

STATIONS



Alphabetical Listing

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*U. S. Standard Stations
Indexed by Call Letters—
Power and Frequency*

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*Stations Alphabetically
Listed by States—Cities*

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Personnel

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Other Detailed Information

Index Of The Standard Stations Of The United States

Call Letters—City—Power—Frequency in Kilocycles—Page Number Providing Complete Information

Key to Abbreviations: C.P.—Construction Permit; d—daytime; n—night.

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Texas	680	50000	633
KABR	Aberdeen, S. D.	1420	5000	608
KADA	Ada, Okla.	1230	250	563
KAFY	Bakersfield, Calif.	1490	250	329
KAKC	Tulsa, Okla.	1570	1000	567
KALB	Alexandria, La.	580	1000	127
KALE	Portland, Ore.	1330	5000	572
KALL	Salt Lake City, Utah	010	1000	638
KAMD	Camden, Ark.	1450	250	323
KANA	Anaconda, Mont.	1230	250	480
KAND	Corsicana, Texas	1310	250	621
KANE	New Iberia, La.	1240	250	430
KANS	Wichita, Kans.	1240	250	419
KARK	Little Rock, Ark.	920	5000	325
KARM	Fresno, Calif.	1430	5000	331
KARV	Mesa, Ariz.	1400	250	320
KASA	Elk City, Okla.	1240	100	561
KAST	Astoria, Ore.	1230	250	569
KATE	Albert Lea, Minn.	1450	250	463
KATO	Reno, Nev.	1340	250	486
KAVE	Carlsbad, N. M.	1240	250	491
KBIO	Burley, Idaho	1400	250	384
KBIX	Muskogee, Okla.	1490	250	564
KBIZ	Ottumwa, Iowa	1240	250	412
KBKR	Baker, Ore.	1490	250	569
KBLF	Red Bluff, Calif.	1490	250	340
KBMY	Billings, Mont.	1230	250	480
KBND	Bend, Ore.	1310	250	569
KBNE	Boulder City, Nev.	1450	250	486
KBOL	Boulder, Colo.	1490	250	349
KBON	Omaha, Neb.	1490	250	484
KBOW	Butte, Mont.	1480	250	481
KBPS	Portland, Ore.	1450	100	573
KBST	Big Spring, Texas	1490	250	619
KBTM	Jonesboro, Ark.	1230	250	325
KBUN	Benidji, Minn.	1150	250	463
KBUR	Burlington, Iowa	1490	250	408
KBWD	Brownwood, Texas	1380	1000 d., 500 n.	620
KCHS	Hot Springs, N. M.	1400	250	491
KCIL	Houma, La.	1490	250	429
KCKN	Kansas City, Kans.	1340	250	416
KCMC	Texarkana, Texas	1230	250	635

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KCMJ	Palm Springs, Calif.	1340	250	338
KCMO	Kansas City, Mo.	1480 C.P. 810	5000	475
			C.P. 5000 d., 10,000 n.	
KCOK	Tulare, Calif.	1240	250	318
KCOL	Ft. Collins, Colo.	1400	250	352
KCOR	San Antonio, Texas	1350	1000	631
KCOW	Ellensburg, Wash.	1210	250	648
KCOY	Santa Maria, Calif.	1400	250	317
KCRA	Sacramento, Calif.	1340	250	310
KCRC	Enid, Okla.	1390	1000	561
KCRS	Midland, Texas	1230	250	630
KCRT	Trinidad, Colo.	1210	250	352
KCYR	Lodi, Calif.	1570	250	331
KDAL	Duluth, Minn.	610	1000	463
KDB	Santa Barbara, Calif.	1490	250	346
KDFN	Casper, Wyo.	1470	1600	666
KDKA	Pittsburgh, Pa.	1020	50000	592
KDLR	Devils Lake, N. D.	1240	250	543
KDNT	Denton, Texas	1450	250	623
KDON	Monterey, Calif.	1240	250	337
KDRO	Sedalia, Mo.	1490	250	478
KDRS	Paragould, Ark.	1190	250	326
KDTI	Dubuque, Iowa	1370	1000	410
KDYL	Salt Lake City, Utah	1320	5000	639
KEBE	Jacksonville, Texas	1400	250	629
KECA	Los Angeles, Calif.	790	5000	334
KECK	Odessa, Texas	920	1000	631
KEEN	San Jose, Calif.	1370	1000	345
KEIO	Pocatello, Idaho	1450	250	385
KELA	Centralia-Chehalis, Wash.	1470	1000	618
KELD	El Dorado, Ark.	1400	250	323
KELN	Ely, Nev.	1230	250	486
KELO	Sioux Falls, S. D.	1230	250	609
KENI	Anchorage, Alaska	550	5000	669
KENO	Las Vegas, Nev.	1400	250	486
KERN	Bakersfield, Calif.	1410	1000	329
KERO	Bakersfield, Calif.	1230	250	329
KEYR	Seattle, Wash.	1090	10000	650
KEX	Portland, Ore.	1190	5000	573
KEYS	Corpus Christi, Texas	1190	250	620
KFAB	Lincoln, Nebr.	1110	50000	483
KFAC	Los Angeles, Calif.	1330	1000	335
KFAM	St. Cloud, Minn.	1450	250	466
KFAR	Fairbanks, Alaska	610	10000	669
KFBB	Great Falls, Mont.	1310	5000	481
KFBC	Cheyenne, Wyo.	1240	250	567
KFBI	Wichita, Kans.	1070	5000 d., 1000 n.	419
KFBK	Sacramento, Calif.	1530	10000	341
KFDA	Amarillo, Texas	1230	250	618
KFDM	Beaumont, Texas	560	1000	619
KFEL	Denver, Colo.	950	5000	350
KFEQ	St. Joseph, Mo.	680	5000	478
KFFA	Helena, Ark.	1490	250	324
KFGQ	Boone, Iowa	1260	250	408
KFH	Wichita, Kans.	1330	5000	419
KFI	Los Angeles, Calif.	640	50000	335
KFIO	Spokane, Wash.	1230	250	652
KFIZ	Fond-Du-Lac, Wis.	1450	250	661
KFJB	Marshalltown, Iowa	1230	250	411
KFJI	Klamath Falls, Ore.	1240	100	571
KFJM	Grand Forks, N. D.	1140	1000	543
KFJZ	Fort Worth, Texas	1270	5000	625
KFKA	Greeley, Colo.	910	1000	353

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KFKU	Lawrence, Kans.	1250	5000 d., 1000 n.	418
KFLW	Klamath Falls, Ore.	1450	250	571
KFMB	San Diego, Calif.	1450	250	343
KFMJ	Tulsa, Okla.	1050	1000	567
KFNF	Shenandoah, Iowa	920	1000 d., 500 n.	412
KFOR	Lincoln, Neb.	1210	250	484
KFOX	Long Beach, Calif.	1280	1000	334
KFPA	Helena, Mont.	1240	250	481
KFPW	Fort Smith, Ark.	1400	250	323
KFPY	Spokane, Wash.	920	5000	652
KFQD	Anchorage, Alaska	790	1000 C.P. 5000	669
KFRC	San Francisco, Calif.	610	5000	343
KFRE	Fresno, Calif.	1340	250	331
KFRO	Longview, Texas	1370	1000	629
KFRU	Columbia, Mo.	1400	250	473
KFSD	San Diego, Calif.	600	1000	341
KFSG	Los Angeles, Calif.	1150	2500 d., 1000 n.	335
KFUN	Las Vegas, N. M.	1230	250	491
KFUO	Clayton, Mo.	850	5000	473
KFVD	Los Angeles, Calif.	1020	1000	335
KFVS	Cape Girardeau, Mo.	1400	250	473
KFWB	Hollywood, Calif.	980	5000	333
KFXD	Nampa, Idaho	580	1000	385
KFXJ	Grand Junction, Colo.	920	1000 d., 500 n.	352
KFXM	San Bernardino, Calif.	1240	250	341
KFYO	Lubbock, Texas	1340	250	630
KFYR	Bismarck, N. D.	550	5000	513
KGA	Spokane, Wash.	1510	10000	652
KGAK	Gallup, N. M.	1230	250	494
KGB	San Diego, Calif.	1360	1000	313
KGBS	Harlingen, Texas	1240	250	627
KGBX	Springfield, Mo.	1260	5000	479
KGCU	Mandan, N. D.	1270	250	511
KGCX	Sidney, Mont.	1480	1000	482
KGDE	Fergus Falls, Minn.	1230	250 d., 100 n.	463
KGDM	Stockton, Calif.	1140	5000	317
KGDK	Sterling, Colo.	1230	250 d., 100 n.	350
KGEM	Boise, Idaho	1310	250	384
KGER	Long Beach, Calif.	1390	5000	331
KGEZ	Kalispell, Mont.	1340	100	481
KGFF	Shawnee, Okla.	1450	250	566
KGfJ	Hollywood, Calif.	1230	100	333
KGFL	Roswell, N. M.	1400	250	495
KGFW	Kearney, Neb.	1340	250	483
KGFX	Pierre, S. D.	630	200	608
KGGF	Coffeyville, Kans.	690	1000 d., 500 n.	415
KGGM	Albuquerque, N. M.	1260 C.P. 610	1000 C.P. 5000	493
KGHF	Pueblo, Colo.	1350	1000 d., 500 n.	352
KGHI	Little Rock, Ark.	1230	250	325
KGHL	Billings, Mont.	790	5000	480
KGIR	Butte, Mont.	1370	5000	481
KGIW	Alamosa, Colo.	1450	250	349
KGKB	Tyler, Texas	1490	250	636
KGKL	San Angelo, Texas	1400	250	633
KGKO	Fort Worth, Texas	570	5000	625
KGKY	Scotts-bluff, Neb.	1190 C.P. 1320	250 C.P. 1000	485
KGLO	Mason City, Iowa	1300	5000	411
KGLU	Safford, Ariz.	1450	250	321
KGMB	Honolulu, Hawaii	590	5000	671
KGNC	Amarillo, Texas	1440	5000 d., 1000 n.	618
KGNO	Dodge City, Kans.	1370	1000 d., 250 n.	415
KG0	San Francisco, Calif.	810	7500	344
KGRH	Fayetteville, Ark.	1450	250	323

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KGU	Honolulu, Hawaii	760	2500	671
KGVL	Greenville, Texas	1100	250	627
KGVO	Missoula, Mont.	1290	5000 d., 1000 n.	482
KGW	Portland, Ore.	620	5000	573
KGY	Olympia, Wash.	1240	250	649
KHLS	Hastings, Neb.	1230	250	483
KHBC	Hilo, Hawaii	1230	250	671
KHBBG	Okmulgee, Okla.	1210	250	566
KHJ	Los Angeles, Calif.	930	5000	336
KHMO	Hannibal, Mo.	1310	250	473
KHON	Honolulu, Hawaii	1100	250	671
KHOZ	Harrison, Ark.	1240	250	324
KHQ	Spokane, Wash.	590	5000	653
KHSL	Chico, Calif.	1290	1000	330
KHUB	Watsonville, Calif.	1340	250	348
KHUM	Eureka, Calif.	1210	250	330
KICA	Clovis, N. M.	1240	250	494
KICD	Spencer, Iowa	1240	256	413
KID	Idaho Falls, Idaho	1350	5000 d., 500 n.	384
KIDO	Boise, Idaho	1380	2500 d., 1000 n.	384
KIEM	Eureka, Calif.	1180	1600	331
KIEV	Glendale, Calif.	870	250	331
KIFI	Idaho Falls, Idaho	1100	250	385
KILO	Grand Forks, N. D.	1110	1400 d., 500 n.	544
KINY	Juneau, Alaska	1130	5000	669
KIOX	Bay City, Texas	1110	1000	619
KIRO	Seattle, Wash.	710	50000	650
KIST	Santa Barbara, Calif.	1340	250	347
KIT	Yakima, Wash.	1280	1000	655
KIUL	Garden City, Kans.	1240	250	416
KIUN	Pecos, Texas	1100	250	633
KIUP	Durango, Colo.	1100	250	351
KJAM	Vernal, Utah	1310	250	640
KJBS	San Francisco, Calif.	1100	1000	314
KJR	Seattle, Wash.	950	5000	651
KKLN	Visalia, Calif.	1100	250	348
KLAC	Los Angeles, Calif.	570	5000	336
KLBM	La Grande, Ore.	1450	250	571
KLCN	Blytheville, Ark.	900	1000	323
KLIN	Twin Falls, Idaho	1190	250	386
KLIZ	Brainerd, Minn.	1100	250	463
KLO	Ogden, Utah	1430	5000	638
KLOX	San Jose, Calif.	1170	5000	345
KLPM	Minot, N. D.	1390	1000	511
KLRA	Little Rock, Ark.	1010	10000 d., 5000 n.	325
KLUF	Galveston, Texas	1400	250	627
KLWT	Ogden, Utah	730	1000	638
KLX	Oakland, Calif.	910	1000	337
KLZ	Denver, Colo.	560	5000	350
KMA	Shenandoah, Iowa	960	5000	412
KMAC	San Antonio, Texas	1240	250	634
KMBC	Kansas City, Mo.	980	5000	475
KMED	Medford, Ore.	1410	1000	572
KMIK	Mitchell, S. D.	1190	250	608
KMIL	Marshall, Minn.	1100	250	461
KMJ	Fresno, Calif.	580	5000	331
KMLB	Monroe, La.	1140	5000 d., 1000 n.	429
KMMJ	Grand Island, Neb.	750	1000	483
KMO	Tacoma, Wash.	1360	5000	653
KMOX	St. Louis, Mo.	1120	50000	478
KMPC	Los Angeles, Calif.	710	50000	336
KMVI	Wailuku-Maui, Hawaii	550	1000	672
KMYC	Marysville, Calif.	1450	250	336

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KMYR	Denver, Colo.	1340	250	351
KNAK	Salt Lake City, Utah	1400	250	630
KNEL	Brady, Texas	1490	250	690
KNET	Palestine, Texas	1450	100	631
KNOE	Monroe, La.	1450	250	429
KNOW	Austin, Texas	1490	250	618
KNX	Hollywood, Calif.	1070	50000	333
KOA	Denver, Colo.	850	50000	351
KOAC	Corvallis, Ore.	550	5000 d., 1000 n.	670
KOAL	Price, Utah	1230	250	638
KOAM	Pittsburgh, Kans.	810	5000	418
KOAT	Albuquerque, N. M.	1450	250	493
KOB	Albuquerque, N. M.	770	50000 d., 25000 n.	493
KOCA	Kilgore, Texas	1210	250	629
KOCY	Oklahoma City, Okla.	1310	250	565
KODI	Cody, Wyo.	1400	250	667
KODK	Kodiak, Alaska	1239	250	671
KODL	The Dalles, Ore.	1230	250 d., 100 n	570
KODY	North Platte, Neb.	1240	250	484
KOH	Reno, Nev.	630	1000	486
KOIL	Omaha, Neb.	1290	5000	485
KOIN	Portland, Ore.	670	5000	573
KOKO	La Junta, Colo.	1400	250	353
KOL	Seattle, Wash.	1300	5000	651
KOLO	Reno, Nev.	920	1000	486
KOMA	Oklahoma City, Okla.	1520	5000	565
KOME	Tulsa, Okla.	1310	250	567
KOMO	Seattle, Wash.	1000	5000	651
KONO	San Antonio, Texas	1400	250	631
KONP	Port Angeles, Wash.	1150	250	650
KOOS	Coos Bay, Ore.	1230	250	570
KOPO	Tucson, Ariz.	1150	250	321
KORE	Eugene, Ore.	1150	250	570
KORN	Fremont, Neb.	1400	250	483
KOTA	Rapid City, S. D.	1380	5000	603
KOTN	Pine Bluff, Ark.	1190	250	326
KOVC	Valley City, N. D.	1190	250	514
KOVO	Provo, Utah	1240	250	638
KOWH	Omaha, Neb.	660	500	485
KOY	Phoenix, Ariz.	1550	1000	320
KPAB	Laredo, Texas	1190	250	629
KPAC	Port Arthur, Texas	1250	1000	633
KPDN	Pampa, Texas	1310	250	631
KPDR	Alexandria, La.	1490	250	427
KPFA	Helena, Mont.	1210	250	481
KPHO	Phoenix, Ariz.	1230	250	320
KPKW	Paseo, Wash.	1340	250	650
KPLC	Lake Charles, La.	1190	250	429
KPLT	Paris, Texas	1310	250	631
KPMC	Bakersfield, Calif.	1560	1000	329
KPMO	Pomona, Calif.	1600	500	339
KPO	San Francisco, Calif.	680	50000	314
KPOA	Honolulu, Hawaii	630	5000	672
KPOF	Denver, Colo.	910	1000	351
KPOW	Powell, Wyo.	1260	1000	667
KPPC	Pasadena, Calif.	1210	100	338
KPQ	Wenatchee, Wash.	560	1000	651
KPRC	Houston, Texas	950	5000	628
KPRK	Livingston, Mont.	1310	250	482
KPRL	Paso Robles, Calif.	1230	250	339
KPRO	Riverside, Calif.	1110	1000	310
KPSC	Phoenix, Ariz.	1450	250	321
KQEA	Albuquerque, N. M.	1450	250	493

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KQV	Pittsburgh, Pa.	1410	5000	591
KQW	San Jose, Calif.	740	5000	345
KRBA	Lufkin, Texas	1340	250	630
KRBC	Abilene, Texas	1450	250	617
KRBM	Bozeman, Mont.	1150	250	480
KRDO	Colorado Springs, Colo.	1240	250	349
KRDU	Deluba, Calif.	1130	250	330
KRE	Berkeley, Calif.	1370	250	329
KREO	Ind'co, Calif.	1400	250	334
KREM	Spokane, Wash.	1310	250	653
KRES	St. Joseph, Mo.	1230	250	478
KRGV	Weslaco, Texas	1200	1000	637
KRIC	Beaumont, Texas	1450	250	619
KRIG	Odessa, Texas	1410	1000	630
KRIS	Corpus Christi, Texas.	1360	1000	621
KRJF	Miles City, Mont.	1340	250	482
KRKD	Los Angeles, Calif.	1150	2500 d., 1000 a.	336
KRKO	Everett, Wash.	1400	250	649
KRLC	Lewiston, Idaho	1350	1000	385
KRLD	Dallas, Texas	1080	50000	623
KRMD	Shreveport, La.	1340	250	431
KRNR	Roseburg, Ore.	1490	250	574
KRNT	Des Moines, Iowa.	1350	5000	410
KROC	Rochester, Minn.	1340	250	466
KROD	El Paso, Texas.	600	1000 d., 500 n.	625
KROP	Brawley, Calif.	1300	1000 d., 500 n.	330
KROS	Clinton, Iowa	1340	250	409
KROW	Oakland, Calif.	960	1000	338
KROY	Sacramento, Calif.	1240	250	341
KRPL	Moscow, Idaho	1400	250	385
KRRV	Sherman, Texas	910	1000	635
KRSC	Seattle, Wash.	1150	1000	651
KRTN	Raton, N. M.	1490	250	495
KRUX	Phoenix-Glendale, Ariz.	1340	250	321
KSAC	Manhattan, Kans.	580	1000 d., 500 n.	418
KSAL	Salina, Kans.	1150	1000	418
KSAM	Huntsville, Texas	1490	250	629
KSAN	San Francisco, Calif.	1450	250	344
KSCJ	Sioux City, Iowa.	1360	5000	412
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	476
KSDJ	San Diego, Calif.	1170	5000	343
KSEI	Pocatello, Idaho	930	1000 d., 250 n., C.P.5000	386
KSEL	Lubbock, Texas	950	1000	630
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	344
KSFT	Trinidad, Colo.	1280	1000 d., 500 n.	352
KSIB	Creston, Iowa	1520	1000	409
KSIL	Silver City, N. M.	1340	250	495
KSJB	Jamestown, N. D.	600	5000	544
KSKY	Dallas, Texas	660	1000	623
KSJO	San Jose, Calif.	1590	1000	345
KSL	Salt Lake City, Utah.	1160	50000	639
KSIM	Salem, Ore.	1390	1000	575
KSMA	Santa Maria, Calif.	1450	250	347
KSMO	San Mateo, Calif.	1550	1600	346
KSNM	Santa Fe, N. M.	1400	250	495
KSO	Des Moines, Iowa.	1160	5000	410
KSOL	Yuma, Ariz.	1400	250	322
KS00	Sioux Falls, S. D.	1140	5000	609
KSPI	Stillwater, Okla.	840	250	566
KSKO	Santa Rosa, Calif.	1350	1000	347
KSRV	Ontario, Ore.	1450	250	572
KSTP	St. Paul, Minn.	1500	50000	466
KSTT	Davenport, Iowa	750	250	409

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
KSUB	Cedar City, Utah	1310	250	637
KSUN	Bisbee, Ariz.	1230	250	319
KSVP	Artesia, N. M.	1150	250	193
KSWM	Joplin, Mo.	1230	250	175
KSWO	Lawton, Okla.	1150	250	561
KSYL	Alexandria, La.	1100	250	427
KTAR	Phoenix, Ariz.	620	5000	321
KTBC	Austin, Texas	590	5000 d., 1000 n.	619
KTBI	Tacoma, Wash.	1190 C.P. 810	250	653
KTBS	Shreveport, La.	1180	1000	131
KTEM	Temple, Texas	1160	250	635
KTFI	Twin Falls, Idaho	1270	1000	386
KTF5	Texarkana, Texas	1100	250	635
KTHS	Hot Springs, Ark.	1090	10000 d., 1000 n.	321
KTHT	Houston, Texas	1230	250	628
KTIP	Potterville, Calif.	1150	250	310
KTKC	Visalia, Calif.	910	5000	318
KTKN	Ketchikan, Alaska	930	1000	671
KTMC	McAlester, Okla.	1490	250	561
KTMS	Santa Barbara, Calif.	1250	1000	317
KTNM	Tuenmeari, N. M.	1100	250	495
KTOH	Libue, Hawaii	1190	250	672
KTOK	Oklahoma City, Okla.	1100	250	565
KTRB	Medesto, Calif.	860	1000	337
KTRC	Santa Fe, N. M.	1100	250	495
KTRF	Thief River Falls, Minn.	1230	250	467
KTRH	Houston, Texas	740	50000	628
KTRI	Sioux City, Iowa	1150	250	413
ETSA	San Antonio, Texas	550	5000 d., 1000 n.	631
KTSM	El Paso, Texas	1380	1000 d., 500 n.	625
KT5W	Emporia, Kans.	1100	250	415
KTTS	Springfield, Mo.	1100	250	479
KTUC	Tucson, Ariz.	1100	250	322
KTUL	Tulsa, Okla.	1130	5000	567
KTW	Seattle, Wash.	1250	1000	652
KTYW	Yakima, Wash.	1160	500	655
KUGN	Eugene, Ore.	1100	250	570
KUIN	Grant Pass, Ore.	1310	250	571
KULA	Honolulu, Hawaii	690	10,000	672
KUJ	Walla Walla, Wash.	1120	1000	654
KUOA	Floam Springs, Ark.	1290	5000	326
KUOM	Minneapolis, Minn.	770	5000	464
KUSD	Vermillion, S. D.	920	500	609
KUTA	Salt Lake City, Utah	570	5000	610
KVAK	Atchison, Kans.	1150 C.P. 1200	250 C.P. 1000	415
KVAL	Brownsville, Texas	1190	250	620
KVAN	Vancouver, Wash.	910	500	651
KVCV	Redding, Calif.	1230	250	310
KVEC	San Luis Obispo, Calif.	920	1000 d., 500 n.	316
KVET	Austin, Texas	1300	1000	618
KVFD	Fort Dodge, Iowa	1400	250	411
KVGB	Great Bend, Kans.	1100 C.P. 1590	250 C.P. 5000	416
KVI	Tacoma, Wash.	570	5000	653
KVIC	Victoria, Texas	1490	250	636
KVMV	Twin Falls, Idaho	1450	250	386
KVNI	Coeur d'Alene, Idaho	1130	1000	381
KVNU	Logan, Utah	1230	250	657
KVOA	Tucson, Ariz.	1290	1000	322
KVOC	Casper, Wyoming	1230	250	666
KVOD	Denver, Colo.	630	5000	351
KVOE	Santa Ana, Calif.	1480	1000	316
KVOL	Lafayette, La.	1340	250	429
KV00	Tulsa, Okla.	1170	50000	567

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
KWLN	Ft. Smith, Arks.	1320	5000	324
KWLN	Altus, Okla.	1450	250	563
KWL	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
WBYN	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
WCMJ	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
WCOG	Meridian, Miss.	910	5000	170
WCOL	Columbus, O.	1230	250	552
WCOF	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	259	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	1009 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	Altcona, 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.	1409	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

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
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
WHAU	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

Call Letters	City	Frequency in Kilocycles	Power in Watts	See Page
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
WHKO	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	5090	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
WLJG	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	5090	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	Herwin, 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
WLEZ	Bangor, Me.	620	5000	432
WLCS	Baton Rouge, La.	1100	250	437
WLDS	Jacksonville, Ill.	1180	250 C.P., 1000	396
WLEE	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
WLH	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	Marinette, 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	Mortonsville, 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
WNLC	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.	1210	250	419
WQHS	Shelby, N. C.	730	250	539
WQI	Ames, Iowa	610	5000	408
WQKO	Albany, N. Y.	1460	1000 d., 500 n.	497
WQJ	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.	1210	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.	591
WQBC	Viicksburg, 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	Toceca, 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	Ronceverte, W. Va.	1400	250	659
WROV	Roanoke, Va.	1490	250	616
WROW	Atheus, 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
WSAI	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
WTAD	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
WTOD	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	434
WWBZ	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 Number4-7741
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.

Address108 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.
MembershipNAB

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
MembershipNAB

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 Number8361-2
 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 ServiceUP
 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 ByAlabama
Broadcasting Company.
Business-Studio Address..527 North Broadway
Phone Number160
Transmitter Location....527 North Broadway
Time on Air.....6:00 a.m. to 11:00 p.m.
News ServiceUP
Transcription ServiceNBC

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
Phone2360
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 ByJames 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
MembershipNAB, 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-GLENDALE—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

KTUC

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 Number1400
 Transmitter Location.....900 E. B'way
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceUP
 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

KVOA

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 ServiceAP
 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.

KSOL

YUMA—EST. 1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned ByGene 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

KYUM

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
AddressSudbury 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.
Phone1313
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 Number862
Transmitter Location.....922 Leverett St.
Time on the Air.....Unlimited
News ServiceAP
Transcription ServiceStandard
MembershipNAB

Personnel

President-ManagerRussell 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 Number4106-4107-7069-5554
Transmitter LocationAlbert 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

K W H N*

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
 MembershipNAB

Personnel

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

*Construction Permit

K H O Z

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

K F F A

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

K T H S

HOT SPRINGS—EST. 1924

AMERICAN BROADCASTING CO.
 ARKANSAS NETWORK

Frequency1090 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 ServiceLang-Worth
 Newspaper Affiliation..Shreveport, Louisiana
 Times.
 Representative.....The Branham Co.
 Membership.....NAB, BMB

K H O Z

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. Hill

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.
 Phone5-5427
 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
 MembershipNAB

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
 MembershipNAB

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
 Address505½ Main St.
 Phone Number721
 Transmitter Location.....505½ Main St.
 Time on the Air.....6:00 a.m. to 11:00 p.m.
 News Service.....AP
 Transcription ServiceThesaurus
 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 Number77
 Transmitter Location....Siloam Springs, Ark.
 Time on the Air.....6:30 a.m. to Local Sunset
 News Service.....UP
 Transcription Service.....World, Standard,
 Keystone
 RepresentativeThe Walker Company
 Membership.....NAB, BMB

Personnel

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

KWEM

WEST MEMPHIS—EST. 1946

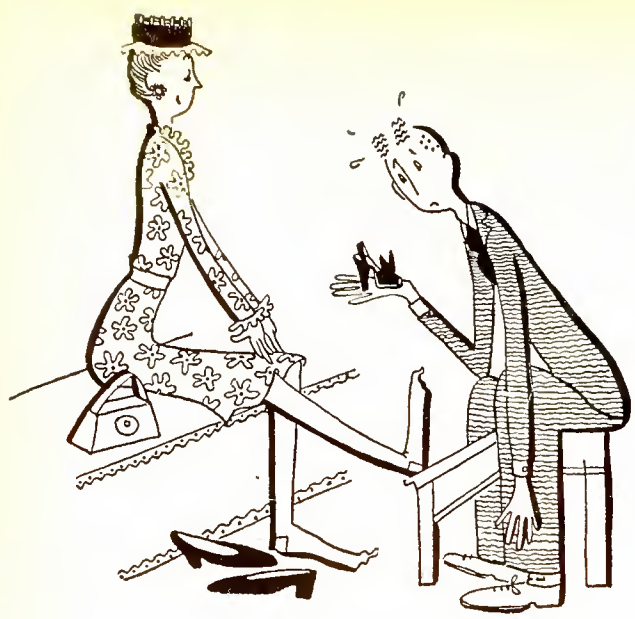
Frequency:990 Kc.....Power: 1000 Watts. d.
 only
 Owned-Operated By.....West Memphis
 Broadcasting Corp.
 Address.....229 East Broadway
 Transmitter Location.....N. W. Corner U. S.
 Engineers
 Time on the Air.....Sun up to sun down
 News Service.....UP
 Transcription Service....Lang-Worth, Capitol

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.
 Kerman, 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
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.....Willet 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 AddressRadio 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 ServiceUP
 Transcription Service.....Standard Radio,
 Associated
 Membership NAB

Personnel

President.....Sheldon F. Sackett
 General Manager-Commercial
 ManagerWilton 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 byWarner Brothers
 Address 327-21st Street
 Phone NumberHigate 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 Number2253-4
 Studio-Transmitter Location..Ncrth Indian Ave.
 Time on the Air.....7:00 a.m. to midnight;
 Sunday, 8 a.m. to midnight
 News ServiceUP
 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
 RepresentativeAdam Young
 MembershipNAB, 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

KEEN

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 ServiceAssociated
 MembershipNAB

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 ServiceAP
 Transcription Service.....Capitol
 RepresentativeHomer Griffith
 MembershipNAB

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.
 MembershipNAB, 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.
 AddressBox 995
 Phone Number.....Ballard 3660
 Transmitter Location..Storey & Lucretia Aves.
 Time on the Air.....Daytime
 News Service.....UP
 Representative....William S. Grant Co., Inc.
 MembershipNAB

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 ServiceStandard
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
RepresentativeJohn 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 Number2-2727
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 Number800
Transmitter Location.....Mooney Blvd.
Time on the Air.....5 a.m. to 12 midnight;
News ServiceUP
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
Address119 E. Acequia St.
Phone Number1650
Transcription Location. One mile N. of Visalia
Time on the Air.....6:00 a.m. to 12 midnight

News ServiceUP
Transcription Service..Capitol, C. P. McGregor
RepresentativeForjoe & 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 MCBob 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 Number575
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 ServiceAP
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
AddressP.O. Box 349
Phone Number1700-1
Transmitter Location.....Radio Lane
Time on the Air.....6:30 a.m. to 11:00 p.m.
News ServiceAP
Transcription ServiceWorld 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

K F E L

DENVER—EST. 1922

MUTUAL

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

Address Albany Hotel
Phone NumberKEystone 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
DirectorFrank 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

K L Z

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

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

AddressShirley Savoy Hotel
Phone NumberMain 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 ServiceStandard.

C. P. MacGregor, M. M. Cole
RepresentativeThe Katz Agency

Personnel

PresidentE. K. Gaylord
Station ManagerHugh 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

KGFH

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. Bevens
 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

KFJX

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 ServiceUP
 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 ServiceUP
 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 Number42

News ServiceUP

Transcription Service.....Keystone
 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
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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 ServiceAP
Transcription Service...Associated; Standard
Radio, SESAC

Representative....Edward Petry & Co., Inc.
MembershipNAB

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 Number3-3112
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.
Address750 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 ManagerLinus 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 Number2-0237
Transmitter Location.....555 Asylum St.
Time on the Air.....6:30 a.m. to midnight;
Sunday, 8a.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 ServiceAP; 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.....1056 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.
MembershipNAB

Personnel

PresidentJulian 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.
Address221 Orange Street
Phone Number.....8-1133
Transmitter Location.....Hamden, Conn.
Time on the Air.....Unlimited
News Service.....UP
Transcription Service.....World Broadcasting
System Library
RepresentativeHeadley-Reed Co.
MembershipBMB

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 LocationLindstrom 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 ServiceTransradio
 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 ServiceUP
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.

Address920 King St.
Phone Number.....Wilmington 4-7771
Transmitter Location....Governor Prinze Blvd.
Time on the Air.....6 a.m. to 1 a.m.
News ServiceAP
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

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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

Address724 - 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 ServiceAP; INS; UP
Transcription Service.....NBC Thesaurus,
Associated, Standard

RepresentativeNational Broadcasting Co.
MembershipNAB

Personnel

PresidentNiles Trammell
Vice-PresidentFrank 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)

Address1000 Connecticut Ave.

Phone NumberNational 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

PresidentJoseph 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

AddressEarle 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

RepresentativeRadio 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

BureauEric 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.....870-1
 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

WTMC

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 Bulsot

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 ServiceAP
 Transcription Service...Lang-Worth, Thesaurus
 Representative.....Joseph Hersey McGillvra

Personnel

President.....Charles E. Davis
 Station Manager.....Donald S. Greenlief
 Chief Engineer.....Clyde E. Walkden
 Commercial Manager.....D. S. Greenlief
 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 Number777
 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 ServiceAP
 Transcription Service.....World
 Newspaper Affiliation....Panama City News
 Herald
 Representative.....John H. Perry Associates
 MembershipNAB

Personnel

PresidentJohn 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 MCDon 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 Number6173-4
 Transmitter Location.....Moreno at "O" Sts.
 Time on the Air.....5:30 a.m. to 12 midnight
 News ServiceAP
 Transcription Service.....Lang-Worth,
 NBC Thesaurus
 MembershipNAB

Personnel

President-General Mgr.....Miss Ruth Braden
 Station Manager.....Irving F. Welch
 Commercial Manager.....Robert O. Forsyth
 Program Manager.....Miss Judith Lawton
 Chief AnnouncerRussell 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 Number4111-4112
 Transmitter Location.....Foot of Bay Bridge
 Time on the Air.....18 hours daily:
 Sunday: 16 hours.
 Newspaper AffiliationNews-Journal
 News Service.....UP
 Transcription ServiceWorld
 Representative.....John H. Perry Associates
 MembershipNAB

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.....Arry 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 ServiceAP

Personnel

PresidentMike 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 ServiceAP
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 2nd 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. Tolson
 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.
 AddressSt. Simons Island Causeway
 Phone Number 1500
 Transmitter Location....St. Simons Causeway
 Time on the Air.....7 a.m. to 12 midnight
 News ServiceUP
 Transcription Service.....NBC Thesaurus
 RepresentativeClark
 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
 AddressCartersville
 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.

AddressWest Theater Bldg.
 Phone Number.....777 and 570
 Transmitter Location.....Cave Spring Rd.
 Time on the Air.....18½ hours daily
 News ServiceAP
 Transcription ServiceWorld
 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.

Address1028½ 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 ServiceWorld

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

Address1420 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 ServiceUP
 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 Number666
 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 ServiceUP
 Transcription Service.....WBS
 Membership.....NAB, BMB

Personnel

PresidentJohn 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.
 AddressCovington, 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 ServiceUP
 Transcription Service...Lang-Worth, Keystone
 RepresentativeCox & 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 Number87L
 Transmitter Location...Franklin & Moore Sts.
 Time on the Air.....7:00 a.m. to 11:05 p.m.
 News ServiceAP
 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.
 AddressP.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
 RepresentativeCox & 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 Number3131
 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
 RepresentativeThe 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 MCLloyd 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 ServiceAP
 Transcription Service...NBC Thesaurus, Capitol
 RepresentativeBurn-Smith
 MembershipNAB

Personnel

President.....Ed. M. Lowe
 General Mgr.-Station Mgr.-
 Program DirectorAlfred Lowe
 Sales or Commercial Manager-Sales
 Promotion or Merchandising
 ManagerCarl 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
 AddressOld 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 MCJack 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 ServiceUP
 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.*

W R G A

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 ServiceUP
 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

W C C P

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

W F R P

SAVANNAH—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Georgia Broad. Co.
 Address219 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
 DirectorJames Hayes
 Program Director.....Roy Zess

W S A V

SAVANNAH—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WSAV, Inc.
 AddressLiberty National Bank Building
 Phone Number.....30234
 Transmitter Location...President St. Extension
 Time on the Air.....Unlimited
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 RepresentativeGeorge 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
 Address620 Plant Avenue
 Phone Number965
 Transmitter LocationWaycross
 Time on the Air.....7 a.m. to 12 midnight
 Newspaper AffiliationWaycross Journal-Herald
 News ServiceUP
 Transcription Service.....World Broadcasting System, M. M. Cole
 RepresentativeHal 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
 AnnouncerClyde 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.
 AddressVidalia, Ga.
 Phone Number.....327
 Transmitter Location.....N.S. U.S. Route 280,
 ¼ mile W. Vidalia
 Time on the Air.....6:30 a.m. to 11:05 p.m.
 Newspaper Affiliation...The Vidalia Advance
 News ServiceUP
 Transcription Service.....World
 MembershipNAB

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. Herbosen
 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.
 AddressGen. 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
 RepresentativeHeadley-Reed
 MembershipNAB, 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



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belongs to the American people and
we consider it a sacred trust.”

COLONEL ROBERT R. McCORMICK

*A Clear Channel Station...
Serving the Middle West*

WGN

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
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WLS neighbors visiting our tent at the Wisconsin State Fair



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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 ManagerVincent 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 ServiceUP
RepresentativeSears and Ayer, Inc.
MembershipNAB

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 LocationCairo
Time on the Air.....6:00 a.m. to 10 p.m.; Sunday, 8 a.m. to 9 p.m.
News ServiceUP
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 ServiceAP
Transcription Service.....World
Representative.....Howard H. Wilson
MembershipNAB

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 8:00 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.
 AddressArcade 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
 MembershipNAB

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: AVERY-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 ServiceWorld,
 C. P. MacGregor Co.
 Representative.....Sears & Ayer, Inc.
 Membership.....NAB, BMB

Personnel

President.....Harold L. Dewing
 Manager-Station Mgr.....Carroll W. Need
 Commercial Manager.....Carroll W. Need
 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
 RepresentativeWeed & 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 ServiceUP
 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 Number7-2616
 Studio Address1010 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

INDIANA

Estimated Population 3,692,046—Radio Homes 1,003,514
Stations in State 25

WCBC*

ANDERSON—EST. 1946

Frequency: 1470 Kc. Power 1000 w. d. only
Owned-Operated By. Civic Broadcasting Corp.
Address Anderson, Ind.
Transmitter Location. Junction of State
Route 9 and 67
News Service. AP
Transcription Service. World

Personnel

President Lloyd Gallimore
General Manager. Donald W. Cogley
Station Manager. Donald W. Cogley
Chief Engineer. Paul Bender

*Construction Permit

WHBU

ANDERSON—EST. 1922

ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. Anderson Broad-
casting Corp.
Address. 640 Citizens Bank Bldg.
Phone Number. 7791
Transmitter Location. 640 Citizens Bank Bldg.
Time on the Air: 6:30 a.m. to midnight; 7:00
a.m. to midnight Sun.
News Service. UP
Transcription Service. Standard Radio
Representative The Walker Co.
Membership NAB, BMB

Personnel

President. C. Bruce McConnell
General Managers. R. E. Bausman,
John R. Atkinson
Station Manager. John R. Atkinson
Commercial Manager. John R. Atkinson
Program Director. E. R. Allen
Chief Engineer. L. F. Podhaski

WSUA

BLOOMINGTON—EST. 1946

Frequency: 1010 Kc. Power: 1000 w. d. on'y
Owned-Operated By. Radio Station
WSUA, Inc.
Address 117½ W. Kirkwood
Phone Number. 7277

Transmitter Location. 3½ miles S. of
Bloomington on Ind. Highway 37
Time on the Air. Daytime only
News Service UP
Transcription Service World
Representative. Burn-Smith Co., Inc.
Membership NAB

Personnel

President-General Mgr. Warren G. Davis
Account Executive. Lyle Warrick
Chief Engineer. L. J. (Jim) Rolfe
Record MC. Lyle Warrick

WTOM

BLOOMINGTON—EST. 1946

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By. Fred O. Grimwood
Address. P. O. Box 41
Phone Number. Bloomington 2593
Transmitter Location. Allens Lane,
Nr. Walker St.
Time on the Air. 6 a.m. to 12 midnight
News Service AP
Membership NAB

Personnel

President. Fred O. Grimwood
General Manager. Thomas Grimwood
Commercial Manager. Cleo Garner
Sales Manager. Verne Katman

WTRC

ELKHART—EST. 1931

NBC—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. Truth Publishing Co., Inc.
Address. Hotel Elkhart
Phone Number. 948
Transmitter Location. 1 mile S. of Elkhart
city limits on Oakland Ave. Rd.
Time on the Air. 6 a.m. to 12 midnight
Newspaper Affiliation. Elkhart Daily Truth
News Service UP
Transcription Service. World; Standard Radio
Representative. Burn-Smith Company, Inc.
Membership. NAB, BMB

Personnel

President. C. D. Greenleaf
General Manager. R. R. Baker
Commercial Manager. Dick Holloway
Chief Engineer. L. W. Zellmer

W E O A

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WFBM, Inc.
 Address519 Vine St.
 Phone Number2-1171
 Transmitter LocationEvansville
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 News ServiceUP
 Transcription ServiceWorld Broadcasting
 System and Standard
 Representative.....Katz Agency, Inc.

Personnel

General Manager.....Don Menke

Time on the Air.....6 a.m. to 12 midnight,
 Sundays 7 a.m. to 12 midnight
 News Service.....UP, AP
 Transcription Service.....Standard Radio,
 Lang-Worth
 RepresentativeHeadley-Reed Co.
 Membership.....NAB, BMB

Personnel

President.....E. A. Nicholas
 General Manager.....Pierre Boucheron
 Asst. to General Mgr.....William T. Davies
 Commercial Manager.....William R. Aldrich
 Sales Promotion Manager-
 Publicity Director...Norman C. Widenhofer
 Program Director.....Paul M. Havens
 Musical Director.....Marge Warren
 Chief Engineer.....Howard J. Beck
 Record MC.....Paul Price

W G B F

EVANSVILLE—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1280 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated ByEvansville On The
 Air, Inc.
 Address519 Vine St.
 Phone Number2-1171
 Transmitter LocationEvansville
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceUP
 Transcription ServiceWorld Broadcasting
 System and Standard
 RepresentativeWeed & Co.

Personnel

Station Manager.....Clarence Leich
 Commercial Manager.....Guy R. Crecelius
 Program Director.....Mrs. Pat Roper
 Publicity Director.....Mrs. Louise Chapman
 Chief Announcer.....Fred Rollison
 Chief Engineer.....Fay A. Gehres

W O W O

FORT WAYNE—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 1190 Kc.....Power: 10,000 Watts
 Owned-Operated By.....Westinghouse Radio
 Stations, Inc.
 Address.....925 So. Harrison St.
 Phone Number.....Anthony 2136
 Transmitter Location.....Route 30
 Time on the Air.....5 a.m. to 1 a.m.;
 Sunday, 7 a.m. to 12 midnight
 News ServiceUP
 Transcription Services...World Broadcasting
 Representative.....NBC Spot Sales
 MembershipBMB

Personnel

PresidentWaiter Evans
 General Manager.....J. B. Conley
 Station Manager.....Robert G. Duffield
 Commercial Manager.....Paul E. Mills
 Merchandising Mgr....Hiida C. Woehrmeyer
 Program Director.....Cari Vandagriff
 Production Manager.....Fred Freehand
 Traffic Manager.....J. Howard Ackley
 Publicity Director.....Hiida C. Woehrmeyer
 Educational Director.....Ben A. Hudelson
 Musical Director.....Guy Fitzsimmons
 Chief Engineer.....Bruce Ratts
 Musical Librarian.....Bonnie Wire

W G L

FORT WAYNE—EST. 1924

NATIONAL BROADCASTING COMPANY

Frequency: 1250 Kc.....Power: 1000 Watts
 Owned-Operated By....Farnsworth Television
 and Radio Corp.
 Business Address.....201 W. Jefferson St.
 Phone Number.....Eastbrook 3366
 Transmitter Location.....201 W. Jefferson St.

W J O B

HAMMOND—EST. 1928

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....South Shore
 Broadcasting Corp.
 Address.....449 State St.

INDIANA

Phone Number.....Sheffield 8400
Transmitter Location.....449 State St.
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Associated
Representative.....Joseph Hershey McGillvra
Membership.....NAB, BMB

Personnel

General Manager.....O. E. Richardson
Commercial Manager.....R. C. Adair
Chief Engineer.....Stanley Strasberg

WIBC

INDIANAPOLIS—EST. 1938
MUTUAL BROADCASTING SYSTEM

Frequency: 1070 Kc.....Power: 5000 Watts
Owned By.....Indiana Broadcasting Corp.
Operated By.....The Indianapolis News
Publishing Co.
Address.....30-32 W. Washington St.
Phone Number.....LI 2305
Transmitter Location.....New Augusta, Ind.
Time on the Air.....5 a.m. to 12:15 a.m.:

Sunday: 7 a.m. to 12:15 a.m.; Saturday:
5 a.m. to 1 a.m.
Newspaper Affiliation.....Indianapolis News
News Service.....AP, UP
Transcription Service.....Lang-Worth, Associated
Representative.....John Blair & Co.
Membership.....NAB, BMB

Personnel

President.....C. Walter McCarty
General Manager.....George C. Biggar
Merchandising Manager.....Samuel R. White
Program Director.....Ed Mason
Production Manager.....Brad DeMarcus
Publicity Director.....Samuel R. White
Musical Director.....Walter Jackson
Chief Engineer.....Harry Adams
Record MC.....Sydney Mason

WBBW*
INDIANAPOLIS

Frequency: 1550 Kc.....Power: 250 Watts
Permittee.....Associated Broadcasters, Inc.

*C.P.

"IBCing you" . . . in INDIANAPOLIS

TOPS IN LIVE TALENT—
FOR TOP SALES RESULTS!

If you're eager to see Indiana sales increase, put your product across to Hoosiers *Hoosier-style* . . . with a pre-tested WIBC Live Talent Show! The live talent staff at WIBC—fastest growing radio station in Indianapolis—is the largest in the capital city . . . versatile, experienced, complete in every detail. For the full facts on WIBC Live Talent Shows—ready-made or tailored to your own sales specifications—see your John Blair Man.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC

1070 KC
5000 WATTS
BASIC MUTUAL

THE INDIANAPOLIS NEWS STATION



**WANT A
CHOICE
PROGRAM?**

**— OR A
GOOD
SPOT?**



**— NEED A
'LIVE WIRE
PERSONALITY?**

**— THEN IT'S
WIRE**

WIRE

**BASIC NBC • 5000 WATTS
JOHN E. PEARSON COMPANY
NEW YORK • CHICAGO • KANSAS CITY**

AFFILIATED WITH

THE INDIANAPOLIS STAR

W F B M

INDIANAPOLIS—EST. 1924
COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....WFBM, Inc.
Address 48 Monument Circle
Phone Number.....Lincoln 8506
Transmitter Location.....2 miles northeast of
Millersville, Indiana
Time on the Air.....6 a.m. to 12:05 a.m.
News Service.....AP; INS
Transcription Service.....Associated Music
Publishers
Representative.....The Katz Agency
Membership.....NAB, EMB

Personnel

President.....Harry M. Bitner, Jr.
General Manager.....Harry M. Bitner, Jr.
Station Manager.....Harry M. Bitner, Jr.
Commercial Manager.....William F. Kiley
Sales Promotion Mgr.....Ted Nicholas
Merchandising Manager.....Edward Schneider
Program Director.....Frank O. Sharp
Production Manager.....Joe Pierson
Publicity Director.....Norman Travis
Chief Announcer.....Lyell Ludwig
Musical Director.....Walter Reuleaux
Chief Engineer.....Harold Holland
Record MC.....Paul K. Roberts, Sam Sims

W I S H

INDIANAPOLIS—EST. 1941
AMERICAN BROADCASTING CO.

Frequency: 1310 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By.....Capitol Broadcasting
Corporation
Address.....215 Board of Trade Bldg.
Phone Number.....Market 6345
Transmitter Location...Post Road and Rawls
Ave.
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP-PA
Transcription Service.....Standard Radio
Representative.....Free & Peters, Inc.
Membership.....NAB, BMB

Personnel

President.....C. Bruce McConnell
Station Manager.....Robert B. McConnell
Merchandising Manager..Robert B. McConnell
Program Director.....Wm. F. Froch, Jr.
Production Manager.....Reid Chapman
Publicity Director.....Robert B. McConnell
Chief Announcer.....Wm. F. Frosch, Jr.
Musical Director.....James H. Boyer
Chief Engineer.....Stokes Gresham, Jr.
Record MC.....John Morrow

W I R E

INDIANAPOLIS—EST. 1926
NATIONAL BROADCASTING CO.

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated ByIndianapolis Broad-
casting, Inc.
AddressClaypool Hotel
Phone Number.....Riley 1541
Transmitter Location.....44th & Ralston Rd.
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.....Indianapolis Star
News Service.....UP, AP
Transcription Service...World Broadcasting,
Theaurus
Representative.....John E. Pearson Co.

Personnel

President.....Eugene C. Pulliam
General Manager.....Rex Schepp
Station Manager.....Rex Schepp
Commercial Manager.....Rex Schepp
Merchandising Manager.....Bill Dean
Production Manager.....Bill Dean
Publicity Director.....Molly Star
Chief Announcer.....Tom Peden
Musical Director.....John Winn
Chief Engineer.....Eugene Alden

W K M O

KOKOMO—EST. 1941

COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Kokomo Broad. Corp.
Address.....208 College Bldg.
Phone Number5171-5172
Transmitter Location.....S.E. Cor. Morgan &
Ohio Sts.
Time on the Air.....6:00 a.m. to 12:05 a.m.
News Service.....UP
Representative.....Howard H. Wilson Co.
Membership.....NAB, BMB

Personnel

President.....Dr. R. Spencer Taylor
General Manager.....John Carl Jeffrey
Commercial Manager.....John Carl Jeffrey
Merchandising Manager...Frank L. Gregory
Program Director.....Sid Collins
Publicity Director.....Frank L. Gregory
Chief Announcer.....Dick Aker
Musical Director.....Jack Rabb
Chief Engineer.....George Palmer
Record MC.....Jack Rabb

W A S K

LAFAYETTE—EST. 1942
MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WFAM, Inc.
Business Address.....Wallace Bldg.
Studio Address.....Wallace Bldg.
Phone Number.....Lafayette 4300
Transmitter Location.....No. River Road,
West Lafayette, Ind.
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World Broadcasting
System
National Representative.....Joseph Hershey
McGilvra
Membership.....NAB, BMB

Personnel

President.....O. E. Richardson
Station and Sales Manager...J. Gibbs Spring
Program Director.....Bayne Spring
Chief Announcer.....William Warren, Sr.
Chief EngineerHarry C. Garba

W L B C

MUNCIE—EST. 1927
COLUMBIA BROADCASTING SYSTEM
KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Donald A. Burton
Address.....P.O. Box 27L
Phone Number.....4403
Transmitter Location: Radio Center, U. S. High-
way No. 35, S.E. of Muncie
Time on the Air.....6:30 a.m. to 12:07 a.m.
News Service.....AP
Transcription Service.....Standard Radio
Representative.....Hal Holman, Chicago;
The Walker Co., New York
Membership.....NAB, BMB

Personnel

President.....Donald A. Burton
General Manager.....Donald A. Burton
Commercial Manager.....William F. Craig
Merchandising Manager.....William F. Craig
Program Director.....Lee W. Allerton
Publicity Director.....Fred Hinshaw
Musical Director.....Stuart Bebout
Chief Engineer.....Maurice M. Crain

W K B V

RICHMOND—EST. 1926
MUTUAL

Frequency: 1490 Kc.....Power: 250 Watts

Owned-Operated By,
Central Broadcasting Corp.
Address.....25 S. 9th St.
Phone Number.....1156
Transmitter Location.....25 S. 9th St.
Time on the Air.....6 a.m. to 10:30 p.m.
News Service.....UP
Transcription Service.....Lang-Worth, Standard
Representative.....William G. Rambeau Co.
Membership.....NAB, BMB

Personnel

General Manager.....G. F. Albright
Office Manager.....A. F. Schroy
Commercial Manager.....R. L. Nusbaum
Program Director.....Royden Parke
Musical Director.....Royden Parke
Chief Engineer.....Louis J. Duning
Record MC.....Al Edmunds

W H O T

SOUTH BEND—EST. 1944
ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By: South Bend Broadcasting
Corp.
Address.....434 S. St. Joseph St.
Phone Number.....3-4155
Transmitter Location.....Cor. St. Joseph and
Monroe Sts.
Time on the Air.....6:30 a.m. to 12 midnight;
Sunday: 7 a.m. to 12 midnight
News Service.....AP
Transcription Service.....World and Standard
Representative.....Weed and Company
Membership.....NAB, BMB

Personnel

President.....C. Bruce McConnell
General Manager.....Robert B. McConnell
Commercial Manager.....Charley Hines
Merchandising Manager.....Cash Pajakowski
Program Director.....Harold Cook
Production Manager.....Ted Vernasco
Publicity Director.....Viola Colpaert
Chief Announcer.....Harold Cook
Musical Director.....Violet Joy
Chief Engineer.....Jack Willson
Record MC.....Bruce Saunders

W S B T

SOUTH BEND—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 960 Kc.....Power: 1000 Watts
(CP-5000)
Owned-Operated By.....South Bend Tribune
Address.....225 W. Colfax Ave.

Phone Number..... 3-6161
 Transmitter Location: 5 miles south of South Bend on Ironwood Road
 Time on the Air.....6 a.m. to 12:05 a.m.
 Newspaper Affiliation....South Bend Tribune
News Service..... UP
 Transcription Service....Associated, Standard
 Representative..... Paul H. Raymer Co.
 Membership.....NAB, BMB

Personnel

President..... F. A. Miller
 Secretary-Treasurer..... F. D. Schurz
 General Manager..... Robert H. Swintz
 Commercial Manager..... Neal B. Welch
 Program Director..... Mark Boyden
 Production Manager..... Oliver Parcher
 Publicity Director..... Rose T. Bell
 Chief Announcer..... Mort Linder
 Musical Director..... Harlan Hogan
 Chief Engineer..... Herbert Cole
 Record MC..... Sanford Reece, Bob Whitcomb

W B O W

TERRE HAUTE—EST. 1929
 NATIONAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Banks of the Wabash, Inc.
 Address 303 South Sixth Street
 Phone Number..... Crawford 5034
 Transmitter Location..First St. and Peyton Ave.
 Time on the Air.....17½ hrs. daily; 16½ hrs. Sunday
 Newspaper Affiliation.....Saturday Spectator
News Service UP-AP
 Transcription Service..... World
 Representative..... Weed & Company
 Membership.....NAB, BMB

Personnel

Station Manager.....Martin L. Leich
 Commercial Manager..... Wm. F. Rippetoe
 Program Director..... Leo J. Baxter
 Publicity Director..... Madeline Barry
 Chief Engineer..... Donald Aldrich

(CALL LETTERS TO BE ASSIGNED)
TERRE HAUTE*

Frequency: 1480 Kc.....Power: 1000 Watts
 Permittee.....Wabash Valley Broad. Corp.

*C.P.

W A O V

VINCENNES—EST. 1940
 MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By .. Vincennes Newspapers, Inc.
 Studio Address.....Grand Hotel
 Business Address.....320 Busseron St.
 Phone Number..... 787-788
 Transmitter Location: US 41, north of Vincennes
 Time on the Air: 6:00 a.m.-11:00 p.m. daily; 8:00 a.m.-11:00 p.m. Sundays
 Newspaper AffiliationVincennes Sun-Commercial
News Service..... UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson Co.

Personnel

President.....Eugene C. Pulliam
 Vice-Pres.-General Mgr..Howard N. Greenlee
 Station Manager.....Victor H. Lund
 Sales-Commercial Mgr....Emmett M. Jackson
 Sales Promotion Mgr.....Victor H. Lund
 Program Director.....Edward Raasch
 Publicity Director.....Vern Paule
 Chief Announcer.....Vern Paule
 Musical Director.....Ann Wagner
 Chief Engineer.....Eugene E. Alden

W B A A*

WEST LAFAYETTE—EST. 1922

Frequency: 920 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....Purdue University
 Address.....Hall of Music
 Phone Number.....92-2147
 Transmitter Location.....6 miles south of Lafayette
 Time on the Air.....9 a.m. to 10 p.m.
News Service..... AP
 Transcription Service.....NBC Thesaurus
 MembershipBMB

Personnel

President.....F. L. Hovde
 General Manager.....Jim Miles
 Program Director.....Jim Miles
 Production Manager.....John DeCamp
 Educational Supervisor.....John Henderson
 Chief Announcer.....Tom McCrum
 Musical Director.....Jo Hamiford
 Chief Engineer.....Ralph Townsley
 Record MC.....Don Cripe

*Does not sell time.

IOWA

Estimated Population 2,431,533—Radio Homes 639,264
Stations in State—27

W O I *

AMES—EST. 1923
ABC

Frequency: 640 Kc. Power: 5000 w. d. only
Owned-Operated By. Iowa State College
Address Ames, Iowa
Phone Number. 2500
Transmitter Location. Service Building, Iowa
State College
Time on the Air. 6 a.m. to local sunset
News Service. AP, UP
Transcription Service World
and Standard
Membership NAEB

Personnel

D.r. of Radio-Gen. Mgr. Richard B. Hull
Educational Director. W. L. Griffith
Program Director. Richard B. Hull
Program Manager. Edward Wegener
Publicity Director. Gordon Munson
Chief Engineer. L. L. Lewis
Record MC. Bob Allbaugh

*Non-Commercial Station

K F G Q *

BOONE—EST. 1927

Frequency: 1260 Kc. Power: 250 Watts
Owned-Operated By. Boone Biblical College
Business Address. 924 West Second Street
Phone Number 1119-W
Transmitter Location. 924 West Second St.
Time on the Air. Daytime License

Personnel

President-Gen. Manager. Lois Crawford
Chief Announcer. Josephine Griffin
Musical Director. Lydia Smolik
Consulting Engineer. L. L. Lewis

*Non-Commercial Station

K B U R

BURLINGTON—EST. 1937

AMERICAN BROADCASTING SYSTEM
IOWA TALL CORN NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Burlington Broadcasting
Co.
Address. National Bank Bldg.

Phone Numbers. 680; 681
Transmitter Location. National Bank Bldg.
Time on the Air. 6 a.m. to 11 p.m.
News Service. UP
Transcription Service World
National Sales Office. Donald Cooke, Inc.
Membership. NAB, BMB

Personnel

President. Dan T. Riley
General Manager. G. B. McDermott
Station Manager. G. B. McDermott
Commercial Manager. George B. J. Adkisson
Merchandising Manager. G. B. McDermott
Program Director. Layton Hurst
Publicity Director. George B. J. Adkisson
Chief Announcer. Richard Mosena
Musical Director. Robert Hutchison
Chief Engineer. John Gallino

W M T

CEDAR RAPIDS, WATERLOO—

EST. 1922

CBS—MBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By: American Broadcasting
Stations, Inc.
Addresses: Paramount Bldg., Cedar Rapids;
Russell Lamson Hotel, Waterloo
Phone Numbers: 6127 (Cedar Rapids); 3618
(Waterloo)
Transmitter Location. Marion, Iowa
Time on the Air. 5:30 a.m. to 12:05 a.m.;
Sundays: 6:55 a.m. to 12:05 a.m.
News Services. AP, UP, INS
Transcription Service. Lang-Worth, World,
M. M. Cole, McGregor
Representative The Katz Agency
Membership. NAB, BMB

Personnel

Owner. Mrs. Helen Mark
Exec. Vice-President. Wm. B. Dolph
General Manager. Wm. B. Quarton
Station Manager. Wm. B. Quarton
Studio Mgr. (Waterloo). R. J. McElroy
Sales Manager. D. D. Sullivan
Sales Promotion Manager. Leo F. Cole
Program Director. Douglas B. Grant
Publicity Director. Leo F. Cole
Chief Announcer. Robert C. Leifers
Musical Director. June Caldwell
Chief Engineer. George P. Hixenbaugh
Record MC. Dean Landear

K R O S
CLINTON—EST. 1941
MUTUAL—TALL CORN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Clinton Broad. Corp.
 Address.....246 Fifth Ave., So.
 Phone Number.....448
 Transmitter Location.....Jacobsen Bldg.
 Time on the Air.....Unlimited License
 News Service.....UP
 Transcription Service.....Standard Radio
 National Sales Office.....George Webber
 Representative.....Donald Cooke, Inc.
 Membership.....NAB, BMB

Personnel

President-Owner.....W. S. Jacobsen
 General Manager.....Morgan Sexton
 Station Manager.....Morgan Sexton
 Sales-Commercial Mgr.....Walter Teich
 Sales Promotion Mgr.....Verne Gielow
 Program Director.....Jack Hubbard
 Chief Engineer.....Gilbert Andrew

KSIB
CRESTON—EST. 1946
IOWA TALL CORN

Frequency: 1520 Kc. Power: 1000 w. d. only
 Owned-Operated By.....Southwest Iowa
 Broadcasting Co.
 Address.....107 North Maple
 Phone Number.....831
 Transmitter Location.....Radio Center
 Time on the Air...Local sunrise to local sunset
 News Service.....AP
 Transcription Service.....Standard
 National Sales Office.....Don Cooke, Inc.
 Representative.....George Webber
 Membership.....NAB

Personnel

President.....Arthur Horning
 General Manager.....E. M. Horning
 Station Manager.....E. M. Horning
 Sales Manager.....Charles T. Webb
 Merchandising Manager...Charles T. Webb
 Program Director.....D. Cole McMartin, Jr.
 Publicity Director.....E. M. Horning
 Musical Director.....Dorothy Lindley
 Chief Engineer.....Wayne J. Haichett
 Record MC.....D. Cole McMartin, Jr.

KSTT
DAVENPORT—EST. 1946
MUTUAL

Frequency: 750 Kc. Power: 250 w. d. only

Owned-Operated By...Davenport Broadcasting
 Co., Inc.
 Address.....324 Main Street
 Phone Number.....2-3525
 Transmitter Location...2505 Rockingham Rd.
 Time on the Air...Local sunrise to local sunset
 News Service.....UP
 Transcription Service.....Standard, SESAC
 Representative.....Sears & Ayer, Inc.

Personnel

President-General Mgr.....Hugh R. Norman
 Commercial Manager.....George M. Jackson
 Program Director.....Richard C. Cooper
 Musical Director.....Bob Mohr
 Chief Engineer.....David A. Brelster

W O C
DAVENPORT—EST. 1922
NBC

Frequency: 1420 Kc. Power: 5000 Watts
 Owned-Operated By.....Tri-City Broadcasting
 Company
 Address.....1002 Brady Street
 Phone Number.....3-3661
 Transmitter Location.....R. F. D. No. 1
 Time on the Air: 18 hours daily; 16 hours
 (Sunday)
 News Service.....UP, INS
 Transcription Service...World, Lang-Worth
 Representative.....Free & Peters, Inc.
 Membership.....NAB, BMB

Personnel

President.....B. J. Palmer
 Vice-Pres., General Mgr.....Beryl Lottridge
 Station Manager.....Buryl Lottridge
 Sales Manager.....L. O. Fitzgibbons
 Sales Promotion Mgr.....Jane Boom
 Program Director.....Charles R. Freburg
 Publicity Director.....Jane Boom
 Musical Director.....George O. Sontag
 Chief Engineer.....Paul G. Arvidson

KWLC*
DECORAH—EST. 1926

Frequency: 1240 Kc. Power: 250 w. d. only
 Owned-Operated By.....Luther College
 Business Address...600 Leiv Eiriksson Drive
 Phone Number.....690
 Transmitter Location...C. K. Preus Gymnasium
 Time on the Air...Local sunrise to local sunset
 Membership.....NAEB

Personnel

President (Luther College)...Dr. O. J. H. Preus
 Station Manager.....Kenneth L. Berger
 Program Director.....Gerry Karlton

Production Manager.....Roland Dain
 Publicity Director.....Paul Eorge
 Chief Announcer.....Kenneth L. Bjerke
 Musical Director.....Carolyn Hanson
 Chief Engineer.....O. M. Eittreim
 Record MC.....Wally Moe

*Non-Commercial Station

K R N T

DES MOINES—EST. 1936

A B C

Frequency: 1350 Kc.Power: 5000 Watts
 Owned-Operated By: Cowles Broadcasting
 Company

Address.....715 Locust St.
 Phone Number.....3-2111
 Transmitter Location....S. E. 22nd & Park
 Ave.

Time on the Air: 6:00 a.m. to 12 midnight
 Newspaper Affiliation..Des Moines Register
 and Tribune

News ServiceAP; UP
 Transcription Service.....Standard Radio,
 Associated

RepresentativeThe Katz Agency
 Membership.....NAB, BMB

Personnel

PresidentGardner Cowles
 Gen. Manager-Station Manager..Phil Hoffman
 Sales-Commercial Manager.....Robert Dillon
 Sales Promotion Manager.....Leon Taylor
 Program Director.....Charles D. Miller
 Production Manager.....Charles McCuen
 Publicity Director.....Mary Little
 Chief Engineer.....Charles Quentin
 Record MC.....Don Bell, Gene Emerald

K S O

DES MOINES—EST. 1932

C B S

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Operated By..Murphy Broadcasting Co.
 Address.....10th at Grand Ave.

Phone Number3-0571
 Transmitter Location.....E. 38th & B'way
 Time on the Air.....6 a.m. to 1 a.m.;

Sundays: 7 a.m. to 1 a.m.

News Service.....AP; UP
 Transcription Service.....World, M. M. Cole
 RepresentativeHeadley-Reed Co.
 Membership.....NAB, BMB

Personnel

President.....Kingsley H. Murphy
 Vice-Pres., Gen. Manager...George J. Higgins
 Sales Promotion Manager....Don Shoemaker
 Program Director.....Edmund J. Linehan
 Musical Librarian.....Norma Dungan
 Chief Engineer.....F. E. Bartlett

W H O

DES MOINES—EST. 1924

N B C

Frequency: 1040 Kc.....Power: 50000 Watts
 Owned-Operated By..Central Broadcasting Co.
 Business Address.....914 Walnut St.

Phone Number3-3151
 Transmitter Location.....Mitchellville, Iowa
 Time on the Air.....5:30 a.m. to 12:30 a.m.;

Sunday: 7:30 a.m. to 12:30 a.m.

News Service.....INS, UP, AP
 Transcription Services.....NBC Thesaurus;
 Lang-Worth, M. M. Cole

Representative.....Free & Peters, Inc.
 Membership.....NAB, BMB

Personnel

President.....B. J. Palmer
 Vice-Pres. & Gen. Manager.....J. O. Maland
 Gen. Sales Mgr.....Harold W. Fulton
 Sales Promotion.....Maurice E. McMurray
 Program Director.....Harold Fair
 Production Manager.....Jack Kerrigan
 Publicity Director.....Woody Woods
 Chief Announcer.....Ernie Sanders
 Chief Engineer.....Paul A. Loyet

(CALL LETTERS TO BE ASSIGNED) DES MOINES*

Frequency: 1390 Kc.....Power: 1000 Watts
 Permittee.....Capitol Broadcasting Co.

*C.P.

K D T H

DUBUQUE—EST. 1941

MUTUAL BROADCASTING SYSTEM

IOWA TALL CORN NETWORK

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned By.....Telegraph-Herald
 Operated By.....Telegraph Herald

Address.....8th and Bluff
 Phone Number.....1603
 Transmitter Location.....East Dubuque, Ill.

Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation.....Telegraph-Herald
 News Service.....AP

Representative.....William G. Rambeau

Personnel

General Manager.....K. S. Gordon
 Commercial Manager.....Robert S. Graham
 Sales Promotion Manager..Gordon K. Downey
 Program Director.....Arnie Stierman
 Musical Director.....Jerry Chandler
 Chief Engineer.....Charles Cain

W K B B
DUBUQUE—EST. 1933

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..Dubuque Broadcasting Co.
 Address.....505 Main St.
 Phone Number.....572
 Transmitter Location.....R.R. No. 2
 Time on the Air.....6:30 a.m. to 12 midnight
 News ServiceUP
 Transcription ServiceWorld
 Representative.....Howard H. Wilson Co.
 Membership.....NAB, BMB

Personnel

Exec. Vice-Pres.....James D. Carpenter
 General Manager.....James D. Carpenter
 Sales Manager.....Harry Hatzenbuehler
 Program Director.....Paul Schuster
 Production Manager.....Virginia Wagner
 Publicity Director.....Robert Gilliam
 Chief Engineer.....Leonard T. Carlson
 Record MC.....Robert Gilliam

K V F D

FORT DODGE—EST. 1939
 MUTUAL BROADCASTING SYSTEM
 IOWA TALL CORN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Northwest Broad. Co.
 Address.....Warden Bldg., 921 1st Ave., S.
 Phone Number.....Walnut 3761-2-3
 Transmitter Location..S.W. of Ft. Dodge, 1 mile
 Time on the Air.....Full Time
 News Service.....UP
 Transcription ServiceCole
 Representative.....Burn-Smith Co.
 Membership.....NAB

Personnel

President-Gen. Manager.....Edward Breen
 Promotion.....Kenneth Peterson
 Program Director.....Drexel Peterson
 Publicity Director.....Edward Breen
 Chief Announcer.....Ray Bennett
 Chief Engineer.....David G. Sinclair

W S U I *

IOWA CITY—EST. 1919

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Operated By..The State University of
 Iowa
 AddressIowa City
 Phone Number.....2111-237
 Transmitter Location...2 miles W. of Iowa City

Time on the Air.....Unlimited
 News Service.....AP

Personnel

Station Director.....Carl H. Mensor
 Program Director.....John P. Highlander
 Chief Engineer.....S. J. Ebert

*Non-Commercial Station

K F J B

MARSHALLTOWN—EST. 1923
 MUTUAL—TALL CORN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Marshall Electric
 Company
 Address.....1603 West Main Street
 Phone Number.....3361
 Transmitter Location...2.2 miles northwest of
 Marshalltown
 Time on the Air.....6 a.m. to midnight;
 Sunday: 7:30 a.m. to midnight
 News ServiceUP
 Transcription Service.....SESAC
 National Sales Offices....George W. Webber;
 Donald Cooke, Inc.
 Representative.....Donald Cooke, Inc.
 Membership.....NAB, BMB

Personnel

President.....Kenneth Durham
 General Mgr.-Station Mgr.....H. R. Hurd
 Commercial Manager.....Al. Fairchild
 Sales Promotion Manager.....Al. Fairchild
 Publicity Director.....Al. Fairchild
 Musical Director.....Thelma W. LaValley
 Chief Engineer.....James A. Dickens
 Record MC.....Allan N. Schrock

K G L O

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 1300 Kc.....Power: 5000 Watts
 Owned-Operated By.....Lee Radio, Inc.
 Address.....12 2nd St., N.E.
 Phone Number.....2800
 Transmitter Location....Highway 18, west
 of Mason City
 Time on the Air.....6 a.m. to 12:05 a.m.
 News Service.....AP; UP
 Transcription ServiceStandard
 Representative.....Weed & Co.
 Membership.....NAB, BMB

Personnel

President.....Lee P. Loomis
 General Manager.....F. C. Eighmey
 Sales Manager.....Herbert R. Ohrt
 Sales Promotion Mgr.....Dominie V. Haynes

Program Director.....William G. Suter
 Production Manager.....Douglas F. Sherwin
 Public Relations Director.....Henry B. Hook
 Technical Director.....Leo W. Born
 Musical Director.....Ralph Geer
 Chief Engineer.....Roger Sawyer

KWPC

MUSCATINE—EST. 1946
 IOWA TALL CORN NETWORK

Frequency: 860 Kc.....Power: 250 w. d. only
 Owned-Operated By...Muscatine Broadcasting
 Co., Ltd.
 Address.....Mulberry & Houser
 Phone Number.....860
 Transmitter Location.....Mulberry & Hauser
 Time on the Air...Local sunrise to local sunset
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representatives.....Donald Cooke.
 George Webber
 Membership.....NAB

Personnel

General Manager.....George J. Volger
 Commercial Manager...Phillip J. Dusenbury
 Program Director.....Virgil Godfrey
 Production Manager.....Virgil Godfrey
 Musical Director.....Thelma M. Volger

KBIZ

OTTUMWA—EST. 1941
 MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....KBIZ, Inc.
 Address.....117-119 E. Main St.
 Phone Number.....5600
 Transmitter Location.....Community Gardens
 Time on the Air.....6:00 a.m. to midnight
 News Service.....UP
 Transcription Service.....World

Personnel

President.....James J. Conroy
 General Manager.....James J. Conroy
 Station Manager.....Eleanor M. Haling
 Sales Promotion Manager.....Eugene Miller
 Publicity Director.....Eugene Miller
 Chief Announcer.....Paul Pappas
 Chief Engineer.....Leonard Heggstrom
 Record MC.....Woody Hirsch

KFNF

SHENANDOAH—EST 1924

Frequency: 920 Kc.....Power: 1000 d., 500 n.

Owned-Operated By.....KFNF, Inc.
 Address.....407 N. Sycamore
 Phone Number.....PBX-1
 Transmitter Location.....407 N. Sycamore
 Time on the Air.....6 a.m. to 3 p.m. and
 6 p.m. to 12 mid.; Sundays: 6:30 a.m. to
 3:30 p.m. and 6 p.m. to 12 mid.
 News Service.....AP
 Transcription Service.....Standard Radio
 and World
 Membership.....NAB, BMB

Personnel

President.....John Nicolson
 General Manager.....Frank Stubbs
 Program Director.....Marian Stubbs
 Production Manager.....Earl D. Blakesley
 Public Service Director...Shirley M. Barkman
 Publicity Director.....Frank Stubbs
 Musical Director.....Ermal (Buck) Dilley
 Chief Engineer.....Robert N. Barkman
 Record MC.....Marian Stubbs

KMA

SHENANDOAH—EST. 1925
 ABC—MUTUAL

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By...May Broadcasting Co.
 Address.....Lowell & Elm Sts.
 Phone Number.....192 or 133
 Transmitter Location.....1 mile N.E. of
 Shenandoah on Highway 48
 Time on the Air.....Unlimited license
 News Service.....UP, AP
 Transcription Service...Lang-Worth, SESAC
 Representative.....Lewis H. Avery
 Membership.....NAB, BMB

Personnel

President.....Edward May
 General Manager.....Owen Saddler
 Sales Manager.....Howard O. Peterson
 Merchandising Manager.....W. H. Bailey
 Program Director.....Terry Moss
 Production Manager.....Hugh M. Aspinwall
 Publicity Director.....W. H. Bailey
 Musical Director.....Mabel McFarland
 Chief Engineer.....Ray Schroeder

KSCJ

SIoux CITY—EST. 1927
 CBS

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Perkins Bros. Co.
 Address.....415 Douglas Street
 Phone Number.....5-7993
 Transmitter Location.....Highway 75 N.E.
 Leeds, Ia.

Time on the Air.....6 a.m. to 12 midnight:
 Sunday: 7 a.m. to 12 midnight
 News Service..... AP
 Transcription Service.....C. P. MacGregor,
 World, Cole
 Representative.....Geo. P. Hollingbery Co.
 Membership.....NAB, BMB

Personnel

President.....W. R. Perkins
 General Manager.....Eugene T. Flaherty
 Station Manager.....Eugene T. Flaherty
 Sales-Commercial Mgr....Eugene T. Flaherty
 Program Director.....Elizabeth Sammons
 Publicity Director.....Jean Harraday
 Musical Director.....Bernice Ewing
 Chief Engineer.....S. C. Dier

K T R I

SIoux CITY—EST. 1938
 MUTUAL BROADCASTING SYSTEM
 IOWA TALL CORN NETWORK

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

Business Address.....Commerce Building
 Phone Number.....8-0165
 Transmitter Location.....Commerce Building
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service...Associated Music Pub-
 lishers
 Representative.....Don Cooke
 Membership.....NAB, BMB

Personnel

President.....Dietrich Dirks
 General Manager.....Dietrich Dirks
 Sales Promotion Manager....Fred Sandman
 Program Director.....Al Triggs
 Production Manager.....Sheldon Singer
 Publicity Director.....Ben Walsh
 Chief Announcer.....Fred Taylor
 Chief Engineer.....Will Easterly
 Record MC.....Wayne Ross

K I C D

SPENCER—EST. 1941
 MUTUAL BROADCASTING SYSTEM
 IOWA TALL CORN NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Iowa Great Lakes
 Broadcasting System

Address.....P.O. Box 631
 Phone Number.....46 and 46
 Transmitter Location.....North of Spencer
 on Highways 18 and 71

Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service...Lang-Worth, Standard,
 Cole, RCA Victor Red Seal
 Representative.....Donald Cooke, Inc.
 Membership.....NAB, BMB

Personnel

President-Manager.....Ben B. Sanders
 Sales Manager.....Tom Steensland
 Sales Promotion Manager...Tom Steensland
 Program Director.....Staton A. Dixon
 Production Manager.....Thomas Edwards
 Publicity Director.....Lee Harris
 Chief Announcer.....Thomas Edwards
 Musical Director.....Thomas Edwards
 Chief Engineer.....Rudolph T. Luukinen
 Record MC.....Thomas Edwards

K X E L

WATERLOO—EST. 1942
 ABC

Frequency: 1540 Kc.....Power: 50000 Watts
 Owned-Operated By.....Josh Higgins
 Broadcasting Co.

Address.....Insurance Bldg.
 Phone Number.....3-3371
 Transmitter Location.....Dysart, Iowa
 Time on the Air.....5:30 a.m. to midnight
 News Service.....AP
 Transcription Service.....Standard
 National Representative...Avery-Knodel, Inc.
 Membership.....NAB, BMB

Personnel

President.....Joe DuMond
 General Manager.....Joe DuMond
 Sales Manager.....Joe DuMond
 Sales Promotion Manager..Elizabeth M. Gahre
 Program Director.....Em Owen
 Publicity Director.....Elizabeth M. Gahre
 Musical Director.....George Timm
 Chief Engineer.....Don Kassner
 Record MC.....Herb James

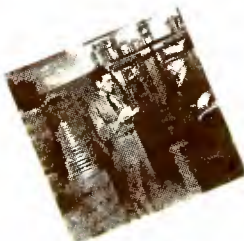
WIBW Serves the First families of



Over 90% of the farm men and women in this five-state area turn first to WIBW for helpful information and sound, dependable guidance concerning every phase of farming operation.*

AGRICULTURE

ON its first broadcast almost a quarter-century ago, WIBW was dedicated to the service of American Agriculture. We have never lost sight of this goal. Each passing year has brought additional services that would help our listeners increase yields, save work, make farming more profitable, and farm life more attractive.



Because we've never given him a bum steer, the man of the house has absolute confidence in the hands we recommend. He asks for and buys them by name.



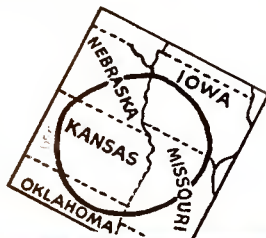
Because our years of homemaking suggestions have helped the women of these "First Families" make their homes more attractive and their housework easier, they are quick to act upon our buying suggestions. Just ask any merchant how much faster WIBW-advertised products move.



Through carefully planned programs and close cooperation with farm organization and 4-H Club leaders, WIBW is building a second generation of those who buy because they "heard it on WIBW."

The First Families of Agriculture LIVE HERE

Here is our 1/2 m.v. line. It encloses the accumulated buying power from years of bumper crops—plus that of 1946, the largest ever harvested and sold at such high prices. Here too are the homes where WIBW is the "most-listened-to" station.*



* Kansas Radio Audience, 1946.

WIBW

IN TOPEKA

"The Voice of Kansas"

BEN LUDY COLUMBIA'S OUTLET FOR KANSAS

WIBW, Topeka General Manager KCKN, Kansas City

REPRESENTED BY CAPPER PUBLICATIONS, INC. NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

KANSAS

Estimated Population 1,816,837—Radio Homes 475,414
Stations in State 19

(CALL LETTERS TO BE ASSIGNED) ARKANSAS CITY*

Frequency: 1280 Kc.....Power: 1000 Watts
Permittee.....The Travelers Pub. Co.

*C.P.

K V A K

ATCHISON—EST. 1939
MUTUAL—KBS

Frequency: 1450 Kc.....(CP-1200)
Power: 250 Watts.....(CP-1000)
Owned-Operated By.....S. H. Patterson
Address.....422½ Commercial St.
Phone Number.....1420
Transmitter Location.....East Atchison, Mo.
Time on the Air.....6 a.m. to midnight
News Service.....AP
Transcription Service.....KBS, McGregor, BMI
Representative.....William G. Rambeau
Membership.....NAB, BMB

Personnel

Owner.....S. H. Patterson
General Manager.....Jerry Akers
Manager.....David G. Roberts
Sales Manager.....Les Cox
Program Director.....Allen R. Menefee
Publicity Director.....Allen R. Menefee
Chief Announcer.....Frank "Toby" Wizardi
Chief Engineer.....Harry P. Elliott, Jr.
Record MC.....Gordon Morris

K G G F

COFFEYVILLE—EST. 1930
ABC

Frequency: 690 Kc.....Power: 1000 d.; 500 n.
Owned-Operated By.....Hugh J. Powell
Address.....8th and Elm
Phone Number.....147
Transmitter Location..South Coffeyville, Okla.
Time on Air.....Sundays, 7 a.m.-11 p.m.;
Weekdays, 6:45 a.m. to 11 p.m.
Newspaper Affiliation.....Coffeyville Journal
News Service.....AP
Transcription Service...NBC Thesaurus, World
Representative.....Weed & Co.

Personnel

Owner.....Hugh J. Powell
Station Manager.....Bert H. Powell

K G N O

DODGE CITY—EST. 1930
KEYSTONE BROADCASTING SYSTEM

Frequency: 1370 Kc....Power: 1000 d., 250 n.
Owned-Operated By.....Dodge City Broad-
casting Co.
Address.....705 Second Avenue
Phone Number.....1100
Transmitter Location.....West Park Rd.
Time on the Air.....7 a.m. to 10 p.m.
Newspaper Affiliation..Dodge City Daily Globe
News Service.....AP
Transcription Service.....World
Representative.....Arthur H. Haqq and
Associates
Membership.....NAB, BMB

Personnel

President.....J. C. Dealous
Station Manager.....N. C. Petersen
Program Director.....Herschell Holland
Chief Engineer.....Ralph Hickman

K T S W

EMPORIA—EST. 1939
MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Emporia Broadcast-
ing Co., Inc.
Address.....613 Merchant St.
Phone Number.....153
Transmitter Location...South Edge of Emporia
City limits
Time on the Air.....6:30 a.m. to 12 mid.
Sundays: 7:30 a.m. to 12 mid.
News Service.....AP
Transcription Services.....World, Standard
Membership.....NAB, BMB

Personnel

President.....J. Nelson Rupard
General Manager.....J. Nelson Rupard
Sales Manager.....Wendell Elliott
Sales Promotion Mgr.....Burton D. Harrison
Program Director.....Grenville Darling
Publicity Director.....Burton D. Harrison
Chief Announcer.....Grenville Darling
Musical Director.....John R. Mickey
Chief Engineer.....Paul H. Daniels

K I U L

GARDEN CITY—EST. 1935
MUTUAL—KBS

KANSAS STATE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned.....F. D. Conrad
 Operated By.....Al Pyatt
 Business Address.....509 N. Main
 Phone Number.....666
 Studio Address.....509 N. Main
 Transmitter Location.....Warner Terrace
 Time on the Air.....Unlimited
 News Service.....UP
 Transcription Service.....C. P. McGregor,
 Keystone
 Representatives.....Cox & Tanz
 Membership.....NAB

Personnel

President.....Frank D. Conrad
 Gen. Manager-Station Mgr.....Al Pyatt
 Program Director.....John L. Melcum
 Chief Announcer.....Ed Watts
 Chief Engineer.....Robert Bryant
 Record MC.....Howard Knox

K V G B

GREAT BEND—EST. 1937
MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK

Frequency: 1400 Kc.....(CP-1590)
 Power: 250 Watts.....(CP-5000)
 Owned-Operated By.....KVGB, Inc.
 Address.....Cork Bldg.
 Phone Number.....1080-1
 Transmitter Location...2 miles S. of city on
 highway 281 (CP-6 miles S.)
 Time on the Air.....6 a.m. to 12 midnight;
 Sunday: 7:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representatives...John E. Pearson Co., SESAC
 Membership.....NAB, BMB

Personnel

President.....R. C. Russell
 Vice-Pres. & Gen. Manager....Clem Morgan
 Sales Manager.....Perry W. Reed
 Sales Promotion Mgr....Kay Lovitt, Perry Reed
 Program Director.....Ray Beals
 Publicity Director.....Kay Lovitt
 Musical Director.....Ray Beals
 Chief Engineer.....Leo Legleiter

K W B W

HUTCHINSON—EST. 1935
NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Wm. Wyse
 Operated By.....The Nation's Center
 Broadcasting Co.
 Address.....101 East Avenue A
 Phone Number.....5202
 Transmitter Location.....101 East Avenue A
 Time on the Air.....Unlimited Time
 News Service.....AP
 Transcription Service...Lang-Worth, Standard
 Membership.....NAB, BMB

Personnel

President-Gen. Mgr.....William Wyse
 Sales Manager.....William Campbell
 Program Director.....Warren Edmundson
 Publicity Director.....Dick King
 Chief Announcer.....George Alden
 Musical Director.....Warren Edmundson
 Chief Engineer.....John Swafford
 Record MC.....Jack Campbell

K C K N

KANSAS CITY—EST. 1936
MUTUAL BROADCASTING SYSTEM
 (After 6 PM)

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Capper Publications, Inc.
 Operated By....The KCKN Broadcasting Co.
 Address.....300 Waltower Bldg., Kansas
 City, Mo.
 Phone Number.....Victor 3864
 Transmitter Location.....901 North 8th St.,
 Kansas City, Kans.
 Time on the Air.....7 a.m. to 11 p.m.
 Newspaper Affiliation.The Kansas City Kansan
 News Service.....AP & UP
 Transcription Service.....Standard Radio
 Representative.....Capper Publications, Inc.
 Membership.....NAB, BMB

Personnel

General Manager.....Ben Ludy
 Station Manager.....Ellis Atteberry
 Sales-Commercial Manager.....Joe Story
 Production Manager.....George Stump
 Chief Announcer.....Eddie Clarke
 Chief Engineer.....Max Williams

For **BUYING POWER** that pays off in **SALES,**



look to
GREATER KANSAS CITY...

**GREATER KANSAS CITY
MARKET DATA**

COUNTIES (and Important Cities)	O.P.A. Civilian pop. 2-15-44	Net Effective Buying Income (After Taxes)
Jackson (Mo.)....	485,900	\$672,286,000
Kansas City.....	431,700	615,119,000
Wyandotte (Ks.)..	144,500	180,556,000
Kansas City.....	135,000	169,100,000
Johnson (Ks.).....	40,200	23,771,000

COUNTIES (and Important Cities)	Total Retail Sales	Homes with Radios
Jackson (Mo.)....	\$400,347,000	133,067
Kansas City.....	373,286,000	112,945
Wyandotte (Ks.)..	73,602,000	36,676
Kansas City.....	68,559,000	31,163
Johnson (Ks.).....	12,009,000	8,552

SOURCES: Homes with Radios—Bureau of Census. All other data — Sales Management's "SURVEY OF BUYING POWER," May 10, 1946. (Reprinted with permission.)

and for **RADIO ADVERTISING**
that pays off in **RESULTS,**
hire **KCKN**

Yes, for radio advertising that pays off in RESULTS, hire KCKN to deliver your sales messages to Kansas Citians. KCKN, and *only* KCKN, programs specifically and exclusively for the Greater Kansas City market. Result is that Kansas Citians look to KCKN for the kind of radio entertainment *they* like.

Thus, through KCKN, you may sell a substantial share of Greater Kansas City's eight hundred million dollar buying power (AFTER taxes) *without* the rate penalty of out-state coverage.

Wire or phone your nearest Capper office for availabilities.

MUSIC BY DAY—MUTUAL AT NIGHT



The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY **WIBW**, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MONAWK 4: 3280 CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUBE BUILDING DOUGLAS 5220 KANSAS CITY 6: 390 WALTOWER BUILDING VICTOR 2094

K W H K

HUTCHINSON—EST. 1946

KEYSTONE

Frequency: 1190 Kc...Power: 1000 w. d. only
 Owned-Operated By.....James E. Murray
 Address.....12 W. 5th Street
 Phone Number.....3-100
 Transmitter Location.....Hutchinson, Kans.
 Time on the Air...Local sunrise to local sunset
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....Homer Griffith Co., Inc.
 Membership.....BMB, NAB (applying)

Personnel

Owner.....James E. Murray
 General Manager.....Vern Minor
 Sales Manager.....Frank Bartley
 Program Director.....Sherwood Parks
 Chief Announcer.....Adrian Leonida
 Musical Director.....Bruce Murray
 Chief Engineer.....Millard H. Clary

K F K U *

LAWRENCE—EST. 1924

Frequency: 1250 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....University of Kansas
 Address.....Lawrence
 Phone Number.....K. V. Exchange
 Transmitter Location.....Tonganoxie, Kans.
 Time on the Air.....Shares time with WREN
 News Service.....INS

Personnel

Station Manager.....Harold G. Ingham
 Chief Engineer.....R. P. Stringham

**Non-Commercial Station*

W R E N

LAWRENCE—EST. 1926

ABC

Frequency: 1250 Kc...Power: 5000 d., 1000 n.
 Owned-Operated By..The WREN Broadcasting
 Co., Inc.
 Address.....WREN Bldg.
 Phone Number.....110
 Transmitter Location.....Tonganoxie, Kans.
 Time on the Air.....16½ hours daily;
 16 hours Sunday
 News Service.....INS
 Transcription Service.....NBC Thesaurus
 Representative.....Geo. P. Hoilingsbery Co.
 Membership.....NAB

Personnel

President.....R. C. Jackman
 General Manager.....Verl Bratton
 Commercial Manager.....Larry Cotton
 Merchandising Manager...John P. Bondeson
 Program Director.....Arden Booth
 Publicity Director.....John P. Bondeson
 Musical Director.....Arden Booth
 Chief Engineer.....Carl Bliesner

K S A C *

MANHATTAN—EST. 1924

Frequency: 580 Kc....Power: 1000 d., 500 n.
 Owned-Operated By.....Kansas State College
 Address.....College Campus
 Phone Number.....3395 or 4463
 Transmitter Location.....College Campus
 Time on the Air.....Shares time

Personnel

President.....Milton S. Eisenhower
 General Manager.....Dean H. Umberger
 Station Manager.....Dean H. Umberger
 Program Director.....L. L. Longsdorf
 Chief Announcer.....Grant A. Salishury
 Chief Engineer.....Bernard P. Holbert

**Non-Commercial Station*

K O A M

PITTSBURG—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 860 Kc....Power: 5000 Watts, day
 Owned-Operated By.....The Pittsburg
 Broadcasting Company, Inc.
 Address.....P.O. Box 603
 Phone Number.....2165
 Studio Address.....Commerce Bldg.
 Transmitter Location.....3½ miles E. of
 Pittsburg
 Time on the Air.....5 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....World Broadcasting
 Representative.....John E. Pearson Co.
 Membership.....NAB

Personnel

President.....E. Victor Baxter
 Station Manager.....R. E. Wade
 Chief Announcer.....Louis Martin
 Chief Engineer.....Leo Stafford

K S A L

SALINA—EST. 1937

**MUTUAL BROADCASTING SYSTEM
 KANSAS STATE NETWORK**

Frequency: 1150 Kc.....Power: 1000 Watts
 Owned-Operated By.....**KSAL, Inc.**
 Address.....**Journal Bldg.**
 Phone Number.....**100**
 Transmitter Location.....**State Street Rd.**
 Time on the Air.....**18 hours daily,**
Sunday, 17 hours
 News Service.....**AP**
 Transcription Service.....**Lang-Worth,**
SESAC, Standard
 Representative.....**John E. Pearson Co.**
 Membership.....**NAB, BMB**

Personnel

President.....**R. J. Laubengayer**
 General Manager.....**R. J. Laubengayer**
 Station Manager.....**R. V. Jensen**
 Sales Manager.....**R. V. Jensen**
 Chief Engineer.....**N. E. Vance, Jr.**

WIBW

TOPEKA—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By.....**Capper Publications,**
Inc.
 Business Address.....**1035 Topeka Ave.**
 Phone.....**3-2377**
 Studio Address.....**1035 Topeka Ave.**
 Transmitter Location...**Seven miles west of**
Topeka
 Time on the Air.....**Shares Time**
 Newspaper Affiliation....**Capper Publications,**
Inc.
 News Service.....**UP, AP**
 Transcription Service.....**Standard Radio**
 Representative.....**Capper Publications, Inc.**

Personnel

President.....**H. S. Blake**
 General Manager.....**Ben Ludy**
 Sales Manager.....**Ben Ludy**
 Program Director.....**Maude Carlson**
 Publicity Director.....**Bob McClure**
 Musical Director.....**Maude Carlson**
 Chief Engineer.....**K. G. Marquardt**

See Page 414

KANS

WICHITA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...**Kansas Broadcasting, Inc.**
 Address.....**1015 North Broadway**
 Phone Number.....**4-2387**
 Transmitter Location.....**Lassen Hotel Bldg.**
 Time on the Air.....**6 a.m. to midnight**
 News Service.....**AP & UP**

Transcription Service.....**NBC Thesaurus;**
Standard
 Representative.....**Taylor-Howe-Snowden**
 Membership.....**NAB, BMB**

Personnel

President.....**O. L. Taylor**
 General Manager.....**Archie Taylor**
 Sales Manager.....**H. W. Allen**
 Merchandising Manager.....**V. E. Rugh**
 Program Director.....**Bob Drake**
 Publicity Director.....**V. E. Rugh**
 Chief Engineer.....**Ted Heithecker**
 Record MC.....**Paul Wilson**

KFH

WICHITA—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Operated By.....**Radio Station KFH**
Company
 Address.....**KFH Building**
 Phone Number.....**2-4491**
 Transmitter Location.....**RFD No. 3, Wichita,**
Kansas
 Time on the Air.....**6:00 a.m. to 12 midnight**
 Newspaper Affiliation.....**Wichita Eagle**
 News Service.....**AP, UP**
 Transcription Service.....**Lang-Worth**
 Representative.....**Edward Petry & Company**
 Membership.....**NAB, BMB**

Personnel

President.....**M. M. Murdock**
 Station Manager.....**Plez S. Clark**
 Sales Manager.....**Clark A. Luther**
 Program Director.....**Vernon Reed**
 Chief Engineer.....**Amos Dadisman**

KFBI

WICHITA—EST. 1923

ABC-MBS

KANSAS STATE NETWORK

Frequency: 1070 Kc.....Power: 5000 d., 1000 n.
 Owned-Operated By...**Farmers and Bankers**
Broadcasting Corporation
 Address.....**1st & Market Sts.**
 Phone Number.....**2-1447**
 Transmitter Location....**42nd and Broadway**
 Time on the Air.....**6 a.m. to 1 a.m.**
 News Service.....**INS & UP**
 Transcription Service.....**World, Cole**
 Representative.....**George P. Hollingberry Co.**

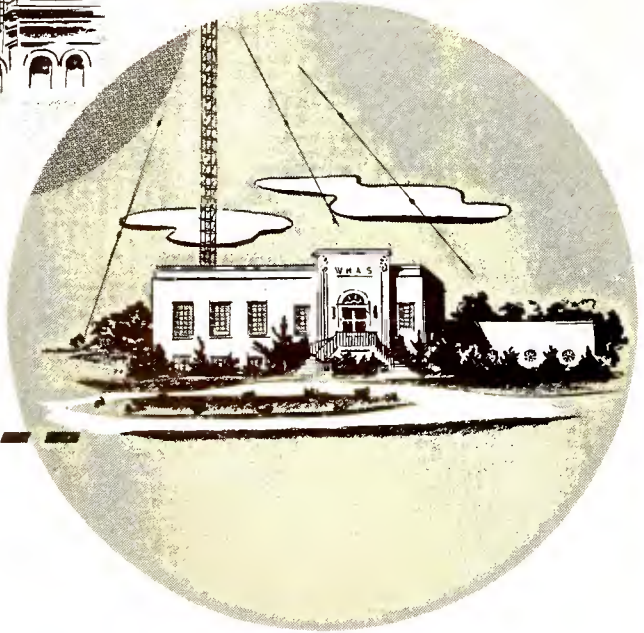
Personnel

General Manager.....**Robert K. Lindsley**
 Commercial Manager.....**D. W. McCoy**
 Chief Engineer.....**K. W. Pyle**



1922

1947



WHAS

LOUISVILLE

enters its 25th year on the air
A respected pioneer today as yesterday

A radio pioneer in fact as well as spirit, WHAS went on the air July 18, 1922 with a power of 500 watts. Today, twenty-five years later, broadcasting on a clear channel frequency of 840 kilocycles with a power of 50,000 watts, WHAS continues its leadership in radio.

Power . . . receptibility . . . program and technical excellence—these represent only one side of the WHAS story. The interests, the sympathies, the labors of WHAS are part-and-parcel of its millions of listeners. Through service during flood and prosperity, in peace and war, Radio Station WHAS has become indigenious to the market it serves. There is no greater tribute.

WHAS is again pioneering with the first and only operating FM station in Louisville: WCJT, 24 kc, 99.5 mc.

50,000 watts, clear channel
CBS Affiliate

Represented nationally by
Edward Petry and Co., Inc.

KENTUCKY

Estimated Population 2,751,245—Radio Homes 553,602
Stations in State 23

W C M I

ASHLAND—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned.....Ashland Broadcasting Co.
Operated By.....The Nunn Stations
Address.....Box 949
Phone Number.....3010
Studio Address.....20th & Front Streets,
Radio Center
Transmitter Location.....4803 Clay St.
Time on the Air.....6:30 a.m. to 1:05 a.m.,
Weekdays: 7 a.m. to 1:05 a.m.
News Service.....UP
Transcription Service.....NBC Thesaurus,
World
National Sales Office.....The Nunn Stations
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President.....Gilmore N. Nunn
General Manager.....Joseph B. Matthews
Station Manager.....Joseph B. Matthews
Sales Manager.....Joseph B. Matthews
Merchandising Manager.....James Cross
Program Director.....John W. Fell
Chief Engineer.....Clarence W. Weaver

W L B J

BOWLING GREEN—EST. 1940

MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Bowling Green Broad-
casting Corp.
Address.....Fairview & Lehman Aves.
Phone Number.....1340-1
Transmitter Location.Fairview & Lehman Aves.
Time on the Air.....6 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Burn-Smith Co.
Membership.....NAB, BMB

Personnel

President & Station Manager....Ken D. Given
Sales Manager.....Ken D. Given
Promotion Manager.....Helen Given
Production Manager.....William Kuznitsof
Publicity Director.....Jaunita Britt

Program Director.....Joe Hamilton
Chief Engineer.....Joe Pentecost
Record MC.....Fred Bradshaw

W C T T

CORBIN—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....The Corbin Times-
Tribune, Inc.
Address.....Corbin, Ky.
Transmitter Location.....Corbin, Ky.
Time on the Air.....16 hours planned
Newspaper Affiliation....The Corbin Times-
Tribune
News Service.....AP
Membership.....NAB, BMB

Personnel

President-Owner.....J. Springer Robinson
Station Manager.....S. G. Hembree
Chief Engineer.....Russell Henson

W F K Y *

FRANKFORT

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated By
Frankfort Broadcasting Co.
Address.....317 Ann St.
Phone Number.....421
News Service.....AP

Personnel

President.....J. Sneed Yager
Gen.-Com. Manager.....Clarence H. Fleming
Program-Promotion Man....Marshall L. Peace

*Construction Permit.

W K A Y

GLASGOW—EST. 1946

SOUTHERN KENTUCKY NETWORK

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated By Glasgow Broadcasting Co.
Address.....P.O. Box 407 or
Happy Valley Road
Phone Number.....598 & 632
Transmitter Location.....Happy Valley Road
Time on the Air.....6 a.m. to 11 p.m.;
Sunday: 7 a.m. to 11 p.m.

KENTUCKY

News Service.....UP
 Transcription Service.....World, Capitol
 Membership.....NAB, BMB

Personnel

President.....Gordon E. Brown
 General Mgr.-Sales Mgr....Charles W. Powers
 Station Manager.....Charles W. Powers
 Chief Announcer.....Loel Passe
 Chief Engineer.....Edward C. Lockwood

WHLN

HARLAN—EST. 1941
 MUTUAL BROADCASTING SYSTEM
 KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Blantox Radio
 Company, Incorporated
 Address.....So. Main St.
 Phone Number.....625
 Transmitter Location.....So. Main St.
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Burn-Smith Co.

Personnel

General Manager.....R. B. Helms
 Sales-Commercial Mgr.....C. E. Whitehart
 Program Director.....Eula Jones
 Chief Engineer.....J. Francke Fox
 Record MC.....Harry Day

WSON

HENDERSON—EST. 1941
 MUTUAL

Frequency: 860 Kc....Power: 500 w. d. only
 Owned-Operated By.....Henderson Broad-
 casting Co., Inc.
 Address.....Zion Rd.
 Phone Number.....3923
 Transmitter Location.....Zion Rd.
 Henderson
 Time on the Air.....Local sunup to local
 sundown
 News Service.....UP & AP
 Transcription Service...NBC Thesaurus, Asso-
 ciated Music
 Representative....Sears & Ayer, Helen Wood
 Membership.....NAB, BMB

Personnel

President.....Pierce E. Lackey
 General Mgr.-Station Mgr....Hecht S. Lackey
 Sales Manager.....Hecht S. Lackey
 Sales Promotion Mgr.....Vernon R. Nunn
 Program Director.....Martha Jane Reed
 Publicity Director.....Vernon R. Nunn

Chief Announcer.....Martin E. Schaeffer
 Musical Director.....Eddie Duncan
 Chief Engineer.....B. A. Smith
 Record MC.....Vernon R. Nunn

WHOP

HOPKINSVILLE—EST. 1939
 COLUMBIA BROADCASTING SYSTEM
 KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Hopkinsville Broad-
 casting Co., Inc.
 Address.....P.O. Box 539, Cadiz Rd.
 Phone Number.....1025, 1026
 Transmitter Location.....Cadiz Road
 Time on the Air.....6 a.m. to 11:30 p.m.:
 Sunday: 7 a.m. to 11:05 p.m.
 News Service.....UP & AP
 Transcription Service....World Broadcasting
 System, M. M. Cole
 Representative....Sears & Ayer, Helen Wood
 Membership.....NAB, BMB

Personnel

President.....Pierce E. Lackey
 General Mgr.-Secretary.....F. Ernest Lackey
 Sales Promotion Manager...Katherine Peden
 Program Director.....Katherine Peden
 Publicity Director.....Katherine Peden
 Chief Engineer.....T. E. Brewer
 Record MC.....Leo Wilson, Charles Stratton

WKLX

LEXINGTON—EST. 1946

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Operated By..Fayette Broadcasting Co.
 Address.....Phoenix Hotel
 Phone Number.....8115
 Transmitter Location.....Greendale Rd.
 Time on the Air.....5 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth,
 Standard, Cole
 Representative.....Adam J. Young, Jr., Inc.
 Membership.....NAB

Personnel

President.....Philip Ardery
 General and Commercial Mgr...Dewey H. Long
 Sales Manager.....Robert H. Moore
 Asst. Mgr. & Program Director..Phil Sutterfield
 Production Manager.....Floyd William Hess
 Publicity Director.....Phil Sutterfield
 Chief Announcer.....Floyd William Hess
 Musical Director.....Betty Brady
 Chief Engineer.....Royce O. Woodward
 Record MC.....Bill Moore, Arty Kay

W L A P

LEXINGTON—EST. 1933

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...American Broadcasting Corp.

Address...Radio Bldg., Walnut and Short Sts.
Phone Numbers.....1721-22-23-70
Transmitter Location...Mason-Headley Road
Time on the Air.....5 a.m. to 12:05 a.m.;
Sunday: 7:30 a.m. to 12:05 a.m.

News Service.....UP
Transcription Service.....World, Thesaurus
National Sales Office.....John Ballard
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President-General Mgr.....Gi'more N. Nunn
Station-Commercial Manager..Miller A. Welch
Program Director.....J. B. Faulconer
Production Manager.....Henry Allin
Chief Engineer.....Sanford Heli

W L E X

LEXINGTON—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Central Kentucky Broadcasting Co.

Address.....Box 985
Phone Number.....2901
Transmitter Location..Russell Cave Rd., R.R. 3
News Service.....AP
Transcription Service.....SESAC, Capitol, Associated
Membership.....NAB

Personnel

President.....J. Douglas Gay, Jr.
General and Station Mgr.....Neil Cline
Chief Engineer.....Theodore E. Jones

W A V E

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WAVE, Incorporated
Address.....334 E. Broadway
Phone Number.....Wabash 6543
Transmitter Location.....Hamburg Pike, Jeffersonville, Ind.

Time on the Air.....5 a.m. to 12 midnight
News Service.....INS, AP
Transcription Service.....NBC Thesaurus, Lang-Worth

Representative.....Free & Peters, Inc.
Membership.....NAB, BMB

Personnel

President.....George W. Norton, Jr.
General Manager.....Nathan Lord
Sales-Commercial Mgr.....James F. Cox
Merchandising Mgr.....Eugene W. Leake, Jr.
Program Director.....George Patterson
Production Manager.....H. B. Blackwell
Musical Director.....Earle Keller
Chief Engineer.....W. E. Hudson

W G R C

LOUISVILLE—EST. 1936

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Northside Broad. Corp.
Address.....Kentucky Home Life Bldg.
Phone.....Wabash 8871
Transmitter Location..Preston & Woodbine Sts.
Time on the Air.....5 a.m. to 2 a.m.;
Sunday: 6 a.m. to 2 a.m.

News Service.....AP & UP
Transcription Service.....Standard Radio; Lang-Worth
Representative.....The Walker Co.
Membership.....NAB, BMB

Personnel

President.....J. Porter Smith
Vice-Pres. & General Mgr...Charles L. Harris
Station Manager.....Charles L. Harris
Sales Manager.....J. Porter Smith
Promotion Manager.....H. R. Hunter
Asst. Mgr. in charge of Programs.....Ward Hatcher
Production Manager.....W. S. Lukenbill
Chief Announcer.....Gerald Fordyce
Dir. of Engineering.....Perry W. Esten
Record MC.....John Watkins

W H A S

LOUISVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 840 Kc.....Power: 50000 Watts
Owned-Operated By.....Courier-Journal and Louisville Times Company
Address.....300 West Liberty St.
Phone Number.....Wabash 2211
Transmitter Location.....Eastwood, Ky.
Time on the Air.....24 Hours Daily
Newspaper Affiliation...Courier-Journal and Louisville Times

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

Personnel

President Barry Bingham
 General Manager Mark Ethridge
 Station Manager W. Lee Coulson
 Sales Manager Joe Eatcn
 Promotion Manager J. M. Wynn
 Program Director R. E. Fischer
 Religious Co-Ordinator Rev. C. E. Burns
 Agricultural Co-Ordinator Frank H. Cooley
 Chief Announcer Paul Clark
 Musical Director Robert Hutsell
 Chief Engineer Orrin W. Towner
 Asst. Chief Engineer D. C. Summerford
 Record MC Jack Wilson

See Page 420

WINN

LOUISVILLE—EST. 1940

ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Kentucky Broad. Co.
 Address 10th Floor Tyler Hotel, 3rd and
 Jefferson Sts.
 Phone Number Wabash 5148
 Transmitter Location 10th Floor, Tyler Hotel
 Time on the Air 6 a.m. to 12 midnight;
 Sunday: 7 a.m. to 12 midnight
 News Service AP
 Transcription Service C. P. MacGregor &
 Standard
 Representatives Broadcast Sales Co.,
 Homer Griffith
 Membership NAB, BMB

Personnel

President Nelle M. Kendrick
 General Manager Harry McTigue
 Sales Manager G. F. Bauer
 Program Director M. K. McCarten
 Production Manager Edwin Kalloy
 Chief Announcer Edwin Kalloy
 Musical Director Claude Fraul
 Chief Engineer E. G. Rinn

WCIF

MADISONVILLE—EST. 1946

Frequency: 730 Kc. Power: 250 w. d. only
 Owned-Operated By Madisonville Broad-
 casting Co., Inc.
 Address Madisonville, Ky.
 Phone Number 1297-8-9
 Studio Address Providence Rd.
 Transmitter Location Hanson Rd.
 Time on the Air Local sunrise to local sunset
 News Service AP
 Transcription Service Standard

Representative Sears & Ayer, Helen
 Wood & Colton
 Membership NAB

Personnel

President Pierce E. Lackey
 General Manager F. Ernest Lackey
 Chief Announcer John Hatcher
 Chief Engineer C. R. Frederick

W K T M

MAYFIELD—EST. 1946

Frequency: 1050 Kc. Power: 250 w. d. only
 Owned-Operated By Mayfield Broadcasting
 Co., Inc.
 Address Mayfield, Ky.
 Phone Number 46
 Studio Address Mayfield Hotel
 Transmitter Location 2½ miles on Highway 98
 Time on the Air Daylight hours
 News Service AP
 Transcription Service Standard
 Representative Sears & Ayer, Helen
 Wood & Colton

Personnel

President Frank O. Evans
 Vice-Pres. & Gen. Mgr. Pierce E. Lackey
 Station Manager Wayne R. Morgan
 Chief Announcer Ralph L. Haskins
 Chief Engineer Ernest J. Pell

(CALL LETTERS TO BE ASSIGNED)
MAYFIELD*

Frequency: 910 Kc. Power: 1000 Watts
 Permittee Purchase Broadcasting Co., Inc.

*C.P. Pending

W N G O*

MAYFIELD

Frequency: 1320 Kc. Power: 1000 Watts
 Licensee Mayfield Broadcasting Co.

*C.P.

W M I K*

MIDDLEBORO

Frequency: 560 Kc. Power: 500 Watts
 Licensee Middleboro Broadcasting Co.

*C.P. (Hearing 7-25-46 resulted in original ap-
 plication for 250 Watts on 1450 Kc. being amended
 as above.)

W O M I

OWENSBORO—EST. 1938

MUTUAL—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Owensboro Broad-
 casting Co.
 Address.....P.O. Box 536
 Phone Number.....420, 421
 Transmitter Location.....Owensboro, Ky.
 Time on the Air.....7 a.m. to 11:30 p.m.
 Newspaper Affiliation..Owensboro Messenger,
 Owensboro Inquirer
 Transcription Service.....Lang-Worth
 News Service.....AP
 Representative.....Burn-Smith Co., Inc.
 Membership.....NAB, BMB, KBA

Personnel

President.....Lawrence Hager
 General Manager.....Hugh O. Potter
 Station Manager.....Hugh O. Potter
 Asst. Manager.....Marshall Bruner
 Merchandising Manager....Marshall Bruner
 Program Director.....Cliffordean Potter
 Production Manager.....Alan Reinhardt
 Publicity Director.....Hugh Potter
 Chief Engineer.....Leslie Goodaker
 Record MC.....Norman Hall

W P A D

PADUCAH—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Paducah Broadcast-
 ing Co., Inc.
 Business Address.....Taylor Bldg., 4th and
 Broadway
 Phone Numbers4100-1-2
 Studio Address.....Taylor Bldg.
 Transmitter Location.....9th & Terrell Sts.
 Time on the Air.....5 a.m. to 12 midnight
 News Service.....UP & AP
 Transcription Service.....World, Cole
 Representative.....Sears & Ayer,
 He'en Wood
 Membership.....NAB, BMB

Personnel

President-Gen. Mgr.....Pierce E. Lackey
 Station Manager.....W. Prewitt Lackey
 Sales-Commercial Mgr....W. Prewitt Lackey
 Sales-Merchandising Manager....Gene Peak
 Program Director.....Evelyn Carroll
 Production Mgr.-Publicity Dir....Gene Peak
 Chief Announcer.....Ray Mofield
 Musical Director.....Lynn Wolfe
 Chief Engineer.....U. C. Morris
 Record MC.....J. B. Fowler

W K Y B

PADUCAH—EST. 1946

MUTUAL

Frequency: 800 Kc....Power: 1000 w. d. only
 Owned-Operated By....Paducah Newspapers,
 Inc...
 Address.....504 Kentucky Ave.
 Phone Number.....800
 Transmitter Location....5 miles S. of Paducah
 on U.S. Highway 45
 Time on the Air....Local sunrise to local sunset
 Newspaper Affiliation.....The Paducah Sun-
 Democrat
 News Service.....AP
 Transcription Service....Thesaurus, Standard
 National Sales Office.....Burke, Kuipers &
 Mahoney, Inc.
 Membership.....NAB

Personnel

President.....Edwin J. Paxton, Sr.
 General Manager.....Edwin J. Paxton, Jr.
 Commercial Manager.....Sam Livingston
 Sales Merchandising Mgr....Sam Livingston
 Musical Director.....Neil McIntyre
 Chief Engineer.....C. G. Sims

For the best
 in Broadway and
 Hollywood news . . .

AP



- New Orleans *ONLY* 24-hour Radio Station!
- Accents local programming & public-interest broadcasts.
- Carries *BOTH* Associated Press & United Press News Service, assuring listeners complete news coverage around the clock.
- 5,000 Watts, delivering 20,000 Watts in the populated areas of South Louisiana & the Gulf Coast.
- First in Daytime Listening (Hooper).
- Occupies the Central dialing position of — 1280.
- Affiliate of the American Broadcasting Company.



JOHN BLAIR, Representative

LOUISIANA

Estimated Population 2,555,547—Radio Homes 485,482
Stations in State 19

KALB

ALEXANDRIA—EST. 1935

ABC

LOUISIANA NETWORK

Frequency: 580 Kc. Power: 1000 Watts
Owned-Operated By Alexandria Broad-
casting Co., Inc.
Address 505½ Johnston St.
Phone Numbers 3335-6
Transmitter Location Wardville, La.
Time on the Air 6:30 a.m. to 11 p.m.; Sunday,
8 a.m. to 10:35 p.m.
News Service INS-AP
Transcription Service World
Representatives Weed & Co.

Personnel

President Walter H. Allen
General-Commercial Manager E. R. Cappellini
Program Director Janet Baker Immler
Chief Announcer Ed Rand
Chief Engineer Jesse Sexton

KPDR

ALEXANDRIA—EST. 1946

MUTUAL

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Central Louisiana
Broadcasting Corp.
Address 1710 Jackson, P.O. Box 1867
Phone Number 9568
Transmitter Location Upper Fourth St.
Time on the Air 6 a.m. to 11 p.m.;
Sunday: 8 a.m. to 10 p.m.
News Service AP
Transcription Service NBC Thesaurus

Personnel

President-General Mgr. E. Levy
Manager Joel M. Hirsch
Commercial Manager N. S. Cruse
Program Director J. Church
Publicity Director N. S. Cruse
Chief Engineer H. Shean

KSYL*

ALEXANDRIA

Frequency: 1400 Kc. Power: 250 Watts
Licensee Fox Broadcasting Co.

*C.P.

WJBO

BATON ROUGE—EST. 1934

NBC

LOUISIANA NETWORK

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By Baton Rouge Broad-
casting Co., Inc.
Address 444 Florida St.
Phone Number 5271-2
Transmitter Location Roosevelt Road
Time on the Air 6 a.m. to midnight;
Sunday, 7 a.m. to midnight
Newspaper Affiliation Baton Rouge State-
Times, Baton Rouge Morning Advocate
News Service AP, UP
Transcription Service World Broadcasting,
Standard
Representative Geo. P. Hollingbery Company
Membership NAB, BMB

Personnel

President Charles P. Manship, Jr.
Executive Vice-Pres. H. V. Anderson
Station Manager J. Roy Dabadie
Sales Manager T. E. Gibbens
Program Director Ralph H. Sims
Production Manager Robert H. Scearce
Publicity Audrey Stoizenthaler
Chief Announcer John E. Ferguson
Music Lela LeBlanc
Chief Engineer Vernon E. Dudley

WLCS

BATON ROUGE—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Air Waves, Inc.
Address 204 North St.
Phone Number 2-4411
Transmitter Location 3399 Broussard St.
Time on the Air 6 a.m. to 12 midnight;
Sunday: 7 a.m. to 12 midnight
News Service AP, INS
Transcription Service NBC Thesaurus,
Associated
Representative Joseph Hershey McGillvra, Inc.
Membership NAB

Personnel

President-Owner Harry B. Nelson
General Manager Earl H. Smith
Commercial Manager Earl H. Smith
Program Director Quitman Henley
Chief Engineer William H. Bland, Jr.
Record MC Dan Willis



***KMLB has more
listeners than all other
stations combined in
Northeastern Louisiana***

For the third straight year, authenticated listening surveys conclusively prove that KMLB has more listeners in Monroe and Northeastern Louisiana THAN ALL OTHER STATIONS COMBINED!

Reach this \$103,629,000 annual buying power with KMLB—the only radio facility clearly heard in this area!



REPRESENTED
BY

TAYLOR-HOWE-SNOWDEN *Radio Sales*

AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.

J. C. LINER, JR., Mgr.

KCIL

HOUMA—EST. 1946

MUTUAL

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Charles W. Lamar, Jr.
 Address P.O. Box 1031
 Phone Number 2047
 Studio Address Bayou Black Dr.
 Transmitter Location Bayou Black Dr.
 Time on the Air 6 a.m. to 12 midnight
 News Service AP
 Transcription Service World
 Representative William G. Rambeau Co.
 Membership NAB

Personnel

President-Owner Charles W. Lamar, Jr.
 General Manager Frank Conwell
 Sales Manager Dick Walsh
 Program Director Keith Kenney
 Publicity Director Mary E. Conwell
 Chief Engineer J. Fredrick Darby
 Record MC John Bowie

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Calcasieu Broad-
 casting Co.
 Address P.O. Box 1521, Majestic Hotel
 Phone Number 2713, 2714
 Studio Address Majestic Hotel
 Transmitter Location South & La Grange St.
 Time on the Air 6 a.m. to 11:07 p.m.
 News Service AP
 Transcription Service World
 Representative Taylor-Howe-Snowden
 Radio Sales

Personnel

President T. B. Lanford
 General Manager David Wilson
 Sales Manager Jerry Bozeman
 Sales Promotion Manager Felham Mills, Jr.
 Program Director Joe Campbell
 Production Manager James Toth
 Publicity Director Jerry Bozeman
 Chief Announcer A. B. Craft
 Musical Director James Toth
 Chief Engineer Earl C. Moses
 Record MC A. B. Craft

KVOL

LAFAYETTE—EST. 1935

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Evangeline Broad-
 casting Company, Inc.
 Address 519 Buchanan St.
 Phone Numbers 336, 2062, 2101
 Studio Address 519 Buchanan
 Transmitter Location Scott Road
 Time on the Air 6:20 a.m. to 11 p.m.
 Newspaper Affiliation Lafayette Daily
 Advertiser Gazette, Inc.
 News Service AP
 Transcription Service World
 Representative Joseph Hershey McGillvra
 Membership NAB, EMB

Personnel

General Manager George H. Thomas
 Sales Manager B. Hillman Bailey, Jr.
 Sales Promotion Manager Lucille LeBlanc
 Program Director Lucille LeBlanc
 Production Manager Lowell Wallace McCrary
 Publicity Director Alison Theriot, Jr.
 Chief Engineer Louis Pilcher
 Record MC Albert Schnyder

KMLB

MONROE—EST. 1930

AMERICAN BROADCASTING CO.
 LOUISIANA NETWORK

Frequency: 1460 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By Liner's Broadcasting
 Station, Inc.
 Address P. O. Box 1723
 Phone Number L.D. 25
 Studio Address Francis Hotel
 Transmitter Location Millhaven Rd.
 Time on the Air 5 a.m. to midnight
 News Service UP
 Transcription Service Standard Radio,
 Lang-Worth
 Membership NAB, BMB

Personnel

President J. C. Liner
 General Manager J. C. Liner
 Sales Promotion Manager J. C. Liner, Jr.
 Program Director Otta B. Green
 Production Mgr.-Chief Announcer Joe Pearce
 Chief Engineer O. L. Morgan

KPLC

LAKE CHARLES—EST. 1935

NATIONAL BROADCASTING CO.
 & LOUISIANA NETWORK

KNOE

MONROE—EST. 1944

NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By James A. Noe
 Business Address Bernhardt Bldg.

Phone Number912
 Transmitter Location.....Louisville & 23rd St.
 Time on the Air.....6 a.m. to midnight
 Transcription Service.....Thesaurus, M. M. Cole
 News Service.....AP
 Representative Joseph Hershey McGillvra, Inc.
 Membership.....NAB

Personnel

Owner.....James A. Noe
 General Mgr. Station Mgr.....Frank A. Browne
 Sales-Commercial Mgr.....Mrs. Ruth Surguine
 Program Director.....C. R. Mumphrey
 Chief Engineer.....D. K. Strong

KANE

NEW IBERIA—EST. 1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..New Iberia Broad. Co.
 Address.....P.O. Box 15
 Phone Number.....965, 163
 Studio Address.....104 W. St. Peters St.
 Transmitter Location.....West Main St.
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....Standard

Personnel

President.....J. J. Davidson, Jr.
 General Manager.....George H. Thomas
 Sales-Commercial Mgr.....L. I. Femrite
 Sales Promotion Manager.....L. I. Femrite
 Program Director.....Jimmie Cooper
 Production Manager.....Shirley DeBlanc
 Publicity Director.....Louisette B. Stagq
 Chief Announcer.....Louis R. DeGravelles
 Chief Engineer.....Jimmie Cooper

WDSU

NEW ORLEANS—EST. 1923

ABC

LOUISIANA STATE NETWORK

Frequency: 1280 Kc.....Power: 5000 Watts
 Owned By.....Stephens Broadcasting Co.
 Address.....Hotel Monteleone
 Phone Number.....Raymond 7135
 Transmitter Location.....Algiers, La.
 Time on the Air.....24 hours daily
 News Service.....UP, AP
 Transcription Service.....Associated
 Representative.....John Blair Co.
 Operated By.....Fred Weber, E. A. Stevens,
 H. G. Wall
 Membership.....NAB, BMB

Personnel

Managing-PartnerFred Weber

Sales Manager.....Charles Price
 Sales Promotion Manager..Jeanne Spoonemore
 Program Director.....Stanley Holiday
 Publicity Director.....Jeanne Spoonemore
 Special Events Director.....Warren Kennedy
 Musical Director.....Joseph Schramm
 Chief Engineer.....Charles Whitney

See Page 426

WJBW

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Charles C. Carlson
 Address.....611 Canal St.
 Phone Number.....Magnolia 3438-9
 Transmitter Location.....3317 Bruxelles St.
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....AP
 Representative.....William C. Rambeau Co.
 Transcription Service.....Capitol
 Membership.....NAB

Personnel

President-General Mgr.....Charles C. Carlson
 Station & Sales Mgr.....Cy Newman
 Sales Promotion Manager.....Mildred Barr
 Program Director.....Harry Nigocia
 Production Manager.....Jeff Hugg
 Publicity Director.....Cy Newman
 Chief Announcer.....Harry Nigocia
 Musical Director.....John Merlin
 Chief Engineer.....Karl G. Siebold
 Record MC.....Harry Nigocia

WNOE

NEW ORLEANS—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....James A. Noe
 Address.....St. Charles Hotel, 211 St.
 Charles St.
 Phone Numbers.....Raymond 0423-4-3558
 Transmitter Location...Broad & Euphrosine St.
 Time on the Air.....21 hours daily
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Joseph Hershey McGillvra
 Membership.....NAB, BMB

Personnel

President-Owner.....James A. Noe
 General Manager.....James E. Gordon
 Sales Manager.....James E. Gordon
 Program Director.....Eeverly C. Brown
 Publicity Director.....Bill Elliott
 Chief Engineer.....Al J. Bourgeois
 Record MC.....Ken Elliott

W S M B

NEW ORLEANS—EST. 1925

NATIONAL BROADCASTING CO.

SOUTH CENTRAL NETWORK

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By: WSMB, Inc.
 Address: 901 Canal St.
 Phone Number: MA 5921
 Transmitter Location: Algiers, La.
 News Service: AP
 Time on the Air: 7 a.m. to 12 midnight
 Transcription Service

NBC Thesaurus Lang-Worth
 Representative: Edward Petry & Co.

Personnel

President: E. V. Richards
 General Manager: H. Wheelahan
 Chief Engineer: H. G. Nebe

W W L

NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc. Power: 5000 Watts
 Owned-Operated By: Loyola University
 Address: Roosevelt Hotel
 Phone Number: Raymond 2194-5-6-7
 Transmitter Location: Kenner, La.
 Time on the Air: 5 a.m. to 1 a.m.
 News Service: UP, AP
 Transcription Service: Standard Radio
 and World

Representative: The Katz Agency
 Membership: NAB, BMB

Personnel

President: Rev. Thomas J. Shields
 General Mgr.-Station Mgr.: W. H. Summerville
 Sales Manager: A. Louis Read
 Sales Promotion Manager: Tom Holbrook
 Program Director: Henry Dupre
 Musical Director: Irvine Vidacovich
 Chief Engineer: J. D. Bloom, Jr.

K R M D

SHREVEPORT—EST. 1926

ABC—LOUISIANA STATE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: KRMD, Inc.
 Business Address: P. O. Box 1712
 Phone Number: 6171-2
 Transmitter Location: New Jefferson Hotel
 Time on the Air: 6 a.m. to 11 p.m.
 Transcription Service: World
 Membership: NAB

Personnel

Owners: R. M. Dean, T. B. Lanford
 General Manager: Glenn V. Wilson
 Station Manager: William Switzer
 Sales Manager: Glenn V. Wilson
 Sales Promotion Manager: Glenn V. Wilson
 Program Director: Elizabeth Allford
 Publicity Director: Jane Reed
 Chief Engineer: Haward Hargrove

K T B S

SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By: Radio Station KTBS
 Studio Address: Commercial Building,
 P.O. Box 1121

Transmitter Location: Harts Island Road
 Phone Number: 3-3673
 Time on the Air: 6:30 a.m. to midnight
 News Service: AP, UP
 Transcription Service: NBC Thesaurus;
 Lang-Worth

Representative: Edward Petry & Co.
 Membership: NAB, BMB

Personnel

General Manager: C. K. Beaver
 Program Director: James P. Turner
 Chief Engineer: C. H. Maddox

K W K H

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM

SOUTH CENTRAL QUALITY NETWORK

Frequency: 1130 Kc. Power: 50000 Watts
 Owned-Operated By: International Broad-
 casting Corp.

Studio Address: Commercial Building
 Transmitter Location: Near Dixie, La.
 Phone Number: 2-8711
 Time on the Air: 5 a.m. to 1:05 a.m.;
 Sundays, 6 a.m. to 1:05 a.m.

Newspaper Affiliation: The Shreveport Times
 News Service: AP, UP
 Transcription Service: Standard
 Representative: The Branham Co.
 Membership: NAB, BMB

Personnel

President: John D. Ewing
 Manager: K. K. Kellam
 Commercial Manager: Dean Upson
 Sales Promotion Manager: James T. Briggs
 Program Director: B. G. Robertson
 Chief Engineer: W. E. Antony

MAINE

Estimated Population 848,394—Radio Homes 206,657
Stations in State 12

WFAU

AUGUSTA—EST. 1948

MUTUAL—YANKEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... The Twin City
Broadcasting Co., Inc.
Address..... 160 Bangor St.
Phone Number..... 2540
Transmitter Location..... 160 Bangor St.
Time on the Air..... 6 a.m. to 12 midnight
News Service..... AP
Transcription Service..... Standard
Representative..... Forjoe & Co.
Membership..... NAB

Personnel

President..... Faust Couture
General Manager..... Robert I. Payne
Commercial Manager..... Robert I. Payne
Program Director..... Norman Gallant
Chief Announcer..... Dwight Wheeler
Chief Engineer..... Robert Parker

WRDO

AUGUSTA—EST. 1932

NATIONAL BROADCASTING CO.

NEW ENGLAND REGIONAL NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..... WRDO, Inc.
Address..... 175 Water St.
Phone Number..... 2285
Transmitter Location..... Chelsea, Me.
Time on the Air..... 6:30 a.m. to 12:05 a.m.
News Service..... UP
Transcription Service..... World
Representatives..... Weed & Company
Bertha Bannan
Membership..... NAB

Personnel

President..... Adeline B. Rines
General Manager..... Jack S. Atwood
Sales Manager..... Walter Weightman
Program Director..... Danny I. Kelly
Production Manager..... Don K. Powers
Publicity Director..... Leslie Hubley
Chief Announcer..... Elliott E. Hold
Chief Engineer..... Harold Dinsmore

WABI

BANGOR—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc. ... 1000 Watts. C.P. 5000
Watts
Owned-Operated By..... Community Broad-
casting Service, Inc.
Address..... 57 State St.
Phone Number..... 6446
Transmitter Location..... Brewer, Me.
Time on the Air..... 6:30 a.m. to 12:05 a.m.
News Service..... AP
Transcription Service..... Associated Library
Representative..... Adam J. Young, Jr.
Membership..... BMB

Personnel

President and Station Manager... F. B. Simpson
Commercial Manager..... Guy Corey
Program Dir.-Musical Dir..... Harold Dorr
Chief Engineer..... Walter Dickson

WJOR

BANGOR—EST. 1946

MUTUAL—YANKEE

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.... Bangor Broadcasting
Service
Address..... 22 State St.
Phone Number..... 5612
Transmitter Location..... 340 Stillwater Ave.
Time on the Air..... 6:30 a.m. to 12 mid.
News Service..... AP
Transcription Service..... World

Personnel

Owners..... Sidney Slon, Lawrence Slon,
Stephen Velardi
General Mgr.-Program Director... Sidney Slon
Sales Manager..... Lawrence Slon
Chief Engineer..... Stephen Velardi

WLBZ

BANGOR—EST. 1926

NATIONAL BROADCASTING CO.

NEW ENGLAND REGIONAL NETWORK

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By.... Maine Broad. Co., Inc.
Address..... 100 Main St.
Phone Number..... 6023
Transmitter Location..... Bangor
Time on the Air..... 5:30 to 12 midnight
Transcription Service..... NBC Thesaurus
News Service..... UP
Representative.... Weed & Co., Bertha Bannan
Membership..... BMB

Personnel

President.....William H. Rines
 Station Manager.....Edward E. Guernsey
 Program Director.....Irving Hunter
 Chief Engineer.....John Wibby

W C O U

LEWISTON—EST. 1938
 MUTUAL BROADCASTING SYSTEM
 YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Twin City Broadcast-
 ing Co., Inc.
 Address.....223 Lisbon St.
 Phone Number.....3140
 Transmitter Location.....East Ave.
 Time on the Air.....6 a.m. to midnight
 News Service.....UP
 Transcription Service.....Standard, SESAC
 Representative...Forjoe & Co., Bertha Bannan
 Membership.....NAB, BMB

Personnel

President.....Faust Couture
 General Manager.....John C. Libby
 Program Director.....Eugene Parker
 Chief Announcer.....John Marsh
 Musical Director.....Marion Payne Louissell
 Chief Engineer.....Donald Mason

W C S H

PORTLAND—EST. 1925
 NBC—NEW ENGLAND REGIONAL

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....Congress Square
 Hotel Co.
 Business Address.....157 High St.
 Phone Number.....2-0180
 Studio Address.....Eastland Hotel,
 157 High St., Portland, Me.
 Transmitter Location.....Scarboro, Me.
 Time on the Air.....5:30 a.m. to 12:05 a.m.;
 Sunday: 8 a.m. to 12:05 a.m.
 News Service.....UP & AP
 Transcription Service.....MBC Thesaurus
 Representative...Weed & Co. & Bertha Bannan
 Membership.....NAB, BMB

Personnel

President.....Adeline B. Rines
 Managing Director.....William H. Rines
 National Adv. Director...Rudolph O. Marcoux
 Commercial Manager.....Albert W. Smith
 Farm Editor.....Linwood Brofee
 Program Director.....Arthur Owens
 Publicity Director.....Linwood T. Pitman
 Chief Engineer.....G. Fred Crandon

W G A N

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By.....Portland Broadcasting
 System, Inc.
 Address.....645a Congress St.
 Phone Number.....2-7489
 Transmitter Location.....Riverton, Portland
 Time on the Air.....6 a.m. to 12:05 a.m.;
 Sundays, 8 a.m. to 12:05 a.m.
 Transcription Service.....Standard Radio
 Representative.....Paul H. Raymer Co.
 Membership.....NAB

Personnel

President.....Guy P. Gannett
 Station Manager.....Creighton E. Gatchell
 Sales Manager.....Arthur K. Atherton
 Program Director.....Richard E. Bates
 Chief Announcer...Samuel G. Henderson, Jr.
 Chief Engineer.....Roger W. Hodgkins

Covering Central Maine

WCOU

of Lewiston

and its kid brother

WFAU

of Augusta

**MUTUAL
 YANKEE**

Represented Nationally by
Forjoe & Company
 New York

W P O R

PORTLAND—EST. 1946
NEW ENGLAND

AMERICAN BROADCASTING CO.

Frequency: 1450 kc.....Power: 250 Watts
Owned-Operated By...Oliver Broadcasting Co.
Address.....21 Preble St.
Phone Number.....3-8111
Transmitter Location.....Baxter Blvd.
Time on the Air.....6:30 a.m. to 11:30 p.m.
News Service.....AP
Transcription Service.....World
Representative.....Lewis H. Avery,
Kette'I-Carter
Membership.....NAB

Personnel

Owners.....Humboldt J. Greig,
Murray Carpenter
General Manager.....Humboldt J. Greig
Station Manager.....Murray Carpenter
Sales Manager.....Keith Field
Sales Promotion Manager..Marshall Miltimore
Program Director.....Gordon Lewis
Publicity Director.....Marshall Miltimore
Chief Engineer.....Roger Perry

W M T W

PORTLAND—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Yankee Network, Inc.
Address.....Falmouth Hotel
Transmitter Location.....Falmouth Hotel
Time on the Air.....Full time license
Representative.....Edward Petry & Co.

Personnel

Chairman of the Board.....John Shepard, III
Station Supervisor.....Charles W. Curtin

W A G M

KBS

PRESQUE ISLE—EST. 1931

Frequency: 1450 Kc. Power: 100 Watts (CP-250)
Owned-Operated By.....Aroostook Broadcast-
ing Corporation
Address.....180 State St., W.
Phone Number.....3821
Transmitter Location...U.S. 1, 4 miles N. of
Presque Isle
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World, M. M. Cole,
SESAC
Representative.....Cox & Tanz
Membership.....NAB, BMB

Personnel

President-Owner or
Chief Executive.....Harry E. Umphrey
General Manager.....H. D. Glidden
Sales Promotion Mgr.....J. A. Flesay
Program Director.....Ted Coffin
Production Manager.....Art Vaughn
Publicity Director.....J. B. Dillon
Chief Announcer.....Ted Coffin
Musical Director.....Clayton Smith
Chief Engineer.....L. E. Hughes
Record MC.....Clayton Smith

W T V L

WATERVILLE—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Kennebec Broad. Co.
Address.....36 Silver St.
Phone Number.....370
Transmitter Location.....Benton Ave.,
Winslow, Me.
Time on the Air.....6:30 a.m. to 12 mid.
News Service.....AP
Transcription Service.....Standard
Representative.....Kettell-Carter, Inc.;
Radio Advertising Co.
Membership.....NAB

Personnel

President-General Mgr....Carleton D. Brown
Commercial Representative..E. William Hucke
Sales Promotion Manager...Chester I. Munson
Program Director.....Warren M. Greenwood
Chief Engineer.....Donald H. Sutherland

For the best
in Broadway and
Hollywood news . . .

AP



Let's see your license

That's Sadie and her four Black Bear Cubs. It was taken just about the time we opened up W-I-T-H. And it seems out there in the Great Smoky National Park they stopped the show . . . literally stopped traffic to get snacks from passing motorists.

Know the comparison we're going to make? That's right.

We've been stealing the radio show down here in Baltimore.

Because today W-I-T-H, the successful independent, produces more listeners-per-dollar-spent than any other station in this big five-station town.

Facts that back up our license to say that are available. Glad to show them to you.



W-I-T-H

and the FM Station W3XMB

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

WBAL

*Means Business
in Baltimore*



Where there's smoke, there's business! In Baltimore, industrial chimneys are smoking. Shipbuilding...steel...automobiles...manufacturing...everything is humming! Baltimore has money to spend.

It is an important market for you to reach. Thanks to our powerful programming—you get ready-made audiences... more listeners to hear your message... therefore the sales results you're looking for in this important area.

WBAL
NBC AFFILIATE
50,000 WATTS
BALTIMORE

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY

MARYLAND

Estimated Population 2,200,458—Radio Homes 547,344
Stations in State 12

WANN

ANNAPOLIS—EST. 1946

Frequency: 1190 Kc. Power: 1000 w. d. on'y
Owned-Operated By: Annapolis Broad. Co.
Address: P.O. Box 749
Phone Number: Annapolis 2500
Studio Address: Church Circle & School St.
Transmitter Location: Bay Ridge Road
(awaiting FCC approval)
Time on the Air: Daytime only
News Service: AP
Membership: NAB

Personnel

President-General Mgr.: Morris H. Blum
Chief Engineer: Benjamin Wolfe

(CALL LETTERS TO BE ASSIGNED) ANNAPOLIS*

Frequency: 810 Kc. Power: 250 Watts
Permittee: Chesapeake Radio Corp.

*C.P. Application

WBAL

BALTIMORE—EST. 1925

NATIONAL BROADCASTING COMPANY

Frequency: 1090 Kc. Power: 50,000 Watts
Owned-Operated By: Hearst Radio, Inc.
Address: Lexington Bldg.
Phone Number: Lexington 4900
Transmitter Location: Winans Rd.,
Randallstown, Md.
Time on the Air: 19¼ hours daily,
17 hours Sunday
News Service: INS; UP & AP
Transcription Service: World Broadcasting
System
Representative: Edward Petry & Co.
Membership: NAB, BMB

Personnel

President: Charles B. McCabe
General Manager: Harold C. Burke
Station Manager: Harold C. Burke
Sales Manager: Kenneth L. Carter
Sales Service Director: John A. Toppin
Program Director: Don DeGroot
Production Manager: Edward H. Harvey
Publicity Director: John A. Toppin
Musical Director: Joseph C. Miller
Chief Engineer: Richard D. Duncan

WCAO

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By: The Monumental
Radio Company
Address: 811 West Lanvale St.
Phone Number: Madison 7220-1-2-3-4
Transmitter Location: Park Heights Ave.
News Service: INS, AP
Transcription Service: NBC Thesaurus
Representative: Paul H. Raymer Company
Membership: NAB, BMB

Personnel

President: Lewis M. Milbourne
Vice-Pres.-General Mgr.: L. Waters Milbourne
Asst. Mgr. in charge of Sales
and Promotion: Leslie H. Peard, Jr.
Program Director: Gordon A. Scheihing
Publicity Director: Leslie H. Peard, Jr.
Chief Engineer: Martin L. Jones
Record MC: George L. Filing

WCBM

BALTIMORE—EST. 1924

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Baltimore Broadcast-
ing Corporation
Address: Community House
Phone Number: University 8400
Transmitter Location: 1100 East Cold Spring
Lane
Time on the Air: 6:30 a.m. to midnight
News Service: INS, UP
Transcription Service: Lang-Worth,
Associated, BMI, McGregor
Representative: Free & Peters, Inc.
Membership: NAB, BMB

Personnel

President: John Elmer
General Manager: George H. Roeder
Sales Manager: John Elmer
Program Director: Charles A. Roeder
Publicity Director: Lou Corbin
Public Service Director: Newell A. Warner
Chief Engineer: G. Porter Houston
Record MC: Thom Severin

• • • MARYLAND • • •

W F B R

BALTIMORE—EST. 1922
AMERICAN BROADCASTING CO.

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Operated By Baltimore Radio
Show, Inc.
Business Address 10 East North Ave.
Phone Number Mulberry 1300
Studio Address Radio Center
Transmitter Location Waterview Ave.
Time on the Air 6 a.m. to 1 a.m.
News Service AP, UP.
Transcription Service World
Representative John Blair & Co.
Membership NAB, BMB

Personnel

President Robert S. Maslin
Exec. Vice-President Hops H. Barroll, Jr.
Director of National Sales Wm. S. Pirie, Jr.
Director of Local Sales Wm. R. Dohard
Sales Promotion Mgr. Guy G. Griffen
Program Director Bert Hanauer
Production Manager Henry Hickman
Publicity Director Robert S. Maslin, Jr.
Chief Announcer Henry Hickman
Musical Director Joseph Imbrogulio
Chief Engineer William Q. Ranft

W I T H

BALTIMORE—EST. 1941

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Maryland Broad. Co.
Address 7 E. Lexington St.
Phone Number Lexington 7808
Transmitter Location 1230 Curtain St.
Time on the Air 24 hours a day
News Service AP, Transradio
Transcription Service Lang-Worth;
Standard Radio, Cole
Representative Headley-Reed Company
Membership NAB, BMB

Personnel

President Thomas Garland Tinsley, Jr.
General Manager Thomas Garland Tinsley, Jr.
Station Manager Helen Powers
Sales Manager Robert C. Embry
Sales Promotion Manager Robert C. Embry
Program Director Wallace W. Ashley
Publicity Director Mae Hughes
Chief Announcer Alston Stevens
Musical Director Wallace W. Ashley
Chief Engineer James S. Duff

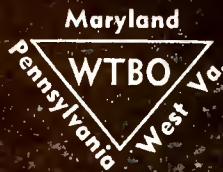
See Page 435

WTBO

your

Tri-STATE

Voice



NBC
Affiliation

Cumberland, Maryland

W T B O

CUMBERLAND—EST. 1928

NATIONAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Cumberland
 Broadcasting Co.
 Operated By.....Aurelia S. Becker,
 Charles Z. Haskett
 Address.....31 Frederick St.
 Phone Number.....Cumberland 298 and 299
 Transmitter Location.....Reservoir Ave.
 Time on the Air.....7 a.m. to 12 midnight;
 Sundays: 8 a.m. to 12 midnight
 News Service.....UP, AP
 Transcription Service.....World Broadcasting
 System
 Membership.....NAB, BMB

Personnel

President.....Aurelia S. Becker
 Station Manager.....Aurelia S. Becker
 Chief Engineer.....David Jefferies

W F M D

FREDERICK—EST. 1935

**COLUMBIA BROADCASTING SYSTEM
 MARYLAND COVERAGE NETWORK**

Frequency: 930 Kc.....Power: 500 Watts
 Owned-Operated By.....Monocacy Broadcast-
 ing Company
 Business Address.....Winchester Hall
 Phone Number.....Frederick 1626
 Studio Addresses.....Winchester Hall,
 Transmitter Location.....Butterfly Lane, nr.
 Frederick
 Time on the Air.....6 a.m. to 12:05 a.m.;
 Sundays: 7 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB, BMB

Personnel

President.....Laurence Leonard
 General Manager.....William E. Hardy
 Program Director.....Evelyn Leonard
 Production Manager.....Bill Sell
 Publicity Director.....William E. Hardy
 Musical Director.....Bill Cook
 Chief Engineer.....James W. Robertson
 Record MC.....Roger Carroll

W J E J

HAGERSTOWN—EST. 1932

**MUTUAL BROADCASTING SYSTEM
 MARYLAND COVERAGE NETWORK**

Frequency: 1240 Kc.....Power: 450 Watts

Owned-Operated By.....Hagerstown Broad-
 casting Co.

Address.....Franklin Court
 Phone Numbers.....2322-23-24
 Transmitter Location.....Carroll Heights
 Time on the Air.....6:30 a.m. to 12 midnight
 Transcription Service..Associated, Lang-Worth
 News Service.....AP
 Transcription Service..Associated, Lang-Worth
 Membership.....NAB, BMB

Personnel

General Manager.....Grover C. Crilley
 Sales Manager.....William H. Paulsgrove
 Sales Promotion Manager..Wm. H. Paulsgrove
 Program Director.....Amos L. Harper
 Publicity Director.....Pat Crilley
 Record MC.....Will Groff

W B O C

SALISBURY—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....The Peninsula
 Broadcasting Co.
 Address.....Radio Park
 Phone Number.....Salisbury 2480-2481
 Transmitter Location..1 mile north of Salisbury
 Time on the Air: 7 a.m. to 11:15 p.m.; Sundays,
 8:25 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....World Broadcasting
 System

Personnel

General Manager.....Charles J. Truitt
 Program Director.....Gladys Stearns
 Chief Engineer.....Peter A. Alfonsi

W G A Y

SILVER SPRING—EST. 1946

Frequency: 1050 Kc.....Power: 1000 w. d. only
 Owned-Operated By.....Tri-Suburban
 Broadcasting Corp.
 Address.....Silver Spring, Md.
 Phone Number.....SHepherd 1050
 Transmitter Location.....Kemp Mill Rd.
 Time on the Air...Local sunrise to local sunset
 News Service.....AP
 Transcription Service.....World, Lang-Worth,
 SESAC
 Membership.....NAB

Personnel

President-Owner.....John W. Kluge
 Secretary-Treasurer.....Joseph L. Brechner
 Station Manager.....Joseph L. Brechner
 Sales Manager.....John W. Kluge
 Program Director.....Don Bell
 Chief Engineer.....Charles E. Chrismon



This little budget went
to WORL. Boston

MASSACHUSETTS

Estimated Population 4,501,555—Radio Homes 1,168,280
Stations in State 27

WBZ & WBZA

BOSTON & SPRINGFIELD
EST. 1921

NATIONAL BROADCASTING CO.

NEW ENGLAND REGIONAL NETWORK

Frequency: 1030 Kc.....Power: 50000 (WBZ),
1000 (WBZA)

Owned and Operated By.....Westinghouse
Radio Stations, Inc.

Addresses..1619 Walnut St., Philadelphia, Pa.
Phone Number.....Rittenhouse 6870 (Phila.)
Station Address.....275 Tremont St., Boston
Transmitter Locations.....Hull, Mass.
Time on the Air.....5:30 a.m. to 1 a.m.
News Service.....AP, UP
Transcription Service.....Standard Radio
and NBC Thesaurus

Representative.....NBC Spot Sales
Membership.....BMB

Personnel

President.....Walter Evans
General Manager.....J. B. Conley
Station Manager.....W. C. Swartley
Sales Manager.....C. H. Masse
Sales Promotion Manager.....Lynn Morrow
Publicity Representative.....W. A. Davis
Chief Engineer.....W. H. Hauser

WCOP

BOSTON—EST. 1935

ABC NEW ENGLAND GROUP

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....Massachusetts
Broadcasting Corp.

Address.....485 Boylston St.
Phone Number.....COpley 0123
Transmitter Location.....Lexington, Mass.
Time on the Air.....6 a.m. to 1 a.m.;
Sunday, 8 a.m. to 1 a.m.

Newspaper Affiliation.....Des Moines Register
and Tribune, Minneapolis Star Journal

News Service.....INS, AP, UP
Representative.....Katz Agency, Inc.
Transcription Service.....Standard Radio
and Lang-Worth

National Sales Office.....H. T. Enns
Membership.....NAB, BMB

Personnel

President.....Gardner Cowles, Jr.
General Manager.....Craig Lawrence
Sales.....A. N. Armstrong, Jr.
Sales Promotion.....Harry D. Goodwin

Chief Engineer

Record M.C.....Roland C. Hale

Roland C. Hale

Nelson E. Braag

WEEI

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM

CBS NEW ENGLAND NETWORK

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By...Columbia Broadcasting
System

Business Address.....182 Tremont St.
Phone Number.....HUBbard 2323
Studio Address.....182 Tremont St.
Transmitter Location...Mystic Valley Park-
way, Medford, Mass.

Time on the Air: 5:30 a.m. to 1:05 a.m.; Sun-
days, 8 a.m. to 1:05 a.m.

News Service.....AP, UP
Transcription Service.....World, Lang-Worth
Representative.....Radio Sales
Membership.....NAB, BMB

Personnel

Gen. Mgr.-Station Mgr.....Harold E. Fellows
Sales Manager.....Kingsley Horton
Sales Promotion Manager...Guy Cunningham
Production Manager.....Ray Girardin
Publicity Director.....Marie Houlihan
Chief Engineer.....Harold Dorschug
Record M.C.'s.....Sherman Feller,
Evelyn Howe

WMEX

BOSTON—EST. 1934

Frequency: 1510 Kc.....Power: 5000 Watts
Owned-Operated By...The Northern Corp.
Address: WMEX Bldg., 70 Brookline Ave.
Phone Number.....Commonwealth 3900
Transmitter Location.....73 W. Squantum St.,
Quincy, Mass.

Time on the Air.....7:30 a.m. to 12 midnight
News Service.....INS
Transcription Service.....Lang-Worth, World,
Associated, SESAC

Representative.....William G. Rambeau Co.
Membership.....NAB, BMB

Personnel

Acting Pres.....Alfred J. Pote
Genl. Mgr.-Sales Mgr.....William S. Pote
Program Director.....John Kiley
Chief Engineer.....John Memishian

It's an Old New

To Have Pie for Breakfast

To Be Fond of Fish



Courtesy of Vanguard Press, Publishers of
"It's An Old New England Custom"
by Edwin Valentine Mitchell.

England Custom

To Reach a Ripe Old Age

To Serve Turkey and Cranberry Sauce

To Beat the Drum

To listen to Yankee home-town stations!

24 YANKEE "HOME-TOWN" STATIONS

WNAC	Boston, Mass.
WFAU	Augusta, Me.
WJOR	Bangor, Me.
WICC	Bridgeport, Ct.
WKXL	Concord, N. H.
WSAR	Fall River, Mass.
WEIM	Fitchburg, Mass.
WHA1	Greenfield, Mass.
WONS	Hartford, Ct.
WHYN	Holyoke, Mass.
WLNH	Laconia, N. H.
WCOU	Lewiston-Auburn, Maine
WLLH	Lowell-Lawrence, Massachusetts
WKBR	Manchester, N.H.
WNLC	New London, Ct.
WBRK	Pittsfield, Mass.
WMTW	Portland, Me.
WHEB	Portsmouth- Dover, N. H.
WEAN	Providence, R.I.
WSYB	Rutland, Vt.
WWSR	St. Albans, Vt.
WWCO	Waterbury, Ct.
WDEV	Waterbury, Vt.
WAAB	Worcester, Mass.

Plus FM Stations

WGTR	Boston
WMNE	Mt. Washington

A YANKEE HOME-TOWN STATION has a distinctly local character. It's an integral part of community life — as familiar as the post office or the town hall.

A Yankee home-town station brings to its community the best in radio entertainment — coast-to-coast programs, with Yankee Network News Service, thrilling sportcasts, plus programs of New England flavor and local interest. Yankee home-towners listen to their local stations. They hear the best without dialing outside stations.

A Yankee home-town station promotes local business. There is a community of interest between it and the local merchants. It is used by the very merchants whose cooperation you seek and who are ready to push national brands locally advertised.

This is local acceptance in the Yankee sense — acceptance by the audience and by trade outlets — acceptance that is a strong, active daily influence on buying habits, that gives you direct penetration and greatest sales impact in each key market.

Yankee's 24 home-town stations tie these markets together. They provide complete radio coverage of New England in the only way it can be obtained.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

W H D H

BOSTON—EST. 1929

Frequency: 850 Kc. Power: 5000 Watts
 Owned-Operated By: Matheson Radio Co.,
 Inc.
 Address: 6 St. James Ave.
 Phone Number: Hancock 5500
 Transmitter Location: Saugus, Mass.
 Time on the Air: 6:15 a.m. to 12:15 a.m.;
 Sunday: 8 a.m. to 12:30 a.m.
 News Service: UP and AP
 Newspaper Affiliation: Boston Herald-
 Traveler Corp.
 Transcription Service: World, Associated,
 Lang-Worth, Standard, Capitol
 Representative: John Blair & Co.

Personnel

President: Robert Choate
 General Manager: William B. McGrath

W N A C

BOSTON—EST. 1922

**MUTUAL BROADCASTING SYSTEM
 YANKEE NETWORK KEY STATION**

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By: The Yankee Network,
 Inc.
 Address: 21 Brookline Ave.
 Phone Number: COMMONwealth 0800
 Transmitter Location: Montclair, Mass.
 Time on the Air: 6 a.m. to 1 p. m.;
 Sundays, 8 a.m. to 1 a.m.
 News Service: AP, Reuters
 Transcription Service: Standard, Associated,
 SESAC
 Representative: Edward Petry & Co., Inc.
 Membership: NAB, BMB

Personnel

President: William O'Neil
 Gen. Mgr.-Ch. of Board: John Shepard, III
 Sta. Mgr.-Exec. V-P-Sales Mgr.: Lewis Travers
 Sales Promotion Mgr.: James S. Powers
 Program Director: George Steffy
 Publicity Director: Phyllis Doherty
 Musical Director: Robert Norris
 Chief Engineer: Irving T. Robinson

W O R L D

BOSTON—EST. 1926

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Operated By: Broadcasting Service
 Organization, Inc.
 Address: 216 Tremont St.
 Phone: Liberty 4540

Transmitter Location: Needham, Mass.
 Time on the Air: 6:30 a.m. to Sunset
 News Service: AP and UP
 Representative: Forjoe & Co.

Personnel

Chief Executive: Harold A. LaFount
 General Manager: George Lasker
 Program Director: Robert N. Perry
 Chief Engineer: John Parker

W A C E

CHICOPEE—EST. 1946

Frequency: 730 Kc. Power: 1000 w., d. only
 Owned-Operated By: The Regional
 Broadcasting Co.
 Address: Chicopee St.
 Transmitter Location: Chicopee St.
 Time on the Air: Local sunrise to local
 sunset
 News Service: AP
 Transcription Service: NBC Thesaurus
 Membership: NAB

Personnel

President: David Hayes
 General Manager: John S. Lloyd
 Sales Manager: David Hayes
 Program Director: Terry Colwell
 Production Manager: Terry Colwell
 Chief Engineer: Ralph Robinson
 Record M.C.: Lee Smith

W S A R

FALL RIVER—EST. 1921

MUTUAL—YANKEE

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By: The Fall River
 Broadcasting Co., Inc.
 Address: Academy Bldg.
 Phone Number: 7-9477-8
 (Transmitter)
 Transmitter Location: So. Somerset, Mass.
 Time on the Air: 6:30 a.m. to 12 midnight
 News Service: AP
 Newspaper Affiliation: Fall River Herald News
 Transcription Service: Lang-Worth, Thesaurus
 Representative: Lang-Headley Reed Co.,
 Bertha Bannon
 Membership: NAB, BMB

Personnel

President-Gen. Mgr.: Melvin Lahr
 Sales Manager: John Harrington
 Sales Promotion Manager: John Crowley
 Program Director: Angus Bailey
 Publicity Director: John Crowley
 Chief Engineer: John Pavao
 Record M.C.: Wallace O'Hara



DIAL 850, SIR

**FOR A DIRECT WIRE
TO NEW ENGLAND!**

THAT'S

WHDH

New England's Fastest-Growing Independent Station!

Acceptance isn't easily won. That's why it's smart to direct your sales talks to New Englanders over their own INDEPENDENT station. The WHDH policy of better programming, to suit New England tastes, guarantees enthusiastic acceptance for advertisers.

WHDH
LEADS IN NEW ENGLAND
WITH

NEWS

**EVERY HOUR
ON THE HALF-HOUR**

All news periods completely written and edited by Station's independent news staff.

Special news commentary daily by Ray Kierman, one of New England's foremost news analysts.

SPORTS

BASEBALL

American League Champions
Boston Red Sox

Boston Braves

FOOTBALL

Harvard and other
college games

Boston Yanks professional
games

HOCKEY

Boston Bruins

MUSIC

"MUSIC FOR BREAKFAST"

•

"CARNIVAL OF MUSIC"

•

"BACK BAY MATINEE"

•

*Three of Boston's
Leading Participation Shows*

•

WHDH

Check Now For Availability

6 ST. JAMES AVE., BOSTON, MASS.

5000 WATTS . . . 850 ON THE DIAL

Represented by Jahn Blair & Company

WEIM
FITCHBURG—EST. 1941
MUTUAL-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Mitchell G. Meyers,
 Ruben E. Aronheim, Milton H. Meyers
 Owned-Operated By..Radio Station WEIM, Inc.
 Address717 Main Street
 Phone Numbers.....Fitchburg 1600-1
 Transmitter Location.....Summer St.
 Time on the Air.....6:45 a.m. to midnight;
 Sundays, 8 a.m. to midnight
 News Service.....AP
 Transcription Service.....Lang-Worth
 Membership.....NAB, BMB

Personnel

Operating Partner.....Milton H. Meyers
 Gen. Mgr.-Station Mgr.-
 Sales Manager.....Earle G. Clement
 Program Dir.-Chief Announcer....Dick Tucker
 Chief Engineer.....Ted Kalin
 Record M.C.'s.....Dick Tucker, Ed Johnson

WHOB

GARDNER—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....The Gardner
 Broadcasting Co.
 AddressColonial Hotel
 Phone Number.....Gardner 1490
 Transmitter Location...1 mile from center of
 town on Green St.
 Time on the Air.....7 a.m. to 11:30 p.m.;
 Sunday; 8 a.m. to 11:30 p.m.
 News Service.....AP
 Transcription Service..NBC Thesaurus, SESAC
 Representative.....William G. Rambeau Co.
 Membership.....NAB, BMB

Personnel

President.....David M. Richman
 General Manager.....J. Gordon Keyworth
 Sales Promotion Manager...Henry E. Gendron
 Program Director.....Robert E. Fuller
 Commercial Rep.....Henry E. Gendron
 Chief Engineer.....James Drake
 News Editor.....Hugh McCoy

WHAI

GREENFIELD—EST. 1938

MUTUAL-YANKEE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....John W. Haigis
 Address354 Main St.
 Phone Number.....4301
 Transmitter Location.....Woodard Rd.

Time on the Air.....Unlimited
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....Burn-Smith Co., Inc.
 Membership.....NAB, BMB

Personnel

President.....John W. Haigis
 Gen. Mgr.-Station Mgr.....James L. Spates
 Sales Mgr.- Sales Promotion
 Manager.....Horace W. Nichols
 Program Director.....John W. Haigis, Jr.
 Publicity Director.....Graydon Spragg
 Musical Director.....Fred Grebe
 Chief Engineer.....Lee Wheeler

WHAV

HAVERTHILL—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By....Haverhill Gazette Co.

Personnel

General Manager.....John T. Russ
 Commercial Manager.....James Dunbar
 Program Manager.....L. Taylor
 Chief Engineer.....Herbert W. Brown

WHYN

HOLYOKE—EST. 1941

MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By ...Hampden-Hampshire
 Corporation
 Address.....180 High St.
 Phone Numbers.....8238, 8239
 Studio Addresses.....180 High St., Holyoke;
 Canal St., South Hadley Falls; Nonotuck
 Bldg., Northampton
 Transmitter Location. South Hadley Falls, Mass.
 Time on the Air.....7 a.m. to 12 midnight
 Newspaper Affiliation.....The Holyoke-
 Transcript, The Hampshire Gazette
 News Service.....UP
 Transcription Service.....World, Associated
 Membership.....NAB, BMB

Personnel

President.....William Dwight
 General Manager.....Charles N. De Rose
 Sales Manager.....Patrick J. Montague
 Program Dir.-Publicity Dir.....Jay Heitin
 Chief Engineer.....Thomas Humphrey

W L A W

LAWRENCE—EST. 1937
ABC

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....Hildreth & Rogers
Company
Address.....278 Esscx Street
Phone Number.....Lawrence 4107
Studio Address.....278 Essex St., Lawrence;
Fairburn Bldg., Lowell
Transmitter Location.....River Road,
Andover, Mass.
Time on the Air.....6 a.m. to 1 a.m.
Newspaper Affiliation.....Eagle-Tribune
News Service.....UP
Transcription Service..Standard Radio & World
Representative.....Weed & Company
Membership.....NAB, BMB

Personnel

Pres. & Treas.....Irving E. Rogers
Gen. Mgr.-Station Mgr.....Harold B. Morrill
Sales Manager.....David M. Kimel
Sales Promotioin Mgr.....Fred A. Sullivan
Program Director.....James T. Mahoney
Chief Engineer.....George W. Hinckley
Record M.C.....Robert S. Moore

W L L H

LOWELL-LAWRENCE—EST. 1934
MUTUAL-YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By ..Merrimac Broadcasting
Co., Inc.
Business Address 39 Kearney Square, Lowell
Phone Numbers.....Lowell 8715;
Lawrence 2-2148
Transmitter Location: 39 Kearney Square,
Lowell; Cregg Building, Lawrence
Time on the Air....6:30 a.m. to 12 midnight
News ServiceAP
Transcription Service: Associated Music Pub-
lishers
Representative.....Edward Petry & Co., Inc.
MembershipBMB

Personnel

President.....A. S. Moffat
Vice-PresidentGerald Harrison
Station Manager.....Dana W. Fitzgerald
Sales Manager.....Haskell Bloomberg
Program Director.....Tom Clayton
Production Manager.....Dana W. Fitzgerald
Chief Engineer.....Anthony G. Michaels

**With 50,000 watts
NEW ENGLAND'S
Best Radio Buy!**

Tagged to serve a Buying Market.
With a jump from 5000 to 50,000 watts, WLAW gives you the vital New England market with millions of listeners. It's the logical choice to strengthen your sales record. Let us send you coverage facts.

W L A W

LAWRENCE, MASS.

ON 680 KILOCYCLES

Represented Nationally by WEED & CO.



WNBH

NEW BEDFORD—EST. 1921

ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Bristol Broadcasting
 Co., Inc.
 Business Address.....588 Pleasant
 Phone Number.....8-5228
 Studio Address.....588 Pleasant Street
 Transmitter Location.....Crow Island,
 Fairhaven, Mass.
 Time on the Air.....7 a.m. to 11:15 p.m.
 Newspaper Affiliation.....New Bedford
 Standard Times
 News Service.....AP
 Transcription Service.....World
 Representative.....William G. Rambeau,
 Bertha Bannon
 Membership.....NAB, BMB

Personnel

President.....Basil Brewer
 General Manager.....James M. Patt
 Station Manager.....James M. Patt
 Sales Manager.....Theo. M. Healy
 Program Director.....Thos. J. Wertenbaker, Jr.
 Chief Engineer.....Arthur Deters
 Record M.C.....James Lanagan

WBRK

PITTSFIELD—EST. 1938

MUTUAL—YANKEE NETWORKS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Monroe B. England
 Address.....8 Bank Row
 Phone Number.....2-1553
 Transmitter Location.....1100 East St.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....The Walker Co.
 Membership.....NAB, BMB

Personnel

Owner.....Leon Podolsky
 President-Station Manager.....Monroe B. England
 General Manager.....John Parsons
 Commercial Manager.....Robert H. Burbank
 Program Director.....John Lotas
 Chief Engineer.....Leonard Lavendol

WESX

SALEM—EST. 1939

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By: North Shore Broadcasting
 Company
 Business Address.....49-53 Washington St.
 Phone Number.....Salem 5670

Transmitter Location.Nagus Head, Marblehead
 Time on the Air.....7 a.m. to 11 p.m.
 Transcription Service.....World, Lang-Worth,
 Thesaurus
 Representative.....Bertha Bannon

Personnel

President.....Charles W. Phelan
 Gen. Mgr.-Station Mgr.....Edmund L. Phelan
 Sales Manager.....Robert Taylor
 Sales Promotion Manager.....John Shaw
 Production Manager.....William Hubbard
 Publicity Director.....Edward Meaney
 Musical Director.....Leonard Powers
 Chief Engineer.....Richard I. Hammond

WMAS

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WMAS, Inc.
 Address.....Hotel Charles
 Phone Number.....7-1414
 Transmitter Location.....Pyncheon Park
 Time on the Air.....6:30 a.m. to midnight;
 News Service.....UP
 Transcription Service.....Associated Music
 Representative.....Edward Petry & Co.
 Membership.....NAB, BMB

Personnel

President.....A. S. Moffat
 Gen. Mgr.-Station Mgr.....Robert Donahue
 Sales Manager.....Robert M. Feldman
 Sales Promotion Mgr.-
 Program Director.....Turner Cook
 Chief Engineer.....Earle Hewinson
 Record M.C.....Paul Monson

WSPR

SPRINGFIELD—EST. 1936

AMERICAN BROADCASTING CO.

Frequency: 1270 Kc..Power: 1000 Watts, Day;
 500 Night
 Owned-Operated By.....WSPR, Inc.
 Address.....63 Chestnut Street
 Phone Number.....Springfield 6-2757
 Transmitter Location: Union St. and Palmer
 Ave., West Springfield, Mass.
 Time on the Air.....7 a.m. to 12:05 a.m.;
 Sundays: 8 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....Langworth
 Representatives: Geo. P. Hollingsbery & Co.;
 Bertha Bannon
 Membership.....NAB, BMB

Personnel

Pres.-Gen. Mgr. Quincy A. Brackett
 Vice-Pres.-Station Mgr. Milton W. Stoughton
 Sales Manager. William H. Burleigh
 Promotion Manager. Howard S. Keefe
 Program Director. Wayne H. Latham
 Chief Engineer. Lawrence A. Reilly
 Record M.C.'s. Charles F. A. Page,
 Edward V. Peck

W O C B

WEST YARMOUTH —EST. 1944

ABC-KBS

Frequency: 1240 Kc. Power: 250 W.
 Owned-Operated By
 Bristol Broadcasting Co., Inc.
 Business Address. South Sea Ave.,
 West Yarmouth, Mass.
 Phone Number. Hyannis 502
 Transmitter Location. South Sea Ave.,
 West Yarmouth, Mass.
 Representatives. Wm. G. Rambeau Co.

Personnel

Manager Don Sellers
 Chief Engineer. Everett Parker

W A A B

WORCESTER—EST. 1930

MUTUAL-YANKEE NETWORK

Frequency: 1440 Kc. Power: 5000 Watts
 Owned-Operated By. The Yankee Network,
 Inc.
 Address. 34 Mechanic St.
 Phone Number. 2-5611
 Transmitter Location. Holden,
 Massachusetts
 Time on the Air: 6 a.m. to midnight; Sunday,
 8 a.m. to midnight
 News Service AP & INS
 Transcription Service. Associated Music
 Publishers and Standard
 Representative. Edward Petry & Co., Inc.

Personnel

President. William F. O'Neil
 Chairman of the Board and
 General Manager. John Shepard, 3rd
 Sales Manager. Linus Travers
 Station Manager. H. William Koster
 Sales Promotion Manager. Arthur Lathrop
 Chief Engineer Joseph Grahn

W O R C

WORCESTER—EST. 1925

AMERICAN BROADCASTING CO.

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Operated By. Alfred F. Kleindienst
 Address. 65 Elm Street
 Phone Number. 5-3101
 Transmitter Location. Auburn, Mass.
 Time on the Air. 7 a.m. to 12 midnight;
 News Service. INS
 Transcription Service Lang-Worth
 Representative. Weed & Co.

Personnel

Owner-Operator. Alfred F. Kleindienst
 Managing Director. Mildred P. Staton
 Musical Director. Maurice Diamond

W T A G

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By. WTAG, Inc.
 Address. 18 Franklin St.
 Phone Number. 5-4321
 Transmitter Location. Holden, Mass.
 Time on the Air. 6 a.m. to 12:05 a. m.;
 Newspaper Affiliation: Worcester Telegram &
 The Evening Gazette
 News Service. AP, Reuters
 Transcription Service WBS-AMP
 Representative. Paul H. Raymer Co.

Personnel

Executive Vice-President. E. E. Hill
 General Manager. Robert W. Booth
 Chief Engineer. Elliot A. Browning

W N E B

WORCESTER—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. New England
 Broadcasting Co.
 Address Park Building
 Phone Number 6-4672
 Time on the Air. Unlimited License
 News Service UP
 Transcription Service. NBC Thesaurus, Capitol
 Representative. Adam Young, Jr., Inc.
 (for Boston, Kettel-Carter)

Personnel

General Manager. John J. Hurley
 Business Manager. Paul C. Lytle
 Technical Supervisor. Kenneth B. Murray
 Commercial Manager. Leslie F. Smith
 Chief Engineer. Vernon P. Wilson



Showmanship... the first prerequisite of successful public contact—including broadcasting—is constantly evident in the skilled programming and exploitation of WWJ features. This combination of science and artistry has won outstanding audience loyalty for WWJ during the past 26 years . . . maintaining the leadership expected from the *first radio station in the nation!* A pioneer always, WWJ will be on the air this winter with television through its sister station, WWDT. Obviously advertisers can anticipate—and are assured—impressive results from sales messages which capitalize on WWJ's penetration of *America's 4th market!*



NEC Basic Network
Associate FM Station WENA

AMERICA'S PIONEER BROADCASTING STATION — First in Detroit

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

OWNED AND OPERATED BY THE DETROIT NEWS

MICHIGAN

Estimated Population 5,927,582—Radio Homes 1,577,008
Stations in State 42

W A B J

ADRIAN—EST. 1946

Frequency: 1500 Kc....Power: 250 w. d. only
Owned-Operated By...The Adrian Broad. Co.
Address.....111 E. Maumee St.
Phone Number.....1599
Transmitter Location.....2982 Treat Rd.
Time on the Air..Local sunrise to local sunset
News Service.....UP
Transcription Service.....Thesaurus

Personnel

Chief Executives.....Gail D. Griner,
Alden M. Cooper
General Managers.....Gail D. Griner,
Program Director.....Alden M. Cooper
Chief Engineer.....Gail D. Griner

Address.....106 E. Liberty Bldg.
Phone Number.....2-5517
Studio Address.....Hutzel Bldg., Ann Arbor;
Unity Bldg., Ypsilanti
Transmitter Location.....1795 Maple Rd.
Time on the Air..Local sunrise to local sunset
News Service.....AP
Transcription Service.....Standard, World
Representative.....Burn-Smith Co.
Membership.....NAB, BMB

Personnel

Exec. Vice-President.....Edward F. Baughn
General Manager.....Edward F. Baughn
Sales Manager.....Amherst H. Turner
Chief Engineer.....George D. Stearns
Record MC.....Bill Mazer

W A T Z

ALPENA—EST. 1946

MUTUAL—WOLVERINE—PAUL BUNYAN
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Midwestern Broad. Co.
Address.....Alpena
Phone Number.....Alpena 1049
Studio Address.....Michigan 32 West
Transmitter Location.....Alpena Township
Time on the Air.....7 a.m. to 11 p.m.
News Service.....AP
Representative.....Hal Holman Co.

Personnel

President and Gen. Manager...Les Biederman
Station Manager.....Drew McClay

W E L L

BATTLE CREEK—EST. 1925

AMERICAN BROADCASTING CO.
MICHIGAN RADIO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Federated Publi-
cations, Inc.
Address.....Michigan National Bank Bldg.
Phone Numbers.....5655; 7166
Transmitter Location.....Michigan National
Bank Bldg.
Time on the Air.....Unlimited license
News Service.....AP
Newspaper Affiliation.....Enquirer & News
Transcription Service...Lang-Worth, Standard
Representative.....Burn-Smith Company, Inc.
Membership.....NAB, BMB

Personnel

President.....A. L. Miller
General Manager.....Dan E. Jayne
Sales Manager.....E. P. Mills, Jr.
Musical Director.....Bruce O'Leary
Chief Engineer.....Earl J. Stone

W P N A *

ALPENA

Frequency: 1340 Kc.....Power: 250 Watts
Permittee.....Alpena Broadcasting Corp.

*C.P.

W P A G

ANN ARBOR—EST. 1945

Frequency: 1050 Kc....Power: 250 w. d. only
Owned-Operated By
Washtenaw Broadcasting Co., Inc.

W B C M

BAY CITY—EST. 1928

AMERICAN BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 d.;
500 n.
Owned-Operated By...Bay Broadcasting Co.,
Inc.
Address.....Wenonah Hotel

Phone Numbers.....Bay City 7551-7552
 Transmitter LocationTuscola Road,
 Hampton Township
 Time on the Air.....6 a.m. to 12 midnight;
 Sundays, 8 a.m. to 12 midnight
 News Service UP
 Transcription Service.....Lang-Worth, World
 RepresentativeGeorge P. Hollingbery
 MembershipBMB

Personnel

Representative.....George P. Hollingbery Co.
 President.....Harley D. Peet
 General Manager.....H. A. Giesel
 Sales-Commercial Mgr.....H. A. Giesel
 Program Director.....Ralph H. Carpenter
 Publicity Director.....Frank E. Catto
 Musical Director.....Lionel H. DeRemer
 Chief Engineer.....Ralph H. Carpenter

W H F B

**BENTON HARBOR—ST. JOSEPH
 EST. 1946**

Frequency: 1060 Kc.....Power: 1000 w. d. only
 Owned-Operated By...Palladium Publishing Co.
 Address.....65 Wall St.
 Phone Number.....Benton Harbor 8141
 Transmitter Location.....Fairplane Ave.
 Time on the Air.....Limited
 Newspaper Affiliation...The News-Palladium
 (Benton Harbor) The Herald Press (St. Joseph)
 News ServiceAP
 MembershipNAB

Personnel

President-OwnerStanley R. Banyon
 General Manager.....Jacob P. Scherer

W A T T

**CADILLAC—EST. 1945
 MUTUAL—WOLVERINE—KBS—
 PAUL BUNYAN**

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated ByMidwestern
 Broadcasting Co.
 Business Address.....P. O. Box 219
 Phone Number.....Cadillac 1270
 Studio Address.....U. S. 131 South
 Transmitter Location....Clam Lake Township
 Time on Air7 a.m. to 11 p.m.
 News ServiceAP
 RepresentativeHal Holman Co.
 Membership.....NAB, BMB

Personnel

President-General Manager...Les Biederman
 Station Manager.....Richard H. Wolgast

W H D F

CALUMET—EST. 1929

MUTUAL—NORTH CENTRAL—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By: Upper Michigan Broad-
 casting Co.
 Business Address.....Community Bldg.,
 Houghton, Mich.
 Phone Number.....Houghton 1
 Studio Address.....515 Scott St.
 Transmitter Location....Laurium, Michigan
 Time on the Air.....7 a.m. to 11 p.m.
 Newspaper Affiliation...Daily Mining Gazette
 Transcription ServiceWorld
 News ServiceAP
 Representative.....Sears & Ayer
 Membership.....NAB, BMB

Personnel

Exec. Vice-President.....John W. Rice
 Station Manager.....Albert W. Payne
 Program Director.....Earl Norden
 Chief Engineer.....George L. Burgan

W J B K

DETROIT—EST. 1928

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...James F. Hopkins, Inc.
 Address.....6559 Hamilton Avenue
 Phone Number.....Trinity 2-2000
 Transmitter Location....15555 Woodrow Wil-
 son Avenue
 Time on the Air.....24 hours a day
 News ServiceAP
 Transcription Service.....Thesaurus;
 World and Standard
 Representatives.....Forjoe & Company,
 Hal Holman

Personnel

President-Station Manager...James F. Hopkins
 Commercial Manager.....George Millar
 Program Director.....Sybil Krieghoir
 Promotion Manager.....N. W. Hopkins
 Chief Engineer.....Paul Frincke

W J L B

DETROIT—EST. 1926

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. . Booth Radio Stations, Inc.
 Address. 600 Buhl Bldg.
 Phone Numbers. . Cadillac 7600, Randolph 0220
 Transmitter Locations. Boulevard Bldg.
 Time on the Air. 24 hours
 News Service. **AP**
 Transcription Service. World
 Representative. Burn-Smith Co.

Personnel

President. John Lord Booth
 General Manager. John Lord Booth
 Station Manager. Hugh M. Gray
 Sales Manager. Eric V. Hay
 Sales Promotion Manager. Eric V. Hay
 Program Director. Herbert Mertz
 Production Manager. Viola Smith
 Publicity Director. Henry LoPrete
 Chief Announcer. George Kendall
 Musical Director. Herbert Mertz
 Chief Engineer. Edward H. Clark
 Record MC. Mel Jerome

**For the best
 in human interest
 news**

AP

CLINCH *your coverage
 of the vital*

**DETROIT
 MARKET**

with **W J B K**

250 Watts . . . 24 Hours a Day

**it takes
more
than
a**

**SHARP
PENCIL**

to make a LOW RATE

IT TAKES COVERAGE! On, and bounded by Lake Erie, Lake Huron and the Detroit River, CKLW beams its 5,000 watt clear channel signal via the water route to a 10,000,000 population area with a buying power second to none in America. This power, plus our middle-of-the-dial frequency—800 kc.—coupled with the lowest rate of any major station in this market, makes CKLW your No. 1 buy!

in the DETROIT-WINDSOR area, it's

5,000 WATTS
DAY & NIGHT
at 800 KC.

CKLW

MUTUAL
and CBC
SYSTEM

*Adam J. Young, Jr., New York Rep. • H. M. Stovin, Toronto Rep.
J. E. Campeau, Vice-Pres. and General Manager*

CKLW

DETROIT-WINDSOR—EST. 1932
 MUTUAL (U.S.A.)
 CBC (CANADA)

Frequency: 800 Kc. Power: 5000 Watts
 Owned By... Western Ontario Broad. Co., Ltd.
 Operated By... Western Ontario Broadcasting
 Co., Ltd., Windsor; Essex Broadcasters, Inc.,
 Detroit

Addresses... Guaranty Trust Bldg., Windsor;
 Union Guardian Bldg., Detroit, Mich.

Phone Numbers: 4-1155 (Windsor) Cadillac
 7200 (Detroit)

Transmitter Location... Highway 3—6 miles from
 Windsor in Essex County

Time on the Air.....5:30 a.m. to 4 p.m.
 News Service.....UP, PN, BUP

Transcription Service.... World Broadcasting
 System; United T. S.; Standard

Representative... H. N. Stovin & Co. (Canada);
 Adam J. Young, Inc. (U.S.A.)

Membership.....NAB, BMB

Personnel

President.....Malcolm G. Campbell
 Vice-Pres. and General Mgr....J. E. Campeau
 Station Manager.....W. J. Carter
 Sales-Commercial Mgr.....Richard E. Jones
 Sales Promotion-Merchandising
 Manager.....Barbara MacFarland
 Program Director.....S. Campbell Ritchie
 Production Manager....S. Campbell Ritchie
 Publicity Director.....F. Darling
 Musical Director.....Gord. Fleming
 Chief Engineer.....W. J. Carter
 Record MC.....Larry Gentile

WJR

DETROIT—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 760 Kc. Power: 50000 Watts
 Owned-Operated By ...WJR, The Goodwill
 Station, Inc.

Address.....2109 Fisher Building
 Phone Number.....Madison 4440

Transmitter Location...Route 2, Wyandotte,
 Mich.

Time on the Air.....5 a.m. to 1 a.m., daily;
 Sundays, 8 a.m. to 1 a.m.

News Service.....AP, INS & UP

Transcription Service.... World Broadcasting
 System, Standard Radio, Lang-Worth, NBC
 Thesaurus

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

Personnel

President.....George A. Richards
 Asst. to Pres.....Harry Wismer
 General Manager.....Owen F. Uridge
 Sales Manager.....Charles G. Burke

Sales Promotion Manager...Robert F. Anthony
 Program Director.....Worth Kramer
 Production Manager.....Norman L. White
 Publicity Director.....Robert F. Anthony
 Chief Engineer.....George F. Leydorf
 Record MC's....Ross Mulholland, Toby David

WWJ

DETROIT—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By: Evening News Association

Business Address.....630 W. Lafayette Ave.
 Phone NumberRandolph 2000

Transmitter Location: 12700 W. 8 Mile Road,
 Oak Park, Detroit, Michigan

Time on the Air.....5:30 A.M.-2 A.M.
 Newspaper Affiliation.....The Detroit News

News Service.....UP, AP

Transcription Services.....Standard
 Representative....George P. Hollingbery Co.
 Membership.....NAB, BMB

Personnel

President.....W. E. Scripps
 General Manager.....Harry Bannister
 Station Manager.....Edwin Wheeler
 Gen. Sales Manager.....Harry Betteridge
 Gen. Program Manager.....Melvin Wissman
 Promotion Manager.....Jane Albert
 Publicity Director.....Lanny Pittman
 Musical Director.....Mischa Kotler
 Chief Engineer.....E. J. Love
 Record MC.....Walter Bashan

(See Page 450)

WXYZ

DETROIT—EST. 1925

ABC—MICHIGAN RADIO NETWORK

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By...The American Broad. Co.

Business Address.....1700 Stroh Building
 Phone NumberCherry 8321

Studio Address8415 East Jefferson Ave.
 Transmitter Location...Joy Rd. and Greenfield

Time on the Air.....6:30 a.m. to 1 a.m.
 News ServiceUP and INS

Transcription Service....Lang-Worth, Standard
 Membership.....BMB

Personnel

General Manager.....James G. Riddell
 Station Manager.....Jack McCarthy
 Sales Manager.....Harold Christian
 Sales Promotion Mgr....Wm. J. Hendricks, Jr.
 Program Director.....Jack McCarthy
 Production Manager.....John Pival
 Chief Engineer.....Charles Kotcher
 Record MC.....Eddie Chase, Hugh Holder

W K A R *

EAST LANSING—EST. 1922

Frequency: 870 Kc.....Power: 5000 Watts
 Owned-Operated By...Michigan State College
 Address.....Campus, East Lansing
 Phone Number.....8-1511, ext. 600
 Studio Address.....Auditorium Building
 Transmitter Location..... Campus
 Time on the Air.....Full Daytime
 News Service.....AP
 Transcription Service.....Thesaurus

Personnel

General Mgr.-Station Mgr...Robert J. Coleman
 Program Supervisor.....Lawrence Frymire
 Production Manager.....J. Kenneth Richards
 Publicity Director.....Tom Waber
 Chief Engineer.....Norris E. Grover

**Non-Commercial Station*

W D B C

ESCANABA—EST. 1941

MUTUAL—KBS—WOLVERINE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Delta Broadcasting
 Company
 Address.....First and Ludington Streets
 Phone Number 787
 Transmitter Location....First and Ludington
 Time on the Air.....Full Daytime
 News ServiceUP

Personnel

General Manager.....Gordon H. Brozek

W B B C

FLINT—EST. 1946

MUTUAL

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By..Booth Radio Stations, Inc.
 Address.....600 Bihl Bldg., Detroit, Mich.
 Phone Number.....Randolph 0220
 Time on the Air.....6 a.m. to 12 mid.
 News Service.....AP
 Transcription Service.....World

Personnel

President-General Mgr.....John L. Booth
 Commercial Mgr.-Sales Mgr.....Eric V. Hay
 Production Manager.....Hugh M. Gray
 Chief Engineer.....Edward H. Clark

W F D F

FLINT—EST. 1922

ABC—MICHIGAN RADIO NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By...Flint Broadcasting Co.
 AddressMott Bldg.
 Business Office Studios..Mott Bldg., Flint, Mich.
 Phone Number2-7158
 Transmitter Location.....E. Bristol Road
 Time on the Air.....6 a.m. to midnight daily;
 Sundays: 8 a.m. to midnight

News ServiceAP
 Transcription Service.....Lang-Worth,
 Standard, Thesaurus, Capitol
 Representative.....Burn-Smith, Inc.
 Membership.....NAB, BMB

Personnel

President.....Howard M. Loeb
 General Mgr.-Station Mgr...Howard M. Loeb
 Sales Manager.....Fred S. Loeb
 Sales Promotion Mgr.....Jon R. McKinley
 Program Director.....Adrian R. Cooper
 Production Manager.....Elmer Knopl
 Publicity Director.....H. M. Loeb
 Chief Announcer.....Marvin Levey
 Musical Director.....William Gaylor
 Chief Engineer.....Frank D. Fallain
 Record MC.....Bill Magner

W M R P

FLINT EST. 1946

Frequency: 1510 Kc....Power: 250 w. d. only
 Owned-Operated By.....Methodist Radio
 Parish, Inc.
 Address.....573 Mary St.
 Phone Number3-5112
 Transmitter Location.....3217 Lapeer Rd.
 Time on the Air.....Limited
 News Service.....UP
 Transcription Service.....Standard, Capitol

Personnel

Pres.-Owner-Chief Exec.....Daniel M. Robins
 General Mgr.-Station Mgr...William H. Morlord
 Sales-Commercial Mgr.....John Koss
 Program Director.....Cedric Harger
 Production Manager.....R. Mark Ferris
 Chief Engineer.....Homer Blumerich

W T C B

FLINT—EST. 1947

NATIONAL BROADCASTING CO.

Frequency: 600 Kc.....Power: 1000 Watts
 Licensee.....Central Broadcasting Corp.

WJEF

GRAND RAPIDS—EST. 1945
CBS

Frequency: 1233 Kc.....Power: 250 Watts
Owned-Operated By...Fetzer Broadcasting Co.
Business Address.....P. O. Box 52
Phone Number.....6-8512
Studio Address.....Pantlind Hotel
Transmitter Location.....Pantlind Hotel
Time on the Air.....6:45 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....Associated
Representative.....Lewis H. Avery, Inc.

Personnel

Managing Director.....John E. Fetzer
General Manager.....Edward H. Bronson
Sales Manager.....John W. O'Harrow
Chief Engineer.....Carl E. Lee

WLA V

GRAND RAPIDS—EST. 1940
ABC—MICHIGAN RADIO NETWORK
WOLVERINE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Leonard A. Versluis
Address.....Keeler Building, 6 Fountain St.,
N.E.
Phone Number.....6-5461
Transmitter Location...6 Fountain St., N.E.
Time on the Air.....6:45 a.m. to midnight
News Service.....UP
Transcription Service.....Standard Radio
Representative..Joseph Hershey McGillvra, Inc.
Membership.....BMB

Personnel

Owner.....Leonard A. Versluis
Station Manager.....Hy M. Steed
Sales-Commercial Mgr.....Hy M. Steed
Program Director.....Evelyn Moxon
Chief Engineer.....Lee G. Stevens
Record MC.....John C. Marshall

WOOD

GRAND RAPIDS—EST. 1928
NATIONAL BROADCASTING CO.

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....King-Trendle Broad-
casting Corporation
Address.....14th Floor Grand Rapids National
Bank Building
Phone Number.....9-4211
Transmitter Location.....633 - 60th St.

Time on the Air.....17½ hours daily
News Service.....UP
Transcription Service.....Lang-Worth, World,
SECAC
Representative.....Paul H. Raymer Co.
Membership.....BMB

Personnel

General Mgr.-Sales Mgr...Stanley W. Barnett
Merchandising Manager....Paul F. Eichhorn
Program Director.....Sandy Meek
Production Manager.....Bob Smith
Publicity Director.....Lenore Little
Chief Engineer.....Fred W. Russell

WIKB

IRON MOUNTAIN—EST. 1946
MUTUAL

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Upper Michigan
Wisconsin Broadcasting Co., Inc.
Address.....Dickinson Hotel
Transmitter Location.....West "C" St.
Time on the Air.....6:30 a.m. to 11 p.m.;
Sunday: 7:30 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....World
Representative.....The Walker Co.
Membership.....NB, BMB

Personnel

President.....William L. Johnson
General Mgr.-Station Mgr.....J. W. Huss
Sales Mgr.-Sales Promotion Mgr...J. A. Marta
Program Director.....Herb Michael
Production Manager.....Don Ethier
Publicity Director.....J. A. Marta
Chief Announcer.....Don Ethier
Chief Engineer.....Eugene Kaari

WJMS

IRONWOOD—EST. 1931
MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By: Upper Michigan-Wiscon-
sin Broadcasting Co., Inc.
Address.....124 E. McLeod Ave.
Phone Numbers.....20 & 21
Transmitter Location.....Cloverdale Dr.
Time on the Air...6:30 a.m. to 11 p.m. daily;
Sunday: 7:30 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....World
Representative.....The Walker Co.
Membership.....NAB, BMB

**YOU MAY BE ABLE TO LIFT
1836 POUNDS*—**



**BUT—YOU CAN'T “RAISE” WESTERN MICHIGAN
WITHOUT WKZO-WJEF!**

Everybody knows about the veritable *wall* of fading that keeps outside stations from “raising” much of an audience in Grand Rapids, Kalamazoo and Greater Western Michigan. But look at what a two-station *inside* com-

bination can do—WKZO at Kalamazoo, and WJEF at Grand Rapids! The following Hooper report figures (Spring, 1946) are the latest available as the Yearbook goes to press:

SHARE OF AUDIENCE—Grand Rapids, Kalamazoo

	SETS IN USE	WJEF-WKZO	OTHER CBS	ALL ABC	ALL MBS	ALL NBC	ALL OTHERS	HOMES CALLED
8:00 AM—12 NOON (MON. thru FRI.)	17.5	34.0	11.2	22.5	6.2	24.0	2.1	6481
12:00 NOON—6:00 PM (MON. thru FRI.)	18.1	37.4	11.7	13.8	6.4	27.3	3.4	9798
6:00 PM—10:00 PM (SUN. thru SAT.)	29.5	37.3	6.7	11.0	6.7	36.9	1.4	18,161

If you are trying to cover Western Michigan with radio—or with any other medium—you deserve to know the *real facts* about the situation here. Our studies of this market are certain to be helpful. Call us—or Avery-Knodel, Inc.

* Thomas Topham did it in Derby, England, in 1741.

WKZO
FIRST IN KALAMAZOO AND
GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS
AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC. EXCLUSIVE NATIONAL REPRESENTATIVES

Personnel

President.....William L. Johnson
 General Mgr.-Station Mgr.....J. W. Huss
 Sales Manager.....J. A. Marta
 Sales Promotion Manager.....J. A. Marta
 Program Director.....Herb Michael
 Production Manager.....Don Hoover
 Publicity Director.....J. A. Marta
 Chief Announcer.....Don Hoover
 Musical Director.....Laura Johnson
 Chief Engineer.....Arne Dahlbacka

W I B M

JACKSON—EST. 1925

ABC—MICHIGAN RADIO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated ByWIBM, Inc.
 AddressHotel Hayes
 Phone Number6121
 Transmitter Location.....Hotel Hayes
 News ServiceAP
 Time on the Air.....6:45 a.m. to 11:30 p.m.
 Representative.....Forjoe & Company

Personnel

President Herman Radner
 V.-P. & General Manager.....Roy Radner
 Station-Commercial Manager....William Cizek
 Sales Promotion Mgr.....Warren Augustine
 Record M. C.....Jack Underwood
 Chief Engineer.....C. W. Wirtanen

W K Z O

KALAMAZOO—EST. 1923

EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By.....Fetzer Broad. Co.
 Business Address.....Burdick Hotel
 Phone Number3-1223
 Transmitter Location.....Parchment, Michigan
 Time on the Air.....6 a.m. to 12:05 a.m.
 News ServiceAP
 Transcription Service.....World, Standard
 Representative.....Lewis H. Avery, Inc.
 Membership.....NAB, BMB

Personnel

Managing Director.....John E. Fetzer
 Sales Manager.....John W. O'Harrow
 Program Director.....Willis F. Dunbar
 Production Manager.....Harold Fitzgerald
 Publicity Director.....Leonard Colby
 Chief Announcer.....Marion Stutes
 Chief Engineer.....Carl E. Lee
 Record MC.....Harold Fitzgerald

W J I M

LANSING—EST. 1934

ABC—MICHIGAN RADIO NETWORK

Frequency: 1240 Kc.Power: 250 Watts
 Owned-Operated By.....WJIM, Inc.
 Address15th Floor, Bank of Lansing,
 Bldg.
 Phone Number.....2-1333-45
 Transmitter Location...Bank of Lansing Bldg.
 Time on the Air.....6 a.m. to midnight
 News ServiceUP
 Transcription Service.....Standard, World
 Representative.....Broadcast Sales Co.
 MembershipNAB

Personnel

Pres.-Gen. Mgr.-Station Mgr..Harold F. Gross
 Program Director.....Howard K. Finch
 Publicity Director.....Robert F. Innes
 Musical Director.....William Boyd
 Chief Engineer.....N. Stanley Poynt
 Record MC.....Warren Anderson

W M P C*

LAPEER—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....The Liberty Street
 Gospel Church
 Address803 Liberty St.
 Phone Numbers.....455-J; 455-M
 Transmitter Location.....803 Liberty St.
 Time on the Air.....Specified Hours

Personnel

President-Station
 Manager.....Frank S. Hemingway

**Non-Commercial Station*

W K L A

LUDINGTON—EST. 1944

MUTUAL—KEYSTONE—WOLVERINE

Frequency 1450.....Power 250 Watts
 Owned & Operated By..Ludington Broadcast-
 ing Co.
 AddressStearns Bldg.
 Phone842
 Transmitter Location.....E. Ludington Ave.
 Time on the Air.....Unlimited
 News ServiceUP
 Transcription ServiceKeystone
 Representatives ...Joseph Hershey McGillvra
 MembershipNAB

Personnel

Partners . . . K. L. Ashbacker, Grant F. Ashbacker
 General Manager Karl L. Ashbacker
 Sales Promotion Manager Peter. A. Mars
 Chief Engineer N. Hale Blakely
 Sports Announcer and Special Events
 Joseph Michaels

W D M J

MARQUETTE—EST. 1931
MUTUAL—KBS—WOLVERINE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Lake Superior Broad-
 casting Co.
 Address 146 W. Washington
 Phone Number 616
 Transmitter Location 146 W. Washington
 Time on the Air Unlimited license
 Newspaper Affiliation Daily Mining Journal
 News Service UP
 Transcription Service World Broadcasting

Personnel

General Manager Gordon H. Brozek

W K B Z

MUSKEGON—EST. 1934
MUTUAL—WOLVERINE

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Ashbacker Radio
 Corp.
 Business Address 432 Apple Ave.
 Phone Number 26-051
 Studio Address 432 Apple Ave.
 Transmitter Location Forest & Crescent Sts.
 Time on the Air 18 hours daily
 News Service UP
 Transcription Service World
 Representative Joseph Hershey McGilvra
 Membership NAB

Personnel

President-Owner Grant F. Ashbacker
 General Manager Leonard A. Anderson
 Sales Manager Fred W. Wagenvoord
 Program Director Howard Hoffman
 Publicity Director Fred W. Wagenvoord
 Chief Engineer Stephen Garcia

W M U S

MUSKEGON—EST. 1946

Frequency: 1090 Kc. Power: 1000 w. d. only
 Owned-Operated By Greater Muskegon
 Broadcasters, Inc.
 Address 1769 Peck St.
 Phone Number 25-414
 Transmitter Location Giles Rd.

Time on the Air Daytime
 News Service AP
 Transcription Service NBC Thesaurus,
 Associated
 Representative Hcward H. Wilson Co.
 Membership NAB

Personnel

President-Gen. Manager William C. Wester
 Sales Promotion Mgr. Clinton W. Raymond
 Program Director John Marshall
 Production Manager Clinton W. Raymond
 Chief Announcer Ed Kihn
 Musical Director Charles Bird
 Chief Engineer N. L. Kessler

W M B N

PETOSKEY—EST. 1946

MUTUAL—WOLVERINE—PAUL EUNYAN
 Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Midwestern Broad. Co.
 Address Anderson Bldg., Traverse
 City, Mich.
 Phone Number Traverse City 1150
 Studio Address U.S. 131 South
 Transmitter Location Bear Creek Township
 Time on the Air 7 a.m. to 11 p.m.
 News Service AP
 Representative Hal Holman Co.

Personnel

President-General Mgr. Les Biederman
 Station Manager R. E. Detwiler

W C A R

PONTIAC—EST. 1939

Frequency: 1130 Kc. Power: 1000 Watts
 Owned-Operated By Pontiac Broadcasting
 Company
 Address 6th Floor Riker Building
 Phone Number Pontiac 7141
 Transmitter Location: Between Square Lake &
 Telegraph Roads, Pontiac, Michigan
 Time on the Air: Local sunrise to local sunset
 News Service INS and AP
 Transcription Service Standard
 Representatives John E. Pearson Co.
 Membership BMB

Personnel

President and General
 Manager H. Y. Levinson

W H L S

PORT HURON—EST. 1938
MUTUAL BROADCASTING SYSTEM
WOLVERINE—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..Fort Huron Broadcasting
 Co.
 Address 932 Military St.
 Phone Number.....2-3151
 Transmitter Location...32nd St. and Lapeer
 Time on the Air.....7 a.m. to Midnight
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Gene Grant & Co.

Personnel

President-Station Manager..Harmon L. Stevens
 Sales-Commercial Manager...Robert L. Mackin
 Chief Engineer.....Leslie C. Conant

W E X L

ROYAL OAK—EST. 1925

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Royal Oak Broad. Co.
 Address.....212 West Sixth Street
 Phone Numbers.....Elmhurst 6523-4,
 Royal Oak 0315
 Transmitter Location.....2201 Woodward
 Heights B'vd., Ferndale, Michigan
 Time on the Air.....24 hours daily
 News Service.....INS, AP
 Membership.....NAB

Personnel

President.....George B. Hartrick
 Station Mgr.-Sales Mgr.....Ellis C. Thompson
 Program Director.....Kirk Knight
 Chief Annuncer.....Gordon Sparks
 Chief Engineer.....Jerome Steadley

W S A M

SAGINAW—EST. 1940

NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Saginaw Broadcasting
 Co.
 Address.....610 Eddy Bldg.
 Phone Number.....2-5109
 Transmitter Location.....Bay & Weiss Sts.
 Time on the Air.....6:30 a.m. to 12:05 a.m.;
 Sunday, 8 a.m. to 12:05 a.m.
 News Service.....INS
 Transcription Service...Standard Radio, World
 Representative.....Headley-Reed Co.
 Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr....Milton L. Greenebaum
 Station and Comm. Mgr...Robert W. Phillips
 Sales Promotion Mgr.....Lee Chetek

Program Director.....Robert P. Ritter
 Publicity Director.....Lee Chetek
 Musical Director.....Fred Krell
 Chief Engineer.....Harold McCullen
 Record MC.....Fred Krell

(CALL LETTERS TO BE ASSIGNED)
SAGINAW*

Frequency: 1210 Kc.....Power: 1000 Watts
 Permittee.....Lake Huron Broadcasting Co.

*C.P.

W S O O

SAULT STE. MARIE—EST. 1939

ABC—MICHIGAN RADIO NETWORK

Frequency: 1230 Kc....Power: 250 d.; 100 n.
 Owned-Operated By.....Hiawathaland
 Broadcasting Co.
 Address107 West Portage Avenue
 Phone Number3000
 Transmitter LocationU. S. Highway No. 2
 Time on the Air.....6:45 a.m. to 11:45 p.m.
 Newspaper AffiliationSault Ste.
 Marie Evening News
 News Service.....AP
 Transcription Service..Standard Radio, SESAC

Personnel

President and Gen. Mgr.....Stanley R. Pratt
 Sales-Commercial Manager.....R. Y. Burnett
 Chief Annuncer, Record M. C....Roy Ulbrich
 Chief Engineer.....E. Kaari

W T C M

TRAVERSE CITY—EST. 1941

MUTUAL—WOLVERINE—PAUL BUNYAN

KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Midwestern Broad-
 casting Company
 AddressAnderson Building
 Phone NumberTraverse City 1150
 Transmitter Location.....Elmwood Township
 Time on the Air.....7 a.m. to 11 p.m.
 News Service.....AP
 Representative.....Hal Holman Co.
 Membership.....BMB

Personnel

President-General Manager...Les Biederman
 Station Manager.....R. E. Detwiler
 Program Director.....William H. Kiker
 Chief Engineer.....Drew McClay



MAIN ENTRANCE
Minneapolis-St. Paul MARKET

• Selecting the radio station to do your selling job in this market doesn't necessarily pose "The Lady or The Lion?" question, we know. And we'll readily admit that a side road sometimes can get you where you want to go ... even if it is the long way. But if you want to reach the rich retail market in the Minneapolis-St. Paul territory most effectively, KSTP is the right door ... the main entrance ... to fastest results. Programming and promotion combine to do the job you want done when you enter the Minneapolis—St. Paul Market through the main entrance ... KSTP!

KEY STATION FOR THE NORTHWEST NETWORK
50,000 WATTS—CLEAR CHANNEL • EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

MINNESOTA

Estimated Population 2,726,998—Radio Homes 686,021
Stations in State 24

K A T E

ALBERT LEA—EST. 1937
AMERICAN BROADCASTING CO.

DAIRYLAND

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Albert Lea Austin
Broadcasting Company

Address332 So. Broadway
Phone Number2338

Transmitter Location.....332 So. Broadway
Time on the Air.....6 a.m. to 12 midnight

News Service.....UP
Transcription Service.....SESAC

RepresentativeJohn E. Pearson Co.

Personnel

President and Station Manager...E. L. Hayek
Assistant Station Mgr....Warner C. Tidemann
Commercial Manager.....E. L. Hayek
Chief Engineer.....Lawrence Lawson

K B U N

BEEMIDJI—EST. 1946

MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Bemidji Broadcasting
Co., Inc.

Address.....419½ Beltrami Ave.
Phone Number.....10

Transmitter Location.....Midway Drive
Time on the Air.....7 a.m. to 11 p.m.

News ServiceUP
Transcription Service.....Lang-Worth

Personnel

President.....Harry F. Pihl
General Manager.....R. W. Bradford
Chief Engineer.....Dick Noble

K L I Z

BRAINERD—EST. 1946

Frequency: 1400 kc.....Power: 250 Watts
Owned-Operated By Brainerd Broadcasting Co.
Address.....East Oak Street

Time on the Air.....Unlimited License
Representative....North Central Broad. System

Personnel

Pres. and Gen. Mgr.....E. Thomas O'Brien
Sales Manager.....Ralph Hegman, Jr.

K D A L

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 1000 Watts
Owned By....Red River Broadcasting Co., Inc.

Operated By.....Dalton LeMasurier
Address.....218 Bradley Building

Phone Number.....Melrose 2628
Transmitter Location....Foot of 63rd Ave. W.

Time on the Air: 6:30 a.m. to 12 midnight;
Sundays, 7:30 a.m. to midnight

News Service.....AP
Transcription Service...Lang-Worth; Standard

RepresentativeAvery-Knodel, Inc.

Personnel

President-Gen. Manager....Dalton LeMasurier
Commercial Manager.....Odin S. Ramsland
Chief Engineer.....R. A. Dettman

W E B C

DULUTH—EST. 1924

NBC-ARROWHEAD NETWORK-
NORTHWEST NETWORK

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated ByHead of The Lakes
Broadcasting Co.

Address.....WEBC Bldg.
Phone Number.....Melrose 2873

Transmitter Location.....40th and Tower,
Superior, Wisc.

Time on the Air.....Unlimited License
News ServiceUP

Transcription Service...NBC Thesaurus, World,
Cole, SESAC

RepresentativeGeorge P. Hollingbery

Personnel

Station Manager.....Walter C. Bridges
Dir. of Operations.....H. E. Westmoreland
Chief Engineer.....William Lounsberry

K G D E

FERGUS FALLS—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc..Power: 250 d.; 100 n.
Owned-Operated By.....Fergus Radio Corp.

AddressFergus Falls
Phone Number.....3986

Transmitter LocationFergus Falls
Time on the AirUnlimited license

News ServiceAP

Personnel

Secretary-Treasurer.....Harold L. Dell
 General Manager.....Don L. Albertson
 Chief Announcer.....Milo Henry
 Record MC.....Clarence Thielman

W M F G

HIBBING—EST. 1935

**NATIONAL BROADCASTING CO.
 ARROWHEAD**

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Head of the Lakes
 Broadcasting Co.

AddressAndroy Hotel
 Phone Number1150
 Transmitter Location.....Androy Hotel
 Time on the Air.....6 a.m. to 11 p.m.
 Newspaper Affiliation.....Telegram
 Newspaper Affiliation.....Superior (Wis.)
 Telegram

News ServiceUP
 Representative.....George P. Hollingbery Co.
 Membership.....NAB, BMB

Personnel

President.....Morgan Murphy
 General Manager.....W. C. Bridges
 Station Mgr.-Sales Mgr.....H. S. Hyett
 Program Director.....Ruth E. Coe
 Publicity Director.....James McDougall
 Chief Engineer.....William Lounsbury

K Y S M

MANKATO—EST. 1938

NBC

**SOUTHERN MINNESOTA NETWORK
 NORTHWEST NETWORK**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By....F. B. Clements & Co.
 Address.....101 North 2nd Street
 Phone Number4673
 Transmitter Location...Belgrade Hill—North
 Mankato, Minn.

Time on the Air.....Unlimited
 News ServiceUP
 Transcription Service.....NBC, Thesaurus &
 Lang-Worth
 RepresentativeJohn E. Pearson Co.
 Membership.....NAB, BMB

Personnel

Chief Executive.....F. B. Clements
 General Manager.....John F. Meagher
 Program Director.....Bob Gardner
 Production Manager.....Jerry Deane
 Publicity Director.....Del Brudelle
 Chief Engineer.....James Houts
 Record MC.....Lloyd Grant

K M H L

MARSHALL—EST. 1946

**MBS-GREAT NORTHERN BROADCASTING
 SYSTEM**

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...KMHL Broadcasting Co.
 Address.....1 mile E. of City, Highway 19
 Transmitter Location.....1 mile E. of City,
 Highway 19
 Time on the Air.....6 a.m. to 12 mid.
 News ServiceUP
 Representative.....John E. Pearson Co.
 Membership.....NAB, BMB

Personnel

Pres.-Owner.....Harry W. Linder
 Vice-President.....H. Willard Linder
 Manager.....Gilmore F. Frayseth
 Chief Engineer.....Corwin Ost

K U O M*

MINNEAPOLIS—EST. 1921

Frequency: 770 Kc.....Power: 5000 w. d. only
 Owned-Operated By...University of Minnesota
 Address.....Eddy Hall, Main Campus,
 University of Minn.
 Phone Number...Main 8177, Ext. 419 or 6322
 Transmitter Location.....North Cleveland
 Avenue & Roselawn, St. Paul
 Time on the Air.....10:30 a.m. to local sunset
 News ServiceAP

Personnel

Program Director.....Kenn R. Barry
 Production Manager.....Ruth Swanson
 Chief Announcer.....Robert Boyle
 Musical Director.....Paul Brissey
 Chief Engineer.....Berten Holmberg

*Non-Commercial Station

W C C O

MINNEAPOLIS-ST. PAUL—EST. 1924
COLUMBIA BROADCASTING SYSTEM

Frequency: 830 Kc.....Power: 50000 Watts
 Owned-Operated By...Columbia Broadcasting
 System, Inc.
 Business Address.....625 Second Avenue So.
 Phone Number.....Main 1202
 Studio Addresses: 625 Second Avenue So.,
 Minneapolis, Minn.; Hamm Bldg., St. Paul 2
 Transmitter Location.....Anoka, Minn.
 Time on the Air.....5 a.m. to 1 a.m.
 News ServiceAP; UP
 Transcription Service.....Lang-Worth and
 Standard
 Representative.....Radio Sales
 Membership.....NAB, BMB

Personnel

Station Manager.....A. E. Joscelyn
 Commercial Manager.....Tom Dawson
 Sales Promotion Manager.....Carl Ward
 Program Director.....Eugene Wilkey
 Production Manager.....E. W. Ziebarth
 Publicity Director.....Carl Ward
 Musical Director.....Wallace Olson
 News Editor & Special Events
 Director.....S'g Mickelson
 Chief Engineer.....J. J. Belourgy

W D G Y

MINNEAPOLIS-ST. PAUL—EST. 1923
 Frequency: 1130 Kc....Power: 5000 d.; 1000 n.
 Owned-Operated By.....Twin Cities Broad-
 casting Corp.
 Address.....Nicollet Hotel
 Phone Number.....ERidgeport 2271 (Mpls.);
 Midway 6363 (St. Paul)
 Transmitter Location..Wayzata Pk., 5 miles W.
 of City
 Time on the Air.....6 a.m. to local sunset
 News Service.....AP
 Transcription Service.....Standard Radio,
 Lang-Worth
 Representative.....Lcwis H. Avery
 Membership.....NAB, BMB

Personnel

President.....Charles T. Stuart
 Station Manager.....Melvin Drake
 Sales Promotion Mgr.....Vic Williams
 Program Director.....Ken Crane
 Publicity Director.....Craig Campbell
 Chief Engineer.....Charles Winkler

W L O L

MINNEAPOLIS-ST. PAUL—EST. 1940
MUTUAL BROADCASTING SYSTEM
 Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By..Independent Merchants
 Broadcasting Co.
 Business Address.....1730 Hennepin Ave.
 Phone Numbers.....Atlantic 0406 (Mpls.);
 Midway 4043 (St. Paul)
 Studio Address...1730 Hennepin Ave., Mpls.
 Transmitter Location...1730 Davern, St. Paul
 Time on the Air.....24 hours daily
 News Service.....INS, UP
 Transcription Service.....Standard
 Representative.....John Blair & Co.
 Membership.....NAB, BMB

Personnel

Owner & Chief Exec.....Ralph L. Atlas
 General Manager.....Norman Boggs
 Sales Manager.....Norman Boggs

Chief Announcer.....Robert Bouchier
 Musical Director.....Verne Rooney
 Chief Engineer (Studio).....Gene Brautigam
 (Transmitter).....Wallace Miller
 Record MC.....Glen Harris

W T C N

MINNEAPOLIS—EST. 1934
ABC—DAIRYLAND NETWORK

Frequency: 1280 Kc...Power: 5000 d.; 1000 n.
 Operated By...Minnesota Broadcasting Corp.
 Owned By.....Minnesota Tribune Co.,
 St. Paul Pioneer Press
 Address.....Wesley Temple Building
 Phone Numbers.....Main 6562; Nestor 8661
 Transmitter Location: Snelling Road E. Rose
 Township
 Time on the Air.....6 a.m. to midnight
 Newspaper Affiliation: St. Paul Dispatch-
 Pioneer Press
 News Service.....AP & UP
 Transcription Service.....Associated Music
 Publishers & Langworth
 Representative.....Free & Peters
 Membership.....NAB, BMB

Personnel

President.....B. H. Ridder
 General Manager.....F. Van Konynenburg
 Sales Manager.....Robert Ekstrum
 Sales Promotion Mgr.....Cliff J. Rian
 Program Director.....Judy Bryson
 Production Manager.....Max Karl
 Musical Director.....William E. Metchnek
 Chief Engineer.....John M. Sherman
 Record MC.....Marv Conn, Jim Boysen

K V O X

MOORHEAD—EST. 1937
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..KVOX Broad. Co., Inc.
 Address.....Wright Bldg.
 Phone Number.....3-1523
 Transmitter Location..14th St. and 12th Ave.,
 South
 Time on the Air.....6 a.m. to midnight;
 Sundays, 8 a.m. to midnight
 News Service.....UP
 Transcription Service.....SESAC
 Representatives: North Central Broadcasting
 System
 Membership.....NAB, BMB

Personnel

President.....David C. Shepard
 General Mgr.-Station Mgr.....M. M. Marget

Sales Manager.....Arv Johnson
 Sales Promotion Mgr.....Wm. Hurley
 Program Director.....Ken Hollis
 Publicity Director.....Wm. Hurley
 Chief Announcer.....Earl Warren
 Musical Director.....Arv Johnson
 Chief Engineer.....Harry Vose
 Record MC.....Sterling Kuhlmeier

WCAL*

NORTHFIELD—EST. 1922

Frequency: 770 Kc.....Power: 5000 Watts
 Owned-Operated By.....St. Olaf College
 Business Address.....St. Olaf College
 Phone Number.....Northfield 770
 Transmitter Location.....St. Olaf College
 Time on the Air.....Shares Time
 News Service.....AP
 Transcription Service.....Associated
 Membership.....NAEB, BMB

Personnel

Operations Director.....Milford C. Jensen
 Promotional Director.....Martin Hegland
 Program Director.....David Johnson
 Publicity Director.....Rueben Monson
 Chief Announcer.....Bill Lundquist
 Program Asst. in Music.....Melba Sands
 Chief Engineer.....Milford C. Jensen

*Non-Commercial Station

KROC

ROCHESTER—EST. 1935

NBC

NORTHWEST NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Southern Minnesota
 Broadcasting Co.
 Address.....100 First Ave. Building
 Phone Number.....3924-5
 Transmitter Location.....Highway 14, 2 miles
 N. of Rochester
 Time on the Air.....5:30 a.m. to 12 midnight;
 Sunday: 6 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....World
 Representative.....John E. Pearson Co.
 Membership.....NAB, BMB

Personnel

President.....Mrs. G. P. Gentling
 General Manager.....Maxine Jacobs
 Sales Manager.....G. David Gentling
 Sales Promotion Mgr.....Walter Bruzek
 Chief Engineer.....Fred C. Clarke
 Record MC.....Bernard N. Lusk

KFAM

ST. CLOUD—EST. 1938

NBC—NORTHWEST NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Times Publishing Co.
 Address.....20 Sixth Ave., North St. Cloud
 Phone Number.....3330, 3331
 Studio Address.....Weber Bldg.
 Transmitter Location.....Washington Memorial
 Dr. & 16th St. on Highway 15
 Time on the Air.....6 a.m. to midnight;
 Newspaper Affiliation.....St. Cloud Daily Times
 News Service.....AP
 Transcription Service.....NBC Thesaurus, Lang-
 Worth
 Regional Sales Office.....KSTP, Radio City,
 Minneapolis
 Membership.....NAB, BMB

Personnel

President.....Fred Schilplin
 General Manager.....Frederick C. Schilplin
 Program Director.....Patricia Pattison
 Publicity Director.....Patricia Pattison
 Chief Engineer.....Robert Witschen
 Record MC.....Bob Wayne

KSTP

ST. PAUL-MINNEAPOLIS—EST. 1924

NBC—NORTHWEST NETWORK

Frequency: 1500 Kc.....Power: 50000 Watts
 Owned-Operated By.....KSTP, Inc.
 Address.....Hotel Saint Paul (St. Paul),
 Radio City (Minneapolis)
 Phone Number.....Cedar 5511 (St. Paul),
 Bridgeport 3222 (Minneapolis)
 Transmitter Location.....County Road C and
 Highway 61
 Time on the Air.....5 a.m. to 2 a.m.
 News Service.....AP, UP
 Radio News Association
 Transcription Service.....NBC Thesaurus,
 World Broadcasting, Lang-Worth, Standard
 Radio
 Representative.....Edward Petry & Company
 Membership.....NAB, BMB

Personnel

President.....Stanley E. Hubbard
 General Manager.....Stanley E. Hubbard
 Vice-Pres. and Station Mgr.....Kenneth M. Hance
 Sales Manager.....Miller C. Robertson
 Sales Promotion Mgr.....Sam Levitan
 Production Manager.....Brooks Henderson
 Publicity Director.....Sam Levitan
 Farm Director.....Gary Wiegand
 Musical Director.....Leonard L. Leigh
 Chief Engineer.....John N. Fricker

(See Page 462)

W M I N

**ST. PAUL & MINNEAPOLIS
EST. 1936**

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WMIN Broadcasting
Company

Address.....1287 St. Anthony Ave. (St. Paul)
Phone Number.....Nestor 6501
Transmitter Location...1287 St. Anthony Ave.
Time on the Air.....12:05 a.m.;

Sunday: 7:30 a.m. to 12:05 a.m.

News Service.....AP
Transcription Service.....Standard Radio
Representative.....Forjoe & Co.
Membership.....NAB, BMB

Personnel

President.....Edward Hoffman
General Manager.....Edward Hoffman
Asst. Gen. Manager.....Frank M. Devaney
Commercial Manager.....Charles Michaud
Program Director.....Robert E. A. Lee
Musical Director.....Helene Wachter
Chief Engineer.....Warren Fritze

K T R F *

THIEF RIVER FALLS—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Henry K. Arneson
Address.....P.O. Box 191
Phone Number.....13
Transmitter Location.....Thief River Falls
Time on the Air....7 a.m. to 11 p.m. (proposed)
News Service.....UP
Transcription Service.....NBC Thesaurus
Membership.....NAB

Personnel

President-Owner.....Henry K. Arneson
General Manager.....Henry K. Arneson
Station Manager.....Wallace J. Jorgenson
Sales Manager.....Alvin Christofferson
Publicity Director.....Henry K. Arneson
Musical Director.....Richard G. Biddick

*Construction Permit

W H L B

**VIRGINIA—EST. 1936
NATIONAL BROADCASTING CO.
ARROWHEAD NETWORK**

Frequency 1400 Kc.....Power: 250 Watts
Owned By.....Morgan Murphy
Operated By...Head of the Lakes Broad. Co.
Address...Radio Station WEBC, Duluth, Minn.
Phone Number.....Melrose 2873
Studio Address.....WHLB, Virginia, Minn.;

WEBC, Duluth, Minn.

Transmitter Location.....Virginia
Time on the Air.....6 a.m. to 11 p.m.
Newspaper Affiliation...Missabi Daily News
Transcription Service.....SESAC
National Sales Office...George P. Hollingbery
Representative.....O. H. Peterson

Personnel

Owner.....Morgan Murphy
General Manager.....Walter C. Bridges
Chief Engineer.....Conrad Gabrielson

K W L M

WILLMAR—EST. 1940

ABC

**NORTH CENTRAL BROADCASTING SYSTEM
DAIRYLAND**

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Lakeland Broadcasting Co.
Operated By.....H. W. Linder
Address.....War Memorial Auditorium
Phone Number.....1340
Studio Address.....Willmar, Montevideo,
Redwood Falls, Minn.

Transmitter Location.....Willmar
Time on the Air.....18 hours daily
News Service.....UP
Transcription Service.....M. M. Cole
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President.....H. W. Linder
General Manager.....H. W. Linder
Program Director.....Ralph Shepard
Chief Engineer.....Clinton W. Knapp

K W N O

WINONA—EST. 1938

ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Winona Radio Service
Address.....216 Center St.
Phone Number.....3314-5
Transmitter Location.....West Sarnia St.
Time on the Air.....6:30 a.m. to midnight;
Sunday, 7:30 a.m. to midnight

Newspaper.....Winona Republican Herald
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President.....M. H. White
Gen. Mgr.-Station Mgr.....L. L. McCurnin
Sales Promotion Mgr.....Gordon Closway
Chief Engineer.....L. L. McCurnin

MISSISSIPPI

Estimated Population 2,166,339—Radio Homes 357,566
Stations in State 24

WROX

CLARKSDALE—EST. 1943

MUTUAL—MID SOUTH

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Clarksdale Broadcasting Co.
Operated By.....Birney Imes, Sr.
Business Address.....WROX Building
Phone Number.....1566-7
Studio Address.....WROX Building
Transmitter Location.....9/10 mile from
Clarksdale

Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation.....The Commercial
Dispatch

News Service.....AP
Transcription Service.....World
Representative.....Sears and Ayer, Inc.
Membership.....NAB, BMB

Personnel

Pres.-Owner.....Birney Imes, Sr.
General Manager.....Bob McRaney
Station Manager.....P. B. Hinman
Sales Manager.....Howard Gurney
Program Director.....Thomas Reardon
Chief Announcer.....Mel Deschene
Musical Director.....Mel Deschene
Chief Engineer.....Gartley Tavel
Record MC.....Mel Deschene

WCJU

COLUMBIA—EST. 1946

REBEL NETWORK—KEYSTONE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Forrest Broad. Co.
Address.....513 South Main St., P.O. Box 472
Phone Number.....755-6
Transmitter Location.....Highway 24 West
Time on the Air.....6:30 a.m. to 11:05 p.m.
News Service.....UP
Transcription Service.....KBS
Representative.....George P. Hillingbery Co.

Personnel

President.....C. J. Wright
General Manager.....Charles J. Wright, Jr.
Commercial Manager.....Frank Hollifield
Chief Engineer.....B. B. McLemore

WCBI

COLUMBUS—EST. 1940

MUTUAL BROADCASTING SYSTEM

MID-SOUTH NETWORK—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned & Operated By.....Birney Imes, Jr.
Business Address.....Gilmer Hotel
Phone Number.....1313
Studio Address.....Gilmer Hotel; MSCW Campus
Transmitter Location.....Foot of Main St. at
Tombigbee River Bridge

Time on the Air.....Unlimited
Newspaper Affiliation.....Columbus Commercial
Dispatch

News Service.....AP
Transcription Service.....World
Representative.....Sears and Ayer, Inc.
Membership.....NAB, EMB

Personnel

President Owner.....Birney Imes, Jr.
General Manager.....Bob McRaney
Sales Manager.....J. W. Eatherton
Sales Promotion Manager.....Drew Shankle
Program Director.....Charles Newman
Chief Announcer.....Jack Dix
Chief Engineer.....Holt Dyess

WCMA

CORINTH—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1230 kc.....Power: 250 Watts
Owned-Operated By

Corinth Broadcasting Co., Inc.
Address.....Ray Building
Representative.....Burn-Smith

Personnel

General Manager.....Aaron B. Robinson
Commercial Manager.....Wm. Bigley
Chief Engineer.....W. M. Essary

WJPR

GREENVILLE—EST. 1939

MUTUAL BROADCASTING SYSTEM

KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Service Co., WJPR
Address.....107 So. Poplar St.
Phone Number.....1773-1
Transmitter Location.....North on Highway
No. 1

Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....World, NBC Thesaurus
Representative.....Sears & Ayer, Inc.
Membership.....NAB, BMB

Personnel

General Manager... Emmet H. M-Murry, Jr.
 Station Manager..... Emmet H. McMurry, Jr.
 Sales Manager..... Frank W. Baldwin
 Sales Promotion Manager..... Ben F. Rogers
 Program Director..... Robert P. Thompson
 Production Manager..... Ben F. Rogers
 Publicity Director..... Robert P. Thompson
 Chief Announcer..... Bill McHan
 Musical Director..... Barbee Ashley
 Chief Engineer..... Percy Lee Kuhn
 Record MC..... Paul Artman

W G R M

GREENWOOD—EST. 1938

NBC—KBS

MISSISSIPPI STATE—TRIANGLE NETWORK
 Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..... P. K. Ewing
 Address 222 Howard Street
 Phone Numbers 1900-1
 Transmitter Location..... 2 miles N. of City
 Time on the Air..... 6:30 a.m. to 11:05 p.m.
 News Service..... AP
 Membership NAB
 Transcription Service Standard
 Representative..... Wm. G. Rambeau

Personnel

President-Owner..... P. K. Ewing
 Gen. Manager-Station Mgr..... F. C. Ewing
 Program Director..... Shelton Morgan
 Publicity Director..... Grace Harris
 Chief Announcer..... Van Power
 Musical Director..... T. D. Shanks
 Chief Engineer..... Bill Hand

W G C M

GULFPORT—EST. 1929
 AMERICAN BROADCASTING CO.

KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned and Operated By..... WGCM, Inc
 Address....Hewes-Martin Bldg., P.O. Box 1032
 Phone Number..... Gulfport 1110
 Studio Addresses.....Hewes-Martin Bldg.
 (Gulfport)
 Transmitter Location..... Arlington Heights
 Time on the Air..... 6 a.m. to 11 p.m.
 Sundays: 7:55 a.m. to 10:30 p.m.
 News Service AP
 Transcription Service..... Standard, Keystone
 Membership NAB, BMB

Personnel

General Manager.....Hugh O. Jones
 Program Director-Production.....C. E. Vann
 Chief Engineer.....Donovan Murphy

W F O R

HATTIESBURG—EST. 1926
 NATIONAL BROADCASTING CO.
 REBEL NETWORK—KBS

Frequency: 1430 Kc.....Power: 250 Watts
 Owned-Operated By.....Forrest Broadcasting
 Co.
 Address..... 302 Hemphill St., P.O. Box 312
 Phone Number.....1866-67
 Transmitter Location.....W. Seventh St. and
 25th Ave.
 Time on the Air..... 6:30 a.m. to 11:05 p.m.
 News Service..... UP
 Transcription Service..... World, Thesaurus
 Representative.....Geo. P. Hollingbery Co.

Personnel

President..... C. J. Wright
 General Mgr.-Station Mgr..... C. J. Wright
 Chief Engineer..... B. B. McLemore

W J D X

JACKSON—EST. 1929
 NATIONAL BROADCASTING CO.
 SOUTH CENTRAL QUALITY

Frequency: 1300 Kc....Power: 5000 d., 1000 n.
 Owned-Operated By.....Lamar Life Insurance
 Company
 Address.....P.O. Box 2171
 Phone Numbers.....2-1183 (Com'l Dept.),
 2-2341 (Studios)
 Studio Address.....Heidelberg Hotel
 Transmitter Location..... U. S. Highway No. 51
 Time on the Air..... Unlimited
 News Service UP
 Transcription Service.....NBC Thesaurus;
 Lang-Worth
 Representative.....George P. Hollingbery

Personnel

General Manager.....Wiley P. Harris
 Chief Engineer.....Percy G. Root

W J Q S *

JACKSON—EST. 1946

CBS—MISSISSIPPI BROADCASTING CO.

Frequency: 1430 Kc.....Power: 100 Watts
 Owned-Operated By.....Mississippi Broadcasting
 Co., Inc.
 Address.....Wathall Hotel
 Transmitter Location.....Pleasant Ave.
 News Service AP
 Transcription Service.....Capitol

Personnel

President & Gen. Manager.....Withers Gavin

*Construction Permit

WJXN

JACKSON—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 kc.....Power: 250 Watts
 Owned-Operated By...Ewing Broadcasting Co.
 Address.....1200 N. State St.
 Phone Number.....4-8871
 News Service.....INS
 Transcription Service.....Standard
 Representative.....William G. Rambeau Co.

Personnel

Owners.....F. C. Ewing, P. K. Ewing, Jr.
 General Manager.....Guy Corley
 Commercial Manager.....Ernest Watson
 Chief Engineer.....Murray Ellington

WSLI

JACKSON—EST. 1938

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Standard Life Broad-
 casting Co.

Address.....Robert E. Lee Hotel,
 P. O. Box 1847

Phone Number.....3-2783
 Transmitter Location.....Foot of High St.
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....Weed & Co.
 Membership.....NAB, BMB

Personnel

President.....G. W. Covington
 General Manager.....L. M. Sepaugh
 Commercial Manager.....F. E. Wilkerson, Jr.
 Sales Promotion Manager.....M. B. Wray
 Program Director.....E. K. Smith
 Publicity Director.....Charlie Rawls
 Chief Engineer.....C. A. Perkins

WAML

LAUREL—EST. 1932

NATIONAL BROADCASTING CO.

REBEL NETWORK—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....New Laurel Radio
 Station, Inc.

Address.....535½ Central Ave.
 Phone Number.....288, 1575
 Transmitter Location.....Ellisville Blvd.
 Time on the Air.....6 a.m. to 11:05 p.m.;
 Sunday: 7:30 a.m. to 11:05 p.m.

News Service.....AP & UP
 Transcription Service...World, SESAC, Keystone
 Representative.....George P. Hollingsberry Co.

Personnel

President.....D. A. Matison
 General Manager.....Ward A. Coleman
 Commercial Manager.....M. M. Cover
 Chief Engineer.....Clyne Graves

WLAU

LAUREL—EST. 1946

MUTUAL

Frequency: 190 Kc.....Power: 250 Watts
 Owned-Operated By...Scuthland Broad. Co.
 Address.....437½ N. Magnolia St.
 Phone Number.....420
 Transmitter Location.....East 19th St.
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....William G. Rambeau
 Membership.....NAB

Personnel

General Manager.....Hugh M. Smith
 Chief Engineer.....Lloyd Hilbun

WMBC

MACON—EST. 1946

MISSISSIPPI BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Mississippi Broadcasting
 Co.

Address.....Macon Hotel
 Transmitter Location.....Pearl St.
 News Service.....AP
 Transcription Service.....Capitol

Personnel

President-Gen. Manager.....Withers Gavin

WSKB

McCOMB—EST. 1939

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...McComb Broadcasting
 Corp.

Business Address.....Box 111
 Phone Number.....37
 Studio Address.....WSKB Bldg.
 Transmitter Location.....Pike County
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Cox & Tanz

Personnel

General and Commercial
 Manager.....George Blumenstock
 Chief Engineer.....Robert Louis Sanders

WCOC

MERIDIAN—EST. 1926

**COLUMBIA BROADCASTING SYSTEM
 MISSISSIPPI BROADCASTING CO.**

Frequency: 910 Kc.....Power: 5000 d., 1000 n.
 Owned-Operated By...Mississippi Broad-
 casting Co., Inc.

Address.....Threefoot Building
 Phone Number.....1042
 Transmitter Location...Highway No. 45 North
 Time on the Air.....6 a.m. to 12:10 a.m.

News Service.....UP
 Transcription Service.....NBC Thesaurus,
 Standard, Cole

Personnel

President-Gen. Manager.....Withers Gavin
 Program Director-Musical
 DirectorMrs. Withers Gavin

W M O X

MERIDIAN—EST. 1945

KBS

Frequency: 1240kc.....Power: 250 Watts
 Owned-Operated By.....Birney Imes Jr.
 Address.....23rd & Ninth Street
 Phone Number.....495
 Transmitter Location.....1 mile out
 Time on the Air.....Full Time License
 Representative.....Scars & Ayer, Inc.

Personnel

General Manager.....Bob McRaney
 Station Manager.....Gene Tibbett

W T O K

MERIDIAN—EST. 1946

Frequency: 1453 Kc.....Power: 250 Watts
 Owned-Operated by

Meridian Broadcasting Co.

Address.....Citizens Nat'l Bank Bldg.
 Phone.....1570
 Transmitter Location...3rd Ave. and 20th St.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....INS
 Transcription Service.....Langworth
 RepresentativeHeadley-Reed

Personnel

Pres. & Gen. Mgr.....Robert F. Wright
 Sales Commercial Mgr.....William B. Crooks
 Chief Engineer.....Joe Saxon

W M I S

NATCHEZ—EST. 1941

NBC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Natchez Broad. Co.
 Operated By.....P. K. Ewing, Jr.
 Address.....City Bank & Trust Co. Bldg.,
 407 Franklin St.

Phone Number580-1
 Transmitter Location...Highway No. 61, North
 Time on the Air.....6:55 a.m. to 11:05 a.m.
 News ServiceAP
 RepresentativeWm. G. Rambeau
 Membership.....NAB, BMB

Personnel

President.....P. K. Ewing
 General Manager.....P. K. Ewing, Jr.
 Commercial ManagerPaul Schilling
 Record MC.....Bill Slatter

W E L O

TUPELO—EST. 1944

**MUTUAL BROADCASTING SYSTEM
 MID-SOUTH—KBS**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....The Tupelo Broad. Co.
 Operated By.....Birney Imes, Jr.
 Business Address.....WELO Bldg.
 Phone.....908 & 1242
 StudioWELO Bldg.
 Transmitter Location.....Highway 45 South
 Time on the Air.....17 hours daily
 News Service.....AP
 TranscriptionWorld
 Representatives.....Sears & Ayers
 MembershipNAB

Personnel

President.....Birney Imes, Jr.
 General Manager.....Bob McRaney
 Station Manager.....Bob Evans
 Chief Engineer.....LeRoy Greene

W Q B C

VICKSBURG—EST. 1931

ABC—KBS

Frequency: 1420 Kc...Power: 1000 Watts d.,
 500 Watts n.

Owned-Operated By.....Delta Broadcasting
 Company, Inc.

Address.....Hotel Vicksburg
 Phone Number.....312
 Transmitter Location.....2½ miles S.E. of
 Vicksburg

Time on the Air.....7 a.m. to 11:05 p.m.
 News Service.....AP
 Newspaper Affiliation...Vicksburg Evening
 Post, Vicksburg Morning Herald
 Transcription Service.....World Broadcasting
 Representative.....Sears & Ayer, Inc.

Personnel

President.....L. P. Cashman
 General Manager.....Mary Van Cashman
 Commercial Manager.....O. W. Jones
 Chief Engineer.....C. E. Drake

W D U E *

PHILADELPHIA

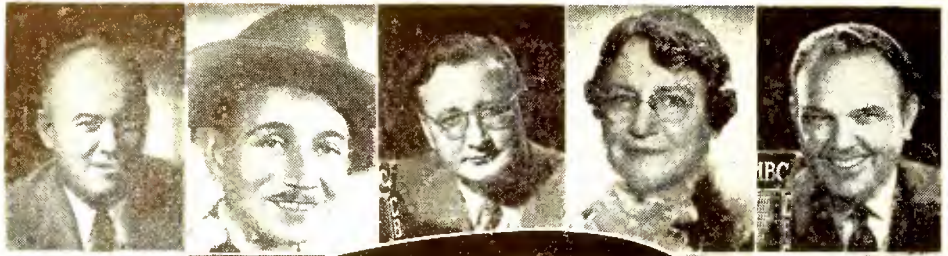
Frequency: 1490 Kc.....Power: 250 Watts
 Licensee.....Duke H. Thornton

*C.P.

**(CALL LETTERS TO BE ASSIGNED)
 YAZOO CITY***

Frequency: 1230 Kc.....Power: 250 Watts
 Permittee.....Barrier & Holmes

*C.P. (Was pending)



Many of radio's brightest stars
have had their beginning at
KMBC
OF KANSAS CITY
"the station with a network operation"
THESE AMBASSADORS HERE
of entertainment and information
are representative of KMBC's
great talent staff today which is
winning friends and influencing listeners
in the advertiser's behalf.



MISSOURI

Estimated Population 3,804,733—Radio Homes 979,536
Stations in State 26

K F U O *

CLAYTON—EST. 1924

Frequency: 850 Kc. Power: 5000 w. d. only
Owned-Operated By.....Lutheran Church
Missouri Synod

Address.....801 DeMun Ave., St. Louis, Mo.
Phone Number.....DELMar 3030-1
Transmitter Location.....Concorda Seminary
Campus

Time on the Air.....Daytime license
News Service.....UP
Transcription Service.....World

Personnel

Director.....Rev. Herman H. Hohenstein
Production Manager-Chief
Announcer.....Rev. Elmer Knoernschild
Chief Engineer.....Albert Wiese

**Non-Commercial Station*

K F V S

CAPE GIRARDEAU—EST. 1925

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Oscar C. Hirsch
Address.....324 Broadway
Phone Number.....2104, 2105
Transmitter Location...3 miles north west of
Cape Girardeau on Highway No. 61

Time on the Air.....6:30 a.m. to 10 p.m.;
Sunday: 8 a.m. to 9 p.m.

News Service.....UP
Transcription Service.....Standard Radio
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

President.....Oscar C. Hirsch
General Manager.....Oscar C. Hirsch
Commercial Manager.....Ralph L. Hirsch
Sales Promotion Manager....Ralph L. Hirsch
Program Director.....Virginia Bahn

K F R U

COLUMBIA—EST. 1925

ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned By.....KFRU, Inc.
Address.....Ninth and Elm Sts.
Phone Number.....4141
Transmitter Location.....Hickman Hall,
Stephens College

Time on the Air.....6:30 a.m. to 11 p.m.
Newspaper Affiliation....St. Louis Star-Times
News Service.....AP & UP
Transcription Service.....Lang-Worth
Representative.....John Blair & Co.
Membership.....NAB, BMB

Personnel

President.....Elzey Roberts
General Manager.....Mahion R. Aldridge, Jr.
Station Manager.....Mahion R. Aldridge, Jr.
Sales Promotion Mgr....Mahion R. Aldridge, Jr.
Program Director.....Harold Douglas
Chief Engineer.....Robert Haigh
Record MC.....Dave Allen

K H M O

HANNIBAL—EST. 1941

MUTUAL

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By....Courtier Post Publish-
ing Co.

Address.....102½ S. Main St.
Phone Number.....3450-51
Transmitter Location.....Lindell Ave.
Time on the Air.....5:30 a.m. to 12 midnight;
Sundays: 6 a.m. to 12 midnight

News Service.....AP
Transcription Service.....NBC, World
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

General Manager.....Wayne W. Cribb
Commercial Manager.....Wayne W. Cribb
Program Director.....U. S. Smith, Jr.
Publicity Director.....Mary Ann Mc Nerney
Chief Engineer.....Ben Parrish
Record MC.....Carl Muklo-

K W O S

JEFFERSON CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM
KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..Capital Broadcasting Co.
Address.....210 Monroe St.
Phone Number.....4000
Transmitter Location.....St. Mary's Blvd.
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation....News-Tribune Co.



**EXPANDED COVERAGE FOR
E - X - P - A - N - D - I - N - G
MID-AMERICA**

There's no doubt about it — Mid-America is growing. You see it in the expanding industrial areas — and in the prosperous agricultural sections.

KCMO IS GROWING, TOO! With 50,000 Watts Day, 10,000 Watts Night, at 810 kc, (nearing completion), your sales messages will reach every corner of this rich and expanding market.

KCMO

Basic ABC

•

Kansas City 6, Mo.

JOHN E. PEARSON CO., National Representative

News Service AP
 Transcription Service Lang-Worth
 Representative Sears & Ayer
 Membership BMB

Personnel

President R. C. Goshorn
 General Manager R. L. Rose
 Station Manager Ray Manning
 Commercial Manager R. L. Rose
 Sales Promotion Manager Ray Manning
 Program Director Paul Schrimpf
 Chief Announcer Paul Schrimpf
 Chief Engineer Harold White

K S W M

JOPLIN—EST. 1946
 CBS

Frequency: 1230 Kc. Power 250 Watts
 Owned-Operated By Air Time, Inc.
 Address Hotel Connor
 Phone Number 7260
 Transmitter Location 1928 West 13th
 Time on the Air 6:30 a.m. to 12 mid.
 News Service UP
 Transcription Service World
 Representative William G. Rambeau
 Membership NAB

Personnel

President-General Mgr. Austin A. Harrison
 Commercial Manager Warren D. Lowry
 Sales Manager Roger Page, Jr.
 Program Director Roger Page, Jr.
 Production Manager Noel Ball
 Chief Engineer Austin A. Harrison
 Record MC Noel Ball

W M B H

JOPLIN—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By ... Joplin Broadcasting Co.
 Address Frisco Bldg., Sixth and Main Sts.
 Phone Number 330
 Transmitter Location 1334 Roosevelt Ave.
 Time on the Air 18 hours daily,
 17 hours Sunday
 Newspaper Affiliation Joplin Globe
 Publishing Co.
 News Service AP
 Transcription Service ... Thesaurus, Standard,
 M. M. Cole
 Representative Sears & Ayer
 Membership NAB, BMB

Personnel

Pres. & Gen. Mgr. D. J. Poynor
 Commercial Manager Abe Radunsky
 Sales Promotion Manager Charles D. Blair
 Program Director Roy Wilson
 Publicity Director Charles D. Blair
 Chief Announcer Charles McIntire
 Musical Director Roy Wilson
 Chief Engineer Richard Meek

K C K N

KANSAS CITY

(See Listing, Kansas City, Kans.)

K C M O

KANSAS CITY—EST. 1936

AMERICAN BROADCASTING CO.

Frequency: 1460 Kc. (CP-810 Kc.)
 Power: 5000 d. (CP-50,000 d.)
 5000 n. (CP-10,000 n.)
 Owned-Operated By: KCMO Broadcasting
 Company
 Address 1515 Commerce Building
 Phone Number Victor 0900
 Transmitter Location .. Hardesty & Washington
 Sts. (CP-Nashua, Mo.)
 Time on the Air 5 a.m. to 1 a.m.;
 Sunday, 7:30 a.m. to midnight
 News Service AP, UP
 Transcription Service .. Lang-Worth, Standard
 Representative John E. Pearson Co.
 Membership NAB, BMB

Personnel

President T. L. Evans
 General Manager E. K. Hartenbower
 Asst. Manager C. E. Breazeal
 Commercial Manager C. E. Morrill
 Sales Promotion Manager F. C. Strawn
 Program Director S. B. Tremble
 Production Manager Kenneth Heady
 Publicity Director F. C. Strawn
 Chief Announcer Dal Stallard
 Musical Director Gene Moore
 Chief Engineer Karl Troeglen

K M B C

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By Midland Broad-
 casting Co.

MISSOURI

Address Pickwick Hotel
Phone Number Harrison 2650
Transmitter Location.... 50th & Bellinder Road
Time on the Air..... 5 a.m. to 12:05 a.m.
Sundays: 7 a.m. to 12:05 a.m.
News Service..... AP, UP, TP.
Transcription Service..... World
Representative Free & Peters, Inc.
Membership..... NAB, BMB

Personnel

President..... Arthur B. Church
General Manager..... Arthur B. Church
Vice-Pres. and Managing Director Karl Koerper
Vice-Pres. and Sales Director... Sam H. Bennett
Sales Promotion-Press Relations Director E. P. J. Shurick
Program Director..... Roderick Cupp
Production Manager..... Fran Heyser
Director of Research... Dr. Charles Church, Jr.
Director of Spec. Features... Gene W. Dennis
Chief Announcer..... Lee Stewart
Musical Director..... P. Hans Flath
Chief Engineer..... A. R. Moler
Studio Director..... Kenneth Krahl
Artists Bureau..... James W. McConnell

(See Page 472)

W D A F

KANSAS CITY—EST. 1922
NATIONAL BROADCASTING CO.

Frequency: 610 Kc..... Power: 5000 Watts
Owned-Operated By..... The Kansas City Star Company
Address..... 1729 Grand Ave
Phone Number..... Harrison 1200
Transmitter Location..... 82nd and Mission Road, Johnson County, Kans.
Time on the Air..... Unlimited
Newspaper Affiliation... The Kansas City Star
News Service..... AP
Transcription Service..... Standard
Representative..... Edward Petry and Company

Personnel

President..... Earl McCollum
Station Manager..... Dean Fitzer
Program Director..... Harry J. Kaufmann
Publicity Director..... Joe Stewart
Chief Engineer..... Joseph Flaherty

K S D

ST. LOUIS—EST. 1922
NATIONAL BROADCASTING CO.
Frequency: 550 Kc..... Power: 5000 d., 1000 n.

Owned-Operated By... The Pulitzer Publishing Company
Address..... 12th & Olive Sts.
Phone Number..... Main 1111
Transmitter Location..... 12th and Olive Sts.
Time on the Air..... 5:30 a.m. to 1 a.m.;
Sundays: 7 a.m. to 1 a.m.
Newspaper Affiliation..... St. Louis Post-Dispatch
News Service AP
Transcription Service..... NBC Thesaurus, Long-Worth
Representative..... Free & Peters, Inc.
Membership..... NAB, BMB

Personnel

President..... Joseph Pulitzer
General Manager..... George M. Burbach
Commercial Manager..... Edward W. Hamlin

(See Page 264)

K W K

ST. LOUIS—EST. 1927
MUTUAL BROADCASTING SYSTEM
Frequency: 1380 Kc..... Power: 5000 d., 1000 n. (CP 5000)
Owned-Operated By..... Thomas Patrick, Inc.
Address... Hotel Chase, Lindell & Kingshighway
Phone Number..... Rosedale 3210
Transmitter Location..... B'way & Logan St.
Time on the Air..... 6 a.m. to midnight; Sunday, 7 a.m. to 12:15 a.m.
News Service..... AP & UP
Transcription Service..... World Broadcasting System
Representative..... Paul H. Raymer Company
Membership..... NAB, BMB

Personnel

President-Owner..... Robert T. Convey
General Manager..... Robert T. Convey
Station Director & Vice-President..... Ray E. Dady
Commercial Manager & Vice-President..... V. E. Carmichael
Sales Promotion..... T. E. Richter
Program Director..... Russell C. Kaiser
Production Manager..... John Traxler
Publicity Director..... T. E. Richter
Chief Engineer..... N. J. Zehr
Record MC's..... Gil Newsome, Ed Wilson

K X O K

ST. LOUIS—EST. 1938
ABC
Frequency: 630 Kc..... Power: 5000 Watts
Owned-Operated By..... Star-Times Pub. Co.

MISSOURI

Address.....12th and Delmar Bvds.
Phone Number.....CHestnut 3700
Transmitter Location.....Eagle Park, Ill.;
P.O. Box, Madison, Ill.
Time on the Air.....5:30 a.m. to 1 a.m. daily;
Sunday: 6 a.m. to 1 a.m.
Newspaper Affiliation....St. Louis Star-Times
News Service.....AP, INS, UP, Reuters
Transcription Service.....Associated Music
Publishers; Standard Radio
Representative.....John Blair & Company
Membership.....NAB, BMB

Personnel

President-Owner.....Elzey Roberts
General Mgr.-Station Mgr.....C. L. Thomas
Commercial Manager.....V. N. Springgate
Sales Promotion Mgr.....Foster H. Brown
Program Director.....Elmer Muschany
Production Manager.....Robert Holt
Publicity Director.....Ralph J. Gentles
Musical Director.....Emmett Schuster
Chief Engineer.....Arthur Rekart
Record MC.....Rush Hughes

WEW

ST. LOUIS—EST. 1921

Frequency: 770 Kc....Power: 1000 w. d. only
Owned-Operated By...The St. Louis University
Address.....3642 Lindell Blvd.
Phone Numbers.....FRanklin 5665-6-7
Transmitter Location.....3642 Lindell Blvd.
Time on the Air.....6 a.m. to local sunset
News Service.....INS
Transcription Service.....Standard Radio,
Lang-Worth; World
Representative.....John E. Pearson

Personnel

President.....Rev. Patrick J. Holloran, S. J.
General Manager.....Nicholas Pagliara
Sales Manager.....Leonard Frankei
Program Director.....Don Lochner
Production Manager.....Syi Binkin
Publicity Director.....Clifford Lanctot
Chief Announcer.....O. J. McQuigg
Musical Director.....Ralph Stein
Chief Engineer....Brother George Rueppel, S.J.

WIL

ST. LOUIS—EST. 1922

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Missouri Broadcasting
Corp.
Address...Melbourne Hotel, 3601 Lindell Blvd.
Phone Number.....Jefferson 8403

Transmitter Location.....Melbourne Hotel,
3601 Lindell Blvd.
Time on the Air.....7 a.m. to 11 p.m.;
Saturdays: 7 a.m. to 2:30 a.m.; Sundays:
8 a.m. to 11 p.m.
News Service.....AP
Transcription Service.....Standard Radio,
Lang-Worth, MacGregor
Representative.....William G. Rambeau Co.
Membership.....NAB

Personnel

President.....L. A. Benson
Vice-Pres.-Gen. Mgr.....C. W. Benson
Commercial Manager.....Kenneth M. Parke
Sales Promotion Manager..Robert L. Brockman
Chief Engineer.....Edward Goodberlet
Membership.....NAB, BMB

Personnel

President.....Earl McCoillum
Station Manager.....Dean Fitzer
Chief Engineer.....Joseph A. Flaherty

WHB

KANSAS CITY—EST. 1922

MUTUAL

KANSAS STATE NETWORK

Frequency: 880 Kc.....Power: 1000 Watts
Owned-Operated By..WHB Broadcasting Co.
Address.....Scarritt Building
Phone Number.....Harrison 1161
Transmitter Location.....North Kansas City
Time on the Air.....Daytime license
News Service.....AP
Transcription Service.....Associated
Representative.....Adam J. Young, Jr., Inc.

Personnel

President and Commercial
Manager.....Donald Dwight Davis
General Manager.....John T. Schilling

KWOC

POPLAR BLUFF—EST. 1938

MUTUAL

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....McCarthy-Tedrick-
Wolpers
Address.....1801 North Main St.
Phone Number.....1310
Transmitter Location.....1801 North Main St.
Time on the Air.....7 a.m. to 10 p.m.;
Sundays: 8 a.m. to 10 p.m.
News Service.....AP
Transcription Service.....World
Representative.....John E. Pearson Co.
Membership.....NAB, BMB

Personnel

Chief Executive.....O. A. Tedrick
 General Manager.....Wm. R. Tedrick
 Sales-Production Mgr.....Byron Kearnby, Jr.
 Merchandising Manager..Thomas E. Hunnicutt
 Program Director.....James L. Haworth, Jr.
 Publicity Director.....Thomas E. Hunnicutt
 Chief Announcer.....Lionel D. Speidel
 Musical Director.....James L. Haworth, Jr.
 Chief Engineer.....Don M. Lidenton
 Record MC.....Thomas E. Hunnicutt

K F E Q

ST. JOSEPH—EST. 1924

ABC—MUTUAL

Frequency: 680 Kc.....Power: 5000 Watts
 Owned-Operated By.....KFEQ, Inc.
 Address.....KFEQ Building
 8th & Frederick Ave.
 Phone Number.....4-0813
 Transmitter Location.....Highway 7L
 Time on the Air..5:45 a.m. to midnight daily; 7
 a.m. to midnight, Sunday
 Newspaper Affiliation.....The News Corp.
 News Service.....UP
 Transcription Service.....NBC Thesaurus.
 Lang-Worth
 Representative.....Headley-Reed Company
 Membership.....BMB

Personnel

President.....Barton Pitts
 General Manager.....Barton Pitts
 Station Manager.....Barton Pitts
 Sales-Commercial Manager..Glen G. Griswold
 Sales Promotion Manager....J. Ted Branson
 Program Director.....H. H. Packard
 Production Manager.....Rollin Mabie
 Publicity Director.....J. Ted Branson
 Chief Announcer.....Dee D. Denver, Jr.
 Musical Director.....Constance Savage
 Record MC.....E. Carlton Schirmer
 Chief Eginer.....J. Wesley Kock

K R E S

ST. JOSEPH—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Missouri Valley
 Broadcasting, Inc.
 Address.....113 So. 7th St., Commerce
 Loan Co. Bldg.

Phone Number.....46346
 Transmitter Location.....Highway 59
 Time on the Air.....6 a.m. to 12 mid.
 News Service.....AP
 Representative.....Sears & Ayer, Inc.

Personnel

President-General Mgr.....Paul E. Roscoe
 Traffic Manager.....Dorha Killgore
 Commercial Manager.....J. J. Fitzgerald
 Sales Promotion Manager.....Paul E. Roscoe
 Program Director.....Edward A. Moore
 Production Manager.....Hank Henry
 Chief Announcer.....Joe Killgore
 Musical Director.....Minor Clites
 Chief Engineer.....Charles Wiesemann
 Record MC.....Hank Henry

K M O X

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1120 Kc.....Power: 50000 Watts
 Owned-Operated By...Columbia Broadcasting
 System, Inc.
 Address.....401 South Twelfth Blvd.
 Phone Number.....Central 8240
 Transmitter Location....12 miles northeast of
 St. Louis
 Time on the Air.....5 a.m. to 1:30 a.m.;
 Sundays: 6 a.m. to 1:05 a.m.
 News Service.....AP, UP
 Transcription Service.....Associated Music
 Publishers; Lang-Worth
 Representative.....Radio Sales
 Membership.....NAB, BMB

Personnel

Owner.....Columbia Broad. System, Inc.
 General Manager.....Wendell B. Campbell
 Sales Manager.....Carter Ringlep
 Sales Promotion Mgr.....C. W. Doebler
 Program Director.....Jack Sexton
 Production Manager.....Blaine Cornwell
 Publicity Director.....Robert Hennessy
 Musical Director.....Seth Greiner
 Chief Engineer.....Louis Mc C. Young

K D R O

SEDALIA—EST. 1938

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts

. . . MISSOURI . . .

Owned-Operated By.....Milton J. Hinlein
 Address.....Broadway at State Fair Blvd.
 Phone Numbers.....4004, 4005
 Transmitter Location.....Broadway at State
 Fair Blvd.
 Time on the Air.....Unlimited
 News Service.....UP
 Transcription Service.....World
 Representative.....Forjoe & Co.
 Membership.....NAB, BMB

Personnel

President.....Milton J. Hinlein
 General Mgr.-Station Mgr....Herbert Brandes
 Commercial Manager.....William W. Davis
 Sales Promotion Mgr.....Milton Hinlein
 Program Director.....Maxine Fisher
 Chief Engineers..Wayne Pash, Herbert Young

●
K G B X

SPRINGFIELD—EST. 1926
 NATIONAL BROADCASTING CO.

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By..Springfield Broadcasting
 Co.
 Address.....508 St. Louis St.
 Phone Number.....1360-1-2-3
 Transmitter Location.....Bolivar Road
 Time on the Air.....6:30 a.m. to 12 midnight
 Newspaper Affiliation.....Springfield News-
 papers, Inc.
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....George P. Hollingsberry Co.
 Membership.....NAB

Personnel

President.....Tams Bixby, Jr.
 General Manager.....J. Gordon Wardell
 Commercial Manager.....J. Gordon Wardell
 Sales Promotion Manager.....Vern Williams
 Program Director.....Carl Fox
 Production Manager.....Wilma McCollum
 Publicity Director.....Dudley Morris
 Chief Announcer.....Dudley Morris
 Chief Engineer.....E. Dennis White
 Record MC.....Ralph Reynolds

●
K T T S

SPRINGFIELD—EST. 1941
 COLUMBIA
 MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Independent Broad-
 casting Co.
 Address.....Chamber of Commerce Bldg.
 Phone Number.....4303
 Transmitter Location...Chamber of Commerce
 Bldg.
 Time on the Air.....6 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....World Broadcasting
 System, MacGregor, BMI
 Representative.....Sears & Ayer, Inc.
 Membership.....BMB

Personnel

President.....J. H. G. Cooper
 General Manager.....G. Pearson Ward
 Commercial Manager.....Bob Burke
 Sales Promotion Manager..G. Pearson Ward
 Program Director.....A. W. Smith
 Musical Director.....Frank Shipe
 Chief Engineer.....William F. Curry

●
K W T O

SPRINGFIELD—EST. 1933
 AMERICAN BROADCASTING CO.

Frequency: 560 Kc....Power: 5000 d.: 1000 n.
 Owned-Operated By...Ozarks Broad. Co., Inc.
 Address.....508 St. Louis St.
 Phone Number.....1360
 Transmitter Location.....Scuth Fremont Rd.
 Time on the Air.....5 a.m. to midnight;
 Sunday: 6:30 a.m. to midnight
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson Co.
 Membership.....NAB, BMB

Personnel

President-General Mgr.....R. D. Foster
 Asst. Manager-Station Mgr...Leslie L. Kennon
 Program Director.....William J. McCord
 Production Manager.....William L. Ring
 Chief Announcer.....Charles Seiford
 Musical Director.....Virgil Phillips
 Chief Engineer.....Fritz Bauer

●
K W P M *

WEST PLAINS—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
 Licensee.....Robert Neathery

*Construction Permit.

MONTANA

Estimated Population 509,648—Radio Homes 131,509
Stations in State 15

KANA

ANACONDA—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Mosby's, Inc.
Address.....P.O. Box 727
Phone Number.....136
Transmitter Location...1½ miles E. of Anaconda
Time on the Air.....7 a.m. to 12 midnight;
Sunday: 9 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Weed & Co.
Membership.....NAB

Personnel

President-Owner.....A. J. Mosby
General Manager.....Don Jones
Commercial Manager.....Robert Carroll
Program Director.....Marwood Patterson
Production Manager.....Barbara Nicholson
Chief Engineer.....Charles Currie

KBMY

BILLINGS—EST. 1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Billings Broad. Co.
Address.....Box 1101
Phone Number.....3838
Transmitter Location....1 mile W. of Billings
Time on the Air.....6 a.m. to 12 mid.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Homer Griffith Co., Inc.
Membership.....NAB

Personnel

President.....Robert E. Mulvaney
General Manager.....Franz J. Robischon
Commercial Traffic Mgr....George C. Martin
Program Director.....Charles du Bois
Chief Announcer.....Charles du Bois
Chief Engineer.....Richard E. Kaiser

KGHL

BILLINGS—EST. 1928

NBC

Frequency: 790 Kc.....Power: 5000 Watts

Owned-Operated By.....Northwestern Auto
Supply Co., Inc.
Address.....Fifth and North Broadway
Phone Number.....2222
Transmitter Location...6 miles west of Billings
Time on the Air.....6 a.m. to midnight;
Sundays, 7 a.m. to midnight
News Service.....UP
Transcription Service.....Standard, NBC
Thesaurus, World
Representative.....The Katz Agency
Membership.....NAB, BMB

Personnel

President.....C. O. Campbell
General Manager.....Ed Yocum
Station Manager.....M. V. Braunberger
Commercial Manager.....Ed Yocum
Sales Promotion.....June Leff
Program Director.....M. V. Braunberger
Production Manager.....E. E. Cooney
Publicity Director.....Marijean Isaac
Chief Announcer.....Harry Turner
Musical Director.....Harry Turner
Chief Engineer.....Jeff Kiichli

KRBM

BOZEMAN—EST. 1939

NBC—Z NET—PACIFIC NORTHWEST

BROADCASTERS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...KRBM Broadcasters, Inc.
Address.....103 W. Main St.
Phone Number.....1420
Transmitter Location.....East of Bozeman
Time on the Air.....7:30 a.m. to 10:45 p.m.
News Service.....UP
Transcription Service...Lang-Worth, Keystone
Representative.....The Walker Co.
Membership.....NAB, BMB

Personnel

President-Owner.....E. B. Craney
General Mgr.-Station Mgr....Ernest A. Neath
Commercial Manager.....J. Ray Bridges
Sales Promotion Mgr.....Betty Haskell
Program Director.....Norman Penwell
Production Manager.....Gordon Linscott
Publicity Director.....J. Ray Bridges
Chief Announcer-Musical Dir...Ernest A. Neath
Chief Engineer.....Jack Provis
Record MC.....Norman Penwell

KGIR

BUTTE—EST. 1929
 NATIONAL BROADCASTING CO.
 Z NET—PACIFIC NORTHWEST
 BROADCASTERS

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By.....KGIR, Inc.
 Address.....Box 1956
 Phone Number.....2-2344
 Transmitter Location.....Nissler, Mont.
 Time on the Air.....7 a.m. to midnight;
 Sundays: 9 a.m. to 11:15 p.m.
 C. P. McGregor, KBS, SESAC
 News Service.....UP
 Transcription Service.....Lang-Worth;
 C. P. McGregor
 Representatives.....East: Wythe Walker;
 West: Tracy Moore
 Membership.....NAB, BMB

Personnel

President.....E. B. Craney
 General Manager.....E. B. Craney
 Station Manager.....Arne E. Anzjon
 Commercial Manager.....S. J. Schile
 Sales Promotion Manager.....Jack Kennedy
 Program Director.....Mel Jass
 Publicity Director.....Jack Kennedy
 Chief Engineer.....W. J. Provis
 Record MC.....George Oechsli

KBOW*

BUTTE—EST. 1946

Frequency: 1483 Kc. Power: 250 Watts
 Owned-Operated By....Copper City Radio Co.
 Address.....Box 1932
 Time on the Air.....Unlimited

Personnel

President.....Frank Reardon

*Construction Permit

KFBB

GREAT FALLS—EST. 1922
 COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc. Power: 5000 Watts
 Owned-Operated By...Butrey Broadcast, Inc.
 Address....605 First National Bank Building
 Phone Number.....4377, 4378
 Transmitter Location..4½ miles west of Great
 Falls
 Time on the Air...6 a.m. to 11:30 p.m. daily;
 8 a.m. to 11:30 p.m. Sunday
 News Service.....UP
 Transcription Service.....NBC Thesaurus.
 M. M. Cole
 Representative.....Weed & Company.
 Membership.....NAB, BMB

Personnel

OwnerFred Birch
 General ManagerJ. P. Wilkins
 Station Manager.....J. P. Wilkins
 Sales Promotion Mgr.....Helen Kickbusch
 Program Director.....LeRoy Stahl
 Chief Engineer.....Wilbur L. Myhre

(CALL LETTERS TO BE ASSIGNED) GREAT FALLS*

Frequency: 1400 Kc. Power: 250 Watts
 Permittee.....Great Falls Broadcasting Co.

*C.P. (Pending at time of going to press.)

KPFA

HELENA—EST. 1937

ABC—NBC—Z BAR NET

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By..Peoples Forum of the Air
 Address.....1306 Eleventh Ave.
 Phone Number.....1240
 Transmitter Location.....Helena
 Time on the Air.....8 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....The Walker Co., Pacific
 Northwest Broadcasters

Personnel

Eastern Sales Mgr.....Wythe Walker
 Western Sales Mgr.....Tracy Moore

KGEZ

KALISPELL—EST. 1927

Frequency: 1340 Kc. 100 Watts
 Owned-Operated By.....Donald C. Treloar
 Address.....203 - 1st Ave. E.
 Phone Number.....332 (Office), Rural 3220
 (Transmitter)
 Transmitter Location.....2½ miles south of
 Kalispell, on Highway No. 93
 Time on the Air.....7 a.m. to 10 p.m.;
 Sunday: 9 a.m. to 7 p.m.
 News Service.....UP
 Transcription ServiceWorld
 Membership.....NAB, BMB

Personnel

President.....Donald C. Treloar
 General Manager.....Donald C. Treloar
 Station Manager.....Donald C. Treloar
 Commercial Manager.....Glenn Millhouse
 Sales Promotion Mgr.....Glenn Millhouse
 Program Director.....Maurice Driscoll
 Production Manager.....Paul Johnston

Publicity Director.....Maurice Driscoll
 Chief Engineer.....William Patterson
 Record MC.....James Robischon

KXLO

LEWISTON—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Capital Broad. Co.
 Address.....513 Main St.
 Phone Number.....1210
 Transmitter Location...East end of Main St.
 at City limit
 Time on the Air.....7 a.m. to 10:30 p.m.
 Newspaper Affiliation....Lewiston-Democrat-
 News
 News Service.....AP
 Transcription Service.....RCA Thesaurus

Personnel

President and Gen. Manager...George Bennett
 Station Manager.....Jack Plummer
 Chief Engineer.....G. W. Dotson

KPRK

LIVINGSTON—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Yellowstone Amuse. Co.
 Address.....Box 952
 Phone Number.....1000
 Studio Address.....E. Park St. (U.S. High-
 way No. 10)
 Transmitter Location...E. Park St. (U.S. High-
 way No. 10)
 Time on the Air.....6:30 a.m. to 10:15 p.m.
 News Service.....AP, Transradio (pending)
 Transcription Service.....Lang-Worth,
 SESAC, W. E. Long
 Membership.....NAB

Personnel

President.....Paul B. McAdam
 General Manager.....Walter R. Carle
 Commercial Manager.....Jack M. Swenson
 Program Director.....Bob Greer
 Chief Engineer.....John Boor

KRJF

MILES CITY—EST. 1941

MUTUAL—INTERMOUNTAIN

Frequency: 1340 Kc.....Power: 250 Watts
 Owned.....Star Printing Co.
 Operated By.....W. F. Flinn
 Business Address.....13 N. Sixth St.
 Phone Number.....60, 61
 Transmitter Location.....Haynes Avenue
 Time on the Air.....Unlimited

Newspaper Affiliation...Miles City Daily Star
 News Service.....UP
 Transcription Service....World Broadcasting
 Membership.....NAB, BMB

Personnel

President.....W. F. Flinn
 General Manager.....Don Tannehill
 Sales Promotion Manager.....Norm Carson
 Program Director.....Bob Wilson
 Publicity Director.....Bob Wilson
 Chief Engineer.....I. A. Elliot
 Record MC.....Charles Scofield

KGVO

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc...Power: 5000 d., 1000 n.
 Owned-Operated By.....Mosby's Inc.
 Address.....127 E. Main St.
 Phone Number.....2155-7668
 Transmitter Location.....4 miles N.W. of
 Missoula on Highway No. 10
 Time on the Air.....6:30 a.m. to midnight;
 Sunday: 8 a.m. to midnight
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Weed & Co.
 Membership.....NAB

Personnel

President.....A. J. Mosby
 Sales Manager.....Marion E. Dixon
 Program Director.....W. C. Blanchette
 Production Manager.....Bill Strothman
 Chief Engineer.....Lawrence B. Smith
 Record MC.....Don Hopkins

KGCX

SIDNEY—EST. 1926

MUTUAL

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By.....E. E. Krebsbach
 Business Address.....109 So. Central Ave.
 Phone Number.....408
 Studio Address.....109 So. Central Ave.,
 Sidney, Mont.; Masonic Bldg., Williston, N.D.
 Transmitter Location...4½ miles No. of Sidney
 Time on the Air.....6 a.m. to 10 p.m.
 Transcription Service.....NBC Thesaurus
 Representative.....The Walker Co.
 Membership.....NAB, BMB

Personnel

President.....E. E. Krebsbach
 General Manager.....E. E. Krebsbach
 Station Manager.....E. Clair Krebsbach
 Program Director.....G. M. King
 Chief Announcer.....G. M. King
 Chief Engineer.....Oscar H. Halvorson

NEBRASKA

Estimated Population 1,262,295—Radio Homes 318,759
Stations in State 20

KORN

FREMONT—EST. 1939

MUTUAL—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By The Nebraska
Broadcasting Corporation

Address 118 E. 5th
Phone Number 1060-1
Transmitter Location 16th St., East
Time on the Air 6:30 a.m. to midnight
News Service AP
Transcription Service Lang-Worth
Representative Sears and Ayer, Inc.
Membership NAB

Personnel

President Arthur Baldwin
Station Manager William H. Baldwin
Commercial Manager G. E. Bentz
Sales Promotion Manager Marjorie Christensen
Chief Announcer Bill Wood
Chief Engineer Ken L. Dumas
Record M.C. Dan Wozniak

KMMJ

GRAND ISLAND—EST. 1925

ABC

Frequency 750 Kc. Power: 1000 Watts
Owned-Operated By KMMJ, Inc.
Address Cedar & Division
Phone Number 703
Transmitter Location Phillips, Nebr.
Time on the Air Local sunrise to local sunset
News Service UP
Transcription Service Standard Radio
Representative Headley-Reed Co.
Membership NAB, BMB

Personnel

President Don Searle
General Mgr.-Station Mgr. Wick Heath
Commercial Manager Bill Martin
Promotion Manager Ray Kozak
Program Director Orle Kerwood
Publicity Director Ray Kozak
Musical Director Dick Stahl
Chief Engineer Norval Larsen

KHAS

HASTINGS—EST. 1939

MUTUAL BROADCASTING SYSTEM

KBS

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By The Nebraska
Broadcasting Co.

Address 906½ W. 2nd St.
Phone Number 1745-6
Transmitter Location 906½ W. 2nd St.
Time on the Air Weekdays, 7 a.m. to
midnight

Newspaper Affiliation Hastings Daily Tribune
News Service INS
Transcription Service World Broadcasting
System

Membership NAB, BMB

Personnel

Owner Fred A. Seaton
General Mgr.-Station Mgr. Duane L. Watts
Commercial Manager

Sales Promotion Manager Ken James
Program Director Herb Clark
Publicity Director Duane L. Watts
Chief Engineer Duane B. Allison
Record M.C.'s Jerry Granger, Eddie Meyer

KGFW

KEARNEY—EST. 1930

MUTUAL—KEYSTONE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Central Nebraska
Broadcasting Corporation

Address 206 Federal Annex Bldg.
Phone Number Executive office, 23541,
Program Dept., 31551

Transmitter Location Lakeside
Time on the Air 6:30 a.m. to 11 p.m.
News Service UP
Membership NAB, BMB

Personnel

Pres.-Gen. Mgr. Lloyd C. Thomas
Station Mgr.-Commercial

Manager E. Anson Thomas
Program Director Peg Biber
Production Manager Bob Parkins
Musical Director Wayne Beavers
Chief Engineer Jack Lewis

KFAB

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc. Power: 50,000 Watts
Owned-Operated By KFAB Broadcasting
Company

Address Sharp Bldg., Lincoln,
620 Farnam Bldg., Omaha
Phone Number Lincoln 2-3214, Omaha-Ja 3420

Transmitter Location...10 miles N. of Omaha
 Time on the Air.....5 a.m. to 12:05 a.m.
 Newspaper Affiliation.....Nebraska State
 Journal, Lincoln Star
 News Service.....AP & UP
 Transcription Service.....Standard Radio
 SESAC
 Representative.....Free & Peters, Inc.
 Membership.....NAB, BMB

Personnel

Chairman of the Board.....Joe Seacrest
 General Manager.....Harry Burke
 Lincoln Manager.....Earl Williams
 Commercial Manager.....Harry Burke
 Sales Promotion Mgr.-Publicity
 Director.....Harold E. Roll
 Musical Director.....Alene McKinney
 Chief Engineer.....Mark Bullock

KFOR

LINCOLN—EST. 1933

AMERICAN BROADCASTING CO.
 MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By....Cornbelt Broadcasting
 Corporation
 Address.....Stuart Bldg.
 Phone Number.....2-6955
 Transmitter Location.....48th & Vine Sts.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....INS; AP
 Transcription Service.....Standard Radio,
 Associated,
 Representative....Edward Petry & Co., Inc.
 National Sales Office.....Forrest Blair, KOIL
 Membership.....NAB, BMB

Personnel

President.....Charles T. Stuart
 Station Mgr.-Commercial Mgr....Harry D. Peck
 Sales Promotion Manager.....Vic Williams
 Program Director.....Jack Huston
 Production Manager.....Lee Berg
 Publicity Director.....Harold Anderson
 Chief Announcer.....Jack Huston
 Musical Director.....Fleda Ziegenbein
 Music Librarian.....Lois Judas
 Chief Engineer.....Charles W. Winkler
 Record M.C.....Bob Johnson

WJAG

NORFOLK—EST. 1922

NEBRASKA WIRELESS

Frequency: 780 Kc....Power: 1000 w. d. only
 Owned-Operated By....Norfolk Daily News
 Business Address.....Norfolk Ave. & 6th St.
 Phone Number.....432

Transmitter Location...West Koenigstein Ave.
 Time on the Air.....Daytime
 Newspaper Affiliation.....Norfolk Daily News
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....The Walker Co.
 Membership.....NAB, BMB

Personnel

Gen. Mgr.-Station Mgr.....Art Thomas
 Commercial Mgr.-Sales Promotion
 Manager.....Bob Thomas
 Program Director.....Hollis Francis
 Publicity Director.....Bob Thomas
 Chief Announcer-Musical Dir...Wayne Larson
 Chief Engineer.....Frank Weidenbach
 Record M.C.....Wayne Larson

KODY

NORTH PLATTE—EST. 1930

NATIONAL BROADCASTING COMPANY
 KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By....Radio Station WOW,
 Inc., Omaha
 Address.....1521 West 12th St.
 Phone Number.....382
 Transmitter Location.....1521 W. 12th St.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP and AP
 Transcription Service....Standard, Lang-Worth
 Representative.....John Blair & Co.
 Membership.....NAB

Personnel

President.....John J. Gillin, Jr.
 General Manager.....John Alexander
 Commercial Manager.....Joe DiNatale
 Sales Promotion Manager.....Jerry Wing
 Program Director.....John Alexander
 Chief Engineer.....Jay Blakesley

KBON

OMAHA—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By....Inland Broadcasting
 Company
 Address.....2027 Dodge Street
 Phone Number.....Jackson 8282
 Transmitter Location.....2027 Dodge St.
 Time on the Air.....6:30 a.m. to midnight;
 Sunday, 8 a.m. to midnight
 News Service.....AP
 Transcription Service.....World
 Representative.....Weed & Co.
 Membership.....NAB, BMB

Personnel

V-P-Gen. Mgr. Paul R. Fry
 Asst. Station Manager..... Richard Welna
 Commercial Manager..... Ernest S. Priesman
 Sales Promotion Manager..... M. K. Doyle
 Program Director..... Richard Welna
 Production Manager..... Hugh Bader
 Musical Director..... Ernest S. Priesman
 Chief Engineer..... Percy Zeig'ler
 Record M.C.'s.... Don Perazzo, Sandy Jackson

K O I L

OMAHA—EST. 1925

ABC

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By...Central States Broad-
 casting Co.
 Address.....Omaha National Bank Bldg.
 Phone Number.....Jackson 7626
 Transmitter Location.....South Omaha Rd.,
 Time on the Air.....6 a.m. to midnight;
 Council Bluffs, Iowa
 News Service.....INS; AP
 Transcription Service.....Standard Radio,
 Associated
 Representative.....Edward Petry & Co.
 MembershipNAB, BMB

Personnel

President.....Charles T. Stuart
 Assistant Manager.....Virgil Sharpe
 General Sales Manager.....W. O. Edholm
 National Sales Manager.....Forrest Blair
 Sales Promotion Manager....Victor Williams
 Program Director.....Virgil Sharpe
 Production Manager.....Larry Forsythe
 Publicity Director.....Victor Williams
 Chief Engineer.....Charles W. Winkler
 Record M.C.....Lee Barron

K O W H

OMAHA—EST. 1922

NEBRASKA NETWORK

ASSOCIATED BROADCASTING SYSTEM

Frequency: 660 Kc...Power: 500 w., d. only
 Owned By.....World Publishing Co.
 Operated By.....Omaha World-Herald
 Business Address.....15th and Farnam Sts.
 Phone Number.....Atlantic 2228
 Transmitter Location.....63th & Girard
 Time on the Air.....6 a.m. to local sunset
 Newspaper Affiliation...Omaha World-Herald
 News ServiceUP
 Transcription Service.....World, Associated,
 Standard

Personnel

President.....Henry Doorly
 Station-Commercial Mgr.....B. C. Corrigan
 Musical Director.....Walter Scott
 Chief Engineer.....Frank E. Shopen

W O W

OMAHA—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By...Radio Station WOW, Inc.
 Address.....280 Insurance Building
 PhoneWebster 3400
 Transmitter Location.....56th & Kansas Sts.
 Time on the Air.....5:30 a.m. to 1 a.m.;
 Sunday: 6:30 a.m. to 1 a.m.
 News Service.....UP, AP
 Transcription Service.....NBC Thesaurus;
 Standard, SESAC
 Representative.....John Blair & Company
 MembershipNAB, BMB

Personnel

Pres.-Gen. Mgr.-Station Mgr.-
 Commercial Manager.....John J. Gillin, Jr.
 Sales Promotion Manager.....Bill Wiseman
 Program Director.....Lyle DeMoss
 Production Manager.....Ray Alson
 Publicity Director.....Harold Storm
 Chief Announcer.....John Leslie
 Musical Director.....Morton Wells
 Chief Engineer.....Bill Kotera

K G K Y

(CP-KOLT)

SCOTTSBLUFF—EST. 1930

COLUMBIA BROADCASTING SYSTEM
 NEBRASKA NETWORK—KBS

Frequency.....1490 Kc. (CP-1320)
 Power.....250 Watts (CP-1000)
 Owned-Operated By.....The Hilliard Co.
 Phone Number.....856 & 862
 Transmitter Location.....West 20th St.
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceUP
 Transcription Service.....Standard Radio,
 Keystone
 MembershipNAB, BMB

Personnel

Pres.-Gen. Mgr.-Station Mgr.....L. L. Hilliard
 Commercial Mgr.....Russell Maurice Stewart
 Sales Promotion Manager.....W. G. Walter
 Program Director.....Bill Walter
 Production Manager.....Helen Boyd
 Publicity Director.....Bill Walter
 Chief Engineer.....Harlan Morrison

NEVADA

Estimated Population 148,626—Radio Homes 43,766
Stations in State 7

KBNE

BOULDER CITY—EST. 1946

Frequency: 1450 kc.....Power: 250 Watts
Owned-Operated By...Boulder City Broad. Co.
Address.....P. O. Box H
Phone Number.....247
Transmitter Location.....701 Ave. "R"
Time on the Air.....7 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....World
Representative.....Porter & White

Personnel

President.....J. C. Manix
General Mgr.-Station Mgr....C. C. Applegate
Chief Engineer.....Stanley Kotovsky

(CALL LETTERS TO BE ASSIGNED)

ELKO*

Frequency: 1340 Kc.....Power: 250 Watts
Licensee.....Elko Service Co.
Address.....Elko, Nev.

*Construction Permit

KELN*

ELY*

Frequency: 1230 kc.....Power: 250 Watts
Owned-Operated By

Boulder City Broadcasting Co.

Address.....Ely, Nevada

*Construction Permit

KENO

LAS VEGAS—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Nevada Broadcast-
ing Company
Business Address.....P. O. Box 1310
Phone Number.....1-400
Transmitter Location...Hotel El Rancho Vegas
Time on the Air.....6 a.m. to 11:30
Transcription Service.....NBC Thesaurus
Representative.....Homer Griffith Co.

Personnel

President.....Maxwell Kelch
General Manager.....Maxwell Kelch
Commercial Manager.....Paul R. Gang
Chief Engineer.....H. H. Haas

KATO

RENO—EST. 1946

MUTUAL—DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Sierra Broadcasting Co.
Address.....Box 2231
Phone Number.....2-4501
Studio Address.....Saviers Bldg.
Time on the Air.....7 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard
Representative.....W. S. Grant Co.

Personnel

President.....Ralph K. Wittenberg
General Manager.....Robert L. Stoddard

KOLO

RENO—EST. 1946

CBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By...Reno Broadcasting Co.
Address.....33 Sierra St., P.O. Box 2186
Phone Number.....2-4516
Transmitter Location...Pyramid Way, 2 miles
N.E. of Reno

Time on the Air.....6 a.m. to 12 midnight
News Service.....AP
Transcription Service...Lang-Worth, Capitol
Representative.....Adam J. Young, Jr., Inc.

Personnel

Pres. and Gen. Manager.....David McKay
Chief Engineer.....Kenneth Owen

KOH

RENO—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By: McClatchy Broadcasting
Co. of Nevada
Address.....143 Stevenson Street
Phone Number.....5106-7
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.McClatchy Newspapers
News Service.....UP, AP
Transcription Service...NBC Thesaurus, World
Representative.....Paul H. Raymer Co.

Personnel

Membership.....NAB, BMB
President.....Eleanor McClatchy
Chief Engineer.....Irvin Carlsen

NEW HAMPSHIRE

Estimated Population 492,181—Radio Homes 127,368
Stations in State 9

W M O U

BERLIN—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....White Mountains
Broadcasting Co., Inc.

Address.....40 Main Street
Phone Number.....Berlin 1797
Transmitter Location.....Berlin, N. H.
Time on the Air.....6 a.m. to 12 midnight;
Sunday: 7:45 a.m. to 12 midnight

News Service.....AP
Transcription Service.....Associated, SESAC
Representative.....Broadcast Adv. Co., Inc.,
Kettell-Carter

Personnel

General Manager.....Warren M. Greenwood
Commercial Manager.....C. S. Holbrook
Program Director.....G. E. Stetson
Chief Engineer.....Richard Washington

W C N H *

CONCORD

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated By

Concord Broadcasting Corp.
Address.....Concord, N. H.
Transcription Service.....Standard

Personnel

Chief Executive.....William J. Barkley
Gen.-Com. Manager.....H. Scott Kilgore
Chief Engineer.....William F. Rust, Jr.
*Construction Permit

W K X L

CONCORD—EST. 1946

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Charles M. Dale
Address.....110 N. Main St.
Transmitter Location.....Reddington Rd.
Time on the Air.....6 a.m. to 12:30 a.m.
News Service.....AP
Transcription Service.....Capital, Lang-Worth
Representatives.....The Walker Company;
Bertha Bannan

Membership.....NAB, BMB

Personnel

Owner.....Charles M. Dale
General Manager.....Bert Georges
Station Manager.....Robert A. Kelley
Commercial Manager.....Richard Shepard
Merchandising Manager.....Joseph Badjer
Program Director.....Norman E. Bailey
Publicity Director.....Sumner Fellman
Musical Director.....Blanche Crippen
Chief Engineer.....George Jowdy
Director of Youth Activities...Blanche Crippen
Record MC.....Warren Saunders

W K N E

KEENE—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....WKNE Corporation
Address.....17 Dunbar St.
Phone Number.....Keene 2080
Transmitter Location.....Stanhope Ave.
Time on the Air.....6 a.m. to midnight;
Sundays: 8:00 a.m. to midnight

News Service.....UP
Transcription Service.....NBC, Thesaurus
Representative.....Adam J. Young, Jr., Inc.,
Kattell-Carter

Membership.....NAB, BMB

Personnel

President.....Joseph K. Close
General Manager.....Richard G. Bath
Vice-President.....Richard G. Bath
Commercial Manager.....Richard G. Bath
Program Director.....Robert M. Peebles
Publicity Director.....Barbara Williams
Chief Announcer.....Osborne C. Wade
Chief Engineer.....Ernest F. Batchelder
Record MC.....Arthur Tacker

W L N H

LACONIA—EST. 1922

MUTUAL—YANKEE—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Northern Broad. Co.
Address.....653 Main Street
Phone Number.....Laconia 501
Transmitter Location.....Scarborough Bay Road
Time on the Air.....7 a.m. to 11:15 p.m.
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....Bertha Bannan

Personnel

Station Manager.....Martin B. Avery
 Sales-Commercial Mgr.....Martin B. Avery
 Sales Promotion.....Martin B. Avery
 Program Director.....Sherwin Greenlaw
 Production Manager.....Sherwin Greenlaw
 Publicity Director.....Martin B. Avery
 Chief Announcer.....Sherwin Greenlaw
 Musical Director.....Sherwin Greenlaw
 Chief Engineer.....Wilfred Ledoux

W F E A

MANCHESTER—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned By.....WFEA, Inc.
 Operated By.....Melvin C. Green
 Address.....286 Franklin St.
 Phone Number.....4556-7
 Transmitter Location.....Merrimac, N. H.
 Time on the Air.....6 a.m. to 12:05 midnight;
 Sunday: 7 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....NBC Thesaurus,
 Lang Worth
 Representative...Katz Agency, Kettell-Carter
 Membership.....NAB, BMB

Personnel

President.....H. M. Bitner
 General Manager.....Melvin C. Green
 Station Manager.....Melvin C. Green
 Commercial Manager.....William Engel
 Sales Promotion Manager...Melvin C. Green
 Program Director.....Warren Journey
 Production Manager.....Frank Finning
 Publicity Director.....Melvin C. Green
 Chief Announcer.....Gerald Kearney
 Musical Director.....Roger Barratte
 Chief Engineer.....R. A. B. Schow
 Record MC.....Al Maffie

W K B R

MANCHESTER—EST. 1946

MUTUAL—YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Granite State Broad. Co.
 Address.....155 Front Street
 Phone Number.....Manchester 9456
 Transmitter Location.....155 Front Street
 Time on the Air.....9 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard
 Representative...Walker Co., Bertha Bannan
 Membership.....NAB

Personnel

President.....William J. Barkley
 General Manager.....William F. Rust, Jr.
 Commercial Manager.....Robert Martineau

Musical Director.....Arthur I. Rothafel
 Chief Engineer.....William F. Rust, Jr.
 Record MC.....Scott Douglas

W M U R

MANCHESTER—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 d.; 1000 n.
 Owned-Operated By...The Radio Voice of New
 Hampshire, Inc.
 Address.....1819 Elm Street
 Phone Number.....2090-2091
 Transmitter Location.....Front Street
 Time on the Air.....6 a.m. to 11:45 p.m.
 Newspaper Affiliation...Union-Leader Pub. Co.
 News Service.....AP
 Transcription Service.....World Broadcasting
 Representative.....Weed & Co.
 Membership.....NAB, BMB

Personnel

President.....Francis P. Murphy
 General Manager.....Hervey Carter
 Station Manager.....Hervey Carter
 Commercial Manager.....Hervey Carter
 Publicity Director.....Paul Sheldon
 Chief Announcer.....Edward Fitzgerald
 Musical Director.....Bertram Colter
 Chief Engineer.....Vincent Chandler
 Record MC.....Bernie Mack

W H E B

PORTSMOUTH—EST. 1932

MUTUAL—YANKEE

Frequency: 750 Kc.....Power: 1000 w. d. only
 Owned by.....WHEB, Inc.
 Operated By.....Hon. Charles M. Dale
 Address.....Lafayette Road, P.O. Box 120
 Phone Numbers...Portsmouth 4080; Dover 1983
 Transmitter Location...Lafayette Road
 Time on the Air.....6:30 a.m. to 1 hour after
 local sunset; Sunday: 8 a.m. to 1 hour after
 local sunset
 News Service.....UP, AP
 Transcription Service.....World, Capitol
 Representative...The Walker Co.,
 Bertha Bannan
 Membership.....NAB, EMB

Personnel

Vice-Pres. and Owner...Hon. Charles M. Dale
 General Manager.....Bert Georges
 Station Manager.....Bert Georges
 Commercial Manager.....Robert A. Kelley
 Sales Promotion Manager.....Dal Wyant
 Program Director.....Winslow Bettinson
 Production Manager.....William V. Bradley
 Chief Engineer.....Paul G. Lindsay
 Record MC.....William V. Bradley

NEW JERSEY

Estimated Population 4,528,417—Radio Homes 1,203,937
Stations in State 15

W C A P

ASBURY PARK—EST. 1926

Frequency: 1310 Kc.Power: 500 Watts
Owned-Operated ByRadio Industries
Broadcast Company, Inc.
Business Address.....601 Bangs Ave.
Phone Number.....Asbury Park 1911
Studio Address...Boardwalk; Convention Hall
Transmitter Location.....West Bangs Ave.,
Neptune, N. J.
Time on the Air....Shares with WCAM, WTNJ
News ServiceAP
Transcription ServiceWorld
MembershipNAB, BMB

Personnel

President.....Walter W. Reid, Jr.
General Manager.....Morris Scheck
Station Manager.....V. N. Scholes
Commercial Manager.....Walter L. Reid
Production Mgr.-Chief Announcer..Robert Scott
Musical Director.....Doris Johanson
Chief Engineer.....Matthew Porter

W F P G

ATLANTIC CITY—EST. 1940

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Neptune Broad-
casting Corporation
Business Address..... Steel Pier
Phone Number5-21-88-89
Transmitter Location.....Steel Pier
Time on the Air.....7 a.m. to 1 a.m.;
Sunday: 8 a.m. to 1 a.m.
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative....Joseph Hershey McGillvra,
Inc.
MembershipBMB

Personnel

President.....John J. Laux
General Manager.....E. E. Kohn
Asst. Mgr.-Sales Mgr.....Irving F. Teetsell
Sales Prom. Mgr.-Publicity Director-
Chief Engineer.....Blair K. Thron
Program Director.....Edgar A. Sweet

W B A B

ATLANTIC CITY—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Press-Union Publishing
Co.
Business Address.....1900 Atlantic Ave.
Phone Number5-1111
Studio Address...Absecon Blvd. and Beach
Thorofare; 1900 Atlantic Ave.
Transmitter Location: Absecon Blvd. & Beach
Thorofare
Time on the Air...17 hours, 5 minutes daily
Newspaper Affiliation.....Press Union
Newspapers
News ServiceAP
Transcription Service.....World Broadcasting
System
Representative.....Headley-Reed Co.
MembershipNAB, BMB

Personnel

President.....Albert J. Feyl
Gen. Mgr.-Station Mgr.- Commercial Mgr.-
Sales Promotion Mgr..Monroe L. Mendelsohn
Program Director-Chief
Announcer.....Ralph D. Shoemaker
Chief Engineer.....Earle Godfrey

W S N J

BRIDGETON—EST. 1937

KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Eastern States
Broadcasting Corp.
AddressCarll's Corner
Phone Numbers.....Bridgeton 1600, 2353
Transmitter Location.....Carll's Corner
Time on the Air.....6 a.m. to midnight
News Service.....UP, AP
Transcription Service.....NBC Thesaurus,
Keystone
Representative.....Thomas F. Clark Co., Inc.
MembershipNAB, BMB

Personnel

President.....Elmer H. Wene
General Manager.....Paul Alger
Commercial Manager.....Jerry Alden
Chief Engineer.....Francis Fekel
Record M.C.....Johnnie Mack, Fred Wood

W C A M

CAMDEN—EST. 1926

Frequency: 1310 Kc.....Power: 500 Watts
Owned-Operated By.....City of Camden

Our story is simple and to the point. We are proud of our Station, the work we have accomplished here in the six years of our existence, the honors that have been bestowed upon us by radio editors and others for our programming and public service. Considering this record, our know-how, and the fact that our market is one of the largest in the country, we are certain we can serve you to your complete satisfaction.

WPAT

7 Church Street, Paterson 1, N. J.

ARMORY 4-3400

PENNSYLVANIA 6-2945

Address City Hall
 Phone Number..... Camden 0907
 Transmitter Location... Civic Center, Camden
 Time on the Air..... Shares Time
 News Service..... UP
 Transcription Service..... Standard Radio
 Representative..... Mack Radio Sales Co.

Personnel

General Manager..... William Markwood
 Sales Promotion Manager..... L. M. Maxwell
 Chief Engineer..... Clarence E. Owens

W H O M

JERSEY CITY—EST. 1930

Frequency: 1480 Kc. ..Power: 1000 d.; 500 n.
 Owned-Operated By..... Atlantic Broadcasting
 Co., Inc.
 Business Address.. 29 W. 57th St., New York,
 N. Y.
 Phone Number..... Plaza 3-4204
 Studio Addresses.... 39 Journal Square, Jersey
 City, N. J.; 29 W. 57th St., New York City
 Transmitter Location..... Washington Street
 Time on the Air..... 6:30 a.m. to midnight;
 Sunday, 7:30 a.m. to midnight
 Newspaper Affiliation..... Il Progresso Italo
 Americano Pub. Co., Inc.
 News Service..... UP
 Transcription Service..... Standard
 Membership NAB

Personnel

President Generoso Pope
 General Manager..... Fortune Pope
 Commercial Manager..... Jack Compter
 Program Director..... Chas. Balkin
 Production Manager..... Maurice Barrett
 Musical Director..... Giuseppe De Luca
 Chief Engineer..... Theodore Gemppe
 Record M.C..... Steve Hollis

W A A T

NEWARK—EST. 1920

Frequency: 970 Kc.....Power: 1000 Watts
 Owned-Operated By Bremer Broad-
 casting Corporation
 Address 11 Hill St., Newark
 Phone Number..... (Newark) Mitchell 2-6400;
 (New York) REctor 2-5878
 Studio Address..... Hotel Sheraton, 15 Hill St.,
 Newark
 Transmitter Location..... Kearny
 Time on the Air..... 24 hours daily
 News Service..... UP & AP
 Transcription Service..... World-Associated
 Membership NAB

Personnel

President-General Manager.....
 Station Manager... Irving Robert Rosenhaus

V-P in Chg. of Nat. Sales.... Victor A. Bennett
 V-P Chg. of Local Sales..... A. B. Schilln
 Sales Prom. Mgr..... Jack Moore
 Program Director..... Dale Kennedy
 Dir. of Educa. Activities.. Robert B. Macdougall
 Production Manager..... George Green
 Dir. of Pub. Relations..... Roland Trenchard
 Publicity Director..... Ira Y. Hecht, Jr.
 Chief Announcer..... Edward Laux
 Musical Director..... Jay Stanley
 Technical Director..... Frank V. Bremer

W H B I

NEWARK—EST. 1922

Frequency: 1280 Kc...Power: 2500 d.; 1000 n.
 Owned-Operated By May Radio Broad-
 cast Corp.
 Address 100 Shipman Street
 Phone Number Mitchel 2-7354
 Transmitter Location..... Newark
 Time on the Air..... Limited

W C T C

NEW BRUNSWICK—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By... Chanticleer Broad-
 casting Co.
 Address..... 385 George St.,
 Peoples National Bank Bldg.
 Phone Number..... New Brunswick 2-9020
 Transmitter Location.... Highland Park, N. J.
 Time on the Air..... 6 a.m. to 11 p.m.
 News Service..... AP
 Transcription Service World
 Membership NAB

Personnel

President-Owner.....
 General Manager..... James L. Howe
 Commercial Manager.... Edwin C. Derryberry
 Sales Promotion Manager.. Francis V. Weingart
 Program Director..... Jerry Baker
 Chief Engineer..... Robert L. Williams

W P A T

PATERSON—EST. 1941

Frequency: 930 Kc.....Power: 1000w. d. only
 Owned-Operated By.... North Jersey Broad-
 casting Co., Inc.
 Address..... 7 Church St.
 Phone Numbers.... Armory 3-3400 (Paterson),
 Penn 6-2945 (New York)
 Transmitter Location..... Clifton, N. J.
 Time on the Air... Local sunrise to local sunset
 News Service UP
 Transcription Service.. SESAC, BMI, Associated
 Representative.... Joseph H. McGillvra, Inc.

Personnel

President.....James V. Cosman
 Gen. Mgr.-Station Mgr.....Sidney J. Flamm
 Commercial Manager.....Herman Fields
 Program Director.....Ted Webbe
 Publicity Director.....Dave Golden
 Chief Engineer.....Earl Lucas
 Record M.C.'s.....Bob Carter, Peter Arnell

W B R B

RED BANK—EST. 1944

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By..Monmouth Broadcasting
 Co., Inc.
 Address.....63-65 Broad St.
 Transmitter Location.....63 Broad St.
 Time on the Air.....Show Time
 Representative.....Forjoe & Company

Personnel

Sales Manager.....John C. Bird

W T N J

TRENTON—EST. 1923

Frequency: 1310 Kc.....Power: 500 Watts
 Owned-Operated By.....WOAX, Inc.
 Address.....416 Bellevue Avenue
 Phone Number.....8149
 Transmitter Location: Lincoln Point, Morris-
 ville, Pa.
 Time on the Air.....Shares Time
 News Service.....UP

Personnel

Vice-President-General Manager..F. J. Wolff

W T T M

TRENTON—EST. 1942

NATIONAL BROADCASTING COMPANY

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By.....Trent Broadcast Corp.
 Address.....35 West State St.
 Phone Number.....2-7127
 Transmitter Location.....Near Yardley, Pa.
 Time on the Air...6:30 a.m. to 12 midnight;
 Sunday: 7:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative..Joseph Hersey McGillovra, Inc.
 Membership.....NAB

Personnel

President.....Elmer H. Wene
 General Manager.....Paul Alger
 Sales Counselor.....F. A. Wellman
 Program Director.....Dean Andrews
 Publicity Director.....Arthur Scholz
 Chief Engineer.....Theodore Kilmer

W W B Z

VINELAND—EST. 1946

Frequency: 1360 Kc..Power: 100J w. d. only
 Owned-Operated By.....Community Broad-
 casting Service, Inc.
 Address.....633 Wood St.
 Phone Number.....1332
 Transmitter Location.....Brotmanville, N. J.
 Time on the Air...Local sunrise to local sunset
 News Service.....UP
 Transcription Service.....World, Lang-Worth
 Representative.....A. Harry Zoog Associates

Personnel

President-Owner.....Joseph M. Bullock
 General Manager.....John M. Whitman
 Commercial Mgr.-Sales Mgr....A. Harry Zoog
 Program Director.....Ken Davidson
 Chief Engineer.....J. D. Hobart

W A W Z*

ZAREPHATH—EST. 1931

Frequency: 1380 Kc...Power: 5000 d.; 1000 n.
 Owned By.....Pillar of Fire
 Address.....Zarephath
 Phone Number.....Bound Brook 9-0102
 Transmitter Location.....Alma White College
 Time on the Air.....Shares time
 Membership.....NAB

Personnel

CoManager.....Bishop Arthur K. White
 Co-Manager.....Rev. Ray B. White
 Program Director.....Donald Wolfram
 Chief Engineer.....Nathaniel Wilson

* Non-Commercial Station.

**For the best
 in Broadway and
 Hollywood news . . .**

AP

NEW MEXICO

Estimated Population 540,536—Radio Homes 101,365
Stations in State 18

K G G M

ALBUQUERQUE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc.....(CP-610)
Power: 1000 Watts.....(CP-5000)
Owned-Operated By.....New Mexico
Broadcasting Co., Inc.
Address.....P.O. Box 1388
Phone Number.....4544
Studio Address.....Kimo Theater Bldg.
Transmitter Location.....On So. 2nd St.,
4 miles So. from the center of town.
Time on the Air.....19½ hours daily
News Service.....UP, AP
Transcription Service.....World Broadcasting
System, SESAC, Cole, Standard
Representative.....Taylor-Howe-Snowden
Radio Sales
Membership.....BMB

Personnel

President-Station Mgr.....A. R. Hebenstreit
Commercial Manager.....Jack Skillen
Sales Promotion Mgr.....Ted Schifani
Program Dir.-Publicity Dir.....Robert Van Driel
Chief Announcer.....Walter Peterson
Musical Director.....David Bosche
Chief Engineer.....Leonard F. Dodds

K O A T

ALBUQUERQUE—EST. 1946

ABC—ZIA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Rio Grande
Broadcasting Co., Inc.
Address.....P.O. Box 1419
Phone Number.....2-0657
Transmitter Location.....200 West Indian
School Road
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Capitol, Associated
Representative.....Homer Griffith Co.
Membership.....NAB

Personnel

President.....A. E. Buck
Vice-Pres. & General Mgr.....Merle H. Tucker
Station Manager.....Merle H. Tucker
Commercial Manager.....Karl Lambertz
Program Director.....Karl Lambertz
Production Manager.....Walt Sheldon
Chief Announcer.....Walt Sheldon
Chief Engineer.....Larry Lyons

K O B

ALBUQUERQUE—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 770 Kc...Power: 50000 d.; 25000 n.
Owned-Operated By...Albuquerque Broad-
casting Company
Address.....418 West Gold Avenue
Phone Number.....4411
Transmitter Location...Alameda, New Mexico
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Free & Peters, Inc.

Personnel

President.....T. M. Pepperday
General Manager.....Frank Quinn
Production Manager.....Rolf Neilsen
Publicity Director.....Martha Summers
Musical Director.....Noel Martin
Chief Engineer.....George S. Johnson

K Q E A *

ALBUQUERQUE

Frequency: 1450 Kc.....Power: 250 Watts
Licensee.....Rio Grande Broadcasting Co.

*C.P. (Pending at time of going to press.)

K S V P

ARTESIA—EST. 1946

NEW MEXICO AAAA—BAR NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Intermountain
Broadcasting Co., Inc.
Address (Main Office).....P.O. Box 751,
Albuquerque, N. M.; (Local Office) P.O. Box
445, Artesia, N. M.
Phone Number.....650
Studio Address.....511 W. Main St.,
Artesia, N. M.
Transmitter Location.....Artesia, N. M.
Time on the Air.....6 a.m. to 11 p.m.
News Service.....AP
Transcription Service.....Standard, Capitol
Membership.....NAB, BMB

Personnel

President.....S. V. Patrick
General Mgr.-Station Mgr.....W. L. Delbridge
Sales Manager.....Wayne S. Griffin
Merchandising Manager.....Josephine Tandy

Program Director.....Lee Gordon
 Publicity Director.....Wayne S. Griffin
 Chief Engineer.....Burney B. Jones
 Record MC.....Lee Gordon

K A V E

CARLSBAD—EST. 1936
 CBS—SOUTHWEST—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Carlsbad Broad. Corp.
 Address800 South Canal Street
 Phone Number.....(Office) 244
 (Transmitter) 552-M
 Transmitter Location.....La Huerta, N. M.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Standard, Keystone
 RepresentativeTaylor-Howe-Snowden

Personnel

PresidentVal Lawrence
 General and Station Mgr....Norman R. Loose
 Chief Engineer.....Harland Nitong

K I C A

CLOVIS—EST. 1933
 MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Hugh DeWitt Landis
 Address4th & Main
 Phone Number3
 Transmitter LocationClovis
 Time on the Air.....Full Time
 News ServiceUP
 Transcription Service.....Associated, SESAC

Personnel

Chief Executive.....Hugh DeWitt Landis

K G A K

GALLUP—EST. 1946
 RIO GRANDE BROADCASTING CO.

Frequency: 1230 kc.....Power: 250 Watts
 Owned-Operated By..Gallup Broadcasting Co.
 Address.....Box 1150
 Phone Number.....726
 Time on the Air.....8 a.m. to 12 midnight
 News ServiceUP
 Transcription Service.....Associated, World
 National Sales Office..Homer Griffith Co., Inc.
 Representative.....Stanley K. Brown
 MembershipNAB

Personnel

Owners.....A. A. Buck, Merle H. Tucker
 Station Manager.....Stanley K. Brown
 Chief Engineer.....E. Clifford Baker

K W E W

HOBBS—EST. 1938

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts
 Owned-Operated ByW. E. Whitmore
 Address.....116 E. Dunnam
 Phone Number.....495
 Transmitter LocationHobbs
 Time on the Air.....7 a.m. to 9 P.M.
 News Service.....UP
 Transcription Service.....C. P. MacGregor
 National Sales Office..Keystone Broadcasting
 RepresentativeHarry McAdams
 MembershipNAB

Personnel

President-OwnerW. E. Whitmore
 General Manager.....W. E. Whitmore
 Station Manager.....Harry McAdams
 Commercial Manager.....Harry McAdams
 Chief Engineer.....Joe Marquez

K C H S

HOT SPRINGS—EST. 1946

KEYSTONE BROADCASTING SYSTEM

Frequency: 1430 Kc.....Power: 250 Watts
 Owned By.....Sierra Broadcasting Service
 Operated By.....Leonard R. Trainer and
 Reginald Shirk
 Address301 Broadway
 Phone Number.....161
 Transmitter Location.....Yucca Heights
 Time on the Air.....6:28 a.m. to 9:02 p.m.
 News ServiceUP
 Transcription Service.....Standard, Cole,
 Keystone
 Representative.....H. H. Bode
 MembershipNAB

Personnel

Owners.....Leonard R. Trainer,
 Reginald H. Shirk
 General Manager.....Leonard R. Trainer
 Commercial Mgr.-Sales Mgr.....H. H. Bode
 Program Director.....Kemper S. Trainer
 Chief Engineer.....Reginald H. Shirk

K F U N

LAS VEGAS—EST. 1941

ABC—ZIA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Southwest Broad-
 casters, Inc.
 Business Address.....P. O. Box 710
 Phone Number12
 Time on the Air.....18 hours daily
 News ServiceUP
 Transcription Service..Standard Radio, World
 Representative.....Homer Griffith Co.

Personnel

President.....E. N. Thwaites
 Manager.....H. Lee Jones
 Chief Engineer.....A. F. Schultz

KRTN *

RATON—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Southwest
 Broadcasters, Inc.
 Address.....Box 710, Las Vegas, N. M.
 Time on the Air.....Unlimited

Personnel

Chief Executive.....E. N. Thwaites

*Construction Permit

KGFL

ROSWELL—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KGFL, Inc.
 Address.....310 N. Richardson Street
 Phone Number.....2000
 Transmitter Location.....511 W. 16th Street
 Time on the Air.....6:30 a.m. to 10 p.m.
 Transcription Service.....C. P. MacGregor.

Keystone

News Service.....UP
 Membership.....NAB

Personnel

President-General Mgr.....W. E. Whitmore
 Commercial Manager.....George F. Roberts
 Chief Engineer.....Melvin Unger

KSNM *

SANTA FE

Frequency: 1400 Kc.....Power: 250 Watts
 Licensee.....The N. M. Publishing Co.

*C.P.

KTRC

SANTA FE—EST. 1946

ABC—ZIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....New Mexico
 Publishing Co.

Address.....208 E. Marcy St.
 Phone Number.....286-7
 Time on the Air.....6 a.m. to 12 m'dnight;
 Newspaper Affiliation..Sante Fe New Mexican
 News Service.....UP
 Transcription Service....Lang-Werth, Capitol
 Representative.....Hcmer Griffith Co.

Personnel

President.....Frank C. Rand, Jr.
 Exec. Vice-President.....C. Ben Floyd

Station Manager.....Ed Scuder, Jr.
 Chief Engineer.....Milton Woodward

KVSF

SANTA FE—EST. 1939

CBS

Frequency: 1340 Kc.....(CP-1260)
 Power: 100 Watts.....(CP-1000)
 Owned-Operated By.....New Mexico
 Broadcasting Co., Inc.

Address.....759 Cerillos Road
 Phone Number.....2020
 Time on the Air.....6 a.m. to 12 midnight
 Transcription Service.....World, Associated
 News Service.....AP, UP
 Representative.....Taylor-Howe-Snowden
 Membership.....BMB

Personnel

President.....A. R. Hebenstreit
 General Manager.....Ivan R. Head
 Sales Promotion Mgr.....Harry L. Becker
 Chief Engineer.....Newman L. Keys

KSIL

SILVER CITY—EST. 1946

CBS—SOUTHWEST

Frequency: 1340 kc.....Power: 250 Watts
 Owned-Operated By.....Dorrance D. Roderick
 Address.....17th & Cactus Sts.
 Phone Number.....611-2
 Time on the Air.....6a.m. to 11 p.m.
 Newspaper Affiliation.....El Paso Times
 News Service.....AP
 Transcription Service.....Standard
 National Sales Office.....KROD
 Representative.....Taylor-Howe-Snowden

Personnel

Owner.....Dorrance D. Roderick
 General Mgr.-Station Mgr.....Hillis F. Bell
 Sales Promotion Manager.....Steve Alex
 Chief Engineer.....G. W. Upchurch

KTNM

TUCUMCARI—EST. 1941

MUTUAL—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Tucumcari Broadcasting
 Co.

Address.....Tucumcari
 Phone Number.....100
 Transmitter Location.....Highway 66
 Time on the Air.....7 a.m. to 10:15 p.m.
 Transcription Service....Standard Radio, Cole
 News Service.....INS
 Representative.....Thomas F. Clark

Personnel

President.....Hoyt Houck

we're sorry,*

But it's so . . .

For weeks our researchers—very diligent people—have been poking carefully into BMB's report on WOR. They find—

- 1. that in the 40 counties in 7 states with retail sales greater than 100 million dollars each**

WOR outranks any other N. Y. station

in total BMB Station Audience in the daytime and exceeds by more than 1% the next highest ranking station at night.

- 2. that in the 5 counties in 3 states with retail sales greater than one-half billion dollars each**

WOR outranks any other N. Y. station

in total BMB Station Audience in the daytime and exceeds by more than 1% the next highest ranking station at night.

It's advantages like these, plus a rate structure deliberately planned to meet the requirements of the small budget advertiser, that have made WOR one of the most economical and effective radio buys in the United States.

NOTE: If you would care to have any facts or figures to prove or amplify the statements made above, just call PE 6-8600; or write, WOR—that power-full station, at 1440 Broadway, in New York.

**we mean, as far as our competitors are concerned.*

Mutual

NEW YORK

Estimated Population 13,631,321—Radio Homes 3,676,856
Stations in State 67

W A B Y

ALBANY—EST. 1933
MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Adirondack Broad-
casting Co., Inc.
Address..... Radio Centre
Phone Number4-4194
Transmitter Location.....Colonie, N. Y.
Time on the Air.....7 a.m. to 2 a.m.
Newspaper Affiliation...Knickerbocker News
Transcription Service.....Standard Radio
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith

W O K O

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....WOKO, Inc.
Address Radio Centre
Phone Number.....4-4194
Transmitter Location.....Central Avenue
Time on the Air.....6:45 a.m. to 1:05 a.m.
Newspaper Affiliation...Knickerbocker News
News Service.....UP
Transcription Service.....Standard
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith

W M B O

AUBURN—EST. 1926

KEYSTONE BROADCASTING SYSTEM

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WMBO, Inc.
Address.....Metcalf Building, 141 Genesee St.
Phone Number433
Transmitter Location.....Corner York and
Division Streets
Time on the Air.....8 a.m. to 11:15 p.m.
Newspaper Affiliation.....Auburn Citizen-
Advertiser
News Service.....AP
Transcription Service.....Standard Radio
Representative.....Thomas F. Clark Co., Inc.

Personnel

President.....William O. Dapping
General Manager.....Frederick L. Keesee
Chief Engineer.....Herbert House

W B T A

BATAVIA—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Batavia Broadcasting
Corporation
Address90 Main Street
Phone Numbers.....715; 716; 2100
Transmitter Location.....Creek Road
Time on the Air.....6:30 a.m. to 11:15 p.m.
News ServiceAP
Transcription Service.....NBC Thesaurus
MembershipNAB, BMB

Personnel

President.....E. R. Gamble
General Manager.....E. R. Gamble
Commercial Manager...Robert E. Newstead
Sales Promotion Manager.....Lee Whyte
Program Director.....Gordon Bridge
Chief Announcer.....Jim Albany
Musical Director.....Matt Regan
Chief Engineer.....Fred Callender
Record M. C.....Bernie Sandler, Matt Regan

W I N R

BINGHAMTON—EST. 1946

NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By
Southern Tier Radio Service, Inc.
AddressCourt House Square
Phone Number4-4318
Transmitter Location.....Cleveland & Stokes Ave.
Time on the Air.....6 a.m. to 1 p.m.
News ServiceAP
RepresentativeHeadley-Reed Co.

Personnel

PresidentDonald Kramer
General ManagerDavid Carpenter
Vice President.....E. R. Vadeboncoeur
Commercial Manager.....C. A. Bengtson
Program Director.....Bernard Morley
Publicity Director.....George O'Connor
Chief Announcer.....Charles Bishara
Chief Engineer.....A. A. Kelly

WBYN

lots of

reaches PEOPLE
in the world's largest MARKET
If you are interested in
selling to PEOPLE
you'll be interested in

WBYN

1 Nevins Street, Brooklyn, 17, N. Y.
OTIS P. WILLIAMS, Gen. Mgr.

W N B F

BINGHAMTON—EST. 1927
COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc..... Power: 5000 Watts
Owned-Operated By.... Clark Associates, Inc.
AddressArlington Hotel
Phone Number.....Binghamton 2-3461
Transmitter Location.....Ingraham Hill
Time on the Air.....6 a.m. to 1:05 a.m.;
Sundays, 8 a.m. to 1:05 a.m.
News ServiceUP
Transcription Service ... World Broadcasting
Representative.....The Bolling Co.
MembershipNAB, BMB

Personnel

PresidentJohn C. Clark, Sr.
General Manager.....Cecil D. Mastin
Station Manager.....Cecil D. Mastin
Commercial Manager.....Stanley N. Heslop
Sales Promotion.....E. Ray McCloskey
Program Director.....E. Ray McCloskey
Production Manager.....Hal Kent
Publicity Director.....E. Ray McCloskey
Chief Announcer.....Hal Kent
Chief Engineer.....Lester R. Gilbert
Record MC.....Ralph Carroll

W B B R*

BROOKLYN—EST. 1934

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Operated By.....Watchtower Society
Address124 Columbia Heights
Phone NumberMAin 4-9735
Transmitter Location.....Rossville, Staten
Island
Time on the Air..... Shares time

Personnel

Manager.....M. A. Howlet
*(Non-Commercial Station)

W B Y N

BROOKLYN—EST. 1941

Frequency: 1430 Kc...Power: 1000 d.; 500 n.
Owned-Operated By..... WBYN—Brooklyn,
Inc.
Address.....1 Nevins St., Brooklyn
Phone NumberTRiangle 5-3300
Transmitter Location
Williamsburg Section, Bklyn.
Time on the Air.....6:45 a.m. to midnight;
Sunday.....7:45 to 1 a.m.
Newspaper Affiliation.....Newark Evening
News-Owner
News ServiceAP; INS
Transcription Service.....NBC Thesaurus,

Personnel

President.....Edward W. Scudder, Jr.
Station-General Manager....Otis P. Williams
Commercial Manager.....Otis P. Williams
Program Director.....William Fariss
Chief Engineer.....Peter Testan

W B E N

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....WBEN, Inc.
AddressHotel Statler
Phone Number.....Cleveland 6400
Transmitter Location.....Grand Island, N. Y.
Time on the Air: 6 a.m. to 1 a.m.; Sundays,
8:00 a.m. to 12:05 a.m.
Newspaper Affiliation.....Buffalo Evening
News
News Service.....AP, UP, INS
Transcription Service.....NBC Thesaurus;
Lang-Worth; Standard
Representative.....Edward Petry & Co., Inc.
MembershipNAB

Personnel

President.....Edward H. Butler
Vice-President.....A. H. Kirchofer
Station Director.....C. Robert Thompson
Program Director.....George Torge
FM Program Director...Woodrow Magnuson
Sales-Commercial Manager...Frank W. Kelly
Production Manager.....Edward Wegman
Publicity Director.....Joseph Haefner
Musical Director.....Max Miller
Record M. C.'s.Clint Buehman, Wally Nehrling
Chief Engineer.....Ralph J. Kingsley

For the best
in news quality . . .

AP

W B N Y

BUFFALO—EST. 1935

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Roy L. Albertson
 Address.....485 Main Street
 Phone Number.....Madison 4000
 Transmitter Location.....154 E. Eagle St.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....INS; AP; UP
 Transcription Service.....Associated
 Representative.....Adam J. Young, Jr., Inc.
 Membership.....NAB, EMB

Personnel

Owner.....Roy L. Albertson
 General Manager.....Roy L. Albertson
 Commercial Manager.....Virginia C. Fyda
 Program Director.....Howard Sheldon
 Production Manager.....Sherman J. Wright
 Chief Announcer.....Howard Sheldon
 Musical Director.....Arthur J. Crosson
 Chief Engineer.....Thomas L. Vines

W E B R

BUFFALO—EST. 1924

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WEBR, Inc.
 Address.....23 North Street
 Phone Number.....Lincoln 7133
 Transmitter Location...Larkin Terminal Bldg.
 Time on the Air....6 a.m. to 1 a.m.; Sundays
 Newspaper Affiliation..Buffalo Courier-Express
 News Service.....AP, INS, Reuters
 Transcription Service...Standard, Lang-Worth
 Representative.....Weed & Company
 Membership.....NAB

Personnel

President.....Paul E. Fitzpatrick
 Station Director.....Cy King
 Sales Manager.....William Doerr, Jr.
 Program Director.....Robert Dambach
 Production Manager.....John D. Boothby
 Publicity Director.....William Schweitzer
 Chief Announcer.....Clare Allen
 Musical Director.....Wallace McManus
 Technical Supervisor.....Raymond H. Lamy
 Record M. C.....Ed Tucho'ka, Robert Wells

News Comes First

AT

W B N Y

★

Buffalo's only independent station consistently has a large audience (see Hooperatings) because at all hours it broadcasts up-to-the-minute local and regional news as well as the latest dispatches of the big four . . . TP, UP, AP and INS. We have the ear of Western New York.

★

W B N Y

Owned and Operated by
 ROY L. ALBERTSON

485 Main Street Buffalo, N. Y.



Photo by Baxtresser

1340 KC

You'll find it's a habit for Buffalonians to swing their dials to 1340 for
 "Hi-Teen Time" — "The Outdoorsman"
 "Queen City Cinderella" — "Melody Men"
 Van Patrick's Play-by-Play Broadcasts
 and many other "home-folks" programs. You're SURE to talk to Buffalo through WEBR and WEBR-FM!

WEED & CO. — National Representatives

WGR*

BUFFALO—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By... WGR Broadcasting Corp.
 Address..... 1800 Rand Bldg.
 Phone Number..... Washington 3100
 Transmitter Location..... Hamburg, N. Y.
 Time on the Air..... 5:50 a.m. to 1:05 a.m.
 News Service..... UP
 Transcription Service..... World Associated
 Representative..... Free & Peters
 Membership..... NAB, BMB

Personnel

President-Gen. Mgr..... Nat L. Cohen
 Sales Manager..... Nat L. Cohen
 Production Manager..... Robert Strigl
 Program Manager..... Karl Hoffman
 Sales Promotion-Pub. Dir..... R. McPherson
 Chief Engineer..... Karl B. Hoffman
 Chief Announcer..... Allan L. Lewis
 Music Director..... David Cheskin
 Record MC..... Billy Keaton

* 500W. construction permit.

WKBW

BUFFALO—EST. 1925

AMERICAN BROADCASTING SYSTEM

Frequency: 1520 Kc. Power: 50000 Watts
 Owned-Operated By..... Buffalo Broadcasting
 Corp.
 Address..... 1800 Rand Bldg.
 Phone Number..... Washington 3100
 Transmitter Location..... Big Tree Road,
 Hamburg, N. Y.
 Time on the Air..... Unlimited
 News Service..... UP
 Transcription Service..... World Broadcast-
 ing System, Cole
 Representative..... Avery-Knodel, Inc.
 Membership..... NAB

Personnel

President..... Hiram W. Deyo
 Vice-Pres. & Gen. Mgr..... John A. Bacon
 Sales Manager..... Richard H. Ullman
 Merchandising Manager... John H. Schnell, Jr.
 Program Director..... John A. Bacon
 Chief Announcer..... Jack Gelzer
 Publicity Director..... John H. Schnell, Jr.
 Public Relations Director..... Lillian Kirk
 Musical Director..... Bobby Nicholson
 Chief Engineer..... Richard Blinzler
 Record Mc's.... Foster Brocks, Terry Washburn

WELM

ELMIRA—EST. 1947

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By... James Robert Meachem
 Business Address..... 222 East Market St.
 Phone Number..... 2-8378
 Transmitter Location..... Upper Yake St.
 News Service..... AP
 Representative..... The Walker Co.
 Membership..... NAB

Personnel

Owner-Gen. Mgr..... J. R. Meachem
 Sales Manager..... Claude Snyder, Jr.
 Program Director..... Preston L. Taplin

WENY

ELMIRA—EST. 1939

NBC—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Elmira Star-Gazette, Inc.
 Business Address..... Mark Twain Hotel
 Phone Number..... 5181
 Transmitter Location... Lower Schuyler Ave.
 Time on the Air..... 7 a.m. to 1 a.m.:
 Sunday, 8 a.m. to 1 a.m.
 Newspaper Affiliation... Elmira Star-Gazette
 News Service..... UP
 Transcription Service... World Broadcasting,
 Lang-Worth
 Representative..... J. P. McKinney & Son
 Membership..... NAB, BMB

Personnel

President..... Frank E. Gannett
 General Manager..... Dale Taylor
 Sales-Commercial Manager... Ernest F. Oliver
 Sales Promotion-Merchandising
 Manager..... Ernest F. Oliver
 Program Director..... Woodrow W. Ott
 Chief Announcer..... Ted Hodge
 Musical Director..... Harry Springer
 Chief Engineer..... Thurlow A. Greene

WGBB

FREEPORT—EST. 1924

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By..... H. H. Carman
 Address..... 44 So. Grove Street
 Phone Number..... Freeport 8-2418
 Transmitter Location..... 215 Bedell Street
 Time on the Air..... Unlimited
 Transcription Service..... NBC Thesaurus

Personnel

President-General & Station
 Manager..... Harry H. Carman
 Sales-Commercial Manager... Harry H. Carman
 Program Director..... A. Cheesman
 Chief Announcer..... Neal Seaman
 Chief Engineer..... G. Graham
 Record M. C..... William Martin

W W S C
GLENS FALLS—EST. 1946
MUTUAL—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By
 Great Northern Radio, Inc.
 Address ..Empire Theater Bldg., 11 South St.
 Phone Number.....Glens Falls 2-6983
 Transmitter Location
 Pruyn's Island, Glens Falls, N. Y.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....World

Personnel

PresidentMartin Karig
 General Manager.....Martin Karig
 Station Manager.....Eric Fields
 Commercial Manager.....Arthur L. Cooper
 Sales Manager.....Bob Gifford
 Program Director.....Bob Gifford
 Publicity Director.....Bob Gifford
 Chief Announcer.....Eric Fields
 Acting Chief Engineer.....Joseph Thomas

(CALL LETTERS TO BE ASSIGNED)
GLENS FALLS*

Frequency: 1230 Kc.....Power: 100 Watts
 Permittee.....Glens Falls Publicity Corp.

* Construction permit pending.

W E N T
GLOVERSVILLE—EST. 1944
COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By...Sacandaga Broadcasting Corp.
 Operated By.....George Bissell
 Address.....8 West Fulton St.
 Phone4900-1
 Transmitter Location.....Harrison St.
 Time on the Air....17 hours 10 minutes daily
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 MembershipNAB, BMB

Personnel

President.....George F. Bissell
 General Manager.....Dale Robertson
 Program Director.....Malcolm Weaver
 Chief Engineer.....DeWaine Rauer

W H L I
HEMPSTEAD—EST. 1947

Frequency: 1100 Kc.....Power: 250 Watts D.
 Owned-Operated By.....Elias I. Godofsky

Business Address.....26 Court St.
 Transmitter Location.....Hempstead
 News Service.....UP
 Transcription Service.....Associated

Personnel

General Manager.....Elias I. Godofsky
 Station Manager.....Paul Godofsky
 Musical Director.....Eddy Brown
 Chief Engineer.....Frank E. Knaack

W H C U
ITHACA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc.....Power: 1000 Watts
 Owned-Operated By.....Cornell University
 Business Address..Ithaca Savings Bank Bldg.
 Phone Number3438
 Studio Addresses: Ithaca Savings Bank Bldg.;
 Campus Studio; Cornell Countryman Bldg.;
 Cornell Campus

Transmitter Location..Kline Rd., Forest Home,
 Ithaca

Time on the Air.....6:30 a.m. to sundown
 News ServiceUP
 Transcription Service.....World Broadcasting
 System

Representative.....Howard H. Wilson Co.,
 Kette'l-Carter
 MembershipNAB, BMB

Personnel

General Manager.....Michael R. Hanna
 Sales Manager.....Earl S. Cobey
 Program Director.....Joseph A. Short
 Publicity Director.....Theodore T. Howes
 Chief Announcer.....John H. Deal
 Musical Director.....John H. Deal
 Chief Engineer.....True McLean

W J T N
JAMESTOWN—EST. 1936
ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...James Broadcasting
 Company, Inc.

Address.....208 Hotel Jamestown Bldg.
 Phone Number.....7151
 Transmitter Location: Jones & Gifford Avenue
 and Hallock Street Extension

Time on the Air.....6 a.m. to 1 a.m.;
 Sundays, 7 a.m. to 1 a.m.

News ServiceUP
 Transcription Service.....Associated Music,
 World

Representative.....Wm. G. Rambeau Co.
 MembershipNAB, BMB

Personnel

President.....Jay E. Mason
 General Manager.....Simon Goldman
 Commercial Manager.....Simon Goldman
 Sales Promotion Manager...Martha Johnson
 Program Director.....Jay E. Mason
 Production Manager.....J. Ralph Carlson
 Publicity Director.....Donald Laubenstein
 Chief Announcer.....Jack Guinan
 Musical Director.....George Pfeeger
 Chief Engineer.....Harold J. Kratzert
 Record M. C.....William Winn

W K N Y

KINGSTON—EST. 1939

MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Kingston Broad. Corp.
 AddressB'way. Theater Bldg.,
 601 Broadway
 Phone NumberKingston 4500
 Transmitter Location....Yarmouth St., Ulster
 Township
 Time on the Air.....7 a.m. to 1 a.m.;
 Sunday: 7:45 a.m. to 1 a.m.
 News ServiceUP
 Transcription Service.....Thesaurus
 National Sales Office....The Friendly Group
 Representative...Joseph Hershey McGillvra, Inc.
 MembershipBMB

Personnel

President.....John J. Laux
 General Manager.....Lou Stekete
 Commercial Manager.....George M. Hard
 Sales Promotion Manager..Claude S. Middagh
 Program Director.....Dick McCarthy
 Publicity Director.....Ernest M. Ward
 Chief Announcer.....Dick McCarthy
 Musical Director.....Bill Brophy
 Chief Engineer.....Francis H. Boisvert
 Record MC.....Dick Nedin

W I C Y

MALONE—EST. 1946

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..North Country Broad. Co.
 Address.....65 Woodward St.
 Phone Number.....Malone 187
 Transmitter Location.....65 Woodward St.
 Time on the Air.....7 a.m. to 10 p.m.
 News ServiceUP
 Transcription Service.....World
 MembershipNAB

Personnel

Production Manager.....Mitchell C. Tackley
 Commercial Manager.....Ralph M. Cardinal

Sales Manager.....Ralph M. Cardinal
 Program Director.....Daniel W. Casey
 Publicity Director.....Mitchell C. Tackley
 Chief Announcer.....Robert Conto
 Chief Engineer.....Charles Walker

W M S A

MASSENA—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1340 kc.....Power: 250 Watts
 Owned-Operated By.....The Brockway Co.
 Address.....Central Building
 Phone Number.....990
 Transmitter Location.....Winthrop Rd.
 Time on the Air.....6:30 a.m. to 12:05 a.m.;
 Sunday: 8 a.m. to 12:05 a.m.
 Newspaper Affiliation.....The Watertown
 Daily Times
 News ServiceUP
 Transcription Service.....SESAC, Standard
 Representative.....Weed & Co.
 Membership.....NAB, BMB

Personnel

President.....Harold B. Johnson
 General Manager.....Louis Saiff, Jr.
 Station Manager.....Thomas R. McHugh
 Commercial Manager.....Thomas R. McHugh
 Sales Promotion Manager..Robert E. Anderson
 Publicity Director.....Robert E. Anderson
 Chief Engineer.....Michael R. Yonkovic

W A L L

MIDDLETOWN—EST. 1942

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated ByCommunity Broad-
 casting Corp.
 Business Address.....14 South St.
 Phone Number3119
 Transmitter Location....229 Monhagen Ave.
 Time on the Air.....7 a.m. to 12 midnight
 News ServiceAP
 Transcription Service.....Keystone
 Membership.....NAB, BMB

Personnel

President.....John Morgan Davis
 General Manager.....Martin N. Oebbecke
 Program Director.....George W. Shepard

W G N Y

NEWBURGH—EST. 1934

Frequency: 1220 Kc.....Power: 1000 w. d. only
 Owned-Operated ByWGNY Broad-
 casting Co., Inc.



THE GENTLEMAN WITH THE RIGHT PICK

Can lower advertising costs . . . and yet clinch a substantial share of the Metropolitan New York Market with a sales message beamed over WBNX. 1947 is going to be a big year for advertisers in this World's Largest Market and you can depend on WBNX to be your low cost — best seller.

Write, call or phone MELrose 5-0333 for rates and data pertaining to English and Foreign language audiences.



Business Address 161 Broadway
 Phone Number..... 4600
 Transmitter Location..... Cocheton Turnpike
 Time on the Air..... 7:30 a.m. to local sunset
 Newspaper Affiliations..... Speidel
 Newspapers, Inc.
 News Service UP
 Transcription Service..... Standard, W. E. Long
 Membership..... NAB, BMB

Personnel

President..... Merritt C. Speidel
 General Manager..... Harold W. Cassill
 Station Manager..... Harold W. Cassill
 Commercial Manager..... Joseph W. Rake
 Sales Promotion Mgr..... Joseph W. Rake
 Program Director..... Richard F. Crans
 Production Manager..... Edward J. Burns
 Chief Announcer..... Edward J. Burns
 Musical Director..... James Goble
 Chief Engineer..... Marvin S. Seimes
 Record MC..... Al Gioielli

W C B S

NEW YORK CITY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 880 Kc..... Power: 50000 Watts
 Owned-Operated By.. Columbia Broadcasting
 System, Inc.
 Business Address..... 485 Madison Avenue
 Phone Number..... Wickersham 2-2000
 Studio Addresses: 485 Madison Ave.; 49 E.
 52nd St.; 1697 Broadway; 799 Seventh
 Ave., 251 W. 45th St.; 254 W. 54th St.; 109
 W. 39th St., 111 E. 58th St.
 Transmitter Location: Columbia Island, New
 Rochelle, N. Y.
 Time on the Air..... 21 hours daily
 News Service..... AP, INS, UP, Reuters
 Transcription Service..... Associated Music
 Publishers; Langworth Feature Programs
 Representative..... Radio Sales
 Membership..... NAB, BMB

Personnel

President..... Frank Stanton
 Chairman, Board of CBS..... William Paley
 General Manager..... Arthur Hull Hayes
 Commercial Manager..... Don Miller
 Adv. & Sales Promotion Mgr..... Jules Dundes
 Program Director..... G. Richard Swift
 Publicity Director..... Michael Boscia
 Asst. Program Dir..... D. Gordon Graham
 Special Events..... Henry Unter Meyer
 Musical Librarian..... Edna Barnes
 Script Editor..... Jack Hoins
 Chief Engineer..... Henry Grossman
 (For additional personnel see listing of
 Columbia Broadcasting System, Inc., under
 Networks

W B N X

NEW YORK—EST. 1927

Frequency: 1380 Kc..... Power: 5000 Watts
 Owned-Operated By... WBNX Broadcasting
 Co., Inc.
 Address 260 E. 161st Street
 Phone Number..... MEIrose 5-0339
 Transmitter Location..... Carlstadt, N. J.
 Time on the Air... ¼ time shared with WAWZ
 News Service AP
 Transcription Service..... Standard Radio,
 SESAC
 National Representative..... Forjoe & Co.
 Membership NAB

Personnel

President..... A. L. Haskell
 Vice-President-General
 Manager W. I. Moore
 Production Manager..... Edw. Ervin
 Program Director..... Frank Johnson
 Musical Director..... Fred Mendelsohn
 Chief Engineer A. Solbrig

For the best in
 Washington news . . .

AP

FIRST

AMONG THE INDEPENDENTS

The "Log of Nine New York Stations" by Radio Reports, Inc. (December 1946) shows:

**MORE ADVERTISERS
USE WHN THAN ANY
OTHER INDEPENDENT
STATION**

This popular station, moreover, outclassed all but one of the network key stations in national spot and local advertising.

Use the station other advertisers use most...



New York's biggest radio buy
TED HUSING'S BANDSTAND

Participating Sponsorship in Three
and Six-Times Weekly Strips

WHN

NEW YORK

50,000 WATTS • 1050 KILOCYCLES

Represented by Rambeau

WEVD

NEW YORK—EST. 1929

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Operated ByDebs Memorial
 Radio Fund, Inc.
 Address117 West 46th Street
 Phone NumberBRyant 9-2360
 Transmitter Location.....4701 Maspeth Ave.,
 Maspeth, L. I., N. Y.
 News ServiceAP
 Time on the Air...7 a.m. to 10 a.m., 12 noon to
 6 p.m. and 8 p.m. to 1 a.m.
 News ServiceAP

Personnel

PresidentAdolph Held
 General-Station Manager...Henry Greenfield
 Sales-Commercial Manager...Henry Greenfield
 Program-Publicity Director.....George Field
 Chief Announcer.....David Niles
 Musical Director.....Nicholas Saslavsky
 Chief Engineer.....Charles Brown

WINS

NEW YORK—EST. 1924

Frequency: 1010 Kc.....Power: 50,000 Watts
 Owned-Operated By .The Crosley Broad. Corp.
 Address.....28 West 44th Street
 Phone NumberBRyant 9-6000
 Transmitter Location.....Lyndhurst, N. J.
 Time on the Air.....4:45 a.m. to midnight
 News ServiceAP, INS
 MembershipNAB

Personnel

President.....James D. Shouse
 General Manager.....Robert E. Dunville
 Station Manager.....Willard Schroeder
 Sales Commercial Dir.....Marion Annenberg
 Promotion Manager.....Marion Annenberg
 Publicity Director.....Chas. Oppenheim
 Chief Announcer.....Joe Tobin
 Musical Director.....Irving Landau
 Chief Engineer.....Paul Von Kunits

(See Color Page 12)

WHN

NEW YORK—EST. 1922

Frequency: 1050 Kc.....Power: 50000 Watts
 Owned-Operated By.....Marcus Loew Book-
 ing Agency
 Address1540 Broadway
 Phone NumberBRyant 9-7800
 Transmitter LocationEast Rutherford,
 N. J.
 Time on the Air.....6 a.m. to 2 a.m.
 News ServiceUP, AP
 Transcription Service.....Associated
 Representatives.....Wm. G. Rambeau Co.

Personnel

Director.....Herbert L. Petley
 General Manager.....Frank Roehrenbeck
 Director of Sales.....Bertram Leihar, Jr.
 Sales Promotion-Merchandising
 ManagerRobert G. Patt
 Program Director.....Raymond Katz
 Production Manager.....Helen Ward
 Publicity Director.....Jo Ranson
 Chief Announcer.....Ted Schneider
 Musical Director.....Joel Herron
 Chief Engineer.....Paul Fuelling
 Record MC's.....Ted Husing, Robert Q. Lewis

5000 WATTS 1330 Kc



ENGLISH · JEWISH · ITALIAN

For millions of high-income families in the great Metropolitan New York Market WEVD is the *first* station of interest . . .

because nowhere else can they obtain WEVD's unique cultural, educational and entertainment features.

A large number of national advertisers have for years capitalized this fact and include WEVD as a "must" on their schedules.

Ask for "Who's Who on WEVD" . . . sent on request.

WEVD

117-119 West 46th St., New York, N. Y.

For the **WHY** — the **WHAT** — the **WHEREFORE**
of **FOREIGN LANGUAGE RADIO**

REMEMBER

WHOM

“THE IL PROGRESSO STATION”

- FOR THE **BEST BUY** IN FOREIGN LANGUAGE PROGRAMS!
- FOR FOREIGN LANGUAGE **SHOWMANSHIP!!**
 - TO **EFFECTIVELY REACH MILLIONS** OF FAITHFUL LISTENERS IN THE NEW YORK MARKET!!!

YOU'LL NATURALLY CHOOSE

WHOM

“THE IL PROGRESSO STATION”

Specializing in

- **ITALIAN**
 - **POLISH**
 - **JEWISH**
 - **GERMAN**

PLUS

“AFTER HOURS” — ALL-NITE ENGLISH FEATURE



“The Il Progresso Station”

GET THE FACTS NOW!

WHOM, 29 West 57th Street, New York 19, N. Y.

PLaza 3-4204

Jack M. Compter, Commercial Manager

W H O M

NEW YORK—EST. 1930

Frequency: 1480 Kc. . . . Power: 1000 D, 500 N.
Owned-Operated By Atlantic Broadcasting
Co., Inc.

Address 29 W. 57th St.
Phone Number Plaza 3-4204
Studio Addresses . . 30 Journal Sq., Jersey City:
29 W. 57th St., N. Y.

Transmitter Location . . Washington St., Jersey
City.

Time on the Air . 6:30 a.m. to 5:30 a.m.: Sun-
day, 7:30 a.m. to 5:30 a.m.

Newspaper Affiliation Il Progresso Italo
Americano

News Service UP

Transcription Service Standard

Membership NAB

Personnel

President Generoso Pope
Exec. V.-P. and Gen. Mgr. Fortune Pope
Station Manager Fortune Pope
Sales Commercial Mgr. Jack M. Compter
Promotion Manager Jack M. Compter
Program Director Charles Baltin
Production Manager Ralph Costantino
Publicity Director Charles Baltin
Musical Director Giuseppe de Lucca
Chief Engineer Theodore Gempp
Record MC Sid Torin

W J Z

NEW YORK—EST. 1921

ABC—KEY STATION

Frequency: 770 Kc. Power: 50000 Watts
Owned-Operated By American Broadcasting
Corp.

Address 30 Rockefeller Plaza
Phone Number Circle 7-5700

Transmitter Location . . Lodi, Bergen County, N.J.

Time on the Air 24 hours daily

News Service AP, UP & INS

Representative ABC Spot Sales

Membership NAB, EMB

Personnel

President Mark Woods
Station Manager Murray Grabhorn
Sales Manager C. L. Doty
Merchandising Manager Geo. MacGlennon
Program Director John Hade
Musical Director Paul Whiteman
Chief Engineer George Mine
Record MC Johnny Dale

(For additional personnel see listings under
American Broadcasting Company in network
section of this volume.)

For the greatest
in news reliability . .

AP



WLIB NEW YORK



WLIB A VITAL FORCE IN NEW YORK CITY'S MARKETING SYSTEM

...

FOR THE LISTENERS:

Music for their listening moods

FOR THE SPONSOR:

A loyal, responsive audience

WLIB's
News Bureau
— Winner of
the N. Y. News-
paper Guild's
First Citation for
Radio Journalism

National

SALES REPRESENTATIVES:

Adam J. Young Jr.

INCORPORATED

wLIB · 1190 on your dial

... MUSIC FOR YOUR LISTENING MOODS

Dorothy S. Thackrey, Chairman • T. O. Thackrey, Vice Chairman
Arthur A. Engel, Commercial Manager • Louis Jacobson, Station Manager
207 EAST 30th STREET, NEW YORK 16, N. Y.

WLIB

NEW YORK—EST. 1942

Frequency: 1190 Kc..Power: 1000 W. d. only
 Owned-Operated By.....WLIB, Inc.
 Address.....207 E. 30th St.
 Phone Number.....Murray Hill 3-6903
 Transmitter Location.....180 Morgan Ave.
 Time on Air...Local sunrise to local sunset
 WorldSESAC
 Newspaper Affiliation.....New York Post
 Transcription ServiceAssociated Music
 and World
 Representative.....The Forjoe Co.
 MembershipNAB

Personnel

President-Gen. Mgr.....Dorothy Thackrey
 General and Sales Mgr.....Arthur Simon
 Commercial Manager.....Arthur A. Engel
 Asst. Program Dir.....Clifford Evans
 Production Manager.....Murray Jordan
 Publicity Director.....Sam Eliert
 Chief Announcer.....Murray Jordan
 Musical Director.....Mimi Trepal
 Chief Engineer.....Lou Thompson
 Record MC.....Roger Sweet
 Chief Music Librarian.....Roger Sweet

WNBC

NEW YORK—EST. 1922

KEY STATION NBC

Frequency: 660 Kc.....Power: 50000 Watts
 Owned-Operated ByNational Broad-
 casting Co.
 Address30 Rocketteller Plaza
 Phone NumberCircle 7-8300
 Transmitter Location....Port Washington, N. Y.
 Time on the Air..5:30 a.m. to 1 a.m.; Sunday,
 8 a.m. to 1 a.m.
 News Service.....AP, UP, INS
 Transcription Service.....NBC Thesaurus,
 Standard
 Representative...NBC National Spot & Local
 Sales
 Membership.....NAB, BMB

Personnel

President.....Niles Trammell
 General Manager.....Frank Mullen
 Station Manager.....James M. Gaines
 Program Director.....DeLancy Provost
 Sales Promotion-Merchandising
 ManagerCharles Philips
 Publicity Director.....Bob Daub
 Chief Announcer.....Patrick J. Kelly

For the greatest in prestige . . .

AP

renewal power-

THE TRUE TEST OF STATION STRENGTH!

keystone of WMCA's dominance in the metropolitan New York market is the "longevity" of its advertisers. Take a look at a cross-section of our 1946 sponsors...organizations whose long spans of life on this station reach into *decades*...undeniable *proof* of the strength of the WMCA sales impact!

→
Represented Nationally by
Free & Peters

Years

25	Sachs Quality Furniture
13	Michael's Brothers
12	Ex-Lax
10	Modern Industrial Bank
9	Simon Ackerman Clothes
9	Barney's Clothing
8	Pepsi-Cola
8	Stanback
7	Horn and Hardart
6	Crawford Clothes
5	Adam Hats
5	BC Remedy
5	Edelbrew Beer
5	Loeser's Department Store
5	National Shoes
4	Mission Bell Wine
4	Piel's Beer
4	Venida



First on New York's Dial

Musical Director.....Samuel Chotzinoff
 Chief Engineer.....F. A. Wankel
 Record MC.....Bob Smith
 (For additional personnel see listing of National Broadcasting Co., under Networks.)

W M C A

NEW YORK—EST. 1925

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WMCA, Inc.
 Address 1657 Broadway
 Phone Number Circle 6-2200
 Transmitter Location.....Kearney, N. J.
 Time on the Air..... 24 hours daily
 News Service AP
 Representative..... Weed & Co.
 Membership BMB

Personnel

President.....Nathan Straus
 Secretary-Treasurer.....Herman M. Stein
 First V.P. and Gen. Mgr..... Charles Stark
 Sales Promotion Manager... Howard Klarman
 Dir. of Commercial Programs... Jos. Gottlieb
 Director of Sales.....Herman Bess
 Education Director.....Helen Sachs Straus
 Vice-Pres., Director of News, Publicity
 and Special Events.....Leon Goldstein
 Chief Announcer.....Joe O'Brien
 Musical Director.....William Taylor
 Chief Engineer.....Pierre C. Versepunt
 Record M.C.....Joe Franklin

W N Y C *

NEW YORK—EST. 1924

Frequency: 830 Kc.....Power: 1000 Watts
 Owned and Operated By: City of New York;
 Municipal Broadcasting System
 Address.....2500 Municipal Building
 Phone NumberWorth 2-5600
 Transmitter Location...Greenpoint, Brooklyn,
 N. Y.; 10 Kent St., Brooklyn, N. Y.
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....AP, INS, UP

Personnel

Chief Executive.....William O'Dwyer,
 Mayor of the City of New York
 Station Manager.....Seymour N. Siegel
 Executive Officer.....John DeProspero
 Program Director.....Seymour N. Siegel
 Production Manager.....Frank Tomasell
 Publicity Director.....Lilian Supove
 Chief Announcer.....Thomas H. Cowan
 Musical Director.....Herman Neuman
 Chief Engineer.....William H. Pitkin
 Record MC.....Alan Zachary

*Non-Commercial Station

For the best

in women's news . . .

AP

IN THE MONEY

98.8% OF THE TIME!

Among programs heard over *all* New York Stations (network affiliates included) between 10:00 A. M. and 11:30 A. M. & 5:35 P. M. and 7:30 P. M.

THE MAKE BELIEVE BALLROOM

**with MARTIN BLOCK over WNEW
in the year 1946**

rated 1st 55.4% of the time
rated 1st or 2nd 86.3% of the time
rated 1st, 2nd or 3rd 98.8% of the time

(THE PULSE reports for January through December, Monday-Friday averages)

— WNEW —

**SERVING NEW YORK AND NEW JERSEY
24 HOURS A DAY**



W N E W

NEW YORK—EST. 1934

Frequency: 1130 Kc.....Power 10000 Watts
 Owned-Operated By....Greater New York
 Broadcasting Corporation
 Address.....565 Fifth Ave.
 Phone NumberPlaza 3-3300
 Transmitter Location.....Belleville Turnpike,
 Kearney, N. J.
 Time on the Air: 24 hours a day—seven days
 a week
 News Service.....AP; N. Y. Daily News
 Transcription Service.....Standard Radio
 Lang-Worth, World
 Representative: John Blair & Co.; R. C. Foster
 Membership

Personnel

General Manager.....B. Judis
 Station Manager.....B. Judis
 Vice-Pres. in Charge Sales...Ira M. Herbert
 Sales Promotion Mgr.....John V. B. Sullivan
 Program Director.....Ted Cott
 Production Manager.....Jack Grogan
 Assoc. Publicity Dir.....Rhea Diamond
 Chief Announcer.....John Jaeger
 Musical Director.....Roy Ross
 Chief Engineer.....Max J. Weiner

W O R

NEW YORK—EST 1922

MUTUAL BROADCASTING SYSTEM
 Frequency: 710 Kc.....Power: 50000 Watts
 Owned-Operated By.....Bamberger Broad-
 casting Service, Inc.
 Business Address.....1440 Broadway
 Phone Number.....Pennsylvania 6-8600
 Transmitter Location.....Carteret, N. J.
 Time on the Air.....24 hours daily
 News Service.....AP, UP, INS
 Transcriptions Service.....WBS
 Membership.....NAB, BMB

Personnel

President.....Theodore C. Streibert
 Vice-President.....R. C. Maddux
 Sales Manager.....Eugene S. Thomas
 Promotion Director.....Joseph Creamer
 Program Director.....Rodney Erickson
 Production Manager.....Daniel Ehreneich
 Dir. of News-Special Features..Dave Driscoll
 Publicity Director.....Richard Pack
 Music Director.....Sylvan Levin
 Popular Music Director.....Tommy Dorsey
 Chief Engineer-Vice-Pres.....Jack R. Poppele
 Record MC.....Barry Gray

See Page 496

The Red Cross Needs



Your Unstinting Assistance

G I V E !



Fred Robbins, popular WOV disc-jockey and emcee of the "1280 Club"

We Have Analyzed Our Audience For Sponsors of the "1280 Club"

WE want you to know what you get for your dough! That's why WOV asked "The Pulse, Inc." to analyze the first 25,000 registered members of, and ardent listeners to, Fred Robbins' "1280 Club" program, broadcast nightly over WOV from 6:30 to 9:00 p. m.

The results really tell a sponsor what he gets on this popular, six-day-a-week program. For example:

The "1280 Club" delivers 1280 listeners for a dollar.

Their average age is 23 years.

56% are women . . . 44% are men.

96% live in metropolitan New York. And we can give you the home address of each one.

Get the complete facts on this most revealing of all listener surveys . . . age, sex, income, where and how these ardent listeners live. Phone or write for a WOV representative today.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

*We Want You To Know
What You Get For
Your Dough!*

WOV

NEW YORK

W O V

NEW YORK—EST. 1926

Frequency: 1280 Kc.....Power: 5000 Watts
 Owned-Operated By...Wodaam Corporation
 Address730 Fifth Avenue
 Phone NumberCircle 5-7979
 Transmitter Location.....Carlstadt, N. J.
 Time on the Air.....6 a.m. to midnight,
 Monday thru Saturday
 News ServiceUP
 Transcription Service.....Standard Radio
 Representative.....John E. Pearson Co.

Personnel

President.....Harry Henshell
 General Manager-Station
 Manager.....Ralph N. Well
 Commercial Manager.....Ralph Nardella
 Sales Promotion Manager.....Judith Vallen
 Program Director.....Arnold B. Hartley
 Publicity Director.....Anne Baldwin
 Musical Director.....Paul Romeo
 Chief Engineer.....Hillis Holt
 Record M. C.....Fred Robbins

W Q X R

NEW YORK—EST. 1936

Frequency: 1560 Kc.....Power: 10000 Watts
 Owned By.....The New York Times Co.
 Operated By.....Interstate Broad. Co., Inc.
 Address730 Fifth Avenue
 Phone NumberCircle 5-5566
 Transmitter Location..Maspeth, Long Island,
 N. Y.
 Time on the Air...7 a.m. to 12:05 midnight;
 Sundays: 8 a.m. to 12:05 midnight
 Newspaper Affiliation.....New York Times
 News Service...The N. Y. Times News Service
 Transcription Service..World Broadcasting
 System; Associated Music
 Representative.....Adam J. Young, Jr.
 MembershipNAB

Personnel

Chairman of the Board..Arthur Hays Sulzberger
 President.....John V. L. Hogan
 Executive Vice-President...Elliott M. Sanger
 Station Manager.....John S. Hayes
 Promotion Director.....Bennet Korn
 V.-P. in Charge of Sales.....Hugh K. Boice
 Program Director.....Eleanor N. Sanger
 Publicity Director.....Eleanor Hurley
 Chief Announcer.....Albert Grobe
 Music Consultant.....Abram Chasins
 Orchestral Director.....Leon Barzin
 Chief Engineer.....Russell Valentine

See Page 292

W H L D

NIAGARA FALLS—EST. 1940

Frequency: 1290 Kc.....Power: 1000 w. d. only
 Owned-Operated By...The Niagara Falls
 Gazette Publishing Company
 Address.....310 Niagara St., Hotel Niagara
 Phone Number.....2-2311 & 8421
 Transmitter Location.....Lockport & Military
 Roads
 Time on the Air..Local sunrise to local sunset
 Newspaper Affiliation.....Niagara Falls
 Gazette
 News ServiceUP
 Transcription Service...Lang-Worth, Standard
 Radio, Associated, World, SESAC, Cole
 RepresentativeHeadley-Reed Company

Personnel

General Manager.....Earl C. Hull
 Commercial Manager...Richard G. Robbins
 Program Director.....Robert J. Manning
 Production Manager.....J. M. Whitney
 Musical Director.....J. Harold Bradley
 Chief Engineer.....E. D. Hiatt, Jr.

W S L B

OGDENSBURG—EST. 1940

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...St. Lawrence Broad-
 casting Corp.
 Address2315 Knox St.
 Phone NumberOgdensburg 500
 Transmitter Location.....2315 Knox St.
 Time on the Air.....7 a.m. to 11:15 p.m.
 News ServiceUP
 Transcription Service.....Keystone,
 Standard, Cole
 RepresentativeWalker Co-
 MembershipBMB

Personnel

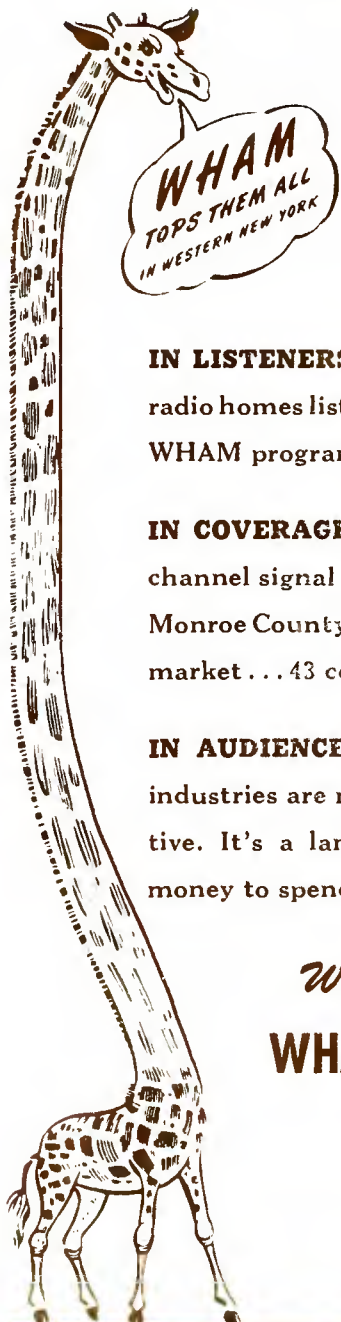
President.....Joseph R. Brandy
 General Manager.....Harold J. Frank
 Commercial Manager.....Joseph R. Brandy
 Program Director.....Hal Gilman
 Chief Announcer.....Hal Gilman
 Musical Director.....Flo Beach Rowe
 Chief Engineer.....Ramond Lafferty

W H D L

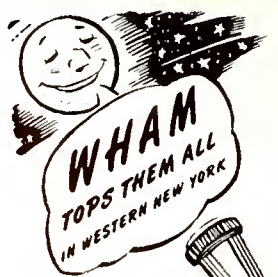
OLEAN—EST. 1934

ABC—KBS

Frequency: 1450 Kc.....Power: 250 Watts



WHAM
TOPS THEM ALL
IN WESTERN NEW YORK



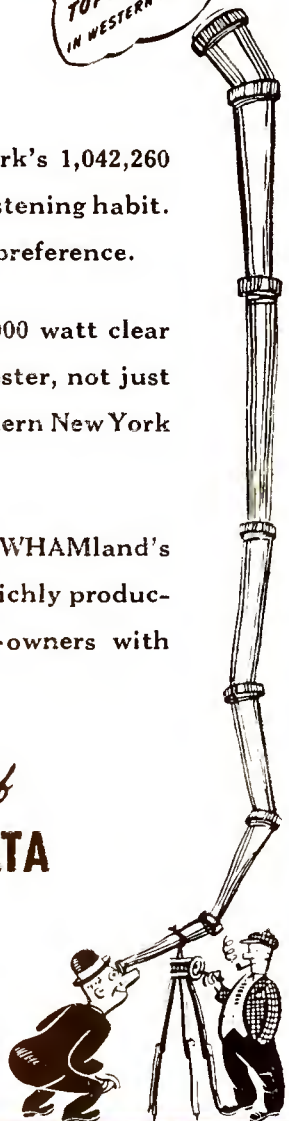
WHAM
TOPS THEM ALL
IN WESTERN NEW YORK

IN LISTENERS . . . In Western New York's 1,042,260 radio homes listeners have the WHAM listening habit. WHAM programs are tops in audience preference.

IN COVERAGE . . . WHAM with its 50,000 watt clear channel signal gives you not just Rochester, not just Monroe County but ALL of the rich Western New York market . . . 43 county coverage.

IN AUDIENCE BUYING POWER . . . WHAMland's industries are non-seasonal, its farms richly productive. It's a land of prosperous home-owners with money to spend.

Write for your copy of
WHAM MARKET DATA



WHAM
"The Stromberg-Carlson Station"

ROCHESTER, N. Y.
50,000 Watts • Clear Channel
NBC AFFILIATE
National Representatives
GEORGE P. HOLLINGBERY CO.

Owned-Operated By.....WHDL, Inc.
 Address....619 Exchange National Bank Bldg.
 Phone Number.....Olean 4149
 Transmitter Location....3219 West State Road
 Time on the Air.....6:55 a.m. to 11:15 p.m.
 Newspaper AffiliationOlean Times
 Herald
 News ServiceUP
 Transcription Service.....NBC Thesaurus
 RepresentativeJ. P. McKinney & Son
 Membership.....NAB, BMB

Personnel

President.....E. B. Fitzpatrick
 General & Commercial Mgr..Thomas L. Brown
 Program Director.....Lloyd B. Gibson
 Chief Engineer.....Thomas J. Gill

Newspaper Affiliation.....Poughkeepsie
 Newspapers, Inc.
 News ServiceAP
 Transcription Service.....Standard
 RepresentativeHeadley-Reed Company
 Membership.....NAB, BMB

Personnel

Director.....Edward A. Chappell
 General Manager.....H. W. Cassill
 Business Manager.....George W. Bingham
 Commercial Manager.....Ted Jones
 Sales Promotion Manager.....Richard Crans
 Program Dir.-Publicity Dir.....Richard Crans
 Chief Announcer.....Harold Hennig
 Musical Director.....Harold Hennig
 Chief Engineer.....Marvin Seimes
 Record MC.....Charles Healy, Al Gioielli

W M F F

PLATTSBURG—EST. 1935

ABC—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By....Plattsburg Broadcast-
 ing Corporation
 Address.....153 Margaret St.
 Phone Number1600
 Transmitter Location.....Boynton Ave.
 Time on the Air.....6:45 a.m. to 12:05 a.m.
 News ServiceUP
 Transcription Service.....NBC Thesaurus
 Representative....Jos. Hershey McGillvra, Inc.
 Membership.....NAB, BMB

Personnel

President.....Mr. George F. Bissell
 General Manager.....George F. Bissell
 Commercial Manager.....Joel H. Scheier
 Sales Promotion Manager.....Joel H. Scheier
 Program Director.....Betty Kraus
 Production Manager.....Earl Sharland
 Publicity Director.....Dick Weld
 Chief Announcer.....Earl Sharland
 Musical Director.....Charles Hill
 Chief Engineer.....Edward Gagnon

W K I P

POUGHKEEPSIE—EST. 1940

ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By....Poughkeepsie Newspapers, Inc.
 Operated By....Radio Division, Poughkeepsie
 Newspapers, Inc.
 Address.....P.O. Box 889
 Phone Number.....Poughkeepsie 6800
 Studio Address.....New Yorker Bldg.;
 Nelson House
 Transmitter LocationThe Nelson House
 Time on the Air.....6:30 a.m. to 12:05 a.m.

W H A M

ROCHESTER—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 1180 Kc.....Power: 50000 Watts
 Owned-Operated By.....Stromberg-Carlson
 Company
 Business Address.....111 East Avenue
 Phone NumberStone 1862
 Transmitter Location.....Victor, New York
 Time on the Air.....18½ hours daily
 News ServiceUP
 Transcription Service.....NBC Thesaurus;
 World Broadcasting System, RCA Victor
 RepresentativeGeo. P. Hollingbery Co.
 Membership.....NAB, BMB

Personnel

Vice-President.....William A. Fay
 General Manager.....William A. Fay
 Studio Manager.....John H. Lee
 Commercial Manager...John W. Kennedy, Jr.
 Sales Promotion Manager...Truman P. Brizee
 Program Director.....Charles Siverson
 Production Manager.....Syl Novelli
 Publicity Director.....Truman Brizee
 Chief Announcer.....Dean W. Harris
 Musical Director.....Gene Zacher
 Chief Engineer.....Ken Gardner
 Record MC.....Arthur Murrellwright

W H E C

ROCHESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Operated By.....WHEC, Inc.
 Address40 Franklin St.
 Phone NumberStone 1320
 Transmitter Location....1800 Winton Rd. So.
 Rochester

Time on the Air.....6:30 a.m. to 1 a.m.;
 Saturday: 6:30 a.m. to 1 a.m.; Sunday:
 8 a.m. to 12:30 a.m.
 Newspaper Affiliation.....Gannett News-
 papers, Inc.
 News ServiceAP
 Transcription Service.....Associated Music &
 Standard
 RepresentativeJ. P. McKinney & Son
 Membership.....NAB, BMB

Personnel

President.....Frank E. Gannett
 Vice-President.....Clarence Wheeler
 General Manager.....Gunnar O. Wiig
 Commercial Manager...LeMoine C. Wheeler
 Program Director.....William J. Adams
 Pronuction Manager...Lowell H. MacMillan
 Publicity Director.....William J. Adams
 Chief Announcer.....Wilfred Despard
 Musical Director.....Peter Laurini
 Chief Engineer.....Bernard C. O'Brien
 Record MC.....Jack Barry

WRNY*

ROCHESTER—EST. 1946

Frequency: 680 Kc....Power: 250 w. d. only
 Owned-Operated By...Monroe Broad. Co., Inc.
 Address.....191 East Ave.
 Phone Number.....Stone 6228
 Transmitter Location...Fiume St. Extension
 near Mt. Read Blvd.
 Time on the Air...Local sunrise to local sunset
 News ServiceAP
 Transcription Service.....Lang-Worth
 MembershipNAB

Personnel

President.....George B. Kelly
 General Manager.....Lester W. Lindow
 Sales Manager.....Lester W. Lindow
 Program Director.....Harold Kolb
 Production Mmager.....Harold Kolb
 Chief Engineer.....Felix Bonvouloir

*Construction Permit.

WSAY

ROCHESTER—EST. 1936

MUTUAL BROADCASTING SYSTEM
 AMERICAN BROADCASTING CO.

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned-Operated By.....Brown Radio Ser-
 vice & Laboratories, Gordon P. Brown, Owner
 Address.....328 East Main St.
 Phone NumberStone 702
 Transmitter Location.....Brighton, N. Y.
 Time on the Air.....6:30 a.m. to 12:30 a.m.;
 Sat., to 1 a.m.; Sun., 8 a.m. to 12:30 a.m.
 News ServiceINS

Representative.....The Walker Co.; Joseph
 Hershey McGilvra, Inc.

Personnel

President-Gen. Mgr.....Gordon P. Brown
 Sales and Comm. Mgr.....Elmer J. Walz
 Merchandising Manager.....Ralph Palmer
 Program Director.....David M. Olds
 Publicity Director.....Harland M. Evans
 Chief Announcer.....George LiButti
 Musical Director.....Viola Brown
 Chief Engineer.....Gordon P. Brown
 Record MC.....David Lewis

WKAL

ROME—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Cooper City Broadcasting
 Corp.
 Address.....Capitol Theater Bldg.
 Phone Number.....3616
 Transmitter Location...Muck Rd. and Jay St.
 Time on the Air.....6:30 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Donald Cooks, Inc.
 MembershipNAB

IN ROCHESTER, N. Y. IT'S



★ NEWS
 ★ MUSIC
 ★ SPORTS

AT
680
 KILOCYCLES

MONROE BROADCASTING CO., Inc.
 191 East Avenue Rochester 4, N. Y.
WRNY • WRNY-FM

Personnel

President.....M. J. Kallet
 General Manager.....Michael Carlo Fusco
 Commercial Manager.....Samuel N. Kirkland
 Program Director.....Walter P. Griswold
 Production Manager.....Daniel A. Fusco
 Chief Engineer.....DeForest T. Layton, Jr.
 Record MC.....Charles King

W N B Z

SARANAC LAKE—EST. 1937
 AMERICAN BROADCASTING CO.
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1320 Kc.....Power: 100 Watts
 Owned-Operated By ...Upstate Broadcasting Corporation

Business Address.....14 Broadway
 Phone Number.....1320
 Studio Address.....14 Broadway
 Transmitter Location.....3 Olive St.
 Time on the Air.....Daytime license
 Representative.....Thomas F. Clark Co., Inc.

Personnel

President-General Manager....John F. Grimes
 Program Director.....Lewis Pettit
 Chief Engineer.....H. Berwind Williams

W G Y

SCHENECTADY—EST. 1922
 NATIONAL BROADCASTING CO.

Frequency: 810 Kc.....Power: 50000 Watts
 Owned-Operated By.....General Electric Company

Address1 River Road
 Phone Number3-2121
 Transmitter Location..3 miles fr. Schenectady, Mariaville Rd.

Time on the Air.....6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.

News Service.....AP, UP
 Transcription Service.....NBC Thesaurus; Lang-Worth
 Representative.....NBC Spot Sales
 MembershipNAB, BMB

Personnel

Vice President & Manager of BroadcastingR. S. Peare
 Asst. Manager of Broadcasting....B. J. Rowan
 Station Manager.....G. E. Markham
 Asst. to Station Manager.....R. W. Welpott
 Supervisor, Station Sales & PromotionA. G. MacDonald
 Acting Supervisor, Programs.....A. G. Zink
 Supervisor, Production.....E. J. Pudney
 Supervisor, News.....W. T. Meenam
 Supervisor, Music.....A. D. Coggeshall
 Engineer.....W. J. Purcell



A QUARTER OF A CENTURY IS ONLY THE BEGINNING

MARVEL of the Twentieth Century . . . means for mass communication . . . disseminator of education and entertainment . . . Radio broadcasting is a tribute to man's inventive genius. In little more than 25 years it has grown from novelty to necessity in our daily lives.

Proud to have played a part in the phenomenal growth of the radio art, pioneer Station WGY, on the occasion of its Silver Anniversary (February 20, 1947) looks back through the years with a deep sense of gratitude to those who have made its operation possible.

Firm in the belief that there is an even greater tomorrow for broadcasting with the addition of Frequency Modulation and Television, General Electric Stations face the future with plans for further expansion and better service.

WGY

50,000 Watts
 NBC Affiliate. **GENERAL ELECTRIC**
 Schenectady, New York

Represented Nationally By NBC Spot Sales



THE BIGGEST SHOW IN TOWN

WFBL

*the Greatest Selling Power
in Central New York*

MEMBER BASIC NETWORK

COLUMBIA BROADCASTING
SYSTEM

Operated for the benefit of the community, WFBL
sells more potential buyers in this market than any
other station (figures available if you want them).

OFFERS YOU

AUDIENCE BUILDING PROGRAMS

Farm Show "RFD Program"—4:45-7:00 A.M. (Mon. thru Sat.).

Drama (live talent) "The Curtain Rises"— "Historical Showcase"

Music (live talent) "Musical Clock"—7:00-9:00 A.M. (Mon.-Sat.).
"Three For A Quarter"—9:15-9:30 A.M. (Mon.-Fri.).
"Dick Workman Sings"—6:30-6:45 P.M. (Tues.).

Audience Participation "WFBL Matinee"— "Round-Table on Wheels"

Complete News Service 9 Broadcasts Daily.
U. P. plus complete coverage of local and regional
news by WFBL's staff of nine correspondents.

No other radio station in Central New York can
give you as much as

WFBL Syracuse 2, N. Y.

WFBL-FM gives you **FM** at **FULL POWER**

For Institutional Advertising or Quality Products Reaching
This Great Central New York Market at Low Rates

WFBL-FM Syracuse 2, N. Y.

FREE and **PETERS** Exclusive National Representatives

W S N Y

SCHENECTADY—EST. 1942

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..... Western Gateway
 Broadcasting Corp.
 Address.....619 State St.
 Phone Number.....Schenectady 3-3622
 Transmitter Location.....Campbell Rd.
 Time on the Air.....17 hours, 20 minutes;
 Sunday: 16 hours, 5 minutes
 News Service.....AP
 Transcription Service..Standard Radio; Lang-
 Worth
 Representative.....Helen Wood

Personnel

President.....Winslow P. Leighton
 General Manager.....George R. Nelson
 Station Manager.....George R. Nelson
 Commercial Manager.....George R. Nelson
 Sales Promotion Manager.....Cecil Woodland
 Program Director.....Edward F. Flynn
 Production Manager.....Cecil Woodland
 Publicity Director.....Robert S. Cragin
 Chief Announcer.....William Carpenter
 Musical Director.....Eleanor Clements
 Chief Engineer.....Irving S. Beck
 Record MC.....Jerry Coyle;
 William Carpenter

W A G E

SYRACUSE—EST. 1941

ABC

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Operated By.....WAGE, Inc.
 Address.....Loew Building
 Phone Number.....2-0277
 Transmitter Location.....Salina, N. Y.
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....Standard,
 NBC Thesaurus
 Representative.....Edward Petry & Co., Inc.
 World Broadcasting System, RCA
 Membership.....NAB, BMB

Personnel

President.....Frank G. Revoir
 Exec. Vice-President &
 Station Manager.....William T. Lane
 Sales or Commercial Manager Aaron Beckwith
 Program Director.....Gordon Alderman
 Chief Announcer.....Bruce Rector
 Musical Director.....Carl Silber
 Chief Engineer.....Charles W. Brannen

W F B L

SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Operated By.....Onondaga Radio
 Broadcasting Corporation
 Business Address.....433 S. Warren St.
 Phone Number.....2-1147
 Studio Address.....Onondaga Hotel
 Transmitter Location.....Collamer, N. Y.
 Time on the Air.....5 a.m. to 1:05 a.m.;
 Sunday, 8 a.m. to 1 a.m.
 News Service.....INS, UP
 Transcription Service...World Broadcasting
 System
 Representative.....Free & Peters, Inc.
 Membership.....NAB, BMB

Personnel

President.....Oscar F. Soule
 Vice-President-
 General Manager.....Samuel Woodworth
 Station Manager.....Samuel Woodworth
 Commercial Manager.....Lennox F. Wylie
 Vice-President
 Sales Promotion Manager...Robert G. Soule

WAGE
 SYRACUSE, N.Y.

DOMINATES
Central New York!

FIRST CHOICE OF TOP
 NATIONAL ADVERTISERS

WAGE
 ABC

WILLIAM T. LANE, Gen'l Mgr.
SYRACUSE, N. Y.
 1 Kw. on 620 Kc.

Represented by the Edward Petry Co.

Program Director.....James E. Deline
 Production Manager.....Raymond C. Ganter
 Publicity Director.....Robert G. Soule
 Musical Director.....Raymond C. Ganter
 Chief Engineer.....James J. Kelly
 Director of Sales and
 ProgramsCharles F. Phillips

WOLF

SYRACUSE—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Civic Broadcasting
 Corporation
 AddressChimes Building
 Phone Number 2-7211
 Transmitter Location Van Rensselaer and
 Kirkpatrick Streets
 Time on the Air.....6 a.m. to 2 a.m.;
 Sunday, 8 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service....Standard, M. M. Cole
 Representative.....The Walker Co.

Personnel

President.....T. S. Marshall
 General Manager.....T. S. Marshall
 Station Manager.....Hamilton Woodle
 Commercial Manager.....Daniel Dwyer
 Sales Promotion Manager...James J. Coolican
 Program Director.....Hamilton Woodle
 Publicity Director.....Eleanor Merz
 Chief Announcer.....Charles Shaw
 Musical Director.....Norman Messervey
 Chief Engineer.....Tom Crimmins
 Record MC.....Bob Van Kleek

WSYR

SYRACUSE—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated ByCentral New York
 Broadcasting Corporation
 Address.....315 Syracuse-Kemper Bldg.
 Phone Number 3-7111
 Transmitter Location.....2341 Valley Drive
 Time on the Air.....5:30 a.m. to 1 a.m.
 News Service UP
 Transcription Service..Associated, Lang-Worth
 Representative.....Headley-Reed Co.
 MembershipNAB, BMB

Personnel

President.....Harry C. Wilder
 General Manager.....E. R. Vadeboncoeur
 Commercial Manager.....W. R. Allord, Jr.
 Sales Promotion Manager....Albert J. Gillen
 Program Director.....William V. Rothrum
 Chief Announcer.....Elliott Gove
 Musical Director.....Murray Bernthal
 Chief Engineer.....Armand G. Belle Isle

WNDR

SYRACUSE—EST. 1946

Frequency: 1260 Kc.....Power: 500 Watts
 Owned-Operated By...Syracuse Broadcasting
 Corp.
 Address.....Wilson Bldg.
 Transmitter Location.....De Witt
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....Associated;
 SESAC; Lang-Worth
 Representative.....Paul H. Raymer Co.
 MembershipNAB

Personnel

President.....Walter E. Bligh
 General Manager.....Walter E. Bligh
 Program Director.....Raymond L. Servatius
 Publicity Director.....Patricia Farrell
 Chief Announcer.....Herb Carneal
 Chief Engineer.....Paul H. Lee

WHAZ

TROY—EST. 1922

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By.....Rensselaer Poly-
 technic Institute
 Address 110 Eighth St.
 Phone Number Troy 6810
 Transmitter Location.....110 Eighth St.
 Time on the Air.....6:30 p.m. to midnight,
 Monday only

Personnel

General Manager.....W. J. Williams
 Sales Manager.....W. C. Stoker
 Program Director.....A. O. Niles
 Chief Announcer.....R. Schmelzer
 Chief EngineerH. Harris

W T R Y

TROY—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....Troy Broadcasting Co., Inc.

Address 92 Fourth St.

Phone Numbers.....Troy 2100; Albany 4-2500

Transmitter Location..Colonie Township, N. Y.

Time on the Air.....6 a.m. to 1 a.m.

News Service UP

Transcription ServiceWorld Broadcasting System; Lang-Worth; Standard

RepresentativeHeadley-Reed

Personnel

President.....H. C. Wilder

General Manager.....William A. Ripley

Station Manager.....Woodbury Carter, Jr.

Commercial Manager.....John Sutphen

Sales Promotion Manager..G. Edward Walker

Program Director.....Ernest Wm. Rossell

Publicity Director.....G. Edward Walker

Musical Director.....Hugh Sharpe

Chief Engineer.....Albert H. Chizmark

Mscord MC.....Mike Rich

W G A T *

UTICA—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1100 Kc...Power: 250 Watts d. only

Owned-Operated By..Central Broadcasting Co.

Transmitter Location...French Rd., Utica, N. Y.

Time on the Air..Local sunrise to local sunset

News Service.....AP

National Sales Office...Howard H. Wilson Co.

Personnel

President-General Manager...J. Eric Williams

Chief Engineer.....Robert Blair

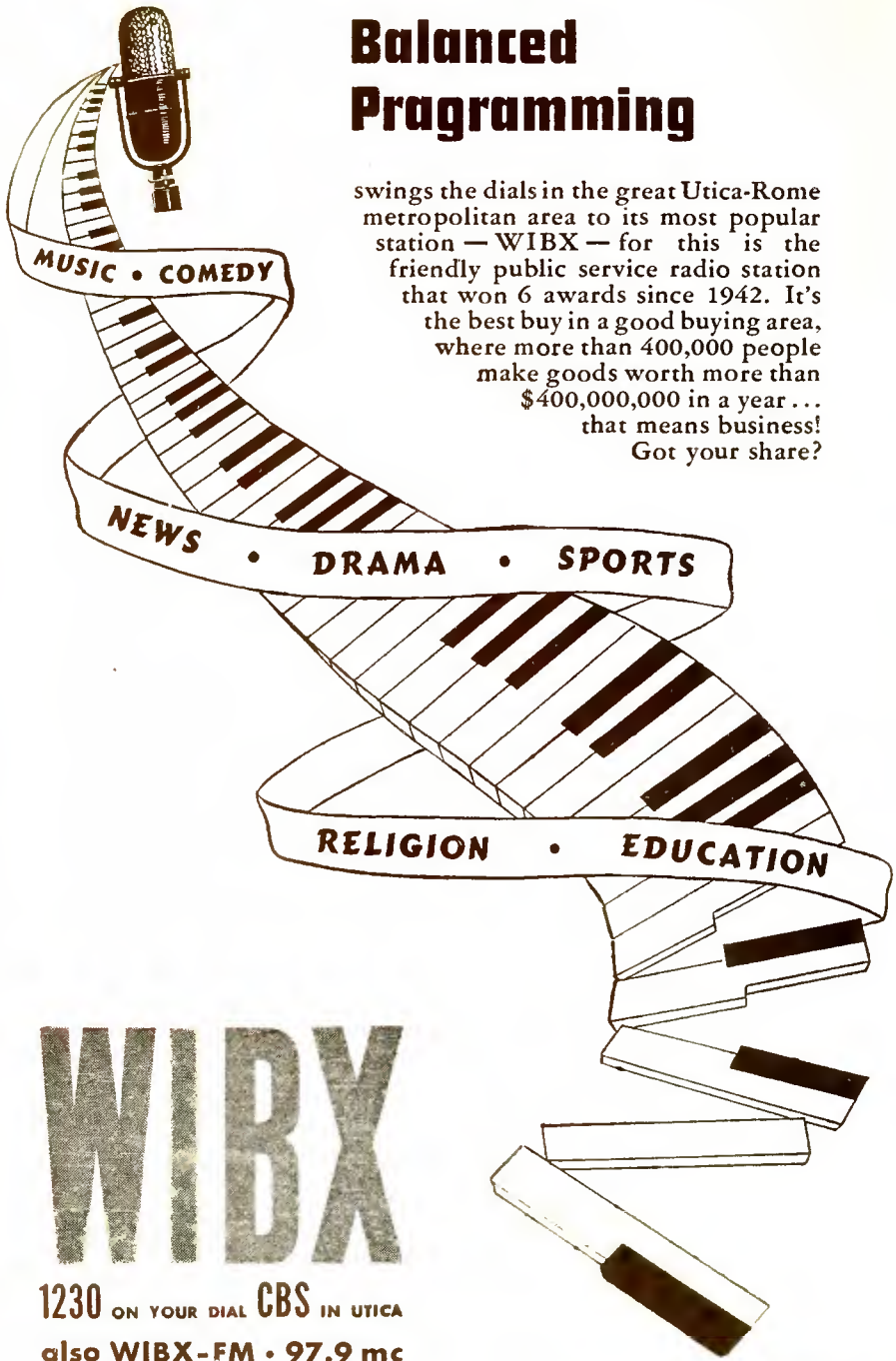
**Construction Permit*

For the greatest in prestige . . .

AP

Balanced Programming

swings the dials in the great Utica-Rome metropolitan area to its most popular station — WIBX — for this is the friendly public service radio station that won 6 awards since 1942. It's the best buy in a good buying area, where more than 400,000 people make goods worth more than \$400,000,000 in a year . . . that means business! Got your share?



WIBX

1230 ON YOUR DIAL CBS IN UTICA

also WIBX-FM • 97.9 mc

First National Bank Building • Utica, New York

Represented by: Helen Wood & Colton, New York — Bertha Bannan, New England — Walter Biddick Co., Pacific Coast

WIBX

UTICA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WIBX, Inc.
 Address.....First National Bank Bldg.
 Phone Number2-2101
 Transmitter Location.....Schuyler St., Marcy,
 N. Y.
 Time on the Air.....7:05 a.m. to 12:05 a.m.;
 Sunday: 6 a.m. to 1:05 a.m.
 News Service.....INS & UP
 Transcription Service.....World,
 BML, ASCAP, SESAC, AMP
 Representatives..Helen Wood & Colton (N. Y.);
 Bertha-Bannan (Boston); Walter Biddick (Los
 Angeles)
 MembershipNAB, BMB

Personnel

President-Gen. Manager...Margaret P. Bowen
 Asst. to President.....Helen Wood
 Commercial Manager and
 Sales Promotion Manager.....N. W. Cook
 Program Director.....Elliott Stewart
 Production Manager....Betty Cushing Griffin
 Publicity Director.....N. W. Cook
 Chief Announcer.....Robert Mahaney
 Musical Director.....William Walters
 Chief Engineer.....John T. Dowdell

WATN

WATERTOWN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Watertown Broad-
 casting Corporation
 Business Address.....118 Washington St.
 Phone Number...Studio and Transmitter 2424;
 Commercial Office 975
 Studio Address118 Washington St.
 Transmitter Location118 Washington St.
 Time on the Air.....12:15;
 Sunday 8 a.m. to 12:15 a.m.
 News ServiceAP
 Transcription ServiceStandard Radio
 Representatives.....Helen Wood & Colton
 MembershipNAB

Personnel

President.....G. H. Righter
 General Manager.....G. H. Righter
 Production Manager.....Hugh L. Cosline
 Co-Engineers.....Donald Schryver,
 Frederick Sprague, James Billingsley
 Record MC.....S. H. Ayer

WWNY

WATERTOWN—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Operated By.....The Brockway
 Company
 Address.....Hotel Woodruff, Public Square
 Phone Number.....4120-1
 Transmitter Location.....Ives St. Extension
 Time on the Air.....6:30 a.m. to 12:05 a.m.;
 Sunday, 8 a.m. to 12:05 a.m.
 Newspaper Affiliation.....Watertown Daily
 Times
 News ServiceUP
 Transcription Service.....World Broadcasters,
 SESAC
 RepresentativeWeed & Co.
 MembershipNAB, BMB

Personnel

PresidentHarold B. Johnson
 General Manager-Commercial
 Manager.....Louis Saiff, Jr.
 Station Manager.....Thomas E. Martin
 Program Director.....Earl R. Kelly
 Chief Engineer.....Maynard B. Davis
 Record MC.....Harry Adams

For the best in news . . .

AP

W F A S

WHITE PLAINS—EST. 1932

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Westchester Broad-
 casting Corp.
 Address.....8 Church St.
 Phone Number.....White Plains 6400
 Transmitter Location.....Secor Rd.,
 Greenburgh, N. Y.
 Time on the Air.....Unlimited
 News Service.....AP
 Transcription Service.....World Broadcasting
 System; Associated
 Representative.....Headley-Reed Co.
 Membership.....NAB

Personnel

President.....J. Noel Macy
 Managing Director.....Frank A. Seitz
 Commercial Manager.....John E. Arens
 Program Director.....Randall Kaler
 Chief Announcer.....Robert Peters
 Musical Director.....Randall Kaler
 Chief Engineer.....Frank A. Seitz

W W R L

WOODSIDE—EST. 1926

Frequency: 1600 Kc. Power: 250 Watts (CP-5000)
 Owned-Operated By.....Long Island Broad-
 casting Corporation
 Address.....41-30 58th Street
 Phone Number.....NEwtown 9-3300
 Transmitter Location.....41-30 58th St.,
 Time on the Air.....8 a.m. to midnight
 News Service.....AP
 Transcription Service.....Associated;
 Standard

Personnel

President-Gen. Manager...William H. Reuman
 Station Manager.....Edith Dick
 Program Director.....Fred Barr
 Publicity Director.....Walter Kaner
 Chief Announcer.....Ray Carroll
 Musical Director.....Lou Cole
 Chief Engineer.....William H. Reuman
 Record MC's.....Fred Barr;
 Ray Carroll; Symphony Sid

W F A S

Selected Audience

Appeal in Westchester,
 Serious Music.....
 News.....
 Special Events.....
 40.6% of Westchester's Radio
 families listen* to

W F A S

Roger Smith Hotel
 White Plains, N. Y.
 Represented by
HEADLEY-REED COMPANY
 Chrysler Bldg.
 New York

*Ask for W.L.C. Survey

WWRL

NEW YORK

Packed With Listener and
 Buy Appeal
FRED BARR'S "1600 CLUB"

An Effective Sales Approach to
 New York Women

"THIS AND THAT WITH
 MONA AND PAT"

Covering America's Greatest Buying
 Market at the Lowest Cost.

1 6 0 0

"The High Spot on the Dial"

NORTH CAROLINA

Estimated Population 3,626,613—Radio Homes 641,316
Stations in State 48

WGWR

ASHEBORO—EST. 1946

Frequency: 1260 Kc.....Power: 1000 Watts
Owned By.....Asheboro Broadcasting Co.
Operated By.....Roy Cox
Address.....119 Worth St.
Phone Number.....218
Studio Address.....303 E. Salisbury St.
Transmitter Location...¼ mile N. of Asheboro
Time on the Air.....Unlimited

Personnel

President and General Mgr.....Roy Cox

WISE

ASHEVILLE—EST. 1939

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Radio Station WISE, Inc.
Operated By.....Harold H. Thoms
Address.....100 College St.
Phone Number.....4560
Transmitter Location.....100 College St.
Time on the Air.....6:30 a.m. to 1 a.m.;
Sundays: 7:30 a.m. to 1 a.m.

News Service.....AP
Transcription Service.....NBC Thesaurus,
Lang-Worth
National RepresentativeBurn-Smith Co.;
Harry E. Cummings
Membership.....NAB

Personnel

President.....Harold H. Thoms
Sales-Commercial Mgr.....Lloyd Leonard
Program Director.....Floye Bowers
Publicity Director.....Wilma Moore
Chief Announcer.....Sidney Tear
Chief Engineer.....Charles W. Sumner
Record MC.....Harry Varner

WNCA

ASHEVILLE—EST. 1946

AEC—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Community Broad. Co.
Address.....Biltmore Hotel
Phone Number.....2872

Transmitter Location.....Emma, N. C.
Time on the Air.....6 a.m. to 1 a.m.
News Service.....INS
Transcription Service.....World-KBS
Representative.....William G. Rambeau Co.
Membership.....NAB

Personnel

Pres. and Gen. Mgr.....C. Frederic Rabell
Commercial and Sales Mgr....Robert Lambe
Chief Announcer.....William Ward
Chief Engineer.....Joseph Duncan
Record MC.....Carl Greene

WWNC

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc.....Power: 1000 Watts
(C.P. 5000)
Owned-Operated By.....Asheville Citizen-
Times Co., Inc.
Address.....14 O'Henry Avenue
Phone Number.....5500
Transmitter Location.....Flatiron Building,
(CP-near Emma, N. C.)

Time on the Air...6:30 a.m. to 12:05 a.m. daily;
Sundays: 7:30 a.m. to 12:05 a.m.
Newspaper Affiliation.....Asheville Citizen-
Times
News Service.....AP & UP
Transcription Service.....Associated
Representative.....Katz Agency
Membership.....NAB, BMB

Personnel

Executive Director.....Don S. Elias
Commercial Manager.....James A. Hagan
Sales Promotion Mgr....Kenneth C. Willson, Jr.
Program Director.....Wm. F. Melia
Chief Announcer.....Read Wilson
Chief Engineer.....Cecil B. Hoskins

WBBS

BURLINGTON—EST. 1941

MUTUAL BROADCASTING SYSTEM
CAROLINA SPORTS—KBS

Frequency: 920 Kc....Power: 1000 w. d. only
Owned-Operated By....Alamance Broad-
casting Company, Inc.
Address.....310½ South Main St.
Phone Numbers.....2730; 2731
Transmitter Location.....Elon Road (West
Front Street Extension)

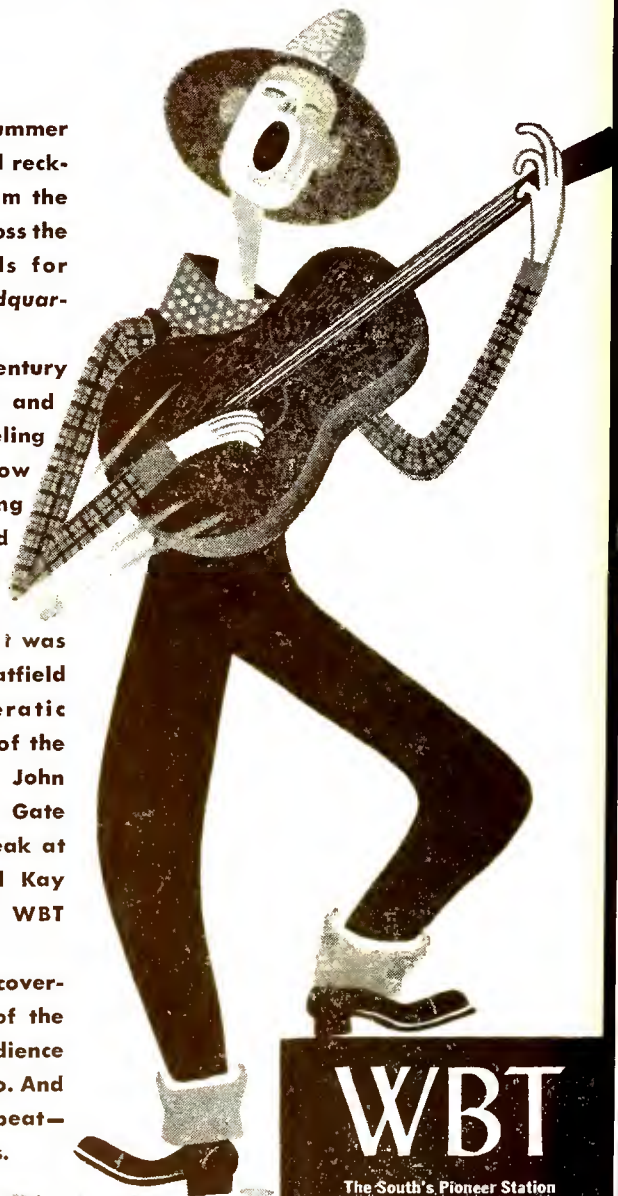
"Y'all oughtta be on the radio"

A blue-jeaned guitar strummer hears neighborly praise... and reckons it's so. Ambling down from the Great Smoky Mountains or across the Piedmont Plateau, he heads for 50,000-watt WBT—talent headquarters for the Carolinas.

For more than a quarter-century the wealth of talent in North and South Carolina has been funneling into WBT. Because people know that WBT has a knack of spotting unknowns with promise and helping them to national prominence.

Carolínians remember it was WBT that launched Lansing Hatfield and Norman Cordon on operatic careers that led to the stage of the "Met"...that Skinnay Ennis, John Scott Trotter, and The Golden Gate Quartet got their first big break at WBT...that Johnny Long and Kay Kyser first drawled into a WBT microphone.

Thanks to this flair for discovering stars, WBT gets its pick of the area's performers. The WBT audience hears the best in Southern radio. And WBT advertisers meet—and beat—sales quotas for the Carolinas.



WBT

The South's Pioneer Station
Jefferson Standard Broadcasting Co.
Charlotte, 50,000 watts, CBS

REPRESENTED BY RADIO SALES,
THE SPOT BROADCASTING DIVISION OF CBS

Time on the Air.....5:30 AM to local sunset
 News Service.....UP; AP
 Transcription Service.....Standard Radio;
 Lang-Worth, Cole, Capitol, Keystone
 Membership.....NAB, BMB

Personnel

Secretary-General Mgr.....E. Z. Jones
 Commercial Manager.....Roy Springer
 Sales Promotion Mgr.....Al McCoy
 Program Director.....William Sandefur
 Production Manager.....George Sandefur
 Publicity Director.....Al McCoy
 Chief Engineer.....Berry Tysor
 Record MC.....Tank Nelson, Wally Mack

WAYS

CHARLOTTE—EST. 1942

ABC

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc....Power: 5000 d.; 1000 n.
 Owned-Operated By..Inter-City Advertising Co.
 Address120 E. Thlr'd St.
 Phone Numbers.....3-7173-4
 Transmitter Location.....Cakdale
 Road, Highway 16
 Time on the Air.....5 a.m. to 1 a.m.;
 Sunday: 6 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service...Lang-Worth; Standard
 Representative.....The Branham Co.
 Membership.....NAB, BMB

Personnel

President.....George W. Dowdy
 Gen. Mgr./Station Mgr.....W. H. Goan
 Commercial Manager.....Charles Sherrill
 Program Director.....J. Norman Young
 Publicity Director.....Mitzi Stack
 Chief Engineer.....Lon Channey
 Record MC.....J. B. Clark

WBT

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc....Power: 50000 Watts
 Owned-Operated By..Southeastern Broad. Co.
 Address.....600 Wilder Building
 Phone Number.....3-8833
 Transmitter Location.....Nations Ford Rd.
 Time on the Air.....5 a.m. to 1 a.m.;
 Sundays: 7 a.m. to 12 midnight
 News Service.....UP; AP
 Transcription Service.....Lang-Worth
 Representative.....Radio Sales, Inc.; CBS
 Spot Sales Div.
 Membership.....NAB, BMB

Personnel

President.....J. M. Bryan
 General Manager.....Charles H. Crutchfield
 Commercial Manager.....William M. Parker
 Sales Promotion Manager.....J. R. Covington
 Program Director.....Larry B. Walker
 Publicity Director.....Mrs. Frances Coiner
 Chief Announcer.....Lee Kirby
 Musical Director.....Clarence Eiters
 Chief Engineer.....M. J. Minor
 Record MC.....Kurt Webster
 Farm Director.....Grady Cole

WSOC

CHARLOTTE—EST. 1933

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc....Power: 250 Watts
 Owned-Operated By..Radio Station WSOC, Inc.
 Address.....1925 N. Tryon Street
 Phone Number7138
 Transmitter Location....1925 N. Tryon Street
 Time on the Air.....6 a.m. to midnight;
 News Service.....AP
 Transcription Service.....NBC Thesaurus;
 Standard Radio
 RepresentativeHeadley-Reed Company
 MembershipNAB

Personnel

Pres.-Gen. Mgr.....Earle J. Gluck
 Director Sales Promotion and
 PublicityClyde L. Clem, Jr.
 Program Director.....Ron Jenkins
 Chief Engineer.....L. L. Caudle

WEGO

CONCORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1410 Kc....Power: 1000 w. d. only
 Owned-Operated By.....Wayne M. Nelson
 Business AddressConcord
 Phone Number2271
 Transmitter Location...Highway 29A, 1 1/4 miles
 west of Concord
 Time on the Air.....Daytime license
 News Service.....UP & AP
 Transcription Service.....Standard Music,
 SESAC, Cole
 Representative.....Thomas F. Clark Co.;
 Keystone

Personnel

Owner and Gen. Mgr.....Wayne M. Nelson
 Sales Promotion Mgr.....Anita M. Conboy
 Chief Engineer.....E. M. Stanton, Jr.

W C K B

DUNN—EST. 1946

KBS

Frequency: 780 Kc. Power: 1000 w. d. only
Owned-Operated By. North Carolina Central
Broadcasters, Inc.

Address. Dunn, N. C.
Transmitter Location. 1 mile E. of town on
U.S. 421

Time on the Air. Daytime
News Service. AP
Transcription Service. Lang-Worth

Personnel

President-Owner. Earl McD. Westbrook
General Manager. A. Hartwell Campbell
Chief Engineer. Bill Abbott
Program Director. Gary Morrison
Record MC. Al Jordan

W D N C

DURHAM—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. The Durham Radio
Corporation

Address. 138½ Chapel Hill Street
Phone Number. R-155
Transmitter Location. Cole Rd.

Time on the Air. 6:25 a.m. to 12:05 a.m.
Sundays: 8 a.m. to 12:05 a.m.

Newspaper Affiliation. Herald-Sun Papers
News Service. AP & UP
Transcription Service. Capitol
Representative. Howard H. Wilson Company
Membership. NAB, BMB

Personnel

President. C. C. Council
Manager and Vice-Pres. J. Frank Jarman
Commercial Manager. C. James Woodhouse
Sales Promotion Mgr. J. Frank Jarman
Chief Engineer. Homer Ledbetter
Record MC. Leslie Higbie

W D U K

DURHAM—EST. 1946

ABC

Frequency: 1810 Kc. Power: 1000 w. d. only
Owned By. Harmon L. Duncan
Address. Box 387

Phone Number. R-101
Studio Address. 205½ W. Main
Transmitter Location. Alston Ave.
Time on the Air. Daytime
News Service. AP
Transcription Service. Lang-Worth
Representative. John E. Pearson

Personnel

General Manager. Harmon L. Duncan
Commercial Manager. Ken Tredwell
Chief Engineer. E. B. Jones
Record MC. Johnny Dean

W H H T

DURHAM—EST. 1946

MUTUAL

Frequency: 1580 Kc. Power: 1030 w. d. only
Owned-Operated By. Harold H. Thoms
Address. 310 E. Main St.

Phone Number. L-975
Transmitter Location. Alston Ave. Extension
Time on the Air. Daytime

News Service. INS
Transcription Service. Standard
Representative. Burn-Smith Co.

Personnel

Owner. Harold H. Thoms
General Manager. Kenneth Beachboard
Program Director. Vera Ervin
Production Manager. George Ballard
Chief Engineer. W. L. Wafford
Record MC. George Ballard

W T I K

DURHAM—EST. 1946

Frequency: 730 Kc. Power: 500 w. d. on'y
Owned-Operated By. Durham Broad. Co.
Address. 211½ E. Main St.

Phone Number. N-187
Transmitter Location. Ellis Rd.
Time on the Air. Local sunrise to local sunset

News Service. AP
Transcription Service. World, M. M. Cole
Representative. Broadcast Sales Co.

Personnel

President.....Floyd Fletcher
 General Manager.....Floyd Fletcher
 Musical Director.....Harold Fuquay
 Chief Engineer.....Jack Boyer
 Record MC.....Don Yeager

WCNC

ELIZABETH CITY—EST. 1939

KBS-MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Albemarle Broadcasting
 Co., Inc.
 Address.....104 E. Colonial Ave.
 Phone Number.....1403-1472;
 Transmitter-1240
 Transmitter Location.....Parsonage St., Ext.
 Time on Air.....6 a.m. to 11:15 p.m.
 News Service.....UP
 Transcription Service.....World Broadcasting
 Representative.....Burn-Smith Co.

Personnel

President.....Dr. J. A. Gill
 General Manager.....Edd Harris
 Commercial Manager.....T. W. Talbot
 Program Director.....Don Pierce
 Chief Engineer.....Joe Kyle

WFNC

FAYETTEVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
 TOBACCO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Cape Fear
 Broadcasting Co.
 Address.....114 Anderson St.
 Phone Number.....4848
 Transmitter Location.....N. Waters St.
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....World
 Representative.....The Walker Co.

Personnel

General Manager.....Victor W. Dawson
 Commercial Manager.....Luther Ganbill
 Chief Engineer.....Owen A. Lehr
 Record MC.....Lee Ellis

WGNC

GASTONIA—EST. 1939

ABC—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....F. C. Todd
 Address.....168-170 Main St.
 Phone Number.....732
 Transmitter Location.....Gastonia
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....UP
 Representative.....Cox & Tanz
 Membership.....NAB, BMB

Personnel

Owner.....F. C. Todd
 General Manager.....Pat McSwain
 Chief Engineer.....W. C. Groves, Jr.

WGBR

GOLDSBORO—EST. 1939

MUTUAL BROADCASTING SYSTEM
 TOBACCO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Eastern Carolina Broad-
 casting Corp.
 Address.....Borden Bldg.
 Phone Number.....1550-51

WGBR
1400 K.C.

WGBR-FM
99.7 Meg.

Goldsboro

SERVING THE HEART
 OF NORTH CAROLINA'S
 AGRICULTURALLY RICH
 COASTAL PLAINS

AFFILIATE OF
 MBS
 and TOBACCO NETWORK
 Represented by The Walker Co.

WGBR

"Eastern Carolina's Number One Station"
 LELAND B. NELSON, Gen. Mgr.
 GOLDSBORO NORTH CAROLINA

Transmitter LocationGoldsboro-Raleigh Highway
 Time on the Air.....17½ hours daily
 News Service.....AP
 Transcription Service..World, NBC Thesaurus
 Representative.....The Walker Co.
 Membership.....NAB, BMB

Personnel

President.....A. T. Hawkins
 General Manager.....Leland B. Nelson
 Asst. Manager.....John G. Britt
 Commercial Manager.....Leland B. Nelson
 Program Director.....George Ball
 Publicity Director.....John G. Britt
 Musical Director.....Elsie Bradsher
 Chief Engineer.....Daniel B. Trueblood

Owned-Operated By....North Carolina Broadcasting Co., Inc.
 Business AddressBox 1807
 Phone Numbers6125, 6126, 6127
 Studio Address.....O. Henry Hotel
 Transmitter Location...Battleground Boulevard
 Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
 News ServiceAP
 Transcription Services:...World Broadcasting System; NBC Thesaurus
 RepresentativeGeorge P. Hollingbery Co.
 Membership.....NAB, BMB

Personnel

General Manager.....Edney Ridge
 Commercial Manager...Gilbert M. Hutchison
 Sales Promotion Mgr....Adelaide B. Covey
 Program Director.....Wally Williams
 Publicity Director.....Margaret Leonard
 Chief Announcer.....Wally Williams
 Musical Director.....Margaret Banks
 Chief Engineer.....Earl Allison
 Record MC.....Bob Jones

W B I G

GREENSBORO—EST. 1926
 COLUMBIA BROADCASTING SYSTEM
 Frequency: 1470 Kc.....Power: 5000 Watts



"The PRESTIGE STATION of the CAROLINAS"

famed
 for
 Showmanship



GEO. P. HOLLINGBERY, INC. *Natl. Reps.*

W G B G

GREENSBORO—EST. 1942

ABC

Frequency: 980 Kc. Power: 1000 w. d. only
 Owned-Operated By Greensboro
 Broadcasting Co., Inc.
 Address So. Ashe St. Extension
 P.O. Box 2280
 Phone Number 3-3831
 Transmitter Location ... So. Ashe St. Extension
 Time on the Air 6 a.m. to local sunset
 News Service UP
 Transcription Service Lang-Worth
 National Representative Burn-Smith Co.
 Membership NAB, BMB

Personnel

President and Gen. Mgr. Ralph M. Lambeth
 Commercial Manager J. Robert Marlowe
 Sales Promotion Manager E. Sullivan
 Program Director Miss Marie Craven
 Production Manager A. B. Brown
 Chief Announcer A. B. Brown
 Chief Engineer J. M. Stewart

W G T C

GREENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

TOBACCO NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Greenville's Broad. Co.
 Address Falkland Highway
 Phone Number 3182-3
 Transmitter Location Falkland Highway
 Time on the Air 6 a.m. to 12 midnight
 News Service UP
 Transcription Service Lang-Worth, World,
 M. M. Cole
 Representative The Walker Co.
 Membership NAB, BMB

Personnel

President J. J. White
 General Manager B. S. Hodges, Jr.
 Commercial Manager Carl McKinney
 Sales Promotion Manager Carl McKinney
 Publicity Director B. S. Hodges, Jr.
 Chief Engineer Warren Palmer
 Record MC Charles Whedbee

W H K P

HENDERSONVILLE—EST. 1946

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By .. Redge Broadcasting Co.
 Address Bowen Hotel
 Phone Number 700
 Transmitter Location .. Chimney Rock Highway
 Time on the Air 6 a.m. to 12 midnight
 News Service AP
 Transcription Service World
 Membership BMB

Personnel

President W. A. Egerton
 General Manager Ed Leach
 Sales Promotion Mgr. Jimmy Brookshire
 Program Director Agnes Leach
 Production Manager Robert McGarity
 Musical Director Agnes Leach
 Chief Engineer L. E. Gradick
 Record MC Ed Leach

W H K Y

HICKORY—EST. 1940

ABC—KBS

Frequency: 1290 Kc. Power: 5000 d. 1000 a.
 Owned-Operated By The Catawba Valley
 Broadcasting Co., Inc.
 Address 13th St. Radio Bldg.
 Phone Number 1195-8
 Transmitter Location ... 2½ miles SE of Hickory
 Time on the Air 18 hours daily
 News Service UP
 Transcription Service World
 Membership NAB, BMB

Personnel

President Carl V. Cline
 Gen. and Station Manager Edmund S. Long
 Chief Engineer Edmund S. Long

W M F R

HIGH POINT—EST. 1935

ABC—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Radio Sta. WMFR, Inc.
 Address 164 S. Main St.
 Phone Number 4593
 Transmitter Location 164 S. Main St.
 Time on the Air 18 hours daily
 News Service UP
 Membership BMB

Personnel

General-Station Manager Frank S. Lambeth
 Sales-Commercial Manager Pat Taylor
 Chief Engineer Robert Moore

WJNC

JACKSONVILLE—EST. 1945

MBS—TOBACCO NETWORK

Frequency: 1240 kc. Power: 250 Watts
 Owned By Jacksonville Broadcasting Co.
 Operated By Louis N. Howard and
 Ellis Howard
 Address Box 367, Highway 24
 Transmitter Location Highway 24
 Time on the Air 6:30 a.m. to 11:15 p.m.;
 Saturday: 6:30 a.m. to 12 midnight; Sunday:
 7:45 a.m. to 11:15 p.m.

News Service UP
 Transcription Service Lang-Worth
 Representative The Walker Co.
 Membership NAB

Personnel

President Louis N. Howard
 Station Manager Lester L. Gould
 Merchandising Manager Gorton T. H. Wilbur
 Asst. Program Director Ray Cummins
 Production Manager Louise Cox
 Publicity Director Gort Wilbur
 Chief Announcer Ed Cox
 Musical Director Ed Cox
 Chief Engineer Elmo Cronk
 Record MC Ray Cummins

WFTC

KINSTON—EST. 1937

ABC

Frequency: 1280 Kc. Power: 250 Watts
 Owned-Operated By Jonas Weiland
 Address 204 East King St.
 Phone Number 4111
 Transmitter Location 204 East King St.
 Time on the Air 7 a.m. to 11:30 p.m.
 News Service AP
 Transcription Service Lang-Worth, World
 Representative Burn-Smith Company
 Membership NAB, BMB

Personnel

Pres. and Gen. Mgr. Jonas Weiland
 Station Manager Herman Civils
 Commercial Manager Alan C. Friedrich
 Program Director Albert R. Lanphear
 Chief Engineer Herman Civils

WHNC

HENDERSON, N. C.—EST. 1945

MUTUAL BROADCASTING SYSTEM

KBS

Frequency: 880 Kc. Power: 1000 w. d. only
 Owned-Operated By Henderson Radio Corp.
 Address 219 S. William St.
 Phone Number 736-925
 Transmitter Location U. S. 1, 2 miles north
 of Henderson
 Time on the Air Daytime
 News Service AP
 Transcription Service World, Lang-Worth,
 Cole, Keystone, NBC Thesaurus
 Membership NAB, BMB

Personnel

President S. S. Stevenson
 Vice-Pres. & Gen. Mgr. Nathan Frank
 Sales Promotion Manager Ted Austin
 Program Director Ted Austin
 Chief Engineer Lewis Hiland

WLOE

LEAKSVILLE—EST. 1946

MUTUAL

Frequency: 1490 Kc. Power: 100 Watts
 Owned-Operated By Douglas L. Craddock
 Address Boulevard St.
 Phone Number 701-2
 Transmitter Location Boulevard St.
 Time on the Air 6 a.m. to 12 midnight;
 Sunday: 8 a.m. to 12 midnight

News Service AP
 Transcription Service World
 National Sales Office Jos. Hershey McGillvra
 Representative Douglas L. Craddock
 Membership NAB

Personnel

Owner and Gen. Mgr. Douglas L. Craddock
 Commercial Manager Dallas E. Gwynn
 Program Director Kenneth Thomas
 Publicity Director Kenneth Thomas
 Musical Director Mamie Link
 Chief Engineer Eldred Winn

WJRI

LENOIR—EST. 1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By John P. Rabb
 Address Lenoir, N. C.
 Phone Number 860-M
 Studio Address Union National Bank Bldg.
 Transmitter Location 1 mi. W. of Lenoir on
 Highway 18

Time on the Air 5 a.m. to 11:15 p.m.
 News Service AP
 Transcription Service All
 Membership NAB

Personnel

Owner and Gen. Mgr. John P. Rabb
 Commercial Manager Don Perkins
 Program Director Arthur Foard
 Production Manager K. Babb
 Publicity Director Jack Perkins
 Chief Announcer A. G. Foard, Jr.
 Musical Director Katherine Rabb
 Chief Engineer J. P. Rabb
 Record MC Johnny Rabb

WBUY

LEXINGTON—EST. 1946

KBS

Frequency: 1190 Kc. Power 250 w. d. only
 Owned By Davidson County Broad. Co.
 Operated By Omar G. Hilton and
 Greeley N. Hilton

Address 209 S. Main St.
 Phone Number 2716
 Transmitter Location . . . Highway 23, 1 mile out
 on the road to Thomasville

Time on the Air Daytime
 News Service AP
 Transcription Service NBC Thesaurus.
 Keystone

National Sales Office Thomas F. Clark

Personnel

Owners . . . Omar G. Hilton, Greeley N. Hilton
 General Manager Omar G. Hilton
 Commercial Manager Greeley N. Hilton
 Chief Announcer Frank Thomas
 Musical Director Norman Walker
 Chief Engineer Omar G. Hilton

WTSB

LUMBERTON—EST. 1946

MUTUAL—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By . . . Robeson Broad. Corp.
 Address 112 West 5th St.
 Phone Number 1080

Transmitter Location . . . Highway 301 West
 Time on the Air 6:30 a.m. to 11:15 p.m.
 News Service AP
 Transcription Service Standard
 Representative Walker Co.
 Membership NAB

Personnel

President Dr. E. L. Bowman
 General Manager Paul Moyle

Sales Manager Eleanor French
 Program Director Frank Elliott
 Chief Engineer W. F. Rogers

W H I T

NEW BERN—EST. 1942

MBS—TOBACCO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By The Coastal Broad-
 casting Co., Inc.

Address U. S. Highway No. 17, South
 Phone Number 4450
 Transmitter Location . . . U. S. Highway No. 17
 Time on the Air 6:30 a.m. to 11:15 p.m.;
 Saturday: 5:30 a.m. to 12 midnight; Sunday:
 8 a.m. to 11:30 p.m.

News Service UP
 Transcription Service Lang-Worth,
 Representative The Walker Co.
 Membership NAB, BMB

Personnel

President and Gen. Mgr. Louis N. Howard
 Commercial Manager Richard B. Stark
 Merchandising Manager . . . Richard B. Stark
 Program Director Lew Lowry
 Publicity Director Paul Parker
 Chief Announcer Bill O'Connell
 Traffic Manager Barbara Furbush
 Chief Engineer David E. Hardison
 Continuity Chief Jacquelyn Melton

W R A L

RALEIGH—EST. 1939

MUTUAL BROADCASTING SYSTEM
 TOBACCO NETWORK

Frequency: 1440 Kc. Power: 250 Watts
 Owned-Operated By . . . Capitol Broadcasting
 Co., Inc.

Address 130 S. Salisbury Street
 Phone Number 6411
 Transmitter Location . . . E. Davie St. Extension
 Time on the Air 6:30 a.m. to 12 midnight

News Service AP
 Transcription Service Lang-Worth
 Representative Weed & Co.
 Membership NAB, BMB

Personnel

President A. J. Fletcher
 General Manager Fred Fletcher
 Commercial Manager Ray Reeve
 Program Director Howard W. Maschmeier
 Production Manager Clifford Bair
 Publicity Director Marjorie Ragan
 Musical Director Clifford Bair
 Traffic Manager Sarah Stevens

W P T F

RALEIGH—EST. 1924

NATIONAL BROADCASTING COMPANY

Frequency: 680 Kc.....Power: 50000 Watts
 Owned-Operated By.....WPTF Radio Co.
 AddressInsurance Bldg.
 Phone Number8311
 Transmitter Location.....Cary, N. C.
 Time on the Air..6 a.m. to midnite, Sun. 8 a.m.
 to midnight
 News ServiceAP; UP
 Transcription Services..NBC Thesaurus, World
 Representative..... Free & Peters
 Membership.....NAB, BMB

Personnel

President.....J. R. Weatherspoon
 General Manager.....Richard H. Mason
 Commercial Manager.....Ollie L. Carpenter
 Merchandising Manager.....R. W. Youngsteadt
 Program Director.....Graham B. Pcyner
 Publicity Director.....R. W. Youngsteadt
 Chief Engineer.....Henry Hulick, Jr.

W C B T

ROANOKE RAPIDS—EST. 1939

MUTUAL BROADCASTING SYSTEM

KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By: Radio Station WCBT, Inc.
 Address251 Roanoke Avenue
 Phone NumberR-855-1
 Transmitter Location....10th Street Extension
 Time on the Air.....7 a.m. to midnight;
 Sunday, 9 a.m. to midnight
 News ServiceUP
 Transcription Services.....Keystone, World
 National Representative.....Burn-Smith

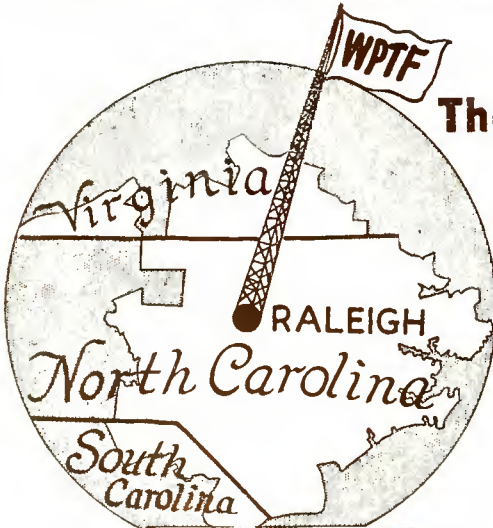
Personnel

President-General Manager.....S. E. Crew
 Station-Commercial Manager.....A. L. Drew
 Production-Musical Director..Doyle Satterthwaite
 Chief Engineer.....C. W. Mears

W A Y N

ROCKINGHAM—EST. 1946

Frequency: 900 Kc.....Power: 1000 w. d. only



The Number 1 Salesman

In The South's

Number 1 State

W P T F

680
KC

50,000

WATTS
NBC
AFFILIATE

Raleigh, North Carolina



FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Owned-Operated By.....Wayne M. Nelson
 Address.....Rockingham, N. C.
 Phone Number.....611
 Transmitter Location...Highway 74, between
 Rockingham & Hamlet
 Time on the Air.....Daytime
 News Service.....UP
 Transcription Service.....Lang-Worth,
 MacGregor, SESAC, Cole
 Membership.....NAB

Personnel

Pres. and Gen. Mgr.....Wayne M. Nelson
 Sales Manager.....John D. McIntyre
 Program Director.....Vivian A. Yow
 Chief Engineer.....C. E. Rhodes

•
W E E D

ROCKY MOUNT—EST. 1933

ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....W. Avera Wynne
 Address.....Box 752
 Phone Number.....Rocky Mount 1420
 Transmitter Location.....Nashville Highway
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....World, Standard
 Transcription Service.....World
 Membership.....NAB, BMB

Personnel

Owner.....W. Avera Wynne
 Gen. Manager.....W. Avera Wynne
 Commercial Manager.....Jack L. Cummings
 Sales Promotion Mgr.....Eunice Snipes
 Program Director.....Tommy Snowden
 Publicity Director.....Eunice Snipes
 Chief Engineer.....Isaac G. Murphrey

•
W S T P

SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Piedmont Broadcast-
 ing Corp.
 Address.....State Theatre Bldg.
 Phone Number.....2121
 Transmitter Location.....Grant's Creek
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Burn-Smith Co.
 Membership.....NAB, BMB

Personnel

President.....Bryce P. Beard
 General Manager.....Bryce P. Beard
 Station Manager.....Russell McIntire
 Commercial Manager...Katherine F. Murphy
 Sales Promotion Mgr...Katherine F. Murphy
 Program Director.....Russell McIntire
 Publicity Director.....Pat Beard
 Chief Announcer.....Russell McIntire
 Musical Director.....Rebecca Duffell
 Chief Engineer.....Carl B. Watson
 Record MC.....James Turner

•
W W G P

SANFORD—EST. 1946

Frequency: 1050 Kc....Power: 1000 w. d. only
 Owned-Operated By..Lee Broadcasting Corp.
 Address.....Marks Bldg.
 Phone Number.....860
 Transmitter Location.....Near Tramway
 Time on the Air.....Daytime
 News Service.....UP
 Transcription Service.....World, Capitol

Personnel

Pres. and Gen. Mgr.....W. W. Primm
 Commercial Manager.....L. O. Hutchins
 Production Manager.....G. C. Primm
 Program Director.....Gerald E. Bowman
 Chief Engineer.....E. Q. Proctor

•
W O H S

SHELBY—EST. 1946

MUTUAL

Frequency: 730 Kc.....Power: 250 w. d. only
 Owned-Operated By.....Western Carolina
 Radio Corp.
 Address.....P.O. Box 1401
 Phone Number.....340
 Transmitter Location.....Highway 74 West
 at City Line
 Time on the Air.....Daytime
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Membership.....NAB

Personnel

President.....Les B. Weathers
 General Manager.....Robert M. Wallace
 Commercial Manager.....Milton Scarboro
 Program Director.....Steve Woodson
 Chief Announcer.....George Flowers
 Chief Engineer.....Robert M. Wallace

W C P S

TARBORO—EST. 1946

Frequency: 760 Kc.....Power: 1000 w. d. on'y
 Owned-Operated By....Coastal Plains Broad-
 casting Co., Inc.
 AddressTarboro, N. C.
 Phone Number.....643
 Transmitter Location.....U. S. Highway 64,
 2½ miles W. of Tarboro
 Time on the Air.....Daytime
 News Service.....AP
 Transcription Service.....Lang-Worth, Capitol
 RepresentativeJohn C. Hanner
 MembershipNAB

Personnel

Chief Executive.....John C. Hanner
 Program Director.....Eric Field
 Chief Announcer.....Eckles Walls
 Chief Engineer.....John C. Hanner

W R R F

WASHINGTON—EST. 1942

AMERICAN BROADCASTING CO.

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Operated By....Tar Heel Broadcasting
 System, Inc.
 Address.....Bank of Washington B'dg.,
 W. Main St.
 Phone Number403
 Transmitter Location1 mile south on U. S. 17
 Time on the Air.....6 a.m. to local sunset
 News ServiceAP
 Transcription Service.....NBC Thesaurus
 National Representative.....Forjoe & Co.
 Membership.....NAB, BMB

Personnel

President.....W. R. Roberson, Sr.
 General Manager.....W. R. Roberson, Jr.
 Commercial Manager.....T. H. Patterson
 Program Director.....(Mrs.) Mary Winstead
 Production Manager.....Merrill Daniels
 Publicity Director.....Ben Roebuck
 Chief Engineer.....George Martin
 Record MC.....John Morgan

W E N C

WHITEVILLE—EST. 1946

MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Whiteville Broadcasting
 Co., Inc.
 Address.....Drawer 508
 Phone Number.....Whiteville 120

Transmitter Location.....Whiteville, N. C.
 Time on the Air.....Unlimited
 Newspaper Affiliation.....News Reporter
 News Service.....AP
 Transcription Service.....World, Texas Rangers
 Representative.....Thomas F. Clark Co., Inc.
 MembershipNAB

Personnel

General Manager.....William Holm
 Commercial Manager.....William Edmunds
 Program Director.....Truman Walrod
 Chief Announcer.....Paul Wynn
 Chief Engineer.....Truman Brock
 Record MC.....Paul Wynn

W G N I

WILMINGTON—EST. 1946

MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....General News-
 papers, Inc.
 Address.....Wilmington, N. C.
 Studio Address.....Radio Bldg.
 Transmitter Location...Eagle Island at Cape
 Fear River Bridge
 Time on the Air.....6:30 a.m. to 12 mid.
 News Service.....AP
 Representative...Jos. Hershey McGillvra, Inc.

Personnel

President.....Carmage Walls
 General Manager.....James W. Stewart
 Commercial Manager.....Foster Edwards
 Chief Engineer.....Wm. P. Callahan

W M F D

WILMINGTON—EST. 1935

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
 Owned byWMFD
 Operated byRichard Austin Dunlea
 Business Address.....P. O. Box 696
 Phone Number.....Dial 4840
 Studio Addresses: Castle Hayne Road, Forest
 Hills
 Transmitter Location.....Castle Hayne Road
 Time on the Air.....7:30 a.m. to 11 p.m.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeBurn-Smith Company

Personnel

Owner-General Mgr.....B. A. Dunlea
 Commercial Manager.....Claud O'Shields
 Chief Engineer.....E. I. Herring

W G T M

WILSON—EST. 1937

MBS—TOBACCO NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated by ..Penn Thomas Watson
 Address.....R. P. Watson Co.
 Phone Number.....3191
 Transmitter Location....1 mile No. Wilson on
 U.S. 301
 Time on the Air.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth, World
 Representative.....The Walker Co.
 Membership.....NAB

Personnel

Owner.....Penn Thomas Watson
 General Manager.....Allen E. Wannamaker
 Commercial Manager.....Robert R. Brunson
 Program Director.....Richard H. Davis
 Production Manager.....Clint Faris
 Publicity Director.....Harry Severance
 Chief Engineer.....W. H. Malone

Address419-421 N. Spruce St.
 Phone Number4141
 Transmitter Location....RFD No. 1 (Old Town)
 Time on the Air.....5:30 a.m. to 12:30 a.m.;
 Sunday: 7:30 a.m. to 12:30 a.m.
 Newspaper Affiliation: Winston-Salem Journal;
 Twin City Sentinel
 News ServiceUP
 Transcription Service...Standard, Lang-Worth.
 Cole
 RepresentativeHeadley-Reed Co.
 MembershipNAB

Personnel

President.....Gordon Gray
 Vice-Pres. and Managing
 DirectorHarold Essex
 Sales Manager.....Harry B. Shaw
 Promotion Manager.....Walter Blake
 Program Director.....Robert C. Estes
 Production Manager.....John Comnas
 Publicity Director.....Walter Blake
 Musical Director.....B. C. Dunford, Jr.
 Chief Engineer.....Philip F. Hedrick
 Record MC.....Stan Conrad

W A I R

WINSTON-SALEM—EST. 1937

ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...WAIR Broadcasting Co.
 AddressPepper Bldg.
 Phone Number2-1133
 Transmitter Location....So. Stratford Rd. Ext.
 Time on the Air.....8 a.m. to midnight
 News ServiceAP
 Transcription Service.....World Broad., Co's
 RepresentativeThe Walker Company
 Membership.....NAB, BMB

Personnel

Gen. Mgr.-Station Mgr.....George D. Walker
 Commercial Mgr.....C. G. Hill
 Sales Promotion Mgr.....Doris B. Brown
 Program Director.....Doris Pardington
 Publicity Director.....Doris B. Brown
 Chief Announcer.....Gilbert Stamper
 Musical Director.....Frances Denny
 Chief Engineer.....Lee King
 Record MC.....Larry Patrick

W S J S

WINSTON-SALEM—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 630 KcPower 5000 Waats
 Owned-Operated By..Piedmont Publishing Co.

**For the best
 in news quality . . .**

AP

SERVING NORTH DAKOTA STATE AND
FARGO - BISMARCK

WITH PROGRAMS BY

CBS *and* **MBS**

KSJB

Jamestown, North Dakota

600 on the dial

5000 watts day and night

PLUS BONUS COVERAGE OF
SOUTH DAKOTA AND NORTH WESTERN
MINNESOTA

KSJB

"Voice of North Dakota"

JAMESTOWN BROADCASTING COMPANY, INC.
JAMESTOWN, N. DAK.

NORTH DAKOTA

Estimated Population 569,416—Radio Homes 126,000
Stations in State 10

KFYR

BISMARCK—EST. 1925

NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Meyer Broadcasting
Company
Address320 Broadway
Phone Number468
Transmitter LocationMenoken, N. Dak.
Time on the Air.....6 a.m. to midnight;
Sunday, 7 a.m. to midnight
News ServiceUP
Transcription Service.....NBC Thesaurus
RepresentativeJohn Blair & Company
Membership.....NAB, BMB

Personnel

President.....P. J. Meyer
General Manager.....P. J. Meyer
Station Manager.....F. E. Fitzsimonds
Commercial Manager.....Robert MacLeod
Program Director.....Cal Culver
Production Manager.....Robert Kyllingstad
Chief Engineer.....Ivar Nelson

KDLR

DEVILS LAKE—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KDLR, Inc.
Address.....Devils Lake, N. D.
Phone Number1090
Transmitter Location.....East end 4th Street
Time on the Air.....Unlimited
News Service.....UP
Transcription Service....World Broadcasting,
SESAC
Representative

North Central Broadcasting System

Personnel

President, General and
Station Manager.....Bert Wick
Chief Engineer.....Richard Moritz

(CALL LETTERS TO BE ASSIGNED)
DICKINSON*

Frequency: 1230 Kc.....Power: 250 Watts
Permittee.....Dickinson Radio Assn.

*C.P. Pending

WDAY

FARGO—EST. 1922

NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WDAY, Inc.
AddressBlack Building
Phone Number5357
Transmitter Location.....4 miles W. of Fargo
Time on the Air: 6 a.m. to 12 midnight; Sun-
day, 7 a.m. to midnight
Newspaper Affiliation.....Fargo Forum
News Service.....UP & AP
Transcription Service.....NBC Thesaurus
RepresentativeFree & Peters
Membership.....NAB, BMB

Personnel

President & Gen. Mgr.....E. C. Reineke
Station Manager.....Jack Dunn
Commercial Manager.....Tom Barnes
Merchandising Manager.....Paul Ebert
Program Manager.....Ken Kennedy
Production Manager.....Dave Henley
Publicity Director.....Paul Ebert
Announcer-Supervisor.....Howard Nelson
Musical Director.....Frank Scott
Technical Director.....Julius Hetland
Chief Engineer.....Juline Savold
News Editor.....Jim Baccus

KFJM*

GRAND FORKS—EST. 1923

Frequency: 1440 Kc.....Power: 1000
Owned-Operated By.....University of North
Dakota
Address . Woodworth Hall, University Campus
Phone Number2800
Transmitter LocationUniversity Campus
Time on the Air.....3 p.m. to 5 p.m. daily

Personnel

President.....John C. West
Chair., Radio Committee..Donald J. Robertson
Station Manager and Program
DirectorCharles E. Gustafson
Program Director.....Charles E. Gustafson
Publicity Director.....Dalton Nelson
Chief Announcer.....Harold Pollman
Chief Engineer.....Arnold Pietrich
Record MC.....Bill McGill

*Non-Commercial Station

K I L O

GRAND FORKS—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1440 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By.....Dalton Le Masurier
 Address.....First National Bank Building
 Phone Number.....1200
 Transmitter Location.....University of North
 Dakota Campus
 Time on the Air.....6 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Lewis H. Avery, Inc.
 Membership.....BMB

Personnel

Owner and General Mgr...Dalton LeMasurier
 Sales-Commercial Mgr.....Elmer Hanson
 Merchandising Manager.....Richard Charles
 Program Director.....Dorothy Kirk
 Chief Announcer.....Jack French
 Chief Engineer.....Arnold Petrich

K S J B

JAMESTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Operated By..Jamestown Broadcasting
 Company, Inc.
 Business Address.....Midland Building
 Phone Number.....100
 Transmitter Location.....Highway 281 South
 Jamestown
 Time on the Air.....6 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Adam J. Young, Jr., Inc.
 Membership.....NAB, BMB

Personnel

President.....Donn D. Clayton
 General Manager.....Lloyd R. Amoo
 Commercial Manager.....Alfred G. Berry
 Merchandising Manager.....Florence Putnam
 Chief Engineer.....Lloyd R. Amoo
 Record MC.....Alfred G. Berry

K G C U

MANDAN—EST. 1928

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1270 Kc.....Power: 250 Watts
 Owned-Operated By..Mandan Radio Associa-
 tion, Inc.

Personnel

Business Address 200 3rd Ave., N.W.
 Phone Number.....631
 Transmitter Location..3 miles S.E. of Mandan
 on Highway 10
 Time on the Air....6:30a.m. to 12 midnight
 Transcription Service.....Lang-Worth
 Membership.....BMB

President.....W. S. Russell
 Gen. Mgr.-Station Mgr.....M. J. Reichert
 Program Director.....Merl Bushee
 Chief Engineer.....Ray Barnett

K L P M

MINOT—EST. 1929

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Minot Broad. Co.
 Address.....Fair Block
 Phone Numbers.....1267 or 684
 Studio Address 118 S. Main St.
 Transmitter Location.....3 miles E. of Minot
 on Highway 52
 Time on the Air.....6 a.m. to midnight
 News Service.....UP
 Transcription Service....World Broadcasting
 System, BMI
 RepresentativeThe Walker Company
 Membership.....BMB

Personnel

President and Gen. Mgr.....John B. Cooley
 Commercial Manager.....E. H. Cooley
 Merchandising Manager.....Leslie E. Maupin
 Program Director.....Gaylord McKinnon
 Publicity Director.....Leslie E. Maupin
 Chief Announcer.....Floyd Wynne
 Chief Engineer.....C. W. Baker
 Record MC.....Bill Manning

K O V C

VALLEY CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....KOV.C. Inc.
 Address312 Fifth Ave.
 Phone Number.....408-W
 Transmitter Location.....S.W. edge of city
 Time on the Air.....6:30 a.m. to 10:30 p.m.
 News Service.....UP
 Representative.....The Walker Co.

Personnel

President and Gen. Mgr....Robert E. Ingstad
 Program Director.....George L. Brooks
 Chief Engineer.....Charles Sjostrom

WAKR

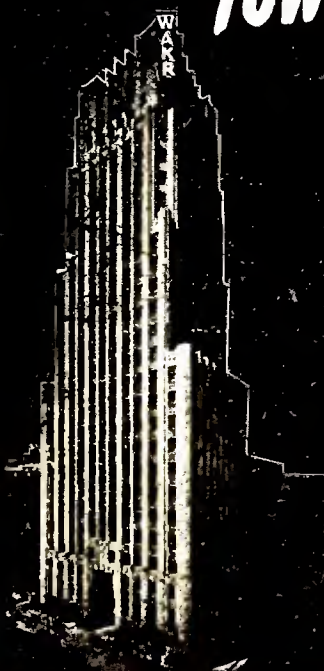
TOWERS OVER AKRON

A B C Network

5000 WATTS ★ DAY & NIGHT

WEED & CO.

National Representatives



Good PROGRAMS
FOR *22* YEARS

1350
CBS

WADG

Akron's Only Independent Station

AKRON, OHIO

BASIC COLUMBIA NETWORK • 5000 WATTS

ALLEN T. SIMMONS • OWNER-OPERATOR

Represented Nationally by George P. Hollingbery Co.

OHIO

*Estimated Population, 7,495,493—Radio Homes, 2,022,909
Stations in State—38*

W A D C

AKRON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Allen T. Simmons
Business AddressBox 830
Phone NumberMeadowbrook 3211
Studio Address.....Talmadge, Ohio;
First Central Tower, Akron, Ohio
Transmitter Location..State Route No. 8, North
of Akron
Time on the Air.....5:30 a.m. to 1:05 a.m.
News Service.....UP & Transradio
Transcription Service.....Standard Radio &
Lang-Worth
Representative.....Geo. P. Hollingsbery Co.

Personnel

Owner-Manager.....Allen T. Simmons
Assistant Manager.....Robert Wilson
Executive Secretary.....Dolores Buehrle
Commercial Manager.....Fred C. Bock
Merchandising Manager....M. W. Alexander
Program Director.....Harold Hageman
Production Manager.....Secrest Williams
Promotion-Publicity Director..Secrest Williams
Musical Director.....Harold Hageman
Chief Engineer.....John L. Wildermuth

W A K R

AKRON—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1590 Kc.....Power: 5000 watts
Owned-Operated By..Summit Radio Corpora-
tion
Address.....First Central Tower
Phone Number.....HEmlock 6151
Transmitter Location
Swarts Road, RFD, South Akron
Time on the Air.....6:30 a.m. to 1 a.m.;
Sundays, 6:55 a.m. to 1 a.m.
Newspaper Affiliation.....Beacon Journal
Publishing Co.
News Service.....AP & UP
Transcription Service.....NBC Thesaurus,
Associated, Capital
RepresentativeWeed & Co.
MembershipNAB

Personnel

President-Station Manager...S. Bernard Berk
Commercial Manager.....Kenneth M. Keegan
Promotion Manager.....Gordon Gray
Program Director.....Robert S. French
Publicity Director.....Bert Charles
Musical Director-Record MC.....Alan Freed
Chief Engineer.....Irwin L. Knopp

(See Page 545)

W H K K

AKRON—EST. 1944

MUTUAL BROADCASTING SYSTEM

Frequency: 640 Kc..Power: 1000 w., d. only
Owned-Operated By...United Broadcasting Co.
Address51 West State St.
PhoneBL 7101
Transmitter Location.....Box 574, Route 7
Time on the Air.....6 a.m. to Pacific Coast
sundown
Newspaper Affiliation..Cleveland Pain Dealer
News ServiceAP
Transcription Service.....World, Cole
Representative.....Paul H. Raymer Co.
MembershipNAB, BMB

Personnel

Executive Vice-President....H. K. Carpenter
Gen. Mgr.-Station Mgr.....R. W. Richmond
Commercial Manager.....Philip R. Herbert
Sales Promotion Manager...Christy J. Moyers
Chief Engineer.....James S. Hill
Record M.C.'s.....Jack Morrissey,
Bruce Blake, Cliff Rodgers

W I C A

ASHTABULA—EST. 1937

Frequency: 970 Kc...Power: 1000 w., d. only
Owned-Operated By.....WICA, Inc.
Address.....221 Center St.
Phone Numbers1211-1311
Studios.....221 Center St., Ashtabula; State
Transmitter Location..Ashtabula-Jefferson Rd.
Time on the Air.....6:30 to local sunset
Newspaper Affiliation..Ashtabula Star-Beacon,
Geneva Free Press, Painesville Telegraph,
Conneaut News-Herald
News ServiceUP
Transcription ServiceWorld
Representative.....The Walker Co.
MembershipBMB

Personnel

Pres.-Gen. Mgr.....R. B. Rowley
Station Manager.....W. W. Walrath
Commercial Manager.....D. W. Fassett
Sales Promotion Manager....D. W. Fassett
Publicity Director.....J. C. Strassen
Chief Engineer.....F. N. Bernato
Record M.C.'s.....Bob Forster,
Tom Taylor, Penny Soet

W C M W

CANTON—EST. 1946

Frequency: 1060 Kc. Power: 1000 w., d. only
 Owned-Operated By Stark Broadcasting Corp.
 Address 317 W. Tuscarawas St.
 Phone Number Canton 8219
 Transmitter Location Hills and Dales Rd., N.W.
 Time on the Air . . . Local sunrise to local sunset
 News Service INS
 Transcription Service NBC Thesaurus, Standard Radio
 Representative Burn-Smith Co., Inc.

Personnel

President-Owner Merlin Schneider
 Vice-President Royal G. Lister
 Commercial Manager Arnold F. Gebhart
 Program Director Conrad Hardenstein
 Chief Announcer William Karrenbauer
 Musical Director Paul Ringley
 Chief Engineer Adam Opperman

W C K Y

CINCINNATI—EST. 1929

Frequency: 1530 kc. Power: 50,000 Watts
 Owned-Operated By L. B. Wilson, Inc.
 Address Hotel Gibson, 5th & Walnut Streets
 Phone Number Cherry 6585
 Transmitter Location near Crescent Springs, Ky.
 Time on the Air 6 a.m. to 1 a.m.
 News Service AP, INS
 Transcription Service Standard Radio; World, Lang-Worth, Cole
 Representative Free & Peters
 Membership NAB

Personnel

Pres.-Gen. Mgr. L. B. Wilson
 Executive Vice-President Kenneth W. Church
 Local Sales Manager George Moore
 Program Director Bill Dawes
 Publicity Director John E. Murphy
 Chief Engineer C. H. Topmiller
 Record M.C.'s Bill Dawes, Nelson King, Randy Blake

W H B C

CANTON—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1480 Kc. Power: 5000 Watts
 Owned By Brush-Moore Newspapers, Inc.
 Operated By Ohio Broadcasting Co.
 Address 550 Market Avenue, South
 Phone Number 7166
 Transmitter Location 3 miles So. of city
 Time on the Air 6:30 a.m. to 1 a.m.
 Sundays: 8 a.m. to 1 a.m.
 Newspaper Affiliation Canton Repository
 News Service AP & UP
 Transcription Service World
 Representative William G. Rambeau Co.
 Membership NAB, BMB

Personnel

President Roy D. Moore
 Vice-Pres.-Gen. Mgr. Joseph K. Vodrey
 Director of Radio Eugene Carr
 Station Manager Robert C. Fehlman
 Commercial Manager Gervis S. Brady
 Promotion Manager Julius Glass
 Program Director Richard Neher
 Production Manager Martin P. Alexander
 Publicity Director Julius Glass
 Musical Director Martin P. Alexander
 Chief Engineer Kenneth L. Sliker
 Record M.C.'s Jim Roberts, Martin Alexander, Danny Landau

W C P O

CINCINNATI—EST. 1922

Frequency: 1230 kc. Power: 250 Watts
 Owned-Operated By Scripps-Howard Radio, Inc.
 Address 3800 Carew Tower Bldg.
 Phone Number MAin 3314
 Transmitter Location Daylight Building, 623 East 6th St.
 Time on the Air 24 hours daily
 Newspaper Affiliation The Cincinnati Post
 Scripps-Howard Newspapers
 News Service UP
 Transcription Service Standard Radio
 Lang-Worth; Associated Music Publishers

Personnel

President Jack Howard
 V.P. & Gen. Mgr. M. C. Watters
 Ass't. Station Manager John Patrick Smith
 Commercial Manager Evelyn Eppinger
 Sales Promotion Mgr. John Patrick Smith
 Program-Publicity Director-Production Manager Glenn Clark Miller
 Chief Announcer Earl Corbett
 Musical Director Eugene T. Hoxter
 Chief Engineer Glen Davis

W K R C

CINCINNATI—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By The Cincinnati Times-Star Co.

AddressHotel Alms
 Phone NumberWoodburn 0550
 Transmitter LocationHotel Alms
 Time on the Air.....5:30 a.m. to 2 a.m.;
 Sunday: 7 a.m. to 2 a.m.
 News ServiceAP, UP
 Transcription Service....Lang-Worth, Standard
 RepresentativeThe Katz Agency
 MembershipNAB, BMB

Personnel

Managing Director.....Hulbert Taft, Jr.
 Manager.....H. E. Fast
 Sales or Commercial Manager..U. A. Latham
 Sales Promotion &
 Merchandising Manager....Joel W. Stovall
 Program Director.....Lew Kent
 Publicity Director.....Charlton Wallace
 Chief Announcer.....Jeff Allen
 Musical Director.....Bob Snyder
 Chief Engineer.....George Wilson

W L W

CINCINNATI—EST. 1922
 NATIONAL BROADCASTING CO.

Frequency: 700 Kc.....Power: 50000 Watts
 Owned-Operated By....Crosley Broadcasting
 Corp.
 Address.....Crosley Sq., 140 W. Ninth St.
 Phone Number.....Cherry 1822
 Transmitter Location.....Mason, Ohio
 Time on the Air.....24 hours daily
 News Service.....AP, INS, UP, Reuters
 Representatives.....WLW Sales Offices,
 N. Y.; Chicago, Atlanta, Hollywood
 Membership NAB

Personnel

President.....James D. Shouse
 Vice-Pres. & Gen. Mgr.....R. E. Dunville
 V-P In Chg. of Sales.....Harry Mason Smith
 Dir. of Prom. Activities.....M. N. Terry
 Director of Sales Promotion.David E. Partridge
 Program Director.....Eldon A. Park
 Prod. Mgr. & Asst. Pro. Dir....Chester Herman
 Publicity Director.....A. E. Scheffer
 Dir. of Pub. Relations.....James Cassidy
 Chief Announcer.....Chester Herman
 General Manager of Music....Milton Weiner
 Chief Engineer.....R. J. Rockwell
 Record M.C.....Sid Ten Eyck

W S A I

CINCINNATI—ES. 1923
 AMERICAN BROADCASTING CO.

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By....Buckeye Broadcasting
 Co.
 Address 115 E. Fourth St.
 Phone Number.....Main 1068

Transmitter Location....Daly Rd., Mt. Healthy
 Time on the Air....19 hours, Mon.-Sat.; Sun.,
 17½ hours.
 News Service.....AP & UP
 Transcription Service.....NBC Thesaurus,
 Standard
 Representative.....Avery & Knodel, Inc.
 MembershipNAB, BMB

Personnel

PresidentMarshall Field
 Gen. Mgr.-Station Mgr....Robert M. Sampson
 Asst. to Station Mgr.....E. K. Bauer
 Merchandising Manager....Louis C. Nelson
 Program Director.....James Leonard
 Production Manager.....Charles Black
 Publicity Director.....Louis C. Nelson
 Chief Announcer.....Fred Harper
 Musical Director.....Bruce Scott
 Chief Engineer.....William Symons

W G A R

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1220 Kc.....Power: 5000 Watts
 Owned-Operated By.....The WGAR Broad-
 casting Company
 Address Hotel Statler
 Phone NumberProspect 0200
 Transmitter Location..Broadview & Atkins Rd.,
 Brecksville, Ohio
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceUP
 Transcription Service....Lang-Worth, Standard
 Representative....Edward Petry & Co., Inc.
 Membership NAB

Personnel

President.....George A. Richards
 Asst. to President.....Harry Wismer
 V. President & Gen. Mgr.....John F. Patt
 Asst. Manager.....Carl E. George
 Commercial Manager.....Harry Camp
 Sales Promotion Manager.....Jack Roeder
 Program Director.....David M. Baylor
 Production Manager.....Reg Merridew
 Publicity Director.....Manuel H. Eisner
 Chief Announcer.....Reg Merridew
 Musical Director.....Henry Pildner
 Chief Engineer.....R. Morris Pierce
 Record M.C.'s....Walt Henrich, Wayne Mack,
 Hal Morgan, Bill Mayer

W H K

CLEVELAND—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By...United Broadcasting Co.
 Address1311 Terminal Tower
 Phone Number.....PRospect 5800

• • • OHIO • • •

Transmitter Location ... Seven Hills Village
 Time on the Air.....6:30 a.m. to 1 a.m.
 Newspaper Affiliation.....Cleveland Plain Dealer
 News Service.....AP, INS
 Transcription Service..Lang-Worth, Associated, BMI
 RepresentativePaul H. Raymer Co.
 MembershipNAB

Personnel

President.....Sterling E. Graham
 Gen. Mgr.-Station Mgr.....K. K. Hackathorn
 Commercial Manager.....Robert S. DeTchon
 Sales Promotion Manager.....Sue Cornelius
 Program Director.....C. M. Hunter
 Production Manager.....Jacob Hines
 Publicity Director.....Saul Glantz
 Musical Director.....Willard Pott
 Chief Engineer.....R. H. DeLany
 Record M.C.....Fran Pettary

W J W

CLEVELAND—EST. 1943

AMERICAN BROADCASTING CO.

Frequency: 850 Kc.....Power: 5000 Watts
 Owned-Operated By.....WJW, Inc.
 Address.....1375 Euclid Ave.
 Phone NumberSUperior 0101
 Transmitter Location ...North Royalton, Ohio
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP, Transradio
 Transcription ServiceStandard
 RepresentativeHeadley-Reed Co.
 MembershipNAB

Personnel

President.....William M. O'Neil
 National Sales Manager...Harold W. Waddell
 Local Sales Manager.....W. J. Sylvester
 Merchandising Manager.....Robert Manby
 Program Director.....Charles V. Hunter
 Production Manager.....Robert Ledyard
 Publicity Director.....Robert Manby
 Musical Director.....Donald Kaylor
 Chief Engineer.....Gerald G. Roberts

W T A M

CLEVELAND—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1100 Kc.....Power: 50000 Watts
 Owned-Operated By....National Broadcasting Co.
 Business Address ...815 Superior Ave., N.E.
 Phone NumberCherry 0942
 Transmitter LocationBrecksville, Ohio
 Time on the Air.....5:30 a.m. to 1 a.m.

CLEVELAND'S

**Chief
STATION**

• Calls your attention to the factors that have made it tops in daytime listening in the great Cleveland billionarea.



WJW **850**
on your dial

News Service.....UP, AP, INS
 Transcription ServiceNBC Thesaurus;
 World
 Representative.....NBC Spot Sales
 MembershipNAB, BMB

Personnel

President (NBC).....Niles Trammel
 General Manager.....Vernon H. Pribble
 Commercial Manager.....Harold L. Gallagher
 Merchandising Manager.....Howard Barton
 Program Director.....Harold Metzger
 Production Manager.....Fred Wilson
 Publicity Director.....Tommy Tarbox
 Musical Director.....Walberg Brown
 Chief Engineer.....Ed Leonard
 Record M.C.....Frank Fredrich

WSRS

CLEVELAND HEIGHTS—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Samuel R. Sague
 Business Address.....Radio Center Bldg.

Phone Number..ERIEview 2300 & SKYline 7184
 Transmitter Location....Marshall Motor Bldg.
 Time on the Air.....6 a.m. to midnight
 News Service.....AP
 Transcription Service.....Thesaurus, World,
 Lang-Worth, Associated
 MembershipNAB

Personnel

General Manager.....Samuel R. Sague

WBNS

COLUMBUS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By Radiohio, Inc.
 Address33 North High Street
 Phone Number.....Adams 9265
 Transmitter Location1035 Barnett Rd.
 Time on the Air.....6 a.m. to 1:05 a.m. daily;
 Sunday: 8 a.m. to 1:05 a.m.
 News Service.....AP, PA
 Transcription Service.....Standard Radio,
 Thesaurus
 Representative.....John Blair & Company
 MembershipNAB, BMB

1947
 Proudly Presents
 The "HEIGHTS" in RADIO
 The Voice of the
 SUBURBAN PEOPLE
 SAMUEL R. SAGUE • RADIO CENTER BLDG.
 CLEVELAND HEIGHTS

WSRS
 1490 kc

WSRS-FM
 Channel 284
 104.7 mc

TURN TO

Your Daily Newest
 Radio Stars

Personnel

President.....Richard S. Wolfe
 Station Manager.....Richard A. Borel
 Sales Director.....W. I. Orr
 Director, Program Promotion..Jerome R. Reeves
 Program Director.....Geer Parkinson
 Continuity Director.....Chester S. Long
 Chief Announcer.....Russell Canter
 Musical Director.....Paul Neal
 Chief Engineer.....Lester H. Nafzger
 Record M.C.....Irwin A. Johnson

Personnel

President.....Sterling Graham
 Gen. Mgr. & Vice President...Carl M. Everson
 Station Manager.....Carl M. Everson
 Commercial Manager.....Harry H. Hoessly
 Merchandising Manager.....H. H. Hoessly
 Program Director.....John B. Moses
 Publicity Director.....Juanita Wilcox
 Chief Announcer.....B. J. Sweeney
 Musical Director.....Abram Ruvinsky
 Chief Engineer.....William A. Minor
 Record M.C.....Bernard J. Sweeney

WCOL

COLUMBUS—EST. 1924

ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....The Pixleys
 Business Address.....33 North High St.
 Phone Number.....Main 4581
 Transmitter Location.....555 W. Goodale St.
 Time on the Air.....6 a.m. to 1 a.m.,
 Sundays 7:30 a.m. to 1 a.m.
 News Service.....PA, INS
 Transcription Service.....World; Lang-Worth
 Representative.....Headley-Reed Company
 Membership.....NAB, BMB

Personnel

Owner & Chief Executive...Lloyd A. Pixley
 Gen. Mgr.-Station Mgr.....Jack Kelly
 Merchandising Manager....Howard Donahoe
 Production Manager.....Al. Albinger
 Publicity Director.....Howard Donahoe
 Chief Announcer.....George Arms
 Musical Director.....Al. Albinger
 Chief Engineer.....Leo DeConnick

WHKC

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM
 OHIO NETWORK

Frequency: 610 Kc.....Power: 1000 Watts
 Owned-Operated By.....United Broad-
 casting Co.
 Address.....22 East Gay St.
 Phone Number.....Adams 1101
 Transmitter Location.....901 Obetz Road
 Time on the Air.....6 a.m. to 1 a.m.
 Newspaper Affiliation.....Cleveland Plain
 Dealer
 News Service.....UP
 Transcription Service.....Lang-Worth, Cole
 National Sales Office.....Paul H. Raymer Co.
 Representative.....H. H. Hoessly
 Membership.....NAB, BMB

WOSU*

COLUMBUS—EST. 1921

Frequency: 820 Kc.....Power: 5000 Watts
 Owned-Operated By...Ohio State University
 Business Address.....OSU Campus,
 Communication Lab.
 Phone Numbers: University 3148; Extension
 711-2
 Studio Address.....Campus
 Transmitter Location: University Golf Course,
 Worthington Road
 Time on the Air.....Limited time,
 to sunset at Dallas, Texas
 News Service.....UP, AP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Membership.....NAEB

Personnel

President.....Howard L. Bevis
 Gen. Mgr.-Station Mgr.....Robert C. Higy
 Program Director.....William H. Ewing
 Production Manager.....Edgar A. Sprague
 Publicity Director.....Harold K. Schellenger
 Chief Announcer.....Glenn Ellstrom
 Musical Director.....Ann Charles
 Chief Engineer.....Robert C. Higy
 Chief Operator.....Chas. H. Boehnker

* Non-Commercial Station

WHIO

DAYTON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By..Miami Valley Broad-
 casting Corporation
 Business Address.....45 South Ludlow Street
 Phone Number.....Adams 2281
 Transmitter Location.....R. R. No. 2
 Time on the Air.....5:45 a.m. to 1:05 a.m.;
 Sunday: 8 a.m. to 12:05 a.m.
 Newspaper Affiliations: Dayton Daily News;
 News Service.....UP, INS, AP
 Transcription Service..Standard Radio & World

Representative.....George P. Hollingbery Co.
 MembershipNAB, BMB

Personnel

President.....James M. Cox, Jr.
 Gen. Mgr.-Station Mgr.....Robert H. Moody
 Commercial Mgr.-Merchandising
 Manager.....Arthur H. Tomsett
 Program Director.....Lester Spencer
 Publicity Director.....Stanley G. Mouse
 Chief Engineer.....Ernest L. Adams
 Record M.C.....Bud Baldwin

Transmitter Location.....E. David Rd.
 Time on the Air.....24 hours daily
 News ServiceAP
 Transcription Service....Lang-Worth, Standard
 Representative.....Weed & Company
 MembershipBMB

Personnel

PresidentCharles Sawyer
 General Manager.....J. P. Williams
 Station Manager.....F. G. Dykstra
 Merchandising Consultant..Mrs. Ruth Krouse
 Program Director.....C. Ranny Daly
 Engineering Consultant.....Paul Braden
 Record M.C.....Gene Barry

W I N G

DAYTON—EST. 1921

ABC

Frequency: 1410 Kc.....Power: 5000 Watts
 Owned-Operated By..Great Trails Broadcasting
 Corporation
 Address.....121 North Main Street
 Phone Number.....ADams 3288-89-80

W F I N

FINDLAY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned By.....Findlay Radio Company



“Jonathan Dayton” and “Miss Miami Valley” Welcome WHIO Advertisers into the Homes of Southwestern Ohio

WHIO delivers your sales message right into the homes of busy, prosperous Dayton and of the \$100 million agricultural market of the Miami Valley. Since VJ Day, 70 plant expansions have been started in the Dayton area alone. Peace-time employment, which dipped with the abrupt end of the war, now far exceeds the war-time peak of 90,000! Tell this alert, expanding market about your products and services over WHIO, Dayton.

WHIO

5000 Watts
 News: UP, INS, PA, and CBS' best shows
 G. P. Hollingbery Company, Representatives
 Harry E. Cummings, Southeastern Representative

Basic CBS

WMRN

MARION, OHIO

**Changes
Statistics into Service
And Service into Sales
For You**



Community service is a by-word to every staff member of Marion, Ohio's Friendly Neighbor Station WMRN. The results of such service are yours for better sales in a seven-county market area where buying power is estimated at more than \$200,000,000 annually.

In this seven-county market you can get 200,000 listeners who know, like and stay tuned to news of their city, farm, church and school activities over the station they prefer. Their time is your time with WMRN.

WMRN serves its audience through all the seasons of the year. Your share of that audience can mean better sales in an already prosperous, ready-to-buy central Ohio market.



WMRN was on hand when ex-Ohio Governor Lausche, Frank W. Colley, League President, and Baseball Commissioner Happy Chandler opened the Ohio State League Season in Marion.



Cooperation with civic and law and enforcement agencies is aided by WMRN. Here staff announcer Don Sherwood interviews state police officers during a "check-up" week in promotion of safer driving.



PHOTO BY GALE AGENCY STUDIO



ROBERT T. MASON
president of
The Marion
Broadcasting Company



ROBERT MORRISON
assistant general
manager of Station
WMRN



MADGE COOPER
director of WMRN
women's program

WMRN

MARION, OHIO

The Marion Broadcasting Company

REPRESENTED BY
BROADCAST SALES COMPANY
280 Madison Avenue
New York City

BROADCAST SALES COMPANY
360 N. Michigan Avenue
Chicago, Illinois



AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

Operated By.....Fred R. Hover
 Business Address...500½ South Main Street
 Phone Number.....Main 1330
 Transmitter Location.....Williams Road
 Time on the Air: 6:30 a.m. to local sunset;
 Sunday: 7 a.m. to local sunset
 News ServiceINS
 Transcription ServiceLang-Worth;
 Standard Radio, Keystone, Cole
 Representative.....Allan H. Miller
 MembershipNAB, BMB

Personnel

President-Owner and
 Chief Executive.....Fred R. Hover
 Commercial Manager.....M. C. Clark
 Sales Promotion Manager.....Dick Davis
 Program Director.....Joanne Lewis
 Chief Announcer.....Maurice M. Sayre
 Musical Director.....Margaret Schwaberow
 Chief Engineer.....Edgar C. Smith
 Record M.C.....John C. Hutson

W M O H

HAMILTON—EST. 1944

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..The Fort Hamilton Broad-
 casting Co.
 Address.....Second National Bank Bldg.
 Phone4663-4, 4345
 Transmitter Location.....Middletown Pike
 Time on the Air.....6 a.m. to 11 p.m.;
 Sun., 7 a.m. to 11 p.m.
 News ServiceUP
 Transcription Service.....NBC Thesaurus
 MembershipNAB, BMB

Personnel

Pres. & Mgr. Dir.....Herbert G. Pabst
 Sales & Promotion Mgr.....Joseph E. True
 Chief Engineer.....Andrew F. Bruck

W L O K

LIMA—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....The Fort Industry Co.
 Address.....620 National Bank Bldg.
 Phone63411
 Transmitter Location.....1424 Rice Ave.
 Time on the Air....6 a.m. to midnight daily;
 8 a.m. to midnight Sunday
 News ServiceAP
 Transcription ServiceStandard
 RepresentativesHeadley Reed
 MembershipNAB, BMB

Personnel

President.....George B. Storer
 General Manager.....Lee B. Wailes

Managing Director.....Ralph G. Elvin
 Commercial Manager.....G. F. Zwahlen
 Sales Promotion Manager.....R. G. Elvin
 Chief Engineer.....Darrell Hunter

W M A N

MANSFIELD—EST. 1939

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Richland, Inc.
 Address.....140 Park Avenue West
 Phone Numbers.....4235-6
 Transmitter Location..Corner Longview Ave.
 and No. Main St.
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeBroadcast Sales Co.
 MembershipNAB, BMB

Personnel

President.....Monroe F. Rubin
 Gen. Mgr.-Station Mgr.....John M. O'Hara
 Commercial Manager.....Carl C. Kindt
 Program Director.....Harry Lytle
 Musical Director.....James Minium
 Chief Engineer.....William E. Morrison
 Record M.C.....James Minium

W M O A

MARIETTA

MUTUAL

Frequency: 1490 Kc.....Power: 250 Watts
 Owned and Operated By.....Marietta
 Broadcasting Co.
 Address.....Williamstown, West Va.
 Correspondence Address...Box 201, Marietta,
 Ohio
 Transmitter Location..Williamstown West Va.
 Time on Air.....Unlimited License
 Representative.....The Branham Co.

Personnel

General Manager.....Mildred Chernoff
 Resident Manager.....A. Archer

W M R N

MARION—EST. 1940

ABC—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....The Marion
 Broadcasting Company
 AddressBox 518
 Phone Number3226-7
 Transmitter Location.....North Main Street
 Time on the Air.....17 hours daily
 News ServiceUP
 Transcription Service.....NBC Thesaurus
 MembershipNAB, BMB

Personnel

President-Station Manager.....Robert T. Mason
 Broadcast Manager.....S. R. Morrison
 Merchandising Manager.....Eric Paige
 Publicity Director.....John Planic
 Musical Director.....Margaret Hale Clark
 Chief Engineer.....Francis J. Peters

W P A Y

PORTSMOUTH—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....The Scioto Broadcasting Co.
 Operated By.....Brush-Moore Newspapers, Inc.
 Address.....1009 Gallia St.
 Phone Number.....1010
 Transmitter Location.....1009 Gallia St.
 Time on the Air.....Unlimited
 Newspaper Affiliation.....Portsmouth Times
 News Service.....AP & UP
 Transcription Service.....Lang-Worth, BMI,
 Thesaurus
 Representative.....William G. Rambeau Co.
 Membership.....NAB, BMB

Personnel

President.....Roy D. Moore
 Gen. Mgr.-Station Mgr.....Paul Wagner

Commercial Manager.....G. F. Boyd
 Merchandising Manager.....Carl P. Bodner
 Program Director.....Edward Sagraves
 Publicity Director.....Carl P. Bodner
 Chief Announcer.....Harold Sagraves
 Musical Director.....Mrs. Dorothy Page
 Chief Engineer.....M. L. Myers
 Record M.C.....Graeme Zimmer

W I Z E

SPRINGFIELD—EST. 1940

ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Voice of
 Springfield, Inc.
 Address.....115 West High Street
 Phone Number.....3-4955
 Transmitter Location.....115-117 W. High St.
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Weed & Co.
 Membership.....BMB

Personnel

President.....Charles Sawyer
 General Manager.....J. P. Williams
 Station Manager.....Adna H. Karns



Four Stations in Four States under the experienced management of "The Friendly Group". Extending you a friendly hand for more business from these thriving markets.



For further details, write John Laux, Managing Director "The Friendly Group", Steubenville, O

WPIT

PITTSBURGH, PA.
 JACK MERDIAN, MGR.
 INDEPENDENT

WSTV

STEUBENVILLE, O.
 JOHN LAUX, MGR.
 MUTUAL

WFPG

ATLANTIC CITY, N. J.
 IRV TEETSSELL, MGR.
 ABC NETWORK

WKNY

KINGSTON, N. Y.
 LOU STEKETEE, MGR.
 MUTUAL

Merchandising Manager.....Adna H. Karns
 Program Director.....Robert Terry
 Production Manager.....Robert Christol
 Publicity Director.....Paul Bussard
 Musical Director.....Robert Christol
 Chief Engineer.....Victor Bushong
 Record M.C.....Wendall Brakefield

WSTV

STEUBENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..The Valley Broadcasting
 Company
 Business Address...Exchange Realty Building
 Phone Number2-6263-66-67
 Studio Address..Steubenville; East Liverpool, O.
 Transmitter Location.....Altamont Heights
 Time on the Air.....7 a.m. to 1 a.m.
 News ServiceUP
 Transcription ServiceThesaurus
 Representative..Joseph Hershey McGillvra, Inc.
 MembershipBMB

Personnel

Gen. Mgr.-Station Mgr.....John J. Laux
 Merchandising Manager...John L. Merdian
 Production Manager-Ass't.
 Publicity Director.....George H. Wilson
 Publicity Director.....Harry M. Cochran
 Chief Announcer.....George H. Wilson
 Musical Director.....Thomas Arim
 Chief Engineer.....Joseph M. Troesch
 Record M.C.'s.....William Ewing
 William Brabson

WSPD

TOLEDO—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned-Operated By....The Fort Industry Co.
 Address...Broadcast Building, 136 Huron St.
 Phone Number.....ADams 3175
 Transmitter Location.....RFD, Oregon Road,
 Rossford, Ohio
 Time on the Air.....6 a.m. to 1 a.m.;
 Sunday: 7:45 a.m. to 1 a.m.
 News Services.....AP, INS, UP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth, Standard
 Representative.....The Katz Agency
 MembershipNAB, BMB

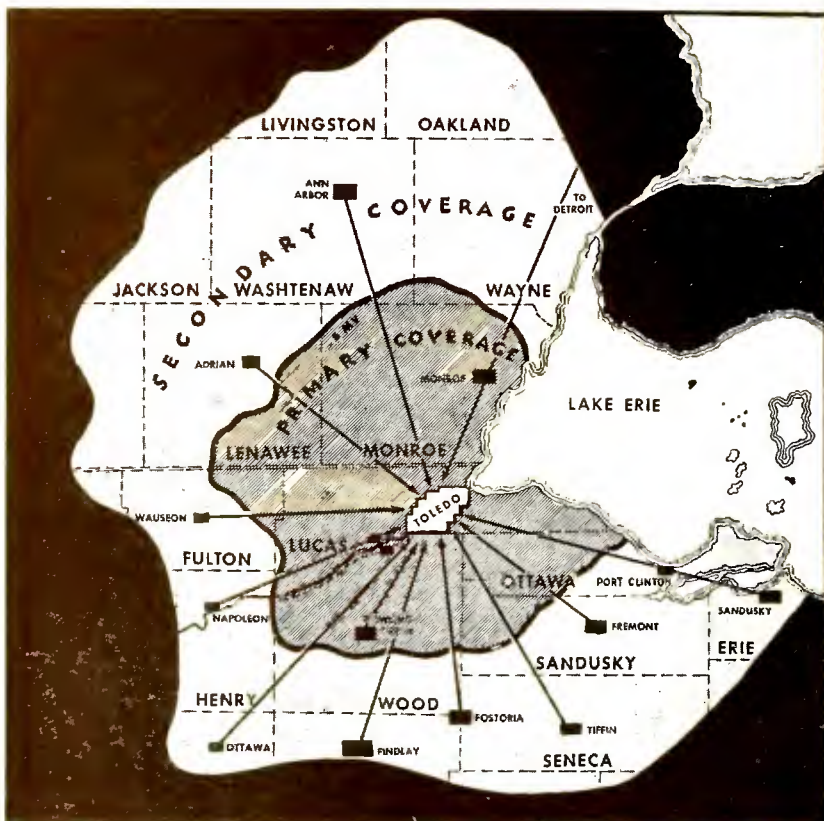
Personnel

President.....George B. Storer
 Vice-Pres. & Treas.....J. H. Ryan
 General Manager.....Lee B. Wailes
 Station Manager.....E. Y. Flanigan

For the *best*
 in women's news . . .

AP

Map of a Market not to be ignored



THREE QUARTERS OF A MILLION PEOPLE

This is the market covered by WTOL. Within a radius of 50 miles of Toledo is a population of more than three-quarters of a million — more than 200,000 homes where WTOL is recognized and known as "Toledo's Friendly Station."

Local merchants prefer WTOL — it gets results for them. Its audience represents responsive buying power!

WTOL "Toledo's Friendly Station"

National Representatives: Paul H. Raymer Co.

Basic ABC Affiliate

Local Manager..... Westford F. Shannon
 Merchandising Manager.... O. William Myers
 Program Director..... Glenn C. Jackson
 Production Manager..... Robert B. Evans
 Publicity Director..... O. William Myers
 Chief Announcer..... Robert B. Evans
 Musical Director..... Gene Williams
 Chief Engineer..... Wm. M. Stringfellow
 Record M.C..... Gene Williams

WTOD

TOLEDO—EST. 1946

Frequency: 1560 Kc... Power: 1000 w., d. only
 Owned-Operated By..... Unity Corp., Inc.
 Address..... 515 Madison Ave.
 Phone Number..... Garfield 5551
 Transmitter Location... Arlington & Byrne Rd.
 Time on the Air.. Local sunrise to local sunset
 Newspaper Affiliation..... Dispatch Herald,
 Erie Sun
 News Service AP
 Transcription Service... Lang-Worth, SESAC,
 Associated
 Representative..... The Walker Co.
 Membership NAB

Personnel

President Edward Lamb
 General Manager..... William Spencer
 Merchandising Manager.... Rockwell Force
 Program Director..... Howard Malcom
 Publicity Director..... Rosalie Korman
 Chief Announcer..... Jean Shepherd
 Chief Engineer..... Robert Sowers
 Record M.C..... Jean Shepherd

WTOL

TOLEDO—EST. 1938

AMERICAN BROADCASTING CO.

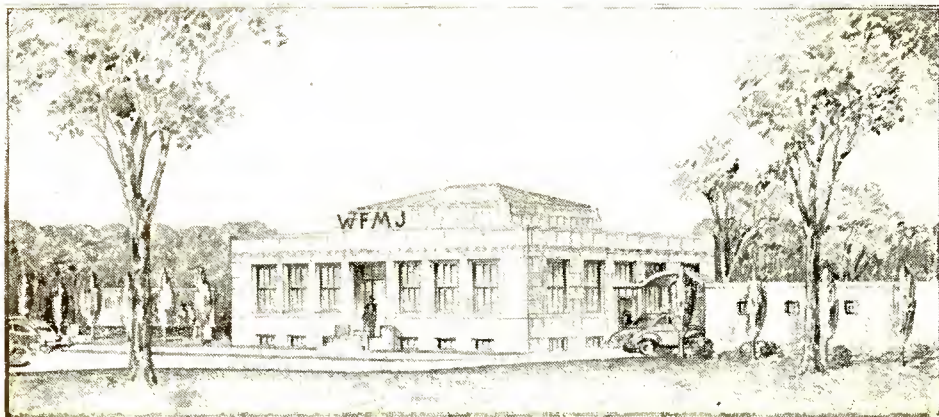
Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By.. The Community Broad-
 casting Company
 Address Bell Building
 Phone Number..... Adams 3291
 Transmitter Location..... 709 Madison Ave.
 Time on the Air..... Unlimited license
 News Service UP & AP
 Transcription Services Standard, World
 Representative..... Paul H. Raymer Co.
 Membership NAB, BMB

Personnel

President Frazier Reams
 V P- Sales Commercial Mgr.... Arch Shawd
 Program Mgr.-Production Mgr... Karl Nelson
 Musical Director..... Dorothy Diller
 Chief Engineer..... John Sheehan
 Record M.C..... Ken Lawrence

For the best in
 Washington news . . .





WFMJ's transmitter building, to be erected this year

WFMJ has been granted 5,000 watts AM and 50,000 watts FM, which will make it one of the most powerful of all FM stations. Meanwhile WFMJ, as usual, offers complete coverage of the concentrated Youngstown market.

W F M J

ABC affiliate—News reports of Press Association, the United Press, and The Youngstown Vindicator

Headley Reed Company, National Representatives

W R R N

WARREN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Nied & Stevens
 Address.....108 Main St., Second
 National Bank Building
 Phone Number.....4490-1
 Transmitter Location.....210 Main St.
 Time on the Air.....6:45 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Lang-Worth, SESAC
 Representative.....Joseph Hershey McGillvra
 Membership.....NAB

Personnel

Owners.....Frank T. Nied & Perry H. Stevens
 Station Manager.....Emerson J. Pryor
 Commercial Manager.....Frank B. Cannon
 Merchandising Manager.....Emerson J. Pryor
 Program Director.....Richard G. Oram
 Chief Engineer.....Robert V. Kinney

W F M J

YOUNGSTOWN—EST. 1939

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...WFMJ Broadcasting Co.
 Address.....101 W. Boardman St.
 Phone Number.....34121
 Transmitter Location...101 W. Boardman St.
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation..Youngstown Vindicator
 News Service.....AP; UP
 Transcription Services.....Thesaurus,
 Standard Radio
 Representative.....Headley-Reed Company
 Membership.....NAB, BMB

Personnel

Pres.-Gen. Mgr.....William F. Maag
 National Sales Manager.....Phil Wood
 Business Manager.....L. E. Nasman
 Program Director.....Robert B. Mackall
 Musical Director.....Ronald Richards
 Chief Engineer.....Frank A. Dieringer
 Record M.C.....Ted Connors

W K B N

YOUNGSTOWN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By....WKBN Broadcasting
 Corp.
 Address.....17 N. Champion St.
 Phone Number.....4-2122
 Transmitter Location.....3430 Sunset Blvd.
 Time on the Air.....Fulltime
 Newspaper Affiliation..Cleveland Plain Dealer
 News Service.....UP
 Transcription Services....World; Lang-Worth
 Representative.....Paul H. Raymer Co.
 Membership.....NAB, BMB

Personnel

President and Gen. Mgr..W. P. Williamson, Jr.
 Station-Commercial Manager....J. L. Bowden
 Chief Engineer.....E. T. Wilkins

W H I Z

ZANESVILLE—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By...Southeastern Ohio Broadcasters,
 Inc.
 Operated By.....Fort Industry Company
 Address....North Fifth St., Lind Arcade Bldg.
 Phone Number.....6000
 Transmitter Location.....Newark Road
 Time on the Air.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....John Blair & Company
 Membership.....NAB, BMB

Personnel

President.....George B. Storer
 General Manager.....Lee Wailes
 Managing Director.....Allen Haid
 Commercial Manager.....Robert Keans
 Program Director.....Russ Gardner
 Public Relations Director.....John Pearl
 Chief Announcer.....Lyle Lee
 Chief Engineer.....Joe Atkinson

WKBN—“Very Personal” →

Very Personal...



TO LISTENERS in one of the nation's top 25 industrial areas . . . to local and national advertisers . . . the call letters WKBN stand for personal contact.

To the Listener, they mean personal contact with constant fine entertainment . . . strong local and national news coverage . . . information on better products and services . . . extensive public service features. This contact is one of personal preference for more reasons than the quality and scope of programs. The listener has come to know WKBN as a friendly station and staff . . . vitally concerned with affairs of the area served. Twenty years of sincere and authoritative station conduct have demonstrated this to his satisfaction . . . and the WKBN-habit is welcomed as a personal part of his life and home.

To the Advertiser, WKBN means an opportunity for personal contact with a great family of radio listeners in a densely populated tri-state area. These call letters mean the one advertising medium that binds this vast purchasing power together. They represent unique market contact through a regional personality . . . a proved-power selling force . . . a friendly and profitable business relationship, based on WKBN's long-established reputation for utmost cooperation towards mutual objectives.

IF YOU COULD CHOOSE ONLY 25 U. S. MARKETS . . .
YOU WOULD HAVE TO CHOOSE YOUNGSTOWN—WKBN

WKBN

Columbia Broadcasting System
YOUNGSTOWN, OHIO
5000 Watts - 570 K. C.

Represented by:
Paul H. Raymer Company

OKLAHOMA

Estimated Population, 2,147,292—Radio Homes, 464,658
Stations in State—24

K A D A

ADA—EST. 1934
AMERICAN BROADCASTING CO.
OKLAHOMA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....C. C. Morris
Address.....207 First Nat'l Bank Bldg.
Phone Number.....1212
Transmitter Location.....North Broadway
Time on the Air.....6:30 a.m. to 11:05 p.m.;
Sundays, 7 a.m. to 11 p.m.

News Service.....AP
Transcription Service.....M. M. Cole
Representative.....Taylor Howe Snowden
Membership.....NAB, BMB

Personnel

Owner.....C. C. Morris
General Manager.....James M. Griffith
Commercial Manager.....Leroy Moses
Merchandising Manager.....Betty Hughes
Program Director.....Bill Hoover
Publicity Director.....Betty Hughes
Chief Engineer.....Harold Walker

K W H W *

ALTUS—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Altus Broadcasting Co.
Address.....Box 692
Studio Address.....Main & Commerce St.
Time on the Air.....Unlimited
Membership.....NAB

Personnel

President-Gen. Manager....Frank E. Wimberly
Commercial Manager.....Ruth Ferris

*Construction Permit

K V S O

ARDMORE—EST. 1935
AMERICAN BROADCASTING CO.
KBS—OKLAHOMA NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John F. Easley
Address.....Hotel Ardmore
Phone Number.....3030
Transmitter Location....Chickasaw & North-
west Blvd.

Time on the Air.....6:30 a.m. to 11:05 p.m.
Transcription Service.....SESAC;
World; Standard
Newspaper Affiliation.....Daily Ardmoreite

News Service.....AP
Representative.....Taylor Howe Snowden
Membership.....NAB, BMB

Personnel

President.....John F. Easley
General & Sales Manager.....Albert Riesen
Commercial Manager.....Glen Pool
Program Director.....Dolly Dutton
Chief Announcer.....John E. Riesen
Chief Engineer.....John M. Molloy

K W O N

BARTLESVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Bartlesville Broadcasting
Co.

Business Address..100 Union Natl. Bank Bldg.
Phone Number.....1400
Transmitter Location.....U. S. Highway 75
Time on the Air.....6:30 a.m. to 11 p.m.
News Service.....AP
Transcription Service.....Standard
Membership.....NAB

Personnel

President-Gen. Manager.....J. Fred Case
Commercial Manager.....H. H. Heerman
Sales Promotion Manager.....John Collins
Chief Engineer.....W. G. Ownby

K W C O

CHICKASHA—EST. 1946

MBS

Frequency: 1560 Kc.....Power: 250 Watts
Owned By Washita Valley Broadcasting Corp.
Operated By.....George C. Robinson, Jr.
and James B. Quattlebaum

Address.....Chickasha, Okla.
Phone Number.....2899
Transmitter Location..Approx. 2 miles W. of
U. S. Highway 81

Time on the Air.....11½ hours daily
News Service.....AP
Transcription Service.....Standard Radio
Membership.....NAB

Personnel

President.....George C. Robinson, Jr.
General Manager.....James B. Quattlebaum
Commercial Manager.....Len Lyon
Chief Engineer.....George C. Robinson, Jr.
Record MC.....Jimmie Weldon

KASA

ELK CITY—EST. 1932

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 KcPower 100 Watts
Owned-Operated By...Southwestern Broadcast-
ing Co.

Address.....204 N. Main St.
Phone Number.....730
Transmitter Location.....204 N. Main St.
Time on the Air.....6 a.m. to 10:30 p.m.
News ServiceUP
Transcription ServiceStandard
Membership.....NAB, BMB

Personnel

President-General Manager...Lonnie J. Preston
Program Director.....Evelyn Preston
Production Manager.....George Cowan
Publicity Director.....Mrs. Alice Howenstine
Chief Engineer.....George Fenter

KCRC

ENID—EST. 1929

ABC

OKLAHOMA NETWORK

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By....Enid Radiophone Co.
Address.....Broadway Tower
Phone Number447
Transmitter Location...Willow & Kennedy Sts.
Time on the Air.....6 a.m. to 11 p.m.;

Sunday: 7 a.m. to 11 p.m.
Newspaper Affiliation...Enid Morning News;
Enid Daily Eagle
News ServiceAP
Transcription Service.....Standard;
M. M. Cole
Representative Taylor-Howe-Snowden
Membership.....NAB, BMB

Personnel

President.....Lucy M. Garber
General Manager.....Milton B. Garber
Commercial Manager.....H. P. Hale
Program Director.....Harold Moon
Publicity Director.....Hugh Finnerty
Chief Engineer.....Murray D. Coleman

KSWO

LAWTON—EST. 1941

MUTUAL—KBS

Frequency: 1150 Kc.....Power: 250 Watts
Owned-Operated By

Oklahoma Quality Broadcasting Co.
Business Address PO Box 699
Phone Number.....3413

Studio Address.....17th & E. Streets
Transmitter Location.....17th & E. Streets
Time on the Air.....Daytime license
News ServiceUP
Transcription Service.....World

Personnel

General Manager.....John W. Steele
Chief Engineer W. E. Billington

KTMC

McALESTER—EST. 1945

ABC—OKLAHOMA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...McAlester Broadcasting
Co.

Address.....Municipal Bldg.
Phone Number.....2411
Transmitter Location...One mile N. of studio
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard
National Sales Office.....Taylor-
Howe-Snowden
Membership.....NAB, BMB

Personnel

Owners.....Clarence Wilson and
Philip Jackson
Gen. and Station Manager...Clarence Wilson
Commercial Manager,
Merchandising Manager.....Philip Jackson
Publicity Director.....Lowell Clark
Chief Announcer.....Jim Wilson
Chief Engineer.....Glenn Barnett
Record MC.....Jim Wilson

KBIX

MUSKOGEE—EST. 1936

ABC

OKLAHOMA NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By:

Oklahoma Press Publishing Co.
Address.....910-913 Barnes Bldg.
Phone Number.....302-3
Transmitter Location.....Atop Barnes Building
Time on the Air.....6:30 a.m. to 12 midnight
Newspaper Affiliation.....Muskegee Daily
Phoenix & Times Democrat
News ServiceAP
Representative Taylor-Howe-Snowden
Membership.....NAB, BMB

Personnel

President.....Tams Bixby, Jr.
Station Manager.....Paul A. Bruner

Commercial Manager.....Paul A. Bruner
 Merchandising Manager....Mary D. Robinson
 Program Director.....Beverly Kobel
 Publicity Director.....Mary D. Robinson
 Chief Announcer.....Tom Davidson
 Chief Engineer.....Bruce Dennis
 Record MC.....Bob Castle

W N A D *

NORMAN—EST. 1922

Frequency: 640 Kc. Power: 1000 Watts d. only
 Owned-Operated By..University of Oklahoma
 Business Address.....Faculty Exchange,
 Norman, Okla.
 Phone Number.....900
 Studio Address.....Union Tower,
 Univ. of Okla.
 Transmitter Location..1140 South Jenkins Ave.
 Time on the Air.....8 a.m. to local sunset
 News Service.....AP
 Transcription Service.....Standard
 Membership.....NAEB

Personnel

General Manager.....John W. Dunn
 Production Manager.....Coley Newman
 Publicity Director.....Marjorie Janssen
 Chief Announcer.....Maurice Ogden
 Musical Director.....Jack Bowers
 Chief Engineer.....Remy Perot

K O C Y

OKLAHOMA CITY—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Plaza Court Broad-
 casting Co.
 Address.....Plaza Court
 Phone Number.....3-4333
 Transmitter Location.....Plaza Court
 Time on the Air.....6 a.m. to 12 midnight,
 News Service.....AP
 Transcription Service.....Associated Music
 Publishers; Standard Radio; NBC Thesaurus
 Representative.....The Walker Co.
 Membership.....NAB; BMB

Personnel

President.....John D. Thomas
 General Manager,
 Station Manager....Matthew H. Bonebrake
 Commercial and Merchandising
 Manager.....George Tarter
 Chief Engineer.....George Brock

K O M A

OKLAHOMA CITY—EST. 1932

COLUMBIA BROADCASTING SYSTEM

REGIONAL NETWORK (KOMA-KWFT-KTUL)

Frequency: 1520 Kc.....Power: 5000 Watts
 (CP-50,000)

Owned-Operated By.....KOMA, Inc.
 Address.....Box 983
 Phone Number.....2-3291
 Studio Address.....Biltmore Hotel
 Transmitter Location.....Moore, Okla.
 Time on the Air.....6 a.m. to 12:05 a.m.;
 Sunday: 7 a.m. to 12:05 a.m.

News Service.....UP
 Transcription Service.....Capitol,
 Standard, Cole.
 Representative.....Free & Peters
 Membership.....NAB, BMB

Personnel

President.....John Griffin
 General Manager.....Kenyon Brown
 Commercial Manager.....J. J. Bernard
 Director of Public Relations.....Bill Bryan
 Production Manager and Supervisor of
 Program Personnel.....Allan Page
 Musical Director.....Mickey Reynolds
 Chief Engineer.....M. W. Thomas
 Record MC.....Eddie Coontz

K T O K

OKLAHOMA CITY—EST. 1927

AMERICAN BROADCASTING CO.

OKLAHOMA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KTOK, Inc.
 Business Address.....2004 Apco Tower
 Phone Number.....3-8352
 Transmitter Location.....1800 West Main
 Time on the Air.....6 a.m. to midnight
 News Service.....AP & UP
 Transcription Service.....World; Lang-Worth
 Representative.....Taylor-Howe Snowden
 Membership.....NAB, BMB

Personnel

President.....O. L. Taylor
 Gen. and Station Manager....Robert D. Enoch
 Commercial Manager.....Frank J. Lynch
 Program Director.....Harold Shreve
 Publicity Director.....Phillip Kernan
 Chief Announcer.....Lee Lemon
 Musical Director.....Melba Cates
 Chief Engineer.....Clifford Easum
 Record MC.....Walter Colvin

WKY

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

Frequency: 930 Kc. Power: 5000 Watts
 Owned By.....Oklahoma Publishing Co.
 Operated By.....WKY Radiophone Co.
 Address.....Skirvin Tower Hotel
 Phone Number.....3-4306
 Transmitter Location...6 mi. N. Okla. City, 1¼
 mi. W. of Britton, Okla.
 Time on the Air.....5 a.m. to 1 a.m.
 Newspaper Affiliation.....Daily Oklahoman;
 Oklahoma City Times; The Farmer Stock-
 man
 News ServiceAP, UP
 RepresentativeThe Katz Agency

Personnel

President.....E. K. Gaylord
 Secretary-Treasurer.....Edgar T. Bell
 General Manager.....P. A. Sugg
 Promotion Mgr.-Publicity Director...Tom Rucker
 Program DirectorHoyt Andres
 Chief AnnouncerWakelield Holley
 Musical DirectorAllan Clark
 Chief EngineerHerman Lovell

KHBG

OKMULGEE—EST. 1937

MUTUAL—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Okmulgee Broadcasting
 Corp.
 Address McCulloch Bldg.
 Phone Number 3646
 Transmitter Location...20th & Okmulgee Sts.
 Time on the Air 6:45 a.m. to 10:30 p.m.
 News ServiceUP
 Transcription Service...Lang-Worth; Keystone
 RepresentativeSears & Ayer
 MembershipNAB, BMB

Personnel

President & Gen'l. Mgr.....Pat Buford
 Station ManagerPat Buford
 Commercial ManagerLucille Buford
 Merchandising ManagerLucille Buford
 Program DirectorNova Clarke
 Chief AnnouncerAl Singleton
 Chief EngineerChester Ludwick

WBBZ

PONCA CITY—EST. 1927

MUTUAL—KBS

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By.....Adelaide Carrell
 Address615 West Grand Avenue
 Phone Number 3200
 Transmitter Location.....615 Grand Avenue
 Time on the Air.....7 a.m. to 11 p.m.
 News ServiceAP

Personnel

Managing DirectorA. L. Carrell
 Sales Manager.....L. C. McKenney
 Program DirectorDon Chadd
 Chief EngineerN. J. DeFrancesco

KGFF

SHAWNEE—EST. 1930

**AMERICAN BROADCASTING CO.
 OKLAHOMA NETWORK**

Frequency: 1450 Kc. Power: 250 Watts
 Owned ByStauler Publications
 Operated By...KGFF Broadcasting Co., Inc.
 Address.....Aldridge Hotel
 Phone Number4390-1
 Transmitter Location...Shawnee Country Club
 Time on the Air.....6:30 a.m. to 12 midnight,
 Sunday 7:45 a.m. to 11:30 p.m.
 Newspaper Affiliation...Stauler Publications
 News ServiceAP
 Transcription ServiceLang-Worth
 Representative.....Taylor Howe Snowden
 MembershipNAB, BMB

Personnel

PresidentOscar S. Stauler
 General ManagerMaxine Eddy
 Merchandising Manager.....Zaida Porter
 Program DirectorRoy J. Bowman
 Chief AnnouncerWilliam A. Weaver
 Chief EngineerSalvatore Ricciotti

KSPI*

STILLWATER—EST. 1946

Frequency: 840 Kc. Power: 250 Watts d. only
 Owned-Operated By...Stillwater Publishing Co.
 Address117 W. 7th
 Phone Number311
 Transmitter Location...2 Miles S. of Stillwater
 Time on the Air.....Daytime
 Newspaper Affiliation.....Stillwater Daily
 News-Press

Personnel

PresidentC. R. Bellatti
 Vice-PresidentL. F. Bellatti
 Program DirectorW. R. McKinsey

*Construction Permit

KAKC

TULSA—EST. 1946

Frequency: 1570 Kc. Power: 1000 Watts d. only
 Owned-Operated ByPublic Radio Corp.
 Address..Avey's Tulsa Coliseum, 5th & Elgin
 Phone Number.....4-0143
 Transmitter Location.....21st & Yale Aves.
 (SE. of Tulsa)
 Time on the Air..Local sunrise to local sunset
 News ServiceAP
 MembershipNAB

Personnel

President.....Sam E. Avey
 General Manager.....Glenn Condon
 Commercial Manager.....James L. Neal
 Chief Engineer.....Arnold M. Maupin
 Record M. C.....Jack Evans

KFMJ

TULSA—EST. 1946

Frequency: 1050 Kc. Power: 1000 Watts d. only
 Owned-Oper. By Fred Jones Broadcasting Co.
 Address.....Alvin Hotel, 7 E. 7th
 Phone Number3-4236
 Transmitter Location1st & Yale
 Time on the Air.....6 a.m. to local sunset
 News Service.....UP
 Transcription Service.....World. Standard.
 SESAC, Imperial
 Representative.....Donald Cooke, Inc.
 MembershipNAB

Personnel

President-OwnerFred Jones
 General ManagerLawson Taylor
 Commercial ManagerTom Johnson
 Program Director.....Jack Hoffman
 Chief EngineerNate Wilcox

KOME

TULSA—EST. 1938

ABC

MUTUAL BROADCASTING SYSTEM
 OKLAHOMA NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Oil Capital Sales Corp.
 Address7 West 8th St.
 Phone Number3-4121
 Transmitter Location.....3904 S. Newport
 Time on the Air.....Unlimited
 News ServiceAP
 Transcription Service...Standard & Lang-Worth
 National Representative..Taylor-Howe-Snowden
 MembershipNAB

Personnel

PresidentHarry Schwartz
 General ManagerH. E. Grimes
 Merchandising ManagerBetty Burdine
 Program Director.....Dick Campbell
 Chief EngineerRoy Brown

KTUL

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By.....Tulsa Broadcasting
 Company, Inc.
 Address.....Boulder on the Park
 Phone Number2-3191
 Studio Address..National Bank of Tulsa Bldg.
 Transmitter Location.....NE. of city
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceUP
 Transcription Service...Thesaurus, Standard,
 Cole, Capitol.
 RepresentativeFree & Peters
 MembershipNAB, BMB

Personnel

President.....John Toole Griffin
 General ManagerJohn Esau
 Commercial Manager.....L. A. Blust, Jr.
 Merchandising Manager...George Ketcham
 Program Director.....Karl Janssen
 Production Manager.....Ed Neibling
 Publicity DirectorSaidie Adwon
 Chief EngineerRobert Snider

KVOO

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 1170 Kc.....Power: 50000 Watts
 Owned-Operated By.....Southwestern Sales
 Corporation
 AddressPhiltower Bldg.
 Phone Number2-2254
 Transmitter Location: 10 miles east of Tulsa on
 U. S. Highway No. 66
 Time on the Air.....Unlimited
 News ServiceINS, UP
 Transcription Service.....Standard Radio;
 Lang-Worth
 Representative.....Edward Petry & Co.
 MembershipNAB, BMB

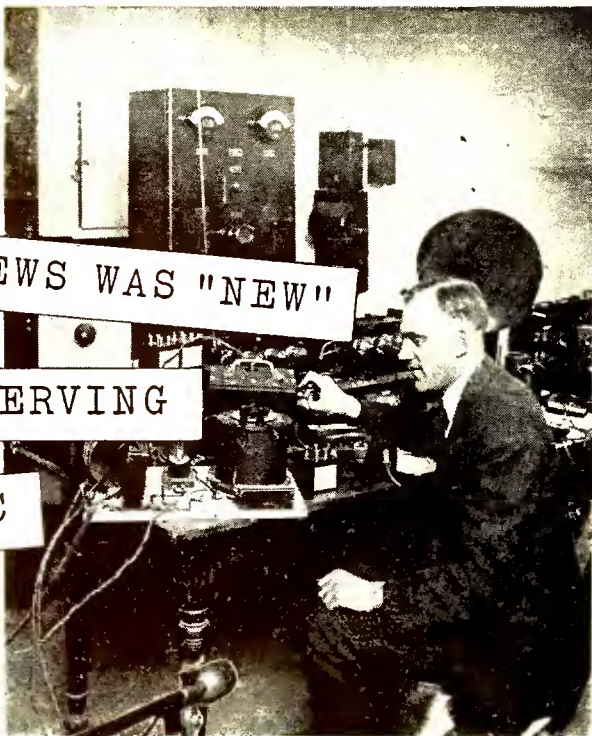
Personnel

PresidentP. Q. Proctor
 Gen. Manager & Vice-Pres....William B. Way
 Commercial Manager .Gustav K. Brandborg
 Merchandising ManagerBud Jackson
 Program DirectorF. M. Randolph
 Musical DirectorJoe O'Neill
 Chief EngineerL. W. Stinson

WHEN EVEN NEWS WAS "NEW"

KGW LED IN SERVING

THE PUBLIC



KGW

620 ON YOUR DIAL

AFFILIATED
WITH



Complete news coverage has been the goal of KGW since the station broadcast its first news flash—the state primary election returns on May 19, 1922. For the next ten years KGW supplied news through bulletins and unscheduled news broadcasts. Early in 1932, KGW carried one scheduled daily news broadcast, and by the end of that year had three locally prepared and scheduled newscasts plus one network program.

On January 3, 1934 a KGW news bureau was opened and in 1935 KGW installed the first teletype used in a Portland radio station. KGW now utilizes the services of AP, UP and INS.

The growth of public interest in the use of radio as a source of news has led KGW to increase its scheduled daily newscasts during its 25 years of service until at present KGW broadcasts 46 local and 30 network news programs weekly.

Represented Nationally by Edward Petry and Co.

OREGON

Estimated Population, 1,305,988—Radio Homes, 401,486
Stations in State—29

KWIL

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Central Willamette
Broadcasting Company
Address.....15th and Elm Streets
Phone Number.....1234-5
Studio Address.....KWIL Bldg., Albany;
Hotel Benton, Corvallis, Ore.
Transmitter Location.....Albany, Ore.
Time on the Air.....6:30 a.m. to midnight;
Sundays, 7 a.m. to midnight
Newspaper Affiliation.....Albany Democrat
Herald
News Service.....UP
Transcription Service.....Standard Radio, Cole
Representatives..John Keating; Homer Griffith
Membership.....NAB, BMB

Personnel

President.....W. L. Jackson
Secretary-Treasurer.....R. R. Cronise
General Manager.....Chet Wheeler
Commercial Manager.....Hal Byer (Albany)
Derwood Smith (Corvallis)
Merchandising Managers.....Bob Reinholdt,
Warren Stoffer
Chief Engineer.....Herb Davidson

KWIN

ASHLAND—EST. 1946

UNITED PACIFIC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Rogue Valley
Broadcasting Co., Inc.
Address.....1160 Helman Rd.
Phone Number.....Ashland 2-1351
Transmitter Location.....1160 Helman Rd.
Time on the Air.....6:30 a.m. to 11 p.m.;
Sunday: 8 a.m. to 10 p.m.
News Service.....AP
Transcription Service.....World, Standard
Representative.....John Keating
Membership.....NAB

Personnel

President.....M. S. Hamaker
General Manager.....Roy R. Peck
Commercial Manager.....Ed Barnett
Sales Manager.....Jack Watson
Program Director.....Margaret Ritchie
Chief Engineer.....Floyd Rush

KAST

ASTORIA—EST. 1935

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Astoria Broadcasting Co.
Address.....Astoria, Ore.
Phone Number.....95
Studio Address.....9th & Commercial
Transmitter Location.....1006 Taylor Avenue
Time on the Air.....17½ hours daily
News Service.....AP
Transcription Service.....Standard Radio
Membership.....NAB, BMB

Personnel

General Manager.....L. E. Parsons
Merchandising Manager.....R. D. Holmes
Program Director.....Margie Christiansen
Production Manager.....Stan Church
Chief Engineer.....James Titus

KBKR

BAKER—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Radio, Inc.
Address.....1st and Court Streets
Phone Number.....140
Transmitter Location.....East "H" St.
Time on the Air.....7 a.m. to 10 p.m.
News Service.....UP
Representative..W. S. Grant Co., John Keating
Membership.....NAB, BMB

Personnel

Pres., Chief Owner.....Marshall E. Cornett
Secretary-Treasurer.....Lee W. Jacobs
General Manager.....Lee W. Jacobs
Commercial Manager.....Ken Lockwood
Merchandising Manager.....Milton Levy
Chief Engineer.....Sidney Williams
Record MC.....Ken Holden

KBND

BEND—EST. 1938

MUTUAL—KBS—DON LEE

Frequency: 1310 Kc.....Power: 250 Watts
Owned-Operated By.....Central Oregon
Broadcasting Co.

Address.....1101 Wall St.
 Phone Number.....848
 Transmitter Location.....1101 Wall Street
 Time on the Air.....6:30 a.m. to 10:30 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Homer Griffith Co.
 Membership.....NAB, BMB

Personnel

President.....Frank H. Loggan
 General Mgr.-Station Mgr....Frank H. Loggan
 Commercial Manager.....W. M. Barton
 Program Dir.-Production Mgr...Kessler Cannon
 Chief Announcer.....Kessler Cannon
 Musical Director.....Roland McClure
 Chief Engineer.....Robert Dickinson

K O O S

COOS BAY—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Koos, Inc.
 Address.....505 Hall Building
 Phone Number.....432-3
 Transmitter Location.....Hall Building
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP, AP
 Newspaper Affiliation.....Coos Bay Times
 Transcription Service.....World Broadcasting
 Representative.....Homer Griffith Co.
 Membership.....NAB, BMB

Personnel

President.....Sheldon F. Sackett
 General Manager.....Fred F. Chitty
 Station Manager.....Hal Shade
 Commercial Manager.....Leonard Epling
 Office Manager.....Lucy Johnson
 Program Director.....Sara Spaug
 Chief Engineer.....Roger L. Spaug

K O A C *

CORVALLIS—EST. 1922

Frequency: 550 Kc.....Power: 5000 d.; 1000 n.
 Owned by.....State of Oregon
 Operated By.....Oregon State System of
 Higher Education
 Address.....Oregon State College
 Phone Number.....526
 Studio Address...Corvallis; Univ. of Oregon,
 Eugene
 Transmitter Location.....Granger
 Time on the Air...10 a.m. to 10 p.m. Monday
 through Saturday
 News Service.....UP

Personnel

President.....Dean J. Cramer
 Station Manager.....James M. Morris
 Program Director.....James M. Morris
 Production Director.....James S. Nelson
 Chief Announcer.....J. Edwin Arnold
 Musical Director.....Donald F. Whitman
 Chief Engineer.....Grant S. Feikert

*Non-Commercial Station

K O D L

THE DALLES—EST. 1940

Frequency: 1230 Kc..Power: 250 d.; 100 n.
 Owned-Operated By... Western Radio Corp.
 Address.....The Dalles, Ore.
 Phone Number.....2300
 Transmitter Location.....The Dalles
 Time on the Air.....15½ hours daily
 Transcription Service.....C. P. MacGregor
 News Service.....UP
 Membership.....NAB

Personnel

President-General Mgr.....V. B. Kenworthy
 Station Manager.....V. B. Kenworthy
 Commercial Manager.....Alvin Anderson
 Merchandising Manager...Richard Schuchard
 Program Director.....Eunice LaSell
 Chief Engineer.....George Ristola

K O R E

EUGENE—EST. 1927

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By... Eugene Broad. Station
 Address.....Box 1032
 Phone Number.....3
 Transmitter Location... South Willamette St.
 Time on the Air.....6 a.m. to 1 a.m.
 Sunday: 7 a.m. to 11 p.m.
 News Service.....AP & UP
 Transcription Service.....World
 Representative.....Homer Griffith Co.
 Membership.....NAB, BMB

Personnel

Owner.....Violet G. Motter
 General Mgr.-Station Mgr....L. W. Trommlitz
 Commercial Manager.....Bruce Nidever
 Publicity Director.....L. W. Trommlitz
 Chief Engineer.....Harold Gander

K U G N

EUGENE—EST. 1946

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.. Valley Broadcasting Co.
 Address.....P.O. Box 1400
 Phone Number.....2800

Transmitter Location.....Coburg Rd.
 Time on the Air.....5:30 a.m. to 12 midnight;
 Sunday: 7 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....W. S. Grant Co.
 Membership.....NAB

Personnel

Co-Partners.....C. H. Fisher & B. N. Phillips
 General Manager.....S. W. McCreedy
 Sales Manager.....Ted Hallock
 Program Director.....Harvey Dagering
 Publicity Director.....Ted Hallock
 Chief Announcer.....Charles Bernard
 Musical Director.....Ted Hallock
 Chief Engineer.....John E. Boren
 Record MC.....Austin Chaney

KUIN

GRANTS PASS—EST. 1939

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned/Operated By.....Southern Oregon Broad-
 casting Co.
 Business Address.....P. O. Box 148
 Phone Number.....1100
 Transmitter Location.....Grants Pass, Ore.
 Newspaper Affiliation.....Grants Pass Courier
 News Service.....AP
 Time on the Air.....7 a.m. to 12 midnight
 Transcription Services.....World Broadcasting
 System, MacGregor
 Representative.....W. S. Grant Co.
 Membership.....NAB, BMB

Personnel

President.....Amos E. Voorhies
 General Manager.....William B. Smullin
 Station Manager.....Edward A. Malone
 Commercial Manager.....Don Telford
 Sales Manager.....Glenn E. Nickell
 Continuity Director.....Mariano Guardino
 Production Manager.....Al Horton
 Office and Traffic Mgr.....Mae Dawson
 Chief Announcer.....Donn Shearer
 Program Director.....Nes Williams
 Chief Engineer.....Edward A. Malone

KFJI

KLAMATH FALLS—EST. 1931
 MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
 Owned By.....KFJI Broadcasters
 Operated By.....W. D. Miller
 Address.....213 Main St.
 Phone Number.....5155
 Transmitter Location.....213 Main Street

Time on the Air.....6:30 a.m. to 12 midnight
 Transcription Service.....World
 News Service.....UP
 Representative.....W. S. Grant Co.
 Membership.....NAB

Personnel

President-General Mgr.....W. D. Miller
 Station Manager.....Jack Keating
 Merchandising Manager.....Dave Hoss
 Publicity Director.....Dick Maguire
 Musical Director.....Jack Ellison
 Chief Engineer.....Wm. P. Grimes
 Record MC.....Jack Ellison

KFLW

KLAMATH FALLS—EST. 1946
 AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned/Operated By.....Herald Publishing Co.
 Address.....Esplanade & Pine
 Phone Number.....8115
 Transmitter Location.....Esplanade & Pine
 Newspaper Affiliation.....Herald-News
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Time on the Air.....6:15 a.m. to 11 p.m.
 Representative.....Homer Griffith Co.
 Membership.....NAB, BMB

Personnel

President.....Frank Jenkins
 General Manager.....Bud Chandler
 Commercial Manager.....Max J. Frye
 Program Dir.-Production Mgr.....Mel Baldwin
 Chief Announcer.....Mel Baldwin
 Chief Engineer.....Gilbert Walters
 Record MC.....Chuck Cecil

KLBM

LA GRANDE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned/Operated By.....Inland Radio, Inc.
 Address.....Old Oregon Trail Highway
 Phone Number.....220
 Transmitter Location.....Old Oregon Trail
 Highway
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio;
 Keystone
 Representative.....W. S. Grant Co.; John Keating
 Membership.....NAB, BMB

Personnel

President.....Marshall E. Cornett
 Secretary-Treasurer.....Lee W. Jacobs

General Mgr.-Station Mgr. John G. Jones
 Commercial Manager.....Ken Lillard
 Merchandising Manager.....Jack Hatmaker
 Program Director.....Marjorie Pierce
 Publicity Director.....Jack Hatmaker
 Chief Announcer.....Ken Lillard
 Chief Engineer.....Wallace Guthrie
 Record MC.....Ken Lillard

K M E D

MEDFORD—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 Watts
 Owned-Operated By.....Mrs. W. J. Virgin
 AddressRoss Lane
 Phone Number4000
 Studio AddressRoss Lane
 Transmitter LocationRoss Lane
 Time on the Air.....7 a.m. to 10 p.m.
 News ServiceUP
 Transcription ServiceNBC Thesaurus

Personnel

Commercial Manager.....Art Adler
 Program DirectorGladys LaMarr
 Chief EngineerDave Rees

K Y J C *

MEDFORD—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Medford Printing Co.
 Address.....27 Grape St.
 Phone Number.....2141
 Transmitter Location.....Roof of MT Bldg.
 Time on the Air.....Unlimited
 Newspaper Affiliation..Medford Mail-Tribune

*Construction Permit.

K S R V

ONTARIO—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Radio, Inc.
 Address.....Old Oregon Trail Highway
 Phone Number.....212
 Transmitter Location.....Old Oregon Trail
 Highway
 Time on the Air.....6 a.m. to 10 p.m.
 News ServiceUP
 Transcription Service.....World
 Representative..W. S. Grant Co.; John Keating

Personnel

President.....Marshall E. Cornett
 Secretary-Treasurer.....Lee W. Jacobs
 General Manager.....Gordon L. Capps
 Station Manager.....Gordon L. Capps
 Commercial Manager.....John W. Powell
 Merchandising Manager.....Ted Loud
 Program Director.....Velma Morton
 Publicity Director.....Ted Loud
 Chief Announcer.....John Maxson
 Chief Engineer.....Charles E. Harland
 Record MC.....John W. Powell

K W R C

PENDLETON—EST. 1941

NORTHWEST NETWORK
 UNITED PACIFIC NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By....Western Radio Corp.
 AddressBox 178
 Phone Number.....1425
 Studio-Transmitter Location.....S. W. 6th St.
 Time on the Air.....6:30 a.m. to 10:15 p.m.;
 Sundays: 10:30 a.m. to 9:15 p.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeJohn Keating
 MembershipNAB, BMB

Personnel

President.....V. B. Kenworthy
 General Manager.....V. B. Kenworthy
 Station Manager.....Woodson Slater
 Commercial Manager.....Woodson Slater
 Assistant Sales Manager.....Ted A. Smith
 Program Director.....Leon C. Osbeck
 Production Manager.....Ted A. Smith
 Publicity Director.....Doris Forsman
 Chief Engineer.....James W. Leach
 Record MC.....Leon C. Osbeck

K A L E

PORTLAND—EST. 1932

MUTUAL BROADCASTING SYSTEM
 DON LEE

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned By....The Oregon Journal-Newspaper
 Operated By.....KALE, Inc.
 Address.....919 Taylor St.
 Phone Number.....Br. 3484
 Transmitter Location.....Near Sylvan, Ore.
 Time on the Air.....5:45 a.m. to 1 a.m.;
 Saturday: 6 a. m. to 6 p.m.; Sunday: 7 a.m.
 to 12 midnight

Newspaper Affiliation...The Oregon Journal
 News Service.....AP & UP
 Transcription Service.....Associated Music
 Publishers, Standard, MacGregor
 Representative.....John Blair & Co.
 Membership.....NAB, BMB

Personnel

President.....P. L. Jackson
 General Manager.....Chas. E. Couche
 Commercial Manager.....Norman A. Davis
 Publicity and Public
 Relations.....Kelmar K. LeMaster
 Program Director.....Willis Ross
 Production Mgr.-Publicity Dir.....Earl Gunn
 Chief Announcer.....Lou Gillette
 Musical Director.....Allan Uhles
 Chief Engineer.....A. E. Richmond
 Record MC's.....Willis Ross, Lou Gillette

K B P S*

PORTLAND—EST. 1923

Frequency: 1450 Kc....Power: 100 w. d. only
 Owned-Operated By.....School District
 No. 1
 Address.....Students of Benson Polytechnic
 School
 Phone Number.....La 4195
 Transmitter Location.....546 N.E. 12th Ave.
 Time on the Air.....10:30 a.m. to 6:30 p.m.

Personnel

Chief Executive.....R. T. Stephens
 Station Manager.....Mary Elizabeth Gilmore
 Program Director....Mary Elizabeth Gilmore
 Chief Engineer.....Charles Weagant

*Non-Commercial Station

K E X

PORTLAND—EST. 1926

ABC

Frequency: 1190 Kc.....Power: 5,000 Watts
 (CP-50,000)
 Owned-Operated By....Westinghouse Radio
 Stations, Inc.
 Address.....1230 S.W. Main St.
 Phone Number.....AT 6214
 Transmitter Location..North Portland, Oregon
 (CP-Clackamas, Ore.)
 Time on the Air.....6 a.m. to 1 a.m., Sundays,
 7 a.m. to 1 a.m.
 News Service.....INS; UP
 Transcription Service.....World
 Representative.....Paul H. Raymer Co.
 Membership.....BMB

Personnel

Chief Executive.....W. C. Evans
 General Manager.....Charles S. Young
 Commercial Manager.....Eldon Campbell
 Merchandising Manager...Douglas Billmeyer
 Program Manager.....Melvin Bailey
 Producers...Kenneth Finley, Price Burlingame
 Musical Director.....George Bruns
 Chief Engineer.....T. T. Ely
 Record MC's....Barney Keep, Ray McPherson

K G W

PORTLAND—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated ByThe Oregonian Pub-
 lishing Company
 Address.....537 S.W. 6th Ave.
 Phone Number.....Be 6364
 Studio Address.....1011 S. W. 6th Ave.
 Transmitter Location.....N. Portland, Ore.
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation.....The Oregonian
 News Service.....AP; INS; UP
 Transcription Service.....Langworth; NBC
 Thesaurus, SESAC
 Representative.....Edward Petry & Co., Inc.
 Membership.....NAB, BMB

Personnel

President.....Caroline P. Leadbetter
 General Manager.....M. J. Frey
 Station Manager.....H. Quenton Cox
 Commercial Manager.....J. N. Wassan
 Public Relations Director.....Frank H. Coffin
 Program Director.....Homer Welch
 Production Manager.....Thomas J. Swafford
 Publicity Director.....Robert H. Hancock
 Chief Announcer.....Robert E. Thomlinson
 Musical Director.....Abe Bercovitz
 Chief Engineer.....Harold C. Singleton
 Educational Director..Evelyn Sibley Lampman
 Farm Program Director....Wallace Kadderly

See Page 568

K O I N

PORTLAND—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....KOIN, Inc.
 Business Address.....P. O. Box 1031
 Phone Number.....Atwater 3333
 Studio Address....New Heathman Hotel Bldg.
 Transmitter Location.Sylvan near Canyon Road
 Time on the Air.....6 a.m. to Midnight

News Services.....INS; UP; AP
 Transcription Services....World, Associated,
 Capitol
 RepresentativeAvery-Knodel, Inc.
 Membership.....NAB, BMB

Personnel

Owner.....Field Enterprises, Inc.
 General Manager.....Harry H. Buckendahl
 Commercial Manager....Harry H. Buckendahl
 Merchandising Manager.....Marc Bowman
 Program DirectorTed Cooke
 Production Manager.....Bill Mears
 Chief Announcer.....Duncan Macleod
 Musical Director.....Owen Dunning
 Chief Engineer.....L. S. Bookwalter

K W J J

PORTLAND—EST. 1927

Frequency: 1040 Kc.....Power: 1000 Watts
 Owned-Operated By.....KWJJ Broadcast
 Co., Inc.
 Address.....1011 S. W. 6th Ave.
 Phone Number.....Atwater 4393-4-5
 Transmitter LocationOaks Park, Portland
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceUP, INS
 Transcription Service...Standard Radio, Lang-
 Worth
 RepresentativeBurn-Smith Co.
 MembershipNAB

Personnel

President.....Wilbur J. Jerman
 General Mgr.-Station Mgr.....John Egan
 Commercial Manager.....Wilbur J. Jerman
 Merchandising Manager....Wilbur J. Jerman
 Program Director.....Gerald E. Speerstra
 Publicity Director.....L. D. Henderson
 Chief Announcer.....Art Morey
 Musical Director.....Leah Holt
 Chief Engineer.....Frank Hood
 Record MC.....Sammy Taylor

K X L

PORTLAND—EST. 1926

Frequency: 750 Kc....Power: 10000 w. d. only
 Owned-Operated By.....KXL Broadcasters
 AddressOrpheum Building
 Phone Number.....Broadway 6451
 Transmitter Location.....Town of Harmony
 Time on the Air.....6 a.m. to local sunset;
 Sunday: 10:05 a.m. to 2 p.m.

News ServiceUP
 Transcription Service: Lang-Worth; C. P. Mac-
 Gregor; Standard Radio
 Representative....Pacific N.W. Broadcaster;
 Walker Co.
 Membership.....NAB, BMB

Personnel

President.....Francis R. Symons
 General Mgr.-Station Mgr.....H. S. Jacobson
 Commercial Manager.....H. S. Jacobson
 Program Director.....Fred Eichorn
 Production Manager.....Jackson Fleming
 Publicity Director.....Paul Robinson
 Chief Announcer.....Harold Starr
 Chief Engineer.....Ralph Mifflin

(CALL LETTERS TO BE ASSIGNED)
PORTLAND*

Frequency: 800 Kc.....Power: 250 Watts
 Permittee.....John W. Davis

*C.P. (Was pending)

K R N R

ROSEBURG—EST. 1935

MUTUAL—DON LEE—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..News-Review Company
 Business Address.....136 N. Jackson St.
 Phone Number4
 Transmitter Location.....136 N. Jackson St.
 Time on the Air.....16 hours daily
 Newspaper Affiliation..Roseburg News-Review
 News ServiceAP
 Transcription Service.....Standard Radio,
 Cole, SESAC
 Representative.....John Keating, Howard H.
 Wilson Co.

Personnel

General-Station and Commercial Manager
 Marshall H. Pengra
 Sales Promotion-Merchandising Manager
 Iris Rice Helliwell
 Program-Publicity Director...Iris Rice Helliwell
 Record m.c.....Del McKay
 Chief Engineer.....E. LeRoy Hiatt

K S L M

SALEM—EST. 1934

MUTUAL—DON LEE—KBS

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Oregon Radio, Inc.
 Business Address.....Senator Hotel Bldg.
 Phone Number.....4831
 Transmitter Location.....633 N. Front St.
 Time on the Air.....19 hours daily
 News Service.....UP and AP
 Transcription Service.....Lang-Worth, World
 Representatives.....Homer Griffith Co.;
 John Keating
 Membership.....NAB, BMB

Personnel

President.....Glenn McCormick
 General Manager.....Glenn McCormick
 Commercial Manager...Robert M. Fischer, Jr.
 Program Director.....Lucille Bushnell
 Publicity Director.....Robert M. Fischer, Jr.

Chief Announcer.....Gordon Allen
 Musical Director.....Glenda Lou
 Chief Engineer.....Clyde Carlton
 Record MC.....Jerry Webb

K O D L

THE DALLES—EST. 1946

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Western Radio Corp.
 Address.....Studio Drive
 Time on the Air.....Full Time License
 Transcription Service.....Keystone
 Representatives...Homer Griffith (Hollywood)
 John Keating (Portland)

Personnel

President.....V. B. Kenworthy
 Manager.....Glenn Howell

For the *best* in Sports News . . .

AP



***CBS affiliate
Philadelphia's Leading Radio Institution***

PENNSYLVANIA

Estimated Population, 10,176,212—Radio Homes, 2,524,729
Stations in State—65

W S A N

ALLENTOWN—EST. 1923

NATIONAL BROADCASTING COMPANY

Frequency: 1470 Kc.....Power: 500 Watts
Owned-Operated By.....Lehigh Valley
Broadcasting Co.
Address39-41 N. Tenth St.
Phone Number9511
Transmitter Location.....Route 1
Time on the Air.....7 a.m. to 1 a.m.
Sundays 8 a.m. to 1 a.m.
Newspaper Affiliation.....Call-Chronicle
Publishing Co.
News Service.....AP, UP
Transcription Services.....World Broadcasting
System
RepresentativeHeadley-Reed Co.
MembershipNAB, BMB

Personnel

President.....J. Calvin Shumberger
V-Pres. & Managing Dir. .B. Bryan Musselman
Program Director.....George Y. Snyder
Production Manager.....William S. Davies
Technical Supervisor....Reuel H. Musselman

(CALL LETTERS TO BE ASSIGNED)
ALLENTOWN*

Frequency: 1580 Kc.....Power: 1000 Watts
Applicant.....Allentown Broadcasting Co.

*C.P. (Was pending)

W G P A

BETHLEHEM—EST. 1946

Frequency: 1100 Kc....Power: 250 w., d. only
Owned-Operated By.....The Bethlehems'
Globe Publishing Co.
Address.....4th & Brodhead Sts.
Phone Number.....7-7571
Studio Address.....426 Brodhead St.
Transmitter Location.....8th Ave. & Dell St.
Time on the Air.....Local sunrise to local
sunset
Newspaper Affiliation.....Bethlehem Globe-
Times
MembershipNAB

Personnel

Vice-Pres.-Gen. Mgr.....Rolland L. Adams
Station Manager.....Arthur C. McCracken

W F B G

ALTOONA—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By: The Gable Broadcasting
Company (Lessee)
Address.....1318-32 11th Avenue
Phone Number.....6467
Transmitter Location.....1318-32 11th Ave.,
Altoona, Pa.
Time on the Air.....7:15 a.m. to midnight
News Service.....AP
Transcription Service.....World Broadcast-
ing System; Langworth
RepresentativeHeadley-Reed Co.
MembershipNAB, BMB

Personnel

President.....George P. Gable
General Manager.....Roy F. Thompson
Commercial Manager.....Roy F. Thompson
Chief Engineer.....George R. Burgoon

W I S R

BUTLER—EST. 1941

VICTORY NETWORK—KBS

Frequency: 680 Kc....Power: 250 w., d. only
Owned By.....The Butler Broadcasting Co.
Operated By.....David H. Rosenblum
Address.....357 N. Main St.
Phone Numbers.....4-701-2
Transmitter Location.....McKinley Ave.
Extension, Butler
Time on the Air.....6:30 a.m. to Sundown
News ServiceUP
Transcription ServiceWorld Broadcasting
RepresentativeFarjoe & Co.
MembershipNAB, BMB

Personnel

Owner-Gen. Mgr.....David Rosenblum
Publicity Director.....Robert Kaufman
Musical Director.....Warren Edwards
Chief Engineer.....Paul Rex
Record M.C.'s....Warren Edwards, Gene Brys

W C H A

CHAMBERSBURG—EST. 1946

Frequency: 800 Kc....Power: 1000 w., d. only
Owned-Operated By.....Chambersburg
Broadcasting Co., Inc.

• • • **PENNSYLVANIA** • • •

Address.....Craft Press Bldg.
 Phone Number.....1110
 Transmitter Location.....Warm Springs Rd.,
 Franklin County
 Time on the Air...Local sunrise to local sunset
 News ServiceUP
 Transcription ServiceCapitol
 Representative.....Forjoe & Co.

Personnel

President.....C. M. Cassel
 General Manager.....John S. Booth
 Commercial Manager.....Thompson K. Cassel
 Musical Director.....Earl Strine
 Record M.C.'s.....Lee Case, Al Saunders

Time on the Air.....6:30 a.m. to 12:05 a.m.
 Newspaper AffiliationDuBois Courier
 Express
 News ServiceUP
 Transcription Service.....Lang-Worth
 Representative.....Joseph Hershey McGilvra
 MembershipNAB, BMB

Personnel

President Col. H. T. Gray
 General Manager..... Jason S. Gray
 Station Manager.....Les Ryder
 Promotion Manager.....Les Ryder
 Program Director..... Virginia Wade
 Chief Engineer Vernon Stahl
 Record M.C..... Walter Morris

W C E D

DU BOIS—EST. 1939

COLUMBIA BROADCASTING SYSTEM
 PENNSYLVANIA—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Tri-County Broad-
 casting Co., Inc.

Address80 North Park Place
 Phone Number1700
 Transmitter Location.....80 North Park Place

W E S T

EASTON—EST. 1936

NATIONAL BROADCASTING COMPANY
 MUTUAL BROADCASTING SYSTEM
 MASON-DIXON RADIO GROUP

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Associated Broad-
 casters, Inc.

WEST
EASTON, PENNSYLVANIA
 PHILLIPSBURG, NEW JERSEY

Gateway to the rich industrial
 and agricultural area of the LEHIGH VALLEY
 with a population exceeding 300,000.
 The Steel and Cement Center of the East. A market
 worthy of your consideration.

NBC—MUTUAL
 National Representative: **RADIO ADVERTISING CO.**

• • • **PENNSYLVANIA** • • •

Address 516 Northampton St.
 Phone Number 6131
 Transmitter Location Williams Township
 Time on the Air 6:30 a.m. to 12:30 a.m.
 News Service UP
 Transcription Service NBC Thesaurus
 Representative Radio Advertising Co.
 Membership NAB, BMB

Personnel

Station Executive Clair R. McCullough
 Station Manager Elwood C. Anderson
 National Sales Manager J. Robert Gulick
 Program Manager Eugene Bethman
 Technical Director J. E. Mathiot

•
W E R C

ERIE
 NBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Presque Isle Broad-
 casting Co.
 Address 121 West 10th St.
 Phone Number 26-918
 Transmitter Location 121 West 10th St.
 Time on the Air 6:45 a.m. to 12:05 a.m.
 News Service UP
 Transcription Service Associated Muslc;
 Lang-Worth
 Representative Weed & Co.

Personnel

President Jacob A. Young
 General Manager Charles E. Denny
 Sales Manager Frank R. Proudfoot
 Program Director Virginia Donachy
 Production Manager James Dewart
 Chief Announcer Arthur Ingram
 Chief Engineer L. W. Cooke, Jr.
 Record M. C. Clinton MacElroy

•
W L E U

ERIE—EST. 1935

ABC-MUTUAL
 PENNSYLVANIA NETWORK
 WILLIAM PENN NETWORK
 QUAKER NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WLEU Broadcasting
 Corporation
 Address Commerce Building, 12th and
 State Streets

Phone Numbers 23-327 or 22-129
 Transmitter Location Commerce Bldg.
 Time on the Air Unlimited
 News Service AP
 Transcription Service NBC Thesaurus

Personnel

President Leo J. Omelan
 Gen. Mgr.-Station Mgr.-
 Sales Manager V. Hamilton Weir

•
W H J B

GREENBURG—EST. 1934

Frequency: 620 Kc. Power: 250 Watts, Daytime
 Owned-Operated By Pittsburgh Radio
 Supply House
 Address Penn Albert Hotel
 Phone Number Greensbrug 3740
 Transmitter Location ... Atop Penn Albert Hotel
 Time on the Air 7 a.m. to local sunset
 News Service AP
 Transcription Service Lang-Worth
 National Sales Office ... William G. Rambeau
 Co.
 Membership NAB, BMB

Personnel

President H. J. Brennan
 General Manager G. J. Podeyn
 Chief Announcers Glenn Grayson,
 John Howard
 Chief Engineer L. L. Allen

•
W S A J *

GROVE CITY—EST. 1920

Frequency: 1340 Kc. Power: 100 Watts
 Owned-Operated By Grove City College
 Address Broad and Main Sts.
 Phone Number 763
 Studio Address Crawford Hall
 Transmitter Location Hall of Science
 Time on the Air 4 hours per week

Personnel

President Dr. Weir C. Ketter
 Program Director R. G. Walters
 Musical Director Stanley J. Seiple
 Chief Engineer Dale O. Smock

*Non-Commercial Station

W H G B

HARRISBURG—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....Harrisburg Broadcasting Co.
 Operated By.....Herbert Kendrick
 Address.....Blackstone Bldg., 112 Market St.
 Phone Numbers.....2-3456 & 6-2646
 Transmitter Location.....Blackstone Bldg.
 Time on the Air.....6 a.m. to 1 a.m.,
 Sun., 7 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Representative.....Weed & Co.
 Membership.....NAB, BMB

Personnel

Partners.....Herbert Kendrick & G. L. Hash
 General Manager.....Herbert Kendrick
 Commercial Manager.....R. A. Maxwell
 Program Director.....Jack Hooper
 Publicity Director.....R. A. Maxwell
 Chief Announcer.....Jack Hooper
 Chief Engineer.....G. B. Buffington

W K B O

HARRISBURG—EST. 1921

**NATIONAL BROADCASTING COMPANY
 MUTUAL BROADCASTING SYSTEM
 MASON-DIXON GROUP**

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Keystone Broadcast-
 ing Corp.
 Address.....31 North Second St.
 Phone Number.....4-0191
 Transmitter Location.....Penn Harris Hotel
 Time on the Air.....6:30 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....WBS
 Representative.....Radio Advertising Co.
 Membership.....NAB, BMB

Personnel

Chief Executive.....Clair McCullough
 Station Manager.....C. G. Moss
 National Sales Manager.....J. Robert Gullick
 Program Director.....David Bennett, Jr.
 Chief Engineer.....J. E. Mathiot

**4 Markets Offering High Sales
 Results at Low Cost . . .**

WRAW
READING, PA.

WKBO
HARRISBURG, PA.

WGAL
LANCASTER, PA.

WKBK
YORK, PA.

NBC

Sales Representative
RADIO ADVERTISING CO.
 New York • Chicago • San Francisco • Dallas • Hollywood

WAZL

HAZLETON—EST. 1932

NBC—MBS

Frequency: 1490 Kc.....Power: 250 Watts
ing Service, Inc.

Owned-Operated By.....Hazleton Broadcast-
ing Service, Inc.

Address...703 Hazleton National Bank Bldg.

Phone Numbers.....1488-3788

Studio Address.....708 Hazleton National
Bank Bldg.; Elks Bldg., Shenandoah; Berwick
Store Studios, Berwick; Bright Studios, Lans-
ford

Transmitter Location...708 Hazleton National
Bank Bldg.

Time on the Air.....6:30 a.m. to 12:30 a.m.;

Saturday: 6:30 a.m. to 1 a.m.; Sunday:

7 a.m. to 12:30 a.m.

News Service.....UP

Transcription Service.....NBC Thesaurus

Representative.....Radio Advertising Co.

Membership.....BMB

Personnel

President.....Victor C. Diehm

Commercial Manager.....George Martin

Merchandising Manager....Kathryn E. Kahler

Program Director.....Don Murray
Production Manager.....Thomas Tito
Publicity Director.....Kathryn Kahler
Chief Announcer.....Don Murray
Musical Director.....John Stanzola
Chief Engineer.....Elwood Tito

WHP

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 5000 d.; 1000 n.

Owned-Operated By.....WHP, Inc.

Address.....216 Locust St.

Phone Number.....4-3211

Transmitter Location.....Harrisburg-Hershey

Highway (4 miles east of Harrisburg)

Time on the Air..6 a.m. to 1 a.m. daily; 8 a.m.

to 1 a.m. Sunday

News Service.....UP & AP

Transcription Service...Standard. Associated

Representative.....John Blair & Company

Personnel

General Mgr.-Station Mgr....A. K. Redmond

Merchandising Manager....Beatrice Pottleiger

Program Director.....Dick Redmond

Chief Engineer.....E. Daniel Leibensperger

Sell Your Product in
Pennsylvania's Booming
Hard Coal Region

WAZL
HAZLETON

The only station with blanket coverage in
an area which has an annual payroll of
over \$55,000,000—practically all spent right
in the territory.



National Representative: RADIO ADVERTISING CO.

WHUN

HUNTINGDON—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....The Joseph F. Biddle
 Publishing Co.
 Address.....400 Washington St.
 Phone Number.....12
 Transmitter Location.....27th St. & Murray Ave.
 Time on the Air.....7 a.m. to 11 p.m.
 Newspaper Affiliation.....The Daily News
 News Service.....UP
 Transcription Service.....Standard Radio

Personnel

President-General Mgr.....John H. Biddle
 Station Manager.....Sam Stroh
 Commercial Manager.....I. C. Mann
 Merchandising Manager.....John H. Biddle
 Program Director.....Cary Simpson
 Chief Announcer.....Cary Simpson
 Chief Engineer.....Douglas Beeman

WDAD

INDIANA—EST. 1945

**COLUMBIA BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Indiana Broadcast, Inc.
 Address.....637 Philadelphia St.
 Phone Number.....1780
 Studio Address.....Indiana Theater Bldg.
 Transmitter Location.....East Pike, Route 422
 Time on the Air.....6:58 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Standard. M. M. Cole
 Membership.....NAB

Personnel

Owner-General Mgr.....Paul J. Short
 Merchandising Manager.....Paul S. Flinn
 Program Director.....Paul S. Flinn
 Chief Announcer.....Paul S. Flinn
 Musical Director.....S. Turner Jones
 Chief Engineer.....Henry Niederkofler

WARD

JOHNSTOWN—EST. 1946

**COLUMBIA BROADCASTING SYSTEM
 PENNSYLVANIA NETWORK**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Central Broadcasting
 Co., Inc.
 Address.....Porch Bldg.
 Phone Number.....81-216
 Transmitter Location.....Prospect Hill

Time on the Air.....7 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Weed & Co.
 Membership.....NAB

Personnel

President.....Paul Short
 Vice-Pres.-General Mgr.....Geo. D. Gartland
 Station Mgr.-Commercial Mgr.....Chas. R. Petrie
 Merchandising Manager.....Chas. R. Petrie
 Program Director.....Robt. G. Walter
 Chief Announcer.....Robt. Laurence
 Chief Engineer.....Walter Murawsky

WJAC

JOHNSTOWN—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WJAC, Incorporated
 Address.....Tribune Annex
 Phone Number.....24-361
 Transmitter Location.....Tribune Building
 Time on the Air.....7 a.m. to 12:05 a.m.
 Newspaper Affiliation.....Johnstown Tribune
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Headley-Reed Company

Personnel

President-Station Manager.....J. C. Tully
 Commercial-Promotion Manager.....J. P. Foster
 Program-Production.....Campbell E. Patch
 Chief Engineer.....Nevln Straub

WCRO

JOHNSTOWN—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Century Broadcast-
 ing Corp.
 Business Address.....317-319 Main St.
 Phone Number.....75-255
 Time on the Air.....7 a.m. to 12:05 a.m.
 News Service.....INS
 Transcription Service.....Associated
 Representative.....Adam J. Young, Jr.
 Membership.....NAB

Personnel

President.....John J. Keel
 Secretary-Treasurer.....Lloyd W. Dennis, Jr.
 Station Manager.....Lloyd D. Dennis, Jr.
 Vice-President.....Henry Gladstone
 Sales Manager.....Hal Acker
 Program Director.....John Wesley
 Publicity Director.....Hal Acker
 Chief Engineer.....H. Stohl

WLAN

LANCASTER—EST. 1946

Frequency: 1320 Kc. Power: 1000 w. d. only
 Owned-Operated By Peoples Broad. Co.
 Address 252 No. Queen St.
 Phone Number 7261
 Transmitter Location Gypsy Hill Rd.
 Time on the Air . . Local sunrise to local sunset
 News Service AP
 Transcription Service Lang-Worth, World
 Representative Forjoe & Co.
 Membership NAB

Personnel

President F. H. Altdorffer
 Station Manager Earl R. Shappell
 Chief Announcer Robert C. Harnish
 Musical Director Robert Q. Stetler
 Chief Engineer Willis N. Weaver

WGAL

LANCASTER—EST. 1922

NBC—MBS

MASON-DIXON GROUP

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By WGAL, Inc.
 Business Address 8 West King St.
 Phone Number 5259
 Transmitter Location 8 West King St.
 Time on the Air 6:30 a.m. to 12:30 a.m.
 News Service UP
 Transcription Service NBC Thesaurus.
 Standard
 Representative Radio Advertising Co.
 Membership NAB, BMB

Personnel

Chief Executive Clair R. McCollough
 Station Manager Walter O. Miller
 National Sales Mgr. J. Robert Gulick
 Program Director Ernest Stanzola
 Chief Engineer J. E. Mathiot

4 Markets Offering High Sales Results at Low Cost . . .

WORK

WRAW
READING, PA.

YORK, PA.

NBC

WGAL
LANCASTER, PA.

WKBO
HARRISBURG, PA.



Sales Representative
RADIO ADVERTISING CO.
 New York • Chicago • San Francisco • Dallas • Hollywood

W L B R

LEBANON—EST. 1946

Frequency: 1270 Kc. Power: 1000 w. d. only
Owned-Operated By...Lebanon Broadcasting Co., Inc.

AddressCentral Bldg.
Phone Number.....Lebanon 3930
Studio Address.....Central Bldg.
Transmitter Location...Hill Church, Annville Township, 3 miles W. of Lebanon

Time on the Air...Local sunrise to local sunset
News Service.....AP
Transcription Service.....World
Representative.....Radio Advertising Co.
MembershipNAB

Personnel

President.....H. Raymond Stadiem
Secretary-Treasurer.....Lester P. Elter
Station Manager.....Julian F. Skinnell
Commercial Manager.....Philip J. Reilly
Program Director.....Julian F. Skinnell
Publicity Director.....Chet E. Hagan
Chief Announcer.....Alan Blaine
Chief Engineer.....M. Leonard Savage

W M R F

LEWISTOWN—EST. 1941

NATIONAL BROADCASTING CO.

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By...Lewistown Broadcasting Co.

Business Address Monument Square
Phone Number 757
Studio AddressHotel Coleman
Transmitter Location.....Lewistown Heights
Time on the Air.....7:30 a.m. to 11:30 p.m.
Transcription ServiceLang-Worth
News ServiceUP
RepresentativeBurn-Smlth Co.

Personnel

General Manager.....Thomas W. Metzger
Commercial Manager.....Thomas W. Metzger
Program Director.....Ralph Parker
Publicity Director.....James E. Moren
Chief Engineer.....Bernard H. Bopp

W B P Z

LOCK HAVEN—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Lock Haven Broadcasting Corp.

Address.....132½ E. Main St.
Phone Number4038
Transmitter Location.....Allison Township
Time on the Air.....7:30 a.m. to 11:30 p.m.

News ServiceAP
Transcription ServiceStandard
MembershipNAB

Personnel

President.....Don M. Welsh
General Manager.....Paul M. Breining
Commercial Manager.Norman S. Caldwell 2nd

W E D O

McKEESPORT—EST. 1946

VICTORY

Frequency: 810 Kc. Power: 1000 w. d. only
Owned-Operated By...Tri-City Broadcasting Co.

Address.....547 Fifth Ave.
Phone Number7167
Transmitter Location....Foster Rd., Versailles Township, Allegheny County

Time on the Air...6:30 a.m. to local sunset
News ServiceAP
Transcription Service...Associated, Capitol, World, MacGregor, NBC Thesaurus, Lang-Worth

Representative....Joseph Hershey McGillvra, Inc.
MembershipNAB, BMB

Personnel

President.....E. J. Hirshberg
General Manager.....Jan King
Commercial Manager.....Warren Wright
Sales Promotion Manager...John E. Karabin
Program Director.....William Chambers
Publicity Director.....John E. Karabin
Chief Announcer.....Bob McKenna
Musical Director.....Otto Krenn
Chief Engineer.....Wilkes Hurley
Record M.C.'s.....Howard Jackson, Ed Patrick

W K S T

NEW CASTLE—EST. 1938

MUTUAL BROADCASTING SYSTEM
VICTORY NETWORK

Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By.....WKST, Inc.

Address.....Cathedral Bldg., E. Lincoln Ave.
Phone Number5050
Studio Address...Cathedral Bldg., New Castle
Transmitter Location.....3½ miles S.E. of Newcastle

Time on the Air.....6:30 a.m. to 12 midnight
News ServiceAP
Transcription Service.....NC Thesaurus
RepresentativeWeed & Co.
MembershipNAB, BMB

Personnel

Pres.-Gen. Mgr. S. W. Townsend
 Station Manager. Arthur W. Graham
 Commercial Manager. A. W. Graham
 Merchandising Manager. Al Francis
 Program Director. A. W. Graham
 Production Manager. Charles Wilson
 Publicity Director. Al Francis
 Chief Engineer. Robert Emch
 Record M.C. Charles Wilson

W K P A

NEW KENSINGTON—EST. 1940

Frequency: 1150 Kc. Power: 250 Watts
 Owned-Operated By. Allegheny-Kiski
 Broadcasting Co.
 Address. 810 Fifth Avenue
 Phone Number. New Kensington 3534
 Transmitter Location. Glassmere, Pa.
 Time on the Air. 7 a.m. to local sunset
 News Service. UP
 Transcription Service. C. P. MacGregor
 Representative. Cox & Tanz

Personnel

Gen. and Station Mgr. Edward J. Kroen
 Chief Engineer. W. W. Neeley

W N A R

NORRISTOWN—EST. 1946

Frequency: 1110 Kc. Power: 500 w. d. only
 Owned-Operated By. Rahall Broad. Co., Inc.
 Address. 115 W. Main St.
 Phone Number. 7600
 Transmitter Location. Old Arch Rd.
 Time on the Air. Daytime
 News Service. UP
 Transcription Service. Lang-Worth, Standard
 Representative. Forjoe & Co.
 Membership. NAB

Personnel

President. N. Joe Rahall
 Executive Director. Farris E. Rahall
 Technical Director. George E. Brewer
 Commercial Manager. Farris E. Rahall
 Program Director. Edwin W. Tucker
 Production Manager. Hal Berg
 Publicity Director. Nicholas Basso
 Chief Announcer. Hal Berg
 Musical Director. Larry Molinaro
 Chief Engineer. John Thomas
 Record MC. Larry Molinaro

W K R Z

OIL CITY—EST. 1946

MUTUAL—KBS

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By. Kenneth Edward
 Rennekamp
 Address. Veach Bldg.
 Phone Number. 41-269
 Transmitter Location. Veach Bldg.
 Time on the Air. 7 a.m. to 12 midnight
 News Service. UP
 Transcription Service. World, Keystone
 Representative. Jos. Hershey McGillvra, Inc.

Personnel

Owner. K. E. Rennekamp
 Station Manager. R. E. Shettler
 Commercial Manager. C. D. South
 Program Director. Ted Finnacy
 Chief Announcer. Gene DeSemone
 Musical Director. Madora Henry
 Chief Engineer. Bob Welsh

**(CALL LETTERS TO BE ASSIGNED)
 PHILADELPHIA***

Frequency: 1530 Kc. Power: 1000 Watts
 Applicant. Patrick Joseph Stanton

*C.P. (Was pending)

K Y W

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1060 Kc. Power: 50000 Watts
 Owned-Operated By. Westinghouse Radio
 Stations, Inc.
 Address. 1619 Walnut Street
 Phone Number. LOcust 7-3760
 Transmitter Location. Whitmarsh, Pa.
 Time on the Air. 6 a.m. to 1 a.m.
 News Service. UP, AP
 Transcription Service. Standard Radio
 Representative. NBC Spot Sales
 Membership. BM3

Personnel

WESTINGHOUSE RADIO STATIONS, INC.

Chairman. A. W. Robertson
 President. Gwilym A. Price
 Vice-President. Walter Evans
 Engineering Manager. Dwight A. Myer
 Sales Manager. B. A. McDonald
 Advertising Manager. W. B. McGill
 Manager Public Relations. C. M. Meehan
 Program Supervisor. Gordon Hawkins

KYW PERSONNEL

General and Station Mgr. Leslie W. Joy
 Commercial Manager. Harvey McCall, Jr.
 Sales Promotion Manager. Arthur C. Schofield
 Program Director. James P. Begley
 Publicity Director. John P. Meagher
 Musical Director. Clarence Fuhrman
 Chief Engineer. Irvin N. Eney



WFIL is an integral part of the Philadelphia community. WFIL knows and understands the people to whose service it is devoted. In its unflagging service to the community lies the potent appeal of WFIL to the people of Philadelphia.

Advertisers have learned that WFIL has always attracted the ears and attention of the great Philadelphia Metropolitan area. They have learned, too, that WFIL's planned program of promotion wins more listeners for their programs, and that WFIL's merchandising helps convert listeners into buyers.

REPRESENTED NATIONALLY
BY THE KATZ AGENCY

560 First
ON YOUR DIAL

•
AN ABC AFFILIATE

WFIL

The Philadelphia Inquirer Station

WCAU

PHILADELPHIA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1210 Kc.....Power: 50000 Watts
 Owned By.....Philadelphia Record Co.
 Operated By.....WCAU Broad. Div. of the
 Philadelphia Record Co.
 Address.....1622 Chestnut Street
 Phone Number.....Locust 7-7700
 Transmitter Location...Moorestown Township,
 New Jersey
 Time on the Air.....5:25 a.m. to 1:05 a.m.;
 Sundays, 8 a.m. to 1:05 a.m.
 News Service.....AP, UP
 Transcription Service ...World Broadcasting
 RepresentativeBertha Bannan,
 Paul H. Raymer Co.
 MembershipBMB

Personnel

General Manager.....Dr. Leon Levy
 Asst. General Manager.....Joseph L. Tinney
 Commercial Manager.....Alex Rosenman
 Station Promotion Mgr.....Robert N. Pryor
 Program Director.....Joseph T. Connolly
 Production Managers.....Horace Feyhl,
 Harry McIlvain, Harry Ehrhart
 Publicity Director.....William Ferguson
 Chief Announcer.....Hugh Walton
 Musical Director.....Joey Kearns
 Technical Director.....John Leitch
 Record MC.....Marshall Dane

See Page 576

WDAS

PHILADELPHIA—EST. 1924

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WDAS Broadcasting
 Station, Inc
 Address1211 Chestnut Street
 Phone Number.....Locust 7-7400
 Transmitter Location.....Woodside Park
 Time on the Air.....7 a.m. to 12 midnight
 News ServiceAP
 Transcription Service.....Lang-Worth, World,
 SESAC
 Representatives.....Forjoe & Co.
 Membership.....NAB, BMB

Personnel

President.....Alexander W. Dannenbaum, Sr.
 General Manager.....B. J. Stanton
 Sales-Comm. Mgr.....A. W. Dannenbaum, Jr.
 Sales Promotion Mgr...A. W. Dannenbaum, Jr.
 Program Director.....Michael Deegan
 Production Manager.....Gil Morris
 Musical Director.....Anthony Luizzi
 Chief Engineer.....Frank Unterberger

WFIL

PHILADELPHIA—EST. 1922

ABC

QUAKER STATE NETWORK

Frequency: 560 Kc.....Power: 1000 Watts
 (CP-5000)
 Owned-Operated By...Triangle Publications, Inc.
 Address.....Broad & Callowhill Sts.
 Phone Numbers6-1600
 Studio: Rittenhouse 6-6900
 Studio Address.....Widener Bldg.
 Transmitter Location..63rd St. & Schuylkill River
 Time on the Air.....5:45 a.m. to 1 a.m.;
 Sunday: 8 a.m. to 1 a.m.
 Newspaper Affiliation...Philadelphia Inquirer
 News Service.....AP, UP
 Transcription Service...Asso. Program Service
 RepresentativeThe Katz Agency, Inc.
 Membership.....NAB, BMB

Personnel

General Manager.....Roger W. Clipp
 Commercial Manager.....John E. Surrick
 Sales Promotion Mgr.....James T. Quirk
 Program Director.....Jack Steck
 Production Manager.....John D. Scheuer, Jr.
 Publicity Director.....Richard C. Koster
 Musical Director.....Felix Meyer
 Chief Engineer.....Louis E. Littlejohn
 Record MC.....LeRoy Miller

WHAT

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....Independence Broad-
 casting Company
 Address1505 Walnut St.
 Phone Number.....Rittenhouse 6-2058
 Transmitter Location...Hotel Philadelphian,
 39th and Chestnut Sts.
 Time on the Air.....Shares Time
 News ServiceAP
 RepresentativeHelen Wood & Colton
 MembershipNAB

Personnel

Pres.-General Manager William A. Banks

WIBG

PHILADELPHIA—EST. 1925

Frequency: 990 Kc.....Power: 10000 Watts
 Owned-Operated By.....Seaboard Radio
 Broadcasting Corporation
 Address.....WIBG Bldg., 1423-25 Walnut St.
 Phone Number.....Rittenhouse 6-2300
 Transmitter Location.....Barren Hill,
 Conshohocken, Pa.

Celebrating 25 Years of

RADIO ACTIVITY



WIP-FM • PHILADELPHIA'S PIONEER VOICE
REPRESENTED NATIONALLY—GEO. P. HOLLINGBERY CO.

• PENNSYLVANIA •

Time on the Air.....5:30 a.m. to 1 a.m.
News Service.....AP, UP
Transcription Service.....NBC Thesaurus
National Sales Office.....Adam J. Young, Jr.
Representative.....Joe Lang
Membership.....NAB, BMB

Personnel

President.....Paul F. Harron
General Manager.....Edward D. Clery
Sales Promotion Mgr.....Rupe Werling
Program Director.....Douglas Arthur
Chief Engineer.....John H. Henninger
Record MC's.....Douglas Arthur, Dick Mabry

•
WIP

PHILADELPHIA—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....Pennsylvania Broad-
casting Company, Inc.

Address.....35 South 9th Street
Phone Number.....WAlnut 6800
Transmitter Location.....Bellmawr, N. J.
Time on the Air.....24 hours daily
News Service.....AP; UP
Transcription Service.....World Broadcasting
System
Representative.....George P. Hollingberry

Personnel

President & Station
Manager.....Benedict Gimbel, Jr.
Asst. Gen. Mgr. & Dir. of Sales..Gordon Gray
Promotion Director.....Ralph H. Minton
Program Director.....Murray Arnold
Production Manager.....Boyd W. Lawlor
Publicity Director.....Samuel Elber
Special Events & Educational
Director.....Sam Serota
Musical Director.....Joseph Frasetto
Chief Engineer.....James M. Tisdale

•
WTEL

PHILADELPHIA—EST. 1926

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Foulkrod Radio Eng. Co.
Address.....4312-14 N. Broad St.
Phone Numbers.....Gladstone 5-1310
Davenport 4-4310
Transmitter Location.....Rowlandville, Pa.
Time on Air.....Shares with WHAT

Personnel

President-Program Director.....Doug. Hibbs
Commercial Manager.....Doug. Hibbs
General Manager.....Henry N. Cocker

For the best
in women's news . . .





Who's Listening?

Men and women. Teen-aged, middle-aged, old-aged. Veterans, non-veterans. The well-off and the not so well-off.

We asked Philadelphians *what they listen to*. Out of every 100 listeners: 97 said they want the news. 88 like good music. 61 tune to sports.

Progressive WPEN aims to please Philadelphians from *all walks of life*. That's why WPEN features news every hour on the hour, straight from the newsrooms of the Evening Bulletin, America's largest evening newspaper. More good music than ever before. And the kind of sportscasting that daily wins new friends.

So—it is not surprising that 88% of Philadelphia listeners know WPEN . . . far more than know any other independent and one network outlet. WPEN is welcomed into a fast-growing number of homes in this city of homes—the nation's third market.

At 950 on the dial, Philadelphians of both sexes, all ages and incomes find what they want when they want it.

950
WPEN | NATIONAL REPRESENTATIVES
PHILADELPHIA | HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles
THE EVENING BULLETIN STATION

590

WPEN

PHILADELPHIA—EST. 1929

Frequency: 950 Kc.....Power: 5000 Watts
 Owned By The Bulletin Company
 Operated By.... Wm. Penn Broadcasting Co.
 Address 1528 Walnut Street
 Phone Number.....PENnypacker 5-9490
 Transmitter Location.....72nd & Race Sts.
 Time on the Air.....6 a.m. to 1 a.m.
 Newspaper Affiliation..The Evening Bulletin
 News Service AP
 Transcription Service.... AMP, NBC, Thesaurus
 Representative Headley-Reed Co.
 Membership.....NAB, BMB

Personnel

President.....Wm. L. McLean, Jr.
 General Manager.....Richard W. Slocum
 Station Manager.....G. Bennett Larson
 Assistant Manager.....Edward C. Obrist
 Commercial Manager.....Milton F. Allison
 Merchandising Manager.....Wm. E. Caskey
 Program Director.....John L. McClay
 Production Manager.....Roy A. Meredith
 Publicity Director.....Claire D. McMullen
 Chief Announcer.....Don Frank
 Chief Engineer.....Charles W. Burtis
 Recrd MC's.....Joe Grady, Ed Hurst

KQV

PITTSBURGH—EST. 1919

MUTUAL

Frequency: 1410 Kc.....Power: 5000 Watts
 Owned-Operated By... Allegheny Broadcastng
 Corp.
 Address.....196 Union Trust Bldg.
 Sales Office: 203 Chamber of Commerce Bldg.
 Phone Number.....Atlantic 6802
 Studio.....800 Chamber of Commerce Bldg.
 Transmitter Location.....Rochester Rd. &
 Babcock Blvd.
 Time on the Air.....7 a.m. to 12:30 a.m.
 News ServiceUP
 Transcription Service.....Lang-Worth; Stan-
 dard Radio
 Representative Weed & Co.
 Membership.....NAB, BMB

Personnel

General Manager.....G. S. Wasser
 Sales Manager.....James Murray
 Sales Promotion Manager.....Herb Morrison
 Program Director.....Ben Kirk
 Production Manager.....Betsy Ann Plank
 Publicity Director.....Herb Morrison
 Chief Engineer.....Bob Hunt
 Recrd MC.....Al Nobel

What 1947 and 5000 Watts mean to KQV!



With 5,000 watt operation, KQV will broadcast a sure-fire signal to 1,174,679 people within the five MV/M contour (*not 0.5) during the day, and to 1,059,302 people within the five MV/M area (*not 0.5) during the evening hours. This clear, unfolding reception will add abundantly to the enjoyment and popularity of KQV—a popularity that has grown tremendously in the past year because KQV is

Pittsburgh's Aggressive Station

*If you're interested in 0.5 MV/M coverage, write us. We have the figures.

KQV

The Station that originated "Opinion-aire"
1410 ON YOUR DIAL

Basic Mutual Network • National Representatives: WEED & CO.

K D K A

PITTSBURGH—EST. 1920
NATIONAL BROADCASTING CO.

Frequency: 1020 Kc.....Power 50000 Watts
 Owned-Operated By.....Westinghouse Radio
 Stations, Inc.
 Business Address.....Grant Bldg.
 Studio Address.....Grant Building
 Phone Number.....Grant 4200
 Transmitter Location...Allison Park, Hampton
 Township, Pa.
 Time on the Air: 5:30 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 News Service.....INS, AP, UP
 Transcription Service.....Standard Radio,
 NBC Thesaurus
 National Sales Office.....NBC Spot Sales
 Representative....National Broadcasting Co.
 Membership.....BMB

Personnel

President.....Gwilym A. Price
 General Manager.....Joseph E. Baudino
 Station Manager.....Joseph E. Baudino
 Sales-Commercial Manager...George D. Tons
 Sales Promotion-Merchandising
 Manager.....David N. Lewis
 Program Director.....Franklin A. Tooke
 Production Manager.....Edward P. Young
 Publicity Director.....Lee Curran
 Musical Director.....Bernie Armstrong
 Chief Engineer.....T. C. Kenney

W C A E

PITTSBURGH—EST. 1922
ABC

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By.....WC AE, Inc.
 Address.....Wm. Penn Hotel
 Phone Number.....Atlantic 6900
 Transmitter Location....Baldwin Township,
 Allegheny County, Pa.
 Time on the Air.....5:45 a.m. to 1 a.m.;
 Sundays: 8 a.m. to 1 a.m.
 News Service.....INS, AP
 Transcription Service.....Standard, World
 Representative.....The Katz Agency, Inc.
 Membership.....NAB, BMB

Personnel

President.....Leonard Kapner
 Station Manager.....R. Clifton Daniel
 Merchandising Manager.....Carl M. Dozer
 Program Director.....Ben W. Muros
 Production Manager.....John Leban
 Publicity Director.....John Wilkoff
 Chief Announcer.....Ralph Fallert
 Musical Director.....Baron Elliott
 Chief Engineer.....James Schultz

W J A S

PITTSBURGH—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By.....Pittsburgh Radio
 Supply House, Inc.
 Address.....1406 Chamber of Commerce Bldg.
 Phone Number.....Grant 4860
 Transmitter Location.....1459 Crane Road,
 Greentree Borough, Pittsburgh
 Time on the Air.....7 a.m. to 12:30 a.m.;
 Sundays: 8 a.m. to 12:30 a.m.
 News Service.....Transradio & UP
 Transcription Service.....Lang-Worth,
 M. M. Cole
 Representative.....Wm. G. Rambeau Co.
 Membership.....BMB

Personnel

President & General Mgr.....H. J. Brennen
 Station Manager.....H. Kenneth Brennen
 Commercial Manager.....John H. Buchheit
 Merchandising Manager.....John H. Buchheit
 Program Director.....James M. Hughes
 Production Manager.....M. Charles Kerns
 Publicity Director.....Irene J. Cowan
 Musical Director.....Lee Kelton
 Chief Engineer.....Walter W. McCoy

W W S W

PITTSBURGH—EST. 1932

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....WWSW, Inc.
 Address.....Hotel Keystone
 Phone Number.....Grant 5200
 Transmitter Location...341 Rising Main St.
 Time on the Air.....24 hours daily
 Newspaper Affiliation.....Pittsburgh Post
 Gazette
 News Service.....AP
 Transcription Service..Standard Radio; Asso-
 ciated Music Publishers; Lang-Worth, Cole.
 Representative.....Farloe & Company
 Membership.....NAB

Personnel

President & General Mgr.....Frank R. Smith
 Station Manager.....Frank R. Smith
 Commercial Manager.....Thomas B. Price
 Merchandising Manager.....Martin A. Cohen
 Program Director.....W. F. Joyner
 Publicity Director.....Martin A. Cohen
 Chief Announcer.....Dave Tyson
 Musical Director.....Homer Ochenschirt
 Chief Engineer.....Henry R. Kaiser
 Record MC.....Dave Tyson

W P P A

POTTSVILLE—EST. 1946

Frequency: 1360 Kc.....Power: 500 Watts
 Owned and Operated By...Pottsville Broad. Co.
 Address.....7 S. 2nd Street
 Time on the Air...Local sunrise to local sunset

Personnel

General Manager.....A. V. Tidmore
 Commercial Manager.....John Naylor

RepresentativeGeorge P. Hollingbery Co.

Membership.....NAB, BMB

Personnel

President.....George J. Feinberg
 General Mgr.-Station Mgr.....J. M. Nassau
 Local Commercial Mgr.....Barbara Lenher
 Promotion Manager.....K. Richard Creitz
 Production Manager.....Martin Mushet
 Chief Engineer.....Harold E. Schearer
 Record MC's..James Lyncugh, George Carroll

W E E U

READING—EST. 1931

ABC—QUAKER NETWORK

Frequency: 850 Kc.....Power: 1000 Watts
 Owned-Operated By.....Berks Broadcasting Co.

Address.....533 Penn Street
 Phone Number7335-6-7
 Transmitter Location.....Sinking Springs, Pa.
 Time on the Air...Local sunrise to local sunset
 Transcription Service...Lang-Worth; Standard Radio
 News ServiceUP

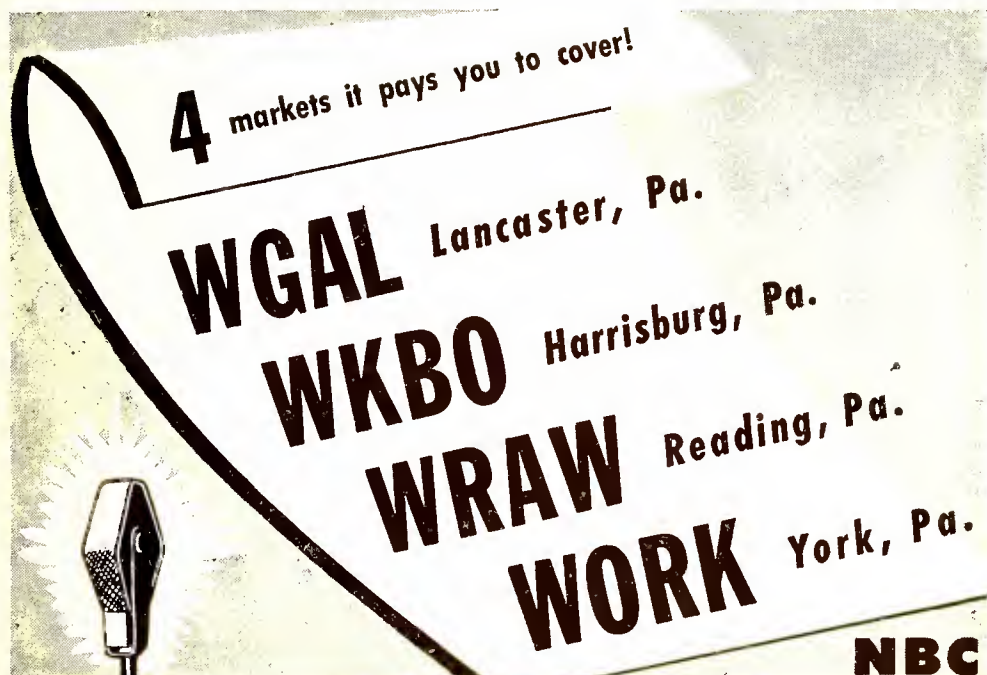
W R A W

READING—EST. 1921

NATIONAL BROADCASTING CO.
 MASON DIXON RADIO GROUP

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated ByReading Broadcasting Co.

Address.....19 No. Fifth St.
 Phone Number.....7173
 Transmitter Location9 So. 6th St.
 Time on the Air.....6:30 a.m. to 12:30 a.m.
 News ServiceUP
 Transcription Service..NBC Thesaurus, World



4 markets it pays you to cover!

WGAL Lancaster, Pa.
WKBO Harrisburg, Pa.
WRWA Reading, Pa.
WORK York, Pa.

NBC

Sales Representative
RADIO ADVERTISING CO.
 New York • Chicago • San Francisco • Dallas • Hollywood

Representative.....Radio Advertising Co.
 Membership.....NAB, BMB

Personnel

Chief Executive.....Clair R. McCollough
 Station Manager.....Raymond A. Gaul
 National Sales Mgr.....J. Robert Gulick
 Program Director.....John C. Jackson
 Chief Engineer.....J. E. Mathiot

W H U M

READING—EST. 1946

MUTUAL—QUAKER NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Eastern Radio Corp.
 Address.....Berkshire Hotel
 Phone Number.....44-805
 Transmitter Location.....Old Wyomissing Rd.
 Time on the Air.....7 a.m. to 12 mid.
 News Service.....AP
 Transcription Service.....Standard
 Membership.....NAB

Personnel

Vice-President.....Robert G. Magee
 General Mgr.-Station Mgr.....Robert G. Magee
 Commercial Manager.....Robert G. Magee
 Program Director.....Robert S. Reider
 Musical Director.....A. Raymond Moore
 Chief Engineer.....J. E. MacCormack

W A R M

SCRANTON—EST. 1940

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Union Broadcasting Co.
 Address.....Bowman Bldg.
 Phone Number.....4-1148
 Transmitter Location.....O'Neill Hiway
 Dunmore, Pa.
 Time on the Air.....6:45 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....NBC, Thesaurus, Standard
 Representative...George P. Hollingbery Co.
 Membership.....BMB

Personnel

President & General Mgr....Martin F. Memolo
 Commercial Manager.....William M. Dawson
 Program Director.....Joe Salsburg
 Publicity Dir. & Promotion.....Lenore Levy
 Musical Director.....Joe Salsburg
 Chief Engineer.....Adolph Oschmann
 Record MC's.....Milt Grant, Wynn Forman

W G B I

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc...Power: 1000 d.; 500 a.
 Owned-Operated By.....Scranton Broad-
 casters, Inc.
 Address.....1000 Wyoming Ave.
 Phone Number.....6296
 Transmitter Location.....Drinker Turnpike,
 Dunmore, Pa.
 Time on the Air.....6 a.m. to 1 a.m.;
 Sunday: 8 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....John Blair & Co.
 Membership.....NAB, BMB

Personnel

President.....Frank Megargee
 General Manager.....George D. Coleman
 Station Manager.....Robert E. McDowell
 Commercial Manager.....George D. Coleman
 Merchandising Manager...George D. Coleman
 Program Director.....Frank Monaghan
 Production Manager.....Dave Griffiths
 Chief Announcer.....William P. Pierce
 Chief Engineer.....Kenneth R. Cooke

W Q A N*

SCRANTON

Frequency: 910 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By...The Scranton Times
 Address.....Scranton
 Transmitter Location.....Scranton
 Time on the Air.....Shares time with WGBI
 Newspaper Affiliation...The Scranton Times
 *(Non-Commercial Station)

W P I C

SHARON—EST. 1938

Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Operated By.....Sharon Herald
 Broadcasting Company
 Address.....P.O. Box 541
 Phone Numbers.....4113, 4114
 Transmitter Location.....Pine Hollow Blvd.
 Time on the Air.....6 a.m. to local sunset
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers, Capitol
 Representative.....Howard H. Wilson
 Company

Personnel

President and Gen. Mgr....John Fahnline, Jr.
 Commercial Manager.....J. T. VanSweringen
 Program Director.....W. Paul Gamble
 Production Manager.....Marc McCulloch

PENNSYLVANIA

Publicity Director..... Evelyn Keller
Chief Announcer..... Harold Smith
Chief Engineer..... A. C. Heck

WMAJ

STATE COLLEGE—EST. 1945
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated By... Centre Broadcaster, Inc.
Address Glennland Bldg.
Phone Number 4445
News Service AP
Transcription Service Thesaurus

Personnel

Station Manager..... Robert L. Wilson
Commercial Mgr..... Sidney Friedman
Chief Engineer..... Henry Kearney

WKOK

SUNBURY—EST. 1933

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Operated By..... Sunbury Broadcast-
ing Corp.
Address 1150 N. Front St.
Phone Number 1325-6
Transmitter Location 1150 N. Front St.
Time on the Air..... 6 a.m. to 11 p.m.:
Sundays: 8 a.m. to 7 p.m.
News Service UP
Transcription Service.. Lang-Worth, Thesaurus
Representative Cox & Tanz
Membership..... NAB, BMB

Personnel

President-Owner..... H. H. Haddon
General Manager Basse A. Beck
Station Manager Homer R. Smith
Program Director Paul L. Miller
Chief Announcer..... Paul Miller
Chief Engineer John W. Keller, Jr.
Record MC Mike Kane

WMBS

UNIONTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc..... Power: 1000 Watts
Owned-Operated By Fayette Broadcast-
ing Corp.
Address Fayette Title and Trust Bldg.
Phone Number..... 800
Transmitter Location Burgess Field
Time on the Air..... 6 a.m. to 1:05 a.m.
News Service UP
Transcription Service..... NBC Thesaurus &
Standard
National Representative..... Radio
Advertising Co.
Membership NAB

Personnel

President and General Mgr... Joseph C. Burwell
Commercial Manager..... Harry C. Burwell
Merchandising Manager.... Harry C. Burwell
Program Director..... Sullivan Sages
Publicity Director..... Marian Johnston
Chief Announcer..... Charles Underwood
Musical Director..... Sullivan Sages
Chief Engineer..... William J. Henzly
Record MC..... Charles Underwood

WNAE

WARREN—EST. 1946

Frequency: 1310 Kc..... Power: 1000 w. d. only
Owned-Operated By..... Northern Allegheny
Broadcasting Co.
Address..... First National Bank Bldg.
Phone Number..... 3033
Transmitter Location Warren-Kinzua Rd.:
2.5 miles from business district
Time on the Air..... 6 a.m. to local sunset
News Service AP
Transcription Service..... NBC Thesaurus
Representative..... Joseph Hershey McGillvra
Membership..... NAB, BMB

Personnel

President and Gen. Mgr..... David Potter
Commercial Manager..... James Potter
Program Director..... LeRoy Schneck
Publicity Director..... Marian Potter
Musical Director..... Bob Harold
Chief Engineer..... Homer M. Haines

WJPA

WASHINGTON—EST. 1942

MUTUAL BROADCASTING SYSTEM
PENNSYLVANIA NETWORK

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Operated By..... Washington Broad-
casting Company
Address George Washington Hotel
Phone Number 4870
Transmitter Location.. North Strabane Township
Time on the Air..... 7 a.m. to 12:30 a.m.
News Service UP
Transcription Service..... NBC Thesaurus
National Representative..... Joseph Hershey
McGillvra, Inc.
Membership..... NAB, BMB

Personnel

Managing Director..... John Laux
General Manager Robert F. Kliment
Commercial Manager..... C. B. Heller
Program Director..... George Gailey
Chief Engineer..... Horace Cooper
Record MC..... Allan Black

W B A X

WILKES-BARRE—EST. 1922
MUTUAL BROADCASTING SYSTEM
PENNSYLVANIA NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....John H. Stenger, Jr.
Address.....85 West Union St.
Phone Numbers 3-0196-7-8
Transmitter LocationEdwardsville
Borough, Pa.
Transcription Service.....Associated, SESAC
Time on the Air.....7 a.m. to midnight
News Service UP
RepresentativeBurn-Smith

Personnel

President-Owner.....John Stenger, Jr.
General ManagerA. W. Grebe
Commercial Manager.....W. T. J. Evans
Program Director.....John H. A. Stenger, III
Musical Director Phil Cusick
Publicity Director.....Gus Grebe
Chief EngineerJohn Stenger, Jr.
Record MCJohn Wills

W B R E

WILKES-BARRE—EST. 1923
NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.,.....Power: 250 Watts
Owned-Operated By.....Louis G. Baltimore
Address62 So. Franklin Street
Phone Number3-3101
Transmitter Location..Third Avenue, Kingston,
Pa.
Time on the Air.....7 a.m. to 1 a.m.
News Service AP
Transcription ServiceWorld
Membership.....NAB, BMB

Personnel

Owner-Gen. Mgr.....Louis G. Baltimore
Asst. Manager.....David M. Baltimore
Sales Manager.....A. C. Baltimore
Program Director.....Franklin D. Coslett
Publicity Director.....David M. Baltimore
Chief Announcer.....Franklin D. Coslett
Musical Director.....Louis Savitt
Chief Engineer.....Charles Sakoskie

FOR

1922

25 Years

1947

NORTHEASTERN PENNSYLVANIA STATION

First

IN PUBLIC SERVICE
SPORTS AND MUSIC

WBAX

WILKES-BARRE, PA.

JOHN H. STENGER, JR., *Licensee-Owner*

MUTUAL BROADCASTING SYSTEM

WILK

WILKES-BARRE—EST. 1946

ABC

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By.....Wyoming Valley
Broadcasting Co.

Temporary Address.....226 Second National
Bank Bldg.

Transmitter Location.....Kingston, Pa.

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

News Service.....UP

Transcription Service.....Lang-Worth

Membership.....NAB

Personnel

General Manager.....Roy E. Morgan

Station Manager.....Thomas P. Shelburne

WHWL

WILKES-BARRE—EST. 1947

Frequency: 730 Kc...Power: 1000 W., d. only

Owned-Operated By.....Radio Anthracite, Inc.

Business Address.....Nanticoke, Pa.

Phone Number.....1332

Transmitter Location.....Plymouth, Pa.

Time on the Air*.....6 a.m. to local sunset

News Service.....AP, UP

Transcription Service.....Capitol, SESAC,
Standard

Representative.....Forjoe & Co.

Membership.....NAB

Personnel

General Manager.....Sam Leavitt

Program Director.....Tom Bigler

Publicity Director.....Tom Bigler

Chief Engineer.....Kenneth T. Marshall

*Licensed to operate daytime—
Mexican Clear Channel

NOW ON THE AIR!

WHWL

1000 WATTS—D

730 KC

NANTICOKE, PENNA.

Offering a Greater Daytime Coverage to the
Agricultural and Industrial Anthracite,
Including the Rich Scranton-Wilkes-Barre-
Hazleton Area. More Listeners at Lower
Cost.

**SEE FORJOE AND GET BETTER COVERAGE IN
PENNSYLVANIA'S ANTHRACITE REGION**

"ANTHRACITE'S MOST POWERFUL INDEPENDENT"

SAM LEAVITT
Gen. Manager

W R A K

WILLIAMSPORT—EST. 1930

NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WRAK, Inc.
 Address244 West Fourth Street
 Phone Number2-8116
 Transmitter Location..1561 West Fourth Street
 Time on the Air.....7 a.m. to 12 midnight
 Newspaper Affiliation....Williamsport Sun:
 Williamsport Gazette & Bulletin
 News Service UP
 Transcription Service.....Standard Radio
 Representative.....J. P. McKinney & Son
 Membership.....NAB, BMB

Personnel

President.....E. M. Case
 General Mgr.-Station Mgr.....George E. Joy
 Commercial Manager.....J. Wright Mackey
 Program Director.....Nancy J. Person
 Production Manager.....Irving A. Berndt, Jr.
 Chief Announcer.....Leon E. Kelly
 Chief Engineer.....Louis N. Persio
 Record MC.....Everett Rubendoll

For the best in news . . .

AP

TAKE "TIME" TO SELL!

When you want to do a real selling job, take more time on WRAK, a wide-awake station in a rich, productive market.

W R A K

WILLIAMSPORT

PENNSYLVANIA

National Representative

J. P. MCKINNEY AND SON

New York — Chicago



W O R K

YORK—EST. 1932

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

Frequency: 1350 Kc. Power: 1000 Watts
Owned-Operated By... York Broadcasting Co.
Business Address... 13 S. Beaver St.
Phone Number... 8629
Transmitter Location... West Manchester Town-
ship, Pa.

Time on the Air... 6:30 a.m. to 12:30 a.m.
News Service... UP
Transcription Service... NBC Thesaurus
Representative... Radio Advertising Co.
Membership... NAB, BMB

Personnel

Chief Executive... Clair R. McCollough
Station Manager... Harold E. Miller
National Sales Manager... J. Robert Gulick
Program Director... Arthur Weeks
Chief Engineer... J. E. Mathlot

W S B A

YORK—EST. 1942

ABC

Frequency: 900 Kc. Power: 1000 w. d. only
Owned-Operated By... The Susquehanna
Broadcasting Co.

Address... R. D. No. 5, York
Phone Numbers... 2676 & 64413
Transmitter Location... R. D. No. 5, York
Time on the Air... Local sunrise to local sunset
News Service... AP
Transcription Service... World Broadcasting
System
Membership... NAB, BMB

Personnel

President... Louis J. Appell
General Manager... Walter J. Rothensies
Commercial Manager... Sydney Robbins
Program Director... Otis Morse
Production Manager... Mack Edwards
Publicity Director... Sydney Robbins
Musical Director... Larry Miller
Dir. of Engineering, SBC... Woodrow G. Eberhart
Record MC... Will Taylor

4 markets it pays you to cover!

WGAL Lancaster, Pa.
WKBO Harrisburg, Pa.
WRWA Reading, Pa.
WORK York, Pa.

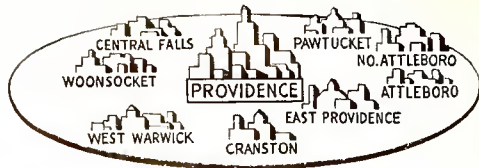
NBC

Sales Representative

RADIO ADVERTISING CO.

New York • Chicago • San Francisco • Dallas • Hollywood

It's a



PRETTY PLATTER

*that holds 9 big communities
in its fifteen-mile radius!*

ORDINARY COMMUNITIES? Heck, NO! Recent figures credit our folks with incomes 38% above the national county average. That puts 'em in the luxury-item class . . . definitely! And only nine big communities? Mister, those are the cities and towns that could sue us if our towers fell over on 'em! WFCI pushes 5000 watts far and beyond that golden circle into densely-populated southern New England, reaching thousands of ears that don't show on Rhode Island statistical charts.

**American programming and a rate that offers
you more time for your dollars make WFCI
the Rhode Island "buy"!**



The "AMERICAN" Voice in Southern New England

Studios and Offices: PROVIDENCE, The Biltmore, PAWTUCKET, 450 Main Street
WALLACE A. WALKER, *Gen. Mgr.*

Representatives: THE KATZ AGENCY

RHODE ISLAND

Estimated Population, 770,577—Radio Homes, 203,582
Stations in State—5

W F C I

PAWTUCKET—EST. 1941

ABC

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By....Pawtucket Broadcast-
ing Co.

Business Address.....450 Main Street
Phone Number.....Perry 9540
Transmitter Location.....Lonsdale, R. I.
Time on the Air.....6 a.m. to 1 a.m. daily;
Sundays: 8 a.m. to 1 a.m.

News Service.....AP
Transcription Service.....Standard Radio
Representative.....The Katz Agency
Membership.....NAB, BMB

Personnel

President.....Howard W. Thornley
General Mgr.-Comm. Mgr....Wallace A. Walker
Program Director.....Harry Moreland
Musical Director.....Arthur Paquette
Chief Engineer.....Gilbert Johnson

W E A N

PROVIDENCE—EST. 1922

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....The Yankee Net-
work, Inc.

Address.....Crown Hotel
Phone Number.....DExter 1500
Transmitter Location...East Providence, R. I.
Time on the Air.....6 a.m. to 1 a.m.;
Sundays: 8 a.m. to 1 p.m.

News Service.....AP, INS
Transcription Service.....AMP, Standard,
SESAC

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

Personnel

Owners.....William O'Neil and John
Shepard 3rd
General Manager.....John Shepard 3rd
Station Manager.....Joseph Lopez
Commercial Manager.....Malcolm S. Parker
Sales Promotion.....James S. Powers
Production Manager.....Donald S. Morton
Musical Director.....Carl J. Tatz
Chief Engineer.....Harry H. Tilley

W J A R

PROVIDENCE—EST. 1922

NATIONAL BROADCASTING CO.

NEW ENGLAND REGIONAL NETWORK

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By....The Outlet Company
Business Address.....176 Weybosset Street
Phone Number.....Gaspee 7000
Transmitter Location.....Wamponoag Trail,
East Providence, R. I.

Time on the Air.....Unlimited License
Transcription Service.....World Broadcasting
System

Representative.....Weed & Company,
Bertha Bannan

Membership.....NAB, BMB

Personnel

President.....Mortimer L. Burbank
General Manager.....John J. Boyle
Program Director.....Sothorn Abbott
Chief Engineer.....Thomas C. J. Prior



BUY

U. S. SAVINGS

BONDS

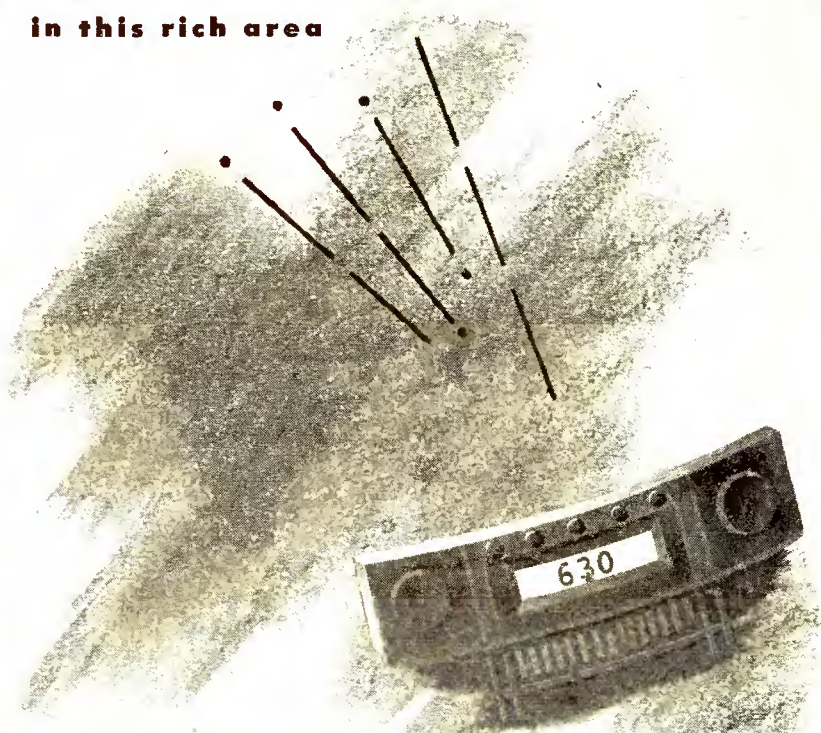


... and in New England, too, it's CBS

WPRO

PROVIDENCE

**covering the no. 2 market
in this rich area**



5000 WATTS

BASIC CBS

630 KC.

W P R O

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By.....Cherry & Webb
 Broadcasting Company
 Address15 Chestnut Street
 Phone Number..... Plantations 9776
 Transmitter Location....East Providence, R. I.
 Time on the Air.....6 a.m. to 1:05 a.m.;
 Sundays: 8 a.m. to 12:05 a.m.
 News Service.....AP, UP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Representative.....Paul H. Raymer Company
 Membership.....NAB, BMB

Personnel

President.....William S. Cherry, Jr.
 General Manager.....Fred R. Ripley
 General Mgr.-Comm. Mgr.....Fred R. Ripley
 Local Sales Mgr.....Arnold F. Schoen, Jr.

Program Director.....Morton I. Blender
 Chief Engineer.....John V. Ferri

W W O N

WOONSOCKET—EST. 1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By....Associated Electronic
 Enterprises, Inc.
 Address.....99 Main St., Commercial Bldg.
 Phone Number.....Woonsocket 3900
 Transmitter Location.....Getchell Ave.
 Time on the Air.....18 hours daily
 News Service.....AP
 Transcription Service.....Standard, Capitol

Personnel

President.....James Iodice
 Secty.-Treas. & Tech. Adviser....Garro W. Ray
 Station Manager.....Mitchell F. Stanley
 Chief Engineer.....Harold Michaels

SOUTH CAROLINA

*Estimated Population, 1,948,327—Radio Homes, 325,573
 Stations in State—22*

W A I M

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Wilton E. Hall
 AddressAnderson College
 Studio Address.....Anderson College, S. C.
 Phone Numbers800, 1444
 Transmitter LocationAnderson College
 Time on the Air.....Unlimited
 Newspaper Affiliation Anderson Independent;
 Daily Mail
 News ServiceINS
 Transcription Service: C. P. MacGregor; World
 Broadcasting System; also Lang-Worth
 RepresentativeBurn-Smith

Personnel

Owner Wilton E. Hall
 General and Station Manager.... J. D. McCoy
 Sales-Commercial Manager... G. Paul Browne
 Production Manager..... J. D. McCoy
 Chief Engineer Randall Davidson

W C S C

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By.....John M. Rivers
 AddressFrancis Marion Hotel
 Phone Number7611
 Transmitter Location.....St. Andrews Farms
 Time on the Air.....6 a.m. to 12:05 a.m.;
 Sundays: 7:45 a.m. to 12:05 a.m.
 News Service UP
 Representative.....Free & Peters
 Membership.....NAB, BMB

Personnel

President.....John M. Rivers
 General Mgr.-Station Mgr.....John M. Rivers
 Comm. Mgr.-Sales Promotion... Roland Weeks
 Program Director.....Russell Long
 Publicity Director.....Ann Heineman
 Chief Announcer.....Chuck Simpson
 Musical Director.....Adrian Munzell
 Chief Engineer.....Wilbur Albee
 Record MC's..Chuck Simpson, Adrian Munzell

W T M A

CHARLESTON—EST. 1939
NATIONAL BROADCASTING CO.

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By.....Atlantic Coast
Broadcasting Company
Business Address.....133 Church St.
Phone Number.....2-2961
Transmitter Location.....St. Andrews Parish
Time on the Air.....Unlimited
Newspaper Affiliation.....Evening Post
Publishing Co.
News Service.....AP
Transcription Service.....Thesaurus
Representative.....George P. Hollingbery
Membership.....NAB, BMB

Personnel

President.....Edward Manigault
General Mgr.-Station Mgr...Robert E. Bradham
Merchandising Manager...A. Franz Witte, Jr.
Publicity Director.....A. Franz Witte, Jr.
Program Director.....William N. Abbott
Production Manager.....Vernon Bushong
Musical Director.....Edna Richardson
Chief Engineer.....Douglass M. Bradham
Record MC.....Bob Larimer

•

(CALL LETTERS TO BE ASSIGNED) CHARLESTON*

Frequency: 1340 Kc.....Power: 250 Watts
Permittee.....Charleston Broadcasting Co.

*C.P. Pending

•

(CALL LETTERS TO BE ASSIGNED) CHARLESTON*

Frequency: 730 Kc.....Power: 1000 Watts
Permittee.....Charleston Broadcasters

*C.P. Pending

W C O S

COLUMBIA—EST. 1939
ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Carolina Broadcasting
Corp.
Address.....1202 Main St.
Phone Number.....25601
Transmitter Location.....200 Senate St.
Time on the Air.....6 a.m. to midnight
News Service.....AP
Transcription Service.....Standard
Representative.....Howard Wilson
Membership.....NAB

Personnel

President.....H. F. Kincey
General Manager.....W. C. Bochman
Sales-Commercial Mgr.....W. C. Bochman
Program Director.....H. Moody McElveen, Jr.
Production Manager.....Richard Goode
Chief Announcer.....Dave Campbell
Chief Engineer.....Robert Lambert
Record MC.....Malcolm Rast

W I S

COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....The Surety Life
Insurance Company
Address.....1811 Main Street
Phone Number.....2-2135
Transmitter Location.....Bluff Road
Time on the Air.....6 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service.....Thesaurus, Standard
Representative.....Free & Peters, Inc.
Membership.....NAB, BMB

Personnel

President.....Herman N. Hipp
General Mgr.-Station Mgr...G. Richard Shafto
Sales-Commercial Mgr....J. Dudley Saumenig
Promotion Mgr.-Publicity Director..Steve Libby
Program Director.....Ray A. Furr
Production Mgr.-Chief Announcer..Warren Hites
Musical Director.....Barbara Dew
Chief Engineer.....Herbert G. Eidson, Jr.

W K I X

COLUMBIA—EST. 1945
CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Inter-City Adv. Co.
Address.....1127 Lady St.
Phone Number.....2-8659
Transmitter Location.....Two Notch Road
Time on the Air.....6 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service.....Lang-Worth, Standard
Representative.....Weed & Co.
Membership.....NAB, BMB

Personnel

General Manager.....C. Durham Moore
Commercial Manager...B. George Barber, Jr.
Sales Promotion.....Thomas S. Chandler
Program Director.....Mackie Quave
Chief Announcer.....Bernard Brown
Chief Engineer.....E. E. Hampton

W L A T

CONWAY—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned By Coastal Broadcasting Co.
 Operated By L. M. Hawley and
 Herman L. Hanks
 Address Box 497
 Phone Number 340
 Transmitter Location 1¼ miles N. of City
 Time on the Air 7 a.m. to 11:15 p.m.
 News Service AP
 Transcription Service Standard
 Membership NAB

Personnel

President-General Mgr. L. M. Hawley
 Vice-President-Chief Engineer H. L. Hanks
 Sales Promotion-Program
 Director Edward Browning, Jr.

W D S C

DILLON—EST. 1946

MUTUAL

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned and Operated By Border Broad. Co.
 Address U. S. Highway 301
 Phone Number 471
 Transmitter Location 3½ miles S. of Dillon
 Time on the Air Daytime only
 Representative Jos. Hershey McGillvra

Personnel

General Manager Henry S. Sullivan
 Commercial Manager Phil Sewell
 Farm Program Director Bill Bunn
 Program Dir.-Sports Anns. Bill Jacson

W O L S

FLORENCE—EST. 1938

ABC—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Florence Broad-
 casting Co., Inc.
 Address 129 South Dargan
 Phone Number 354-5
 Transmitter Location Charleston Highway
 Time on the Air 6:30 a.m. to 11:15 p.m.
 News Service UP
 Transcription Service Lang-Worth.
 Standard-KBS
 Representative Cox & Tanz
 Membership NAB, BMB

Personnel

President M. F. Schnibben
 Station Mgr.-Comm. Mgr. N. L. Royster

Sales Promotion-Program Dir. N. L. Royster
 Chief Announcer Don Grantham
 Chief Engineer Bill Pritchett

W E S C

GREENVILLE—EST. 1947

Frequency: 660 Kc. Power: 5 kw. d.
 Owned-Operated By Greenville Broad. Co.
 Address 1 College Street
 Transmitter Location 5 miles N.W. of City
 Time on the Air Local sunrise to local sunset
 News Service AP
 Transcription Service Lang-Worth, Standard
 Membership NAB

Personnel

President-General-Station Mgr. Scott Russell
 Commercial Manager J. B. Little
 Chief Engineer Wm. H. Alford

W F B C

GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Operated By Greenville News
 Piedmont Co.
 Address Poinsett Hotel
 Phone Number 362; 363
 Transmitter Location Gantt Station
 Time on the Air 6 a.m. to 12:05 a.m.
 Newspaper Affiliation Greenville News;
 Greenville Piedmont
 News Service UP
 Transcription Service Thesaurus
 Representative Lew Avery Co.,
 Membership NAB

Personnel

President B. H. Peace, Jr.
 General Manager B. T. Whitmire
 Commercial Manager R. Q. Glass, Jr.
 Program Director Norvin Duncan
 Production Manager James Dawson
 Publicity Director N. P. Mitchell
 Chief Engineer Clyde Etherdige
 Record MC James Capps

W M R C

GREENVILLE—EST. 1941

ABC—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Textile Broad. Co.
 Address Prevost Bldg.
 Phone Number 5730
 Transmitter Location 400 Mayberry Street

Time on the Air..... 6 a.m. to 12:05 a.m.
 News Service AP
 Transcription Service..... World
 Representative..... Burns Smith Co., Inc.
 Membership..... NAB, BMB

Personnel

President..... R. A. Jolley
 General Manager..... W. Ennis Bray
 Commercial Manager..... C. B. Denison
 Program Director..... Bill Arrington
 Production Manager..... Fred Kenney
 Publicity Director..... Modell H. Raines
 Chief Announcer..... Jerry Mosteller
 Chief Engineer..... George D. Tate
 Record MC..... Jimmy Simpson

W C R S

GREENWOOD—EST. 1941
NATIONAL BROADCASTING CO.

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Grenco, Inc.
 Address..... 216 Textile Bldg.
 Phone Number..... 4300
 Studio-Transmitter Location..... Willson St.
 Time on the Air..... 6:30 a.m. to 12:05 a.m.;
 Sundays: 7:45 a.m. to 12:05 a.m.
 News Service AP
 Transcription Service..... Standard, World
 Membership NAB

Personnel

President..... Douglas Featherstone
 General Mgr.-Station Mgr..... Dan Crosland
 Commercial Manager..... Ralph Norman
 Program Director..... Randall Davidson
 Publicity Director..... Martha Wolford
 Chief Engineer..... Harold C. Spengler

W H S C

HARTSVILLE—EST. 1946
MUTUAL

Frequency: 1450 Kc..... Power: 250 Watts
 Owned By..... Hartsville Broad. Co., Inc.
 Operated By..... Station WHSC
 Address..... College Ave.
 Phone Number..... 654
 Transmitter Location..... Bishopville Highway
 Time on the Air..... 7 a.m. to 11:15 p.m.
 News Service AP
 Transcription Service..... Thesaurus
 Representative..... Cox and Tanz

Personnel

President-Owner..... C. H. Campbell
 General-Station-Sales Mgr.. Raymond Caddell
 Production Manager..... Ben Gunn
 Publicity Director..... Eleanor Flowers
 Chief Engineer..... Donald A. Brien

W K D K

NEWBERRY—EST. 1946
MUTUAL—KEYSTONE

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Newberry Broad. Co.
 Address..... Box 353
 Studio Address..... 11 Radio Drive
 Transmitter Location..... 11 Radio Drive
 Time on the Air..... 6 a.m. to midnight
 News Service AP
 Transcription Service..... World
 Representative..... John F. Arrington, Jr.
 Membership NAB

Personnel

President-Owner..... John F. Clarkson
 General Mgr.-Vice-Pres..... C. A. Kaufmann
 Station Mgr.-Program Dir..... L. Wayne Davis
 Chief Announcer..... L. Wayne Davis
 Commercial Manager..... Charles E. Bowers
 Sales Promotion..... Charles E. Bowers
 Chief Engineer..... George N. Martin
 Record MC..... A. B. Cooper

(CALL LETTERS TO BE ASSIGNED)
ORANGEBURG*

Frequency: 1450 Kc..... Power: 250 Watts
 Permittee..... Observer Radio Co.

*C.P. Pending

W R H I

ROCK HILL—EST. 1944
MUTUAL

Frequency: 1340 Kc..... Power: 250 Watts
 Owned and Operated By..... York County
 Broadcasting Co.
 Address..... Rock Hill National Bank Bldg.
 Phone No..... 294
 Time on the Air..... 7 a.m. to 11:30 p.m.
 Transmitter Location..... East Black St. Ext.
 Transcription Service..... World
 News Service AP
 Representative..... Cox & Tanz
 Membership NAB, BMB

Personnel

General Mgr.-Chief Engineer... J. S. Beaty, Jr.
 Station Mgr.-Comm. Mgr.... William C. Beaty
 Program Director..... William C. Beaty
 Sales Promotion..... George P. Cobb
 Publicity Director..... Paul B. Marion
 Chief Announcer..... Cuyler P. Fields
 Musical Director..... Cuyler P. Fields
 Record MC..... Cuyler P. Fields

WORD

SPARTANBURG—EST. 1940

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Spartanburg Broad. Co.
 Address.....291 E. Main St.
 Phone Number875-6
 Transmitter Location...2½ miles N.E. of City
 Time on the Air.....6 a.m. to 12:05 a.m.
 News ServiceAP
 Transcription Service.....Lang-Worth
 Representative.....The Branham Co.
 MembershipNAB

Personnel

Owners.....J. M. Byran and Smith Davis
 General Manager.....Francis M. Fitzgerald
 Station Manager.....Francis M. Fitzgerald
 Commercial Manager...Francis M. Fitzgerald
 Sales Promotion-Merchandising
 ManagerFrancis M. Fitzgerald
 Program Dir.-Publicity Dir.....Alfred Becker
 Musical Director.....Hal Murray
 Chief Engineer.....Frank Harr

WSPA

SPARTANBURG—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Operated By.....Spartanburg
 Advertising Co.
 Address.....224 E. Main St.
 Phone Number2900
 Transmitter Location...3½ miles N.W. of City
 Time on the Air.....5 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....World, Cole
 Representative.....George P. Hollingsbery Co.
 Membership.....NAB, BMB

Personnel

President.....A. B. Taylor
 Vice-Pres. & General Mgr....Walter J. Brown
 Asst. Genl. Mgr.....Roger A. Shaffer
 Commercial Manager.....Guy Vaughan, Jr.
 Program Director.....Ed McGrath
 Chief Announcer.....W. Grover Golightly, Jr.
 Musical Director.....Hal Moore
 Chief Engineer.....Harold Beckholt
 Record MC.....Ace Rickenbacker

WFIG

SUMTER—EST. 1940

MUTUAL BROADCASTING SYSTEM

DIXIE BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WFIG, Inc.
 Address.....Radio Center Bldg.
 Phone Number (Studio).....1340
 Transmitter Location.....Highway No. 76
 Time on the Air.....7 a.m. to 11:15 p.m.;
 Sundays: 8 a.m. to 11:15 p.m.
 News ServiceAP
 Transcription Service.....NBC Thesaurus,
 Keystone
 Representative.....Cox & Tanz

Personnel

President.....Julius S. Brody
 Vice-Pres.T. Doug Youngblood
 Station Manager.....T. Doug Youngblood
 Commercial Manager...T. Doug Youngblood
 Sales Promotion.....T. Doug Youngblood
 Program DirectorLouise Burnette
 Production Manager....T. Doug Youngblood
 Publicity Director.....T. Doug Youngblood
 Chief Announcer.....Ed Tacy
 Chief Engineer.....James L. Williams
 Record MC.....Jim Hannah

For the best

in news quality . . .

AP

SOUTH DAKOTA

Estimated Population, 576,425—Radio Homes, 134,897
Stations in State—10

K A B R

ABERDEEN—EST. 1935

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By....Aberdeen Broadcast
Company
Address117½ South Main Street
Phone Number..... 4626
Transmitter Location.....Wylie Park
Time on the Air..... 6 a.m. to 12 midnight
News ServiceAP
RepresentativeThe Walker Company
Transcription Service.....Standard
MembershipNAB, BMB

Personnel

President.....Harvey C. Jewett, Jr.
General Manager.....A. H. Fahy
Commercial Manager.....Fred Stellner
Sales Promotion.....John A. Griffin
Program Director.....E. C. Pieplow
Publicity Director.....John A. Griffin
Chief Announcer.....Eddie Weeks
Chief Engineer.....Del T. Hunt
Record MC.....Eddie Weeks

K M H K *

MITCHELL—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..... Mitchell
Broadcasting Assn.

Personnel

Owner-General Mgr.....Raymond V. Eppel
Program Director.....Raymond V. Eppel
**Construction Permit*

K G F X

PIERRE—EST. 1916

KBS

Frequency: 630 Kc.....Power: 200 Watts
Operated By.....Ida A. McNeil
Address203 West Summit Ave.
Phone Number351
Transmitter Location...203 West Summit Ave.
Time on the Air.....9:30 a.m. to sunset
News ServiceUP
Transcription Service...Keystone Broadcast-
ing System
Representative Cox & Tanz

Personnel

DirectorIda A. McNeil
Chief Engineer.....Robert H. Dye

K O T A

RAPID CITY—EST. 1936

CBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By...Black Hills Broadcast
Company of Rapid City
AddressAlex Johnson Hotel
Phone Number..... 2000
Transmitter Location...30 miles South of Rapid
City Highway 79
Time on the Air:6 a.m to midnight
News Service UP
Transcription Service.....Standard, Cole
RepresentativeThe Walker Company
MembershipNAB, BMB

Personnel

PresidentRobert J. Dean
General Manager.....Robert J. Dean
Station Manager.....Robert J. Dean
Commercial Manager.....Stan Lieberman
Sales Promotion.....Abner H. George
Program Director.....Abner H. George
Publicity Director.....Abner H. George
Chief Announcer.....Harry S. Petersen
Musical Director.....John Simpson
Chief Engineer.....A. E. Griffiths

W C A T*

RAPID CITY—EST. 1921

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....South Dakota State
School of Mines and Technology
AddressEast St. Joseph Street
Phone Number1600-1
Transmitter Location.....St. Joseph Street
Time on the Air.....11 a.m. to 1 p.m.
News ServiceAP

Personnel

PresidentJoseph P. Connolly
General-Station Mgr.C. M. Rowe
Program Director.....Scott Burril
Chief Announcer.....John W. Sparrow
Chief EngineerE. E. Clark
** (Non-Commercial Station)*

K E L O

SIoux FALLS—EST. 1937

NATIONAL BROADCASTING COMPANY

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Midcontinent
 Broadcasting Co., Inc.

Address 253 N. Phillips Ave.
 Phone Number 6363
 Transmitter Location Highway No. 16
 Time on the Air 5:55 a.m. to midnight
 News Service UP
 Transcription Service NBC Thesaurus,
 Standard

Representative John E. Pearson Co.
 Membership NAB, BMB

Personnel

President Sam Fantle Jr.
 Commercial Manager Ted Matthews
 Sales Promotion Anton Moe
 Program Director Evans Nord
 Chief Engineer Ralph Bailey

K S O O

SIoux FALLS—EST. 1927

NATIONAL BROADCASTING COMPANY

Frequency: 1140 Kc. Power: 5000 Watts
 Owned-Operated By Sioux Falls Broad-
 cast Assn., Inc.

Address 317 So. Phillips Ave.
 Phone Number 757
 Transmitter Location West of City Limits
 Time on the Air 5:55 a.m. to local sunset
 News Service AP
 Transcription Service NBC Thesaurus,
 Standard, M. M. Cole

Representative Howard H. Wilson Co.
 Membership NAB, BMB

Personnel

President Morton H. Henkin
 General Manager & Vice-Pres. Geo. R. Hahn
 Sales Promotion George J. Rohn
 Farm Service Director Ralph Wennablon
 Chief Engineer Maxwell E. Staley
 Record MC Ervin Kult

K U S D *

VERMILLION—EST. 1922

Frequency: 920 Kc. Power: 500 Watts d.
 Owned-Operated By University of South
 Dakota

Address Union Building
 Phone Number 601-J

Transmitter Location University Campus
 Time on the Air 3 p.m. to 6 p.m.
 News Service AP

Personnel

General Manager Irving R. Merrill
 Chief Engineer Stephen J. Grai
 Record MC "Jim" Slack

* Non-Commercial Station

K W A T

WATERTOWN—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned By Midland National Life Insur-
 ance Company

Operated By Midland National Life Ins. Co.
 Address Watertown
 Phone Number 777
 Transmitter Location Watertown
 Time on the Air 7 a.m. to 10 p.m.
 News Service UP
 Transcription Service M. M. Cole, W. E. Long

Personnel

General Manager F. L. Bramble
 Station Manager M. W. Plowman
 Sales Promotion Morris Wisott
 Program Director Bernice Dowling
 Chief Engineer Francis Alwin

W N A X

YANKTON—EST. 1927

ABC—MID-STATES NETWORK

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By WNAX Broadcasting
 Co.

Address 2nd-Capitol Sts.
 Phone Number 442-3
 Transmitter Location Yankton
 Time on the Air 5:30 a.m. to midnight
 Newspaper Affiliation: Des Moines Register &
 Tribune

News Service AP; UP
 Transcription Service Standard Radio,
 M. M. Cole

Representative The Katz Agency
 Membership NAB, BMB

Personnel

President Gardner Cowies
 V.P.-General Manager Robert R. Tincher
 Commercial Manager Don E. Imman
 Promotion Manager James H. Allen
 Publicity Director James H. Allen
 Chief Engineer Clifton M. Todd

TENNESSEE

Estimated Population, 3,091,148—Radio Homes, 612,889
Stations in State—36

W L A R

ATHENS—EST. 1946
MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lowell F. Arterburn
Business Address.....33 N. Jackson St.
Phone Number.....891
Transmitter Location.....Decatur Road
Time on the Air.....17½ hours
Newspaper Affiliation.....Daily Post-Athenian
News Service.....UP
Transcription Service.....Standard
Representative.....W. S. Grant Co.

Personnel

President.....Lowell F. Arterburn
General Station Mgr.....C. Clayton Redfern
Sales Promotion.....Owen Peck
Publicity Director.....Al Peck
Chief Engineer.....Robert Magill
Record MC.....Chuck Redfern

W R O W *

ATHENS

Frequency: 1490 Kc.....Power: 250 Watts
Owner-Operated By.....Athens Broadcasting Co.
Address.....105 Oak Park Drive, Knoxville, Tenn.

Personnel

Owners.....R. O. Hardin, Verna S. Hardin

* Construction Permit Pending.

W C Y B

BRISTOL—EST. 1946

Frequency 690 Kc....Power 1,000 Watts, Day
Owned-Operated By.....Appalachian Broad-
casting Corp.
Business Address.....General Shelby Hotel
Phone Number....."WCYB"
Transmitter Location.....Wallace Road
Time on the Air...Local Sunrise to Local Sunset
News Service.....AP
Transcription Service.....Associated Ten-
nessee Loops.
Representative.....Joseph Hershey McGillvra, Inc.
Membership.....NAB

Personnel

General Manager.....Fay Rogers
Commercial Manager.....Warren Wright
Program Director.....Marjorie Freels
Technical Director.....H. Smith

W O P I

BRISTOL—EST. 1929
NATIONAL BROADCASTING CO.
TENNESSEE VALLEY—KES

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radiophone Broadcasting
Station WOPI, Inc.
Address.....310 State St.
Phone Number.....5320
Transmitter Location.....Old Abingdon Pike,
Washington County, Va.
Time on the Air.....5:45 to 12:05 a.m.
News Service.....UP
Transcription Service.....Capitol,
Lang-Worth, W. E. Long, World.
Representatives.....Burn-Smith Company,
Harry E. Cummings.
Membership.....NAB, BMB

Personnel

President.....W. A. Wilson
Commercial Manager.....R. L. Russell
Sales Promotion.....Dick Whitlow
Acting Program Director.....Dick Swanson
Production Manager.....Dick Whitlow
Musical Director.....George Stuart O'Dell
Acting Chief Engineer.....Russ Robinson
Record MC.....Harold Henley

W A G C

CHATTANOOGA—EST. 1946
MUTUAL

Frequency 1450 Kc.....Power 250 Watts
Owned-Operated By.....Tennessee Valley
Broadcasting Corp.
Business Address.....Hotel Patten
Phone Number.....7-1128
Transmitter Location.....Rossville Blvd.
Time on the Air.....5:55 a.m.-11:35 p.m.
News Service.....AP
Transcription Service.....Langworth
Representative.....Wm. G. Rambeau Co.

Personnel

General Manager.....Vann Campbell
Program Director.....June Thurman
Publicity Director.....Helen Richardson
Chief Announcer.....Harry Thornton
Chief Engineer.....Roy Owens
Record MC.....Bill Palmer

W A P O

CHATTANOOGA—EST. 1936
NATIONAL BROADCASTING CO.
Frequency: 1150 Kc...Power: 5000 d.; 1000 a.

Owned By.....WAPO Broadcasting Service
 Operated By.....R. G. Patterson
 AddressRead House
 Phone Number6-6141
 Transmitter Location.....Pineville Road
 Time on the Air...5:30 a.m. to 12 midnight,
 Sunday, 6 a.m. to 12 midnight.
 News ServiceAP
 Transcription Service.....NBC Thesaurus,
 Associated, Cole.
 RepresentativeHeadley-Reed Company
 Membership NAB

Personnel

Pres. and Gen. Mgr.....R. G. Patterson
 Station Manager.....R. G. Patterson
 Publicity Director.....Helen Patterson
 Musical Director.....Frances Harley
 Chief Engineer.....B. B. Barnes
 Record MCBill Hedgepeth

W D E F

CHATTANOOGA—EST. 1941

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WDEF
 Address .. Volunteer Bldg.
 Phone Number 6-5664
 Transmitter Location..... Volunteer Bldg.
 Time on the Air..... 6 a.m. to 11:30 p.m.
 News Service UP
 Transcription Service..... Standard Radio
 Representative Weed & Co.

Personnel

President.....Joe W. Engel
 General Manager.....Frank S. Lane
 Commercial Manager.....Ken Flenniken
 Program Director.....Charles Gulickson
 Chief Announcer.....Luther Massingill
 Chief Engineer.....B. C. Baker

W D O D

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated By.....WDO D Broadcasting
 Corp.
 Address.... Hamilton National Bank Building
 Phone Number 6-5117
 Transmitter Location Baylor School
 Time on the Air..... 5:30 a.m. to 1 a.m.
 News Service UP
 Transcription Service..... Standard, Lang-
 Worth.
 Representative Paul H. Raymer Co.
 Membership NAB, BMB

Personnel

Co-Owners.....Norman A. Thomas, Earl W.
 Winger.
 General Manager.....Earl W. Winger
 Commercial Manager.....Carter M. Parham
 Sales Promotion.....Elmer D. Kammer
 Program Director.....G. A. McPherson
 Publicity Director.....Sue Johnson
 Musical Director.....Graham Fowler
 Chief Engineer.....W. Roy Owens

(CALL LETTERS TO BE ASSIGNED)
CHATTANOOGA*

Frequency 1490 Kc.....Power 250 Watts
 Applicant.....Joe V. Williams, Jr.

**C.P. Application*

W J Z M

CLARKESVILLE—EST. 1941

MUTUAL—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Wm. Kleeman
 Address Clarksville
 Phone Number 499
 Transmitter Location Martin St.
 Time on the Air..... 6 a.m. to 11 p.m.
 News Service AP
 Transcription Service World
 Representative.....Cox & Tanz

Personnel

General and Station Manager.. W. E. Williams
 Chief Engineer Gene Pentecost

W B A C

CLEVELAND—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Robert W. Rounsaville
 Address Fike Bldg.
 Phone Number 62
 News Service UP

Personnel

Owner-General Mgr.....Robert W. Rounsaville
 Chief Engineer.....William F. Lange

W K R M

COLUMBIA—EST. 1946

MUTUAL—KBS

Frequency 1340 Kc.....Power 250 Watts
 Owned By.....The Middle Tennessee
 Broadcasting Co., Inc.

Operated By.....R. M. McKay, Jr.
 Business Address.....P. O. Box 226
 Phone Number.....1340
 Transmitter Location.....1 Mile South of
 City Highway 43.
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Burn-Smith

Personnel

Pres. and Gen. Station Mgr...R. M. McKay, Jr.
 Program Director.....Chesley J. Smith
 Chief Announcer.....Charles Brewer
 Chief Engineer.....Revis V. Hobbs

W H U B

COOKEVILLE—EST. 1940

COLUMBIA BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WHUB, Inc.
 Address.....523½ Spring Street
 Phone Number.....Southern Continental 200
 Transmitter Location.....807 Hickory Street
 Time on the Air.....6 a.m. to 11:15 p.m.
 News Service.....UP
 Representative.....Cox & Tanz
 Membership.....NAB, BMB

Personnel

President.....M. L. Medley
 Station Director.....Joe C. Mabry
 Sales Promotion-Publicity...Jesse M. Beasley
 Musical Director.....Thomas Harris
 Chief Engineer.....Charles E. Burch
 Record MC.....Stacy Mott

W D S G

DYERSBURG—EST. 1946

MUTUAL—KBS

Frequency 1450 Kc.....Power 250 Watts
 Owned-Operated By...State Gazette Broad-
 casting Co.
 Business Address.....Dyersburg
 Phone Number.....77
 Transmitter Location.1 mile north of city center
 Time on the Air.....6:30 a.m. to 11 p.m.
 Newspaper Affiliation.....Dyersburg State
 Gazette.
 Transcription Service.....World
 Membership.....NAB

Personnel

Gen. Station Mgr.....Bert Ferguson
 Publicity Director.....Frank Armstrong
 Chief Engineer.....Sam Pearce

W B E J

ELIZABETHTON—EST. 1946

MUTUAL—TENNESSEE VALLEY

Frequency 1240 Kc.....Power 250 Watts
 Owned By...Elizabethton Broadcasting Corp.
 Operated By.....Robert W. Rounsaville
 Business Address.....Radio Station WBAC,
 Cleveland.
 Phone Number.....WBEJ
 Studio Address.....Elk Avenue
 Transmitter Location.....State Line Road
 Time on the Air.....5:55 a.m. to 12 a.m.
 News Service.....UP
 Transcription Service.....Thesaurus
 Membership.....NAB

Personnel

General Manager.... Robert W. Rounsaville
 Station Commercial Mgr.... A. D. Smith, Jr.
 Sales Promotion.....Bill Huddleston
 Program Director.....Bill Lowery
 Publicity Musical Dir....Martha Piper Thomas
 Chief Engineer.....James Byerley

W G R V

GREENEVILLE—EST. 1946

MUTUAL BROADCASTING CO.

Frequency 1340 Kc.....Power 250 Watts
 Owned By.....Greeneville Broadcasting Co.
 Operated By.....R. W. Rounsaville
 Business Address.....Radio Bldg.
 Transmitter Location.....Knoxville Highway
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....UP

Personnel

Pres.-Gen. Mgr.....R. W. Rounsaville
 Station Commercial Mgr... Clifford B. Marshall
 Sales Promotion-Promotion Dir....Bob Corley
 Production Manager.....Ed. Daniels
 Publicity Director.....Eileen O'Shaughnessy
 Chief Announcer.....Red Brown
 Musical Director.....Bill Huddleston
 Chief Engineer.....Paul Metcalf
 Technical Director.....Bill Gange
 Record MC.....Walter Cobb

W T J S

JACKSON—EST. 1931

AMERICAN BROADCASTING CO.

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Sun Publishing
 Company
 Address.....104 West Baltimore St.
 Phone Number.....3340
 Transmitter Location.....Highway 45
 Time on the Air... ..7 a.m. to 12 midnight

Newspaper Affiliation.....The Jackson Sun
 News ServiceUP
 Transcription Service.....Standard Radio
 RepresentativeThe Branham Company

Personnel

President and Gen Mgr.....A. A. Stone
 Manager.....Frank S. Proctor
 Chief EngineerRobert Gordon

W J H L

JOHNSON CITY—EST. 1938

ABC

5,000 (CP-5.000)

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By.....WJHL, Inc.
 Business Address.....143-45 West Main St.
 Phone NumberWJHL
 Transmitter Location.....Kingsport Highway
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP & AP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson Co.
 Membership.....NAB

Personnel

President.....W. Hanes Lancaster
 General Manager.....Ken Marsh
 Sales Promotion Program Dir...Berney Burleson
 Chief Engineer.....O. K. Garland

W K P T

KINGSPORT—EST. 1940

NATIONAL BROADCASTING CO.

TENNESSEE VALLEY

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By....Kingsport Broadcast-
 ing Co., Inc.

Address Box 870
 Phone Number WKPT
 Studio Address 107 W. Market
 Transmitter Location.....Johnson City H'way
 Time on the Air.....Unlimited
 News Service UP
 Transcription Service.....Lang-Worth;
 Standard, Thesaurus.

RepresentativesBurn-Smith Co.;
 Harry Cummings
 Membership.....NAB, BMB

Personnel

President.....C. P. Edwards, Jr.
 General Manager.....Jess Swicegood
 Promotion Manager.....Martin Karant
 Program Director.....Paul L. Cverbay
 Chief Engineer.....Thomas Phillips, Jr.

W B I R

KNOXVILLE—EST. 1941

ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....J. Lindsay Nunn and
 Gilmore N. Nunn.

Operated By.....John P. Hart
 Address.....406 W. Church St.
 Phone Number4-3321
 Transmitter Location.....Wilder Place
 Time on the Air.....5 a.m. to midnight
 News Service UP
 Transcription Service..Standard, Capitol, Cole
 RepresentativeJohn E. Pearson
 Membership NAB, BMB

Personnel

President.....Gilmore N. Nunn
 General Manager.....John P. Hart
 Station and Sales Mgr.....John P. Hart
 Program Director.....Charles T. DeVois
 Chief Engineer.....J. Rex Horton

W N O X

KNOXVILLE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 990 Kc.....Power: 10,000 Watts
 Owned-Operated ByScripps-Howard
 Radio, Inc.

Address110-112 South Gay Street
 Phone Number3-3171
 Transmitter Location.....Anderson Road
 Time on the Air.....5 a.m. to 1 a.m.

Saturdays.....5 a.m. to 2 a.m.
 Newspaper Affiliation Knoxville News-Sentinel
 News Service UP
 Transcription Service..Standard, Lang, Worth
 RepresentativeThe Branham Company

Personnel

President.....Jack R. Howard
 Vice-President-Manager...R. B. Westergaard
 Sales Commercial Manager.....O. L. Smith
 Sales Promotion-Pub. Dir...Owen J. Remington
 Program Director.....Charles McMahon
 Chief Announcer.....Lowell Blanchard
 Musical Director.....Jerry Collins
 Chief Engineer.....John Cole
 Record MCLowell Blanchard

W R O L

KNOXVILLE—EST. 1927

NATIONAL BROADCASTING CO.

TENN. VALLEY NETWORK

Frequency: 620 Kc..Power: 1000 d.; 500 n.
 Owned-Operated By.....Stuart Broadcasting

• • • **T E N N E S S E E** • • •

Business Address 531 S. Gay St.
 Phone Number 2-7111
 Time on the Air: 5 a.m. to 12 midnight;
 Sundays, 6 a.m. to 12 Midnight
 News Service AP
 Transcription Service.....Thesaurus, Wor'd.
 M. M. Cole.
 RepresentativeJohn Blair & Co.
 Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....S. E. Adcock
 Station Director.....Frank Gow
 Business ManagerC. H. Frazier
 Program Director.....John Reese
 Studio Director-Chief Announcer...Allen Stout
 Musical Director.....Harry Nides
 Chief Engineer.....James N. Gilbert
 Record MCBill Johnson

W J J M

LEWISBURG—EST. 1946

Frequency 1490 Kc.....Power 250 Watts
 Owned-Operated By.....J. J. Murray
 Business Address Lewisburg
 Phone Number.....Day, 695; Night, 144
 Transmitter Location.....Lewisburg
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....AP
 RepresentativeJ. J. Murray
 MembershipNAB

Personnel

Owner J. J. Murray
 Production Manager..... Wynona Garrett
 Chief Engineer..... Denzil Pulley

W G A P *

MARYVILLE

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated ByGateway
 Broadcasting So.
 Address ...3806 N. Broadway, Knoxville,
 Tenn.

Personnel

OwnersGeorge Burne Smith,
 V. H. McLean
 * Construction Permit

W H B Q

MEMPHIS—EST. 1925

MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Broadcasting Sta-
 tion WHBQ, Inc.

AddressHotel Gayoso
 Phone Number..... 8-6868
 Transmitter Location46 Neely St.
 Time on the Air.....6 a. m. to midnight
 News ServiceAP
 Representative.....William G. Rambeau Co.
 Membership NAB, BMB

Personnel

General Manager.....E. A. Alburty
 Commercial Manager.....E. Pournelle
 Sales PromotionR. F. Stevens
 Program Director.....Gene Al'en Carr
 Production Manager.....John Flood
 Publicity Director.....Robert E. Cooper
 Musical Director.....Anita Grilli
 Chief Engineer.....W. M. Roy
 Record MCGordon Lawhead

W H H M

MEMPHIS—EST. 1946

Frequency 1340 Kc.....Power 250 Watts
 Owned By.....WHHM Broadcasting Co.
 Operated By.....Herbert Gerff
 Business Address Sterick Bldg.
 Phone Number 37-4422
 Transmitter Location..... Memphis
 Time on the Air.....24 hrs. daily
 News Service AP
 Transmission Service..... Standard;
 Lang-Worth; M. M. Co'e.

Representative.....Forjoe & Co.
 Membership NAB

Personnel

President-OwnerHerbert Herff
 General Station-Sales Mgr....Patt McDonald
 Program Director.....Helen Powers
 Publicity Director..... Jeanie Wilson
 Chief Engineer Wm. Marsh

W M C

MEMPHIS—EST. 1923

NATIONAL BROADCASTING CO.
 SOUTH CENTRAL QUALITY NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By....Memphis Publishing
 Co.

Business Address.....P. O. Box 311
 Phone Number 8-7464
 Studio Address.....Third & Madison Ave.
 Transmitter Location.....Thomas Road
 Time on the Air.....Unlimited
 Newspaper Affiliation ... Memphis Pub. Co.
 News Service UP
 Transcription Service Thesaurus;
 Lang-Worth; Standard

RepresentativeThe Branham Co.
 Membership NAB, BMB

Personnel

President.....John H. Sorrel's
 General Mgr.Station Mgr.....H. W. Slavick
 Commercial Manager.....J. C. Eggleston
 Program Director.....John Cleghorn
 Production Manager.....Earl Moreland
 Publicity Director.....Walter E. Frase
 Musical Director.....Noel Gilbert
 Chief Engineer.....E. C. Frase, Jr.

W R E C

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Operated By.....Hoyt B. Wooten
 d/b as WREC Broadcasting Service
 AddressHotel Peabody
 Phone Number5-1313
 Transmitter LocationRadio Center
 Time on the Air.....5:30 a.m. to midnight
 News ServiceUP
 Transcription ServiceWorld Broadcasting
 System; Lang-Worth
 RepresentativeThe Katz Agency

Personnel

Owner-General Manager....Hoyt B. Wooten
 Commercial Manager.....Hollis R. Wooten
 Program-Publicity Director.....Roy Wooten

W M P S

MEMPHIS—EST. 1930

AMERICAN BROADCASTING CO.
 (CP-10000 D.; 5000 N.)

Frequency: 1460 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By.....WMPS, Inc.
 Address62 North
 Phone Number5-2721
 Transmitter Location1690 South Lau-
 derdale
 Time on the Air.....6 a.m. to midnight
 Sundays 6:45 a.m.-11:45 p.m.
 News Service.....UP AP
 Transcription Service.....Standard
 Associated
 Representative.....Broadcast Sales (East),
 Howard H. Wilson (West)
 Membership.....NAB, BMB

Personnel

President-Vice-PresidentAbe Plough
 General Manager.....H. R. Krelsteln
 Promotion Director.....Matty Brescia
 Program Director.....Fred G. Christensen
 Production Manager.....Robert Hobgood
 Publicity Director.....Wm. Rudner
 Chief Announcer.....Bob Neal

Musical Director.....Beryl Olswanger
 Chief Engineer.....J. G. Deaderick
 Record MC.....Bill Wells

W S M

NASHVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 650 Kc.....Power: 50000 Watts
 Owned-Operated By.....WSM, Inc.
 Business Address...Seventh Ave. & Union St.
 Phone Number6-7181
 Transmitter Location..Located 12 miles in the
 country
 Time on the Air..5 a.m.-midnight; Sundays
 7 a.m.-midnight
 News ServiceAP; INS
 Transcription Service.....Associated
 Lang-Worth, World
 RepresentativeEdward Petry & Co., Inc.
 Membership.....NAB, BMB

Personnel

President.....Edwin W. Craig
 General Manager.....Harry Stone
 Asst. General Manager.....Jack Harris
 Commercial Manager.....Winston S. Dustin
 Farm Director.....John A. McDonald
 Program Director.....Jack Stapp
 Publicity Director.....Bill Graham
 Chief Announcer.....Otis Devine
 Musical Director.....Beasley Smith
 Chief Engineer.....George Reynolds

W L A C

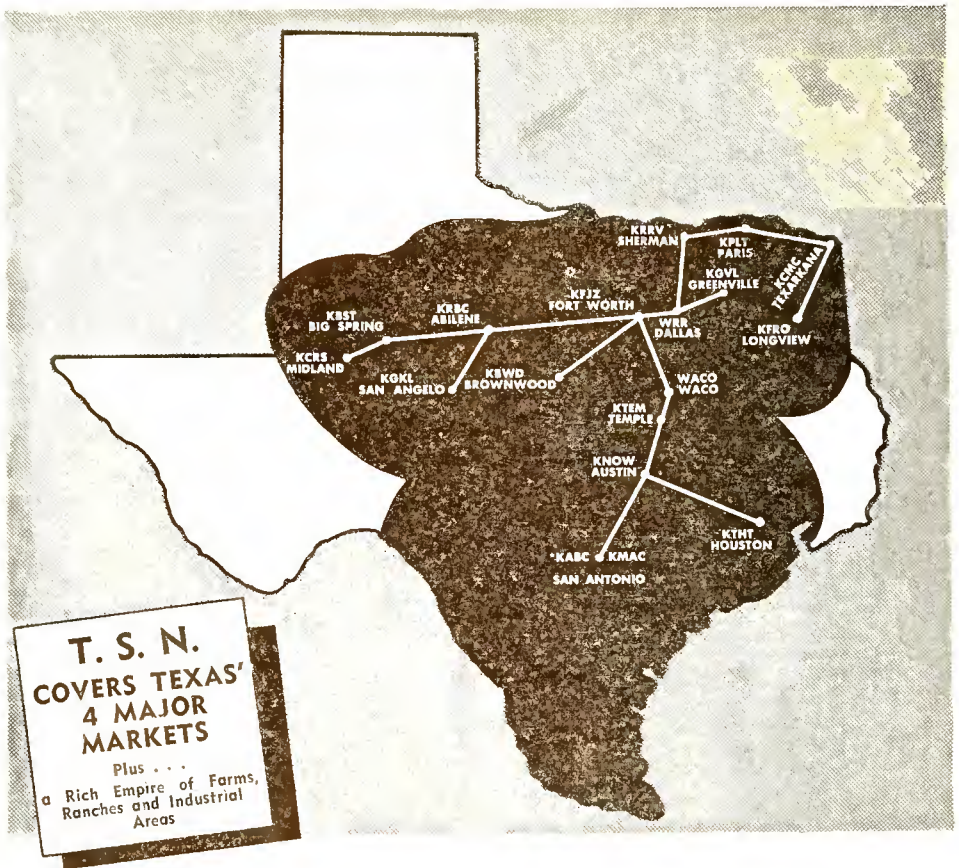
NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1510 Kc.....Power: 50000 Watts
 Owned and Operated By..WLAC Broadcasting
 Service
 Address.....Third National Bank Bldg.
 Phone Number6-0161
 Transmitter Location..7 miles north of City
 Highway 31W
 Time on the Air....5 a.m. to 12:05 midnight
 News ServiceUP
 RepresentativePaul H. Raymer Co.
 Membership.....NAB, BMB

Personnel

Owner.....J. T. Ward
 General Manager-Station Mgr...F. C. Sowell
 Program Director.....Paul Oliphant
 Musical Director.....Fred Murff
 Chief Engineer.....F. D. Binns



TEXAS STATE NETWORK-- *Covering 85 per cent of Texas' Population...*

With Texas State Network's one package, you can cover the richest industrial areas of Texas, PLUS the wealthy oil, livestock, poultry and agriculture producing sections of this great empire.

Covering an area producing one billion five hundred million dollars in retail sales, the Texas State Network, with its 17 "home-town" stations, is delivering sales power for many of the nation's leading advertisers.

MARKET DATA *

Population	5,456,213
Families	1,428,235
Radio Families	940,606
Retail Stores	72,031
Retail Sales	\$1,501,714,000
Food Stores	21,179
Food Stores Sales	\$ 436,297,000
General Mds. Stores	2,542
General Mds. Sales	\$ 200,398,000
Apparel Stores	2,430
Apparel Sales	\$ 93,867,000
Drug Stores	2,743
Drug Sales	\$ 70,327,000

* Day Time Coverage—
Includes KABC, San Antonio
50,000 Watts

TEXAS STATE NETWORK

FORT WORTH, TEXAS

NATIONAL REPRESENTATIVE

WEED AND COMPANY

NEW YORK • BOSTON • DETROIT • CHICAGO • ATLANTA • SAN FRANCISCO • HOLLYWOOD

WSIX

NASHVILLE—EST. 1927

ABC-MBS

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Operated ByWSIX, Inc.
 AddressNashville Trust Building
 Phone Number5-5431
 Transmitter Location.....McGavock Pike
 Time on the Air.....6 a.m. to 12
 News ServiceAP
 Transcription Service.....Standard Radio
 Representative.....The Katz Agency, Inc.

Personnel

President-Station Manager..Jack M. Draughon
 Chief Executive-Gen. Mgr..Jack M. Draughon
 Musical Director.....Adrian McDowell
 Technical Supervisor.....Dr. Fred Schumann

WOND*

OAK RIDGE—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Highlands Broad-
 casters, Inc.
 Address.....2915 Compton Rd.
 Phone Number.....Nashville 8-9072
 Time on the Air.....6 a.m. to midnight
 News Service.....UP

Personnel

Chief Owner-General Mgr..G. Paul Crowder
 President.....Sam K. Carson

*C.P.

WBOM*

Frequency: 1490 Kc.....Power: 250 Watts
 LicenseePellegrin & Greunther

*C.P.

WHAL

SHELBYVILLE—EST. 1946

MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By....Shelbyville Broad. Co.
 AddressP.O. Box 376
 Transmitter Location....Louisberg Highway
 Time on the Air.....Unlimited
 News Service.....UP

Personnel

PresidentR. W. Rounsaville

WENK

UNION CITY—EST. 1946

MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Union City
 Broadcasting Company
 Address.....First and Washington
 Phone Number801-2
 Time on the Air.....6 a.m. to 12 p.m.
 News Service.....UP

Personnel

President.....B. Cary Brummel
 General Manager.....A. B. Robinson
 Chief Engineer.....James Thomas

TEXAS

Estimated Population, 6,941,022—Radio Homes, 1,524,814
 Stations in State—78

KRBC

ABILENE—EST. 1936

ABC

TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Reporter Broad-
 casting Company
 AddressAbilene
 Phone Number6255
 Studio AddressWindsor Hotel
 Time on the Air.....6 a.m. to 11:05 p.m.
 Newspaper Affiliation.....Abilene Reporter-
 News

News Service AP
 Representative.....John E. Pearson Co.

Personnel

President.....M. B. Hanks
 V-P-General Manager.....Howard Barrett
 Program Director.....John A. Mingus
 Publicity Director.....Bettye Fulton
 Chief Engineer.....J. B. Casey

(CALL LETTERS TO BE ASSIGNED)
ALICE*

Frequency: 1070 Kc.....Power: 1000 Watts
 PermitteeAlice Broadcasting Co.

*C.P.

K F D A

AMARILLO—EST. 1939

ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....Amarillo Broad-
 casting Corporation
 Operated By.....Lindsey Nunn and
 Gilmore Nunn
 Address 109 East 5th St.
 Phone Number 5343
 Transmitter Location.....109 East 5th St.
 Time on the Air.....6 a.m. to midnight
 News Service.....UP
 Transcription Service.....World; Capitol
 National Sales Office.....Radio Bldg
 Lexington, Kentucky
 Station Representative.....John E. Pearson
 Company
 MembershipNAB, BMB

Personnel

Station Manager.....Howard Roberson
 Commercial Manager.....J. R. Moore
 Program Director.....Tom Prisst
 Chief Announcer.....E. J. Watson
 Musical Director.....Jim Cook
 Chief Engineer.....Noel Luddy
 Record Mc's.....E. J. Watson

K G N C

AMARILLO—EST. 1922

NATIONAL BROADCASTING CO.
 LONE STAR CHAIN

Frequency: 1440 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....Plains Radio
 Broadcasting Co.
 Address.....Radio Building, 8th & Harrison
 Phone Number 4242
 Transmitter LocationBellaire Park
 Time on the Air.....18 hours per day
 Newspaper Affiliations: Globe News
 Publishing Co., Inc.
 News Service.....AP & UP
 Transcription Service...Thesaurus, Standard,
 M. M. Cole
 Representative...Taylor Howe Snowden, Radio
 Sales
 MembershipNAB, BMB

Personnel

President.....Gene A. Howe
 General Manager.....Aubrey Jackson
 Assistant Manager.....Noel E. Thompson
 Sales Manager.....Noel E. Thompson
 Program Director-Chief
 AnnouncerBob Watson

Musical Director.....W. B. Howell
 Chief Engineer.....William H. Torrey
 Record M.C.....J. B. Linn

K V E T *

AUSTIN

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Operated By.....Austin
 Broadcasting Co.
 Address1901 Dillman St.
 * Construction Permit

K N O W

AUSTIN—EST. 1926

AMERICAN BROADCASTING CO.
 TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By ...Frontier Broadcasting
 Company, Inc.
 Address.....Capitol Nat'l Bank Bldg.
 Phone Number 2-6213
 Transmitter Location ...Fifth & Tillery Streets
 Time on the Air6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....SESAC
 RepresentativeWeed & Co.
 MembershipNAB, BMB

Personnel

President.....Gene L. Cagle
 General Manager.....Louis R. Cook
 Station Manager.....Louis R. Cook
 Commercial Manager...Marion H. Coleman
 Sales Promotion Manager..Robert W. Tobey
 Program Director.....Conrad Vernon, Jr.
 Publicity Director.....Robert W. Tobey
 Chief Announcer.....Harold Bakkee
 Musical Director.....Marge Wetzel
 Chief Engineer.....James E. Lewis

K T B C

AUSTIN—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....Radio Station KTBC
 AddressBrown Bldg.
 Phone Number2-2424
 Transmitter Location.....Manchaca Road
 Time on the Air.....6 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription ServiceWorld

RepresentativeTaylor-Howe-Snowden
 MembershipNAB, BMB

Personnel

PresidentClaudia T. Johnson
 General Manager.....J. C. Kellam
 Station Manager.....J. C. Kellam
 Sales Manager.....Ray E. Hill
 Program Director.....Jce K. Phipps
 Publicity Director.....Robert E. Robinson
 Musical Director.....Golfrey Connally
 Chief Engineer.....Frank Yeagley

KIOX *

BAY CITY—EST. 1946

MUTUAL-LONG TEXAS NETWORK

Frequency: 110 Kc.....Power: 1 Kw., D
 Owned By.....Bay City Broadcasting Co.
 Operated By.....Long Radio
 Enterprises
 Business Address.....Bay City
 Phone Number.....642
 Transmitter Location...2½ miles East of Bay
 City Highway 35
 Time on the Air.....6 a.m. to 6 p.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 MembershipNAB, BMB

Personnel

Managing Director.....J. G. Long
 General Manager.....Verne V. Trembley
 Publicity Director.....Verne V. Trembley
 Program Director.....James Hairgrove
 Chief Announcer.....James Hairgrove
 Record Mc's.....James Hairgrove

KFDM

BEAUMONT—EST. 1924

ABC

Frequency: 560 Kc.....Power: 1000 Watts
 Owned-Operated By... Beaumont Broadcasting
 Corp.
 Address.....P.O. Box 2950
 Phone Number3883
 Studio Address.....Edson Hotel
 Transmitter LocationCor. Doucette &
 Grove Streets
 Time on the Air.....Unlimited
 News Service.....UP & AP
 RepresentativeFree & Peters, Inc.
 MembershipNAB, BMB

Personnel

PresidentD. A. Cannon
 General Manager.....C. B. Locke
 Sales Commercial Manager.....C. B. Locke

Program Director.....Dave Russell
 Publicity Director.....Helen Caldwell
 Chief Announcer.....Jimmy Griffith
 Chief Engineer.....Lawrence Sanders

KRIC

BEAUMONT EST.—1938

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....KRIC, Inc.
 Address130 Wall Street
 Phone Number4200
 Transmitter Location.....130 Wall Street
 Time on the Air.....6 a.m. to 12:05 a.m.
 Newspaper Affiliation..Enterprise and Journal
 News ServiceAP
 Transcription Service.....Thesaurus
 RepresentativeThe Branham Company
 MembershipNAB, BMB

Personnel

President-Owner.....Mrs. J. L. Mapes
 General Manager.....Jack Neil
 Station Manager.....Jack Neil
 Commercial Manager.....G. L. Kirk
 Sales Promotion Manager.....G. L. Kirk
 Program Director.....Joe Trum
 Publicity Director.....Joe Trum
 Chief Announcer.....Ed Henry
 Musical Director.....Virginia Moon
 Chief Engineer.....Ben F. Hughes

KBST

BIG SPRING—EST. 1936

ABC

MBS—TEXAS STATE NETWORK

Frequency: 190 Kc.....Power: 250 Watts
 Owned-Operated By.....Big Spring Herald
 Broadcasting Company
 Address702 Johnson Street
 Phone Number1500-1
 Transmitter Location ..1¼ miles northeast
 of town
 Time on the Air.....6:30 a.m. to 11:05 p.m.
 News ServiceAP
 Representative.....John E. Pearson Co.
 MembershipNAB, BMB

Personnel

PresidentRobert Whipke
 General Manager.....Jack Wallace
 Station Manager.....Jack Wallace
 Sales Promotion Manager...William L. Cox
 Program Director.....Joe Talley
 Production Manager.....Lloyd Hawkins
 Publicity Director.....Melba Kainard
 Chief Announcer.....Lloyd Hawkins
 Chief Engineer.....Andrew M. Jones

KNEL
BRADY—EST. 1935

KEYSTONE BROADCASTING SYSTEM
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By G. L. Burns
Business Address 106 No. Blackburn St.
Phone Number 77
Transmitter Location 1 mile east of
Court House
Time on the Air 8 a.m. to 10 p.m.
Transcription Service Keystone
Representative Keystone
Membership BMB

Personnel

Owner and Gen. Mgr. G. L. Burns
Commercial Manager C. D. Reed
Sales Promotion Mgr. C. D. Reed
Program Dir.-Chief Announcer Daron Moore
Publicity Director C. D. Reed
Chief Engineer Cecil Nelin
Record MC Daron Moore

KVAL

BROWNSVILLE—EST. 1944
AMERICAN BROADCASTING CO.

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By KEEW, Ltd.
Address 2701 San Benito Highway
Phone Number 1273
Transmitter Location 2701 San Benito
Highway
Time on the Air 6 a.m. to Midnight
News Service AP
Representative Free & Peters
Membership NAB, BMB

Personnel

President-General Mgr. T. Frank Smith
Station Manager Roy Suber
Commercial Manager Duke Palmer
Promotion Manager Dorothy M. Smith
Program Director Fred McCall
Chief Announcer Bob Pinkerton
Musical Director Fred McCall
Chief Engineer Troy Whittaker
Record MC Bill Spencer

KBWD

BROWNWOOD—EST. 1941
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1380 Kc. Power: 1000 d.; 500n
Owned-Operated By Brown County
Broadcasting Co.

Address 800 Hawkins Street
Phone Number 2401
Transmitter Location Williams Ranch Road,
1½ miles N. Brownwood
Time on the Air 6:30 a.m. to 11 p.m.
News Service UP
Transcription Service Standard
Representative The Walker Co.
Membership NAB, BMB

Personnel

President and Gen. Mgr. Wendell Mayes
Commercial Manager Frank T. Wilson
Sales Promotion Frank T. Wilson
Program Director Mike Shapiro
Publicity Director Ann Ellis
Chief Announcer Howard Edwards
Chief Engineer A. W. Stewart
Record MC Howard Edwards

WTAW

COLLEGE STATION—EST. 1921
ABC—TEXAS QUALITY NET

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By A. & M. College of Texas
Address College Station
Phone Number 4-8724
Transmitter Location College Station
Time on the Air Sun-up to Sun-down
News Service AP
Transcription Service World

Personnel

President of A & M College Gibb Gilchrist
General Manager
G. Byron Winstead, Dir. Information & Pub.
Program Director G. Byron Winstead
Production Manager
Cecil Beardon, Radio Assistant
Chief Announcer Cecil Beardon
Chief Engineer Frank J. Sosolik

KEYS

CORPUS CHRISTI—EST. 1941
COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned By Partnership
Operated By Nueces Broadcasting Co.
Address Center Theater Bldg.
Phone 2-7411
Transmitter Shell Road
Time on the Air 6 a.m. to 12:05 mid.
News Service UP
Transcription Service World
Representative Taylor-Howe-Snowden
Radio Sales

Personnel

Membership.....NAB, BMB
 General Manager.....Bill Hughes
 Station Manager.....Fred Burr
 Sales-Commercial Mgr.....Kelly Wofford
 Program Director.....Bill Crable
 Chief Engineer.....Harold Griffith

K R I S

CORPUS CHRISTI—EST. 1937

NATIONAL BROADCASTING CO.—TQN—LSC
 Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Operated By.....Gulf Coast
 Broadcasting Company
 Address.....P.O. Box 840
 Phone Number.....6354
 Transmitter Location.....Ocean Drive
 Time on the Air.....Unlimited
 News Service.....AP
 Transcription Service.....BMI
 Representative.....Free & Peters
 Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....T. Frank Smith
 Station Manager.....R. S. Bush
 Promotion Manager.....J. W. Lozier
 Program Director.....Charles Nethery
 Publicity Director.....J. W. Lozier
 Chief Engineer.....R. S. Bush

K W B U

CORPUS CHRISTI—EST. 1943

ABC

Frequency: 1010 Kc.....Power: 50,000 Watts
 Owned & Operated By..Century Broadcasting
 Address.....912 Commerce Street,
 Dallas, Texas
 Phone.....Riverside 2431
 Studio Address....Corpus Christi, Waco and
 Dallas
 Transmitter Location.....Gregory,
 Time on the Air.....Daytime License
 News Service.....AP
 Representatives.....The Branham Co.
 Membership.....NAB, BMB

Personnel

President.....Carr P. Collins
 Vice-Pres.-General Mgr.....Carr P. Collins, Jr.
 Station Manager.....Homer Hogan
 Director of Radio, Baylor Univ...John Bachman
 Musical Director.....Winifred Clopton
 Chief Engineer.....Nestor Cuesta, Jr.

K A N D

CORSICANA—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Navarro Broadcast-
 ing Association
 Address.....State National Bank Bldg.
 Phone Number.....2486
 Transmitter Location.....Corsicana Highway
 No. 75
 Time on the Air.....6 a.m. to Midnight
 News Service.....UP
 Transcription Service..Thesaurus, M. M. Cole
 Station Representative.....Walker Co.
 Membership.....NAB, BMB

Personnel

President.....J. C. West
 General Manager.....Aubrey H. Escoe
 Commercial Manager.....Lyn Coter
 Director of Creative Sales..Edwina M. Sprague
 Publicity Director.....Edwina M. Sprague
 Chief Announcer.....W. B. Sprague, Jr.
 Musical Director.....Rex Cromwell, II
 Chief Engineer.....E. R. Hellums

For the best in news . . .

AP

*In the Great
Southwest Market*

DALLAS

*Studios in
DALLAS
and
FT. WORTH*

*The
TIMES HERALD
Station*

KRLD

*On Your Best Buy
Day or Night*

WORTH

Exclusive CBS Outlet for DALLAS-FORT WORTH

50 K. W. 1080 K. C.

Represented by the BRANHAM COMPANY

K R L D

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1080 Kc.....Power: 50000 Watts
 Owned-Operated By.....KRLD Radio Corp.
 AddressHotel Adolphus
 Phone NumberCentral 6811
 Transmitter LocationGarland, Texas
 Time on the Air.....19½ hours
 Newspaper Affiliation...Dallas Times-Herald
 News Service.....INS & AP
 Transcription Service.....Standard, Capitol
 Representative.....The Branham Co.
 Membership.....NAB, BMB

Personnel

President.....John W. Runyon
 Managing Director.....Clyde W. Rembert
 Commercial Manager.....Wm. A. Roberts
 Asst. Manager.....J. W. Crocker
 Program Director.....Roy S. George
 Production Manager.....John Hicks
 Chief Announcer.....Meador Lowrey
 Musical Director.....Hyman Charninsky
 Chief Engineer.....Roy Maddox Flynn

K S K Y

DALLAS—EST. 1941

Frequency: 660 Kc.....Power 1000 w. d.
 Owned-Operated By.....Sky Broadcasting
 Service
 AddressHotel Stoneleigh
 Phone NumberC-6193-4
 Transmitter Location.....Bruton Road
 Time on the Air.....Sunrise to Sunset
 News ServiceAP
 Transcription ServiceAssociated Music
 MembershipNAB

Personnel

President.....A. L. Chilton
 General Manager.....A. L. Chilton
 Station Manager.....R. G. Terrill
 Commercial Manager.....R. G. Terrill
 Chief Engineer.....Morris M. Ming

W F A A

DALLAS—EST. 1922

**NATIONAL BROADCASTING CO.
 TEXAS QUALITY NETWORK**

Frequency: 820 Kc.....Power: 50000 Watts
 Owned-Operated By.....A. H. Belo Corp.
 Address.....1122 Jackson St.
 Phone Number.....R-9631
 Transmitter LocationGrapevine, Texas
 Time on the Air..Sunday: 6 a.m. to midnight;
 Weekdays: 5:30 a.m. to midnight

Newspaper Affiliation ..Dallas Morning News
 News Service.....UP, AP
 Transcription Service...Thesaurus, Associated
 Representative.....Edward Petry & Co.
 Membership.....NAB, BMB

Personnel

President.....E. M. Dealey
 General Manager.....Martin B. Campbell
 Asst. Manager.....Ralph W. Nimmons
 Mgr. Dir. Special.....Wayne Griffin
 Sales Promotion.....Robert Summers
 Program Director.....Ralph K. Maddox
 Production Manager.....Ivan Wayne
 Publicity Director....Mrs. Wilbur C. Douglas
 Chief Announcer.....Hal Thompson
 Musical Director.....Billy Mayo
 Chief Engineer.....Raymond Collins

W R R

DALLAS—EST. 1920

**MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK**

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated ByCity of Dallas
 Address..Municipal Radio Bldg., State Fair
 Grounds
 Phone NumberTenison 3-6101
 Transmitter LocationWhite Rock Lake
 Time on the Air.....5:30 a.m. to midnight;
 Sundays: 7 a.m. to midnight
 News ServiceAP
 RepresentativeWeed & Co.
 Membership.....NAB, BMB

Personnel

Chief Executive-Station
 Manager.....Charles B. Jordan
 Commercial Manager.....Dale Drake
 Program Dir.-Publicity Dir.....Pete Teddlie
 Traffic Manager.....Alice McCord
 Chief Engineer.....Durward Tucker
 Record MC.....Al Jones

(CALL LETTERS TO BE ASSIGNED)
DALLAS*

Frequency: 1040 Kc.....Power: 1000 Watts
 Permittee.....Variety Broadcasting Co., Inc.

*C.P.

K D N T

DENTON—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts

TWO SHOTS FOR ONE PRICE

...cover Texas' Twin Cities with KFJZ-WRR

Yes, these two dominant Texas stations are together to double your sales impact in the billion-dollar Fort Worth-Dallas markets . . . for one budget-fitting price.

One price, with no extra costs, gives you coverage of both stations at simultaneous or separate hours.

For buying power look to Fort Worth and Dallas . . . for pulling power look to KFJZ and WRR.



MARKET DATA
S Millivolt Area

Population	1,902,700
Retail Sales	\$ 963,424,000
Food Stores	\$ 237,279,000
G+Mds.	\$ 200,747,000
Drug Stores	\$ 51,153,000
Buying Income	\$1,996,237,000
*Bank Debits	\$1,106,710,000
†Radio Homes	376,844
*Fort Worth Dallas Only	
†Radio Market Data Handbook	



NATIONAL REPRESENTATIVE
WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

Owned-Operated By . . . Harwell V. Shepard
 Address Kimbrough Building
 Phone Number 276
 Transmitter Location Highway No. 24
 Time on the Air 7 a.m. to 10 p.m.
 News Service UP
 Transcription Service Thesaurus
 Membership BMB

Personnel

General Manager Harwell V. Shepard

K R O D

EL PASO—EST. 1940

COLUMBIA BROADCASTING SYSTEM
 SOUTHWEST NETWORK

Frequency: 600 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By . . . Dorrance D. Roderick
 Address Wyoming & Walnut
 Phone Number Main 2020
 Transmitter Location Southeast El Paso
 Time on the Air 6 a.m. to midnight
 Newspaper Affiliation El Paso Times
 News Service AP
 Transcription Service Associated
 Representative Taylor-Howe, Snowden
 Membership NAB, BMB

Personnel

Owner Dorrance D. Roderick
 General Manager Val Lawrence
 Commercial Manager Cecil Trigg
 Sales Promotion Carl Dunbar
 Program Director Frank Junell
 Chief Engineer Edward P. Talbott
 Record MC Richard Weaver

K T S M

EL PASO—EST. 1929

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By . . . Tri-State Broadcast-
 ing Co.

Address Paso Del Norte Hotel
 Phone Number Main 3122
 Transmitter Location Ascarate at First Ave.
 Time on the Air 6 a.m. to 11:30 p.m.
 News Service UP
 Transcription Service Thesaurus, Lang-Worth
 Representative George P. Hollingbery Co.
 Membership NAB, BMB

Personnel

President and Gen. Mgr. Karl O. Wyler
 Commercial Manager Roy T. Chapman
 Program Director Jack Rye
 Chief Engineer Kenneth J. Walton

K F J Z

FORT WORTH—EST. 1922

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By Tarrant Broadcast-
 ing Company

Address 1201 West Lancaster
 Phone Number 3-3474
 Transmitter Location Birdville, Texas
 Time on the Air 5:30 a.m. to 1 a.m.
 News Service AP & UP
 Representative Weed & Company

Personnel

Pres. and Gen. Mgr. Gene L. Cagle
 Asst. Manager Frances Williamson
 Commercial Manager Clyde Pemberton
 Merchandising Director Forrest W. Clough
 Chief Engineer Truett Kimzey

K G K O

FORT WORTH—EST. 1938

ABC—LONE STAR CHAIN

Frequency: 570 Kc. Power: 5000 Watts
 Owned By KGKO Broadcasting Co., Inc.
 and A. H. Belo Corp.

Operated By . . . Ft. Worth Star-Telegram and
 Dallas Morning News

Addresses: Medical Arts Bldg., Ft. Worth;
 1122 Jackson St., Dallas

Phone Numbers: 3-1234 (Fort Worth); Riverside
 9631 (Dallas)

Transmitter Location Approx. 3 miles S.W.
 of Arlington

Time on the Air 6 a.m. to 12 Midnight
 Newspaper Affiliations: Fort Worth Star-Tele-
 gram; The Dallas Morning News

News Service AP, UP
 Transcription Service World, Lang-Worth,
 Cole

Representative Edward Petry & Co.
 Membership NAB, BMB

Personnel

(Ft. Worth)

President Amon G. Carter
 Radio Supervisor Harold V. Hough
 Station Manager George Cranston
 National Sales Mgr. O. Keith Baldwin
 Commercial Manager Roy I. Bacus
 Promotion Manager Jack Rogers
 Program Director Ed. Lally
 Production Manager A. M. Woodford
 Mgr.-Dir. Special Events Wayne Griffin
 Publicity Director Roy I. Bacus
 Musical Director Gene Baugh
 Chief Engineer R. C. Stinton
 Record MC Jimmy Jefferies
 Farm Editor Layne Beaty

A favorite in Texas for a quarter of a century!

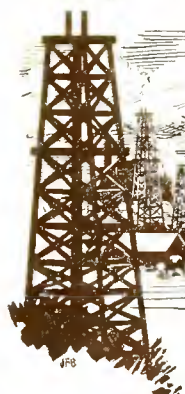
A PIONEER STATION WITH A GREAT RECORD OF FIRSTS ★

WBAP now operates full-time using two choice frequencies, 50,000 watts on 820 kc (clear channel), and 5,000 watts at 570 kc.

The WBAP know-how for Texas continues the favorite NBC shows and local programs on 820 just as they have for years, and the other half-time on ABC shows and the snappy KGKO productions just about as it has been in this area since 1938.

WBAP divides time with WFAA on 820 and 570. The listener does not have to move the dial for continuous service. Joint transmitters for each station midway between Fort Worth and Dallas.

The old Cowbell, for over 25 years, has been the signal to the Good Folks of Texas that their kind of program is On the Air.



- ★ First Memory Signal—Cowbell—1922
In the Southwest—
- ★ First Market and Livestock Reports—1922
- ★ First Remote Broadcasts of Weekly Church Services—1922
- ★ First Rodeo Broadcast—1923
- ★ First Baseball Broadcast—1927
- ★ First Football Broadcast—1928
- ★ First Regular News Period—1934
- ★ First Shortwave Remote—1934
- ★ First War Reporter to Europe—1943
- ★ First Television Permit—1945

WBAP

The Star-Telegram Station
FORT WORTH, TEXAS

50,000 Watts, 820 kc
Clear Channel
National Broadcasting Co.

5,000 Watts,
570 kc
American Broadcasting Co.

Texas Quality Network

Lone Star Chain

AMON CARTER, President

HAROLD HOUGH, Director

GEORGE CRAYTON, Manager

FREE & PETERS, INC. National Representatives

Fort Worth: Star-Telegram Building, Chicago: 180 N. Michigan, New York: 444 Madison Avenue, San Francisco: 50 Sutter, Detroit: 3463 Penobscot Bldg., Atlanta: 322 Palmer Bldg., Hollywood: 6331 Hollywood
7-1234 Franklin 6373 Plaza 5-4130 Sutter 4333 Cadillac 4235 Main 5667 Hollywood 2151

KWBC

FORT WORTH—EST. 1946

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By. Worth Broadcasting Co.
 Address. Houston at 9th
 Phone Number 2-9231
 Transmitter Location. Old Denton Road
 near Sylvania Ave.
 Time on the Air. Sunrise to sunset
 News Service. A?
 Transcription Service. Standard

Personnel

President-Owner. Judge P. W. Seward
 General-Station-Sales Mgr. James E. Rennie
 Program Manager. C. Alton Cöcke
 Chief Engineer. Robert W. Chapman

WBAP

FORT WORTH—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 620 Kc. Power: 50000 Watts
 Owned By. Carter Publications, Inc.
 Operated By. Ft. Worth Star-Telegram
 Address Medical Arts Bldg.
 Phone Number 3-1234
 Transmitter Location. Approx. 4 miles S.E. of
 Grapevine
 Time on the Air. (Shares time with WFAA,
 Dallas)

Newspaper Affiliation Ft. Worth Star-
 Telegram
 News Service AP
 Transcription Service. WBS, Cole, Lang-Worth
 Representative* Edward Petry & Co.
 Membership. NAB, BMB

* Effective on or about 4/27/47 . . . Free &
 Peters, Inc.

Personnel

President. Amon G. Carter
 Radio Supervisor. Harold V. Hough
 Station Manager. George Cranston
 National Sales Mgr. O. Keith Baldwin
 Commercial Manager. Roy I. Bacus
 Sales Promotion. Jack Rogers
 Program Director. Ed Lally
 Production Manager. A. M. Woodford
 Publicity Director. Roy I. Bacus
 Chief Announcer. Frank M. Mills
 Musical Director. Gene Baugh
 Chief Engineer. R. C. Stinson
 Record MC. Jimmy Jefferies
 Farm Editor. Layne Beaty

KLUF

GALVESTON—EST. 1928

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. The KLUF Broad-
 casting Co.

Business Address. 60th & Broadway
 Phone Number 6676
 Studio Address 60th & Broadway
 Transmitter Location. 60th & Broadway
 Time on the Air Unlimited license
 News Service UP
 Transcription Service Standard Radio;
 Representative William G. Rambeau

Personnel

President. Geo. Roy Clough
 General-Commercial Manager. L. D. Clough
 Chief Engineer. L. D. Clough

KGVL

GREENVILLE

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned and Operated By. Trustt Kimzey
 Address Graham-Fagg Bldg.
 Phone Number. 2363
 Transmitter Location. 2 miles No. of City
 on Wolf Highway
 Transcription Service KBS
 Time on the Air. Full time license

Personnel

Manager Earle Fletcher
 Program Director. Charles Payne

KGBS

HARLINGEN—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. Harbenito Broad-
 casting Company, Inc.
 Business Address P. O. Box 711
 Phone Number 1400
 Studio Address. State Highway No. 83
 Transmitter Location. Highway 83
 Time on the Air. 6:30 a.m. to 12 Midnight
 News Service AP
 Transcription Service. Associated, Standard
 Representative. Howard H. Wilson Co.
 Membership BMB

Personnel

President McHenry Tichenor
 General Mgr.-Station Mgr. Tracy McDaniel
 Commercial Manager. Dave Bennett
 Sales Promotion. Dave Bennett
 Program Director. Frank Parker
 Chief Engineer. W. O. Porter

(CALL LETTERS TO BE ASSIGNED)
HENDERSON*

Frequency: 1000 Kc.....Power: 250 Watts
Permittee.....Goggan Radio Sales

*C.P. Pending

K P R C

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By...Houston Printing Corp.
Address.....2318 Polk Ave.
Phone Number.....Fairfax 7101
Studio Address.....Lamar Hotel
Transmitter Location.....Deepwater, Texas
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation.....Houston Post
News Service.....AP
Transcription Service...Thesaurus, Lang-Worth
Representative.....Edward Petry & Co.
Membership.....NAB, BMB

Personnel

President.....W. P. Hobby
General Manager.....Kern Tips
Sales Promotion.....R. F. Herndon
Program Director.....Jack McGrew
Production Manager.....H. C. Evans
Publicity Director.....Betty Jane Gray
Musical Director.....Fred Gibbons
Chief Engineer.....H. T. Wheeler

K T H T

HOUSTON—EST. 1944

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Texas Star Broad. Co.
Address.....711 Main Street
Phone No.....Capitol 6246
Studio Address.....Southern Standard Bldg.
Transmitter Location...315 N. Ennis St., Houston
Time on the Air.....Full time
News Service.....UP
Transcription Service...Associated, Capitol
Membership.....NAB, BMB

Personnel

President-General Mgr.....Roy Hofheinz
Station Mgr.-Comm. Mgr.....Ted Hills
Sales Promotion Manager.....Ted Hills
Publicity Director.....Francis Gilbert
Chief Engineer.....Louis Jelly
Record MC's.....Ven Rseece, Bill Guy

K T R H

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc.....Power: 50000 Watts
Owned-Operated By.....Houston Chronicle
Pub. Co.
Address.....Rice Hotel
Phone Number.....Preston 4361
Transmitter Location...Cedar Bayou, Texas
Time on the Air.....5:30 a.m. to 12:30 a.m.
Newspaper Affiliation.....Houston Chronicle
News Service.....UP
Transcription Service.....World
Representative.....John Blair & Co.
Membership.....NAB, BMB

Personnel

General Manager.....B. F. Orr
Commercial Manager.....R. E. Bright
Merchandising Manager...Geo. M. Cormick
Program Director.....Ted Nabors
Production Manager.....E. V. Fritsch
Publicity Director.....King H. Robinson
Chief Engineer.....Tom Hiner
Record MC.....John Cooke

K X Y Z

HOUSTON—EST. 1930

AMERICAN BROADCASTING CO.
LONE STAR CHAIN

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated by...Harris County
Broadcast Co.
Address.....Gulf Building
Phone Number.....Capitol 6151
Transmitter Location...Deepwater, Texas
Time on the Air.....5 a.m. to 1 a.m.
News Service.....AP
Transcription Service.....Standard
Representative.....Free & Peters, Inc.
Membership.....NAB, BMB

Personnel

President and General Mgr...M. Tiltford Jones
Station Manager.....Reese Reinecker
Commercial Manager.....Bill Bennett
Program Manager.....Jack Edmunds
Publicity Director.....Bettye Burke
Chief Engineer.....Gerald Chinski

(CALL LETTERS TO BE ASSIGNED)
HOUSTON*

Frequency: 1590 Kc.....Power: 1000 w. d.
Permittee.....Texas Broadcasters

*C.P. Pending

K S A M

HUNTSVILLE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By....W. J. Harpole & J. C. Rothwell
 Operated By J. C. Rothwell
 Address Walker County Fairgrounds
 Phone Number 666
 Transmitter Location Walker County
 Fairgrounds
 Transcription Service.....Keystone
 Time on the Air.....Unlimited
 News ServiceAP
 Representative Cox and Tanz

Personnel

Sales-Commercial Manager.....J. B. McShan
 Chief Engineer.....Sam Love

K E B E

JACKSONVILLE—EST. 1946

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Bill A. Laurie
 Address.....P.O. Box 1312
 Phone Number.....2211
 Studio Address.....Lake and Pierce St.
 Transmitter Location.....Lake and Pierce St.
 Time on the Air.....7 a.m. to 10 p.m.
 News ServiceUP
 Transcription Service.....Lang-Worth; SESAC
 Representative.....Walker Company
 Membership NAB

Personnel

Owner-Gen.-Station Mgr.....Bill Laurie
 Sales Promotion.....Emo Laurie
 Program Dir.-Publicity Dir.....Emo Laurie
 Production Manager.....Bill Laurie
 Chief Engineer.....Wm. J. McCreary, Jr.

K O C A

KILGORE—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Oil Capitol Broadcasting Assn.
 Operated By.....Roy G. Terry
 Address102½ East North St.
 Phone Number 616
 Transmitter Location...Duvan & So. Martin Sts.
 Time on the Air.....6:30 a.m. to 10 p.m.
 News ServiceAP
 Membership BMB

Personnel

Owner.....Roy G. Terry
 Station Manager.....H. A. Degner
 Sales-Commercial Mgr.....H. A. Degner
 Sales Promotion.....H. A. Degner
 Program Director.....John C. Andrews
 Production Manager.....Fred Lindquist
 Chief Announcer.....George B. Craig
 Chief Engineer.....Karem Soule
 Record MC.....John C. Andrews

K P A B

LAREDO—EST. 1938

MUTUAL—KEYSTONE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By

Laredo Broadcasting Co.

AddressHamilton Hotel
 Phone Number.....2124
 Transmitter Location.....300 Loring Ave.
 Time on the Air.....Unlimited
 Transcription Service.....ASCAP, BMI,
 SESAC, Keystone
 Representative Joseph Hershey McGilvra
 Membership.....NAB, BMB

Personnel

President.....Howard W. Davis
 Sales Promotion Mgr.....Ted Nelson
 Program Dir.-Asst. Mgr.....Ted Nelson
 Publicity Director.....John G. Hazley
 Chief Announcer.....Paul B. Borck
 Musical Director.....Geneva Chambers
 Chief Engineer.....K. Hulan Smith
 Record MC.....Frank Stevens

K F R O

LONGVIEW—EST. 1934

ABC

KEYSTONE BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned-Operated By.....Voice of Longview
 Business Address P. O. Box 792
 Phone Number 411
 Studio Address.....Glover-Crim Bldg.
 Transmitter Location1918 Marshall-
 Longview Highway
 Time on the Air.....6:30 a.m. to 11:05 p.m.
 News Service.....AP
 Transcription Service...Lang-Worth, Keystone
 Membership.....NAB, BMB

Personnel

President.....James R. Curtis

K F Y O

LUBBOCK—EST. 1927

ABC—LONE STAR CHAIN

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated ByPlains Radio
 Broadcasting Co.
 Address914 Avenue J
 Phone Number5567-8
 Transmitter Location.....2312 Fifth St.
 Time on the Air.....6 a.m.
 Newspaper Affiliation ..Lubbock Avalanche-
 Journal
 News Service.....AP & UP
 Transcription Service.....Associated, Cole
 RepresentativeTaylor-Howe-Snowden
 Membership.....NAB, BME

Personnel

President.....Gene A. Howe
 Executive Gen. Mgr.....O. L. Ted Taylor
 Station Manager.....DeWitt Landis
 Sales-Commercial Mgr.....Rex Webster
 Merchandising Manager.....Weldon George
 Program Dir.-Musical Dir.....James Stiff
 Production Manager.....Frank Holloway
 Chief Announcer.....Frank Holloway
 Chief Engineer.....W. S. Bledsoe

K S E L

LUBBOCK—EST. 1946

Frequency: 950 Kc.....Power: 1000 w. d.
 Owned Operated By.....Lubbock Broad. Co.
 Address.....P.O. Bcx 1524
 Phone Number.....6376
 Studio Address.....Ferguson Bldg.
 Transmitter Location.....½ mile E. of
 City limits
 Time on the Air.....Sunup until sundown
 News ServiceAP
 Transcription Service.....Lang-Worth

Personnel

PresidentWalter G. Russell
 General-Station-Sales Mgr.....Clyde H. Smith
 Sales Promotion.....Thomas Gibson
 Program-Publicity Director.....Hugh Harling
 Chief Announcer.....Hugh Harling
 Chief Engineer.....Roger V. Hively

(CALL LETTERS TO BE ASSIGNED)
LUBBOCK*

Frequency: 1590 Kc.....Power: 1000 w. d.
 Permitter.....Caprock Broadcasting Co.

*C.P.

K R B A

LUFKIN—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By....Red Lands Broadcast-
 ing Association
 Business AddressLufkin
 Phone Number272
 Studio AddressLufkin
 Transmitter LocationLufkin
 Time on the AirUnlimited license
 News ServiceUP-AP
 Transcription Service.....Standard Radio;
 Keystone
 RepresentativeCox & Tanz

Personnel

Owner and Manager.....Darrell E. Yates

K C R S

MIDLAND—EST. 1935

ABC—MBS—TEXAS STATE NETWORK
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Scharbauer Estate
 Business Address117 S. Lorraine St.
 Phone Number1080-1
 Transmitter Location.....U.S. Highway 80
 Time on the Air.....6:45 a.m. to 10:30 p.m.;
 Sunday: 7:30 a.m. to 10:30 p.m.
 News ServiceAP
 Transcription Service.....Thesaurus
 Membership.....NAB, BME

Personnel

President.....Ruth Scharbauer
 Business Manager.....W. D. Reiger
 Station Manager.....J. M. McDonald
 Commercial Manager.....G. L. McDonald
 Sales Promotion.....Lee Belding
 Program Director.....Harlan Shade
 Chief Announcer.....David Cole
 Musical DirectorWayne Harrell
 Chief Engineer.....Jack Cecil

K R I G

ODESSA—EST. 1946

MUTUAL

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By....Oil Center Broad. Co.
 Address.....111 East Fifth St.
 Phone Number.....2180

Transmitter Location.... 1½ miles south of city
on Crane Highway
Time on the Air..... 6:30 a.m. to 11 p.m.
News Service..... UP, World
Membership..... NAB

Personnel

President..... R. O. Canon
General-Station Manager..... John Thorwald
Commercial Manager..... John Thorwald
Sales Promotion..... E. H. Hendrick
Program Director..... Clarence M. Garnes
Publicity Director-Chief Announcer... Bill Lee
Musical Director..... William Brockins
Chief Engineer..... Earl Pace
Record MC..... J. N. Young, Jr.

●
KECK

ODESSA—EST. 1946

Frequency: 920 Kc..... Power: 1000 w. d.
Owned-Operated By... Ector County Broad. Co.
Address..... P.O. Box 672
Phone Number..... Odessa 1300
Studio Address..... 120 West Third St.,
Crawford Hotel, Midland
Transmitter Location... 4 miles west of city,
Route 80
Time on the Air..... Sunrise to sunset
News Service..... AP
Transcription Service.... Capitol, Associate,
Lang-Worth, MacGregor, Standard
Representative..... Howard H. Wilson Co.
Membership..... NAB

Personnel

Owner..... Ben Nedow
General Manager..... Jan King
Program Director..... Bill Chambers
Continuity Editor..... Glenn Hill
Commercial Mgr. (Midland).... David Cole
Chief Engineer..... James Kimbrell
Music Librarian..... Glenda Huffman
Record M.C.'s..... Paul Wynn, John Vacca

●
(CALL LETTERS TO BE ASSIGNED)
ODESSA*

Frequency: 1360 Kc..... Power: 5000 w. d.
Permittee..... Odessa Broadcasting Co.

*C.P.

●
KNET

PALESTINE—EST. 1936

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc..... Power: 100 Watts
Owned-Operated By... Palestine Broad. Corp.
Address..... P.O. Box 649
Phone Number..... 8686
Studio Address..... Municipal Bldg.
Transmitter Location..... Strickland Park
Time on the Air..... 6 a.m. to midnight
News Service..... UP
Transcription Service..... Standard
Representative..... Hal Holman
Membership..... NAB, BMB

Personnel

Managing Director..... Gordon B. McLendon
Station Mgr.-Publicity Dir..... Joe J. Brown
Sales-Commercial Manager... Denny Sullivan
Program Director..... La Veda Wilbanks
Chief Engineer..... Don D. Dickson, Jr.

●
KPDN

PAMPA—EST. 1936

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Wc..... Power: 250 Watts
Owned-Operated By..... C. H. Hoiles, Harry
Hoiles and Jane Hoiles Hardis
Business Address..... 212 North Ballard
Phone Number..... 1100-1
Transmitter Location..... East of city limits
Time on the Air..... 16½ hours, Monday thru
Saturday; 15 hours Sunday.
Newspaper Affiliation..... Pampa News
News Service..... AP
Transcription Service..... World
Membership..... NAB, BMB

Personnel

Owner..... Harry Hoiles
Station Manager..... John Michel
Commercial Manager..... Al Donaldson
Sales Promotion Mgr..... Al Donaldson
Program Director..... Ken Bennett
Publicity Director..... Jack Guinn
Chief Announcer..... Dan Steuber
Musical Director..... Charles Maxwell
Chief Engineer..... D. E. Smith
Record MC..... Charles Maxwell

●
KPLT

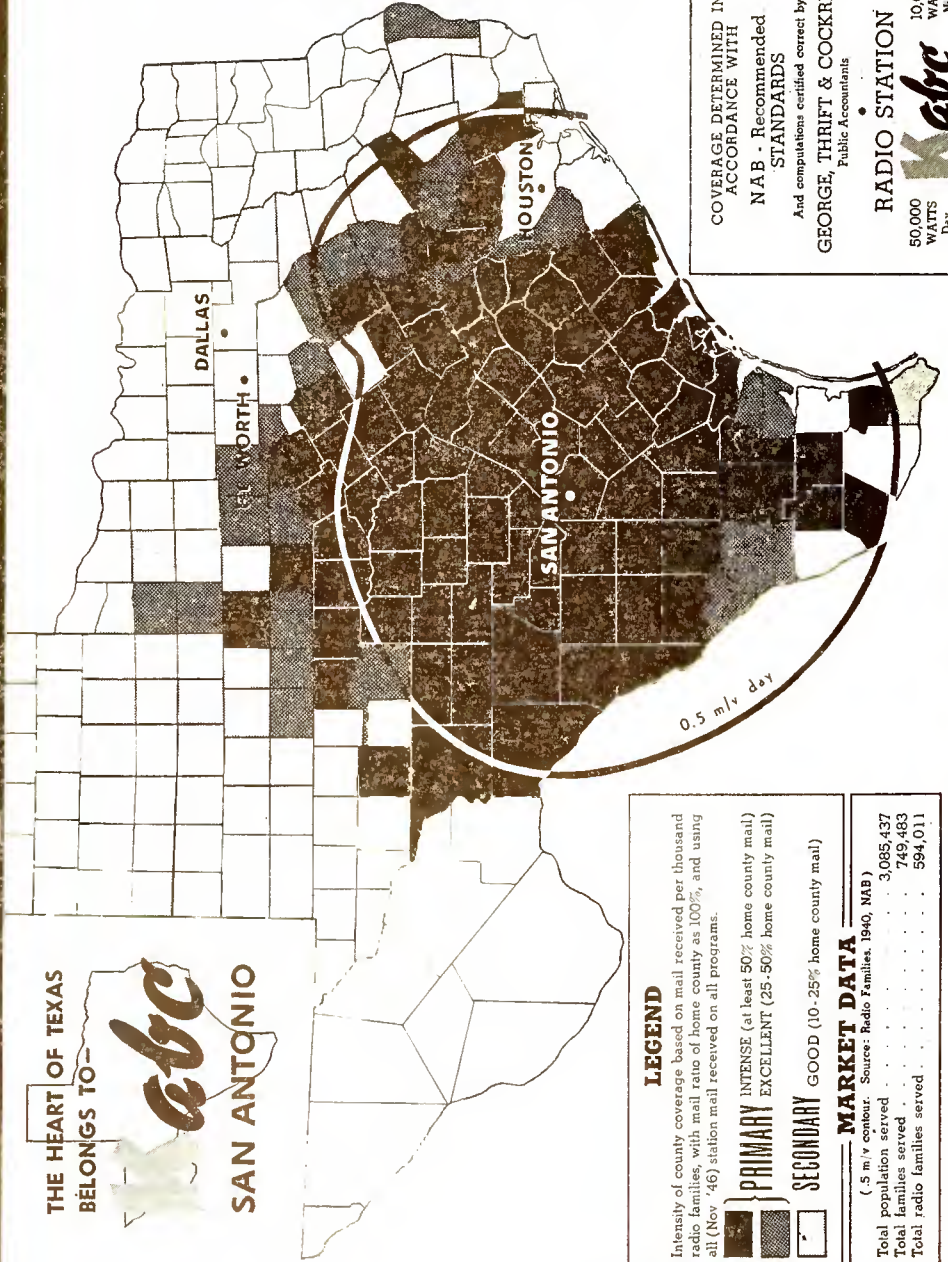
PARIS—EST. 1936

ABC
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

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

50,000 Watts on 680 KC Delivers "The Heart of Texas"

THE HEART OF TEXAS
BELONGS TO—



LEGEND

Intensity of county coverage based on mail received per thousand radio families, with mail ratio of home county as 100%, and using all (Nov '46) station mail received on all programs.

- PRIMARY INTENSE (at least 50% home county mail)
- EXCELLENT (25-50% home county mail)
- SECONDARY GOOD (10-25% home county mail)

MARKET DATA

(.5 m/v contour. Source: Radio Families, 1940, NAB)

Total population served	3,085,437
Total families served	749,483
Total radio families served	594,011

COVERAGE DETERMINED IN ACCORDANCE WITH NAB - Recommended STANDARDS
And computations certified correct by
Public Accountants
GEORGE, THRIFT & COCKRELL

RADIO STATION
50,000 WATTS Day
10,000 WATTS Night
Kabc
SAN ANTONIO

Ask Any Weed Salesman

Address Gibraltar Hotel
 Phone Number 1124-5
 Transmitter Location: 2¼ miles south on Texas
 Highway No. 24
 Time on the Air... ..6 a.m. to midnight,
 Sundays 7 a.m. to midnight
 News Service AP

Personnel

Manager Boyd Kelley

K I U N

PECOS—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Jack W. Hawkins &
 Barney H. Hubbs
 Address.....316 South Cedar Street
 Phone Number21
 Transmitter LocationNorth of city
 Time on the Air.....8 a.m. to 10 p.m.
 News ServiceUP
 Transcription Service.....Keystone, Cole
 Representative.....Homer Griffith Co.
 Membership NAB

Personnel

General Manager..... Jack Hawkins
 Commercial Manager.....Don Brooks
 Sales Promotion.....Barney Hubbs
 Program Director.....David Martin
 Production Manager.....Jack Lyle
 Chief Engineer.....Harry W. Boehnemann

K V O P

PLAINVIEW—EST. 1944

MUTUAL—KEYSTONE

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....W. J. Harpole
 AddressPlainview
 Phone Number.....1400
 Transmitter Location.....Wayland College
 Grounds
 Time on the Air.....6 a.m. to 11 p.m.
 News ServiceAP
 Transcription Service.....Standard, Keystone
 Representative.....Homer Griffith Co.
 Membership.....NAB, EMB

Personnel

Owner.....W. J. Harpole
 General Mgr.-Station Mgr...William T. Kemp
 Commercial Manager.....Kermit Ashby
 Program Dir.-Musical Dir....James E. Stanton
 Chief Engineer.....Carl Cook
 Record MCAl Turner

K P A C

PORT ARTHUR—EST. 1934

MUTUAL BROADCASTING SYSTEM

Frequency: 1250 Kc.....Power: 1000 Watts
 Owned-Operated ByPort Arthur College
 Address 1515 Lakeshore Dr.
 Phone Number7458
 Transmitter Location1515 Lakeshore Drive
 Time on the Air.....6 a.m. to 2 a.m.
 News Service.....AP & INS
 Transcription Service.....Standard, World
 Membership.....NAB, BMB

Personnel

President.....J. W. Williams
 General Manager.....John Loitus
 Station Manager.....Marge Vickers
 Chief Engineer.....Glen Boatright
 Record MCGeorge Crouchet

K G K L

SAN ANGELO—EST. 1928

ABC—TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KGKL, Inc.
 Address.....P.O. Box 850
 Phone Number6715
 Studio Address.....St. Angelus Hotel
 Transmitter Location50 South Milton
 Time on the Air.....6:30 a.m. to 11 p.m.
 News ServiceAP
 Representative.....John E. Pearson Co.

Personnel

President.....H. C. Ragsdale
 Station Manager.....Lewis O. Seibert
 Commercial Manager.....Myrl Stein
 Chief Engineer.....Frank Jones

K A B C

SAN ANTONIO—EST. 1926

ABC—TEXAS STATE NETWORK

Frequency: 680 Kc.....Power: 50000 d.
 10000 n. watts
 Owned-Operated By.....Alamo Broad. Co.
 Address.....223 Milam Bldg.
 Phone NumberFannin 3126
 Transmitter Location.....Highway 16
 Time on the Air.....6:30 a.m. to 12:30 a.m.;
 Sunday: 7 a.m. to midnight
 News ServiceAP
 Transcription Service.....World
 Representative.....Weed & Co.

Personnel

President.....Gene Cagle
 Station Manager.....Charles W. Balthrope
 Commercial Manager.....Bill Michaels
 Sales Promotion.....L. Jerry Spengler
 Program Director.....Bill Michaels
 Publicity Director.....L. Jerry Spengler
 Chief Announcer.....Tommy Reynolds
 Musical Director.....Miss Sybil Chastang
 Chief Engineer.....J. B. Haigh

KCOR
 SAN ANTONIO

Frequency: 1350 Kc.....Power: 1000 D.
 Owned-Operated By.....Raoul A. Cortez
 Address..National Bank of Commerce Bldg.
 News ServiceAP
 Address.....214 Broadway
 Transmitter Location.....Alta Cita Street
 Time on the Air.....6 a.m. to local sunset

Personnel

Manager.....Charles F. Harris
 Commercial Manager.....William P. Smythe
 English Program Dir.....Marvin N. Broyles
 Spanish Program Dir.....Lolo G. Astol

KMAC
 SAN ANTONIO—EST. 1930
 MUTUAL—TEXAS STATE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Howard W. Davis, d/b as The Walmac Company
 Operated By.....Howard W. Davis
 Address.....Nat'l Bank of Commerce Bldg.
 Phone Number.....Cathedral 6211
 Transmitter Location.....Avenue B
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceINS
 Representative....Joseph Hershey McGillvra

Personnel

President-General Manager Howard W. Davis
 Sales Promotion-Merchandising
 Manager Tony Bessan
 Program Director.....Tony Bessan
 Production Manager.....Melba Flemming
 Chief Engineer.....Ed E. Case
 Record m. c.....Marvin Broyles

KONO
 SAN ANTONIO—EST. 1927

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....Mission Broadcasting Co.
 Operated By.....Eugene J. Roth
 Address317 Arden Grove

Phone Numbers.....Fannin 5171-2-3
 Transmitter Location.....317 Arden Grove
 Time on the Air.....6 a.m.-midnight;
 Sunday.....7 a.m.-midnight
 News ServiceAP
 Transcription Service.....Lang-Worth,
 MacGregor, SESAC.
 RepresentativeForjoe & Company
 MembershipNAB, BMB

Personnel

PresidentEugene J. Roth
 General Manager.....James M. Brown, Jr.
 Program Director.....Albert F. LaCoste
 Chief AnnouncerRaymond Hunt
 Chief EngineerGeorge Ing

KTSA
 SAN ANTONIO—EST. 1922

CBS—LONE STAR CHAIN
 Frequency: 550 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By...Sunshine Broadcasting
 Company
 AddressGunter Hotel
 Phone NumberGarfield 1251
 Transmitter LocationSt. Hedwig Road
 Time on the Air.....6 a.m. to 12:05 a.m.
 News ServiceAP & UP
 Transcription ServiceLang-Worth;
 SESAC, Associated.
 RepresentativeTaylor-Howe-Snowden
 MembershipNAB, BMB

Personnel

PresidentGene A. Howe
 General Manager.....George W. Johnson
 Station Manager.....George W. Johnson
 Sales-Commercial Manager.....Rex Preis
 Publicity Manager.....Owen Johnson
 Program Director.....Merri'l Myers
 Chief Announcer-Production Mgr..Pat White
 Chief EngineerW. G. Egerton

WOAI
 SAN ANTONIO—EST. 1922
 NBC—TEXAS QUALITY NETWORK

Frequency: 1200 Kc.....Power: 50000 Watts
 Owned-Operated By.....Southland Industries,
 Inc.
 Address1031 Navarro Street
 Phone NumberGarfield 4221
 Transmitter LocationSelma, Texas
 Time on the Air.....5:45 to 12 midnight
 News Service.....AP, INS, UP
 Transcription Service....Standard, Lang-Worth
 MembershipNAB, BMB

Personnel

Chairman of Board.....G. A. C. Hallif
 Pres. and Gen. Mgr.....Hugh A. L. Hallif

Station Manager Hugh A. L. Half
 Commercial Manager..... Jack Keasler
 Sales Promotion-Pub. Dir..... Fred A. Peery
 Program Director..... Harold Carr
 Production Manager..... Monte Kleban
 Musical Director..... Melvin Winters
 Chief Engineer Charles Jeffers

KRRV

SHERMAN-DENISON—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated ByRed River Valley
 Broadcasting Corporation
 Addresses421 N. Crockett St.; Fannin &
 Owing Sts., Denison, Texas.
 Phone Numbers..201 (Sherman); 423 (Denison)
 Transmitter Location.....Highway 75 (between
 Sherman and Denison)
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceUP
 Transcription Service.....World, Standard
 RepresentativeAdvertising Time Sales Co.
 MembershipNAB, EMB

Personnel

President.....G. H. Wilcox
 Mgr.—Sherman Studio.....L. L. Hendrick
 Mgr.—Denison Studio.....B. V. Hammond, Jr.
 Sales Manager, Sherman.....Otis McKinzie;
 DenisonOrvin Franklin
 Program Director, Sherman.....W. E. Wilcox;
 DenisonWe'don Robinson
 Musical Director.....Doris Matlock
 Chief Engineer.....T. E. Spellman

KXOX

SWEETWATER—EST. 1939

KEYSTONE BROADCASTING SYSTEM
 MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Sweetwater Radio, Inc.
 Address.....P. O. Box 570
 Phone Number2341
 Transmitter LocationHighway No. 70
 Time on the Air.....6:45 a.m.-11 p.m.
 News ServiceUP
 Transcription Service.....Standard
 MembershipBMB

Personnel

President.....J. S. McBeath
 Gen. Mgr. Station Mgr.....J. Harley Hubbard
 Sales Promotion.....Elwood Fritsch
 Program Director.....Zeb Williams
 Production Manager.....Bill Herring
 Chief EngineerJ. T. Allen

KTEM

TEMPLE—EST. 1936

ABC—KBS

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Bell Broadcasting
 Co., Inc.
 Business Address.....Box 186
 Phone Number.....52523
 Studio Address.....Kyle Hotel
 Transmitter Location...1/10 mile north of city
 Time on the Air.....6 a.m.-11 p.m.
 Sunday7:30 a.m.-11 p.m.
 News ServiceUP
 MembershipNAB, BMB

Personnel

Pres.-Gen. Mgr.....Frank W. Mayborn
 Station Manager.....Burton Bishop
 Commercial Manager....Chas. F. Whitesides
 Merchandising Manager.....Floyd Smith
 Program Director.....Ed Callaway
 Chief EngineerEarl N. Bodene

KCMC

TEXARKANA—EST. 1932

ABC

TEXAS STATE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated ByKCMC, Inc.
 Address317 Pine St.
 Phone Number832
 Transmitter Location317 Pine St.
 Time on the Air.....6 a.m. to 12 p.m.
 News ServiceAP
 Transcription Service.....Thesaurus
 Representative.....Taylor-Howe-
 Snowden Radio Sales.
 MembershipNAB, BMB

Personnel

General Manager.....Frank O. Myers
 Sales Manager.....Thomas Dillahunty
 Merchandising Manager....Donald H. Myers
 Program Director.....Herman Cecil
 Chief EngineerHarvey Robertson

KTFS

TEXARKANA—EST. 1946

MUTUAL

Frequency 1400 Kc.....Power 250 Watts
 Owned-Operated By.....Texarkana Broad-
 casting Co.
 Business Address.....409½ State Line Ave.
 Phone Number867

Transmitter Location.....South Robinson Rd.
 Time on the Air.....6 a.m.-midnight
 Transcription Service..... World
 RepresentativeHomer Griffith
 Membership NAB

Personnel

OwnerTexarkana Broadcasting Co.
 General-Station Mgr.....David M. Segal
 Record MC-Program Dir.....Les Eugene
 Musical Director.....Bob Lawrence
 Chief EngineerHenry N. Fones

K G K B

TYLER—EST. 1929

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....James G. Ulmer
 and James G. Ulmer, Jr.
 Address115 South College Street
 Phone Number 1106-7
 Transmitter Location.....Sandflat Road
 Time on the Air.....6 a.m. to 12 midnight
 News Service UP
 Transcription ServiceStandard Radio
 Membership NAB, BMB

Personnel

President and Gen. Mgr.....Jas. G. Ulmer
 Commercial-Production Mgr.....M. E. Danbom
 Sales Promotion.....Jas. G. Ulmer
 Program-Publicity Dir.....Martha Davenport
 Chief Announcer.....John P. York
 Chief Engineer.....John B. Sheppard
 Record MCJ. Edwin Smith

K V W C

VERNON—EST. 1939

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Northwestern Broad-
 casting Co.
 Address1813 Wilbarger Street
 Phone Number 1048
 Transmitter Location....1 mile east of Vernon
 Newspaper Affiliation....Vernon Daily Record
 Time on the Air.....6:45 a.m.-10:15 p.m.
 News Service AP
 Transcription ServiceCole

Personnel

President.....R. H. Nichols
 General-Station Manager.....W. D. Dixon
 Commercial Manager.....W. D. Dixon
 Program Director.....Bob Hardison
 Chief Engineer.....Herman F. Ridgway

K V I C

VICTORIA—EST. 1940

MUTUAL BROADCASTING SYSTEM
 KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated ByRadio Enterprises,
 Inc.
 Business Address..Victoria Bank & Trust Bldg.
 Phone Numbers1106-1107-1268
 Studio Address.....Cuero Highway
 Transmitter Location Cuero Highway
 Time on the Air6:45 a.m. to 11 p.m.
 News ServiceAP
 Transcription Service World

Personnel

PresidentMorris Roberts
 General-Commercial Manager...Jerry Fisher
 Chief Engineer.....Robert McCown

K W T X

WACO—EST. 1946

MUTUAL

Frequency 1230 Kc.....Power, 250 Watts
 Owned-Operated By..KWTX Broadcasting Co.
 Business Address.....108½ Scuth 6th St.
 Transmitter Location.....35 miles SW of 12th
 on Pierrard Road.
 Time on the Air.....6 a.m.-midnight
 News Service..... AP
 Transcription Service Thesaurus
 RepresentativeHoward H. Wilson Co.
 Membership NAB

Personnel

PresidentBeauford H. Jester
 General-Station Mgr.....M. N. Bostick
 Commercial Manager.....Ray A. Lewis
 Sales Promotion.....Mack Brinegar
 Program-Publicity Dir.....Wm. E. Cose, Jr.
 Musical Director.....June Kittrell
 Chief EngineerLeo Burch

W A C O

WACO—EST. 1922

AMERICAN BROADCASTING CO.
 TEXAS STATE NETWORK

Frequency, 1460 Kc.....Power, 1,000 Watts
 Owned-Operated By.....Frontier Broadcast-
 ing Co., Inc.
 AddressAmicable Bldg.
 Phone Number 5315
 Transmitter Location.....South 12th St. Rd.
 Time on the Air.....6 a.m.-midnight
 News ServiceAP

Representative.....Weed & Co.
 Membership.....NAB

Personnel

President.....Gene L. Cagle
 General Manager.....R. E. Lee Glasgow
 Commercial Manager.....Stanley Wilson
 Musical Director.....Mary Holliday
 Chief Engineer.....L. H. Appleman

K R G V

WESLACO—EST. 1926

NATIONAL BROADCASTING CO.
 LONE STAR CHAIN

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned-Operated By.....KRGV, Inc.
 Address.....201 Border
 Phone Number.....375-6
 Transmitter Location.....201 Border
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP & UP
 Transcription Service.....Standard,
 Lang-Worth, SESAC.

Representative.....Taylor-Howe-Snowden
 Membership.....NAB, BMB

Personnel

Executive General Manager..O. L. Ted Taylor
 Station Manager.....Byron W. Ogle
 Sales-Commercial Mgr.....Phil Dixon

Sales Promotion-Pub. Dir.....The'lma Pearce
 Program Director.....Bernie Barth
 Chief Announcer.....Clarence McKasson
 Chief Engineer.....O. Lewis Hartwig
 Record MC.....Clarence McKasson

K W F T

WICHITA FALLS—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 5000 d.; 1000 n.
 Owned-Operated By...Wichita Broadcast. Co.
 Business Address.....Box 420
 Phone Numbers.....4182-3
 Studio Address.....Kemp Hotel
 Transmitter Location.....3½ miles w. of city
 Time on the Air.....6 a.m. to midnight
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Paul H. Raymer Co.
 Membership.....NAB, BMB

Personnel

Owner.....Joe B. Carrigan
 General Manager.....Charles E. Clough
 Merchandising Manager.....A. L. Pierce
 Publicity Director.....A. L. Pierce
 Musical Director.....Lillie Mae Comiskey
 Chief Engineer.....John Adams
 President.....Joseph B. Carrigan

UTAH

*Estimated Population, 647,102—Radio Homes, 154,111
 Stations in State—13*

K S U B

CEDAR CITY—EST. 1937

CBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Southern Utah
 Broadcasting Co.
 Address.....El Escalante Hotel
 Phone Numbers.....398, 294
 Transmitter Location.....Cedar City
 Time on the Air.....7 a.m. to 10 p.m.
 Transcription Service.....World, Keystone
 Membership.....NAB

Personnel

President.....Ivor Sharp
 General Manager.....Lennox Murdock
 Station Manager.....Roscoe A. Grover
 Chief Engineer.....Henry C. Mattingly

K V N U

LOGAN—EST. 1938

MBS-KBS

INTERMOUNTAIN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Cache Valley
 Broadcasting Company
 Business Address.....1393 N. Main St.
 Phone Number.....1400
 Transmitter Location.....1393 North Main St.
 Time on the Air.....6 a.m. to 11:30 p.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Avery-Knoedel

Personnel

President.....Herschel Bullen
 General Station Manager-Secretary-
 Treasurer.....Reed Bullen

Chief Engineer.....Carroll Secrist
Record MC.....Thomas Wayman

KLO

OGDEN—EST. 1929

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Interstate Broad-
casting Corporation
Business Address.....Hotel Ben Lomond
Phone Number5721-2
Transmitter LocationKanesville, Utah
Time on the Air.....6 a.m. to 12:05 a.m.
News ServiceUP
Transcription Service.....Standard Radio
Representative.....Lewis A. Avery
Membership BMB

Personnel

President-Gen. Mgr.....A. L. Glasmann
Station Manager.....George B. Morgan
Sales-Commercial Mgr.Frank Kaull
Publicity Director.....Jim Mues
Chief EngineerWayne Booth

KLWT

OGDEN—EST. 1946

Frequency, 730 Kc.....Power, 1,000 Watts,
day only.
Owned-Operated By.....James B. Littlejohn
Address P. O. Box 927, W. 12th St.
Transmitter Location.....West 12th St.
Time on the Air.....Local sunrise to sunset
News Service.....AP
Transcription Service.....Associated
Representative.....Homer Griffith Co.

Personnel

Owner-Gen. Mgr.....James B. Littlejohn
Program Director.....Mary S. Barber
Chief Announcer.....Clifton Owen
Musical Director.....Mary S. Barber
Chief Engineer.....Robert Sevy

KOAL

PRICE—EST. 1936

MBS-INTERMOUNTAIN NETWORK-KBS

Frequency, 1230 Kc.....Power, 250 Watts
Owned-Operated ByEastern Utah
Broadcasting Co.
Business Address Price
Phone Number Price 200

Transmitter LocationPrice
Time on the Air.....7 a.m.-11 p.m. (unlimited)
News ServiceUP
RepresentativeLewis Avery
(for Intermountain Network)
MembershipNAB, BMB

Personnel

President and Gen. Mgr.....Jack Richards
Chief Engineer.....P. J. Bowman

KOVO

PROVO—EST. 1939

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KOVO Broadcasting
Co.
Address108 West Center Street
Phone Number1680-1
Transmitter Location307 So. 17th West
Time on the Air.....6 a.m. to 12 midnight
News ServiceAP
Transcription ServiceThesaurus
Representative..... Lewis Avery
Membership NAB, BMB

Personnel

President-Gen. Mgr.....Clifton A. Tolboe
Program DirectorArthur Mortensen
Chief EngineerParley Rasmussen
Record MCDean Ludlow

(CALL LETTERS TO BE ASSIGNED)
PROVO*

Frequency 1490 Kc.....Power, 250 Watts
Permittee.....Central Utah Broadcasting Co.

*C.P. Pending

KALL

SALT LAKE CITY—EST. 1945

MUTUAL—INTERMOUNTAIN

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By...Salt Lake City Broad-
casting Co.
Address248 S. Main St.
Phone Number.....4-1843—4-6491
Transmitter Location.....382 W. Gregson St.
Time on the Air.....Unlimited
Newspaper Affiliation.....Salt Lake Tribune-
Telegram.
News ServiceUP, INS, AP
Transcription Service.....Associated, Cole,
MacGregor, BMI
RepresentativeAvery-Knodel, Inc.

Personnel

General Manager.....George C. Hatch
 Station Manager.....Alvin G. Pack
 Commercial Manager....Thomas H. Anderson
 Chief Engineer.....Stanley Benson
 Record MC.....Al Collins

K N A K

SALT LAKE CITY

Frequency: 1400 Kc.....Power: 250 Watts
 Owner: Granite District Radio Broadcasting Co.

Operated By.....Howard D. Johnson
 Address.....219 Continental Bank Bldg.
 Phone Numbers.....5-8113 and 5-7988
 Transmitter Location.....1016 So. 6th West
 Time on the Air.....7 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative..Joseph Hershey McGillvra, Inc.

Personnel

President-General and Station Manager.....Howard D. Johnson
 Sales-Commercial Manager.....Hale Byron
 Sales Promotion.....Howard M. Buchman
 Musical Director.....Donald Penman
 Record M. C.....Arlond Taylor
 Chief Engineer.....James B. Littlejohn

K D Y L

SALT LAKE CITY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned By.....Intermountain Broadcasting Corporation

Operated By.....S. S. Fox
 Address.....Tribune-Telegram Bldg.
 Phone Number.....5-2991
 Transmitter Location...11th W. & 33rd S. St.
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....INS; UP
 Transcription Service...World Broadcasting System; NBC Thesaurus
 Representative.....John Blair & Company
 Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....S. S. Fox
 Sales Managers...George A. Provol, National;
 E. J. Drucker, local.
 Program Director.....Emerson S. Smith
 Production Manager.....Kay W. Richins
 Publicity Director.....Frank K. Baker
 Chief Announcer.....Allen Moll

Musical Director.....Eugene Je'snik
 Chief Engineers.....Charles L. Stockdale,
 John M. Baldwin.

K S L

SALT LAKE CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1160 Kc.....Power: 50000 Watts
 Owned-Operated By.....Radio Service Corporation of Utah

Address.....10 So. Main St.
 Phone Number.....5-4641
 Transmitter Location.....Saltair, Utah
 Time on the Air.....6 a.m. to 1 a.m.
 Transcription Service.....Standard;
 Lang-Worth; Associated

News Service.....AP, UP
 Representative....Edward Petry & Company
 Membership.....NAB, BMB

Personnel

President.....J. Reuben Clark, Jr.
 General Manager-Vice-President...Ivor Sharp
 Exec. Asst. in Charge
 Public Affairs.....Ralph W. Hardy
 Commercial Manager.....F. B. McLatchy
 Exec. Asst. in Charge of
 Engineering.....C. Richard Evans

THE
 STATION
 MOST
 UTAHNS
 LISTEN
 TO
 MOST

KDYL
 SALT LAKE CITY
 UTAH'S NBC STATION

National
 Representatives
 John Blair & Co.

K U T A

SALT LAKE CITY—EST. 1938

ABC

ROCKY MOUNTAIN NETWORK

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.... Utah Broadcasting
 & Television Co.
 Address29 South State Street
 Phone Number3-2737
 Transmitter LocationNorth Salt Lake
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceUP
 Transcription Service.....Standard Radio,
 Lang-Worth
 Representative.....The Katz Agency
 Membership.....NAB, BMB

Personnel

President-Gen. Manager...Frank C. Carman
 Commercial Manager.....Jack A. Burnett
 Sales Promotion-
 Merchandising Manager...Jack A. Burnett
 Chief Engineer.....Wendell Bell

K J A M

VERNAL—EST. 1943

Frequency: 1340 Kc.....Power 250 Watts
 Owned-Operated By..Utah Broadcasting Co.
 AddressHotel Vernal
 Transmitter Location.....Hotel Vernal
 Time on the Air.....7 a.m. to 10 p.m.
 Transcription ServiceWorld
 Representative.....Homer Griffith, Inc.
 Membership NAB

Personnel

President-Owner.....James C. Wallentine
 General Manager.....Howard D. Johnson
 Station Manager-
 Program Director.....Leland E. Walker
 Commercial Manager-
 Sales Promotion Mgr...Clem L. Rawlins, Jr.
 Chief Engineer.....David A. King
 Record MC.....Lee Walker

VERMONT

*Estimated Population 336,816—Radio Homes 81,937
 Stations in State 5*

W C A X

BURLINGTON—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Operated By....WCAX Broadcasting
 Corp.
 Address137 Main St.
 Phone NumberBurlington 2000
 Transmitter LocationColchester, Vermont
 Time on the Air.....6:29 a.m. to 12:05 a.m.;
 Sundays: 8 a.m. to 12:05 a.m.
 News ServiceUP
 Transcription Service.....World, Lang-Worth
 RepresentativeWeed & Company
 Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....C. P. Hasbrook
 Commercial Manager.....John D. Swan
 Program Director.....Robert L. Burger
 Production Manager.....Milton R. Slater
 Chief Engineer.....James W. Tierney
 Record MC.....Robert L. Burger

W J O Y

BURLINGTON—EST. 1946

ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By....Vermont Broad. Corp.
 Address633 Main Street
 Phone NumberBurlington 5430
 Transmitter Location.....633 Main Street
 Time on the Air.....17 hours
 News ServiceAP
 Transcription Service.....Thesaurus
 Representatives...Joseph Hershey McGillvra,
 Inc.; Bertha Bannan
 Membership NAB

Personnel

President.....D. W. Howe
 Station Mgr.-Program Dir.....A. E. Spckes
 Commercial-Sales Mgr.....T. R. Morrow
 Production Manager.....Val Carter
 Musical Director.....Robert Hildreth, Jr.
 Chief Engineer.....John C. Quill

W S Y B

RUTLAND—EST. 1930
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK—KBS

Frequency: 1380 Kc.....Power: 1000 Watts
 Owned-Operated By.....P. Weiss Music Co.
 Address 80 West Street
 Phone Number 1247
 Transmitter LocationCreek Road
 Time on the Air.....7:15 a.m. to 11:15 p.m.
 News ServiceUP
 Representative..Joseph Hershey McGillvra, Inc.
 Membership.....NAB, BMB

Personnel

President and General Mgr.....Philip Weiss
 Station Manager.....J. H. Weiss
 Commercial Manager.....P. Weiss
 Chief Announcer.....Ira Huey
 Chief Engineer.....N. K. Ransom

W W S R

ST. ALBANS—EST. 1941
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 1000 w. d.
 Owned-Operated By....Vermont Radio Corp.
 Address32 N. Main St.
 Phone Number 1390

Transmitter Location.....Swanton Road
 Time on the Air.....Daytime
 Transcription ServiceWorld
 Representative.....Howard H. Wilson Co.

Personnel

PresidentLloyd Squier
 General Mgr.-Station Mgr....Warren Marsden
 Chief Engineer.....Theodore Boisvert

W D E V

WATERBURY—EST. 1931
MUTUAL—YANKEE—KBS

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Operated ByLloyd E. Squier &
 William G. Ricker
 Address 8 Stowe St.
 Phone Number13
 Transmitter LocationBlush Hill
 Time on the Air.....6 a.m. to local sunset
 News ServiceUP
 Transcription Service....World Broadcasting
 RepresentativeHoward H. Wilson Co.
 MembershipBMB

Personnel

President.....Lloyd E. Squier
 General Mgr.-Station Mgr....Lloyd E. Squier
 Commercial Manager.....Harrison Fowler
 Program Director.....Tom Dodd
 Chief Announcer.....Fred Haggerty
 Chief Engineer.....Paul A. Hurd

VIRGINIA

Estimated Population, 3,054,565—Radio Homes, 605,836
Stations in State—31

W P I K

ALEXANDRIA—EST. 1945

Frequency: 730 Kc.....Power: 1000 w. d.
 Owned-Operated By....Potomac Broad. Corp.
 Address.....Hotel George Mason
 Phone Number.....Overlook 3000
 Transmitter Location.....Telegraph Road
 Time on the Air.....Sunrise to Sunset
 News ServiceAP
 Transcription Service.....World, Lang-Worth
 Representative..Joseph Hershey McGillvra, Inc.
 MembershipNAB

Personnel

President.....Howard B. Hayes
 General Mgr.-Station Mgr...Howard B. Hayes
 Vice-Pres., Asst. Mgr.....Carl L. Lindberg
 Merchandising Manager.....Perry P. Walders
 Program Director.....Willard Dougherty

Publicity Director.....Joyce Dougherty
 Musical Director.....Herbert Deberry
 Chief Engineer.....Carl L. Lindberg

W A R L

ARLINGTON—EST. 1946

Frequency: 780 Kc.....Power: 1000 w. d.
 Owned-Operated By.....Northern Virginia
 Broadcasters, Inc.
 Address.....3102 N. 10th Rd.
 Phone Number.....OWens 7800
 Transmitter Location.....Bailey's Cross Road
 Time on the Air.....Sunrise to sunset
 News Service.....UP
 Transcription Service.....Capital, Standard
 Representative.....Universal Radio Sales
 MembershipNAB

Personnel

President-Owners....R. Kilbourne Castell and
Frank U. Fletcher
Chief Engineer.....Earl Merryman

WEAM

ARLINGTON—EST. 1947

Frequency: 1390 Kc.....Power: 250 Watts
Owned-Operated By.....Arlington-Fairfax
Broadcasting Corp., Inc.
Address.....Radio Bldg., 2020—16th St., N.
Time on the Air.....Unlimited

Personnel

PresidentHaynard Magruder
Commercial Manager.....Perry Walders

WCHV

CHARLOTTESVILLE—EST. 1934

KBS—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Barham & Barham
AddressFourth & East Market Sts.
Phone Number 2500
Transmitter Location.....Richmond Road
Time on the Air.....6:30 a.m. to 12:05 a.m.
News Service..... AP
Transcription Service Standard
Representative.....Cox & Tanz

Personnel

OwnerCharles Barham, Jr.
Station Manager.....Randolph Bean
Chief Engineer.....Walter Gray

WKEY

COVINGTON—EST. 1941

ABC—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Earl M. Key
Address.....P. O. Box 629
Phone Number 840
Transmitter Location.....Clifton Forge Rd.
Time on the Air.....7:00 a.m.-11:00 p.m.
News ServiceUP
Transcription ServiceWorld
Membership NAB

Personnel

Owner.....Earl M. Key
General Mgr.-Station Mgr.....Earl M. Key
Commercial Manager.....Carroll Harrison
Chief Engineer.....Lawrence L. Kennedy

WBTM

DANVILLE—EST. 1930

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated ByPiedmont Broadcast-
ing Corporation
AddressHotel Danville Building
Phone Number 2350
Transmitter Location.....River Road
Time on the Air.....6:30 a.m. to 12:05 a.m.
News ServiceAP

Personnel

President.....L. N. Dibrell
General Mgr.-Station Mgr....R. Sanford Guyer
Sales Mgr.-Sales Promotion...E. G. Gardner
Chief Engineer.....Lyle Motley
Record MC.....Ray Schreiner

WDVA

DANVILLE—EST. 1947

Frequency: 1250 Kc..Power: 5000 Watts Day—
1000 watts night
Owned-Operated ByVirginia-Carolina
Broadcasting Corp.
Address.....American National Bank Bldg.
Time on the Air.....5:30 a.m. to 12:30 a.m.
News ServiceUP
Transcription Services.....World, Capitol

Personnel

President.....J. D. Pruitt
General Manager.....Walter M. Windsor
Chief Engineer.....Henry D. Lea

WFVA

FREDERICKSBURG—EST. 1939

ABC—KBS

Frequency 1230 Kc.....Power: 250 Watts
Owned-Operated By...Fredericksburg Broad-
casting Corporation
Business Address.....Drawer 269
Phone Number1261
Studio Address.....528 Wolfe St.
Transmitter Location.....King's Highway
Time on the Air.....7 a.m. to 10:30 p.m.
RepresentativeBurn-Smith

Personnel

President.....Richard F. Lewis, Jr.
Station Mgr.-Sales Mgr....Walter F. Harris, Jr.
Chief Engineer.....W. S. Candler

WBOB

GALAX—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Carrol-Grayson
Broadcasting Corp.

Business AddressGalax
 Phone Number300
 Studio AddressPopular Knob Road
 Transmitter LocationPopular Knob Road
 News ServiceAP

Personnel

PresidentRobert V. Morris
 General ManagerJohn W. Shultz
 Chief EngineerCarl E. Duckett

W S V A

HARRISONBURG—EST. 1933
 NATIONAL BROADCASTING CO.

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Operated By.....Shenandoah Valley
 Broadcasting Corporation
 AddressNewman Building
 Phone Number875 or 550
 Transmitter LocationFive miles south of
 Harrisonburg on U. S. Route 11
 Time on the Air 6 a.m. to local sunset
 News ServiceUP
 Transcription Service.....Standard, Cole
 RepresentativeWeed & Co.
 MembershipNAB, BMB

Personnel

Pres. and Gen. Mgr.....Fred Allman
 Commercial Manager....Robert B. Harrington
 Sales Promotion Mgr....Robert B. Harrington
 Program DirectorR. H. Dick Johnson
 Publicity Director.....R. H. Dick Johnson
 Chief Announcer.....Richard Eyrich
 Musical Director.....R. H. Dick Johnson
 Chief Engineer.....Warren L. Braun
 Record MC.....Hod A. Love

W L V A

LYNCHBURG—EST. 1930
 ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Lynchburg Broad-
 casting Corp.
 AddressAllied Arts Bldg.
 Phone Number3030
 Transmitter LocationMorgan Street
 Time on the Air 17 hours, 35 minutes
 News ServiceAP
 Transcription Service...Lang-Worth; Standard
 MembershipNAB

Personnel

PresidentEdward A. Allen
 General ManagerPhilip P. Allen
 Commercial Manager.....Jos. F. Wright, Jr.
 Sales Promotion.....Jos. F. Wright, Jr.
 Program Director.....Eric F. Lund
 Chief Engineer.....John T. Orth

W M V A

MARTINSVILLE—EST. 1941
 NATIONAL BROADCASTING CO.
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power 250 Watts
 Owned-Operated By.....Martinsville Broad-
 casting Co., Inc.
 Business AddressMartinsville
 Phone Number2152
 Studio AddressFigsboro Road
 Transmitter LocationFigsboro Road
 Time on the Air 6:30 a.m. to 11:30 p.m.
 News ServiceAP
 Transcription Service.....Keystone
 Membership.....NAB, BMB

Personnel

PresidentWilliam C. Barnes
 General Manager.....John W. Shultz
 Commercial Manager.....C. Robert Ray
 Sales Promotion Mgr.....Charles F. Adams
 Program DirectorBarbara Harding
 Publicity Director.....Charles F. Adams
 Chief Announcer.....Charles Harville
 Musical Director.....Holladay Yeaman
 Chief Engineer.....Dewey W. Muse
 Record MC.....Barbara Harding

W G H

NEWPORT NEWS—EST. 1928
 ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Hampton Roads
 Broadcasting Corporation
 Business AddressPortlock Bldg.,
 Norfolk, Va.
 Phone Numbers.....Norfolk 27031
 Newport News 71312
 Studio Address.....Portlock Bldg., Norfolk;
 Warwick Hotel, Newport News, Va.
 Transmitter Location ...End Jefferson Avenue,
 Newport News, Va.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 7:15 a.m. to 1 a.m.
 Newspaper Affiliation: Newport News Daily
 Press; Newport News Times-Herald
 News ServiceAP
 Transcription Service...Standard, Lang-Worth
 RepresentativeBurn-Smith Company
 MembershipNAB, BMB

Personnel

PresidentRaymond B. Bottom
 Vice-Pres.-Gen. Mgr.Edward E. Bishop
 Station Manager.....Edward E. Bishop
 Commercial Manager.....Edward E. Edgar
 Program Director.....Jack A. Black
 Publicity Director.....Edward E. Edgar
 Chief Engineer.....Charles A. Runyan
 Record MC.....George Thomas

W L O W

NORFOLK—EST. 1946

Frequency: 1590 Kc.....Power: 1000 Watts
 Owned-Operated By.....Commonwealth
 Broadcasting Corp.
 Address.....Granby St. & Brooke Ave.
 Transmitter Location.....Western Branch, Va.
 Time on the Air.....Sunrise to Sunset
 News Service.....UP
 Transcription Service.....Associated
 Membership.....NAB

Personnel

President.....E. L. Scott
 Vice-Pres.-General Mgr.....Robert Wasdon
 Station Mgr.-Commercial Mgr.....Coburn Gum
 Program Director.....Raymond Penner
 Chief Engineer.....Jack Siegel

W T A R

NORFOLK—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By..Norfolk Newspapers, Inc.
 Address ..National Bank of Commerce Bldg.
 Phone Number.....25671
 Transmitter Location ..Glen Rock
 Time on the Air.....6 a.m. to 1 p.m.
 Newspaper Affiliation ..Norfolk
 Newspapers, Inc.
 News Service.....AP; UP
 Transcription Service.....Standard Radio,
 Langworth
 Representative ..Edward Petry & Co.
 Membership.....NAB, BMB

Personnel

President and Gen. Mgr....Campbell Arnoux
 Commercial Manager.....John W. New
 Program Director....Henry Cowles Whitehead
 Production Manager.....Clyde Moser
 Chief Engineer.....John Peffer
 Record MC.....Traffon Robertson

W N V A

NORTON—EST. 1945

MUTUAL—KEYSTONE

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Blaufox Radio Co., Inc.
 Address ..Norton, Va.
 Time on the Air.....7 a.m. to 11 p.m.
 Representative ..Burn-Smith

Personnel

Manager ..Jack Helms

W S S V

PETERSBURG—EST. 1945

MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Southside Virginia
 Broadcasting Corp.
 Address.....112 W. Tabb Street
 Phone Number ..3881-2
 Transmitter Location.....Lt. Run, East Bank St.
 Time on the Air.....6:30 a.m. to midnight
 News Service ..AP
 Transcription Service.....Standard
 Representative ..Burn-Smith
 Membership ..EMB

Personnel

Pres. and Gen. Mgr.....Louis H. Peterson
 Sales Manager.....Roger J. Hickey
 Commercial Manager.....Arthur Beckwith
 Merchandising Manager...Alex M. Campbell
 Program Director.....Paul C. Louther
 Production Manager.....Mary Ruth Carroll
 Publicity Director.....Nellie W. Andrews
 Chief Announcer.....John B. H. Louther
 Musical Director.....Carl A. Hart
 Chief Engineer.....Edward F. Schwarz
 Record MC.....Don Laiffer

W S A P

PORTSMOUTH—EST. 1943

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..Portsmouth Radio Corp.
 Address ..Professional Bldg.
 Phone Number ..6383
 Transmitter Location.....1318 Spratley St.
 Time on the Air.....6 a.m. to 1 a.m.;
 Sunday: 8 a.m. to 1 a.m.
 News Service ..UP
 Transcription Service.....World, Thesaurus
 Representative ..Joseph Hershey McGillvra, Inc.
 Membership ..NAB

Personnel

President.....Tom Gilman
 General Manager.....T. W. Aydtlett
 Sales Manager.....Jack Norfleet
 Program Director.....Ernest Tannen
 Publicity Director.....Abbot Lutz
 Chief Engineer.....Frederic F. Clair

W P U V

PULASKI—EST. 1946
MUTUAL—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Southwest Broad. Co.
 Address.....Pulaski, Va.
 Phone Number.....3-3931
 Transmitter Location.....Cool Springs
 Time on the Air.....6 a.m. to 11:15 p.m.
 Newspaper Affiliation...The Southwest Times
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Sears & Ayer, Inc.
 Membership.....NAB

Personnel

Owner.....Howard R. Imboden
 General Manager.....Robert C. Wolfenden
 Chief Engineer.....Fitzgerald McDaniel
 Record MC.....James H. Mayes, Jr.

W B B L*

RICHMOND—EST. 1924

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Grace Covenant
 Presbyterian Church
 Address.....1627 Monument Avenue
 Phone Number.....57941
 Transmitter Location...1627 Monument Ave.
 Time on the Air: Special hours on Sundays
 only
 *(Non-Commercial Station)

W L E E

RICHMOND—EST. 1945
MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Thomas Tinsley, Jr.
 Address.....Broad-Grace Arcade
 Phone Number.....3-6741
 Transmitter Location.....Colorado Ave. and
 Sumpter Street
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Headley-Reed
 Membership.....EMB

Personnel

President.....Thomas G. Tinsley, Jr.
 General Manager.....Irvin G. Abeloff
 Operations Manager.....R. W. Baker
 Musical Director.....Robert J. Morris
 Chief Engineer.....George W. McGuigan, Jr.

W R N L

RICHMOND—EST. 1929
ABC

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Operated By.....Richmond Radio Corp.
 Address.....323 E. Grace St.
 Phone Number.....33436
 Transmitter Location.....Wilkinson Road
 Time on the Air.....5:30 a.m. to 1 a.m.;
 Sundays, 7 a.m. to 1 a.m.
 Newspaper Affiliation.....Richmond News-
 papers, Inc.
 News Service.....AP
 Transcription Service.....Standard, Capitol
 Representative.....Edward Petry & Co.
 Membership.....NAB, EMB

Personnel

President.....D. Tennant Bryan
 General Manager.....E. S. Whitlock
 Commercial Manager.....E. S. Whitlock
 Assistant Manager.....G. Mallory Freeman
 Production Manager.....Richard A. Velz
 Chief Engineer.....Walter R. Selden

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WRNL 5000 WATTS
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NIGHT & DAY
910 KC

EDWARD PETRY & CO., INC.,
NATIONAL REPRESENTATIVES

W M B G

RICHMOND—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Operated By.....Havens & Martin, Inc.
 Address3301 West Broad Street
 Phone Number 5-8611
 Transmitter Location.....Staples Mill Road
 Time on the Air.....6:30 a.m. to 1 a.m.
 News ServiceTransradio
 Transcription Service.....Thesaurus,
 Lang-Worth, BMI
 RepresentativeJohn Blair & Company
 MembershipNAB, EMB

Personnel

Pres. and Gen. Mgr.....Wilbur M. Havens
 Station Manager.....Walter A. Bowry, Jr.
 Commercial Manager...Ralph D. Wallerstein
 Program Director.....Allan J. Phaup, Jr.
 Production Manager.....Conrad Rianhard
 Chief Announcer.....John V. Shand
 Musical Director.....George U. Lyon
 Chief Engineer.....Wilfred H. Wood

W R V A

RICHMOND—EST. 1925

CBS

Frequency: 1140 Kc.....Power: 50000 Watts
 Owned-Operated By.....Larus & Brother Co.
 Business Address.....Hotel Richmond
 Phone Number 3-6633
 Studio Addresses: Hotel Richmond; 1506 Colley
 Ave., Norfolk, Va.
 Transmitter LocationEdgeworth, Henrico
 County, Va.
 Time on the Air.....6 a.m. to 1 a.m.;
 Sunday: 7 a.m. to 1 a.m.
 News ServiceUP
 Transcription Service.....World, Lang-Worth
 RepresentativePaul H. Raymer Co.
 Membership.....NAB, EMB

Personnel

General Manager.....C. T. Lucy
 Commercial Manager.....Baron Howard
 Program Director.....Samuel S. Carey
 Production Manager.....John Tansey
 Promotion Manager.....Jack Stone
 Chief Engineer.....D. C. Woods

W D B J

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By.....Times-World Corp.
 Business Address.....P. O. Box 150
 Phone Number 8131
 Studio Address.....124 W. Kirk Ave.
 Transmitter Location...Colonial Ave., Colonial
 Heights
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays,
 8 a.m. to 12:05 a.m.
 Newspaper AffiliationRoanoke Times;
 Roanoke World News
 News Service.....AP, UP
 Transcription Service.....Lang-Worth; WBS
 RepresentativeFree & Peters, Inc.
 Membership.....NAB, BMB

Personnel

President.....J. P. Fishburn
 General Manager.....Ray P. Jordan
 Commercial Manager...John W. Harkrader
 Program Director.....Paul E. Reynolds
 Chief Engineer.....J. E. Newman

W R O V

ROANOKE—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Roanoke, Inc.
 Address.....Mountain Trust Bank Bldg.
 Phone Number3-4444
 Transmitter Location...15th & Cleveland Ave.
 Time on the Air.....6 a.m. to midnight
 News ServiceReuters
 Transcription Service.....Lang-Worth,
 W. E. Long
 Membership NAB

Personnel

President.....Leo F. Henebry
 Gen. Mgr. Station Mgr.. Lambert B. Beeuwkes
 Commercial Manager.....Frank E. Koehler
 Sales Promotion Mgr.....Frank E. Koehler
 Program Director.....Gordon R. Phillips
 Production Manager.....David Kent
 Publicity Director.....Dan Cronin
 Chief Engineer.....J. J. Ralston
 Record MC.....Dick Knowles

W S L S

ROANOKE—EST. 1940

ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.... Roanoke Broadcast-
 ing Corp.
 AddressShenandoah Life Building

Phone Number 9227
 Transmitter Location ..Shenandoah Life Bldg.
 Time on the Air.....5 a.m. to 12:05 p.m.;
 Sundays: 7 a.m. to 12:05 p.m.
 News ServiceAP
 Transcription Service.....Thesaurus,
 Lang-Worth, BMI, Cole
 Membership.....NAB, BMB

Personnel

General Mgr.-Station Mgr....James H. Moore
 Business and Commercial
 ManagerHorace Fitzpatrick
 Program Director.....Robert W. Menefee
 Production Manager.....Francis Ballard
 Chief Engineer.....J. Phillipps Briggs

W T O N

STAUNTON—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By....Charles P. Blackley
 AddressMorrison Bldg.
 Phone Number.....1400
 Transmitter Location.....Near Waynesboro
 Highway
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 Sunday, 8 a.m. to midnight
 News ServiceAP
 Transcription ServiceWorld
 Membership NAB

Personnel

Owner and Gen. Mgr.... Charles P. Blackley
 Commercial Manager.....Charles E. Seebeck
 Promotion Manager.....Charles E. Seebeck
 Program Director.....Fulton King
 Publicity Director.....Charles E. Seebeck
 Chief Engineer.....Rex Houser
 Record MC.....Fulton King

W L P M

SUFFOLK—EST. 1940

AMERICAN BROADCASTING CO.
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated BySuffolk Broadcasting
 Address105 Bank Street
 Phone Number1420-1
 Transmitter LocationRoute No. 460
 Time on the Air.....7 a.m. to midnight
 News ServiceUP
 Transcription Service.....Lang-Worth
 RepresentativeSears & Ayer
 Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....Fred L. Hart
 Commercial Manager.....Fred L. Hart
 Program Manager.....Allen B. Jones
 News Editor.....William Warwick
 Musical Director.....Ida Barrett
 Chief Engineer.....Veryl W. Rupp
 Record MC.....Earl Hundley

W I N C

WINCHESTER—EST. 1941

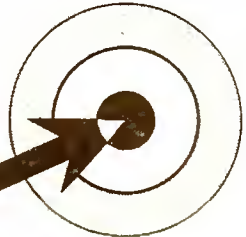
ABC—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Richard Field Lewis, Jr.
 Business Address.....Drawer 605
 Phone NumberWinchester 4855
 Studio Address.....WINC Bldg.
 Transmitter Location.....WINC Bldg.
 Time on the Air.....6:30 a.m. to 11:30 p.m.
 Transcription ServiceLang-Worth
 Membership.....NAB, BMB

Personnel

Owner and Gen. Mgr...Richard Field Lewis, Jr.
 Commercial Manager.....John Carl Morgan
 Chief Engineer.....Philip B. Whitney

**SURE
 SHOT!**



A national advertiser can't go wrong following the lead of over two hundred local advertisers who have proven to their complete satisfaction that WTON is the sales producing station of the Shenandoah Valley!

Network Affiliation—AMER. B'CASTING CO.

W T O N

CHARLES P. BLACKLEY, Gen. Mgr.
 CHARLES E. SEEBECK, Sales Mgr.

STAUNTON

VIRGINIA

250 WATTS

Full Time

1400 Kc

WASHINGTON

Estimated Population, 2,121,992—Radio Homes, 658,296
Stations in State—34

KXRO

ABERDEEN—EST. 1927

UNITED PACIFIC—KBS
MUTUAL—DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KXRO, Inc.
Address.....207½ E. Market St.
Phone Number.....Aberdeen 4098
Transmitter Location.....1308 Coolidge Rd.
Time on the Air.....Unlimited
News Service.....AP, UP
Transcription Service.....Standard Radio
Representative.....Howard H. Wilson Co.
Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....Harry R. Spence
Station Manager.....Fred G. Goddard
Commercial Manager.....Bertha G. Ruby
Sales Promotion Mgr.....John Duane Johnson
Production Manager.....Stan Spiegler
Publicity Director.....John Duane Johnson
Chief Engineer.....Bill Cunningham

KVOS

BELLINGHAM—EST. 1929

ABC—KBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....KVOS, Inc.
Address.....KVOS Bldg.
Phone Number.....4200
Transmitter Location.....2074 Yew St. Rd.
Time on the Air.....6 a.m. to midnight
News Service.....UP
Transcription Service.....MacGregor & World
Representative.....John Keiting
Membership.....BMB, WSAB

Personnel

President.....Rogan Jones
General Manager.....Frank Adams
Sales Manager.....Fred Elsethagen
Sales Promotion Manager.....Fred Elsethagen
Program Director.....John Griswold
Publicity Director.....Hal Reeves
Chief Announcer.....Bud Clark
Chief Engineer.....Mel Featherkile
Record MC.....Tom Haveman

(CALL LETTERS TO BE ASSIGNED)
BREMERTON*

Frequency: 1490 Kc.....Power: 250 Watts
Permittee.....Bremerton Broad. Co.

*C.P. Pending

KELA

CENTRALIA AND CHEHALIS
EST. 1937

MUTUAL—DON LEE—KBS

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.....Central Broadcasting
Corporation
Address.....P.O. Box 827, Chehalis
P. O. Box 720, Centralia
Phone Numbers.....Centralia 721; Chehalis
721
Studio Address.....Highway 99,
midway between Chehalis-Centralia
Transmitter Location: (Midway between Cen-
tralia and Chehalis), Hiway 99
Time on the Air.....6 a.m. to midnight
News Service.....UP
Membership.....NAB, BMB

Personnel

Owners.....J. Elroy McCaw, Mabel Gwinn
General Mgr.-Station Mgr.....Joe Chytil
Commercial Manager.....Robt. S. Brister
Program Director.....Kenneth Sulston
Production Manager.....Dudley E. Gaylord, Jr.
Publicity Director.....Schuyler Hill
Chief Engineer.....Ellwood Lippincott
Record MC.....Arnold Werner

KCOW

ELLENSBURG—EST. 1946

PACIFIC NORTHWEST BROADCASTERS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Central Washington
Broadcasters, Inc.

Address.....Box 678
Phone Number.....2-4436
Transmitter Location.....Route 2
Time on the Air.....6:30 a.m. to 9:30 p.m.
News Service.....UP
Transcription Service.....Lang-Worth,
MacGregor, Keystone
Representative.....The Walker Co.
Membership.....NAB

Personnel

President.....Goodwin Chase, Jr.
 General Mgr.-Station Mgr.....Joe Kendall
 Sales Manager.....Robert Vaughan
 Program Director.....William Thomas
 Publicity Director.....Joe Kendall
 Chief Announcer.....William Thomas
 Musical Director.....Wendall Kinney
 Chief Engineer.....Vern Totten

(Call Letters to Be Assigned)
ELLENSBURG*

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated ByKittitas Valley
 Broadcasting Station
 Address Route 2

Personnel

Owners.....Gilbert H. Kaynor,
 Howard H. Kaynor

*C.P. (Was pending)

K R K O

EVERETT—EST. 1922
 MUTUAL—DON LEE—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Everett Broadcasting
 Co., Inc.
 AddressKRKO Bldg.
 Phone Number.....Main 523
 Transmitter Location.....KRKO Bldg.
 Time on the Air.....6 a.m. to Midnight
 News ServiceUP
 Transcription Service.....SESAC, Cole,
 MacGregor
 RepresentativeJohn Keating
 Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....William R. Taft
 Sales-Commercial Mgr.....D. A. Baker
 Sales Promotion Mgr.....Marlin Smythe
 Program Dir.-Publicity Dir.....Marlin Smythe
 Musical Director.....Merlin Matheny
 Chief Engineer.....Earl Gerdon

K W L K

LONGVIEW—EST. 1938
 MBS—DON LEE—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Twin City Broad-
 casting Corp.
 Address...National Bank of Commerce Bldg.
 Phone Number 1500

Transmitter LocationOcean Beach
 Highway
 Time on the Air.....Full Time
 Transcription Service World
 Newspaper Affiliation...Longview Daily News
 News ServiceUP
 Transcription Service.....World
 Representative.....Homer Griffith Co.
 Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....C. O. Chatterton
 Sales-Commercial Mgr.....Jack Richards
 Program Director.....Claire Banks
 Chief Engineer.....John Van Voorhees
 Record MC.....Paul Sawin

(CALL LETTERS TO BE ASSIGNED)
MOSES LAKE*

Frequency: 1493 Kc.....Power: 250 Watts
 Permittee.....Col. Basin Broadcasters

*C.P.

K B R C

MT. VERNON—EST. 1946

Frequency: 1430 Kc.....Power: 500 Watts
 Owned-Operated By.....Beckley Radio Co.
 AddressBox 240
 Transmitter Location...½ mile west Mt. Vernon
 on Anacortes Memorial Highway
 Time on the Air.....6 a.m. to Sunset
 News ServiceUP
 Transcription Service.....Standard, Long
 Membership NAB

Personnel

Pres., Gen.-Station Mgr.....Leo H. Beckley
 Commercial Manager.....Robert J. Wells
 Sales Promotion Mgr.....Robert J. Wells
 Program Director.....Nancy Griffin
 Chief Engineer.....Melvin Herr

K G Y

OLYMPIA—EST. 1922
 MUTUAL—DON LEE—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Tom Olsen
 AddressOlympia
 Phone Number6836
 Studio Address.....Rockway Leland Bldg.
 Transmitter Location...Rockway Leland Bldg.
 Time on the Air.....6:30 a.m. to 11 p.m.
 News ServiceUP
 Transcription ServiceWorld
 Representative.....Homer Griffith
 Membership NAB

Personnel

Pres. and Gen. Mgr.....Tom Olsen
 Commercial Manager.....J. Harris Dorr
 Sales Promotion Mgr.....J. Harris Dorr
 Program Director.....Eve Knutsen
 Chief Announcer.....Charles Roark
 Chief Engineer.....Charles Roark

KPKW

PASCO—EST. 1945

UNITED PACIFIC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Western Radio Corp.
 Address.....P. O. Box 233
 Phone Number.....890
 Transmitter Location.....Chase & A St.
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....John Keating
 Membership.....NAB

Personnel

President.....V. Barney Kenworthy
 Station Manager.....Don E. Seeley
 Sales Promotion Mgr.....John McIlhinney
 Program Director.....Walter V. Mott
 Chief Announcer.....Walter V. Mott
 Chief Engineer.....Walter V. Mott

KONP

PORT ANGELES—EST. 1945

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Radio Pacific, Inc.
 Operated By.....Radio Station KONP
 Business Address.....P. O. Box 311
 Phone Number.....1700
 Studio Address.....313 W. 1st Street
 Transmitter Location.....313 W. First St.
 Newspaper Affiliation.....Port Angeles
 Evening News
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Sears & Ayer
 Membership.....NAB, BMB

Personnel

Chief Executive.....C. N. Webster
 General Manager.....C. N. Webster

KWSC*

PULLMAN—EST. 1922

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By.....State College of
 Washington

Address.....Pullman
 Phone Number.....9021
 Studio Address.....Old Science
 Bldg., State College of Wash.
 Transmitter Location.....Washington State
 College Campus
 Time on the Air.....6:45 a.m. to 10 p.m.
 except Thurs. off 7:30 p.m. Not on air Sun.
 or holidays
 News Service.....UP
 Transcription Service.....World, Thesaurus
 Membership.....NAB, BMB

Personnel

President.....Wilson Compton
 Station Manager.....Frederic Hayward
 Program Director.....Eldon C. Barr
 Production Manager.....John L. Blake
 Chief Announcer.....Richard Ross
 Musical Director.....Kathryn Nofstinger
 Chief Engineer.....George Frese
 Record MC.....Emerson Elder

**Non-Commercial Station*

KEVR

SEATTLE—EST. 1925

EVERGREEN NETWORK

Frequency: 1090 Kc.....Power: 10000 Watts
 Owned-Operated By.....Evergreen Broad-
 casting Corporation
 Address.....2102 Smith Tower
 Phone Number.....Main 1090
 Transmitter Location.....Mury-Vashon Island
 Time on the Air...18 hrs. daily, 15 hrs. Sun.
 News Service.....AP, UP
 Transcription Service...Associated, McGregor,
 Lang-Worth, SESAC
 Representative.....Weed & Co.
 Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....A. W. Talbot
 Station Manager.....A. W. Talbot
 Sales-Commercial Mgr.....Art Moore
 Sales Promotion Mgr.....Kirby Torrance
 Program Director.....Harry Jordan
 Production Manager.....Mel Gaumer
 Publicity Director.....Kirby Torrance
 Chief Announcer.....Mel Gaumer
 Musical Director.....Liberius Hauptmann
 Chief Engineer.....J. B. Hatfield
 Record MC.....Don Porter

KIRO

SEATTLE—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 710 Kc.....Power: 50000 Watts
 Owned-Operated By.... Queen City Broad-
 casting Co.

Address Cobb Building
 Phone Number SEneca 1500
 Transmitter Location..... Vashon-Maury
 Island, Wash.
 Time on the Air..... 19 hrs. daily
 News Service AP
 Transcription Service... Associated, Standard
 Representative Free & Peters
 Membership..... NAB, BMB

Personnel

President..... Louis K. Lear
 General Mgr.-Station Mgr..... Loren B. Stone
 Nat'l Adv. Mgr..... William F. Tucker
 Program Director..... Kenneth Yeend
 Production Manager..... Bill Corcoran
 Musical Director..... Max Dolin
 Chief Engineer..... Homer Ray, Jr.

KJR

SEATTLE—EST. 1921

ABC

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Operated By.. Totem Broadcasters, Inc.
 Address Skinner Bldg.
 Phone Number Elliott 5890
 Transmitter Location... 2600 26th Ave., S. W.
 Time on the Air . 6 a.m. to 12 midnight; Sunday
 7 a.m. to midnight

News Service UP
 Transcription Service..... Thesaurus
 Representative Avery-Knodel, Inc.
 Membership..... NAB, BMB

Personnel

Chief Executive..... Marshall Field
 Station Manager..... Howard Lane
 Commercial Manager..... Arthur Gerbel, Jr.
 Promotion Manager..... Maitland Jordan
 Program Manager..... Homer Pope
 Publicity Director..... Maitland Jordan
 Chief Engineer..... F. J. Brott

KOL

SEATTLE—EST. 1928

Frequency: 1300 Kc.....Power: 5000 Watts
 Owned-Operated By: Seattle Broadcasting Co.
 Address..... 1220 Third Ave.
 Phone Number Main 2312
 Transmitter Location..... 1110 W. Florida St.
 Time on the Air..... 6 a.m. to midnight
 News Service..... AP, UP
 Transcription Service..... SESAC, Standard,
 M. M. Cole, Associated, World

Representative John Blair & Company
 Membership..... NAB, BMB

Personnel

President..... Archie G. Taft, Sr.
 Station Manager..... Oliver A. Runchey

Commercial Manager..... Archie G. Taft, Jr.
 Program Director..... Robert N. Druzman
 Production Manager..... Robert N. Druzman
 Publicity Director..... Sharon Kane
 Chief Announcer..... Wheeler M. Smith
 Musical Director..... Robert N. Druzman
 Chief Engineer..... Perry C. Lind

KOMO

SEATTLE—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1000 Kc.....Power: 5000 Watts
 Owned-Operated By..... Fisher's Blend Sta-
 tion, Inc.

Business Address..... 1331 Third Ave.
 Phone Number Main 1401
 Studio Address..... Skinner Bldg.
 Transmitter Location..... Harbor Island
 Time on the Air..... 6 a.m. to 12 midnight
 News Service AP
 Transcription Service Capitol,
 Lang-Worth

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

Personnel

President and Gen. Mgr..... O. W. Fisher
 Commercial Manager..... Ray Baker
 Manager, Nat'l Sales..... Richard E. Green
 Program Director..... W. W. Warren
 Publicity Director..... Dolores Vance
 Musical Director..... Einar Lindblom
 Chief Engineer..... F. J. Brott

KRSC

SEATTLE—EST. 1926

Frequency: 1150 Kc.....Power: 1000 Watts
 Owned-Operated By Radio Sales Cor-
 poration

Address 2939 Fourth Avenue South
 Phone Number Elliot 2480
 Transmitter Location . 2939 Fourth Ave. South
 Time on the Air... 24 hrs. daily except Wed.
 6 a.m. to midnight

News Service AP
 Transcription Service..... Associated, Lang-
 Worth, World, M. M. Cole

Membership..... NAB, BMB

Personnel

President..... P. K. Leberman
 General Manager..... Robt. E. Priebe
 Sales-Commercial Mgr..... Romig C. Fuller
 Program Director..... Ted Bell
 Chief Announcer..... Don McCune
 Chief Engineer..... George A. Freeman

K T W*

SEATTLE—EST. 1922

Frequency: 1250 Kc.....Power: 1000 Watts
 Owned-Operated By....The First Presbyterian
 Church of Seattle
 Address7th & Spring Sts.
 Phone Numbers.....Main 2056, Seneca 0644
 Transmitter Location...7th Ave. & Spring St.
 Time on the Air.....Shares time with KWSC

Personnel

President.....Dr. F. Paul McConkey
 General Manager.....James S. Ross
 Station Manager.....Don Bevilacqua
 Chief Engineer.....James S. Ross

**Non-Commercial Station*

K X A

SEATTLE—EST. 1928

Frequency: 770 Kc.Power: 1000 Watts
 Owned By.....Universal Broadcasting Co.
 Operated By.....KXA, Inc.
 AddressBigelow Bldg.
 Phone Number Seneca 1000
 Transmitter Location ...Second Avenue and
 Union Street
 Time on the Air.....5 a.m. to local sunset;
 Sundays: 7:30 to local sunset
 News ServiceUP
 Transcription ServiceMacGregor
 Representative.....Universal Radio Sales
 Membership.....NAB, BMB

Personnel

President.....W. I. Dumm
 Station Manager.....R. G. McArdle
 Chief Engineer.....John DuBuque

K F I O

SPOKANE—EST. 1922

MUTUAL-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Spokane Broadcast-
 ing Corporation
 Address.....526 Riverside Ave.
 Phone NumberRiverside 8033
 Transmitter Location.....526 Riverside Ave.
 Time on the Air.....6:30 a.m. to 12 p.m.;
 Sundays: 7 a.m. to 11 p.m.
 News Service UP
 Transcription Service.....World
 Representative.....Joseph Hershey McGilvra
 Membership NAB

Personnel

President.....Arthur L. Smith
 General Manager.....R. G. McBroom
 Chief Engineer.....Chester Brown
 Record MC.....Alex La Com

K F P Y

SPOKANE—EST. 1922

**COLUMBIA BROADCASTING SYSTEM
 PACIFIC NORTHWEST BROADCASTERS**

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Operated By.....Symons Broad-
 casting Company
 AddressSymons Block
 Phone NumberMain 1218
 Transmitter Location.....South East of City
 Time on the Air.....6 a.m. to midnight
 News Service UP
 Transcription Service...Lang-Worth, Keystone,
 SESAC, C. P. MacGregor
 Representative.....The Walker Co.
 Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....E. B. Craney
 Sales Manager.....Bryon Woolston
 Sales Promotion Mgr.....Bob Rutter
 Program Director.....George McGowan
 Production Manager.....Del Yandon
 Chief Engineer.....George Langford
 Record MC.....Ray Bennett

K G A

SPOKANE—EST. 1933

ABC

Frequency: 1510 Kc.....Power: 10000 Watts
 Owned-Operated ByLouis Wasmer
 AddressRadio Central Building
 Phone Number Main 5383
 Transmitter Location.....4102 S. Regal
 Time on the Air.....6 a.m. to midnight
 News ServiceAP
 Transcription Service.....Associated,
 M. M. Cole, Capitol
 Representative.....Edw. Petry & Co., Inc.
 Membership NAB

Personnel

OwnerLouis Wasmer
 General Manager.....Harvey Wixson
 Program Director.....A. L. Fuller
 Musical Director.....Anthony A. Pinski, Jr.
 Chief Engineer.....Al G. Sparling

K H Q

SPOKANE—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By.....KHQ, Inc.
 AddressRadio Central Building
 Phone Number.....Main 5131
 Transmitter Location.....40th and Regal Sts.
 Time on the Air.....6 a.m. to midnight;
 Sunday, 7 a.m. to midnight
 Newspaper Affiliation.....The Chronicle
 Publishing Co.
 News ServiceAP
 Transcription ServiceWorld
 Representative.....Katz Agency
 Membership.....NAB, EMB

Personnel

President and Gen. Mgr.....Arthur L. Bright
 Sales Manager.....R. O. Dunning
 Program Director.....R. W. Brazeeal
 Production Manager.....Paul Law
 Publicity Director.....Clarence Talbot
 Chief Announcer.....Paul Law
 Musical Director.....Art Zepp
 Chief Engineer.....John Walker

K R E M

SPOKANE—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Cole E. Wylie
 AddressRealty Building
 Phone Number.....Main 3333
 Transmitter Location.....Realty Building
 Time on the Air.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth

Personnel

President-Owner.....Cole E. Wylie
 General Manager.....Cole E. Wylie

K M O

TACOMA—EST. 1926

MUTUAL—DON LEE NETWORK

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Carl E. Haymond
 Address914½ Broadway
 Phone Number.....Main 4144
 Transmitter Location.....Fife, Wash.
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceUP
 Transcription Service.....Standard, Capitol,
 SESAC, M. M. Cole

Representatives.....Joseph H. McGilvra, Inc.,
 Duncan A. Scott Co., John Keating
 MembershipNAB

Personnel

President.....Carl E. Haymond
 General Manager.....James A. Murphy
 Station Manager.....Jerry Geehan
 Sales Promotion Manager.....R. T. McKenzie
 Program Dir.-Publicity Dir.....Verne E. Sawyer
 Chief Announcer.....Arnold Benum
 Record MC.....Bob Koons

K T B I

TACOMA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. with CP to 810...Power:
 250 Watts with DP to Kw.
 Owned-Operated By.....Tacoma Broadcasters,
 Inc.
 Address212 Puget Sound Bank Bldg.
 Phone NumberBroadway 2241
 Transmitter Location.....212 Puget Sound
 Bank Bldg.
 Time on the Air.....7 a.m. to 12 midnight
 News ServiceAP
 Transcription Service.....Associated, World
 Membership.....NAB, BMB

Personnel

President.....Harold J. Quilliam
 General Manager.....Burke Ormsby
 Sales-Commercial Mgr.....King Mitchell
 Chief Engineer.....Don McCroskey

K V I

TACOMA—EST. 1929

MUTUAL—DON LEE

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....Puget Sound Broad-
 casting Company, Inc.
 Address.....Rust Building
 Phone NumberBroadway 4211
 Transmitter Location ..Vashon Island, Wash.
 Time on the Air.....Unlimited
 News ServiceAP
 Transcription Service ..Associated, Lang-Worth
 Membership.....NAB, BMB

Personnel

President.....Vernice Irwin
 General Mgr.-Station Mgr.....Vernice Irwin
 Sales Promotion Mgr.....Robert Hayward
 Program Director.....Larry Huseby

Production Manager.....Harry Long
 Chief Announcer.....Larry Huseby
 Chief Engineer.....D. M. MacDonough
 Record MC.....Buck Ritchey

KVAN

VANCOUVER—EST. 1938

Frequency: 910 Kc.....Power: 500 Watts
 Owned-Operated By.....Vancouver Radio Corporation
 Address.....707½ Main St.
 Phone Numbers.....150, Portland, BE-4927
 Transmitter Location.....Fruit Valley Road
 Time on the Air.....6 a.m. to sundown
 News Service.....UP
 Transcription Service.....Standard, World.
 Representative.....Homer R. Griffith Co.
 Membership.....NAB, BMB

Personnel

President.....Sheldon F. Sackett
 General Mgr.-Station Mgr.....Fred F. Chitty
 Sales Manager.....Mark DeLauney
 Program Director.....Charlene Jackson
 Publicity Director.....George W. Conner
 Chief Announcer.....Robert G. Deihl
 Chief Engineer.....Edgar R. Means

KUJ

WALLA WALLA—EST. 1928

MUTUAL—DON LEE BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 1000 Watts
 Owned-Operated By.....KUJ, Inc.
 Address.....Whitman Hotel,
 Second and Rose Streets
 Phone Number.....1230
 Transmitter Location: U. S. Highway No. 410
 and Sudbury Road
 Time on the Air.....6:45 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representatives.....Homer Griffith Co.,
 John Keating
 Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....H. E. Studebaker
 Local Sales Manager.....Norval Armes
 Nat'l Sales Promotion Mgr.....Donald A. Wike
 Program Director.....Howard Rhoads
 Production Manager.....Don Keith
 Chief Engineer.....M. L. MacLafferty

(CALL LETTERS TO BE ASSIGNED)
WALA WALA*

Frequency: 1490 Kc.....Power: 250 Watts
 Permittee.....Wala Wala Broadcasting Co.

*C.P.

KPQ

WENATCHEE—EST. 1930

ABC

Frequency: 560 Kc.....Power: 1000 Watts
 Owned-Operated By.....Westcoast Broad-
 casting Company
 Address.....Second & Columbia
 Phone Numbers.....45 and 875
 Transmitter Location.....Junction of Wenatchee
 and Columbia Rivers
 Time on the Air.....6:30 a.m. to 11:15 p.m.
 News Service.....UP
 Transcription Service.....World and SESAC
 Representative

Joseph Hershey McGillvra, Inc.

Membership.....BMB

Personnel

President.....Rogan Jones
 General Manager.....James Wallace
 Sales Manager.....Merle L. Thompson
 Chief Engineer.....Bob Sutton
 Record MC.....Bill Green

For the *best*
 in science news . . .

AP

KIT

YAKIMA—EST. 1929

MUTUAL

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated ByCarl E. Haymond
 Address.....414 E. Yakima Ave.
 Phone Number 8115
 Transmitter LocationSouth of Yakima
 Time on the Air: 6:00 a.m.-12 Midnight; Sun-
 days, 7 a.m. to 12 midnight
 News Service.....UP & AP
 Transcription Service...Lang-Worth, Standard,
 Cole, SESAC, Capitol
 Representatives...Jos. Hershey McGillvra, Inc.,
 Duncan A. Scott, John Keating

Personnel

Owner.....Carl E. Haymond
 Director.....James A. Murphy
 Station Manager.....John K. Clarke
 Sales-Commercial Mgr.....Harrison A. Miller
 Sales Promotion Mgr.....William B. Hansen

Musical Director-Record MC.....Gene Hess
 Chief Engineer.....Harry B. Murphy

KTYW

YAKIMA—EST. 1944

COLUMBIA PACIFIC NETWORK

Frequency: 1460 Kc.....Power: 500 Watts
 Owned-Operated By.....Cascade Broad-
 casting Company, Inc.
 Business Address.....Terrace Heights Rd.
 Phone Number6104
 Studio Address.....Terrace Heights Road
 Transmitter Location.....E. Terrace Heights
 Time on the Air.....6 a.m. to 12 midnight
 News Service AP
 Transcription Service...Lang-Worth, SESAC
 Representatives.....Howard H. Wilson Co.,
 W. S. Grant, John Keating

Personnel

General Manager.....Bartley Sims
 President-Manager.....R. Lee Block

WEST VIRGINIA

*Estimated Population, 1,901,591—Radio Homes, 386,949
 Stations in State—23*

WJLS

BECKLEY—EST. 1939

CBS

Frequency: 560 KC.....Power: 1000 Watts D.,
 500 Watts N.
 Owned-Operated By.....Joe L. Smith, Jr.
 Address.....101½ Main St.
 Transmitter Location.....Maxwell Hill
 Phone Number 7311
 Time on the Air:Unlimited
 News Service UP
 Transcription Service.....Standard
 Representative.....Burn-Smith Co., Inc.
 Membership NAB, BMB

Personnel

Owner-General Manager.....Joe L. Smith, Jr.
 Station Manager.....Virginia N. Cooper
 Sales-Commercial Manager.....Robert Burns
 Sales Promotion Manager-
 Publicity DirectorBenton Boone Boggs
 Program Dir.-Prod. Mgr.....Jerry McDewitt
 Chief AnnouncerJack Pevora
 Musical Director.....Jewel Fitzgerald
 Chief Engineer.....A. L. Ginkel

WWNR

BECKLEY—EST. 1946

MUTUAL

Frequency: 1450.....Power: 250 Watts
 Owned-Operated By.....Rahall Broadcasting
 Co., Inc.
 Address.....1565 Harper Road
 Phone Number 9309-9300
 Transmitter Location.....1565 Harper Road
 Time on the Air:.....Unlimited
 News ServiceAP
 Transcription Service.....Lang-Worth
 RepresentativeJoseph Hershey
 McGillvra, Inc.
 Membership NAB

Personnel

President-Owner-
 General ManagerN. Joe Rahall
 Station Manager-
 Commercial Manager ...Howard J. Forbes
 Program DirectorSteve Fisher
 Chief Engineer.....James Bucy
 Record MC.....Jack Collette

WHIS

BLUEFIELD—EST. 1929

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By Daily Telegraph
 Printing Co.
 Address 623 Commerce St.
 Phone Number 7115
 Transmitter Location Harry Heights
 Time on the Air 5 a.m. to 12 midnight
 Newspaper Affiliation Bluefield Daily Tele-
 graph; Sunset News
 News Service AP
 Transcription Service: World, Lang-Worth
 Representative The Katz Agency

Personnel

President H. I. Shott
 General Manager J. Lindsey Alley
 Asst. Station Mgr. Pat Flanagan
 Sales-Commercial Mgr. Pat Murphey
 Program Director Melvin Barnett
 Publicity Director Elsie Thomas
 Musical Director Barnes Nash

WCHS

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By Charleston
 Broadcasting Co.
 Address 1016 Lee St.
 Phone Numbers 28-131
 Transmitter Location Kanawha Country
 Club Road
 Time on the Air 5:30 a.m. to 1 a.m.
 News Service AP; UP
 Transcription Service World, SESAC
 Representative The Branham Co.
 Membership NAB, BMB

Personnel

President John A. Kennedy
 General Manager Howard L. Cheroff
 Sales Promotion-
 Merchandising Manager John Sinclair
 Program Dir.-Prod. Mgr. Berton Sonis
 Publicity Director John Sinclair
 Musical Director Leah Sloman
 Chief Engineer Odes Robinson

WGKV

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1490 Kc. Power: 250 Watts

Owned-Operated By Kanawha Valley
 Broadcasting Company

Business Address Box 2909
 Studio Address Empire Bldg.
 Phone Number 37-541 & 37-542
 Transmitter Location Coal Branch Heights
 Time on the Air 6 a.m. to 1 a.m.;
 Sundays: 8 a.m. to 1 a.m.
 News Service AP
 Transcription Service Thesaurus
 Representative Joseph Hershey McGillvra, Inc.
 Membership NAB

Personnel

President-Owner R. M. Venable
 Gen. Mgr.-Station Mgr. John S. Phillips
 Sales Promotion Mgr. Norman A. Gittleson
 Program Director C. P. Vogel, Jr.
 Publicity Director Ted Sanford
 Musical Director Don Evans
 Chief Engineer George Whiteman
 Record MC Gil Brooks

WKNA

CHARLESTON—EST. 1946

AMERICAN BROADCASTING COMPANY

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Operated By Joe L. Smith, Jr.
 Address 804 Kanawha Blvd.
 Phone Number 27-522
 Transmitter Location Tyler Mountain, U. S.
 Route 35
 Time on the Air 6 a.m. to 1 a.m.
 News Service AP
 Transcription Service Standard
 Representative Weed

Personnel

Owner Joe L. Smith, Jr.
 General Mgr., Station Mgr.,
 Sales Manager John T. Gelder
 Sales-Promotion Mgr., Program Dir.,
 Publicity Director Frank E. Shaffer
 Chief Engineer Taylor Marcum
 Record MC Floyd Starr

WTIP

CHARLESTON—EST. 1946

MUTUAL

Frequency: 1247 Kc. Power: 250 Watts
 Owned By Chemical City Broadcasting Co.
 Operated By Gus Zaharis & Penelope
 Zaharis
 Business Address P. O. Box 3032
 Phone Number 23-136

Studio Address.....712 Fife St. at Capitol
 Transmitter Location.....Ferry Branch Road
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Howard B. Wilson Co.
 Membership.....NAB

Personnel

President, Gen. and Station Mgr..Gus Zaharis
 Commercial Mgr.,
 Sales Promotion Mgr.....Bernard Sammons
 Program Director, Production Mgr.
 Publicity Director.....Mel Swillinger
 Chief Engineer.....Gus Zaharis

W C A W

CHARLESTON—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Capitol Broadcasting
 Corp.
 Business Address.....P.O. Box 2791
 Studio Address.....1600 McCorkle Ave., S.E.
 Transmitter Location..1600 McCorkle Ave., S.E.
 Time on the Air.....6:30 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Membership.....NAB

Personnel

President-Owner.....Garland F. Wilkinson
 General Mgr.,
 Station Manager.....Kenneth N. McClure
 Chief Engineer.....William D. Stone

W B L K

CLARKSBURG—EST. 1937

NATIONAL BROADCASTING CO.
 THE WEST VIRGINIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Charleston Broad-
 casting Co.
 Address.....444½ West Pike Street
 Phone Number.....3040
 Transmitter Location.....Glen Elk No. 2
 Time on the Air.....18 hours
 News Service.....AP
 Transcription Service.....WBS, SESAC
 Representative.....The Branham Company
 Membership.....NAB, BMB

Personnel

President.....John A. Kennedy
 General Manager.....George H. Clinton
 Station Manager.....Fred Zimmerman
 Chief Engineer.....Jos. A. Wright

W M M N

FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Operated By....Monongahela Valley
 Broadcasting Co.
 Address.....208 Adams St.
 Phone Number.....3100
 Transmitter Location.....Monongah
 Time on the Air.....5 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....Langworth
 Representative.....John Blair & Co.
 Membership.....NAB, BMB

Personnel

President.....George B. Storer
 General Manager.....Lee B. Wailes
 Station Manager.....Allen L. Haid
 Commercial Manager.....Charles E. Smith
 Merchandising Manager....John F. Watkins
 Program Director.....Frank Lee
 Publicity Director.....Jane Hileman
 Chief Engineer.....Robert D. Hough

W S A Z

HUNTINGTON—EST. 1926

ABC

WEST VIRGINIA NETWORK

Frequency: 930 Kc.....Power: 5000 d.;
 1000 n.
 Owned-Operated By.....WSAZ, Inc.
 Address.....912½ Third Ave.
 Phone Number.....4106
 Transmitter Location.....28th St., West &
 Chesapeake & Ohio R.R.
 Time on the Air.....6:30 a.m. to 1 a.m.;
 Sunday: 8 a.m. to 1 a.m.
 Newspaper Affiliation: Huntington Herald-
 Dispatch; Huntington Advertiser
 News Service.....AP
 Transcription Service....Lang-Worth; SESAC
 Representative.....The Branham Co.
 Membership.....NAB, BMB

Personnel

President.....John A. Kennedy
 General Manager.....Howard L. Chernoff
 Station Mgr.-Com. Mgr.....Marshall Rosene
 Merchandising Manager...Lawrence Rogers
 Program Director.....Ted Eiland
 Production Manager.....Burt Shimp
 Publicity Director.....Lawrence Rogers
 Chief Engineer.....Leroy Kilpatrick
 Record MC.....Jack Bradley

WHTN

HUNTINGTON—EST. 1946

Frequency: 800 Kc.....Power: 1000 Watts
 Owned-Operated ByGreater Huntington
 Radio Corp.
 Address.....112½ 4th Avenue
 Time on the Air.....Sunup to Sunset
 Transcription ServiceThesaurus
 Membership NAB

Personnel

President-Owner A. B. Hyman
 Station Manager Mike Layman
 Chief Engineer.....Harold F. Sturm

WPLH

HUNTINGTON—EST. 1946

MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By ..Huntington Broadcasting
 Corp.
 Address.....1105 Fourth Avenue
 Phone Number7097
 Transmitter Location.....Jackson Ave. &
 16th St. W.
 Time on the Air.....6:30 a.m. to 1 a.m.
 News Service AP
 Transcription Service...Standard and Capitol
 Representative.....Howard H. Wilson Co.

Personnel

President & General Mgr..... F. J. Evans
 Commercial Manager Claude Landre
 Sales Promotion Manager...Lillian P. Swann
 Chief Engineer W. H. Hansher, Jr.

WLOG

LOGAN—EST. 1940

KEYSTONE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Clarence H. Frey &
 Robert O. Greever—Partners
 Business Address.....P. O. Box 720
 Studio Address.....Kanada & Chestnut Sts.
 Phone Number...Office, 540; Studio, 761 & 762
 Transmitter Location ...Kanada and Chestnut
 Streets
 Time on the Air.....Unlimited
 Newspaper Affiliation.....Logan Banner
 News Service UP

Personnel*

* Does not list personnel.

WEPM

MARTINSBURG—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated ByMartinsburg Broad-
 casting Company
 Address.....W. King Street, Ext.
 Phone Number1146
 Transmitter Location.....W. King Street, Ext.
 Time on the Air.....18 hours daily
 News Service AP
 Transcription ServiceWorld
 Representative.....Burn-Smith Company, Inc.
 Membership NAB

Personnel

President C. Leslie Golliday
 Gen. Mgr.-Com. Mgr..... C. Leslie Golliday
 Program Director.....Herbert A. Golombec
 Publicity Director.....Ruby Reynolds Ware
 Chief Announcer.....Thomas J. Sullivan
 Chief Engineer Bernard J. Swandic

WMON

MONTGOMERY—EST. 1946

MUTUAL—KEYSTONE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By ..Fayette Associates, Inc.
 Address.....303½ Washington St.
 Phone Number.....Montgomery 620
 Studio Address.....1028 First Avenue
 Transmitter Location1028 First Avenue
 Time on the Air.....6 a.m. to midnight
 News Service AP
 Transcription ServiceWorld
 Membership NAB

Personnel

President-Commercial Mgr.... Arnold Vickers
 General Mgr., Station Mgr., Prcmotion Mgr.
 Publicity DirectorHarold B. Shaw
 Program Director-
 Production Mgr.Bill Humbert
 Chief Announcer.....Gene Konrad
 Chief Engineer.....V. G. Brooks
 Record MC.....Joe Holbrook

WAJR

MORGANTOWN—EST. 1940

MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....West Virginia Radio
 Corporation
 Address446 Spruce

Phone Numbers9488-9
 Transmitter Location.....South Park Hill
 Time on the Air.....7 a.m. to midnight
 Newspaper Affiliation....Morgantown News-Dominion, Morgantown Post
 News ServiceAP
 Transcription ServiceWorld Broadcasting System
 MembershipNAB, BMB

Personnel

President H. C. Greer
 Program Dir.-Musical Dir.....Numa Fobre, Jr.
 Production Manager.....Art Elmonn
 Publicity Director.....Francis Berry
 Chief Announcer.....Charlie Snowden
 Chief Engineer.....Ray C. Spence
 Record MCJack Fleming

W P A R

PARKERSBURG—EST. 1936

CBS—WEST VIRGINIA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated ByOhio Valley Broadcasting Corporation
 Address.....7th and Market Sts.
 Phone Number2530
 Transmitter Location.....Route No. 2
 Time on the Air.....6:30 a.m. to 1:05 a.m.
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeBranham Company
 MembershipNAB, BMB

Personnel

PresidentJohn A. Kennedy
 Station Mgr.-Sales Mgr.....Geo. H. Clinton
 Program DirectorCarl Loose
 Production Manager.....Paula Carr
 Publicity DirectorJohn Evans
 Chief AnnouncerSherman Grimm
 Chief EngineerCecil Knowles

W R O N

RONCEVERTE—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....William E. Blake
 Business Address.....P.O. Box Z
 Phone NumberRonceverte 300
 Studio Address.....Grand Theatre Building
 Transmitter Location.....Moore Heights
 Time on the Air: 5 a.m. to 11 p.m. Sundays:
 8 a.m. to 11 p.m.
 News ServiceAP

Transcription ServiceThesaurus
 RepresentativeJoseph Hershey McGillvra
 MembershipNAB

Personnel

Owner-General Mgr.....William E. Blake
 Chief Announcer.....Owen A. Taylor
 Chief Engineer.....P. T. Flanagan

W B R W

WELCH—EST. 1940

MUTUAL—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....McDowell Service Company
 AddressRiverside Drive
 Phone Number818
 Transmitter LocationRiverside Drive
 Time on the Air.....6 a.m. to midnight
 News ServiceAP
 Transcription Service.....World
 Representative.....Forjoe & Co.
 MembershipNAB, BMB

Personnel

PresidentJ. G. Hunt
 Acting General Manager.....John Sinclair
 Station Manager.....John Sinclair
 Program DirectorJohnny Villani
 Publicity DirectorJohn Phillips
 Musical DirectorMargaret Joyce Bulis
 Chief Engineer.....Howard R. King
 Record MCCousin John

W K W K

WHEELING—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....Community Broadcasting, Inc.
 Operated By.....Station WKWK
 Address.....16th & Market Sts.
 Phone NumberWheeling 5320
 Transmitter Location.....16th & Market Sts.
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News ServiceUP
 Transcription ServiceStandard Radio
 Representative.....Weed & Co.
 MembershipNAB

Personnel

PresidentJoe L. Smith, Jr.
 General-Station Manager-Sales
 ManagerJohn B. Reynolds
 Program Director.....Albert H. Stewart
 Chief EngineerFred Baker

W W V A

WHEELING—EST. 1926

AMERICAN BROADCASTING CO.

Frequency: 1170 Kc.....Power: 50000 Watts
 Owned By.....West Virginia Broadcasting
 Company
 Operated By.....Fort Industry Co.
 AddressHawley Building
 Phone NumberWheeling 5383
 Transmitter Location.....St. Clairsville, Ohio
 Time on the Air4:30 a.m. to 1 a.m.;
 Sundays, 7 a.m. to 1 a.m.
 News ServiceAP
 Transcription Service.....Langworth
 RepresentativeJohn Blair & Co.
 MembershipNAB, BMB

Personnel

PresidentGeorge B. Storer
 Managing DirectorWm. E. Rine
 Ass't ManagerPaul J. Miller
 Sales Promotion
 Merchandising Mgr.....Howard W. Meagle
 Program DirectorPaul A. Myers

Chief Engineer.....Edwin L. Keim
 Record MC.....Lew Clawson

W B T H

WILLIAMSON—EST. 1939

MUTUAL—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Williamson Broad-
 casting Corp.
 AddressWilliamson
 Phone Number1241
 Transmitter Location.....Williamson
 Time on the Air.....Unlimited
 News ServiceUP
 Transcription ServiceThesaurus
 MembershipNAB, BMB

Personnel

President.....Mrs. Lewis C. Tierney
 General Manager.....Alice Shein
 Prom'tion ManagerRobert E. Spiros
 Publicity DirectorRobert E. Spiros
 Chief Engineer.....Robert W. Bullio

WISCONSIN

*Estimated Population, 3,181,335—Radio Homes, 815,780
 Stations in State—29*

W H B Y

APPLETON—EST. 1926

MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WHBY, Inc.
 Address600 S. Lawe St.
 Phone Number1161
 Transmitter Location630 S. Lawe St.
 Time on the Air.....6 a.m. to 11 p.m.
 News ServiceAP
 Transcription ServiceLang-Worth
 MembershipNAB, BMB

Personnel

Chief ExecutiveRev. James A. Wagner
 General Mgr.-Station Mgr.....J. L. Gallagher
 Sales ManagerW. O. Porsow
 Program Dir.-Production Mgr..Rodger Mueller
 Publicity Director.....Art Houlihan
 Chief Announcer.....Howard Hansen
 Chief Engineer.....George Merkl
 Record MCGil Saunders

W A T W

ASHLAND—EST. 1940

MUTUAL BROADCASTING SYSTEM
 KEYSTONE

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Upper Michigan-
 Wisconsin Broadcasting Co., Inc.
 AddressNorthern State Bank Bldg.
 Phone Number1420
 Transmitter Location.....Ellis Ave.
 Time on the Air.....6:30 a.m. to 11 p.m.;
 Sunday 7:30 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....World Broadcasting
 Representative.....The Walker Company
 MembershipNAB, BMB

Personnel

PresidentWilliam L. Johnson
 General Manager.....J. W. Huss
 Asst. Station Manager.....Todd Hogan
 Sales Mgr.-Publicity Mgr.....J. A. Marta
 Program DirectorHerb Michael
 Chief EngineerHine Dahibacka

WEAU

EAU CLAIRE—EST. 1935

NATIONAL BROADCASTING CO.
ARROWHEAD NETWORK
NORTHWEST NETWORK

Frequency: 790 Kc. Power, 5000 Watts.
Day; 1000 Watts, Night
Owned-Operated By. Central Broadcasting
Company
Address. 203½ S. Barstow St.
Phone Number 6149
Transmitter Location. Seymour Road (County
Road Q)
Time on the Air. Unlimited
News Service UP
Transcription Service. Langworth, Thesaurus
Representative George P. Hollingbery
Membership NAB, BMB

Personnel

General Manager. Walter C. Bridges
Sales Manager. James Clyde Riddle
Sales Promotion. David Mann Taylor
Program Dir., Chief Announcer.

Musical Director Jack Kelly
Chief Engineer. Thorwald O. Jorgenson

KFIZ

FOND-DU-LAC—EST. 1922

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Reporter Printing Co.
Address 18-20-22 West First Street
Phone Number 356
Transmitter Location. 18-20-22 W. First St.
Time on the Air. 7 a.m. to 10 p.m.;
Sundays 7 a.m. to 11 p.m.
Newspaper Affiliation. The Commonwealth
Reporter
Membership NAB, BMB

Personnel

Station Manager. Lynn N. Fairbanks
Commercial Director. Emery W. Martin
Program Director. Lucille A. Fairbanks
Chief Announcer. Allen Sampson
Chief Engineer. Wendall Meyers

WTAQ

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc. Power: 5000 Watts
Owned-Operated By. WHBY, Inc.

Address Bellin Bldg.
Phone Numbers. Adams 1 & 2
Transmitter Location West De Pere, Wisc.
Time on the Air. 6 a.m. to 12:05 a.m.
News Service AP
Transcription Service. SESAC, World
Representative Weed & Co.
Membership BMB

Personnel

President Rev. James A. Wagner
General Mgr.-Station Mgr. Haydn R. Evans
Sales Mgr.-Program Director. Al Michel
Sales Promotion Manager. Val Schneider
Production Manager Bob Savage
Publicity Director Leone Stinson
Chief Announcer. Norman King
Musical Director. Clarence Edges
Chief Engineer. Wallace Stangel

WCLO

JANESVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Southern Wisconsin
Radio, Inc.
Address. 200 E. Milwaukee Street
Phone Number 2500
Transmitter Location. 1436 Oakhill Ave.
Time on the Air. 6:45 a.m. to midnight;
Sunday: 7:30 to midnight
Newspaper Affiliation. Janesville Daily
Gazette
News Service AP
Transcription Service World
National Sales Office. Wm. G. Rambeau Co.,
Chicago
Membership NAB

Personnel

General Manager. Sidney H. Bliss
Sales Manager Grant H. Ritter
Program Dir., Publicity Dir.,
Musical Director. Robert J. Bodden
Chief Announcer. Pat Alan
Chief Engineer. Wayne Clay
Record MC. Ivan Fitz Randolph

(CALL LETTERS TO BE ASSIGNED)
KENOSHA*

Frequency: 1050 Kc. Power: 250 Watts D.
Permittee. Wm. L. Lipman

*C.P.

W K B H

LA CROSSE—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 5000 Watts
 Owned-Operated By.....WKBH, Inc.
 Address.....409 Main Street
 Phone Number.....4-5-0
 Transmitter Location...Gillette St. Road near
 Highway 16
 Time on the Air: 6 a.m. to 11:30 p.m.; Sunday,
 8 a.m. to 11:30 p.m.

News Service.....AP
 Transcription Service...Lang-Worth; Standard
 Representative..Howard H. Wilson Company
 Membership.....NAB, BMB

Personnel

President-General Manager....Howard Dahl
 Program Director.....Berneice Callaway
 Production Manager....Raymond Plamadore
 Musical Director.....Russell Huber
 Chief Engineer.....Alvin Leeman

W H A *

MADISON—EST. 1922

Frequency: 970 Kc.....Power: 5000 Watts
 Owned By.....State of Wisconsin
 Operated By.....University of Wisconsin
 Address.....Radio Hall
 Phone Number...Badger 580, Extension 476
 Transmitter Location.....Fish Hatchery Road
 Time on the Air.....7:30 a.m. to local sunset
 News Service.....UP
 Time on the Air.....7:30 a.m. to sunset
 Membership.....NAEB

Personnel

General Manager.....H. B. McCarty
 Station Manager.....Wm. G. Harley
 Program Director.....Walter Krulevitch
 Production Manager.....Gerald Bartell
 Publicity Director.....Harold A. Engel
 Chief Announcer.....Roy Vogelmann
 Musical Director.....Donald Voegeli
 Chief Engineer.....John Stiehl

**Non-Commercial Station*

W I B A

MADISON—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated By.....Badger Broadcast-
 ing Company
 Address.....110 East Main Street
 Phone Number.....Fairchild 8800

Transmitter Location..Fitchburg, Dane County,
 Wis.

Time on the Air.....Unlimited
 Newspaper Affiliation.....The Capital Times;
 Wisconsin State Journal
 News Service.....AP & UP
 Transcription Service.....Standard
 Representative.....Howard H. Wilson Co.
 Membership.....NAB, BMB

Personnel

President.....William T. Evjue
 General Manager.....Kenneth F. Schmitt
 Business Manager.....Howard A. Johnson
 Sales Promotion Manager.....C. W. Wallis
 Program Director.....Frank Bignell
 Publicity Director.....Marvel Y. Ings
 Musical Director.....Joey Tantillo
 Chief Engineer.....Norman H. Hahn

W O M T

MANITOWOC—EST. 1926

MUTUAL—KEYSTONE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Francis M. Kadow
 Address.....Radio Building
 Phone Numbers.....5015-6015
 Transmitter Location..Mikadow Theatre, Bldg.
 Time on the Air.....7 a.m. to midnight
 News Service.....UP
 Transcription Service.....M. M. Cole
 Membership.....NAB

Personnel

Owner-General Manager....Francis M. Kadow
 Station Mgr.-Sales Mgr.....Albert B. Gale
 Program Director-
 Chief Announcer.....George H. Erdman
 Chief Engineer.....Wencil Duben
 Record MC.....Jack Leon

W M A M

MARINETTE—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 570 Kc.....Power: 250 Watts
 day, 100 night
 Owned-Operated By.....M. & M. Broadcast-
 ing, Inc.
 Address.....Radio Park
 Phone Number.....570
 Transmitter Location.....Radio Park
 Time on the Air.....Unlimited
 News Service.....UP
 Transcription Service.....Associated Muslc

Personnel

General-Station Manager....Joseph D. Macklin
 Sales Manager.....Howard Emich
 Program Director.....Pat Kehoe
 Production Manager-Chief
 AnnouncerLes Sturmer
 Sales Promotion.....Dan Colby
 Chief Engineer.....Leo Stewart
 Record M. C.....Jim Conant

W D L B
MARSHFIELD
 KEYSTONE

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated ByDairyland's
 Broadcasting Service, Inc.
 Address207 S. Central Ave.
 Telephone 1212
 Time on the Air.....6 a.m. to 10 p.m.

Personnel

General Manager.....George F. Meyer

W I G M
MEDFORD—EST. 1941
 KEYSTONE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....George F. Meyer
 AddressMedford, Wisconsin
 Phone Number..... 5147
 Transmitter LocationHighway 13
 Time on the Air: 7:30 a.m. to 10 p.m.; Sundays,
 8 a.m. to 6 p.m.
 News Service UP
 Transcription ServiceSESAC
 RepresentativeHerbert Juneau
 MembershipBMB

Personnel

OwnerGeorge F. Meyer
 Station Mgr., Commercial Mgr.,
 Program DirectorIrma Meyer
 Chief Announcer.....Richard Johnson
 Chief Engineer.....Raymond Bohnert

W E M P
MILWAUKEE—EST. 1935
 AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Glenn Roberts, Robert J.
 LaFollette, Jr., et. al.
 Operated ByMilwaukee Broadcasting Co.

Address710 N. Plankington Ave.
 Phone Number.....Marquette 7722
 Transmitter Location....710 No. Plankington
 Time on the Air.....6 a.m. to midnight
 News Service UP
 National Sales Office...Howard H. Wilson Co.
 Representative.....Howard H. Wilson Co.

Personnel

General Mgr., Commercial Mgr.,
 Sales Promotion.....Hugh K. Boice, Jr.
 Ass't Manager, Program Director,
 Publicity Director.....Bert Mulroy
 Musical Director.....Elmer Ihrke
 Chief Engineer.....Rolland Paske
 Record MC.....Robert Frisch

W F O X
MILWAUKEE—EST. 1946

Frequency: 850 Kc.....Power: 250 Watts D.
 Owned-Operated By....Wisconsin Broadcast-
 ing System, Inc.
 Address.....739 No. Broadway
 Phone Number.....BRoadway 1272
 Transmitter Location...208 E. Wisconsin Ave.
 Time on the Air.....6 a.m. to local sunset
 News Service..... AP
 Transcription Service.....Standard
 RepresentativeWalker Company

Personnel

President, General Manager,
 Station Manager.....Charles J. Lanphier
 Program Director,
 Production Manager....Carl G. Zimmermann
 Publicity Director.....Grace Landre
 Chief Announcer.....Paul Bartell
 Musical Director.....Wally Behl
 Chief Engineer.....Dan Gellerup
 Record MC.....Bob Sanders

W T M J
MILWAUKEE—EST. 1927
 NATIONAL BROADCASTING CO.

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By....The Journal Company
 Business Address.....333 West State Street
 Phone NumberMarquette 6000
 Studio Address.....720 East Capitol Drive
 Transmitter Location.....Brookfield, Wis.
 Time on the Air.....6 a.m. to 12 midnight;
 Sundays, 7 a.m. to midnight
 Newspaper AffiliationThe Milwaukee
 Journal

News Service AP
 Transcription Service... Associated, Thesaurus
 Representative Edward Petry & Co., Inc.
 Membership NAB, BMB

Personnel

Vice Pres.-Gen. Mgr..... Walter J. Damm
 Station Mgr.-Sales Mgr..... Russell G. Winnie
 Program Director-
 Production Manager..... E. James Robertson
 Publicity Director..... R. Bruce Wallace
 Chief Announcer..... Robert J. Heiss
 Musical Director..... Maurice Kipen
 Chief Engineer..... William Hebal
 Record MC's..... Gordon Thomas, Paul Skinner

W I S N

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1150 Kc..... Power: 5000 Watts
 Owned-Operated By..... Hearst Radio, Inc.
 Address..... 123 W. Michigan St.
 Phone Number..... Daly 6474
 Transmitter Location..... Town of Greenfield
 Time on the Air..... 6 a.m. to midnight
 News Service UP, INS
 Transcription Service..... World, Standard
 Representative..... The Katz Agency
 Membership NAB, BMB

Personnel

General Mgr.-Sales Mgr..... G. W. Grignon
 Sales Promotion Manager-
 Publicity Director Ellis Saxton
 Musical Director..... Elmer Krebs
 Chief Engineer..... Donald A. Weller

W O S H

OSHKOSH—EST. 1941

ABC

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated by..... Oshkosh Broad-
 casting Corp.
 Address 151½ Main Street
 Phone Number..... Stanley 4580
 Transmitter Location..... Bowen St. Rd.
 Time on the Air..... 6:30 a.m. to 11 p.m.
 News Service UP
 Representative..... The Walker Co.
 Membership NAB, BMB

Personnel

Senior Partner..... Myles H. Johns
 General Mgr.-Station Mgr..... Allan Curnutt
 Program Director-
 Chief Announcer Sherwood Lorenz
 Chief Engineer..... Nathan Williams

W I B U

POYNETTE—EST. 1925

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Wm. C. Forrest
 Business Address R. F. D. No. 2
 Phone Number 97 R 5 Poynette
 Studio Addresses: Poynette; Portage; Beaver
 Dam; Madison; Baraboo
 Transmitter Location R. F. D. No. 2
 Time on the Air..... 6:30 a.m. to 12 midnight
 News Service UP
 Transcription Service. Standard Radio, SESAC
 Representative Burn-Smith

Personnel

President, General Manager,
 Station Manager..... Wm. C. Forrest
 Commercial Manager..... Sarah Forrest
 Program Director..... Sarah Forrest
 Publicity Director..... George Gross
 Chief Engineer..... Leonard Doese

Dominant
SELLING POWER
 in the Nation's
 12th Market

WISN
 MILWAUKEE
 G. W. Grignon
 General Manager

5,000 Watts
A CBS Station

The KATZ AGENCY, Natl. Reps.

W R J N

RACINE—EST. 1928

ABC

WISCONSIN NETWORK—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By Racine Broadcasting Corporation

Address.....441 Main Street
Phone Number.....Jackson 290-291
Transmitter Location...Mount Pleasant, Wisc.
Time on the Air.....6:15 a.m. to 10:15 p.m.
Newspaper Affiliation...Racine Journal-Times
News Service.....AP
Representative.....The Walker Co.
Membership.....NAB, BMB

Personnel

President.....Frank R. Starbuck
General Manager.....H. R. LePoidevin
Station Mgr.-Sales Mgr....Harold J. Newcomb
Sales Pro. Mgr.-Publicity Dir....Ione Andersen
Program Dir.-Production Mgr.-
Chief Announcer.....Lyman Merens
Musical Director.....Orson White
Chief Engineer.....F. Lee Dechant
Record MC.....Keith O'Cain

W J M C

RICE LAKE—EST. 1939

MUTUAL BROADCASTING SYSTEM
ARROWHEAD

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WJMC, Inc.
Address.....1615 S. Main St.
Phone Number.....550
Transmitter Location ..1615 South Main St.
Time on the Air.....6 a.m. to 11 p.m.;
Sundays, 8 a.m. to 11 p.m.

Representative....George P. Hollingberry Co.
Transcription Service.....World, SESAC
Membership.....BMB

Personnel

President.....Walter C. Bridges
Station Manager.....Greg Rouleau
Program Director.....Harry Wills

W H B L

SHEBOYGAN—EST. 1924

ABC

WISCONSIN NETWORK

Frequency: 1330 Kc...Power: 1000 d.; 250 n.;
Owned-Operated By..... Press Publishing
Business Address.....626-636 Center Ave.
Phone Number.....1900

Studio Address.....Press Building
Transmitter LocationHighway No. 141
Time on the Air.....7:00 a.m. to 11 p.m.
Newspaper AffiliationSheboygan Press
News Service.....AP
Transcription Service.....World Broadcasting
Membership.....NAB, BMB

Personnel

Executive Director.....A. Matt Werner
General Manager,
Sales-Commercial Manager....G. P. Richards
Chief Engineer.....Herbert J. Mayer
Record MC.....Al O'Brien

W L B L*

STEVENS POINT—EST. 1924

Frequency: 930 Kc.....Power: 500 Watts D.
Owned By.....Department of Agriculture
Operated by ..Wisconsin Department of Agriculture

Business Address..... Stevens Point
Phone Number.....525
Studio Address.....State Teachers College
Transmitter Location ...Auburndale, Wisconsin
Time on the Air.....Daytime only
News Service.....UP

Personnel

Director.....Milton M. Button
Station Manager.....F. R. Calvert
Program Director.....Jack D. Gear
Chief Engineer.....Walter Ninneman

**Non-Commercial Station*

W D S M

SUPERIOR—EST. 1939

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ridson, Inc.
Address.....Androy Hotel
Phone Numbers.....4451-4452
Time on the Air.....6:30 a.m. to midnight
Newspaper Affiliation.....Duluth Herald-
New Tribune
News Service.....AP
Transcription Service.....Langworth
Representative.....Free and Peters

Personnel

President-Owner.....Robert T. Ridder
Station Manager.....Carl Bloomquist
Chief Engineer.....Mel Lasky

W S B R *
SUPERIOR

Frequency: 1490 Kc.....Power: 250 Watts
PermitteeWFOB, Inc.

*C.P.

W A U X

WAUKESHA—EST. 1946

Frequency: 1510 Kc.....Power: 250 Watts D.
Owned-Operated By.....Waukesha Broad-
casting Co.

Business Address.....319 W. Main St.
Phone Number.....6619
Transmitter Location.....Highway 18
Time on the Air.....6:30 a.m. to sunset
News Service.....AP

Personnel

President.....Carl Taylor
General Manager.....Mig Figi

W S A U

WAUSAU—EST. 1937

COLUMBIA
WISCONSIN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northern Broadcast-
ing Co., Inc.

Address125 Third Street

Phone Number 6521
Transmitter Location 125 Third Street
Time on the Air.....6:30 a.m. to 11:05 p.m.
News Service.....UP, AP
Transcription Service World
Representative.....Howard H. Wilson Co.
Membership BMB

Personnel

PresidentWilliam E. Walker
General Manager.....Ben F. Hovel
Commercial Manager.....J. W. Killeen
Chief Engineer.....Roland W. Richardt

W F H R

WISCONSIN RAPIDS—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....William F. Huffman
Address.....143 West Grand Ave.
Phone Number 1340
Transmitter Location 1500 Bonow Ave.
Time on the Air.....6:30 a.m. to 10:30 p.m.
Newspaper Affiliation.....Wisconsin Daily
News Service AP
Transcription Service Thesaurus
Membership NAB, BMB

Personnel

OwnerWilliam F. Huffman
General Mgr.....
Sales Promotion Mgr.....George T. Frechette
Chief Engineer.....Victor W. Nickel

WYOMING

*Estimated Population, 258,531—Radio Homes, 67,225
Stations in State—8*

K D F N

CASPER—EST. 1930

KEYSTONE—MUTUAL—INTERMOUNTAIN
Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.... Donald L. Hathaway
Address1st and Lennox Streets
Phone Number 407
Transmitter Location 1st and Lennox Sts.
Time on the Air Unlimited license
News ServiceUP
Transcription Service..... Langworth
Representative..... Sear & Ayer, Inc. for
Chicago Intermountain Network by Avery
Knoedel, Inc.

Personnel

General Manager..... Donald L. Hathaway

Sales Manager.....Frederic Hufsmith
Chief Engineer.....D. L. Hathaway

K V O C

CASPER—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned and Operated By.....Casper Tribune-
Herald
Address1540 S. Wolcott St.
Time on the Air.....Full Time License

Personnel

Station Manager.....E. E. Hanway
Commercial Manager.....William P. Gillin

K F B C

CHEYENNE—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1240 Kc.Power: 250 Watts
 Owned-Operated By.....Frontier Broadcasting
 Co.
 AddressPlains Hotel
 Phone Number 4461
 Transmitter Location3rd and Evans
 Time on the Air.....6 a.m. to midnight
 Newspaper AffiliationWyoming Eagle;
 Wyoming State Tribune
 News Service UP
 Transcription Service.....NBC Thesaurus
 RepresentativeW. G. Rambeau Co.
 MembershipNAB, BMB

Personnel

PresidentTracy S. McCracken
 General Mgr.-Station Mgr.....Wm. C. Grove
 Sales Manager.....Frank Flynn
 Sales Promotion Manager.....Max Young
 Program Director.....Dale Sunderland
 Publicity Director.....Margaret O'Brien
 Chief Engineer.....Clark Grove

**K O D I *
 CODY**

Frequency: 1400 Kc.....Power 250 Watts
 PermitteeBig Horn Basin Broadcasting Co.

*C.P.

K P O W

POWELL—EST. 1941

KBS

MUTUAL BROADCASTING SYSTEM

INTERMOUNTAIN AND WYOMING NETWORK

Frequency: 1260 Kc.....Power: 1000 Watts
 Owned-Operated By.....Albert J. Meyer
 Address Powell
 Phone Number 222
 Studio Address.....7th and Hamilton Sts.
 Transmitter Location7th & Hamilton Sts.
 Time on the Air.....6 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....M. M. Cole, SESAC
 Representatives Sears & Ayer
 MembershipNAB, BMB

Personnel

Owner-General Manager.....A. J. Meyer
 Sales Promotion Manager.....Del Brandt
 Chief Engineer.....Del Brandt

K V R S

ROCK SPRINGS—EST. 1938

MUTUAL BROADCASTING

KBS—INTERMOUNTAIN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Wyoming Broadcast-
 ing Company
 Address1307 Wyoming Street
 Phone Number.....93 and 94
 Transmitter Location.....1307 Wyoming St.
 Time on the Air..... 15 hours
 News Service.....AP
 Transcription Service..... Standard
 MembershipNAB, BMB

Personnel

President.....Marjorie L. McCracken
 Production Manager.....Michael Reid
 Publicity Director.....Imogene Parr
 Chief Engineer.....Archie W. Buchanan

K W Y O

SHERIDAN—EST. 1934

KBS

MUTUAL BROADCASTING SYSTEM
 INTERMOUNTAIN AND WYOMING

Frequency: 1410 Kc....Power: 1000 d., 500 n.
 Owned-Operated By.Bighorn Broadcasting Co.
 Business Address19 North Main St.
 Phone Number..... 601-602
 Transmitter Location.....½ mile N.W. Sheridan
 Time on the Air..... 6 a.m. to 11 p.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeSears & Ayer, Inc.
 MembershipNAB, BMB

Personnel

PresidentR. E. Carroll
 General Mgr.-Station Mgr.....Jim Carroll
 Chief Engineer.....Bob Crosthwaite
 Record MC.....Don Huffacker

**K W O R
 WORLAND**

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Joseph P. Ernst
 AddressBox 92
 Phone Number308
 Time on the Air.....7 a.m. to 11 p.m.

Personnel

Owner-General ManagerJoseph P. Ernst
 Chief EngineerJoseph P. Ernst



Coming Soon!

TO SERVE ALASKA'S SWIFTLY
GROWING NEEDS

A husky new running mate for KFAR

KENI

Will be on the air in Anchorage, Alaska, on approximately October 1, 1947. As Alaska's newest and most modern radio station, KENI will join KFAR (Fairbanks) in bringing the wealthy Alaska market the finest in radio entertainment.

KFAR plus KENI will be the outstanding advertising buy in the rich and ever increasing Alaska market.

Write us now for full particulars—including the new combination rates

KENI

Anchorage
5,000 watts—550 kc.

KFAR

Fairbanks
10,000 watts—660 kc.

Owned and Operated By
MIDNIGHT SUN BROADCASTING CO.
Fairbanks, Alaska

National Adv. Mgr.
GILBERT A. WELLINGTON
1011 American Bldg., Seattle 4, Wash.

TERRITORIES — — POSSESSIONS

Alaska

KENI*

ANCHORAGE—EST. 1947

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Midnight Sun Broadcast-
ing Co.
Time on the Air.....Unlimited
Address.....Fairbanks, Alaska
Representative.....Gilbert Wellington

Personnel

President.....Austin E. Lathrop
General Manager.....Alvin O. Bramstedt

*(Scheduled to go on air Oct. 1, 1947)

KFQD

ANCHORAGE—EST. 1924

KEYSTONE BROADCASTING SYSTEM
ALASKA BROADCASTING SYSTEM

Frequency: 790 Kc.....Power: 1000 Watts
(CP-5000)
Owned By.....The Alaska Broadcasting Co.
Operated By.....William J. Wagner
Address.....Box 1040
Phone Number.....Main 143
Studio Address.....412 Fourth Avenue
Transmitter Location.....Anchorage
(CP-3½ miles from Anchorage)
Time on the Air.....Unlimited
News Service.....AP
Transcription Service.....Long-Worth, Keystone
Representative.....Pan American Broadcast-
ing Co.

Personnel

President.....William J. Wagner
General Manager.....William J. Wagner
Station Manager.....Kenneth B. Laughlin
Commercial Manager.....Kenneth Laughlin
Merchandising Manager.....Kenneth Laughlin
Program Director.....Jay Scuter
Production Manager.....Jay Stauter
Publicity Director.....Kenneth Laughlin
Chief Announcer.....William Murray
Chief Engineer.....William J. Wagner
Record MC's.....Bob Sprattin, Don Courtney
See Page 670

KFAR

FAIRBANKS—EST. 1939

ARMED FORCES RADIO SERVICE

Frequency: 660 Kc.....Power: 10000 Watts
Owned-Operated By.....Midnight Sun Broad-
casting Co.
Address.....Box 910
Phone Number.....East 380
Studio Address.....Lathrop Bldg.
Transmitter Location.....Farmer's Loop Rd.
Time on the Air.....7 a.m. to midnight;
Sunday: 12 noon to midnight
Newspaper Affiliation.....Fairbanks Daily
News Miner
News Service.....PA
Transcription Service.....World
Representative.....Gilbert Wellington
Membership.....NAB

Personnel

President.....Austin E. Lathrop
General Manager.....Alvin O. Bramstedt
Program Director.....Allan B. Walker
Publicity Director.....Jay Bickel
Chief Announcer.....Ed Stevens
Musical Director.....Don Adler
Chief Engineer.....August G. Hiebert

KINY

JUNEAU—EST. 1935

ALASKA BROADCASTING SYSTEM

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....Edwin A. Kraft
Business Address.....Box 2597, Juneau;
708 American Building, Seattle, Wash.
Phone Number.....197 (Juneau); Elliott
5488 (Seattle)
Transmitter Location, South Franklin St., Juneau
Time on the Air.....8 a.m. to 1 a.m.
News Service.....AP
Transcription Service.....C. P. MacGregor;
Standard
Representative.....Northwest Radio Adv.,
Homer-Griffith; Pan-American
Membership.....NAB

Personnel

Owner.....Edwin A. Kraft
General and
Station Manager.....Henry M. Hogue
Program Dir.-Chief Announcer...Richard Peter
Chief Engineer.....Lucian Armour

Introducing . . .

the ALASKA BROADCASTING SYSTEM

Alaska's only network covers all of Alaska's primary markets



KFQD ANCHORAGE
5000 w. • 790 kc.

KINY JUNEAU
5000 w. • 930 kc.

KTKN KETCHIKAN
1000 w. • 1460 kc.

Three great stations have combined as a network to give maximum coverage of Alaska's market centers. These are markets with . . .

PURCHASING POWER—the annual per capita income exceeds \$2000.

PURCHASING DESIRE—Alaska imports all consumer merchandise from the United States since it produces little for home consumption.

PURCHASERS—KFQD, KINY, KTKN programs are heard by more than seventy-five per cent of the Alaskan population.

National Representatives

PAN AMERICAN

BROADCASTING COMPANY

330 Madison Avenue

New York 17, N. Y.

Telephone: MURray Hill 2-0810

ALASKA

K T K N

KETCHIKAN—EST. 1942

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By.....Edwin A. Kraft
 AddressBox 1308
 708 American Bldg., Seattle, Wash.
 Transmitter Location.....Ketchikan
 Time on the Air: 8 a.m. to 10:30 p.m.; Satur-
 day: 8 a.m. to midnight.
 News ServiceAP
 Transcription Service.....Standard, NBC
 Thesaurus, MacGregor
 Representatives...Northwest Radio Adv. Co.
 MembershipNAB

Personnel

President and Gen. Mgr.....Edwin A. Kraft
 Station Manager.....Albert E. Lytle
 Chief Engineer.....Herbert L. Foster

K O D K *

KODIAK

Frequency: 1239 Kc.....Power: 250 Watts
 Permittee.....Edwin A. Kraft
 *C.P.

Hawaii

K H B C

HILO—EST. 1936

CBS—MBS

HAWAIIAN BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Hawaiian Broadcast-
 ing System, Ltd.
 Address1285 Kalaniole Ave.
 Transmitter Location.....Hilo
 Time on the Air... ..Unlimited license
 Transcription Service: C. P. MacGregor; World
 Broadcasting System
 RepresentativeJohn Blair & Co.

Personnel

General ManagerJ. Howard Worrall
 Station Manager.....Al Green

K G M B

HONOLULU—EST. 1929

CBS

HAWAIIAN BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 5000 Watts
 Owned By Hawaiian Broadcasting System,
 Limited
 Address1534 Kapiolani Blvd.
 Phone Number2323
 Transmitter Location 1534 Kapiolani Boulevard
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceUP
 Transcription ServiceWorld Broadcasting
 System; Associated Music Publishers; Stand-
 ard
 RepresentativeJohn Blair & Co.
 MembershipNAB

Personnel

President, General Manager,
 Station Manager.....J. Howard Worrall
 Commercial Manager.....Robert L. Dick
 Program Director.....Owen Cunningham
 Production Manager.....Bert Winn
 Chief Engineer.....Ernest L. Lindemann

K G U

HONOLULU—EST. 1922

NBC-ABC

Frequency: 760 Kc.....Power: 2500 Watts
 Licensee:...Marion A. Mulrony & Advertiser
 Publishing Co., Ltd.
 Owned By....Advertiser Publishing Co., Ltd.
 AddressAdvertiser Square
 Transmitter LocationAdvertiser Square
 Time on the Air.....6 a.m. to 11 p.m.
 Newspaper Affiliation ...Honolulu Advertiser
 Lang-Worth
 RepresentativeThe Katz Agency

Personnel

President.....Lorrin P. Thurston
 General Manager.....M. A. Mulrony

K H O N

HONOLULU

DON LEE—MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Alaha
 Broadcasting Co., Ltd.
 Address3175 Noela Drive
 Time on the Air.....Full Time License
 RepresentativeAvery-Knodel, Inc.

K P O A

HONOLULU—EST. 1946

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By...Inland Broadcasting Co.
 Address.....P. O. Box 3499
 Phone Number.....Honolulu 92761 or 94554
 Transmitter Location.....Kapiolani Blvd. and
 Date St.

Time on the Air.....5:30 a.m. to 12 midnight;
 Sunday: 7 a.m. to 12 midnight
 News ServiceAP
 Transcription Service.....Lang-Worth
 RepresentativeEdward Petry & Co.
 Membership NAB

Personnel

Partners.....H. C. Putnam, J. D. Keating,
 J. E. McCaw
 General Manager.....Henry C. Putnam
 Sales Manager (Local).....Harry F. Cooper
 Sales Manager (National).....Richard S. Downie
 Merchandising Manager....Richard S. Downie
 Program Director.....Don E. Klein
 Production Manager.....Larry Grant
 Chief Engineer.....James R. Bird

K U L A

HONOLULU—EST. 1946

ABC

Frequency: 690 Kc.....Power: 10,000 Watts
 Owned-Operated By...Pacific Frontier Broad-
 casting Co., Ltd.
 Address.....P. O. Box 1479
 Studio Address.....1525 Kapiolani Blvd.
 Transmitter Location.....4617 Kalaniana'ole
 (Highway near Waialae Golf Course)
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Capitol
 Membership NAB

Personnel

President.....Harold T. Kay
 General Manager.....Frank V. Webb
 Chief Engineer.....Homer R. Johnson

K T O H

LIHUE, KAUAI—EST. 1940

CBS—HBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Garden Island Pub-
 lishing Co.
 Address.....Box 1748
 Phone Number.....261, 361

Transmitter Location.....Lihue, Kauai
 Time on the Air.....6:30 a.m. to 10:45 p.m.
 Newspaper Affiliation.....Garden Island
 News ServiceUP
 Transcription Service.....Standard
 National Sales Office.....John Blair & Co.
 Membership NAB

Personnel

President and General Mgr.....Charles J. Fern
 Sales Manager.....John P. Needham
 Program Director.....Raymond K. Sasaki
 Chief Engineer.....Katashi Nose

K M V I

WAILUKU, MAUI—EST. 1946

MUTUAL—DON LEE

Frequency: 550 Kc.....Power 1000 Watts
 Owned-Operated By...Maui Publishing Co., Ltd.
 Address.....P. O. Box 374
 Phone Number.....Wailuku 981
 Transmitter Location.....Kaahumanu Ave.
 Time on the Air.....5 a.m. to 12 midnight
 Newspaper affiliation.....Maui News
 News ServiceUP
 Transcription Service...Standard, Lang-Worth,
 Cole, MacGregor
 RepresentativeThe Walker Co.
 Membership NAB

Personnel

President.....J. Walter Cameron
 General Manager.....Ezra J. Crane
 Station Manager.....Richard E. Mawson
 Sales Manager.....Charles C. Young
 Program Director.....Richard E. Mawson
 Chief Engineer.....T. C. Frerichs

For the best in news . . .

AP

The Link of the Americas

WNEL

SAN JUAN, PUERTO RICO

**NOW ON THE AIR WITH
A NEW DIRECTIONAL ANTENNA**

5000 Watts

— **Full Time** —

860 Kc

N.B.C. AFFILIATE

WNEL

JUAN PIZA

**New York Office:
470 Park Avenue**

ELdorado 5-6788

Puerto Rico

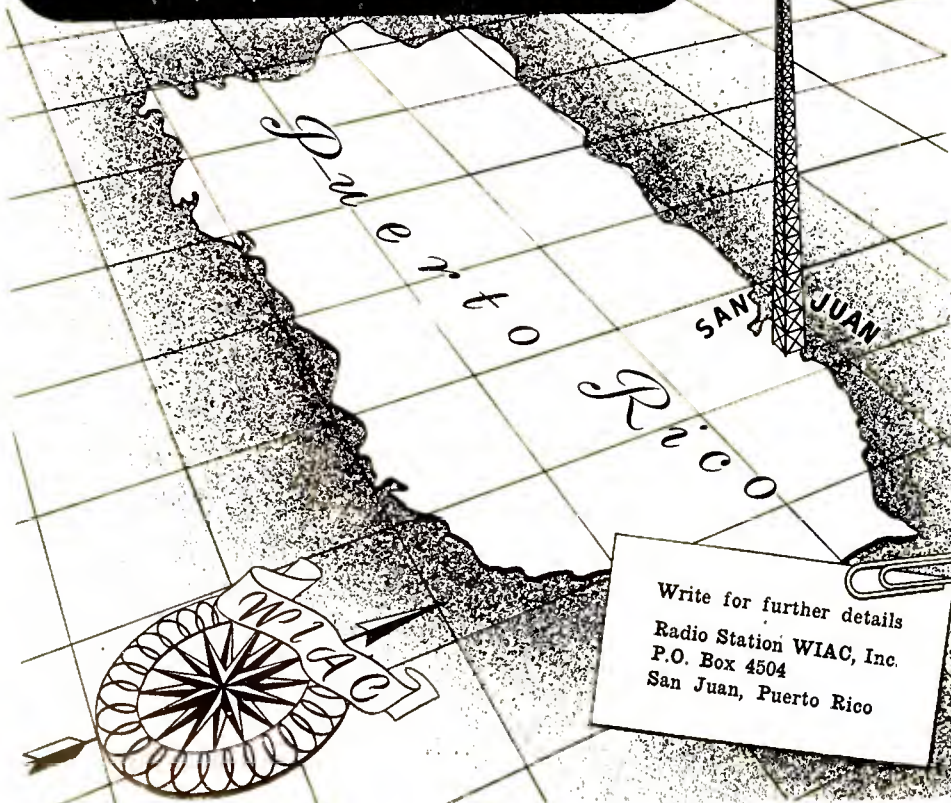
IS MORE THAN JUST AN ISLAND
SURROUNDED BY WATER . . .

Here indeed is a market that should not be overlooked. There are 2,000,000 **American Citizens** in PUERTO RICO. Their yearly purchases from the United States amount to the impressive figures of \$225,000,000.00. And more impressive is the fact that their preferred dial spot is WIAC. WIAC offers **Full Coverage of Puerto Rico, The Virgin Islands** as well as partial coverage of all the West Indies.

WIAC

5000 WATTS

580 K C



Write for further details
Radio Station WIAC, Inc.
P.O. Box 4504
San Juan, Puerto Rico

Puerto Rico

WKVM*

ARECIBO—EST. 1944

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....American Colonial
Broadcasting Co.

* Did Not Return Questionnaire.

(CALL LETTERS TO BE ASSIGNED)
ARECIBO*

Frequency: 1280 Kc.....Power: 1000 Watts
Permittee.....Caribbean Broadcasting Co.

*C.P.

WKJB

MAYAGUEZ—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Jose Bechara, Jr.
Address.....Minerva St. No. 8, Box 1293
Phone Number.....983
Transmitter Location.....Guamajibo Rd. K-1-H-9
Time on the Air.....15 hours daily

Personnel

Owner.....Jose Bechara, Jr.
General Manager.....Jaime Sanjurjo
Production Manager.....A. Basora
Chief Engineer.....Ralph P. Perry

W P R A

MAYAGUEZ—EST. 1937

Frequency: 990 Kc.....Power: 5000 d. 1000 u.
Owned-Operated By.....Puerto Rico Advt. Co.
Address.....McKinley St.
Phone Number.....269
Transmitter Location.....Sabanetas
Time on the Air.....Unlimited license
Membership.....NAB

Personnel

President and Gen. Mgr.....Andres Camara
Station Manager.....Luis Freyre
Program Director.....Virginia Di Cristina
Production Manager.....Pedro Ojeda
Publicity Director.....Maria Alvarez De Moran
Chief Announcer.....Manuel Ramirez
Musical Director.....Virginia Di Cristina
Chief Engineer.....Luis Freyre
Record MC.....Manuel Ramirez

W P B P*

MAYAGUEZ

Frequency: 1450 Kc.....Power: 250 Watts
Permittee.....Paradise Broadcasting Co.

*C.P.

(CALL LETTERS TO BE ASSIGNED)
MAYAGUEZ*

Frequency: 1490 Kc.....Power: 250 Watts
Permittee.....Electronic Corp. of P. R.

*C.P.

W P A B

PONCE—EST. 1939

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By...Portorican American
Broadcasting Co., Inc.

Address.....17 Leon St.
Phone Number.....783 & 1177
Transmitter Location.Carretera Los Pampanos,
Playa de Ponce

Time on the Air....7 a.m. to 11 p.m. Sundays;
6:15 a.m. to 11 p.m. weekdays

News Service.....AP
Transcription Service.....BMI

Personnel

Gen. Mgr.-Station Mgr....A. Gimenez Aguayo
Sales Manager.....Antonio Miro
Chief Announcer.....Jose R. Diaz
Musical Director.....Domingo Colon Suris

(See Page 676)

W P R P

PONCE—EST. 1936

Frequency: 1420 Kc.....Power: 250 Watts
Owned-Operated By..Voice of Puerto Rico, Inc.
Address.....P. O. Box 430
Transmitter Location.....Trujillo St.

Time on the Air.....7 a.m. to 10:30 p.m.;
Saturday: 7 a.m. to 11 p.m.; Sunday: 8 a.m.
to 10:30 p.m.

Membership.....NAB

Personnel

President.....Andres Grillasca
Commercial Manager...Jose Ramon Rodriguez

W A P A

SAN JUAN—EST. 1946

MUTUAL—ABC

Frequency: 680 Kc.....Power: 10,000 Watts
Owned By.....Jose Ramon Quinones

W A P A

"THE VOICE OF THE CARIBBEAN"

680 kc — San Juan, Puerto Rico — 10,00 watts

FIRST

in

POWER

PROGRAMS

PERFORMANCE

You reach *all* of Puerto Rico . . . and more* with

W A P A

- Puerto Rico is the \$200,000,000 market in the Caribbean where the Americas meet.
- Puerto Rico has more radios per 1,000 people than any country in the Caribbean.
- WAPA is Puerto Rico's newest and strongest station—10,000 watts.
- WAPA reaches all Puerto Rico and beyond to the shores of South and Central America.

Represented by
PAUL H. RAYMER COMPANY

José Ramón Quiñones
Owner

Harwood Hull, Jr.
General Manager

Address P. O. Box 4563
 Phone Number..... 2-4271
 Studio Address... Stop 6½ Ponce de Leon Ave.
 Transmitter Location..... Guaynabo, P. R.
 Time on the Air..... 6 a.m. to 11:30 p.m.
 News Service..... AP
 Transcription Service..... Thesaurus

Personnel

Owner Jose Ramon Quinones
 General Manager..... Harwood Hull, Jr.
 Chief Engineer... Rafael Acosta, Hector Moll
 (Studio)

W I A C

SAN JUAN—EST. 1941

Frequency: 580 Kc..... Power: 5000 Watts
 Owned-Operated By.. Radio Station WIAC, Inc.
 Business Address..... P. O. Box 4504
 Studio Address..... Stop 11, Santurce, P. R.
 Transmitter Location..... Carolina Rd.,
 3 miles east of San Juan
 Time on the Air..... Unlimited
 News Service AP
 Transcription Service Standard Radio
 Representative..... West Indies Advt. Co.

Personnel

Owner Mrs. Enrique Abarca
 General Mgr. Station Mgr..... Tomas Muniz
 Commercial Manager..... J. V. Aguirre
 Program Director..... Rafael H. Benitez
 Chief Announcer... Osvaldo Torres Velazquez
 Musical Director..... Jose Raul Ramirez
 Chief Engineer..... Alfonso Sanchez
 Record MC..... Rafael H. Benitez
 (See Page 674)

W K A Q

SAN JUAN—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc..... Power: 5000 Watts
 Owned-Operated By.... Radio Corporation of
 Porto Rico
 Address Box 3746
 Phone Number..... 2-2023
 Studio Address..... 30 Tetuan St.
 Transmitter Location..... Sabana Llana
 Time on the Air..... 6:45 a.m. to 11:30 p.m.
 News Service AP
 Representative Melchor Guzman Co., Inc.
 Membership NAB

Personnel

General Manager..... Edward J. Powell
 Station Manager Manuel Ochoa
 Sales Manager..... Jose C. Irizarry
 Merchandising Manager..... E. J. Powell

Program Director..... Manuel Ochoa
 Chief Engineer..... Angel P. del Valle

W N E L

SAN JUAN—EST. 1934

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc..... Power: 5000 Watts
 Owned-Operated By..... Juan Piza
 Address..... No. 258 Brau St.
 Phone Numbers..... 2-1300; 2-1309
 Transmitter Location..... Isla Verde
 Time on the Air..... 6 a.m. to 12 midnight
 News Service..... UP
 Transcription Service..... Lang-Worth, World
 Representative J. Piza

Personnel

Owner Juan Piza
 General Manager..... Oscar H. Romaguera
 Commercial Manager..... Rudolfo Blanco
 Sales Promotion Mgr..... Camilo Fraticelli
 Program Director..... Maria Teresa Padilla
 Production Manager..... James Deig
 Chief Announcer..... Luis E. Marrero
 Musical Director..... E. Torruellas
 Chief Engineer..... William H. Greer

(See Page 673)

NEWS COMMENTATOR

PRODUCER-ANNOUNCER

EMILY AULL

Musical America

and

SPANISH PROGRAM

PRELUDIO



WARNER AULL

ANNOUNCER

OF SPANISH PROGRAMS

SAN JUAN, PUERTO RICO