL

WILMINGTON—EST. 1922

NBC

MASON-DIXON GROUP

Frequency: 1150 Kc. ....Power: 5000 Watts  
Owned-Operated By.....WDEL, Inc.  
Address.....10th & King Sts.  
Phone Number..... 7268  
Transmitter Location.. 35th St. & Bellevue Ave.  
Time on the Air.....6 a.m. to 1 a.m.  
News Service .....UP  
Transcription Service....NBC Thesaurus, WBS  
Representative.....Radio Adv. Co.  
Membership.....NAB, BMB

### Personnel

Chief Executive.....Clair R. McCollough  
Station Manager.....J. Gorman Walsh  
National Sales Manager.....J. Robert Gulick  
Program Director.....Harvey Smith  
Chief Engineer.....J. E. Mathiot

## WILM

WILMINGTON—EST. 1928

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. ....Power: 250 Watts  
Owned-Operated By Delaware Broadcasting Co.

Address .....920 King St.  
Phone Number.....Wilmington 4-7771  
Transmitter Location....Governor Prinze Blvd.  
Time on the Air.....6 a.m. to 1 a.m.  
News Service .....AP  
Transcription Service.....Lang-Worth  
Representative.....Joseph Hershey McGilvra  
Membership.....NAB, BMB

### Personnel

President.....Alfred G. Hill  
General Mgr.-Station Mgr...Geo. L. Sutherland  
Sales or Commercial Mgr...Chauncy Eanes, Sr.  
Sales Promotion Mgr.....James Finucune  
Musical Director.....George Kelly  
Chief Engineer.....Edwin Kennedy  
Record MC. ....Del Parks

**WDEL**

**WILMINGTON DELAWARE**  
**5000 WATTS DAY & NIGHT**

**SELLS**  
for you, consistently,  
profitably

For full information write  
Sales Representative:  
**RADIO ADVERTISING CO.**  
New York Dallas Chicago  
San Francisco Hollywood

*NBC Basic Network*

# DISTRICT OF COLUMBIA

Estimated Population 914,120—Radio Homes 242,212  
Stations in District 7

## WINX

WASHINGTON, D. C.—EST. 1940

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By. WINX Broadcasting Co.  
Address . . . . . 8th & Eye Sts., N.W.  
Phone Number . . . . . Republic 8000  
Transmitter Location . . . . . 8th & Eye Sts., N.W.  
Time on the Air: 6:00 a.m. to 1:00 a.m.; 7:00  
a.m. to 1:00 a.m. Sun.  
Newspaper Affiliation . . . . . Washington Post  
News Service . . . . . INS, AP, UP  
Transcription Service . . . . . Standard Radio,  
Langworth and Associated, World  
Representative . . . . . Headley-Reed Co.  
Membership . . . . . NAB, BMB

### Personnel

President . . . . . Phillip Graham  
Station Manager . . . . . R. C. O'Donnell  
Sales Manager . . . . . L. C. Sweatt  
Program Director . . . . . Richard C. McNamara  
Publicity Director . . . . . Ralph Dubrowin  
Musical Director . . . . . Paul Hume  
Chief Engineer . . . . . Ralph E. Cannon, Jr.

## WMAL

WASHINGTON, D. C.—EST. 1926  
AMERICAN BROADCASTING CO.

Frequency: 630 Kc. . . . . Power: 5000 Watts  
Owned & Operated By. . . . . The Evening Star  
Broadcasting Co.  
Address . . . . . 724-14th St., N.W.  
Phone Number . . . . . National 5400  
Transmitter Location . . . . . Green Tree Road,  
Bethesda, Md.  
Time on the Air . . . . . 6 a.m. to 1 a.m.  
Newspaper Affiliation . . . . . Washington Evening  
Star  
News Service . . . . . AP, UP  
Transcription Service . . . . . Standard Radio,  
Associated, Langworth  
National Sales Office . . . . . ABC Spot Sales  
Membership . . . . . NAB, BMB

### Personnel

President . . . . . S. H. Kauffmann  
General Manager . . . . . K. H. Berkeley  
Sales Manager . . . . . Ben B. Baylor, Jr.  
Sales Promotion Manager . . . . . William R. Willison  
Program Director . . . . . Gordon Hubbel  
Publicity Director . . . . . Tom Dolan  
Chief Engineer . . . . . Daniel Hunter  
Record MC . . . . . James Gibbons

## WOL

WASHINGTON, D. C.—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1260 Kc. . . . . Power: 5000 Watts  
Owned-Operated By. . . . . Cowles Broadcasting  
Company  
Address . . . . . 1627 K Street, N.W.  
Phone Number . . . . . Metropolitan 0010  
Transmitter Location . . . . . Brookville Road, Silver  
Springs, Md.  
Time on the Air . . . . . 6:00 a.m. to 1:00 a.m.;  
Sunday: 7:30 a.m. to 1:00 a.m.  
Newspaper Affiliation . . . . . Des Moines Register  
& Tribune, Minneapolis Star & Journal  
News Service . . . . . UP, AP  
Transcription Service . . . . . Press Assoc., Wash.  
City News Wire, Standard Radio, Associated  
National Sales Office . . . . . Cowles Broadcasting Co.  
Representative . . . . . The Katz Agency, Inc.  
Membership . . . . . NAB, BMB

### Personnel

President . . . . . Gardner Cowles  
Board Chairman . . . . . John Cowles  
General Mgr.-Station Mgr. . . . . Merle S. Jones  
Sales Manager . . . . . William D. Murdock  
Sales Promotion and Merchandising  
Manager . . . . . Tom Means  
Program Director . . . . . Arthur Casey  
Production Manager . . . . . Hollis Seavey  
Publicity Director . . . . . Lou Brott  
Musical Director . . . . . Charles Keaton  
Chief Engineer . . . . . Harold Reed

## WQQW

WASHINGTON, D. C.—EST. 1946

Frequency: 570 Kc. . . . . Power: 500 Watts d. only  
Owned-Operated By. . . . . Metropolitan  
Broadcasting Corp.  
Address . . . . . 2627 Conn. Ave., N.W.  
Phone Number . . . . . Columbia 6331  
Transmitter Location . . . . . Falls Church, Va.  
Time on the Air . . . . . Sunrise to sunset (local)  
News Service . . . . . AP  
Membership . . . . . NAB

### Personnel

General Mgr.-Station Mgr. . . . . Edward M. Brecher  
Sales Manager . . . . . Martin Schadi  
Musical Director . . . . . Pierson Underwood  
Chief Engineer . . . . . Robert Martin

# W R C

WASHINGTON, D. C.—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 980 Kc. ....Power: 5000 Watts  
Owned-Operated By ..National Broadcasting Company

Address .....724 - 14th St., N. W.  
Phone Number.....Republic 4000  
Transmitter Location...Ager Rd., Bethesda, Md.  
Time on the Air: 6 a.m. to 1 a.m.; Sundays,  
8 a.m. to 1 a.m.

News Service .....AP; INS; UP  
Transcription Service.....NBC Thesaurus,  
Associated, Standard

Representative ....National Broadcasting Co.  
Membership .....NAB

## Personnel

President .....Niles Trammell  
Vice-President .....Frank M. Russell  
General Manager.....Carleton D. Smith  
Sales Manager.....Mahlon A. Glascock  
Sales Promotion Manager...James W. Seiler  
Chief Engineer.....A. E. Johnson  
Record MC.....Bill Herson

# W W D C

WASHINGTON, D. C.—EST. 1941

Frequency: 1450 Kc. Power: 250 (250 w. booster)

Address .....1000 Connecticut Ave.

Phone Number .....National 7203

Transmitter Location.....61 Pierce St., N.E.

Time on the Air.....24 hours daily;

News Service.....AP, UP

Transcription Service.....Standard, Capitol,  
NBC Thesaurus

Representative.....Forjoe & Co.

Membership.....NAB, BMB

## Personnel

President .....Joseph Katz

General Mgr.-Station Mgr.....Ben Strouse

Sales Manager.....Helen Moberley

Program Director.....Norman Reed

Production Manager.....Ira Walsh

Publicity Director.....Rick LaFalce

Musical Director.....Leonard Friendly

Chief Engineer.....Ross Beville

# W T O P

WASHINGTON, D. C.—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 1500 Kc. ....Power: 50,000 Watts  
Owned-Operated By..Columbia Broadcasting System

Address .....Earle Bldg.

Phone Number.....Metropolitan 3200

Transmitter Location.....Wheaton, Md.

Time on the Air:.....5:30 a.m. to 1:05 a.m.;

Sundays, 7:30 a.m. to 1:05 a.m.

News Service.....AP, UP, Wash.

City News Service

Transcription Service....World Broadcasting

System, Langworth

Representative .....Radio Sales

Membership.....NAB, BMB

## Personnel

Vice-Pres. Washington Office

(CBS) .....Earl H. Gammons

General Manager.....Carl J. Burkland

Sales Manager.....Maurice Mitchell

Program Manager.....Richard Linkroom

Production Manager.....Roy Passman

Chief Washington Correspondent and

Director CBS Washington News

Bureau .....Eric Sevareid

Chief Engineer.....Clyde Hunt

Our listeners got  
a 50 million dollar  
raise this year

# WWDC

Washington's entertainment station

COMING SOON—WWDC • FM

Represented Nationally by Forjoe & Company

# FLORIDA

Estimated Population 2,241,944—Radio Homes 504,710  
Stations in State 37

## W D H L

BRADENTON—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By....Manatee Broadcasting  
Co., Inc.  
Address.....Municipal Pier  
Phone Number.....35-531  
Transmitter Location.....Municipal Pier  
Time on the Air.....7:00 a.m. to 10:30 p.m.  
News Service.....AP  
Transcription Service.....Standard

### Personnel

President-Sales Mgr.....N. A. Perry  
General Mgr.-Station Mgr.-  
Chief Engineer.....Joe E. Foster  
Sales Promotion Manager..Geo. S. Wehrman

## W M F J

DAYTONA BEACH—EST. 1935

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....W. Wright Esch  
Address.....126½ Magnolia Ave.  
Phone Number.....91-2  
Transmitter Location....126½ Magnolia Ave.  
Time on the Air.....17½ hours daily  
News Service.....AP  
Membership.....NAB, BMB

### Personnel

Owner.....W. Wright Esch  
General Manager.....Billee B. Esch  
Station Manager.....Ray Clancy  
Sales-Commercial Manager.....John S. Pitts  
Chief Engineer.....W. Wright Esch

# W M F J

## DAYTONA BEACH, FLORIDA

# WFTL

FORT LAUDERDALE—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Fort Lauderdale  
 Broadcasting Co.  
 Address.....P.O. Box 187  
 Phone Number.....3890  
 Transmitter Location.....S.E. 15th St. at  
 Inland Waterway  
 Time on the Air.....6:45 a.m. to 1:00 a.m.  
 News Service.....UP  
 Transcription Service.....Associated Libraries

## Personnel

Owner-Chief Executive.....Gene T. Dyer  
 Vice-Pres. Station Mgr.....Reggie Martin  
 Commercial Manager.....  
 Sales Promotion Manager....James McCulla  
 Chief Announcer.....Claude Green  
 Chief Engineer.....William R. Needs

# WINK

FORT MYERS—EST. 1939  
 COLUMBIA BROADCASTING SYSTEM  
 FLORIDA WEST COAST—KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By..Fort Myers Broadcasting  
 Co.  
 Business Address.....54 East First St.,  
 WINK Bldg.  
 Phone Number.....818 & 1153  
 Transmitter Location.....54 East First St.,  
 WINK B'dg.  
 Time on the Air.....6:00 a.m. to 12 midnight  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus,  
 Keystone  
 Representative.....John E. Pearson  
 Membership.....BMB

## Personnel

President-General Mgr...Ronald B. Woodyard

# WIRA

FORT PIERCE—EST. 1946  
 MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Indian River Broad. Co.  
 Address.....Fort Pierce  
 Phone Number.....970-1  
 Transmitter Location.....Orch Blvd.  
 Time on the Air.....6:33 a.m. to 11:05 p.m.  
 News Service.....UP  
 Transcription Service.....Standard Radio

National Sales Office.....Thomas F. Clark  
 Membership.....NAB

## Personnel

President-General Manager-  
 Station Manager.....Douglas Silver  
 Sales Manager-Publicity  
 Director.....J. Tom Watson, Jr.  
 Program Director.....Marjorie B. Silver  
 Production Manager..Thomas Ballard Newsom  
 Chief Announcer.....John Sadler  
 Musical Director.....Edna Nobles  
 Chief Engineer.....Conrad S. Clemans

# WRUF

GAINESVILLE—EST. 1928

MUTUAL BROADCASTING SYSTEM  
 FLORIDA MUTUAL NETWORK

Frequency: 850 Kc.....Power: 5,000 Watts  
 Owned by.....State of Florida  
 Operated by.....University of Florida  
 Address.....University of Florida  
 Phone Number.....1000, Ex. 267  
 Transmitter Location.....Campus, University  
 Time on the Air.....18 Hours Monday-Sat.,  
 17 Hours on Sunday  
 News Service.....AP  
 Transcription Service.....Langworth, SESAC  
 Representative.....Burn-Smith Co., Inc.  
 Membership.....NAB, BMB

## Personnel

Director.....Major Garland Powell  
 Commercial Manager.....Paul Acosta  
 Production Manager.....J. Sam Fouts  
 Chief Engineer.....Dr. Palmer Craig

# WFVL

HOLLYWOOD—EST. 1946

Frequency: 940 Kc...Power: 1000 Watts, d. only  
 Owned-Operated By...Hollywood Broad. Co.  
 Address.....Gt. Southern Hotel, Hollywood  
 or Cadillac Hotel, Miami Beach, Fla.  
 Transmitter Location...Sunny Isles, N. Miami  
 Beach, Fla.  
 Time on the Air.....6:00 a.m. to 6:00 p.m.  
 News Service.....AP  
 Transcription Service.....Langworth  
 Membership.....NAB

## Personnel

President.....Jonas Weiland  
 General Mgr.-Chief Announcer..Bob Bingham  
 Sales Manager.....Charles Dameron  
 Chief Engineer.....John Newman

**W J A X**

**JACKSONVILLE—EST. 1925**  
**NATIONAL BROADCASTING CO.**

Frequency: 930 Kc.....Power: 5000 d.; 1000 n.  
 Owned, Operated By...City of Jacksonville, Fla.  
 Address.....No. 1 Broadcast Place  
 Phone Number.....5-5821  
 Transmitter Location...Hyde Park Country Club  
 Time on the Air.....6 a.m. to 1 a.m.  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus  
 and Associated  
 Representative.....John Blair & Co.,  
 Harry Cummings  
 Membership.....BMB

**Personnel**

Commissioner in Charge.....Thos. C. Imeson  
 Station Manager and Chief  
 Engineer.....John T. Hopkins, III  
 Program Director.....Evelyn Boote  
 Production Manager.....J. W. Douglass  
 Chief Announcer.....Grant Frankish  
 Musical Director.....Frank Morris

**W J H P**

**JACKSONVILLE—EST. 1940**  
**MUTUAL BROADCASTING SYSTEM**  
**FLORIDA NETWORK**

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned-Operated By.....The Metropolis Co.  
 Address.....500 Laura St.  
 Phone Number.....5-7610  
 Transmitter Location....Reed and Alamo Sts.  
 Time on the Air.....18 Hours Daily,  
 16 Hours Sunday.  
 Newspaper Affiliation...Jacksonville Journal  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....John H. Perry Associates

**Personnel**

Owner.....John H. Perry  
 Station Manager.....Ted Chapeau  
 Chief Engineer.....B. Hayford  
 Commercial Manager.....R. R. Powell  
 Program Manager.....George Jesse

**W M B R**

**JACKSONVILLE—EST. 1927**  
**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned, Operated By...Florida Broadcasting  
 Company  
 Address.....675 Main St., So.  
 Phone Number.....5-4387

Transmitter Location.....Vines and Mass. Ave.  
 Time on the Air.....6 a.m. to 12:05 a.m.  
 News Service.....UP  
 Transcription Service.....World, Cole,  
 Lang-Worth

Representative.....Weed & Co.  
 Membership.....NAB, BMB

**Personnel**

President-General Mgr.....Frank King  
 Station Manager.....Carroll Gardner  
 Sec.-Treas.-Sales Mgr.....Glenn Marshall, Jr.  
 Program Director.....Chas. M. Stone  
 Chief Announcer.....Larry Scarborough  
 Musical Director.....Roger Van Duzer  
 Chief Engineer.....E. B. Vordermark  
 Record MC.....Jack Walters

**W P D Q**

**JACKSONVILLE—EST. 1942**  
**AMERICAN BROADCASTING CO.**  
**FLORIDA-AMERICAN NETWORK**

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Operated By:  
 Jacksonville Broadcasting Corp

**W J A X**  
**JACKSONVILLE, FLORIDA**

**THE**  
**MUNICIPAL**  
**BROADCASTING**  
**STATION**

**NBC**  
**RED NETWORK**

930 Kc.—Maximum Power 5000 Watts  
 Phone Jacksonville 5-5821  
 Representatives  
 John Blair & Co., New York, Chicago  
 Detroit and West Coast  
 H. E. Cummings, Southeast  
 Barnett Bank Bldg.  
 Jacksonville, Fla.  
 Phone 30381



Address.....Gulf Life Bldg.  
 Phone Number.....5-6781  
 Transmitter Location...Seven miles west of  
 Jacksonville on Lenox Ave.  
 Time on the Air.....6:00 a.m. to 12 midnight  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....The Katz Agency, Inc.  
 Membership.....NAB, BMB

**Personnel**

President.....James R. Stockton  
 General Mgr.-Station Mgr.....Robert R. Feagin  
 Sales Manager.....Frank Taylor, Jr.  
 Sales Promotion Manager.....Sid Beighley  
 Program Director-Production  
 Manager.....Bernie Adams  
 Publicity Director.....Lillian Nunn  
 Musical Director.....Dick Catherwood  
 Chief Engineer.....J. R. Donavan

**WKWF**

KEY WEST—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1600 kc.....Power: 500 Watts  
 Owned-Operated By.....John M. Spottswood  
 Address.....Spottswood Bldg.  
 Phone Number.....510  
 Transmitter Location.....Stock Island  
 Time on the Air.....7:00 a.m. to 12:30 a.m.  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus  
 Representative.....The Walker Co.  
 Membership.....NAB, BMB

**Personnel**

Owner-Station Manager  
 Sales Mgr.-General Mgr. John M. Spottswood  
 Program Director  
 Production Manager...John M. Spottswood  
 Publicity Director.....C. E. Smith, Jr.  
 Chief Engineer.....Fred F. Moore

**WDSR**

LAKE CITY—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Deep South Radioways  
 Address.....126 N. Marion St.  
 Phone Number.....525  
 Transmitter Location.....One mile So. of  
 Lake City on U.S. Highway No. 41  
 Time on the Air.....5:00 a.m. to 10:05 p.m.;  
 Sunday: 8:00 a.m. to 10:05 p.m.  
 News Service.....AP  
 Transcription Service.....WBS  
 Membership.....NAB

**Personnel**

President-General Manager-  
 Station & Sales Manager...Alfred H. Temple  
 Program Director-Production  
 Manager-Musical Dir.....Edward A. Baumel  
 Chief Engineer.....T. Neal Kenyon

**WLAK**

LAKELAND—EST. 1936

NATIONAL BROADCASTING CO.  
 FLORIDA WEST COAST GROUP

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned, Operated By.....S. O. Ward  
 Address.....P.O. Box 1211  
 Phone Number.....2127  
 Transmitter Location.....1412 East Lime St.  
 Time on the Air.....6 a.m. to 12:05 a.m.  
 News Service.....UP  
 Representative.....John E. Pearson Co.  
 Membership.....NAB, BMB

**Personnel**

Owner-General Mgr.-Production Mgr.  
 Station Manager.....S. O. Ward  
 Assistant Mgr.....Bill Reeves  
 Sales Manager.....Powell Adams  
 Program Director.....Maxine Tyner  
 Publicity Director.....Bill Reeves  
 Chief Announcer.....William P. Lee  
 Musical Director-Record MC...George Friend  
 Chief Engineer.....Bill Lee

**WGBS**

MIAMI—EST. 1939

AMERICAN BROADCASTING CO.  
 FLORIDA-AMERICAN GROUP

Frequency: 710 Kc.....Power: 10,000 Watts  
 Owned by.....The Fort Industry Co.  
 Operated by.....The Fort Industry Co.  
 Address.....1605 Biscayne Blvd.  
 Phone Number.....9-2401  
 Transmitter Location.....10 miles  
 Time on the Air.....Unlimited  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus,  
 Lang-Worth  
 Representative.....The Katz Agency, Inc.  
 Membership.....NAB, BMB

**Personnel**

President.....George B. Storer  
 Station Manager.....Stanton P. Kettler  
 Sales Manager.....M. N. Babcock  
 Sales Promotion Manager.....Frank Jaffe  
 Musical Director.....Virginia Taylor

# W I O D

MIAMI—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned By.....Miami Daily News, Inc.  
 Operated By.....Isle of Dreams Broad. Corp.  
 Business Address.....600 Biscayne Blvd.  
 Phone Number.....3-6444  
 Transmitter Location.....Cameo Island, North  
 Bay Causeway  
 Time on the Air...Weekdays, 6:00-12:05 a.m.;  
 Sundays, 8:00-12:05 a.m.  
 Newspaper Affiliation.....Miami Daily News  
 News Service.....AP, INS, UP  
 Transcription Service.....AMP, Standard  
 Representative...George P. Hollingbery Co.;  
 Harry E. Cummings  
 Membership.....NAB, BMB

## Personnel

President.....Daniel J. Mahoney  
 General Mgr.-Station Mgr...James M. Legate  
 Sales Manager.....Robert L. Fidler  
 Sales Promotion Manager..Martha Henriquez  
 Program Director.....Warren Sinot  
 Musical Director.....Earle Barr Hanson  
 Chief Engineer.....Milton C. Scott

# W Q A M

MIAMI—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: \$60 Kc.....Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Operated..The Miami Broadcasting Co.  
 Address.....327 N.E. 1st Ave., Box 3741  
 Phone Number.....2-6121  
 Studio Address.....Postal Pacific Bldg.  
 Transmitter Location.....Biscayne Bay  
 Time on the Air.....6:30 a.m. to 1:05 a.m.  
 News Service.....AP  
 Transcription Service....World Broadcasting  
 Representative.....John Blair & Co.  
 Membership.....NAB, BMB

## Personnel

President-General Mgr.....Fred W. Borton  
 Asst. to President.....Hazel McGuire  
 Sales Manager.....Fred W. Mizer  
 Sales Promotion Mgr.....Laura Eggleston  
 Program Dir.-Publicity....Marjorie Christopher  
 Production Manager.....Walter Svehla  
 Chief Engineer.....Earle Lewis



National Representatives  
 GEORGE P. HOLLINGBERY CO.

Southeast Representative  
 HARRY E. CUMMINGS



JAMES M. LeGATE, Gen. Manager

5,000 WATTS \* 610 KC \* NBC

# W K A T

MIAMI BEACH—EST. 1937  
MUTUAL BROADCASTING SYSTEM

Frequency: 1360 Kc.....Power: 1000 Watts  
Owned-Operated By.....A. Frank Katzentine  
Address.....1759 Bay Road  
Phone Number.....5-5711  
Transmitter Location.....1759 Bay Road  
Time on the Air.....6:00 a.m. to 1:00 a.m.  
News Service.....UP  
Transcription Service.....Cole, Standard, BMI  
Representative.....Radio Advertising Co.  
Membership.....NAB

## Personnel

Owner.....A. Frank Katzentine  
General Manager.....John I. Prosser  
Business Manager.....Arthur C. Wampler  
Program Manager.....Robert Beutel  
Engineers.....Art Smith, Tom Magee  
Record MC.....Dick Stern

# WINZ

MIAMI BEACH—EST. 1946

Frequency: 940 Kc...Power: 1000 Watts d. only  
Owned-Operated By..Hollywood Broadcasting  
Co., Inc.  
Address.....Cadillac Hotel  
Transmitter Location.....North Miami Beach  
Studio Address.....Alcazar Hotel, Miami;  
Great Southern Hotel, Hollywood, Fla.  
Time on the Air.....6:30 a.m. to 5:45 p.m.

## Personnel

President.....Jonas Wel'and  
General Manager.....Wells F. Bruen

# W T M C

OCALA—EST. 1939

MUTUAL-KBS

Frequency: 1490 Kc.....Power 250 Watts  
Owned-Operated By...Ocala Broad. Co., Inc.  
Address.....Anthony Rd. at Henry St.  
Phone Number.....128 and 185  
Studio Address.....1 Broadcast Place  
Transmitter Location.....Anthony Rd.  
Time on Air.....6:00 a.m. to 12 midnight  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....John H. Perry Associates

## Personnel

President.....John H. Perry  
General Manager.....T. S. Gilchrist, Jr.  
Chief Engineer.....Donald H. Richardson

# W D B O

ORLANDO—EST. 1924  
COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts  
Owned-Operated By....Orlando Broadcasting  
Business Address.....563 N. Orange Ave.  
Phone Number.....6181  
Transmitter Location..Dubsread Country Club  
Time on the Air.....4:55 a.m. to 1:05 a.m.  
News Service.....UP and AP  
Transcription Service.....World Broadcasting  
System and NBC Thesaurus  
Representatives.....John Blair & Co. and  
Harry E. Cummings  
Membership.....NAB, BMB

## Personnel

President and General  
Manager.....Colonel George C. Johnston  
Vice-Pres. and Exec. Officer, Harold P. Danforth  
National Sales and Program  
Director.....W. G. McBride  
Local Sales Manager.....J. M. Pedrick  
Copy Chief.....Walter Barden  
Musical Director.....Walter D. Kimble  
Chief Engineer.....James E. Yarbrough

# W L O F

ORLANDO—EST. 1940  
AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Hazlewood, Inc.  
Business Address.....Angebilt Hotel Bldg.  
Phone Number.....8163-8164  
Transmitter Location.....Near Orlando  
Time on the Air.....6:00 a.m. to 12:05 a.m.  
Sunday: 7:00 a.m. to 12:05 a.m.  
News Service.....INS  
Transcription Service.....Lang-Worth  
Membership.....NAB, BMB

## Personnel

General Manager.....Victor Bulsset

# W O R Z

ORLANDO—EST. 1946

Frequency: 740 Kc.....Power: 1000 Watts  
Owned-Operated By.....Central Florida  
Broadcasting Co.  
Address.....P.O. Box 2231  
Phone Number.....2-0552  
Studio Address.....790 N. Orange Ave.  
Transmitter Location.....Winter Garden Rd.  
News Service.....AP  
Representative.....Weed & Co.  
Membership.....NAB

**Personnel**

President ..... James Dandelake  
 Station Manager ..... Eugene D. Hill  
 Program Director ..... Paul Parker  
 Chief Engineer ..... H. B. Greene

**W W P F\***

**PALATKA—EST. 1946**

Frequency: 800 Kc.....Power: 250 Watts  
 Owned-Operated By.....Palatka Broad. Co.  
 Address.....105½ N. Second St.  
 Transmitter Location.....East Palatka  
 Time on the Air.....Sunrise to sunset (local)  
 News Service.....UP  
 Transcription Service.....Lang-Worth

**Personnel**

Owners.....J. E. Massey, L. C. McCall  
 General Mgr.-Chief Engineer.....L. C. McCall  
 Commercial Manager.....H. A. Carlton

\*Construction Permit

**W W P G**

**PALM BEACH—EST. 1941**

**AMERICAN BROADCASTING CO.**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Palm Beach  
 Broadcasting Corp.  
 Business Address.....South Ocean Blvd.  
 Phone Number.....West Palm Beach 21515,  
 Lake Worth 500  
 Transmitter Location.....South Ocean Blvd.  
 Time on the Air.....7:00 a.m. to Midnight  
 News Service .....AP  
 Transcription Service...Lang-Worth, Thesaurus  
 Representative.....Joseph Hersey McGillvra

**Personnel**

President.....Charles E. Davis  
 Station Manager.....Donald S. Greenliel  
 Chief Engineer.....Clyde E. Walkden  
 Commercial Manager.....D. S. Greenliel  
 Program Director.....Alice Danahy  
 Promotion Manager.....Louise Adler

**W D L P**

**PANAMA CITY—EST. 1940**

**MUTUAL—KBS**

**ALABAMA STATE FOOTBALL NETWORK**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Panama City Broad-  
 casting Co., Inc.  
 Address.....West Beach Drive

Phone Number .....777  
 Transmitter Location.....West Beach Drive  
 Time on the Air.....5:30 a.m. to 11:00 p.m.  
 Sunday: 7:30 a.m. to 10:15 p.m.  
 News Service .....AP  
 Transcription Service.....World  
 Newspaper Affiliation....Panama City News  
 Herald  
 Representative.....John H. Perry Associates  
 Membership .....NAB

**Personnel**

President .....John H. Perry  
 General Mgr.-Station Mgr.-  
 Sales Manager.....Byron Hayford  
 Sales Promotion Mgr.....John Thomas  
 Program Director.....Byron Hayford  
 Chief Announcer-Chief Engineer...Elmer Scott  
 Record MC .....Don Brookins

**W B S R**

**PENSACOLA—EST. 1946**

**AMERICAN BROADCASTING COMPANY**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Escambia Broad. Co.  
 Address.....San Carlos Hotel, P.O. Box 926  
 Phone Number .....6173-4  
 Transmitter Location.....Moreno at "O" Sts.  
 Time on the Air.....5:30 a.m. to 12 midnight  
 News Service .....AP  
 Transcription Service.....Lang-Worth,  
 NBC Thesaurus  
 Membership .....NAB

**Personnel**

President-General Mgr.....Miss Ruth Braden  
 Station Manager.....Irving F. Welch  
 Commercial Manager.....Robert O. Forsyth  
 Program Manager.....Miss Judith Lawton  
 Chief Announcer .....Russell Hirsch  
 Chief Engineer.....G. E. Bert Mead  
 Record MC.....Roger Nash

**W C O A**

**PENSACOLA—EST. 1926**

**NATIONAL BROADCASTING CO.**

Frequency: 1370 Kc....Power 1000 d.; 500 n.  
 Owned-Operated By..Pensacola Broadcasting  
 Co.  
 Address.....San Carlos Hotel, Box 1669  
 Phone Number .....4111-4112  
 Transmitter Location.....Foot of Bay Bridge  
 Time on the Air.....18 hours daily:  
 Sunday: 16 hours.  
 Newspaper Affiliation .....News-Journal  
 News Service.....UP  
 Transcription Service .....World  
 Representative.....John H. Perry Associates  
 Membership .....NAB

**Personnel**

President.....John H. Perry  
 General Mgr.....Jack Rathbun  
 Program Director.....W. R. Johnston  
 Musical Director.....Jane Smith  
 Chief Engineer.....Harold Heath

**WFOY**

**ST. AUGUSTINE—EST. 1936**  
 COLUMBIA BROADCASTING SYSTEM  
 FLORIDA BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Fountain of Youth  
 Broadcasting Co.  
 Address.....Magnolia Ave., Box 588  
 Phone Number.....1622  
 Transmitter Location.....Magnolia Ave.  
 Time on the Air.....6:30 a.m. to 12:05 a.m.;  
 Sunday, 7:30 a.m. to 12:05 a.m.  
 News Service.....UP  
 Representative.....Weed & Co.  
 Transcription Service.....NBC Thesaurus

**Personnel**

President-General Mgr...Glenn Marshall, Jr.  
 Station-Commercial Mgr.....John Cummins  
 Program Manager...Frankie Collyer Walker  
 Publicity Director.....Bernice McCarter  
 Chief Announcer-Chief Engineer..Pat Bernhard

**WSUN**

**ST. PETERSBURG—EST. 1927**  
 AMERICAN BROADCASTING CO.

Frequency: 620 Kc.....Power: 5000 Wat\*  
 Owned-Operated By..City of St. Petersburg,  
 Address.....P. O. Box 240, Municipal Pier  
 Phone Number.....4747-4748  
 Transmitter Location.....Clearwater, Fla.  
 Time on the Air.....6:30 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....Associated Music,  
 SESAC  
 Representative.....Weed & Company  
 Membership.....NAB, BMB

**Personnel**

Station Manager.....Norman E. Brown  
 Commercial Manager.....Vera M. New  
 Sales Promotion Manager...Norman E. Brown  
 Program Director-Engineer.....Louis J. Link  
 Musical Director.....Edith Sexton

**WTSP**

**ST. PETERSBURG—EST. 1939**  
 MUTUAL BROADCASTING SYSTEM

Frequency: 1380 Kc....Power 1000 d.; 500 n.  
 Owned-Operated By..Pinellas Broadcasting Co.  
 Address.....470 First Avenue South  
 Phone Number.....8108

Studio Address...Times Bldg., St. Petersburg  
 Transmitter Location...35th Ave. and 4th St., N.  
 Time on the Air.....6:30 a.m. to 12 midnight,  
 Sundays, 7:30 a.m. to 12 midnight  
 Newspaper Affiliation.....St. Petersburg  
 Morning Times  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....John E. Pearson Co.  
 Membership.....NAB

**Personnel**

President.....Irwin A. Simpson  
 General Manager.....Herbert T. Anderson  
 Commercial Manager.....Coburn Gum  
 Publicity Director.....Jack Faulkner  
 Program Director.....Herbert T. Anderson  
 Chief Announcer.....Dick Bingham  
 Chief Engineer.....William D. Mangold

**WSPB**

**SARASOTA—EST. 1939**  
 COLUMBIA BROADCASTING SYSTEM  
 FLORIDA WEST COAST GROUP

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WSPB, Inc.  
 Business Address.....City Island, Sarasota  
 Phone Number.....2564-5  
 Transmitter Location....City Island, Sarasota  
 Time on the Air.....6:00 a.m. to 11:30 p.m.  
 Saturday: 6:00 a.m. to 12:05 a.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 National Representative...John E. Pearson Co.  
 Membership.....BMB

**Personnel**

President.....Robert C. Jones, Jr.  
 General Mgr.-Station Mgr....John B. Browning  
 Sales or Commercial Mgr....Robert C. Neff  
 Program Director.....Dawn Provost  
 Chief Engineer.....James E. Grant

**WRHP**

**TALLAHASSEE—EST. 1946**  
 KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Tallahassee  
 Appliance Corp.  
 Address.....Hotel Floridan  
 Phone Number.....500  
 Transmitter Location.....East Park Avenue  
 Time on Air.....Full Time License  
 Representative.....Thomas F. Clark Co., Inc.

**Personnel**

Pres. and Gen. Mgr.....Frank W. Pepper  
 Commercial Manager.....W. B. Fraker

# WTAL

TALLAHASSEE—EST. 1943

MUTUAL

Frequency: 1340 Kc.....Power: 250 d.; 250 n.  
Owned-Operated

By.....Capitol City Broadcasting Corp.  
Address.....P.O. Box 989  
Phone Number.....2160  
Transmitter Location.....Thomasville Rd.  
Time on the Air.....18 hours daily;  
17 hours Sunday

News Service.....UP and AP  
Transcription Service...Standard & Thesaurus  
National Representative..John H. Perry Assoc.  
Membership.....NAB

## Personnel

President.....John H. Phipps  
General Manager.....Teresa M. Myers  
Station Manager.....O. Jennings; Knox  
Commercial Manager.....Harriet B. Carson  
Sales Promotion-Merchandising  
Manager.....Archibald Withers  
Program Director.....Read W. Wynn  
Production Manager.....Anne Alfriend  
Publicity Director.....Myrtle Johnson  
Musical Director.....Donald A. Phillips  
Chief Announcer.....Garth Bowen  
Chief Engineer.....William A. Snowden, Jr.  
Record MC.....McNeil Withers

# WDAE

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1250 Kc.....Power: 5000 Watts  
Owned-Operated By..Tampa Times Company  
Business Address.....114 N. Franklin St.,  
P.O. Box 2409

Phone Number.....M-1818  
Studio Address.....Tampa Terrace Hotel  
Transmitter Location..Forest Hills Country  
Club Area

Time on the Air.....Full Time  
Newspaper Affiliation...Tampa Daily Times  
News Service.....AP  
Transcription Service.....World, MacGregor  
Representative.....The Katz Agency, Inc.  
Membership.....NAB

## Personnel

President.....David E. Smiley  
General Mgr.-Station Mgr.-  
Sales Manager.....L. Spencer Mitchell  
Program Director-Production Mgr.-  
Publicity Director.....Kenneth W. Skelton  
Chief Announcer-Record MC...Sol Fleischman  
Musical Director.....Ed C. Walker  
Chief Engineer.....William Pharr Moore

# WFLA

TAMPA—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 970 Kc.....Power: 5000 Watts  
Owned-Operated By.....The Tribune Co.  
Address.....Lafayette & Hyde Park Ave.,  
P.O. Box 1410

Phone Number.....Tampa H 1828-9  
Transmitter Location.....East Entrance  
Davis Causeway, Columbus Drive

Time on the Air.....6:30 a.m. to 12:05 a.m.  
Newspaper Affiliation.Tampa Morning Tribune  
News Service.....UP  
Transcription Service.....NBC Thesaurus,  
Lang-Worth

Representative.....John Blair & Co.  
Membership.....NAB

## Personnel

President.....J. S. Mims  
General Mgr.-Station Mgr..Chas. G. Baskerville  
Sales Manager.....Bert Arnold  
Sales Promotion Mgr.....Lucille Youmans  
Production Mgr.-Program Dir....Paul M. Jones  
Publicity Director.....Tom Matthews  
Chief Announcer.....Mardi Liles  
Musical Director.....Frank Grasso  
Chief Engineer.....Joseph Mitchell

(CALL LETTERS TO BE ASSIGNED)  
TAMPA\*

Frequency: 1110.....Power: 250 Watts  
Permittee.....W. Walter Tison

\*C.P.

# WJNO

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FLORIDA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....WJNO, Inc.  
Address.....1500 N. Flagler Dr.  
Phone Number.....3638-9-40

Transmitter Location....1500 N. Flagler Drive  
Time on the Air.....6:30 a.m. to 12:05 a.m.  
News Service.....UP  
Transcription Service....World, Capitol, Cole  
Representative.....Radio Advertising Co.

Membership.....NAB

## Personnel

General Mgr.-Station Mgr.-  
Sales Manager.....Steve Willis  
Program Director-Publicity  
Director.....Matt Gettings  
Chief Announcer.....Dave Webster  
Musical Director-Record MC.....Cal Morrow  
Chief Engineer.....Otis Wright

*Atlanta's  
New*



"WHERE PEACHTREE MEETS PONCE DE LEON"  
STUDIOS AND GENERAL OFFICES  
GEORGIAN TERRACE HOTEL

MIKE BENTON, PRESIDENT

MAURICE COLEMAN, GENERAL MANAGER

*General Broadcasting Company*

# '47's the year!

## TWO GREAT STATIONS BECOME GREATER

*To Better Serve a Growing South..*

**WRBL COLUMBUS, GA.**  
1420 KC (CBS)

**WATL ATLANTA, GA.**  
1380 KC (MBS)

*Increasing to* **5000** watts  
(UNLIMITED TIME)

NATIONALLY REPRESENTED BY

**George P. Hollingbery Co.**

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

LOS ANGELES

ATLANTA



# GEORGIA

Estimated Population 3,241,516—Radio Homes 580,054  
Stations in State 47

## W A L B

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1590 Kc.....Power: 1000 Watts  
Owned-Operated By...Herald Publishing Co.  
Address.....Albany Theater Arcade Bldg.  
Phone Number.....389 & 3256  
Transmitter Location.....Leesburg Road  
Time on the Air.....6:55 a.m. to 11:30 p.m.  
Newspaper Affiliation.....Albany Herald  
News Service.....AP  
Transcription Service....World Broadcasting  
Representative....Burn-Smith Co.; Frank Cook  
Membership.....NAB, BMB

### Personnel

President.....Henry T. McIntosh  
General Mgr.-Station Mgr.-Sales  
Promotion Mgr.-Pub. Dir....Abner M. Israel  
Chief Announcer-Record MC....Herb Harris  
Chief Engineer.....George Waldon

## W G P C

ALBANY—EST. 1933

COLUMBIA BROADCASTING SYSTEM  
GEORGIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By..Albany Broadcasting Co.  
Address.....125½ N. Jackson St.  
Phone Number.....1370-1  
Transmitter Location.....Gillionville Road  
Time on the Air.....6:45 a.m. to 12:05 a.m.  
News Service.....UP  
Transcription-Service.....NBC Thesaurus  
Representative.....George P. Hollingberry  
Membership.....NAB, BMB

### Personnel

President-Gen. Mgr.....J. W. Woodruff, Jr.  
Station Manager.....Leonard M. George  
Musical Director.....Royce Jones

## W G A U

ATHENS—EST. 1938

CBS—KBS

GEORGIA SPORTS-NETWORK

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....J. K. Patrick & Co.  
Address.....Bobbin Mill Road  
Phone Number.....1741-2  
Transmitter Location.....Bobbin Mill Road  
Time on the Air.....Unlimited  
Transcription Service.....Standard Radio  
and Keystone  
Membership.....NAB, BMB, GAB

## Personnel

General Mgr.-Station Mgr..Robert Lewis Doster  
Chief Engineer.....William J. Evans

## W A G A

ATLANTA—EST. 1937

AMERICAN BROADCASTING CO.

Frequency: 590 Kc.....Power: 5,000 Watts  
Owned By.....The Fort Industry Company  
Operated By.....Liberty Broadcasting Co.  
Address.....Western Union Bldg.  
Phone Number.....Main 5101  
Transmitter Location....1299 N. Druid Hills Rd.  
Time on the Air....5:25 a.m. to 12 midnight  
News Service.....AP, INS  
Transcription Service.....NBC Thesaurus  
and Lang-Worth  
Representative.....Headley-Reed Co.  
Membership.....NAB, BMB

### Personnel

President.....George B. Storer  
Acting Mgr.-Sales Mgr....James E. Bailey  
Sales Promotion Mgr.....Ewald Kockritz  
Chief Engineer.....Ary Brown

## W A T L

ATLANTA—EST. 1931

MUTUAL BROADCASTING SYSTEM  
GEORGIA RADIO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By..Atlanta Broadcasting Co.  
Address.....Henry Grady Building  
Phone Number.....Walnut 4377  
Transmitter Location....Henry Grady Building  
Time on the Air.....6:00 a.m. to 1:00 a.m.  
News Service.....UP  
Transcription Service....Lang-Worth, Standard  
Representative....George P. Hollingberry Co.  
Membership.....NAB

### Personnel

Owner.....J. W. Woodruff  
Vice-Pres.-Exec. Mgr.....J. W. Woodruff, Jr.  
General Manager.....Walter P. Speight, Jr.  
Sales Manager.....Samuel W. Kane  
Program Director.....James M. Hardin  
Musical Director.....Cliff Cameron  
Chief Engineer.....Henry Fincher  
Record MC.....Jerry Sears

ONE OF AMERICA'S GREAT STATIONS



**GEORGIA'S**  
*Big* **STATION**

Not merely big in power—though it is—but big in attitude... and big in recognition of its opportunity to serve. Be they commercial or not, WSB does big jobs for its patrons. It has the mass audience needed to sell an idea or a product in a big way. If you are interested in the South you will be interested in...

**WSB**  
*The Voice of the South*  
ATLANTA

750 KC • 50,000 WATTS • CLEAR CHANNEL • NBC AFFILIATE

*Owned and operated by  
The Atlanta Journal.  
National Representative:  
Edward Petry & Co., Inc.*

# WBGE

ATLANTA—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts  
Owned and Operated By.....General  
Broadcasting Co.

Address.....Georgian Terrace Hotel  
Transmitter Location.....West Peachtree and  
Pine Sts.

Phone Number.....Vernon 1194  
Time on the Air.....24 Hours Daily  
News Service .....AP

## Personnel

President .....Mike Benton  
General Manager.....Maurice Coleman

*\* Incomplete At Press Time  
See Page 371*

# WGST

ATLANTA—EST. 1924

COLUMBIA BROADCASTING SYSTEM  
GEORGIA MAJOR MARKET TRIO

Frequency: 920 Kc..Power: 5000 d.; 1000 n.  
Owned-Operated By.....Regents of the  
University System of Ga.

Address.....Forsyth Bldg.  
Phone Number.. ..Walnut 8441

Transmitter Location....Cheshire Bridge Rd.  
Time on the Air.....6 a.m. to 12 midnight  
News Service .....AP  
Transcription Service.....World Broadcasting  
System and NBC Thesaurus  
Representative ..... The Katz Agency  
Membership.....NAB, BMB

## Personnel

Chair. Radio Comm.....Frank Spratlin  
General Mgr.-Sales Mgr.....John Fulton  
Sales Promotion-Publicity Dir.....Dixon Babb  
Program Director.....Jack Kelly  
Production Manager.....Don Naylor  
Musical Director.....Lola Wallace  
Chief Engineer.....Ben Akerman

# WSB

ATLANTA—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 750 Kc.....Power: 50,000 Watts  
Owned-Operated By.....The Atlanta Journal  
Company

Address ..... Biltmore Hotel  
Phone Numbers.....Hemlock 1045  
Transmitter Location.....Tucker, Ga.  
Time on the Air....5:00 a.m.-12:30 a.m. daily;  
7:00 a.m.-12:30 a.m. Sunday

## GEORGIA TECH STATION

# WGST

*Georgia's 2<sup>nd</sup> Station*  
**IN FAMILY COVERAGE\***

- ▶ GOOD PROGRAMS
- ▶ MERCHANDISING
- ▶ PROMOTIONS

Represented Nationally by the **KATZ Agency**

\* Broadcast Measurement Bureau

Newspaper Affiliation.....The Atlanta Journal  
 News Service.....AP, UP and INS  
 Transcription Service...Standard Radio, World,  
 Associated  
 Representative.....Edward Petry & Co.  
 Membership.....NAB, BMB

**Personnel**

Managing Director.....J. Leonard Reinsch  
 General Manager.....John M. Outler, Jr.  
 Sales Manager.....Frank Gaither  
 Sales Promotion Mgr.....Lorin Myers  
 Program Director.....Marcus Bartlett  
 Production Manager.....M. K. Toalson  
 Publicity Director.....Jean Hendrix  
 Chief Announcer.....Roy McMillan  
 Musical Director.....Albert Coleman  
 Chief Engineer.....C. F. Daugherty

**W B B Q**

**AUGUSTA—EST. 1947**  
**MUTUAL**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Savannah Valley  
 Broadcasting Co.  
 Business Address.....Augusta, Ga.  
 Studio Address.....Sand Bar Ferry Rd.  
 Time on the Air.....5 a.m.-12:30 a.m.;  
 Sundays 7:55 a.m.-12:30 a.m.  
 News Service.....AP, INS  
 Transcription Service.....Associated,  
 Cole, Standard  
 Representative Joseph Hershey McGillvra, Inc.  
 Membership.....NAB

**Personnel**

President-Owner-Gen. Mgr.-  
 Station Mgr.....George G. Weiss  
 Commercial Manager.....John Watkins  
 Program-Production Director....George Scott  
 Promotion Director.....Charon Page  
 Chief Announcer.....George Scott  
 Record MC-Musical Director....Robert Nelson  
 Chief Engineer.....David Freeman

**W G A C**

**AUGUSTA—EST. 1940**  
**AMERICAN BROADCASTING CO.**

Frequency: 580 Kc.....Power: 5000 Watts d.;  
 Owned-Operated By...The Twin States Broad-  
 casting Company  
 Address.....7th at Broad St.  
 Phone Number.....2-5858  
 Transmitter Location.....Martinez, Ga.  
 Time on the Air.....6:00 a.m. to 12 midnight  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus  
 and Standard  
 Representative.....Headley-Reed Company  
 Membership.....NAB, BMB

**Personnel**

Pres.-Owner or Chief Exec.-Vice-Pres.  
 General Mgr.-Station Mgr.....J. B. Fuqua  
 Sales or Comm. Mgr.....D. M. Kelly, Jr.  
 Program Director-  
 Chief Announcer.....Steve D. Manderson  
 Production Manager.....Lonny Moore  
 Publicity Director.....Margaret Keel  
 Musical Director.....John B. Vance  
 Chief Engineer.....Jack Jopling  
 Record MC.....Lonny Moore

**W R D W**

**AUGUSTA—EST. 1930**

**COLUMBIA BROADCASTING SYSTEM**  
 Frequency: 1480 Kc.....Power: 5,000 Watts  
 Owned-Operated By..Augusta Broadcasting  
 Company  
 Address.....8th & Broad Streets  
 Phone Numbers.....2-8805-6-7  
 Transmitter Location.....Berckmans Road  
 Time on the Air.....18 hrs.  
 News Service.....UP  
 Transcription Service.....World Broadcasting  
 System, Lang-Worth  
 Representative.....George P. Hollingbery  
 Membership.....NAB, BMB

**Personnel**

President.....Wm. K. Jenkins  
 Station Manager.....W. R. Ringson  
 Commercial Manager.....Wm. B. Smart  
 Program-Production Mgr.....Joe G. Hunt  
 Chief Engineer.....Harvey Aderhold

**W M G R**

**BAINBRIDGE—EST. 1946**  
**MUTUAL BROADCASTING SYSTEM**  
**GEORGIA SPORTS NETWORK**  
**KBS**

Frequency: 1490 kc.....Power: 250 Watts  
 Owned-Operated By.....S. Marvin Griffin  
 Address.....Callahan Bldg.  
 Phone Number.....77  
 Transmitter Location.....Faceville Highway  
 Time on the Air.....7:00 a.m. to 11:05 p.m.  
 Newspaper Affiliation.....Post-Searchlight  
 News Service.....AP  
 Transcription Service.....SESAC, Keystone

**Personnel**

Owner.....S. Marvin Griffin  
 Gen. Mgr.-Station Mgr.-  
 Sales Manager.....Dixon Babb  
 Program Director.....Barbara Ann Johnson

**W M O G**

**BRUNSWICK—EST. 1940**  
**MUTUAL BROADCASTING SYSTEM**  
**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By....Coastal Broadcasting  
 Company, Inc.  
 Address .....St. Simons Island Causeway  
 Phone Number ..... 1500  
 Transmitter Location...St. Simons Causeway  
 Time on the Air.....7 a.m. to 12 midnight  
 News Service .....UP  
 Transcription Service.....NBC Thesaurus  
 Representative .....Clark  
 Membership ..... BMB

**Personnel**

President.....Mrs. Alma W. King  
 General Mgr.-Station Mgr.-  
 Sales Mgr.-Chief Engineer..Kenneth E. White  
 Sales Promotion Mgr.....Valentine Peck  
 Program Director-Chief Announcer  
 Record MC.....Bob Martin

**W B H F**

CARTERSVILLE—EST. 1946

KBS

Frequency: 1450 Kc.....Power 250 Watts  
 Owned and Operated By.....W. Ryan Frier  
 Address .....Cartersville  
 Transmitter Location.....Cartersville

**Personnel**

General Manager.....John H. French

**W G A A**

CEDARTOWN—EST. 1941

ABC

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Northwest Georgia  
 Broadcasting Co.

Address .....West Theater Bldg.  
 Phone Number.....777 and 570  
 Transmitter Location.....Cave Spring Rd.  
 Time on the Air.....18½ hours daily  
 News Service .....AP  
 Transcription Service .....World  
 Representative.....William B. Estes  
 Membership.....NAB, BMB

**Personnel**

President.....O. C. Lam  
 Station Mgr.-Sales Mgr.....William B. Estes  
 Chief Engineer.....Chessley Hooper  
 Record MC.....Ed Reilly

**W D A K**

COLUMBUS—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By....Radio Columbus, Inc.

Address .....1028½ Broadway  
 Phone Number.....3-2771  
 Transmitter Location.....Brick Yard Rd.:  
 Phenix City, Ala.  
 Time on the Air.....6 a.m. to 1 a.m.  
 News Service.....AP  
 Representative.....Headley-Reed Co.  
 Transcription Service .....World

**Personnel**

President-General Mgr.....Allen M. Woodall  
 Sales-Commercial Manager...James W. Hicks  
 Sales Promotion-Merchandising Mgr.. Ben Lucas  
 Program Director.....Dora Anna Gay  
 Production Manager.....Dennis Brown  
 Publicity Director.....Henry East  
 Chief Announcer.....Joe Byars  
 Musical Director.....Gertrude Handley  
 Record m. c.....Tommy Tucker  
 Chief Engineer.....DeForrest Layton

**W R B L**

COLUMBUS—EST. 1928

COLUMBIA BROADCASTING SYSTEM  
 GEORGIA SPORTS NETWORK

Frequency: 1230 Kc. (CP-1420).....Power:  
 250 Watts (CP-5000 Watts)

Owned and Operated By....Columbus Broad-  
 casting Company

Address .....1420 Second Avenue  
 Phone Number.....2-0601  
 Transmitter Location.....3009½ Howard Ave.  
 Time on the Air.....5:45 a.m. to 1:00 a.m.:  
 Sunday: 6:30 a.m. to 1:00 a.m.

News Service .....UP  
 Transcription Service..Lang-Worth, Thesaurus.  
 SESAC

Representative.....George P. Hollingberry  
 Membership ..... NAB

**Personnel**

Chief Executive.....J. W. Woodruff  
 Exec. & National Sales Manager-  
 Station Manager.....J. W. Woodruff, Jr.  
 Local Sales Manager.....W. S. Masste  
 Sales Promotion Mgr.-  
 Publicity Director.....Ed J. Hennessey  
 Program-Production Mgr.....Gale Martin  
 Chief Engineer.....Joe Gamble

**W M J M**

CORDELE—EST. 1940

MUTUAL BROADCASTING SYSTEM  
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power 250 d.; 100 m.  
 Owned By....Cordele Dispatch Publishing Co.  
 Operated By.....James S. Rivers  
 Address.....P.O. Box 432

Phone Number .....666  
 Transmitter Location.....20th Ave. & B St.  
 Time on the Air.....6:30 a.m. to 11:30 p.m.  
 Newspaper Affiliation.....Cordele Dispatch  
 Publishing Co.  
 News Service .....UP  
 Transcription Service.....WBS  
 Membership.....NAB, BMB

**Personnel**

President .....John W. Greer  
 General Manager-Sales  
 Promotion Manager.....James S. Rivers  
 Sales Manager.....Tiny Turner  
 Publicity Director-Record MC..William Blizzard  
 Chief Announcer.....Bruce Smith  
 Musical Director.....Tiny Turner  
 Chief Engineer.....William Hill

**WMOC**

**COVINGTON—EST. 1946**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By..The Covington News, Inc.  
 Address .....Covington, Ga.  
 Phone Number.....2275  
 Transmitter Location.....Covington, Ga.  
 Time on the Air.....6:00 a.m. to 11:00 p.m.;  
 Sunday: 8:00 a.m. to 11:00 p.m.  
 Newspaper Affiliation....Covington News, Inc.  
 News Service.....AP  
 Transcription Service.....World

**Personnel**

President.....A. Belmont Dennis  
 General Mgr.-Station Mgr.-  
 Chief Engineer.....Willard E. Botts  
 Sales Mgr.-Program Director....Melvin Merz

**WBLJ**

**DALTON—EST. 1940**

**MUTUAL BROADCASTING SYSTEM  
 GEORGIA SPORTS NETWORK—KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Dalton Broad. Corp.  
 Address.....Kenemer Bldg.  
 Phone Number.....Dalton 684  
 Transmitter Location.....Fifth Ave.  
 Time on the Air.....17½ hours daily  
 News Service .....UP  
 Transcription Service...Lang-Worth, Keystone  
 Representative .....Cox & Tanz  
 Membership.....NAB, BMB

**Personnel**

President.....H. C. Kenemer  
 General Manager.....W. V. Williams  
 Publicity Director.....J. F. McGinley  
 Musical Director.....E. E. Graigmiles  
 Chief Engineer.....John S. Andrews

(CALL LETTERS TO BE ASSIGNED)  
**DOUGLAS\***

Frequency: 860 Kc.....Power: 1,000 Watts  
 Permittee.....Downing Musgrove

\*C.P.

**WMLT**

**DUBLIN—EST. 1945**

**MUTUAL BROADCASTING SYSTEM—KBS**

Frequency: 1340 kc.....Power: 250 Watts  
 Owned-Operated By..Dublin Broadcasting Co.  
 Address.....Box 659  
 Phone Number .....87L  
 Transmitter Location...Franklin & Moore Sts.  
 Time on the Air.....7:00 a.m. to 11:05 p.m.  
 News Service .....AP  
 Transcription Service...Standard, Lang-Worth  
 Representative.....Cox & Tanz  
 Membership.....NAB, BMB

**Personnel**

President.....George T. Morris  
 General Mgr.-Station Mgr.-Sales  
 Mgr.-Production Mgr. ....T. K. Vassy  
 Chief Engineer.....Wendell C. Roberts  
 Record MC.....Chuck Saunders

**WSGC**

**ELBERTON—EST. 1946**

**MUTUAL BROADCASTING SYSTEM  
 KEYSTONE BROADCASTING SYSTEM**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Elberton Broad. Co.  
 Address .....P.O. Box 603  
 Phone Number.....525  
 Transmitter Location.....Jones St. & Lake  
 Forest Drive  
 Time on the Air.....7:00 a.m. to 11:00 p.m.  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus  
 Representative .....Cox & Tanz

**Personnel**

Exec. Vice-Pres.-  
 Station Manager.....John L. Barnes  
 Chief Engineer.....Ernest Church

**WBHB**

FITZGERALD—EST. 1946

MUTUAL BROADCASTING SYSTEM

GEORGIA SPORTS NETWORK

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....J. Paul Stone &  
 R. M. Ware, Jr.  
 Address.....680 Block W. Roanoke Dr.  
 Phone Number.....740  
 Transmitter.....600 Block Roanoke Dr.  
 Time on the Air.....7:00 a.m. to 11:00 p.m.  
 News Service.....AP  
 Transcription Service.....Lang-Worth

**Personnel**

Owners.....J. Paul Stone, R. M. Ware, Jr.  
 General Mgr.-Station Mgr.-  
 Chief Engineer . . . . . R. M. Ware, Jr.  
 Program Dir.-Production Mgr.....Sidney King  
 Chief Announcer-Record MC.....Jack Owens

**WGGA**

GAINESVILLE—EST. 1941

MUTUAL

GEORGIA SPORTS NETWORK—KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By..Blue Ridge Broadcasting  
 Company  
 Address.....Athens Road  
 Phone Number.....1600-1601  
 Transmitter Address.....Athens Road  
 Time on the Air.....6 a.m. to 11:30 p.m.;  
 Sunday: 7:55 a.m. to 11:00 p.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Membership.....NAB

**Personnel**

Chief Executive.....Chas. H. Smithgall  
 General Manager.....H. Russ Holt  
 Station Manager.....L. H. Christian  
 Sales Manager.....E. F. MacLeod  
 Chief Announcer-Musical Director-  
 Record MC.....James A. Hartley  
 Chief Engineer.....L. H. Christian

**WKEU**

GRIFFIN—EST. 1934

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts  
 Address.....Griffin Hotel, Griffin  
 Time on the Air.....Daytime License  
 Transcription Service.....SESAC  
 Representative.....Sears & Ayer, Inc.

**Personnel**

Manager & Owner.....A. W. Marshall, Jr.

**WLAG**

LA GRANGE—EST. 1941

MUTUAL BROADCASTING SYSTEM—KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...LaGrange Broadcasting  
 Address.....303 Broome St.  
 Phone Number.....1700  
 Transmitter Location.....La Grange  
 Time on the Air.....Unlimited  
 Newspaper Affiliation...LaGrange Daily News  
 News Service.....UP  
 Transcription Service.....World, M. M. Cole  
 Representative.....Thomas F. Clark, Inc.  
 Membership.....NAB

**Personnel**

President.....Roy C. Swank  
 Station Manager.....Edwin Mullinax  
 Program Director.....John Boggess  
 Chief Engineer.....J. M. McKay

**WBML**

MACON—EST. 1940

AMERICAN BROADCASTING CO.

GEORGIA SPORTS NETWORK

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Middle Georgia  
 Broadcasting Company  
 Address.....First National Bank Building  
 Phone Number.....2728  
 Transmitter Location....8th & Cherry Streets  
 Time on the Air.....6 a.m. to 12 midnight;  
 News Service.....UP  
 Transcription Service.....NBC, Associated  
 Representative.....Joseph H. McGillivra  
 Membership.....NAB, BMB

**Personnel**

President.....E. D. Black  
 Vice-Pres.....E. G. McKenzie  
 General Manager.....Chas. W. Pittman  
 Sales Manager.....Walter Graham  
 Sales Promotion Mgr.....Harold Beaty  
 Publicity Director.....Lewis Smith  
 Chief Announcer.....Tommy Snellgrove  
 Chief Engineer.....H. S. Goodrich

**WMAZ**

MACON—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 940 Kc.....Power: 5000 Watts  
 Owned-Operated By...Southeastern Broad-  
 casting Company, Inc.  
 Address.....Bankers Insurance Bldg.

Phone Number .....3131  
 Transmitter Location.....Forsyth Road  
 Time on the Air.....5:45 a.m. to 12:15 a.m.  
 News Service.....INS, AP  
 Transcription Service.....World Broadcasting  
 System; Lang-Worth  
 Representative .....The Katz Agency  
 Membership.....NAB, BMB

**Personnel**

President-Chief Engineer...George P. Rankin  
 General Mgr.-Station Mgr.-  
 Publicity Director.....Wilton E. Cobb  
 Sales or Commercial Mgr.....Frank Crowther  
 Production Manager.....Frank Hubbs  
 Record MC .....Lloyd Harris

**W N E X**

**MACON—EST. 1945**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Macon Broadcasting Co.  
 Address.....Bibb Building, Cherry St.  
 Phone Number.....8211-2-3  
 Transmitter Location.....320 Rogers Ave.  
 Time on the Air.....6:00 a.m. to 12:35 a.m.  
 News Service .....AP  
 Transcription Service...NBC Thesaurus, Capitol  
 Representative .....Burn-Smith  
 Membership .....NAB

**Personnel**

President.....Ed. M. Lowe  
 General Mgr.-Station Mgr.-  
 Program Director .....Alfred Lowe  
 Sales or Commercial Manager-Sales  
 Promotion or Merchandising  
 Manager .....Carl M. Williams  
 Chief Announcer.....Raymond Penner  
 Musical Director.....Beverly McKenzie  
 Chief Engineer.....Ambrose Kibler  
 Record MC.....Ed Sharpe

**W F O M**

**MARIETTA—EST. 1946**

**KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned and Operated  
 By.....Chattahoochie Broadcasters  
 Address.....P.O. Box 131  
 Time on Air.....Unlimited License

**Personnel**

General Manager.....A. L. Jones

**W M V G**

**MILLEDGEVILLE—EST. 1946**

**MUTUAL—KBS**

**GEORGIA SPORTS NETWORK**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Jere N. Moore  
 Address .....Old State Capitol Bldg.  
 Phone Number.....250  
 Transmitter Location.....No. Side of Fishing  
 Creek, E. Side of Wayne St., S.  
 Time on the Air.....7:00 a.m. to 11:15 p.m.  
 Newspaper Affiliation.....Union Recorded  
 News Service.....AP  
 Transcription Service.....World, NBC  
 Thesaurus, KBS

**Personnel**

Owner.....Jere N. Moore  
 General Mgr.-Sales Mgr.....Michael T. Landy  
 Program-Publicity Director-  
 Record MC .....Jack O'Connor  
 Chief Announcer.....Douglas Henson  
 Chief Engineer.....Robert Hattaway

**W M G A**

**MOULTRIE—EST. 1939**

**SOUTH GEORGIA NETWORK—KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Frank R. Pidcock, Sr.  
 Address.....P.O. Box 310  
 Phone Number.....999  
 Transmitter Location.....P.O. Box 310  
 Time on the Air.....6:00 a.m. to 11:00 p.m.;  
 Sunday: 8:00 a.m. to 11:00 p.m.  
 News Service .....UP  
 Transcription Service.....NBC Thesaurus,  
 Keystone, World  
 Representative.....Thomas F. Clark Co.

**Personnel**

Owner.....John F. Pidcock  
 General Mgr.-Chief Engineer.Thomas R. Barber  
 Chief Announcer.....Robert S. Mansfield

**W K M A\***

**QUITMAN—EST. 1946**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned and Operated By.....Radio South

*\*Personnel not available at time of going to press.*



**WRGA**

ROME—EST. 1929

MUTUAL BROADCASTING SYSTEM

GEORGIA SPORTS NETWORK

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Rome Broadcasting Corp.  
 Address ..... National City Bank Building  
 Phone Number.....6589  
 Transmitter Location.....Seventh Ave.  
 Time on the Air.....6 a.m. to midnight;  
 Sunday, 7:00 a.m. to midnight  
 News Service .....UP  
 Membership.....NAB, BMB

**Personnel**

President.....John W. Quarles  
 General Manager.....Happy Quarles  
 Station Manager.....Mather Payne  
 Sales Manager.....Price Selby  
 Sales Promotion Manager.....Pinkie Talley  
 Program Director-Production Manager-  
 Record MC.....George Eubanks  
 Publicity Director.....Al Kirby  
 Chief Announcer.....Jim Roberts  
 Chief Engineer.....R. L. Starr

**WCCP**

SAVANNAH—EST. 1946

MUTUAL

GEORGIA SPORTS NETWORK

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....Dixie Broadcasting Co.  
 Operated By.....Carter C. Peterson  
 Business Address...P.O. Box 943, 140 Bull St.  
 Phone Number.....2-4182  
 Transmitter Location.....West Gwinnett St.  
 Time on the Air.....6:30 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service.....Standard  
 Membership.....NAB

**Personnel**

Pres.-Owner-General Mgr.. Carter C. Peterson  
 Station Manager.....Weldon Harris  
 Sales Promotion Manager... Louis H. Shepard  
 Program Director.....Robert Mann  
 Chief Engineer.....William E. Mocts

**W D A R**

SAVANNAH—EST. 1946

ABC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....A. C. Neff

Business Address.....14 W. Bay St.  
 Phone Number.....3-8807  
 Studio Address.....34 E. Bryan St.  
 Transmitter Location.....E. Hull St.  
 Time on the Air.....6:30 a.m. to 12 midnight  
 News Service.....AP  
 Transcription Service....Standard, McGregor  
 Representative.....Lew Avery  
 Membership.....NAB

**Personnel**

President-Owner .....A. C. Neff  
 General Mgr.-Station Mgr.  
 Commercial Mgr.-Sales Mgr.... John P. Dyer  
 Program Director-Production Mgr..Robert Finch  
 Chief Engineer.....Howard Jewett

**WFRP**

SAVANNAH—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Georgia Broad. Co.  
 Address .....219 E. Charlton St.  
 Transmitter Location.....Perry Lane  
 Time on the Air.....6:00 a.m. to 1:00 a.m.  
 News Service.....AP  
 Transcription Service.....Associated

**Personnel**

President-General Mgr.....James M. Wilder  
 Commercial Manager.....Al H. Evans  
 Sales Promotion Mgr.-Publicity  
 Director .....James Hayes  
 Program Director.....Roy Zess

**WSAV**

SAVANNAH—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....WSAV, Inc.  
 Address .....Liberty National Bank Building  
 Phone Number.....30234  
 Transmitter Location...President St. Extension  
 Time on the Air.....Unlimited  
 News Service.....AP  
 Transcription Service.....NBC Thesaurus  
 Representative .....George P. Hollingbery  
 Membership.....NAB, BMB

**Personnel**

President-General Mgr.....Harben Daniel  
 Asst. Station Manager.....N. W. Brandon  
 Commercial Manager.....L. H. Thesmar  
 Sales Promotion Manager....N. W. Brandon  
 Chief Engineer.....Meredith E. Thompson

# W T O C

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Operated By....Savannah Broad. Co.  
 Address.....516 Abercorn St., P.O. Box 645  
 Phone Number.....2-0127  
 Transmitter Location.....Central Junction  
 Time on the Air.....6 a.m. to 12 midnight;  
 Sundays, 8 a.m. to 12 midnight  
 News Service.....UP  
 Transcription Service....Lang-Worth, Capitol,  
 World  
 Representative.....The Katz Agency  
 Membership.....NAB, BMB

## Personnel

President-General Mgr.....Wm. T. Knight, Jr.  
 Commercial Mgr.....Ben Williams  
 Program Director.....Ben Quick  
 Production Manager.....Dwight J. Bruce  
 Publicity Director.....R. M. Charlton  
 Chief Announcer.....Eddie Davis  
 Musical Director.....Jean Wallace  
 Chief Engineer.....Reeve Owen  
 Record MC.....W. O. King, Jr.

# W W N S

STATESBORO—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Alfred Dorman  
 Address.....Statesboro  
 Transmitter Location.....E. Olliff St.  
 Time on the Air.....7:00 a.m. to 11:00 p.m.  
 News Service.....UP  
 Transcription Service.....Standard

## Personnel

President-Owner.....Alfred Dorman  
 General Mgr.-Commercial Mgr...Paul R. Sauve

# W P A X

THOMASVILLE—EST. 1934

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....H. Wimpy  
 Address.....117 Remington Avenue  
 Phone Number.....909  
 Transmitter Location...117 Remington Avenue  
 Time on the Air.....7:00 a.m. to 10:00 p.m.;  
 Sunday, 9 a.m. to 6 p.m.  
 News Service.....UP  
 Transcription Service.....NBC Thesaurus  
 Membership.....NAB, BMB

## Personnel

Owner-General Manager.....  
 Station Manager.....H. Wimpy  
 Commercial Manager.....Al Feinberg  
 Program Director.....Robert W. Oakman  
 Chief Announcer.....William H. Ward  
 Chief Engineer.....James W. Poole

# W R L C

TOCJOA—EST. 1941

MUTUAL BROADCASTING SYSTEM  
 GEORGIA SPORTS NETWORK—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....R. G. LeTourneau  
 Address.....Prather Bridge Road  
 Phone Number.....1751  
 Transmitter Location...Prather Bridge Road  
 Time on the Air.....7 a.m. to 11:15 p.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth; BMI;  
 Keystone, World and Cole  
 Representative.....Thomas F. Clark  
 Membership.....NAB, BMB

## Personnel

President-Owner.....R. G. Letourneau  
 General Manager.....Jack Salvador  
 Station Manager.....Virgil E. Craig  
 Commercial Mgr.-Record MC...Sam A. Gaines  
 Program Director-Production  
 Manager.....Carroll S. Lee  
 Publicity Director.....Roy E. Gaines  
 Chief Announcer.....George Rountree  
 Chief Engineer.....Keith Brown

# W G O V

VALDOSTA—EST. 1940

MUTUAL BROADCASTING SYSTEM  
 GEORGIA SPORTS NETWORK

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....E. D. Rivers  
 Address.....Valdosta, Ga.  
 Phone Number.....1420  
 Transmitter Location.....Lakeland Rd.  
 Time on the Air.....6 a.m. to 1 a.m.;  
 Sunday 7 a.m.-1 a.m.  
 News Service.....UP  
 Transcription Service.....World, Cole  
 Representative.....Hal Holman Co.

## Personnel

Owner.....E. D. Rivers  
 General Manager.....Mrs. E. D. Rivers  
 Station Mgr.....J. R. Bartlett  
 Sales Manager.....J. Marion Harman, Jr.  
 Program Director.....Jim V. Bowler  
 Chief Engineer.....Don Ellis

**WAYX**

WAYCROSS—EST. 1936  
MUTUAL BROADCASTING SYSTEM  
KBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Jack Williams  
Address .....620 Plant Avenue  
Phone Number .....965  
Transmitter Location ..... Waycross  
Time on the Air.....7 a.m. to 12 midnight  
Newspaper Affiliation ....Waycross Journal-Herald  
News Service .....UP  
Transcription Service.....World Broadcasting System, M. M. Cole  
Representative .....Hal Holman Co.  
Membership.....NAB, BMB

**Personnel**

Owner-General Mgr.....Jack Williams  
Station Mgr.-Commercial Mgr....John J. Tobola  
Program Dir.-Musical Dir.....Gwen Crosby  
Production Manager-Chief  
Announcer .....Clyde C. Davis  
Publicity Director.....Dorothy Smith  
Chief Engineer.....John E. Legare  
Record MC.....Raymond Williamson

**WRQN**

VIDALIA—EST. 1946  
MUTUAL BROADCASTING SYSTEM  
KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Vidalia Broad. Co.  
Address .....Vidalia, Ga.  
Phone Number.....327  
Transmitter Location.....N.S. U.S. Route 280,  
¾ mile W. Vidalia  
Time on the Air.....6:30 a.m. to 11:05 p.m.  
Newspaper Affiliation...The Vidalia Advance  
News Service .....UP  
Transcription Service.....World  
Membership ..... NAB

**Personnel**

Part-Owner.....R. E. Ledford  
General Mgr.-Station Mgr.....R. W. Sockwell  
Commercial Mgr.-Sales Mgr.  
Program Director.....Al Robinson  
Chief Announcer.....W. O. Herbeson  
Chief Engineer.....Ben A. Jones

**WRLD**

WEST POINT—EST. 1944  
AMERICAN BROADCASTING CO.  
KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Valley Broadcasting Co.  
Address .....Gen. Tyler Hotel Bldg.  
Phone Numbers.....173 or 193  
Transmitter Location.....58 Cherry St.,  
Lanett, Ala.  
Time on the Air.....6 a.m. to 12 midnight;  
Sunday: 7:00 a.m. to 11:00 p.m.  
News Service.....AP  
Transcription Service.....World Broadcasting  
Representative .....Headley-Reed  
Membership .....NAB, BMB

**Personnel**

President-General Mgr.....L. J. Duncan  
Station Mgr.-Sales Mgr.....Miles Ferguson  
Program Director.....Cathryn Smith  
Chief Announcer-Record MC...Robert Hubbell  
Chief Engineer.....Luther W. Martin

For the *best*  
in human interest  
news . . .

**AP**

# IDAHO

Estimated Population 512,840—Radio Homes 130,395  
Stations in State 17

## K G E M

ABC

BOISE—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By....Idaho Broadcasting &  
Television Co.  
Address.....Owyhee Hotel  
Telephone.....533  
Transmitter Location....4th Ave. & Roosevelt  
Time on Air.....Unlimited  
Representative.....Homer Griffith Co.

### Personnel

General Manager.....Fentress H. Kuhn  
Station and Commercial  
Manager.....Kenyon R. Bennett

## K I D O

BOISE—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc...Power: 2500 d.; 1000 n.  
Owned-Operated By.....KIDO, Inc.  
Address.....Hotel Boise  
Phone Number.....660  
Transmitter Location...4½ miles N.W. of City  
Time on the Air.....6:00 a.m. to 12 midnight;  
Sunday: 7:00 a.m. to 12 midnight  
News Service.....UP and AP  
Transcription Service...World Broadcasting  
System, Standard  
Representative.....John Blair & Company  
Membership.....NAB, BMB

### Personnel

President.....Georgia Davidson  
General Manager.....Walter E. Wagstaff  
Commercial Manager.....Boyd Braithwaite  
Merchandising Manager.....Kieth Mathers  
Program Director.....Hub Warner  
Production Manager.....Wilder Wylie  
Publicity Director.....Kieth Mathers  
Chief Announcer.....Vern Moore  
Chief Engineer.....Jimmy Johnitz

## K B I O

BURLEY—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Jessica L. Longston  
Address.....P.O. Box 499

Phone Number.....Burley 10  
Transmitter Location.....1 mile W. of City on  
Highway 30  
Time on the Air.....6:30 a.m. to 11:00 p.m.  
News Service.....UP  
Transcription Service.....Standard Library  
Representative.....Homer Griffith

### Personnel

President-Owner.....Jessica L. Longston  
General Manager.....Edward J. Jansen  
Commercial Manager.....Frank Krahka  
Program Director.....Katherine Lick  
Chief Engineer.....Rodney Sams

## K V N I

COEUR d'ALENE—EST. 1946

Frequency: 1430 Kc.....Power: 1000 Watts  
Owned-Operated By.....Coeur d'Alene  
Broadcasting Co.  
Address.....Desert Hotel Bldg.  
Transmitter Location.....Blackwell Island  
Representative.....Gilman, Nicol & Ruthman

### Personnel

President.....Burl C. Hagadone  
Station Manager.....C. E. Rodell

## K I D

IDAHO FALLS—EST. 1928

MUTUAL BROADCASTING SYSTEM  
INTERMOUNTAIN NETWORK—KBS

Frequency: 1350 Kc.....Power: 5000 d.;  
500 n.  
Owned-Operated By.....Idaho Broad. Co.  
Address.....Box 701  
Phone Number.....4  
Studio Address.....Bonneville Hotel  
Transmitter Location.....On Ammon Road  
Time on the Air.....6:00 a.m. to 12 midnight  
News Service.....UP  
Transcription Service.....World, KBS  
National Representative..Lewis H. Avery, Inc.  
Membership.....NAB, BMB

### Personnel

President.....Cecil Hart  
General Mgr.-Station Mgr.....Arch Madsen  
Commercial Manager-  
Merchandising Manager...Leonard Warden

Program Director-Production  
 Manager ..... Gene Ackerley  
 Publicity Director-Chief  
 Announcer ..... Jimmy Lawrence  
 Musical Director ..... Beth West  
 Chief Engineer ..... C. N. Layne

# KIFI

IDAHO FALLS—EST. 1947  
 ABC—GEM STATE—ROCKY MT.

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By... Eastern Idaho Broad. &  
 Television Co.  
 Address ..... 339 Broadway  
 Phone Number ..... 1054  
 Transmitter Location... Yellowstone H'way,  
 2 miles N. of Idaho Falls  
 Time on the Air ..... 6 a.m. to 12 midnight  
 Newspaper Affiliation..... The Post Register  
 News Service ..... AP  
 Transcription Service..... NBC Thesaurus  
 Representative ..... Homer Griffith Co.

## Personnel

President-General Manager..... J. M. Brady  
 Commercial Manager..... Dan W. Kelly  
 Program Director..... Clyde Abel  
 Chief Engineer..... J. P. Sorensen

# KRLC

LEWISTON—EST. 1935  
 MUTUAL BROADCASTING SYSTEM  
 DON LEE

Frequency: 1350 Kc.....Power: 1000 Watts  
 Owned-Operated By ..... H. E. Studebaker  
 Address ..... Lewis-Clark Hotel Building  
 Phone Number ..... 1950  
 Transmitter Location..... Lewiston Orchards  
 Time on the Air ..... 6:30 a.m. to 11 p.m.  
 News Service ..... AP  
 Transcription Service... World Broadcasting  
 Representative ..... Lang-Worth  
 Membership..... NAB, BMB

## Personnel

President-Owner..... H. E. Studebaker  
 General Manager..... Donald A. Thomas  
 National-Regional Sales Mgr.... Donald Wike  
 Sales Promotion Manager... William A. Dodel  
 Program Director..... Virginia Taylor  
 Chief Announcer..... Milton Cummings  
 Chief Engineer..... Gene Wilson

# KRPL\*

MOSCOW—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By..... Interstate Radio, Inc.  
 Address ..... P.O. Box 101  
 Transmitter Location..... Route 3

Time on the Air ..... 6:00 a.m. to 1:30 a.m.;  
 Sunday: 9:00 a.m. to 9:30 p.m.  
 News Service..... AP  
 Transcription Service... M. M. Cole, Keystone  
 Membership ..... NAB (applying)

## Personnel

President..... Ted R. Ferrier  
 General Manager..... Bert McAllister  
 Publicity Director ..... Bert McAllister

\*Construction Permit

# KFXD

NAMPA—EST. 1929  
 MUTUAL BROADCASTING SYSTEM  
 INTERMOUNTAIN NETWORK

Frequency: 580 Kc.....Power: 1000 Watts  
 Owned-Operated By..... Frank E. Hurt & Son  
 Business Address... 1024 Twelfth Ave., South  
 Phone Number ..... 1200  
 Studio Addresses: 1024 Twelfth Ave., South;  
 809 Main St., Boise, Idaho  
 Transmitter Location..... 3 miles So. of  
 Meridian, Idaho  
 Time on the Air..... 6 a.m. to 11 p.m.  
 News Service ..... UP-AP  
 Transcription Service: NBC Thesaurus; Lang-  
 Worth  
 Representative..... Louis H. Avery  
 Membership..... NAB, BMB

## Personnel

Pres.-Owner General Mgr..... Frank E. Hurt  
 Commercial Manager..... Doyle H. Cain  
 Merchandising Manager..... Doyle H. Cain  
 Publicity Director..... Shirl Black  
 Chief Engineer..... Edward P. Hurt  
 Record MC..... Ralph Paulson

# KEIO

POCATELLO—EST. 1946  
 ABC—ROCKY MOUNTAIN NETWORK  
 GEM STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By... Eastern Idaho Broad. &  
 Television Co.  
 Address ..... Bannock Hotel  
 Phone Number ..... 3400  
 Transmitter Location. Cedar St. & Pole Line Rd.  
 Time on the Air..... Unlimited  
 Newspaper Affiliation..... The Post-Register  
 News Service ..... AP  
 Transcription Service..... Thesaurus  
 Representative..... Homer Griffith Co.  
 Membership..... NAB, BMB

## Personnel

President..... J. M. Brady  
 General Manager..... John Taylor  
 Chief Engineer..... Lynn Johnson

# KSEI

POCATELLO—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 930 Kc. Power: 1000 d.; 250 n.; (CP-5000) d. & n.

Owned-Operated By..... Radio Service Corporation

Address ..... Yellowstone Highway

Phone Number ..... 960

Transmitter Location... Yellowstone Highway (CP-Reservation & Philbin Roads)

Time on the Air..... 6 a.m. to 12 midnight; Sundays, 7:00 a.m. to 12 midnight

News Service..... UP

Transcription Service... Standard, Lang-Worth, Cole

Representatives..... The Walker Co. (East); Homer Owen Griffith (West)

Membership..... NAB, BMB

## Personnel

President..... O. P. Soule

General Mgr.-Station Mgr.... Henry H. Fletcher

Commercial Manager..... Henry H. Fletcher

Merchandising Manager..... Olive M. Leeney

Chief Engineer..... Henry H. Fletcher

(CALL LETTERS TO BE ASSIGNED)  
POCATELLO\*

Frequency: 1490 Kc. Power: 250 Watts  
Permittee..... Pocatello Broadcasting Co.

\*C.P.

(CALL LETTERS TO BE ASSIGNED)  
POCATELLO\*

Frequency: 1240 Kc. Power: 250 Watts  
Permittee..... Radio & Television Broad. Co.

\*C.P.

# KLIX\*

TWIN FALLS

Frequency: 1490 Kc. Power: 250 Watts  
Permittee..... Southern Idaho Broadcasting & Television Co.

\*C.P.

# KTFI

TWIN FALLS—EST. 1928

NBC

Frequency: 1270 Kc. Power: 5000 d.; 1000 n.  
Owned-Operated By..... Radio Broadcasting Corp.

Address ..... 241 Main Ave. W.  
Phone Number..... 2400

Transmitter Location..... Highway No. 30, west of Twin Falls

Time on the Air..... 6 a.m. to 11 p.m.

News Service..... UP

Transcription Service..... Standard Library, Lang-Worth

Representatives..... Weed & Co.; John Keating, Northwest Rep.

Membership..... NAB, BMB

## Personnel

President..... O. P. Soule

General Mgr.-Station Mgr..... F. M. Gardner

Commercial Mgr..... Kenneth W. Montgomery

Sales Promotion Mgr..... L. Otto

Musical Dir..... Anne Strelfus

Chief Engineer..... George Malone

Record MC..... John Eddington

# KVMV

TWIN FALLS—EST. 1946

MUTUAL-INTERMOUNTAIN

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By..... Radio Sales Corp.

Address..... Idaho Theatre Bldg., 126½ Shoshone St. E.

Phone Number..... 2002

Transmitter Location..... Highway 93

Time on the Air..... 6:00 a.m. to 11:00 p.m.

News Service..... UP

Transcription Service..... World, Associated

Representative..... Lewis H. Avery, Inc.

Membership..... NAB

## Personnel

President and Station Mgr.... Charles Crabtree

Commercial Manager..... Jack Thomas

Chief Engineer..... F. Ver Cox

Record MC..... Bruce Vanderhoof

# KWAL

WALLACE—EST. 1939

MUTUAL BROADCASTING SYSTEM

DON LEE BROADCASTING SYSTEM

KBS

Frequency: 1450 Kc. Power: 250 Watts

Owned By..... Silver Broadcasting Co., Inc.

Operated By..... R. G. Binyon

Address ..... Tabor Bldg.

Phone Number..... 330

Transmitter Location..... Silverton, Idaho

Time on the Air..... 7 a.m. to 12 midnight

News Service..... UP

Transcription Service... World Library, SESAC

Membership..... BMB

## Personnel

V.P.-General Manager..... R. G. Binyon

Chief Engineer..... Howard Olson



"American radio

belongs to the American people and  
we consider it a sacred trust."

COLONEL ROBERT R. McCORMICK

*A Clear Channel Station...  
Serving the Middle West*



Chicago 11  
Illinois  
50,000 Watts  
720  
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.  
West Coast Representatives: Keenan and Eickelberg  
411 W. Fifth St.; Los Angeles 13 • 235 Montgomery St., San Francisco 4

WLS neighbors visiting our tent at the Wisconsin State Fair



THESE ARE  
**OUR**  
PEOPLE

Ottawa Township  
High School  
Students visiting  
WLS Dinner Bell  
and other programs



SOME OF THE PEOPLE WHO WRITE US  
A **MILLION** LETTERS A YEAR . . .

For further facts about our 14,000,000  
Midwest folks and their response to  
WLS advertisers, see a John Blair  
man or write —



The  
**PRAIRIE  
FARMER  
STATION**  
  
BURRIDGE D. BUTLER  
President  
GLENN SNYDER  
Manager

*A Clear Channel Station*

CHICAGO 7

MANAGEMENT AFFILIATED WITH  
*The Arizona Network*  
ALL STATIONS AFFILIATED WITH CBS

**KSUN**  
Bisbee-Lowell-Douglas  
Carl Morris, Mgr.  
1230 Kilocycles  
250 Watts



**KTUC**  
TUCSON  
Lee Little, Mgr.  
1400 Kilocycles  
250 Watts

Both WLS and the Arizona Network are represented by John Blair & Company



# ILLINOIS

Estimated Population 8,286,362—Radio Homes 2,250,328  
Stations in State 48

## WMRO AURORA—EST. 1938 KBS

Frequency: 1280 Kc.....Power: 250 d., 100 n.  
Owned-Operated By.....Martin R. O'Brien  
Address.....34 S. River St.  
Phone Number.....Aurora 4215  
Transmitter Location.....N. Lake St. Rd.  
Time on the Air...Local sunrise to local sunset  
News Service.....AP  
Transcription Service.....Keystone, World, Standard

### Personnel

Owner-Manager.....Martin R. O'Brien  
General Mgr.-Station Mgr....Martin R. O'Brien  
Commercial Manager.....Vincent G. Cofey  
Sales Promotion or Merchandising Manager .....Vincent G. Cofey  
Program Director.....Dorothy N. O'Brien  
Production Manager.....Dorothy N. O'Brien  
Publicity Director.....V. G. Cofey  
Chief Announcer.....Michael O'Brien  
Musical Director.....Dorothy N. O'Brien  
Chief Engineer.....Arthur W. Joswick

## WIBV

BELLEVILLE—EST. 1946

Frequency: 1060 Kc.....Power: 250 w. d. only  
Owned-Operated By.....Belleville Broad. Co.  
Address.....2100 W. Main St.  
Transmitter Location.....2100 W. Main St.  
Time on the Air...Local sunrise to local sunset  
News Service.....AP

### Personnel

General Manager.....Paul A. Wnorowski  
Commercial Manager.....Paul A. Wnorowski  
Program Director.....Joseph Yaegel  
Chief Announcer.....John Lewis  
Musical Director.....Marvin True  
Chief Engineer.....John Schultz

## WJBC

BLOOMINGTON—EST. 1926

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By..A. M. McGregor, Hugh L. Gately  
Business Address.....209½ E. Washington

Phone Number.....2635-0  
Transmitter Location.....West Gregory Ave. Normal, Ill.  
Time on the Air.....6 a.m. to 11:05 p.m.  
Transcription Service.....Lang-Worth  
News Service .....UP  
Representative .....Sears and Ayer, Inc.  
Membership .....NAB

### Personnel

Owners.....A. M. McGregor & Hugh L. Gately  
Executive Secretary.....Marion Gillespie  
Station Manager.....A. M. McGregor  
Commercial Manager.....Hugh L. Gately  
Chief Engineer.....Fred Bailly

## WKRO

CAIRO—EST. 1942

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Oscar C. Hirsch  
Business Address.....324 B'way. Cape Girardeau, Mo.  
Phone Number.....1490  
Transmitter Location .....Cairo  
Time on the Air.....6:00 a.m. to 10 p.m.; Sunday, 8 a.m. to 9 p.m.  
News Service .....UP  
Representative.....John E. Pearson Co.  
Membership.....NAB, BMB

### Personnel

Owner-General Mgr.....Oscar C. Hirsch  
Station Manager.....Merrill C. Currier

## WCIL

CARBONDALE—EST. 1946

Frequency: 1020 Kc.....Power: 1000 w. d. only  
Owned-Operated By.....Southern Illinois Broadcasting Partnership  
Address.....219 W. Main St.  
Phone Number.....167  
Transmitter Location.....2½ miles W. of Carbondale  
Time on the Air...Local sunrise to local sunset  
News Service .....AP  
Transcription Service.....World  
Representative.....Howard H. Wilson  
Membership .....NAB

### Personnel

General Manager.....Paul F. McRoy  
Commercial Manager.....Walter Schafer  
Chief Engineer.....Marion Sawyer

**W C A Z**

**CARTHAGE—EST. 1921**

**MISSISSIPPI VALLEY NETWORK**

Frequency: 990 Kc. . . . Power: 1000 w. d. only  
 Owned-Operated By. . . Superior Broadcasting Service, Inc.  
 Business Address. . . . Marine Trust Co. Bldg.  
 Phone Number. . . . . 520  
 Studio Address. . . . . Carthage; Macomb, Ill.  
 Transmitter Location. . . . RFD, Carthage, Ill.  
 Time on the Air. . . . . Daytime  
 Transcription Service. . . . . Capitol  
 News Service. . . . . UP  
 Representative. . . . . Homer Griffith  
 Membership. . . . . BMB

**Personnel**

President-Chief Engineer. . . . . Bob Compton  
 Station-Commercial Manager. . . . John Palmer  
 Program Director. . . . . Antoinette Palmer

**W C N T**

**CENTRALIA—EST. 1946**

Frequency: 1210 Kc. . . . Power: 1000 w. d. only  
 Owned-Operated By. . . . . Hobart Stephenson  
 Address. . . . . Centralia, Ill.  
 Phone Number. . . . . 234  
 Transmitter Location. . . . U.S. Highway 51, N.  
 Time on the Air. . . . Local sunrise to local sunset  
 News Service. . . . . UP  
 Transcription Service. . . . . NBC Thesaurus,  
 Lang-Worth  
 Representative. . . . . Adam Young

**Personnel**

President-Owner. . . . . Hobart Stephenson  
 General Manager. . . . . Hobart Stephenson  
 Commercial Manager. . . . . J. L. Fredericks  
 Program Director. . . . . Anne Collins  
 Publicity Director. . . . . Doris Green  
 Chief Announcer. . . . . Jay Giles  
 Musical Director. . . . . Clarence Lewis  
 Chief Engineer. . . . . Hobart Stephenson, Jr.  
 Record MC. . . . . Jim Travis

**W D W S**

**CHAMPAIGN—EST. 1937**

**COLUMBIA BROADCASTING SYSTEM**  
 KBS

Frequency: 1400 Kc. . . . Power: 250 Watts  
 Owned-Operated By. . . . Champaign News-Gazette, Inc.  
 Address. . . . . 48 Main St.  
 Phone Number. . . . . 6-1855  
 Transmitter Location. 1 mile south of Champaign  
 Time on the Air. . . . . 16 hours

Newspaper Affiliation . . . . Champaign News-Gazette  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 National Sales Office. . . . 360 N. Michigan Ave., Chicago  
 National Representative. . . . Advertising Time Sales Co.

**Personnel**

Station Manager. . . . . Marajen S. Horton  
 Sales Manager. . . . . Frank R. Mills  
 Program Director. . . . . Katherine Scheurich  
 Chief Engineer. . . . . Jack R. Baum

**W A A F**

**CHICAGO—EST. 1922**

Frequency: 950 Kc. . . . Power: 1000 w. d. only  
 Owned-Operated By. . . . Drovers' Journal Publishing Co.  
 Address. . . . . Palmer House  
 Phone Number. . . . . Randolph 1932  
 Transmitter Location. . . . Exchange Bldg., Union Stock Yards  
 Newspaper Affiliation. . . . Drovers Journal Publishing Co., Inc.  
 Time on the Air. . . . 6:00 a.m. to local sunset  
 News Service. . . . . UP, AP, Transradio  
 Transcription Service. . . . Standard Radio  
 Representative. . . . George P. Hollingbery Co.  
 Membership. . . . . NAB

**Personnel**

President. . . . . Ward A. Neff  
 General Mgr.-Station Mgr. Bradley R. Eidmann  
 Commercial Manager. . . . Bradley R. Eidmann  
 Merchandising Manager. . . Nicholas E. Frank  
 Publicity Director. . . . Vivian A. Bradshaw

**W A I T**

**CHICAGO—EST. 1923**

Frequency: 820 Kc. . . . Power: 5000 Watts  
 Owned-Operated By. . . Radio Station WAIT  
 Address. . . . . 360 N. Michigan Avenue  
 Phone Number. . . . . Franklin 0660  
 Transmitter Location. . . . Church Road, Elmhurst, Ill  
 Time on the Air. . . . . Local sunrise to sunset  
 News Service. . . . . UP, Transradio  
 Transcription Service. . . . World, Associated, SESAC  
 Representative. . . . . Howard Wilson Co.

**Personnel**

General Manager. . . . . Gene T. Dyer  
 Station Manager. . . . . Earl Withrow  
 Program Director. . . . . Lorraine Dwyer  
 Chief Engineer. . . . . Ellery Plotts

# W B B M

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 780 Kc. Power: 50,000 Watts  
Owned-Operated By... The Columbia Broad-  
casting System, Inc.

Address ..... 410 North Michigan Ave.  
Phone ..... Whitehall 6000  
Transmitter Location..... Itasca, Ill  
Time on the Air..... 4:30 a.m. to 1:35 a.m.  
News Service..... AP; INS; UP  
Transcription Service..... Lang-Worth, World,  
Associated Recorded Program Service  
Representative ..... Radio Sales  
Membership..... NAB, BMB

## Personnel

President..... William S. Paley  
General Manager..... H. Leslie Atlass  
Station Manager ..... Frank Falknor  
Commercial Manager..... E. H. Shomo  
Sales Promotion-Merchandising  
Manager..... Robert J. Savage  
Program Director..... Walter Preslon  
Production Manager..... Al Morey  
Publicity Director..... Don Kelley  
Chief Announcer..... Bob Cunningham  
Musical Director..... Caesar Petrillo  
Chief Engineer..... George Sherman  
Record MC..... Jim Conway

# W C F L

CHICAGO—EST. 1926

AMERICAN BROADCASTING CO.

Frequency: 1000 Kc. Power: 10000 Watts  
Owned-Oper. By.. Chicago Federation of Labor  
Address..... 666 Lake Shore Drive  
Phone Number..... Superior 5300  
Transmitter Location... Downers Grove, Illinois  
Time on the Air... 6:00 a.m. to 12:00 Midnight;  
Sundays, 7:45 a.m. to 12 midnight.

News Service..... UP  
Transcription Service... World Broadcasting  
Representative..... The Katz Agency

## Personnel

Commercial and Sales Manager... M. B. Wolens  
General Manager..... Maurice Lynch  
Sales Promotion Manager... Melvin B. Wolens

# W C R W

CHICAGO—EST. 1926

Frequency: 1240 Kc. Power: 100 Watts  
Owned-Operated By..... Clinton R. White  
Address..... 2756 Pine Grove Ave.  
Phone Number..... Diversey 4440  
Transmitter Location... 2756 Pine Grove Ave.

Time on the air..... 11 a.m. to 2 p.m.;  
5 p.m. to 7 p.m.

## Personnel

Owner..... Clinton R. White  
General Manager..... J. A. White  
Chief Announcer..... Randall C. Goff  
Chief Engineer..... Clinton R. White

# W E D C

CHICAGO—EST. 1926

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By..... Emil Denmark, Inc.  
Address..... 3860 W. Ogden Ave.  
Phone Number..... Crawford 4100-2436  
Transmitter Location... 3860 W. Ogden Ave.  
Time on the Air... 8:30 a.m. to 10 a.m.; 3:30 to  
5 p.m.; 7 p.m. to 8 p.m.; 10 p.m. to 11 p.m.  
News Service ..... UP  
Membership ..... NAB

## Personnel

President ..... Emil Denmark  
General Mgr.-Station Mgr.... Frank J. Kotnour  
Commercial Manager..... Frank J. Kotnour  
Merchandising Manager.... Frank J. Kotnour  
Program Director-Publicity Director.. Bill Mack  
Chief Announcer..... Bill Mack  
Musical Director..... William P. Brady  
Chief Engineer..... Chester Lweicki

# W E N R

CHICAGO—EST. 1923

AMERICAN BROADCASTING CO.

Frequency: 890 Kc. Power: 50000 Watts  
Owned-Operated By... American Broadcasting  
Company  
Address..... 20 No. Wacker Dr.  
Phone Number..... Delaware 1900  
Studio Address..... Merchandise Mart,  
222 W. N. Bank Dr.

Transmitter Location..... Tinley Park, Ill.  
Time on the Air: Monday thru Friday, 3:00 p.m.-  
6:00 p.m. and 800 p.m.-1:00 am.; Saturday,  
3:00 p.m.-6:00 p.m and 12:00 Midnight-10  
am.; Sunday, 12:00 Noon to 7:00 p.m. and  
8:00 p.m.-1:00 a.m.

News Service..... AP; INS; UP  
Transcription Service..... Standard Radio  
Representative..... Roy McLaughlin  
Membership..... NAB, BMB

## Personnel

Vice-Pres. in charge of ABC Central  
Division..... E. R. Borroff  
General Manager..... C. T. Hagman  
Station Manager..... Roy McLaughlin  
Sales Manager..... Roy McLaughlin  
Sales Promotion Manager... Karl R. Sutphin

Program Director.....Harold Stokes  
 Production Manager.....Fred Killian  
 Publicity Director.....Elliott W. Henry  
 Announcers' Supervisor.....Ed Kasser  
 Musical Director.....Rex Maupin  
 Chief Engineer.....E. C. Horstman  
 Public Service Director.....Robert B. White

**W G E S**

**CHICAGO—EST. 1924**

Frequency: 1390 Kc.....Power: 5000 Watts  
 Owned and Operated.....Radio Station WGES  
 Address.....2708 W. Washington Blvd.  
 Phone Number.....Sacramento 1700  
 Transmitter Location.....86th & Kedzie Ave.  
 Time on the Air.....7:00 a.m. to 12:00 midnight  
 News Service.....UP  
 Transcription Service.....World

**Personnel**

President-General Mgr.....John A. Dyer  
 Commercial Manager.....E. M. Hinzman  
 Production Manager.....K. P. Freda  
 Program Director.....Herbert Rudolph  
 Chief Engineer.....Ellery L. Plotts

**W G N**

**CHICAGO—EST. 1924**

**MUTUAL**

Frequency: 720 Kc.....Power: 50000 Watts  
 Owned-Operated By.....WGN, Inc  
 Address.....441 N. Michigan Ave.  
 Phone Number.....Superior 0100  
 Transmitter Location.....Roselle, Illinois  
 Time on the Air.....5:30 a.m. to 1:05 a.m.  
 Newspaper Affiliation.....The Chicago Tribune  
 News Service.....AP, UP, INS, Reuters  
 Transcription Service.....World Broadcasting  
 System, Thesaurus, Standard Radio  
 Representative.....Keenan & Eickelberg  
 Membership.....BMB

**Personnel**

President.....Col. Robert R. McCormick  
 General Manager.....Frank P. Schreiber  
 Assistant to the Manager.....Paul C. Brines  
 Commercial Manager.....Wm. A. McGuineas  
 Merchandising Manager.....Wm. C. Meyers  
 Program Director.....Buckingham W. Gunn  
 Production Manager.....Edmund Kahn  
 Publicity Director.....Bruce Dennis  
 Continuity Director.....Francis Coughlin  
 Musical Director.....Henry Weber  
 Chief Engineer.....Carl Meyers

See Page 387

**W I N D**

**CHICAGO—EST. 1927**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Johnson-Kennedy Radio  
 Corp.  
 Business Address...230 North Michigan Ave.  
 Phone Number.....State 4176  
 Studio Address.....230 N. Michigan Ave.,  
 Chicago, Ill.; 504 Broadway, Gary, Ind.  
 Transmitter Location.....Gary, Ind.  
 Time on the Air.....24 Hours a Day  
 Newspaper Affiliation.....Chicago Daily News  
 News Services.....AP, INS, UP  
 Transcription Service.....Standard,  
 World and Thesaurus  
 Representative.....John E. Pearson Co.  
 Membership.....NAB

**Personnel**

President-Owner.....Ralph L. Atlas  
 General Mgr.-Station Mgr.....Ralph L. Atlas  
 Commercial Manager.....John T. Carey  
 Merchandising Manager.....John D. Morgan  
 Program Director.....Howard Miller  
 Production Manager.....Easter Straker  
 Chief Engineer.....Kenneth Shirk  
 Record MC.....Russ Patch

**W L S**

**CHICAGO—EST. 1924**

**AMERICAN BROADCASTING CO.**

Frequency: 890 Kc.....Power: 50000 Watts  
 Owned-Operated By.....Agricultural Broadcast-  
 ing Co.  
 Address.....1230 W. Washington Blvd.  
 Phone Number.....Monroe 9700  
 Transmitter Location.....Tinley Park, Ill.  
 Time on the Air.....5 a.m. to 4:30 p.m.;  
 Saturdays: 6:30 p.m. to 12 p.m.; Sundays:  
 5 a.m. to 4:45 p.m.; 6:00 p.m. to 8:00 p.m.;  
 Weekdays: 8:00 a.m. to 12 noon; 7 p.m. to  
 8:00 p.m.  
 News Service.....AP, UP, Transradio  
 Transcription Service.....Standard  
 Representative.....John Blair & Co.  
 Membership.....NAB, BMB

**Personnel**

President.....Burrige D. Butler  
 General Mgr.-Station Mgr.....Glenn Snyder  
 Sales Manager.....Charles M. Freeman  
 Sales Promotion Mgr.....Donald E. Finlayson  
 Program Director.....Harold Safford  
 Production Manager.....Al Boyd  
 Publicity Director.....Wilma Gwilliam  
 Musical Director.....Osgood Westley  
 Chief Engineer.....Tom Rowe

See Page 388

# WJJD

CHICAGO—EST. 1932

Frequency: 1160 Kc.....Power: 20000 Watts  
 Owned-Operated By.....Field Enterprises, Inc.  
 Address.....230 North Michigan Ave.  
 Phone Number.....STAt 5466  
 Transmitter Location.....Des Plaines, Illinois  
 Time on the Air: 4 a.m. to sundown, Salt Lake  
 City, Utah  
 Transcription Service.....Capitol, Cole  
 Newspaper Affiliation.....Chicago Sun  
 News Service.....AP, UP  
 Representative.....Avery-Knodel, Inc.  
 Membership.....NAB

## Personnel

President.....Marshall Field  
 General Mgr.-Station Mgr.....Arthur F. Harre  
 Commercial Manager.....Frederick G. Harm  
 Merchandising Manager.....Edward Short  
 Program Director.....Arthur F. Harre  
 Production Manager.....Mark Russell  
 Publicity Director.....Edward Short  
 Musical Director.....Kennedy Nelson  
 Chief Engineer.....Walter F. Myers  
 Record MC.....Ernie Simon

# WMAQ

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 670 Kc.....Power: 50000 Watts  
 Owned-Operated By  
 National Broadcasting Co., Inc.  
 Address.....Merchandise Mart  
 Phone Number.....Superior 8300  
 Transmitter Location.....Elmhurst, Ill.  
 Time on the Air.....5:30 a.m. to 1 a.m.; Sun-  
 days, 8:00 a.m. to 1:00 a.m.  
 News Service.....AP, INS, UP  
 Transcription Service.....NBC Thesaurus  
 Representative.....NBC Spot Sales  
 Membership.....NAB

## Personnel

President.....Niles Trammell  
 General Manager.....I. E. Showerman  
 Business Manager.....John F. Whalley  
 Sales Manager.....Oliver Morton  
 Sales Promotion Mgr.....Emmons C. Carlson  
 Program Manager.....Jules Herbeveux  
 Publicity Director.....Jack Ryan  
 Musical Director.....Joseph Gallicchio  
 Chief Engineer.....Howard C. Luttgens  
 Director of Public Service.....Judith Waller  
 Director, News & Special Events..Wm. R. Ray

# MORE SELLING POWER!

**NOW**  
**20,000 WATTS**

**SOON**  
**50,000 WATTS**

# WJJD

CHICAGO

**A Marshall Field STATION**

**REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.**

**W M B I\***

**CHICAGO—EST. 1926**

Frequency: 1110 Kc.....Power: 5000 w. d. only  
 Owned-Operated By.....The Moody Bible  
 Institute of Chicago  
 Address.....153 Institute Place  
 Phone Number.....Michigan 1570  
 Transmitter Location.....Addison, Ill.  
 Time on the Air...Local sunrise to local sunset  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NAB, BMB

**Personnel**

General Manager.....Robert L. Constable  
 Program Director.....Robert Parsons  
 Supervisor of Production.....Pierce Hiscock  
 Director of Public Relations...Russell T. Hitt  
 Supervisor of Announcers.....Harlan Harris  
 Supervisor of Music.....Sheldon Fardig  
 Chief Engineer.....A. P. Frye  
 Supervisor of Continuity.....Miron Canaday  
 Supervisor of Traffic.....Stanley Payne  
 Supervisor of Children's  
 Programs.....Theresa Worman

\*Non-Commercial Station

**W S B C**

**CHICAGO—EST. 1925**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Station WSBC  
 Address.....2400 West Madison St.  
 Phone Number.....Monroe 9060  
 Transmitter Location...2400 West Madison St.  
 Time on the Air.....6:00 a.m. to 8:30 a.m.;  
 2:00 p.m. to 3:30 p.m.; 8:00 p.m. to 10 p.m.;  
 11:00 p.m. to 12 midnight  
 News Service.....UP  
 Transcription Service...SESAC, MacGregor,  
 M. M. Cole  
 Representative.....Forjoe & Co.

**Personnel**

General Manager.....Robert O. Miller  
 Commercial Manager.....Julius Miller  
 Sales Promotion Manager.....M. V. Baker  
 Program Director.....Robert O. Miller  
 Publicity Director.....Mendel Kochanski  
 Musical Director.....Arnold B. Miller

**W H F C**

**CICERO—EST. 1925**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WHFC, Inc.  
 Address.....2136 S. 61st St. Ct.  
 Phone Number..Lawndale 8228; Olympic 4305

Transmitter Location.....2136 S. 61st St. Ct.  
 Time on the Air.....7:00 a.m.-12 Midnight  
 News Service.....UP  
 Transcription Service.....Langworth, SESAC  
 Membership.....NAB

**Personnel**

President.....R. W. Hoffman  
 General Manager.....M. E. Clifford  
 Station Manager.....F. J. Summers  
 Commercial Manager.....R. W. Hoffman  
 Program Director.....J. Ostrode  
 Musical Director.....Frank Linhart  
 Chief Engineer.....E. P. Hayes

**W D A N**

**DANVILLE—EST. 1938**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...Northwestern Pub. Co.  
 Address.....Hotel Wolford  
 Phone Number.....1700-1  
 Transmitter Location...1500 Washington Ave.  
 Time on the Air.....6:45 a.m. to 10:15 p.m.;  
 Sunday: 8 a.m. to 10:45 p.m.  
 Newspaper Affiliation.....Danville Commer-  
 cial News  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....J. P. McKinney & Son  
 Membership.....NAB, BMB

**Personnel**

General Manager.....E. C. Hewes  
 Station Manager.....Robert J. Burow  
 Commercial Manager.....Robert J. Burow  
 Merchandising Manager.....Robert J. Burow  
 Program Director.....Honore E. Ronan  
 Publicity Director.....Shirley Mauck  
 Chief Announcer.....Max Shaffer  
 Chief Engineer.....Ted Magin

**W S O Y**

**DECATUR—EST. 1924**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Commodore Broad-  
 casting, Inc.  
 Address.....351-357 No. Main St.  
 Phone Number.....5371-2  
 Transmitter Location...1891 No. Oakland Ave.  
 Time on the Air: 6 a.m. to 12:05 a.m.; Sun-  
 days, 7:30 a.m. to 12:05 a.m.  
 Newspaper Affiliation...Decatur Newspapers  
 Inc.  
 News Service.....AP  
 Transcription Service.....Standard Radio,  
 Associated

Representative ..... Weed & Co.  
 Membership ..... NAB, BMB

**Personnel**

President ..... Frederick W. Schaub  
 General Manager ..... Merrill Lindsay  
 Commercial Manager ..... Charles F. Bruce  
 Program Director ..... Bernard Johnson  
 Publicity Director ..... Mary Estelle Hayes  
 Chief Announcer ..... Bernard Johnson  
 Chief Engineer ..... Paul A. Wnorowski

**W T M V**

**EAST ST. LOUIS—EST. 1935**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Mississippi Valley  
 Broadcasting Co., Inc.  
 Address ... Broadview Hotel, 5th and Broadway  
 Phone Number ... East 4390 and Bridge 3424  
 Studio Address ..... Broadview Hotel, East St.  
 Louis, Mo.; Arcade Bldg., St. Louis, Mo.  
 Transmitter Location ..... Broadview Hotel, 5th  
 and Broadway  
 Time on the Air ..... Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... The Walker Co.  
 Membership ..... NAB, BMB

**Personnel**

President ..... Myles H. Johns  
 General Manager ..... Michael Henry  
 Station Manager ..... Michael Henry  
 Commercial Manager ... Frank J. Prendergast  
 Merchandising Manager ..... Dodd Boyer  
 Program Director ..... Paul M. Enright  
 Production Manager ..... Dodd Boyer  
 Publicity Director ..... Dodd Boyer  
 Musical Director ..... William H. Hart  
 Chief Engineer ..... Erle E. White

**(CALL LETTERS TO BE ASSIGNED)  
 EVANSTON\***

Frequency: 1500 Kc. .... Power: 1000 Watts  
 Permittee ..... Evanston Broadcasting Co.

\*C.P. Application

**W G I L**

**GALESBURG—EST. 1938**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Galesburg Broad-  
 casting Co.  
 Address ..... Hill Arcade Bldg.  
 Phone Number ..... 4626 Main  
 Transmitter Location ..... Hill Arcade Bldg.  
 Time on the Air ..... 6 a.m. to 12 midnlight

Newspaper Afiliation ..... Daily Galesburg  
 Register-Mail  
 News Service ..... UP  
 Transcription Service ..... Standard Radio  
 and SESAC  
 Representative ..... Don Cooke, Inc.  
 Membership ..... NAB, BMB

**Personnel**

President ..... Klaus Nordgren  
 General Mgr.-Station Mgr. .... Klaus Nordgren  
 Commercial Manager ..... Robert Lundeen  
 Merchandising Manager ..... Robert Lundeen  
 Program Director ..... Ken Schleifer  
 Production Manager ..... Ken Schleifer  
 Publicity Director ..... Elizabeth Ann Harler  
 Chief Announcer ..... Owen Buck  
 Musical Director ..... Rosemary Lundeen  
 Chief Engineer ..... Marion F. Sawyer  
 Record MC ..... Owen Buck

**W E B Q**

**HARRISBURG—EST. 1923**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ... Harrisburg Broad. Co.  
 Address ..... 100 East Poplar St.  
 Phone Number ..... 28  
 Transmitter Location ..... 100 East Poplar St.  
 Time on the Air ..... 6 a.m. to 12 midnight  
 News Service ..... UP  
 Representative ..... Howard H. Wilson & Co.  
 Membership ..... NAB, BMB

**Personnel**

General Mgr.-Station Mgr. .... Inglis M. Taylor  
 Commercial Manager ..... Ken Hamilton  
 Merchandising Manager ..... Ken Hamilton  
 Program Director ..... Wanda R. Owen  
 Production Mgr.-Publicity Mgr. .... Eddie Wise  
 Musical Director ..... Wanda R. Owen  
 Chief Engineer ..... Joseph R. Tate  
 Record MC ..... Jim Duncan

**W J P F**

**HERRIN—EST. 1940**

**MUTUAL—KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Orville W. Lyster  
 Address ..... Herrin, Ill.  
 Phone Number ..... 382 and 383  
 Transmitter Location ..... Herrin, Ill.  
 Time on the Air ..... 6 a.m. to 12 midnight;  
 Sunday: 6:45 a.m. to 12 midnight  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... John E. Pearson Co.  
 Membership ..... NAB, BMB

**Personnel**

President.....Orville W. Lyerla  
 General Mgr.-Station Mgr.....Chas. R. Cook  
 Commercial Manager.....Fred Simmons  
 Program Director.....Doug Hadley  
 Production Manager.....Betty J. Strong  
 Publicity Director.....Fred J. Reinhardt  
 Chief Announcer.....James C. Harper  
 Chief Engineer.....Gino Monaco

**W L D S**

**JACKSONVILLE—EST. 1941**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1180 Kc.....Power: 250 Watts  
 (CP-1000) d. only  
 Owned-Operated By.....Milton Edge,  
 E. J. Korsmeyer  
 Address.....Fox-Illinois Theater Bldg.  
 Phone Number.....1180  
 Transmitter Location.....E. State Rd.  
 Time on the Air...Local sunrise to local sunset  
 News Service.....UP  
 Transcription Service.....Standard Radio  
 Membership.....NAB

**Personnel**

Owners.....Milton Edge, E. J. Korsmeyer  
 General Mgr.-Station Mgr.....E. J. Korsmeyer  
 Sales or Commercial Manager...Nate Egner  
 Chief Engineer.....G. J. Cassens  
 Record MC.....Bill Meyer

**W J O L**

**JOLIET—EST. 1926**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Joliet Broadcasting Co.  
 Address.....601 Walnut St., Joliet & 362 E.  
 Court St., Kankakee, Ill.  
 Phone Number.....4761  
 Transmitter Location...601 Walnut St., Joliet  
 Time on the Air.....7 a.m. to midnight  
 News Service.....UP, Transradio  
 Transcription Service.....World Library  
 Representative....Joseph Hershey McGillvra  
 Membership.....BMB

**Personnel**

Vice-Pres.-General Mgr.....R. L. Bowles  
 Program Director.....Charles Mornmtain  
 Chief Engineer.....Robert Schmidt

**W K A N**

**KANKAKEE—EST. 1946**

Frequency: 1320 Kc...Power: 1000 w. d. only

Owned-Operated By.....Kankakee Daily  
 Journal Co.  
 Address.....183 N. Schuyler Ave.  
 Transmitter Location.....Highway 113-S  
 3 miles N.W. of Kankakee  
 Time on the Air...Local sunrise to local sunset  
 Newspaper Affiliation.....Kankakee Daily  
 Journal Co.  
 News Service.....AP

**Personnel**

General Manager.....Burnell Small  
 Station Manager.....Bruce Brown  
 Chief Engineer.....Robert Harrell

**W L B H**

**MATTOON—EST. 1946**

Frequency: 1170 Kc....Power: 250 w. d. only  
 Owned-Operated By.....Mattoon Broad. Co.  
 Address.....17th & Broadway Ave.  
 Phone Number.....3997  
 Studio Address.....National Bank Bldg.,  
 1632½ Broadway  
 Transmitter Location...1 mile N. of Mattoon  
 on Highway 45  
 Time on the Air...Local sunrise to local sunset  
 News Service.....AP  
 Transcription Service.....Sandard

**Personnel**

Pres. and Gen. Mgr.....Ray Livesay  
 Commercial Manager.....Rolland Looper  
 Chief Announcer.....Larry King  
 Musical Director.....Gene McCormick  
 Chief Engineer.....Ray Livesay  
 Record MC.....Bob Guess

**W Q U A**

**MOLINE—EST. 1946**

**MUTUAL**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By..Moline Broadcasting Co.  
 Address.....Radio Center  
 Phone Number.....Moline 7000  
 Transmitter Location.....7th St. Extension  
 Time on the Air.....6 a.m. to 12 midnight;  
 Sunday: 8 a.m. to 12 midnight  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Howard H. Wilson Co.  
 Membership.....NAB, BMB

**Personnel**

Pres. and Gen. Mgr.....Bruff W. Olin, Jr.  
 Commercial Manager.....Marvin L. Rosene  
 Production Manager.....Don L. Stevens  
 Chief Engineer.....George W. Travis



# WSIV

PEKIN—EST. 1946

Frequency: 1140 Kc. Power: 250 w. d. only  
 Owned-Operated By...Pekin Broadcasting Co.  
 Address .....Arcade Bldg.  
 Phone Number.....1747-1539  
 Transmitter Location.....Route 98,  
 4 miles N. of Pekin

Time on the Air.....6:30 a.m. to local sunset  
 News Service.....AP  
 Transcription Service.....Standard, SESAC  
 Representative.....Sears & Ayer  
 Membership ..... NAB

## Personnel

Owners.....W. K. Patterson, G. C. Udry,  
 E. L. Prabdoni  
 General Manager.....W. Kenneth Patterson  
 Commercial Manager.....J. Ed Henry  
 Program Director.....Les Carmichael  
 Musical Director.....Charles Timm  
 Chief Engineer.....Emil L. Prandoni

# WEEK

PEORIA—EST. 1946

NATIONAL BROADCASTING CO.

Frequency: 1350 Kc. Power: 1000 Watts  
 Owned-Operated By...West Central Broad. Co.  
 Address.....1001 Commercial Bank Bldg.  
 Phone Number.....3-3688  
 Transmitter Location.....Bartonville, Ill.  
 Time on the Air.....6 a.m. to 12 midnight  
 News Service.....AP  
 Transcription Service.....World, Capitol  
 Representative.....The Katz Agency

## Personnel

Chairman of the Board.....Robert S. Kerr  
 President.....E. K. Gaylord  
 General Manager.....Edgar T. Bell  
 Station Manager.....Stanley E. White  
 Commercial Manager.....Fred L. Vance  
 Program Director.....Harry Eldred  
 Production Manager.....Martin Bouhan  
 Musical Director.....Herman Hampy  
 Chief Engineer.....E. C. Callahan

# WIRL

PEORIA—EST. 1947

ABC

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned By...Illinois Valley Broadcasting Co.  
 Business Address...912 Central Nat'l Bank Bldg.  
 Phone Number.....33881  
 Transmitter Location.....4½ miles S. of  
 Peoria Coal Ho'l'ow Rd.

## Personnel

President-Owners.....Edward J. Altortier,  
 John H. Altortier, John M. Camp, Katherine A.  
 Swain, Timothy W. Swain  
 General Manager.....John M. Camp

# WMBD

PEORIA—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1470 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By...Peoria Broadcasting Co.  
 Address.....First National Bank Bldg.  
 Phone Number.....7133  
 Transmitter Location.....Highway No. 29.  
 Time on the Air.....19¼ hours daily;  
 News Service.....UP & AP  
 Transcription Service.....NBC Thesaurus  
 Representative.....Free & Peters, Inc.

## Personnel

President.....Edgar L. Bill  
 General Manager.....Edgar L. Bill  
 Exec. Vice-President.....Charles C. Caley  
 Merchandising Manager.....Howard G. Bill  
 Chief Engineer.....A. James Ebel

# WIMJ

PEORIA—EST. 1946

Frequency: 1020 Kc. Power: 1000 w. d. only  
 Owned-Operated By.....Mid-State Broad. Co.  
 Address.....Fulton at Jefferson  
 Phone Number.....8527  
 Transmitter Location.....Highview Rd.,  
 Time on the Air.....6 a.m. to local sunset  
 News Service.....UP  
 Transcription Service.....Standard, SESAC  
 Representative.....John E. Pearson Co.

## Personnel

President and Gen. Mgr.....Wm. J. Kutsch  
 Commercial Manager....Albert E. Kauffman  
 Chief Engineer.....T. A. Giles

# WWXL

PEORIA—EST. 1947

Frequency: 1580 Kc. Power: 1000 Watts d. only  
 Owned-Operated By...Central Illinois Radio  
 Corp.  
 Business Address.....Hotel Jefferson  
 Phone Number.....9106  
 Transmitter Location.....Creve Coeur  
 Time on the Air.....6 a.m. to local sunset  
 News Service.....INS, UP  
 Transcription Service.....Associated, SESAC  
 Membership .....NAB

## Personnel

President-Owner.....Joseph H. Giddan  
 Commercial Manager.....A. B. Kershenbaum  
 Chief Engineer.....Chuck Bilyue

# WTAD

QUINCY—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 930 Kc. Power: 1000 Watts  
 Owned-Operated By...Lee Broadcasting, Inc.

# WHBF

Serving the **QUAD-CITIES** plus Western Illinois and Eastern Iowa

**NOW . . . WHBF is QUAD-CITIES' Basic ABC Station!**

- The only ABC station that can be consistently heard in the Quad-City Metropolitan Area.
- WHBF shows a **BETTER BMB Audience Report** than does any other Quad-City Radio Station. Ask for it!
- Covering the largest metropolitan market in Illinois and Iowa, outside of Chicago.
- WHBF's primary area reaches 401,610 radio homes — \$561 million annually in retail sales.
- The average family income in the Quad-Cities last year was over \$4,000.
- WHBF is the first station in the Quad-City area to apply for and receive an F.M. grant.



1270 KC **WHBF** 5000 Watts Full Time  
and **WHBF-FM**

LES JOHNSON  
Vice-President & General Manager



Affiliate of  
ROCK ISLAND ARGUS

Exclusive Representatives: **EVERY-KNODEL, INC.** • New York • Chicago • Los Angeles • San Francisco

Address.....W.C.U. Bldg., 510 Main St.  
 Phone Number.....6200  
 Transmitter Location.....Quincy Gardens,  
 3 miles So. of Quincy  
 Time on the Air.....6 a.m. thru 12:05 a.m.;  
 Sunday, 6:30 a.m. to 12:05 a.m.  
 News Service.....AP; UP  
 Newspaper Affiliation...Mason City Globe  
 Gazette  
 Transcription Service.....Standard  
 Representative.....Weed & Co.  
 Membership.....NAB, BMB

**Personnel**

Secretary-Treasurer.....F. C. Eighmey  
 General Manager.....F. C. Eighmey  
 Asst. to Gen. Manager.....George Arnold  
 Commercial Manager for  
 Lee Stations.....W. T. Burghart  
 Director of National Sales... W. J. Rothschild  
 Merchandising Manager.....Gerald Staten  
 Program Director.....Merritt Milligan  
 Production Manager.....C. Arthur Fier  
 Publicity Director.....Gerald Staten  
 Chief Announcer.....Merritt Milligan  
 Musical Director.....Jean Fessler  
 Technical Director.....Leo Born  
 Chief Engineer.....Urlin Whitman  
 Record MC.....Hal Barton

**W H B F**

**ROCK ISLAND—EST. 1925**

ABC

Frequency: 1270 Kc.....Power: 5000 Watts  
 Owned-Operated By...Rock Island Broad. Co.  
 Address.....1800 Third Ave., Moline, Ill.  
 Phone Number.....918  
 Transmitter Location...23rd Ave. and 53rd St.,  
 Moline, Ill.  
 Time on the Air.....6 a.m. to 12 midnight;  
 Sundays: 7:55 a.m. to 12 midnight  
 Newspaper Affiliation..The Rock Island Argus  
 News Service.....AP, UP  
 Transcription Service.....Standard Radio,  
 Lang-Worth  
 Representative.....Lewis H. Avery, Inc.  
 Membership.....NAB, BMB

**Personnel**

President.....John W. Potter  
 Vice-Pres. and Gen. Mgr....Leslie C. Johnson  
 Commercial Manager.....Maurice J. Corken  
 Merchandising Manager...Maurice J. Corken  
 Program Director.....Ted Arnold  
 Production Chief.....Bill Selah  
 Publicity Director.....Ferne Hawks  
 News Director.....Charles Harrison  
 Chief Engineer.....Robert J. Sinnett

**W R O K**

**ROCKFORD—EST. 1923**

ABC

Frequency: 1440 Kc.....Power: 1000 d. 500 a.  
 Owned-Operated By...Rockford Broadcasters,  
 Inc.  
 Address.....News Tower  
 Phone Number.....Main 5632  
 Transmitter Location.....Kilburn Ave. Rd.  
 Time on the Air.....6 a.m. to midnight  
 Newspaper Affiliation.....Rockford Morning  
 Star, Rockford Register Republic  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Headley-Reed Co.  
 Membership.....NAB, BMB

**Personnel**

President.....A. G. Simms  
 General Manager.....Walter Koessler  
 Commercial Manager.....John J. Dixon  
 Sales Promotion.....Wm. R. Traum  
 Program Director.....Morey Owens  
 Musical Director.....Lorna Lane  
 Chief Engineer.....W. A. Smith  
 Record MC.....Martin Bouhan

**To W R O K . . .**

for **PROMOTION** in '46



- ★ 1st Prize in Promotion Contest for "Counterspy."
- ★ City College of New York All-Over Promotion, Honorable Mention.
- ★ 1st Prize in Promotion Contest for Longines-Wittnauer series.
- ★ Annual ABC Award for Outstanding Promotion (To WROK for 3rd year).
- ★ One of Top Ten ABC Stations in Tom Breneman Promotion.



**ABC** in **ROCKFORD, ILLINOIS**

1000 w

✓ **HEADLEY-REED**

**WCVS\***

**SPRINGFIELD—EST. 1922**

ABC

Frequency: 1450 Kc.....Power: 250 Watts  
 Operated By.....WCBS, Inc.  
 Address.....523 E. Capitol Ave.  
 Phone Number.....9855  
 Transmitter Location.....3000 S. 4th St.,  
 Southern View

Time on the Air.....6 a.m. to 12 midnight  
 Newspaper Affiliation .... Illinois State Journal  
 News Service.....AP  
 Transcription Service .....World,  
 C. P. MacGregor Co.

Representative.....Sears & Ayer, Inc.  
 Membership.....NAB, BMB

**Personnel**

President.....Harold L. Dewing  
 Manager-Station Mgr.....Carroll W. Needl  
 Commercial Manager.....Carroll W. Needl  
 Publicity Director.....John W. Midgley  
 Musical Director.....John Geil  
 Chief Engineer.....Harold L. Dewing

\*Formerly WCBS

**WTAX**

**SPRINGFIELD—EST. 1930**

COLUMBIA BROADCASTING SYSTEM

**NORTH CENTRAL BROADCASTING SYSTEM**  
 Frequency: 1240 Kc.....Power: 100 Watts  
 Owned-Operated By.....WTAX, Inc.  
 Address.....117-119 So. Fifth St.  
 Phone Number.....2-4441

Transmitter Location.....117-119 S. 5th St.  
 Time on the Air.....18 hours daily  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative .....Weed & Co.  
 Membership.....NAB, BMB

**Personnel**

President and Manager.....Oliver J. Keller  
 Assistant Manager.....Jay A. Johnson  
 Program Director.....Gladys McGrew  
 Merchandising Manager.....Clarence Evans  
 Chief Engineer.....E. Swaringen

**WDZ**

**TUSCOLA—EST. 1921**

Frequency: 1050 Kc.....Power: 1000 Watts  
 Owned-Operated By.....WDZ Broadcasting  
 Company

Address.....101½ N. Main St.  
 Phone Number.....431  
 Transmitter Location....1½ miles N.-1 mile E.  
 Junction, U. S. 36 and 45

Time on the Air.....Sunrise to local sunset

News Service .....UP  
 Transcription Service.....M. M. Cole  
 Representative.....Free & Peters, Inc.  
 Membership.....NAB, BMB

**Personnel**

President.....Edgar L. Bill  
 General Manager.....R. L. Stulllebam  
 Program Director.....F. H. Booton  
 Chief Engineer.....A. James Ebel  
 Record MC.....Bill Miller

**WILL\***

**URBANA—EST. 1922**

Frequency: 580 Kc.....Power: 5000 W.  
 Owned-Operated By.....University of Illinois  
 Business Address.....1010 S. Wright St.  
 Phone Number .....7-2616  
 Studio Address .....1010 S. Wright St.  
 Transmitter Location.....1 mile south on First  
 St. Road, Champaign, Ill.

Time on the Air.....7:00 a.m. to local sunset  
 News Service.....AP  
 Transcription Service.....Thesaurus

**Personnel**

President.....A. C. Willard  
 General Manager.....Joseph F. Wright  
 Program Director.....Frank E. Schooley  
 Publicity Director.....Art Wildhagen  
 Musical Director.....Kenneth Cutler  
 Chief Engineer.....A. James Ebel  
 Production Manager.....George H. Sharp  
 Record M. C.....Phil Spradling

\*Does not sell time.

**For the best  
 in human interest  
 news . . .**

**AP**