
STATIONS

Alphabetical Listing

•

*U. S. Standard Stations
Indexed by Call Letters—
Location*

•

*Stations Alphabetically
Listed by States—Cities*

•

Personnel

•

Other Detailed Information



MUSIC IS NO PASSING FANCY A love of fine music is no passing fancy. It is intense, devout, ever-growing . . . makes the music lover a special kind of radio listener . . . a listener devoted to the programs of WQXR-WQXQ. More than half a million music loving families in and around New York listen habitually to WQXR-WQXQ . . . to the extent that no other station can reach them as effectively. Leading advertisers are concentrating more and more on this huge audience . . . selling their products through the interest created by good music. For greater sales in the world's greatest market, use WQXR-WQXQ . . . the stations distinguished for good music and the news bulletins of The New York Times.

WQXR

*. . . and FM Station WQXQ
Radio Stations of The New York Times*

Index Of The Standard Stations Of The United States

Call Letters—City—State—Page Number Providing Complete Information

Call Letters	City—State	See Page	Call Letters	City—State	See Page
KABC	San Antonio, Tex.	658	KBKR	Baker, Ore.	585
KABR	Aberdeen, S. Dak.	624	KBLF	Red Bluff, Cal.	340
KADA	Ada, Okla.	577	KBLH	Pauls Valley, Okla.	582
KADP	Pueblo, Colo.	354	KBMY	Billings, Mont.	495
KAFY	Bakersfield, Cal.	327	KBND	Bend, Ore.	585
KAGH	Pasadena, Cal.	339	KBNE	Boulder City, Nev.	502
KAKC	Tulsa, Okla.	582	KBOA	Kennett, Mo.	491
KAKE	Wichita, Kans.	430	KBOL	Boulder, Colo.	351
KALB	Alexandria, La.	437	KBON	Omaha, Neb.	501
KALE	Portland, Ore.	588	KBOW	Butte, Mont.	496
KALL	Salt Lake City, Utah	665	KBRC	Mt. Vernon, Wash.	676
KAMD	Camden, Ark.	321	KBRL	McCook, Neb.	500
KAMQ	Amarillo, Tex.	637	KBRO	Bremerton, Wash.	675
KANA	Anaconda, Mont.	495	KBST	Big Springs, Tex.	640
KAND	Corsicana, Tex.	643	KBTM	Jonesboro, Ark.	323
KANE	New Iberia, La.	441	KBUC	Corona, Cal.	328
KANS	Wichita, Kans.	430	KBUD	Athens, Tex.	638
KARK	Little Rock, Ark.	323	KBUH	Brigham, Utah	662
KARM	Fresno, Cal.	329	KBUN	Bemidji, Minn.	477
KARV	Mesa, Ariz.	318	KBUR	Burlington, Ia.	418
KASA	Elk City, Okla.	578	KBWD	Brownwood, Tex.	640
KASH	Eugene, Ore.	586	KBYE	Oklahoma City, Okla.	579
KAST	Astoria, Ore.	585	KBYR	Anchorage, Alaska	695
KATE	Albert Lea, Minn.	477	KBZY	Grand Rapids, Minn.	478
KATL	Houston, Tex.	650	KCBC	Des Moines, Ia.	419
KATO	Reno, Nev.	503	KCBD	Lubbock, Texas	654
KAUS	Austin, Minn.	477	KCHS	Hot Springs, N. Mex.	512
KAVE	Carlsbad, N. Mex.	512	KCID	Caldwell, Ida.	392
KAVR	Havre, Mont.	497	KCIL	Houma, La.	428
KAWT	Douglas, Ariz.	317	KCKN	Kansas City, Kans.	429
KAYS	Hays, Kans.	428	KCLA	Pine Bluff, Ark.	324
KAYX	Waterloo, Ia.	425	KCLE	Cleburne, Tex.	641
KBGS	St. Louis, Mo.	493	KCMC	Texarkana, Tex.	660
KBIO	Burley, Ida.	392	KCMJ	Palm Springs, Calif.	339
KBIX	Muskogee, Okla.	579	KCMO	Kansas City, Mo.	489
KBIZ	Ottumwa, Ia.	423	KCNA	Tucson, Ariz.	320
KBKI	Alice, Tex.	637	KCNC	Fort Worth, Tex.	649

Call Letters	City—State	See Page
KCOK	Tulare, Cal.	349
KCOL	Fort Collins, Colo.	353
KCOM	Sioux City, Ia.	425
KCOR	San Antonio, Tex.	658
KCOY	Santa Maria, Cal.	347
KCRA	Sacramento, Cal.	340
KCRC	Enid, Okla.	578
KCRG	Cedar Rapids, Ia.	418
KCRS	Midland, Tex.	655
KCRT	Trinidad, Colo.	355
KCSB	San Bernadino, Cal.	341
KCSJ	Pueblo, Colo.	354
KCSM	Colorado Springs, Colo.	351
KCSU	Provo, Utah	663
KCTI	Gonzales, Tex.	650
KCTX	Childress, Tex.	641
KCVR	Lodi, Cal.	332
KDAL	Duluth, Minn.	477
KDAN	Oroville, Cal.	339
KDB	Santa Barbara, Cal.	347
KDEC	Decorah, Ia.	419
KDFN	Casper, Wyo.	692
KDHL	Fairbault, Minn.	478
KDIX	Dickinson, N. Dak.	560
KDKA	Pittsburgh, Penn.	607
KDLK	Del Rio, Tex.	645
KDLR	Devils Lake, N. Dak.	560
KDMO	Carthage, Mo.	486
KDNT	Denton, Tex.	645
KDON	Monterey, Cal.	335
KDRO	Sedalia, Mo.	494
KDRS	Paragould, Ark.	324
KDSH	Boise, Ida.	392
KDSJ	Deadwood, S. Dak.	624
KDTH	Dubuque, Ia.	422
KDUR	Durant, Okla.	578
KDWT	Stamford, Tex.	659
KDYL	Salt Lake City, Utah.	665
KDZA	Pueblo, Colo.	355
KEBE	Jacksonville, Tex.	653
KECA	Los Angeles, Cal.	333
KECK	Odessa, Tex.	655
KEEN	San Jose, Cal.	345
KEIO	Pocatello, Ida.	394
KELA	Centralia and Chehalis, Wash.	675
KELD	El Dorado, Ark.	321
KELN	Ely, Nev.	502
KELO	Sioux Falls, S. Dak.	625
KELP	El Paso, Tex.	647
KENI	Anchorage, Alaska	695
KENT	Shreveport, La.	443
KENO	Las Vegas, Nev.	502

Call Letters	City—State	See Page
KEPO	El Paso, Tex.	647
KERN	Bakersfield, Cal.	327
KERO	Bakersfield, Cal.	327
KERS	Elko, Nev.	502
KEX	Portland, Ore.	588
KEXO	Grand Junction, Colo.	354
KEYS	Corpus Christi, Tex.	641
KEYY	Pocatello, Ida.	394
KFAB	Omaha, Neb.	501
KFAC	Los Angeles, Cal.	333
KFAK	Flagstaff, Ariz.	317
KFAM	St. Cloud, Minn.	480
KFAR	Fairbanks, Alaska	695
KFBB	Great Falls, Mont.	496
KFBC	Cheyenne, Wyo.	693
KFBI	Wichita, Kans.	430
KFBK	Sacramento, Cal.	340
KFDA	Amarillo, Tex.	637
KFDM	Beaumont, Tex.	639
KFDX	Wichita Falls, Tex.	662
KFEL	Denver, Colo.	352
KFEQ	St. Joseph, Mo.	491
KFFA	Helena, Ark.	322
KFGO	Fargo, N. Dak.	561
KFH	Wichita, Kans.	430
KFI	Los Angeles, Cal.	333
KFIO	Spokane, Wash.	677
KFIZ	Fond du Lac, Wisc.	686
KFJB	Marshalltown, Ia.	422
KFJI	Klamath Falls, Ore.	587
KFJZ	Fort Worth, Tex.	647
KFKA	Greeley, Colo.	354
KFLW	Klamath Falls, Ore.	587
KFMB	San Diego, Cal.	342
KFMJ	Tulsa, Okla.	582
KFMO	Flat River, Mo.	488
KFNF	Shenandoah, Ia.	423
KFOR	Lincoln, Neb.	500
KFOX	Long Beach, Cal.	332
KFPW	Ft. Smith, Ark.	322
KFQD	Anchorage, Alaska	695
KFRB	Fairbanks, Alaska	695
KFRC	San Francisco, Cal.	343
KFRE	Fresno, Cal.	331
KFRM	Kansas City, Kans.	489
KFRO	Longview, Tex.	653
KFRU	Calumbia, Mo.	488
KFSA	Fort Smith, Ark.	322
KFSB	Joplin, Mo.	488
KFSD	San Diego, Cal.	342
KFUN	Las Vegas, N. Mex.	513
KFVD	Los Angeles, Cal.	333
KFVS	Cape Girardeau, Mo.	486

Call Letters	City—State	See Page
KFWB	Hollywood, Cal.	331
KFXD	Nampa, Ida.	394
KFXJ	Grand Junction, Colo.	354
KFXM	San Bernardino, Cal.	341
KFYN	Bonham, Tex.	640
KFYO	Lubbock, Tex.	654
KFYR	Bismarck, N. Dak.	560
KGA	Spokane, Wash.	678
KGAF	Gainesville, Tex.	649
KGAK	Gallup, N. Mex.	512
KGAR	Garden City, Kans.	428
KGB	San Diego, Cal.	342
KGBC	Galveston, Tex.	650
KGBS	Harlingen, Tex.	650
KGBX	Springfield, Mo.	494
KGCU	Mandan, N. Dak.	561
KGCX	Sidney, Mont.	499
KGDE	Fergus Falls	478
KGDM	Stockton, Cal.	348
KG EK	Sterling, Colo.	355
KGEM	Boise, Ida.	392
KGER	Long Beach, Cal.	333
KGEW	Oroville, Cal.	339
KGEZ	Kalispell, Mont.	497
KGFF	Shawnee, Okla.	582
KG FJ	Hollywood, Cal.	332
KGFL	Roswell, N. Mex.	513
KGFM	Great Falls, Mont.	496
KGFN	Grass Valley, Cal.	331
KGFW	Kearney, Neb.	499
KGFX	Pierre, S. Dak.	624
KG GF	Coffeyville, Kans.	427
KGGM	Albuquerque, N. Mex.	511
KGHF	Pueblo, Colo.	355
KGHI	Little Rock, Ark.	323
KGHL	Billings, Mont.	495
KGIL	Sherman Oaks, Cal.	348
KGIW	Alamosa, Colo.	351
KGKB	Tyler, Tex.	660
KGKL	San Angelo, Tex.	657
KGLO	Mason City, Ia.	423
KG LU	Safford, Ariz.	319
KGMB	Honolulu, Hawaii	696
KGNC	Amarillo, Tex.	637
KGNO	Dodge City, Kans.	427
KGO	San Francisco, Cal.	343
KGON	Oregon City, Ore.	588
KGRH	Fayetteville, Ark.	322
KGRI	Henderson, Tex.	650
KGU	Honolulu, Hawaii	696
KGVL	Greenville, Tex.	650
KGVO	Missoula, Mont.	498
KGW	Portland, Ore.	589

Call Letters	City—State	See Page
KGY	Olympia, Wash.	676
KGYW	Vallejo, Cal.	349
KHAS	Hastings, Neb.	499
KHBC	Hilo, Hawaii	696
KHBG	Okmulgee, Okla.	581
KHJ	Los Angeles, Cal.	334
KHMO	Hannibal, Mo.	488
KHON	Honolulu, Hawaii	697
KHOZ	Harrison, Ark.	322
KHQ	Spokane, Wash.	678
KHSL	Chico, Cal.	328
KHUB	Watsonville, Cal.	350
KHUM	Eureka, Cal.	329
KHUZ	Borger, Tex.	640
KIBH	Seward, Alaska	696
KICA	Clovis, N. Mex.	512
KICD	Spencer, Ia.	425
KICN	Mason City, Ia.	423
KICO	Calexico, Cal.	328
KID	Idaho Falls, Ida.	393
KIDO	Boise, Ida.	392
KIEM	Eureka, Cal.	329
KIEV	Glendale, Cal.	331
KIFI	Idaho Falls, Ida.	393
KIJV	Huron, S. Dak.	624
KILM	Lincoln, Neb.	500
KILO	Grand Forks, N. Dak.	561
KIMA	Yakima, Wash.	680
KIMO	Independence, Mo.	488
KIND	Independence, Kans.	429
KING	Seattle, Wash.	676
KINY	Juneau, Alaska	695
KIOA	Des Moines, Ia.	421
KIOX	Bay City, Tex.	638
KIPA	Hilo, Hawaii	696
KIRO	Seattle, Wash.	676
KIRX	Kirksville, Mo.	491
KISD	Sioux Falls, S. D.	625
KIST	Santa Barbara, Cal.	347
KIT	Yakima, Wash.	680
KITE	San Antonio, Tex.	658
KITO	San Bernardino, Cal.	341
KIUL	Garden City, Kans.	428
KIUN	Pecos, Tex.	657
KIUP	Durango, Colo.	353
KIXL	Dallas, Tex.	643
KIYI	Shelby, Mont.	498
KJAM	Vernal, Utah	666
KJAN	Opelousas, La.	442
KJAY	Topeka, Kans.	429
KJBS	San Francisco, Cal.	343
KJR	Seattle, Wash.	677
KJSK	Columbus, Neb.	499
KKIN	Visalia, Cal.	350

Call Letters	City—State	See Page
KLAC	Los Angeles, Cal.	334
KLAS	Las Vegas, Nev.	502
KLBM	La Grande, Ore.	587
KLCN	Blytheville, Ark.	321
KLEE	Houston, Tex.	651
KLIF	Dallas, Tex.	643
KLIK	San Diego, Cal.	342
KLIX	Twin Falls, Ida.	394
KLIZ	Brainerd, Minn.	477
KLMR	Lamar, Colo.	354
KLO	Ogden, Utah	662
KLOK	San Jose, Cal.	345
KLOU	Lake Charles, La.	439
KLPM	Minot, N. Dak.	562
KLPR	Oklahoma City, Okla.	579
KLRA	Little Rock, Ark.	324
KLUF	Galveston, Tex.	650
KLWT	Lebanon, Mo.	491
KLX	Oakland, Calif.	338
KLZ	Denver, Colo.	352
KMA	Shenandoah, Ia.	423
KMAC	San Antonio, Tex.	658
KMAE	McKinney, Tex.	654
KMBC	Kansas City, Mo.	489
KMED	Medford, Ore.	587
KMFR	Great Falls, Mont.	496
KMHK	Mitchell, S. Dak.	624
KMHL	Marshall, Minn.	479
KMHT	Marshall, Tex.	655
KMHU	Muskogee, Okla.	579
KMJ	Fresno, Cal.	331
KMLB	Monroe, La.	439
KMNJ	Grand Island, Neb.	499
KMO	Tacoma, Wash.	678
KMON	Great Falls, Mont.	497
KMOX	St. Louis, Mo.	493
KMPC	Los Angeles, Cal.	334
KMSU	Missoula, Mont.	498
KMVI	Wailuku, Hawaii	697
KMYC	Marysville, Cal.	335
KMYR	Denver, Colo.	353
KNAF	Fredericksburg, Tex.	649
KNAK	Salt Lake City, Utah	665
KNBC	San Francisco, Cal.	344
KNEB	Scottsbluff, Neb.	502
KNEL	Brady, Tex.	640
KNET	Palestine, Tex.	656
KNEU	Provo, Utah	663
KNEV	Fallon, Nev.	502
KNEW	Spokane, Wash.	678
KNGS	Hanford, Cal.	332
KNOE	Monroe, La.	439
KNOG	Noogales, Arizona	318

Call Letters	City—State	See Page
KNOW	Austin, Tex.	638
KNOX	Grand Forks, N. Dak.	561
KNPT	Newport, Ore.	588
KNX	Los Angeles, Cal.	334
KOA	Denver, Colo.	353
KOAL	Price, Utah	663
KOAM	Pittsburgh, Kans.	429
KOAT	Albuquerque, N. Mex.	511
KOB	Albuquerque, N. Mex.	512
KOBE	Las Cruces, N. Mex.	513
KOCA	Kilgore, Tex.	653
KOCO	Salem, Ore.	590
KOCS	Ontario, Cal.	338
KOCY	Oklahoma City, Okla.	581
KODI	Cody, Wyo.	693
KODL	The Dalles, Ore.	586
KODY	N. Platte, Nebraska	500
KOGT	Orange, Tex.	656
KOH	Reno, Nev.	503
KOIL	Omaha, Neb.	501
KOIN	Portland, Ore.	589
KOJM	Havre, Mont.	497
KOKO	La Junta, Colo.	354
KOKX	Keokuk, Ia.	422
KOL	Seattle, Wash.	677
KOLE	Port Arthur, Tex.	657
KOLN	Lincoln, Neb.	500
KOLO	Reno, Nev.	503
KOLT	Scottsbluff, Neb.	502
KOMA	Oklahoma City, Okla.	581
KOME	Tulsa, Okla.	583
KOMO	Seattle, Wash.	677
KOMW	Omak, Wash.	676
KONO	San Antonio, Tex.	658
KONP	Port Angeles, Wash.	676
KOOL	Phoenix, Ariz.	318
KOOS	Coos Bay, Ore.	585
KOPO	Tucson, Ariz.	320
KOPP	Ogden, Utah	663
KOPR	Butte, Mont.	496
KORA	Bryan, Tex.	641
KORC	Mineral Wells, Tex.	655
KORE	Eugene, Ore.	586
KORN	Fremont, Neb.	499
KOSA	Odessa, Tex.	656
KOSF	Nacogdoches, Tex.	655
KOTA	Rapid City, S. Dak.	625
KOTN	Pine Bluff, Ark.	324
KOVC	Valley City, N. Dak.	562
KOVE	Miami, Okla.	579
KOVO	Provo, Utah	663
KOWH	Omaha, Neb.	501
KOWL	Santa Monica, Cal.	348

Call Letters	City—State	See Page
KOY	Phoenix, Ariz.	319
KPAB	Laredo, Tex.	653
KPAC	Port Arthur, Tex.	657
KPAS	Banning, Cal.	327
KPBX	Beaumont, Tex.	639
KPDN	Pampa, Tex.	656
KPDQ	Portland, Ore.	589
KPDR	Alexandria, La.	437
KPET	Lamesa, Tex.	653
KPHC	Walsenburg, Colo.	355
KPHO	Phoenix, Ariz.	319
KPIK	San Luis Obispo, Cal.	345
KPKW	Pasco, Wash.	676
KPLC	Lake Charles, La.	439
KPLT	Paris, Tex.	656
KPMC	Bakersfield, Cal.	327
KPMO	Pomona, Cal.	339
KPOA	Honolulu, Hawaii	697
KPOW	Powell, Wyo.	693
KPQ	Wenatchee, Wash.	679
KPRC	Houston, Tex.	651
KPRK	Livingston, Mont.	498
KPRL	Paso Robles, Cal.	339
KPRO	Riverside, Cal.	340
KPSC	Phoenix, Ariz.	319
KQV	Pittsburgh, Penn.	607
KQW	San Jose, Cal.	345
KRAI	Craig, Colo.	351
KRAL	Rawlins, Wyo.	693
ERAM	Las Vegas, Nev.	502
KRBA	Lufkin, Tex.	654
KRBC	Abilene, Tex.	637
KRCT	Goose Creek, Tex.	650
KRDO	Colorado Springs, Colo.	351
KRDU	Dinuba, Cal.	329
KRE	Berkeley, Cal.	328
KREI	Farmington, Mo.	488
KREL	Goose Creek, Tex.	650
KREM	Spokane, Wash.	678
KREO	Indio, Cal.	332
KRES	St. Joseph, Mo.	493
KRGV	Weslaco, Tex.	661
KRHD	Duncan, Okla.	578
KRIC	Beaumont, Tex.	639
KRIG	Odessa, Tex.	656
KRIO	McAllen, Tex.	654
KRIS	Corpus Christi, Tex.	641
KRJF	Miles City, Mont.	498
KRKD	Los Angeles, Cal.	334
KRKN	Ft. Smith, Ark.	322
KRKO	Everett, Wash.	675
KRLC	Lewiston, Ida.	393
KRLD	Dallas, Tex.	643

Call Letters	City—State	See Page
KRLN	Canon City, Colo.	351
KRND	Shreveport, La.	443
KRNO	San Bernardino, Cal.	342
KRNR	Roseburg, Ore.	590
KRNT	Des Moines, Ia.	421
KROC	Rochester, Minn.	480
KROD	El Paso, Tex.	647
KROF	Abbeville, La.	437
KROM	Pueblo, Colo.	355
KROP	Brawley, Calif.	328
KROS	Clinton, Ia.	418
KROW	Oakland, Cal.	338
KROX	Crookston, Minn.	477
KROY	Sacramento, Cal.	341
KRPL	Moscow, Ida.	393
KRRV	Cherman Danison, Tex.	653
KRSC	Seattle, Wash.	677
KRST	Tyler, Tex.	660
KRTN	Raton, N. Mex.	513
KRUL	Corvallis, Ore.	586
KRUN	Ballinger, Tex.	638
KRUS	Ruston, La.	443
KRUX	Glendale, Phoenix, Ariz.	318
KRUZ	Santa Cruz, Calif.	347
KSAL	Salina, Kans.	429
KSAM	Huntsville, Tex.	651
KSAN	San Francisco, Cal.	344
KSBW	Salinas, Cal.	341
KSCJ	Sioux City, Ia.	425
KSCO	Santa Cruz, Calif.	347
KSD	St. Louis, Mo.	493
KSDJ	San Diego, Cal.	342
KSDN	Aberdeen, S. Dak.	624
KSEI	Pocatello, Ida.	394
KSEK	Pittsburgh, Kans.	429
KSEL	Lubbock, Tex.	653
KSEM	Moses Lake, Wash.	675
KSEO	Durant, Okla.	578
KSET	El Paso, Tex.	647
KSFA	Nacogdoches, Tex.	655
KSFE	Needles, Cal.	338
KSFO	San Francisco, Cal.	344
KSFT	Trinidad, Colo.	355
KSGM	St. Genevieve, Mo.	491
KSGN	Sanger, Cal.	345
KSIB	Creston, Ia.	419
KSIG	Crowley, La.	438
KSIL	Silver City, N. Mex.	513
KSIM	Sikeston, Mo.	494
KSIW	Woodward, Okla.	583
KSIX	Corpus Christi, Tex.	643
KSJB	Jamestown, N. Dak.	561
KSJO	San Jose, Cal.	345

Call Letters	City—State	See Page
KSKY	Dallas, Tex.	645
KSL	Salt Lake City, Utah	665
KSLM	Salem, Ore.	590
KSLO	Opelousas, La.	443
KSMA	Santa Maria, Cal.	347
KSMI	Seminole, Okla.	582
KSMN	Mason City, Ia.	423
KSMO	San Mateo, Cal.	346
KSMR	Douglas, Ariz.	317
KSO	Des Moines, Ia.	421
KSOK	Arkansas City, Kans.	427
KSOL	Yuma, Ariz.	321
KSON	San Diego, Cal.	343
KSOO	Sioux Falls, S. Dak.	625
KSPA	Santa Paula, Cal.	348
KSPI	Stillwater, Okla.	582
KSRO	Santa Rosa, Cal.	348
KSRV	Ontario, Ore.	588
KSST	Sulphur Springs, Tex.	659
KSTA	Coleman, Tex.	641
KSTB	Breckenridge, Tex.	640
KSTN	Stockton, Cal.	348
KSTP	St. Paul-Minneapolis, Minn.	480
KSTT	Davenport, Ia.	419
KSTV	Stephenville, Tex.	659
KSUB	Cedar City, Utah	662
KSUH	Susanville, Cal.	349
KSUN	Bisbee, Ariz.	317
KSVL	Richfield, Utah	663
KSVP	Artesia, N. Mex.	512
KSWI	Council Bluffs, Ia.	418
KSWM	Joplin, Mo.	488
KSWO	Lawton, Okla.	579
KSWs	Roswell, N. Mex.	513
KSYC	Yreka, Cal.	350
KSYL	Alexandria, La.	437
KTAN	Sherman, Tex.	659
KTAR	Phoenix, Ariz.	319
KTBB	Tyler, Tex.	660
KTBC	Austin, Tex.	638
KTBI	Tacoma, Wash.	679
KTBS	Shreveport, La.	443
KTCS	Tucson, Ariz.	320
KTEM	Temple, Tex.	660
KTFI	Twin Falls, Ida.	395
KTFS	Texarkana, Tex.	660
KTHS	Hot Springs, Ark.	323
KTHT	Houston, Tex.	651
KTIL	Tillamook, Ore.	590
KTIM	San Rafael, Cal.	346
KTIP	Porterville, Cal.	340
KTJS	Hobart, Okla.	578
KTKC	Visalia, Cal.	350

Call Letters	City—State	See Page
KTKN	Ketchikan, Alaska	696
KTKR	Taft, Cal.	349
KTMC	McAlester, Okla.	579
KTMP	El Dorado, Kans.	427
KTMS	Santa Barbara, Cal.	347
KTNM	Tucumcari, N. Mex.	513
KTOH	Lihue, Kauai, Hawaii	697
KTOK	Oklahoma City, Okla.	581
KTOP	Topeka, Kans.	429
KTOR	Coolidge, Ariz.	317
KTOW	Oklahoma City, Okla.	581
KTRB	Modesto, Cal.	335
KTRC	Santa Fe, N. Mex.	513
KTRE	Lufkin, Tex.	654
KTRF	Thief River Falls, Minn.	481
KTRH	Houston, Tex.	651
KTRI	Sioux City, Ia.	425
KTRM	Beaumont, Tex.	639
KTRY	Bastrop, La.	437
KTSA	San Antonio, Tex.	659
KTCS	Tucson, Ariz.	320
KTSM	El Paso, Tex.	647
KTSW	Emporia, Kans.	427
KTRR	Rolla, Mo.	491
KTTS	Springfield, Mo.	494
KTUC	Tucson, Ariz.	320
KTUL	Tulsa, Okla.	583
KTW	Seattle, Wash.	677
KTXL	San Angelo, Tex.	658
KTXN	Austin, Tex.	638
KTYL	Mesa, Ariz.	318
KUBA	Yuba City, Cal.	350
KUBC	Montrose, Colo.	354
KUCB	Blythe, Cal.	328
KUGN	Eugene, Ore.	586
KUIN	Grants Pass, Oregon	587
KUKH	Ukiah, Cal.	349
KUJ	Walla Walla, Wash.	679
KULA	Honolulu, Hawaii	697
KUMB	Des Moines, Ia.	421
KUOA	Siloam Springs, Ark.	325
KURV	Edinburg, Tex.	645
KUSN	San Diego, Cal.	343
KUTA	Salt Lake City, Utah	665
KVAI	Amarillo, Tex.	638
KVAK	Atchinson, Kans.	427
KVAL	Brownsville, Tex.	640
KVAN	Vancouver, Wash.	679
KVCV	Redding, Cal.	340
KVEC	San Luis Obispo, Cal.	346
KVEN	Ventura, Cal.	349
KVER	Albuquerque, N. Mex.	511
KVET	Austin, Tex.	639

Call Letters	City—State	See Page
KVFD	Ft. Dodge, Ia.	422
KVGB	Great Bend, Kans.	428
KVI	Tacoma, Wash.	679
KVIC	Victoria, Tex.	661
KVKM	Monahans, Tex.	655
KVLC	Little Rock, Ark.	324
KVLF	Alpine, Tex.	637
KBLH	Pauls Valley, Okla.	582
KVMA	Magnolia, Ark.	324
KVMV	Twin Falls, Ida.	395
KVNC	Carson City, Nev.	502
KVNI	Coeur d'Alene, Ida.	393
KVNU	Logan, Utah	662
KVOA	Tucson, Ariz.	320
KVOC	Casper, Wyo.	692
KVOD	Denver, Colo.	353
KVOE	Santa Ana, Cal.	346
KVOG	Ogden, Utah	663
KVOL	Lafayette, La.	438
KVON	Napa, Cal.	335
KVOO	Tulsa, Okla.	583
KVOP	Plainview, Tex.	657
KVOR	Colorado Springs, Colo.	351
KVOS	Bellingham, Wash.	674
KVOU	Uvalde, Tex.	661
KVOW	Littlefield, Tex.	653
KVOX	Moorhead, Minn.	480
KVRC	Arkadelphia, Ark.	321
KVRS	Rock Springs, Wyo.	693
KVSF	Santa Fe, N. Mex.	513
KVSM	San Mateo, Cal.	346
KVSO	Ardmore, Okla.	577
KVVC	Ventura, Cal.	349
KVWC	Vernon, Tex.	661
KWAK	Stuttgart, Ark.	325
KWAL	Wallace, Ida.	395
KWAT	Watertown, S. Dak.	625
KWBC	Ft. Worth, Tex.	649
KWBR	Oakland, Cal.	338
KWBU	Corpus Christi, Tex.	643
KWBW	Hutchinson, Kans.	428
KWCJ	Natchitoches, La.	439
KWCO	Chickasha, Okla.	578
KWDM	Des Moines, Ia.	421
KWEI	Weiser, Ida.	395
KWEM	West Memphis, Ark.	325
KWEW	Hobbs, N. Mex.	512
KWFC	Hot Springs, Ark.	323
KWFT	Wichita Falls, Tex.	662
KWGT	Stockton, Cal.	349
KWGB	Goodland, Kans.	428
KWHI	Brenham, Tex.	640
KWHK	Hutchinson, Kans.	428

Call Letters	City—State	See Page
KWHN	Ft. Smith, Ark.	322
KWHW	Altus, Okla.	577
KWIK	Burbank, Cal.	328
KWIL	Albany, Ore.	585
KWIN	Ashland, Ore.	585
KWJB	Globe, Ariz.	318
KWJJ	Portland, Ore.	589
KWK	St. Louis, Mo.	493
KWKH	Shreveport, La.	443
KWKW	Pasadena, Cal.	339
KWLK	Longview, Wash.	675
KWLM	Willmar, Minn.	481
KWMR	Wadena, Minn.	481
KWNO	Winona, Minn.	481
KWOA	Worthington, Minn.	481
KWOC	Poplar Bluff, Mo.	491
KWON	Bartlesville, Okla.	577
KWOR	Worland, Wla.	693
KWOS	Jefferson City, Mo.	488
KWPC	Muscatine, Ia.	423
KWPM	West Plains, Mo.	495
KWRC	Pendleton, Ore.	588
KWRN	Reno, Nev.	503
KWRO	Coquille, Ore.	586
KWRZ	Flagstaff, Ariz.	318
KWSD	Mt. Shasta, Cal.	335
KWSL	Lake Charles, La.	439
KWTC	Barstow, Cal.	327
KWTO	Springfield, Mo.	495
KWTX	Waco, Tex.	661
KWWB	Walla Walla, Wash.	679
KWWL	Waterloo, Ia.	425
KWYO	Sheridan, Wyo.	693
KXA	Seattle, Wash.	677
KXAR	Hope, Ark.	323
KXEL	Waterloo, Ia.	425
KXEO	Mexico, Mo.	491
KXGI	Fort Madison, Ia.	422
KXIC	Iowa City, Ia.	422
KXL	Portland, Ore.	589
KXLA	Pasadena, Cal.	339
KXLE	Ellensburg, Wash.	675
KXLF	Butte, Mont.	496
KXLJ	Helena, Mont.	497
KXLK	Great Falls, Mont.	497
KXLL	Missoula, Mont.	498
KXLO	Lewistown, Mont.	497
KXLQ	Bozeman, Mont.	496
KXLR	N. Little Rock, Ark.	324
KXLW	St. Louis, Mo.	493
KXLY	Spokane, Wash.	678
KXO	El Centro, Cal.	329
KXOA	Sacramento, Cal.	341

Call Letters	City—State	See Page
KXOB	Stockton, Cal.	349
KXOK	St. Louis, Mo.	494
KXOL	Fort Worth, Tex.	649
KXOX	Sweetwater, Tex.	669
KXRJ	Russellville, Ark.	325
KXRN	Renton, Wash.	676
KXRO	Abe'deen, Wash.	674
KXRX	San Jose, Cal.	345
KXXL	Reno, Nev.	503
KXXX	Colby, Kans.	427
KXYZ	Houston, Tex.	651
KYA	San Francisco, Cal.	344
KYAK	Yakima, Wash.	680
KYCA	Prescott, Ariz.	319
KYDS	St. Paul, Minn.	481
KYES	Butte, Mont.	486
KYJC	Medford, Ore.	587
KYLE	Alamogordo, N. Mex.	511
KYNG	Idaho Falls, Ida.	393
KYNO	Fresno, Cal.	331
KYOR	San Diego, Cal.	343
KYOS	Merced, Cal.	335
KYSC	Yuma, Ariz.	321
KYSM	Mankato, Minn.	478
KYUM	Yuma, Ariz.	321
KYW	Philadelphia, Penn.	631
WAAB	Worcester, Mass.	462
WAAF	Chicago, Ill.	399
WAAT	Newark, N. J.	539
WABB	Mobile, Ala.	314
WABI	Bangor, Me.	444
WABJ	Adrian, Mich.	465
WABY	Albany, N. Y.	515
WABZ	Albama le, N. Car.	546
WACE	Chicago, Mass.	457
WACO	Waco, Tex.	661
WADC	Akron, O.	565
WADE	Wadesboro, N. C.	558
WAFB	Baton Rouge, La.	437
WAGA	Atlanta, Ga.	379
WAGC	Chattanooga, Tenn.	626
WAGE	Syracuse, N. Y.	542
WAGF	Dothan, Ala.	311
WAGM	Preque Isle, Me.	446
WAIM	Anderson, S. C.	617
WAIR	Winston-Salem, N. C.	560
WAIT	Chicago, Ill.	399
WAJR	Morgantown, W. Va.	683
WAKR	Akron, O.	565
WALA	Mobile, Ala.	314
WALB	Albany, Ga.	379
WALD	Waterboro, S. C.	623
WALL	Middletown, N. Y.	523
WALT	Tampa, Fla.	375
WAML	Laurel, Miss.	484
WAND	Canton, O.	566
WANE	Ft. Wayne, Ind.	411
WANN	Annapolis, Md.	449
WAOV	Vincennes, Ind.	417

Call Letters	City—State	See Page
WAPA	San Juan, P. R.	703
WAPF	McComb, Miss.	484
WAPI	Birmingham, Ala.	310
WAPQ	Chattanooga, Tenn.	626
WAPX	Montgomery, Ala.	314
WARC	Rochester, N. Y.	537
WARD	Johnstown, Penn.	597
WARK	Hagerstown, Md.	452
WARL	Arlington, Va.	667
WARM	Scranton, Penn.	610
WARS	Wilmington, Del.	362
WASA	Favre De Grace, Md.	452
WASX	Lafayette, Ind.	415
WASL	Annapolis, Md.	449
WATL	Atlanta, Ga.	381
WATN	Watertown, N. Y.	544
WATO	Oak Ridge, Tenn.	634
WATR	Waterbury, Conn.	360
WATT	Cadillac, Mich.	467
WATW	Ashland, Wisc.	685
WATZ	Alpena, Mich.	465
WAUD	Auburn, Ala.	309
WAUX	Waukesha, Wis.	692
WAVE	Louisville, Ky.	433
WAVL	Apollo, Penn.	592
WAVU	Albertville, Ala.	309
WAVZ	New Haven, Conn.	358
WAYB	Waynesboro, Va.	674
WAYN	Rockingham, N. C.	556
WAYS	Charlotte, N. C.	547
WAYX	Waycross, Ga.	391
WAZF	Yazoo City, Miss.	486
WAZL	Hozelton, Penn.	596
WBAA	Lafayette, Ind.	415
WBAB	Atlantic City, N. J.	509
WBAC	Cleveland, Tenn.	627
WBAL	Baltimore, Md.	449
WBAP	Ft. Worth, Tex.	649
WBAT	Marion, Ind.	415
WBAX	Wilkes-Barre, Penn.	612
WBAY	Coral Gables, Fla.	365
WBBB	Burlington, N. C.	547
WBBC	Flint, Mich.	469
WBFL	Richmond, Va.	672
WBBM	Chicago, Ill.	399
WBBO	Forest City, N. C.	550
WBBQ	Augusta, Ga.	382
WBBW	Indianapolis, Ind.	412
WBBZ	Ponca City, Okla.	582
WBCC	Bethesda, Md.	450
WBCK	Battle Creek, Mich.	465
WBGM	Ray City, Mich.	465
WBEC	Pittsfield, Mass.	460
WBEJ	Elizabethton-Johnson City Tenn.	627
WBEN	Buffalo, N. Y.	517
WBET	Brockton, Mass.	457
WBEX	Chillicothe, O.	566
WBGE	Atlanta, Ga.	381
WBHB	Fitzgerald, Ga.	386

Call Letters	City—State	See Page
WBHF	Cartersville, Ga.	383
WBHP	Huntsville, Ala.	313
WBIG	Greensboro, N. C.	551
WBIR	Knoxville, Tenn.	629
WBIZ	Eau Claire, Wisc.	686
WBKA	Brockton, Mass.	457
WBKJ	Dalton, Ga.	385
WBKJ	Clarksburg, W. Va.	682
WBMD	Baltimore, Md.	449
WBML	Macon, Ga.	387
WBMS	Boston, Mass.	453
WBNS	Columbus, O.	571
WBNX	New York, N. Y.	523
WBNY	Buffalo, N. Y.	518
WBOB	Galax, Va.	669
WBOC	Salisbury, Md.	452
WBOW	Terre Haute, Ind.	417
WBPZ	Lock Haven, Penn.	599
WBRC	Birmingham, Ala.	310
WBRE	Wilkes-Barre, Penn.	612
WBRK	Pittsfield, Mass.	461
WBRW	Welch, W. Va.	684
WBRY	Waterbury, Conn.	360
WBSC	Bennettsville, S. C.	617
WBSR	Pensacola, Fla.	373
WBT	Charlotte, N. C.	548
WBTA	Potomac, N. Y.	515
WBTH	Williamson, W. Va.	685
WBTM	Danville, Va.	669
WBUD	Morrisville, Penn.	599
WBUX	Doylestown, Penn.	593
WBUY	Lexington, N. C.	554
WBYS	Canton, Ill.	397
WBZ	Easton, Mass.	453
WBZA	Springfield, Mass.	453
WCAE	Pittsburgh, Penn.	607
WCAM	Camden, N. J.	509
WCAO	Baltimore, Md.	449
WCAP	Asbury Park, N. J.	506
WCAR	Pontiac, Mich.	475
WCAT	Rapid City, S. Dak.	625
WCAU	Philadelphia, Penn.	603
WCAV	Norfolk, Va.	671
WCAW	Charleston, W. Va.	681
WCAZ	Burlington, Vt.	666
WCAZ	Carhage, Ill.	399
WCBC	Anderson, Ind.	409
WCBD	Chicago, Ill.	400
WCBI	Columbus, Miss.	482
WCBM	Baltimore, Md.	450
WCBS	New York, N. Y.	525
WCBT	Roanoke Rapids, N. C.	556
WCCC	Hartford, Conn.	356
WCCM	Lawrence-Lowell, Mass.	460
WCCO	Minneapolis, Minn.	479
WCCP	Savannah, Ga.	389
WCDT	Winchester, Tenn.	635
WCEC	Rocky Mount, N. C.	556
WCED	DuBois, Penn.	594
WCFL	Chicago, Ill.	400
WCHA	Chambersburg, Penn.	593
WCHS	Charleston, W. Va.	681
WCHV	Charlottesville, Va.	668
WCIF	Madisonville, Ky.	434
WCIL	Carbondale, Ill.	399
WCJU	Columbia, Miss.	482

Call Letters	City—State	See Page
WCKB	Dunn, N. C.	548
WCKY	Cincinnati, O.	566
WCLA	Baton Rouge, La.	437
WCLE	Clearwater, Fla.	365
WCLO	Janesville, Wisc.	687
WCMA	Corinth, Miss.	482
WCMB	Lemoyne, Penn.	599
WCMD	Cambridge, Md.	451
WCMI	Ashland, Ky.	431
WCMN	Arecibo, P. R.	699
WCMW	Canton, O.	566
WCNB	Connersville, Ind.	409
WCNC	Elizabeth City, N. C.	549
WCNH	Quincy, Fla.	374
WCNR	Bloomsburg, Penn.	592
WCNT	Centralia, Ill.	399
WCNU	Crestview, Fla.	365
WCOA	Pensacola, Fla.	373
WCOC	Meridan, Miss.	485
WCOG	Greensboro, N. C.	552
WCOH	Newnan, Ga.	388
WCOL	Columbus, O.	571
WCOM	Parkersburg, W. Va.	684
WCON	Atlanta, Ga.	381
WCOP	Boston, Mass.	453
WCOS	Columbia, S. C.	619
WCOU	Lewiston, Me.	445
WCOV	Montgomery, Ala.	315
WCPO	Cincinnati, O.	566
WCPS	Tarboro, N. C.	558
WCRA	Efingham, Ill.	403
WCRB	Waltham, Mass.	461
WCRK	Morrisstown, Tenn.	633
WCRO	Johnstown, Penn.	597
WCRS	Greenwood, S. C.	622
WCRW	Chicago, Ill.	400
WCSC	Charleston, S. C.	618
WCSH	Portland, Me.	445
WCSR	Cobleskill, N. Y.	518
WCSS	Amsterdam, N. Y.	515
WCTA	Andalusia, Ala.	309
WCTC	New Brunswick, N. J.	510
WCTT	Corbin, Ky.	431
WCUM	Cumberland, Md.	451
WCVI	Connellsville, Penn.	593
WCVS	Springfield, Ill.	407
WCYB	Bristol, Va.	668
WDAD	Indiana, Penn.	597
WDAE	Tampa, Fla.	375
WDAF	Kansas City, Mo.	489
WDAK	Columbus, Ga.	384
WDAN	Danville, Ill.	402
WDAR	Savannah, Ga.	389
WDAS	Philadelphia, Penn.	601
WDAY	Fargo, N. D.	561
WDBC	Escanaba, Mich.	468
WDBJ	Roanoke, Va.	673
WDBO	Orlando, Fla.	372
WDEC	Americus, Ga.	379
WDEF	Chattanooga, Tenn.	626
WDEL	Wilmington, Del.	361
WDEV	Waterbury, Vt.	667
WDGY	Minneapolis, Minn.	479
WDHL	Bradenton, Fla.	365
WDIA	Memphis, Tenn.	631
WDIG	Dothan, Ala.	311

Call Letters	City—State	See Page
WDLB	Marshfield, Wisc.	689
WDLP	Panama City, Fla.	373
WDMG	Douglas, Ga.	385
WDMJ	Marquette, Mich.	474
WDNC	Durham, N. C.	549
WDNE	Elkins, W. Va.	682
WDOD	Chattanooga, Tenn.	626
WDOS	Oneonta, N. Y.	537
WDOV	Dover, Del.	361
WDRC	Hartford, Conn.	357
WDSC	Dillon, S. C.	621
WDSG	Dyersburg, Tenn.	627
WDSM	Superior, Wisc.	691
WDSR	Lake City, Fla.	369
WDSU	New Orleans, La.	441
WDUK	Durham, N. C.	549
WDUN	Gainesville, Ga.	386
WDUZ	Green Bay, Wisc.	686
WDVA	Danville, Va.	669
WDWD	Dawson, Ga.	385
WDWS	Champaign, Ill.	399
WDZ	Tuscola, Ill.	408
WEAM	Arlington, Va.	667
WEAN	Providence, R. I.	615
WEAR	Pensacola, Fla.	374
WEAS	Decatur, Ga.	385
WEAT	Lake Worth, Fla.	369
WEAU	Ecu Claire, Wisc.	686
WEBC	Duluth, Minn.	477
WEBJ	Brewton, Ala.	311
WEBQ	Harrisburg, Ill.	403
WEBR	Buffalo, N. Y.	518
WECW	Mayaguez, P. R.	699
WEDC	Chicago, Ill.	400
WEDO	McKeesport, Penn.	599
WEEB	Southern Pines, N. C.	557
WEED	Rocky Mount, N. C.	556
WEEI	Boston, Mass.	453
WEEK	Peoria, Ill.	405
WEEU	Reading, Penn.	609
WEGO	Concord, N. C.	548
WEIM	Fitchburg, Mass.	458
WEKR	Fayetteville, Tenn.	628
WELI	New Haven, Conn.	358
WELL	Battle Creek, Mich.	465
WELM	Elmira, N. Y.	518
WELO	Tupelo, Miss.	486
WEMP	Milwaukee, Wisc.	689
WENC	Whiteville, N. C.	558
WENE	Endicott, N. Y.	519
WENK	Union City, Tenn.	635
WENR	Chicago, Ill.	400
WENT	Gloversville, N. Y.	520
WENY	Elmira, N. Y.	518
WEOA	Evansville, Ind.	411
WEOL	Elyria, O.	572
WEPM	Martinsburg, W. Va.	683
WERC	Eire, Penn.	594
WERD	Atlanta, Ga.	381
WESA	Charleroi, Penn.	593
WESB	Bradford, Pen.	593
WESC	Greenville, S. C.	621
WESL	Preston, Md.	452
WEST	Easton, Penn.	594
WESX	Salem, Mass.	461

Call Letters	City—State	See Page
WETB	Johnson City, Tenn.	628
WEUS	Eustis, Fla.	367
WEVD	New York, N. Y.	525
WEVE	Eveleth, Minn.	478
WEW	St. Louis, Mo.	494
WEWO	Laurinburg, N. C.	553
WEXL	Royal Oak, Mich.	475
WEXT	Milwaukee, Wisc.	689
WFAA	Dallas, Tex.	645
WFAK	Charleston, S. C.	617
WFAS	White Plains, N. Y.	545
WFAU	Augusta, Me.	444
WFBC	Greenville, S. C.	621
WFBG	Altoona, Penn.	592
WFBL	Syracuse, N. Y.	541
WFBM	Indianapolis, Ind.	413
WFBR	Baltimore, Md.	450
WFBI	Pawtucket, R. I.	615
WFDF	Flint, Mich.	469
WFEE	Manchester, N. H.	505
WFEB	Sylacauga, Ala.	316
WFEC	Miami, Fla.	370
WFGN	Gaffney, S. C.	621
WFHG	Bristol, Va.	668
WFHR	Wisconsin Rapids, Wisc.	692
WFIG	Sumter, S. C.	623
WFIL	Philadelphia, Penn.	603
WFIN	Findlay, O.	573
WFKY	Frankfort, Ky.	431
WFLA	Tampa, Fla.	375
WFLB	Fayetteville, N. C.	550
WFLO	Farmville, Va.	669
WFMD	Frederick, Md.	452
WFMJ	Youngstown, O.	576
WFNC	Fayetteville, N. C.	550
WFNS	Burlington, N. C.	547
WFOM	Marietta, Ga.	387
WFOR	Hattiesburg, Miss.	483
WFOY	Milwaukee, Wisc.	689
WFOY	St. Augustine, Fla.	374
WFPG	Atlantic City, N. J.	509
WFRB	Utica, N. Y.	543
WFRD	Reidsville, N. C.	556
WFRL	Freeport, Ill.	403
WFRN	Orangeburg, S. C.	622
WFRP	Savannah, Ga.	389
WFTE	Kingston, N. C.	553
WFTL	Ft. Lauderdale, Fla.	367
WFTM	Maysville, Ky.	434
WFTR	Front Royal, Va.	669
WFTW	Fort Wayne, Ind.	411
WFUN	Huntsville, Ala.	313
WFUR	Grand Rapids, Mich.	468
WFVA	Fredericksburg, Va.	669
WGAA	Cedartown, Ga.	384
WGAC	Augusta, Ga.	382
WGAD	Gadsden, Alabama	312
WGAI	Elizabeth City, N. C.	550
WGAL	Lancaster, Penn.	598
WGAN	Portland, Me.	445
WGAP	Maryville, Tenn.	631
WGAR	Cleveland, O.	567
WGAT	Utica, N. Y.	544
WGAU	Athens, Ga.	379
WGAY	Silver Spring, Md.	452

Call Letters	City—State	See Page
WGBA	Columbus, Ga.	384
WGBB	Freeport, N. Y.	519
WGBF	Evansville, Ind.	411
WGBG	Greensboro, N. C.	552
WGBI	Scranton, Penn.	610
WGBR	Goldsboro, N. C.	551
WGBS	Miami, Fla.	370
WGCM	Gulfport, Miss.	483
WGEM	Quincy, Ill.	406
WGES	Chicago, Ill.	400
WGFG	Kalamazoo, Mich.	473
WGGA	Gainesville, Ga.	386
WGGG	Gainesville, Fla.	367
WGH	Newport News, Va.	670
WGIL	Galesburg, Ill.	403
WGIV	Charlotte, N. C.	548
WGKV	Charleston, W. Va.	681
WGL	Ft. Wayne, Ind.	411
WGLN	Glens Falls, N. Y.	519
WGN	Chicago, Ill.	401
WGNB	Gastonia, N. C.	550
WGNH	Gadsden, Ala.	312
WGNI	Wilmington, N. C.	559
WGNS	Murfreesboro, Tenn.	633
WGNV	Newburgh, N. Y.	523
WGOV	Valdosta, Ga.	391
WGPA	Bethlehem, Penn.	592
WGPC	Albany, Ga.	379
WGR	Buffalo, N. Y.	518
WGRC	Louisville, Ky.	433
WGRD	Grand Rapids, Mich.	469
WGRM	Greenwood, Miss.	483
WGRV	Greenville, Tenn.	628
WGST	Atlanta, Ga.	381
WGTC	Greenville, N. C.	552
WGTL	Kannapolis, N. C.	553
WGTM	Wilson, N. C.	559
WGUY	Bangor, Me.	444
WGVA	Geneva, N. Y.	519
WGWC	Selma, Ala.	316
WGWD	Gadsden, Ala.	312
WGWR	Asheboro, N. C.	546
WGY	Schenectady, N. Y.	541
WGYV	Greenville, Ala.	313
WHAB	Stroudsburg, Penn.	611
WHAI	Greenfield, Mass.	458
WHAL	Shelbyville, Tenn.	635
WHAM	Rochester, N. Y.	537
WHAN	Charleston, S. C.	618
WHAR	Clarksburg, W. Va.	682
WHAS	Louisville, Ky.	433
WHAT	Philadelphia, Pa.	603
WHAV	Haverhill, Mass.	458
WHAW	Weston, W. Va.	684
WHAZ	Troy, N. Y.	543
WHB	Kansas City, Mo.	489
WHBB	Selma, Ala.	316
WHBC	Canton, O.	566
WHBF	Rock Island, Ill.	407
WHBI	Newark, N. J.	510
WHBL	Sheboygan, Wisc.	691
WHBO	Sulphur Springs, Fla.	375
WHBQ	Memphis, Tenn.	631
WHBS	Huntsville, Ala.	313
WHBT	Harriman, Tenn.	628
WHBU	Anderson, Ind.	409

Call Letters	City—State	See Page
WHBY	Appleton, Wis.	685
WHCC	Waynesville, N. C.	558
WHCU	Ithaca, N. Y.	521
WHDF	Houghton, Mich.	471
WHDH	Boston, Mass.	453
WHDL	Clean, N. Y.	535
WHEB	Fermsmouth, N. H.	506
WHEC	Rochester, N. Y.	539
WHED	Washington, N. C.	558
WHFC	Benton Harbor, Mich.	467
WHFB	Cicero, Ill.	402
WHGB	Harrisburg, Penn.	596
WHHM	Memphis, Tenn.	633
WHHT	Durham, N. C.	549
WHIM	Providence, R. I.	615
WHIN	Gallatin, Tenn.	628
WHIO	Dayton, O.	572
WHIR	Danville, Ky.	431
WHIS	Bluefield, W. Va.	681
WHIT	New Bern, N. C.	555
WHIZ	Zanesville, O.	577
WHJB	Greensburg, Penn.	595
WHK	Cleveland, O.	569
WHKC	Columbus, O.	571
WHKK	Akron, O.	565
WHKP	Hendersonville, N. C.	552
WHKY	Hickory, N. C.	552
WHLB	Virginia, Minn.	481
WHLD	Niagara Falls, N. Y.	535
WHLI	Hempstead, N. Y.	520
WHLN	Harlan, Ky.	432
WHLS	Port Huron, Mich.	475
WHLW	Rutland, Vt.	666
WHMA	Anniston, Ala.	309
WHN	New York, N. Y.	525
WHNC	Henderson, N. C.	552
WHO	Des Moines, Ia.	421
WHOB	Gardner, Mass.	458
WHOC	Philadelphia, Penn.	485
WHOD	Homestead, Penn.	597
WHOM	New York, N. Y.	527
WHOL	Allentown, Penn.	590
WHOO	Orlando, Fla.	372
WHOP	Hopkinsville, Ky.	432
WHOS	Decatur, Ala.	311
WHOT	South Bend, Ind.	416
WHOW	Clinton, Ill.	402
WHP	Harrisburg, Penn.	596
WHPE	High Point, N. C.	552
WHRV	Ann Arbor, Mich.	465
WHSC	Hartsville, S. C.	622
WHTB	Talladega, Ala.	316
WHTC	Holland, Mich.	471
WHTN	Huntington, W. Va.	682
WHUB	Cookeville, Tenn.	627
WHUC	Hudson, N. Y.	520
WHUM	Reading, Penn.	609
WHUN	Huntingdon, Penn.	597
WHWL	Nanticoke, Penn.	600
WHYN	Holyoke, Mass.	459
WHYU	Newport News, Va.	670
WIAC	San Juan, P. R.	703
WIBA	Madison, Wis.	687
WIBB	Macon, Ga.	387

Call Letters	City—State	See Page
WIBC	Indianapolis, Ind.	413
WIBG	Philadelphia, Penn.	603
WIBK	Knoxville, Tenn.	629
WIBM	Jackson, Mich.	473
WIBS	Saniturse, P. R.	703
WIBU	Peynette, Wis.	691
WIBV	Eeileville, Ill.	397
WIBW	Topska, Kans.	430
WIBX	Utica, N. Y.	543
WICA	Ashtabula, O.	565
WICC	Bridgeport, Conn.	356
WICY	Malone, N. Y.	523
WIGM	Medford, Wis.	689
WIHL	Hammond, La.	438
WIKB	Iron Mountain, Mich.	471
WIKC	Begalusa, La.	438
WIKY	Evansville, Ind.	411
WIL	St. Louis, Mo.	494
WILE	Cambridge, O.	566
WILK	Wilkes-Barre, Penn.	612
WILL	Urbana, Ill.	408
WILM	Wilmington, Del.	351
WILS	Lansing, Mich.	474
WILX	N. Wilkesboro, N. C.	555
WIMS	Michigan City, Ind.	416
WINC	Winchester, Va.	674
WIND	Chicago, Ill.	401
WING	Dayton, O.	571
WINK	Ft. Myers, Fla.	367
WINN	Louisville, Ky.	434
WINR	Binghamton, N. Y.	517
WINS	New York, N. Y.	527
WINX	Washington, D. C.	363
WINZ	Hollywood, Fla.	368
WIOD	Miami, Fla.	370
WIP	Philadelphia, Penn.	605
WIRA	Fort Pierce, Fla.	367
WIPB	Enterprise, Ala.	312
WIRE	Indianapolis, Ind.	415
WIRK	West Palm Beach, Fla.	376
WIRL	Peoria, Ill.	406
WIS	Columbia, S. C.	619
WISE	Aheville, N. C.	546
WISH	Indianapolis, Ind.	415
WISL	Shamokin, Penn.	610
WISN	Milwaukee, Wis.	689
WISR	Butler, Penn.	593
WITA	San Juan, P. R.	703
WITH	Baltimore, Md.	450
WIVY	Jacksonville, Fla.	368
WIZE	Springfield, O.	575
WIAC	Johnstown, Penn.	597
WIAG	Norfolk, Neb.	500
WIAR	Providence, R. I.	615
WIAS	Pittsburgh, Penn.	607
WIAX	Jacksonville, Fla.	368
WIBC	Decomination, Ill.	397
WIBK	Detroit, Mich.	467
WJBO	Eaton Rouge, La.	437
WJBW	New Orleans, La.	441
WIRY	Godsden, Ala.	313
WIDA	Quincy, Mass.	461
WIDX	Jackson, Miss.	483
WJFF	Grand Rapids, Mich.	469
WJEJ	Hagerstown, Md.	452

Call Letters	City—State	See Page
WJEL	Springfield, O.	575
WJHL	Johnson City, Tenn.	628
WJHO	Opelika, Ala.	315
WJHP	Jacksonville, Fla.	368
WJIG	Tullahoma, Tenn.	635
WJIM	Lansing, Mich.	474
WJJD	Chicago, Ill.	401
WJJI	Montgomery, Ala.	315
WJLJ	Niagara Falls, N. Y.	535
WJJM	Lewisburg, Tenn.	631
WJLB	Detroit, Mich.	467
WJLD	Bessemer, Ala.	309
WJLS	Bekley, W. Va.	680
WJMC	Rice Lake, Wis.	691
WJMJ	Philadelphia, Penn.	605
WJMO	Cleveland, O.	569
WJMR	New Orleans, La.	442
WJMS	Ironwood, Mich.	473
WJMX	Florence, S. C.	621
WJNC	Jacksonville, N. C.	553
WJNO	West Palm Beach, Fla.	376
WJOB	Hammond, Ind.	412
WJOC	Jamestown, N. Y.	521
WJOI	Florence, Ala.	312
WJOL	Joliet, Ill.	404
WJOR	Bangor, Me.	444
WJOY	Burlington, Vt.	666
WJPA	Washington, Penn.	611
WJPD	Ishpeming, Mich.	473
WJPF	Herrin, Ill.	404
WJPG	Green Bay, Wis.	686
WJPR	Greenville, Miss.	433
WJPS	Evansville, Ind.	411
WJQS	Jackson, Miss.	483
WJR	Detroit, Mich.	468
WJRD	Tuscaloosa, Ala.	317
WJRI	Lenoir, N. C.	554
WJSW	Altoona, Penn.	592
WJTN	Jamestown, N. Y.	521
WJVA	South Bend, Ind.	416
WJVB	Jacksonville Beach, Fla.	369
WJVW	Chattanooga, Tenn.	627
WJW	Cleveland, O.	569
WJXN	Jackson, Miss.	483
WIZ	New York, N. Y.	529
WIZM	Clarksville Tenn.	627
WKAB	Mobile, Ala.	314
WKAI	Maccomb, Ill.	404
WKAL	Rome, N. Y.	539
WKAN	Kankakee, Ill.	404
WKAP	Allentown, Penn.	590
WKAQ	San Juan, P. R.	703
WKAT	Miami Beach, Fla.	371
WKAX	Birmingham, Ala.	310
WKAY	Glasgow, Ky.	432
WKBB	Dubuque, Ia.	422
WKBC	N. Wilkesboro, N. C.	555
WKBH	IaCrosse, Wis.	687
WKBN	Youngstown, O.	577
WKBO	Harrisburg, Penn.	595
WKBR	Manchester, N. H.	505
WKBS	Oyster Bay, N. Y.	537
WKBV	Richmond, Ind.	416
WRBW	Puffalo, N. Y.	517
WRBZ	Muskegon, Mich.	474

Call Letters	City—State	See Page
WKCT	Bowling Green, Ky.	431
WKDA	Nashville, Tenn.	634
WKDK	Newberry, S. C.	622
WKEU	Griffin, Ga.	386
WKEY	Covington, Va.	668
WKGX	Knoxville, Tenn.	629
WKIC	Fazard, Ky.	432
WKIP	Poughkeepsie, N. Y.	537
WKIX	Columbia, S. C.	619
WKJB	Mayaguez, P. R.	699
WKJG	Fort Wayne, Ind.	412
WKLA	Ludington, Mich.	474
WKLF	Clanton, Ala.	311
WKLK	Blackstone, Va.	668
WKLX	Lexington, Ky.	432
WKLY	Hartwell, Ga.	386
WKMA	Quitman, Ga.	388
WKMH	Dearborn, Mich.	467
WKMO	Kokomo, Ind.	415
WKNA	Charleston, W. Va.	681
WKNB	New Britain, Conn.	358
WKNE	Keene, New Hampshire	505
WKNS	Kinston, N. C.	553
WKNX	Saginaw, Mich.	476
WKNY	Kingston, N. Y.	521
WKOB	North Adams, Mass.	460
WKOK	Sunbury, Penn.	611
WKOP	Langhaston, N. Y.	517
WKOW	Madison, Wis.	688
WKOX	Framingham, Mass.	458
WKOZ	Kosciusko, Miss.	484
WKPA	New Kensington, Penn.	600
WKPT	Kingsport, Tenn.	629
WKRC	Cincinnati, O.	567
WKRK	Mobile, Ala.	314
WKRQ	Columbia, Tenn.	627
WKRO	Cairo, Ill.	397
WKRT	Cotland, N. Y.	518
WKRZ	Cl City, Penn.	600
WKSR	Pulaski, Tenn.	635
WKST	New Castle, Penn.	600
WKTG	Thomasville, Ga.	390
WKTU	Mayfield, Ky.	434
WKTY	La Crosse, Wis.	687
WKUL	Cullman, Ala.	311
WKVM	Arecibo, P. R.	699
WKWF	Key West, Fla.	369
WKWK	Wheeling, W. Va.	685
WKXL	Concord, N. H.	505
WKY	Oklahoma City, Okla.	581
WKYB	Paducah, Ky.	435
WKYW	Lea'sville, Ky.	434
WKZO	Kalamazoo, Mich.	473
WLAC	Nashville, Tenn.	634
WLAD	Danbury, Conn.	356
WLAG	LaGrange, Ga.	387
WLAK	Lakeland, Fla.	369
WLAM	Lewiston, Me.	445
WLAN	Lancaster, Penn.	598
WLAP	Lexington, Ky.	433
WLAQ	Rms, Ga.	388
WLAR	Athens, Tenn.	623
WLAT	Conway, S. C.	619
WLAU	Laurel, Miss.	484
WLAV	Grand Rapids, Mich.	469

Call Letters	City—State	See Page
WLAW	Lawrence, Mass.	459
WLAY	Muscle Shoals City, Ala.	315
WLBB	Carrollton, Ga.	383
WLBC	Muncie, Ind.	416
WLBF	Leesburg, Fla.	370
WLBG	Laurens, S. C.	622
WLBH	Mattoon, Ill.	405
WLBK	Bowling Green, Ky.	431
WLBK	De Kalb, Ill.	402
WLBR	Lebanon, Penn.	598
WLBZ	Bangor, Me.	444
WLCS	Torrington, Conn.	360
WLCS	Baton Rouge, La.	438
WLCX	La Crosse, Wis.	687
WLDS	Jacksonville, Ill.	434
WLDY	Ladysmith, Wis.	687
WLEC	Sandusky, O.	575
WLEE	Richmond, Va.	672
WLEU	Erie, Penn.	595
WLEX	Lexington, Ky.	433
WLIB	New York, N. Y.	529
WLIO	East Liverpool, O.	572
WLIP	Kenosha, Wis.	687
WLIZ	Bridgeport, Conn.	356
WLLH	Lowell-Lawrence, Mass.	460
WLNH	Laconia, N. H.	505
WLOE	Leaksville, N. C.	554
WLOF	Orlando, Fla.	372
WLOG	Logan, W. Va.	683
WLOH	Princeton, W. Va.	684
WLOI	La Porte, Ind.	415
WLOK	Lima, O.	573
WLOL	Minneapolis, Minn.	479
WLOS	Asheville, N. C.	546
WLOU	Louisville, Ky.	434
WLOW	Norfolk, Va.	671
WLOX	Biloxi, Miss.	482
WLPM	Suffolk, Va.	674
WLPO	La Salle, Ill.	404
WLS	Chicago, Ill.	401
WLTR	Plecomsburg, Penn.	592
WLVA	Lynchburg, Va.	670
WLW	Cincinnati, O.	567
WLYN	Lynn, Mass.	460
WMAC	Pottstown, Penn.	608
WMAJ	State College, Penn.	610
WMAK	Nashville, Tenn.	634
WMAL	Washington, D. C.	363
WMAM	Marinette, Wis.	688
WMAN	Mansfield, O.	573
WMAP	Mcrae, N. C.	554
WMAQ	Chicago, Ill.	401
WMAR	Baltimore, Md.	450
WMAS	Springfield, Mass.	461
WMAW	Milwaukee, Wis.	690
WMAZ	Macon, Ga.	387
WMBC	Macon, Miss.	485
WMFD	Peoria, Ill.	406
WMBG	Richmond, Va.	672
WMBH	Joplin, Mo.	489
WMBI	Chicago, Ill.	402
WMBL	Morehead City, N. C.	554
WMBM	Miami Beach, Fla.	372
WMBN	Petoskey, Mich.	475
WMBO	Auburn, N. Y.	515

Call Letters	City—State	See Page
WMBR	Jacksonville, Fla.	368
WMB5	Uniontown, Penn.	611
WMC	Memphis, Tenn.	633
WMCA	New York, N. Y.	531
WMCK	McKeesport, Penn.	599
WMDD	Fajardo, P. R.	699
WMEX	Boston, Mass.	457
WMFD	Wilmington, N. C.	559
WMFF	Plattsburg, N. Y.	537
WMFG	Hibbing, Minn.	478
WMFJ	Daytona Beach, Fla.	365
WMFR	High Point, N. C.	553
WMFT	Florence, Ala.	312
WMGA	Moultrie, Ga.	388
WMGR	Bainbridge, Ga.	383
WMGW	Meadville, Penn.	600
WMGY	Montgomery, Ala.	315
WMID	Atlantic City, N. J.	506
WMIE	Miami, Fla.	370
WMIK	Middlesboro, Ky.	434
WMIN	St. Paul, Minn.	481
WMIQ	Iron Mountain, Mich.	471
WMIS	Natchez, Miss.	485
WMIX	Mt. Vernon, Ill.	405
WMJM	Cordele, Ga.	385
WMLO	Milwaukee, Wis.	690
WMLT	Dublin, Ga.	385
WMMB	Melbourne, Fla.	370
WMMI	Marquette, Mich.	474
WMMJ	Peoria, Ill.	406
WMMN	Fairmont, W. Va.	682
WMMR	Louisville, Ky.	...
WMMT	McMinnville, Tenn.	631
WMMW	Meriden, Conn.	358
WMNB	North Adams, Mass.	460
WMNC	Morganton, N. C.	555
WMOA	Marietta, O.	573
WMOB	Mobile, Ala.	314
WMOC	Covington, Ga.	385
WMOG	Brunswick, Ga.	383
WMOH	Hamilton, O.	573
WMON	Montgomery, W. Va.	683
WMOU	Berlin, N. H.	505
WMOX	Meridian, Miss.	485
WMPC	Lapeer, Mich.	474
WMPS	Memphis, Tenn.	633
WMRC	Greenville, S. C.	622
WMRF	Lewiston, Penn.	599
WMRN	Marion, O.	574
WMRO	Aurora, Ill.	397
WMRP	Flint, Mich.	469
WMSA	Massena, N. Y.	523
WMSL	Decatur, Ala.	311
WMT	Cedar Rapids, Ia.	418
WMTK	Lawson, Ky.	432
WMTW	Portland, Me.	445
WMUR	Manchester, N. H.	506
WMUS	Muskegon, Mich.	474
WMVA	Martinsville, Va.	670
WMVG	Milledgeville, Ga.	388
WNAB	Bridgeport, Conn.	356
WNAC	Boston, Mass.	457
WNAE	Warren, Penn.	611
WNAF	Providence, R. I.	615
WNAM	Neenah, Wis.	690

Call Letters	City—State	See Page
WNAO	Raleigh, N. C.	555
WNAR	Norristown, Penn.	600
WNAX	Yankton, S. D.	625
WNBC	New York, N. Y.	531
WNBK	Binghamton, N. Y.	517
WNBH	New Bedford, Mass.	460
WNBZ	Saranac Lake, N. Y.	541
WNCA	Asheville, N. C.	546
WNDB	Daytona Beach, Fla.	366
WNDR	Syracuse, N. Y.	542
WNEB	Worcester, Mass.	462
WNEL	San Juan, P. R.	703
WNEW	New York, N. Y.	533
WNEX	Macon, Ga.	387
WNGO	Mayfield, Ky.	434
WNHC	New Haven, Conn.	358
WNJR	Newark, N. J.	509
WNLC	New London, Conn.	359
WNLK	Norfolk, Conn.	359
WNMP	Evanston, Ill.	403
WNOC	Newton, N. C.	555
WNOC	Norwich, Conn.	359
WNOE	New Orleans, La.	442
WNOK	Columbia, S. C.	619
WNOW	York, Penn.	613
WNOX	Knoxville, Tenn.	629
WNVA	Norton, Va.	671
WNYB	Kenmore, N. Y.	521
WOAI	San Antonio, Tex.	659
WOAP	Cwosso, Mich.	475
WOAY	Oak Hill, W. Va.	684
WOBT	Pelican-Rhineland, Wis.	691
WOC	Davenport, Ia.	419
WOCB	West Yarmouth, Mass.	462
WOHS	Shelby, N. C.	557
WOKO	Albany, N. Y.	515
WOKZ	Alton, Ill.	397
WOL	Washington, D. C.	363
WOLF	Syracuse, N. Y.	543
WOLS	Florence, S. C.	621
WOMI	Owensboro, Ky.	435
WOMT	Manitowoc, Wis.	688
WOND	Oak Ridge, Tenn.	635
WONO	Oneonta, N. Y.	537
WONS	Hartford, Conn.	357
WOOB	Anniston, Ala.	309
WOOD	Grand Rapids, Mich.	469
WOOF	Dothan, Ala.	312
WOOK	Silver Spring, Md.	452
WOPI	Bristol, Tenn.	626
WOR	New York, N. Y.	533
WORA	Mayaguez, P. R.	699
WORC	Worcester, Mass.	462
WORD	Spartanburg, S. C.	623
WORK	York, Penn.	614
WORL	Boston, Mass.	457
WORZ	Orlando, Fla.	372
WOSH	Oshkosh, Wis.	690
WOTW	Nashua, N. H.	506
WOV	New York, N. Y.	535
WOVS	Jacksonville, Fla.	369
WOW	Omaha, Neb.	501
WOWO	Fl. Wayne, Ind.	412
WPAB	Ponce, P. R.	703
WPAD	Paducah, Ky.	435

Call Letters	City—State	See Page
WPAG	Ann Arbor, Mich.	465
WPAM	Pottsville, Penn.	608
WPAQ	Mount Airy, N. C.	555
WPAR	Parkersburg, W. Va.	684
WPAT	Paterson, N. J.	510
WPAX	Thomasville, Ga.	390
WPAY	Portsmouth, O.	574
WPBP	Mayaguez, P. R.	699
WPDQ	Jacksonville, Fla.	369
WPDX	Clarksburg, W. Va.	682
WPEN	Philadelphia, Penn.	607
WPFB	Middletown, O.	574
WPGH	Pittsburgh, Penn.	608
WPIC	Sharon, Penn.	610
WPIK	Alexandria, Va.	667
WPIT	Pittsburgh, Penn.	608
WPLH	Huntington, W. Va.	683
WPOR	Portland, Me.	446
WPPA	Pottsville, Penn.	608
WPRR	Mayaguez, P. R.	699
WPRO	Providence, R. I.	617
WPRP	Ponce, P. R.	703
WPTF	Raleigh, N. C.	555
WPTN	Paris, Tenn.	635
WPTR	Albany, N. Y.	515
WPTW	Piqua, O.	574
WPUV	Pulaski, Va.	672
WPWA	Chester, Penn.	593
WQAM	Miami, Fla.	371
WQAN	Scranton, Penn.	610
WQBC	Vicksburg, Miss.	486
WQQW	Washington, D. C.	363
WQUA	Moline, Ill.	405
WQXI	Buckhead, Ga.	383
WQXR	New York, N. Y.	535
WRAK	Williamsport, Penn.	613
WRAL	Raleigh, N. C.	556
WRAW	Reading, Pa.	609
WRBC	Jackson, Miss.	484
WRBL	Columbus, Ga.	384
WRC	Washington, D. C.	363
WRCS	Ahoscie, N. C.	546
WRDO	Augusta, Me.	444
WRDW	Augusta, Ga.	383
WREC	Memphis, Tenn.	633
WREN	Topeka, Kan.	430
WREX	Duluth, Minn.	478
WRFD	Worthington, O.	576
WRFs	Alexander City, Ala.	309
WRFW	Eau Claire, Wis.	686
WRGA	Rome, Ga.	388
WRHI	Rock Hill, S. C.	623
WRHP	Tallahassee, Fla.	375
WRIA	Caguas, P. R.	699
WRIB	Providence, R. I.	615
WRJN	Racine, Wis.	691
WRLC	Toccoa, Ga.	391
WRLD	West Point, Ga.	391
WRMN	Elgin, Ill.	433
WRMS	Ware, Mass.	462
WRNL	Richmond, Va.	672
WRNO	Orangeburg, S. C.	622
WRNY	Rochester, N. Y.	539
WROB	West Point, Miss.	486
WROD	Daytona Beach, Fla.	366

Call Letters	City—State	See Page
WROE	Mobile, Ala.	314
WROK	Rockford, Ill.	407
WROL	Knoxville, Tenn.	631
WROM	Rome, Ga.	389
WRON	Ronceverte, W. Va.	684
WROV	Roanoke, Va.	673
WROW	Albany, N. Y.	515
WROX	Clarksdale, Miss.	482
WRQN	Vidalia, Ga.	391
WRR	Dallas, Tex.	645
WRRF	Washington, N. C.	558
WRRN	Warren, O.	576
WRRZ	Clinton, N. C.	548
WRTA	Altoona, Penn.	592
WRUF	Gainesville, Fla.	367
WRUN	Utica, N. Y.	544
WRVA	Richmond, Va.	673
WRWR	Albany, N. Y.	515
WRXL	Grenada, Miss.	482
WSAC	Columbus, Ga.	384
WSAI	Cincinnati, O.	567
WSAM	Saginaw, Mich.	476
WSAN	Allentown, Penn.	590
WSAP	Portsmouth, Va.	671
WSAR	Fall River, Mass.	458
WSAT	Salisbury, N. C.	557
WSAU	Wausau, Wis.	692
WSAV	Savannah, Ga.	389
WSAY	Rochester, N. Y.	539
WSAZ	Huntington, W. Va.	683
WSB	Atlanta, Ga.	381
WSBA	York, Penn.	614
WSBC	Chicago, Ill.	402
WSBR	Superior, Wis.	692
WSBT	South Bend, Ind.	416
WSCR	Scranton, Penn.	610
WSFA	Montgomery, Ala.	315
WSFC	Somerset, Ky.	435
WSFT	Thomaston, Ga.	390
WSGC	Elberton, Ga.	386
WSGN	Birmingham, Ala.	310
WSIC	Statesville, N. C.	557
WSID	Baltimore, Md.	450
WSIR	Winter Haven, Fla.	376
WSIV	Pekin, Ill.	405
WSIX	Nashville, Tenn.	634
WSJS	Winston-Salem, N. C.	560
WSKB	McComb, Miss.	485
WSKI	Montpelier-Barre, Vt.	666
WSKY	Asheville, N. C.	547
WSLA	Hammond, La.	438
WSLB	Ogdensburg, N. Y.	535
WSLI	Jackson, Miss.	484
WSLS	Roanoke, Va.	673
WSM	Nashville, Tenn.	634
WSMB	New Orleans, La.	442
WSNJ	Bridgeton, N. J.	509
WSNY	Schenectady, N. Y.	541
WSOC	Charlotte, N. C.	548
WSON	Henderson, Ky.	432
WSOO	Sault Ste. Marie, Mich.	476
WSOY	Decatur, Ill.	402
WSPA	Spartanburg, S. C.	623
WSPB	Sarasota, Fla.	374
WSPD	Toledo, O.	575

Call Letters	City—State	See Page	Call Letters	City—State	See Page
WSPR	Springfield, Mass.	461	WTSP	St. Petersburg, Fla.	374
WSRS	Cleveland Heights, O.	571	WTTH	Port Huron, Mich.	475
WSSB	Durham, N. C.	549	WTTM	Trenton, N. J.	510
WSSV	Petersburg, Va.	671	WTTT	Bloomington, Ind.	409
WSTC	Stam'ord, Conn.	359	WTUX	Wilmington, Del.	362
WSTP	Salisbury, N. C.	557	WTVL	Waterville, Me.	446
WSTS	Southern Pines, N. C.	557	WTVN	Johnson City, Tenn.	629
WSTV	Steubenville, O.	575	WTWA	Thomson, Ga.	390
WSUA	Bloomington, Ind.	409	WTYS	Marianna, Fla.	370
WSUN	St. Petersburg, Fla.	374	WUSN	Charleston, S. C.	619
WSVA	Harrisonburg, Va.	670	WVAM	Altoona, Penn.	592
WSVS	Crewe, Va.	668	WVCG	Coral Gables, Fla.	365
WSWN	Belle Glade, Fla.	365	WVCH	Chester, Pa.	593
WSYB	Rutland, Vt.	667	WVET	Rochester, N. Y.	539
WSYR	Syracuse, N. Y.	543	WVIM	Vicksburg, Miss.	486
WTAD	Quincy, Ill.	407	WVJS	Owensboro, Ky.	435
WTAG	Worcester, Mass.	452	WVLK	Versailles, Ky.	435
WTAL	Tallahassee, Fla.	375	WVLN	Oiney, Ill.	405
WTAM	Cleveland, O.	569	WVMI	Filoxi, Miss.	482
WTAQ	Green Bay, Wis.	686	WVNJ	Newark, N. J.	510
WTAR	Norfolk, Va.	671	WVOK	Birmingham, Ala.	310
WTAW	College Station, Tex.	611	WVOM	Brockline, Mass.	457
WTAX	Springfield, Ill.	408	WVOS	Liberty, N. Y.	523
WTBC	Tuscaloosa, Ala.	317	WVPO	Stroudsburg, Penn.	611
WTBF	Troy, Ala.	316	WVRA	Orangeburg, S. C.	623
WTBO	Cumberland, Md.	451	WVSC	Farnwell, S. C.	617
WTCB	Flint, Mich.	471	WVVW	Fairmont, W. Va.	682
WTCJ	Tell City, Ind.	417	WWBZ	Vineland, N. J.	510
WTCM	Traverse City, Mich.	476	WWCO	Waterbury, Conn.	350
WTCN	Minneapolis, Minn.	479	WWDC	Washington, D. C.	364
WTCO	Campbellsville, Ky.	431	WWEZ	New Orleans, La.	442
WTEL	Philadelphia, Penn.	605	WWGP	Sanford, N. C.	557
WTHI	Terre Haute, Ind.	417	WWGS	Hilton, Ga.	390
WHTT	Hart'ord, Conn.	357	WWJ	Detroit, Mich.	468
WTIC	Hart'ord, Conn.	357	WWL	New Orleans, La.	442
WTIK	Durham, N. C.	549	WWNC	Asheville, N. C.	547
WTIP	Charleston, W. Va.	681	WWNH	Rochester, N. H.	506
WTJS	Jackson, Tenn.	628	WWNL	Newport, Ky.	435
WTMA	Charleston, S. C.	618	WWNR	Beckley, W. Va.	680
WTMC	Ocala, Fla.	372	WWNS	Statesboro, Ga.	390
WTMJ	Milwaukee, Wis.	690	WWNY	Watertown, N. Y.	545
WTMV	E. St. Louis, Ill.	403	WWOD	Lynchburg, Va.	670
WTMB	Birmingham, Ala.	310	WWOK	Flint, Mich.	471
WTNC	Thomasville, N. C.	558	WWOL	Lockawanna, N. Y.	523
WTNJ	Trenton, N. J.	510	WWON	Woonsocket, R. I.	617
WTNS	Coshecton, O.	571	WWPB	Miami, Fla.	371
WTNT	Augusta, Ga.	393	WWPF	Palatka, Fla.	373
WTOB	Winston-Salem, N. C.	560	WWPG	Palm Beach, Fla.	373
WTOC	Savannah, Ga.	390	WWPN	Middlesboro, Ky.	435
WTOE	Toledo, O.	576	WWRL	Woodside, N. Y.	545
WTOK	Meridian, Miss.	485	WWSC	Glens Falls, N. Y.	519
WTOL	Toledo, O.	576	WWSO	Springfield, O.	575
WTOM	Bloomington, Ind.	409	WWSR	St. Albans, Vt.	667
WTON	Staunton, Va.	673	WWST	Wooster, O.	576
WTOP	Washington, D. C.	364	WWSW	Pittsburgh, Penn.	608
WTOR	Torrington, Conn.	360	WWVA	Wheeling, W. Va.	685
WTPR	Paris, Tenn.	635	WWWB	Jasper, Ala.	313
WTPS	New Orleans, La.	442	WWXL	Peoria, Ill.	406
WTRC	Elkhart, Ind.	403	WXAL	Demopolis, Ala.	311
WTRF	Bellaire, O.	565	WXGI	Richmond, Va.	673
WTRR	Sanford, Fla.	374	WXLT	Ely, Minn.	478
WTRY	Troy, N. Y.	543	WXYZ	Detroit, Mich.	468
WTSB	Lumberton, N. C.	554	WZIP	Covington, Ky.	431

ALABAMA

Estimated Population 2,824,000—% Increase —0.3—Radio Homes 481,424
Farms with Radios 117,485—Stations in State 55

W A V U (CP)

ALBERTVILLE

Frequency: 630 Kc. Power: 500 Watts, d.
Owned-Operated By..Pat Murphy Courington

W R F S

ALEXANDER CITY—EST. 1947

Frequency: 1050 Kc. Power: 1,000 Watts
Owned-Operated By..Piedmont Service Corp.
Business Address.....P. O. Box 72
Phone Number.....1050
Studio Address.....138 Main St.
Transmitter Location.....U. S. 241 W. of
Alexander City 2½ mi.

Air Time:.....Local Sunrise—Local Sunset
Transcription Service.....Thesaurus
Representative.....Sears & Ayer
Membership...National Assn. of Broadcasters
President.....James L. Coley
Gen.-Station-Com. Mgr.....Lem Coley
Program Director.....Bob McKinnon
Chief Announcer.....Tom Jones
Chief Engineer.....James W. Whatley

W C T A

ANDALUSIA—EST. 1946

MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..Andalusia Bcstg. Co., Inc.
Business-Studio Address.....Opp. Highway
Phone Number.....844
Transmitter.....Opp. Highway
Air Time.....5:55 a.m.-11 p.m.
News Service.....UP
Transcription Service.....World
Membership.....NAB
Gen.-Station-Sales Mgr.....James T. Ownby
Publicity Director.....James T. Ownby
Program Chief Announcer.....J. Dige Bishop
Musical Director.....Charles Gilmore
Chief Engineer.....J. Dige Bishop

W H M A

ANNISTON—EST. 1938

ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....Anniston Bcstg Co.
Business-Studio Address.....Radio Bldg.
Phone Number.....2380
Transmitter.....15th St. at Boyington Ave.
Air Time.....5:45 a.m.-11:05 p.m.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Sears & Ayer
Membership.....NAB-BMB
President-Owner.....Harry M. Ayers

General Mgr.....Malcolm Street
Sales Mgr.....Robert A. Davidson
Prog.am Dir.-Chief Announcer...Ross Charles
Publicity Dir.....Earl Rahrer
Chief Engineer.....James A. Hudson
Farm Editor.....A. S. Mathews

W O O B

ANNISTON—EST. 1947

MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By.....W. S. Weatherly
Business-Studio Address.....10th & Noble St.
Phone Number.....3210-1
Transmitter Location.....16th & Boynton Ave.
Air Time.....18 hrs. daily
Transcription Service.....World
Station Representative.....Thos. F. Clark
President-Owner.....W. S. Weatherly
Station Manager.....R. E. Duffey
Program Director.....H. Weaver
Chief Announcer.....Keith Gordon
Chief Engineer.....Raymond Watson

W A U D

AUBURN—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Auburn Bcstg. Co.
Business Address.....Box 350
Phone Number.....1240
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Partners.....Wm. W. Hunt, C. I. Shelkoisky,
Elmer Salter
President-General Mgr.....Elmer G. Salter
Program Director.....Neil Lovett
Chief Engineer.....Charles Herman

W J L D

BESSEMER—EST. 1942

MBS-KBS-ALA.

Frequency: 1400 Kc. Power: 250 Watts
Owned By.....Johnston Bcstg. Co.
Business Address.....Box 147
Phone Nos..Bessemer 2300; Birmingham 6-6172
Transmitter.....Birmingham Bessemer
Super Highway
Air Time.....18 hours daily
News Service.....AP
Transcription Service.....World
Representative.....Sears & Ayer
Pres.-Owner-Gen. Mgr...George Johnston, Jr.
Station Mgr.....James F. Connolly
Sales Mgr.....Clay Coe
Sales Promotion Mgr.....Mrs. Black
Publicity Dir.....Peggy Calder

WAPI

BIRMINGHAM—EST. 1922

CBS

Frequency: 1070 Kc. Power: 5000 Watts
 Owned By Univ. of Ala., Ala. Polytechnic
 Inst., Ala. Coll.
 Operated By Voice of Ala., Inc.
 Bus.-Studio Address 701 Protective Life Bldg.
 Phone Number 3-8116
 Transmitter Sandusky, Ala.
 Air Time 5:30 a.m.-12 M. Mon.-Sat.:
 8 a.m.-12 M, Sun.
 Transcription Service World, Lang-Worth
 Representative Radio Sales
 Membership NAB-BMB
 Chairman of Bd. Ed Norton
 President-General-Station Mgr. Thad Holt
 Sales Mgr. Thad Holt
 Sales Promotion Mgr.-Pub. Dir. Lionel Baxter
 Program Dir. Jimmie Wilson
 Production Mgr. Burr F. McKee, Jr.
 Chief Announcer Clint Blakely
 Chief Engineer James L. Evans
 Farm Editor John McCune

WBRC

BIRMINGHAM—EST. 1925

NBC

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Oper. By Birmingham Bcstg. Co., Inc.
 Address WBRC Bldg.
 Phone Number 4-7741
 Transmitter Location 2400 Arkedelphia Rd.
 Air Time 6 a.m.-12 M.
 News Service INS
 Transcription Service Standard, Lang-Worth
 Representative Paul H. Raymer Co.
 Membership NAB, BMB
 President-Gen. Mgr. Eloise Smith Hanna
 Station Manager Howell C. Cobb
 Sales Managers L. W. Connors,
 Don D. Campbell
 Pgm. Dir. Prod. Mgr. Ira Leslie
 Publicity Director John T. Orr
 Chief Announcer Davenport Smith
 Musical Director Herbert Grieb
 Chief Engineer G. P. Hamann

WKAX

BIRMINGHAM—EST. 1946

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By Courier Bcstg.
 Service, Inc.
 Address 1710 6th Ave. No., P.O. Box 2190
 Phone Number 54-2541
 Transmitter Location 231 2nd St., West
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Associated
 Representative Hal Holman Co.

President Glenn V. Tingley
 General-Commercial
 Manager Ganus C. Scarborough
 Program Director Dorothy Alexander
 Prom. Manager Maurice Jackson
 Chief Engineer Stanley L. Hawkins

WSGN

BIRMINGHAM—EST. 1927

ABC

Frequency: 610 Kc. Power: 5000d.; 1000 n.
 Owned by News Co. The Birmingham
 Business Studio Address Dixie Carlton
 Hotel, P. O. Box 2553
 Phone Number 4-3434
 Transmitter Location Fair Grounds
 Air Time 5 a. m.-12 m. weekdays;
 6:30 a. m.-12 m. Sun.
 News Service AP
 Transcription Service Thesaurus
 Representative Headley-Reed Co.
 Membership NAB, BMB
 Managing Director Henry P. Johnston
 Commercial Manager Julian A. Flint
 Prom. & Pub. Dir. Mrs. Mary F. Childers
 Program Director Eugene M. Plumstead
 Musical Dir. Mrs. Sara Cook
 Chief Engineer J. V. Sanderson

WTNB

BIRMINGHAM—EST. 1946

MBS

Frequency: 1490 Kc. Power: 250 Watts
 Operated By Thomas N. Beach
 Address 117½ North 21st St.
 Phone Number 4-4511
 Air Time 6:00 a.m. to 11:30 p.m., Mon.-Fri.
 News Service AP
 Transcription Service ASCAP, SESAC, World
 Representative George P. Hollingberry
 Membership NAB
 President Thomas N. Beach
 V.P.-Gen. Mgr. Mrs. Evelyn S. Hicks
 Assistant Manager David Loveman
 National Sales Mrs. Anna N. Bruner
 Production Mgr. Mrs. E. P. Allen
 Publicity Director A. B. Pettey
 Chief Engineer Frank J. Murphee

WVOK

BIRMINGHAM—EST. 1947

Frequency: 690 Kc. Power: 10,000 Watts d.
 Owned-Operated By Voice of Dixie Inc.
 Business Address Box 2407
 Representative Gene Grant
 Membership NAB, BMB
 President Irale W. Bennis
 General Manager J. E. Reynolds

W E B J

BREWTON—EST. 1946

KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned By: W. E. Brooks
 Operated By: Brewton Bcstg. Co.
 Business Address: Box 53
 Phone Number: 557-8
 Studio-Transmitter: East St.
 Air Time: 6 a.m.-10:30 p.m.
 News Service: AP
 Transcription Service: Lang-Worth, Cole,
 Keystone
 Representative: Cox & Tanz
 Membership: NAB
 President-Owner: W. E. Brooks
 Gen. Station Sales Mgr.: H. C. Gilreath, Jr.
 Sales Promotion Mgr.: Wesley Gardner
 Program Dir.: Catherine Gardner
 Prod. Mgr., Pub. Dir., Chief Announcer: Charles Herman
 Musical Dir.: Sosa Strain
 Chief Engineer: Charles Herman
 Farm Editor: Howard Gilreath, Jr.

W K L F

CLANTON—EST. 1947

KBS

Frequency: 980 Kc. Power: 1000 Watts
 Owned-Operated By: Southeastern
 Bcstg Co., of Clanton
 Bus. Studio Add.: 703½ Second Ave. North
 Phone Number: 449
 Transmitter Location: Selma Highway
 Air Time: Local Sunrise-Local Sunset
 News Service: AP
 Transcription Service: SESAC
 V.P.-Gen. Station Mgr.: Hugh Webb
 Commercial Manager: Thomas Moore
 Sales Promotion Manager, Chief Announcer:
 Buck Littleton
 Program Director: Charolett Barney
 Production Manager: Kelly Robinson
 Publicity Director: John Robinson
 Musical Director: Mrs. Carlisle Miller
 Chief Engineer: Lester Carter
 Farm Editor: E. C. Glascock

W K U L

CULLMAN—EST. 1946

KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Cullman Bcstg. Co.
 Address: 109 6th Ave., East
 Transmitter Location: Cullman, Ala.
 Air Time: 5:30 a.m.-10:30 p.m.
 Owners: H. H. Kinney, D. T. Kinney

W H O S (CP)

DECATUR

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By: North Ala. Bcstg. Co.
 Business Address: 109 Sixth Ave., E. Cullman,
 Ala.
 Partners: H. H. Kinney, D. T. Kinney

W M S L

DECATUR—EST. 1935

MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Tenn. Valley Bcstg. Co., Inc.
 Studio-Business Address: 522 Bank St.
 Phone Number: 802-3
 Transmitter: Danville Rd. Decatur
 Air Time: 6 a.m.-10:30 p.m.
 News Service: UP
 Transcription Service: World. SESAC
 President: Melvin Hutson
 Station-Commercial Mgr.: Kyle G. Frazier
 Program Director: Lewis C. Blizzard
 Chief Engineer: J. V. Roser

W X A L

DEMOPOLIS—EST. 1947

KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Demopolis Bcstg. Co.
 Business Address: Demopolis, Ala.
 News Service: AP
 Transcription Service: World
 General-Commercial-Production
 Manager: W. M. Jordan
 Chief Engineer: T. H. Gaillard, Jr.

W A G F

DOTHAN—EST. 1932

MBS

Frequency: 1400 Kc. CP-1320. Power: 250
 Watts CP-1000
 Owned-Operated By: Dothan Bcstg. Co.
 Address: 204½ E. Main Street
 Phone Number: 1403-2002
 Transmitter Location: Headland Highway
 Air Time: 6 a.m.-11 p.m.
 News Service: AP
 Transcription Service: Standard
 Membership: NAB
 Commercial Manager: Fred C. Moseley

W D I G

DOTHAN—EST. 1947

ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned By: Houston Bcasters
 Studio Business Address: 107 E. Adams St.
 Phone Number: 2480

Transmitter.....Dothan, Ala.
 Air Time.....19 hrs. daily
 News Service.....U.P.
 Transcription Service.....Lang-Worth,
 Thesaurus, Cole
 Representative...Harry Summing, South East
 Membership.....NAB
 Owner-Gen. Station Mgr.....Jess Swicegood
 Comm. Sales Prom. Ggr.....J. P. Burnett
 Pgm. Dir., Chief Ann.....J. P. Culver, Jr.
 Chief Engineer.....Jess Swicegood

W O O F (CP)
 DOTHAN

Frequency: 560 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Dowlander Bcstg. Co.
 Business Address.....114½ Foster St.
 Partners.....R. A. Dowling, Jr., Owens F.
 Alexander

W I R B (CP)
 ENTERPRISE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...The Wiregrass Bcstg. Co.
 Business Address.....200 N. Main St.
 Partners.....Franklin H. James, Robert Edward
 James, Ralph M. Stanford

W J O I

FLORENCE—EST. 1946

ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Clyde W. Anderson, Joe T.
 Van Sandt
 Owned-Oper. By.....Florence Bcstg. Co.
 Address.....850 S. Court St.
 Air Time.....Unlimited
 Transcription Service.....World
 Owner, Gen. Station Commercial, Sales Pro-
 motion Manager.....Joe T. Van Sandt
 Pgm. Dir., Produ. Mgr., Pub. Dir., Chief An-
 nouncer, Musical Director...David E. Bigley
 Chief Engineer.....Maurice E. McKinney
 Farm Editor.....Maurice E. McKinney

W M F T

FLORENCE—EST. 1945

N. ALA. NETWORK-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Tri-Cities Bcstg. Co.
 Bus. Add..800 Cypress Mill Rd., P. O. Box 477
 Phone Number.....42
 Studio-Transmitter.....800 Cypress Mill Rd.
 Air Time...5:55a.m.-11:05 p.m., 5:55 a.m.-12:05
 a.m. Sat.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Tri-Cities Bcstg. Co.
 Membership.....NAB

President.....Milton S. Killen
 V.P. Station Mgr.....James C. Miller, III
 Secty.-Treas.....Franklin L. Bush
 Musical Dir.....Evelyn Reeburgh
 Chief Engineer.....James C. Miller, III
 Farm Editor.....Jim Miller

W G A D

GADSDEN—EST. 1946

MBS

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Operated By...Coosa Valley Bcstg. Co.
 Bus., Studio Address(es)...817 Forrest Ave.
 Phone Number.....3880
 Transmitter Location...Attalla, Ala.
 Air Time.....5:30 a.m.-12 M
 News Service.....U.P.
 Transcription Service.....Thesaurus
 Representative.....Donald Cooke
 Membership.....NAB, BMB
 Pres., Station, Comm. Mgr.....J. W. Buttram
 Sales Promotion Manager.....Marke Goode
 Production Manager.....Glenn Hunt
 Publicity Director.....Wanda Conner
 Chief Announcer.....Lee Blaine
 Chief Engineer.....H. D. Williams
 Farm Editor.....Bob Mayeld

W G N H

GADSDEN—EST. 1947

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By...General Newspapers, Inc.
 Bus. Studio Address.....Philipson Bldg.
 Phone Number.....4780
 Transmitter.....2000 Chestnut St.
 Air Time.....6 a.m.-12M.
 News Service.....INS
 Transcription Service.....Capital, World
 Rep.....Burke, Kuipers & Mahoney, Inc.
 Membership.....NAB, BMB
 Gen. Station Mgr.....Henry A. Jones
 Comm. Mgr.....Andrew B. Letson
 Pgm. Dir., Chief Announce...Lynn Dawson
 Chief Engineer.....Andrew B. Letson

W G W D

GADSDEN—EST. 1947

ALABAMA NETWORK

Frequency: 570 Kc.....Power: 1000 Watts
 Owned By.....G. W. Covington, Jr.
 Operated By.....Edwin H. Estes
 Business Address.....P. O. Box 128
 Phone Number.....1029, 5001
 Studio Address...Medical Bldg., So. Fifth St.
 Transmitter Location...4 ml. N. W. of Gadsden
 Air Time.....Local Sunrise-Local Sunset
 News Service.....A.P.
 Transcription Service.....Associated
 Representative.....McGeehan & O'Mara
 Membership.....NAB, BMB

President-Owner.....G. W. Covington, Jr.
 Gen. Station, Comm. Mgr....Edwin H. Estes
 Sales Promotion Mgr.....O. B. McAbee
 Pgm. Dir., Prod. Mgr., Chief Ann.....George
 Cardell
 Publicity Director.....Merle Murray
 Chief Engineer.....John Townsend

W J B Y

GADSDEN—EST. 1928
 ALA. BCSTG. SYS.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By...Gadsden Bcstg. Co., Inc.
 Address.....108 Broad Street
 Phone Number.....62 & 88
 Transmitter Location.....108 Broad Street
 Time on the Air.....6 a.m.-11 p.m.
 News Service.....A.P.
 Transcription Service.....Lang-Worth
 Representative.....Sears & Ayer
 President.....Bascom H. Hopson
 Gen. Mgr., Pgm. Dir.....Beatrice Tate Benton
 Comm.-Sales Promotion Mgr.....Sam Benton
 Chief Engineer.....William Pigg

W G Y V (CP)
GREENVILLE

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Greenville Bcstg. Co.
 Partners.....E. V. Stabler, Calvin Poole,
 S. W. Ferrell, Jr.

W B H P

HUNTSVILLE—EST. 1937
 MBS—ALABAMA NETWORK—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned, Operated By.....W. H. Pollard
 Bus. Studio Address.....316 West Holmes St.
 Phone Number.....313
 Transmitter Location.....Athens Pike
 Air Time.....6 a.m.-11 p.m.
 News Service.....U.P.
 Transcription Service.....Keystone, Standard
 Membership.....NAB
 President.....W. H. Pollard
 Gen. Station Comm. Mgr.....W. J. Keown
 Sales Prom. Mgr., Pgm. Dir., Prod. Mgr.....Bob
 Dunnivant
 Publicity Director.....Kathryn Moore
 Chief Announcer.....Mark Leon
 Musical Director.....Jimmy Blackburn
 Chief Engineer.....Bill Harris
 Farm Editor.....Dewey Webb

W F U N

HUNTSVILLE—EST. 1946
 ALA. BCSTG. SYS.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Huntsville Bcstg. Co.

Address.....P. O. Box 523
 Phone Number.....2423-4
 Studio Transmitter Loc.....410 W. Holmes St.
 Time on the Air.....6 a.m. to 12 M.
 News Service.....AP
 Transcription Service.....Lang-Worth, World
 Representative.....Sears & Ayers
 Pres.-Owner-Sales Mgr.....John Garrison
 Commercial Manager.....John Garrison
 Program Director.....Eva Alverson
 Chief Announcer.....Al Tryon
 Chief Engineer.....F. L. Mickle
 Musical Director.....Malcom Tate
 Farm Editor.....Al Tryon

W H B S

HUNTSVILLE—EST. 1946

ABC-ALA. BCSTG. SYSTEM-ALA.-TENN.
 NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By...The Huntsville Times Co.
 Business-Studio Address...207 W. Clinton St.
 Phone Number.....2345
 Transmitter.....N. Church St.
 Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Headley-Reed
 Membership.....NAB
 President.....Henry P. Johnston
 General Mgr.....M. C. Gregory
 Sales Dir.....Thomas C. Lawler, Jr.
 Program-Production Dir.....Richard Warner
 Chief Announcer.....Ralph Tanner
 Musical Librarian.....Earl Fisher
 Chief Engineer.....James V. Sanderson
 Farm Editor.....Paul R. Baumgardner

W W W B

JASPER—EST. 1946
 MBS—ALA. BCSTG. SYS.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned, Operated By...Bankhead Bcstg. Co.
 James E. Reese
 Business Studio Address.....Bankhead-Long
 Building, 3rd Avenue
 Phone Number.....100
 Transmitter Location.....W. 20th St.
 Air Time.....5:30 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....Friedenberg Agency
 Membership.....NAB
 President.....W. W. Bankhead
 General Station Manager.....James E. Reese
 Comm. Mgr., Musical Dir. Joseph L. Sartain, Jr.
 Sales Promotion Manager.....Veneta Fike
 Pgm. Dir., Prod. Mgr., Chief Ann....Charles T.
 Metcalfe
 Publicity Director.....Mary O. Wilson
 Chief Engineer.....Jack Copeland
 Farm Editor.....Wiley W. White

W A B B (CP)

MOBILE
MBS—KBS

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By..... Mobile Daily News-
papers, Inc.
Business Address..... 304 Government St.
Phone Number..... 3-1551
News Service..... AP
Transcription Service..... Associated
Membership..... NAB, BMB
President..... R. B. Chandler
General Manager..... W. J. Hearin, Jr.
Program Director..... Anthony Leighton
Chief Engineer..... William H. Murphree

W A L A

MOBILE—EST. 1930
NBC

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Operated By..... Pape Bcstg. Co.
Address..... 106 St. Joseph St., AT&N
Railroad Bldg.
Phone Number..... 3-3787
Transmitter Location..... Tensas Bridge Head,
Baldwin County
Air Time... 5:30 a.m.-12 M; Sundays 7 a.m.-
12M.
Representative..... Headley-Reed Co.
Membership..... NAB
General Manager..... W. O. Pape

W K A B

MOBILE—EST. 1947

Frequency: 840 Kc. Power: 1000 Watts
Owned-Operated By... Pursley Bcstg. Service
Business-Studio Address... 354 St. Francis St.
Phone Number..... 2-5837
Transmitter..... 575 Donald St.
Air Time..... Local sunrise-local sunset
News Service..... INS
Transcription Service..... Lang-Worth
Membership..... NAB
Owners..... Claude & Louise Pursley
Gen. Station Manager..... Louise P. Pursley
Commercial Manager..... Claude L. Pursley
Sales Prom. Mgr., Pgm. Dir. Adrian K. Roberts
Publicity Director..... Vic Parr
Chief Announcer..... Tom Jackson
Chief Engineer..... Gene Miller
Farm Editor..... Bill FitzHugh

W K R G

MOBILE
MOBILE—EST. 1946
CBS

Frequency: 710 Kc. Power: 1000 d; 250 Watts
Owned-Operated By..... Giddens & Rester

Business Address..... 205 Government St.
Phone Number..... 2-8373
Studio-Transmitter..... Telegraph Rd.
Air Time..... 6 a.m.-12:05 a.m.
News Service..... AP
Transcription Service... Lang-Worth, Standard
Representative..... Adam J. Young
Membership..... NAB, BMB
Partners..... T. J. Rester, Kenneth R. Giddens
Gen. Station Mgr..... F. E. Busby
Commercial Manager..... John Waller
Pgm. Dir., Chief Announcer..... Carl Haug
Chief Engineer..... Richard M. Cole
Farm Editor..... Harry McDonnell

W M O B

MOBILE—EST. 1939
ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..... Nunn Bcstg. Corp.
Business-Studio Address. 458 Government St.
Phone Number..... 2-4566
Transmitter Loc... Stanton Rd. & Jackson Ave.
Air Time..... 18 Hrs. Daily
News Service..... UP
Transcription Ser... Thesaurus, Capitol, World
National Sales Office..... P. O. Box 1360,
Lexington, Ky
Representative..... Branham Co.
Membership..... NAB, BMB
President..... Gilmore N. Nunn
Gen. Station Manager..... D. H. Long
Comm. Sales Promotion Mgr... R. H. Moore
Pgm. Pub. Director..... Adele Hull
Production Mgr..... Don Lewis
Chief Engineer..... Sanford Helt

W R O E (CP)

MOBILE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... Burton Bcstg. Co.
Business Address..... Merchants National
Bank Bldg.
Partners..... Gillette & Jesse Gilbert Burton, Jr.

W A P X

MONTGOMERY—EST. 1947
ABC

Frequency: 1600 Kc. Power: 1000 Watts
Owned Operated By... United Bcstg. Co., Inc.
Business, Studio Address... 116 Catoma St.
Phone Number..... 3-7560-9
Transmitter Location..... North Ripley St.
Air Time..... 5 a.m.-12 M.
News Service..... UP
Transcription Service..... Lang-Worth
Representative..... Walker Co.
President..... Thomas E. Martin
V.P.-Gen Station Mgr..... John S. Allen

Comm. Sales Prom. Mgr. Hoke Williford
 Pgm. Dir., Prod. Mgr. Stan Gordoni
 Musical Director. Ollie Cain
 Chief Engineer. Paul Ussery

WCOV

MONTGOMERY—EST. 1939

CBS-CAPITAL BCSTG. SYSTEM

Frequency: 1240Kc. Power: 250 Watts
 Owned-Operated By. C. W. Covington, Jr.
 Business Address. Box 1029
 Phone Number. 5781-2
 Studio Address. Exchange Hotel
 Transmitter. Woodley Rd.
 Air Time. 6:30 a.m.-11:05 p.m.
 News Service. INS
 Transcription Service. Standard
 Representative. McGeehan & O'Mara
 Membership. NAB, BMB
 President-Owner, Gen. Station Manager. G. W. Covington, Jr.

Commercial Manager. E. J. Duke
 Sales Promotion Manager. R. B. Raney
 Pgm. Dir., Prod. Mgr., Farm Editor. Weston Britt
 Publicity Director. Dorothea Askins
 Chief Announcer. W. L. Steadman
 Musical Director. Hollis Carlton
 Chief Engineer. W. D. Weatherly

WJ JJ (CP)

MONTGOMERY

Frequency: 1170 Kc. Power: 10,000 Watts d., 1000 n.
 Owned-Operated By. Southern Bcstg. Co.
 Business Address. 115½ Commerce St.
 General Manager. Joseph G. Matthews
 Station Manager. John C. Hughes

WMGY

MONTGOMERY—EST. 1946

MBS

Frequency: 800 Kc. Power: 100 Watts
 Owned-Operated By. Dixie Bcstg. Co., Inc.
 Business-Studio Address. Dexter & Perry Sts.
 Phone Number. 5425
 Transmitter. Greenwood Cemetery
 Air Time. Local sunrise-local sunset
 Transcription Service. World
 Representative. Radio Adv. Co.
 Membership. NAB, BMB
 President-Owner. Dr. S. D. Suggs
 General Station Mgr. Thomas W. Sewell
 Commercial Manager. Clyde C. Sellers
 Program, Musical Dir. E. Caldwell Stewart
 Publicity Director. Frank Monteleone
 Chief Announcer. Edward F. Mohr
 Chief Engineer. John D. Lamar

WSFA

MONTGOMERY—EST. 1930

NBC

Frequency: 1440Kc. Power: 1000 Watts
 Owned-Oper. By. Montgomery Bcstg. Co., Inc.
 Business Address. P. O. Box 1031
 Phone Number. 8361
 Studio Address. Jefferson Davis Hotel
 Transmitter. Narrow Lane Rd.
 Air Time. 5:45 a.m.-12 M.
 News Service. AP
 Transcription Service. Thesaurus, Standard
 Representative. Headley-Reed
 Membership. BMB
 Pres.-Nat'l. Adv. Sales Mgr. Howard E. Pill
 General Manager. David E. Dunn
 Local Sales Mgr. Wm. W. Hunt
 Ass't Nat'l. Adv. Sales Mgr. Julia Looney
 Pgm. Dir., Prod. Mgr. John Allen Wolf
 Musical Director. James Reed
 Chief Engineer. Cliff Shelkotsky

WLAY

MUSCLE SHOALS CITY—EST. 1933

MBS—NORTH ALABAMA NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned Oper. By. Muscle Shoals Bcstg. Corp.
 Business Address. P. O. Box 230
 Phone Number. 1450-1
 Transmitter Studio Location. East Second St., Sheffield, Ala.
 Air Time. 6 a.m.-12 M.
 News Service. UP
 Transcription Service. Standard
 Representative. The Branham Co.
 Membership. NAB, BMB
 President. Frank M. Farris, Jr.
 General Station Mgr. Richard B. Biddle
 Commercial Manager. Billy Wiggins
 Sales Promotion Manager. Eulus Whitehead
 Program Director. Charlie Welsh
 Production Manager. Larry Rohling
 Publicity Director. Doryce Levi
 Chief Announcer. Tom York
 Musical Director. Jimmy Lynn
 Chief Engineer. Lynn McMoran

WJHO

OPELIKA—EST. 1940

MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts d 100 Watts n
 Owned Oper. By. Opelika-Auburn Bcstg. Co.
 Business Studio Address. 1400 Auburn Rd.
 Phone Number. 712
 Transmitter Location. 1400 Auburn Rd.
 Air Time. 6 a.m.-12 M.
 News Service. UP
 Transcription Service. Standard

Membership NAB
 Gen. Station Mgr., Pub. Dir. F. Marion Hyatt
 Comm. Sales Prom. Mgr. Kenneth Vance
 Pgm. Dir., Fm. Editor Lowell Takles
 Musical Director Gene Randall
 Chief Engineer James S. Farrior Jr.

WGWC

SELMA—EST. 1946
 CBS-ALA. NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By G. W. Covington, Jr.
 Business Address P. O. Box 686
 Phone Number 1739
 Studio Transmitter N. Broad St.
 Air Time 6:30 a. m.-11:05 p. m.
 News Service INS
 Transcription Service Thesaurus
 Representative McGeehan & O'Mara, Inc.
 Membership NAB, BMB
 President-Owner G. W. Covington, Jr.
 General Station Manager Eugene P. Weil
 Comm. Sales Prom. Mgr. W. L. Rowland, Sr.
 Program Director Miss Frances Acker
 Prod. Mgr. Chief Announcer. John Townshend
 Publicity Director W. L. Rowland, Sr.
 Chief Engineer John Townshend
 Farm Editor Red Bamberg

WHBB

SELMA—EST. 1935
 MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Selma Bcstg. Co., Inc.
 Business-Studio Address. 209 Washington St.
 Phone Number 1233
 Transmitter Location. Edgewood, Selma, Ala.
 Air Time ... 16 hrs. daily; 15 hrs. Sat., 14 hrs.
 Sun
 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.
 President B. H. Hopson
 Gen. Sta. Comm. Manager. Julien Smith, Jr.
 Program Director Miss Jule Donald
 Chief Announcer Crawford Rice
 Chief Engineer T. F. Kelly, Jr.

WFEB

SYLACAUGA—EST. 1935
 MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Alabama Bcstg. Co.,
 Inc.

Business-Studio Address. 527 North Broadway
 Phone Number 160
 Transmitter Location. 527 North Broadway
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative Donald Cooke
 Membership NAB
 President E. E. Forbes, Sr.
 General Manager R. B. Taber

CALL LETTERS TO BE ASSIGNED (C.P.)

SYLACAUGA

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Operated By. Marble City Bcstg. Co.
 President James S. Stowers, Jr.

WHTB

TALLADEGA
 MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned Operated By. Voice of Talladega, Inc.
 Business Address Court Square
 Phone Number 3733, 2360
 Studio Address So. Court Square
 Transmitter Location Isbell Springs
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Standard, SESAC
 Representative Homer Griffith
 Membership NAB, BMB
 President Melvin Hutson
 Sta. Comm. Sales Prom. Mgr. Jimmy Trippe
 Pgm. Dir., Prod. Mgr. Otis Dodge
 Publicity Director Geo. Shadoin
 Musical Director Sarah Martin
 Chief Engineer Franklin Norris
 Farm Editor Buddy Murray

WTBF

TROY—EST. 1947
 MBS-ALA. BCSTG. SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Troy Bcstg. Corp.
 Business Address Troy, Ala.
 Phone Number 880-1
 Transmitter Troy, Ala.
 Air Time 6:30 a.m.-11 p.m.
 News Service AP
 Transcription Service World, Keystone
 Membership NAB
 President J. Roy Crow
 Actg. General Manager D. H. Motes
 Station Mgr., Exec. Dir., Comm. Mgr. William
 C. Needham
 Pgm. Dir., Chief Announcer. Jesse Jordan
 Chief Engineer Joe W. Gilchrist

W J R D

TUSCALOOSA—EST. 1936

ALABAMA—KBS

Frequency: 1150 Kc. Power: 5000 Watts d;
1000 Watts n

Owned Operated By.....Jamse R. Doss, Jr.
Bus. Studio Add.....First National Bank Bldg.
Phone Number.....4464-2540
Transmitter Location.....Fayette Highway,
Northport, Ala.

Air Time.....6 a.m.-10:30 p.m.
News Service.....INS
Transcription Service.....World, MacGregor,
Capitol

Representative.....Gene Grant
Membership.....NAB
Owner, Gen. Mgr.....James R. Doss, Jr.
Pgm., Musical Director.....Mrs. J. R. Doss, Jr.
Publicity Director.....George Bell
Chief Announcer.....Paul Raymon
Chief Engineer.....J. G. Cobble

WTBC

TUSCALOOSA—EST. 1946

MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned By.....Tuscaloosa Bcstg. Co.

Operated By.....Bet Bank, T. H. Todd, Jeff
Colenan, Lamar Branscomb

Business-Studio Address.....City Hall Bldg.
Phone Number.....5523

Transmitter Location.....15th St., across from
Forest Lake

Air Time.....Unlimited
News Service.....AP

Transcription Service.....Thesaurus
Representative.....Sears & Ayer

Membership.....NAB
General Station Manager.....Bet Bank

Commercial Manager.....W. T. Forrester
Program Director.....Rhea Yarbrough

Chief Announcer.....Otis Henley
Chief Engineer.....T. H. Todd

ARIZONA

*Estimated Population 657,000—% Increase +31.6—Radio Homes 144,091
Farms with Radios 10,216—Stations in State 26*

K S U N

BISBEE—EST. 1933

CBS—ARIZ. NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Carlton W. Morris

Business Address.....P. O. Drawer C, Lowell
Station

Phone Number.....9
Studio-Transmitter.....Naco Rd.

Air Time.....6:30 a.m.-11:15 p.m.
News Service.....UP

Transcription Service.....World
Representative.....John Blair

Membership.....NAB, BMB
Pres.-Owner, Gen. Sta. Mgr.....Carlton W.
Morris

Commercial Manager.....Hilda Nielsen
Program Director.....Russell Savery

Publicity Director.....F. Jean Frazier
Chief Engineer.....David C. Karbach

Farm Editor.....J. Earl Hickman

K T O R (CP)

COLLIDGE

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By.....Gila Bcstg. Co.

Business Address.....1218 6th Ave., Safford

K A W T

DOUGLAS

NBC-ARIZ. BCSTG. SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....Carlton W. Morris

Business Address.....Box 1118
Phone Number.....173

Studio-Transmitter.....Douglas, Ariz.
Air Time.....16½ hrs daily

News Service.....AP, INS, UP
Transcription Service.....Associated

Representative.....Paul Raymer
Membership.....NAB, BMB

President-Owner.....Carlton W. Morris
Gen. Comm. Sales Promotion Mgr.. John King

Program Director.....Justin S. Kilness
Chief Announcer.....Leon Bonar

Chief Engineer.....Justin S. Kilness

K S M R (CP)

DOUGLASS

Frequency: 570 Kc. Power: 1000 Watts
Owned-Operated By.....Douglas Bcstg. Co.

Business Address.....455 N. Rodeo Dr.,
Beverly Hills, Cal.

Partners.....Wm. N. Goodwin, Jos. P. Wrenn

K F A K (CP)

FLAGSTAFF

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....Gene Bprke Brophy

KWRZ

FLAGSTAFF—EST. 1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned By: Grand Canyon Bcstg. Co.
 Operated By: James L. Stapleton, Jesse M. Neil, Jr., Duard K. Nowlin
 Business Address: P. O. Box 519
 Phone Number: 899
 Studio Address: 220 E. Birch Ave.
 Transmitter: Half Mi. S. Flagstaff, Highway 89

Air Time: 7 a.m.-10 p.m.
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Ariz. Bcstg. System
 President-Owner: James L. Stapleton
 General Manager: John C. Parker
 Sales or Commercial Manager: L. E. Peterman
 Program Director: Katherine L. Turner
 Chief Announcer: Mark A. Sapp
 Chief Engineer: Martin F. Turner, Jr.

KRUX

GLENDALE-PHOENIX—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Gene Burke Brophy
 Business Address: 615 N. Central Ave.
 Phone Number: 2-2371
 Studio Transmitter Address: Glendale, Ariz.
 Air Time: 18 hrs. Mon.; 24 hrs. Tues.-Sun.
 News Service: UP
 Transcription Service: Standard, Cole
 Representative: William G. Rambeau
 Membership: NAB
 President-Owner: Gene Burke Brophy
 Program Director: Frank Redfield
 Chief Engineer: Charles Breeding

KWJB

GLOBE—EST. 1938

NBC—ARIZONA BROADCASTING SYSTEM
 Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Gila Bcstg. Co., Inc.
 Business Address: Box 2343
 Phone Number: 41
 Transmitter-Studio Location: S. Globe, Ariz.
 Air Time: 6:30 a.m.-11 p.m.
 Transcription Service: Standard-Capitol
 Representative: Paul H. Raymer
 President: Louis F. Long
 General Manager: Paul Merrill
 Station Mgr., Pgm. Director: Willard Shoecraft
 Commercial Manager: John D. Seater, Jr.
 Chief Announcer: Leo Barnard
 Chief Engineer: Frank Toomey

KARV

MESA—EST. 1946

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: Arizona Radio & Television, Inc.

Address: Radio Center, 44 Pepper Lane, Mesa, Ariz.

Phone Number: 678

Transmitter Location: Radio Center, 44 Pepper Lane, Mesa, Ariz.

Air Time: 6 a.m.-12 M.

Transcription Service: Lang-Worth, Cole

Representative: Forjoe & Co.

Membership: NAB

General Manager: John C. McPhee

KTYL

MESA—EST. 1947

KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned Oper. By: Sun Valley Bcstg. Co., Inc.

Business Studio Address: Box 885

Phone Number: Mesa 903

Transmitter Location: 1/2 mile of Mesa on Highway 89

Air Time: 6 a.m.-11 p.m.

News Service: UP

Transcription Service: Associated, Standard

Membership: NAB

President: Howard Roberts

Gen. Station Manager: E. W. Malone

Comm. Sales Prom. Mgr.: Henry Riddick

Pgm. Dir., Prod. Mgr., Chief Announcer: Ken Hooker

Chief Engineer: Bill Harrison

KNOG (CP)

NOGALES

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Border Bcstg. Co., Inc.

Business Address: 126 Morley Ave.

KOOL

PHOENIX—EST. 1947

MBS-DON LEE

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By: Maricopa Bcstg., Inc.

Business-Studio Address: Adams Hotel Bldg.

Phone Number: 2-1748

Transmitter: Chicago Ave.

Air Time: 6 a.m.-12 M.

News Service: UP

Transcription Service: Lang-Worth

Representative: George P. Hollingbery

Membership: NAB

President-General Manager: Carl D. Haymond

Station Manager: Robert E. Bausman

Commercial Manager: Agnes McGillvra

Sales Promotion Manager: Joseph M. Miller

Program Director: Verne E. Sawyer

Production Manager: Gilbert Alzua

Publicity Director: Graham H. Moore

Chief Announcer: Lew Lowry

Chief Engineer: Owen J. Ford

K O Y

PHOENIX—EST. 1922
CBS—ARIZ. NETWORK

Frequency: 550 Kc. Power: 1000 Watts
Owned-Oper. by . . . Salt River Valley Bcstg. Co.
Business Studio Address . . . 836-838 N. Central
Ave., P. O. Box 2671
Phone Number 4-4144
Transmitter 12th St. & Camelback Rd.
Air Time 18 hrs. daily
News Service Transradio; UP
Transcription Service Associated, World
Representative John Blair
Membership NAB, BMB
Chief Executive Burrige D. Butler
Station Manager Albert D. Johnson
Sales or Commercial Manager . . . John L. Hogg
Sales Promotion Manager . . . Leroy E. Struble, Jr.
Program Director John R. Williams
Production Mgr.-Chief Announcer . . . Bill Lester
Publicity Director Leroy E. Struble, Jr.
Musical Director Alfred Becker
Chief Engineer Clifford Miller
Farm Editor Ernest Douglas

K P H O

PHOENIX
ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Phoenix Bcstg., Inc.
Business-Studio Address . . . Adams Hotel Bldg.
Phone Number 4-7367
Transmitter Location . . . 2400 W. Buckeye Rd.
Air Time 5:45 a.m.-12 M.
News Service INS
Transcription Service . . . Lang-Worth, McGregor
Membership NAB
President, General Manager Rex Schepp
Commercial Manager Arnold J. Gregory
Program-Publicity-Musical
Director Dwight Greenwood
Chief Announcer Bill Reddick
Chief Engineer Selwyn Kirby

K P S C (CP)

PHOENIX

Frequency: 1270 Kc. Power: 5000 Watts
Owned-Operated By . . Sun Country Bcstg. Co.
Business Address Security Bldg.
Phone Number 2-3471
President-Owner J. R. Heath
General Manager J. R. Heath
Business Manager Dallas G. Hall
Commercial Manager J. Theodore Kennedy
Program Director D. Paul Gribben
Production Manager Frank L. Orth
Chief Engineer Walter M. Kidwell

K T A R

PHOENIX—EST. 1922

NBC—ARIZONA BCSTG. SYSTEM

Frequency: 620 Kc. Power: 5000 Watts
Owned By KTAR Bcstg. Co.
Business Studio Address . . . 711 Heard Building
Phone Number 4-4161
Transmitter Location 36th St. & East
Thomas Road
Time on the Air 18 hrs., 5 min. Sun.-Fri;
19 hrs. Sat.
News Service AP
Transcription Service Thesaurus, Standard,
Capitol
Representative Paul H. Raymer
Membership NAB, BMB
Ch. of Bd. John J. Louis
President-General Station
Manager Richard O. Louis
Commercial Manager E. W. Harvey
Sales Promotion Manager . . . John Edwin Miller
Program Director J. Howard Pyle
Production Manager Paul Hughes
Publicity Director Myron Drake
Musical Director Pierson Bancroft
Chief Engineer A. C. Anderson
Farm Editor Rol Laughner

K Y C A

PRESCOTT—EST. 1940

NBC—ARIZ. BCSTG. SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Radio Station KTAR
Business-Studio Address E. Gurley St.
Phone Number 244
Transmitter E. Gurley St.
Air Time 6:30 a.m.-11 p.m.
News Service AP, INS
Transcription Service Standard, Thesaurus
Representative Paul H. Raymer
Membership NAB, BMB
President John J. Louis
General Station Manager Harold Ritter
Program Director Roberta M. Pfister
Publicity Director Marcia Gates
Chief Announcer Byron McCall
Musical Director John Nagley
Chief Engineer George Eitel

K G L U

SAFFORD—EST. 1938

NBC—ARIZ. BCSTG. SYSTEM

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Operated By Gila Bcstg. Co.
Business-Studio Address 1218 Sixth Ave.
Phone Number 15
Transmitter . . . 2½ mi. E. of Safford, Lone Star,
on Highway 70
Air Time 5:30 a.m.-12 M.
News Service AP, INS, UP

Transcription Service World
 Representative..... Paul H. Raymer
 Membership BMB
 President..... Louis F. Long
 General Station Manager..... Paul Merrill
 Commercial Sales Promotion
 Manager..... Edward E. Furman
 Program Director- Production Manager-
 Publicity Director..... William F. Parady
 Chief Announcer..... Lester McBride
 Musical Director..... Marjorie Bowen
 Chief Engineer..... Herbert Hartman
 Farm Editor..... Pete C. Dillman

K C N A

TUCSON—EST. 1947

MBS—DON LEE—RADIO NET OF ARIZ.
 Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Catalina Bcstg. Co.
 Business-Studio Address..... 1511 E. 16th St.,
 Box 2348
 Phone Number 4396
 Transmitter..... 1511 E. 16th St.
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative..... George P. Hollingbery
 Membership NAB
 President Erskine Caldwell
 Station Manager..... Wayne Sanders
 Commercial Manager..... Bart Hazlett
 Sales Promotion Manager..... Harry Chambers
 Program Director..... Lou Eaton
 Production Manager..... Ray Helgesen
 Publicity Director..... Jeanne Richey
 Chief Announcer..... Jim Officer
 Chief Engineer..... W. J. Karpisek

K O P O

TUCSON—EST. 1947

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Old Pueblo Bcstg. Co.
 Business-Studio Address 115 W. Drachman
 St.
 Phone Number 1752-3
 Transmitter..... 115 W. Drachman St.
 Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service AP
 Transcription Service MacGregor
 Representative Homer-Griffith
 President H. C. Tovrea
 Vice-President..... Charles H. Garland
 General-Station Manager..... E. S. Mittendorf
 Commercial Manager..... S. J. Kossack
 Sales Promotion-Production Manager-
 Publicity Director..... Allan S. Brown
 Program Director..... Matt Lemen
 Chief Announcer-Farm Editor..... R. A. Williams
 Musical Director..... Matt Lemen
 Chief Engineer..... Louis Halpern

KTSC (CP)

TUCSON

Frequency: 580 Kc..... Power: 1000 Watts
 Owned-Operated By..... Sun Country Bcstg. Co.
 Business Address..... 628 N. Stone Ave.
 Phone Number 1-337
 President-Owner..... J. R. Heath
 Station Manager..... Park G. Parker

K T U C

TUCSON—EST. 1929

CBS—ARIZ. NETWORK

Frequency: 1400 Kc..... Power: 250 Watts
 Owned By..... Tucson Bcstg. Co.
 Operated By..... Burridge D. Butler
 Business-Studio Address..... 900 E. Broadway,
 P. O. Box 390
 Phone Number 1400
 Transmitter..... 900 E. Broadway
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service..... World, Associated,
 SESAC
 Representative John Blair
 Membership NAB, BMB
 President..... Burridge D. Butler
 General-Station Manager..... Lee Little
 Commercial-Sales Promotion
 Manager..... George Bradley
 Business Mgr..... John Crowley
 Program-Musical Director..... Gerry O'Brien
 Production-Chief Announcer..... Scott Henderson
 Publicity Director..... Warren Middleton
 Chief Engineer..... Cliff Livingston

K V O A

TUCSON—EST. 1929

NBC—ARIZ. BCSTG. SYSTEM

Frequency: 1290 Kc..... Power: 1000 Watts
 Owned-Operated By..... Arizona Bcstg. Co., Inc.
 Business-Studio Address..... 48 E. Broadway,
 P. O. Box 2911
 Phone Number 3703
 Transmitter Location..... 10th and Lee Streets
 Time on the Air..... 3:55 a.m.-12 M.
 News Service AP
 Transcription Service..... Thesaurus, Standard,
 Capitol
 Representative..... Paul H. Raymer
 Membership NAB, BMB
 General-Sales Commercial
 Mgr..... R. W. Williams
 Business Mgr..... Harper M. Phillips
 Sales Promotion Mgr..... Fred J. Gerletti
 Program Director..... Ben L. Slack, Jr.
 Production Manager..... Jean T. Lely
 Chief Engineer..... Ray H. Holsclaw

K S O L (CP)

YUMA

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Gene Burke Brophy
Address: 2214 N. Central Ave., Phoenix

K Y S C

YUMA—EST. 1948

Frequency: 1190 Kc. Power: 1000 Watts
Owned-Operated By: Yumasa Bcstg. Co.
Business Address: 601 Orange Ave.
President: N. S. McCallum
V.P. & Mgr. Director: J. R. Heath

K Y U M

YUMA—EST. 1940

NBC—ARIZ. BCSTG. SYSTEM

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By: Yuma Bcstg. Co.
Business Address: P. O. Box 351, 1901 1st St.
Phone Number: 88
Transmitter-Studio Location: 1901 1st St.
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Capitol, Thesaurus
Representative: Paul Raymer
Membership: NAB, BMB
President: Richard Lewis
General-Station Manager: Ray C. Smucker
Commercial Manager: Roy L. Jorgensen
Sales Promotion Manager: George A. Chavez
Program Director: Paul W. Dawson
Production Manager: Carl Duncan
Publicity Director: William Doane
Chief Announcer: Samuel Siegel
Musical Director: George L. Hathaway
Chief Engineer: Leavenworth Wheeler
Farm Editor: Maurice Higgins

ARKANSAS

Estimated Population 1,903,000—% Increase —2.4—Radio Homes 427,144
Farms with Radios 133,416—Stations in State 28

K V R C (CP)

ARKADELPHIA

MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Cecil W. Cupp
Business Address: 506 Main St.
Phone Number: 789
News Service: AP
Transcription Service: World
President-Owner: Cecil W. Cupp
General & Coml. Mgr.: J. M. Moore
Program Director: Bill Deaton
Chief Engineer: Robert G. King

K L C N

BLYTHEVILLE—EST. 1922

ARKANSAS NETWORK

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By: Harold L. Sudbury
Address: 2nd & Walnut Sts.
Phone Number: 2093
Transmitter Location: Armoral, Ark.
Air Time: Daytime only
News Service: UP
Transcription Service: World, Cole
Representative: The John E. Pearson Co.
General Manager: Harold L. Sudbury

K A M D

CAMDEN—EST 1946

KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Camden Radio, Inc.
Business-Studio Address: South Carolina St.
Phone Number: 791-2
Transmitter Location: South Carolina St.
Air Time: 6:30 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.
News Service: AP
Transcription Service: Keystone, SESAC
Membership: NAB, BMB
President: C. E. Palmer
General Manager: Frank O. Myers
Station Manager: David Crockett
Commercial-Sales Promotion Manager: James Waggoner
Program Director, Production Manager, Publicity Director: Paul Crawford
Chief Announcer, Musical Director: Cal Carter
Chief Engineer: E. L. Smith
Farm Editor: Cal Carter

K E L D

EL DORADO—EST. 1935

ABC—ARK. RAZORBACK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Radio Enterprises, Inc.
Business-Studio Address: Home Finance Bldg.
Phone Number: 1313

• • • **AR K A N S A S** • • •

Transmitter Location Country Club Colony
 Air Time 6:30 a.m.-11 p.m.
 News Service AP
 Transcription Service World
 Representative Cox & Tanz
 Membership NAB, BMB
 President W. N. McKinney
 Vice President, General-Station
 Manager Leon M. Sipes
 Sales Promotion Manager, Publicity
 Director J. R. Duerson
 Program Director, Production
 Manager W. N. McKinney
 Musical Director Martha Craig
 Chief Engineer S. E. Eckhardt
 Farm Editor Paul Norton

KGRH

FAYETTEVILLE—EST. 1946
 MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Fayetteville Bcstg. Co.
 Business Address 922 Leverett St.
 Phone Number 862
 Transmitter Location 922 Leverett St.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Standard
 Membership NAB
 Representative Burke, Kuipers & Mahoney,
 Inc.
 General Manager Russell Bennett
 Commercial Manager Royce A. Collier

KFPW

FORT SMITH—EST. 1930

MBS—RAZORBACK ARKANSAS STATE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Southwestern
 Hotel Co.
 Address Goldman Hotel
 Phone Number 4106-4107-7069-5554
 Transmitter Location Albert Pike
 & Kelley Highway
 Air Time 6 a.m.-11 p.m.,
 Sundays, 8 a.m.-10 p.m.
 News Service UP, PA
 Transcription Service Cole, World
 Representative The Walker Co.
 Membership NAB, BMB
 President John A. England
 General Manager R. E. Rives

KFSA

FORT SMITH—EST. 1947

ABC

Frequency: 950 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Donald W. Reynolds
 Business Address Southwestern House

Phone Number 3126
 News Service INS
 Transcription Service Lang-Worth
 Representative Taylor-Howe-Snowden
 President Donald W. Reynolds
 Promotion Manager J. A. D. McKim
 Program Director John Trotter
 Chief Engineer Robert Platt

KRKN

FORT SMITH—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Arkansas-Oklahoma
 Bcstg. Corp.
 Business Address 100 N. 6th St.

KWHN

FORT SMITH—EST. 1947

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By KWHN Bcstg. Co. Inc.
 Business-Studio Address 421-423 Garrison
 Ave.
 Phone Number 8967-8
 Transmitter Location End of Plum St.
 Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service AP
 Transcription Service Capitol, Associated
 Membership NAB
 Sec. & Treas. H. S. Nakdimen
 General Manager Walter S. Kline
 Program Director Edward Harvey
 Chief Engineer Bruce Dennis
 Farm Editor Jack Clark

KHOZ

HARRISON—EST. 1946

MBS—RAZORBACK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Harrison Bcstg. Corp.
 Business-Studio Address Box 382
 Phone Number 840
 Transmitter Location Box 382
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Standard Radio
 Membership NAB
 President Beloit Taylor
 General Manager Loren C. Watkins, Jr.
 Commercial Manager Lewis C. Fielden
 Program Director James N. Jobes
 Chief Engineer Loren C. Watkins, Jr.

KFFA

HELENA—EST. 1941

MBS-KBS

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By Helena Bcstg. Co.

Business-Studio Address.....215 York St.
 Phone Number.....Main 59
 Transmitter Location.....215 York St.
 Air Time.....5 a.m.-11 p.m.
 Transcription Service.....Lang-Worth
 Membership.....NAB, BMB
 President-General Mgr.....Sam Anderson
 Commercial-Sales Promotion Mgr...Ted Woods
 Program Director.....Harry J. Webb
 Publicity Director.....Hugh Smith
 Chief Announcer.....Bob Ruckle
 Musical Director.....Elizabeth Wellborn
 Chief Engineer.....A. P. Decker
 Farm Editor.....Harry Webb

K X A R

HOPE—EST. 1947
 MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Hope Bcstg. Co.
 Business Address.....P. O. Box 398
 Phone Number.....508
 News Service.....AP
 Transcription Service.....Lang-Worth
 President.....A. H. Washburn
 General Manager.....Robert L. Mitchell
 Program Director.....Marshall Hendrix
 Chief Engineer.....Luther B. Tooley

K T H S

HOT SPRINGS—EST. 1924
 ABC

Frequency: 1090 Kc...Power: 10,000 D, 1,000 N
 Owned By...Times Publishing Company, Ltd.
 Operated By.....Radio Broadcasting, Inc.
 Business-Studio Address...130 Benton Street
 Phone Number.....1160-1
 Transmitter Location.....Malvern Rd.
 Air Time.....6:00 a.m.-12 M.
 News Service.....AP, UP
 Transcription Service.....Lang-Worth
 Representative.....The Branham Co.
 Membership.....NAB, BMB
 President-Owner.....John D. Ewing
 General Manager.....John J. Wolever, Jr.
 Commercial Manager.....Ed. C. Appler
 Program Director.....Jon F. Karber
 Chief Announcer.....Wm. S. Bailey
 Musical Director.....Harry Lockhart
 Chief Engineer.....Cecil L. Suitt

K W F C

HOT SPRINGS—EST. 1940
 MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Clyde E. Wilson
 Business-Studio Address.....Malco Building
 Phone Number.....412-3
 Transmitter Location.....Malco Bldg.
 Air Time.....6:30 a.m.-11 p.m.

News Service.....AP
 Transcription Service.....Standard
 Representative.....Sears & Ayers
 Membership.....NAB, BMB
 President-Owner.....Clyde E. Wilson
 General-Station Manager.....Bob Choate
 Program Director.....Sidney Ducote
 Chief Engineer.....Tom Wilson

K B T M

JONESBORO—EST. 1930
 MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Regional Bcstg. Co.
 Business-Studio Address...KBTM Bldg., 630
 Madison St.
 Phone Number.....5597
 Transmitter Location.....Route No. 4
 Air Time.....6:00 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB, BMB
 Owners.....Jay P. & Veda Beard
 General-Station Manager.....Jay P. Beard
 Commercial Manager.....Richard Crane
 Program Director.....Ted Harding
 Chief Engineer.....J. E. Hill

K A R K

LITTLE ROCK—EST. 1928

NBC-SOUTHCENTRAL QUALITY NETWORK
 ARKANSAS NETWORK

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Operated By...Arkansas Radio and
 Equipment Co.
 Business-Studio Address...Radio Center, 114
 East Capitol Ave.
 Phone Number.....LD 99
 Transmitter Location...Jackson Blvd., North
 Little Rock, Ark.
 Air Time...5:30 a.m.-12 M., 6:45-12 M., Sun
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....Edward Petry
 Owner.....T. H. Barton
 Vice President-General-Station
 Manager.....G. E. Zimmerman
 Commercial-Sales Promotion
 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
 ABC

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

A R K A N S A S

Address... Union Life Insurance Bldg., 306 W. 3rd St.
 Phone Number 9166
 Transmitter Location Cantrell Rd.
 Air Time 6 a.m.-12 M.
 Transcription Service Associated, Cole
 Representative Walker Co.
 General Manager S. C. Vinsonhaler
 Commercial Manager D. R. Corbett

K L R A

LITTLE ROCK—EST. 1928

CBS

Frequency: 1010 Kc. Power: 10,000 Watts D.
 5,000 Watts N

Owned By Gazette Publishing Co.
 Operated By Arkansas Bcstg. Co.
 Business-Studio Address Gazette Bldg.
 Phone Number 2-5427
 Transmitter Location On Highway 70, 7 Mi.
 E. of Little Rock

Air Time 5:30 a.m.-12 M.
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative Tawlor-Howe-Snowden
 Membership NAB, BMB
 President J. N. Heiskell
 General Manager, Sec.-Treas. W. C. Allsopp
 Managing Supervisor, Commercial
 Manager Ed. V. Murphy
 Program Director, Production
 Manager Harris Owen
 Chief Engineer Kermit F. Tracy

K V L C (CP)

LITTLE ROCK

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By Southwestern Bcstg. Co.
 Business Address 527 Pyramid Bldg.

K V M A (CP)

MAGNOLIA

Frequency: 630 Kc. Power: 1000 Watts d.
 Owned-Operated By Magnolia Bcstg. Co.
 Business Address McKay Bldg.

K X L R

NORTH LITTLE ROCK—EST. 1946

MBS—ARK., RAZORBACK

Frequency: 1450 Kc. Power: 250 Watts
 Owned By Ark. Airwaves Co.
 Operated By Radio Station KXLR
 Business Address 209½ West Second Street,
 Little Rock, Arkansas
 Phone Number 2-2155
 Studio-Transmitter Address Cotton Belt Bldg.,
 W. Washington Ave., North Little Rock, Ark.

Air Time 6 a.m.-12 M., Mon.-Fri.; 6 a.m.-
 1:30 a.m. Sat.; 6 a.m.-12 M. Sun.

News Service UP
 Transcription Service Capitol, Standard
 Representative Homer Griffith
 Membership NAB
 President John F. Wells
 General-Station Manager Melvin P. Spann
 Commercial Manager George W. Dickinson
 Sales Promotion Manager, Publicity
 Director Jack Rathbun
 Program Director, Production Manager,
 Musical Director William H. Hadley, Jr.
 Chief Announcer, Farm
 Editor William B. Foreman
 Chief Engineer Earl H. Butler

K D R S

PARAGOULD—EST. 1947

KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Progressive Bcstg. Co.

Address Box 491
 Transmitter Location ½ mile East of
 Paragould, Highway 25

Air Time 6 a.m.-10 p.m.; Sunday, 7 a.m.-
 10 p.m.

News Service AP
 Transcription Service Standard
 Membership NAB
 General Manager Ted Rand
 Business Manager T. M. Self
 Chief Engineer J. E. Douglas

K C L A

PINE BLUFF—EST. 1947

ARIZ., RAZORBACK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Radio Engineering
 Service

Business Address Box 752
 Phone Number 1900
 Studio-Transmitter Address 2900 West 28th
 Air Time Unlimited

News Service AP
 Transcription Service World
 Membership NAB
 Co-Owners, Kenneth Kesterson & Charles Penix
 General Manager Kenneth Kesterson
 Commercial Manager Clyde Martin
 Chief Announcer A. B. Finch, Jr.
 Chief Engineer Charles Penix

K O T N

PINE BLUFF—EST. 1934

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Universal Bcstg. Corp.
 Business-Studio Address 505½ Main St.

Phone Number 721
 Transmitter Location 501½ Main St.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Thesaurus
 Membership NAB, BMB
 President, General Station
 Manager B. J. Parish
 Commercial Manager R. W. Etter
 Program Director Lois Sloan
 Publicity Director R. W. Etter
 Chief Engineer J. J. Benonis

K X R J

RUSSELLVILLE—EST. 1946

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By The Valley Bcstrs.
 Business Address Russellville, Ark.
 Phone Number 299-786
 Studio Transmitter Address North El Paso
 Air Time 5:30 a.m.-11 p.m.
 Transcription Service Capitol
 Membership NAB, BMB
 Owners & Operating
 Mgrs. Jerrell A. Shepherd & C. R. Horne
 Commercial Manager, Program
 Director R. L. McCarrell
 Chief Announcer James Lipsey
 Chief Engineer John Riley

K U O A

SILOAM SPRINGS—EST. 1943

MBS—KBS

Frequency: 1290 Kc. Power: 5,000 Watts
 Owned-Operated By KUOA, Inc.
 Business-Studio Address Siloam Springs, Ark.
 Phone Number 77
 Transmitter Location Siloam Springs, Ark.

Air Time 6 a.m.-Local Sunset
 News Service UP
 Transcription Service World, Standard
 Representative Homer Griffith
 Membership NAB, BMB
 President John E. Brown
 Commercial Manager Storm Whaley
 Program Director Ralph Kennedy
 Production Manager, Chief
 Announcer Clinton Fowler
 Chief Engineer Kenneth Maxwell
 Farm Editor Charles E. Hoke

KWAK (CP)

STUTT GART

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Stuttgart Bcstg. Corp.
 Business Address 1818 S. Buerkle St.

K W E M

WEST MEMPHIS—EST. 1947

ARIZ., RAZORBACK

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned By West Memphis Bcstg. Corp.
 Operated By George P. Mooney
 Business-Studio Address 229 Broadway
 Phone Number Memphis 80518,
 W. Memphis 463
 Transmitter Location Highway 70, West
 Memphis
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service Lang-Worth, Capitol
 President J. C. Johnson
 General Station Manager George P. Mooney
 Commercial Manager Bill Trotter
 Program Director Frank Page
 Chief Announcer Douglas Clark
 Chief Engineer Vernon Dillaplain

For the best in news quality . . .

AP

Membership!



KLAC

KYA

*2 Great Stations
serving
two great markets*



National Representative: ADAM J. YOUNG Jr., Inc., New York—Chicago

CALIFORNIA

Estimated Population 9,876,000—% Increase +43—Radio Homes 2,679,935
Farms with Radios 119,188—Stations in State 128

KAFY

BAKERSFIELD—EST. 1946

MBS—DON LEE

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By . . . Bakersfield Bcstg. Co.
Business-Studio Address . . . 2015 Chester Ave.
Phone Number 88700-77800
Transmitter Location . . . Poplar Lane at Rosedale
Highway

Air Time (Unlimited) 5 a.m.-12 M.
Transcription Service Lang-Worth; Cole
Representative . . Adam Young, Jr., New York;
Western Radio Advertising, Hollywood

Membership NAB, BMB
President George Crome
Sec.-Treas. Fisk Harolow
General Manager Sheldon Anderson
Station Manager Frank Wilbur
Sales Promotion Manager . . . Dwight Johnston
Program Director, Production

Manager Art Brock
Publicity Director Bob Turnbull
Chief Announcer Fred White
Musical Director Ben Cain
Chief Engineer John Boles

KERN

BAKERSFIELD—EST. 1932

CBS

Frequency: 1410 Kc. Power: 1000 Watts
Owned-Operated By . . . McClatchy Bdcstg. Co.
Business-Studio Address . . . Elk's Club Building
Phone Number 8-8431
Transmitter Location . . . Oak and Ming Streets
Air Time 18-hours Mon.-Sat.; 17-hours Sun.
News Service AP, INS, UP
Transcription Service World, MacGregor,
SESAC

Representative Paul H. Raymer
Membership NAB, BMB
President Eleanor McClatchy
Station Manager Hal Brown
Sales Manager Walter L. Baziuk
Chief Engineer Luverne Shatto
Farm Editor Edward Sturgeon

KERO

BAKERSFIELD—EST. 1946

NBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By J. E. Rodman
Address 1420 Truxton Ave.
Phone Number 44549
Transmitter Location 19th & "T" Streets
Air Time 5 a.m.-1 a.m.

News Service UP
Transcription Service Capitol, Associated,
Standard
Representative Avery Knodel, Inc.
Membership NAB
Owner J. E. Rodman
General Manager Paul R. Bartlett
Station Manager Gene DeYoung

KPMC

BAKERSFIELD—EST. 1924

ABC

Frequency: 1560 Kc. Power: 1000 Watts
Owned-Operated By . . . Pioneer Mercantile Co.
Address 307½ E. 21st St.
Phone Number 8-8157
Transmitter Location 307½ East 21st St.
Air Time Full time
News Service UP, AP
Representative W. S. Grant
Membership NAB
Manager L. A. Schamblin

KPAS

BANNING—EST. 1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Pass Bcstg. Co.
Business Address 4425 W. Ramsey St.
Phone Number 515
News Service AP
Transcription Service World
Representative Gene Grant
Partners Carl Robert, John Phillips
General Manager Carl Phillips
Commercial Manager George Grayson
Program Director Marvin L. Bryan
Adv. Counselor Charles A. Poteet, Jr.
Chief Engineer Francis Dunn

KWTC

BARSTOW—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By . . . Mojave Valley Bcstg. Co.
Business Address . . . Radio Center, P. O. Box 1230
Phone Number 4001
Studio Address Radio Center
Transmitter Location 1.2 Miles NW Barstow
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service World
Station Representative Gene Grant
Membership NAB
Pres.-Owner W. T. Brown
General-Station Manager, Chief
Engineer Burton C. Boatright
Commercial Manager . . . Maynard M. Marquardt

Sales Promotion Manager..... W. T. Brown
 F.a.m Editor..... Robert E. Reno
 Production Manager..... Worcester Bowen

K R E

BERKELEY—EST. 1922

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Central California
 Broadcasters, Inc.
 Address.....601 Ashby Avenue
 Phone Number.....Ashberry 7715
 Air Time.....Full time
 News Service.....AP
 Transcription Service.....Standard
 Membership.....NAB
 President-Station Manager.....Arthur Westlund

K U C B (CP)

BLYTHE

CALIF. RURAL—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Bcstg Corp. of
 America
 Business Address.....P. O. Box 578
 Phone Number.....4341
 News Service.....AP
 Transcription Service.....World, Associated
 Representative.....Pearson
 President, General Mgr.....W. L. Gleeson
 Station-Commercial Mgr.....Bob Wareham
 Promotion Mgr.....Wm. Simpson
 Chief Engineer.....Stan Reynolds

K W I K

BURBANK—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Burbank Bcstrs., Inc.
 Business-Studio Address.....20 W. Burbank Blvd.
 Phone Number.....CHarleston 0-2111
 Transmitter Location.....Glenoaks Park, 239 E.
 Amherst Dr.
 Air Time.....6 a.m.-3 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth, Standard
 Member.....NAB, FMA, SCBA
 President, Commercial-Sales Promotion
 Manager.....Sam Kerner
 General-Station Manager.....Don Forbes
 Program Director.....Robert Campbell
 Publicity Director.....Albert Gail
 Chief Engineer.....Eugene L. Mleczo

K R O P

BRAWLEY—EST. 1946

ABC—KBS

Frequency: 1300 Kc.....Power: 1000 Watts d.;
 500 Watts n.

Owned-Operated By.....Bcstg. Corp. of America
 Business-Studio Address.....P. O. Box 238;
 Studios in Del Rio Country Club

Phone Number.....980
 Transmitter Location.....Del Rio Country Club
 Air Time.....5:30 a.m.-12:30 a.m.; 6 a.m.-10 p.m.,
 Sun.

News Service.....AP
 Transcription Service.....Associated, World,
 Keystone
 Representative.....John E. Pearson
 Membership.....NAB
 President, General Manager.....W. L. Gleeson
 Station Commercial Mgr.....Glenn Dunham
 Program Director, Production Manager, Chief
 Announcer, F.a.m Editor.....Chap Rollins
 Chief Engineer.....Bill A. Geddes

K I C O

CALEXICO—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Charles R. Love
 Business Address.....P. O. Box 786
 Phone Number.....918
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Griffith
 Owner, General Mgr.....Charles R. Love
 Program Director.....Bob Reel
 Chief Engineer.....James P. Hutton

K H S L

CHICO—EST. 1935

MBS—DON LEE

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned-Operated By.....Golden Empire
 Bcstg. Co., Inc.
 Address.....4th & Broadway Sts.
 Phone Number.....237-8
 Transmitter Location.....Hooker Oak &
 Madrone Aves.
 Air Time.....7 a.m.-11 p.m.; 8 a.m.-11 p.m.,
 Sun.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Gene Grant
 General Manager.....Hugh McClung

K B U C (CP)

CORONA

Frequency: 1370 Kc.....Power: 500 Watts
 Owned-Operated By.....American Pacific Radio
 Bcstg. Co.
 Business Address.....4629 Encinas Dr., La
 Canada, Calif.
 Partners.....John G. Buckrum, Elmer J. Buckrum

K R D U

DINUBA—EST. 1946

UNITED PACIFIC

Frequency: 1130 Kc. Power: 250 Watts d.
 Owned-Operated By Radio Dinuba Co.
 Business-Studio Address 110 N. "L" St.
 Phone Number 500
 Transmitter Location Engleheart & Nebraska
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Lang-Worth, MacGreggor
 President Egan A. Hafer
 General-Station Manager Gray L. Banks
 Commercial Manager John C. Cohen
 Sales Promotion Manager Harold Sparks
 Program Director, Production Manager,
 Farm Editor Dave L. Hofer, Jr.
 Publicity Director Ruby Thiesen
 Chief Announcer Don Plumb
 Chief Engineer John M. Banks

K X O

EL CENTRO—EST. 1927

MBS—DON LEE

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Valradio Inc.
 Business Address Box 140
 Phone Number 1100
 Transmitter-Studio Location South 4th St.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Standard
 Representative Paul H. Raymer
 Membership NAB, BMB
 President Paul A. Jenkins
 General-Station Manager Doyle Osman
 Commercial Manager Belle Hovey
 Sales Promotion Manager Richard Berry
 Program Director, Production
 Manager Keith Gordon
 Chief Engineer James Coin

K H U M

EUREKA—EST. 1947

ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Carroll R. Hauser
 Business Address 431 F St.
 Phone Number 3831
 Studio Address Vance Hotel
 Transmitter Location 1025 W. Murray St.
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Capitol
 Representative W. S. Grant
 Membership NAB
 President-Owner, General
 Manager Carroll R. Hauser

Sales Promotion Manager, Program Director,
 Production Manager Frank Robinson Brown
 Chief Engineer Edward P. Strople

K I E M

EUREKA—EST. 1933

MBS—DLBS

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By Redwood Bdcstg. Co., Inc.
 Business-Studio Address Radio Center E. at
 Sixth Sts.
 Phone Number 4000
 Transmitter Location Eureka Inlet, Humboldt
 Bay
 Air Time 5:55 a.m.-12 M.
 News Service UP
 Transcription Service MacGreggor, World,
 Standard, Cole
 Representative John Blair
 Membership NAB, BMB
 President, General Manager Wm. B. Smullin
 Dir. Sales & Programs Chas. Paul Corbin
 Sales Promotion Manager Robert Stach
 Technical Director John G. Bauriedel
 Office Manager George Thomson
 Chief Engineer Alvor E. Olson

CALL LETTERS TO BE ASSIGNED (C.P.)

FORT BRAGG

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Mendocino Coast Bcstg.
 Co.
 Business Address 314 Main St.
 Partners Tony R. Amarante, J. A. Brush,
 Mathew Thompson, Edward Mertle

K A R M

FRESNO—EST. 1938

CBS

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By KARM, The George
 Harm Station
 Business-Studio Address 1333 Van Ness Ave.
 Phone Number 4-2966
 Transmitter Location Van Ness and Alluvial
 Avenues
 Air Time 6 a.m.-12 M. Mon-Sat.; 8 a.m.-12 M.
 Sun.
 News Service AP, INS
 Transcription Service Standard
 Representative Edward Petry
 Membership NAB
 President-Owner Hattie Harm
 General-Station Manager Clyde F. Coombs
 Sales Promotion Manager Eldora Roth
 Program Director John Garrick
 Chief Engineer R. M. Dorothy
 Farm-News Editor Ed Clough

THE HOLLYWOOD BANDSTAND



6 hours of music

10 A.M. - 4 P.M. DAILY

with



BILL ANSON



MAURICE HART

invites you to join this distinguished roster of sponsors:

AMERICAN CHICLE CO.

ANATOLE ROBBINS

ARDEN DAIRIES

ARTHUR MURRAY

DANCING SCHOOLS

BARBARA ANN BAKING

BROMO SELTZER

COLUMBIA RECORDS

CORONET MAGAZINE

CURTIS CIRCULATION CO.

DENNISON'S FOODS

GRAPE NUTS FLAKES

KAISER-FRAZER

AUTOMOBILE CO.

LA BOHEME WINES

LOS ANGELES TIMES

LUCKY STRIKE CIGARETTES

MILANI FOODS

MUSIC HALL THEATRES

MUSTEROLE

MY-T-FINE DESSERTS

PACIFIC TELEPHONE &

TELEGRAPH CO.

PACKARD BELL RADIO

PHONOGRAPH CO.

PARAMOUNT PICTURES

PATRICIA STEVENS MODEL
SCHOOL

PDQ GASOLINE

PROCTER & GAMBLE

RED HEART DOG FOOD

RKO PICTURES, INC.

SQUIBB'S TOOTHPASTE

SAFeway STORES

TWENTIETH CENTURY-FOX
STUDIOS



Hollywood's First Independent Station

REPRESENTED NATIONALLY BY WILLIAM G. RAMBEAU CO.

K F R E

FRESNO—EST. 1942

ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By J. E. Rodman
 Business-Studio Address T. W. Patterson Bldg.
 Phone Number 4-5001
 Transmitter Location First & Clinton Sts.
 Air Time 5 a.m.-12 M.; 6 a.m.-12 M., Sun.
 News Service UP
 Transcription Service Associated, World, Capitol
 Representative Avery-Knodel
 Membership NAB
 Owner J. E. Rodman
 General-Station Manager Paul R. Bartlett
 Commercial Manager Sidney H. Halls
 Program Director Ed J. Frech
 Chief Announcer Jack Grady
 Chief Engineer Harold R. Brown

K M J

FRESNO—EST. 1922

NBC

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By McClatchy Bdcstg. Co.
 Business-Studio Address 1559 Van Ness Ave.
 Phone Number 3-8277
 Transmitter Location Kerman, Calif.
 Air Time 24 hrs. daily, 12:01-6 a.m. Mon.
 News Service AP, UP
 Transcription Service Thesaurus, McGregor, SESAC
 Representative Paul H. Raymer
 Membership NAB, BMB
 President Eleanor McClatchy
 Station Manager Keith B. Collins
 Commercial Manager Coyle Chambers
 Program-Musical Director Andrew Patterson
 Traffic Manager David Roberts
 Publicity Director Jack Griffith
 Chief Engineer William Wallace
 Farm Editor Norman Katen

K Y N O (CP)

FRESNO

MBS—DON LEE

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Operated By The Voice of Fresno
 Business Address Hotel Fresno
 Phone Number 2-6141
 News Service UP
 Transcription Service Western, Lang-Worth
 Representative Young
 President Robert Schuler
 General Manager L. E. Chenault
 Program Dir. Warren Tufts
 Chief Engineer Bert Williamson

K I E V

GLENDALE—EST. 1932

Frequency: 870 Kc. Power: 250 Watts d.
 Owned-Operated By Cannon System, Ltd.
 Address Glendale Hotel
 Phone Number Chapman 5-2388
 Transmitter Location Glendale Hotel
 Air Time 6 a.m. to local sunset
 News Service UP
 Transcription Service Standard
 Membership NAB
 President David H. Cannon
 General Mgr. Cal Cannon
 Chief Engineer Vern Schumann

K G F N

GRASS VALLEY—EST. 1947

KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Forty-Niner Bdcstg. Co.
 Business Address P. O. Box No. 924
 Phone Number 1100
 Transmitter-Studio Location Grass Valley-
 Nevada City Highway
 Air Time 7 a.m.-12 M.; 8 a.m.-10:30 Sun.
 News Service AP
 Transcription Service Standard, Keystone
 Representative Tracy Moore & Associates;
 W. S. Grant
 Membership NAB
 General-Station Manager Ed Kihn
 Sales Promotion Manager Victor Tamietti
 Program Director, Production Manager,
 Publicity Director Jim Fisk
 Chief Announcer Garnett Marks
 Chief Engineer Ed Peters

K F W B

HOLLYWOOD—EST. 1925

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By Warner Bros. Bcstg.
 Corp.
 Business-Studio Address 5833 Fernwood Ave.
 Phone Number HE 5151
 Transmitter Location 5775 W. Jefferson,
 Los Angeles, Calif.
 Air Time 5 a.m.-2 a.m.
 News Service AP, INS, UP
 Representative Wm. G. Rambeau
 Membership NAB
 General Manager Harry Maizlish
 Asst. Manager Wm. V. Ray
 Commercial Manager Berne W. Wilkins
 Program Director, Production
 Manager Thomas Freebairn-Smith
 Musical Director Dion Romandy
 Chief Engineer Harry Myers

KNGS

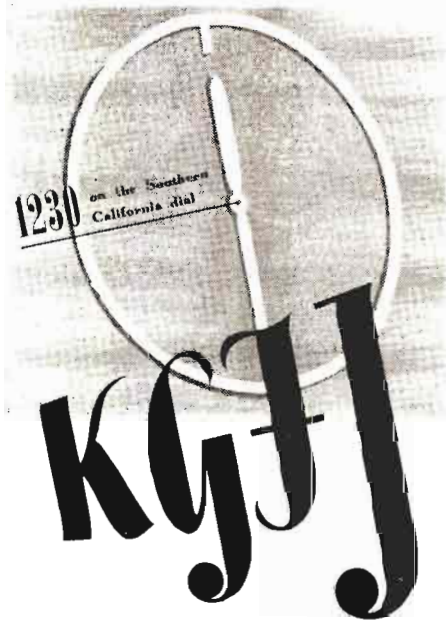
HANFORD—EST. 1947

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Operated By...Hanford Publishing Co.
 Business Address.....223 W. 7th St.
 Phone Number.....620
 News Service.....INS, UP
 Transcription Service...Associated, Thesaurus
 Representative.....Grant
 Partners.....Stanley S. Beaubaire, W. Keith
 Topping
 General Mgr.....Don C. Reeves
 Commercial Mgr.....Don C. Robbins
 Program Dir.....Bob Claire
 Assoc. Mgr. & Chief Engineer...Jack H. Sole

KGFJ

HOLLYWOOD—EST. 1926

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Ben S. McGlashan
 Business-Studio Address...6314 Sunset Blvd.
 Phone Number.....Hillside 0201
 Transmitter Location...Washington & Oak Sts.



HOLLYWOOD'S FASTEST
 GROWING STATION

SUNSET AND VINE • HOLLYWOOD
 THELMA KIRCHNER, *Manager*

Air Time.....24 hrs. daily
 News Service.....INS, UP
 Transcription Service.....Associated
 Membership.....NAB
 Owner.....Ben S. McGlashan
 General-Station Manager, Commercial
 Manager.....Thelma Kirchner
 Program Director, Production Manager,
 Musical Director.....Elmitt Eastcott
 Chief Engineer.....Homer Obuchon

KREO

INDIO—EST. 1946

ABC—CALIF. RURAL NETWORK—KBS
 Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Bcstg. Corp. of America
 Business-Studio Address.....Calhoun Dr.,
 P. O. Box 707
 Phone Number.....7403
 Transmitter Location.....Calhoun Dr.
 Air Time.....5:30 a.m.-1 a.m.
 News Service.....AP
 Transcription Service...World, Associated, Key-
 stone, Standard
 Representative.....John E. Pearson
 Membership.....NAB, BMB
 President & General Mgr...William L. Gleason
 Station Manager.....Riley Gibson
 Sales or Commercial Manager.....Bill Sinor
 Sales Promotion Manager.....Bill Simpson
 Program Director, Chief
 Announcer.....Doug Caplette
 Chief Engineer.....Stanley G. Reynolds

KCVR

LODI—EST. 1946

KBS

Frequency: 1570 Kc.....Power: 250 Watts
 Owned-Operated By...Central Valley Radio
 Business Address.....P. O. Box 600
 Phone Number.....Lodi 1700
 Studio Address.....Lodi, Calif.
 Transmitter Location...1.8 mi. N.W. of Lodi
 Air Time.....Day time only
 News Service.....UP
 Transcription Service.....Standard
 Membership.....NAB
 President, General Mgr....Herbert W. Brown
 Station Manager, Program
 Director.....Harold C. O'Donnell
 Commercial Manager.....Joe Sturgess
 Chief Engineer.....Clare Starkey

KFOX

LONG BEACH—EST. 1924

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By...Nichols & Warinner, Inc.
 Address.....220 E. Anaheim Street
 Phone Number.....672-81

Transmitter Location... 220 E. Anaheim Street
 Air Time... 5 a.m.-12 midnight
 News Service... UP
 Transcription Service... Standard, Lang-Worth,
 SESAC, Cole
 Representative... Burns-Smith
 Membership... NAB, BMB
 President, Gen. Mgr... Hal G. Nichols
 Commercial Mgr., Chief
 Engineer... Lawrence W. McDowell

KGER

LONG BEACH—EST. 1926

Frequency: 1390 Kc... Power: 5,000 Watts
 Owned-Operated By... Consolidated Bcstg.
 Corp., Ltd.
 Business Address... 435 Pine Ave.
 Phone Number... Long Beach 727-85
 Studio Address... 435 Pine Ave., Long Beach 2;
 643 South Olive St., Los Angeles 14
 Transmitter Location... 6417 E. Olive Ave.,
 Hynes, Calif.
 Air Time... 6 a.m.-12 M.
 News Service... AP
 Transcription Service... World, Lang-Worth,
 Associated
 Representative... J. H. McGillvra
 Membership... NAB
 General Manager... Lee Wynn
 Sales Manager... Earl Rutledge
 Program Director... Felix Adams
 Musical Director... Helene Smith
 Chief Engineer... Luther Crumbaugh

KECA

LOS ANGELES—EST. 1929

ABC

Frequency: 790 Kc... Power: 5000 Watts
 Owned-Operated By... American Bcstg. Co., Inc.
 Business-Studio Address... 1440 No. Highland
 Ave.
 Phone Number... HUDSON 2-3141
 Transmitter Location... 2951 S. Fairfax Ave.
 Air Time... 5:30 a.m.-12 M. Mon-Sat.; 7 a.m.-
 12 M., Sun.
 News Service... AP, INS, UP
 Transcription Service... Lang-Worth, Thesaurus
 Representative... ABC Spot Sales
 Membership... NAB, BMB
 President... Mark Woods
 General Manager... Clyde P. Scott
 Sales Manager... Leo O. Ricketts
 Program Director... J. Donald Wilson
 Production Manager... Rollo Hunter
 Publicity Director... Virginia West
 Chief Announcer... Dresser Dahlstead
 Western Div. Mgr. of Technical
 Operations... T. B. Palmer

KFAC

LOS ANGELES—EST. 1931

Frequency: 1330 Kc... Power: 5000 Watts
 Owned-Operated By... Los Angeles Bcstg. Co.
 Business-Studio Address... 645 S. Mariposa Ave.
 Phone Number... Fitzroy 1231
 Transmitter Location... 3725 Chesapeake Ave.
 Air Time... 24 hrs. daily
 News Service... AP
 Transcription Service... Associated
 Membership... NAB, BMB
 President, General-Station-Commercial-
 Sales Promotion Manager... Calvin J. Smith
 Program Director, Production
 Manager... Carlyle Stevens
 Chief Announcer... Carlyle Stevens
 Musical Librarian... Barbara Capell
 Chief Engineer... Ron Oakley

KFI

LOS ANGELES—EST. 1922

NBC

Frequency: 640 Kc... Power: 50,000 Watts
 Owned-Operated By... Earle C. Anthony, Inc.
 Business-Studio Address... 141 N. Vermont Ave.
 Phone Number... FAirfax 2121
 Transmitter Location... Buena Pk.
 Air Time... 24 hrs. daily
 News Service... AP, UP
 Transcription Service... Capitol, Associated
 Representative... Edward Pety
 Membership... NAB, BMB
 President-Owner... Earle C. Anthony
 General-Station Manager... William B. Ryan
 Commercial Manager... Haan J. Tyler
 Sales Promotion Manager, Publicity
 Director... Dean Moxley
 Program Director... Charles Brown
 Production Manager... Bob Heistand
 Chief Engineer... Curtis Mason, H. L. Blatterman
 Fa.m. Editor... Nelson McIninch

KFVD

LOS ANGELES—EST. 1936

Frequency: 1020 Kc... Power: 5,000 Watts d.
 Owned-Operated By... Standard Bcstg. Co.
 Business-Studio Address... 338 South Weste:n
 Ave.
 Phone Number... FAirfax 6361
 Transmitter Location... 5526 East Cortland—Lyn-
 wood, Calif.
 Air Time... Limited
 News Service... UP
 Transcription Service... Cole; Lang-Worth;
 McGregor
 Representative... Donald Cooke
 Membership... NAB
 President... J. Frank Burke
 General-Sales Manager... Frank Burke

Commercial-Sales Promotion-Production
 Manager Harry Patterson
 Program-Publicity Director..... Carl Brewster
 Chief Announcer..... Hunter Hancock
 Chief Engineer..... Leonard Reeves
 Farm Editor..... George Milne

K H J

LOS ANGELES—EST. 1922

MBS—DON LEE

Frequency: 930 Kc.....Power: 5,000 Watts
 Owned-Operated By ..Don Lee Bcstg. System
 Business-Studio Address....5515 Melrose Ave.
 Phone Number.....HUDson 2-2133
 Transmitter Location.....Venice Blvd.
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP, INS
 Representative John Blair
 Membership NAB
 President.....Thomas S. Lee
 Vice. Pres. General-Station

Manager.....Lewis Allen Weiss
 Sales Manager.....Sydney Gaynor
 Asst. Sales Manager.....Henry Gerstenkorn
 Program Director.....Charles Bulotti
 Production Manager.....Robert Forward
 Publicity Director.....Mark Finley
 Chief Announcer.....Tony La Frano
 Musical Director.....Harry Zimmerman
 Chief Engineer.....Frank Kennedy
 Farm Editor.....Les Mawhinney

K L A C

LOS ANGELES—EST. 1924

Frequency: 570 Kc.....Power: 5000 d.;
 1000 n.

Owned-Operated By.....KMTR Radio Corp.
 Address.....1000 Cahuenga Blvd.
 Phone Number.....Hillside 1161
 Transmitter Location.....1000 Cahuenga Blvd.
 Air Time....6 a.m.-1 a.m.; Sun: 7 a.m.-1 a.m.
 News Service.....AP, UP, INS
 Transcription Service.....Standard, Capitol,
 SESAC

Representative.....Adam J. Young, Jr.
 Membership NAB
 President.....Dorothy S. Thackrey
 General Manager.....Don J. Fedderson
 Commercial Manager.....D. E. Lundy
 Prog. Dir.....Fred Henry
 Chief Engineer.....Paul C. Schulz

(See Page 326)

K M P C

LOS ANGELES—EST. 1927

Frequency: 710 Kc.....Power: 50,000 Watts
 Owned-Operated By.....KMPC, The Station of
 the Stars, Inc.
 Business-Studio Address....5939 Sunset Blvd.
 Phone Number.....Hollywood 5341

Transmitter Location...12755 Burbank Blvd.,
 N. Hollywood, Calif.

Air Time.....6 a.m.-12 M.
 News Service.....AP, INS, UP
 Transcription Service.....Associated, World,
 Lang-Worth

Representative.....Paul H. Raymer
 President-Owner.....G. A. Richards
 Asst. to President.....Harry Wismer
 Vice President- General

Manager Robert O. Reynolds
 Asst. Manager and Sales
 Manager.....Herbert H. Wixson
 Publicity and Promotion

Manager.....Betty Ann Hudson
 Program Director.....C. G. Renier
 Director of Public Affairs.....Clete Roberts
 Chief Announcer.....John Baird
 Chief Engineer.....Lloyd Sigmon

K N X

LOS ANGELES—EST. 1937

CBS—COLUMBIA PACIFIC NETWORK

Frequency: 1070 Kc.....Power: 50,000 Watts
 Owned-Operated By..Columbia Bcstg. System,
 Inc.

Business-Studio Address....6121 Sunset Blvd.
 Phone Number.....Hollywood 1212
 Transmitter Location.....Torrance, Calif.
 Air Time.....5:45 a.m.-1:30 a.m.
 News Service.....AP, INS, UP

Transcription Service..Associated; Lang-Worth
 Representative Radio Sales
 Membership NAB, BMB
 President (CBS).....Frank Stanton

Vice-President Western Div.; General
 Manager KNX.....D. W. Thornburgh
 Assistant General Manager.....Harry Witt

Sales Manager.....Wayne Steffner
 Sales Promotion Manager.....Ralph Taylor
 Program Director.....Hal Hudson
 Production Manager.....Ben Paley

Publicity Director.....Lloyd Brownfield
 Chief Engineer.....Les Bowman

K R K D

LOS ANGELES—EST. 1927

Frequency: 1150 Kc...Power: 2500 d.; 1000 n.
 Owned-Operated By...Radio Broadcasters,
 Inc.

Business Address.....541 So. Spring St.
 Phone Number.....Tucker 7111
 Studio Address....312 Spring Arcade Bldg.
 Transmitter Location.....Glendale Blvd.
 Air Time.....5:30 a.m.-7:45 p.m.

News ServiceINS
 Transcription ServiceAssociated
 Membership NAB
 General-Commercial Manager...Ned Connor

Program Director.....Venna Taylor
 Chief Engineer.....Willis O. Freitag

KMYC

MARYSVILLE—EST. 1940

MBS—DON LEE

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Marysville-Yuba City
 Bcstrs., Inc.
 Business Address... P. O. Box 631
 Phone Number... 2080
 Studio Address... 519 E. St.
 Transmitter Location... Laurellan Rd., District 10
 Air Time... 6 a.m.-12 M.
 News Service... UP
 Transcription Service... World
 Representative... W. S. Grant
 Membership... NAB
 President... H. E. Thomas
 General-Station Manager... Joe D. Carroll
 Sales Manager... Hedley Hall
 Sales Promotion Manager... A. J. Powell, Jr.
 Program Director, Production
 Manager... William R. Cleveland
 Publicity Director... Kenny Alford
 Chief Announcer... William R. Cleveland
 Chief Engineer... Loyd McQueary

KYOS

MERCED—EST. 1936

MBS—DON LEE

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Merced Bcstg. Co.
 Business Address... P. O. Box 717
 Phone Number... Merced 1430
 Transmitted-Studio Location... 1/4 mi. N. by E.
 of Merced
 Air Time... 5:30 a.m.-12 M.
 Transcription Service... Standard, Thesaurus
 Representative... W. S. Grant
 Membership... NAB
 President-Gen. Mgr... Hugh McClung
 Station Manager... Charles H. Kinsley, Jr.
 Com.-Sales Promotion Mgr... A. J. Krisik
 Program Dir.-Production Mgr... Rebecca Krisik
 Chief Announcer... Malcolm Beavers
 Chief Engineer... Russell B. Pope
 Farm Editor... Joel Buffington

KTRB

MODESTO—EST. 1933

Frequency: 860 Kc. Power: 1000 Watts
 Owned By... KTRB Bcstg. Co., Inc.
 Operated By... William Bates, Jr.
 Business Address... P. O. Box 593
 Phone Number... 744 Modesto
 Transmitter-Studio Location... Norwiegen Ave.
 Air Time... 5 a.m.-1 a.m.
 Transcription Service... World, Lang-Worth,
 Cole, MacGregor
 Representative... W. S. Grant
 Membership... NAB, BMB

Pres.-Gen.-Station Mgr... William H. Bates, Jr.
 Com.-Sales Promotion Mgr... James Van Parks
 Program-Production Mgr... Gene D'Accardo
 Publicity Director... Milton Hibdon
 Chief Announcer... Charles McEwen
 Musical Director... Harold Hinman
 Chief Engineer... William H. Bates, Jr.
 Farm Editor... Charles McEwen

KDON

MONTEREY—EST. 1935

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Monterey Peninsula
 Broadcasting Co.
 Business Address... 468 Calle Principal
 Phone Number... 8501
 Studio Address... 275 Pearl St.; 137 Monterey
 St., Salinas
 Transmitter Location... Monterey Municipal
 Wharf
 Air Time... 18 hours daily
 News Service... UP
 Transcription Service... Associated, Cole
 Membership... NAB
 President... Paul H. Caswell
 General-Promotion Mgr... Reed Pollock
 Commercial Manager... George Ross
 Program Director... Bob Sabin
 Chief Engineer... Omer N. Wright

KWSD

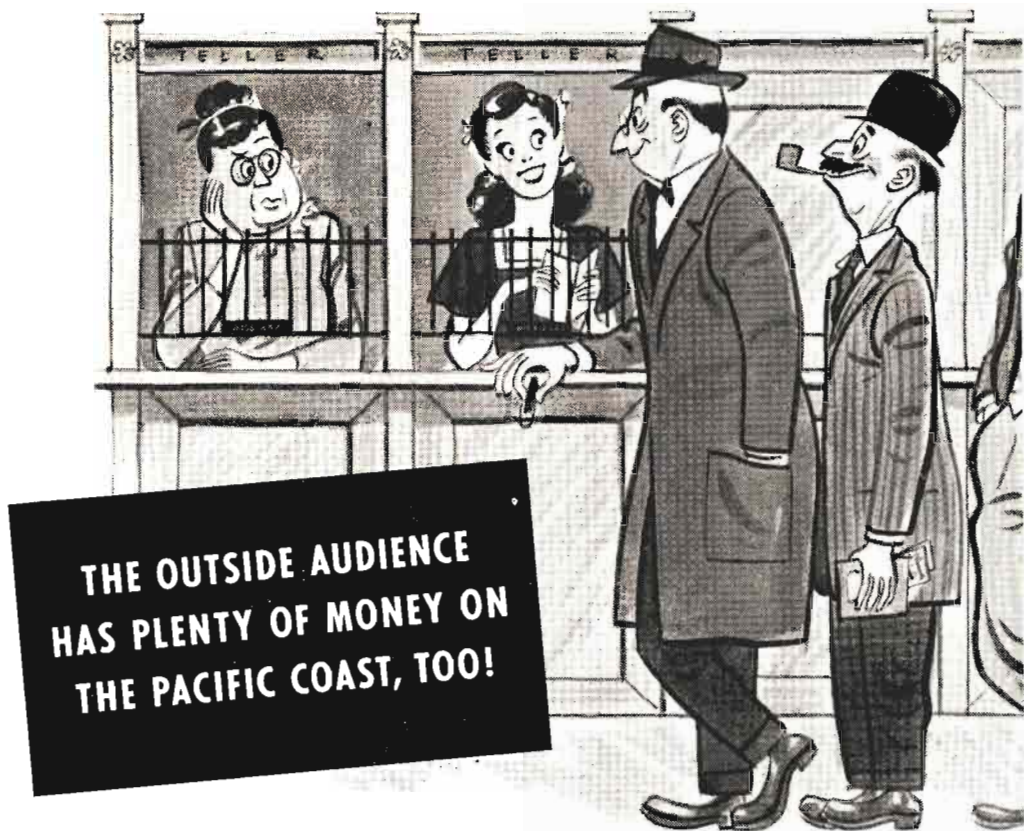
MOUNT SHASTA—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Shasta Cascade Bcstg.
 Corp.
 Business Address... Alma St.
 Phone Number... 101
 News Service... AP
 Transcription Service... Standard
 Representative... Griffith
 General-Commercial Mgr... Arthur Adler
 Station Manager... David H. Rees
 Promotion Manager... David H. Rees
 Program Director... John Pennington
 Chief Engineer... David H. Rees

KVON

NAPA—EST. 1947

Frequency: 1440 Kc. Power: 500 Watts
 Owned-Operated By... Napa Bcstg. Co.
 Business Address... P. O. Box 427
 Phone Number... 2606
 News Service... AP
 Transcription Service... World
 Representative... Forjoe
 President-General Mgr... Elwyn F. Quinn
 Commercial-Promotion Mgr... Julien J. Nielsen
 Program Director... Albert C. Priddy
 Chief Engineer... Earl H. Holtman



TRUST DON LEE to line up the wealthy customers! Over 5½ billion dollars of yearly buying income circulate in the *exclusive Don Lee outside market*, the area outside the metropolitan trading areas of the cities regularly surveyed by C. E. Hooper: Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane. Only Don Lee completely covers this outside market—a C. E. Hooper 276,019 coincidental telephone-call survey proves

THOMAS S. LEE, Pres. • LEWIS ALLEN WEISS, Vice-Pres., Gen. Mgr. • SYDNEY GAYNOR, Gen. Sales Mgr.

The Nation's Greatest Regional Network





it. 44 local Don Lee stations, two and three times as many stations as any of the other networks, bring your sales messages to every one of the 44 important Pacific Coast markets...markets not influenced by long-range broadcasting because of the thousands of high mountains on the Pacific Coast. For results you can bank on, buy Don Lee. Don Lee delivers the *inside* market plus the *exclusive Don Lee outside market* at a lower cost per thousand radio families.

5515 MELROSE AVE., HOLLYWOOD 38, CAL. • Represented Nationally by John Blair & Company



K S F E (CP)
NEEDLES

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Shelley Radio Electric Co.
Owner.....Oscar D. Shelley

K L X

OAKLAND—EST. 1922

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By...Tribune Building Co.
Business Studio Address.....Tribune Tower
Phone Number.....Glencourt 1-0660
Transmitter Location.....Tribune Tower
Air Time.....6-12 M.
News Service.....AP
Transcription Service.....Capitol, World
Representative.....Homer Griffith
Membership.....BMB
President.....J. R. Knowland, Jr.
Gen. Station Manager.....Glenn Shaw
Commercial Manager....Harold R. Gaisford
Sales Promotion Mgr.-Pub. Dir...Howard Luck Gossage
Pgm. Dir.-Prod. Mgr.....Jerry Morton
Chief Announcer.....Deane Banta
Musical Director.....Lou Dean Grow

Chief Engineer.....Roswell S. Smith
Farm Editor.....Milton Blake

K R O W

OAKLAND—EST. 1925

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....Krow, Inc.
Business Studio Address.....464-19th St.
Phone Number.....TWinoaks 3-9600
Transmitter Location.....1520-8th Ave.
Air Time.....18 hrs. daily
News Service.....UP
Transcription Service...Standard, Associated
Membership.....NAB
President.....Sheldon F. Sackett
Gen. Mgr.-Sales Mgr....Wilton Gunzendorfer
Asst. to Gen. Mgr.....Richard C. D. Bell
Program Director.....Russ Coughlan
Publicity Director.....Mercedes Prosser
Musical Director.....Louise Stevens
Chief Engineer.....C. E. Downey

K W B R

OAKLAND—EST. 1920

UNITED PACIFIC NETWORK

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By...S. W. & E. N. Warner
Business Studio Address.....327-21st St.
Phone Number.....Higate 4-1212
Transmitter Location.....327-21st St.
Air Time.....20 hrs. daily
News Service.....UP
Transcription Service.....Lang-Worth
Membership.....NAB
President-Owner-Gen. Mgr....S. W. Warner
Station Mgr.....F. Wellington Morse
Sales Manager.....Edward B. Smith
Program Director.....Evelyn Dewsnup
Publicity Director.....Shirley Ryman
Chief Announcer.....George Oxford
Musical Director.....Sam Watts
Chief Engineer.....Paul Gregg

**23 YEARS OF
COMMUNITY
LEADERSHIP**



OAKLAND, CALIFORNIA

*The Key to the
Oakland Market*

SHELDON F. SACKETT
PRESIDENT
WILT GUNZENDORFER
GENERAL MANAGER

K O C S

ONTARIO—EST. 1947

Frequency: 1510Kc.....Power: 250 Watts
Owned-Operated By...The Daily Report Co.
Business Address.....222 E. "B" St.
Phone Number.....Ontario 627-54
Studio Address.....Radio Center Bldg.
Transmitter Location....4th and San Antonio
Air Time.....Local sunrise—Local sunset
Transcription Service...Thesaurus, Associated
Membership.....NAB
President.....Mrs. Jerene Appleby Harnish
Advising Manager.....Ernest L. Spencer
Commercial Manager.....J. A. Downey
Program Director.....R. W. Hergonson
Pub. Dir. & Office Mgr...Helen Faye Burington
Chief Engineer.....Floyd Hall

K D A N (CP)

OROVILLE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Oroville Mercury
Bcstg. Co.
News ServiceUP
PresidentDan L. Beebe
General-Commercial Mgr.....Arden Booth
Chief Engineer.....Ted R. Peixotto

K G E W (CP)

OROVILLE

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By....Stanley S. Beaubaire
Business Address.....117 Broadway, Chico

K C M J

PALM SPRINGS—EST. 1946

CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Palm Springs Bcstg Co.
Business Studio Address.....Box KK
Phone Number.....2911; 2253-4
Transmitter Location.....RadiOasis
Air Time.....6:30 a.m.-12 M.
Air Time. 6:30 a.m.-12 M.; 8 a.m.-11 p.m., Sun.
News Service.....UP
Transcription Service.....Standard
Representative.....W. S. Grant
MembershipNAB
Co-Owners.....Dick Joy and Don McBain
Gen. Station-Commercial-Sales Promotion Mgr.
Publicity Director.....Dick Joy
Los Angeles Sales Mgr.....George Irwin
Pgm. Dir.-Prod. Mgr.....Roland Vaile
Chief Engineer.....J. Donald Clay

K A G H

PASADENA—EST. 1948

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By.....Rose Bowl Bcstrs.
Address.....800 Sierra Madre Villa
Phone Number.....RYan 1-7641
Transmitter Location...800 Sierra Madre Villa
Air Time.....Local sunrise-local sunset
Transcription Service....Standard, Associated
General Manager.....John R. Rider
Program Director.....Don Doolittle

K W K W

PASADENA—EST. 1924

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By...Southern Calif. Bcstg. Co.
Business Studio Address...425 E. Green St.
Phone Number.....Ryan 1-6744
Transmitter Loc...924 Vista, San Gabriel, Calif.

Air Time.....5:30 a.m.-Local Sunset
News Service.....UP
Transcription Service.....Capitol
RepresentativeForjoe
MembershipNAB
President.....Marshall S. Neal
Gen. Station-Comm. Mgr.-Pub. Dir.....Claire
Hughes
Sales Promotion Mgr.....Claire Hughes
Pgm. Dir.-Chief Announcer-Farm Editor...Ken
Barton
Production Manager.....Sam Rowland
Chief Engineer.....Paul W. Spargo

K X L A

PASADENA—EST. 1942

Frequency: 1110 Kc.....Power: 10,000 Watts
Owned-Operated By...Pacific Coast Bcstg. Co.
Business Address...1401 So. Oak Knoll Ave.
Phone Number.....Ryan 1-6991
Transmitter Location...N. Lexington-Gallatin
Rd.-El Monti
Air Time.....24 hrs. daily
News ServiceAP
Transcription Service...Langworth, Associated
World
President-Gen. Mgr.....Loyal K. King
Chief Announcer.....Carl Saunders
Chief Engineer.....Jack Reader

K P R L

PASO ROBLES—EST. 1946

MBS—DON LEE—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Leslie Henry Hacker
Business Studio Address...32nd & Oak Sts.
Phone Number2-0-4
Transmitter Location.....32nd & Oak Sts.
Air Time.....17½ hrs. daily; 17 hrs. Sun.
News Service.....AP
Transcription Service.....Standard
Representative.....W. S. Grant
Pres.-Owner-Gen. Mgr...Leslie Henry Hacker
Station Mgr. Pgm. Dir.....Arthur J. Hapgood
Comm.-Sales Prom. Mgr....Jos. Shuttleworth
Prod. Mgr.-Musical Dir.....John Hamilton
Chief Announcer.....Jack Clifton
Chief Engineer.....Robert Otto
Farm Editor.....Dick Maphet

K P M O

POMONA—EST. 1947

Frequency: 1600 Kc.....Power: 250 Watts
Owned-Operated By...Valley Broadcasting Co.
Business Address.....1240 E. Holt St.
Transmitter Location.....1240 E. Holt St.
Air Time.....6 a.m.-12 mid.
News ServiceUP
Transcription Service.Standard, World, Capitol

Partners . . . Myron E. Kluge, Dean H. Wickstrom
 General Manager Dean Wickstrom
 Commercial Manager Stanley Davis
 Program Director Al Kiersey
 Chief Engineer Granville Esch

K TIP

PORTERVILLE—EST. 1946

KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: J. F. Tighe
 Business Address 207 Mill St.
 Phone Number 1265
 Studio Address Newcomb & Grand
 Transmitter Location . . . 3 Mi. N. W. of Porterville
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service . . . Capital, Associated
 Representative Gene Grant
 Membership NAB
 President-Owner J. F. Tighe
 Gen. Station-Sales Mgr. . . Robert B. McGinnis
 Program Director Peter Tewksbury
 Musical Director Bob Clare
 Chief Engineer Jim Tennyson

K BLF

RED BLUFF—EST. 1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned By KBLF Bcstrs.
 Business Address P. O. Box 431
 Phone Number 354
 Studio Address Oak and Main Sts.
 Transmitter Location Red Bluff
 Air Time 6:30 a.m.-10 p.m.
 News Service AP
 Transcription Service World
 Representative . . . Donald Cooke, Gene Grant
 Membership NAB
 Station Mgr.-Pgm. Dir.-Prod. Mgr.- Pub-Dir.-
 Farm Editor Wm. B. Murphy
 Chief Announcer Harold Houston
 Chief Engineer Howard L. Parsons

K VCV

REDDING—EST. 1938

MBS—DON LEE

Frequency: 600 Kc. Power: 1000 Watts
 Owned-Operated By . . . Golden Empire Broad-
 casting Co.
 Business Address Highway 99, South
 Phone Number 1646-7
 Transmitter Location . . Highway No. 99 South
 Air Time 6 a.m.-12 p.m.
 News Service UP
 Transcription Service Standard, Cole
 Representative W. S. Grant
 President-General Mgr. . . . Hugh McClung
 Station Manager Fred M. Stuelpnagel
 Commercial Manager H. E. McCarty

Prog. Dir. Lyle Mathis
 Prom. Mgr. Robert Hoskins
 Chief Engineer Russell Pope

K PRO

RIVERSIDE—EST. 1941

KBS

Frequency: 1440 Kc. Power: 1000 Watts
 Owned-Operated By . . . Broadcasting Corpora-
 tion of America
 Business Address 3401 Russell St.
 Phone Number . . . Riverside 6290, San Bernar-
 dino 5157
 Studio Address . . 3401 Russell St., Riverside
 483th 5th St., San Bernardino
 Transmitter Location 3401 Russell St.
 Air Time 5:30 a.m.-12:30 a.m.
 News Service AP
 Transcription Service Associated, World,
 MacGregor
 Representative John E. Pearson Co.
 Membership NAB, BMB
 President-General Manager . . W. L. Gleeson
 Commercial Manager Richard Williams
 Program Director Doris Mann
 Publicity Director William Simpson
 Chief Engineer Stan Reynolds

K CRA

SACRAMENTO—EST. 1944

NBC

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By . . . Central Valleys Bcstg Co.
 Business Studio Address 604 Calif. State
 Life Bldg.
 Phone Number 2-0758
 Transmitter Location 3 mi. NW of town
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World, Capitol
 Station Representative Weed
 Membership NAB, BMB
 Gen. Station-Sales Mgr. . . . Ewing C. Kelly
 Program Director Robert R. Alexander
 Chief Engineer Marvin D. Myers

K FBK

SACRAMENTO—EST. 1923

ABC

Frequency: 1530 Kc. Power: 10,000 Watts
 Owned-Operated By . . . McClatchy Bcstg. Co.
 Business Studio Address 708 I St.
 Phone Number 3-1745
 Transmitter Location 5 mi. W. of studio in
 Yolo County
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Thesaurus
 Representative Paul H. Raymer
 Membership NAB, BMB

President.....Eleanor McClatchy
 Station Manager.....Leo O. Ricketts
 Sales Manager.....Dick Brothers
 Program Manager.....James Eakins
 Traffic Manager.....Howard Evanson
 Publicity Director.....Austin B. Chaney, Jr.
 Chief Engineer.....Stam Sronce
 Farm Editor.....Charley Marshall
 Chief, Bureau Special Events & News...Tony
 Koester

KROY

SACRAMENTO—EST. 1937

CBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Harmco, Inc.
 Business-Studio Address.....Hotel Sacramento
 Phone Number.....3-2525
 Transmitter Location.....3402 65th St.
 Air Time.....6 a.m.-12 M.
 News Service.....INS
 News Service.....INS, UP
 Transcription Service.....Associated
 Representative.....Avery-Knodel
 Membership.....NAB
 V.P.-Mgr.....Clyde F. Coombs
 Commercial Manager.....Benton Paschall
 Program Director.....William J. Ratcliff
 Chief Engineer.....Howard Martineau
 Farm Editor.....Scotty Mortland

KXOA

SACRAMENTO—EST. 1945

MUTUAL—MBS—DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Sacramento Broad-
 casters, Inc.
 Business Studio Address.....1617—30th St.
 Phone Number.....6-4728
 Transmitter Location.....1617—30th St.
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service...Associated, Langworth
 Representative...Adam J. Young, Jr., West-
 ern Radio Adv.
 Membership.....NAB
 President-Gen. Station Mgr....Lincoln Dellar
 Commercial Sales Promotion Mgr....Morton
 Sidley
 Program Dir.-Prod. Mgr....Lincoln W. Miller
 Chief Engineer.....Lincoln W. Miller

KSBW

SALINAS—1947

MBS-DON LEE

Frequency: 1380 Kc.....Power: 1,000 Watts
 Owned-Operated By.....Salinas Bcstg Corp.
 Business Address.....Glikbarg Bldg.
 Phone Number.....21635
 Transmitter Studio Location.....Airport Rd.
 Air Time.....6 a.m.-12 M., 7 a.m.-12 M. Sun.

News Service.....AP
 Transcription Service.....Standard
 Representative.....Western Radio Inc.
 Membership.....NAB
 President-Gen. Station Mgr.- Chief
 Engineer.....J. M. Hall
 Commercial Manager.....James W. Tressel
 Sa'es Promotion Mgr.-Pub. Dir.....William
 M. Oates
 Pgm. Dir.-Farm Editor.....Don Wells
 Musical Director.....Vern Marcoe

KCSB

SAN BERNARDINO—EST. 1948

Frequency: 1350 Kc.....Power: 500 Watts
 Owned-Operated By..San Bernardino Valley
 Ectrs.
 Studio Address...770 Mill St., P. O. Box 486
 Business Address.....200 Fleming Bldg.
 4th and E Sts.
 Transmitter location.....770 Mill St.
 Phone Number.....6808
 Air Time.....7 a.m.-6 p.m.
 News Service.....AP
 Owner.....Woodrow Miller
 General Manager-Program
 Director.....Richard T. Sampson
 News and Sports Director.....Ernie Peeler
 Chief Engineer.....Hal Elzig

KFXM

SAN BERNARDINO—EST. 1929

MBS—DON LEE

Frequency: 590 Kc.....Power: 1000 Watts
 Owned By.....Lee Bros. Bcstg. Co.
 Operated By.....J. C. Lee and E. W. Lee
 Business Studio Address.....512 Fifth St.
 Phone Number.....4761
 Transmitter Location.....S. 'E' St.
 Air Time.....5:45 a.m.-12 M. Mon.-Fri.; 5:45
 a.m.-1 a.m., Sat., 6:45 a.m.-12 M. Sun.
 News Service.....UP
 Transcription Service.....World
 Representative.....John Blair
 Co-Partners.....J. C. Lee and E. W. Lee
 Station Manager.....Gene W. Lee
 Sales Manager.....Don Cummings
 Program Director.....Larry Shields
 Publicity Director.....E. W. Lee
 Chief Announcer.....Ernest J. Ford
 Chief Engineer.....George W. Ewing
 Farm Editor.....Howard Baichly

KITO

SAN BERNARDINO—EST. 1947

ABC

Frequency: 1290 Kc.....Power: 1000 Watts
 (C. P. 5000)
 Owned-Oper. By...San Bernardino Bcstg. Co.
 Inc.
 Business Studio Address.....569 Fourth St.

Phone Number.....7807
 Transmitter Location.....¼ Mi. E. of Stirling Ave., 1-4 Mi. north of Base Line
 Air Time.....18 hrs. daily
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....George P. Hollingbery
 President.....Carl E. Haymond
 Station-Sales-Mgr.....Maury A. Vroman
 Pgm. Director-Prod. Mgr.....Charles B. Foll
 Chief Engineer.....Owen Ford

K R N O

SAN BERNARDINO—EST. 1948

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Western Empire Bctrs., Inc.
 Address.....990 Colton Ave
 Phone Number.....2-4282
 Transmitter Location.....990 Colton Ave.
 Air Time.....24 hrs. daily
 News Service.....AP
 Transcription Service.....Standard
 President.....James W. Gerrard
 V.P. & Gen. Mgr.....Norman H. Rogers
 V.P. & Chief Engineer.....George W. Brock
 Program Director.....Dave Shaw
 Chief Announcer.....Wyn Stewart
 News Editor.....Jim Young
 Traffic Director.....Marie Davis

K F M B

SAN DIEGO—EST. 1941

ABC

Frequency: 1450 Kc. (C. P. 550 Kc.).....Power 250 Watts (C. P. 1000 Watts)
 Owned-Operated By.....Jack Gross Bcstg. Co.
 Business Address-Studio Address.....1375 Pacific Blvd.
 Phone Number.....Main 2114
 Transmitter Location.....Spreckels Bldg.
 Air Time.....6 a.m.-12 M., 8 a.m.-12 M. Sun.
 News Service.....AP
 Transcription Service.....Standard, SESAC
 Representative.....The Branham Co.
 President-Gen. Commercial Mgr.....Jack Gross
 Pam. Director-Prod. Manager...John Harrison
 Publicity Director.....Philomene Hemen
 Chief Engineer.....Robert E. Lee, Jr.

K F S D

SAN DIEGO—EST. 1926

NBC

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Operated By.....Airtan Radio Corp.
 Business Address.....326 Broadway
 Phone Number.....Franklin 6353
 Studio Address.....U. S. Grant Hotel
 Transmitter Location.....Emerald Hills
 Air Time.....6 a.m.-12 M.

News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 President.....Thomas E. Sharp
 Manager.....M. R. Harris
 Sales Manager.....Larry L. Scalf
 Program Director.....Alys Phreaner
 Chief Engineer.....John Merino

K G B

SAN DIEGO—EST. 1928

MBS—DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Operated By.....Don Lee Holding Co.
 Address.....1017 First Ave.
 Phone Number.....Franklin 6151
 Transmitter Location.....Pickwick Hotel
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World
 Representative.....John Blair & Co.
 President.....Thomas S. Lee
 General Manager.....F. D. Ide
 Commercial-Sales Promotion Manager.....Hobby Myers
 Production Manager.....Jerry Lee Pecht
 Program Director.....James Dillon
 Chief Engineer.....William G. Collins

K L I K (CP)

SAN DIEGO

Frequency: 750 Kc.....Power: 5000 Watts
 Owned-Operated By...Balboa Radio Corp.

K S D J

SAN DIEGO—EST. 1946

CBS

Frequency: 1170 Kc....Power: 5000 Watts d., 1000 n.
 Owned-Operated By...Clinton D. MacKinnon
 Business Studio Address.....5th & Ash Sts.
 Phone Number.....Franklin 1315
 Transmitter Location...62nd & El Cajon Blvd.
 Air Time.....6 a.m.-12 M.; 8 a.m.-12 M. Sun.
 News Service.....UP
 Transcription.....Capitol, SESAC
 Representative.....Free & Peters
 Membership.....NAB
 President-Owner-Gen. Mgr...Clinton D. MacKinnon
 Station Manager.....Edgar L. Tidwell
 Commercial Manager.....Amos D. Baron
 Sales Promotion Manager.....Fred T. Foster
 Production Manager.....Dean S. Long
 Publicity Director.....George Dawkins
 Chief Announcer.....Daniel Cubberly
 Musical Director.....Don Hatch
 Chief Engineer.....Charles Sherburne
 Farm Editor.....Howard Keddie

KSON

SAN DIEGO—EST. 1947

KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By...Studebaker Bcstg. Co.
 Business Studio Address...Maryland Hotel
 Phone Number...Franklin 5175
 Transmitter Location...Main & Rigel St.
 Air Time...24 hrs. daily
 News Service...AP
 Transcription Service...Lang-Worth, Capitol, Cole
 Representative...Homer Griffith
 Membership...NAB
 Executive Director...John Gordon Studebaker
 Gen.-Station-Commercial Mgr....C. Frederic Rabell
 Sales Promotion Mgr.-Pub. Dir....Dorothy Johnson
 Pgm. Dir.-Prod. Mgr....Carl Green Jr.
 Chief Announcer...Van Voorhis
 Musical Director...Carl Greene
 Chief Engineer...Bill Tomberlin

KUSN

SAN DIEGO—EST. 1947

Frequency: 1510 Kc. Power: 5000 Watts d., 1000 n.
 Owned-Operated By...San Diego Bcstg. Co.
 Business Studio Address...1029 Second Ave.
 Phone Number...Main 2041
 Transmitter Location...63rd & Montezuma
 Air Time...18 hrs daily
 News Service...UP
 Transcription Service...Associated, Lang-Worth
 Representative...Forjoe
 Membership...NAB
 General Manager...Jack Heintz
 Station Mgr.-Commercial Mgr....Paul Jones
 Pgm. Director...Wilson Edwards
 Publicity Director...Diana Matthews
 Chief Announcer...John Black
 Chief Engineer...Vern Milton

KYOR

SAN DIEGO—EST. 1947

Frequency: 1130 Kc. Power: 250 d.; CP-5000
 Owned-Operated By...Silver Gate Broadcasting Co.
 Address...399 W. Broadway
 Phone Number...Franklin 9-5121
 Transmitter Location...399 W. Broadway
 Air Time...Sun-up to sun-down
 News Service...AP
 Transcription Service...MacGregor, Standard, SESAC
 Representative...Grant
 General Manager...John A. Bohn
 Comm.-Prom. Mgr....Pete Watts
 Program Director...Wm. W. Phreaner
 Chief Engineer...Ben Leff

KFRC

SAN FRANCISCO—EST. 1924

MBS—DON LEE

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By...Don Lee Bcstg. System
 Business-Studio Address...1000 Van Ness Ave.
 Phone Number...Prospect 5-0107
 Transmitter Location...1000 Van Ness Ave.
 Air Time...a.m.-12 M., Mon-Sat.; 7 a.m. to 12 M., Sun.
 News Service...AP, INS.
 Transcription Service...World
 Representative...John Blair
 Membership...NAB
 President...Thomas Lee
 General Manager...William D. Pabst
 Sales Manager...Merwyn L. McCabe
 Sales Promotion Mgr.-Pub. Dir....Robert L. Templeton
 Program Dir.-Prod. Mgr....Mel Venter
 Chief Announcer...Lewis Pfeifer
 Musical Director...Lyle Bardo
 Chief Engineer...E. G. Underwood

KGO

SAN FRANCISCO—EST. 1924

ABC

Frequency: 810 Kc Power: 50,000 Watts
 Owned-Operated By...American Bcstg. Co.
 Business Address...155 Montgomery St.
 Phone Number...Exbrook 2-6544
 Studio Address...Taylor & O'Farrell Sts.
 Transmitter Location...Near Newark, Calif.
 Air Time...18½ hrs. daily
 News Service...AP, INS, UP
 Transcription Service...Standard, Associated, Capitol
 Representative...ABC Spot Sales
 Membership...NAB, BMB
 President...Mark Woods
 V.P. Western Div....Don Searle
 General Manager...Gayle V. Grubb
 Sales or Commercial Mgr....Kirkham Torney
 Sales Promotion-Prod. Mgr.-Pub. Dir....Robert F. Laws
 Program Director...Bloyce Wright
 Chief Announcer...John Galbraith
 Musical Director...Phil Bovero
 Chief Engineer...A. E. Evans

KJBS

SAN FRANCISCO—EST. 1925

Frequency: 1100 Kc. Power: 1000 Watts
 Owned-Operated By...KJBS Bcstrs.
 Business Studio Address...1470 Pine St.
 Phone Number...Ordway 3-4148
 Transmitter Location...1470 Pine St.
 Air Time...5 a.m.-Local Sunset
 News Service...AP, INS

Transcription Service... Standard, MacGregor,
Lang-Worth, Associated
Representative Headley-Reed
Membership NAB
General-Station Mgr.... Edwin P. Franklin
Commercial Mgr.-Sales Promotion Mgr.. Stan-
ley G. Breyer
Pgm. Dir.-Prod. Mgr.... Charles F. Pendleton
Musical Director..... Mildred Bowyer
Chief Engineer..... Wayne Berthold

Transmitter Location..... 1355 Market St.
Air Time..... Mon. Thru Sat.: 6 a.m.-12 M.;
7 a.m.-11 p.m., Sun
News Service..... AP
Transcription Service..... Lang-Worth
Representative..... William Rambeau
Membership..... NAB
President..... S. H. Patterson
Gen. Station Manager..... Lee Mikesell
Pgm. Dir.-Prod. Mgr..... Clint Sherwood,
Chief Engineer..... Norwood Patterson

K N B C

SAN FRANCISCO—EST. 1922

NBC

Frequency: 680 Kc.... Power: 50,000 Watts
Owned-Operated By.... National Bcstg. Co.
Bus. Studio Address... Taylor & O'Farrell Sts.
Phone Number..... Graystone 4-8700
Transmitter Location..... Belmont, Calif.
Air Time..... 6 a.m.-1 a.m.
News Service..... AP, INS, UP,
Transcription Service... Thesaurus, Standard
Representative..... NBC Spot Sales
Membership NAB, BMB
President (NBC) Niles Trammell
General-Station Manager... John W. Elwood
Sales Manager..... Alfred W. Crapsey
Sales Promotion Manager... Miss Ethel Gilchrist
Program Director..... Harry Bubeck
Publicity Director..... John Thompson
Chief Announcer..... Hal Wolf
Musical Director..... Tony Freeman
Chief Engineer..... Curtis Peck
Farm Editor..... Henry Schacht

K S F O

SAN FRANCISCO—EST. 1925

Frequency: 560 Kc.... Power: 5000 Watts d.,
1000 n.
Owned-Operated By... The Associated Bcstrs.,
Inc.
Business Studio Address... Mark Hopkins Hotel
Phone Number..... EXbrook 2-4567
Transmitter Location... Islia's Creek, Pier 92
Air Time..... 18½ hrs. daily
News Service..... INS, UP
Transcription Service... Standard; Associated
Representative..... Bolling
Membership NAB, BMB
President..... W. I. Dumm
V.P.-Gen.-Station Mgr.... Philip G. Lasky
Sales or Commercial Mgr.... John G. Campbell
Sales Promotion Mgr.-Pub. Dir... Patricia Harris
Pgm. Dir.-Prod. Mgr..... Keith Kerby Lakin
Dir. of Engineering..... A. E. Towne
Farm Editor..... Herb Kennedy

K Q W

SAN FRANCISCO—EST. 1912

CBS

Frequency: 740 Kc.... Power: 5000 Watts
Owned-Operated By.... Pacific Agricultural
Foundation Ltd.
Business Address..... 140 Jesse St.
Phone Number..... Exbrook 2-3233
News Service..... AP, UP
Transcription Service... MacGregor, Standard
Representative Petry
President..... Ralph R. Brunton
General Manager..... C. L. McCarthy
Sales Manager..... Richard E. Goebel
Program Director..... Fred Ruegg
Promotion Manager..... Walter S. Zahrt
Chief Engineer..... Allan N. Cormack

K Y A

SAN FRANCISCO—EST. 1926

Frequency: 1260 Kc.... Power: 5000 Watts d.,
1000 n.
Owned-Operated By... Palo Alto Radio Station,
Inc.
Business Studio Address... Hearst Bldg., Third
& Market Sts.
Phone Number..... DOuglas 2-2536
Transmitter Location... Candlestick Pt., Bay
View Park
Air Time... 5:30 a.m.-12 M., 7 a.m.-12 M. Sun.
News Service..... AP, INS, UP
Transcription Service..... World
Representative..... Adam J. Young, Jr.
Membership..... NAB
Owner..... Dorothy S. Thackrey
President..... Bartley C. Crum
Exec. V.P.-Gen. Station Mgr.... Don Fedderson
Commercial-Sales Promotion Mgr.... David E.
Lundy
Program Director..... Verne Wilson
Production Manager..... Lu Hurley
Chief Engineer..... Paul C. Schulz

K S A N

SAN FRANCISCO—EST. 1925

Frequency: 1450 Kc.... Power: 250 Watts
Owned-Operated By... Golden Gate Bcstg. Co.
Business Studio Address... 1355 Market St.
Phone Number..... Market 1-8171

(See Page 326)

KSGN

SANGER—EST. 1947

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By: Radio Sanger Co.
 Business Address: P. O. Box 338
 Phone Number: 490
 News Service: UP
 Transcription Service: World
 Representative: Universal
 General Manager: Edward L. Terry
 Commercial Manager: Albert Blain
 Program Director: Wilson Monroe
 Chief Engineer: Lyman Treaster

KEEN

SAN JOSE—EST. 1947

Frequency 1370 Kc. Power 1000 Watts
 Owned-Operated By: United Bcstg. Co., Inc.
 Business Studio Address: Hotel De Anza
 Phone Number: Columbia 1370
 Transmitter Location: Wayne Ave. & Oakland
 Highway
 Air Time: 6 a.m.-12 M.
 News Service: UP
 Transcription Service: Associated, McGregor
 Representative: Forjoe
 Membership: NAB
 President: George M. Mardikian
 Vice-Pres. & Genl. Mgr.: Floyd Farr
 Secy.-Treas. & Pgm. Mgr.: George Snell
 Publicity Director: Harold Woolley
 Chief Announcer: Tom Duggan
 Musical Director: Myrra Mosher
 Chief Engineer: John S. Stevens
 Farm Editor: Alan Armer

KLOK

SAN JOSE—EST. 1946

Frequency: 1170 Kc. Power: 5000 Watts
 Owned-Operated By: Valley Bcstg Co.
 Business Address: 40 W. San Antonio St.
 Phone Number: Columbia 1483
 Studio Address: Rt. 3, Box 323A
 Transmitter Location: King Rd. at Aborn
 Air Time: Local Sunrise-Local Sunset
 News Service: AP
 Transcription Service: Capitol
 Station Representative: Donald Cooke, Gene
 Grant
 Membership: NAB, BMB
 General Manager: E. L. Barker
 Sales Manager: R. E. Ryan
 Program Director: Ruth Poindexter
 Chief Engineer: J. T. Bindner
 Farm Editor: H. McKenzie

KQW

SAN JOSE—EST. 1912

CBS

Frequency: 740 Kc. Power: 5,000 Watts
 Owned-Operated By: Pacific Agricultural
 Foundation, Ltd.
 Business Studio Address: 140 Jessie St.,
 San Francisco, Calif.
 Phone Number: EXbrook 2-3233
 Transmitter Location: Alviso, Calif.
 Air Time: 6 a.m.-12 M., 6:45 a.m.-12 M. Sun.
 News Service: AP, UP
 Transcription Service: Standard, MacGregor
 Representative: Edward Petry
 Membership: NAB
 President: Ralph R. Brunton
 Gen. Station Manager: C. L. McCarthy
 Sales or Commercial Mgr.: Richard E. Goebel
 Sales Prom. Mgr.-Pub. Dir.: Walter S. Zahrt
 Program Director: Fred Ruegg
 Musical Director: Ray Hackett
 Chief Engineer: Alan N. Cormack
 Farm Editor: Bert Buzzini

KSJO

SAN JOSE—EST. 1946

Frequency: 1590 Kc. Power: 1000 Watts d.
 500 n.
 Owned-Operated By: Santa Clara Bcstg. Co.
 Business Address: P. O. Box 995
 Phone Number: Ballard 3660
 Transmitter Studio Loc.: Story and Lucretia
 Avenues
 Air Time: Unlimited
 News Service: UP
 Transcription Service: World, Standard
 Representative: W. S. Grant
 Membership: NAB
 Gen. Station Manager: Donald H. Telford
 Sales Promotion Manager: Frank Kilpatrick
 Pgm-Musical Dir.-Farm Editor: Norman Paul
 Production Manager: Ralph Rogers
 Publicity Director: Charles F. Mallory
 Chief Announcer: Ralph Rogers
 Chief Engineer: Larry King

KXR X (CP)

SAN JOSE

Frequency: 1500 Kc. Power: 1000 Watts
 Owned-Operated By: San Jose Bcstg. Co.
 Business Address: 266 S. First St.
 Phone Number: Columbia 1397
 President: Joe E. Levitt

KPIK

SAN LUIS OBISPO—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: San Luis Obispo Bcstg. Co.
 Business Studio Address: 1130 Garden St.
 Phone Number: 3171

Transmitter Location.....500 Price St.
 Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service.....UP
 Transcription Service.....World, Capitol
 Station Representative.....Tracy Moore
 Membership.....NAB
 Gen. Station Mgr.-Pgm. Dir....James L. Harris
 Commercial Sales Promotion Mgr....Aram S.
 Rejebian
 Production Manager.....William Schember
 Chief Engineer.....Charles C. Squires
 Farm Editor.....Albert Auf der Heide

K V E C

SAN LUIS OBISPO—EST. 1937

MBS-DON LEE—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.;
 500 n.

Owned-Operated By...The Valley Electric Co.
 Business Studio Address...Mt. View & Hill Sts.
 Phone Number.....1100-1
 Transmitter Location...1½ mi. N. of San Luis
 Obispo on Roosevelt Highway
 Air Time.....6 a.m.-12M., 7 a.m.-12 M., Sun.
 News Service.....AP
 Transcription Service...Thesaurus, Standard
 Representative.....W. S. Grant
 Membership.....NAB
 President-Owner.....Christina M. Jacobson
 Gen. Station Mgr.....Les Hacker
 Commercial Promotion Mgr.-Pub. Dir.....Joe
 Shuttleworth
 Program Director-Prod. Mgr....Robert Wilton
 Chief Announcer, Musical Dir....John Fern
 Chief Engineer.....Earle Travis
 Farm Editor.....Dick Maphet

K S M O

SAN MATEO—EST. 1947

Frequency: 1550 Kc.....Power: 1000 Watts
 Owned-Operated By...Amphlett Printing Co.
 Address.....811 "B" St.
 Phone Number.....4-2594
 Studio Address...Arthur Bldg., 9th & "B" Sts.
 Transmitter Location...E. Bayshore Highway
 Air Time.....18 hrs. daily
 News Service.....AP
 Transcription Service...Standard, Lang-Worth
 Representative.....George D. Close, Inc.
 President.....J. Hart Clinton
 General Manager.....John H. Schacht
 Program Director.....W. Bill DeMarco
 Chief Engineer.....H. Neil Black

K V S M

SAN MATEO—EST. 1946

Frequency: 1050 Kc.....Power: 250 Watts
 Owned-Operated By...The San Mateo County
 Bcstrs.
 Business Studio Address...279 Baldwin Ave.

Phone Number.....4-4385, 4-2541
 Transmitter Location...Third Ave. at Seal Creek
 Air Time.....Local sunrise-local sunset
 News Service.....UP
 Transcription Service...Capitol, Associated,
 SESAC
 Representative...Donald Cooke, Gene Grant
 Membership.....NAB
 President.....Hugh H. Smith
 Gen. Station Manager...Gordon D. France
 Commercial Manager...Robert M. Bruce
 Sales Promotion Manager...W. H. Ellerman
 Pgm. Dir.-Prod. Manager...Clenton W. Price
 Publicity Director...Frank M. Campbell
 Chief Announcer...Aaron Edwards
 Musical Director...Ingeborg North
 Chief Engineer...Merwyn F. Planting

K T I M

SAN RAFAEL—EST. 1947

KBS

Frequency: 1510 Kc.....Power: 1000 Watts
 Owned-Operated By...Marin Bcstg. Co., Inc.
 Business Studio Address...1117 Fifth Ave.
 Phone Number.....1510
 Transmitter Location...College Ave., Kentfield,
 Calif.
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service...Lang-Worth
 Membership.....NAB, BMB
 President.....Roy A. Brown
 V.P.-Gen. Station Mgr....Ernest L. Smith
 Commercial Sales Promotion Mgr...Alan B.
 Johnstone
 Program-Pub. Dir.....Beth McVicar
 Prod. Mgr.-Farm Editor...Gordon Greb
 Chief Announcer...Robert L. Albertson
 Musical Director...Mary Ellen Shelton
 Chief Engineer...Melvin H. Murphy

K V O E

SANTA ANA—EST. 1926

MBS-DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By...The Voice of the Orange
 Empire, Inc., Ltd.
 Business Address.....206-N. Main St.
 Phone Number.....4209, 4901-R
 Transmitter Studio Location...12531 East
 Willowick Drive—Santa Ana, Calif.
 Air Time.....7 a.m.-12 M.; 7 a.m.-11 p.m. Sun.
 Transcription Service...Standard, MacGregor,
 SESAC
 Representative...W. S. Grant
 Membership.....NAB, BMB
 President-Gen. Station Mgr...Ernest L. Spencer
 Commercial Manager...L. S. Nicholson
 Sales Promotion Manager...Carol Jean Young
 Pgm. Dir.-Prod. Mgr.-Musical Dir....W. S.
 Wiggins

. . . CALIFORNIA . . .

Publicity Director.....Ames Fischer
 Chief Announcer.....Lesley Chatfield
 Chief Engineer.....W. S. Wiggins
 Farm Editor.....Lynn Thomas

K D B

SANTA BARBARA—EST. 1921

MBS—DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By... Don Lee Bcstg. System
 Business-Studio Address.....1309 State St.
 Phone Number4131
 Transmitter Location.....E. Haley St.
 Air Time.....6:30 a.m.-12:15 a.m.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeJohn Blair
 President.....Thomas S. Lee
 General Manager.....Lewis Allen Weiss
 Station Manager.....Edward K. Kemble
 Sales Manager.....James S. Blomfield
 Program Director.....Donald Roberts
 Chief Announcer.....George Humphrey
 Chief Engineer.....Forrest Choate

KIST

SANTA BARBARA—EST. 1946

NBC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Harry C. Butcher
 Business-Studio Address.....Balboa Bldg.
 Phone Number3981-2-3
 Transmitter Location.....735 State St.
 Air Time.....6 a.m.-12 M.
 News ServiceUP
 Transcription Service.....Associated, Capitol
 Representative.....Joseph Hershey McGillvra
 MembershipNAB, BMB
 President-Owner.....Harry C. Butcher
 General-Station Manager, Commercial
 ManagerFin Hollinger
 Sales Promotion Manager, Publicity
 DirectorGordon Hittenmark
 Program Director.....Mary Ann Casey
 Production Manager.....James McBride
 Chief Announcer.....Stan Saueressig
 Chief Engineer.....Philip C. Little

K T M S

SANTA BARBARA—EST. 1937

ABC

Frequency: 1250 Kc.....Power: 1000 Watts
 Owned-Operated By... Santa Barbara News-
 Press Publishing Co.
 Business-Studio Address..de la Guerra Plaza
 Phone Number6111
 Transmitter Location.....Goleta, Calif.
 Air Time.....17½ hrs. daily
 News ServiceAP
 Transcription ServiceLang-Worth

Representative.....Paul H. Raymer
 MembershipNAB, BMB
 President.....Thomas M. Storke
 General-Station Manager...Kenneth E. Peters
 PublicityJohn Willis
 Chief Announcer.....Ted Scott
 Musical Director.....Marion Keen
 Chief Engineer.....Albert Nicolay
 Farm Editor.....Don Russell

K R U Z (CP)

SANTA CRUZ

Frequency: 1460 Kc.....Power: 1000 Watts
 Owned-Operated By.....Monterey Bay
 Broadcast Co.
 Business Address...133 Middlefield Rd., Palo
 Alto
 Partners.....L. John Miner, Tait R. Wrathall,
 Grant R. Wrathall

KSCO

SANTA CRUZ—EST. 1947

Frequency: 1080 Kc.....Power: 1000 watts
 Owned-Operated By.....Radio Santa Cruz
 Business Address.....21 Locust St.
 Partners.....Charles Vernon Berlin, Fred D.
 McPherson, Jr., Mahlon D. McPherson

KCOY

SANTA MARIA—EST. 1947

ABC—TRI-COUNTY NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By... News-Press Publishing
 Co.
 Business-Studio Address.....114 W. Cook St.
 Phone Number104
 Transmitter Location.....N. Blosser Rd.
 Air Time.....6:30 a.m.-11 p.m.
 News ServiceAP
 Transcription ServiceLang-Worth
 Representative.....Paul H. Raymer
 MembershipNAB, BMB
 Chief Executives.....Thomas M. Storke,
 Charles A. Storke
 General Manager.....Frank B. Weltmer
 Commercial Manager.....Kenneth Morton
 Program Director.....Duane F. Johnson
 Chief Announcer.....Rick Cuetara
 Chief Engineer.....Emmet Ferguson
 Farm Editor.....Don Russell

KSMA

SANTA MARIA—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
 Operated By.....Hugh G. Shurtliff
 Address.....Post Office Box 407
 Phone Number24

Transmitter Location One Mile No. of Santa Maria
 Transcription Service Associated
 Representative Homer Griffith Co.

KOWL

SANTA MONICA—EST. 1947

Frequency: 1580 Kc. Power: 5000 Watts d.
 Owned-Operated By Arthur H. Croghan
 Business-Studio Address Ambassador Hotel
 Phone Number 5-1580
 Transmitter Location 11637 Charnock Rd.
 Los Angeles 25, Calif.
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service Associated, Standard
 Representative The Walker Co.
 Membership NAB
 Owner, Commercial-Sales Promotion
 Manager Arthur H. Croghan
 General-Station Manager, Program Director,
 Production Manager Clay Osborne
 Chief Announcer Warren K. Deem
 Chief Engineer John Morecroft

KSPA

SANTA PAULA—EST. 1948

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Ventura County Radio
 Center, Inc.
 Business-Studio Address Box 112
 Phone Number 1400
 Transmitter Location W. Main St. & Middle Rd.
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Associated, World, Cole
 Membership NAB, BMB
 General-Station-Sales Promotion
 Manager F. Clinton Jones
 Chief Engineer Maj. Claude Turner
 Agricultural Dir. Montague Eveitt

KSRO

SANTA ROSA—EST. 1937

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By Mrs. Ruth W. Finley
 Business-Studio Address P. O. Box 570,
 425 Mendocino Avenue
 Phone Number 110
 Transmitter Location Finley Ave.
 Air Time 6:30 a.m.11 p.m.
 News Service AP, UP
 Transcription Service Lang-Worth, MacGregor,
 Cole
 Representative W. S. Grant Co.
 Membership NAB, BMB
 President-Owner Mrs. Ruth W. Finley
 General Station Manager Eddie Handley
 Commercial-Sales Promotion
 Manager Lee Fleming

Program Director, Production Manager, Pub-
 licity Director, Chief Announcer, Musical Di-
 rector, Farm Editor Jack Murphy
 Chief Engineer Vern Hassett

KGIL

SHERMAN OAKS—EST. 1947

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Operated By San Fernando Valley
 Bcstg. Co.
 Business Address 4919 Van Nuys Blvd.
 Phone Number State 4-6291
 Studio Addresses 4919 Van Nuys Blvd., Sher-
 man Oaks; 14808 Lassen St., San Fernando,
 Calif.
 Transmitter Location 14808 Lassen St., San
 Fernando, Calif.
 Air Time 6 a.m.12 M.
 News Service UP
 Transcription Service Capitol, Standard
 Membership NAB
 President-General Manager J. G. Paltridge
 Program Director Bob Seal
 Chief Announcer Jim Powell

K G D M

STOCKTON—EST. 1926

CBS

Frequency: 1140 Kc. Power: 5000 Watts
 Owned-Operated By E. F. Peffer
 Business-Studio Address 519 E. Market St.
 Phone Number 4-4551
 Transmitter Location Highway 99, 3 mi. from
 Stockton
 Air Time 6 a.m.-12 M.
 News Service INS
 Transcription Service World
 Representative John Blair
 Membership NAB
 President-Owner, General
 Manager E. F. Peffer
 Station Manager E. Smith
 Commercial Manager, Chief
 Announcer Bill Hill
 Sales Promotion-Production
 Manager B. Lange
 Program Director Velma Swan
 Publicity Director E. Smith
 Musical Director Lillian Best
 Chief Engineer Bey Green
 Farm Editor Cliff Hagen

KSTN (CP)

STOCKTON

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Operated By San Joaquin Bcstg. Co.
 Business Address 311 California St., San
 Francisco
 Partners A. Dwight Newton, W. H. Wood,
 A. John Anton, Charles F. Green

K W G

STOCKTON—EST. 1921

ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... McClatchy Bcstg. Co.
 Business Address... Hotel Wolf
 Phone Number... 5-5728
 Studio Addresses... Hotel Wolf, also Weber
 and E Sts.

Transmitter Location... Weber and E Sts.
 Air Time... 6 a.m.-12 M., 7 a.m.-12 M. Sun.
 News Service... AP, UP
 Transcription Service... Capitol, MacGregor,
 SESAC

Representative... Paul H. Raymer
 Membership... NAB, BMB
 President... Eleanor McClatchy
 Station Manager... Howard L. Bailey
 Program Director... James E. Longe
 Publicity Director... Gail K. Mayers
 Chief Engineer... Russell Bennett
 Farm Editor... John Mackenzie

K X O B

STOCKTON—EST. 1947

MBS—DON LEE

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By... Valley Bcstg. Co.
 Business-Studio Address... 2013 Pacific Ave.
 Phone Number... 5-5896
 Transmitter Location... Beyer Lane

Air Time... 6 a.m.-12 M.
 News Service... UP
 Transcription Service... Associated
 Representative... Adam Young, Jr., Western
 Radio Adv., Inc.

Membership... NAB
 President... Lincoln Dellar
 Station-Commercial Manager... Herb Ferguson
 Program Director... Earle Russell
 Chief Technician... Walt Berger

K S U H (CP)

SUSANVILLE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Hollowell & McKahan
 News Service... UP

K T K R (CP)

TAFT

Frequency: 1310 Kc. Power: 500 Watts d.
 Owned-Operated By... Taft Bcstg. Co.
 Business Address... Box 125 Rt. 2, Visalia
 Partners... Kenneth Aitken, Geo. J. Tschumy

K C O K

TULARE—EST. 1945

MBS—DON LEE—CALIFORNIA "A" GROUP

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Herman Anderson
 Business Address... P. O. Box 119
 Phone Number... 800-1
 Transmitter-Studio Location... Mooney Blvd.
 Air Time... 5 a.m.-12 M.
 News Service... UP
 Transcription Service... Associated, SESAC
 Representative... Adam J. Young, Jr., Western
 Radio Adv., Inc.

Membership... NAB, BMB
 President-Owner... Herman Anderson
 General Manager... Sheldon Anderson
 Station-Commercial-Sales Promotion
 Manager... Richard A. Wegener
 Program Director, Production Manager,
 Farm Editor... Joe C. Drilling, Jr.
 Publicity Director... Wanda Woods
 Chief Announcer... Paul Freiman
 Musical Director... Paul Salvo
 Chief Engineer... James Morrison

K U K H (CP)

UKIAH

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Wm. Edwin Richardson

K G Y W

VALLEJO—EST. 1947

Frequency: 1190 Kc. Power: 250 Watts d.
 Owned-Operated By... California-Nevada
 Bcstg. Co.

Business-Studio Address... 141 Highway 29
 Phone Number... Vallejo 3-5667
 Transmitter Location... 141 Highway 29
 Air Time... Local sunrise-local sunset
 News Service... UP
 Transcription Service... Lang-Worth
 Representative... Tracy Moore
 General-Station Manager... David McKay
 Program Director... Betty Barnum
 Chief Engineer... Kenneth Owen
 News Editor... Jack Borges

K V E N (CP)

VENTURA

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Coast Ventura Co.

K V V C (CP)

VENTURA

Frequency: 1590 Kc. Power 1000 Watts
 Owned-Operated By... Voice of Ventura Co.
 Business Address... Ventura Hotel

Phone Number 6185
 News Service AP
 Transcription Service.....Thesaurus, Standard,
 SESAC
 Representative Grant
 President..... William H. Haupt
 V. P. & General Mgr..... John W. Swallow
 V. P., Commercial Mgr., Promotion Mgr.
 Alan LaVine
 Program Director..... Aubrey Dson
 Chief Announcer..... Aubrey Dson
 Chief Engineer..... William Pickering

KKIN

VISALIA—EST. 1946

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... KKIN, Inc.
 Address..... 119 E. Acequia St.
 Phone Number 456
 Transcription Location... One mile N. of Visalia
 Time on the Air..... 6:00 a.m. to 12 midnight
 News Service UP
 Transcription Service... Capitol, C. P. McGregor,
 Standard
 Representative..... Forjoe & Co.
 President-Owner..... D. O. Kinnie
 Gen.-Commercial Mgr.... Stanley S. Simpson
 Program Director..... Lyman Patterson
 Program Manager..... George Flansburg
 Chief Engineer..... Kenneth Aitken

KTKC

VISALIA—EST. 1937

ABC

Frequency: 940 Kc..... Power: 5000 Watts
 Owned-Operated By... Tulare-Kings Counties
 Radio Associates
 Business Address..... Box 511
 Phone Number 575-6
 Transmitter-Studio Location... 1 3/4 mi. SW of
 Visalia
 Air Time..... 5:45 a.m.-12 M.
 News Service AP
 Transcription Service.... Lang-World, World
 Representative..... Wm. Rambeau Co.
 Membership NAB, BMB
 General-Station Manager... Charles P. Scott
 Commercial Manager..... Millard Kibbe
 Sales Promotion Manager... Jean Banks
 Program Director, Production
 Manager George Lindsay
 Publicity Director..... Chas. Niete
 Chief Announcer..... Ben Ott
 Chief Engineer..... Herbert Stratton
 Farm Editor..... John Daniels

KHUB

WATSONVILLE—EST. 1937

UNITED PACIFIC NET.

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Luther E. Gibson
 Business-Studio Address..... Atkinson Lane
 Phone Number 1700
 Transmitter Location..... Atkinson Lane
 Air Time..... 6:30 a.m.-11 p.m.
 News Service AP
 Transcription Service..... World, Capitol
 Representative..... W. S. Grant
 Membership NAB
 President-Owner..... Luther E. Gibson
 General Manager..... Roger R. Hunt
 Sales Manager..... Allan L. Berg
 Program Director..... Don DeWald
 Chief Engineer..... Rod Richards

CALL LETTERS TO BE ASSIGNED

(C.P.)

WOODLAND

Frequency: 930 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Yolo Bcstg. Co.
 Partners..... T. E. Brown, Neal Chalmer

KSYC

YREKA—EST. 1947

KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By... Siskiyou County Bcstg.
 Co.
 Business Address..... P. O. 597
 Phone Number 624
 Transmitter-Studio Location... Lawrence Lane &
 South Oregon St.
 Air Time..... 7 a.m.-10 p.m.
 News Service AP
 Transcription Service..... Keystone, World
 Membership NAB, BMB
 President..... E. G. Millbourn
 General Manager..... Holt Wardrip
 Station-Commercial-Sales Promotion Manager,
 Publicity Director, Chief
 Engineer..... Jack R. Wagner
 Program Director, Production
 Manager Jack Matranga
 Chief Announcer, Musical
 Director Jack Mitchell
 Chief Operator..... Carl Arndt

KUBA (CP)

YUBA CITY

Frequency: 1600 Kc..... Power: 500 Watts
 Owned-Operated By... Peach Bowl Broadcasters
 Partners..... Beverly B. Ballard, Dewey
 Allread, Jr., Clyde L. Goodnight, Raymond F.
 Linn, Chester V. Ullom,

COLORADO

Estimated Population 1,159,000—% Increase +3.2—Radio Homes 298,501
Farms with Radios 390,956—Stations in State 30

KGIW

ALAMOSA—EST. 1929

KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By E. L. Allen
Address Alamosa
Phone Number 26
Air Time 7:00 a.m. to 9:30 p.m.
News Service UP
Pres.-General Mgr. E. L. Allen
Comm. Mgr., Program Dir. Lloyd Allen
Chief Engineer George H. Kettle

KBOL

BOULDER—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Boulder Radio KBOL, Inc.
Business-Studio Address 1617 Pearl
Phone Number 1490
Transmitter Location 29th & Pearl
Air Time 7 a.m.-11 p.m.
News Service AP
Transcription Service Standard, Lang-Worth
Membership NAB
President-Owner or Chief
Executive Herb Hollister
General-Station Manager Jack Todd
Sales Manager Russel Shaffer
Program Director Ros Roulston
Chief Engineer Blair E. Dobbins

KRLN

CANON CITY—EST. 1947

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Royal Gorge Bcstrs, Inc.
Business-Studio Address 1615 Central Ave.
Phone Number 1100
Transmitter Location 1615 Central Avenue, Canon City, Colorado
Air Time 7 a.m.-7 p.m.
News Service UP
Transcription Service Cole, BMI
Representative Homer Griffith
President, General-Station-Sales
Manager Raymond M. Beckner
Program Director, Production Manager,
Musical Director G. C. Underhill
Chief Engineer John L. Antic
Farm Editor R. M. Beckner

KCSM (CP)

COLORADO SPRINGS

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By James L. Frank
Business Address 155 E. 48th St., N. Y., N. Y.

KRDO

COLORADO SPRINGS—EST. 1947

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Pikes Peak Bcstg. Co.
Business-Studio Address 118 N. Cascade Ave., Alta Vista Hotel
Phone Number Main 1125
Transmitter Location Cascade & Kiowa
Air Time 6 a.m.-12 M., 8 a.m.-12 M. Sun.
News Service AP
Transcription Service Standard, Lang-Worth, Cole
Representative Homer Griffith
Membership NAB
President, General-Station
Manager Joseph H. Rohrer
Commercial-Sales Promotion Manager,
Publicity Director Cecil Seavey
Program Director Beth Forcum
Production Manager Ed Lewis
Chief Announcer Ed Lewis
Musical Director Jean Gitz
Chief Engineer Joseph H. Rohrer
Farm Editor Bill Totten

KVOR

COLORADO SPRINGS—EST. 1922

CBS

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Operated By Out West Bcstg. Co.
Business-Studio Address 800 Exchange National Bank Bldg.
Phone Number Main 278
Transmitter Location 2803 E. Platte Ave.
Air Time 6:30 a.m.-11:30 p.m., 6:30 a.m.-12 M., Sat.
News Service AP
Transcription Service World
Representative The Katz Agency
President E. K. Gaylord
Station Manager Everett Shupe
Program Director, Farm
Editor Conrad M. Brown
Chief Engineer H. Cozine Strang

KRAI (CP)

CRAIG

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Newel S. Cahoon

**CALL LETTERS TO BE ASSIGNED
(C.P.)
DENVER**

Frequency 990 Kc. Power: 1000 Watts d.
Owned-Operated By: Landon Bcstg. Co.
Owner: Alf M. Landon

K F E L

DENVER—EST. 1923

MBS

Frequency: 950 Kc. Power: 5,000 Watts
Owned-Operated By: Eugene P. O'Fallon, Inc.
Business-Studio Address: Albany Hotel
Phone Number: Alpine 4681
Transmitter Location: 5350 W. 20th St.
Air Time: 24 hrs. daily
News Service: AP, INS
Transcription Service: Standard, Associated,
Cole, SESAC

Representative: John Blair
Membership: NAB
President-Owner, General

Manager: Gene O'Fallon
Station Director: Frank Bishop
Commercial Manager: Mark Crandall
Sales Promotion Manager, Publicity

Director: Leo Fremont
Program Director, Production Manager

Musical Director: Paul Godt
Chief Announcer: Norman Teska
Chief Engineer: Tom G. Morrissey
Farm Editor: Gus Swanson

K L Z

DENVER—EST. 1922

CBS

Frequency: 560 Kc. Power: 5000 Watts
Owned-Operated By: KLZ Bcstg. Co.
Business-Studio Address: Shirley-Savoy Hotel
Phone Number: Main 4271
Transmitter Location: Englewood, Colo.
Air Time: 6 a.m.-12:15 a.m.
News Service: AP, INS
Transcription Service: Standard, Capitol
Representative: The Katz Agency
Membership: NAB, BMB
President: E. K. Gaylord
General Manager: Edgar T. Bell
Station Manager: Hugh B. Terry
Sales or Commercial Mgr.: R. Main Morris
Promotion Manager: Lee Fondren
Program Director, Production

Manager: Charles Roberts
Musical Director: Lester Weelans
Chief Engineer: Harvey Wehrman
Farm Editor: Lowell Watts

Ask A John Blair Man!

HE CAN OFFER YOU
SPOTS IN LOCALLY-
PRODUCED PROGRAMS
LIKE THESE ON **KFEL**
IN DENVER

Welcome Ladies
11:15 a.m. to 12 noon
MONDAY
THRU
FRIDAY

"The
RAY PERKINS
SHOW"
2:30 - 4:30 p.m.
MON. thru SAT.

Rush Hughes
"SONG AND
DANCE PARADE"
6:00 - 6:30 p.m.
MONDAY
THRU
FRIDAY

KFEL **MUTUAL**
DIAL **950**
Denver's Only All-Night Station

MANAGED BY GENE O'FALLON SINCE 1923 • REPRESENTED BY BLAIR SINCE 1937

KMYR

DENVER—EST. 1941

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....KMYR Bcstg. Co.
 Business-Studio Address.....1626 Stout St.
 Phone Number.....MAin 4161
 Transmitter Location.....1626 Stout Street
 Air Time.....6 a.m.-1:30 a.m.
 News Service.....AP, UP
 Transcription Service.....Lang-Worth, Capitol, Cole
 Representative.....Wm. G. Rambeau
 Membership.....NAB
 President-General Manager.....F. W. Meyer
 Secretary-Treasurer-Station Manager.....A. G. Meyer
 Station Director.....E. H. Meyer
 Program Director.....Dolores Plested
 Production Manager.....Lowell Switzer
 Chief Announcer.....Bill Butterfield
 Musical Director.....Wilma Lundy
 Chief Engineer.....Glenn James
 News Editor.....William Glines

KOA

DENVER—EST. 1924

NBC

Frequency: 850 Kc.....Power: 50,000 Watts
 Owned-Operated By.....National Bcstg. Co., Inc.
 Business-Studio Address.....1625 California St.
 Phone Number.....Main 6211
 Transmitter Location.....Aurora, Colo.
 Air Time.....5:30 a.m.-12 M., 6:30 a.m.-12 M. Sun.
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus, Associated
 Representative.....NBC Spot Sales
 Membership.....NAB, BMB
 President.....Niles Trammell
 General Station Manager.....Lloyd E. Yoder
 Commercial Manager.....James R. MacPherson
 Sales Promotion Manager.....Randolph Smith
 Program Director.....Clarence Moore
 Production Manager.....Earle C. Ferguson
 Publicity Director.....Donald E. Allen
 Musical Director.....Milton Shrednik
 Chief Engineer.....Robert H. Owen
 Farm Editor.....Harley Renollet

KVOD

DENVER—EST. 1925

ABC

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By.....Colorado Radio Corp.
 Business-Studio Address.....Midland Savings Bldg.
 Phone Number.....TAbor 2291

Transmitter Location...53rd & Pecos (North of Denver)
 Air Time.....18½ hrs.
 News Service.....UP
 Transcription Service.....Lang-Worth, Cole, Associated
 Representative.....Free & Peters
 Membership.....NAB
 President.....Wm. D. Pyle
 Station Manager.....T. C. Ekrem
 Sales Promotion Manager.....Con Hecker
 Program Director.....V. W. Corbett
 Publicity Director.....Ben H. Stanton
 Chief Engineers.....W. D. Pyle, T. C. Ekrem
 Farm Editor.....Leslie Stark

KIUP

DURANGO—EST. 1935

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....San Juan Bcstg. Co., Inc.
 Business-Studio Address.....2800 Main Ave.
 Phone Number.....117
 Transmitter Location.....2800 Main Ave.
 Air Time.....15 hrs. daily, Mon.-Sat.
 News Service.....UP
 Transcription Service.....Capitol, Cole
 Representative.....Homer Griffith
 Membership.....BMB
 General-Station Manager.....John A. Griffin
 Program Director.....Ande Banner
 Production Manager.....Jim Laramore
 Chief Announcer.....Don Hoover
 Chief Engineer.....Russell A. Walz

KCOL

FT. COLLINS—EST. 1947

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....The Northern Colorado Bcstg. Co.
 Business-Studio Address.....1600 La. Porte Ave.
 Phone Number.....2600
 Transmitter Location.....1600 La Porte Ave.
 Air Time...6 a.m.-12 M., Mon.-Sat., 7:30 a.m.-12 M. Sun.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Homer Griffith
 Membership.....NAB, BMB
 President, General-Station Manager.....Douglas D. Kahle
 Commercial-Sales Promotion Manager.....Dave Schlothauer
 Program-Publicity Director.....Jack Hitchcock
 Production Manager, Musical Director.....Harry Parkinson
 Chief Engineer.....Harold Austin
 Farm Editor.....Max Brown

KEXO (CP)

GRAND JUNCTION

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Voice of Western Colo.
 Business Address 2208 North Ave.
 News Service UP
 Transcription Service Capitol, Cole, Thesaurus
 President D. Spencer Grow
 Gen. Mgr., Comm. Mgr. Abbott Tessman
 Program Director Bob Collins

KFJX

GRAND JUNCTION—EST. 1926

MBS-KBS

Frequency: 920 Kc. Power: 1000 Watts d;
 500 Watts n.
 Owned-Operated By Western Slope Bcstg.
 Co.
 Business-Studio Address Hillcrest Manor
 Phone Number Grand Junction 1300-1301
 Transmitter Location Hillcrest Manor
 Air Time 6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.
 News Service UP
 Transcription Service Standard, SESAC, Cole,
 Lang-Worth
 Representative Hal Holman; Homer Griffith
 Membership NAB, BMB
 President, General-Station
 Manager Rex Howell
 Auditor Chas. Howell
 Sales Promotion Manager Helen Rose
 Traffic-Publicity Director Rosa Lee Samuels
 Production Manager, Chief
 Announcer Jack Lund
 Chief Engineer Chas. Hay

KFKA

GREELEY—EST. 1921

Frequency: 910 Kc. Power: 1000 Watts
 Owned By Mid-Western Radio Corp.
 Operated By Radio Station KFKA
 Business-Studio Address 620—8th Ave.
 Phone Number 450
 Transmitter Location Highway 85, N. of
 Greeley
 Air Time Shares Time
 News Service UP
 Transcription Service Lang-Worth, Cole
 Representative Thomas F. Clark
 President, General Manager Francis Price
 Program Director Robert W. Jones
 Chief Announcer Keneth Perry
 Chief Engineer Harry P. Brewer
 Farm Editor Carl Jordan

KOKO

LA JUNTA—EST. 1937

KBS

SOUTHERN COLORADO NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By The Southwest Bcstg. Co.
 Business Address P. O. Box 225
 Transmitter Location 4 miles W. of La Junta
 on U. S. Highway No. 50
 Air Time 7:15 a.m. to 3:00 p.m.;
 5:30 p.m. to 10:00 p.m.
 Phone Number 42
 News Service UP

KLMR (CP)

LAMAR

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By The Southeast Colorado
 Bcstg. Co.
 Business Address North Santa Fe Trail
 Phone Number 804
 President Ralph E. Eaton
 Vice President W. R. Henry
 Secy.-Treas.-Mgr. L. K. Christolear
 Program Director Robert L. McGrath

KUBC

MONTROSE—EST. 1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Uncompahgre Bcstg. Co.
 Business Address P. O. Box 179
 Phone Number 199
 News Service UP
 Transcription Service Thesaurus, Capitol, Cole
 General Manager D. E. Towne
 Asst. Mgr. Douglas Gary
 Commercial Manager M. A. Davey
 Program Director Henry M. Long
 Chief Engineer Craig M. Wills

KADP (CP)

PUEBLO

Frequency: 1490 Kc. Power 250 Watts
 Owned-Operated By Alva B. Adams
 Business Address 102 W. Orman Ave.

KCSJ

PUEBLO—EST. 1947

MBS

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Operated By Star Bcstg. Co., Inc.

Business-Studio Address 211 West 5th St.
 Phone Number 8521
 Transmitter Location E. of Rountail River
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth, SESAC
 Representative Taylor-Howe-Snowden
 Membership NAB, BMB
 President Frank S. Hoag, Jr.
 General Manager Dale W. Scott
 Commercial Manager James E. Cobb
 Continuity Director Roy Borden
 Chief Announcer Guss King Babb
 Musical Director Lee Wilson
 Chief Engineer Harry Mason

K D Z A (CP)
PUEBLO

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Pueblo Radio Co.
 Business Address 522 N. Center St.
 Colorado Spring

K G H F

PUEBLO—EST. 1928
ABC

Frequency: 1350 Kc. Power: 1000 Watts d.
 500 Watts n.
 Owned-Operated By Colorado Bcstg. Co., Inc.
 Business-Studio Address 304 N. Main St.
 Phone Number 3877
 Transmitter Location Lake & Maryland Aves.
 Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service UP
 Transcription Service Thesaurus
 Representative Joseph Hershey McGillvra
 Membership NAB, BMB
 President Gifford Phillips
 Station Manager Robert D. Ellis
 Commercial Manager Kenneth Russell
 Sales P-omotion Manager, Publicity
 Director Howard Myers
 Program Director, Farm
 Editor Clifford Hendrix
 Chief Announcer William Bruce
 Chief Engineer Willis Shanks

K R O M (CP)
PUEBLO

Frequency: 930 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By Rockey Mount Bcstg. Co.
 Business Address 429 Thatcher Bldg.

K G E K

STERLING—EST. 1927
KBS

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Operated By Elmer G. Beehler
 Address 3rd & Beech Sts.
 Phone Number 679
 Transmitter Location Fleming Road
 Air Time 11:30 a.m. to 1:30 p.m.
 News Service Transradio
 Owner-Gen. Mgr.-Sta. Mgr. Elmer G. Beehler

K C R T

TRINIDAD—EST. 1946
KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By H. L. Corley
 Address South Country Club Drive
 Phone Number 772
 Transmitter Location South Country Club Drive
 Air Time 7:00 a.m.-10:00 p.m.
 News Service UP
 Transcription Service Standard, Lang-Worth
 President-Gen. Mgr. Chief Engr. H. L. Corley
 Program Director Marguerit Spurr

K S F T

TRINIDAD—EST. 1946

MBS—COLORADO RADIO NETWORK

Frequency: 1280 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By Trinidad Bcstg. Corp.
 Business-Studio Address 225 N. Commercial
 St. FS
 Phone Number 414
 Transmitter Location 1.9 mi. E. of Trinidad on
 Highway 350
 Air Time 6 a.m.-12 M.; 7 a.m.-12 M. Sun.
 News Service AP
 Transcription Service Thesaurus
 Representative Forjoe
 Membership NAB, BMB
 General Manager George H. Bowles
 Station Manager John D. Reed
 Program Director Mae Dene Ellis
 Chief Announcer Ben Presser
 Chief Engineer Lloyd L. Wilson
 Farm Editor Harold G. Reed

K P H C (CP)
WALSENBURG

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Walsenberg Bcstg. Corp.
 Business Address 10th St., 501 West Pueblo

CONNECTICUT

Estimated Population 2,020,000—% Increase +18.2—Radio Homes 502,375
Farms with Radios 20,436—Stations in State 24

W I C C

BRIDGEPORT—EST. 1926

MBS—YANKEE

Frequency: 600 Kc. Power: 1000 Watts d.,
500 Watts n.

Owned By.....General Tire & Rubber Co.
Operated By.....The Yankee Network, Inc.
Business-Studio Address...144 Golden Hill St.
Phone Number.....6-1121
Transmitter Location.....Pleasure Beach
Air Time.....6 a.m.-1 a.m.; 8 a.m.-1 a.m. Sun.
News Service..AP, INS, Yankee Network News
Transcription Service....Standard, Associated
Representative.....Edward Petry
Membership.....NAB, BMB
Chairman of the Board...John Shepard, 3rd
President-Owner.....William O'Neil
Station Manager.....Joseph T. Lopez
Sales Manager.....Norman Whittaker
Program Director...Florence Ballou Robinson
Chief Announcer.....Louis La Haye
Musical Director.....Rita A. Ertle
Chief Engineer.....George P. Keich

W L I Z

BRIDGEPORT—EST. 1946

Frequency: 1300 Kc. Power: 1000 Watts d.
Owned-Operated By..The Bridgeport Bcstg Co.
Business Address.....114 State St.
Phone Number.....5-4144
Transmitter-Studio Location...Cilco Terminal
Air Time.....6:45 a.m.-local sunset
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Taylor-Howe-Snowden
Membership.....NAB
President.....William Elliott
Executive V.P.....Emanuel Slotnick
Sales Mgr.....Sol Robinson
Program Mgr.....Wallace Dunlap
Music Librarian.....Robert E. Dreier
Chief Engineer.....Cayford Holt
Sports Editor.....Manning Slater

W N A B

BRIDGEPORT—EST. 1941

ABC—CONN. STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....Harold Thomas
Business-Studio Address.....991 Broad St.
Phone Number.....3-3112
Transmitter Location..Locomobile Pt., Seaside
Pk.
Air Time.....17 hrs. daily; 15 hrs. Sun.

News Service.....UP
Transcription Service.....Standard
Representative.....William G. Rambeau
Membership.....NAB
Owner.....Harold Thomas
General Manager.....Levon Thomas
Station Manager, Commercial
Manager.....Torrence McGough
Sales Promotion-Production Manager,
Publicity Director.....Harry Osborne
Program Director, Chief
Announcer.....Jack Dahlby
Musical Director.....Marcia Robinson
Chief Engineer.....Harold Thomas

Call Letters To Be Assigned (C.P.)

BRISTOL

Owned-Operated By.....The Bristol Co.
President.....Dr. Benjamin Sachner

W L A D

DANBURY—EST. 1947

Frequency: 800 Kc. Power: 250 Watts d.
Owned-Operated By.....Berkshire Bcstg. Corp.
Business Address.....297 Main St.
Phone Number.....8-0580
News Service.....UP
Transcription Service.....SESAC, World
Representative.....McGeehan and O'Mara
President-General Mgr.....John Deme
Commercial Manager.....J. Thomas Mathers
Program Director.....Jerry Arthur
Chief Engineer.....Robert V. Harris

W C C C

HARTFORD—EST. 1947

Frequency: 1290 Kc. Power: 500 Watts
Owned-Operated By..Greater Hartford Bcstg.,
Inc.
Business Address.....Bond Hotel
Phone Number.....5-6648
Transmitter Location.....South Quaker Lane,
W. Hartford
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....Associated
Representative.....Wm. G. Rambeau
President.....William Savitt
Secretary-Treasurer.....Max Savitt
General Manager.....Harry LeBrun
Program Director.....Walter Nielson
Traffic Manager.....Irene Dolin
Musical Director.....Barbara Nelson
Chief Engineer.....Howard Wessenberg

W D R C

HARTFORD—EST. 1922

CBS

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Operated By: The Connecticut Bcstg Co.
 Business-Studio Address: 750 Main St.
 Phone Number: 7-1188
 Transmitter Location: 869 Blue Hills Ave., Bloomfield, Conn.
 Air Time: 6:15 a.m.-12 M.; 8 a.m.-12 M. Sun.
 News Service: UP
 Representative: Paul H. Raymer
 Membership: NAB, BMB
 President: Franklin M. Doolittle
 Station Manager: Walter B. Haase
 Commercial Manager: William F. Malo
 Program Manager: Harvey H. Olson
 Publicity Director: Jack Zaiman
 Chief Engineer: Italo A. Martino

W O N S

HARTFORD—EST. 1935

MBS—YANKEE NETWORK

Frequency: 1410 Kc. Power: 5,000 Watts
 Owned By: General Tire & Rubber Co.

WCCC

THE **MUSIC** STATION

WCCC

HARTFORD, CONN.

Hotel Bond

1290 DIAL 1290

Operated By: The Yankee Network
 Business-Studio Address: 54 Pratt St.
 Phone Number: 7-9131
 Transmitter Location: Newington, Conn.
 Air Time: 6 a.m.-1 a.m.; 7:45 a.m.-1 a.m. Sun.
 News Service: INS, UP, Yankee Network News
 Transcription Service: Standard, Associated
 Representative: Edward Petry
 Membership: NAB, BMB
 Chairman of the Board: John Shepard, 3rd
 President: William O'Neil
 Station Manager: Robert Manby
 Sales Manager: Linus Travers
 Program Director, Production Manager: Ralph Klein
 Musical Director: Maurice Sechtman
 Chief Engineer: Rogers Holt

W T H T

HARTFORD—EST. 1936

ABC—CONN. STATE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: The Hartford Times, Inc.
 Business-Studio Address: 555 Asylum St.
 Phone Number: 2-0237
 Transmitter Location: 555 Asylum St.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Standard, Lang-Worth
 Representative: J. P. McKinney
 Membership: NAB, BMB
 General Manager: Glover De Laney
 Sales Manager: Leonard Schoenfeld
 Program Director: Elliott P. Miller
 Publicity Director: Sereno Gammell
 Musical Director: Charlotte Anderson
 Technical Director: Richard Blackburn

W T I C

HARTFORD—EST. 1925

NBC—NEW ENGLAND REGIONAL NETWORK

Frequency: 1080 Kc. Power: 50,000 Watts
 Owned By: Travelers Bcstg. Service Corp.
 Operated By: The Travelers Insurance Cos.
 Business-Studio Address: 26 Grove St., Hartford, Conn.
 Phone Number: 2-3181
 Transmitter Location: Talcott Mt., Avon, Conn.
 Air Time: 5:25 a.m.-1 a.m.; 7:30 a.m.-1 a.m. Sun.
 News Service: AP, INS, Transradio
 Transcription Service: Thesaurus, Lang-Worth
 Representative: Weed
 Membership: NAB, BMB
 President-Owner: Jesse W. Randall
 Vice President & General Manager: Paul W. Morency
 Asst. Genl. Mgr. & Sales Manager: Walter Johnson

CONNECTICUT

Asst. Sales Mgr. Irwin Cowper
Program Manager Leonard J. Patricelli
Asst. Program Mgr. Paul Lucas
Production Manager George Bowe
Director Public Relations Bernard Mullins
Chief Announcer Philip Becker
Musical Directors Moshe Paronov, Rudy Martin
Plant Manager Herman Taylor
F.a.m Program Director Frank Atwood

Representative Donald Cooke
Membership NAB
President Edward S. Minor
General Manager, Treas., Station Manager Lester C. Flood
Commercial Manager, Secty., Sales Promotion Manager Murray L. Grossman
Program Director, Production Manager, Publicity Director W. Richard Carlson, Jr.
Chief Announcer Peter Jamerson
Musical Director Bob Tyson
Chief Engineer Arthur M. Allen
Farm Editors Peter Jamerson, Roy Norcross

W M M W

MERIDEN—EST. 1947

Frequency: 1470 Kc. Power: 1000 Watts d.
Owned-Operated By Silver City Crystal Co., Inc.
Business Address Palace Bldg.
Phone Number 2600
News Service AP
Transcription Service Thesaurus
President Carl A. Schultz
General Manager Gustav A. Krultschnitt
Commercial Manager Carl W. Scgyktz
Program Director Bernard Morley
Technical Director James A. Iodice
Chief Engineer G. Langfelder

W E L I

NEW HAVEN—EST. 1935

ABC

Frequency: 960 Kc. Power: 1000 Watts
Owned-Operated By Conn. Radio Foundation, Inc.
Business-Studio Address 221 Orange St.
Phone Number 8-1133
Transmitter Location Benham St., Hamden, Conn.
Air Time 6:45 a.m.-12:05 a.m.
News Service UP
Transcription Service Lang-Worth
Representative Headley-Reed
President H. C. Wilder
General Manager Richard W. Davis
Commercial Manager Edwin H. Schweitzer
Sales Promotion Manager, Publicity Director Rudy Frank
Program Director Charles H. Wright
Chief Engineer Fred King

W K N B

NEW BRITAIN—EST. 1945

Frequency: 840 Kc. Power: 1000 Watts d.
Owned-Operated By The New Britain Bcstg. Co.
Business-Studio Address 213 Main St.
Phone Number 703
Transmitter Location Newington, Conn.
Air Time Local sunrise-local sunset
News Service AP
Transcription Service Capitol, World
Representative Adam J. Young
Membership NAB
President, General Manager Julian Gross
Station Manager L. H. Martineau
Commercial Manager Peter B. Kenney
Program Director David Scott
Chief Engineer W. R. Atkinson

W N H C

NEW HAVEN—1944

CONN. STATE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Elm City Bcstg. Corp.
Business-Studio Address 1110 Chapel St.
Phone Number 8-0196
Transmitter Location Kimberly Ave.
Air Time 7:05 a.m.-12:05 a.m.
News Service AP
Transcription Service Standard
Representative Wm. G. Rambeau
Membership BMB
President Patrick J. Good
General-Station Manager James T. Milne
Commercial Manager, Sales Promotion Manager Vince Callanan
Program Director, Production Manager David K. Harris
Publicity Director Louis Doolittle
Musical Director James Morgan
Chief Engineer Vinnie DeLaurentis
Farm Editor Mary DiFant

W A V Z

NEW HAVEN—EST. 1947

CONN. INDEPENDENT BCSTRS.

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Operated By New Haven Bcstg. Corp.
Business-Studio Address 152 Temple St.
Phone Number 7-0171
Transmitter Location Foot of Thill St., W. Haven, Conn.
Air Time Local sunrise-local sunset
News Service UP
Transcription Service World

W N L C

NEW LONDON—EST. 1936

MBS—YANKEE-CONN. STATE NETWORK
 Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.. The Thames Bcstg. Corp.
 Business-Studio Address..... 281 State St.
 Phone Number 2-4365
 Transmitter Location.... Winthrop Pl., E. New
 London, Conn.
 Air Time..... 17 hrs. daily
 News Service AP
 Membership BMB
 Chief Owner..... Roderick L. Morey
 General Manager..... Gerald J. Morey
 Natl. Sales..... Edward F. Darrell
 Local Sales..... Leo Keegan
 Program Director, Production Manager, Musical
 Director Leslie Morson
 Publicity Director..... Jane C. Cobb
 Chief Announcer..... Leonard W. Stevens
 Chief Engineer..... Walter J. Tucker, Jr.
 Farm Editor..... Len Stevens

W N L K

NORWALK—EST. 1947

Frequency: 1350 Kc. Power: 500 Watts
 Owned-Operated By..... Norwalk Bcstg. Co.
 Business-Studio Address... Main & Wall Sts.
 Phone Number..... 6-2542
 Transmitter Location.... Stuart Ave. & Benedict
 St.
 Air Time..... Local Sunrise-Local Sunset
 News Service UP
 Transcription Service Associated
 Membership NAB
 President-General Mgr.... Benjamin Ginzburg
 Comm.-Sales Promotion Mgr... Jeremy Marcus
 Program Director..... Milton Warren
 News and Special Events Dir.... Thomas J.
 McNeil
 Chief Engineer..... Thomas Lemmo

W N O C

NORWICH—EST. 1946

KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... Norwich Bcstg. Co.
 Business-Studio Address..... 91 Main St.
 Phone Number 3325, 1679
 Transmitter Location..... Lucas Pk. Rd.
 Air Time..... 6:45 a.m.-11 p.m.
 News Service AP
 Transcription World, SESAC
 Representative..... William G. Rambeau
 Membership NAB
 Owner, General-Station-Commercial
 Manager..... H. Ross Perkins
 Sales Promotion Manager... Joseph Goodrow

Program Director, Production
 Manager Paul Entress
 Publicity Director..... Phil Reuben
 Chief Announcer, Musical
 Director James Duncan
 Chief Engineer..... John Benson

W S T C

STAMFORD—EST. 1941

ABC—CONN. STATE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... The Western Conn.
 Bcstg. Co.
 Business-Studio Address..... 270 Atlantic St.
 Phone Number 4-7575
 Transmitter Location.... Lindstrom Rd.
 Air Time . 6:30 a.m.-12 M.; 9 a.m.-12 M., Sun.
 News Service UP
 Transcription Service World
 Representative Bertha Bannan
 Membership NAB
 President Kingsley Gillespie
 General Manager..... Julian Schwartz
 Sales Manager, Musical
 Director Wharton Ford
 Program Director..... Fred Daiger
 Chief Announcer..... Don Rustici
 Chief Engineer..... Edward L. Markman

W S T C

STAMFORD, CONNECTICUT

*Ask
 Anyone!*

WLCR

TORRINGTON

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Operated By...The Litchfield County
 Radio Corp.
 Business-Studio Address.....23 Main St.
 Phone Number4173
 Transmitter Location.....Highland Ave.
 Air Time.....Local sunrise-local sunset
 News ServiceUP
 Transcription ServiceWorld
 MembershipNAB
 President.....J. Richard Dobbins
 General-Station-Commercial-Sales
 Promotion Manager...Frederick E. Bieber
 Program Director, Production
 ManagerHal Kosut
 Chief Engineer.....Robert D. Corbett

WTOR

TORRINGTON

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By...Torrington Bcstg. Co.
 Phone Number4181
 News ServiceINS
 Transcription ServiceCapitol
 President.....Joseph R. Schifini
 General Manager.....James Parker
 Commercial Manager.....Joseph X. O'Hara
 Promotion Manager.....Gerardo T. Schifini
 Program Director.....Richard C. Kilbourn
 Chief Engineer.....Theodore W. Hitchcock

WATR

WATERBURY—EST. 1934

ABC—CONN. STATE NETWORK

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Operated By...Harold Thomas
 Business-Studio Address.....71 Grand St.
 Phone Number3-5161
 Transmitter Location.....Baldwin Ave.
 Air Time.....7 a.m.-12 M.
 News ServiceUP
 Representative.....Wm. G. Rambeau
 MembershipNAB, BMB
 Owner, General Manager...Harold Thomas
 Station-Commercial Manager.....S. R. Elman
 Sales Promotion Manager, Publicity
 Director.....Wallace F. Gordon
 Program Director, Production Manager,
 Chief Announcer.....Edmund Waller
 Musical Director.....Edyth Sacco
 Chief Engineer.....Harold Thomas

WBR Y

WATERBURY—EST. 1934

CBS

Frequency: 1590 Kc. Power: 5000 Watts
 Owned-Operated By...American-Republican,
 Inc.
 Business-Studio Address.....136 Grand St.
 Phone Number3-1125
 Transmitter Location.....Boydson St.
 Air Time.....6:55 a.m.-12:05 a.m.
 News ServiceAP
 Transcription ServiceWorld
 Representative....Gilman, Nicoll & Ruthman
 MembershipNAB, BMB
 President-Owner.....W. J. Pape
 General Manager.....James H. Darcey
 ManagerEric Pape
 Asst. Mgr.....Wilder J. Greeley
 Commercial Manager...Harry A. DeVoken
 Promotion Manager.....J. Maxim Ryder
 Program Manager.....W. O. Howard
 Publicity Director.....E. Christy Ek
 Chief Announcer.....Jim Parker
 Musical Director.....Louis Boisvert
 Chief Engineer.....Frank B. Hales

WWCO

WATERBURY—EST. 1946

MBS—YANKEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By...Mattatuck Bcstg. Co.
 Business-Studio Address...119 W. Main St.
 Phone Number4-5141
 Transmitter Location.....Thomaston Ave.
 Air Time.....6 a.m.-12 M.
 News ServiceAP
 Transcription ServiceThesaurus
 RepresentativeForjoe
 MembershipNAB
 President, General-Station
 ManagerMilton H. Meyers
 Sales or Commercial
 ManagerMort Silverman
 Sales Promotion Manager...Herb Teller
 Program Director, Production
 ManagerGene Vallon
 Publicity Director.....James Randolph
 Chief Announcer.....Al Vestro
 Musical Director.....Howard Robinson
 Chief Engineer.....Richard Sanderson

DELAWARE

*Estimated Population 293,000—% Increase +9.9—Radio Homes 71,778
Farms with Radios 7,009—Stations in State 5*

W D O V (CP)

DOVER

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Operated By.....William C. Evans
Owner.....William C. Evans

Station Manager.....J. Gorman Walsh
National Sales Manager....J. Robert Gulick
Program Director.....Harvey C. Smith
Chief Engineer.....J. E. Mathiot

W D E L

WILMINGTON—EST. 1922

NBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....WDEL, Inc.
Business-Studio Address...10th & King Sts.
Phone Number.....7268
Transmitter Location...35th St. & Bellevue Ave.
Air Time.....6:30 a.m.-1 a.m.
News Service.....UP
Transcription Service.....Thesaurus, World
Representative.....Robert Meeker Associates
Membership.....NAE
Station Executive.....Clair R. McCollough

W I L M

WILMINGTON—EST. 1922

ABC—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By...Delaware Bcstg. Co.
Business-Studio Address.....920 King St.
Phone Number.....4-7771
Transmitter Location.....35th & Bellefont
Air Time.....6:30 a.m.-1 a.m.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Adam J. Young, Jr.
Membership.....NAB, BMB
President.....Alfred G. Hill
Vice Pres. & General
Manager.....Francis H. Brinkley

WDEL

WILMINGTON DELAWARE
5000 WATTS
DAY & NIGHT

SELLS
for you, consistently,
profitably

Represented by
ROBERT MEEKER ASSOC.
New York Chicago
San Francisco Los Angeles

NBC
Affiliate

DELAWARE

Program Director.....Frank Gallagher
Publicity Director.....William P. Frank
Chief Engineer.....Ed Kennedy

WARS

WILMINGTON—EST. 1947

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Operated By.....Wilmington Tri-State
Bcstg. Co., Inc.
Business Address.....1225 Market Street
Phone Number.....Wilmington 4-8881
Studio Address.....To Come
Transmitter Location..Mt. Cuba, Del.; Intersec-
tion of Mt. Cuba and Owl's Nest Rds.
Air Time.....6 a.m.-2 a.m.
News Service.....AP
Transcription Service..Lang-Wo:th, Standard
Membership.....NAB
President.....Frank S. Carrow
Vice President, General-Station
Manager.....George L. Sutherland
Program Director.....Jack Gibbons
Production Manager.....Ralph Morgan
Publicity Director.....Bill O'Neil
Chief Engineer.....H. S. Clark

WTUX

WILMINGTON—EST. 1947

Frequency: 1290 Kc.....Power: 5000 Watts d.
Owned By.....Port Frere Bcstg. Co., Inc.
Operated By.....Gordon MacIntosh; Howard
Robinson
Business-Studio Address.....1326 Market St.
Phone Number.....Wilmington 5-8821
Transmitter Location..Port Frere on Christiana
River
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....World
Representative.....Forjoe
Membership.....NAB
President.....Gordon K. MacIntosh
General-Production Manager, Publicity
Director.....Howard Robinson
Station Manager, Program
Director.....Robert L. Wilcox
Commercial-Sales Promotion
Manager.....Sidney Schulman
Chief Announcer.....Fred Heckman
Chief Engineer.....Wayne Neuhaus
Farm Editor.....Don Ruggles

DELAWARE'S HOME OWNED AND OPERATED

1000 WATTS — DAY AND NIGHT

WARS

WILMINGTON, DELAWARE

★ 1380 K C ★

SERVING THE HIGHEST PER CAPITA
INCOME AREA IN THE U. S. A.

WARS — FM
METROPOLITAN
CLASS B

GEORGE L. SUTHERLAND
VICE-PRESIDENT
GENERAL MANAGER

WILMINGTON TRI-STATE BROADCASTING CO., WILMINGTON 99, DEL.

AND NEW JERSEY

AND ADJACENT AREAS OF MARYLAND AND DELAWARE

COVERING STATION

DISTRICT OF COLUMBIA

Estimated Population 861,000—% Increase 29.8—Radio Homes 216,737
Farms with Radios 22—Stations in District 7

WINX

WASHINGTON, D. C.—EST. 1940

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: WINX Bcstg. Co.
Address: 8th & Eye Sts., N.W.
Phone Number: Republic 8000
Transmitter Location: 8th & Eye Sts., N.W.
Air Time: 6:00 a.m.-1:00 a.m.;
7:00 a.m.-1:00 a.m. Sun.

News Service: AP, UP
Transcription Service: Standard, Lang-Worth,
Associated, World

Representative: Headley-Reed Co.
Membership: NAB, BMB
President: Phillip L. Graham
Exec. V.P.-General Manager: John S. Hayes
Musical Director: Geo. Creamer
Chief Engineer: Ralph E. Cannon, Jr.

WMAL

WASHINGTON, D. C.—EST. 1925

ABC

Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By: The Evening Star
Bcstg. Co., Inc.

Business-Studio Address: 724 14th St., N.W.
Phone Number: National 5400
Transmitter Location: Green Tree Rd.,
Bethesda 14, Md.

Air Time: 6 a.m.-1 a.m.
News Service: AP, UP
Transcription Service: Associated, Standard
Representative: ABC Spot Sales
Membership: NAB, BMB
President: S. H. Kauffmann
General Manager: K. H. Berkeley
Sales Manager: Ben B. Baylor, Jr.
Program Director: Gordon Hubbel
Publicity Director: Tom Dolan
Chief Announcer: Harold Stepler
Chief Engineer: Daniel Hunter

WOL

WASHINGTON, D. C.—EST. 1924

MBS

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Operated By: Cowles Bcstg. System
Business-Studio Address: Heurich Bldg.,
1627 K St., N.W.

Phone Number: Metropolitan 0010
Transmitter Location: Brookville Rd.,
Silver Spring, Md.

Air Time: 18 hrs. daily; 17 hrs. Sun.
News Service: AP, UP, Washington City
News Service

Transcription Service: Lang-Worth, Associated
Representative: The Katz Agency
Membership: NAB, BMB
President-Owner: Gardner Cowles
V.P. Cowles, General Manager WOL, Station
Manager: Commander T. A. M. Craven
Commercial Manager: William D. Murdock
Sales Promotion Manager: John F. Hardesty
Program Director: Roy Passman
Production Manager: Nollis Seavey
Publicity Director: Lou Brott
Chief Announcer: Stephen McCormick
Musical Director: Charles Keaton
Chief Engineer: Harold Reed

WQQW

WASHINGTON, D. C.—EST. 1946

Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Operated By: Metropolitan Bcstg.
Corp.

Business-Studio Address: 2627 Conn. Ave.,
N.W.

Phone Number: Columbia 6331
Transmitter Location: Lee & Wilson Blvd.,
Falls Church, Va.

Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: World, Standard
Representative: Wm. G. Rambeau
Membership: NAB
President: Morris Rodman
General Station Manager: M. Robert Rogers
Sales Manager: Perry Walders
Program-Musical Director: Pierson Underwood
Production Manager: Richard Barr
Chief Engineer: Robert Martin

WRC

WASHINGTON, D. C.—EST. 1923

NBC

Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By: National Bcstg. Co.
Business-Studio Address: 724 14th St., N.W.

Phone Number: Republic 4000
Transmitter Location: Agers Rd.,
Hyattsville, Md.

Air Time: 5:30 a.m.-1 a.m.; 7:30 a.m.-1 a.m.,
Sun.

News Service: AP, INS, UP
Transcription Service: Thesaurus, Standard,
Associated

Representative: NBC Spot Sales
Membership: NAB
Vice President (NBC): Frank M. Russell
General Manager: Carleton D. Smith
Sales Manager: Mahlon A. Glascock
Promotion Manager: Lorin S. Myers

Program Director.....George Y. Wheeler
 Publicity Director.....Walter J. Royen
 Musical Director.....Ludwig F. Balzer
 Chief Engineer.....A. E. Johnson

W W D C

WASHINGTON, D. C.—EST. 1941

Frequency: 1450 Kc.....Power: 250 Watts
 (250 Watts Booster)

Owned Operated By.....Capital Bcstg. Co.
 Business-Studio Address...1000 Conn. Ave.,
 N.W.

Phone Number.....NAtional 7203
 Main Transmitter.....61 Pierce St., N.E.;
 Booster: Lanier Dr., Silver Spring, Md.

Air Time.....24 hrs. daily
 News Service...AP, UP, Washington City News
 Service

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

Representative.....Forjoe
 Membership.....NAB, FMA
 President.....Joseph Katz
 General Manager.....Ben Strouse
 Sales Manager.....Helen K. Mobberley
 Sales Promotion Manager.....Herman Paris
 Program Director.....Norman Reed
 Special Events Director.....Ira Walsh

Publicity Director.....Rick LaFalce
 Chief Engineer.....Ross H. Beville

W T O P

WASHINGTON, D. C.—EST. 1928

CBS

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

Business Address.....485 Madison Avenue,
 New York 22, N. Y.

Phone Numbers...(N. Y.) Wickersham 2-2000
 (Wash.) Metropolitan 3200

Studio Address.....WTOP, Warner Bldg.,
 Washington 4, D. C.

Transmitter Location.....Wheaton, Md.
 Air Time.....5:30 a.m.-1:05 a.m.

News Service.....AP, UP
 Transcription Service...World, BMI, ASCAP

Representative.....Richard Linkroom
 Membership.....NAB, BMB

President (CBS).....Dr. Frank Stanton
 General Mgr.....Maurice B. Mitchell

Station Mgr.....Carl J. Burkland
 Sales Promotion Manager...Cody Pfanstiehl

Sales Mgr.....Richard Linkroom
 Chief Engineer.....Clyde Hunt
 Farm Editor (CBS).....Don Lerch

WWDC

20,000 Watts FM

Yes, W-W-D-C was a pioneer in Washington AM programming. Now it's the powerful FM pioneer. To cover Washington, it's smart to use W-W-D-C 1450 on the regular dial . . . 101.1 on the FM dial.

For Prestige . . .

AP

Membership!

FLORIDA

Estimated Population 2,394,000—% Increase 26.2—Radio Homes 521,651
Farms with Radios 33,871—Stations in State 66

WSWN

BELLE GLADE—EST. 1947

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By... Seminole Bcstg. Co.
Business Address... P. O. Box 355
Phone Number... 155
News Service... UP
Transcription Service... World
President-General Mgr... Tom Watson, Jr.
Commercial Manager... Mary Foy
Program Director... George Peters
Chief Engineer... C. S. Clemans

WDHL

BRADENTON—EST. 1947

KBS

Frequency: 1480 Kc. Power: 250 Watts
Owned-Operated By... Manatee Bcstg. Co., Inc.
Address... Municipal Pier
Phone Number... 35561
Transmitter Location... Municipal Pier
Air Time... 7:00 a.m.-10:30 p.m.
News Service... AP
Transcription Service... Cole, Standard
President-General Mgr... Lou Jacobson
Commercial Manager... Jim Shilliday
Program Director... Eileen Jackson
Chief Engineer... Arthur Betts
Promotion Manager... Dean Fleischman

WCLE

CLEARWATER—EST. 1947

Frequency: 680 Kc. Power: 1000 Watts d.
Owned By... Clearwater Bcstg. Co., Inc.
Operated By... Houston Cox, Jr.
Business Address... Box 1139
Phone Number... 2573
Studio Address... Whitcomb Building,
Cleveland St.
Transmitter Location... Taylor Ave., Largo, Fla.
Air Time... Local sunrise-local sunset
News Service... AP
Transcription Service... Standard
Representative... Hal Holman
Membership... NAB
President, General-Station-Sales
Manager... Houston Cox, Jr.
Sales Promotion Manager... Drew Shankle
Program Director, Production Manager, Pub-
licity Director, Chief Announcer... Bill Steis
Musical Director... Saul Rosenzweig
Chief Engineer... Harold Legg
Farm Editor... Bob Weatherly

WBAY

CORAL GABLES—EST. 1947

ORANGE STATE

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Atlantic Shores Bcstg.,
Ltd.
Business-Studio Address... 322 Aragon
Phone Number... 48-65-71
Transmitter Location... 1505 S.W. 32nd Ave.,
Miami, Fla.
Air Time... 24 hrs. daily (off for maintenance
11 p.m. Sun. to 7 a.m. Mon.)
News Service... UP
Transcription Service... Associated, Standard,
Cole
Representative... Joseph Hershey McGillvra
Partnership... James Brown, Ronald Johnson,
Bert Graulich, Elbert Griffis
General-Station Manager... James Brown
Commercial-Sales Promotion Manager, Pub-
licity Director... Robert Standart
Program Director, Production Manager, Chief
Announcer... Bert Graulich
Musical Director... Mary Jean Williams
Chief Engineer... Walt E. Kinney

WVCG

CORAL GABLES—EST. 1947

Frequency: 1070 Kc. Power: 1000 Watts d.
Owned-Operated By... Peninsular Bcstg. Corp.
Business Address... 223 Aragon Ave.
News Service... AP
Transcription Service... Associated
Representative... Forjoe
President-General Mgr... George W. Thorpe
Program Director... Edward S. Gaylor
Chief Engineer... Edward M. Vickers

WCNU (CP)

CRESTVIEW

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Operated By... Gulf Shore Bcstg. Co.
Partners... Cyril Reddock,
L. Burson Whittington

WMFJ

DAYTONA BEACH—EST. 1935

ABC—FLA. AMERICAN GROUP

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... W. Wright Esch
Business-Studio Address... 444 N. Beach St.
Phone Number... 91
Transmitter Location... 126½ Magnolia Ave.
Air Time... Unlimited

• • • **FLORIDA** • • •

News Service INS
 Transcription Service...Thesaurus, Lang-Worth
 Representative...Joseph Hershey McGillvra
 Membership NAB, BMB
 Owner W. Wright Esch
 General Manager..... A. B. Esch
 Station Manager.....Ray Clancy
 Commercial Manager.....John Pitts
 Traffic Manager.....Jackie Seymour
 News Editor.....Larry Roller
 Publicity Director.....Floyd Dillingham
 Chief Announcer.....Skeets Wolfe
 Musical Director.....Ed. Oversby
 Chief Engineer.....Webster Ellenwood

WNDB

DAYTONA BEACH—EST. 1947

Frequency: 1150 Kc.....Power: 1,000 Watts d.
 Owned-Operated By.....News-Journal Corp.
 Business-Studio Address...128 Orange Ave.
 Phone Number 3601
 Transmitter Location..... Holly Hill, Fla.
 Air Time.....Local sunrise-local sunset
 News Service AP
 Transcription Service.....Standard, World
 Membership NAB
 President Julius Davidson

Station Manager.....Jerry Stone
 Sales-Comm. Mgr.....John Cummings
 Program Director, Production
 Manager Carl Bensen
 Publicity Director.....Lilliane R. Davidson
 Chief Announcer.....Ralph Montgomery
 Chief Engineer.....Fred F. Moore

W R O D

DAYTONA BEACH—EST. 1947

MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Daytona Beach Bcstg.
 Corp.
 Business Address.....Box 3777
 Studio-Transmitter Address..Wilder Blvd. &
 S. Beach St.
 Air Time.....6:30 a.m.-12 M.
 News ServiceUP
 Transcription ServiceAssociated
 Representative.....John E. Pearson
 Membership NAB
 President, General-Station
 Manager.....E. J. Sperry
 Commercial Manager.....R. Y. Huffman
 Program-Musical Director.....Earle Young
 Chief Engineer.....F. A. Scott

A Must for Florida

WNDB

1000 WATTS

AND

WNDB-FM

FLORIDA'S FIRST FULL-TIME FM STATION

THE NEWS-JOURNAL STATIONS

DAYTONA BEACH, FLA.

WEUS (CP)

EUSTIS

Frequency: 790 Kc. Power 1000 Watts
 Owned-Operated By Lake County Bcstgrs
 Business Address 32 Magnolia Ave.
 Phone Number 85
 News Service AP
 Transcription Service Standard
 President Frank W. Stebbins
 Gen. Mgr.-Comm. Mgr. J. L. Brownell Sr.
 Program Director J. L. Brownell Jr.
 Chief Engineer Martin C. Kirkland

Call Letters To Be Assigned (C.P.)

FT. LAUDERDALE

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By Southland Bcstg. Corp.
 Business Address Box 777, Fort Pierce

WFTL

FORT LAUDERDALE—EST. 1946

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Fort Lauderdale
 Broadcasting Co.
 Address 305 S. Adams St.
 Phone Number 3890
 Transmitter Location S.E. 15th St. at
 Inland Waterway
 Air Time 6:45 a.m.-1:00 a.m.
 News Service UP
 Transcription Service Associated

WINK

FT. MYERS—EST. 1940

CBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Ft. Myers Bcstg. Co.,
 Inc.
 Business-Studio Address WINK Bldg.,
 54 E. First St.
 Phone Number 818
 Transmitter Location Wink Bldg.,
 54 E. First St.
 Air Time 6:30 a.m.-12 M.; 7 a.m.-12M., Sun.
 News Service AP
 Transcription Service Associated
 Membership BMB
 Owners Arthur McBride, Daniel Sherby
 General-Station-Commercial-Sales Promotion
 Manager George T. Case
 Program Director, Production Manager.
 Publicity Director Marilu Case
 Chief Announcer Fred Alland
 Musical Director A. J. Bauer
 Chief Engineer A. J. Bauer
 Farm Editor Wm. Ferguson
 Traffic Director Betty Whitfield

WIRA

FORT PIERCE—EST. 1946

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Indian River Bcstg Co.
 Business Address Box 507
 Phone Number 870
 Transmitter-Studio Location Orchard Blvd.
 Air Time 16½ Hrs. Daily
 News Service UP
 Transcription Service Standard
 Representative John E. Pearson
 Membership NAB
 President-General-Station-
 Commercial Manager Douglas Silver
 Sales Promotion Manager-
 Publicity Director Marjorie B. Silver
 Program Director-Production Manager-
 Chief Announcer John Sadler, Jr.
 Musical Director Roger Wood
 Chief Engineer James Sowinski
 Farm Editor Douglas Silver

WGGG

GAINESVILLE—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Alachua County
 Broadcasting Co.
 Business Address 1230 Waldo Rd.
 Phone Number 1230
 News Service AP
 Transcription Service Associated, Capitol
 President-General Mgr. R. M. Chamberlin
 Commercial Manager Gordon K. Hemby
 Program Director Guy Hamilton
 Chief Engineer Clinton E. Wills

WRUF

GAINESVILLE—EST. 1928

MBS-FLA. ASSN. OF BRCSTRS.

Frequency: 850 Kc. Power: 5000 Watts Day;
 100 Night
 Owned By State of Fla.
 Operated By Univ. of Fla.
 Business Address Campus, Univ. of Fla.
 Phone Number 2000, Ext. 267
 Studio Address Univ. of Fla.
 Transmitter Location Campus, Univ. of Fla.
 Air Time 18 hrs. dai'y; 17 hrs. Sun.
 News Service AP
 Transcription Service Lang-Worth, SESAC
 Representative Burn-Smith
 Membership NAB, BMB
 Station Manager-Director Maj. Garland Powell
 Commercial Manager Paul Acosta
 Production Manager John Sever
 Chief Announcer Toulmin Gaines
 Musical Director Helen Edwards
 Chief Operator Duane F. McConnell
 Farm Editor Clyde Beale

WINZ

HOLLYWOOD—EST. 1946

Frequency: 940 Kc. Power: 1000 Watts d.
Owned-Operated By: Hollywood Bcstg. Co., Inc.
Address: Gt. Southern Hotel, Hollywood
or Cadillac Hotel, Miami Beach, Fla.
Phone: Miami 5-3191
Transmitter Location: Sunny Isles, N. Miami
Beach, Fla.

Air Time: 6:00 a.m.-6:00 p.m.
News Service: AP
Transcription Service: Lang-Worth
Membership: NAB
President: Jonas Weiland
General, Comm. Mgr.: Wells F. Bruen
Program Director: Joseph Kerns
Chief Engineer: Sy Schankman

WJAX

JACKSONVILLE—EST. 1925

NBC

Frequency: 930 Kc. Power: 5,000 Watts
Owned-Operated By: City of Jacksonville, Fla.
Business-Studio Address: 1 Broadcast Pl.
Phone Number: 4-1990
Transmitter Location: Hyde Park

WJAX

JACKSONVILLE, FLORIDA

THE
MUNICIPAL
BROADCASTING
STATION

NBC

930 Kc.—Maximum Power 5000 Watts
Phone Jacksonville 4-1681

Representatives

John Blair & Co., New York, Chicago
Detroit and West Coast
H. E. Cummings, Southeast
Barnett Bank Bldg.
Jacksonville, Fla.
Phone 30381

Air Time: 6 a.m. to 1 a.m.
News Service: AP
Transcription Service: Thesaurus, Associated
Representative: John Blair; Harry E. Cummings
Membership: BMB
Com. in Charge: Thomas C. Imerson
Station Mgr.-Chief Engr.: John T. Hopkins III
Program Director: Eve'lyn Boote
Production Manager: J. W. Douglass
Musical Director: Frank Morris

WIVY (CP)

JACKSONVILLE

Frequency: 1050 Kc. Power: 250 Watts
Owned-Operated By: Denton and Jones Bcstrs.
Business Address: 602 Grand Bldg., Macon
Partners: Frank L. Denton, L. Frank Jones

WJHP

JACKSONVILLE—EST. 1940

MBS

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By: The Metropolis Co.
Business-Studio Address: 500 Laura St.
Phone Number: 4-7711
Transmitter Location: Lane Ave. Annex &
Lake Shore Blvd.

Air Time: 6 a.m.-12:30 a.m.
News Service: AP, UP
Transcription Service: Lang-Worth, Associated,
SESAC
Representative: John H. Perry
President-Owner: John H. Perry
General Station Manager: C. Speed Veal
Program Director: Howard Nelson
Chief Engineer: Beecher Hayford

WMBR

JACKSONVILLE—EST. 1927

CBS

Frequency: 1460 Kc. Power: 5000 Watts
Owned-Operated By: Florida Bcstg. Co.
Business-Studio Address: 605 Main St. S.,
P.O. Box 5187

Phone Number: 9-4477
Transmitter Location: Lane Rd. & Stewart Ave.
Air Time: 6 a.m.-1:05 a.m.
News Service: UP
Transcription Service: World
Representative: Avery-Knodel
Membership: NAB, BMB
President-General Manager: Frank King
Commercial Manager: G'enn Marshall, Jr.
Sales Promotion Manager: Carroll Gardner
Program Director: Charlie Stone
Production Manager: Roger Van Duzer
Publicity Director: Ted Chapeau
Chief Announcer: Stan Trout

Musical Director.....Roger Van Duzer
Chief Engineer.....E. B. Vordermark

W O V S (CP)
JACKSONVILLE

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Southern Radio and
Equipment Co.
Business Address.. Barnett National Bank Bldg.
President.....J. R. Sharp
Vice President.....K. H. Anderson

W P D Q
JACKSONVILLE—EST. 1942
ABC-FLA.-AMERICAN GROUP

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.. Jacksonvil'e Brctsg. Corp.
Business-Studio Address.....Gulf Life Bldg.
Phone Number.....4-4421
Transmitter Location...7 Mi. W. on Lenox Ave.
Air Time.....6 a.m.-12 M., 7 a.m.-12 M., Sun.
News Service.....AP
Transcription Service.....Standard
Representative.....The Katz Agency
Membership.....NAB, BMB
President.....James R. Stockton
General Station Manager...Robert R. Feagin
Commercial Manager.....Frank Taylor, Jr.
Program Director.....Bernie Adams
Publicity Director.....Lillian Nunn
Musical Director.....Paul Clinton
Chief Engineer.....J. R. Donovan

W J V B
JACKSONVILLE BEACH—EST. 1947
KBS

Frequency: 1010 Kc.....Power: 250 Watts
Owned-Operated By.....Jacksonville Beach
Broadcasting Co.
Business Address...200 Block 1st Ave. North

W K W F
KEY WEST—EST. 1945
MBS-KBS

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Operated By.....John M. Spottswood
Business Address.....P.O. Box 891
Phone Number.....510
Transmitter-Studio Location.....Stock Island
Air Time.....7 a.m.-12:30 a.m.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....The Walker Co.
Membership.....NAB, BMB
President-Owner, General-Station-Commercial
Manager, Program Director
John M. Spottswood
Chief Engineer.....Homer M. Harris
News Editor.....Jimmy Calloway

W D S R

LAKE CITY—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Deep South Radioways
Business-Studio Address.....126 N. Marion St.
Phone Number.....525
Transmitter Location...1 Mi. S. of Lake City
on U.S. No. 41
Air Time.....5 a.m.-10:05 p.m.
News Service.....AP
Transcription Service.....World, Cole
Membership.....NAB
President-Gen.-Station Mgr.. Alfred H. Temple
Commercial-Sales Promotion Manager,
Program Director.....Thomas M. Colton
Chief Engineer.....H. B. Greene
Farm Editor.....Owen W. Parnacott

W L A K

LAKELAND—EST. 1936
NBC

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By...Lakeland Brctsg. Co.
Business-Studio Address.....P.O. Box 1211
1412 E. Lime St.
Phone Number.....2127
Transmitter Location.....1412 E. Lime St.
Air Time.....6 a.m.-12 m.
News Service.....UP
Transcription Service.....NBC
Representative.....John E. Pearson
Membership.....NAB, BMB
President-General-Sales Promotion Manager-
Publicity Director.....S. O. Ward
Station Manager-Program Director-Production
Manager.....William A. Reeves
Commercial Manager.....Powell Adams
Chief Announcer.....William P. Lee
Chief Engineer.....William P. Lee

W E A T

LAKE WORTH—EST. 1948
NBC

Frequency 1490 Kc.....Power: 250 Watts
Owned-Operated By.. Lake Worth Bcstg. Corp.
Business Address.....P. O. Box 947
Phone Number.....1200-01
Studio Address. Municipal Casino, Ocean Blvd.
Transmitter Location.....19th Ave.
Air Time.....6 a.m.-1 a.m. Daily; 8 a.m.-
1 a.m. Sun.
News Service.....AP
Transcription Service.....Associated
Representative.....Lorenzen & Thompson
President-Owner.....Clarence L. Menser
Gen. Mgr.-Program Dir.....Frank R. Knutti
Commercial Manager.....Ben Decker
Chief Announcer.....Fred W. Duerk
Chief Engineer.....C. A. Campbell

W L B F

LEESBURG—EST. 1947
KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Lake Brcstg. Co.
Business-Studio Address... 1240 Floradel Ave.
Phone Number... 552-3
Transmitter Location... 1240 Floradel Ave.
Air Time... 6 a.m.-12 m., 8 a.m.-12 m., Sun.
News Service... UP
Transcription Service... Capitol, Thesaurus, Cole
Membership... NAB
President... P. C. Gorman
General-Station Manager... W. E. Harkness
Commercial Manager-Program
Director... Donn Ramon Colee
Chief Announcer... Jim Smith
Chief Engineer... Carl B. DeLay

**Call Letters To Be Assigned
(C.P.)
LIVE OAK**

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By... Suwanee Bcstg. Co.
President... G. Warren Sanchez

W T Y S

MARIANNA—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... John H. Phipps
Business-Studio Address... Marianna, Fla.
Transmitter Location... Junction U.S. Route 90,
State Route 1
Air Time... 16 hrs. daily
News Service... AP
Transcription Service... Standard
Representative... John H. Perry
President-Owner... John H. Phipps
General-Station-Commercial
Manager... Fred U. Wamble
Program Director... Lucille W. Wamble
Chief Engineer... Fred U. Wamble
Farm Editor... Joe Malone

**W M M B (CP)
MELBOURNE**

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By... Melbourne Bcstg. Corp.
President... William Shakespear Jr.
Vice President... Thomas R. Barr

**W F E C (CP)
MIAMI**

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By... Florida East Coast
Broadcasting Co.
Business Address... 627 N.W. 20th Ave.

W G B S

MIAMI—EST. 1939
CBS

Frequency: 710 Kc. Power: 50,000 Watts d.,
10,000 Watts n.
Owned-Operated By... The Fort Industry Co.
Business-Studio Address... 1605 Biscayne Blvd.
Phone Number... 9-2401
Transmitter Location... Hialeah, Fla.
Air Time... Unlimited
News Service... AP
Transcription Service... Lang-Worth, Thesaurus
Representative... The Katz Agency
Membership... NAB, BMB
President... George B. Storer
General-Station Manager, Managing
Director... Stanton P. Kettler
Commercial Manager... M. N. Babcock
Sales Promotion Manager... Frank Jaffe
Program Director... Paul Kingsley
Chief Announcer... Jack Williams
Chief Engineer... A. W. Shropshire
Farm Editor... Jack McCormack

W I O D

MIAMI—EST. 1926
NBC

Frequency: 610 Kc. Power: 5000 Watts
Owned-Operated By... Isle of Dreams Bcstg.
Corp.
Business-Studio Address... 600 Biscayne Blvd.
Phone Number... 3-6444
Transmitter Location... North Bay Causeway
Air Time... 18 hrs. daily; 16 hrs. Sun.
News Service... AP, INS, UP
Transcription Service... Associated, Standard
Representative... George P. Hollingbery,
Harry E. Cummings
Membership... NAB, BMB
President... Daniel J. Mahoney
General Manager... James M. LeGate
Commercial Manager... Robert L. Fidler
Sales Promotion Manager-Publicity
Director... Martha Henriquez
Musical Director... Earle Barr Hanson
Chief Engineer... Milton Scott
Farm Editor... William Bischoff

**W M I E (CP)
MIAMI**

Frequency: 1140 Kc. Power: 10,000 Watts d.,
5000 Watts n.
Owned-Operated By... Lincoln Operating Co.
Business Address... 306 N. Miami Ave.

WQAM

MIAMI—EST. 1920

ABC

Frequency: 560 Kc....Power: 5000 Watts d.,
1000 Watts n.

Owned-Operated By...The Miami Bcstg. Co.

Address.....327 N.E. 1st Ave., Box 3741

Phone Number.....2-6121

Studio Address.....Postal Pacific Bldg.

Transmitter Location.....Biscayne Bay

Air Time.....6:30 a.m.-1:05 a.m.

News Service.....AP

Transcription Service.....World, Associated.

SESAC

Representative.....John Blair & Co.

Membership.....NAB, BMB

President-General Mgr.....Fred W. Borton

General Mgr.....Owen Uridge

Comm. Manager.....Fred W. Mizer

Program Dir.-Publicity...Marjorie Christopher

Chief Engineer.....Gene Rider

WWPB

MIAMI—EST. 1947

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By.....Paul Brake

WKAT

MIAMI BEACH—EST. 1936

MBS

Frequency: 1360 Kc....Power: 5000 Watts d.,
1000 Watts n.

Owned-Operated By.....WKAT, Inc.

Business-Studio Address.....1759 Bay Rd.

Phone Number.....5-5711

Transmitter Location.....1759 Bay Rd.

Air Time.....6 a.m.-12 m.

News Service.....UP

Transcription Service.....Standard

Representative.....Weed & Co.

President.....A. Frank Katzentine

General-Station-Commercial-Sales Promotion

Manager.....John I. Prosser

Program Director-Production Manager

Gordon N. Wa'iz

Publicity Director-Chief Announcer-Farm

Editor.....Robert Beutel

Musical Director.....Betty Lee Taylor

Chief Engineers.....Art Smith, Tom Magee

THE STATION
MOST PEOPLE
LISTEN TO MOST



National Representatives
GEORGE P. HOLLINGBERRY CO.

Southeast Representative
HARRY E. CUMMINGS



James M. LeGate, Gen. Manager

5,000 WATTS * 610 KC * NBC



WMBM

MIAMI BEACH—EST. 1947

Frequency: 800 Kc. Power: 1000 Watts
 Owned-Operated By... Biscayne Bcstg. Co., Inc.
 Business-Studio Address... 120 MacArthur
 Causeway
 Phone Number... 5-5586
 Transmitter Location... 120 MacArthur Causeway
 Air Time... Local sunrise-local sunset
 News Service... UP
 Transcription Service... Capitol, Standard
 Representative... McGeehan & O'Mara
 Membership... NAB
 President-Gen. Station-Commercial
 Manager... T. O. McCullough
 Program Director... Calvert A. Carter
 Production Manager... Mary Lucille Carter
 Musical Director... George Chamberlin
 Chief Engineer... John D. Miller

WTMC

OCALA—EST. 1939

MBS-KBS

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By... Ocala Bcstg. Co., Inc.
 Business-Studio Address... 1 Broadcast Pl.,
 P.O. Box 831
 Phone Number... 128-185
 Transmitter Location... Williston Highway
 Air Time... 6 a.m.-12 m.; 8 a.m.-12 m. Sun.
 News Service... UP
 Transcription Service... Lang-Worth
 Representative... John H. Perry
 Membership... NAB
 President... John H. Perry
 General-Commercial Mgr... T. S. Gilchrist, Jr.
 Sales Promotion-Production Mgr... Don Franklin
 Publicity Director... John Nicholson
 Chief Engineer... R. M. Henley
 Farm Editor... T. S. Gilchrist, Jr.

WDBO

ORLANDO—EST. 1924

CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By... Orlando Bcsts. Co.,
 Inc.
 Business-Studio Address... 30 S. Ivanhoe Blvd.,
 P.O. Box 3707
 Phone Number... 6181
 Transmitter Location... Dubsdread Country Club
 Area, No. 1 Hazard St., Orange Co., Fla.
 Air Time... 4:55 a.m.-1:05 a.m.
 News Service... AP, UP
 Transcription Service... Thesaurus, World,
 Associated
 Representative... John Blair, Harry E. Cummings
 Membership... NAB, BMB
 President-Gen. Manager... Col. Geo. C. Johnston

Vice-Pres.-Station Mgr... Harold P. Danforth
 Nat'l Sales Director... Wm. G. McBride
 Local Sales Director... J. M. Pedrick
 Sales Promotion Manager-Publicity
 Director... Rosalind Boggs
 Program Director... W. G. McBride
 Production Manager... Robert L. Craig
 Chief Announcer-Farm Editor... Carter Scofield
 Musical Director... Walter D. Kimble
 Chief Engineer... James E. Yarbrough

WHOO

ORLANDO—EST. 1947

ABC FLORIDA-AMERICAN GROUP

Frequency: 990 Kc. Power: 10,000 Watts d.;
 5000 Watts n.
 Owned-Operated By... Orlando Daily News-
 papers, Inc.
 Business Address... 234 S. Orange Ave.
 Phone Number... 3-1681
 Studio Address... Ft. Gatlin Hotel, Orlando, Fla.
 Transmitter Location... Old Fairvilla Rd., 3 mi.
 w. of Orlando
 Air Time... 5 a.m.-1 a.m.
 News Service... AP
 Transcription Service... Capitol
 Representative... George P. Hollingbery
 Membership... NAB
 President... Martin Andersen
 General Manager... Walter P. Speight, Jr.
 Commercial Manager... George Newhart
 Program Director... Larry Scarborough
 Chief Announcer... Charles Thomas
 Musical Director... Joseph McLees
 Chief Engineer... Stanley A. Beck

WLOF

ORLANDO—EST. 1940

MBS

Frequency: 1230 Kc. (CP 950 Kc.) Power:
 250 Watts (CP 5000 Watts)
 Owned-Operated By... Hazelwood, Inc.
 Business Address... Orlando, Fla.
 Phone Number... 8163
 Studio Address... Angebilt Hotel
 Transmitter Location... near Orlo Vista
 Air Time... 6 a.m.-12 m.
 News Service... INS
 Transcription Service... Lang-Worth
 Representative... Paul H. Raymer
 General Manager... Victor Buisset

WORZ

ORLANDO—EST. 1947

NBC

Frequency: 740 Kc. Power: 1000 Watts
 Owned-Operated By... Central Fla. Bcstg. Co.
 Business-Studio Address... WORZ Bldg., 740
 N. Orange Ave.
 Phone Number... 2-2451

WEAR

PENSACOLA—EST. 1947

MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By.....Gulfport Bcstg. Co.
Business Address.....5 East Gregory St

WCNH (CP)

QUINCY

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Quincy Bcstg. Corp.
News Service.....AP
President.....Richard J. Gardner

WFOY

ST. AUGUSTINE—EST. 1934

CBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..Fountain of Youth Bcstg. Co.

Business Address.....Box 588
Phone Number.....1622
Transmitter Studio Location...Magnolia Ave.
Air Time.....6:30 a.m.-12:05 a.m.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Avery-Knodel
Membership.....NAB
President-Owner.....J. C. Bell
General Manager-Ex. Vice-Pres.-Commercial
Manager.....John E. Bernhard, Jr.
Program Director-Secy.-Treas.-Production Mgr.,
Musical Director

Mrs. Frankye Collyer Walker
Publicity Director.....Patricia Cuning
Chief Announcer.....Bill Sommer
Chief Engineer-V.P.....G. Russell Chambers
Farm Editor.....Ernest Raistrick

WSUN

ST. PETERSBURG—EST. 1927

ABC

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By....City of St. Petersburg
Business Address.....P.O. Box 240
Phone Number.....7-4747-8
Studio Address.....Municipal Pier
Transmitter Location...Bayview, RFD No. 1,
Box 196, Clearwater, Fla.

Air Time.....17 hrs. daily
News Service.....UP
Transcription Service.....Amp. SESAC
Representative.....Weed & Co.
Membership.....NAB, BMB
General-Station-Sales Promotion Manager-
Publicity Director.....Norman E. Brown

Commercial Manager.....Vera New
Program Director-Chief Engineer..Louis J. Link
Musical Director.....Edith Saxton

WTSP

ST. PETERSBURG—EST. 1939

MBS

Frequency: 1380 Kc. Power: 1000 Watts d.,
500 Watts n.

Owned-Operated By.....Pinellas Bcstg. Co.
Business Address.....470 First Ave. S.
Phone Number.....7-8108
Studio Address.....Times Bldg.
Transmitter Location...35th Ave. & 4th St. N.
Air Time..6:30 a.m.-12 m.; 7:30 a.m.-12 m., Sun.
News Service.....UP
Transcription Service.....World
Representative.....John E. Pearson
Membership.....NAB
President.....Nelson Poynter
Vice-President.....Irwin A. Simpson
General-Station Manager..Herbert T. Anderson
Sales or Commercial Manager...Le Wildman
Sales Promotion Manager-Program

Director.....Jack Faulkner
Chief Announcer.....Richard C. Bingham
Chief Engineer.....William D. Mangold

WTRR

SANFORD—EST. 1947

KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By..Southeastern Bcstg. Sys-
tem

Business Address.....P.O. Box 1541
Phone Number.....999-1200
Studio Address...Located in the Mayfair Inn
Transmitter Location.....1000 E. 1st St.
Air Time.....18 hrs. daily
News Service.....UP
Transcription Service.....Lang-Worth
President-General Manager..James S. Rivers
Station-Commercial-Sales Promotion

Manager.....Joseph W. Parris
Program Director-Production Mgr..Bruce Smith
Publicity Director-Farm Editor....Paul Okun
Chief Announcer.....Richard Batchelor
Chief Engineer.....Emerson Browne

WSPB

SARASOTA—EST. 1939

CBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....WSPB, Inc.
Business-Studio Address.....City Island
Phone Number.....2564-5
Transmitter Location.....City Island
Air Time..6:30 a.m.-11:30 p.m.; 6:30 a.m.-
12:05 a.m., Sat.

News Service.....UP
 Transcription Service..Thesaurus, Lang-Worth
 Representative.....John E. Pearson
 Membership.....BMB
 President.....Robert C. Jones, Jr.
 General-Station Manager.....John B. Browning
 Commercial Manager.....Robert H. Neff
 Program Director.....David C. Hale
 Chief Announcer.....Eric A. Provost
 Chief Engineer.....James E. Grant, Jr.

W H B O (CP)
SULPHUR SPRINGS

Frequency: 1050 Kc.....Power: 250 Watts d.
 Owned-Operated By...Sulphur Springs Bcstrs.
 Business Address...8410 Florida Ave., Tampa
 Partners...Harold A. Dunlap, James D. Sinyard

W R H P
TALLAHASSEE—EST. 1946
 ABC—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Tallahassee
 Appliance Corp.

Address.....Hotel Floridan
 Phone Number.....2691
 Transmitter Location.....East Park Avenue
 Air Time.....Full Time License
 News Service.....UP
 Transcription Service.....World
 Representative.....Thomas F. Clark Co., Inc.
 Pres., General Mgr.....Frank W. Pepper
 Commercial Manager.....E. R. LaBarbera
 Program Director.....R. S. Meigs
 Promotion Manager.....F. W. Hazelton
 Chief Engineer.....C. L. Clifton

W T A L
TALLAHASSEE—EST. 1943
 MBS-SOUTHEASTERN CHURCH
 U. OF FLORIDA FOOTBALL

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Operated By..John H. Phipps Radio Sta.
 Business-Studio Address.....Cherokee Hotel
 Phone Number.....2160
 Transmitter Location..Lake Bradford, Leon Co.,
 Fla.

Air Time.....18 hrs. daily
 News Service.....AP
 Transcription Service.....Associated
 Membership.....NAB
 President-Owner.....John H. Phipps
 General-Station Manager.....Teresa M. Murch
 Sales or Commercial Mgr.....Harriet B. Carson
 Sales Promotion Manager.....Herschel Graves
 Program-Production Manager..Read W. Wynn
 Publicity Director.....Jack Madigan
 Musical Director.....Helen F. Todd
 Chief Engineer.....William A. Snowden
 Farm Editor.....H. B. Franklin

W A L T

TAMPA—EST. 1946

Frequency: 1110 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Tampa Bcstg. Co.
 Business-Studio Address.....401 W. Tyler St.
 Phone Number.....M 7921
 Transmitter Location.....411 W. Tyler St.
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service...Langworth, Capitol,
 Cole, SESAC
 Representative.....John H. Perry Asso.
 Membership.....NAB
 President-Owner-General-Station-Commercial
 Manager.....W. Walter Tison
 Sales Promotion Manager.....Coburn Gumm
 Program Director-Production Manager- Chief
 Announcer-Musical Director..Lynn Gearhart
 Publicity Director.....Wilma Drumm
 Chief Engineer.....J. B. Tison
 Farm Editor.....Hilton Crowe

W D A E

TAMPA—EST. 1922

CBS

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By...The Tampa Times Co.
 Business Address.....114 N. Franklin St.,
 P.O. Box 2409
 Phone Number.....M-1818
 Studio Address.....Tampa Times Bldg.
 Transmitter Location..Forest Hills Country Club
 Area
 Air Time.....6:30 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service..Associated, MacGregor
 Representative.....The Katz Agency
 Membership.....NAB
 President.....David E. Smiley
 General-Station-Commercial Sales Promotion
 Manager.....L. Spencer Mitchell
 Program Director-Production Manager-
 Publicity Director.....Kenneth W. Skelton
 Chief Announcer.....Sol J. Fleischman
 Musical Director.....Edward C. Walker
 Chief Engineer.....Wm. Pharr Moore
 Farm Editor.....Mark E. Swingley

W F L A

TAMPA—EST. 1925

NBC

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....The Tribune Co.
 Business-Studio Address..Hyde Park & Lafay-
 ette
 Phone Number.....H-1828
 Transmitter Location...E. End Davis Causeway
 Air Time.....17 hrs. daily
 News Service.....UP

Transcription Service..Thesaurus, Lang-Worth
 Representative....John Blair, Harry Cummings
 Membership.....NAB
 President-Owner.....J. S. Mims
 Gen.Station Manager..Charles G. Baskerville
 Commercial Manager.....Bert A. Arnold
 Program Director.....Paul M. Jones
 Publicity Director.....Tom Matthews
 Chief Announcer-Farm Editor.....Mardi Liles
 Musical Director.....Frank Grasso
 Chief Engineer.....Joe H. Mitchell

WIRK

WEST PALM BEACH—EST. 1947
 MBS

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned-Operated By.....Ken-Sell, Inc.
 Business Address.....Box 2148
 Phone Number.....2-1744
 Studio Address.....Citizens Bldg.
 Transmitter Location...Military Trail, new
 W. Palm Beach
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Transcription Service..Associated, Lang-Worth
 Representative....Joseph Hershey McGillvra
 Membership.....NAB
 President.....Joseph S. Field, Jr.
 General-Station-Commercial Manager
 Joseph B. Matthews
 Sales Promotion Manager...Kenneth McClure
 Program Director-Production
 Manager.....Charles T. Snowdon
 Publicity Director.....Milton E. Cummings
 Chief Announcer-Musical Director
 Rome J. Hartman
 Chief Engineer.....William P. Heitzman

WJNO

WEST PALM BEACH—EST. 1936
 CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WJNO, Inc.
 Business-Studio Address..1500 N. Flagler Dr.
 W. Palm Beach
 Phone Number.....2-3638
 Transmitter Location.....1500 N. Flagler Dr.
 Air Time.....6:30 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....Standard, Capitol
 Representative.....Radio Adv. Co.
 Membership.....NAB, BMB
 President.....Marshall Heminway
 General-Station Manager...Stephen P. Willis
 Program Director-Farm Editor...Matt Gettings
 Chief Announcer.....Davies Webster
 Musical Director.....Ruth Schockley
 Chief Engineer.....Otis C. Wright

WSIR

WINTER HAVEN—EST. 1947
 MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Citrus Belt Bcstrs., Inc.
 Business Address.....P. O. Box 1466
 Phone Number.....3-1313
 Studio Address.....132 Third St., S.W.
 Transmitter Location.....Lake Howard Dr.
 Air Time.....18 hrs. daily
 News Service.....AP
 Transcription Service.....World, Cole
 Representative.....R. B. Harrington
 Membership.....NAB
 P.esident-Owner.....Frederick L. Allman
 General Manager.....Lawrence A. Rollins
 Commercial Manager, Sales Promotion
 Manager.....John W. Brandstetter
 Program Director.....Richard P. Eyrich
 Chief Engineer.....L. Orden Craig

For Prestige...

AP

Membership!

in ATLANTA

its



WBGE

WBGE-FM

ATLANTA'S MOST MODERN AND PROGRESSIVE STATION

- ▶ Locally owned station**
- ▶ Locally operated station**
- ▶ Independent station**



24 hour station

Full Time FM Station

Mike Benton, President

Maurice Coleman, Gen. Mgr.

Studios and General Offices
GEORGIAN TERRACE HOTEL, ATLANTA, GEORGIA
GENERAL BROADCASTING COMPANY

COLUMBUS GEORGIA

5000 Watts
DAY and NIGHT

WRBL is the key to low-cost selling in Columbus — a METROPOLITAN MARKET of 159,800 people. WRBL delivers a "tailored-to-listen" audience built up through 20 years of Community Leadership.

also WRBL — FM



ATLANTA GEORGIA



WATL represents a commanding coverage in one of America's prime markets ... comprised of 594,000 people ... and 116,480 RADIO HOMES. WATL'S program leadership accounts for a loyal, ever-growing audience.

ALBANY GEORGIA

WGPC serves a growing, thriving section of Georgia. Federal Reserve statistics for September 1947 reveal ... "The ALBANY Market showed a greater increase in bank debits than any city in the country".



Represented Nationally by
GEORGE P. HOLLINGBERRY CO.

NEW YORK
LOS ANGELES
ATLANTA
CHICAGO
SAN FRANCISCO

GEORGIA

Estimated Population 3,233,000—% Increase | 3.5—Radio Homes 566,359
Farms with Radios 117,937—Stations in State 68

W A L B

ALBANY—EST. 1941

MBS

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By... Herald Publishing Co.
Business-Studio Address... Leesburg Rd.
Phone Number... 389, 1590
Transmitter Location... Leesburg Rd.
Air Time... 6:55 a.m.-11:30 p.m.
News Service... AP
Transcription Service... World
Representative... Burn Smith Co.,
Pierce W. Cook

Membership... NAB, BMB
President... James H. Gray
General-Station Manager, Publicity
Director... Abner M. Israel
Commercial Manager... C. A. McLaughlin
Program Director, Production Manager, Musical
Director... David K. Fulton
Chief Announcer... Bill Bowick
Chief Engineer... L. L. Walker

W G P C

ALBANY—EST. 1933

CBS—GEORGIA SPORTS NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Albany Bcstg. System
Business-Studio Address... New Albany Hotel
Phone Number... 1371-0
Transmitter Location... Gillionville Rd.
Air Time... 6:45 a.m.-12:05 a.m.
News Service... UP
Transcription Service... Thesaurus
Representative... George P. Hollingbery
Membership... NAB, BMB
Executive Manager... J. W. Woodruff, Jr.
Station-Commercial-Sales Promotion
Manager... Leonard M. George

Program-Musical Director... Gwen Walker
Chief Engineer... Wayne C. McClung
Farm Editor... Bill Fowler

W D E C

AMERICUS—EST. 1947

MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned By... The Americus Bcstg. Co.
Operated By... W. E. Johnson
Business-Studio Address... 110 Windsor Ave.
Phone Number... 3681
Transmitter Location... 110 McGarragh St.
Air Time... 6:30 a.m.-11:30 p.m.
News Service... AP
Transcription Service... Thesaurus
Representative... Cox & Tanz

President... James R. Blair
General-Station-Commercial-Sales Promotion
Manager, Program Director... W. E. Johnson
Traffic Manager... Margaret Johnson
Production Manager, Publicity-Musical
Director... Johnny Smolka
Chief Announcer, Farm Editor... Chuck Saunders
Chief Engineer... Charles Adams

W G A U

ATHENS—EST. 1938

CBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... J. K. Patrick & Co.
Business-Studio Address... Bobbin Mill Rd.
Phone Number... 1741-2
Transmitter Location... Bobbin Mill Rd.
Air Time... 17 hrs. daily
News Service... AP
Transcription Service... Standard, Keystone
Membership... BMB
General-Station-Commercial Manager,
Program Director... R. Lewis Doster
Chief Engineer... Bill Evans

Call Letters To Be Assigned (C.P.)

ATLANTA

Frequency: 1550 Kc. Power: 50,000 Watts d.
10,000 Watts n.
Owned-Operated By... Fulton County Bcstg.
Corp.
Owner... Samuel Rothberg

W A G A

ATLANTA—EST. 1937

Frequency: 590 Kc. Power: 5000 Watts
Owned By... Fort Industry Co.
Operated By... Liberty Bcstg. Co.
Business-Studio Address... 56 Marietta St.
Phone Number... MAin 5101, & CYpress 1916
Transmitter Location... N. Druid Hills Rd.
Air Time... 18 hrs., 40 min. Daily; 17 hrs., 10
min. Sun.
News Service... AP, INS
Transcription Service... Lang-Worth, Thesaurus
Representative... Avery-Knodel, Inc.
Membership... NAB, BMB
President... George B. Storer
Gen.-Station Mgr... James E. Baily
Sales Promotion Mgr.-Publicity Dir... Ken Gurley
Program Director... Arry Brown
Prod. Mgr.-Chief Announcer... Bill McCain
Musical Director... Marilyn Simpson
Chief Engineer... Paul Cram
Farm Editor... H. B. Henderson

One of America's Great Stations in One of America's Great Markets -

Licensed Mar. 15, 1922

WSB

Owned and Operated by
THE ATLANTA JOURNAL CO.

50,000 WATTS

750 KC

NBC for 21 Years

POWER

ATLANTA



The 50,000 Watts of "The Voice of the South" is greater than the total night-time wattage of *all other Georgia stations* combined. (*)

PLUS

Unquestioned dominance of the greater Atlanta market area(**) with a blanket coverage of the rich rural areas of Georgia and surrounding states.

PRESTIGE

25 years of broadcasting "in the public interest," with active support of one of the South's great newspapers. The homes in Georgia tune to WSB as a trusted medium of information and entertainment.

*S.R.D.S.—Nov. 1, 1947

**Any Hooperating.

NOTE TO TIME BUYERS: In 1948 (as in previous years) WSB can provide your clients with *audience* in Georgia at less cost per thousand listeners than any group or combination of stations. Ask any Petry man for the facts.

Represented Nationally by
EDW. PETRY & CO., Inc.

WATL

ATLANTA—EST. 1930

MBS—GEORGIA SPORTS NETWORK

Frequency: 1400 Kc. Power: 250 Watts
(CP 5000 Watts)

Owned-Operated By: J. W. Woodruff
Business Address: Henry Grady Bldg.,
26 Cain St.

Phone Number: Walnut 4377
Transmitter Location: Present 250 Watt Trans-
mitter: 26 Cain Street. (New 5 kw transmitt-:
Lohaven Dr.)

Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Lang-Worth, Standard
Representative: George P. Hollingbery
Membership: NAB
President-Owner, General

Manager: J. W. Woodruff
Station Manager, Chief

Engineer: R. W. Minton
Commercial Manager: Sam W. Kane
Sales Promotion Manager: J. A. Davenport
Program Director: Ernest Guy
Chief Announcer: Zenas Sears
Musical Director: Cliff Cameron

(See Page 378)

WBGE

ATLANTA—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: General Bcstg. Co.
Business-Studio Address: Georgia Terrace
Hotel

Phone Number: VERNON 1194
Transmitter Location: S. Pine St.
Air Time: 24 hrs. daily
News Service: AP
Transcription Service: Lang-Worth, Capitol,
Cole

Representative: Burn-Smith
President: Mike Benton
General Manager: Maurice C. Coleman
Traffic Mgr.-Asst. Program

Director: Ann Hutcheson
Production Manager: Peggy Case
Chief Engineer: David J. Holt

(See Page 377)

WCON

ATLANTA—EST. 1947

ABC

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By: The Atlanta Constitu-
tion Publ. Co.

Business-Studio Address: Constitution Bldg.,
Atlanta, Ga.

Phone Number: LAMAR 4545
Transmitter Location: Defoors Ferry Rd.,
Fulton County, Ga.

Air Time: 5:30 a.m.-12 M.
News Service: AP, UP
Transcription Service: World
Representative: Headley Reed
Membership: NAB, BMB
President: Clark Howell
General Manager: David Carpenter
Commercial Manager: Crenshaw Bonner
Sales Promotion Mgr.: Frank Drake
Program Director: Henry Allen
Production Manager: Gene Eubanks
Publicity Director: Rita Van Pelt
Musical Director: Frances Adams
Chief Engineer: Harvey Aderhold
Farm Editor: Channing Cope

WERD (CP)

ATLANTA

Frequency: 860 Kc. Power, 1000 Watts d.
Owned-Operated By: Radio Atlanta Inc.
Business Address: 1425 C & S Bldg.

WSB

ATLANTA—EST. 1922

NBC

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

Business-Studio Address: Atlanta Biltmore
Hotel

Phone Number: Hemlock 1045
Transmitter Location: Tucker, Ga.
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Standard, Associated

Representative: Edward Pety
Membership: NAB, BMB
Chief Executive: J. Leonard Reinsch
General Manager: John M. Outler, Jr.
Commercial Manager: Frank Gaither
Program Director: Marcus Bartlett
Production Manager: M. K. Toalson
Publicity Director: Jean Hendrix
Chief Engineer: C. F. Daugherty
Farm Editor: Jim Romine

WGST

ATLANTA—EST. 1923

CBS—GA. MAJOR MARKET TRIO

Frequency: 920 Kc. Power: 5,000 Watts d.,
1,000 Watts n.

Owned By: Bd. of Regents, State of Ga. on
behalf of Ga. Sch. of Technology
Operated By: Bd. of Regents, Univ. System
of Ga.

Business-Studio Address: Forsyth Bldg.
Phone Number: Walnut 8441
Transmitter Location: Cheshire Bridge Rd.
Air Time: 6 a.m.-12:30 a.m.
News Service: AP

Transcription Service.....Thesaurus, World
Representative.....The Katz Agency

**FOR WGST LISTING
SEE PAGE 381**

W B B Q

AUGUSTA—EST. 1946

MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Savannah Valley Bcstg.
Co.

Business-Studio Address...Sand Bar Ferry Rd.
Phone Number2-0264
Transmitter Location...Sand Bar Ferry Rd.
Air Time.....5:55 a.m.-1 a.m.;
7:30 a.m.-1 a.m., Sun.

News Service.....AP, INS
Transcription Service.....Cole, Standard
Representative.....The Walker Co.
MembershipNAB

President, General Station Manager, Publicity
Director.....George G. Weiss
Commercial-Sales Promotion
Manager.....John W. Watkins
Program Director, Production
Manager.....George M. Scott
Chief Announcer, Musical
Director.....Robert S. Nelson
Chief Engineer.....David Freeman

W G A C

AUGUSTA—EST. 1940

ABC

Frequency: 580 Kc.....Power: 5,000 Watts
Owned-Operated By...The Twin States Bcstg.
Co.

Business-Studio Address.....WGAC Bldg.
Phone Number2-2692
Transmitter Location.....Martinez, Ga.
Air Time.....5:30 a.m.-12 M.
News ServiceUP
Transcription ServiceThesaurus
RepresentativeAvery-Knodel
MembershipNAB, BMB
Vice President-General-Station
Manager.....J. B. Fuqua



CBS
WGST
ATLANTA

Georgia's 2nd Station in Family Coverage
According to Broadcast Measurement Bureau

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

• • • **GEORGIA** • • •

Commercial Manager.....Donald M. Kelly, Jr.
Sales Promotion Manager, Publicity
DirectorClaire Himmel
Program Director, Production
ManagerWarren Hites
Chief Announcer.....Don Vest
Musical Director.....John Vance
Chief Engineer.....John P. Jopling
Farm Editor.....J. W. Chambers

WRDW
AUGUSTA—EST. 1930
CBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Augusta Bcstg. Co.
Address.....8th & Broad Streets
Phone Numbers2-8805-6-7
Transmitter Location.....Berckmans Road
Air Time.....18 hrs.
News Service.....UP
Transcription Service.....World, Lang-Worth
Representative.....George P. Hollingbery
Membership.....NAB, BMB
Station Manager.....R. W. Ringson

WTNT
AUGUSTA—EST. 1947
NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Georgia Carolina Bcstg.
Co.
Business-Studio Address.....Cotton Row
Phone Number2-1003
Transmitter Location.....Cedar St. Extended
Air Time.....6 a.m.-12:05 a.m.
News Service.....UP
Transcription Service.....Associated
Representative.....Taylor-Howe-Snowden
President.....Walter J. Brown
General-Station Manager, Edgar W. Teasley
Commercial Manager.....A. Lee Parsons
Program Director.....Fred J. Runde
Publicity Director.....Ed. Pond
Chief Announcer.....Sam Zurich
Chief Engineer, Farm Editor..Ted R. Woodard

WMGR
BAINBRIDGE—EST. 1946

MBS—GEORGIA SPORTS NETWORK—KBS
Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....S. Marvin Griffin
Business Address.....P. O. Box 348
Phone Number776
Transmitter-Studio Location, Faceville Highway
Air Time.....6:30 a.m.-10:35 p.m.; 8 a.m.-
10:05 p.m., Sun.
News Service.....AP
Transcription Service.....KBS, SESAC, Cole
President-Owner.....S. Marvin Griffin

Station Manager.....Ben H. Dekle
Program Director.....Barbara Ann Johnson
Chief Engineer.....W. H. Moore

WMOG
BRUNSWICK—EST. 1940
MBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Coastal Bcstg. Co., Inc.
Address.....St. Simons Island Causeway
Phone Number1500
Transmitter Location...St. Simons Causeway
Air Time.....7 a.m.-12 M.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Clark
Membership.....BMB

WQXI (CP)
BUCKHEAD

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Operated By...Robert W. Rounsaville
News Service.....UP
President.....Robert W. Rounsaville
Technical Director.....William F. Lance

WLBB
CARROLLTON—EST. 1947
KBS

Frequency: 1100 Kc.....Power: 250 Watts
Owned-Operated By..Carroll Bcstg. Co., Inc.
Business-Studio Address..Peoples' Bank Bldg.
Phone Number980-1
Transmitter Location.....Cedar St.
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....Capitol, SESAC
Representative..Ga. Assn. of Local Stations
Membership.....NAB
President, General Manager..James C. Vocalis
Commercial-Sales Promotion
Manager.....James C. Dunaway
Program Director.....Edward Payne
Production Manager.....James M. Matthews
Publicity Director.....Elizabeth Mattox
Chief Engineer.....Chessley F. Hooper
Farm Editor.....James C. Vocalis

WBHF
CARTERSVILLE—EST. 1946
MBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. Ryan Frier

Business-Studio Address... Shackleford Bldg.
 Phone Number 686
 Transmitter Location... West Ave., P. O. Box 71
 Air Time... 6 a.m.-11:30 p.m., 7 a.m.-11:30 p.m.,
 Sun.
 News Service UP
 Transcription Service Lang-Worth
 Membership NAB
 Owner W. Ryan Frier
 General-Station-Commercial
 Manager..... James O. Hardin, Jr.
 Publicity Director..... George H. Boswell
 Chief Engineer..... Thomas W. Cowan, Jr.
 Farm Editor..... Bob Robertson

WGAA

CEDARTOWN—EST. 1941
 ABC—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..... The Northwest Ga.
 Bcstg. Co.
 Business-Studio Address... West Theatre Bldg.
 Phone Number..... 777 & 570
 Transmitter Location..... Cave Spring Rd.
 Air Time..... 17½ hrs. daily
 News Service AP
 Transcription Service..... World, Keystone
 Membership NAB, BMB
 President..... O. C. Lam
 Station-Commercial Manager... William B. Estes
 Program Director..... Rowena Whitfield
 Production Manager..... R. Edward Reilly
 Publicity Director..... Hall Wray
 Musical Director..... Al Stevens
 Chief Engineer..... Gary C. Hunt

WDAK

COLUMBUS—EST. 1943
 ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By... Radio Columbus, Inc.
 Business-Studio Address..... Martin Bldg.
 Phone Number 5447
 Transmitter Location... Brickyard Rd., Phenix
 City, Ala.
 Air Time..... 5 a.m.-1:05 a.m.
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NAB, BMB
 President, General Mgr.... Allen M. Woodall
 Commercial-Sales Promotion
 Manager..... Miles Ferguson
 Program-Publicity Director..... Ed Wescott
 Chief Announcer..... Joe Byars
 Musical Director..... Mary Evelyn Coney
 Chief Engineer..... Randy Jones
 Farm Editor..... Ed Snyder

WGBA

COLUMBUS—EST. 1947

Frequency: 620 Kc.....Power: 1000 Watts d.
 Owned-Operated By..... Georgia-Alabama
 Broadcasting Co.
 Business Address..... 1213½ Broadway
 Phone Number 3-3603
 News Service..... INS, UP
 Transcription Service..... Capitol, Associated
 Representative Branham
 President..... A. H. Chapman
 General Manager..... A. E. Mickel
 Commercial Manager..... W. S. Massie
 Promotion Manager..... James R. Cook
 Program Director..... Bill Rhodes, Jr.
 Chief Engineer..... Jack H. Wiseley

WRBL

COLUMBUS—EST. 1928

CBS—GEORGIA SPORTS NETWORK
 Frequency: 1240 Kc.....Power: 5,000 Watts
 Owned-Operated By... Columbus Bcstg. Co.
 Business-Studio Address..... 1420 2nd Ave.
 Phone Number 2-0601
 Transmitter Location... Phenix City, Alabama
 Air Time..... 19 hrs. daily
 News Service UP
 Transcription Service..... Thesaurus, SESAC
 Representative..... George P. Hollingbery
 Membership NAB, BMB
 President..... J. W. Woodruff
 General-Station-Commercial
 Manager..... J. W. Woodruff, Jr.
 Sales Promotion Manager, Program-Publicity
 Director..... Ed J. Hennessy
 Musical Librarian..... George D. Davis, Jr.
 Chief Engineer..... Joseph A. Gamble
(See Page 378)

WSAC

COLUMBUS—EST. 1947
 MBS

Frequency: 1460 Kc.....Power: 1000 Watts
 Owned-Operated By... Chattahoochee Bcstg.
 Co., Inc.
 Business-Studio Address... 1028½ Broadway
 Phone Number 2-4427
 Transmitter Location... 1 mi. E. of Columbus
 on Morris Rd.
 Air Time..... 5 a.m.-1 a.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative..... The Walker Co.
 President..... William K. Jenkins
 General-Station Manager..... Edwin Mullinax
 Commercial Manager..... Francis G. Smith
 Sales Promotion Manager..... Benson C. Pressly
 Program Director..... James O'Donnell
 Chief Engineer..... Hudie M. Brown

W M J M

CORDELE—EST. 1940

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts, d.,
100 Watts n.

Owned By... Cordele Dispatch Publishing Co.
Operated By... James S. Rivers
Address... P. O. Box 432
Phone Number... 666
Transmitter Location... 20th Ave. & B St.
Air Time... 6:30 a.m.-11:30 p.m.
News Service... UP
Transcription Service... World
Membership... NAB, BMB
President... John W. Greer
General Manager... James S. Rivers
Comm.-Prom. Mgr... William Blizzard
Program Director... Willard Belote
Chief Engineer... Jeff Donley

W M O C

COVINGTON—EST. 1946

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... The Covington News, Inc.
Business Address... Covington News, 112-122
Face St.

Phone Number... 2275
Transmitter-Studio Location... 702 Monticello St.
Air Time... 6 a.m.-11 p.m.
News Service... AP
Transcription Service... World
Membership... NAB
President, General Manager... Belmont Dennis
Station-Commercial Manager... Walt Gaines
Sales Promotion Manager... W. Thomas Hay
Program Director, Production Manager, Musical
Director... Tom Palmer
Publicity Director... Gordon Turner
Chief Announcer... Bill Chadburn
Chief Engineer... Paul Smay
Farm Editor... Leo Mallard

W B L J

DALTON—EST. 1940

MBS—GEORGIA SPORTS NET.—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Dalton Bcstg. Corp.
Business-Studio Address... 111 Pentz St.
Phone Number... 684
Transmitter Location... 5th Ave.
Air Time... 18½ hrs. daily
News Service... UP
Transcription Service... Capitol, SESAC
Representative... Cox & Tanz
Membership... NAB, BMB
President... H. C. Kenemer
General-Station Manager... William Armond

Commercial-Sales Promotion

Manager... Chester Wilson
Program Director, Production
Manager... Dave Achor
Publicity Director... Bill Ketchum
Chief Announcer... Paul Crandall
Musical Director... Marie Baker
Chief Engineer... Janub Andrews
Farm Editor... Ed Craig

W D W D (CP)

DAWSON

Frequency: 990 Kc. Power: 1000 Watts d.
Owned-Operated By... Dawson Bcstg. Co.

W E A S

DECATUR—EST. 1947

Frequency: 1010 Kc. Power: 1,000 Watts d.
Owned-Operated By... E. D. Rivers, Jr.
Business-Studio Address... 217 W. Ponce De Leon
Phone Number... Dearborn 2521
Transmitter Location... Lawrenceville Highway
Air Time... Local sunrise-local sunset
News Service... AP
Transcription Service... World, Cole
President-Owner... E. D. Rivers, Jr.
General-Station-Commercial Manager, Program
Director... Ewald Kockritz
Production Manager... Ned Lukens
Chief Engineer... William Keller

W D M G

DOUGLAS—EST. 1947

Frequency: 860 Kc. Power: 1,000 Watts d.
Owned-Operated By... Downing Musgrove
Business-Studio Address... 118 S. Madison Ave.
Phone Number... 564
Transmitter Location... 1.8 mi. E. of Douglas,
Ga., Highway 32
Air Time... Local sunrise-local sunset
News Service... UP
Transcription Service... Thesaurus, SESAC
Membership... NAB
Owner-General Manager... Downing Musgrove
Commercial Manager... Al H. Evans
Program Manager... James W. Hayes
Chief Announcer, Farm
Editor... Sammy Middleton
Musical Director... Miss Sal Evans
Chief Engineer... Clinton Vaughan

W M L T

DUBLIN—EST. 1945

MBS—GEORGIA SPORTS NETWORK—KBS
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Dublin Bcstg. Co.

Business-Studio Address...Franklin & Moore
 Sts., P. O. Box 659
 Phone Number 871-2-3
 Transmitter Location... Franklin & Moore Sts.
 Air Time 7 a.m.-11:05 p.m.
 News Service AP
 Transcription Service Thesaurus
 Representative Cox & Tanz
 Membership NAB, BMB
 President George T. Morris
 General-Station Manager Tom Vassy
 Commercial Manager George P. McIntyre
 Program Director Dennis Brown
 Chief Announcer, Musical Director... Bob Smith
 Chief Engineer Charlie R. Lord

W S G C

ELBERTON—EST. 1946

MBS—GA. SPORTS NETWORK—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Elberton Bcstg. Co.
 Business-Studio Address Elberton, Georgia
 Phone Number 525
 Transmitter Location Jones Street
 Air Time... 6 a.m.-11:15 p.m.; 7:30 a.m.-11 p.m.,
 Sun.
 News Service AP
 Membership NAB, BMB
 General-Station Manager M. C. Gorman
 Program Director John R. Morris
 Chief Engineer Charles T. Mewborn

W B H B

FITZGERALD—EST. 1946

MBS—GEORGIA SPORTS

Frequency: 1240 Kc. Power: 250 Watts
 Owned By... J. Paul Stone & R. M. Ware, Jr.
 Operated By R. M. Ware, Jr.
 Business-Studio Address 600 Block W.
 Roanoke Dr.
 Phone Number 740
 Transmitter Location... 600 Block W. Roanoke
 Dr.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Lang-Worth
 President-Part Owner, General-Station-Com-
 mercial Manager, Program
 Director R. M. Ware, Jr.
 Chief Announcer Jack Owens
 Chief Engineer R. M. Ware, Jr.

W D U N (CP)

GAINESVILLE

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

W G G A

GAINESVILLE—EST. 1941

MBS—GA. SPORTS NETWORK—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Blue Ridge Bcstg. Co.
 Business Address Box 654
 Phone Number 1600-1
 Studio Address Athens Rd.
 Transmitter Location Athens Rd.
 Air Time... 6 a.m.-11:15 p.m.; 8 a.m.-11:15 p.m.,
 Sun.
 News Service UP
 Transcription Service Lang-Worth
 Membership NAB, BMB
 President Charles A. Smithgall
 Commercial Manager E. F. MacLeod
 Program Director Mildred Thompson
 Musical Director James A. Hartley
 Chief Engineer F. Keith Brown

W K E U

GRIFFIN—EST. 1934

MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Radio Station WKEU
 Address P. O. Box 155
 Phone Number 5507
 News Service UP
 Air Time Daytime License
 President-Gen. Mgr. A. W. Marshall, Jr.
 Commercial Manager C. I. Crawley
 Prog. Dir.-Prom. Mgr. H. C. Young, Jr.
 Chief Engineer G. H. Whitley, Jr.

W K L Y

HARTWELL—EST. 1947

GA. SPORTS NETWORK

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Operated By Louie L. Morris
 Business Address Box 183
 Phone Number 71
 Transmitter-Studio Location... Bowersville High-
 way, Hartwell, Ga.
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service Capital
 President-Owner Louie L. Morris
 Exec. Vice President Max G. Pfander
 Commercial Manager Paul S. Wight
 Sales Promotion Manager... William Winegarner
 Program Director Joe B. Wilder
 Chief Announcer Robert Mowbray
 Chief Engineer Leland W. Hayes

W L A G

LA GRANGE—EST. 1941

MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... LaGrange Bcstg. Co.
 Business-Studio Address... 303 Broome St.
 Phone Number... 3505
 Transmitter Location... LaGrange, Ga.
 Air Time... 6 a.m.-11:30 p.m.
 News Service... UP
 Transcription Service... Standard
 Representative... Thomas F. Clark
 Membership... NAB
 President... Roy C. Swank
 General-Station-Commercial

Manager... Edwin Mullinax
 Sales Promotion Mgr. Josephine M. Thomasson
 Program Director, Chief

Announcer... John K. Boggess
 Chief Engineer... James M. McKay
 Farm Editor... Joe V. Hawkins

W B M L

MACON—EST. 1940

ABC—GA. SPORTS NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Middle Ga. Bcstg. Co.
 Business-Studio Address... First National Bank Bldg.

Phone Number... 2728
 Transmitter Location... Cor. Eighth & Cherry
 Air Time... 6 a.m.-12 M.
 News Service... AP
 Transcription Service... Thesaurus
 Representative... J. H. McGillvra
 Membership... NAB, BMB
 President-Owner... E. D. Black
 General-Station Manager... Chas. W. Pittman
 Commercial Manager... Walter Graham
 Program-Musical

Director... Mary Hester Richardson
 Chief Announcer... Tommy Snellgrove
 Chief Engineer... H. S. Goodrich

W I B B (CP)

MACON

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By... Peach State Bcstg. Co.
 Business Address... Lanier Hotel

W M A Z

MACON—EST. 1922

CBS

Frequency: 940 Kc. Power: 10,000 Watts
 Owned-Operated By... Southeastern Bcstg. Co.

Business-Studio Address... Bankers Insurance Bldg.

Phone Number... 3131
 Transmitter Location... Forsyth Rd.
 Air Time... 5:45 a.m.-12:05 a.m.
 News Service... INS, UP
 Transcription Service... World, Lang-Worth
 Representative... The Katz Agency
 Membership... NAB, BMB
 President, Chief Engineer... George P. Rankin
 General Manager... Wilton E. Cobb
 Commercial Manager... Frank Crowther
 Production Manager... Frank Hubbs
 Farm Editor... D. F. Bruce

W N E X

MACON—EST. 1945

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Macon Bcstg. Co.
 Business-Studio Address... Bibb Bldg.
 Phone Number... 8211

Transmitter Location... Rogers Ave.
 Air Time... 18 hrs., 40 min. daily
 News Service... AP
 Transcription Service... Capitol, Cole
 Representative... Forjoe
 Membership... NAB
 President... Ed Lowe
 Vice President, General-Station

Manager... Al Lowe
 Commercial-Sales Promotion
 Manager... George Patton
 Program Director... Peggy Taylor
 Production Manager, Chief

Announcer... Ed Sharpe
 Publicity Director... Jim Weathers
 Musical Director... Beverly McKenzie
 Chief Engineer... A. C. Kibler
 Farm Editor... "Peanut" Faircloth

W F O M

MARIETTA—EST. 1946

GA. ASSOC. OF LOCAL STA.

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Chattahoochee Bcstrs.
 Business Address... P. O. Box 131
 Phone Number... 1746

Transmitter-Studio Location... So. Cobb Dr.
 Air Time... 7 a.m.-11 p.m.
 News Service... AP
 Transcription Service... World
 Membership... NAB

Owners... Fred B. Wilson, Channing Cope
 General Manager... Albert L. Jones
 Commercial Manager... A. E. Garoni
 Program Director... Nelsie Horne
 Chief Announcer... James Kirby
 Chief Engineer... Orbra W. Harrell
 Farm Editor... Channing Cope

WMVG

MILLEDGEVILLE—EST. 1946

MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Jere N. Moore
 Business Address.....Milledgeville, Ga.
 Phone Number.....250
 Studio Address.....Old State Capitol Bldg.
 Transmitter Location.....Fishing Creek
 Air Time.....17 hrs. daily; 15 hrs. Sun.
 News Service.....UP
 Transcription Service.....World
 Representative.....Homer Griffith
 Owner.....Jere N. Moore
 General-Station-Commercial

Manager.....Michael T. Landy
 Program Director.....Douglas O. Henson
 Chief Announcer, Farm Editor..Harry Hunter
 Chief Engineer.....Robbie O. Hattaway

WMGA

MOULTRIE—EST. 1939

KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....John F. Pidcock
 Business Address.....Box 310
 Phone Number.....999
 Transmitter-Studio Location.....1½ mi. N.E.
 Moultrie on U. S. 319

Air Time.....17 hrs daily; 15 hrs. Sun.
 News Service.....UP
 Transcription Service.....Thesaurus, World,
 Keystone

Representative.....Thomas F. Clark
 President-Owner, General

Manager.....John F. Pidcock
 Commercial-Sales Promotion Manager.

Publicity Director.....Wandell Murphy
 Program Director.....Jackie Stringfellow
 Production Manager, Chief

Announcer.....Jack Shiver
 Musical Director.....Keith Bright
 Chief Engineer.....George Buckmann
 Farm Editor.....Ted Meadows

WCOH

NEWNAN—EST. 1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....Newnan Bcstg. Co.
 Business Address.....11 Court Sq.
 Phone Number.....1400-1399
 Studio Address.....Court St.
 Transmitter Location.....Line St.
 Air Time.....18 hrs. daily

News Service.....AP
 Transcription Service.....World, Thesaurus
 General-Station Manager.....John H. French
 Commercial-Sales Promotion

Manager.....James Thomasson

Program Director.....Dr. R. S. C. Young
 Publicity Director.....Randy Bryan
 Musical Director.....Imogene Jones
 Chief Engineer.....James S. Stowers Jr.
 Farm Editor.....R. W. Brown

WKMA

QUITMAN—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By...John Raymond Barlett
 Business Address.....Walker Bldg.
 Phone Number.....4811
 News Service.....AP
 Transcription Service.....Associated
 Owner-General Mgr....John Raymond Barlett
 Program Director.....James Wood

WLAQ

ROME—EST. 1947

Frequency: 670 Kc. Power: 1,000 Watts d.
 Owned-Operated By..News Publishing Co. of
 Rome, Ga.

Business-Studio Address.....209 Broad St.
 Phone Number.....7767
 Transmitter Location.....Summerville Rd.
 Air Time.....Local sunrise-local sunset
 News Service.....AP, INS, UP

Transcription Service.....Capitol, Thesaurus
 Representative...Joseph Henry McGillvra, Inc.
 Membership.....NAB, BMB
 President.....B. H. Mooney, Sr.
 General-Station Manager, Publicity

Director.....George W. Rice, Jr.
 Commercial-Sales Promotion

Manager.....Martha Daniel
 Program Director, Production

Manager.....George Eubanks
 Musical Director.....Carolyn Smith Lynch
 Chief Engineer.....Dan Scott
 Farm Editor.....Lee Mowry

WRGA

ROME—EST. 1929

MBS—GA. SPORTS NETWORK—KBS

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Operated By.....Rome Bcstg. Corp.
 Business-Studio Address...National City Bank
 Bldg.

Phone Number.....6589
 Transmitter Location.....Off Summerville Rd.
 Air Time.....Unlimited
 News Service.....UP

Transcription Service.....Lang-Worth
 Representative.....Walker Co.
 Membership.....NAB, BMB
 President.....John W. Quarles

General Manager.....Happy Quarles
 Assistant.....Mather Payne
 Commercial Manager.....Price Selby

Sales Promotion Manager, Publicity
 DirectorDon Murdock
 Program Director, Production Mgr., Jim Roberts
 Chief Announcer.....Ben Lucas
 Chief Engineer.....R. L. Starr
 Farm Editor.....Cecil Kearce

W R O M

ROME—EST. 1946

GA. ASSOC. OF LOCAL STA.

Frequency: 710 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Coosa Valley Radio
 Co. Inc.
 Business-Studio Address.....121 Broad St.
 Phone Number9075-6
 Transmitter Location.....Cooper Drive
 Air Time.....Local sunrise-local sunset
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeHomer Griffith
 MembershipNAB, BMB
 President, General-Station
 ManagerDean Covington
 Commercial-Sales Promotion
 Manager.....E. J. Cooper
 Program Director, Production
 Manager.....John MacLean
 Publicity-Musical
 DirectorCharles Poole, Jr.
 Chief Announcer.....Bill Hale
 Chief Engineer.....Edward Smith Hill
 Farm Editor.....Robert V. Rogers

W C C P

SAVANNAH—EST. 1946

MBS—GEORGIA SPORTS NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Dixie Bcstg. Co.
 Operated By.....Carter C. Peterson
 Business Address..P. O. Box 943, 140 Bull St.
 Phone Number2-4182
 Studio Address.....Ga. State Bank Bldg.,
 140 Bull St.
 Transmitter Location.....W. Gwinnett St.
 Air Time.....6:30 a.m.-12 M.
 News ServiceUP
 Transcription ServiceStandard
 Representative.....The Walker Co.
 MembershipNAB
 Pres.-Owner-Gen. Mgr.....Carter C. Peterson
 Station-Commercial Manager..Weldon Herrin
 Sales Promotion Manager.....Vernon Ray
 Program Director.....Charles Beresford
 Production Manager, Publicity
 DirectorCarson Demmond
 Chief Announcer, Musical
 DirectorCharles Ford
 Chief Engineer.....William Moats

W D A R

SAVANNAH—EST. 1946

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WDAR, Inc.
 Business-Studio Address.....34 E. Bryan St.
 Phone Number3-8807
 Transmitter Location.....E. Savannah ½ mi.
 Air Time..6:30 a.m.-12:05 a.m.; 8 a.m.-12:05
 a.m., Sun.
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeAvery-Knodel
 MembershipNAB, BMB
 President.....A. C. Neff
 General-Station Manager.....John P. Dyer
 Commercial-Sales Promotion
 ManagerAbram Eisenman
 Program-Publicity
 Director.....J. Davis Sheppard
 Chief Announcer.....Gene Marshall
 Musical Director.....Robert Finch
 Chief Engineer.....Howard Jewett

W F R P

SAVANNAH—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Georgia Bcstg. Co.
 Business-Studio Address...219 E. Charlton St.
 Phone Number39642-39643
 Transmitter Location.....E. Perry Lane
 Air Time.....6 a.m.-1 a.m.
 News ServiceAP
 Transcription Service.....Associated, Cole
 Representative.....John H. Perry Assoc.
 MembershipNAB
 President.....Frank R. Pidcock
 General Manager.....Edward N. Palen
 Asst. Manager, Program-Publicity
 Director.....Roy F. Zess
 Commercial-Sales Promotion
 ManagerEarl Harper
 Production Manager.....Robert Vandiver
 Chief Announcer.....John Hancock
 Musical Director.....James Barclay
 Chief Engineer.....James Wilder

W S A V

SAVANNAH—EST. 1939

NBC—ATLANTIC SPORTS NETWORK

Frequency: 630 Kc.....Power: 5,000 Watts
 Owned-Operated By.....WSAV, Inc.
 Business-Studio Address...Liberty National
 Bank Bldg.
 Phone Number3-0234
 Transmitter Location..Oatland Island, 4.2 mi.
 E. of Savannah
 Air Time.....6 a.m.-12:05 a.m.
 News ServiceAP

Transcription Service Thesaurus
 Representative George P. Hollingbery
 Membership NAB, BMB
 President, General-Station
 Manager Harben Daniel
 Commercial-Sales Promotion
 Manager L. H. Thesmar
 Program Director, Production
 Manager James L. Woods
 Publicity Director Georgia Fuller
 Chief Announcer Norman Strand
 Musical Director Melvin Peacock
 Chief Engineer M. E. Thompson
 Farm Editor Bill Donegan

W T O C

SAVANNAH—EST. 1929

CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By Savannah Bcstg. Co.
 Business-Studio Address, 516 Abercorn St.,
 P. O. Box 645
 Phone Number 2-0127
 Transmitter Location Anderson Rd.
 News Service UP
 Air Time 6 a.m.-12 M.; 8 a.m.-12 M., Sun.
 Transcription Service World, Lang-Worth,
 Capitol
 Representative Katz Agency
 Membership NAB, BMB
 President, General Mgr. Wm. T. Knight, Jr.
 Commercial Manager Ben Williams
 Program-Musical Director, Farm
 Editor Dwight J. Bruce
 Publicity Director Catherine Goette
 Chief Announcer Ben H. Quick
 Chief Engineer Reeve Owen

W W N S

STATESBORO—EST. 1946

MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Alfred Dorman
 Business Address P. O. Box 146
 Phone Number 502
 Transmitter-Studio Location E. Olliff St.
 Air Time 7 a.m.-11 p.m.
 News Service UP
 President-Owner Alfred Dorman
 General-Commercial Mgr. Paul R. Sauve
 Chief Engineer Walter Welch

W S F T

THOMASTON—EST. 1947

MBS

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By Thomaston Bcstg. Co.
 Business Address 101 N. Church St.
 Phone Number 1300
 News Service AP

Transcription Service Associated
 President R. E. Hightower
 Vice President J. B. Hardy
 Secy.-Manager S. J. Carswell
 Program Director William H. Heule
 Chief Engineer Richard D. Wharton

W K T G

THOMASVILLE—EST. 1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Operated By Southern Bcstg. System
 Inc.
 Business Address Bank of Thomas County
 Phone Number 1501
 News Service AP
 Transcription Service World, Lang-Worth
 President-Gen. Mgr. W. Fred Scott Jr.
 Comm. Mgr.-Prom. Mgr. Pratt Secrest
 Program Director William B. Hill
 Chief Engineer Kenneth T. Mallory

W P A X

THOMASVILLE—EST. 1934

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By H. Wimpy
 Business-Studio Address, 117 Remington Ave.
 Phone Number 909
 Transmitter Location 117 Remington Ave.
 Air Time 7 a.m.-10 p.m.
 News Service UP
 Transcription Service Capitol, Thesaurus
 Membership NAB, BMB
 Owner, General Manager H. Wimpy
 Commercial Manager Al Feinberg
 Program Director Bob Oakman
 Chief Engineer, Farm Editor James W. Poole

W T W A (CP)

THOMSON

MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Walter J. Brown
 Business Address Hickory Hill
 Owner Walter J. Brown

W W G S

TIFTON—EST. 1947

MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Tifton Bcstg. Corp.
 Business-Studio Address 800 S. Main St.
 Phone Number 921
 Transmitter Location 800 S. Main St.
 Air Time 6 a.m.-10:30 p.m.
 News Service UP
 Transcription Service Standard
 Representative Homer Griffith
 Membership NAB

President.....Walter A. Graham
 General-Commercial
 Manager.....William Wern Shepherd
 Vice President.....James E. Graham
 Sales Promotion Manager, Publicity
 Director.....Patty Carpenter
 Program Director, Production Mgr....Herb Scott
 Chief Announcer.....Bert Stevens
 Musical Director.....Gene Graham
 Chief Engineer.....W. C. Roberts
 Farm Editor.....Tom Hanssen

Address.....Vidalia, Ga.
 Phone Number.....327
 Transmitter Location....N.S. U.S. Route 280,
 3/4 mile W. Vidalia
 Air Time.....6:30 a.m.-11:05 p.m.
 News Service.....UP
 Transcription Service.....World
 Membership.....NAB
 President.....M. F. Brice
 Program Director.....Bill Harbeson
 General Manager.....R. W. Sockwell
 Commercial Manager.....Bob Moran
 Chief Engineer.....W. G. Jones

WRLC
TOCCOA—EST. 1941

MBS—GEORGIA SPORTS NETWORK—KBS
 Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....R. G. LeTourneau
 Business-Studio Address...Prather Bridge Rd.
 Phone Number...Toccoa 544, LeTourneau 1751
 Transmitter Location.....Prather Bridge Rd.
 Air Time.....7 a.m.-11:15 p.m.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Thomas F. Clark
 Membership.....NAB, BMB
 Owner.....R. G. LeTourneau
 General Manager.....Virgle E. Craig
 Commercial Manager.....Sam A. Gaines
 Sales Promotion Manager...Roy E. Gaines
 Program Director, Musical
 Director.....Carroll S. Lee
 Chief Announcer.....George Rountree
 Chief Engineer.....Carl Meeks

WAYX
WAYCROSS—EST. 1936
 MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Jack Williams
 Business-Studio Address...1600 Carswell Ave.
 Phone Number.....9-6-5
 Transmitter Location.....Route 4
 Air Time.....7 a.m.-12 M.
 News Service.....UP
 Transcription Service.....World, Cole
 Representative.....Hal Holman
 Membership.....NAB, BMB
 Owner.....Jack Williams
 General-Station-Commercial
 Manager.....John J. Tobola
 Sales Promotion Manager, Chief
 Announcer.....Raymond Williamson
 Program Director.....Miss Gwen Crosby
 Production Manager.....Clyde C. Davis
 Publicity Director.....Miss Dorothy Smith
 Chief Engineer.....John E. Legare
 Farm Editor.....C. L. Blalock

WGOV
VALDOSTA—EST. 1940
 MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....E. D. Rivers
 Business Address.....Valdosta, Georgia
 Phone Numbers.....1420-1
 Studio Address Trans. Location...Park Ave.
 Air Time.....18 Hrs. daily
 News Service.....UP
 Transcription Service.....World, M. M. Cole
 Representative.....Hal Holman
 Membership.....NAB
 President-Owner.....E. D. Rivers
 Station Manager.....John R. Barlett
 Program Director.....Walter E. Barden
 Chief Engineer.....Don Ellis

WRLD
WEST POINT—EST. 1944
 ABC—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Valley Bcstg. Co.
 Business Address.....Box 191
 Phone Number.....437
 Studio Address....West Point, Ga., Lanett, Ala.
 Transmitter Location.....Lanett, Ala.
 Air Time.....6 a.m.-12 p.m.;
 7 a.m.-11:15 p.m. Sun.
 News Service.....AP
 Transcription Service.....World, Keystone
 Membership.....NAB, BMB
 President-Gen. Mgr.....L. J. Duncan
 Station-Comm.-Sales Prom. Mgr....Perry Elliott
 Program Director.....Eileen Love
 Production Manager.....Dorothy Forrester
 Chief Announcer.....Walter Spiro
 Chief Engineer.....Alfred Hammock

WRQN
VIDALIA—EST. 1946
 MBS—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Vidalia Bcstg. Co.

IDAHO

Estimated Population 488,000—% Increase —7.0—Radio Homes 121,867
Farms with Radios 36,660—Stations in State 20

K D S H

BOISE—EST. 1947

CBS

Frequency: 950 Kc. Power: 1000 Watts
Owned-Operated By Boise Valley Bcstrs, Inc.
Business-Studio Address Radio Center Bldg.,
311 N. 10th St.
Phone Number Boise 6820 or 6821
Transmitter Location R. No. 2, Meridian, Idaho
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Associated
Representative Free & Peters
Membership NAB, BMB
President Saul Haas
General Manager & Vice
President Westerman Whillock
Associate Manager, Treasurer, Sales
Mgr., Promotion Manager, Program
Director Earl Glade, Jr.
Publicity Director Shirley Silvers
Chief Announcer Frank Watkins
Musical Director George Ganz, Jr.
Chief Engineer James A. Johntz, Jr.

K G E M

BOISE—EST. 1946

ABC—ROCKY MT. BCSTG. SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Idaho Bcstg. & Television
Co.
Business-Studio Address Owyhee Hotel
Phone Number 533
Transmitter Location 4th & Roosevelt
Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service AP
Transcription Service Capitol
Representative The Katz Agency
Membership NAB
President, Gen. Mgr. Fentress H. Kuhn
Station-Commercial Mgr. Kenyon R. Bennett
Sales Promotion Mgr. Bert L. Johnson
Program Director Newell R. Tripp
Production Manager, Publicity
Director Harry Waterstone
Chief Announcer Bruce Vanderhoof
Musical Director Donald C. Bishop
Chief Engineer Richard W. Egelston
Farm Editor Earl Darr

K I D O

BOISE—EST. 1928

NBC—IDAHO-UTAH NETWORK

Frequency: 1380 Kc. Power: 2500 Watts d.;
1000 Watts n.

Owned-Operated By KIDO, Inc.
Business-Studio Address Hotel Boise
Phone Number 660
Transmitter Location 4 mi. N.W. of City
Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service AP, UP
Transcription Service Standard, World
Representative John Blair
Membership NAB, BMB
President Georgia Davidson
General-Station Manager Walter E. Wagstaff
Commercial Manager Boyd Braithwaite
Sales Promotion Manager, Publicity
Director Peter Brooks
Program Director Hub Warner
Production Manager Wilder Wylie
Chief Announcer Vern Moore
Musical Librarian Joe Maggio
Chief Engineer Harold Toedtemeyer
Farm Editor Rulon Bradley

K B I O

BURLEY—EST. 1946

ABC—ROCKY MOUNTAIN—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Jessica L. Longston
Business-Studio Address Box 461
Phone Number 10
Transmitter Location 1¼ mi. W. of Burley on
highway 30
Air Time 6:30 a.m.-11 p.m.; 8 a.m.-10 p.m.,
Sun.
News Service UP
Transcription Service Standard
Membership NAB
President-Owner Jessica L. Longston
General Manager James L. Hamstreet
Commercial Manager Rudy Rankin
Sales Promotion Manager Frank K. Clark
Program Director Jean MacLean
Chief Engineer Gerald Ekker

K C I D

CALDWELL—EST. 1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Caldwell Bcstg. Co.
Business Address 819 Main St.
Phone Number 1540
News Service UP
Transcription Service World
President J. T. La Fond
V.P.-Gen. Mgr.-Comm. Mgr. H. R. McCosh
Program Director Helen McCosh
Chief Engineer Don Bower

KVNI

COEUR d'ALENE—EST. 1946

MBS—DON LEE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: The Coeur d'Alene
Bcstg. Co.

Business-Studio Address: Blackwell Island
Phone Number: 1250

Transmitter Location: Blackwell Island
Air Time: 7 a.m.-11 p.m.; 8 a.m.-11 p.m., Sun.

News Service: UP

Transcription Service: Lang-Worth

Representative: Gilman, Nichol & Ruthman

Membership: NAB

President: Burl C. Hagadone

Station-Commercial-Sales Promotion

Manager: C. E. Rodell

Program Director, Production Manager,

Publicity Director: Bernard V. Merriman

Chief Announcer: Johnnie Maxson

Musical Director, Farm

Editor: Howard Carpenter

Chief Engineer: Howard Oleson

KID

IDAHO FALLS—EST. 1927

MBS—INTERMOUNTAIN—KBS

Frequency: 1350 Kc. 5000 Watts d.; 500 W. n.
Owned-Operated By: Idaho Radio Corp.

Business-Studio Address: Hotel Bonneville
Phone Number: 4

Transmitter Location: Ammon Highway

Air Time: 18 hrs. daily; 15 hrs. Sun.

News Service: UP

Transcription Service: World

Representative: Avery Knodel

Membership: NAB

President, General-Station Mgr.: Cecil E. Hart

Commercial Manager: Leonard Wasden

Sales Promotion Manager, Publicity Director,

Farm Editor: Roy L. Southwick

Program Director, Production

Manager: James H. Lawrence

Chief Announcer: Robert Fleming

Musical Director: James Denton

Chief Engineer: C. N. Layne

KIFI

IDAHO FALLS—EST. 1947

ABC—GEM STATE-ROCKY MT.

BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Eastern Idaho Bcstg. &
Television Co.

Business-Studio Address: 339 Broadway
Phone Number: 1054-5

Transmitter Location: Yellowstone Highway

Air Time: Unlimited

News Service: AP

Transcription Service: Thesaurus

Pres.-Gen. Mgr.: J. M. Brady

Station Manager, Farm Editor: Chas. Crabtree

Commercial-Sales Promotion

Manager: Dan W. Kelly

Program Director, Production

Manager: Keith Clarke

Publicity Director: Jerry Browne

Chief Announcer: Lloyd Meecham

Chief Engineer: Blaire Nelson

KYNG (CP)

IDAHO FALLS

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By: Idaho Falls Bcstg. Co.

Business Address: 295 13th St.

KRLC

LEWISTON—EST. 1935

MBS—DON LEE

Frequency: 1350 Kc. Power: 1000 Watts

Owned-Operated By: H. E. Studebaker

Business-Studio Address: Lewis-Clark Hotel

Phone Number: 1950

Transmitter Location: Lewiston Orchards

Air Time: 6:30 a.m.-11 p.m.

News Service: UP

Transcription Service: Lang-Worth

Representative: Gilman, Nichol & Ruthman

Membership: NAB, BMB

President-Owner: H. E. Studebaker

General-Station Manager: Donald Thomas

Commercial Manager: Robert Taylor

Program Director: Virginia Taylor

Production Manager: William Watts

Chief Announcer: Ed Triplett

Chief Engineer: Gene Wilson

KRPL

MOSCOW—EST. 1947

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: Interstate Radio, Inc.

Business Address: P. O. Box 207

Phone Number: 2283

Transmitter-Studio Location: Route 3

Air Time: 5 a.m.-12 M.; 9 a.m.-9:30 p.m., Sun.

News Service: AP

Transcription Service: World, Cole

Representative: W. S. Grant Co.

Membership: NAB, BMB

President: Ted R. Farrier

General-Station Manager, Program Director,

Production Manager, Publicity

Director: Bert McAllister

Commercial-Sales Promotion

Manager: Jack H. Goetz

Chief Engineer: Herbert D. Young

KFXD

NAMPA-BOISE—EST. 1922

MBS—INTERMOUNTAIN NETWORK

Frequency: 580 Kc. Power: 1000 Watts
 Owned-Operated By . . . Frank E. Hurt & Son
 Business Address: Main Office: 1024 12th Ave.
 So., Nampa, Idaho
 Phone Number Nampa 1200; Boise 750
 Studio Addresses: Nampa—1024 12th Ave. So.;
 Boise: 809 Main St.
 Transmitter Location: Midway between Nampa
 and Boise, Idaho.

Air Time 6 a.m.-11 p.m.
 News Service AP, UP
 Transcription Service: Thesaurus, SESAC, Lang-
 Worth.

Representative Avery - Knodel
 Membership NAB
 President-Owner, General
 Manager Frank E. Hurt
 Station-Commercial Manager Doyle Cain
 Program Director, Production
 Manager Shirl Black
 Musical Director Donna Luker
 Chief Engineer Edward P. Hurt

KEIO

POCATELLO—EST. 1946

**ABC—ROCKY MT. BROADCASTING CO.—
 GEM STATE NETWORK**

Frequency: CP 1440 Kc. Power: CP 1000 Watts
 Owned-Operated By: Eastern Idaho Broadcast-
 ing & Television Co.

Business-Studio Address Hotel Bannock
 Phone Number 3400

Transmitter Location Pole Line Rd.
 Air Time 7 a.m.-12 M.
 News Service AP

Transcription Service Thesaurus
 Representative The Katz Agency
 Membership NAB

President James M. Brady
 General-Station Manager John R. Taylor
 Commercial-Sales Promotion

Manager James H. Schoonover
 Program Director, Production
 Manager Don Reber
 Chief Engineer Randell Sorenson

KEYY

POCATELLO—EST. 1946

MBS—INTERMOUNTAIN NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Radio & Television Bcstg
 Co. of Idaho

Business-Studio Address: Yellowstone Highway
 Phone Number 1240

Transmitter Location: Yellowstone Highway
 Air Time 6:40 a.m.-11:15 p.m.
 News Service AP

Transcription Service World
 Representative Avery-Knodel
 Membership NAB
 President, General-Station
 Manager Calvin L. Hale
 Commercial-Sales Promotion
 Manager, Publicity Director: Zendell M. Hale
 Program Director Tina A. Whitaker
 Production Manager William M. Rieske
 Chief Announcer, Musical
 Director Dean Buchanan
 Chief Engineer Julian Dennis
 Farm Editor Drew Dunn

KSEI

POCATELLO—EST. 1926

NBC—UTAH-IDAHO

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By Radio Service Corp.
 Business-Studio Address: Yellowstone Highway

Phone Number 960
 Transmitter Location Six mi. N. Pocatello
 Air Time 6a.m.-12 M.; 7 a.m.-12 M., Sun.

News Service UP
 Transcription Service: Standard, Lang-Worth,
 Cole.

Representative The Walker Co.
 Membership NAB, BMB
 President O. P. Soule

General-Commercial
 Manager Harry H. Fletcher
 Sales Promotion Manager, Publicity

Director Olive M. Leeney
 Program Director Ruthe A. Fletcher
 Chief Engineer Ellis W. Call

KLIX

TWIN FALLS—EST. 1946

ABC—ROCKY MOUNTAIN BCSTG.

SYSTEM—GEM STATE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned By: Southern Idaho Bcstg. & Tele'n Co.
 Operated By Frank C. McIntyre

Business-Studio Address Elizabeth Blvd.
 Phone Number 2484

Transmitter Location Elizabeth Blvd.
 Air Time: 5:55 a.m.-12:05 a.m.; 7 a.m.-12 M., Sun.
 News Service AP

Transcription Service Thesaurus
 Representative The Katz Agency
 Membership NAB

General-Station Manager Frank C. McIntyre
 Sales Manager: (National) Frank C. McIntyre;
 (Local) Juneau H. Shinn.

Sales Promotion Manager, Farm
 Editor, Administrative Assistant . . . Ian Elliot
 Production Manager Charles Neeley
 Chief Announcer Joe Gibney
 Musical Director Earl Sterling
 Chief Engineer Lloyd James

K T F I
TWIN FALLS—EST. 1928
 NBC—UTAH-IDAHO

Frequency 1270 Kc.
 Power 5000 Watts D.; 1000 Watts N.
 Owned-Operated By Radio Bcstg. Corp.
 Business-Studio Address 241 Main Ave. W.
 Phone Number 2400
 Transmitter Location Highway 30
 Air Time 6 a. m.-12 M.
 News Service UP
 Transcription Service Standard, Langworth
 Representative Weed & Co.; John Keating
 Membership NAB, BMB
 President O. P. Soule
 General-Station Manager F. M. Gardner
 Commercial Manager, Sales Promotion
 Manager K. W. Montgomery
 Program-Publicity Director Lenore Parker
 Production Manager, Chief
 Announcer John Edington
 Musical Director Anne Streifus
 Chief Engineer George Malone
 Farm Editor Jack Farrar

K V M V
TWIN FALLS—EST. 1946
 MBS—INTERMOUNTAIN

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Radio Sales Corp.
 Business-Studio Address: 126½ Shoshone St., E.
 Phone Numbers 2002-3
 Transmitter Location Blue Lakes Blvd.
 Air Time 6 a.m.-11:15 p.m.
 News Service UP
 Transcription Service World, Associated

Representative Avery-Knodel
 Membership NAB
 Sec.-Treas., Chief Engineer F. Ver Cox
 General-Commercial Manager,
 Publicity Director John W. Thomas
 Program Director Gary Thomas
 Production Manager William Stewart Daniels
 Chief Announcer John Barlow, Jr.

K W A L
WALLACE—EST. 1939
 MBS-KBS

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Operated By Silver Bcstg. Co.
 Business-Studio Address Tabor Bldg.
 Phone Numbers 330; 201
 Transmitter Location Osburn, Idaho
 Air Time 7 a.m.-12:00 M.
 Transcription Service World, SESAC
 Membership BMB
 President Dr. J. R. Binyon
 General Manager Robert G. Binyon
 Station Manager, Chief
 Announcer W. Mondell Spencer
 Commercial Manager Evan Lytle
 Sales Promotion Manager Hobert Daugherty
 Program-Publicity Director Betty Spencer
 Musical Director Turner Dreher
 Chief Engineer John Backman
 Farm Editor Chas. Preston

K W E I
WEISER—EST. 1947
 KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Inland Bcst. Co.
 Business Address 455 W. Liberty St.

For the best in news quality . . .

AP

Membership!

"We're One of the Family in Midwest America!"

A few of the thousands of "local" news stories that show how WLS is "One of the Family in Midwest America." It is our intimate interest in these folks and thousands like them—in their events—in the service and entertainment we give them—that have made us "One of the Family"—have made them such loyal listeners to WLS... and upon loyal listeners depend advertising results.

JERSEYVILLE, ILL.—DEMOCRAT-NEWS
Friday, August 22, 1947

Former Resident Interviewed On WLS

Miss Erma Cottingham, a resident of Jerseyville, Jersey County, Ill., until she moved to Carbon-hell last Monday on the WLS "Dinner-hell" program, broadcast last week direct from the state fair at Spring-

NECEDAH, WIS.—REPUBLICAN
Thursday, August 28, 1947

RUSSELL ROBINSON, MAUSTON ON THE WLS DINNERBELL PROGRAM AT STATE FAIR

The 4-H and FFA members participated in a big way at the state fair again this year. Among Wisconsin's America who were there, was Russell Robinson of Mauston, Juneau county, who spoke on the WLS Dinnerbell program last Monday, in an interview by Russell Park, assistant farm program director of Prairie Farmer WLS.

MOWEAGUA, ILL.—NEWS
Wednesday, October 1, 1947

Mr. and Mrs. Frank Scribner and Mr. and Mrs. Ira Hanley returned Saturday from a very pleasant vacation trip through the Eastern States and Canada. Points of interest visited were Sagara Falls, The Grand Canyon of Penna. A tour of the Ford Plant in Detroit, Mich. and the WLS National Barn dance in Chicago.

MONTICELLO, IND.—HERALD JOURNAL
Wednesday, October 8, 1947

ENJOY TRIP TO CHICAGO

Mr. and Mrs. Russell Sigman of Monticello, and Mr. and Mrs. Walter Whitman and daughter Loretta of Idaville spent Saturday and Sunday evening in Chicago the guests of Mr. and Mrs. Ted Koepke. The afternoon was spent in sightseeing and then they all attended the WLS Barn Dance program in the evening.

NILES, MICH.—STAR
Friday, October 3, 1947

LETTER IS READ

A letter submitted to radio station WLS by Donald Hoover, of Mrs. Pauline Klupenstein's junior high school 8-B English class was read at a broadcast yesterday. Pupils at the class submitted letters on "How I Spent My Vacation."

PRINCETON, ILL.—REPUBLICAN
Thursday, October 9, 1947

GERDES WILL TALK ON STATION WLS

Reinhard Gerdes, route 1, Princeton, will tell how he found success under America's free enterprise system when he speaks at 8:30 a. m. Thursday over radio station WLS on the "Let's Go Visiting" program. The story to be told over the airwaves when Gerdes was in Germany and decided that America was the place to find his freedom and best living. He will tell how he came here 19 years ago, rented a farm and boast farm. Gerdes now has one of his own Brown Swiss dairy cattle, including one cow which may establish a world's record in butterfat production. In another two months, if the cow calves she will be awarded an official butterfat record certificate.

BROOKFIELD, ILL.—ENTERPRISE
Thursday, October 2, 1947

WLS RADIO BROADCAST TO HIGHLIGHT OBSERVANCE OF FIRE PREVENTION WEEK

Highlighting a program of instructive information for the observance of Fire Prevention Week in Brookfield will be a fifteen minute broadcast from The Gross School on Thursday, Oct. 9. The broadcast will begin at 1:15 p.m. and will be carried over the nation by radio station WLS.

CASEY, ILL.—REPORTER
Wednesday, August 13, 1947

Attending State Fair

Bill and Ina Malcom of Casey, attended the Illinois State Fair last weekend and were guests in the Prairie Farmer WLS tent.



A Clear Channel Station ABC AFFILIATE

MANAGEMENT AFFILIATED WITH

The Arizona Network

ALL STATIONS AFFILIATED WITH CBS

KSUN

Bisbee-Lowell-Douglas
Carl Morris, Mgr.
1230 Kilocycles
250 Watts

PHOENIX
JL JOHNSON
MANAGER
KOY
550
KILOCYCLES

KTUC
TUCSON

Lee Little, Mgr.
1400 Kilocycles
250 Watts

Both WLS and the Arizona Network are represented by John Blair & Company

ILLINOIS

Estimated Population 8,221,000—% Increase 4.1—Radio Homes 2,185,416
Farms with Radios 175,778—Stations in State 62

W O K Z (CP)

ALTON

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Operated By: Illinois Alton Bcstg. Co.
Partners: R. C. Goshorn, R. L. Rose

W M R O

AURORA—EST. 1938

KBS

Frequency: 1280 Kc. Power: 250 Watts d.
Owned-Operated By: Martin R. O'Brien
Business-Studio Address: Aurora, Ill.
Phone Number: 4215
Transmitter Location: Aurora, Ill.
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Keystone, Standard
Owner, General-Station

Manager: Martin R. O'Brien
Commercial Manager: Vincent G. Coffey
Program Director: Jeanne M. Doran
Chief Announcer: Art Hellyer
Musical Director: LaVerna Umland
Chief Engineer: Ray Kitner
Farm Editor: W. P. Miller

W I B V

BELLEVILLE—EST. 1947

Frequency: 1060 Kc. Power: 250 Watts d.
Owned-Operated By: Belleville Bcstg. Co.
Business-Studio Address: 2100 W. Main St.
Phone Number: 5000
Transmitter Location: Between E. St. Louis &
Belleville, Ill.

Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Standard
Representative: Hal Holman
Membership: BMB
General-Station Manager: Paul Wnorowski
Commercial-Sales Promotion

Manager: Marshall True
Program Director: Joyce Pond Hatch
Production Manager, Chief

Announcer: Downey Hewey
Publicity Director: Jerry Kessler
Musical Director: H. B. Swift
Chief Engineer: John Schultz
Farm Editor: H. H. Swift

W J B C

BLOOMINGTON—EST. 1924

ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Bloomington Bcstg. Corp.

Business-Studio Address: 209 E. Washington St.
Phone Number: 5281
Transmitter Location: N. City Limits, Normal, Ill.
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Lang-Worth
Membership: NAB, BMB
President: Loring C. Merwin
General Manager: Hale Bondurant
Sales or Commercial Manager: J. I. Hannie
Sales Promotion Manager: Eldred Uhler
Program-Musical Director: J. J. Glass
Production Manager: "Spec" Jontry
Publicity Director: Helen Rediger
Chief Announcers: "Spec" Jontry; Bob Edell
Chief Engineer: Fred L. Bailey
Farm Editor: Clark Jontry

W K R O

CAIRO—EST. 1942

MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Oscar C. Hirsch
Business Address: 324 B'way,
Cape Girardeau, Mo.
Phone Number: 1490
Transmitter Location: Cairo
Air Time: 6:00 a.m.-10 p.m.;
8 a.m.-9 p.m. Sun.

News Service: UP
Representative: John E. Pearson Co.
Membership: NAB, BMB
Pres.-Chief Engr.: Oscar C. Hirsch
Gen.-Comm. Manager: Merrill C. Currier
Program Director: Bernice Currier

W B Y S

CANTON—EST. 1947

Frequency: 1560 Kc. Power: 250 Watts d.
Owned-Operated By: Fulton County Bcstg. Co.
Business-Studio

Address: E. Linn Limits, P.O. Box 554
Phone Number: 1877
Transmitter Location: E. Linn Limits
Air Time: Local sunrise to local sunset
News Service: AP
Transcription Service: Lang-Worth
Membership: NAB
President: Harold R. Winsor
General-Station-Commercial

Manager: Cletus H. Quick
Sales Promotion Manager: Robert E. McElroy
Program-Publicity Director, Chief

Announcer: Robert Boone
Production Manager: Eugene C. Springer
Musical Director: Bette Rigney
Chief Engineer: John Stockberger
Farm Editor: John G. Wolfe

EXTRA

RESEARCH IN EASY WIN OVER GUESSWORK

Anytime—anyplace—Research beats guesswork every time the two compete. Because of that fact, there is an ever-increasing number of radio advertisers today who base their decisions on the solid support of research.

WGN, in an effort to help advertisers and agencies choose times and programs which can do the best possible job, offers *more* radio research material than any other Chicago station. In subscribing to all Hooper reports in both Chicago and Milwaukee, as well as to the Chicago area Nielsen Radio Index, and the Broadcast Measurement Bureau, we offer the continuing guidance of radio research throughout the year to our clients.

We believe that this service, together with our unequalled coverage, preferred dial position, and top Middlewestern acceptance, puts WGN in a position to do a better advertising job for *you* in Chicago.

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

MBS

WGN

**Chicago 11
Illinois
50,000 Watts
720
OnYourDial**



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13
710 Lewis Bldg., 333 SW Oak St., Portland 4

WCIL

CARBONDALE—EST. 1946

Frequency: 1020 Kc. . . . Power: 1000 Watts d.
 Owned-Operated By . . . Southern Illinois Bcstg.
 Business-Studio Address . . . 219 W. Main St.
 Phone Numbers 167, 765
 Transmitter Location: 2 mi. W. of Carbondale,
 Ill.

Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service World
 Representative Taylor-Howe-Snowden
 Membership NAB, BMB
 Patners: Paul F. McRoy, John H. Sering, Ann
 E. Sering.

General Manager Paul F. McRoy
 Commercial Manager Walter C. Schafer
 Program Director Don Boudrean
 Chief Engineer Marion Sawyer

WCAZ

CARTHAGE—EST. 1922

Mississippi Valley Network

Frequency: 990 Kc. . . . Power: 1000 w. d. only
 Owned-Operated By . . . Superior Bcstg Serv., Inc.
 Business Address . . . Marine Trust Co. Bldg.
 Phone Number 520
 Studio Address Carthage; Macomb, Ill.
 Transmitter Location RFD, Carthage, Ill.
 Air Time Daytime
 Transcription Service Capitol
 News Service UP
 Membership BMB
 President-Chief Engineer Bob Compton
 General-Commercial Manager John Palmer
 Program Director Antoinette C. Palmer

WCNT

CENTRALIA—EST. 1946

Frequency: 1210 Kc. . . . Power: 1000 Watts d.
 Owned-Operated By Hobart Stephenson
 Business Address Centralia, Illinois
 Phone Number 234
 Studio, Transmitter Location: Centralia, Ill.,
 Highway #51 North.

Air Time Daytime—sunrise to sunset
 News Service UP
 Transcription Service Thesaurus, Langworth
 Station Representative Sears & Ayers
 Membership NAB, BMB
 Owner-Manager Hobart Stephenson
 Program Director Anne Collins
 Chief Engineer Hobart G. Stephenson, Jr.

WDWS

CHAMPAIGN-URBANA—EST. 1936

CBS-KBS

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By The News-Gazette, Inc.
 Business-Studio Address 48 Main St.
 Transmitter Location S. of Champaign
 Air Time 16 hrs. daily
 News Service UP
 Transcription Service World
 Representative Radio Adv. Co.
 Membership NAB
 President Mrs. D. W. Stevick
 Director Frank R. Mills

WAAF

CHICAGO—EST. 1922

Frequency: 950 Kc. . . . Power: 1000 Watts d.
 Owned-Operated By: Drovers Journal Publish-
 ing Co.

Business Address 836 Exchange Ave.
 Phone Numbers: Yards 0080; (Studio) Ran-
 dolph 1932

Studio Address: Palmer House, State & Monroe.
 Transmitter Location: Exchange Bldg, Union
 Stock Yards.

Air Time 6 a. m to local sundown
 News Service UP
 Transcription Service Standard
 Representative George P. Hollingbery
 Membership NAB
 President Ward A. Neff
 General Manager Wm. E. Hutchinson
 Sales-Commercial Manager: Bradley R. Eidman
 Sales-Promotion Manager, Publicity

Director Ben V. Kirk
 Program Director, Production

Manager Cynthia Coyle
 Chief Engineer Carl W. Ulrich

WAIT

CHICAGO—EST. 1923

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Operated By: Radio Station WAIT
 Business-Studio Address: 360 N. Michigan Ave.
 Phone Number Franklin 0660
 Transmitter Location Elmhurst, Ill.
 Air Time Local sunrise to local sunset
 News Service UP
 Transcription Service Associated, SESAC,
 Lang-Worth, MacGregor

Representative Taylor-Howe-Snowden
 President Gene T. Dyer
 General-Commercial Manager S. M. Aston
 Program Director Lorraine Dwyer
 Chief Engineer Edward Jacker

WBBM

CHICAGO—EST. 1923

CBS

Frequency: 780 Kc. Power: 50,000 Watts
 Owned-Operated By: The Columbia Bcstg. Sys-
 tem, Inc.
 Business-Studio Address: 410 N. Michigan Ave.

Phone Number..... Whitehall 6000
 Transmitter Location..... Itasca, Ill.
 Air Time..... 5 a.m.-1:30 a.m.
 News Service..... AP, INS, UP
 Transcription Service: AMP, World, Lang-Worth
 Representative..... Radio Sales
 Membership..... NAB, BMB
 General Manager..... H. Leslie Atlass
 Station Manager..... Frank Falknor
 Commercial Manager..... Erwin Shomo
 Sales Promotion Manager..... Arthur Duram
 Program Director..... Valentine Sherman
 Production Manager..... Jack Sexton
 Publicity Director..... Don Kelley
 Chief Announcer..... Bill Duane
 Musical Director..... Caesar Petrillo
 Chief Engineer..... George Sherman
 Farm Editor..... Harry Campbell

W C B D

CHICAGO—EST. 1947

Frequency: 820 Kc..... Power: 5000 Watts
 Owned-Operated By..... Christian Catholic
 Church
 Business Address.. Administration Bldg., Zion,
 Ill.
 Air Time..... Limited
 General Overseer..... Michael J. Mintern

W C F L

CHICAGO—EST. 1928

ABC

Frequency: 1000 Kc..... Power: 10,000 Watts
 Owned-Operated By: Chicago Federation of
 Labor.
 Business-Studio Address: 666 Lake Shore Dr.
 Phone Number..... Superior 5300
 Transmitter Location..... Downers Grove, Ill.
 Air Time..... 6 a.m.-12 M.; 7:15 a.m.-12 M., Sun.
 News Service..... UP
 Transcription Service..... Associated
 Representative..... The Katz Agency
 General Manager..... Maurice Lynch
 Station Manager, Program
 Director..... Howard Keegan
 Commercial-Sales Promotion
 Manager..... Melvin Wolens
 Production Manager..... Jack Odell
 Publicity Director, Chief
 Announcer..... Frank McGivern
 Musical Director..... Jack Kelly
 Chief Engineer..... Charles Willet

W C R W

CHICAGO—EST. 1926

Frequency: 1240 Kc..... Power: 100 Watts d.
 Owned-Operated By..... Clinton R. White
 Business-Studio Address: 2756 Pine Grove Ave.
 Phone Number..... EASTgate 6860
 Transmitter Location... 2756 Pine Grove Ave.

Air Time..... Share time
 Transcription Service..... C. P. MacGregor
 Owner, Chief Engineer..... Clinton R. White
 General Manager..... J. A. White

W E D C

CHICAGO—EST. 1926

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Emil Denmark, Inc.
 Business-Studio Address.. 3860 W. Ogden Ave.
 Phone Number..... Crawford 4100
 Transmitter Location..... 3860 W. Ogden Ave.
 Air Time: 8:30 a.m.-10 a.m.; 3:30 p.m.-5 p.m.;
 7 p.m.-10 p.m.; 10 p.m.-11 p.m.; 12 M.-6 a.m. d.
 News Service..... UP
 Owner..... Emil Denmark
 General-Station-Commercial-Sales
 Promotion Manager..... Frank J. Kotnour
 Program Director, Production Mana-
 ger, Publicity Director, Chief
 Announcer..... Bill Mack
 Musical Director..... William P. Brady
 Chief Engineer..... Chester Lewicki

W E N R

CHICAGO—EST. 1923

ABC

Frequency: 890 Kc..... Power: 50,000 Watts
 Owned-Operated By..... American Bcstg. Co.
 Address..... 20 No. Wacker Dr.
 Phone Number..... Delaware 1900
 Studio Address..... Merchandise Mart,
 222 W. N. Bank Dr.
 Transmitter Location..... Tinley Park, Ill.
 Air Time..... Unlimited
 News Service..... AP; INS; UP
 Transcription Service..... Standard
 Membership..... NAB, BMB
 Pres. (ABC)..... Mark Woods
 Vice-Pres. in charge of ABC Central
 Division..... E. R. Borroff
 Gen.-Comm. Manager..... Roy McLaughlin
 Promotion Manager..... Karl R. Sutphin
 Program Director..... Harold Stokes
 Chief Engineer..... E. C. Horstman

W G E S

CHICAGO—EST. 1924

Frequency: 1390 Kc..... Power: 5000 Watts
 Owned-Operated By..... Radio Station WGES
 Business-Studio Address... 2708 Washington
 Blvd.
 Phone Number..... Sacramento 1700
 Transmitter Location..... 86th & Kedzie
 Air Time..... 7 a.m.-12 M.
 News Service..... AP
 Transcription Service..... Associated
 General Manager..... John A. Dyer
 Commercial Manager..... E. M. Hinzman
 Program Director..... Herbert Rudolph

WGN

CHICAGO—EST. 1924

MBS

Frequency: 720 Kc. Power: 50,000 Watts
 Owned-Operated By: WGN, Inc.
 Business-Studio Address: 441 N. Michigan Ave.
 Phone Number: Superior 0100
 Transmitter Location: Roselle, Ill.
 Air Time: 19½ hrs. daily
 News Service: AP, INS, UP, Reuters
 Transcription Service: Standard
 Representative: Keenan & Eickelberg
 Membership: BMB
 President: Col. Robert R. McCormick
 Manager: Frank P. Schreiber
 Asst. Manager: Paul C. Brines
 Commercial Manager: Wm. A. McGuineas
 Sales Promotion Manager: Wm. C. Meyers
 Program Supervisor: Buckingham Gunn
 Commercial Pgm. Dir.: Walter J. Preston
 Production Manager: Edmund F. Kahn
 Public Relations Director: Bruce W. Dennis
 Supervisor of Annrcs.: Raymond Taylor
 Musical Director: Henry Weber
 Director of Engineering: Carl J. Meyers
 Farm Editor: Harold Totten

(See Page 398)

WIND

CHICAGO—EST. 1927

MIDWEST BASEBALL NETWORK

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Operated By: Johnson Kennedy Radio Corp.
 Business-Studio Address: 400 N. Michigan Ave.
 Phone Number: Whitehall 2170
 Transmitter Location: Gary, Ind.
 Air Time: Full Time
 News Service: AP, UP
 Transcription Service: Standard
 Representative: John E. Pearson
 Membership: NAB
 President: Paul V. Harper
 General-Station Manager: Ralph L. Atlass
 Commercial Manager: John T. Carey
 Sales Promotion Manager: Alex V. Tellis
 Program Director: Howard A. Miller
 Chief Engineer: Kenneth C. Shirk

WJJD

CHICAGO—EST. 1932

Frequency: 1160 Kc. Power: 50,000 Watts
 Owned-Operated By: Field Enterprises, Inc.
 Business-Studio Address: 230 N. Michigan Ave.
 Phone Number: State 5466
 Transmitter Location: DesPlaines, Ill.
 Air Time: 4:00 a.m.—Salt Lake City sundown
 News Service: UP
 Transcription Service: Associated, Cole, Capitol
 Representative: Avery-Knodel

Membership: NAB, BMB
 President: Marshall Field
 General-Station Manager: Arthur F. Harre
 Commercial Manager: Fred G. Harm
 Sales Promotion, Publicity Director: Ed Short
 Program Director, Production Manager: Mark Russell
 Chief Announcer: Frank Sweeney
 Musical Director: Ken Nelson
 Chief Engineer: Walt Myers
 Farm Editor: Russ Salter

WLS

CHICAGO—EST. 1924

ABC

Frequency: 890 Kc. Power: 50,000 Watts
 Owned By: Prairie Farmer Publishing Co.
 Operated By: Agricultural Bcstg. Co.
 Business-Studio Address: 1230 W. Washington Blvd.
 Phone Number: Monroe 9700
 Transmitter Address: Tinley Park, Ill.
 Air Time: 14 hrs. daily, shares time with WENR
 News Service: AP, INS, Transradio, UP
 Transcription Service: Standard
 Representative: John Blair
 Membership: NAB, BMB
 President: Burrige D. Butler
 General Manager: Glenn Snyder
 Treasurer: George Cook
 Sales Manager: C. M. Freeman
 Commercial Manager: Harold Safford
 Sales Promotion Manager: Donald Finlayson
 Program Director: John Baker
 Production Manager: Al Boyd
 Publicity Director: Wilma Gwilliams
 Chief Announcer: Jack Holden
 Musical Director: O. Westley
 Chief Engineer: Tom Rowe
 Farm Editor: Arthur C. Page

(See Page 396)

WMAQ

CHICAGO—EST. 1922

NBC

Frequency: 670 Kc. Power: 50,000 Watts
 Owned-Operated By: National Bcstg. Co.
 Business-Studio Address: 222 W. North Bank Drive.
 Phone Number: Superior 8300
 Transmitter Location: Elmhurst, Ill.
 Air Time: Sun.—8 a.m.—1 a.m.; Mon.—5:30 a.m.—1 a.m.; Tues. thru Sat.—5:30 a.m.—2 a.m.
 News Service: AP, INS, UP
 Transcription Service: Thesaurus, Standard
 Representative: NBC National Spot Sales
 Membership: NAB, BMB
 President (NBC): Niles Trammell
 General-Station Manager: I. E. Showerman
 Commercial Manager: Oliver Morton
 Program Director: Jules Herbuveaux
 Production Manager: Arthur Jacobson

Publicity Director..... John F. Ryan
 Chief Announcer..... William Kephart
 Musical Director..... Joseph Gallicchio
 Chief Engineer..... Howard C. Luttgens
 Farm Editor..... Everett Mitchell

W M B I
 CHICAGO

Frequency: 1110 Kc..... Power: 5000 Watts
 Owned-Operated By..... The Moody Bible
 Institute of Chicago
 Business Address..... 153 Institute Pl.
 Phone Number..... Michigan 1570
 News Service..... UP
 Representative..... World
 President..... Dr. William Culbertson
 General Manager..... Robert L. Constable
 Program Director..... Robert Parsons
 Chief Engineer..... A. P. Frye

W S B C
 CHICAGO—EST. 1925

Frequency: 1240 Kc..... Power 250 Watts
 Owned-Operated By..... Radio Station WSBC
 Business-Studio Address: 2400 W. Madison St.
 Phone Number..... Monroe 9060
 Transmitter Location..... 2400 W. Madison St.
 Air Time: 6 a.m.-8:30 a.m.; 10 a.m.-11 a.m.; 2-
 3:30 p.m.; 8 p.m.-10 p.m.; 11 p.m.-12 M.
 News Service..... UP
 Transcription Service. SESAC, Cole, MacGregor,
 Associated.
 Representative..... Forjoe
 General-Station Manager, Program
 Director..... Robert O. Miller
 Commercial-Sales Promotion
 Manager..... Julius Miller
 Publicity-Musical Director..... Arnold B. Miller

W H F C
 CICERO—EST. 1926

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... WHFC, Inc.
 Address..... 6138 W. Cermok Rd.
 Transmitter Location..... 6138 W. Cermak Rd.
 Air Time..... 7:00 a.m.-12 M.
 News Service..... UP
 Transcription Service..... Lang-Worth, SESAC
 Membership..... NAB

W H O W
 CLINTON—EST. 1947

Frequency: 1520 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Cornbelt Bcstg. Co.
 Business Address..... 401½ S. Side Sq.
 Phone Number..... 305
 News Service..... UP
 Transcription Service..... Standard
 Representative..... Cooke
 President..... Keith Rhea

General Manager..... H. E. Rhea
 Program Director..... Fred Harrison
 Chief Engineer..... H. O. Trummel

W D A N
 DANVILLE—EST. 1938
 CBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By: Northwestern Publishing
 Co.
 Business-Studio Address: Hotel Wolford, 202
 N. Hazel St.
 Phone Number..... 1700-1
 Transmitter Location: Woodlawn & Washing-
 ton Sts.
 Air Time..... 6:45 a.m.-11 p.m.
 News Service..... UP
 Transcription Service..... World
 Representative..... J. P. McKinney
 Membership..... NAB, BMB
 General Manager..... E. C. Hewes
 Station-Commercial-Sales Promotion
 Manager..... Robert J. Burow
 Program Director..... Honore E. Ronan
 Chief Announcer..... Max Shaffer
 Chief Engineer..... T. G. Magin

W S O Y
 DECATUR—EST. 1924
 CBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By: Commodore Bcstg., Inc.
 Business-Studio Address: 351-357 N. Main St.
 Phone Number..... 5371
 Transmitter Location: 1891 N. Oakland Ave.
 Air Time..... 6 a.m.-12:05 a.m.
 News Service..... AP
 Transcription Service. Lang-Worth, Associated
 Representative..... Weed & Co.
 Membership..... NAB, BMB
 President..... F. W. Schaub
 General-Station Manager..... Merrill Lindsay
 Commercial-Sales Promotion
 Manager..... Chas. F. Bruce
 Program Director..... Bernard J. Johnson
 Publicity Director..... Jane Logan
 Chief Engineer..... Milburn H. Stuckwish

W L B K
 DE KALB—EST. 1947

Frequency: 1360 Kc..... Power: 500 Watts d.
 Owned-Operated By..... DeKalb Radio Studios
 Business Address..... 153½ N. Third St.
 Phone Number..... 2677
 News Service..... AP
 Transcription Service..... Thesaurus, Cole
 Owners..... Roland Wallem, T. A. Lanes
 Business Manager..... Roland Wallem
 Commercial Manager..... T. A. Lanes
 Program Director..... T. A. Lanes
 Chief Engineer..... Charles Green

WTMV

EAST ST. LOUIS—EST. 1935

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: On the Air, 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

Air Time: Full Time
 News Service: UP
 Transcription Service: World, Cole
 Representative: Weed
 Membership: NAB, BMB
 Owners: Clarence Leich, Henry B. Walker
 Gen.-Commercial Mgr.: Frank J. Prendergast
 Asst. Gen. Mgr.: Elmer Willrich
 Prom. Mgr.: Henry Hoffman
 Program Director: Paul M. Enright
 Chief Engineer: Erle E. White

WCRA

EFFINGHAM—EST. 1947

Frequency: 1090 Kc. Power: 250 Watts
 Owned-Operated By: Effingham Bcstg. Co., Inc.
 Business Address: Box 568
 Phone Number: 1090
 Studio Address: 112½ N. Banker St.
 Transmitter Location: SW of city
 Air Time: Daytime only

News Service: UP
 Transcription Service: Lang-Worth
 Representative: Hal Holman
 Membership: NAB, BMB
 President: Willard L. Thompson
 General-Station Manager: Willard L. Thompson
 Commercial Manager: Joseph E. McNaughton
 Program Director: Mabel L. Thompson
 Chief Announcer: Andy James
 Chief Engineer: Scott Franklin
 Farm Editor: Willard L. Thompson

WRMN (CP)

ELGIN

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: The Elgin Bcstg. Co.
 Partners: George A. Ralston, Jerry C. Miller

WNMP

EVANSTON—EST. 1947

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By: Evanston Bcstg. Co.
 Business-Studio Address: 2201 Oakton St.
 Phone Number: Greenleaf 1590
 Transmitter Location: 2201 Oakton St.
 Air Time: Daytime

News Service: INS
 Transcription Service: Standard
 Membership: NAB
 President: Fred S. Newton
 General-Station Manager: Angus D. Pfaff
 Program Director: Wayne Griffin
 Publicity Director: Jack Angeil
 Chief Engineer: Schnedorf

WFRL

FREEMONT—EST. 1947

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By: Freemont Bcstg. Co.
 Business-Studio Address: 9 N. Chicago Ave.
 Phone Number: State 436-437
 Transmitter Location: 1½ miles N.E. of Center of town.

Air Time: Local sunrise-local sunset.
 News Service: AP
 Transcription Service: World, Thesaurus
 Representative: Donald Cook
 Membership: NAB, BMB
 Owners: Vincent S. Barker & Gladys J. Barker
 General-Station Manager, Chief

Engineer: Dave Taylor
 Program Director, Production Manager, Chief Announcer: Bud Houghton
 Publicity Director: Dick Carroll
 Musical Director: Gladys Barker
 Farm Editor: Cyril Nelson

WGIL

GALESBURG—EST. 1938

MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Galesburg Bcstg. Co., Inc.
 Business Address: 312 Hill Arcade
 Phone Number: 4626
 Transmitter-Studio Location: Hill Arcade
 Air Time: 6 a.m.-12 M.; 6 a.m.-1 a.m., Sat.
 News Service: UP
 Transcription Service: Standard, SESAC
 Representative: Donald Cooke
 Membership: NAB, BMB
 President-Owner: Mrs. L. A. Pritchard
 General-Station-Sales Promotion

Manager: E. J. Huber
 Sales or Commercial Manager: Lee Kramer
 Program Director: Betty Harler
 Chief Announcer: Dwight B. Olson
 Chief Engineer: Lee Rector

WEBQ

HARRISBURG—EST. 1923

KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Harrisburg Bcstg. Co.
 Business-Studio Address: 100 E. Poplar St.
 Phone Number: Harrisburg 28
 Air Time: 6 a.m.-10 p.m.

News Service.....UP
 Membership.....NAB, BMB
 General-Station-Commercial
 Manager.....Inglis M. Taylor
 Sales Promotion-Production
 Manager.....Ken Hamilton
 Program Director.....Wanda R. Owen
 Publicity Director.....Eddie Wise
 Chief Engineer.....Joseph R. Tate
 Farm Editor.....Tom Land

W J P F

HERRIN—EST. 1940

MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Orville W. Lyerla
 Business Address.....P. O. Box 179
 Phone Numbers.....382-3
 Studio Address.....Herrin, Ill.
 Transmitter Location.....2.2 mi. N. of Herrin
 Air Time.....17 hrs., 15 min. daily
 News Service.....UP
 Transcription Service.....Standard, SESAC
 Representative.....John E. Pearson
 Membership.....NAB, BMB
 Owner.....Orville W. Lyerla
 General-Station Manager.....Chas. R. Cook
 Commercial Manager.....Fred Simmons
 Program Director.....Doug Hadley
 Publicity Director.....Fred Reinhardt
 Chief Engineer.....Gino Monaco

W L D S

JACKSONVILLE—EST. 1941

KBS

Frequency: 1180 Kc.....Power: 1000 Watts
 Owned-Operated By: Milton Edge & E. J. Kors-
 meyer.
 Business-Studio Address: Fox-Illinois Theater
 Bldg.
 Phone Number.....1180
 Transmitter Location: One and a half mi. E.
 of Jacksonville.
 Air Time.....Local sunup to local sundown
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Hal Holman
 Membership.....NAB, BMB
 General-Station-Commercial
 Manager.....E. J. Korsmeyer
 Production Manager.....T. J. Fairburn
 Musical Director.....Virginia Colwell
 Chief Engineer.....G. J. Cassens

W J O L

JOLIET—EST. 1926

KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Joliet Bcstg. Co.
 Operated By.....R. L. Bowles

Business-Studio Address.....601 Walnut St.
 Phone Number.....4761
 Transmitter Location.....601 Walnut St.
 Air Time.....7 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Joseph Hershey McGillvra
 Membership.....NAB, BMB
 Vice-President, General-Station Mana-
 ger, Program Director, Production
 Manager.....R. L. Bowles
 Commercial-Sales Promotion
 Manager.....J. B. Kirby
 Publicity Director.....Harry Spurrier
 Musical Director.....Joseph Lyons
 Chief Engineer.....Robert Schmidt
 Farm Editor.....Jack Swart

W K A N

KANKAKEE—EST. 1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
 Owned-Operated By: Kankakee Daily Journal
 Co.
 Business-Studio Address: 183 N. Schuyler Ave.
 Phone Number.....Main 6500
 Transmitter Location.....RR 1
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service.....World, Standard
 Membership.....NAB
 President.....Leslie C. Small
 Vice-President.....Burrell Small
 Station Manager.....Bruce Brown
 Commercial Manager.....Morris Mindel
 Program Director.....Wayne Center
 Chief Engineer.....Robert Harrell

W L P O

LA SALLE—EST. 1947

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Operated By La Salle County Bcstg. Co.
 Business Address.....Medical Arts Bldg.
 Phone Number.....3100
 News Service.....AP
 Transcription Service.....World, Lang-Worth
 Partners...F. F. McNaughton, Louis F. Leurig
 Gen. Commercial Mgr.....William Holm
 Promotion Mgr.....Joseph A. Terrando
 Program Director.....Don Grantham
 Chief Engineer.....J. Harold White

W K A I

MACOMB—EST. 1947

KBS

Frequency: 1510 Kc.....Power: 250 Watts
 Owned-Operated By...The Macomb Bcstg. Co.
 Business-Studio Address.....113 E. Carroll St.
 Phone Number.....1350
 Transmitter Location.....¼ mi. E. of Macomb
 Air Time.....Daytime

• • • ILLINOIS • • •

News ServiceUP
 Transcription Service.....Thesaurus, SESAC
 Membership NAB
 President.....James C. Bailey
 Act'g General Manager.....J. C. Bailey
 V. P.-Commercial Manager...Lyle B. Landis
 Program Director, Chief
 Announcer.....Eugene F. Spry
 Musical Director.....Anne Graham
 Chief Engineer.....Leo Wilson
 Farm Editor.....John McCaughey

WLBH

MATTOON—EST. 1946

Frequency: 1170 Kc.....Power: 250 Watts
 Owned-Operated By.....Mattoon Bcstg. Co.
 Business-Studio Address: 17th & Broadway Av.
 Phone Number.....3800
 Transmitter Location: ¼ Mi. N. of Matton on
 Highway 45.

Air Time.....Local sunrise to local sunset
 News Service.....AP
 Transcription Service.....Standard, SESAC
 MembershipNAB
 General-Station Manager.....J. R. Livesay
 Commercial Manager.....Rolland O. Looper
 Program Director.....Robert F. LaMere
 Musical Director.....Ken Jakle
 Chief Engineer.....Ray Livesay
 Farm Editor.....Roy Freeman

WQUA

MOLINE—EST. 1946

MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Moline Bcstg. Corp.
 Business-Studio Address.....1319 5th Ave.
 Phone Number.....7000
 Transmitter Location.....7th St. Ext.
 Air Time.....17½ hrs. daily

News Service.....AP
 Transcription Service.....World
 Representative.....Taylor-Howe-Snowden
 MembershipNAB
 President, General-Station-Sales
 Promotion Manager, Publicity
 Director.....Bruff W. Olin, Jr.
 Sales Commercial Manager,
 Vice-President.....Marvin L. Rosene
 Production Manager.....Don Stevens
 Chief Engineer.....Larry Lynch

WMIX

MT. VERNON—EST. 1946

Frequency: 940 Kc.....Power: 1000 Watts d.
 Owned-Operated By: Mt. Vernon Radio &
 Television Co.
 Business-Studio Address...121½ N. Ninth St.
 Phone Number3500
 Transmitter Location.....Salem Rd.

Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service.....World, Standard
 Representative.....John E. Pearson
 MembershipNAB
 President.....John Russell Mitchell
 General-Station-Sales Promotion
 Manager, Publicity
 Director.....Art Milward
 Commercial Manager.....Sam Virts
 Program Director, Production
 Manager.....William Miller
 Chief Announcer.....Dudley Townsend
 Musical Director.....Aline Benoist
 Chief Engineer.....Adrion Miller
 Farm Editor.....Ed Brooks

WVLN

OLNEY—EST. 1947

Frequency: 740 Kc.....Power: 250 Watts
 Owned-Operated By.....Olney Bcstg. Co.
 Business Address.....302 E. Main St.
 Phone Number.....935
 News Service.....AP
 Transcription Service.....Capitol, Keystone
 Representative.....Holman
 President-General Mgr.....Marshall A. Poole
 Commercial Mgr.....Harry A. Bauer
 Promotion Manager.....Sidney Faulkerson
 Program Director.....John Henkes, Jr.
 Chief Engineer.....Leander A. Smith

WSIV

PEKIN—EST. 1946

Frequency: 1140 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Pekin Bcstg. Co.
 Business-Studio Address.....Arcade Bldg.
 Phone Numbers.....1747, 1539
 Transmitter Location: Route 98, 4 mi. N. of
 Pekin.

Air Time.....6:30 a.m.-local sunset
 News Service.....AP
 Transcription Service.....Standard, SESAC
 Representative.....Sears & Ayer
 MembershipNAB, BMB
 President, General-Station
 Manager.....W. Kenneth Patterson
 Commercial Manager.....Ed Henry
 Sales Promotion Mgr., Publicity
 Director.....George Udry
 Program Director, Production Mgr., Musical
 Director.....Chuck Timm
 Chief Announcer.....Lee Rothman
 Chief Engineer.....Emil Prandoni
 Farm Editor.....Lee Driscoll

WEEK

PEORIA—EST. 1947

NBC

Frequency: 1350 Kc.....Power: 1000 Watts

Owned-Operated By . West Central Bcstg. Co.
 Business-Studio Address . . . 1001 Commercial
 National Bank Bldg.
 Phone Number 3-3688
 Transmitter Location Bartonville, Ill.
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World, Capitol
 Representative Katz Agency
 President E. K. Gaylord
 General Manager Edgar T. Bell
 Station Manager Fred C. Mueller
 Commercial Manager Fred L. Vance
 Sales Promotion Mgr. Montez Tjaden
 Program Director Harry Eldred
 Musical Director Herman Hampy
 Chief Engineer Alden F. Wooster

W I R L
 PEORIA—EST. 1947
 ABC

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By . Illinois Valley Bcstg. Co.
 Business-Studio Address . . 115 N. Jefferson Ave.
 Phone Number 4-9239
 Transmitter Location Tazewell County
 Air Time . . . 6:30 a.m.-12 M.; 8 a.m.-12M., Sun.
 News Service UP
 Representative Avery-Knodel
 Membership NAB
 President Timothy W. Swain
 General-Station-Commercial
 Manager Robert B. Jones, Jr.
 Chief Engineer Rudolph Luukinen

W M B D
 PEORIA—EST. 1927
 CBS

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Operated By . . . Peoria Bcstg. Co.
 Business-Studio Address . . . 1st National Bank
 Bldg.
 Phone Number 7133
 Transmitter Location . . . 2 mi. S. of Groveland,
 Ill.
 Air Time 19¼ hrs. daily; 18 hrs. Sun.
 News Service AP, UP
 Transcription Service . . . Thesaurus, Lang-Worth
 Representative Free & Peters
 Membership NAB, BMB
 President-Owner Edgar L. Bill
 Executive Vice President . . Charles C. Caley
 Commercial Manager Donald D. Kynaston
 Sales Promotion Manager, Publicity
 Director J. Kent Saunders
 Program Director Charles E. Barnhart
 Chief Announcer Robert Carlton
 Musical Director Ozzie Osborne
 Chief Engineer A. James Ebel
 Farm Editor Emil Bill

W M M J
 PEORIA—EST. 1946
 MBS

Frequency: 1020 Kc. Power: 1000 Watts d.
 Owned-Operated By Mid-State Bcstg. Co.
 Business-Studio Address 408 Fulton
 Phone Number 9164
 Transmitter Location High Point Rd.
 Air Time 6 a.m.-local sunset
 News Service UP
 Transcription Service Standard, SESAC
 Representative John Pearson
 Membership NAB
 President, General Mgr. . . . William Kutsch
 Station-Commercial Mgr. . . . Joseph Raber
 Program Director, Production
 Mgr. Berne Enterline
 Publicity Director Jim Craigie
 Chief Announcer, Farm Editor . . Bob Snow
 Musical Director Cary Robards
 Chief Engineer Ted Giles

W W X L
 PEORIA—EST. 1947

Frequency: 1580 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . Central Ill. Radio Corp.
 Business-Studio Address . . . Jefferson Hotel
 Phone Number 9106
 Transmitter Location E. Stewart St.,
 Creve Coeur
 Air Time Local sunrise-local sunset
 News Service INS, UP
 Transcription Service Associated, SESAC
 Representative Burn-Smith
 Membership NAB
 President Joseph H. Giddan
 General Manager, Program
 Director George W. Cremeens
 Commercial-Sales Promotion Mgr., Publicity
 Director A. B. Kershenbaum
 Musical Director, Farm Editor . . Bob Mohr
 Chief Engineer Carl Horine

W G E M
 QUINCY—EST. 1947

Frequency: 1440 Kc. Power: 1000 Watts
 Owned-Operated By Quincy Bcstg. Co.
 Business Address Hotel Quincy
 Phone Number 7760
 News Service AP, UP
 Transcription Service . . . Thesaurus, Lang-Worth
 Representative Taylor-Howe-Snowden
 President-General Mgr. . . . Donald E. Fischer
 Sales Manager Joseph S. Bonansinga
 Promotion Manager John A. Arnston
 Program Director Richard E. Fischer
 Actg. Chief Engineer Roger S. Whitlock

WTAD
QUINCY—EST. 1922
 CBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By... Lee Bcstg., Inc.
 Business-Studio Address... WCU Building
 Phone Number... 6200
 Transmitter Location... Melrose Township
 Air Time... 5:45 a.m.-12:05 a.m.
 News Service... AP, UP
 Transcription Service... Standard
 Representative... Weed & Co.
 Membership... NAB, BMB
 President... Lee P. Loomis
 Co-Mgrs... George Arnold, Jr., W. T. Burghart
 Local Sales Mgr... W. T. Burghart
 Sales Promotion Manager... Gerald Staten
 Program Director... Merritt Milligan
 Production Mgr., Farm Editor... Dick Faler
 Publicity Director... H. B. Hook
 Chief Announcer... Jim Woods
 Musical Director... Jean Fessler
 Chief Engineer... Urlin Whitman

WROK
ROCKFORD—EST. 1923
 ABC

Frequency: 1440 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By... Rockford Bcstrs., Inc.
 Business-Studio Address... Rockford Newstower
 Phone Number... 2-6621
 Transmitter Location... Kilburn Ave. Rd.
 Air Time... 6 a.m.-12M.; 8 a.m.-12 M., Sun.
 News Service... UP
 Transcription Service... Standard
 Representative... Headley-Reed
 Membership... NAB
 P. esident... Albert B. Simms
 General Manager... Walter M. Koessler
 Commercial Manager... John J. Dixon
 Sales Promotion Mgr... Betty L. Thro
 Program Director... Maurice P. Owens
 Chief Announcer... Bob Earle
 Musical Director... Lorna Lane
 Chief Engineer... Wilfred A. Smith
 Farm Editor... Roland Spongberg

WHBF
ROCK ISLAND—EST. 1925
 ABC

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By... Rock Island Bcstg. Co.
 Business-Studio Address... 1800 3rd Ave.
 Phone Number... Rock Island 918
 Transmitter Location... 52nd St., 23rd Ave.,
 Moline, Ill.
 Air Time... 6 a.m.-12 M.; 7 a.m.-12M., Sun.
 News Service... AP, UP
 Transcription Service... Associated

Representative... Avery-Knodel
 Membership... NAB, BMB
 Vice Pres., Gen-Station Mgr... Leslie C. Johnson
 Commercial Manager... Maurice J. Corken
 Program Director... Forest W. Cooke
 Publicity Director... Fern Hawks
 Chief Announcer... Charles F. Harrison, Jr.
 Chief Engineer... Robert J. Sinnett

WCVS
SPRINGFIELD—EST. 1922
 ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... WCVS, Inc.
 Business-Studio Address... 523 E. Capitol Ave.
 Phone Number... 9855
 Transmitter Location... 3000 S. 4th St.
 Air Time... 6 a.m.-12 M.
 News Service... AP
 Transcription Service... World
 Representative... Sears & Ayer
 Membership... NAB, BMB
 President... H. L. Dewing
 General-Station-Commercial-Sales Promotion-
 Production Mgr., Publicity Dir... C. W. Neeld
 Program Director... John Geil
 Chief Announcer... James W. Mitchell
 Chief Engineer... Harold L. Dewing

Top ABC Shows
 plus features of
LOCAL INTEREST
 give
WROK
 *33.7% of the Listening Audience
 in the
ROCKFORD, ILLINOIS AREA
 (A \$345,440,000 Market)
 ✓ Ask Headley-Reed
 *Coulon Survey—May 18-25, 1947

WTAX

SPRINGFIELD—EST. 1930

CBS

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By: WTAX, Inc.
 Business-Studio Address: Reisch Bldg.
 Phone Number: 2-4441
 Transmitter Location: Reisch Bldg.
 Air Time: 18 hrs.; 17 hrs. Sun.
 News Service: UP
 Transcription Service: Thesaurus, SESAC
 Representative: Weed & Co.
 Membership: NAB, BMB
 President, General Mgr.: Oliver J. Keller
 Sales Promotion Mgr.: Shelby T. Harbison
 Program Director: Lee Phillips
 Production Manager: Gladys McGrew
 Chief Announcer: Glen Farrington
 Chief Engineer: Eli Swaringen

WDZ

TUSCOLA—EST. 1921

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By: WDZ Bcstg. Co.
 Business-Studio Address: McNeill Bldg.
 Phone Number: 431

Transmitter Location: Tuscola, Ill.
 Air Time: Local sunrise-local sunset
 News Service: UP
 Transcription Service: World
 Representative: Free & Peters
 Membership: NAB, BMB
 President: Edgar L. Bill
 Exec. Vice-Pres.: Charles C. Caley
 Station Manager: R. L. Stufflebam
 Program Director: Shirl Evans, Jr.
 Musical Director: J. Hubert Doerr
 Chief Engineer: A. James Ebel
 Farm Editor: Lawrence E. McDonald

WILL

URBANA—EST. 1922

Frequency: 580 Kc. Power: 5000 Watts d.
 Owned-Operated By: Univ. of Illinois
 Business Address: 1010 S. Wright St.
 Phone Number: 7-5461
 News Service: AP
 Transcription Service: Thesaurus
 President: George D. Stoddard
 General Manager: Joseph F. Wright
 Program Director: Frank E. Schooley
 Chief Engineer: John R. Brugger

For the best in news quality . . .

AP

Membership!

INDIANA

Estimated Population 3,858,000—% Increase +12.6—Radio Homes 1,009,348
Farms with Radios 147,417—Stations in State 37

WCBC

ANDERSON—EST. 1947

Frequency: 1470 Kc. Power 1000 w. d. only
Owned-Operated By: Civic Broadcasting Corp.
Address: 116 W. 12th St.
Phone: 822
Transmitter Location: Junction of State
Route 9 and 67
News Service: AP
Transcription Service: World
Representative: McGeehan & O'Mara
General Manager: Donald W. Cogley
Commercial Manager: John J. Garrett, Jr.
Program Director: Sid Grieb
Promotion Manager: Charles Bailey
Chief Engineer: Charles Robinson

WHBU

ANDERSON—EST. 1923

ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Anderson Bcstg Corp.
Business-Studio Address: 640 Citizens
Bank Building
Phone Number: 7791
Transmitter Location: 1110 Meridian St.
Air Time: 6:30 a.m.-12 m.; 7 a.m.-12 m. Sun.
News Service: UP
Transcription Service: Standard
Representative: Hal Holman Co.
Membership: NAB, BMB
President: C. Bruce McConnell
General Manager: John R. Atkinson
Program Director: E. R. McCord
Chief Announcer-Musical Dir.: Chas. H. Powell
Chief Engineer: L. M. Shroyer

WSUA

BLOOMINGTON—EST. 1946

Frequency: 1010 Kc. Power: 1.000 Watts d.
Owned-Operated By: Radio Station WSUA, Inc.
Bus.-Studio Address: 117½ W. Kirkwood
Phone Number: 7277
Transmitter Location: 2½ mi. s. of Bloomington
on State Rd. No. 37
Air Time: Local Sunrise-Local Sunset
News Service: UP
Transcription Service: World, Standard
Representative: Burn-Smith
Membership: NAB
General-Station Mgr.: Warren G. Davis
Commercial Manager: Lyle Warrick
Chief Announcer: Ted McKay
Chief Engineer: James Rolfe
(See Following Page)

WTOM

BLOOMINGTON—EST. 1946

KBS

Frequency: 1490 Kc. Power: 100 Watts
Owned-Operated By: Fred O. Grimwood
Bus. Studio Address: 3rd & Washington Sts.
Phone Number: 2593, 7871
Transmitter Location: RFD 5
Air Time: 18 hrs. daily
News Service: AP
Transcription Service: Lang-Worth
Representative: Sears & Ayers
Membership: NAB
President-Owner: Fred O. Grimwood
General Manager: T. G. Grimwood
Program Director: Ward Glenn
Chief Engineer: Robert A. Thomason
Farm Editor: Maurice Latimer

WTTS (CP)

BLOOMINGTON

Frequency: 1370 Kc. Power: 1000 d. soon
Owned-Operated By: Sarkes & Mary Tarzian
Business Address: Bloomington, Ind.

WCNB (CP)

CONNERSVILLE

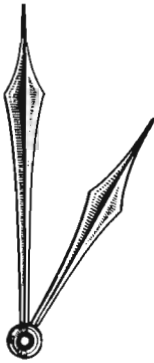
Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated By: News Examiner Co.
Business Address: 406 Central Ave.

WTRC

ELKHART—EST. 1931

KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Truth Publishing Co., Inc.
Business-Studio Address: 116 S. Second St.
Phone Number: 1340
Transmitter Location: 1 Mi. S. of Elkhart on
Oakland Ave. Rd., RFD 1
Air Time: 18 hrs. daily
News Service: UP
Transcription Service: Standard, World
Representative: Burn-Smith, Inc.
Membership: NAB, BMB
President: C. D. Greenleaf
General Manager: R. R. Baker
Commercial Manager: Dick Holloway
Sales Promotion Manager: Hank Davis
Program Director: Darrell Dunham
Chief Announcer: Louis Glass
Chief Engineer: L. W. Zellmer
Farm Editor: R. C. Stangland



The Clock Struck One...

EVEN before we were one year old, we were honored with our first award—the Billboard award for outstanding achievement in single campaign promotion.

But the award was not for isolated promotion of a single sponsored show. Rather for WSUA's ability to draw from the community concerted community response to a WSUA objective. (We'll do it for your product, too.)

Southern Indiana's most important event since the war was the Centennial Celebration of the Monon Railroad. WSUA was the only Southern Indiana station selected to cooperate in furthering its success. WSUA worked in Bloomington. It worked in towns up and down the railroad. In short, the power and progressiveness of WSUA was felt in *all* its eleven primary area counties. Counties which spent, in 1946, \$143,470,000 for retail purchases.*

We don't consider award winning an end in itself. Rather, an indication of what a young station with able management, sincere blending of all its skill and energy, can do to encourage community response. Response? We got it. And before the clock struck one.

*Sales Management, Survey of Buying Power, May, 1947.



WSUA
BLOOMINGTON, INDIANA

1000 WATTS AT 1010



WARREN G. DAVIS, Pres.-Gen. Mgr.
BURN SMITH, National Representative

W E O A

EVANSVILLE—EST. 1936
CBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: WFBM, Inc.
Business Studio Address: 24 N. W. Third St.
Phone Number: 4-9215
Transmitter Location: 203 N. W. Fifth St.
Air Time: 6:00 a.m.-12:05 a.m.
News Service: INS
Transcription Service: Lang-Worth
Representative: The Katz Agency
Membership: NAB, BMB
President: Harry M. Bitner, Jr.
General-Station-Com. Manager: Don Menke
Program-Publicity Director: William R. Fall
Chief Engineer: Robert Wilson
Farm Editor: Courtney Smith

W G B F

EVANSVILLE—EST. 1923
NBC

Frequency: 1280 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By: On The Air, Inc.
Business Studio Address: 519 Vine St.
Phone Number: 21171
Transmitter Location: Burkhardt Rd.
Air Time: 5:30 a.m.-12 m.
News Service: UP
Transcription Service: World
Representative: Weed & Co.
Membership: NAB, BMB
General Manager: Clarence Leich
Operations Manager: Martin L. Leich
Commercial Manager: Guy Crecelius
Program-Musical Director: Pat Roper
Publicity Director: Del Greenwood
Chief Announcer: Fred Rollison
Chief Engineer: Erwin P. Schoeny

W I K Y

EVANSVILLE—EST. 1946

Frequency: 820 Kc. Power: 250 Watts d.
Owned-Oper. By: South Central Bcstg. Corp.
Business Studio Address: Mt. Auburn Rd.
Phone Number: 48284
Transmitter Location: Mt. Auburn Rd.
Air Time: Local Sunrise-Local Sunset
News Service: AP
Transcription Service: Associated, Capitol
Representative: Burn-Smith
Membership: NAB, BMB
President-General-Station
Manager: John A. Engelbrecht
Chief Engineer: George F. Stoltz

W J P S (CP)

EVANSVILLE

Frequency: 1330 Kc. Power: 5,000 d, 1,000 n.
Owned-Operated By: WJPS, Inc.
Business Address: 411 American Bldg.

W A N E (CP)

FT. WAYNE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Radio Ft. Wayne, Inc.
Business Address: Lincoln Bank Tower

W F T W

FT. WAYNE—EST. 1947

Frequency: 1090 Kc. Power: 1000 Watts d.
Owned-Operated By: Ft. Wayne Bcstg, Inc.
Business Studio Address: 220 E. Jefferson St.
Phone Number: A 2295
Transmitter Location: Getz Rd.
Air Time: Local Sunrise-Local Sunset
News Service: UP
Transcription Service: Associated, Thesaurus
Representative: Burn-Smith
Membership: BMB
President-General-Station Mgr.: Ed. G. Thoms
Commercial Manager: Wm. R. Aldrich
Program Director: Rex Moad
Musical Director: Wm. P. Jellison
Chief Engineer: Eugene A. Chase

W G L

FORT WAYNE—EST. 1924

NBC

Frequency: 1250 Kc. Power: 1000 Watts
Owned By: Farnsworth Television & Radio
Corp.
Operated By: Bcstg. Div. of Farnsworth Tele.
& Radio Corp.
Business Address: 3702 E. Pontiac St.
Phone Number: Anthony 5201
Studio Address: 201½ W. Jefferson St.
Transmitter Location: Lower Huntington Rd.,
Waynedale, Ind.
Air Time: 6 a.m.-12 m.; 7 a.m.-12 m. Sun.
News Service: AP, UP
Transcription Service: Standard, Lang-Worth
Representative: Headley-Reed
Membership: NAB, BMB
President: E. A. Nicholas
General-Station-Com. Mgr.: Pierre Boucheron
Sales Promotion Manager-Program-
Publicity Director: Norm Widenhofer
Chief Announcer: Paul Price
Chief Engineer: Don Holzappel
Farm Editor: Guy Harris

WKJG

FORT WAYNE—EST. 1947

MBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By: Northeastern Bcstg. Co., Inc.
 Business Studio Address: 3802 S. Calhoun St.
 Phone Number: Harrison 6111
 Transmitter Location: Decatur & Maples Rd., Highway 27, S.
 Air Time: 6 a.m.-12 m.; 7 a.m.-12 m., Sun.
 News Service: AP, UP
 Transcription Service: World
 Representative: Paul H. Raymer
 President: William A. Kunkel, Jr.
 General-Station Manager: Hilliard Gates
 Commercial Manager: Norman H. Stewart
 Program Director: Calo O. Mahlock
 Chief Engineer: Tom Copeland

WOWO

FORT WAYNE—EST. 1925

ABC

Frequency: 1190 Kc. Power: 10,000 Watts
 Owned-Operated By: Westinghouse Radio Stations, Inc.
 Business Address: WRS—1619 Walnut St., Phila. 3, Pa.
 Phone Nos.: Philadelphia: RIttenhouse 6-6870; Fort Wayne: Anthony 2136
 Transmitter Location: Junction Route Nos. 30, 33
 Air Time: 5 a.m.-1 a.m.; 7 a.m.-12 m., Sun
 News Service: UP
 Transcription Service: Capital
 Representative: Free & Peters

Membership: BMB
 President: Walter Evans
 Vice-President: Walter E. Benoit
 General Manager: J. B. Conley
 Station Manager: Robert G. Duffield
 Sales Manager: Paul E. Mills
 Advertising-Sales Promotion Supervisor:
 Publicity Rep.: Hilda C. Woehrmeyer
 Program Manager: Carl Vandagriff
 Producers: Fred Freeland, Arthur L. Zapel
 Musical Director: Carl Vandagriff
 Chief Engineer: Bruce Ratts
 Agricultural Director: Jay Gould
 Educational Director: J. Edward Reich

WJOB

HAMMOND—EST. 1940

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: South Shore Broadcasting Corp.
 Address: 449 State St.
 Phone Number: Sheffield 8400
 Air Time: 6:30 a.m. to 12 midnight
 News Service: UP
 Transcription Service: Associated, SESAC
 Representative: Joseph Hershey McGillvra
 Membership: NAB, BMB
 General Manager: O. E. Richardson
 Commercial Manager: R. C. Adair
 Program Director: Sem Weller
 Chief Engineer: Stanley Strasberg

WBBW (CP)

INDIANAPOLIS

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

For the best in news quality . . .

AP

Membership!

W F B M

INDIANAPOLIS—EST. 1924

CBS

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned-Operated By.....WFBM, Inc.
 Business Studio Address...48 Monument Circle
 Phone Number.....Lincoln 8506
 Transmitter Location....R. R. 13, Box 125B—
 Millersville Rd.
 Air Time.....6 a.m.-12:05 a.m. Mon-Fri.;
 6 a.m.-1 a.m. Sat.; 7 a.m.-12:05 Sun.
 News Service.....AP, INS
 Transcription Service.....Associated
 Representative.....The Katz Agency
 Membership.....NAB, BMB
 Chairman of the Board-General
 Manager.....Harry M. Bitner, Jr.
 Com.-Sales Promotion Mgr....William F. Kiley
 Program Director.....Frank O. Sharp
 Chief Announcer.....Joe Pierson
 Musical Director.....Walter Reuleaux
 Chief Engineer.....Harold S. Holland
 Farm Editor.....Harry Martin

W I B C

INDIANAPOLIS—EST. 1938

MBS

Frequency: 1070 Kc.....Power: 50,000 Watts
 Owned-Operated By.....Indiana Bcstg. Corp.
 Business Address.....30 W. Washington St.
 Phone Number.....Lincoln 2305
 Studio Address.....Indianapolis News Bldg.
 Transmitter Location...59th & Hollingsworth,
 New Augusta, Ind.
 Air Time.....5 a.m.-12:15 a.m. Mon-Fri.;
 5 a.m.-1:15 a.m. Sat.; 7 a.m.-12:15 a.m. Sun.
 News Service.....AP, UP
 Transcription Service.....World, Associated,
 Lang-Worth
 Representative.....John Blair
 Membership.....NAB, BMB
 President.....Richard M. Fairbanks
 General Manager.....Kenneth W. Church
 Sales or Commercial Mgr....Samuel R. White
 Sales Promotion Manager-Publicity
 Director.....Jane O. Flaherty
 Program Director-Production Manager-
 Farm Editor.....Ed Mason
 Chief Announcer.....Jim Shelton
 Musical Director.....Walter Jackson
 Chief Engineer.....Harry Adams

All of Indiana

CAN BE YOURS VIA
 HOOSIERLAND'S ONLY
50,000-WATT *



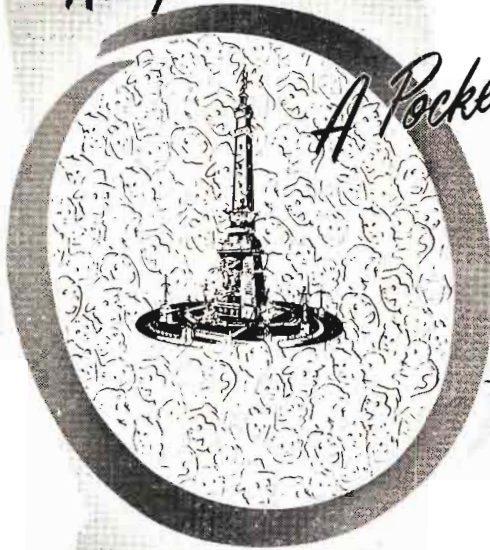
* WIBC's step-up in power, from 5,000 to 50,000 watts, is scheduled for completion by the middle of 1948. See your John Blair Man, or write direct, for new, valuable survey of WIBC's comprehensive, 50,000-watt coverage.

JOHN BLAIR AND COMPANY • NATIONAL REPRESENTATIVES

THE INDIANAPOLIS NEWS STATION

Ring around the Circle

A Pocket Full of Sales!



THE NATION'S BEST SALESMEN
PUT THE NATION'S BEST SHOWS

ON *Live* **WIRE**

to Sell the Great Hoosier Market!

★ Central Indiana— not just Indianapolis—is your primary market when your sales message is broadcast over WIRE. In the populous 44 counties that comprise this area, over 464,000

families (1,629,435 individuals) have buying power of more than one billion, seven hundred million dollars — nearly fifty percent of the entire state's!

Indianapolis, the sales Mecca of the Hoosier State, plays daily host to hundreds of purchasers who come by automobile, train, bus and air to shop in the Capital City. At home their radios—like those of Indiana's urbanites—are tuned to WIRE and NBC—the nation's most "listened to" network.

WIRE

CLAYPOOL HOTEL • INDIANAPOLIS, IND.
BASIC NBC • 5000 WATTS

NATIONALLY REPRESENTED BY
JOHN E. PEARSON COMPANY

Associated with
THE INDIANAPOLIS STAR

**CREATORS OF TOP DRAW-ER
LIVE TALENT SHOWS**

BIGGEST LOCAL BUSINESSES USE *Live* WIRE TO REACH MORE PROSPECTS

DEPARTMENT STORES: WM. H. BLOCK COMPANY • E. S. AYRES & COMPANY • H. P. WASSON & COMPANY
DRUG COMPANY - INDIANAPOLIS POWER & LIGHT COMPANY • CITIZEN GAS & COKE UTILITY - KRUGER GROCERY COMPANY
STANDARD OIL OF INDIANA • RADIO CORPORATION OF AMERICA • INDIANA BELL TELEPHONE CO. • INDIANAPOLIS RAILWAYS, INC.

WIRE

INDIANAPOLIS—EST. 1926

NBC

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By... Indianapolis Bcstg., Inc.
 Business Studio Address... Claypool Hotel
 Phone Number... Riley 1541
 Transmitter Location... 44th & Ralston Rd.
 Air Time... 6 a.m.-12 m.
 News Service... AP, UP
 Transcription Service... World, Thesaurus
 Representative... John E. Pearson
 Membership... BMB
 President... Eugene C. Pulliam
 General Manager... Willard Worcester
 Commercial Manager... Daniel C. Park
 Program Dir.-Production Mgr... Bill Dean
 Publicity Director... Ruby Anderson
 Chief Announcer... Tommy Peden
 Musical Director... John H. Winn
 Chief Engineer... Gene Alden

WISH

INDIANAPOLIS—EST. 1941

ABC

Frequency: 1310 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By... Capitol Bcstg. Corp.
 Business Studio Address... 215 Board of Trade
 Bldg.
 Phone Number... Market 6345
 Transmitter Location... Post Rd.
 Air Time... 18 hrs. daily
 News Service... AP
 Transcription Service... Standard
 Representative... Free & Peters
 Membership... NAB, BMB
 President... Frank E. McKinney
 General-Station-Com. Mgr... George J. Higgins
 Sales Promotion Manager... Reid Chapman
 Program Dir.-Production Mgr... Wm. Frosch
 Musical Director... James Boyer
 Chief Engineer... Stokes Gresham

WKMO

KOKOMO—EST. 1941

CBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Kokomo Bcstg. Corp.
 Business Studio Address... 400½ N. Main St.
 Phone Number... 5871-2
 Transmitter Location... Ohio at Morgan Sts.
 Air Time... 6 a.m.-12:05 a.m.; 7 a.m.-12:05 Sun.
 News Service... UP
 Transcription Service... Lang-Worth, Standard
 Representative... Radio Adv. Co.
 Membership... NAB, BMB
 President... Dr. R. S. Taylor
 General-Station Manager... Joseph W. Jordan

Commercial Manager... Bert Julian
 Sales Promotion-Production Manager...
 Publicity Director... Frank Gregory
 Program Director... Clyde Caswell
 Chief Announcer... Jack Rab
 Musical Director... Jim Newman
 Chief Engineer... George Palmer
 Acting Farm Editor... Wayne Hoffman

WASK

LAFAYETTE—EST. 1942

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... WFAM, Inc.
 Business Studio Address... 324 Ferry St.
 Phone Number... 4300
 Transmitter Location... R. R. No. 5, McCarty Lane
 Air Time... 6 a.m.-12 m.
 News Service... UP
 Transcription Service... World
 Representative... Joseph Hershey McGillvra
 Membership... NAB
 President-Commercial Mgr... O. E. Richardson
 General-Station Manager... Joe Spring
 Chief Engineer... Harry C. Garba

WBAA

LAFAYETTE—EST. 1922

Frequency: 920 Kc. Power: 5,000 d, 1,000 n.
 Owned-Operated By... Purdue Univ.
 Business Address... Hall of Music
 Phone Number... 92-2147
 News Service... UP
 Transcription Service... Thesaurus
 President... F. L. Houde
 General Mgr.-Program Dir... Jim Miles
 Production Manager... John De Camp
 Chief Engineer... Ralph Townsley
 Education Supur... John Henderson

WLOI (CP)

LA PORTE

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Operated By... La Porte County Bcstg. Co.
 Business Address... P. O. Box 381
 Phone Number... 3675
 President-Program Dir... Hoyt H. Scott
 General Manager... Edward Young
 Commercial Manager... I. S. Rumely

WBAT

MARION—EST. 1947

Frequency: 1600 Kc. Power 500 Watts d.
 Owned-Operated By... Marion Radio Corp.
 Business Address... 303½ S. Adams St.
 Phone Number... 5500
 News Service... AP

Transcription Service.....World
 Representative.....Walker
 President-Gen. Pro. Mgr.John Bone
 Commercial Manager.....R. Douglas Garwood
 Program Director.....Allen I. Jeffries
 Chief Engineer.....Richard H. Mitchell

Commercial Manager-Publicity
 Director.....R. L. Nusbaum
 Program Dir.-Chief Engineer...Louis J. Duning
 Musical Director.....Sue Tucker
 Farm Director.....Mary L. Miller

WIMS

MICHIGAN CITY—EST. 1947

Frequency: 1420 Kc....Power: 1000 Watts d.
 Owned-Operated By...Northern Ind. Bcstrs., Inc.
 Business Address.....415 Franklin St.
 Phone Number.....4980
 News Service.....UP
 Transcription Service.....World
 Representative.....Lorenz & Thompson
 Membership.....NAB, BMB
 President.....O. E. Richardson
 General Manager.....E. R. Herkner
 Chief Engineer.....R. Schilling

WLBC

MUNCIE—EST. 1926

CBS—KBS

Frequency: 1340 Kc....Power: 250 Watts
 Owned-Operated By.....Donald A. Burton
 Business Studio Address.....P.O. Box 271—
 U. S. Highway 35, S. E. of Muncie, Ind.
 Phone Number.....4403
 Transmitter Location...U. S. Highway 35, S.E.
 of Muncie, Ind.
 Air Time.....6:30 a.m.-12:07 a.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Walker Co., Holman
 Membership.....NAB, BMB
 Owner-General-Station Manager..D. A. Burton
 Commercial-Sales Promotion Manager-
 Publicity Director.....W. F. Craig
 Program Director-Production Manager-
 Chief Announcer-Farm Editor...Lee Allerton
 Musical Director.....Bill Summers
 Chief Engineer.....Maury Crain

WKBV

RICHMOND—EST. 1926

Frequency: 1490 Kc....Power: 250 Watts
 Owned-Operated By....Central Bcstg. Corp.
 Business Studio Address.....25 S. Ninth St.
 Phone Number.....1156
 Transmitter Location.....25 S. Ninth St.
 Air Time.....6 a.m.-10:30 p.m.
 News Service.....UP
 Transcription Service...Lang-Worth, Standard
 Membership.....NAB
 General Manager.....G. F. Albright
 Asst. Manager.....A. F. Schroy

WHOT

SOUTH BEND—EST. 1944

Frequency: 1490 Kc....Power: 250 Watts
 Owned-Operated By...South Bend Bcstg. Corp.
 Business Studio Address...434 S. St. Joseph St.
 Transmitter Location.....434 S. St. Joseph St.
 Air Time.....6 a.m.-12 m.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Weed & Co.
 Membership.....NAB
 President.....C. Bruce McConnell
 General-Station-Com. Mgr....Wm. H. Spencer
 Program Dir.-Chief Announcer...Ted Vernasco
 Sales Promotion Manager...C. J. Pajakowski
 Production Manager.....Robert Lashbrook
 Musical Director.....Violet Joy
 Chief Engineer.....David Maltby
 Farm Editor.....Ed Berryman

WJVA

SOUTH BEND—EST. 1947

Frequency: 1580 Kc....Power: 250 Watts d.
 Owned-Operated By...St. Joseph Valley Bcstg.
 Corp.
 Business Address.....214 W. Wayne St.
 Phone Number.....3-8668
 Transmitter Studio Location...Hickory Rd.
 Air Time.....Local Sunrise—Local Sunset
 News Service.....UP
 Transcription Service...Capitol, Lang-Worth,
 Standard
 Representative.....Burn-Smith
 President-General Manager....B. W. Redifer
 Vice Pres.-Program Dir....D. Carrol Reynolds
 Commercial Manager.....H. Parker Smith
 Chief Engineer.....Francis Bock

WSBT

SOUTH BEND—EST. 1922

CBS

Frequency: 960 Kc....Power: 5000 Watts
 Owned-Operated By....South Bend Tribune
 Business Address.....South Bend 26, Ind.
 Phone Number.....3-6161
 Studio Address.....Tribune Bldg.
 Transmitter Location.....R. R. No. 6, Box 32
 Air Time...5 a.m.-12 m.; 8 a.m.-11:15 p.m. Sun.
 News Service.....UP
 Transcription Service.....Capitol, Standard
 Representative.....Paul H. Raymer
 Membership.....BMB
 President.....F. A. Miller

General-Station Manager..... R. H. Swintz
 Commercial Manager..... N. B. Welch
 Sales Promotion Manager-Publicity
 Director..... W. A. Sweitzer
 Program Director..... Marc Boyden
 Production Manager..... Ollie Parcher
 Chief Announcer..... Morton Linder
 Musical Director..... Harlan Hogan
 Chief Engineer..... H. G. Cole
 Farm Editor..... Phillip Combs

W T C J (CP)

TELL CITY

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... James Roland Brewer

W B O W

TERRE HAUTE—EST. 1927
 NBC

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By... Banks of the Wabash, Inc.
 Business Studio Address..... 303 S. 6th St.
 Phone Number..... Crawford 5034
 Transmitter Location..... 1st & Peyton Sts.
 Air Time..... 18 hrs. daily
 News Service..... AP, UP
 Transcription Service..... World
 Representative..... Weed & Co.
 Station-Commercial Mgr... W. Ferrall Rippetoe
 Membership..... NAB, BMB
 Program-Musical Director..... Leo Baxter
 Publicity Director..... Madeline K. Barry
 Chief Announcer..... Harry E. Frey
 Chief Engineer..... Donald Aldrich

W T H I

TERRE HAUTE—EST. 1947
 ABC

Frequency: 1480 Kc..... Power: 1000 Watts
 Owned-Operated By... Wabash Valley Bcstg.
 Corp.
 Business Studio Address... 120 S. Seventh St.
 Phone Number..... C-9481
 Transmitter Location... 13th St. & Hazelburg Rd.
 Air Time..... 6 a.m.-12 m.
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... Free & Peters
 Membership..... NAB
 President..... Anton Hulman, Jr.
 General Manager..... Joseph M. Higgins
 Program Director..... Arnold C. Johnson
 Musical Director..... Ben Falber
 Chief Engineer..... Frank Lee

W A O V

VINCENNES—EST. 1940

MBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By... Vincennes Newspapers, Inc.
 Business Address..... 320 Busseron St.
 Phone Number..... 787-8
 Studio Address..... Grand Hotel
 Transmitter Location.. U. S. 41, N. of Vincennes
 Air Time... 8 a.m.-11 p.m. Sun.; 6 a.m.-11 p.m.
 Mon.; 6 a.m.-12 m. Tues.-Sat.
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... John E. Pearson
 President..... Eugene C. Pulliam
 General Manager..... Howard N. Greenlee
 Station-Sales Promotion Mgr.. Edw. R. Raasch
 Commercial Manager..... Robert Harris
 Program Director..... Vernon Paule
 Publicity Dir.-Chief Announcer... Dale Young
 Musical Director..... Byron Davidson
 Chief Engineer..... Engene E. Alden

For Prestige...

AP

Membership!

IOWA

Estimated Population 2,606,000—% Increase 2.7—Radio Homes 680,295
Farms with Radios 190,438—Stations in State 37

K B U R

BURLINGTON—EST. 1941

ABC—IOWA TALL CORN NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Burlington Bcstg. Co.
Business-Studio Address... National Bank Bldg.
Phone Number 680
Transmitter Location... National Bank Bldg.
Air Time..... 6 a.m.-11 p.m.
News Service UP
Transcription Service... Thesaurus, SESAC,
Capitol

Representative TaylorHowe-Snowden
Membership NAB
President Dan T. Riley
General Manager..... Gerard B. McDermott
Sales Manager..... Robert W. Frudeger
Sales Promotion Manager... David Steinle
Program Director..... Layton K. Hurst
Chief Announcer..... Robert Matheny
Musical Director..... Constance Prusia
Chief Engineer..... John Gallino
Farm Editor..... Virgil Radtke

K C R G

CEDAR RAPIDS—EST. 1947

MBS

Frequency: 1600 Kc. Power: 5000 Watts
Owned-Operated By... The Gazette Co.
Business-Studio Address... 104 First St., S.W.
Phone Number 4194
Transmitter Location... Cedar Rapids, Iowa
Air Time..... 18½ hrs. daily
News Service..... AP, INS
Transcription Service... Standard, Associated
Representative..... Weed & Co.
Membership NAB, BMB
Vice-Pres. & Secy..... J. F. Hladky
General Manager..... George C. Biggar
Commercial Manager..... Neil C. Conklin
Promotion-Publicity Director... Edna A. Herbst
Program-News Director..... Pat Patterson
Music Librarian..... Phyllis Rafferty
Chief Engineer..... Wayne L. Babcock
Farm Editor..... Rex Conn

W M T

CEDAR RAPIDS—EST. 1922

CBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By... American Bcstg. Stations,
Inc.
Business-Studio Address... Paramount Theatre
Bldg.
Phone Number 6127
Transmitter Location... Marion, Iowa

Air Time . 5:30 a.m.-12:05 a.m.; 6:55 a.m.-12:05
a.m., Sun.

News Service..... AP, INS
Transcription Service... World, Lang-Worth,
Davis & Schwegler

Representative Katz Agency
Membership NAB, BMB
Owner Mrs. Helen Mark
Exec. Vice Pres..... Wm. B. Dolph
General Station Mgr..... Wm. B. Quarton
Commercial Manager... Donald D. Sullivan
Sales Promotion Manager... Leo F. Cole
Program Director..... Douglas B. Grant
Production Manager..... Don Alt
Publ. Directors... Bernie Kozberg, Vern Hansen
Chief Announcer..... Robert C. Leefers
Musical Director..... June Caldwell
Chief Engineer..... George P. Hixenbaugh
Farm Editor..... Charles A. Worcester

K R O S

CLINTON—EST. 1941

MBS—TALL CORN

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Clinton Bcstg. Corp.
Business Address..... 246 Fifth Ave., S.
Phone Number 448
Transmitter-Studio Address... Jacobsen Bldg.
Air Time..... 6 a.m.-12 M.; 7 a.m.-12M., Sun.
News Service UP
Transcription Service Standard
Representative Taylor-Snow-Howden
Membership NAB, BMB
President..... W. S. Jacobsen
General-Station Manager... Morgan Sexton
Commercial Manager..... Walter Teich
Sales Promotion Mgr., Publicity

Director Verne Gielow
Program Director, Production Manager, Musical
Director..... Robert J. Bodden
Chief Engineer..... Gilbert A. Andrew
Farm Editor..... John Rohwer

K S W I

COUNCIL BLUFFS—EST. 1947

IOWA TALL CORN NETWORK

Frequency: 1560 Kc. Power: 500 Watts d.
Owned-Operated By... Nonpareil Bcstg. Co.
Business-Studio Address... Strand Theatre Bldg.,
Council Bluffs and Livestock Natl. Bk. Bldg.,
Omaha
Phone Number... Co. Bluffs 4041 and Omaha
Jackson 7736
Transmitter Location... ½ mi. E. of the So.
Omaha Bridge on Highway 275
Air Time..... 12 hrs. daily
News Service AP

Transcription Service...Lang-Worth, Associated
 Representative...Taylor-Howe-Snowden
 Membership...NAB
 President, Sales Promotion Manager, Publicity
 Director...Robert H. O'Brien
 General-Station-Commercial
 Manager...William E. Ware
 Program Director...Terry Moss
 Production Manager...Hugh Carlyle
 Chief Engineer...Robert W. Hall
 Farm Editor...C. W. McManamy

K S I B

CRESTON—EST. 1946

KBS—IOWA TALL CORN

Frequency: 1520 Kc....Power: 1000 Watts d.
 Owned-Operated By...Southwest Iowa Bcstg.
 Co.

Business-Studio Address...Radio Center
 Phone Number...55
 Transmitter Location...Radio Center
 Air Time...Local sunrise-local sunset
 News Service...AP
 Transcription Service...Standard, SESAC
 Representative...Taylor-Howe-Snowden
 Membership...NAB
 President...Arthur Horning
 General-Station Manager, Publicity
 Director...E. M. Horning
 Commercial Manager...Charles T. Webb
 Program Director...Ray W. Heinen
 Chief Announcer Musical Dir...Cliff Stillinger
 Chief Engineer...Louis A. Polen
 Farm Editor...Ray W. Heinen

K S T T

DAVENPORT—EST. 1946

MBS

Frequency: 750 Kc....Power: 250 Watts d.
 Owned-Operated By...Davenport Bcstg. Co.,
 Inc.

Business-Studio Address...324 Main Street
 Phone Number...2-3525
 Transmitter Location...2505 Rockingham Rd.
 Air Time...Local sunrise-local sunset
 News Service...AP
 Chief Executives...Hugh R. Norman,
 A. M. McGregor
 General Manager...Hugh R. Norman
 Station Manager...A. M. McGregor
 Commercial Mgrs...John Reid, Charles Niles
 Program Director...Pat Alan
 Musical Director...Gregg Dunn
 Chief Engineer...David Breister

W O C

DAVENPORT—EST. 1922

NBC

Frequency: 1420 Kc....Power: 5000 Watts
 Owned-Operated By...TriCity Bcstg. Co.

Business-Studio Address...1002 Brady St.
 Phone Number...3-3661
 Transmitter Location...R. R. No. 1
 Air Time...6 a.m.-12 M.; 8 a.m.-12 M., Sun.
 News Service...UP
 Transcription Service...Lang-Worth, Thesaurus
 Representative...Free & Peters
 Membership...NAB, BMB
 President...Col. B. J. Palmer
 V. P., General-Station Mgr...Buryl Lottridge
 Commercial Manager...L. O. Fitzgibbons
 Sales Promotion Manager...Jane Boom
 Program Director, Production
 Manager...Charles Freburg
 Publicity Director...Bob Campbell
 Musical Director...George Sontag
 Chief Engineer...Paul Arvidson

K D E C

DECORAH—EST. 1947

MBS—IOWA TALL CORN NETWORK

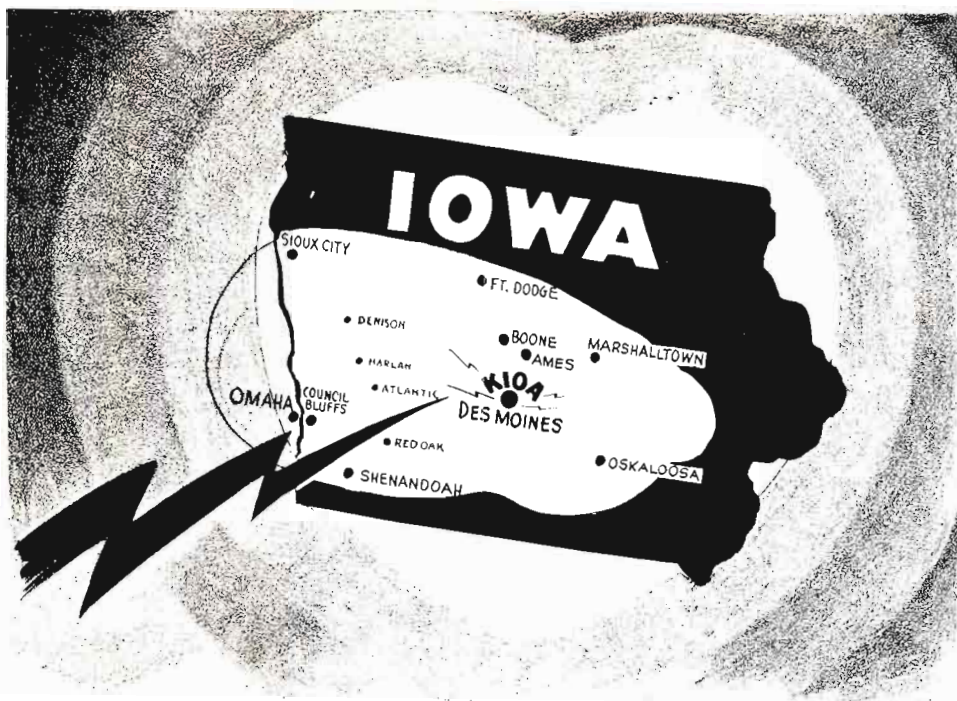
Frequency: 1240 Kc....Power: 250 Watts
 Owned-Operated By...Telegraph-Herald
 Business-Studio Address...301 W. Broadway
 Phone Number...110
 Transmitter Location...Luther College Campus
 Air Time...6 a.m.-9:30 a.m.; 1:30 p.m.-12 M.;
 7:30 a.m.-9:30 a.m.; 1:30 p.m.-12 M., Sun.
 News Service...AP
 Transcription Service...Standard
 Representative...Taylor-Howe-Snowden
 Membership...NAB
 President...F. W. Woodward
 General Manager...William J. Croker
 Commercial Manager...George J. Dorrington
 Program Director, Chief Announcer...Ray Laube
 Chief Engineer...Clifford Vought
 Farm Editor...Kenneth Bjerke

K C B C

DES MOINES—EST. 1946

MBS

Frequency: 1390 Kc....Power: 10,000 Watts
 Owned-Operated By...Capital City Bcstg. Co.
 Business-Studio Address...309 Plymouth Bldg.
 Phone Number...4-3151
 Transmitter Location...E. 42nd & Dean Sts.
 Air Time...6 a.m.-2 a.m.
 News Service...AP
 Transcription Service...Lang-Worth
 Representative...Burn-Smith
 President...George O'Dea
 General-Station Manager...Sidney J. Pearlman
 Sales Manager...Allan Curnutt
 Sales Promotion Manager...Wayne Crew
 Program Director, Production
 Manager...Dale Morgan
 Musical Director...Ralph Zarnow
 Chief Engineer...Bob Brown
 Farm Editor...Dale Barton



*HIT THE HEART-
OF YOUR "MILK and MONEY" MARKET*

Sell IOWA the *KIOA* Way

**With the Midwest's Largest
Independent Clear Channel Station**

10,000 Watts Daytime

5,000 Watts Nighttime

940 on the Dial

JOHN BOLER

**President
& Gen. Mgr.**

PAUL H. RAYMER CO., INC. - National Sales Representative

***KIOA* 940
K C**

K I O A

DES MOINES—EST. 1947

Frequency: 940 Kc. Power: 10,000 Watts d.; 5,000 Watts n.

Owned-Operated By...Independent Bcstg. Co. Business-Studio Address...Onthank Bldg., 10th & Mulberry

Phone Number...4-8193 and 4-8194 Transmitter Location...Ford, Iowa (20 mi. S.E. of Des Moines)

Air Time...5:30 a.m.-12:30 a.m.; 7:30 a.m.-12:30 a.m., Sun.

News Service...INS, UP Transcription Service...World, Associated Representative...Paul H. Raymer Membership...NAB, BMB President, General-Commercial

Manager...John W. Boler Sales Promotion Manager, Publicity

Director...Mary Tucker Program Director...Don Alt

Production Manager...Donn Clayton Chief Engineer...Lloyd R. Amoo

K R N T

DES MOINES—EST. 1936

ABC

Frequency: 1350 Kc. Power: 5000 Watts Owned-Operated By...Cowles Bcstg. Co.

Business-Studio Address...715 Locust St. Phone Number...3-2111

Transmitter Location...S.E. 22nd & Park Ave. Air Time...6 a.m.-12 M.

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

Representative...The Katz Agency Membership...NAB, BMB

President...Gardner Cowles General-Station Manager...Phil Hoffman

Commercial Manager...Robert Dillon Sales Promotion Manager...Joe Hudgens

Program Director...Charles D. Miller Production Manager...Charles McCuen

Publicity Director...Mary Little Musical Director...Wayne Ackley

Chief Engineer...Charles Quentin Farm Editor...Joseph B. Ryan

K S O

DES MOINES—EST. 1932

CBS

Frequency: 1460 Kc. Power: 5000 Watts Owned-Operated By...Murphy Bcstg. Co.

Business-Studio Address...Tenth and Grand Phone Number...3-0571

Transmitter Location...E. 38th & Broadway Air Time...6 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.

News Service...AP, UP Transcription Service...World

Representative...Headley-Reed

Membership...NAB, BMB President...Kingsley H. Murphy

General-Commercial Mgr...George J. Higgins Promotion Manager...Don V. Shoemaker

Program Director...Edmund J. Linehan Musical Director...Bill Baldwin

Chief Engineer...F. E. Bartlett Farm Editor...Tom Lewis

K U M B (CP)

DES MOINES

Frequency: 740 Kc. Power: 250 Watts d. Owned-Operated By...Radio Station

Des Moines, Inc. Business Address...Paramount Bldg.

Phone Number...3-5175 News Service...UP

Transcription Service...World President-General Mgr...Myron J. Bennett

K W D M

DES MOINES—EST. 1947

TALL CORN

Frequency: 1150 Kc. Power: 1000 Watts Owned-Operated By...Des Moines Bcstg. Corp.

Business Address...407 Fifth Ave. News Service...AP

Transcription Service...Capital, Associated Representative...Taylor-Howe-Snowden

President...George W. Webber General Manager...Robert L. Webber

Commercial Manager...James L. Kelehan Program Director...Kenn R. Barry

Chief Engineer...Werner Schwarz

W H O

DES MOINES—EST. 1924

NBC

Frequency: 1040 Kc. Power: 50,000 Watts Owned-Operated By...Central Bcstg. Co.

Business-Studio Address...914 Walnut St. Phone Number...3-7147

Transmitter Location...Mitchellville, Iowa Air Time...5:30 a.m.-12:30 a.m.; 7:30 a.m.-12:30 a.m., Sun.

News Service...AP, INS, UP Transcription Service...Thesaurus, Lang-Worth,

SESAC Representative...Free & Peters

Membership...NAB, BMB President...B. J. Palmer

Executive Vice President...Ralph Evans Vice Pres.-Resident Mgr...Paul A. Loyet

Commercial Manager...Harold Fulton Sales Promotion Manager...Maurice McMurray

Program Director...Jack Kerrigan Publicity Director...Woody Woods

Musical Director...Don Hovey Chief Engineer...Reed Snyder

Farm Editor...Herb Plambeck

K D T H

DUBUQUE—EST. 1941

MBS—IOWA TALL CORN NETWORK

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Operated By: Telegraph Herald
 Address: 8th and Bluff
 Phone Number: 1603
 Transmitter Location: East Dubuque, Ill.
 Air Time: 6 a.m. to 12 midnight
 News Service: AP
 Transcription Service: Standard
 Representative: Taylor-Howe-Snowden
 President: F. W. Woodward
 General Manager: K. S. Gordon
 Commercial Manager: Robert S. Graham
 Commercial Manager: Gordon K. Downey
 Program Director: Arnie Stierman
 Chief Engineer: Charles M. Cain

W K B B

DUBUQUE—EST. 1933

ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Dubuque Bcstg. Co.
 Business-Studio Address: 505 Main St.
 Phone Number: 572
 Transmitter Location: R. R. No. 2
 Air Time: 6:30 a.m.-12 M.
 News Service: UP
 Transcription Service: World
 Representative: Radio Adv. Co.
 Membership: NAB, BMB
 Exec. Vice-Pres., General-Station-Sales Promotion Mgr., Publicity Dir.: James D. Carpenter
 Commercial Manager: Harry Hatzenbuehler
 Program Director, Production Manager, Musical Director: Scott Runge
 Chief Announcer: L. Vaughn Gayman
 Chief Engineer: John Ueyoka

K V F D

FORT DODGE—EST. 1939

MBS—IOWA TALL CORN NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Northwest Bcstg. Co.
 Business-Studio Address: Warren Bldg., 912 1st Ave., S.
 Phone Number: Wal. 3761
 Transmitter Location: Junction Hiways 169 & 20, 1 mi. W. of Fort Dodge
 Air Time: 18 hrs. daily
 News Service: UP
 Representative: Taylor-Howe-Snowden
 Membership: NAB
 President, General-Station Mgr.: Edward Breen
 Office Manager: Mae Challberg
 Sales Manager: Max Landes
 Program Director, Farm Editor: Drexel Peterson

Publicity Director: Kenneth Peterson
 Chief Announcer: Frank Sims
 Chief Engineer: David G. Sinclair

K X G I (CP)

FORT MADISON

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Operated By: Hawkeye Bcstg. Co.
 Business Address: Marquette Bldg.
 Partners: Willis L. Ashby,
 Billy M. Arron, John F. Courier

K X I C (CP)

IOWA CITY

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By: Johnson County Bcstg. Co.
 Business Address: Iowa City, Ia.
 President: Robert E. Snyder
 Program Director: Herbert D. Olson

K O K X

KEOKUK—EST. 1947

TALL CORN

Frequency: 1310 Kc. Power: 250 Watts d.
 Owned-Operated By: Keokuk Bcstg. Co.
 Business Address: 5th & Main Sts.
 Phone Number: 235
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Webber, Taylor-Howe-Snowden
 President: H. W. Stadler
 General-Commercial Mgr.: George B. Adkisson
 Promotion Manager: Cy Farr
 Program Director: E. J. Lessinger
 Chief Engineer: Walton W. Wilson

K F J B

MARSHALLTOWN—EST. 1923

MBS—IOWA TALL CORN NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned By: Times Republican Prtg. Co.
 Operated By: Marshall Electric Co.
 Business-Studio Address: 136 W. Main St.
 Phone Number: 3361
 Transmitter Location: 3½ m. N.W. of Studio
 Air Time: 6 a.m.-12 M.; 7 a.m.-12 M.
 News Service: UP
 Transcription Service: Standard
 Representative: Taylor-Howe-Snowden
 Membership: NAB, BMB
 President: D. W. Norris
 General Manager: Paul E. Millen
 Commercial Manager: William Theek
 Program Director, Production Manager, Musical Director: Ray P. Bennett
 Publicity Director: Paul G. Norris
 Chief Announcer, Farm Editor: Bill White
 Chief Engineer: Jim Dickens

K G L O

MASON CITY—EST. 1937

CBS

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Operated By: Lee Radio, Inc.
 Business-Studio Address: 12½ 2nd N. E.
 Phone Number: 2800
 Transmitter Location: 2 mi. W. of Mason City
 on Highway No. 18
 Air Time: 6 a.m.-12:05 a.m.; 7 a.m.-12:05 a.m.,
 Sun.

News Service: AP, UP
 Transcription Service: Standard
 Representative: Weed & Co.
 Membership: NAB, BMB
 President: Lee P. Loomis
 General-Station Manager: Herbert R. Ohrt
 Commercial Manager: Lloyd D. Loers
 Sales Promotion Manager, Publicity
 Director: Henry B. Hook
 Program Director: William G. Suter
 Production Manager, Chief
 Announcer: Douglas F. Sherwin
 Chief Engineer: Roger E. Sawyer
 Farm Editor: Albin Heinz

K I C N (CP)

MASON CITY

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Mason City Bcstg. Co.
 Partners: Louis Wolf,
 Abbott E. Wolf, J. George Wolf, W. Robert
 Wolf

K S M N (CP)

MASON CITY

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Operated By: Mohawk Bcstg. Co.
 Business Address: Mason City, Ia.
 President-General Mgr.: Robert M. Carson
 Commercial Manager: N. W. Rice

K W P C

MUSCATINE—EST. 1947

IOWA TALL CORN NETWORK

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By: Muscatine Bcstg. Co.,
 Ltd.
 Business-Studio Address: Mulberry & Houser
 Sts.
 Phone Number: 860
 Transmitter Location: Mulberry & Houser Sts.
 Air Time: Local sunrise-local sunset
 News Service: UP
 Transcription Service: Thesaurus, Capitol
 Representative: Taylor-Howe-Snowden
 Membership: NAB

General-Station-Commercial

Manager: George J. Volger
 Sales Promotion Manager: Max Risinger
 Program Director: Virgil Godfrey
 Chief Announcer: John Hanlon
 Musical Director: Thelma Volger
 Chief Engineer: Elmer Christenson

K B I Z

OTTUMWA—EST. 1941

MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: KBIZ, Inc.
 Business-Studio Address: 115 N. Marion St.
 Phone Number: 5600-5601
 Transmitter Location: Community Gardens
 Air Time: 6 a.m.-12 M.
 News Service: UP
 Transcription Service: World
 President, General Manager: James J. Conroy
 Station Manager: Eleanor M. Haling
 Commercial-Production Mgr.: Milo Knutson
 Sales Promotion Manager: Richard Meier
 Chief Announcer: Paul Prince
 Chief Engineer: Wayne Hatchett

K F N F

SHENANDOAH—EST. 1924

Frequency: 920 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By: KFNF, Inc.
 Business-Studio Address: 403 Sycamore
 Phone Number: No. 1
 Transmitter Location: 403 Sycamore St.
 Air Time: 15 hrs. daily
 News Service: AP
 Transcription Service: World, Standard
 Membership: NAB, BMB
 Owner: John Nicolson
 President: Henry Field
 General-Station-Commercial Manager, Publicity
 Director: Frank Stubbs
 Program Director: Marian Stubbs
 Production Manager: Earl Blakesly
 Chief Announcer: Mel Eyberg
 Musical Director: Ermal Dilley
 Chief Engineer: Bob Barkman
 Farm Editor: Dean Barnett

K M A

SHENANDOAH—EST. 1925

ABC—MBS

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By: May Bcstg. Co.
 Business-Studio Address: Lowell & Elm Sts.
 Phone Number: 192
 Transmitter Location: 1 mi. N.E. of Shenan-
 doah on Highway 48
 Air Time: 5:15 a.m.-12 M.
 News Service: AP, UP

IOWA'S MOST POWERFUL ABC OUTLET

KXEL

CHANGES IOWA'S LISTENING HABITS

Exhaustive Telephone Survey of 14,083 telephone calls prepared by Robert S. Conlan and Associates, Inc., Kansas City, reveals that KXEL's Voice of Agriculture dominates listening homes in Iowa's richest Industrial and Agricultural area of "The KXEL Rural City."

DAY TIME LISTENING

Distribution of listening homes among 21 most-listened-to stations in Rich KXEL Rural City.

	Morning	Afternoon
KXEL	38.7%	30.4%
Station A (Des Moines 50,000 Watt NBC outlet)	20.8%	32.0%
Station B (Cedar Rapids 5,000 Watt CBS outlet)	16.8%	13.3%
Others (Over 18 stations)	23.7%	24.3%

NIGHT TIME LISTENING

Distribution of listening homes among 21 most-listened-to stations in Rich KXEL Rural City.

	Evening
KXEL	32.1%
Station A (Des Moines 50,000 Watt NBC outlet)	36.6%
Station B (Cedar Rapids 5,000 Watt CBS outlet)	20.7%
Others	10.6%

TOTAL OF ENTIRE SURVEY

KXEL	32.9%
Station A (Des Moines 50,000 Watt NBC outlet)	31.5%
Station B (Cedar Rapids 5,000 Watt CBS outlet)	17.1%
Others	18.5%

These are just a few of the facts contained in the Conlan Survey. Complete details on KXEL's Great Listening Audience can be obtained by writing Josh Higgins Broadcasting Company, Waterloo, Iowa, or contacting your nearest Avery-Knodel representative.

50,000 Watts KXEL 50,000 Watts

Josh Higgins Broadcasting Co. • Waterloo, Iowa
Represented by Avery-Knodel, Inc.

Transcription Service.....SESAC, Cole
 Representative.....Avery-Knodel
 Membership.....NAB
 President.....Edward W. May
 General-Station Mgr.....Owen Saddler
 Commercial Manager.....H. O. Peterson
 Program Director.....Glenn E. Harris
 Musical Director.....Mabel McFarland
 Chief Engineer.....R. J. Schroeder
 Farm Editor.....M. J. Langfitt

Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....World, Standard
 Representative.....Taylor-Howe-Snowden
 Membership.....NAB
 Pres., General-Station Mgr.....Ben B. Sanders
 Program Director.....Mason Dixon
 Production Manager.....Tom Edwards
 Musical Director.....Carlyle Gemmer
 Chief Engineer.....Clarence Touw
 Farm Editor.....Lyle Swigart

K C O M (C P)

SIoux CITY

Frequency: 620 Kc.....Power: 10000 Watts
 Owned-Operated By...Commercial Assoc., Inc.

K S C J

SIoux CITY—EST. 1927

CBS

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Perkins Bros. Co.
 Business-Studio Address...415 Douglas St.
 Phone Number.....5-7993
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service....World, Lang-Worth,
 SESAC, Cole
 Representative.....George P. Hollingbery
 Membership.....NAB
 President.....W. P. Perkins
 Station-Commercial Mgr....Eugene T. Flaherty
 Program Director.....Elizabeth Sammons
 Chief Engineer.....S. C. Dier
 Farm Editor.....Jack Elton

K T R I

SIoux CITY—EST. 1938

MBS—IOWA TALL CORN

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Operated By...Sioux City Bcstg. Co.
 Business-Studio Address...Commerce Bldg.
 Phone Number.....8-0165
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Taylor-Howe-Snowden
 Membership.....NAB, BMB
 President, General-Station Mgr.. Dietrich Dirks
 Commercial Manager.....Charles Butler
 Program-Publicity Director...Sheldon Singer
 Chief Announcer.....Wayne Ross

K I C D

SPENCER—EST. 1941

MBS—IOWA TALL CORN NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Iowa Great Lakes Bcstg.
 Co.
 Business Address.....Box 631
 Phone Number.....45-6

K X E L

WATERLOO—EST. 1942

ABC

Frequency: 1540 Kc.....Power: 50,000 Watts
 Owned-Operated By..Josh Higgins Bcstg. Co.
 Business-Studio Address.....Insurance Bldg.
 Phone Number.....3-3371
 Transmitter Location.....Dysart, Iowa
 Air Time.....5:30 a.m.-12 M.
 News Service.....INS
 Transcription Service.....SESAC
 Representative.....Avery-Knodel
 Membership.....NAB, BMB
 President, General-Station Mgr...Joe DuMond
 Commercial Manager.....A. J. DuMond
 Program Director.....Emlyn Owen
 Publicity Director.....Elizabeth M. Gahre
 Musical Director.....George Timm
 Chief Engineer.....Don E. Kassner
 Farm Editor.....Carl Roth

K A Y X

WATERLOO—EST. 1947

IOWA TALL-CORN NET.

Frequency: 1090 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Waterloo Bcstg. Co.
 Business-Studio Address..620½ Lafayette St.
 Phone Number.....6851
 Air Time.....Local sunrise-local sunset
 News Service.....UP
 Transcription Service..Lang-Worth, Thesaurus
 Representative.....Taylor-Howe-Snowden
 President.....C. R. Miller
 Station-Commercial Mgr.....A. W. Triggs
 Program Director.....Cole McMartin
 Chief Announcer.....Erling Jorgensen
 Chief Engineer.....Bob Moore

K W W L

WATERLOO—EST. 1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Black Hawk Bcstg. Co.
 Business Address.....Russell-Lamson Hotel
 Phone Number.....2-9333
 News Service.....AP
 Transcription Service.....Associated
 President-General Mgr.....Ralph J. McElroy
 Commercial Manager.....W. Lyle Harvey

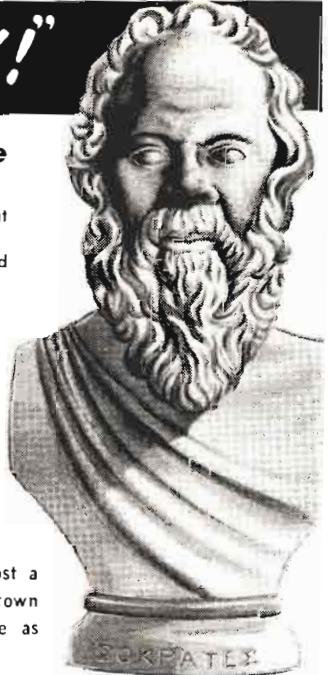
SOCRATES HAD "SOCK!"

Sound old Socrates would present time buying facts in this logical manner.

- **PREMISE I**—Kansas farmers have more money to spend than at any other time in history.
- **PREMISE II**—WIBW, by actual survey, is the station most preferred and most listened to by these ready-to-buy farm families.
- **CONCLUSION**—To sell more of your goods or services to more families in Kansas and adjoining states . . . use WIBW.

Darned good logic, Soc! And it's equally good business reasoning for 1948 or any other year because—

WIBW HAS SOCK!



. . . selling sock, Mr. Advertiser, and here's why! For almost a quarter-century we've faithfully served a farm and small town audience. Today, we're as much a part of their daily life as their ultra-modern farm equipment.



Our buying recommendations are acted upon . . . quickly . . . because these First Families of Agriculture are rich. Years of bumper crops were climaxed in 1947 by the largest wheat crop in history sold at record prices. This staggering new purchasing power is a PLUS . . . a value over and above WIBW's ability to startle you with sales even in average times.

Carefully Planned Farm Service Builds Audience, Confidence, Sales

Long ago, our listeners learned that WIBW was always first with farm news, market reports, and sound information on advanced farming methods. WIBW cooperates closely with 4-H Clubs, county agents, and men's and women's farm organizations.



WIBW's "Flying Rooster" plane covers the Midwest, making on-the-spot tape recordings at important farm meetings, demonstrations, or in the fields and barns of successful

farmers. Flown back to the studio immediately, our vast farm audience "attends" these meetings later, at a more convenient time. Years of such "one step ahead" service has built outstanding listener acceptance for WIBW and equally outstanding sales results for our advertisers.

By Logic and by Facts—It's WIBW

In Kansas and adjoining states, independent surveys show that WIBW is the station most preferred and most listened to by farm and small town families. Plan your sales attack accordingly.



**Serving the
First Families of Agriculture**



CBS

**BEN LUDY
Gen. Mgr.
WIBW-KCKN**

Rep.: CAPPER PUBLICATIONS, Inc.

KANSAS

Estimated Population 1,914,000—% Increase 6.3—Radio Homes 492,538
Farms with Radios 115,769—Stations in State 27

KSOK

ARKANSAS CITY—EST. 1947

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Operated By . . . The Traveler Publishing
Co.

Business Address . . Home National Bank Bldg.
Phone Number 2666-7
Studio Address . . . Home National Bank Bldg.;
Southwestern College Campus, Winfield

Transmitter Location Arkansas City, Ark.
Air Time 6:30 a.m.-local sunset
News Service AP
Transcription Service Standard
Representative Lorenzen & Thompson
President Oscar S. Stauffer
General Manager George E. Lindman
Asst. Manager-Commercial

Manager S. C. Thompson
Promotion Manager, Program Director, Pro-
duction Manager Don Chadd
Chief Announcer, Musical

Director Martin Thomas
Chief Engineer Ed Howe
Farm Editor Jack Fallon

KVAK

ATCHISON—EST. 1939

MBS—SUPPLEMENTARY K STATE—KBS

Frequency: 1450 Kc. (CP 1470 Kc.) . . Power: 250
Watts (CP 1000 Watts)

Owned-Operated By S. H. Patterson
Business Address 622½ Commercial St.
Phone Number 1420
Studio Address 622½ Commercial St., Atchi-
son Ks.; Hotel Robidoux, St. Joseph, Mo.

Transmitter Location Winthrop, Missouri
Air Time 6 a.m.-12 M.; 7 a.m.-10 p.m., Sun.
News Service AP
Transcription Service Keystone, Capitol
Representative Wm. G. Rambeau
Membership NAB

President-Owner S. H. Patterson
General Manager Norwood Patterson
Station-Commercial Mgr. Leslie D. Cox, Jr.
Sales Promotion Manager, Program Director,
Production Manager, Farm
Editor Kenneth D. Goodding
Musical Director, Chief
Engineer Louden Gingery

KGGF

COFFEYVILLE—EST. 1947

ABC

Frequency: 690 Kc. Power: 1000 d.; 500 n.
Owned-Operated By . . . Midwest Bcstg. Co., Inc.
Address Journal Bldg.

Phone Number 147
Air Time Unlimited
News Service AP
Transcription Service NBC Thesaurus, World
Representative Weed & Co.
President Fay N. Seaton
Chief Engineer J. Sarto Jamineto
Commercial Manager E. B. Spoonamore
Program Director Robert L. Pratt

KXXX

COLBY—EST. 1947

Frequency: 790 Kc. Power: 5000 Watts d.
Owned-Operated By . . . Western Plains Bcstg. Co.
Business Address Cooper Hotel
Phone Number 790
News Service INS
Transcription Service Associated, Thesaurus
Representative Holman
President-General Mgr. John B. Hughes
Sales Manager Dan E. Bellus
Program Director George E. Nickson
Chief Engineer Urban L. Lynch

KGNO

DODGE CITY—EST. 1930

KBS

Frequency: 1370 Kc. Power: 1000 Watts d.;
250 Watts n.
Owned-Operated By Dodge City Bcstg. Co.
Business-Studio Address 705 Second Ave.
Phone Number 1100
Transmitter Location W. Park St.
Air Time Unlimited
News Service AP
Transcription Service World
Representative Arthur H. Hagg & Assoc.
Membership NAB, BMB
President J. C. Denious
Station Manager N. C. Petersen
Commercial Manager Darrell Mathes
Program Director Herschel Holland
Chief Engineer Henry McClintock

KTMP (CP)

EL DORADO

Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Operated By Tom Potter
Business Address 1517 Commerce St.,
Dallas, Tex.

KTSW

EMPORIA—EST. 1939

MBS—KANSAS STATE NETWORK—KBS
Frequency: 1400 Kc. Power: 250 Watts

. . . **K A N S A S** . . .

Owned-Operated By . . . Emporia Bcstg. Co., Inc.
 Business-Studio Address . . . 613 Merchant St.
 Phone Number . . . 153-4
 Transmitter Location . . . S. of City, 1 mi. in
 Sodens Grove
 Air Time . . . 6:30 a.m.-11 p.m.; 8 a.m.-11 p.m.,
 Sun.
 News Service . . . AP
 Transcription Service . . . World, Standard
 Membership Service . . . NAB
 President . . . Sid Harris
 General Manager . . . Julian L. Hill
 Sales Manager . . . Steve Aylword
 Publicity Director, Farm Editor . . . Bob Mott
 Chief Announcer . . . Vic Peck
 Chief Engineer . . . Paul H. Daniels

K G A R (CP)

GARDEN CITY

Frequency: 1050 Kc. . . . Power: 1000 Watts d.
 Owned-Operated By . . . Albert B. Pyatt
 Business Address . . . 411 N. 3rd St.

K I U L

GARDEN CITY—EST. 1935

MBS—KANSAS STATE NET.—KBS

Frequency: 1240 Kc. . . . Power: 250 Watts
 Owned-Operated By . . . Telegram Publishing Co.
 Business-Studio Address . . . 509½ North Main
 Phone Number . . . 666
 Transmitter Location . . . Warner Terrace
 Air Time . . . Sun. 7 a.m.-10:15 p.m.; Mon.-Fri. 6
 a.m.-10:15 p.m.; Sat. 6 a.m.-11 p.m.
 News Service . . . UP
 Transcription Service . . . Thesaurus, Cole Library
 Membership . . . NAB
 President . . . Gervais F. Reed
 General Manager . . . Ed Lovelace
 Program Director . . . John Melcum
 Chief Announcer . . . Leo Billings
 Chief Engineer . . . Robert Bryant

K W G B

GOODLAND—EST. 1947

Frequency: 730 Kc. . . . Power: 1000 Watts d.
 Owned-Operated By . . . Goodland Bcstg. Co.
 Business Address . . . Box 88
 Phone Number . . . 331
 News Service . . . INS
 Transcription Service . . . World, Lang-Worth
 Owner-General Manager . . . James E. Blair
 Sales Manager . . . J. Melvin Gulick
 Program Director . . . George Bradley
 Chief Engineer . . . Ralph MacClellan

K V G B

GREAT BEND—EST. 1937

Frequency: 1590 Kc. . . . Power: 5000 Watts
 Owned-Operated By . . . KVGB, Inc.

Business-Studio Address . . . 2103 Forest Ave.
 Phone Number . . . 1080-1081
 Transmitter Location . . . 5 M. S.W. of Great Bend,
 Kansas
 Air Time . . . 6 a.m.-12 M.
 News Service . . . UP
 Representative . . . John E. Pearson
 Membership . . . NAB
 President-Owner . . . Helen Townsley Coogan
 Gen.-Com.-Sales Pro. Mgr. . . . Clem Morgan
 Program-Musical Dir. . . . Ray Beals
 Production Mgr.-Publicity Dir. . . . Joe Neidig
 Chief Engineer . . . Chet Wallack
 Farm Editor . . . Stan Bechtel

K A Y S (CP)

HAYS

Frequency: 1400 Kc. . . . Power: 250 Watts
 Owned-Operated By . . . Kays, Inc.
 Business Address . . . 2401 Hall St.

K W B W

HUTCHINSON—EST. 1935

NBC

Frequency: 1450 Kc. . . . Power: 250 Watts
 Owned By . . . William Wyse
 Business-Studio Address . . . 101 E. Avenue A
 Phone Number . . . 5202
 Transmitter Location . . . 101 E. Avenue A
 Air Time . . . Unlimited
 News Service . . . AP
 Transcription Service . . . Lang-Worth
 Membership . . . NAB
 Owner, General Manager . . . William Wyse
 Station-Commercial Manager . . . Lee Biggs
 Asst. Mgr., Program Director . . . George Alden
 Production Manager . . . Bob Madison
 Publicity Director . . . Tommy Couser
 Chief Engineer . . . John Swafford

K W H K

HUTCHINSON—EST. 1946

KBS

Frequency: 1190 Kc. . . . Power: 1000 Watts d.
 Owned-Operated By . . . KWHK Bcstg. Co.
 Business-Studio Address . . . 12 W. 5th St.
 Phone Number . . . 3-100
 Transmitter Location . . . Hutchinson, Kans.
 Air Time . . . Local sunrise-local sunset
 News Service . . . AP
 Transcription Service . . . Standard
 Representative . . . Homer Griffith
 Owner . . . James E. Murray
 General Manager . . . Vern Minor
 Commercial-Sales . . . Gren Darling
 Program Director . . . Sherwood Parks
 Chief Announcer . . . Paul Cochran
 Musical Director . . . J. Bruce Murray
 Chief Engineer . . . Millard Clary

KIND (CP)

INDEPENDENCE

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Operated By... Central Bcstg. Co., Inc.
 Business Address... First Nat'l Bank Bldg.
 Phone Number... 1822
 President-General Mgr... J. Nelson Rupard
 Commercial Manager... E. J. Barani
 Chief Engineer... Harry C. Butterfield

KCKN

KANSAS CITY—EST. 1925

MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Capper Publications, Inc.
 Business-Studio Address... 300 Waltower Bldg.,
 Kansas City, Mo.
 Phone Number... Victor 3864
 Transmitter Location... 901 N. 8th St., Kansas
 City, Kans.
 Air Time... 7 a.m.-11 p.m.
 News Service... AP, UP
 Transcription Service... Lang-Worth, Standard
 Representative... Capper Publications, Inc.
 Membership... NAB
 Owner... Senator Arthur Capper
 General Manager... Ben Ludy
 Station Manager... Ellis Atteberry
 Commercial-Promotion Manager... Joe Story
 Program Director, Production
 Manager... George Stump
 Chief Engineer... Max Williams

KOAM

PITTSBURGH—EST. 1937

NBC

Frequency: 860 Kc. Power: 10,000 Watts d.;
 5,000 Watts n.
 Owned-Operated By... The Pittsburg Bcstg. Co.
 Business Address... P. O. Box 603
 Phone Number... 2165
 Studio Address... Commerce Bldg.
 Transmitter Location... 3½ mi. E. of Pittsburg
 Air Time... 6 a.m.-12 M.
 News Service... AP
 Transcription Service... World
 Representative... John E. Pearson Co.
 Membership... NAB, BMB
 President, Commercial Mgr... E. V. Baxter
 General-Station Manager, Program
 Director... R. E. Wade
 Chief Announcer... Bob Arthur
 Chief Engineer... Leo Stafford

KSEK

PITTSBURGH—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By: Pittsburgh Publishing Co.
 Business-Studio Address... Hotel Besse Bldg.
 Phone Number... 742
 Transmitter Location... East Quincy (extended)
 Air Time... 6 a.m.-12 M.; 8 a.m.-10:15 p.m. Sun.
 News Service... AP
 Transcription Service... Lang-Worth, Cole
 Representative... Lorenzen & Thompson
 Membership... BMB
 President... Oscar S. Stauffer
 General Manager... James M. Griffith
 Commercial Manager... Gordon Griffith
 Program Director... C. M. Ganes
 Musical Director... Dean Turner
 Chief Engineer... W. D. Brosseau

KSAL

SALINA—EST. 1937

MBS—KANSAS STATE NETWORK

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By... KSAL, Inc.
 Business-Studio Address... Journal Bldg.
 Phone Numbers... 100-1
 Air Time... 6:00 a.m.-12 M.
 News Service... AP
 Transcription Service... Lang-Worth, Standard
 Representative... John E. Pearson Company
 Membership... NAB, BMB
 President... R. J. Laubengayer
 General-Commercial-Promotion
 Manager... R. V. Jensen
 Production Manager, Chief
 Announcer, Farm Editor... C. S. Peck
 Publicity Director... Mrs. Dorothy Lundstrom
 Musical Director... Al Thompson
 Chief Engineer... N. E. Vance, Jr.

KJAY (CP)

TOPEKA

Frequency: 1440 Kc. Power: 500 d.; 1000 n.
 Owned-Operated By... S. H. Patterson
 Business Address... 908 Kansas Ave.
 Phone Number... 8890
 Representative... Rambeaux
 Chief Owner... S. H. Patterson
 Station Manager... David G. Roberts
 Chief Engineer... N. J. Patterson

KTOP

TOPEKA—EST. 1947

MBS—KANSAS STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Collinson Bcstg. Co.
 Business-Studio Address... 212-214 W. 6th St.
 Phone Number... 2-9335
 News Service... AP
 Transcription Service... Capitol

• • • **K A N S A S** • • •

Representative Lorenzen & Thompson
 President-General Manager: T. Hall Collinson
 Commercial Manager Wendell Elliott
 Promotion Manager Thad Sandstrom
 Chief Engineer Chet Wallack

V. P. Gen. Commercial Mgr. Clark A. Luther
 Public Relations Director Robert Hix
 Chief Engineer Harold Newby

W I B W

TOPEKA—EST. 1924

CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By Capper Publications, Inc.
 Operated By Topeka Bcstg. Assn., Inc.
 Business-Studio Address 1035 Topeka Ave.
 Phone Number 3-2377
 Transmitter Location Seven mi. w. of Topeka
 Air Time Shares time
 News Service AP, UP
 Transcription Service Standard
 Representative Capper Publications, Inc.
 President H. S. Blake
 General-Station-Commercial
 Manager Ben Ludy
 Program Director, Production Mana-
 ger, Musical Director Maude Carlson
 Chief Engineer K. G. Marquardt
 Farm Editor Gene Shipley
(See Page 426)

W R E N

TOPEKA—EST. 1926

ABC

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By: The WREN Bcstg. Co., Inc.
 Business-Studio Address 411 Tenth St.
 Phone Number 2-0505
 News Service UP
 Transcription Service Thesaurus
 Representative George P. Hollingbery
 Membership NAB, BMB
 President R. C. Jackman
 General Manager Verl Bratton
 Station-Sales Manager Larry Cotton
 Chief Engineer Carl Bliesner

K A K E

WICHITA

MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By KAKE Bcstg. Co., Inc.
 Business Address 416 W. Douglas
 Phone Number 4-9369
 News Service AP
 Transcription Service World
 Representative Rambeau
 President Mark H. Adams

K A N S

WICHITA—EST. 1946

NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Kansas Bcstg., Inc.
 Business-Studio Address 1015 N. Broadway
 Phone Number 4-2387
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative Taylor-Howe-Snowden
 Membership NAB, BMB
 Chief Owner O. L. Taylor
 Pres. & General Manager Archie J. Taylor
 Commercial Manager H. W. Allen
 Chief Engineer Ted Heithecker

K F B I

WICHITA—EST. 1923

ABC

Frequency 1070 Kc.
 Power 10,000 Watts D.; 1,000 Watts N.
 Owned-Operated By: Farmers & Bankers Bcstg.
 Corp.
 Business-Studio Address 200 E. First St.
 Phone Number 2-1447
 News Service UP
 Transcription Service Capitol
 Representative H. P. Hollingbery
 Membership NAB, BMB
 President H. K. Lindsley
 General-Station Manager J. Wirth Sargent
 Commercial Manager D. W. McCoy
 Program Director J. B. Bradshaw
 Chief Announcer Wendell Odland
 Musical Director Verne Nydegger
 Chief Engineer K. W. Pyle
 Farm Editor Lester Weatherwax

K F H

WICHITA—EST. 1923

CBS

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Operated By Radio Station KFH Co.
 Business-Studio Address KFH Bldg.
 Phone Number 2-4491
 Air Time 18 hrs. daily
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative Edward Pety
 Membership NAB, BMB
 Vice President & Gen. Mgr.: M. M. Murdock
 Nat'l Sales & Promotion Mgr.: Frank Mathews
 Chief Engineer Amos Dadisman

KENTUCKY

Estimated Population 2,777,000—% Increase —2.4—Radio Homes 552,670
Farms with Radios 148,692—Stations in State 37

W C M I

ASHLAND—EST. 1935

CBS—SOUTHERN NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Ashland Bcstg. Co.
Business Address: 20th St., between Greenup
Ave. & Front St.
Phone Number 3010
Transmitter Location 48th & Clay St.
Air Time 18 hrs. daily; 17½ hrs. Sun.
News Service UP
Transcription Service Thesaurus, World
Representative John E. Pearson
Membership NAB, BMB
President Gilmore N. Nunn
General Manager Charles C. Warren
Publicity Director John W. Fell
Chief Announcer George Marshall
Musical Director Anna Louise Wallace
Chief Engineer Clarence Weaver
Farm Editor Ed Paulin

W K C T

BOWLING GREEN—EST. 1947

Frequency: 930 Kc. Power: 1000 Watts n.
Owned-Operated By Daily News Bcstg. Co.
Business Address 415½ Park Row
Phone Number 2640
News Service UP
Transcription Service Associated, Capitol,
SESAC
President J. Ray Gaines
General Manager Paul R. Huddleston
Commercial-Promotion Manager Jack Wilson
Program Director Joe Calloway
Chief Engineer David Dodd

W L B J

BOWLING GREEN—EST. 1940

MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Bowling Green Bcstg. Co.,
Inc.
Business-Studio Address 901 Fairview Ave.
Phone Numbers 1340-1
Air Time 6 am.-12 p.m.
News Service AP
Transcription Service Lang-Worth
Representative Burn-Smith
Membership NAB
President Ken D. Given
Commercial Manager Elmer A. Finley
Sales Promotion Manager Wm. Kuznitzof
Program Director Ken D. Given
Chief Announcer Joe Hamilton
Chief Engineer Frank C. Bliesener

W T C O

CAMPBELLSVILLE—EST. 1947

Frequency: 1150 Kc. Power 1000 Watts d.
Owned-Operated By South Central Ky.
Bcstg. Co.
Business Address Main St.
Phone Number 250
News Service UP
President H. T. Parrott
Vice President Dr. Paul Shirley
Secty.-Treas.-Gen. Manager James Shacklette
Chief Engineer J. B. Crawley

W C T T

CORBIN—EST. 1947

MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Corbin Times-Tribune, Inc.
Business Address 308 S. Main St.
Phone Number 1071
Transmitter-Studio Location: Cumberland Falls
Rd.
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service Thesaurus
Membership NAB, BMB
General Manager John L. Crawford
Commercial Manager S. G. Hembree
Chief Engineer Russell Henson

W Z I P

COVINGTON—EST. 1947

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By WZIP, Inc.
Business Address 6th & Madison Ave.

W H I R

DANVILLE—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Commonwealth Bcstg.
Corp.
Business Address P. O. Box 234
Phone Number 1230
News Service UP
Transcription Service World, Capitol
President-Commercial Mgr. W. T. Isaac
V.-P.-Program Director David B. Highbaugh
V.-P.-Techn. Director James D. Russell

W F K Y

FRANKFORT—EST. 1946

MBS—BLUEGRASS STATE

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Frankfort Bcstg. Co.

KENTUCKY

Business-Studio Address..... 104 E. Main St.
 Phone Numbers: 2509, 2510. Transmitter: 2354
 Transmitter Location..... Crutcher's Hill
 Air Time: 6 a.m.-11 p.m.; 7 a.m.-10:30 p.m., Sun.
 News Service..... AP
 Transcription Service..... World
 Membership..... NAB, BMB
 President..... Leslie W. Perkins
 General Manager..... Marshall L. Peace
 Program Director..... Earl Davis
 Chief Engineer..... Stanley Frakes

WKAY

GLASGOW—EST. 1946

KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By: Glasgow Bcstg. Co., Inc.
 Business-Studio Address..... Happy Valley Rd.
 Phone Numbers..... 598, 632
 Air Time: 6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.
 News Service..... UP
 Transcription Service..... World, Capitol
 Representative..... Homer Griffith
 Membership..... NAB
 President..... Gordon E. Brown
 General Manager..... Russell J. Pirkey
 Chief Announcer..... Robert Proctor
 Chief Engineer..... E. C. Lockwood

WHLN

HARLAN—EST. 1941

MBS—GOOD COAL NETWORK—KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Blanfox Radio Co., Inc.
 Business-Studio Address..... S. Main St.
 Phone Number..... 625
 Air Time..... 6 a.m.-11:15 p.m.
 News Service..... AP
 Transcription Service..... Standard, Cole
 Representative..... Burn-Smith
 Membership..... NAB, BMB
 Owners..... R. B. He'ems, J. Francke Fox
 General Manager..... R. B. Helms
 Commercial Manager..... C. E. Whikehart
 Program-Musical Director..... Jean Sutton
 Chief Announcer..... Jay Barlow
 Chief Engineer..... J. Francke Fox

WKIC

HAZARD—EST. 1947

MBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... BMG Bcstg. Corp.
 Business Address..... Box 621

WSON

HENDERSON—EST. 1941

MBS

Frequency: 860 Kc..... Power: 500 Watts
 Owned-Operated By: Henderson Bcstg. Co., Inc.

Business-Studio Address..... Zion Rd.
 Phone Number..... 3923
 Air Time..... Specified daylight hours
 News Service..... AP, UP
 Transcription Service..... World
 Representative..... Sears & Ayers
 Membership..... NAB
 President..... Pierce E. Lackey
 General Manager..... Hecht S. Lackey
 Program Director..... Tom Fitzgibbons Murray
 Chief Announcer..... Martin E. Shaeffer
 Chief Engineer..... Vernon R. Nunn

WHOP

HOPKINSVILLE—EST. 1940

CBS—KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By: Hopkinsville Bcstg. Co., Inc.
 Business-Studio Address..... Cadiz Rd.
 Phone Number..... 1025
 Transmitter Location..... Cadiz Rd.
 Air Time..... 5 a.m.-12 M.
 News Service..... AP, UP
 Transcription Service..... World
 Representative..... Sears & Ayer
 Membership..... NAB
 President..... Pierce E. Lackey
 General-Station-Commercial, Sales
 Promotion Manager..... F. Ernest Lackey
 Program Director..... Katherine Peden
 Production Manager..... Vadah Cochran
 Publicity Director, Chief Announcer,
 Musical Director..... Charles W. Stratton
 Chief Engineer..... Leo Y. Wilson
 Farm Editor..... Robert McGaughey

WMT C (CP)

LAWSON

Frequency: 730 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Ky. Mt. Holiness Assn.
 Business Address..... Vanclave, Ky.

WKLX

LEXINGTON—EST. 1945

Frequency: 1300 Kc..... Power: 1000 Watts
 Owned-Operated By..... Fayette Broadcasting Co.
 Address..... Phoenix Hotel
 Phone Number..... 8115
 Transmitter Location..... Greendale Rd.
 Air Time..... 5 a.m. to 12:05 a.m.
 News Service..... AP
 Transcription Service..... Lang-Worth,
 Standard, Cole
 Representative..... Walker
 Chief Owner..... E. F. Prichard, Sr.
 General Manager..... Ted Grizzard
 Commercial Manager..... Paul Ledridge
 Program Director..... Jack Brooks
 Asst. Manager..... Phil Sutterfield
 Chief Engineer..... Bob Jones

W L A P

LEXINGTON—EST. 1928

ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: American Bcstg. Corp.
 Business-Studio Address: Radio Bldg.
 Phone Number: 1721
 Air Time: 5:30 a.m.-12 M.
 News Service: UP
 Transcription Service: World, Thesaurus
 Representative: John E. Pearson
 Membership: NAB, BMB
 President: Gilmore N. Nunn
 General Manager: J. E. Willis
 Commercial Manager: Miller Welch
 Program Director: J. B. Faulconer
 Publicity Director: Doris Holtzclaw
 Chief Engineer: Sanford Hell
 Farm Editor: Charles Farmer

W L E X

LEXINGTON—EST. 1946

BLUEGRASS STATE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Central Kentucky Bcstg.
 Business Address: Box 985, Russell Cave Pike
 Phone Numbers: 7833, 5878, 2901, 3058
 Air Time: 5:30 a.m.-12 M.
 News Service: AP
 Transcription Service: Associated, Capitol
 President: J. Douglas Gay
 General Manager: Jean H. Clos, Jr.
 Commercial Manager: George T. Webb
 Program Director: Howard Malco'm
 Chief Engineer: Theodore Jones
 Farm Editor: Mark Halleck

**CALL LETTERS TO BE ASSIGNED
(CP)**

LOUISVILLE

Frequency: 1080 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By: Mid-American Bcstg.
 Business Address: Starks Bldg.

W A V E

LOUISVILLE—EST. 1933

NBC

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By: WAVE, Inc.
 Business-Studio Address: 334 E. Broadway
 Phone Number: Wabash 6543
 Air Time: 5 a.m.-12 p.m.
 News Service: AP
 Transcription Service: Thesaurus, Langworth
 Representative: Free & Peters
 Membership: NAB, BMB
 President: George W. Norton, Jr.
 General-Station Manager: Nathan Lord
 Sales or Commercial Manager: James Cox

Sales Promotion Manager: E. W. Leake, Jr.
 Program Director: George Patterson
 Chief Announcer: Burt Blackwell
 Chief Engineer: Wilbur Hudson

W G R C

LOUISVILLE—EST. 1936

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Northside Bcstg. Corp.
 Business Address: Ky. Home Life Bldg.
 Phone Number: Wabash 8871
 Studio Addresses: Esby Bldg., New Albany,
 Ind.; Ky. Home Life Bldg., Louisville, Ky.
 Air Time: 6:00 a.m.-12 M.
 News Service: AP, UP
 Transcription Service: Lang-Worth, Standard
 Representative: The Walker Co.
 Membership: NAB
 Vice President-General Mgr.: Charles L. Harris
 President, Commercial Manager: J. Porter Smith
 Publicity, Promotion Manager: H. R. Hunter
 Ass't Manager in Charge of
 Programs: Ward Hatcher
 Production Manager: W. S. Lukenbill
 Chief Announcer: Gerald Fordyce
 Chief Engineer: Perry W. Esten
 Farm Editor: C. M. East

W H A S

LOUISVILLE—EST. 1922

CBS

Frequency: 840 Kc. Power: 50,000 Watts
 Owned By: The Courier-Journal & Louisville
 Times Co.
 Operated By: WHAS, Inc.
 Business-Studio Address: 300 W. Liberty St.
 Phone Number: Wabash 2211
 Transmitter Location: Eastwood, Ky.
 Air Time: 19 hrs. daily
 News Service: AP, UP
 Transcription Service: World; Standard; Asso-
 ciated; Lang-Worth.
 Representative: Edward Petry
 President: Barry Bingham
 Director: Victor A. Sholis
 Commercial Manager: Joe Eaton
 Promotion Manager: Sandy Sanders
 Program Manager: Peter R. Disney
 Continuity-Production: William Aldridge
 Chief Announcer: Paul Clark
 Musical Director: Robert Hutsell
 Technical Director: Orrin W. Towner
 Agricultural Co-ordinator: Frank Cooley

W H A S
 Color Advertisement
 See Page 10

W I N N

LOUISVILLE—EST. 1940

ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owner-Operated By: Kentucky Bcstg. Co.
 Business-Studio Address: Earle Hotel, 3rd and
 Jefferson.

Phone Number: Wabash 5148
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Transcription Service: SESAC, MacGregor, Cole
 Representative: Taylor-Howe-Snowden
 Membership: NAB, BMB
 President, General-Station
 Manager: Harry McTigue
 Commercial Manager: G. F. Bauer
 Promotion Manager: H. E. Roberts
 Program Director: M. K. McCarten
 Production Manager: Sam Woodall
 Chief Announcer: Edwin A. Kallay
 Musical Director: Claude Fraul
 Chief Engineer: E. G. Rinn

W K Y W

LOUISVILLE—EST. 1947

Frequency: 900 Kc. Power: 1000 Watts D.
 Owned-Operated By: Radio Kentucky, Inc.
 Business-Studio Address: 431 W. Jefferson St.
 Phone Number: Clay 4811
 Transmitter Address: River Rd., near Louisville
 Air Time: Local sunrise-local sunset
 News Service: AP
 Transcription Service: Associated, Capitol,
 Standard Cole.

Representative: Burn-Smith
 Membership: NAB, BMB
 President-Treasurer: F. Eugene Sandford
 V. P. Operations: S. A. Cis'er
 V. P. Station Manager: Edwin E. S. Weldon
 Secretary: W. Scott Miller
 Program Director: David Wilburn

W L O U (CP)

LOUISVILLE

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By: Louisville Bcstg. Corp.

W C I F

MADISONVILLE—EST. 1947

Frequency: 730 Kc. Power: 250 Watts
 Owned-Operated By: Madisonville Bcstg. Co.
 Business Address: Box 27
 Phone Number: 1297
 Transmitter-Studio Location: Hanson Rd.
 Air Time: Local sunrise-local sunset
 News Service: AP
 Transcription Service: Standard
 Membership: BMB
 President, General Manager: Pierce Lackey

Station-Commercial Manager: T. E. Brewer
 Program Director: Conrad Brewer
 Chief Announcer: Dick Harris
 Chief Engineer: Evers Mick

W K T M

MAYFIELD—EST. 1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By: Mayfield Bcstg. Co., Inc.
 Business-Studio Address: Mayfield Hotel
 Phone Number: 46
 Air Time: Local sunrise-local sunset
 News Service: AP
 Transcription Service: Standard
 Representative: Sears & Ayer
 Membership: NAB, BMB
 President: Frank O. Evans
 General Manager: Pierce E. Lackey
 Station-Sales Manager: Wayne R. Morgan
 Program Director: James Motheral
 Chief Announcer: Ralph Haskins
 Musical Director: James Motheral
 Chief Engineer: Ernest J. Pell
 Farm Editor: Dorothy Spahr

W N G O

MAYFIELD—EST. 1947

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Operator By: West Ky. Bcstg. Co., Inc.
 Business-Studio Address: Box 39
 Phone Number: 1204
 Air Time: 5:00 a.m.-Local sunset
 News Service: AP
 Transcription Service: World, SESAC
 Representative: The Friedenber Agency
 President, General Manager: H. M. Suthard
 Station Manager: Kenneth Z. Turner
 Chief Announcer: Lynn Lemond
 Chief Engineer: James Ray Turner

W F T M (CP)

MAYSVILLE

Frequency: 1240 Kc. Power: 250 Watts
 Owned Operated By: Standard Tobacco Co.
 Business Address: Maysville, Ky.
 Phone Number: 245
 News Service: UP
 Transcription Service: World
 President: C. P. Clarke
 Secty.-Treas.: J. M. Finch, Jr.
 Gen.-Commercial Manager: J. W. Betts
 Program Director: Ross Edwards
 Chief Engineer: William Martin

W M I K (CP)

MIDDLESBORO

Frequency: 560 Kc. Power: 500 Watts d.
 Owned-Operated By: The Middlesboro Bcstg.
 Co.
 Business Address: Box 500

W W P N (CP)

MIDDLESBORO

Frequency 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Pinnacle Bcstg. Co.

W W N L (CP)

NEWPORT

Frequency: 1110 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.

W O M I

OWENSBORO—EST. 1937

KBS—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By: Owensboro Bcstg. Co.,
Inc.

Business-Studio Address: Byars Ave. & Liver-
more Rd. (P. O. Box 536).

Phone Numbers.....420-1
Transmitter Location: Byars Ave. & Livermore
Rd. (P. O. Box 536).

Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Burn-Smith
Membership.....NAB
President.....Lawrence W. Hager
General-Station-Sales Promotion

Manager, Publicity Director..Hugh O. Potter
Program Director.....Norman Hall
Production Manager.....Patsy Roberts
Musical Director.....Cliffordean Potler
Chief Engineer.....Leslie Goodaker
Assistant Mgr., Farm Editor...Marshall Bruner

W V J S

OWENSBORO—EST. 1947

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By..Owensboro On the Air,
Inc.

Business Address.....320 Allen St.
Phone Number.....3408

News Service.....INS
Transcription Service.....Thesaurus, World
Representative.....Rambeau
President.....Vincent J. Steele
General Manager.....Malcolm Greep
Commercial Manager.....Jack McLean
Promotion Director.....John T. Rutledge
Program Director.....Lee C. Meredith
Chief Engineer.....Robert Earl Jagoe

W K Y B

PADUCAH—EST. 1946

MBS

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By: Paducah Newspapers, Inc.

Business-Studio Address...504 Kentucky Ave.
Phone Number.....800
Transmitter Location.....Lone Oak, Ky.
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....Standard, Associated
Representative.....Burke, Kuipers & Mahoney
Membership.....NAB, BMB
President.....Edwin J. Paxton, Sr.
General Manager.....E. J. Paxton, Jr.
Commercial Manager.....Sam Livingston
Sales Promotion Manager.....Ray Hoag
Program Director.....Neil McIntyre
Publicity Director.....Marcia Richardson
Musical Director.....Pat Klein
Chief Engineer.....C. G. Sims
Farm Editor.....Andrew Parker

W P A D

PADUCAH—EST. 1930

CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Paducah Bcstg. Co., Inc.
Business-Studio Address.....Taylor Bldg.
Phone Number.....4100
Transmitter Location.....U. S. Route 45
Air Time.....5:00 a.m.-12 M.
News Service.....AP
Transcription Service: World, Lang-Worth, Cole
Representative.....Sears & Ayer
Membership.....NAB, BMB
President, General Manager..Pierce E. Lackey
Station-Commercial Manager:W. Prewitt Lackey
Asst. Mgr. Public Relations.....Gene Peak
Program Director.....Evelyn Carroll
Chief Announcer.....Ray Mofield
Musical Director.....Lynn Wolfe
Chief Engineer.....U. C. Morris

W S F C

SOMERSET—EST. 1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Southeastern Bcstg. Co.
Business Address.....Pinnell-Led Ford Bldg.

W V L K (CP)

VERSAILLES

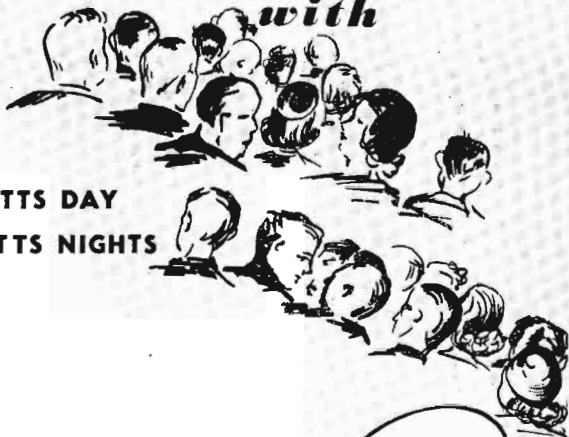
MBS

Frequency: 590 Kc.....Power: 1000 watts
Owned-Operated By..Bluegrass Bcstg. Co., Inc.
Business Address...Logan-Helm Memorial Lib.
Phone Number.....654
News Service.....INS
Transcription Service.....SESAC
Representative.....Taylor-Howe-Snowden
President.....A. B. Chandler
Gen.-Commercial Mgr.....W. D. McCammish
Promotion Manager.....Margaret Middendorf
Program Director.....Edwin L. Rogers
Chief Engineer.....Henry C. Hall

All This and More Too

with

**5000 WATTS DAY
1000 WATTS NIGHTS**



M
O
N
R
O
E

L
O
U
I
S
I
A
N
A

KMLB

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

Authenticated listening surveys prove that for the FOURTH STRAIGHT YEAR KMLB has more listeners in Monroe and Northeastern Louisiana than all other stations combined! A rich, luscious \$103,629,000 market reached only by KMLB.



REPRESENTED BY

TAYLOR-HOWE-SNOWDEN *Radio Sales, INC.*

AFFILIATED WITH

AMERICAN BROADCASTING CO.

J. C. LINER, JR., Mgr.

LOUISIANA

Estimated Population 2,549,000—% Increase +7.8—Radio Homes 468,914
Farms with Radios 63,025—Stations in State 37

K R O F

ABBEVILLE—EST. 1948

Frequency: 960 Kc. Power: 1000 Watts d.
Owned-Operated By . . . Abbeville Bcstg. Service,
Inc.
Business Address P. O. Box 306
Transcription Service World
President Lovelis Herbert
Gen.-Commercial Mgr. George P. Martin
Program Director Ebba Lou Martin

K A L B

ALEXANDRIA—EST. 1935
ABC—LOUISIANA NETWORK

Frequency 580 Kc.
Power 5000 Watts d.; 1000 Watts n.
Owned-Operated By . . . Alexandria Bcstg. Co.
Business-Studio Address . . . Fifth & Johnson Sts.
Phone Number 3335
Air Time 18½ hrs. daily
News Service UP
Transcription Service World
Representative Weed & Co.
Membership NAB, BMB
President W. H. Allen
Secretary-Treasurer T. B. Langford
General Manager Willard L. Cobb
Station Director Fred Ohl
Sales Manager Walter D. Melson
Production Manager Harper L. Clark
Publicity Director Josephine Miller
Chief Engineer Jesse R. Sexton
Farm Editor Mildred Gatlin

K P D R

ALEXANDRIA—EST. 1946
MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By . . . Central La. Bcstg. System
Business-Studio Address . . . 1710 Jackson St.
Phone Number 9568
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service Capitol
Membership BMB
President Eugene Levy
General-Station Manager George I. Maston
Commercial Manager Albert Roarke
Chief Announcer Hobart Hare
Chief Engineer Glen Pebbles

K S Y L

ALEXANDRIA—EST. 1947
NBC

Frequency: 1400 Kc. Power: 250 Watts

Owned By Radio Station KSYL
Operated By: Sylvan Fox & Harold Wheelahan, Partners.

Business Address P. O. Box 1489
Phone Numbers 6611-2
Air Time 17 hrs. daily
News Service AP
Transcription Service Lang-Worth
Representative George P. Hollingbery
Membership NAB, BMB
Partners Sylvan Fox, Harold Wheelahan
General-Station Manager Paul Goldman
Commercial Manager Milton Fox
Program Director Bruce Rainey
Chief Announcer, Farm Editor Paul Mitchell
Chief Engineer E. W. McDonald

K T R Y (CP)

BASTROP

Frequency: 730 Kc. Power: 250 Watts d.
Owned-Operated By . . . Morehouse Bcstg. Co.
Business Address 217 S. Washington St.
Partners Nathan Bolton, A. R. McCleary

W A F B (CP)

BATON ROUGE

Frequency: 1460 Kc. Power: 1000 Watts d.
Owned-Operated By . . . Modern Bcstg. Co.
Business Address . . . 302 La. Natl. Bank Bldg.

W C L A (CP)

BATON ROUGE

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By . . . Community Bcstg. Co.
Business Address Baton Rouge, La.
Partners G. T. Owen, Owen W. Ware

W J B O

BATON ROUGE—EST. 1934
NBC—LOUISIANA NETWORK

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By . . . Baton Rouge Bcstg. Co.
Business-Studio Address . . . 444 Florida St.
Phone Number 5271
Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service AP, UP
Transcription Service World; Standard
Representative George P. Hollingbery
Membership NAB, BMB
President Charles P. Manship, Jr.
V. P.-General Manager J. Roy Dabadie
Secretary-Treasurer Douglas L. Manship
Sales Manager T. E. Gibbens
Chief Engineer Vernon E. Dudley

WLCS

BATON ROUGE—EST. 1946

ABC—LA. ASS'N BROADCASTERS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Air Waves, Inc.
 Business-Studio Address: 204 North St., P. O.
 Box 240.

Phone Numbers: 2-4411-2
 Air Time: 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service: AP, INS
 Transcription Service: Associated, Capitol.
 SESAC, M. M. Cole

Representative: Burke-Kuipers-Mahoney
 Membership: NAB, BMB
 President: Harry B. Nelson
 General Manager: Earl H. Smith
 Sales Manager: Lamar Simmons
 Publicity Director: Mildred Bland
 Chief Announcer: Quitman Hen'ey
 Chief Engineer: William H. Bland
 Farm Director: Irving Heath

WIKC

BOGALUSA—EST. 1947

MBS—LA. NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Bogalusa Bcstg. Co.
 Business Address: P. O. Box 811
 Phone Number: 1906
 Air Time: 6:30 a.m.-11 p.m.
 News Service: AP
 Transcription Service: World
 Membership: NAB
 President, General-Station

Manager, Chief Engineer: I. K. Corkern, Jr.
 Commercial Manager: J. H. Knight

KSIG

CROWLEY—EST. 1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Acadia Bcstg. Co.
 Business-Studio Address: 103 N. Parkerson Ave.
 Phone Number: 1450

Air Time: 6:30 a.m.-10:30 p.m.
 News Service: AP
 Transcription Service: Associated

Representative: Joseph Hershey McGillvra
 Membership: NAB, BMB
 President: Max Thomas
 General-Station Manager: B. Hillman Bailey, Jr.
 Sales Promotion Manager: Max Thomas
 Commercial Manager: Lauren R. Stagg
 Chief Engineer: Clovis L. Bailey

WIHL

HAMMOND—EST. 1947

Frequency: 730 Kc. Power: 250 Watts d.

Owned-Operated By: Superior Enterprises
 Business Address: 500 W. Morris St.
 Partners: Joseph A. Sims, Henry A. Mentz, Jr.

WSLA

HAMMOND—EST. 1947

MBS—KBS—LOUISIANA

Frequency: 1110 Kc. Power: 250 Watts d.
 Owned-Operated By: Hammond Bcstg. Co.
 Business Address: 216 W. Thomas
 Phone Number: 888

News Service: AP
 Representative: Clark
 President-Gen. Manager: Fred Le Mieux
 Commercial Manager: H. D. Hutson
 Promotion Manager: C. M. Kiss
 Chief Engineer: Jacob Rick

KCIL

HOUMA—EST. 1946

MBS—LOUISIANA NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Charles W. Lamar, Jr.
 Business Address: P. O. Box 1031
 Phone Number: 2047

Air Time: 6 a.m.-11 p.m.
 News Service: AP
 Transcription Service: World, Cole

Representative: Homer Griffith
 Membership: NAB, BMB
 President: Charles W. Lamar, Jr.
 General-Station Manager: Frank Conwell
 Sales, Commercial Manager: Dick Walsh
 Sales Promotion Manager: Keith Kenney
 Chief Announcer: Tom Conwell
 Chief Engineer: Donald L. Jones
 Farm Editor: J. Arthur LeBlanc, Jr.

KVOL

LAFAYETTE—EST. 1935

NBC—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned By: Evangeline Bcstg. Co., Inc.
 Operated By: Radio Station KVOL
 Business-Studio Address: 510 So. Buchanan St.,
 P. O. Box 1070.

Phone Numbers: 336, 2101
 Air Time: 6 a.m.-11 p.m.
 News Service: AP

Transcription Service: Thesaurus, McGregor
 Membership: NAB, BMB
 General-Station Manager: George H. Thomas
 Commercial Manager: Lowell W. McCrary
 Sales Promotion Manager: Lucille LeBlanc
 Production Manager: Mrs. Don Menard
 Publicity Director: Emily Fontenot
 Chief Engineer: Charles T. Hook

KLOU

LAKE CHARLES—EST. 1947
CBS—LOUISIANA NETWORK

Frequency: 1580 Kc. Power: 1000 Watts
Owned-Operated By: Frank R. Gibson
Business-Studio Address: 134 Clarence St.
Phone Numbers: 7277-8
Air Time: 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service: AP
Transcription Service: Associated
Representative: The Walker Co.
Membership: NAB, BMB
Owner: Frank R. Gibson
General Manager: H. Vernon Anderson
Station Manager: G. Frank Carroll, Jr.
Commercial Manager: Eugene S. Cuny
Sales Promotion Manager: Annelle H. Bulechek
Chief Announcer: James McConnell
Musical Director: Lois Carmouche
Chief Engineer: Ben C. Segrest, Jr.
Farm Editor: Robert R. Brannon

KPLC

LAKE CHARLES—EST. 1935
NBC—LOUISIANA STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned By: T. B. Lanford, R. M. Dean and
L. M. Sempaugh, Partners.
Operated By: Calcasieu Bcstg. Co.
Business-Studio Address: Majestic Hotel, P. O.
Box 1521.
Phone Numbers: 2713-4
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: World
Representative: Taylor-Howe-Snowden
Executive Partner: T. B. Lanford
General-Station Manager: David Wilson
Commercial Manager: Pelham Mills, Jr.
Sales Promotion Manager: Bob Thompson
Production Manager, Chief Engineer: A. B. Craft
Chief Announcer: J. Hampton Keathley

KWSL

LAKE CHARLES—EST. 1947

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: A. Stanford Dudley
Business Address: P. O. Box 1399
Phone Numbers: 6-1401; 3634
Transmitter-Studio Location: Corner of Mill &
Front Sts.
Air Time: 16½ hrs. daily
News Service: UP
Transcription Service: Capitol, Cole,
Lang-Worth
Membership: NAB
Owner-General Manager: A. Stanford Dudley

Asst. General Manager-Chief
Engineer: E. C. Moses
Sales Manager: Wm. F. Hession
Production Manager: James W. Willson

KMLB

MONROE—EST. 1930
AMERICAN BROADCASTING CO.
LOUISIANA NETWORK

Frequency: 1440 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.
Air Time: 5 a.m. to midnight
News Service: UP
Transcription Service: World
Representative: Taylor-Howe-Snoden
Membership: NAB, BMB
President: J. C. Liner, Sr.
Gen.-Sales Pro. Manager: J. C. Liner, Jr.
Program Director: Otto B. Green
Chief Engineer: O. L. Morgan
(See Page 436)

KNOE

MONROE—EST. 1944
NBC—LOUISIANA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: James A. Noe
Business-Studio Address: Bernhardt Bldg.
Phone Number: 921
Air Time: 5 a.m.-12 M.
News Service: AP
Transcription Service: Associated, Capitol
Representative: Burke-Kuipers & Mahoney
Membership: NAB, BMB
President: James A. Noe
General Manager: Robert W. Dumm
Commercial Manager: Al Donaldson
Chief Engineer: D. K. Strong

KWCJ

NATCHITOCHEs—EST. 1947
MBS—LOUISIANA NETWORK—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Natchitoches Bcstg. Co.
Business-Studio Address: Box 232
Phone Number: 2353
Air Time: 17 hrs. daily
News Service: AP
Transcription Service: Standard
Membership: NAB, BMB
President: Dr. Wm. H. Pierson
General-Station Mgr.: Charles L. Planchard
Farm Editor: Kenneth M. Dowty
Chief Engineer: Carroll G. Crew

1230 KC.

250 W.

WHERE JUSTICE BRINGS WEALTH

Down South—in NEW ORLEANS—where the mighty
Mississippi makes its crescent near the Gulf

EST. NOV. 27 — 1926

Twenty-one years of continuous service, serving a vast
invisible audience with

NEWS — SPORTS — MUSIC

Central Standard time given every thirty minutes

TIME TO ADVERTISE

For rates, call MA 3488-9, for proven results

NAT'L. REP. — RAMBEAU

N. Y.

CHICAGO

L. A.

Owned and Operated by:

C. C. CARLSON

KANE

NEW IBERIA—EST. 1946

MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By...New Iberia Broad. Co.
 Address..... St. Peter St.
 Phone Number.....965
 Studio Address.....104 W. St. Peters St.
 Air Time.....7 a.m. to 10p.m.
 News Service.....UP
 Transcription Service...Standard, MacGregor
 Partners....George H. Thomas, J. J. Davidson
 General Manager.....George H. Thomas
 Manager.....I. I. Femrite
 Chief Engineer.....Joe Sweeney

WDSU

NEW ORLEANS—EST. 1923

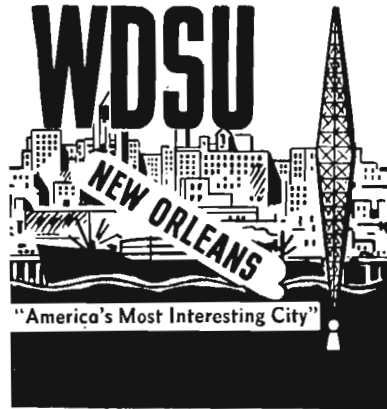
ABC—LOUISIANA STATE—
UNITED NATIONS

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By.....Stephens Bcstg. Co.
 Business-Studio:Hotel Monteleone, 214 Royal St.
 Phone Number.....Raymond 7135
 Transmitter Location.....Algiers, La.
 Air Time.....24 hrs. daily
 News Service.....AP, UP
 Transcription Service.....Associated
 Representative.....John Blair
 Membership.....NAB, BMB
 Partners: E. A. Stephens, Fred Weber, H. G.
 Wall
 General Manager.....Fred Weber
 Asst. to Manager.....Jack Flanigan
 Commercial Manager.....Charles Price
 Sales Promotion Manager, Publicity
 Director.....Sylvia Glueck
 Program Director.....Stanley Holiday
 Special Events Manager.....Jim Young
 Sports Announcer.....Byron Dowty
 Musical Director.....Joseph Schramm
 Chief Engineer.....Lindsey Riddle
 Farm Editor.....James Landry

WJBW

NEW ORLEANS—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Charles C. Carlson
 Address.....924 Canal St.
 Phone Number.....Magnolia 3488-9
 Air Time.....6 a.m. to 1 a.m.
 News Service.....AP
 Representative.....William C. Rambeau Co.
 Transcription Service.....Capitol
 Membership.....NAB
 President-General Mgr.....Charles C. Carlson
 Coml. & Prom. Mgr.....Pat J. Shannon
 Chief Engineer.....C. C. Carlson



- 5,000 watts delivering 20,000 watts in populated areas of So. Louisiana and Gulf Coast.
- ABC Network
- Central Dialing—1280 KC
- 24-hour operation
- TV Grant Channel 6
- Showmanship of old New Orleans
- Active Local Programming
- FM Construction Permit Channel 287
- John Blair and Co. national representative

* * *

Monteleone Hotel

Royal Street in French Quarter
New Orleans, La.

W J M R

NEW ORLEANS—EST. 1946

Frequency: 990 Kc. Power: 250 Watts
 Owned-Operated By: Supreme Bcstg. Co., Inc.
 Business-Studio Address: Jung Hotel
 Phone Number: Canal 0356
 Air Time: Local sunrise-local sunset
 News Service: UP
 Transcription Service: Lang-Worth, Associated
 Representative: Adam J. Young, Jr.
 Membership: NAB
 President: William Cortada
 Co-Managers: Stanley W. Ray, Jr., George A. Mayoral
 Commercial Manager: Stanley W. Ray, Jr.
 Promotion Manager: Henry Thiele
 Program Director: James V. Bowler
 Production Manager, Chief
 Announcer: Woodrow Leafer
 Publicity Director: Jules J. Paglin
 Musical Director: Meredith Gibson
 Chief Engineer: George A. Mayoral

W N O E

NEW ORLEANS—EST. 1926

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned By: Governor James A. Noe
 Business Address: St. Charles Hotel
 Phone Numbers: Raymond 0423-2, 3558
 Air Time: 24 hrs. daily
 President-Owner: Governor James A. Noe
 General-Station-Commercial-
 Sales Promotion Manager: James E. Gordon
 Program Director, Production
 Manager: Beverly Brown
 Publicity Director: Larry Wilson
 Chief Engineer: A. J. Bourgeois

W S M B

NEW ORLEANS—EST. 1925

NBC

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By: WSMB, Inc.
 Business-Studio Address: Maison Blanche Bldg.
 Phone Number: Walnut 2937
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Transcription Service: Thesaurus, Lang-Worth
 Representative: Edward Petry
 Membership: NAB
 President: E. V. Richards, Jr.
 General-Station Manager: H. Wheelahan
 Commercial-Sales Promotion
 Manager: Ted Fontelieu
 Program Director, Production
 Manager, Publicity Director, Chief
 Announcer: Harry Arthur

Musical Director: Peter Grey
 Chief Engineer: H. G. Nebe
 Farm Editor: Hal Menton

W T P S (CP)

NEW ORLEANS

Frequency: 940 Kc. Power: 1000 Watts d.
 Owned-Operated By: The Times Picayune
 Pub. Co.
 Business Address: 601 Howard Ave.
 Phone Number: Canal 5561
 News Service: AP
 Transcription Service: World
 General Manager: H. F. Wehrmann
 Commercial Manager: John R. O'Meallie
 Program Director: Bill Seymour

W W E Z

NEW ORLEANS—EST. 1947

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By: Sky Bcstg. Service
 Business-Studio Address: Hotel New Orleans
 Phone Number: Canal 3521
 Air Time: Local sunrise-local sunset
 News Service: AP
 Transcription Service: Associated
 President: A. L. Chilton
 General-Station Manager: Joe. A. Oswald
 Program Director: Bob Tompkins
 Chief Engineer: Harrison Mondy

W W L

NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc. Power: 50000 Watts
 Owned-Operated By: Loyola University
 Address: Roosevelt Hotel
 Phone Number: Raymond 2194-5-6-7
 Air Time: 5 a.m. to 1 a.m.
 News Service: UP, AP
 Transcription Service: Standard Radio
 and World
 Representative: The Katz Agency
 Membership: NAB, BMB
 President: Rev. Thomas J. Shields
 General Mgr.-Station Mgr.: W. H. Summerville
 Coml. Mgr.: Larry Baird
 Prom. Mgr.: Jack Halladay
 Program Director: Henry Dupre
 Chief Engineer: J. D. Bloom, Jr.

K J A N (CP)

OPELOUSAS

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By: The Kjan Bcstg. Co.

KSLO

OPELOUSAS—EST. 1947

MBS—LOUISIANA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....KSLO Bcstg. Co.
 Business Address.....P. O. Box 392
 Studio Address.....KSLO Bldg.
 Phone Number.....3776
 Air Time.....6 a.m.-11:05 p.m.
 Transcription Service.....World
 News Service.....UP
 Representative.....Sears & Ayer
 General Manager.....W. Eugene Jones
 Commercial Manager.....Frank Holifield
 Program Director.....Sidney King
 Publicity Director, Sports & News
 Editor.....Sam Tarleton
 Chief Engineer.....Henry Y. Gantt

KRUS

RUSTON—EST. 1947

MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Ruston Bcstg. Co.
 Business Address.....105 E. No. Railroad Ave.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Owner-Gen. & Com. Mgr.....C. E. Faulk, Jr.
 Station Manager.....Joel M. Hirsch
 Office Manager.....Bea Magee
 Program Dir.....Allen Hundley, Jr.
 Chief Engineer.....Henry Shean

KENT

SHREVEPORT—EST. 1947

MBS

Frequency.....1550 Kc.
 Power.....1000 Watts d.; 500 Watts n.
 Owned-Operated By.....Frank H. Ford
 Business-Studio Address.....311 Milam Bldg.
 Phone Number.....3-3681
 Air Time.....6 a.m.-1 a.m.; Sat. 6 a.m.-1 a.m.;
 Sun. 7:30-12 M.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....The Walker Co.
 Membership.....NAB
 Owner, General Mgr.....Frank H. Ford
 Commercial Manager.....Frank H. Ford, Jr.
 Program Director.....Todd Branson
 Publicity Director.....Elsa R. Schlubach
 Musical Director.....Joe Monroe
 Chief Engineer.....L. J. Carlson

KRMD

SHREVEPORT—EST. 1928

ABC—LOUISIANA NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Radio Station KRMD

Business-Studio Address: New Jefferson Hotel,
 P. O. Box 1712

Phone Number.....6171
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....Taylor-Howe-Snowden
 Membership.....NAB, BMB
 President.....T. B. Lanford
 General-Station Manager.....G. V. Wilson
 Station Director.....W. L. Switzer
 Program Director.....Elizabeth V. Alford
 Publicity Director.....Jane Reed
 Musical Director.....Virginia Cromwell
 Chief Engineer.....H. H. Hargrove
 Farm Editor.....Ruth E. Mechlin

KTBS

SHREVEPORT—EST. 1928

NBC

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By.....Radio Station KTBS, Inc.
 Business Address.....P. O. Box 1121
 Phone Number.....3-3673
 Studio Address.....Commercial Bank Bldg.
 Air Time.....6:00 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Edward Petry
 Membership.....NAB, BMB
 President.....Allen D. Morris
 General-Station Manager.....C. K. Beaver
 Commercial Manager.....Neil Cline
 Program Director.....Dean Flett
 Production Manager.....David Kent
 Publicity Director.....Marie Battey
 Chief Announcer.....Mike Roppolo
 Musical Director.....Cecil Bland
 Chief Engineer.....C. H. Maddox

KWKH

SHREVEPORT—EST. 1925

CBS—SOUTHCENTRAL QUALITY NETWORK

Frequency: 1130 Kc. Power 50,000 Watts
 Owned-Operated By.....International Bcstg. Corp.
 Business-Studio Address: Commercial Building,
 P. O. Box 1387, Shreveport.
 Phone Number.....2-8711
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....Lang-Worth, Capitol
 Representative.....The Branham Co.
 Membership.....NAB, BMB
 President.....John D. Ewing
 General Manager.....Henry B. Clay
 Commercial Manager.....Dean R. Upson
 Promotion Manager.....James T. Briggs
 Program Director.....Robert Atherton
 Chief Engineer.....W. E. Antony

MAINE

Estimated Population 911,000—% Increase 7.5—Radio Homes 216,803
Farms with Radios 36,356—Stations in State 14

WFAU

AUGUSTA—EST. 1948

MBS—THE YANKEE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... The Twin City Bcstg.
Co., Inc.
Business-Studio Address... 160 Bangor St.
Phone Number... 2540
Transmitter Location... 160 Bangor St.
Air Time... 6 a.m.-12 M.; 8 a.m.-12 M. Sun.
News Service... AP
Transcription Service... Standard
Representative... Forjoe
Membership... NAB, BMB
President... Faust Couture
General Manager... Robert I. Payne
Program Director... Norman Gallant
Chief Engineer... Robert H. Parker

WGUY

BANGOR—EST. 1947

ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... Guy Gannett Bcstg. Services
Business Address... Box 732
Phone Number... 7354-5
Transmitter-Studio Location... Mt. Hope Ave.
Air Time... 6:30 a.m.-12:05 a.m.
News Service... AP
Transmitter Service... Lang-Worth
Representative... Paul H. Raymer
President-Owner... Guy P. Gannett
Station Manager... Samuel G. Henderson, Jr.
Commercial Manager... Harvey M. Grant
Chief Announcer... Hugh J. MacKinnon
Chief Engineer... Roger W. Hodgkins

WRDO

AUGUSTA—EST. 1932

NBC—NEW ENGLAND REGIONAL

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... WRDO, Inc.
Business-Studio Address... 175 Water St.
Phone Number... 2285
Transmitter Location... Chelsea, Me.
Air Time... 6 a.m.-12:05 a.m.
News Service... UP
Transcription Service... Thesaurus
Representative... Weed & Co.; Bertha Bannan
Membership... NAB, BMB
Chief Owner... Adeline B. Rines
General-Station Mgr... Jack S. Atwood
Commercial Manager... Walter Weightman
Program Dir.-Prod. Mgr... Donald K. Powers
Chief Engineer... Harold Dinsmore
Farm Editor... Linwood Brolee

WJOR

BANGOR—EST. 1946

MBS—YANKEE NETWORK—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By... Bangor Bcstg. System, Inc.
Business-Studio Address... 22 State St.
Phone Number... 5612
Transmitter Location... Bangor, Me.
Air Time... 6:30 a.m.-12 m.; 8 a.m.-12 M. Sun.
News Service... AP
Transmitter Service... World
Representative... Forjoe
General Mgr.-Program Dir... Lawrence Slon
Chief Engineer... Stephen Velardi

WABI

BANGOR—EST. 1921

CBS

Frequency: 910 Kc. Power: 5000 Watts
Owned-Operated By... Community Bcstg. Service
Business-Studio Address... 57 State St.
Phone Number... 6446
Transmitter Location... Brewer, Me.
Air Time... 6:30 a.m.-12 M.
News Service... AP
Transcription Service... Associated
Rep... Adam J. Young, Jr.-Kettell-Carter
President-Gen.-Station Mgr... F. B. Simpson
Commercial Manager... Guy Corey
Pro. Dir.-Prod. Mgr.-Musical Dir... Harold Dorr
Chief Engineer... Walter Dickson

WLBZ

BANGOR—EST. 1926

NBC—NEW ENGLAND REGIONAL NET.
MAINE BROADCASTING SYSTEM

Frequency: 620 Kc. Power 5000 Watts
Owned-Operated By... Maine Bcstg. Co., Inc.
Business-Studio Address... 100 Main St.
Phone Number... Bangor 6023
Transmitter Location... Outer Broadway
Air Time... 5:30 a.m.-12:05 p.m.;
8 a.m.-12:05 p.m.- Sun.
News Service... UP
Transcription Service... Thesarus
Representative... Weed & Co.; Bertha Bannan
Membership... NAB, BMB
President... William H. Rines
Sta.-Com.-Sales Pro. Mgr. Edward E. Guernsey
Program Director... Irving S. Hunter
Musical Director... Norman Lambert
Chief Engineer... John H. Wibby
Farm Editor... Linwood Brolee

W C O U

LEWISTON—EST. 1938
MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By...Twin City Bcstg. Co., Inc.
Business-Studio Address.....223 Lisbon St.
Phone Number.....3140
Transmitter Location.....East Ave.
Air Time.....6 a.m.-12 M.; 8 a.m.-12 M. Sun.
News Service.....UP
Transcription Service.....Standard, SESAC
Representative.....Forjoe, Bertha Bannan
Membership.....NAB, BMB
Owner-Executive.....Faust Couture
General-Station Mgr.....John C. Libby
Commercial Manager.....Oscar Normand
Program Director.....Eugene Parker
Prod. Mgr.-Chief Announcer...Laverne Colton
Publicity Director.....Alberghini
Musical Director.....Marion Payne Louisfell
Chief Engineer.....Donald Mason

W L A M

LEWISTON—EST. 1947
ABC

Frequency: 1470 Kc. Power: 5000 Watts
Owned-Operated By...Lewiston-Auburn Bcstg. Corp.
Business Address.....129 Lisbon St.
Phone Number.....6500
News Service.....AP
Transcription Service.....Thesaurus, Capitol
Representative.....Young, Kettell-Carter
Chief-Owner-Gen. Mgr.....Frank S. Hoy
Station Manager.....Elden H. Shute
Com-Prom. Mgr.....Gerald T. Higgins
Program Manager.....William Finkeldey
Technical Director.....Leslie R. Hall

W C S H

PORTLAND—EST. 1925
NBC—NEW ENGLAND REGIONAL
MAINE BROADCASTING SYSTEM

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By...Congress Square Hotel
Business-Studio Address.....157 High St.
Phone Number.....2-0181
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....Thesaurus
Representative...Weed & Co.; Bertha Bannan
Membership.....NAB, BMB
President.....Adeline B. Rines
General Manager.....William H. Rines
Commercial Manager.....Albert W. Smith
Sales Promotion Mgr.....Rudolph O. Marcoux
Program Director.....Arthur Owens
Publicity Director.....Linwood T. Pitman
Chief Engineer.....G. Fred Crandon
Farm Editor.....Linwood H. Brofee

W G A N

PORTLAND—EST. 1938
CBS

Frequency: 560 Kc. Power 5000 Watts
Owned-Oper. By...Guy Gannett Bcstg. Services
Business-Studio Address...645a Congress St.
Phone Number.....2-7489
Trans. Location...Lane Ave., Riverton, Portland
Air Time.....6 a.m.-12:05 a.m.;
.....8 a.m.-12:05 a.m. Sun.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Paul H. Raymer Co.
Membership.....NAB
President-Owner-Gen. Mgr....Guy P. Gannett
Station Mgr.-Pub. Dir....Creighton E. Gatchell
Commercial Manager.....Arthur K. Atherton
Program Director.....Richard E. Bates
Musical Director.....Arthur Kendall
Chief Engineer.....Roger W. Hodgkins

W M T W

PORTLAND—EST. 1946
MBS—THE YANKEE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned By.....General Tire & Rubber Co.
Operated By.....The Yankee Network

Covering Central Maine
with 3 outlets

W C O U
&
WCOU-FM
93.9 MGS
of Lewiston

WFAU
of Augusta

MUTUAL
YANKEE

Represented Nationally by
Forjoe & Company
New York

Business-Studio Address.....Falmouth Hotel
 Phone Number.....4-2649
 Air Time.....6 a.m.-1 a.m.; 8 a.m.-1 a.m. Sun.
 News Service.....AP, INS
 Transcription Service.....Standard, Associated
 Representative.....Edward Petry
 Membership.....NAB, BMB
 Chairman of the Board.....John Shepard, 3rd
 President.....William O'Neil
 Station Manager.....Charles Curtin
 Commercial Manager.....Linus Travers

WPOR
PORTLAND—EST. 1946
 ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Oliver Bcstg. Co.
 Business-Studio Address.....Chapman Bldg.
 Phone Number.....Portland 3-8111
 Transmitter Location.....Baxter Blvd.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....Avery-Knobel; Elmer Kettell
 Membership.....NAB, BMB
 President-General Mgr.....Murray Carpenter
 Assistant Manager.....Gordon J. Lewis
 Sales Promotion Manager.....James H. McKnight
 Program Director.....Gordon J. Lewis
 Chief Announcer-Mus. Dir.....Richard B. Bronson
 Chief Engineer.....Roger Perry

WAGM
PRESQUE ISLE—EST. 1931
 KBS

Frequency: 1450 Kc.....Power: 250 Watts

Owned-Operated By...Aroostook Bcstg. Corp.
 Business-Studio Address.....180 State St.
 Phone Number.....8821
 Transmitter Location.....U. S. Route No. 1,
 4 mi. from Presque Isle.
 Air Time...6 a.m.-11 p.m.; 8 a.m.-11 p.m. Sun.
 News Service.....UP
 Transcription Service.....Cole, SESAC,
 Thesaurus, Keystone
 Representative....Cox & Tanz, Bertha Bannan
 Membership.....NAB, BMB
 Gen.-Station-Comme. cial Mgr....H. D. Glidden
 Program Dir.-Prod. Mgr.-Farm Ed....Ted Coffin
 Chief Announcer-Musical Dir....Clayton Smith
 Chief Engineer.....L. E. Hughes

WTVL
WATERVILLE—EST. 1946
 ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Kennebec Bcstg. Co.
 Business-Studio Address.....36 Silver St.
 Phone Number.....370 and 1251
 Transmitter Location.....Winslow, Me.
 Air Time.....6:30 a.m.-12 M.
 News Service.....AP
 Transcription Service.....Standard
 Rep.....Radio Adv. Co.; Kettell-Carter, Inc.
 Membership.....NAB, BMB
 President-Gen.-Station Mgr..Carleton D. Brown
 Com. Mgr.-Sales Pro. Mgr....Harold L. Vigue
 Program Dir.-Prod.-Mgr..Charles F. Halsted, Jr.
 Publicity Director.....Richard S. Reid
 Chief Announcer.....Timothy C. Osborne
 Musical Director.....Paul R. Huber
 Chief Engineer.....Donald H. Sutherland
 Farm Editor.....Arthur Vaughn

For the best in news quality . . .

AP

Membership!

HOW MUCH GOLD in a minute's worth of radio?

Let's not kid ourselves another day. Radio time buying and production are going to be on the spot with advertisers in the battle for brands.

Radio is no longer a device to introduce the Sales Manager to the Hollywood stars. Radio is no longer in the business of making a show producer out of the man who can run a factory better. Time buyers can no longer buy radio station power and call letters and coverage maps and station personalities.

Radio must have an answer to the big questions when the advertiser asks: "How much does it cost to reach my listener? How much goods does my radio sell?"

And the advertiser is asking you! Every dollar of radio time has got to work harder. Reach more people. Produce more sales at lower costs.

That means radio time buying has got to be smarter if agencies are to keep accounts happy. They'll have to dig deeper for more facts. Sift the costs with a finer screen. Unscramble those 5, 6, 7, 12 and 13 station towns that have cropped up, if they're going to get the smartest return for the client's money.

The glamour has gone out of radio time buying. From here on in, it's just plain hard work!

The successful independent station in Baltimore that delivers more listeners-per-dollar-spent than any other station in town is . . .

W I T H **AM**
F M

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 2,215,000—% Increase 21.6—Radio Homes 551,829
Farms with Radios 31,628—Stations in State 23

WANN

ANNAPOLIS—EST. 1947

Frequency: 1190 Kc. Power: 1000 Watts
Owned-Operated By: Annapolis Bcstg. Corp.
Business-Studio Address: 25 School St., P. O.
Box 749.
Phone Number: 2500
Transmitter Location: Bay Ridge Rd.
Air Time: Local sunrise-local sunset
News Service: AP, UP
Transcription Service: Long-Worth, SESAC
Membership: NAB
President, General Manager: Morris H. Blum
Station-Sales Manager: Thomas S. Carr
Chief Engineer: C. E. Franklin
Farm Editor: Jay Grayson

WASL

ANNAPOLIS—EST. 1946

Frequency: 810 Kc. Power: 250 Watts d.
Owned-Operated By: Chesapeake Radio Corp.
Business Address: Box 612, Post Office Bldg.
Phone Number: 9211

ON THE RICH
EASTERN and
WESTERN
SHORES of
MARYLAND IT'S
WANN

NEWS

SPORTS

MUSIC

BETWEEN THE BALTIMORE
AND WASHINGTON MARKET

1000 W **WANN** 190 on the dial

MARYLAND'S CAPITAL STATION
ANNAPOLIS, MARYLAND

Transmitter-Studio Location: Truxton Hgts.
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: World
Membership: NAB
President: Robt. Blalock
General-Station-Commercial
Manager: William H. Dodderidge
Sales Promotion Manager, Program
Director, Musical Director: Harold Stephens
Publicity Director: Gordon Richards
Chief Announcer: Harrison Eagies
Chief Engineer: Joseph Griscom
Farm Editor: Bob Jones

WBAL

BALTIMORE—EST. 1925

NATIONAL BROADCASTING COMPANY

Frequency: 1090 Kc. Power: 50,000 Watts
Owned-Operated By: Hearst Radio, Inc.
Address: 2610 N. Charles St.
Phone Number: Hopkins 3000
Transmitter Location: Winans Rd.,
Randallstown, Md.
Air Time: 19¼ hours daily,
17 hours Sunday
News Service: INS; UP & AP
Transcription Service: World, Thesaurus
Representative: Edward Petry & Co.
Membership: NAB, BMB
General Manager: Harold C. Burke
Commercial Manager: Kenneth L. Carter
Program Director: Joan Dickman
Chief Engineer: Richard D. Duncan

WBMD

BALTIMORE—EST. 1947

Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Operated By: Key Ccstg. Corp.
Business Address: 2 W. Eager St.
Phone Number: Vernon 8125
News Service: AP
Transcription Service: Associated
President: George E. Hull
General Manager: William R. Burrier
Program Director: Genevieve Cain
Chief Engineer: Russell H. Morgan

WCAO

BALTIMORE—EST. 1922

CBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By: The Monumental Radio
Co.
Business-Studio Address: 1102 N. Charles St.
Phone Number: VERNON 0600

Transmitter Location: Park Heights Ave. Extended, Baltimore County.

Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 President.....Lewis M. Milbourne
 Executive Vice President, General-
 Station Manager.....L. Waters Milbourne
 Commercial-Sales Promotion
 Manager, Publicity
 Director.....Leslie H. Peard, Jr.
 Program Director.....George L. Filling
 Chief Engineer.....Martin L. Jones

W C B M

BALTIMORE—EST. 1924

MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Baltimore Bcstg. Corp.
 Business-Studio Address: Community House,
 North at Harford.

Phone Number.....UNiversity 8400
 Air Time.....6:30 a.m.-12 M.
 News Service.....INS, UP
 Transcription Service.....Associated
 Representative.....Weed & Co.
 Membership.....NAB
 President.....John Elmer
 General-Station Manager.....George H. Roeder
 Sales Manager.....John Elmer
 Program Director.....Charles A. Roeder
 Musical Director.....Jack Rohr
 Chief Engineer.....G. Porter Houston
 Public Service Dir.....Newell A. Warner

W F B R

BALTIMORE—EST. 1922

ABC

Frequency: 1300 Kc.....Power: 5000 Watts
 Owned-Operated By: The Baltimore Radio
 Show, Inc.

Business-Studio Address.....10 E. North Ave.
 Phone Number.....Mulberry 1300
 Air Time.....6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....John Blair
 Membership.....NAB, BMB
 President.....Robert S. Maslin
 Executive Vice President.....Hope H. Barroll, Jr.
 Vice President-Treasurer.....J. H. L. Trautfelter
 Sales Manager: (National) William S. Pirie;
 (Local) William R. Dothard.
 Asst. Secretary-Asst.

Treasurer.....Robert S. Maslin, Jr.
 Publicity Director.....Guy Griffen
 Chief Announcer.....Henry Hickman
 Chief Engineer.....William Q. Ranft

WITH

BALTIMORE—EST. 1941

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Maryland Bcstg. Co.
 Business-Studio Address.....7 East Lexington St.
 Phone Number.....Lexington 7808
 Air Time.....24 hrs. daily
 News Service.....AP
 Transcription Service.....Standard, Lang-Worth
 Representative.....Headley-Reed
 Membership.....NAB
 President, General-Station
 Manager.....Thomas Garland Tinsley, Jr.
 Commercial-Sales Promotion
 Manager.....Robert C. Embry
 Program Director, Production
 Manager.....William J. Warren
 Publicity Director.....Mae Hughes
 Music Librarian.....Anna Ray Suter
 Chief Engineer.....James S. Duff
 Traffic Manager.....Catherine Sennott

W M A R (CP)

BALTIMORE

Frequency: 850 Kc.....Power: 1000 Watts
 Owned-Operated By.....A. S. Abell Co.
 Business Address.....Baltimore & Charles Sts.
 Vice-President.....E. K. Jett

W S I D

BALTIMORE—EST. 1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....WSID, Inc.
 Business-Studio Address.....136 Eastern Ave.
 Phone Number.....Essex 2235
 Air Time.....Local sunrise-local sunset
 News Service.....INS
 Transcription Service.....Capitol
 Representative.....Forjoe & Co.
 Membership.....BMB
 President.....Sidney H. Tinley, Jr.
 General-Station Manager,
 Chief Engineer.....Albert C. Goldbach
 Commercial-Sales Promotion
 Manager.....Armand Terl
 Program Director.....Raymond Koy
 Production Manager.....Will Koy

W B C C

BETHESDA-

CHEVY CHASE—EST. 1947

Frequency: 1120 Kc.....Power: 250 Watts d.
 Owned-Operated By: Broadcast Management,
 Inc.
 Business-Studio Address.....5 Wilson Lane
 Phone Number.....Oliver 2800
 Transmitter Location.....Kenwood Golf Course

• • • MARYLAND • • •

Air Time.....Local sunrise-local sunset
 News Service.....AP, UP
 Transcription Service...Associated, Lang-Worth
 Membership.....NAB
 President.....Willard D. Egolf
 Sales Promotion Manager.....John Haskell
 Program Director.....William L. Browne
 Production Manager.....R. John Hugh
 Musical Director.....Del Turner
 Chief Engineer.....Vernon Story
 Dir. of Junior Activities.....Ed Hofman

W T B O
 CUMBERLAND—EST. 1928
 NBC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By: Cumberland Broadcasting
 Co. (Partnership).
 Business-Studio Address.....31 Frederick St.
 Phone Number.....Cumberland 239
 Transmitter Location: Reservoir Ave., Cum-
 berland, Md.
 Air Time: 7 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m.,
 Sun.
 News Service.....AP, UP
 Transcription Service.....World
 Membership.....NAB, BMB
 President, Commercial-Sales Promo-
 tion Manager.....Mrs. Aurelia S. Becker
 Program Director.....Edwin F. Hinkle
 Chief Engineer.....David W. Jefferies
 Farm Editor.....Robert Rosamond

W C M D
 CAMBRIDGE—EST. 1947

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....The Cambridge Co.
 News Service.....UP
 Transcription Service.....Standard
 Partners.....James T. Littlepage,
 Thomas P. Littlepage
 Commercial Manager.....John Schneider

W C U M (CP)
 CUMBERLAND

Frequency: 1490Kc.....Power: 100 Watts
 Owned-Operated By.....The Tower Realty Co.
 Business Address.....222 S. Baltimore St.,
 Baltimore, Md.

CALL LETTERS TO BE ASSIGNED
 (CP)

EASTON

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Operated By...Easton Bestg. Co., Inc.
 Business Address.....Easton, Md.
 President.....John N. Critchlow, Sr.

WTBO

your

Tri-STATE

Voice



NBC
 Affiliation

Cumberland, Maryland

W F M D

FREDERICK—EST. 1936

CBS—MARYLAND NETWORK

Frequency: 930 Kc. Power: 500 Watts
 Owned-Operated By: Monocacy Bcstg. Co.
 Business-Studio Address: Winchester Hall
 Phone Number: 1626
 Air Time: 6 a.m.-12:05 a.m.; 7:30-12:05 a.m., Sun.
 News Service: AP
 Transcription Service: World
 Membership: NAB, BMB
 President-Owner: Laurence Leonard
 General-Station Manager: Bill Hardy
 Ass't Mgr., Chief Engineer: James W. Robertson
 Chief Announcer, Farm Editor: Bill Sell

W A R K

HAGERSTOWN—EST. 1947

ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Antietam Bcstg. Corp.
 Business Address: 128 S. Prospect St.
 Phone Number: 4500
 Transcription Service: Thesaurus
 Representative: Radio Adv.
 President: Andrew K. Coffmann
 Gen.-Coml. Mgr.: Stewart W. Phillips
 Chief Engineer: G. Harold Brewer

W J E J

HAGERSTOWN—EST. 1932

MBS—MARYLAND

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Hagerstown Bcstg. Co.
 Business-Studio Address: Franklin Court
 Phone Number: 2323
 Air Time: 6 a.m.-12 Md.
 News Service: AP
 Transcription Service: Lang-Worth, World, SESAC
 Membership: NAB, BMB
 Chief Owner, General Mgr.: Grover C. Crilley
 Commercial Mgr.: Wm. H. Paulsgrove
 Production Manager: Robert Leshner
 Chief Announcer: D. Glenn Thomas
 Chief Engineer: George McIntire
 Farm Editor: Will Groff

W A S A (CP)

HAVRE DE GRACE

Frequency: 1600 Kc. Power: 500 Watts d.
 Owned-Operated By: Chesapeake Bcstg. Corp.
 Business Address: Havre De Grasse
 President: Jayson T. Pate

W E S L

PRESTON—EST. 1947

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Operated By: Eastern Shore Bcstg. Co.
 Business Address: Preston, Md.
 Phone Number: 2491
 Air Time: Local sunrise-local sunset

W B O C

SALISBURY—EST. 1940

MBS

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Operated By: The Peninsula Bcstg. Co.
 Business-Studio Address: Radio Park
 Phone Number: 2487
 Air Time: Unlimited
 News Service: AP
 Transcription Service: World
 Representative: Burn-Smith
 Membership: BMB
 President: John W. Downing
 General Manager: Charles J. Truitt
 Musical Director: Charles Russell Yoh
 Chief Engineer: Peter A. Alfonsi

W G A Y

SILVER SPRING—EST. 1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By: Tri-Suburban Bcstg. Co.
 Business-Studio Address: Kemp Mill Rd.
 Phone Number: Shepherd 1050
 Air Time: Local sunrise-local sunset
 News Service: AP
 Transcription Service: World, SESAC
 President: John W. Kluge
 General-Station, Publicity
 Director: Joseph L. Brechner
 Sales-Commercial Manager: Robert W. Jonscher
 Program Director: Ernest Tannen
 Chief Announcer: Ernie Tannen
 Chief Engineer: Nick Chaconas

W O O K

SILVER SPRING—EST. 1947

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Operated By: United Bcstg. Co.
 Business-Studio Address: 1143 Connecticut
 Ave., N. W., Washington, D. C.
 Phone Number: National 8336
 Air Time: Local sunrise-local sunset
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Sears & Ayer
 Membership: NAB
 President, General-Station:
 Commercial, Sales Promotion
 Manager: Richard Eaton
 Program Director: Albert Lamphear
 Production Manager, Publicity Director
 Chief Announcer: James Stevens
 Musical Director: Omas McKim
 Chief Engineer: James Gilbert

MASSACHUSETTS

Estimated Population 4,725,000—% Increase 9.5—Radio Homes 1,225,899
Farms with Radios 33,660—Stations in State 42

W B M S

BOSTON—EST. 1946

Frequency: 1090 Kc...Power: 1000 Watts d.
Owned-Operated By...The Templetone Radio
Mfg. Corp.
Business Address.....35 Court St.

W B Z - W B Z A

BOSTON & SPRINGFIELD—EST. 1921

NBC—NEW ENGLAND REGIONAL NETWORK
Frequency: 1030 Kc...Power: 50,000 (WBZ)
1000 (WBZA)

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

Business Address...WRS, Inc., 1619 Walnut St.,
Philadelphia 3, Pa.

Phone Number...Rittenhouse 6-6870 (Phila.)

Station Address...WBZ—275 Tremont St.
Boston; WBZA—Hotel Kimball, Springfield.
After June, '48: 1170 Soldiers Field Road,
Allston 34, Mass.

Station Phone Nos...WBZ—HAncock 64261;
WBZA—Springfield 6-8336. After June, '48:
HAncock 6-4261.

Transmitter Location...Hull, Mass.—East
Springfield, Mass.

Air Time...5:30 a.m.—1 a.m.;
Sun., 7:30 a.m.—1 a.m.

News Service...AP, UP
Transcription Service...Thesaurus, Associated
Representative...Free & Peters
Membership...BMB
President...Walter Evans
Vice President...Walter E. Benoit
General Manager...J. B. Conley
Station Manager...W. C. Swartley
Sales Manager...C. H. Massé
Ass't Sales Mgr...Lynn Morrow
Program Mgr...W. Gordon Swan
Production Mgr...Stephen Burke
Publicity Representative...Wendell A. Davis
Special Events Director...Colton G. Morris
Musical Director...Avner Rakov
Chief Engineer...WBZ—W. H. Hauser;
WBZA—H. E. Randol
Educational Director...Ben A. Hudelson

W C O P

BOSTON—EST. 1935

ABC

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

Business-Studio Address...485 Boylston St.

Phone Number...CO 7-0123

Air Time...6 a.m.—1 a.m.; Sun., 7:30 a.m.—1 a.m.

News Service...AP, INS, UP

Transcription Service...Standard
Representative...Katz Agency
Membership...NAB, BMB
President...Gardner Cowles
General-Station Mgr...Craig Lawrence
National Sales Mgr...A. N. Armstrong, Jr.
Local Sales Mgr...Harry Wheeler
Sales Promotion Mgr...Harry D. Goodwin
Program Director...Gene King
Production Manager...Henry Lundquist
Publicity Director...Harry D. Goodwin
Chief Announcer...Ellie Dierdorff
Chief Engineer...Roland C. Hale
Farm Editor...George Graves

W E E I

BOSTON—EST. 1924

CBS

Frequency: 590 Kc...Power 5000 Watts
Owned-Operated By...Columbia Bcstg. System,
Inc.

Business-Studio Address...182 Tremont St.
Phone Number...HUBbard 2323

Air Time...Unlimited

News Service...AP, UP

Transcription Service...Lang-Worth

Representative...Radio Sales

Membership...NAB, BMB

President, (CBS)...Frank N. Stanton

General-Station Mgr...Harold E. Fellows

Asst. Mgr. in Charge of

Programs and Sales...Kingsley F. Horton

Asst. Sales Manager...H. Roy Marks

Sales Promotion Mgr...Guy H. Cunningham

Asst. Program Dir...Frederick H. Carrigus

Production Manager...Raymond G. Girardin

Publicity Director...Marie H. Houlahan

Chief Announcer...Carlton H. Dickerman

Musical Director...Frank Bell

Chief Engineer...Harold A. Dorschug

Farm Editor...Jesse H. Buffum

W H D H

BOSTON—EST. 1927

Frequency: 850 Kc...Power: 5000 Watts

Owned-Operated By...Boston Herald-Traveler

Business-Studio Address...6 St. James Ave.,
Boston 16, Mass.

Phone Number...HANcock 5500

Air Time...Unlimited

News Service...AP, UP

Transcription Service...Standard, Lang-Worth,
Capitol

Representative...John Blair

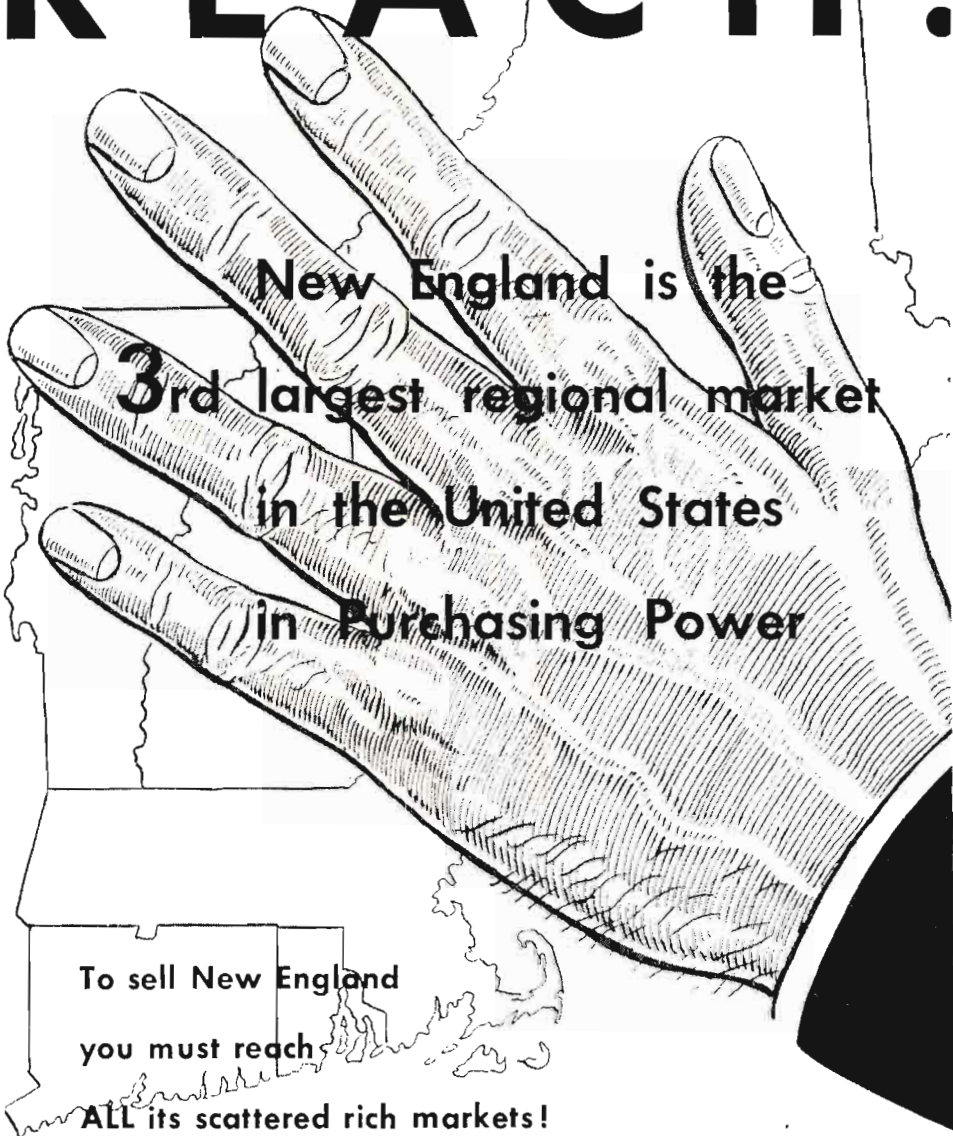
Membership...NAB

President...Robert B. Choate

General Manager...William B. McGrath

Commercial Mgr...William W. Warner

REACH!



New England is the
3rd largest regional market
in the United States
in Purchasing Power

To sell New England
you must reach

ALL its scattered rich markets!

THE YANKEE NETWORK

Member of the Mutual Broadcasting System

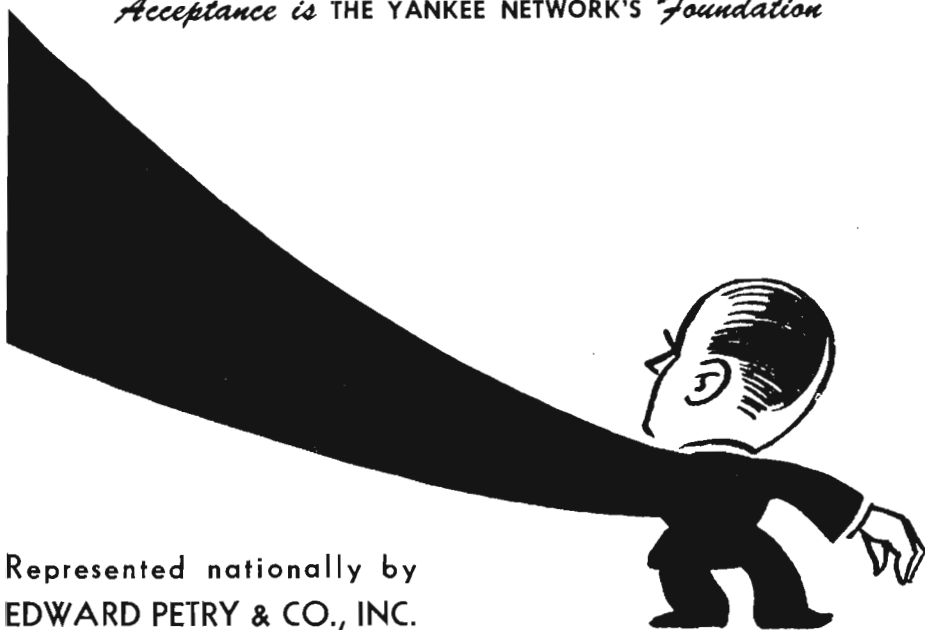
21 Brookline Avenue, Boston 15, Mas

THE YANKEE NETWORK

with its 23 local home-town stations,
gives you 89.4% coverage of New
England's radio homes — the longest
reach in radio in New England to turn
purchasing power into sales.

ASK YOUR PETRY MAN

Acceptance is THE YANKEE NETWORK'S Foundation



Represented nationally by
EDWARD PETRY & CO., INC.

WORL

ORIGINATORS OF THE FAMOUS 920 CLUB

does it AGAIN!

WITH A NEW MILLION DOLLAR PROGRAM IDEA!

YOU CAN'T MISS
... ON THIS!

“THE
MILLION
DOLLAR
BALLROOM”

*million dollar
talent and music
to produce
millions of sales
for YOU
in America's
richest market!*

INQUIRE NOW ABOUT OUR GUARANTEED
13 - 26 - 52 WEEK CONTRACT PLAN

WORL

BOSTON'S
BEST BUY!

BOSTON 16, MASS.

FORJÓE & CO. • NATIONAL REPRESENTATIVES

Program Director.....George M. Perkins
 Production Mgr.....George M. Watson, Jr.
 Chief Engineer.....Philip K. Baldwin

W M E X

BOSTON—EST. 1934

Frequency: 1510 Kc.....Power: 5000 Watts
 Owned-Operated By.....The Northern Corp.
 Business-Studio Address.....70 Brookline Ave.
 Phone Number.....Commonwealth 6-3900
 Air Time.....7:30 a.m.-12 M.
 News Service.....INS
 Transcription Service.....Associated,
 Lang-Worth, SESAC

Membership.....NAB, BMB
 President.....John Reilly
 General-Commercial Mgr.....William S. Pote
 Technical Director.....Alfred J. Pote
 Sales Promotion Manager.....George Kaplan
 Program Director.....John Reilly
 Chief Engineer.....John Memishian

W N A C

BOSTON—EST. 1922

MBS—THE YANKEE NETWORK

Frequency: 1260 Kc.....Power: 5000 Watts
 Owned By.....General Tire & Rubber Co.
 Operated By.....The Yankee Network
 Business-Studio Address.....21 Brookline Ave.
 Phone Number.....Commonwealth 6-0800
 Air Time.....6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
 News Service.....AP, INS, Reuters
 Transcription Service.....Standard, Associated,
 SESAC

Representative.....Edward Petry
 Membership.....NAB, BMB
 Chairman of the Board.....John Shepard, 3rd
 President-Owner.....William O'Neil
 Vice President-Gen. Com. Mgr.....Linus Travers
 Promotion Manager.....David F. Shurtleff
 Program Dir.-Vice Pres.....George W. Steffy
 Publicity Director.....Phyllis Doherty
 Chief Engineer.....Irving B. Robinson

W O R L D

BOSTON—EST. 1926

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Operated By.....Bcstg. Service
 Organization, Inc.
 Business-Studio Address.....216 Tremont St.
 Phone Number.....Liberty 4540
 Transmitter Location.....Needham, Mass.
 Air Time.....6:30 a.m.-Local Sundown
 News Service.....AP, UP
 Representative.....Forjoe
 Membership.....NAB
 President.....Harold A. Lafount
 General-Station Manager.....George Lasker
 Program Dir.-Chief Announcer.....Robert Perry
 Chief Engineer.....John W. Parker

W B E T

BROCKTON—EST. 1946

Frequency: 990 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Enterprise Publishing Co.
 Business-Studio Address.....60 Main St.
 Phone Numbers.....Brockton 7062-3
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service: Thesaurus, Lang-Worth,
 SESAC.

Membership.....NAB
 General Manager.....Charles A. Fuller
 Commercial Manager.....Paul A. Belaie
 Production Manager.....Joseph Quill
 Technical Director.....Mark L. MacAdam

W B K A (CP)

BROCKTON

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Cur-Nan Co.

W V O M (CP)

BROOKLINE

Frequency: 1600 Kc.....Power: 5000 Watts
 Owned-Operated By.....The Boston Bcstg. Corp.
 Business Address.....100 Summit Ave.
 Phone Number.....Beacon 3349
 President.....John C. Pappas
 Exec. Vice-Pres.....Benjamin Bartzoff

CALL LETTERS TO BE ASSIGNED
 (CP)

CAMBRIDGE

Frequency: 740 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Harvey Radio Labs.
 Business Address.....Cambridge, Mass.
 President.....Frank Lyman, Jr.
 Vice-Pres.....Jeanne S. Lyman

W A C E

CHICOPEE—EST. 1946

ATLANTIC FOOTBALL NETWORK

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Regional Bcstg. Co.
 Business-Studio Address: Hotel Worthy, Spring-
 field, 326 Chicopee St., Chicopee, Mass.
 Phone Number.....Springfield 6-1323
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....McGeehan and O'Mara
 Membership.....NAB
 Treasurer.....John S. Begley
 General-Station Manager.....John S. Lloyd
 Commercial Manager.....David Hayes
 Publicity Director.....Forbes Parkyn
 Chief Announcer.....Lee Smith
 Chief Engineer.....Ralph Robinson

**CALL LETTERS TO BE ASSIGNED
(CP)**

FALL RIVER

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Narragansett Bcstg. Co.
Business Address... 12 Hudner Bldg.
Partners... Mitchell G. Meyers, Ruben E.
Aronheim, Milton H. Myers

W S A R

FALL RIVER—EST. 1921

MBS—THE YANKEE NETWORK

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By... The Fall River Bcstg.
Co., Inc.

Business-Studio Address... Academy Building
Phone Number... 7-9477
Transmitter Location... South Somerset, Mass.
Air Time... 6:30 a.m.-12 M.
News Service... UP
Transcription Service... Thesaurus, Lang-Worth
Representative... Headley-Reed, Bertha Bannan
Membership... NAB, BMB
President-General Mgr... Melvin Lahr
Commercial Manager... John Harrington
Sales Pro. Mgr.-Publicity Dir... John Crowley
Program Dir.-Production Mgr... Angus Bailey
Chief Announcer... Joseph J. Welch
Musical Director... John Zmuda
Chief Engineer... John Pavao

W E I M

FITCHBURG—EST. 1941

MBS—YANKEE NETWORK

Frequency: 1340 Kc. Power: 250 Watts
Owned By... Mitchell G. Meyers,
Ruben E. Aronheim and Milton H. Meyers
Operated By... Radio Station WEIM
Business-Studio Address... 717 Main St.
Phone Number... 1600-1
Transmitter Location... Summer St.,
Lunenburg, Mass.
Air Time... 6:30 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service... AP
Representative... Bertha Bannan
Membership... NAB
Operating partner... Milton H. Meyers
General Mgr.-Farm Editor... Earle Clement
Commercial Mgr... Ford Billings
Program Dir.-Chief Announcer... Dick Tucker
Chief Engineer... Ted Kalin

W K O X

FRAMINGHAM—EST. 1947

Frequency: 1190 Kc. Power: 1000 Watts d.
Owned-Operated By... Suburban Bcstg. Co.
Business-Studio Address... Smith Bldg., Irving
Sq.
Phone Number... 7400-5003
Air Time... Local sunrise-local sunset

News Service... UP
Transcription Service... Capitol, Thesaurus
Representative... Kettell-Carter, The Friedenber
Agency
Membership... NAB
General-Station Manager... Richard E. Adams
Commercial Manager... James H. Shoemaker
Program Director... Lee Emmerich
Production Manager, Publicity
Director... G. Ellis Mott
Musical Director... Merrill Smith
Chief Engineer... Francis Bartol

W H O B

GARDNER—EST. 1946

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... The Gardner Bcstg. Co.
Business Address... 39 Pleasant St.
Phone Number... 1490
Studio Address... The Colonial Hotel
Transmitter Location... Green St.
Air Time... 8 a.m.-11:30 p.m.
News Service... AP
Transcription Service... SESAC, Thesaurus
Representative... William G. Rambeau
Membership... NAB
President-Owner, General
Manager... David M. Richman
Station Manager... Ted Jones
Program Director... George Gray
Chief Engineer... Parker Vincent

W H A I

GREENFIELD—EST. 1938

MBS—YANKEE

MBS—YANKEE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... John W. Haigis
Business-Studio Address... 356 Main St.
Phone Number... Greenfield 4301 or 4302
Air Time... 6:45 a.m.-11:30 p.m.
News Service... AP
Transcription Service... Thesaurus
Representative... Bertha Bannan
Membership... NAB
President-Owner... John W. Haigis
Manager... John W. Haigis, Jr.
Commercial Manager... H. W. Nichols
Program Director, Chief
Announcer... Lawrence A. Coney
Publicity Director... Graydon Spragg
Chief Engineer... Leland F. Wheeler

W H A V

HAVERHILL—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... The Haverhill Gazette
Co.
Business-Studio Address... 30 How St.
Phone Number... 7090

MASSACHUSETTS

Air Time.....6:30 a.m.-11:30 p.m.
 News Service.....AP
 Transcription Service.....Associated, World,
 SESAC
 Representative....Kettell-Carter, McGeehan &
 O'Mara
 Membership.....NAB
 Pres. & Treas.....John T. Russ
 General-Station Manager.....John T. Russ
 Chief Engineer.....Herbert W. Brown

Sales Manager.....P. J. Montague
 Chief Engineer.....Thomas Humphrey

W L A W

LAWRENCE—EST. 1937

ABC

Frequency: 680 Kc.....Power: 50000 Watts
 Owned-Operated By.....Hildreth & Rogers
 Company
 Address.....278 Essex Street
 Phone Number.....Lawrence 4107
 Studio Address.....278 Essex St., Lawrence;
 Fairburn Bldg., Lowell
 Transmitter Location.....River Road,
 Andover, Mass.
 Air Time.....6 a.m. to 1 a.m.
 Newspaper Affiliation.....Eagle-Tribune
 News Service.....UP
 Representative.....Weed & Company
 Membership.....NAB, BMB
 Pres. & Treas.....Irving E. Rogers
 Gen. Mgr.-Station Mgr.....Harold B. Morrill
 Sales Promotion Mgr.....Fred Sullivan
 Sales Manager.....David Kimel
 Program Director.....James T. Maloney
 Chief Engineer.....George A. Hinckley

W H Y N

HOLYOKE—EST. 1941

MBS—YANKEE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Hampden-Hampshire
 Corp.
 Business Address.....180 High St.
 Phone Number.....8238-9
 Air Time.....6:45 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Associated, Lang-Worth
 Representative.....The Walker Co.
 Membership.....NAB, FMA
 President.....William Dwight
 General-Station Manager.....Charles N. De Rose

New England's
MOST POWERFUL
Radio Station

50,000
 WATTS
680 KC

ABC's basic station in Lawrence, Mass. — WLAW delivering to 4 New England states and reaching 4 million people with 4 billion \$\$\$ to spend!

W L A W

LAWRENCE, MASS.

OTHER STUDIOS: BOSTON AND LOWELL
 NATIONAL REPRESENTATIVES: WEED & CO.

WLAW-FM

93.7 Megacycles

Channel 229



WCCM

LAWRENCE-LOWELL—EST. 1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By . . . The Lawrence Bcstg. Co.
 Business Address 54 Essex St., Lawrence,
 Mass.
 Phone Number . . . (Lowell) 20580; (Lawrence)
 87171
 Studio Address . . . 11 Kearney Sq., Lowell, Mass.,
 54 Essex St., Lawrence, Mass.
 Transmitter Location Chandler Rd., West
 Andover, Mass.
 Air Time Limited
 News Service AP
 Transcription Service Thesaurus, Capitol,
 SESAC
 Representative Forjoe, Bertha Bannan
 Membership NAB
 President George H. Jaspert
 General Manager, Chief
 Engineer Gordon S. Ley
 Commercial Manager William C. Engel
 Program Director Louis J. Roche
 Production Manager Charles Tarkinson

WLLH

LOWELL-LAWRENCE—EST. 1934

MBS—YANKEE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By . . . Merrimac Bcstg. Co., Inc.
 Business Address 39 Kearney Sq., Lowell,
 Mass.
 Phone Numbers . . . Lowell 8715, Lawrence 2-2148
 Transmitter-Studio Location . . . 39 Kearney Sq.,
 Lowell, Mass., Cregg Bldg., Lawrence,
 Mass.
 Air Time 6:25 a.m.-12 M.
 News Service AP
 Transcription Service Associated
 Representative Edward Petry
 President Gerald Harrison
 Vice-President Carl S. Wheeler
 Station Manager Dana W. Fitzgerald
 Commercial Manager Haskell Blomberg
 Chief Announcer Tom Clayton
 Chief Engineer A. G. Michaels

WLYN

LYNN—EST. 1946

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Operated By . . . Puritan Bcstg. Service,
 Inc.
 Business Address 7 Willow St.
 News Service UP
 Transcription Service SESAC, Associated
 President-General Manager A. M. Morgan
 Commercial Manager James B. Dunbar
 Program Director Dorothy Rich
 Chief Engineer John W. Parker

WNBH

NEW BEDFORD—EST. 1922

ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By . . . Bristol Bcstg. Co., Inc.
 Business-Studio Address 588 Pleasant St.
 Phone Number 8-5228
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Wm. G. Rambeau, Bertha
 Bannan
 Membership NAB
 Vice-Pres.-Treas. Basil Brewer
 Station Manager James M. Patt
 Sales Promotion Mgr. Edward Bohgolian
 Chief Engineer Arthur Deters

WKOB

NORTH ADAMS—EST. 1947

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By . . . Citizens Bcstg. Co.
 Business Address 20 State St.
 Phone Number 3470
 News Service UP
 Transcription Service Standard, Capitol
 Representative McGillvra
 Owners . . . John T. Ward, Jr., E. B. Cureton, Jr.,
 G. W. Fisher, Joseph R. Trott, Jr.
 Commercial Manager John T. Ward, Jr.
 Business Manager E. B. Cureton, Jr.
 Promotion Manager George W. Fisher
 Program Director Thomas M. Donlin
 Chief Engineer Bud Kordalewski

WMNB

NORTH ADAMS—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By . . . North Berkshire
 Bcstg. Co.
 Business Address 27 Bank St.
 Partners . . . Robert B. Clark, Robert Hardman,
 James C. Keyworth

WBEC

PITTSFIELD—EST. 1947

ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By . . . Wester Mass. Bcstg. Co.
 Business-Studio Address 30 Eagle St.
 Phone Number 8292
 Transmitter Location 30 Eagle St.
 Air Time 6:45 a.m.-12 M.
 News Service AP
 Transcription Service Standard, Lang-Worth
 Representative J. P. MacKinney
 Membership NAB
 Owners L. K. Miller, D. B. Miller

• • • **MASSACHUSETTS** • • •

General-Station Manager, Chief
 Engineer..... James L. Spates
 Commercial-Sales Promotion
 Manager..... W. Wendell Budrow
 Program Director..... Franklin Wiener
 Publicity Director..... John Williams
 Farm Editor..... Nina Graham

W B R K
PITTSFIELD—EST. 1938
 MBS—YANKEE

Frequency: 1340 Kc..... Power: 250 Watts
 Owned By..... Greylock Bcstg. Co.
 Operated By..... Leon Podolsky
 Business-Studio Address..... 8 Bank Row
 Phone Number..... 2-1553
 Transmitter Location... Corner East & Newell
 Air Time..... 6:45 a.m.-12 M.
 News Service..... UP
 Transcription Service..... Thesaurus
 Representative..... The Walker Co.
 Membership..... NAB, BMB
 President..... Leon Podolsky
 General-Station Mgr..... John T. Parsons
 Commercial Manager..... Robert H. Burbank
 Program Director..... Daniel Healy
 Production Manager..... Thurston Holmes
 Chief Engineer..... Leonard Lavendol
 News Chief..... Leon Beeler

W J D A
QUINCY—EST. 1946

Frequency: 1300 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... South Shore Bcstg.
 Business Address..... 29 Brackett St.
 Phone Number..... Mayflower 1300
 News Service..... AP
 Transcription Service..... World
 Owners..... Joseph H. Tobin, James D. Asher
 Station Mgr.-Program Dir..... Joseph H. Tobin
 Commercial-Promotion Mgr..... James D. Asher
 Chief Engineer..... James O. Wood

W E S X
SALEM—EST. 1939
 KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By... North Shore Bcstg. Co.
 Business-Studio Address... 49-53 Washington St.
 Phone Number..... Salem 5670
 Transmitter Locaiton... Naugus Head, Marble-
 head, Mass.
 Air Time..... 7 a.m.-10:45 p.m.
 News Service..... AP, UP
 Transcription Service..... World, Lang-Worth
 Representative..... Bertha Bannan
 President-Owner..... Charles W. Phelan

General Manager, Program
 Director..... Edmund L. Phelan
 Sales Manager..... Edward Tibbetts
 Sales Promotion Manager..... Robert Rogers
 Production Manager..... Gene Vallencourt
 Musical Director..... Lenny Powers
 Chief Engineer..... R. I. Hammond

W M A S
SPRINGFIELD—EST. 1932
 CBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... WMAS Inc.
 Business-Studio Address..... 1757 Main
 Phone Number..... 7-1414
 Transmitter Location..... Pynchon Pk.
 Air Time... 6:30 a.m.-12 M.; 8 a.m.-12 M., Sun.
 News Service..... UP
 Transcription Service..... Associated
 Representative..... Edward Petry
 Membership..... NAB
 President..... Gerald Harrison
 General Manager..... Robert Donahue
 Commercial Manager..... Robert Feldman
 Sales Promotion Manager..... Paul Peltier
 Program Director..... Turner Cooke
 Chief Engineer..... John Michnovetz

W S P R
SPRINGFIELD—EST. 1936
 ABC

Frequency: 1270 Kc..... Power: 1000 Watts
 Owned-Operated By..... WSPR, Inc.
 Business-Studio Address..... WSPR Bldg.,
 63 Chestnut St.
 Phone Number..... 6-2757
 Transmitter Location... W. Springfield, Mass.
 Air Time..... 7 a.m.-12 M.; 8 a.m.-12 M., Sun.
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... George P. Hollingbery
 Membership..... NAB, BMB
 President, General-Station
 Manager..... Quincy A. Brackett
 V. P..... Milton W. Stoughton
 Sales Promotion Manager, Publicity
 Director..... Howard S. Keefe
 Program Director, Production
 Manager..... Wayne Henry Latham
 Chief Announcer..... Robert L. Jones
 Chief Engineer..... Lawrence A. Reilly

W C R B (CP)
WALTHAM

Frequency: 1330 Kc..... Power: 500 Watts d.
 Owned-Operated By... Charles River Ccstg. Co.
 Business Address... 206 Monroe St., Dedham,
 Mass.
 Partners..... L. P. Liles, John R. Hoffler,
 Richard C. O'Hare

WRMS (CP)

WARE

Frequency: 1250 Kc. Power: 500 Watts d.
 Owned-Operated By: Donald W. Howe
 Business Address: Gilbertville Rd.
 News Service: AP
 Transcription Service: Associated
 Owner: Donald W. Howe
 Gen.-Coml. Mgr.: Daniel J. Hyland, Jr.
 Chief Engineer: Albert Green

Business-Studio Address: Park Bldg.
 Phone Number: 6-4672
 Transmitter Location: Park Bldg.
 Air Time: 6 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.
 News Service: UP
 Transcription Service: Thesaurus, Capitol
 Representative: Adam J. Young, Jr.; Kettell-Carter
 Membership: NAB
 President: Paul C. Lytle
 Treasurer-General Manager: John J. Hurley
 V.P.-Commercial Mgr.: Kenneth B. Murray
 Sales Promotion Mgr.: Mrs. Dorothy Murray
 Program Director: John F. Morse
 Chief Engineer: Vernon P. Wilson

WOCB

WEST YARMOUTH—EST. 1943

ABC-KBS

Frequency: 1240 Kc. Power: 250 W.
 Owned-Operated By: Bristol Broadcasting Co., Inc.
 Phone Number: Hyannis 502
 Transmitter Location: South Sea Ave.
 Representatives: Wm. G. Rambeau Co.
 President: Basil Brewer
 Gen., Coml. & Prom. Mgr.: Donald Sellers
 Program Director: Marion Crowell
 Chief Engineer: Arthur Deters

WORC

WORCESTER—EST. 1925

ABC

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Operated By: Alfred Frank Kleindienst
 Business-Studio Address: 65 Elm St.
 Phone Number: 5-3101
 Transmitter Location: Auburn, Mass.
 Air Time: 7 a.m.-12:01 a.m.; 8:45 a.m.-11:15 p.m., Sun.
 News Service: INS
 Transcription Service: Lang-Worth
 Representative: Weed & Co.
 Membership: NAB
 President-Owner: Alfred Frank Kleindienst
 General-Station-Commercial Manager: Mildred P. Stanton

WAAB

WORCESTER—EST. 1931

MBS—YANKEE NETWORK

Frequency: 1440 Kc. Power: 5000 Watts
 Owned By: General Tire & Rubber Co.
 Operated By: Yankee Network, Inc.
 Business-Studio Address: 34 Mechanic St.
 Phone Number: 2-5611
 Transmitter Location: Holden, Mass.
 Air Time: 6 a.m.-12 M.; 8 a.m.-12 M., Sun.
 News Service: AP, INS
 Transcription Service: Associated, Standard
 Representative: Edward Pety
 Membership: NAB, BMB
 Chairman of the Board: John Shepard, 3rd
 President-Owner: William O'Neil
 Station Manager: Richard A. Cobb
 Commercial Manager: Linus Travers
 Program Director: Albert M. Hiorns
 Chief Engineer: Joseph E. Grahn

WTAG

WORCESTER—EST. 1924

CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By: WTAG, Inc.
 Business-Studio Address: 18 Franklin St.
 Phone Number: 5-4321
 Transmitter Location: Shrewsbury St., Holden, Mass.
 Air Time: 6 a.m.-12:05 a.m.
 News Service: AP
 Transcription Service: World, Associated
 Representative: Paul H. Raymer
 Membership: NAB, BMB
 Executive Vice-President: E. E. Hill
 Vice-President, General Mgr.: Robert W. Booth
 Commercial Manager: Herbert L. Krueger
 Local Sales Manager: Robert J. Brown
 Program Director: A. J. Brissette
 Publicity-Promotion Mgr.: Andrew C. Fuller
 Chief Engineer: E. A. Browning

WNEB

WORCESTER—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: New England Bcstg. Co.

FOR PRESTIGE ...

Be able to tell listeners that
your station is a member of

A large, bold, black logo consisting of the letters 'A' and 'P' in a stylized, condensed font. The 'A' is tall and narrow, and the 'P' is also tall and narrow, with a curved top. The two letters are positioned side-by-side, sharing a common vertical line.

Radio members of The AP don't buy news!
They share the news of the largest news-
gathering organization on a *cost* basis.



In Detroit . . . it's
WWJ—The Detroit News

FIRST in PUBLIC SERVICE features for more than 27 years . . . tirelessly working in the public interest, constantly retaining community confidence.

TOPS in TALENT . . . with Detroit's best-known, best-liked personalities, combined with the world's finest through WWJ's 20-year-old NBC affiliation.

FOREMOST in PIONEERING and PROMOTIONAL policies that have kept WWJ on top all through the years, and trail-blazed the way for both FM and Television "firsts" as well.

WWJ's leadership in PUBLIC ACCEPTANCE is evidenced by the results continually obtained for its advertisers . . . adding prestige to their products, force to their sales messages, and increasing sales through lowered sales resistance.

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY



AM 950 WFDZ 4525-3000 WATTS
 FM CHANNEL 246 97.1 MEGACYCLES

Basic NBC Affiliate

Associate Television Station WWJ-TV

MICHIGAN

Estimated Population 6,249,000—% Increase +18.9—Radio Homes 1,518,787
Farms with Radios 154,353—Stations in State 54

W A B J

ADRIAN—EST. 1946

Frequency: 1500 Kc. Power: 250 Watts d.
Owned By The Adrian Bcstg. Co.
Operated By Gail D. Griner; Alden M. Cooper
Business Address 111 East Maumee St.
Phone Number 1599
Air Time Local sunrise-local sunset
News Service UP
Transcription Service Thesaurus
Representative Homer Griffith
Membership NAB
Co-Owners, Co-Managers Gail D. Griner, Alden M. Cooper
Commercial Manager Alden M. Cooper
Program Director William O. Crusinberry
Chief Engineer Gordon F. Sweeley

W A T Z

ALPENA—EST. 1946

MBS—PAUL BUNYAN—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Midwestern Bcstg. Co.
Business Address Alpena, Mich.
Phone Number 1049
Air Time 7 a.m.-11 p.m.
News Service AP
Representative Hal Holman
President-Chief Engineer Les Biederman
Mgr. & Prom. Mgr. Drew McClay

W H R V

ANN ARBOR—EST. 1947

ABC

Frequency: 1600 Kc. Power: 1000 Watts
Owned-Operated By Huron Valley Bcstg., Inc.
Business Address Box 160
Phone Number 2.4573
News Service AP
Transcription Service World
Representative Forjoe
President-Gen. Mgr. J. F. Hopkins
Commercial Mgr. R. S. Augustus
Program Director Sybil Krieghoff
Chief Engineer James W. Allen

W P A G

ANN ARBOR—EST. 1945

Frequency: 1050 Kc. Power: 1000 Watts
Owned-Operated By Washtenaw Bcstg. Co.
Business-Studio Address 106 E. Liberty St.
Ann Arbor; 36 N. Washington, Ypsilanti
Phone Number 25517

Air Time Local sunrise-local sunset
News Service AP, INS
Transcription Service Associated, Standard
Representative Burn-Smith
Membership NAB
President Arthur E. Greene
General-Station Manager Edward F. Baughn
Commercial Manager Ted Turner
Program Director Edwin G. Burrows
Chief Engineer George D. Stearns
Farm Editor Howard Heath

W B C K (CP)

BATTLE CREEK

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By Michigan Bcstg. Co.
Business Address Post Bldg.

W E L L

BATTLE CREEK—EST. 1925

ABC—MICHIGAN RADIO NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Federated Publications, Inc.
Business Address 38 West State St.
Phone Number 7161-5655
Air Time 17½ hrs. daily
News Service AP
Transcription Service Standard, Lang-Worth
Representative Burn Smith
Membership NAB, BMB
General-Station Manager D. E. Jayne
Commercial Manager E. P. Mills, Jr.
Program Director Forrest F. Owen
Chief Engineer Earl J. Stone

W B C M

BAY CITY—EST. 1928

ABC

Frequency: 1440 Kc. Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By Bay Bcstg. Co., Inc.
Business Address Wenonah Hotel
Phone Number 7551-2
Studio Address Wenonah Hotel
Air Time 6 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m., Sun.
News Service UP
Transcription Service Lang-Worth, World
Representative George P. Hollingbery
President Harley D. Peet
General-Station Mgr. Hugh A. Giesel
Program Director Charles E. Anthony
Musical Director Lionel H. DeRemer
Chief Engineer Ralph H. Carpenter
Farm Editor G. Edward Vallender

Keeping Rates
D
O
W
N
and Sponsors' Sales
U
P
in the
Detroit-Windsor Area

5,000 WATTS at
800 Kc.

MUTUAL and
CBS System

CKLW

ADAM J. YOUNG, JR., INC., Natl. Rep. Can. Rep., H. N. STOVIN & CO.

J. E. CAMPEAU, President

W H F B

BENTON HARBOR—EST. 1947

Frequency: 1060 Kc. Power: 1000 Watts d.
 Owned By: Palladium Publishing Co.
 Business-Studio Address: Fairplain Ave.
 Phone Number: 5-2113
 Air Time: Local sunrise-local sunset
 News Service: AP
 Transcription Service: Lang-Worth
 Membership: NAB
 President: Stanley R. Banyon
 General-Station Manager: Jake P. Scherer
 Commercial-Sales Promotion
 Manager: William L. Harmon
 Program Director: Phil Molloy
 Chief Engineer: Munson U. Robinson

W A T T

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

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Midwestern Bcstg. Co.
 Business Address: P. O. Box 219
 Phone Number: Cadillac 1270
 Studio Address: U. S. 131 South
 Transmitter Location: Clam Lake Township
 Air Time: 7 a.m. to 11 p.m.
 Transcription Service: SESAC, Langworth
 Chief Owner: Les Biederman
 General Manager: John Cundiff
 Commercial Manager: Merritt Chandler
 Chief Engineer: Wm. H. Kiker

W K M H

DEARBORN—EST. 1946

Frequency: 1540 Kc. Power: 1000 Watts d.
 Operated By: Suburban Bcstrs.
 Business-Studio Address: WKMH Bldg.
 Phone Number: Superior 4000
 Air Time: Local sunrise-local sunset
 News Service: INS, UP
 Transcription Service: Lang-Worth
 Representative: Weed & Co.
 Membership: NAB, BMB
 General-Station Manager: Fred A. Knorr
 Commercial-Sales Promotion
 Manager: Walter Patterson
 Program Director: Kirk Knight
 Chief Announcer: Jerry Snider
 Chief Engineer: Jerrold Martin
 Farn: Editor: Tim Doolittle

C K L W

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

Frequency: 800 Kc. Power: 5000 Katts

Owned-Operated By: Essex Bcstg. Inc.
 Addresses: Guaranty Trust Bldg.
 Phone Number: 4-1155 (Windsor)
 Transmitter Location: Highway 3—6 miles from
 Windsor in Essex County
 Air Time: 5:30 a.m. to 4 p.m.
 News Service: INS, UP
 Representatives: H. N. Stovin & Co. (Canada);
 Adam J. Young, Inc. (U. S. A.)
 Membership: NAB, BMB
 Pres. and General Manager: J. E. Campeau
 Sales-Commercial Manager: Richard E. Jcnes
 Sales Promotion-Merchandising
 Manager: Barbara MacFarland
 Program Director: S. Campbell Ritchie
 Chief Engineer: W. J. Carter

W J B K

DETROIT—EST. 1926

Frequency: 1490 Kc. Power: 250 Watts
 Owned By: Detroit Bcstg. Co.
 Affiliated with The Fort Industry Co.
 Business-Studio Address: 46 W. Kirby St.
 Phone Number: TRinity 2-2000
 Transmitter Location: 15555 Woodrow Wilson
 Ave.
 Air Time: 24 hrs. daily
 News Service: AP
 Transcription Service: World, Lang-Worth,
 Standard, Thesaurus
 Representative: Fo joe
 Membership: NAB, BMB
 President: George B. Storer
 General Manager: Lee B. Wailes
 Station Manager: Ralph G. Elvin
 Commercial Manager: George M. Millar
 Sales Promotion Manager, Publicity
 Director: Robert F. Anthony
 Program Director: Judith Lawton
 Production Manager: Larry Ruppel
 Chief Announcer: Earl Hayes
 Musical Director: Jean Smoroski
 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: 3100 David Broderick
 Phone Number: Cadillac 7603
 Transmitter Location: Boulevard Bldg.
 Air Time: 24 hours
 News Service: AP
 Transcription Service: World
 Representative: Burn-Smith, Holman
 President: John Lord Booth
 General Manager: Hugh M. Gray
 Commercial Manager: Eric V. Hay
 Promotion Manager: Mitchell Jachinski
 Chief Engineer: Edward H. Clark

W J R

DETROIT—EST. 1922

CBS

Frequency: 760 Kc. Power: 50,000 Watts
 Owned-Operated By . . . WJR, The Goodwill Station, Inc.
 Business-Studio Address . . . 2208 Fisher Bldg., Detroit 2, Mich.
 Phone Number Madison 4440
 Air Time 24 hrs. daily
 News Service AP, INS, UP
 Transcription Service Cole, Lang-Worth, Standard, Thesaurus, Associated
 Representative Edward Petry
 Membership NAB
 President G. A. Richards
 Asst. to Pres. Harry Wismer
 Asst. Genl. Mgr. Conrad Noll
 Sales Manager Arch Shawd
 Program Director Worth Kramer
 Production Manager Norman L. White
 Publicity Director James H. Quello
 Chief Announcer Franklin C. Mitchell
 Musical Director Paul LaVoie
 Chief Engineer G. F. Leydorf
 Farm Editor Marshall Wells

W W J

DETROIT—EST. 1920

NBC

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By . . . Evening News Assoc.
 Business-Studio Address . . . 630 W. Lafayette Ave.
 Phone Number RAndolph 2000
 Transmitter Location . . . Eight Mi. & Meyers Rds., Oak Park, Mich.
 Air Time . . . Weekdays: 20½ hrs.; Sundays: 17 hrs.
 News Service AP, UP
 Transcription Service Standard
 Representative Geo. P. Hollingbery
 Membership NAB, BMB
 Dir. of Radio for
 The Detroit News W. J. Scripps
 General Manager Harry Bannister
 Asst. Gen. Mgr. Edwin K. Wheeler
 Commercial Manager Harry W. Betteridge
 Sales Promotion Manager Jake Albert
 Program Director Melvin C. Wissman
 Production Manager Stanley Swales
 Publicity Director R. S. Spencer, Jr.
 Musical Director Mischa Kottler
 Chief Engineer E. J. Love
 Farm Editor John Merrifield

(See Page 464)

W X Y Z

DETROIT—EST. 1930

ABC

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By American Bcstg. Co.
 Business Address 1700 Stroh Bldg.
 Phone Number CHerry 8321
 Studio Address 8415 East Jefferson
 Transmitter Location . . . Joy Rd. & Greenfield Rd.
 Air Time 6 a.m.-12 M.
 News Service AP, INS, UP
 Transcription Service . . . Standard, Lang-Worth, World
 Representative Joseph C. Molin
 Membership NAB, BMB
 General-Station Mgr. James G. Riddell
 Commercial Manager Harold Christian
 Sales Promotion Manager, Publicity
 Director William J. Hendricks
 Program Director Jack McCarthy
 Production Manager John Pival
 Chief Announcer Porter Bourne
 Musical Director Phil Brestoff
 Chief Engineer Charles Kotcher

W D B C

ESCANABA—EST. 1941

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Delta Bcstg. Co.
 Business-Studio Address Escanaba, Mich.
 Phone Number 787
 Transmitter Location Escanaba, Mich.
 Air Time 6:30 a.m.-11:30 p.m.
 News Service AP
 Transcription Service World
 Representative Walker Co.
 Membership NAB, BMB
 President John P. Norton
 General-Station-Commercial
 Manager George D. Lindenthal
 Program Director, Production Manager, Chief
 Announcer, Musical Director Sam Ham
 Chief Engineer Jack Foster

W F U R

GRAND RAPIDS—EST. 1947

WOLVERINE

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By Furniture City Ccstg. Corp.
 Business Address 430 Federal Square Bldg.
 Phone Number 6-9541
 News Service AP
 Transcription Service Capitol, Lang-Worth, SESAC
 Representative Walker
 Pres.-Gen.-Station-Coml. Mgr. Simon W. Openhuizen
 Vice-President Jeannie Oppenhuizen

Treas., Asst. Mgr.-Chief Eng.: Raymond A. Plank
 Program Director: Gordon F. Kibby
 Promotion Manager: Henry G. Bosch

W J E F

GRAND RAPIDS—EST. 1945
 CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Fetzer Bcstg. Co.
 Business Address: P. O. Box 52
 Phone Number: 6-8512
 Transmitter-Studio Location: Pantlind Hotel
 Air Time: 6:30 a.m.-1 a.m.
 News Service: AP
 Transcription Service: Associated, Standard
 Representative: Avery-Knodel
 Membership: NAB, BMB
 President-Owner, General Mgr.: John E. Fetzer
 Station Manager: Edward H. Bronson
 Commercial Manager: John W. O'Harrow
 Publicity Director: Richard L. Kowalkosi
 Chief Announcer: Nathan H. Bryant, Jr.
 Chief Engineer: Carl E. Lee
 Farm Editor: Carleton W. Collin

(See Page 472)

W L A V

GRAND RAPIDS—EST. 1940
 ABC—MICHIGAN RADIO NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Leonard A. Versluis
 Business-Studio Address: 6 Fountain St., N.E.
 Phone Number: 6-5461
 Air Time: 7 a.m.-12 M.
 News Service: UP
 Transcription Service: Standard
 Representative: Joseph Hershey McGillvra
 Membership: BMB
 Owner: Leonard A. Versluis
 General-Commercial Manager: Hy M. Steed
 Program Director: D. Cotton
 Musical Director: Chas. Herman
 Chief Engineer: Lee Stevens

W O O D

GRAND RAPIDS—EST. 1924
 NBC

Frequency: 1300 Kc. Power: 5000 Watts
 Trustee Ownership: American Bcstg. Co.
 Business-Studio Address: Grand Rapids
 National Bank Bldg.
 Phone Number: 9-4211
 Air Time: 18 hrs. daily
 News Service: UP
 Transcription Service: World, SESAC,
 Lang-Worth
 Representative: Paul H. Raymer
 Membership: BMB
 General Manager: Stanley W. Barnett

Sales Manager: Lyman Anson
 Sales Promotion Manager: Lenore Little
 Program-Musical Director: Sandy Meek
 Production Manager: Robert W. Smith
 Chief Engineer: Fred Russell

W G R D

GRAND RAPIDS—EST. 1947

Frequency: 1410 Kc. Power: 1000 Watts d.
 Owned-Operated By: Music Bcstg. Co.
 Business Address: 35 Lafayette Ave., E.
 Phone Number: 9-4111
 News Service: AP
 Transcription Service: Standard, Associated
 Pres.-Gen. Mgr.: Paul F. Eichhorn
 Commercial Mgr.: George Hartman
 Program Director: Cameron Blake
 Local Sales Manager: J. C. Yeakey
 Chief Engineer: Richard Groenevelt

W F D F

FLINT—EST. 1922
 ABC—MICHIGAN RADIO NETWORK—
 WOLVERINE

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By: Flint Broadcasting Co.

W B B C

FLINT—EST. 1946
 MBS

Frequency: 1330 Kc. Power: 1000 Watts
 Owned By: Booth Radio Stations Inc.
 Operated By: Booth Bcstg. Co.
 Business Address: 600 Buhl Bldg., Detroit,
 Mich.
 Phone Number: 9-8686
 Studio Address: 112 W. Water St.
 Transmitter Location: G3014 Bristol Rd.
 Air Time: 24 hrs. daily
 News Service: AP
 Transcription Service: McGregor
 Representative: Forje
 President: John Lord Booth
 General-Station Mgr.: Robert L. Balfour
 Commercial-Sales Promotion Manager:
 Publicity Director: W. Eldon Garner
 Program Director: Robert L. Mabry
 Production Manager, Chief Announcer,
 Farm Editor: George Geiger
 Musical Director: Jerry Schroeder
 Chief Engineer: G. Elwood Ryan

W M R P

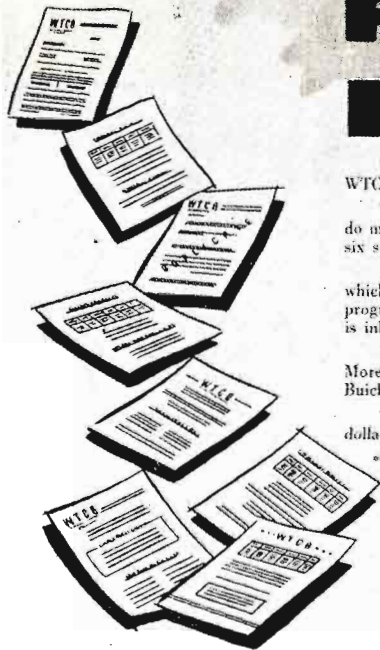
FLINT—EST. 1943

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Operated By: Methodist Radio Parish,
 Inc.
 Business-Studio Address: 573 Mary St.
 Phone Number: 35112

**NO
NBC CONTRACT
IS COMPLETE
WITHOUT**

WTCB FLINT

... in the Nation's 62nd city



To "complete" an NBC contract . . . what does it take? For one, it takes WTCB-NBC.

Three metropolitan trading areas, dominated by Flint, Bay City and Saginaw, do most of the business for East Central Michigan. Until WTCB, these areas and six surrounding counties had no adequate NBC coverage.

Here are over a million people . . . over 300,000 radio homes . . . most of which are tuned most of the time to WTCB. It's NBC. The long-experienced programming of Trendle-Campbell, of "Lone Ranger" and "Green Hornet" fame, is inherent in every WTCBuilt local show.

WTCB's primary area is part of the power and progress of industrial America. More automobiles are manufactured in Flint than anywhere except Detroit. Every Buick and Chevrolet starts in Flint. Effective buying income: *over a billion dollars.*

"Complete" your NBC contract with WTCB . . . completely cover this billion dollar market with its *plus* purchasing income.

* in population



TRENDELLE-CAMPBELL BROADCASTING CORP., STROH BLDG.
1000 WATTS DAY • 500 WATTS NIGHT

Paul H. Raymer, Representative

DETROIT, MICH
600 KC

Transmitter Location.....3217 Lapeer Rd.
 Air Time Limited
 Transcription Service.....Standard, Capitol
 President.....Daniel M. Robins
 General-Station-Commercial-Sales Promotion
 Manager.....William H. Morford
 Program Director, Production
 Manager.....Cedric Harger
 Chief Announcer.....Pat Chamburs
 Chief Engineer.....Homer Blumerich

W T C B

FLINT—EST. 1947

NBC

Frequency: 600 Kc.....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By..Trendle-Campbell Bcstg.
 Corp.
 Business-Studio Address...740 S. Saginaw St.
 Phone Number.....21136
 Transmitter Location..Box 124, Grand Blanc,
 Mich.
 Air Time..6:30 a.m.-12 M.; 8 a.m.-12 M., Sun.
 News Service.....UP
 Transcription Service.....World
 Representative.....Paul H. Rayme:
 President-Treasurer.....George W. Trendle
 Vice-Pres.-Gen. Mgr.....H. Allen Campbell
 Resident Manager.....Don DeGroot
 Sales Director.....Russell H. Edsall
 Program Director.....William R. Dixon
 Chief Announcer.....John Pierce
 Chief Engineer.....Harold R. Holmes

W W O K

FLINT—EST. 1946

WOLVERINE

Frequency: 1470 Kc.....Power: 1000 Watts
 Owned By.....Drohlich Bros.
 Operated By..Albert S. and Robert A. Drohlich
 Business-Studio.....432 N. Saginaw St.
 Phone Number.....4-1691
 Transmitter Location...Grand Blanc, Mich.
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Associated, Cole
 Representative.....Joseph Henry McGillvra
 Membership.....NAB
 President-Owner.....Drohlich Bros.
 General-Station-Commercial
 Manager.....Robert A. Drohlich
 Sales Promotion Manager.....Ralph Dawson
 Program Director, Production Manager,
 Publicity Director.....Albert S. Drohlich
 Chief Engineer.....Edsel Forsythe

W H T C (CP)

HOLLAND

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Holland Bcstg. Co.

Business Address.....135 W. 11th St.
 News Service.....AP
 Pres.-Chief Engr.....Millard C. Westrate
 Vice-Pres.-Program Dir...Willard C. Wichers

W H D F

HOUGHTON—EST. 1929

MBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Upper Michigan Bcstg.
 Co.
 Business Address.....Douglass Hotel
 Phone Number.....1
 Studio Address...Douglass Hotel, Houghton;
 515 Scott St., Calumet, Mich.
 Transmitter Location.....Houghton, Mich.
 Air Time.....7 a.m.-11:30 p.m.
 Transcription Service.....World
 Representative.....The Walker Co.
 Membership.....NAB, BMB
 Executive Vice President.....John W. Rice
 Station Manager.....Albert W. Payne
 Program Director, Chief
 Announcer.....Earl Norden
 Technical Supervisor.....George L. Burgan
 Farm Editor.....Arnold Lahikainen

W I K B

IRON MOUNTAIN—EST. 1946

MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By..Upper Michigan-Wiscon-
 sin Bcstg. Co., Inc.
 Business Address.....Iron Mountain, Mich.
 Phone Number.....2020
 Studio Address.....Dickinson Hotel
 Transmitter Location.....West "C" St.
 Air Time.....6:30 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....The Walker Co.
 Membership.....NAB
 President.....Wm. L. Johnson
 General Mgr.-Vice-Pres.....J. W. Huss
 Sales Promotion Manager.....J. A. Marta
 Studio Manager.....Carl Casperson
 Chief Announcer.....Jim Kauper
 Chief Engineer.....Eugene Kaari

W M I Q

IRON MOUNTAIN—EST. 1947

MIDWEST BASEBALL NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By..Iron Mountain-Kingsford Bcstg. Co.
 Business-Studio Address..211 E. Ludington St.,
 Iron Mountain, Mich.
 Phone Number.....2031-2
 Transmitter Location.....Pewabic Hill
 Air Time.....Indefinite
 News Service.....UP

YOU MIGHT FALL A MILE, AND STILL LIVE* —

BUT . . .

**"LUCK" WON'T GET
YOUR OUTSIDE
BROADCASTS
INTO WESTERN MICHIGAN!**



No, you just can't be heard satisfactorily in Western Michigan when you broadcast from any outside point. The entire area is surrounded by a "wall of fading" which virtually stops reception of outside stations.

But inside this wall the combination of WKZO in Kalamazoo and WJEF in Grand Rapids has achieved a standing of such importance that—morning, noon and night—better than one out of each three sets in use is tuned to these CBS affiliates. In other words, if you were to use every other one of the 30

stations "heard" in the Kalamazoo and Grand Rapids areas, you would still lose over one-third of your potential audience!

These facts are verified by the latest Hooper Report (Spring, 1947). May we send you a copy? Write us, or ask Avery-Knodel, Inc.

* On January 6, 1931, Capt. J. H. Healey, Chicago, fell out of an airplane at a height of 13,000 feet. At 10,000 feet the plane dived under him, and he fell back into it!

WKZO <i>first</i> IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)	WJEF <i>first</i> IN GRAND RAPIDS AND KENT COUNTY (CBS)
---	---

**BOTH OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY**

EVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

• • •

M I C H I G A N

• • •

Transcription Service Lang-Worth
 Representative Homer Griffith
 President William F. Russell
 General-Station Mgr. William C. Johnson
 Commercial-Sales Promotion
 Manager John S. Wallis
 Program Director, Production Manager, Pub-
 licity Director, Musical Dir. Ronald F. Bothe
 Chief Announcer Bill Mason
 Chief Engineer Robert W. Berry
 Farm Editor Frank J. Thibert

W J M S

IRONWOOD—EST. 1931

MBS—KBS

Frequency: 630 Kc. Power: 1000 Watts
 Owned-Operated By ... Upper Michigan-Wiscon-
 sin Bcstg. Co., Inc.

Business Address Ironwood, Mich.
 Phone Number 20
 Studio Address St. James Hotel
 Transmitter Location South Cary
 Air Time 6:30 a.m.-12 M.
 News Service UP
 Transcription Service Standard
 Representative The Walker Co.
 Membership NAB
 President William L. Johnson
 General Mgr.-Vice-Pres. J. W. Huss
 Studio Manager Don Hoover
 Sales Promotion Manager, Publicity
 Director J. A. Marta
 Program-Musical Director Laura Johnson
 Production Manager Don Hoover
 Chief Announcer Bert Downing
 Chief Engineer Arne Dahlbacka

W J P D

ISHPEMING

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By ... Ishpeming Bcstg. Co.
 Business Address Jenks Block
 Phone Number 1892
 News Service AP
 Transcription Service Lang-Worth
 Pres.-Gen.-Coml. Mgr. James P. Deegan
 Promotion Manager Carl B. Tupala
 Program Director Paul C. Crowley
 Chief Engineer Bernard R. Maloney

W I B M

JACKSON—EST. 1927

ABC—MICHIGAN RADIO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WIBM Inc.
 Business-Studio Address Hotel Hayes
 Phone Number 6121
 Transmitter Location Hotel Hayes

Air Time 7 a.m.-12 M.
 Transcription Service Thesaurus
 Representative Hal Holman, Forjoe
 Membership NAB
 President Herman Radner
 Vice-Pres. Roy Radner
 Manager-Commercial Manager ... Wm. Cizek
 Program Director, Chief
 Announcer Derwood Carn
 Production Manager Jack Underwood
 Publicity Director Dar Hollindrake
 Musical Director Paul Mason
 Chief Engineer C. W. Wirtanen
 Farm Editor S. J. Culver

W G F G

KALAMAZOO—EST. 1947

ABC—MICHIGAN RADIO NETWORK

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By ... Southwestern Michigan
 Bcstg. Co.
 Business-Studio Address ... State Theatre Bldg.
 Phone Number 5191
 Transmitter Location 2729 Gull Rd.
 Air Time 5:45 a.m.-1 a.m.
 News Service UP
 Transcription Service Standard
 President-General Manager ... Harold F. Gross
 Sales Promotion Manager ... Irene A. Ginther
 Program Director, Production
 Manager Charles T. Lynch
 Musical Director Warren A. Anderson
 Chief Engineer Carl V. Stephens
 Farm Editor Harold Cessna

W K Z O

KALAMAZOO—EST. 1923

CBS

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By Fetzer Bcstg. Co.
 Business Address 124 W. Michigan Ave.
 Phone Number 3-1223
 Studio Address Burdick Hotel
 Transmitter Location R. 2, Richards Dr.
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service World, Standard
 Representative Avery-Knodel
 Membership NAB, BMB
 President-Owner, General-Station
 Manager John E. Fetzer
 Commercial Manager John W. O'Harrow
 Program Director Willis F. Dunbar
 Production Manager, Chief
 Announcer Harold Fitzgerald
 Publicity Director Richard L. Kowalkoski
 Chief Engineer Carl E. Lee
 Farm Editor Carleton W. Collin

WILS

LANSING—EST. 1946

MBS—WOLVERINE

Frequency: 1430 Kc. Power: 500 Watts d.
Owned/Operated By: Lansing Bcstg. Co.
Business Address: 407-11 North Washington Ave.

Phone Number: 2-1655
Transmitter Location: E. Mt. Hope Rd.
Air Time: Limited
News Service: AP
Transcription Service: Capitol, Lang-Worth
Representative: Hal Holman
Membership: NAB
President-Gen. Mgr.: W. A. Pomeroy
Commercial-Sales Promotion

Manager: R. S. Underhill
Program Director: R. E. Kauffman, Jr.
Production Manager: Alex Dillingham
Publicity Director: Bruce Elliott
Chief Announcer: Bud Kauffman
Musical Director: Robert Maunder
Chief Engineer, Farm Editor: J. C. Pomeroy

WJIM

LANSING—EST. 1934

ABC—MICHIGAN RADIO NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned By: WJIM, Inc.
Operated By: Harold F. Gross
Business-Studio Address: 1501 Bank of Lansing Bldg.

Phone Number: 2-1333
Transmitter Location: 1501 Bank of Lansing Bldg.
Air Time: Unlimited
News Service: UP
Transcription Service: Standard, Thesaurus, World

President, General-Station-Commercial
Manager: Harold F. Gross
Program Director: Howard K. Finch
Publicity Director: Kay Bergin
Chief Announcer: Richard Shubel
Musical Director: William C. Boyd
Chief Engineer: Elza Runkle

WMPC

LAPEER—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts
Owned/Operated By: The Liberty St. Gospel Church

WKLA

LUDINGTON—EST. 1944

MBS—WOLVERINE—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned/Operated By: Ludington Bcstg. Co.
Business Address: Stearns Bldg.

Phone Number: 842
Transmitter-Studio Location: 204 E. Ludington Ave.

Air Time: 8 a.m.-10:15 p.m.
News Service: UP
Transcription Service: SESAC, Keystone
Representative: Burn-Smith
Membership: NAB
Owners: Karl L. & Grant L. Ashbacker
General-Station-Commercial

Manager: Karl L. Ashbacker
Program Director, Production Manager:
Publicity Director: Peter A. Mars
Chief Announcer, Musical
Director: Arne Hokans
Chief Engineer: Fred Bird
Farm Editor: Le Clair Mattes

WDMJ

MARQUETTE—EST. 1931

MUTUAL—KBS—WOLVERINE

Frequency: 1340 Kc. Power: 250 Watts
Owned/Operated By: Lake Superior Broadcasting Co.

WMMI (CP)

MARQUETTE

Frequency: 970 Kc. Power: 1000 Watts d.
Owned/Operated By: Gordon H. Brozek
Business Address: 609 E. 3rd St.

WKBZ

MUSKEGON—EST. 1926

ABC

Frequency: 850 Kc. Power: 1000 Watts
Owned/Operated By: Ashbacker Radio Corp.
Business-Studio Address: 432 Apple Ave.
Phone Number: 26-051
Transmitter Location: Pontaluna Rd. at Henry St.

Air Time: Unlimited
News Service: UP
Transcription Service: Standard, World
Representative: Burn-Smith
President: Grant F. Ashbacker
General-Station-Commercial

Manager: Fred W. Wagenvoord
Sales Promotion Manager, Publicity
Director: Robert Henderson
Program Director: Robert Quinn
Production Manager: Robert Cessna
Chief Announcer: Anson Vann
Musical Director: A. J. Vredeveld
Chief Engineer: Kenneth Pendleton

WMUS

MUSKEGON—EST. 1947

WOLVERINE

Frequency: 1090 Kc. Power: 1000 Watts d.

. . . MICHIGAN . . .

Owned By... Greater Muskegon Bcstrs., Inc.
 Operated By... W. C. Wester
 Business-Studio Address... 1769 Peck St.
 Phone Number... 27-608
 Transmitter Location... Giles Rd.
 Air Time... Local sunrise-local sunset
 News Service... AP, UP
 Transcription Service... Associated, Thesaurus
 President, General-Station-Commercial-Sales
 Promotion Manager... W. C. Wester
 Program Director... John C. Marshall
 Production Manager... Clinton Raymond
 Publicity Director, Chief Announcer, Musical
 Director... Chuck Bird
 Chief Engineer... N. L. Kessler
 Farm Editor... Frank Hintz

W O A P

OWOSSO—EST. 1947

Frequency: 1080 Kc... Power: 250 Watts d.
 Owned-Operated By... Argus Fress Co.
 Business Address... 2300 N. Shiawassee
 Phone Number... 980
 News Service... AP
 Transcription Service... Standard
 Representative... McGillvra
 President... J. E. Campbell
 General Manager... M. H. Wirth
 Program Director... J. Hall Smith
 Chief Engineer... Stanley Bristol

W M B N

PETOSKEY—EST. 1947

MUTUAL—WOLVERINE—PAUL BUNYAN—
KBS

Frequency: 1340 Kc... Power: 250 Watts
 Owned-Operated By... Midwestern Broad. Co.
 Phone Number... Petoskey 1150
 Studio Address... U.S. 131 South
 Transmitter Location... Bear Creek Township
 Air Time... 7 a.m. to 11 p.m.
 News Service... AP
 Transcription Service... Lang-Worth
 President... Les Biederman
 General Manager... Ralph Pierson
 Commercial Manager... Merten Carter
 Program Director... Max Anspaugh
 Chief Engineer... Wm. H. Kiker

W C A R

PONTIAC—EST. 1939

Frequency: 1130 Kc... Power: 1000 Watts d.
 Owned-Operated By... WCAR, Inc.
 Business-Studio Address... Riker Bldg.
 Phone Number... 7141
 Transmitter Location... Between Square Lake &
 Telegraph Rds.
 Air Time... Local sunrise-local sunset
 News Service... AP, INS
 Transcription Service... Standard

Representative... John E. Pearson
 President, General Mgr... H. Y. Levinson

W H L S

PORT HURON—EST. 1938

MBS—KBS

Frequency: 1450 Kc... Power: 250 Watts
 Owned-Operated By... Port Huron Bcstg. Co.
 Business-Studio Address... 932 Military St.
 Phone Number... 23151
 Air Time... Unlimited
 News Service... UP
 Transcription Service... Lang-Worth, World
 Standard
 Representative... Gene Grant; Hal Holman
 Membership... NAB, BMB
 Co-Partners... Harmon L. & Herman L. Stevens
 General-Station Manager... Helen Nelson
 Sales Promotion Manager... V. O. Cram
 Program Director, Production Manager, Chief
 Announcer, Musical Dir... Lyle Patterson
 Chief Engineer... Leslie Conant
 Farm Editor... John M. Carman

W T T H

PORT HURON—EST. 1947

Frequency: 1360 Kc... Power: 1000 Watts d.
 Owned-Operated By... Times Herald Co.
 Business Address... 903 Sixth St.
 Phone Number... 5171
 News Service... AP
 Transcription Service... Capitol, Associated,
 SESAC
 Representative... McGillvra
 President... W. W. Ottaway
 Vice-President... L. A. Weil
 Station Manager... Herb Michael
 Commercial Promotion Mgr... Al Goetze
 Program Manager... Dick Noel
 Chief Engineer... Marion Stoer

W E X L

ROYAL OAK—EST. 1925

STANDARD

Frequency: 1340 Kc... Power: 250 Watts
 Owned-Operated By... Royal Oak Bcstg. Co.
 Business-Studio Address... 212 W. 6th St.
 Phone Number... Elmhurst 6524
 Air Time... 24 hrs. daily
 News Service... AP, INS
 Transcription Service... Standard
 Membership... NAB
 President... George B. Hartrick
 Treasurer... Jacob B. Sparks
 Station-Commercial-Sales Promotion
 Manager... Calvert M. Hill
 Program Director, Production Manager, Chief
 Announcer... Gordon A. Sparks
 Chief Engineer... Garnet Sparks

WKNX

SAGINAW—EST. 1947
WOLVERINE

Frequency: 1210 Kc. Power: 1000 Watts
Owned-Operated By Lake Huron Bcstg. Co.
Business-Studio Address 221 S. Washington St.

Phone Number 34471-2-3
Transmitter Location Spaulding Township
Air Time 12 hrs. daily
News Service UP
Transcription Service Associated, Lang-Worth
Representative Taylor-Howe-Snowden
Membership NAB, BMB
Owners O. J. Kelchner, W. J. Edwards, H. H. Wolfe

General-Station Manager O. J. Kelchner
Commercial-Sales Promotion

Manager W. J. Edwards
Program Director H. H. Wolfe
Production Manager, Publicity Director,

Farm Editor George Reed
Chief Announcer Bob Maxwell
Musical Director Jimmy Dickens
Chief Engineer Max W. Thomas

WSAM

SAGINAW—EST. 1940
NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Saginaw Bcstg. Co.
Business-Studio Address Radio Bldg.
Phone Number 2-8161
Transmitter Location Bay at Weiss Sts.
Air Time 6:30 a.m.-1 a.m.

News Service INS
Transcription Service World, Standard
Representative Headley-Reed
Membership NAB, BMB

Pres.-General Mgr. Milton L. Greenebaum
Station-Commercial Mgr. Robert W. Phillips
Sales Promotion Manager Al Fairchild
Program Director, Production

Manager William J. Lofback
Publicity Director Jacqueline Jefferson
Chief Engineer Meredith L. Koerner

WSOO

SAULT STE. MARIE—EST. 1940
ABC—MICHIGAN RADIO NETWORK

Frequency: 1230 Kc. Power: 250 Watts d.;
100 Watts n.

Owned-Operated By Hiawathaland Bcstg. Co.
Business-Studio Address 107 W. Portage Ave.
Phone Number 3000
Transmitter Location U. S. Highway No. 2
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service Lang-Worth, SESAC
Membership NAB, BMB

President, General Mgr. Stanley H. Pratt
Station Manager Richard Y. Burnett
Commercial-Promotion Mgr. Russ Staffeld
Program Director, Production

Manager Ray Ulbrich
Publicity Dir., Chief Announcer Ed Krieger
Musical Director M. Paquin
Chief Engineer Wm. Morris

WTCM

TRAVERSE CITY—EST. 1941
MUTUAL—WOLVERINE—PAUL BUNYAN
KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Midwestern Broad-
casting Company

Address Anderson Building
Phone Number Traverse City 1150
Transmitter Location Elmwood Township
Air Time 7 a.m. to 11 p.m.

News Service AP
Transcription Service Lang-Worth
Representative Hal Holman Co.
Membership BMB

President-General Manager Les Biederman
Commercial Manager R. E. Detwiler
Program Director Ken Haven
Chief Engineer W. H. Kiker

For Prestige . . .

AP

Membership!

MINNESOTA

Estimated Population 2,897,000—% Increase +3.7—Radio Homes 720,089
Farms with Radios 165,243—Stations in State 33

KATE

ALBERT LEA—EST. 1937

AMERICAN BROADCASTING CO.

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

KAUS (CP)*

AUSTIN—EST. 1948

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Operated By: Cedar Valley Bcstg.
Co., Inc.
Business-Studio Address: 405A N. Main St.
Phone Number: 8836
Air Time: 5 a.m.-12 M., Sun.: 8 a.m.-12 M.
News Service: AP
President: Harry Smith
Gen. Coml. Mgr.: L. L. McCurnin
* Expects to be on air by May 1, 1948.

KBUN

BEMIDJI—EST. 1946

MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Bemidji Bcstg. Co.
Business Address: 419½ Beltrami Ave.
Phone Number: 10
Air Time: 7 a.m.-11 p.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: The Walker Co.
Membership: NAB
General Mgr., Program Dir.: Robert A. Mullen
Chief Engineer: Denvy Doty

KLIZ

BRAINERD—EST. 1946

MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Brainerd Bcstg. Co.
Business-Studio Address: 2700 East Oak St.
Phone Number: 1400
Air Time: 7 a.m.-12 M.
News Service: AP
Transcription Service: Standard
Representative: Walker Co.
Membership: NAB
President, General-Station
Manager: E. Thomas O'Brien
Commercial-Sales Promotion
Manager: M. C. Gorham
Program Director: Lucile G. Grosse
Production Manager: Isabel J. Hyams
Chief Announcer: Bernard H. Anderly
Chief Engineer: A. L. Vandersluis
Farm Editor: Howard Grant

CALL LETTERS TO BE ASSIGNED (CP)

BRECKENRIDGE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Interstate Bcstg. Corp.
President: Don H. Bower
Vice-President: Dr. E. A. Eberlin
Treasurer: Kline E. Bower

KROX (CP)

CROOKSTON

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By: Crookston Bcstg. Co.
Business Address: Crookston, Minn.
President: D. A. McKenzie
Vice-President: A. J. Jensen

KDAL

DULUTH—EST. 1936

CBS

Frequency: 610 Kc. Power: 5000 Watts
Owned-Operated By: Red River Bcstg. Co., Inc.
Business-Studio Address: 218 Bradley Bldg.
Phone Number: Mel 2628
Air Time: 6:30 a.m.-12:05 a.m.
News Service: AP
Transcription Service: Standard, Lang-Worth
Representative: Avery-Knodel
Membership: NAB, BMB
Manager: Dalton LeMasurier
Sales, Commercial Manager: Odin S. Ramsland
Sales Promotion Manager: Joseph C. Cook
Program Director: Richard A. Lawrence
Chief Engineer: R. A. Dettman

WEBC

DULUTH—EST. 1928

NBC—ARROWHEAD NETWORK

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By: Head of the Lakes Bcstg.
Co.
Business-Studio Address: WEBC Bldg.
Phone Number: Melrose 2873
Air Time: Unlimited
News Service: UP
Transcription Service: Associated, Thesaurus,
SESAC.
Representative: George P. Hollingbery
Membership: BMB
President: Morgan Murphy
General Manager: W. C. Bridges
Director of Operations: H. E. Westmoreland
Sales Promotion Mgr.: Leonard G. Anderson
Resident Mgr.-Program Director: Earl Henton
Production Mgr., Chief Announcer: Bill Conner

Publicity Director.....Leonard G. Anderson
 Chief Engineer.....Norman Gill
 Farm Editor.....Milton Josephson

W R E X

DULUTH—EST. 1947

MBS

Frequency.....1080 Kc.
 Power.....10,000 Watts d.; 5,000 Watts n.
 Owned-Operated By.....Lake Superior Bcstg. Co.
 Business-Studio Address.....213 East Superior St.
 Phone Number.....Radisson 1080
 Air Time.....6:30 a.m.-12 M.
 News Service.....UP
 Transcription Service.....World
 President.....Thomas M. McCabe
 General-Commercial Manager.....James R. King
 Station Mgr., Program Director.....Rolf M. Erickson
 Sales Promotion Manager.....Frank G. Watson
 Chief Announcer.....John Leslie
 Chief Engineer.....William H. Lounsberry

W X L T (CP)

ELY

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Charles W. Ingersoll
 Business Address.....Box 450
 Phone Number.....226
 Pres.-Gen. Mgr.....Charles W. Ingersoll
 Commercial Manager.....Anthony R. Martinson
 Promotion Manager.....Carl E. Davidson
 Program Director.....Leo J. Kuhn
 Chief Engineer.....Harold Kolari

W E V E

EVELETH—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Ridson, Inc.
 Business Address.....921 Tower Ave., Superior,
 Wisc.
 Phone Number.....4451
 News Service.....AP
 Transcription Service.....Lang-Worth
 President.....Robert B. Ridder
 General Manager.....Carl Bloomquist
 Commercial Manager.....Elden Sberg
 Chief Engineer.....J. Melvin Laskey

K D H L

FARIBAULT—EST. 1947

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By.....Lee-Smith Bcstg. Co.
 Business Address.....Faribault, Minn.
 Partners.....Herbert H. Lee, Palmer Dragsten,
 John E. Hyde, Jr.

K G D E

FERGUS FALLS—EST. 1926

MBS—GREAT NORTHERN
 BCSTG SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Fergus Radio Corp.
 Business Address.....Fergus Falls, Minn.
 Phone Number.....3986
 Air Time.....18 hrs. daily
 News Service.....AP
 Representative.....The Walker Co.
 President.....Harold L. Dell
 General Manager.....Don L. Alberson
 Station Manager.....Frederic T. Dell

K B Z Y (CP)

GRAND RAPIDS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Itasca Bcstg. Co.
 Business Address.....2 E. Third St.
 President.....Robert D. Kennedy
 Vice-President.....Larke L. Huntley

W M F G

HIBBING—EST. 1935

NBC—ARROWHEAD

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By: Head of the Lakes Bcstg.
 Co.
 Business-Studio Address.....Androy Hotel
 Phone Number.....1150
 Air Time.....6:25 a.m.-11:05 p.m.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....George P. Hollingbery
 President-Owner, Chief
 Executive.....Morgan Murphy
 General Manager.....W. C. Bridges
 Station-Commercial Manager.....Harry S. Hyett
 Sales Promotion Manager.....James McDougall
 Program Director, Production Mgr.: Ruth E. Coe
 Chief Engineer.....Norman Gill

K Y S M

MANKATO—EST. 1938

NBC—NORTHWEST NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....F. B. Clements & Co.
 Business Studio Address.....101 North Second St.
 Phone Number.....4673
 Air Time.....19 hrs. daily
 News Service.....UP
 Transcription Service.....Thesaurus, Lang-Worth
 Representative.....John E. Pearson
 Membership.....NAB, BMB
 General-Station-Commercial
 Manager.....John F. Meagher
 Sales Promotion Manager.....Bob Gardner

• • • MINNESOTA • • •

Program Director.....Jerry Deane
Chief Announcer.....Glenn Reed
Musical Director.....Maurice Piche
Chief Engineer.....Jim Houts
Farm Editor.....Galen Kooser

K M H L
MARSHALL—EST. 1946
MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KMHL Bcstg. Co.
Business Address: 1/2 mi. E. of City Highway 19
Phone Number.....2282
Air Time.....6 a.m.-12 M.
News Service.....UP
Representative.....John E. Pearson
Membership.....NAB
Owner.....Harry W. Linder
Manager.....Gilmore F. Frayseth
Program Director.....Homer Lane
Technical Director.....H. Willard Linder

W C C O
MINNEAPOLIS—EST. 1924
CBS

Frequency: 830 Kc.....Power: 50,000 Watts
Owned-Operated By: Columbia Bcstg. System, Inc.
Business Address: 625 Second Avenue South, Minneapolis 2, Minnesota.
Phone Number.....Main 1202
Studio Addresses: 625 Second Ave. South, Minneapolis 2, Minn.; 544 Hamm Bldg., St. Paul 2, Minn.
Air Time.....5 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service: Lang-Worth, Standard
Representative.....Radio Sales
Membership.....NAB
General-Station Manager.....Merle S. Jones
Commercial Manager.....Tom Dawson
Sales Promotion Manager, Publicity Director.....Carl Ward
Program Director.....Gene Wilkey
Production Manager.....E. W. Ziebarth
Musical Director.....Wallace Olson
Chief Engineer.....J. J. Beloungy
Farm Editor.....Larry Haeg
Dir. of News & Special Events: Sig Mickelson

W D G Y
MINNEAPOLIS—EST. 1923

Frequency.....1130 Kc.
Power: 5000 Watts d.; 500 Watts (for 1 hr. after local sunset)
Owned-Operated By..Twin Cities Bcstg. Corp.
Business-Studio Address.....Hotel Nicollet

Phone Numbers: Bridgeport 2271; Midway 6363
Transmitter Location: 7401 Wayzata Blvd., St. Louis Park, Minn.

Air Time: 6 a.m.-local sunset; 1 hr. after local sunset.

News Service.....AP
Transcription Service.....Capitol, Standard
Representative.....Avery-Knodel
Membership.....NAB, BMB
President-Executive Director: Charles T. Stuart
Vice President Station Manager: Melvin Drake
Program Director.....B. Kendall Crane
Chief Engineer.....Charles W. Winkler

W L O L
MINNEAPOLIS—EST. 1940
MBS—GREAT NORTHERN
BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By: Independent Merchants Bcstg. Co.

Business-Studio Address: 1730 Hennepin Ave.
Phone Numbers: Atlantic 0406 & Midway 4043
Transmitter Location: 1370 Davern, St. Paul, Minn.

Air Time.....6 a.m.-2 a.m.
News Service.....UP
Representative.....John Blair & Co.
Membership.....NAB
Chief Owner.....Ralph L. Atlas
President-Station Manager.....Norman Boggs
Commercial Manager.....C. T. Hagman
Sales Promotion Manager,
Publicity Director.....Stu Mann
Program Director., Production
Manager.....Robert Bouchier
Musical Director.....Vern Rooney
Chief Engineers: (Transmitter)—Merle Bjork;
(Control)—Gene Brautigam.

W T C N
MINNEAPOLIS—EST. 1934
ABC—DAIRYLAND NETWORK

Frequency.....1280 Kc.
Power.....5000 Watts d.; 1000 Watts N.
Owned By.....Minnesota Bcstg. Corp.
Operated By: Minnesota Tribune-St. Paul Dispatch.

Business-Studio Address..Wesley Temple Bldg.
Phone Numbers: MAin 6562-3-4-5; Nestor 8661-2
Transmitter Location: 2235 North Snelling, St. Paul 8, Minn.

Air Time.....8 a.m.-12 M.
News Service.....AP, UP
Transcription Service.....Associated; Capitol
Representative.....Free & Peters
Membership.....NAB, BMB
President.....William J. McNally
General-Station Manager: F. Van Konynenburg

Commercial Manager..... R. N. Ekstrum
 Sales Promotion Manager, Publicity
 Director..... C. J. Rian
 Program Director..... Judy Bryson
 Production Manager, Farm Editor... Max Karl
 Publicity Director..... C. J. Rian
 Chief Announcer..... Jack Bell
 Musical Director..... Bill Metchnek
 Chief Engineer..... John M. Sherman

K V O X

MOORHEAD—EST. 1937

MBS—GREAT NORTHERN BCSTG.

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... KVOX Bcstg. Co.
 Business-Studio Address..... 818 Center Ave.
 Phone Number..... 3-1523
 Transmitter Location: 12th St. & 14th Ave., So.
 Air Time..... 6 a.m.-12 M.; 8 a.m.-12 M., Sun.
 News Service..... UP
 Transcription Service..... Capitol, SESAC
 Representative..... Walker Co.
 Membership..... NAB
 President..... E. J. McKellar
 General-Station Manager..... M. M. Marget
 Commercial-Sales Promotion
 Manager..... Arv Johnson
 Program Director, Production
 Manager..... Dale Howard
 Chief Engineer..... Don Geiken

K R O C

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
 Air Time..... 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
 President-General Mgr..... Mrs. G. P. Gentling
 Commercial Manager..... G. David Gentling
 Program Director..... Cal Smith
 Promotion Manager..... Walter Bruzek
 Chief Engineer..... Fred C. Clarke

K F A M

ST. CLOUD—EST. 1938

NBC

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Times Publishing Co.
 Business Address..... Times Bldg.

Phone Number..... 3330
 Studio Address..... Weber Bldg.
 Transmitter Location: On Highway 52 outside
 city limits.
 News Service..... AP
 Transcription Service... Thesaurus, Long-Worth
 Membership..... NAB, BMB
 President..... Fred Schilplin
 General-Station-Sales Promotion
 Manager..... Frederick C. Schilplin
 Commercial Manager..... John Krauel
 Program Director..... Avis Russell
 Production Manager, Publicity-
 Musical, Regional & Agricultural
 Director..... Cliff Sakry
 Chief Announcer..... Gene Nelson
 Chief Engineer..... Bob Witchen

K S T P

ST. PAUL-MINNEAPOLIS—EST. 1928

NBC—NORTHWEST NETWORK

Frequency: 1500 Kc..... Power: 50,000 Watts
 Owned-Operated By..... KSTP, Inc.
 Business Address: Radio City, Minneapolis 2,
 Minn.
 Phone Numbers: St. Paul—Cedar 5511; Minne-
 apolis—Bridgeport 3222.

*SOUTHEASTERN
 MINNESOTA'S



K R O C

SO. MINNESOTA'S OLDEST STATION

ROCHESTER

NBC AFFILIATE

*WINNER FORD THEATRE
 PROMOTION CONTEST

*Nationally Represented by
 JOHN E. PEARSON CO.

Studio Addresses: St. Paul—666 Pillsbury Ave.;
 Minneapolis—Radio City, 9th & LaSalle;
 County Rd C & Highway 61, St. Paul, Minn.
 Air Time..... 21 hrs. daily
 News Service..... AP, UP
 Transcription Service: Thesaurus, World, Lan-
 Worth, Standard.
 Representative..... Edward Pety
 Membership..... NAB
 President, General
 Manager..... Stanley E. Hubbard
 Station Manager..... Kenneth M. Hance
 Commercial Manager..... Miller C. Robertson
 Sales Promotion Manager..... Joe Cook
 Production Supervisor..... Brooks Henderson
 News Director..... Walter Raschick
 Musical Director..... Leonard Leigh
 Chief Engineer..... John N. Fricker
 Farm Editor..... Gary Wiegand

(See Page 276)

K Y D S (CP)

ST. PAUL

Frequency: 700 Kc..... Power: 1000 Watts
 Owned-Operated By..... Middle West Bcstg. Co.
 Inc.

W M I N

ST. PAUL—EST. 1936

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... WMIN Bcstg. Co.
 Business-Studio Address..... 538 Hamm Bldg.
 Phone Number..... Garfield 1361
 Air Time..... 6:30 a.m.-12 M.
 News Service..... AP
 Representative..... Forjoe
 Membership..... NAB
 President, General Manager..... Edward Hoffman
 Station Manager..... Frank Devaney
 Commercial Manager..... Charles E. Michaud
 Sales Promotion Mgr..... Sam Levitan
 Chief Engineer..... Warren Fritze

K T R F

THIEF RIVER FALLS—EST. 1947

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Henry K. Arenson
 Address..... 237 Crocker Ave., N.

W H L B

VIRGINIA—EST. 1936

NBC—NORTHWEST & ARR'D

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By: Head of the Lakes Bcstg.
 Business-Studio Address..... Virginia, Minn.
 Phone Number..... Virginia 2000
 Air Time..... 6:25 a.m.-11:09 p.m.
 News Service..... UP
 Transcription Service..... Associated, SESAC
 Representative..... Geo. P. Hollingbery
 Membership..... NAB, BMB

President..... Morgan Murphy
 General Manager..... Walter Bridges
 Station-Commercial Manager..... O. H. Peterson
 Sales Promotion Manager..... B. J. Germ
 Chief Engineer..... Norman Gill

K W M R (CP)

WADENA

Frequency: 920 Kc..... Power: 1000 Watts
 Owned-Operated By..... Associated Bcstg., Inc.
 Business Address..... First Nat'l. Bank Bldg.
 News Service..... AP
 Transcription Service..... Capitol
 Gen. Mgr.-Chief Engr..... H. G. Alexander
 Coml. Mgr.-Program Dir..... Juanita I. Hall

K W L M

WILLMAR—EST. 1940

ABC-DAIRYLAND

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Lakeland Bcstg. Co.
 Business Address..... 307 West 6th
 Phone Number..... 1340
 Air Time..... 18 hrs. daily
 News Service..... UP
 Transcription Service..... Cole
 Representative..... John E. Pearson
 Membership..... NAB
 President-Chief Engineer..... H. Willard Linder
 Program Director, Farm Editor..... Jack Lynch

K W N O

WINONA—EST. 1938

ABC-DAIRYLAND NETWORK

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Winona Radio Service
 Business-Studio Address..... 216 Center Street
 Phone Number..... 3314
 Air Time..... 6 a.m.-12 M.; 7:30 a.m.-12 M., Sun.
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... John E. Pearson
 Membership..... NAB, BMB
 President..... Max H. White
 Station Manager..... Harold A. Winther
 Program Director..... Doris Cooper
 Publicity Director..... Ethel Goetzman
 Farm Editor..... M. Given

K W O A

WORTHINGTON—EST. 1947

Frequency: 730 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Worthington Bcstg. Co.
 Business Address..... Thompson Hotel
 Phone Number..... 2-7301
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... Bulmer & Johnson
 Pres. Coml. Mgr..... R. W. Olson
 Manager..... R. E. Shepard
 Chief Engineer..... Clinton Knapp

MISSISSIPPI

*Estimated Population 2,092,000—% Increase —4.2—Radio Homes 340,659
Farms with Radios 118,653—Stations in State 32*

WLOX

BILOXI—EST. 1947

MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By WLOX Bcstg. Co.
Business-Studio Address Hotel Buena Vista
Phone Number 1200
Transmitter Location Hotel Buena Vista
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Standard
Representative Wm. G. Rambeau Co.
Membership NAB
Gen.-Station Manager Gene Tibbett
Commercial Manager Carl U. Upchurch
Program Director Carl Junker
Chief Engineer Thos. Blue Majure

WVMI (CP)

BILOXI

Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Operated By Radio Associates
Partners James H. McKee,
Odes S. Robinson, G. E. Holmes

WROX

CLARKSDALE—EST. 1934

MID-SOUTH NETWORK—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned By The Imes Estate
Operated By Birney Imes, Jr.
Business Address Delta Ave.
Phone Number 1566-7
Studio Address Delta Ave. (downtown)
Transmitter Location Delta Ave. (outside city limits)
Air Time 6:30 a.m.-11:30 p.m.
News Service AP
Transcription Service World
Representative Sears & Ayer
Membership NAB
President Birney Imes, Jr.
General Manager Bob McRaney
Station Manager P. B. Hinman
Commercial Manager H. E. Gurney
Chief Announcer Bud Bird
Musical Director John Thomas
Chief Engineer James Clayton
Farm Editor Bill Dollarhite

WCJU

COLUMBIA—EST. 1947

REBEL NETWORK—MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Lester Williams

WCBI

COLUMBUS—EST. 1940

MBS—MID-SOUTH—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Birney Imes, Jr.
Business Address Columbus, Miss.
Phone Number 1313
Studio Address Gilmer Hotel
Transmitter Location Main at Tombigbee Bridge
Air Time Unlimited
News Service AP
Transcription Service World
Representative Sears & Ayer
Membership NAB
Owner Birney Imes, Jr.
General Manager Bob McRaney
Station-Commercial Manager James Eatherton
Sales Promotion Manager Bob McRaney
Program Director, Production

Manager Mort Sackheim
Publicity Director Stuart Covington
Chief Announcer Glenn Walker
Chief Engineer Thomas McFerrin

WCMA

CORINTH—EST. 1946

MBS—DIXIE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By The Corinth Bcstg. Co., Inc.

Business-Studio Address Ray Bldg.
Phone Number 800; 1076
Transmitter Location Highway 72 East
Air Time 18 hrs. daily
News Service UP
Transcription Service World, Standard
Representative Burn-Smith
Membership NAB
President Dr. Frank Davis
General Manager, Vice

President A. B. Robinson
Station Manager William H. Winsett
Program Director, Production

Manager Jim Hoppers
Musical Director Zeke Martin
Chief Engineer Monroe Essary
Farm Editor Tom Williams

WRXL (CP)

GRANADA

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Robin Weaver
Business Address Box 236

W J P R

GREENVILLE—EST. 1939

MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Services Co.,
 WJPR
 Business-Studio Address....107 S. Poplar St.
 Phone Number2434-5
 Air Time.....6 a.m.-11 p.m.
 News ServiceAP
 Transcription Service...Associated, Capitol
 Representative.....Sears & Ayer, George P.
 Hollingbery
 Membership.....NAB, BMB
 President, General-Station
 Manager.....Emmet H. McMurry, Jr.
 Commercial Manager.....Frank W. Baldwin
 Sales Promotion Manager.....Charles Allen
 Production Manager.....Harry Bulow
 Chief Announcer, Musical Director..Bill McHan
 Chief Engineer.....Percy L. Kuhn
 Farm Editor.....Thomas H. Golding, Sr.

W G R M

GREENWOOD—EST. 1938

NBC—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....P. K. Ewing
 Operated By.....F. C. Ewing
 Business-Studio Address.....222 Howard St.
 Phone Number1900-1
 Air Time.....6 a.m.-11 p.m.
 News ServiceAP
 Transcription ServiceLang-Worth
 Membership.....NAB
 President-Owner.....P. K. Ewing
 General Manager.....F. C. Ewing
 Program Director.....W. T. Shanks
 Chief Engineer.....Robert Meador

W G C M

GULFPORT—EST. 1929

ABC—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....WGCM Bcstg. Co.
 Business-Studio Address..Hewes-Martin Bldg.
 Phone Number1110
 Air Time.....5:55 a.m.-11:05 p.m.
 News ServiceAP
 Transcription ServiceWorld
 Representative.....Sears & Ayer
 Membership.....NAB
 General-Station-Commercial
 Manager.....Hugh O. Jones
 Sales Promotion Manager, Program Director,
 Production Manager.....C. E. Vann
 Publicity Director.....Jack Starr
 Chief Engineer.....Donovan Murphy

W F O R

HATTIESBURG—EST. 1926

NBC—REBEL—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Forrest Bcstg. Co.
 Business Address.....P. O. Box 312
 Phone Number1866
 Air Time.....6 a.m.-11:05 p.m.
 News ServiceUP
 Transcription Service.....World, Thesaurus
 Representative.....George P. Hollingbery
 Membership.....NAB
 President, General-Station
 Manager.....C. J. Wright, Sr.
 Commercial Manager.....H. L. Patterson
 Production Manager.....C. J. Wright, Jr.
 Chief Engineer.....B. B. McLemore

W J D X

JACKSON—EST. 1929

NBC

Frequency: 1300 Kc.....Power: 500 Watts d.;
 1000 Watts n.
 Owned-Operated By..Lamar Life Insurance Co.
 Business-Studio Address.....P. O. Box 2171
 Phone Number2-1183
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service..Thesaurus, MacGregor,
 Lang-Worth, Cole
 Representative.....George P. Hollingbery Co.
 Membership.....NAB, BMB
 General-Station Manager.....Wiley P. Harris
 Sales or Commercial Mgr.....Frank Gentry
 Chief Engineer.....Percy G. Root

W J Q S

JACKSON—EST. 1946

CBS—MISSISSIPPI BCSTG. CO. NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Mississippi Bcstg. Co.
 Business-Studio Address.....Edwards Hotel
 Phone Number39681
 Air Time.....6 a.m.-12:10 a.m.
 News ServiceAP
 Transcription ServiceStandard
 President-Gen-eral Manager...Withers Gavin

W J X N

JACKSON—EST. 1945

MISS. DIAMOND NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Ewing Bcstg. Co.
 Business-Studio Address..200 East Capitol St.
 Phone Number4-8871

Air Time.....19 hrs. daily
 News Service.....AP
 Transcription Service... Lang-Worth, Standard
 Membership.....NAB, BMB
 Partners... F. C. Ewing, P. K. Ewing, Jr., M. M.
 Ewing
 Managers..... P. K. Ewing, Jr., F. C. Ewing
 Commercial Manager..... P. K. Ewing, Jr.
 Program Director..... F. C. Ewing
 Chief Engineer..... T. W. Patterson
 Farm Editor..... Paul Simpkins

WRBC

JACKSON—EST. 1947

MBS

Frequency: 620 Kc....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By...Rebel Bcstg. Co., Inc.
 Business-Studio Address.....125 So. Lamar,
 Box 986
 Phone Number.....3-9641
 Transmitter Location.....Luckney, Miss.
 Air Time.....Unlimited
 News Service.....INS
 Transcription Service.....Associated
 Representative.....The Branham Co.
 Membership.....NAB, BMB
 President.....T. E. Wright
 General-Station Mgr.....John H. Cleghorn
 Commercial-Sales Promotion
 Manager.....J. W. Carlier
 Program Director.....Tom Stinson
 Production Manager.....Bill Goodrich
 Farm Editor.....Frank Maye-hoff
 Musical Director.....Woodson Wall
 Chief Engineer.....G. G. Benson

WSLI

JACKSON—EST. 1938

ABC

Frequency: 930 Kc....Power: 5000 Watts
 Owned-Operated By...Standard Life Bcstg. Co.
 Business Address.....P. O. Box 1847
 Phone Number.....3-2788
 Studio Address.....Robert E. Lee Hotel
 Air Time.....5:30 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....Weed & Co.
 Membership.....NAB, BMB
 President.....George W. Covington
 General-Station Manager.....L. M. Sepaugh
 Commercial Manager.....F. E. Wilkerson, Jr.
 Sales Promotion Manager.....M. B. Wray
 Program Director.....B. K. Smith
 Chief Engineer.....C. A. Perkins

WKOZ

KOSCIUSKO—EST. 1947

KBS

Frequency: 1340 Kc....Power: 250 Watts
 Owned-Operated By.....Kosciusko Bcstg. Co.
 Business Address.....109 W. Jefferson St.
 Phone Number.....781
 News Service.....AP
 Partners.....James W. Arendale, Sr.,
 Cy N. Bahakel
 Commercial Manager.....Melvin C. Lee
 Chief Engineer.....J. W. Arendale, Sr.

WAML

LAUREL—EST. 1932

NBC—REBEL NETWORK—KBS

Frequency: 1340 Kc....Power: 250 Watts
 Owned-Operated By.....New Laurel Radio
 Station Inc.
 Business-Studio Address...535½ Central Ave.
 Phone Number.....288, 1575
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP, UP
 Transcription Service.....World, SESAC,
 Keystone
 Representative.....George P. Hollingbery
 Membership.....NAB
 President.....D. A. Matison
 General-Station Mgr.....Granville Walters
 Commercial Manager.....Morris Caver
 Program Director.....Stanley Walters
 Chief Announcer.....Ed Breland
 Chief Engineer.....Clyne Graves

WLAU

LAUREL—EST. 1946

MBS

Frequency: 1490 Kc....Power: 250 Watts
 Owned-Operated By...Southland Bcstg. Co.
 Business-Studio Address...437 N. Magnolia St.
 Phone Number.....420
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....NAB
 General-Station Manager.....Hugh M. Smith
 Commercial Manager.....W. C. DeHority
 Chief Engineer.....Ed Pierce

WAPF (CP)

McCOMB

Frequency: 1010 Kc....Power: 250 Watts d.
 Owned-Operated By...Southwestern Bcstg. Co.
 of Mississippi
 Business Address.....230 Michigan Ave.
 Partners.....Albert Mack Smith,
 Philip Dean Brady, Kenneth Hinton Quin,
 J. P. Melvin

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.
Air Time.....6 a.m. to 10 p.m.
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Gene Grant
Owners.....George Blumenstock.

Robert Louis Sanders
General and Commercial
Manager.....George Blumenstock
Program Dir.....Julia D. Blumenstock
Promotion Manager.....Wayne Walker
Chief Engineer.....Robert Louis Sanders

WMBC

MACON—EST. 1946

MISSISSIPPI BCSTG. CO. NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By...Mississippi Bcstg. Co., Inc.

Business-Studio Address...Thomas Jefferson Hotel
Phone Number.....310
Air Time.....6 a.m.-12:10 a.m.
News Service.....AP
Transcription Service.....Standard
President, General Manager..Withers Gavin

WCOC

MERIDIAN—EST. 1926

CBS—MISSISSIPPI BCSTG. CO. NETWORK

Frequency: 910 Kc. Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By...Mississippi Bcstg. Co., Inc.

Business-Studio Address.....Threefoot Bldg.
Phone Number.....1042
Air Time.....6 a.m.-12:10 a.m.
News Service.....UP
Transcription Service...Thesaurus, Standard
President, General Manager..Withers Gavin
Program Director.....Mrs. Withers Gavin

WMOX

MERIDIAN—EST. 1946

MBS—MID-SOUTH NETWORK—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Business-Studio Address.....WMO Bldg.
Phone Number.....495

Air Time.....5:30 a.m.-12 M.
News Service.....AP
Transcription Service.....World
Representative.....Sears & Ayer
Membership.....NAB, BMB
President-Owner.....Birney Imes, Jr.
General Manager.....Bob McRaney
Station-Sales Promotion Mgr.....Jerry Kerns
Commercial Manager.....Tiny Vickery
Production Manager.....Bob Whiteley
Chief Engineer.....Raymond Bates
Farm Editor.....Earl Hanna

WTOK

MERIDIAN—EST. 1946

ABC—REBEL NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By.....Meridian Bcstg. Co.
Business-Studio Address...Citizens National Bank Bldg.

Phone Number.....5070
Air Time.....6 a.m.-12 M.
News Service.....INS
Transcription Service.....Lang-Worth
Representative.....Headley-Reed
Membership.....NAB
President, General Station

Manager.....Robert F. Wright
Commercial Manager.....William B. Crooks
Program Director.....Cecil Germany
Chief Engineer.....Joe Saxon
Farm Editor.....Ed Robertson

WMIS

NATCHEZ—EST. 1941

NBC—MISS. NETWORK—LA. NET

KBS—MISS. DIAMOND NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned By.....Natchez Bcstg. Co.
Operated By.....P. K. Ewing, Jr.
Business-Studio Address...Walgreen Bldg.
Phone Number.....580

Air Time.....Unlimited
Transcription Service.....Lang-Worth
Membership.....NAB
President.....P. K. Ewing
General-Station Manager...P. K. Ewing, Jr.
Commercial Manager.....Paul Schilling
Chief Engineer.....George Wilson
Farm Editor.....C. L. Barry

WHOC (CP)

PHILADELPHIA

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By...William Howard Cole
Business Address.....Philadelphia, Miss.
Owner.....William Howard Cole

W E L O

TUPELO—EST. 1944

MBS—MID-SOUTH NETWORK—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Tupelo Bcstg. Co.
 Business-Studio Address: 212 Spring St.
 Phone Number: 1400
 Air Time: 5:43 a.m.-11 p.m.
 News Service: AP
 Transcription Service: World
 Representative: Sears & Ayer
 Membership: NAB
 President: Birney Imes, Jr.
 General Manager: Bob McRaney
 Station Manager: Bob Evans
 Chief Engineer: LeRoy Green

W Q B C

VICKSBURG—EST. 1931

MBS—KBS

Frequency: 1420 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By: Delta Bcstg. Co., Inc.
 Business-Studio Address: Hotel Vicksburg
 Phone Number: 312
 Air Time: 6:30 a.m.-11 p.m.
 News Service: AP
 Transcription Service: World
 Representative: Sears & Ayer
 Membership: NAB, BMB
 President: L. P. Cashman
 General-Station Manager: Mary Van Cashman
 Commercial Manager: O. W. Jones
 Chief Engineer: C. E. Drake

W R O B

WEST POINT—EST. 1947

MBS—MID-SOUTH—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Bob McRaney, Sr.
 Business-Studio Address: WROB Bldg.
 Phone Number: 807
 Air Time: Unlimited
 Representative: Sears & Ayer
 Membership: NAB
 President-General Mgr.: Bob McRaney, Sr.
 Station Manager: Glenn Walker
 Chief Announcer, Chief Engineer: Bill Sneed

W A Z F

YAZOO CITY—EST. 1947

MISSISSIPPI NETWORK—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Yazoo Bcstg. Co.
 Business-Studio Address: 321 S. Main St.
 Phone Number: 1040
 Air Time: 6 a.m.-10 p.m.; 8 a.m.-10 p.m., Sun.
 News Service: AP
 Transcription Service: World
 President: H. T. Barrier
 General-Sales Promotion Mgr.: Guy Corley
 Chief Engineer: John Blackwell

W V I M (CP)

VICKSBURG

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Ewing Bcstg. Co.
 Business Address: Carrol Hotel

MISSOURI

*Estimated Population 3,854,000—% Increase +1.8—Radio Homes 968,943
 Farms with Radios 190,148—Stations in State 40*

K F V S

CAPE GIRARDEAU—EST. 1925

MBS

Frequency: 1400 Kc. (CP 960)
 Power: 250 Watts (CP 1000 d.; 500 n.)
 Owned-Operated By: Oscar C. Hirsch
 Business-Studio Address: 324 Broadway
 Phone Number: 2104-5
 Air Time: 6:30 a.m.-11:15 p.m.; 8 a.m.-11 p.m.,
 Sun.
 News Service: UP
 Representative: John E. Pearson
 Membership: NAB
 President, General Manager, Chief
 Engineer: Oscar C. Hirsch
 Station Manager: Ralph L. Hirsch

K D M O

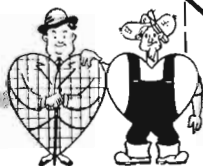
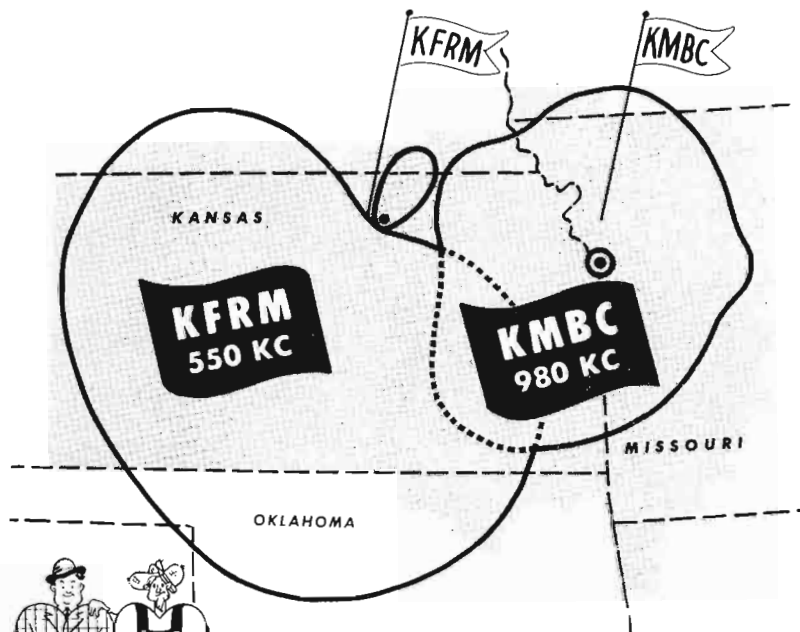
CARTHAGE—EST. 1947

KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Carthage Bcstg. Co.
 Business-Studio Address: 1201 E. Chestnut
 Phone Number: 2648
 Air Time: 6 a.m.-11 p.m.
 News Service: AP
 Transcription Service: Thesaurus, Keystone
 Membership: NAB
 Partners: L. C. McKenney, John J. Daly
 General-Station Mgr.: L. C. McKenney
 Commercial Manager: John J. Daly
 Program Director: Harry Lukins
 Chief Engineer: Jack Langford

NOW FOR THE FIRST TIME

*One Kansas City Broadcaster Covers
The Entire Kansas City Trade Area*



KMBC

of Kansas City

KFRM

*for Kansas Farm
Coverage*

Represented Nationally by
FREE & PETERS, Inc.

The KMBC-KFRM Team offers simultaneous, complete coverage of the Kansas City trade area, and is the only single broadcaster to do so. The map above shows KFRM's estimated half-millivolt contour and KMBC's proved half-millivolt contour superimposed on a map of the Kansas City trade territory as surveyed by Dr. W. D. Bryant, researchist. Complete coverage. No waste.

KFRU

COLUMBIA—EST. 1925

ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....KFRU, Inc.
 Business-Studio Address.....9th & Elm
 Phone Number.....4141
 Air Time.....6:30 a.m.-12 M.
 News Service.....AP, UP
 Transcription Service.....Lang-Worth
 Representative.....John Blair
 Membership.....NAB, BMB
 President.....Elzey Roberts
 General Manager.....Mahlon Aldridge
 Chief Engineer.....Robert Haigh
 Farm Editor.....Harold Douglas

KREI (CP)

FARMINGTON

KBS

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Cecli W. Roberts
 Business Address.....Farmington, Mo.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Owner.....Cecil W. Roberts
 Station Manager.....Mary Burton
 Chief Engineer.....Kermit Barker

KFMO

FLAT RIVER—EST. 1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned By.....Lead Belt Bcstg. Corp.
 Operated By.....Oscar C. Hirsch
 Business Address.....Flat River, Mo.
 Phone Number.....1000
 Air Time.....Unlimited
 News Service.....UP
 Representative.....John E. Pearson
 Membership.....NAB
 President, General Mgr.....Oscar C. Hirsch
 Station Manager.....James F. Collins
 Publicity Director.....Virginia Collins

KHMO

HANNIBAL—EST. 1941

MBS

Frequency: 1070 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By...Hannibal Courier-Post
 Publishing Co.
 Business-Studio Address..102½ South Main St.
 Phone Number.....3450
 Air Time.....5:30 a.m.-12 M.
 News Service.....AP
 Transcription Service.....World

Representative.....John E. Pearson
 Membership.....NAB, BMB
 President.....E. L. Sparks
 General-Station Mgr.....Wayne W. Cribb
 Production Manager.....Ulysses Scott Smith
 Chief Engineer.....Ben Parrish

KIMO

INDEPENDENCE—EST. 1947

Frequency: 1510 Kc. Power: 1000 Watts d.
 Owned-Operated By.....The Blue Valley Co.
 Partners.....Frank E. Fowler,
 Craig Siegfried, Cedric Siegfried, Charles
 Siegfried

KWOS

JEFFERSON CITY—EST. 1937

MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....Capital Bcstg. Co.
 Business-Studio Address.....210 Monroe St.
 Phone Number.....4000
 Air Time..6 a.m.-12 M.; 8 a.m.-11 p.m., Sun.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Sears & Ayer
 Membership.....BMB
 President.....R. C. Goshorn
 General Manager.....Catherine Roer
 Chief Engineer.....Leroy S. Hackmann

KFSB (CP)

JOPLIN

Frequency: 1310 Kc. Power: 5000 Watts d.,
 1000 n.
 Owned-Operated By...Four State Bcstrs., Inc.
 Business Address.....Joplin, Mo.
 President.....Harry Easley
 Vice President.....George A. Spiva

KSWM

JOPLIN—EST. 1946

CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Air Time, Inc.
 Business-Studio Address.....Hotel Connor
 Phone Number.....7260
 Air Time.....6 a.m.-12 M.
 Transcription Service.....World
 Representative.....William G. Rambeau
 Membership.....NAB
 President, General-Station Manager, Chief
 Engineer.....Austin A. Harrison
 Commercial Manager.....W. D. Lowry
 Sales Promotion Manager.....Noel Ball
 Chief Announcer.....Claude Evans

W M B H

JOPLIN—EST. 1925

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Joplin Bcstg. Co.
 Business-Studio Address: Frisco Bldg.
 Phone Number: 330-1-2-3
 Air Time: 18 hrs. daily
 News Service: AP
 Transcription Service: Standard, Thesaurus, Lang-Worth
 Representative: Sears & Ayer
 Membership: NAB, BMB
 President, General Manager: D. J. Poynor
 Commercial Manager: Abe Radunsky
 Sales Promotion Manager: Chas. David Blair
 Program Director: Roy Wilson Bilderback
 Chief Engineer: Richard P. Meek

K C K N

KANSAS CITY

(See Listing, Kansas City, Kans.)

K F R M

KANSAS CITY—EST. 1947

Frequency: 550 Kc. Power: 5000 Watts d.
 Owned-Operated By: Midland Bcstg. Co.
 Representative: Free & Peters
 President: Arthur B. Church

K C M O

KANSAS CITY—EST. 1936

ABC

Frequency: 810 Kc. Power: 50,000 Watts d.;
 10,000 Watts n.
 Owned-Operated By: KCMO Bcstg. Co.
 Business-Studio Address: 1515 Commercial
 Bldg.
 Phone Number: Victor 0900
 Transmitter Location: Nashua, Mo.
 Air Time: 20 hrs. daily
 News Service: AP, UP
 Transcription Service: Thesaurus
 Representative: John E. Pearson Co.
 Membership: NAB, BMB
 President: T. L. Evans
 General-Station Manager: E. K. Hartenbower
 Commercial Manager: C. E. Morrill
 Sales Promotion Manager, Publicity
 Director: Farrell Strawn
 Program Director: S. B. Tremble
 Production Manager: Kenneth Heady
 Chief Announcer: Dal Stallard
 Musical Director: Gene Moore
 Chief Engineer: Karl Troeglen
 Farm Editor: Jack Jackson

(See Page 490)

K M B C

KANSAS CITY—EST. 1921

CBS

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By: Midland Bcstg. Co.
 Business-Studio Address: Pickwick Hotel
 Phone Number: Harrison 2650
 Transmitter Location: 50th & Bellinder Rd.
 Air Time: 5 a.m.-12:05 a.m.; 6:30 a.m.-12:05
 a.m., Sun.
 News Service: AP, UP
 Transcription Service: World
 Representative: Free & Peters
 Membership: NAB
 President, Gen. Mgr.: Arthur B. Church
 V.P., Managing Dir.: Karl Koerper
 V.P., Sales Director: Sam H. Bennett
 Program Director: Roderick Cupp
 Production Manager: Fran Heyser
 Publicity Director: Tom Rucker
 Chief Announcer: Keith Painton
 Musical Director: P. Hans Flath
 Chief Engineer: A. R. Moler

(See Page 487)

W D A F

KANSAS CITY—EST. 1922

NBC

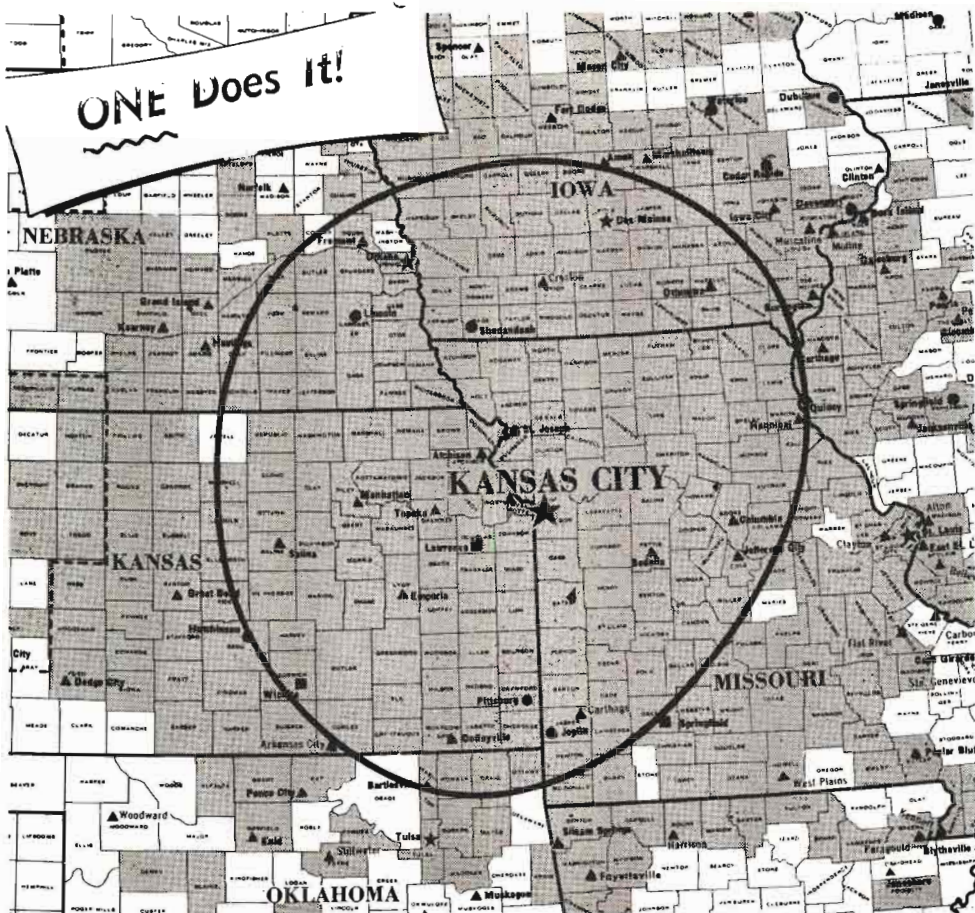
Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By: The Kansas City Star
 Co.
 Business-Studio Address: 1729 Grand Ave.
 Phone Number: Harrison 1200
 Air Time: 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service: AP
 Transcription Service: Standard
 Representative: Edward Petry
 Membership: NAB, BMB
 President: Roy A. Roberts
 General-Station Manager: Dean Fitzer
 Commercial-Sales Promotion
 Manager: Manne E. Russo
 Program Director, Production Manager,
 Musical Director: Harry J. Kaufman
 Publicity Director: Joseph Stewart
 Chief Engineer: J. A. Flaherty

W H B

KANSAS CITY—EST. 1922

MBS—KANSAS STATE NETWORK

Frequency: 710 Kc. Power: 10,000 Watts d.;
 5000 Watts n.
 Owned-Operated By: WHB Bcstg. Co.
 Business-Studio Address: Scarritt Bldg., 9th &
 Grand Ave.
 Phone Number: Harrison 1161
 Air Time: 6 a.m.-1 a.m.
 News Service: AP
 Transcription Service: Associated, Lang-Worth



**KCMO 1/2 millivolt contour map
50,000 Watts Non-Directional — Daytime
superimposed over actual mail count map***

One station

One set of call letters

One spot on the dial

One rate card

50,000 Watts Day . . .

10,000 Watts Nights—on 810 kc

National Representative:
John E. Pearson Co.

Base map courtesy Broadcasting Magazine

*387 COUNTIES—174 more than the 213 in the KCMO 1/2 Millivolt area—that's KCMO's mail response for the first 4 months at 50,000 watts. This includes 100 counties in Missouri, 79 in Kansas, 51 in Nebraska, 70 in Iowa, 21 in Oklahoma, 33 in Arkansas, 33 in Illinois. And mail came in from 20 other states! We'll gladly send details of this mail response. Write or call.



KCMO

Kansas City, Mo.—
Basic ABC for Mid-America

Representative John Blair
 Membership NAB, BMB
 President, Commercial
 Manager Donald Dwight Davis
 General-Station Manager John T. Schilling
 Program Director John R. Wahlstedt
 Publicity Director John W. Fraser, Jr.
 Chief Engineer Henry E. Goldenberg

(See Page 8)

K B O A

KENNETT—EST. 1947

Frequency: 830 Kc. Power: 100 Watts d.
 Owned-Operated By Kennett Bcstg. Corp.
 Business Address Highway 25, So.
 Phone Number 830
 News Service AP
 Transcription Service Thesaurus, SESAC
 President-General-Commercial

Manager Paul C. Jones
 Promotion Mgr., Program Dir. Ray Van Hooser
 Chief Engineer Robert L. Conner

K I R X

KIRKSVILLE—EST. 1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By North Mo. Bcstg. Co.
 Business Address KIRX Bldg.
 Phone Number 86
 News Service AP
 Transcription Service Thesaurus, Capitol
 President-General Mgr. Samuel A. Burk
 Commercial Manager Richard R. Canady
 Program Director William Morgan
 Chief Engineer Leon H. Brauhn

K L W T (CP)

LEBANON

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Lebanon Bcstg. Co.
 Business Address Hever Bldg.

K X E O (CP)

MEXICO

MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Audrain Bcstg. Corp.
 Business Address 115 W. Monroe St.

K W O C

POPLAR BLUFF—EST. 1938

MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Al McCarthy, O. A.
 Tedrick and J. H. Wolpers
 Business-Studio Address KWOC Bldg., 1801
 North Main St.

Phone Number 1310
 Transmitter Location 1801 North Main St.
 Air Time 7 a.m.-10 p.m.
 News Service AP
 Transcription Service SESAC
 Representative John E. Pearson
 Membership NAB
 President O. A. Tedrick
 General-Station-Commercial-Sales Promotion
 Mgr., Publicity Director Wm. R. Tedrick
 Program Director, Production
 Manager Byron Kearbey, Jr.
 Chief Announcer Tom Hunnicutt
 Musical Director Byron Kearbey, Jr.
 Chief Engineer Don M. Lidenton
 Farm Editor W. F. James

K T T R

ROLLA—EST. 1947

KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By "Show-Me" Bcstg. Co.
 Partners Luther W. Martin
 Wilson C. Burkhead, Martin M. Mitckum

K S G M

STE. GENEVIEVE—EST. 1947

GRIESEDECK BROS.

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By The Donze Company
 Business-Studio Address 245 Merchant St.
 Phone Number 580
 Air Time 6 a.m.-10 p.m.
 News Service UP
 Transcription Service Lang-Worth
 General Manager Elmer L. Donze
 Commercial Manager Norbert B. Donze
 Sales Promotion Manager Donald M. Donze
 Production Manager Wm. T. Bullington
 Chief Engineer Merle L. Rose
 Farm Editor Blake Taber

K F E Q

ST. JOSEPH—EST. 1923

MBS

Frequency: 680 Kc. Power: 5000 Watts
 Owned-Operated By KFEQ, Inc.
 Business-Studio Address KFEQ Bldg., 8th &
 Frederick Ave.
 Phone Number 4-0813
 Air Time 5:45 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service UP
 Transcription Service Lang-Worth
 Representative Headley-Reed
 General Manager Barton Pitts
 Commercial Manager Glen G. Griswold
 Sales Promotion Manager J. Ted Branson
 Program Director R. Thompson Mabie
 Chief Engineer J. Wesley Koch

3,730 more square miles ... with **KSD's** increase in nighttime power!

Every Advertiser Whose Products Are Sold in the Greater St. Louis Area Will Be Interested in These Facts:

- 1.** Beginning on or about April 1, KSD will broadcast with a power of 5,000 watts *day and night*—on 550 kilocycles.
- 2.** KSD's new transmitter and antenna-towers are located on a 68-acre tract less than five miles from downtown St. Louis.
- 3.** KSD's new antenna system consists of four towers—each 450 feet in height.
- 4.** KSD's new 5,000-watt transmitter incorporates the latest developments for the highest quality reception.
- 5.** KSD's power increase plus the new antenna system will enable KSD's nighttime signal to cover an additional 3,730 square miles of interference-free service area.
- 6.** KSD's effective nighttime power, in the direction of the City of St. Louis, will be increased to 15,000 watts.
- 7.** KSD is the National Broadcasting Company's basic station for St. Louis. It is 225 miles to the nearest other NBC basic outlet.
- 8.** KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire.
- 9.** KSD is recognized throughout its listening area for its high standards of programming and advertising acceptance.
- 10.** Now, more than ever before, for the advertiser who has goods to sell in the Greater St. Louis Market, KSD-NBC-AP is "The Combination That Clicks."

KSD

**The ST. LOUIS POST-DISPATCH Station
KSD-TV and KSD-FM**

National Advertising Representatives:

FREE & PETERS, INC.

KRES

ST. JOSEPH—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Missouri Valley Bcstg. Corp.

Business-Studio Address: 113 So. 7th
Phone Number: 4-6346
Transmitter Location: Highway 59
Air Time: 6 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service: AP
Transcription Service: Standard
Membership: NAB, BMB
President, General Manager: Paul E. Roscoe
Asst.-Station Mgr., Chief

Engineer: Charles Wiesemann
Commercial Manager: J. J. Fitzgerald
Sales Promotion Manager: Jim Goodding
Program-Publicity-Musical
Director: Edward A. Moore
Production Manager: Alan Menefee
Chief Announcer: Joe Killgore

KBGS (CP)

ST. LOUIS

Frequency: 690 Kc. Power: 1000 Watts d.
Owned-Operated By: Radio St. Louis Partners
Edwin Riley Grove, III,
James Henry Grove, William Blum, Jr.

KMOX

ST. LOUIS—EST. 1925

NBC

Frequency: 1120 Kc. Power: 50,000 Watts
Owned-Operated By: Columbia Bcstg. System, Inc.

Business-Studio Address: 401 So. 12th St.
Phone Number: Central 8240
Transmitter Location: Route No. 2, Granite City, Ill.

Air Time: 5 a.m.-1:30 a.m.
News Service: AP, UP
Transcription Service: Lang-Worth
Representative: Radio Sales
Membership: NAB, BMB
General Manager: Wendell B. Campbell
Commercial Manager: Carter Ringlep
Sales Promotion Manager: Edwin M. Fisher
Program Director: T. A. Bland
Production Manager: George Clare
Publicity Director: Walter Rott
Musical Director: John Bambridge
Chief Engineer: Harry Harvey
Farm Editor: Ted Mangner

KSD

ST. LOUIS—EST. 1922

NBC

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By: Pulitzer Publishing Co.

Business-Studio Address: 1111 Olive St.
Phone Number: MAin 1111
Transmitter Location: 1111 Olive St.
Air Time: 5:30 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.
News Service: AP
Transcription Service: World, Thesaurus
Representative: Free & Peters
Membership: NAB, BMB
President: Joseph Pulitzer
General Manager: George M. Burbach
Commercial Manager: Edward W. Hamlin

KWK

ST. LOUIS—EST. 1927

MBS

Frequency: 1380 Kc. Power: 5000 Watts d.;
1000 Watts n. (CP 5000)

Owned-Operated By: Thomas Patrick, Inc.
Business-Studio Address: 9th Floor, Chase Hotel

Phone Number: ROSedale 3210
Transmitter Location: 500 Logan St., Baden, Mo.

Air Time: 6 a.m.-12 M.; 6 a.m.-1 a.m., Sat.;
7 a.m.-12 M., Sun.

News Service: UP
Transcription Service: World
Representative: Paul H. Raymer
President, General Manager: Robert T. Convey
Station Manager: Ray E. Dady
Assistant Station Manager: John W. Tinnea
Commercial Manager: V. E. Carmichael
Sales Promotion Manager: T. E. Richter
Program Director: Russell C. Kaiser
Production Manager: John Traxler
Publicity Director: Tom Dailey
Musical Director: Carl Hohengarten
Chief Engineer: N. J. Zehr

KXLW

ST. LOUIS—EST. 1946

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Operated By: Saint Louis County Bcstg. Co.

Business-Studio Address: 8135 Forsythe Blvd.
Phone Number: Delmar 1320

Transmitter Location: 9700 Old Bonhomme Rd.
Air Time: 6 a.m.-local sunset

News Service: AP, UP
Transcription Service: World
Representative: Forjoe
Membership: NAB
President, General Manager: Guy Runnion
Assistant-Sales Promotion

Manager: Edgar J. Mothershead
Sales Manager: Leslie P. Ware
Program Director: Blaine Cornwell
Chief Announcer: Bob Terry
Chief Engineer: Denis E. Volas
Farm Editor: Charlie Clements

KXOK

ST. LOUIS—EST. 1938
ABC

Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By... Star-Times Publishing Co.

Business-Studio Address... 12th & Delmar Blvds.
Phone Number... Chestnut 3700
Air Time... 5:30 a.m.-1 a.m.; 6 a.m.-1 a.m., Sun.
News Service... AP, INS, UP, Reuters
Transcription Service... Associated, Standard
Representative... John Blair
Membership... NAB, BMB
President... Elzey M. Roberts
Station Manager... C. L. Thomas
Director of Sales... V. N. Springgate
Sales Promotion Manager... Foster H. Brown
Production Manager... Elmer G. Muschany
Publicity Director... Ralph J. Gentles
Chief Announcer... Robert Holt
Musical Director... Emmett Schuster
Chief Engineer... Arthur F. Rekart
Farm Editor... Charles Stookey

WEW

ST. LOUIS—EST. 1921

Frequency: 770 Kc. Power: 1000 Watts d.
Owned-Operated By... The St. Louis University
Business-Studio Address... 3642 Lindell Blvd.
Phone Number... Franklin 5665
Air Time... 6 a.m.-local sunset
News Service... INS
Transcription Service... World, Standard, Lang-Worth

Representative... John E. Pearson
Membership... NAB
President... Very Rev. Patrick J. Holloran, S.J.
General Manager... Nicholas Pagliara
Commercial Manager... Leonard P. Frankel
Program Director... Don Lochner
Production Manager... Syl Binkin
Publicity Director... William Moffett
Chief Announcer... O. J. McQuigg
Musical Director... Ralph Stein
Chief Engineer... Joseph A. Volk

WIL

ST. LOUIS—EST. 1922

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Missouri Bcstg. Corp.
Business-Studio Address... 3601 Lindell Blvd.
Phone Number... Jefferson 8403
Air Time... Unlimited
News Service... AP
Transcription Service... Standard, Lang-Worth, MacGregor
Representative... Wm. G. Rambeau
Membership... NAB

President... L. A. Benson
Vice-President, General Mgr... C. W. Benson
Commercial Manager... H. R. Hansen
Program Director... Neil Norman
Publicity Director... Mel Kampe
Chief Engineer... Edward Goodberlet

KDRO

SEDALIA—EST. 1939
MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Milton J. Hinlein
Business-Studio Address... 2100 W. Broadway
Phone Number... 4004-5
Air Time... 6 a.m.-10 p.m.; 7 a.m.-10 p.m., Sun.
News Service... UP
Representative... Forjoe & Co.
Membership... NAB
President... Milton J. Hinlein
General Manager... Herbert W. Brandes
Commercial Manager... Harry Trotman
Sales Promotion Manager... Milton J. Hinlein
Program Director... Maxine Fisher
Chief Engineer... Wayne Pash

KSIM (CP)

SIKESTON

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Sikeston Community Bcstg. Co.
Business Address... 210 W. North St.

KGBX

SPRINGFIELD—EST. 1926
NATIONAL BROADCASTING CO.

Frequency: 1260 Kc. Power: 5000 Watts
Owned-Operated By... Springfield Bcstg. Co.
Address... 602 St. Louis St.
Phone Number... 3-3200
Air Time... 6:30 a.m. to 12 midnight
News Service... AP
Transcription Service... NBC Thesaurus
Representative... George P. Hollingberry Co.
Membership... NAB
President... Tams Bixby, Jr.
General-Commercial Mgr... J. Gordon Wardell
Program Director... Carl Fox
Promotion Manager... Dudley Morris
Chief Engineer... E. Dennis White

KTTS

SPRINGFIELD—EST. 1941
CBS—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Independent Bcstg. Co.
Business-Studio Address... Chamber of Commerce Bldg.

MISSOURI-MONTANA

Phone Number 4303
 Transmitter Location... Chamber of Commerce Bldg.
 Air Time... 6 a.m.-12:05 a.m.; 7 a.m.-12:05 a.m. Sun.
 News Service AP
 Transcription Service World
 Representative..... Sears & Ayer
 Membership BMB
 President..... J. H. G. Cooper
 General-Station Manager... G. Pearson Ward
 Sales Manager..... Bob Burke
 Sales Promotion Manager..... G. P. Ward
 Program Director..... Wendel Smith
 Chief Engineer..... William F. Curry

K W T O
 SPRINGFIELD—EST. 1933
 ABC

Frequency: 560 Kc. Power: 5000 Watts d.; 1000 Watts n.
 Owned-Operated By..... Ozarks Bcstg. Co.
 Business-Studio Address... 606 St. Louis St.
 Phone Number 3-2800
 Transmitter Location..... South Fremont Rd.
 Air Time... 5 a.m.-12 M.; 6:30 a.m.-12 M., Sun.
 News Service UP

Transcription Service Lang-Worth
 Representative John E. Pearson
 Membership NAB, BMB
 President, General Mgr..... Ralph D. Foster
 Vice-President, Treasurer... C. Arthur Johnson
 Assistant Manager, National
 Sales Manager..... Leslie L. Kennon
 Promotion Director..... Bill Bailey
 Program Director..... Bill Ring
 Production Manager..... Lou Black
 Musical Director..... Virgil Phillips
 Chief Engineer..... Fritz Bauer

K W P M
 WEST PLAINS—EST. 1947
 CARDINAL BASEBALL—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By..... Robert Neathery
 Business Address..... P. O. Box 446
 Phone Number 700
 Transmitter-Studio Location..... Highway 80
 Air Time..... 6 a.m.-11 p.m.
 News Service AP
 Transcription Service... Standard, Keystone
 President-Owner Robert Neathery
 Commercial Manager..... Fritze Dixon
 Program Director..... Nola Langston

MONTANA

*Estimated Population 494,000—% Increase —11.7—Radio Homes 126,181
 Farms with Radios 31,744—Stations in State 25*

K A N A
 ANACONDA—EST. 1946

Frequency: 1230 Kc. Power: 5000 Watts
 Owned-Operated By..... Mosby's Inc.
 Business Address..... Anaconda, Mont.
 Phone Number..... Anaconda 136
 Transmitter-Studio Location..... Lincoln St.
 Air Time... 7 a.m.-11 p.m.; 9 a.m.-11 p.m., Sun.
 News Service UP
 Transcription Service... Lang-Worth, MacGregor
 Representative..... Weed & Co.
 Membership NAB
 President..... Arthur J. Mosby
 General-Station Manager..... Don Jones
 Commercial Manager..... Robert Brazill
 Chief Engineer..... Charles Currie

Air Time..... 6 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Membership NAB, BMB
 President..... R. E. Mulvaney
 General-Station Mgr..... Franz J. Robischon
 Commercial-Sales Promotion Mgr... Ken Nybo
 Program-Publicity Director... Leroy Swecker
 Chief Announcer..... Charles Du Bois
 Chief Engineer..... Richard Kaiser

K G H L
 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
 Air Time..... 6 a.m. to midnight; Sundays, 7 a.m. to midnight
 News Service..... UP
 Transcription Service..... Standard, NBC
 Thesaurus, World, SESAC

K B M Y
 BILLINGS—EST. 1946
 MBS—INTERMOUNTAIN—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By..... Billings Bcstg. Co.
 Business Address..... Box 1101
 Phone Number 3838
 Transmitter-Studio Location... West of Billings

Representative.....The Katz Agency
 Membership.....NAB, BMB
 President.....C. O. Campbell
 General Manager.....Ed Yocum
 Station Mgr.-Program Dir.....M. V. Braunberger
 Sales Promotion.....June Leff
 Chief Engineer.....Jeff Kiichli

KXLQ

BOSEMAN—EST. 1939

NBC—PACIFIC NORTHWEST BSTRS.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....KRBM Bcstrs., Inc.
 Business Address.....Bozeman, Mont.
 Phone Number.....1420
 Transmitter-Studio Location.....2½ mi. E. of
 Bozeman
 Air Time.....16½ hrs. daily
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Walker Co.
 Membership.....NAB
 President, General-Station Manager, Musical
 Director.....Ernest A. Neath
 Commercial Manager.....J. Ray Bridges
 Program Director, Production
 Manager.....Tom Robischon
 Publicity Director, Chief
 Announcer.....Duane Parker
 Chief Engineer.....Jack Provis
 Farm Editor.....George Wooley

KBOW

BUTTE—EST. 1947

CBS—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Copper City Radio Co.
 Business Address.....P. O. Box 1932
 Phone Number.....7429
 Transmitter-Studio Location.....720 Yale Ave.
 Air Time.....7 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Gene Grant
 Membership.....NAB
 President-Owner, Commercial
 Manager.....Frank Reardon
 Acting Manager, Program-Musical
 Director.....Robert Athearn
 Chief Announcer.....Don Anderegg
 Chief Engineer.....Bert Davis

KOPR

BUTTE—EST. 1947

ABC—ROCKY MT. BCSTG. SYSTEM.

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Operated By.....Copper Bcstg. Co.
 Business-Studio Address.....Hotel Finlen
 Transmitter Location.....S.W. of Butte
 Air Time.....6 a.m.-12 M.

News Service.....UP
 Transcription Service.....World
 Representative.....The Katz Agency
 Membership.....NAB, BMB
 President, General Mgr.....Frank C. Carman

KXLF

BUTTE—EST. 1929

NBC—Z NETWORK

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned-Operated By.....KGIR, Inc.
 Business-Studio Address.....Box 1956
 Phone Number.....2-2344
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth, MacGregor
 Representative.....Walker Co., Tracy Moore
 Membership.....NAB, BMB
 President, General Manager.....E. B. Craney
 Station Manager.....A. E. Anzjon
 Commercial Manager.....J. S. Schile
 Sales Promotion Manager.....George Webber
 Chief Engineer.....W. J. Provis

KYES (CP)

BUTTE

Frequency: 610 Kc.....Power: 1000 Watts
 Owned-Operated By.....Treasure State Bcstg. Co.

KFBB

GREAT FALLS—EST. 1922

CBS

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated By.....Bultrey Broadcast, Inc.
 Business-Studio Address.....607 First National
 Bank Bldg.
 Phone Number.....4377
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Weed & Co.
 Membership.....NAB, BMB
 President.....Fred Birch
 Manager, Commercial Mgr.....J. P. Wilkins
 Program Director.....W. J. Towner
 Chief Engineer.....Wilbur L. Myhre

KGFM (CP)

GREAT FALLS

Frequency: 1150 Kc.....Power: 5000 Watts
 Owned-Operated By.....Mosby's, Inc.

KMFR (CP)

GREAT FALLS

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By.....Mont. Farmer Bcstg.
 Corp.

K M O N (CP)

GREAT FALLS

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By Sun River Bcstrs., Inc.

K X L K

GREAT FALLS—EST. 1947

NBC—Z NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Great Falls Bcstg. Co.
Business-Studio Address Park Hotel
Phone Number 2-2453
Transmitter Location Park Hotel
Air Time 7 a.m.-12 M.
News Service UP
Transcription Service Lang-Worth
Representative The Walker Co.
President J. R. Larcombe
General-Station Mgr. K. O. MacPherson
Commercial Manager Carl F. Argabrite
Program Director Pat Larkin
Musical Director Elizabeth Drapes

K A V R

HAVRE—EST. 1946

KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By KAVR, Inc.
Business Address P. O. Box 672
Phone Number 888
Transmitter-Studio Location ¼ mi. E. of
Havre on U. S. No. 2
Air Time 6:30 a.m.-11:15 p.m.; 8 a.m.-10:15
p.m., Sun.
News Service UP
Transcription Service World
Representative W. S. Grant
Membership NAB
President Jessica L. Longston
Vice President Vicki Zaser
Station Manager, Program
Director Larry Gordon
Commercial Manager Bill Murphy
Chief Engineer F. W. Smith

K O J M

HAVRE—EST. 1947

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Operated By North Montana Bcstg.
Co., Inc.
Business Address Box 70
Phone Number 1096
Studio Address 426½ First St.
Transmitter Location Shepard Rd., N.E. of
Havre
Air Time Local sunrise-local sunset
News Service AP
Transcription Service MacGregor, Long, Cole,
Associated

Representative Homer Griffith
Membership NAB, BMB
President Dr. F. W. Aubin
Vice-Pres., Sec.-Treas. E. J. Pepin
Sales Promotion-Production Mgr. Bud Richards
Program Director, Chief

Announcer Jim Saenger
Publicity Director E. J. Pepin
Chief Engineer George H. Bauer
Farm Editor Ray Porter

K X L J

HELENA—EST. 1937

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
Air Time 8 a.m. to 12 midnight
News Service UP
Transcription Service Lang-Worth
Representative The Walker Co.
President A. T. Hibbard
General Commercial Mgr. Bob Rutter
Program Director Paul A. Hatton, Jr.

K G E Z

KALISPELL—EST. 1927

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Donald C. Treloar
Business-Studio Address 203 First Ave. E.
Phone Number 332 or rural 3220
Transmitter Location 2½ mi. S. on Highway
No. 93
Air Time 7 a.m.-10 p.m.; 9 a.m.-7 p.m., Sun.
News Service UP
Transcription Service World, SESAC
Membership NAB, BMB
President, General-Station-Commercial
Manager Donald C. Treloar
Program Director Maurice Driscoll
Musical Director Les Sterling
Chief Engineer William H. Patterson
Farm Editor Glenn Millhouse

K X L O

LEWISTON—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Capital Bcstg. Co.
Business-Studio Address East Main St.
Phone Number 1210
Transmitter Location East Main St.
Air Time 6:30 a.m.-10:30 p.m.; 8 a.m.-9:30
p.m., Sun.
News Service AP
Transcription Service Standard
Membership NAB
President, General-Station
Manager George Bennett
Commercial Manager Robert Z. Gray

Program Director..... Lee Belding
 Chief Announcer..... Wm. Weest
 Chief Engineer..... Wm. R. Parker

K P R K

LIVINGSTON—EST. 1947

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Yellowstone Amuse. Co.
 Business Address..... Box 952
 Phone Number..... 1000
 Transmitter-Studio Address..... East Park St.
 Air Time..... 6:30 a.m.-10:15 p.m.; 9:30 a.m.-7:30 p.m., Sun.
 News Service..... AP
 Transcription Service..... Lang-Worth, SESAC
 Representative..... Homer Griffith
 Membership..... NAB
 President, General-Station
 Manager..... Paul B. McAdam
 Commercial-Sales Promotion
 Manager..... Jack Hinman
 Program-Musical Director..... Robert Greer
 Production Manager, Chief
 Announcer..... Brooks Read
 Publicity Director..... Jean Morrison
 Chief Engineer..... Bill Wren
 Farm Editor..... Bob Alves

K R J F

MILES CITY—EST. 1941
 MBS—INTERMOUNTAIN—KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Star Printing Co.
 Business Address..... 13 North 5th
 Phone Number..... 60
 Transmitter-Studio Location..... Haynes Ave.
 Air Time..... 7 a.m.-11 p.m.
 News Service..... UP
 Transcription Service..... World
 Representative..... Avery-Knodel
 Membership..... NAB, BMB
 President..... W. F. Flinn
 General-Station-Commercial
 Manager..... Don Tannehill
 Sales Promotion Manager, Publicity
 Director..... Norm Ingstrom
 Program Director, Production
 Manager..... Bob Wilson
 Chief Announcer..... Ron Barkley
 Chief Engineer..... Charles Scofield
 Farm Editor..... A. E. Kegal

K G V O

MISSOULA—EST. 1931
 CBS

Frequency: 1290 Kc..... Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By..... Mosby's Inc.
 Business Address..... 127 East Main
 Phone Number..... 2155
 Studio Address..... 132 West Front

Transmitter Location..... Highway 93, 3 mi. W.
 of Missoula
 Air Time..... 6:30 a.m.-12 M.
 News Service..... UP
 Transcription Service..... Lang-Worth, MacGregor,
 Associated
 Representative..... Geo. P. Hollingbery
 Membership..... NAB
 President-Owner..... A. J. Mosby
 Commercial-Sales Promotion
 Manager..... Marion E. Dixon
 Program Director, Production
 Manager..... W. C. Blanchette
 Chief Announcer, Musical
 Director..... William Strothman
 Chief Engineer..... Lawrence Smith
 Farm Editor..... Dick Wright

K M S U (CP)

MISSOULA

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Missoula Radio Assn.
 Business Address..... 218 N. Higgins
 Phone Number..... 6882
 President..... Robert B. Cummins
 Vice President..... Oakley E. Coffee

K X L L

MISSOULA—EST. 1947
 NBC—Z NETWORK—PNB

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Western Montana
 Associates
 Business-Studio Address..... Orchard Homes,
 River Rd.
 Transmitter Location..... Orchard Homes,
 River Rd.
 Air Time..... 7 a.m.-12 M.
 News Service..... UP
 Transcription Service..... Lang-Worth
 Representative..... Walker Co.
 General Manager..... Pat M. Goodover
 (Staff Not Completed at Press Time)

K I Y I

SHELBY—EST. 1947
 KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Tri-County Radio Corp.
 Business Address..... Shelby, Mont.
 Phone Number..... 560
 Transmitter-Studio Location..... North Marias,
 Mont.
 Air Time..... 17½ hrs. daily
 News Service..... UP
 Transcription Service..... World, Keystone,
 SESAC
 Representative..... Wm. Grant
 President..... John J. Hurley
 Sec.-Treas..... Cedor Aronow
 General Manager..... Frank Krshka
 Commercial Manager..... Lawrence Wing

Program Director..... George Potter
 Chief Engineer..... Richard C. Velo

KGCX

SIDNEY—EST. 1926

MBS—GREAT NORTHERN BCSTG.—KBS
 Frequency: 1480 Kc..... Power: 1000 Watts
 Owned-Operated By..... E. E. Krebsbach
 Business-Studio Address.. 109 So. Central Ave.,
 Sidney & Masonic Bldg., Williston, N. D.

Phone Number 408
 Transmitter Location..... 4 mi. N. of Sidney
 Air Time..... 6 a.m.-10 p.m.
 News Service AP
 Transcription Service Thesaurus
 Representative The Walker Co.
 Membership NAB, BMB
 President, General Mgr..... E. E. Krebsbach
 Station Manager..... E. Clair Krebsbach
 Chief Announcer..... G. Mel King
 Chief Engineer..... Oscar H. Halvorsen

NEBRASKA

*Estimated Population 1,301,000—% Increase —1.1—Radio Homes 326,497
 Farms with Radios 94,635—Stations in State 18*

KJSK (CP)

COLUMBUS

Frequency: 900 Kc..... Power: 1000 Watts d.
 Owned-Operated By... George Basil Anderson
 Business Address..... Columbus, Nebr.
 News Service..... AP
 President-Gen. Mgr... George Basil Anderson
 Chief Engineer..... Harold Hardy

Transmitter Location..... Phillips, Nebr.
 Air Time..... Local sunrise-local sunset
 News Service UP
 Transcription Service..... World, Cole
 Representative Headley-Reed
 Membership NAB, BMB
 President Don Searle
 General-Station Manager..... Wick Heath
 Commercial Manager..... Bill Martin
 Sales Promotion Manager, Publicity
 Director Herb Clark
 Program: Director, Production Manager, Chief
 Announcer Orie Kerwood
 Musical Director..... Dick Stahl
 Chief Engineer..... Norval Larsen
 Farm Editor..... George Kister

KORN

FREMONT—EST. 1939

MBS—NEBR. WIRELESS NETWORK—KBS
 Frequency: 1340 Kc..... Power: 100 Watts
 Owned-Operated By..... Inland Bcstg. Co.
 Business-Studio Address..... 118 East 5th St.
 Phone Number 1060
 Transmitter Location..... East 16th St.
 Air Time..... 6 a.m.-12 M.
 News Service AP
 Transcription Service Thesaurus
 Representative Weed & Co.
 President..... John K. Morrison
 General Manager..... Paul R. Fry
 Station-Sales Promotion
 Manager..... William H. Baldwin
 Commercial Manager..... G. E. Bentz
 Program Director, Production
 Manager..... Ray Arvin
 Publicity Director..... Helen Norwood
 Chief Announcer, Farm Editor..... Bill Wood
 Musical Director..... Harry Gehrett
 Chief Engineer..... Percy Ziegler

KHAS

HASTINGS—EST. 1940

MBS—KBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By... Nebraska Bcstg. Co.
 Business-Studio Address..... Tribune Bldg.
 Phone Number 1745-6
 Transmitter Location..... Tribune Bldg.
 Air Time..... 7 a.m.-12 M.
 News Service INS
 Transcription Service Capitol
 Membership NAB, BMB
 President..... Fred A. Seton
 General-Station-Sales Promotion
 Manager..... Duane L. Watts
 Commercial Manager..... Ed Kihn
 Program Director, Production Manager,
 Publicity Director..... Warren Mowder
 Musical Director..... Charles Wright
 Chief Engineer..... Duane Allison

KMMJ

GRAND ISLAND—EST. 1925

ABC

Frequency: 750 Kc..... Power: 100 Watts d.
 Owned-Operated By..... KMMJ, Inc.
 Business-Studio Address... Cedar & Division
 Phone Number 703-4

KGFW

KEARNEY—EST. 1930

MBS—KBS

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

Owned-Operated By... Central Nebraska Bcstg. Corp.
 Business-Studio Address... Federal Annex Bldg.
 Phone Number... 23541; 31551
 Transmitter Location... Lakeside
 Air Time... 6:30 a.m.-11 p.m.
 News Service... UP
 Transcription Service... Keystone
 Membership... NAB
 President, General Mgr... Lloyd C. Thomas
 Station-Commercial-Sales Promotion Manager... E. Anson Thomas
 Program Director... Peg Biber
 Publicity Director... Bob Holt
 Chief Announcer... Lew Jeffery
 Chief Engineer... Jack Lewis
 Farm Editor... Floyd Kalber

KFOR

LINCOLN—EST. 1930
ABC

Frequency: 1240 Kc... Power: 250 Watts
 Owned-Operated By... Cornbelt Bcstg. Corp.
 Address... Stuart Bldg.
 Phone Number... 2-6965
 Transmitter Location... 48th & Vine Sts.
 Air Time... 6 a.m. to 12 midnight
 News Service... INS; AP
 Transcription Service... Standard Radio.
 Capitol Representative... Edward Petry & Co., Inc.
 Membership... NAB, BMB
 President... Charles T. Stuart
 Station Mgr.-Commercial Mgr... Harry D. Peck
 Program Director... Jack Huston
 Promotion Manager... Gladyce Gale
 Chief Engineer... Charles W. Winkler

KILM (CP)

LINCOLN

Frequency: 1480 Kc... Power: 1000 Watts
 Owned-Operated By... Lincoln Bcstg. Corp.
 Business Address... 510 Barkley Bldg.

KOLN

LINCOLN—EST. 1947
MBS—INLAND GROUP

Frequency: 1400 Kc... Power: 250 Watts
 Owned-Operated By... Inland Bcstg. Co.
 Business-Studio Address... 211 Federal Securities Bldg.
 Phone Number... 2-7218
 Transmitter Location... 40th & W Sts.
 Air Time... 6:30 a.m.-12 M.
 News Service... AP
 Transcription Service... Thesaurus
 Representative... Weed & Co.
 Membership... NAB, BMB
 President... John K. Morrison

Vice-President, General Manager... Paul R. Fry
 Station Manager... Hugh E. Bader
 Local Commercial Mgr... William B. Waugh
 Promotion Manager... Edwin T. Smith
 Production Manager... Robert Parkins
 Chief Announcer... Bud Levinson
 Engineering Supervisor... Marvin J. Korinek

KBRL

McCOOK—EST. 1947

Frequency: 1450 Kc... Power: 250 Watts
 Owned-Operated By... The McCook Bcstg. Co.
 Business Address... J. St. & Highway No. 83
 Phone Number... 1450
 News Service... AP
 Transcription Service... Thesaurus, Capitol
 Representative... Friedenberg
 General Promotion Mgr... William J. Cox
 Commercial Manager... Arthur V. Henri
 Program Director... Edward Cooper
 Chief Engineer... LeRoy W. Lenwell

WJAG

NORFOLK—EST. 1922

Frequency: 780 Kc... Power: 1000 Watts d.
 Owned-Operated By... Norfolk Daily News
 Business-Studio Address... Norfolk Ave. & 6th St.
 Phone Number... 432
 Transmitter Location... West Norfolk Ave.
 Air Time... Local sunrise-local sunset
 News Service... AP
 Transcription Service... Lang-Worth
 Representative... The Walker Co.
 Membership... NAB, BMB
 General-Station Manager... Art Thomas
 Commercial Manager... Bob Thomas
 Sales Promotion, Production Manager, Farm Editor... Hollis Francis
 Program Director... Lloyd Farlee
 Publicity Director... Bob Thomas
 Chief Announcer... Lloyd Farlee
 Musical Director... Wayne Larson
 Chief Engineer... Frank Weidenbach

KODY

NORTH PLATTE—EST. 1930
NBC—KBS

Frequency: 1240 Kc... Power: 250 Watts
 Owned-Operated By... WOW, Inc.
 Business-Studio Address... 1521 W. 12th St.
 Phone Number... 382
 Transmitter Location... 1521 W. 12th St.
 Air Time... 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service... AP, UP
 Transcription Service... Standard, Lang-Worth
 Representative... John Blair
 Membership... NAB, BMB
 President... John J. Gillin, Jr.

General-Station Manager.....John Alexander
 Local Sales Manager.....Joe di Natale
 Sales Promotion Manager.....Jerry Wing
 Program Director.....Ed Launer
 Chief Engineer.....Jay Blakesley
 Farm Editor.....Ed Launer

K B O N
OMAHA—EST. 1942
 MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Bcstg. Co.
 Business-Studio Address.....676 Saunders-
 Kennedy Bldg.

Phone Number.....JACKSON 8282
 Transmitter Location.....36th & Wright Sts.
 Air Time.....6:30 a.m.-12 M.; 8 a.m.-12 M., Sun.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Weed & Co.
 Membership.....NAB, BMB
 Vice President, General Mgr.....Paul R. Fry
 Station Manager, Program Director, Production
 Manager.....Richard E. Welna
 Commercial Manager.....Ernest S. Priesman
 Sales Promotion Manager, Publicity
 Director.....Joe Baker
 Chief Engineer.....Percy R. Zeigler

K F A B
OMAHA—EST. 1924
 CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
 Owned-Operated By.....KFAB Bcstg. Co.
 Business Address.....620 Farnam Bldg.
 Phone Number.....JA 3420
 Studio Address.....Omaha & Lincoln, Nebr.
 Transmitter Location.....Omaha, Nebr.
 Air Time.....20 hrs. weekdays; 18 hrs. Sun.
 News Service.....AP, UP
 Transcription Service.....Standard, SESAC
 Representative.....Free & Peters
 Membership.....NAB, BMB
 President.....Fred S. Sidles
 Chairman of Board.....Joe W. Seacrest
 General-Station-Commercial

Manager.....Harry Burke
 Program Director, Production
 Manager.....L. A. Miller
 Publicity.....Harold E. Roll; W. P. Dietz
 Musical Director.....Alene McKinney
 Chief Engineer.....Mark Bullock
 Farm Editor.....W. E. Macdonald

K O I L
OMAHA—EST. 1925
 ABC—NEBRASKA NETWORK

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned By.....Stuart Investment Co.
 Operated By.....Central States Bcstg. Co.
 Business-Studio Address.....Omaha National
 Bank Bldg.

Phone Number.....JACKSON 7626
 Transmitter Location.....Box 479, Council
 Bluffs, Iowa
 Air Time.....6 a.m.-12 M.
 News Service.....AP, INS
 Transcription Service.....Capitol, Standard
 Membership.....NAB
 President-Owner.....Charles T. Stuart
 General-Station Mgr.....William J. Newens
 Sales Manager.....Forrest Blair
 Asst. Mgr., Program Dir., Production
 Manager.....Virgil Sharpe
 Music Librarian.....Barbara Rose
 Chief Engineer.....Charles W. Winkler

K O W H
OMAHA—EST. 1922

Frequency: 660 Kc.....Power: 500 Watts d.
 Owned By.....World Publishing Co.
 Operated By.....Omaha World-Herald
 Business-Studio Address.....World-Herald Bldg.,
 15th & Farnam, Omaha, Neb.

Phone Number.....Atlantic 2228
 Transmitter Location.....60th & Girard
 Air Time.....6 a.m.-local sunset
 News Service.....UP
 Transcription Service.....Standard, World,
 Associated
 Representative.....George P. Hollingbery
 President.....Henry Doorly
 General-Station-Commercial
 Manager.....B. C. Corrigan
 Musical Director.....Walter Scott
 Chief Engineer.....Frank E. Shopen
 Farm Editor.....Adam Reinemund

W O W
OMAHA—EST. 1923
 NBC

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By.....WOW, Inc.
 Business-Studio Address.....280 Insurance Bldg.
 Phone Number.....Webster 3400
 Transmitter Location.....5500 Kansas Ave.,
 Omaha
 Air Time.....5:30 a.m.-1 a.m.; 6:30 a.m.-1 a.m.,
 Sun.

News Service.....AP, UP
 Transcription Service.....Standard, Thesaurus,
 SESAC, Associated
 Representative.....John Blair
 Membership.....NAB, BMB
 President, General Mgr.....John J. Gillin, Jr.
 Sales Promotion Manager.....Bill Wiseman
 Program Director.....Lyle DeMoss
 Production Manager.....Ray Olson
 Publicity Director.....Harold Storm
 Chief Announcer.....Merrill Workhoven
 Musical Director.....Morton Wells
 Chief Engineer.....William J. Kotera
 Farm Editor.....Mal Hansen

KNEB (CP)
SCOTTSBLUFF

Frequency: 970 Kc. Power: 500 Watts d.
Owned-Operated By: Platte Valley Bcstg. Corp.
Business Address: 1913 Broadway

KOLT
SCOTTSBLUFF—EST. 1930
CBS—KBS

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Operated By: Hilliard Co.
Business-Studio Address: 1517½ Broadway

Phone Number 856
Transmitter Location..... West 20th St.
Air Time..... 6 a.m.-12 M.
News Service UP
Transcription Service Standard
Representative Hal Holman
Membership NAB, BMB
President, General Station
Manager L. L. Hilliard
Commercial Manager..... Roy Cummings
Program Director..... Bill Walter
Chief Announcer..... Tony Kehl
Chief Engineer..... Harland Morrison
Farm Editor..... Bill Brennan

NEVADA

*Estimated Population 140,000—% Increase +27.0—Homes 36,532
Farms with Radios 2,673—Stations in State 14*

KBNE
BOULDER CITY—EST. 1946
MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Boulder City Bcstg. Co.
Business Address: P. O. Box "E"
Phone Number 247
President..... Edward J. Jansen
Station-Commercial Mgr..... Truman B. Hinkle
Sales Promotion Manager..... Charlotte Brader
Chief Engineer..... Roy Rockstrom

KVNC (CP)
CARSON CITY

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Ralph Margali
Business Address: Box 298, Reno, Nev.

KERS (CP)
ELKO

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Elko Bcstg. Co.

KELN
ELY
KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Boulder City Bcstg. Co.

KNEV (CP)
FALLON

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: The Voice of Fallon
Partners: Chet L. Gonca, Ralph Morgali

KENO
LAS VEGAS—EST. 1940
ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned By: Nevada Bcstg. Co.
Operated By: Maxwell Kelch
Business-Studio Address: P. O. Box 1310
Phone Number 1400
Air Time..... 19 hrs. daily
News Service INS
Transcription Service Thesaurus
Representative Homer Griffith
President, General Station
Manager Maxwell Kelch
Commercial Manager..... Paul R. Gang
Program Director..... L. A. Newsome, Jr.
Chief Engineer..... Harold H. Haas

KLAS

LAS VEGAS—EST. 1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Las Vegas Bcstrs., Inc.
Business Address: Las Vegas, Nev.
President: C. L. McCarthy

KRAM (CP)
LAS VEGAS

Frequency: 920 Kc. Power: 1000 Watts d.
Owned-Operated By: Boulder City Bcstg. Co.

CALL LETTERS TO BE ASSIGNED (CP)
LAS VEGAS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: San Joaquin Bcstrs.
Business Address: Las Vegas, Nev.
Partners: R. K. Wittenberg, R. L. Stoddard

KATO

RENO—EST. 1946
MBS—DON LEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Sierra Bcstg. Co.
Business Address: Box 2231
Phone Number: 2-4501
Studio Address: Elks Bldg.
Transmitter Location: 6th & Cassinelli Rd.
Air Time: 7 a.m.-12 M.
Transcription Service: Standard
Representative: W. S. Grant
Membership: NAB
President, Chief Engineer: R. K. Wittenberg
General Manager: R. L. Stoddard
Commercial Manager: Ray Bohannon
Farm Editor: Bert Kennington

KOH

RENO—EST. 1928
NBC

Frequency: 630 Kc. Power: 1000 Watts
Owned-Operated By: McClatchy Bcstg. Co.
of Nevada
Business-Studio Address: 143 Stevenson St.
Phone Number: 5106-7
Transmitter Location: Sparks, Nev.
Air Time: Unlimited
News Service: AP, UP
Transcription Service: Thesaurus, World
Representative: Paul H. Raymer
Membership: NAB, BMB
President: Eleanor McClatchy
Station Manager: Hugh Kees
Chief Engineer: Wesley Craig
Farm Editor: Vern McGahan

KOLO

RENO—EST. 1946
CBS

Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By: Reno Bcstg. Co.
Business-Studio Address: 33 Sierra St.
Phone Number: 2-4516
Transmitter Location: N. of Sparks, Nev.
Air Time: 6 a.m.-12 M.
News Service: AP, UP
Transcription Service: Lang-Worth, Capitol
Representative: Adam J. Young, Jr.; Western
Radio Adv.
Membership: NAB
President, General Mgr.: David McKay
Station-Commercial Manager: H. G. Wells
Sales Promotion Manager, Publicity
Director: D. Basich
Program Director: Russ Shepard
Musical Director: Emily Heslop
Chief Engineer: Merle Peterson

KWRN

RENO—EST. 1947
ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Reno Newspapers, Inc.
Business Address: 123 N. Center St.
Phone Number: 6156
News Service: UP
Transcription Service: Associated
Representative: Walker
President: Merritt C. Speidel
General Manager: Merrill Inch
Commercial Manager: John A. Lang
Program Director: Gene Shumate
Chief Engineer: Wilbur C. Comer

KXXL

RENO—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: The Voice of Reno Co.
Business Address: Box 1329
Phone Number: 2-4036
News Service: UP
Representative: Cooke, Gene Grant
General Manager: Edward Margolis
Commercial Manager: James Diamond
Promotion Manager: Fred Kirshe
Program Director: Byron Samuel
Chief Engineer: Chet Gonce

For Prestige...

AP

Membership!

growing ... in the granite state!



From the busy coastal area of New Hampshire to the rich industrial capitol of the Granite State, listeners and advertisers alike turn to WHEB Portsmouth and to WKXL Concord for radio leadership.

WHEB with many radio years of "firsts" attributes its growth in leadership to the loyalty of its listeners and the confidence of its advertisers.

WKXL, voice of the state capitol, grew like Topsy, in the footsteps of big brother WHEB, with loyalty and service the watch word.

wFMI, powerful FM big sister, now bands all New Hampshire together with a common voice. Singly managed they'll grow together.

maine and massachusetts too!



WHEB with one thousand clear channel watts is the listening habit in Maine's prosperous seaboard and the northern counties of Massachusetts. wFMI, high in the mountains of New Hampshire spreads its powerful signal over all of New Hampshire; covering one-third of the population of Maine and into Massachusetts' most heavily populated counties.

and now 20,000 watts

W F M I

PORTSMOUTH, NEW HAMPSHIRE

FOR DETAILS ON ALL THREE:

The WALKER Company
New York

Owned and Operated by
Governor Charles M. Dale

Bertha Bannan
Boston

Vice President and General Manager
Bert Georges

NEW HAMPSHIRE

Estimated Population 547,000—% Increase +11.3—Radio Homes 136,008
Farms with Radios 16,489—Stations in State 10

W M O U

BERLIN—EST. 1946

KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... White Mountains Bcstg.
Co., Inc.

Business-Studio Address... 40 Main St.
Phone Number... Berlin 1797-8
News Service... AP
Transcription Service... Associated
Representative... Taylor-Howe-Snowden,
Kettel-Carter

Membership... NAB
President... Albert N. Morris
General-Station Manager, Program Director,
Production Manager, Chief
Announcer... Warren M. Greenwood
Commercial Manager... Charles S. Holbrook
Chief Engineer... James F. Hennessey

W K X L

CONCORD—EST. 1946

MBS—YANKEE

Frequency: 1450 Kc. Power: 250 Watts
Owned By... Hon. Charles M. Dale
Operated By... Bert George

Business-Studio Address... Eagle Hotel
Phone Number... Concord N. H. 4180
Transmitter Location... Reddington St.
Air Time... 6:30 a.m.-12:30 a.m.
News Service... AP
Transcription Service... Capitol, Lang-Worth
Representative... The Walker Co.,
Bertha Bannan

Membership... NAB
President-Owner... Hon. Charles M. Dale
General Manager... Bert Georges
Station Manager, Program

Director... William A. Dawson, Jr.
Commercial Manager... Richard Shepard
Sales Promotion Manager, Publicity

Director... E. Dexter Derby
Chief Announcer... Norman Bailey
Musical Director... Blanche Crippen
Chief Engineer... Norman Partridge

W K N E

KEENE—EST. 1927

CBS

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By... WKNE Corp.
Business-Studio Address... 17 Dunbar St.
Phone Number... Keene 2080

News Service... UP
Transcription Service... Thesaurus
Representative... Adam J. Young, Jr.; Kettel-
Carter

Membership... NAB, BMB
President-Owner, General-Station-Sales

Manager... Joseph K. Close
Assistant Manager... Robert M. Peebles
Promotion Director... Barbara Williams
Chief Announcer... Osborne C. Wade
Chief Engineer... Ernest F. Batchelder, Jr.

W L N H

LACONIA—EST. 1922

MBS—YANKEE—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Northern Bcstg. Corp.
Business-Studio Address... 653 Main St.
Phone Number... 501

News Service... AP
Transcription Service... Thesaurus
Representative... Kettel-Carter
Membership... NAB

General Manager... Warren H. Brewster
Station Manager... Martin B. Avery
Production Manager... Sherwin Greenlaw
Chief Engineer... Wilfred Ledoux

W F E A

MANCHESTER—EST. 1932

CBS—NEW ENGLAND

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By... WFEA, Inc.
Business-Studio Address... 286 Franklin St.
Phone Number... Manchester 4656

News Service... AP
Transcription Service... Thesaurus, Lang-Worth
Representative... Katz Agency, Kettel-Carter
Membership... NAB, BMB

General Mgr... Arthur Rothafel
Commercial Mgr... Edward G. de St. Aubin
Promotion Mgr... Bill Leahy
Chief Engineer... Reginald Schow

W K B R

MANCHESTER—EST. 1946

MBS—YANKEE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Granite State Bcstg.,
Inc.

Business-Studio Address... 155 Front St.
Phone Number... 9456
News Service... UP
Transcription Service... Standard, Capitol

Representative... Walker Co., Bertha Bannan
Membership... NAB
President... W. J. Barkley

General Manager... W. F. Rust, Jr.
Commercial Manager... H. Scott Killgore
Sales Promotion Manager... Ralph Gottlieb
Chief Announcer... Paul Barnett
Chief Engineer... Royston Phillips

WMUR

MANCHESTER—EST. 1941

ABC

Frequency: 610 Kc. Power: 5000 Watts d.; 1000 Watts n.

Owned-Operated By.....The Radio Voice of New Hampshire, Inc.

Business-Studio Address.....1819 Elm St.

Phone Number.....2090

News Service.....AP

Transcription Service.....World

Representative.....Weed & Co.

Membership.....NAB, BMB

President-Owner.....Francis P. Murphy

General Manager.....Hervey Carter

Chief Engineer.....Vincent Chandler

WOTW

NASHUA—EST. 1945

Frequency: 900 Kc. Power: 1000 Watts d.

Owned-Operated By.....Nashua Bctsg. Corp.

Business Address.....Lund Rd.

Phone Number.....5000

News Service.....UP

President-General Mgr....Arthur A. Newcomb

WHEB

PORTSMOUTH—EST. 1932

MBS—YANKEE

Frequency: 750 Kc. Power: 1000 Watts d.

Owned By.....WHEB, Inc.

Operated By.....Hon. Charles M. Dale

Business Address...Lafayette Rd., P. O. Box No. 120

Phone Number.....4080

Transmitter-Studio Location...Lafayette Rd.,

Portsmouth; Dover Studios, Franklin Sq.

Air Time...1 hr. after local sunrise-1 hr. after local sunset

News Service.....AP

Transcription Service.....Capitol, World

Representative.....The Walker Co., Bertha Bannan

Membership.....NAB, BMB

President.....Hon. Charles M. Dale

Vice President, General-Station

Manager.....Bert Georges

Commercial Manager, William A. Dawson, Jr.

Sales Promotion Manager, Publicity

Director.....Dallas P. Wyant

Program Director.....Winslow Bettinson

Production Manager, Chief

Announcer.....William V. Bradley

Musical Director.....Laurence Shorey

Chief Engineer.....Paul G. Kindsay

Farm Editor.....Duane Young

W N H (CP)

ROCHESTER

Frequency: 930 Kc. Power: 1000 Watts d.

Owned-Operated By.....Strafford Bctsg. Corp.

Business Address.....25 Maple St.

NEW JERSEY

Estimated Population 4,435,000—% Increase +6.6—Radio Homes 1,149,364
Farms with Radios 24,320—Stations in State 16

WMID

ATLANTIC CITY—EST. 1947

MBS

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By...Mid-Atlantic Bctsg. Co.

Business-Studio Address.....Convention Hall

Phone Number.....Atlantic City 4-1340

Transmitter Location...Illinois & Absecon Blvd.

Air Time.....7 a.m.-1 a.m.

News Service.....AP

Transcription Service.....Associated

Membership.....NAB

President.....Earl M. Johnson

General-Commercial Mgr....Edwin E. Kohn

Sales Promotion Manager.....Ed Dalton

Program Director, Production

Manager.....Alan Owen

Publicity Director.....Alan Goff

Chief Engineer.....Quincy Knight

WCAP

ASBURY PARK—EST. 1926

Frequency: 1310 Kc. Power: 500 Watts

Owned-Operated By.....Radio Industries Bctsg. Co.

Business Studio Address.....Charms Bldg.

Phone Number.....2-2955; 2-8600

Transmitter Location.....West Bangs Ave., Neptune, N. J.

Air Time.....Unlimited

News Service.....AP

Transcription Service.....World

President.....Walter W. Reid, Jr.

General Manager.....Morris Scheck

Station Manager.....Walter L. Reid

Program Director.....Vera N. Scholes

Production Manager, Chief

Announcer.....Robert Scott

Musical Librarian.....Jessalyn Jones

Chief Engineer.....M. G. Porter



Double Barrelled Salemen



LOU STEELE'S Club "93"

High-brow, low-brow, middle-o'-the-road, all the platters are smartly rolled into one "Club program" — the "Club 93" show presented by Lou Steele.

TIME:—
2:35 P.M. to 4:30 P.M.

AVAILABILITY:—
Upon request

PRICE:—
Upon request

If your product needs a shot in the arm, you'd do well to set your sights on Ed Ladd and Lou Steele, two disc jockeys who have been aiming for and reaching an ever-expanding "buying" audience.

ED LADD'S Hi Neighbor Show

For two hours each day Ed Ladd welcomes all his neighbors in North Jersey with American folk music, hillbilly songs, homespun philosophy.

TIME:—
7:35 A.M. to 9:00 A.M.
and
11:00 A.M. to 12:00 N.

AVAILABILITY:—
Upon request

PRICE:—
Upon request

WPAT

ON YOUR DIAL AT

93

PATERSON

NEW JERSEY



If you're angling
for North Jersey...

WNJR

IS PROGRAMMED
EXCLUSIVELY FOR THIS
PROFITABLE MARKET



5000 WATTS

the radio station of the
Newark News

Otis P. Williams, Gen. Mgr.

Studio and Business Office

91-93 Halsey Street

Newark, New Jersey

Phone—MARket 3-2700

New York Office

509 Fifth Avenue

Phone—Vanderbilt 6-0890

W B A B

ATLANTIC CITY—EST. 1941

CBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Press-Union Publishing
 Business Address 1900 Atlantic Ave.
 Phone Number 5-1111
 Transmitter-Studio Location Absecon Blvd. &
 Beach Thorolare
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NAB, BMB
 President Albert J. Feyl
 General-Station-Commercial-Sales Promotion
 Manager Monroe L. Mendelsohn
 Program Director, Chief
 Announcer Ralph Shoemaker
 Chief Engineer Earle Godfrey

W F P G

ATLANTIC CITY—EST. 1940

ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Neptune Bcstg. Corp.
 Business-Studio Address Steel Pier
 Phone Number 5-2188
 Transmitter Location Steel Pier, Virginia
 Ave. & Boardwalk
 Air Time 7 a.m.-1:30 a.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative J. H. McGillvra
 Membership NAB, BMB
 President John J. Laux
 General-Station-Commercial
 Manager Irving F. Teetsell
 Program Director Earl Keyes
 Production Manager Norman Brooks
 Publicity Director, Chief
 Engineer Blair K. Thron
 Local News Editor Sheldon Gross

W S N J

BRIDGETON—EST. 1937

KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Eastern States Bcstg.
 Business-Studio Address Bridgeton, N. J.
 Phone Number Bridgeton 1600
 Transmitter Location Bridgeton, N. J.
 Air Time 6 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Thos. Clark Co.
 President Senator Elmer Wene
 General-Station Manager Paul Alger
 Sales Manager Jerry Alden
 Program Director Robert Crager
 Chief Announcer, Farm Editor Charles Murray
 Chief Engineer Francis Fekel

W C A M

CAMDEN—EST. 1924

Frequency: 1310 Kc. Power: 500 Watts
 Owned-Operated By City of Camden
 Address City Hall

CALL LETTERS TO BE ASSIGNED (CP)

MORRISTOWN

Frequency: 1250 Kc. Power: 500 Watts d.
 Co-Partnership Kenneth A.;
 George S., James R. and Alice S. Croy

W A A T

NEWARK—EST. 1920

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By Bremer Bcstg. Corp.
 Business Address 11 Hill St.
 Phone Number Mitchell 2-6400; Rector 2-5878
 Studio Address 15 Hill St.
 Transmitter Location Kearny, N. J.
 Air Time 24 hrs. daily
 News Service AP
 Transcription Service World, Associated
 Membership NAB
 President, General-Station
 Manager Irving R. Rosenhaus
 National Sales Victor A. Bennett
 Local Sales A. B. Schillin
 Sales Promotion Manager Jack Moore
 Program Director Robert Macdougall
 Production Manager George Green
 Publicity Director Roland Trenchard
 Musical Director Archie Miller
 Chief Engineer Frank V. Bremer

W N J R

NEWARK—EST. 1947

Frequency: 1430 Kc. Power: 500 Watts
 Owned By Evening News Publishing Co.
 Operated By North Jersey Radio, Inc.
 Business-Studio Address 91-93 Halsey St.
 Phone Number Market 3-2700
 Transmitter Location Union, N. J.
 Air Time Unlimited
 News Service INS, UP
 Transcription Service World, Capitol
 President Edward W. Scudder, Jr.
 General-Station-Commercial
 Manager Otis P. Williams
 Sales Promotion Manager, Publicity
 Director James Ryall
 Program Director, Production
 Manager Paul Munroe
 Musical Director Leo Freudberg
 Chief Engineer Peter Testan
 Farm Editor Wilhelm Peigelbeck

W H B I

NEWARK—EST. 1922

Frequency: 1280 Kc. Power: 2500 Watts d.;
1000 Watts n.
Owned By: May Radio Bcst. Corp.
Business-Studio Address: 100 Shipman St.
Phone Number: Mitchell 2-7354
Transmitter Location: Washington St.
Air Time: 7 a.m.-12 M.
Owner-Chief Executive, General
Manager: James L. Shearer
Commercial Manager: Clarence Talisman
Program Director: Frances E. Serchak
Chief Engineer: Herman G. Foster

W V N J (CP)

NEWARK

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By: Newark Bcstg. Corp.
Business Address: 744 Broad St.

W C T C

NEW BRUNSWICK—EST. 1946

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Chanticleer Bcstg. Co.
Business-Studio Address: 385 George St.
Phone Number: New Brunswick 2-9020
Transmitter Location: Highland Pk., N. J.
Air Time: 7 a.m.-11 p.m.
News Service: AP
Transcription Service: Associated, World
Membership: NAB, BMB
President, General Manager: James L. Howe
Commercial Manager: Ed Derryberry
Sales Promotion Manager: Frank Weingart
Chief Engineer: Robert L. Williams

W P A T

PATERSON—EST. 1941

Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Operated By: North Jersey Bcstg. Co.,
Inc.
Business-Studio Address: 7 Church St.
Phone Number: Armory 4-3400; Pennsylvania
6-2945
Transmitter Location: Clifton, N. J.
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: Associated, SESAC
Representative: Donald Cooke, Inc.
Membership: NAB
President: James V. Cosman
Vice President, General-Station
Manager: Sidney J. Flamm
Commercial Director: H. Fields

Program Director, Production Mgr.: Ted Webbe
Publicity Director: David T. Golden
Vice President in Chg.:
Engineering: Earl F. Lucas
(See Page 507)

W T N J

TRENTON—EST. 1922

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.
Vice-President-General Manager: F. J. Wolff

W T T M

TRENTON—EST. 1942

NBC

Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By: Trent Bcst. Corp.
Business-Studio Address: 35 West State St.
Phone Number: Trenton 2-7127
Transmitter Location: Yardley, Bucks County,
Pa.
News Service: UP
Transcription Service: Thesaurus
Representative: Joseph Hershey McGillvra
Membership: NAB
President: Honorable Elmer H. Wene
General Manager: Paul Alger
Asst. Manager: James P. O'Brien
Sales Counsel: F. A. Wellman
Promotion Manager: Ed Brown
Program Director: Miss Dean Andrews
Public Relations: Arthur Scholz
Chief Engineer: Theodore Kilmer

W W B Z

VINELAND—EST. 1946

Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Operated By: Community Bcstg.
Service, Inc.
Business-Studio Address: 633 Wood St.
Phone Number: 1360
Transmitter Location: Brotmanville, N. J.
Air Time: Local sunrise-local sunset
News Service: AP, UP
Transcription Service: World, Lang-Worth
President: Joseph M. Bullock
Exec. V.P., General-Station-Commercial-Sales
Promotion Manager: A. Harry Zoog
Program-Musical Director, Farm
Editor: J. Paul Hunsberger
Production Manager, Publicity
Director: Dorothy H. Carlson
Chief Engineer: T. D. Hobart

NEW MEXICO

Estimated Population 550,000—% Increase +3.4—Radio Homes 98,357
Farms with Radios 15,819—Stations in State 20

KYLE (CP)

ALAMOGARDO

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By . . . Intermountain Bcstg. Co.
Business Address Box 438, Albuquerque,
N. Mex.
President-General Manager S. V. Patrick
Asst. to President R. L. Odson
Chief Engineer William H. Carmen

KGGM

ALBUQUERQUE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 5000 Watts
Owned-Operated By New Mexico
Broadcasting Co.
Address Kimo Bldg.
Phone Number 4543
Studio Address Kimo Theater Bldg.
Transmitter Location On So. 2nd St.,
4 miles So. from the center of town.
Air Time 19½ hours daily
News Service UP, AP
Transcription Service World, Standard
Representative Taylor-Howe-Snowden
Membership BMB
President-Station Mgr. A. R. Hebenstreit
Vice President S. P. Vidal
Commercial Manager Jack Skillen
Program Director Robert Van Driel
Chief Engineer Leonard F. Dodds
Traffic Manager Virgie Abeyta

KOAT

ALBUQUERQUE—EST. 1946

ABC—ZIA

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By . . . Rio Grande Bcstg. Co.,
Inc.
Business Address P. O. Box 1419
Phone Number 3-2247
Studio Address 122 S. Tulane
Transmitter Location 2000 W. Indian
School Rd.
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service Associated, Capitol
Membership NAB, BMB
President A. E. Buck
V.P., General-Station Mgr. Merle H. Tucker
Commercial Manager Karl J. Lambertz
Program Director James Church
Chief Announcer John L. Hartig
Chief Engineer Lewis W. Hake, Jr.

KVER

ALBUQUEQUE—EST. 1947

MBS—GREAT WEST NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By . . Intermountain Bcstg. Co.
Business-Studio Address . . P. O. Box 1388, 317
North Broadway
Phone Number 3-1744
Transmitter Location Perea Rd.
Air Time 6:30 a.m.-12 M.
News Service AP
Transcription Service Lang-Worth, Standard
Representative Donald Cooke
Membership NAB, BMB
President, General Manager S. V. Patrick
Assistant to President R. L. Odson
Commercial Manager R. G. Baird
Program Director Robert Odson
National Sales J. J. Donnelly
Traffic Manager Rebecca Peterson
Chief Announcer Robert Lee
Chief Engineer W. H. Carmen
Farm Editor Walter Cook

KVER

the key to

ALBUQUERQUE

Mutual Broadcasting System
affiliate

Represented nationally by
Donald Cooke, Inc.

owned and operated by the
**INTERMOUNTAIN BROADCASTING
CO., INC.**

317 North Broadway
Albuquerque New Mexico

K O B

ALBUQUERQUE—EST. 1920

NBC—MBS

Frequency: 770 Kc. Power: 50,000 Watts d.
25,000 Watts n.

Owned-Operated By..Albuquerque Bcstg. Co.
Business-Studio Address..Fifth & West Silver
Phone Number 4411
Transmitter Location.....Alameda, N. M.
Air Time.....18 hrs. daily
News Service.....AP, INS
Transcription Service.....Thesaurus
Representative.....Free & Peters
Owner, General Manager...T. M. Pepperday
Station Manager.....Roger M. Baker
Acting Program Director....Rolf S. Nielsen
Publicity Director.....Martha Summers
Musical Director.....Noel Martin
Chief Engineer.....George S. Johnson

K S V P

ARTESIA—EST. 1946

GREAT WEST

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..Intermountain Bcstg. Co.
Business-Studio Address.....511 Main St.
Phone Number 650
Transmitter Location.....South Roselawn
Air Time.....7 a.m.-10 p.m.
News Service.....AP
Transcription Service.....Standard, Capitol
Representative.....Donald Cooke
Membership.....NAB
President, General Manager...S. V. Patrick
Station Manager.....Burney Jones
Commercial Manager.....Wayne Griffin
Program Director, Chief
Announcer.....Bill Angel
Chief Engineer.....Burney Jones

K A V E

CARLSBAD—EST. 1936

CBS—SOUTHWEST NETWORK—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..Carlsbad Bcstg. Corp.
Business-Studio Address..800 South Canal St.
Phone Number 244
Transmitter Location.....La Huerta, N. M.
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service.....Standard
Representative.....Taylor-Howe Snowden
President.....Val Lawrence
General Manager.....Norman R. Loose
Commercial Manager.....C. Gail Boles
Sales Promotion Manager...Eihelbert Zachry
Program Director.....Alexander Pitcaithley
Publicity Director.....Charles Wells
Chief Engineer.....Wm. Sene

K I C A

CLOVIS—EST. 1931

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..Hugh DeWitt Landis and
Ross B. McAlister

Address 6th & Pile St.
Phone Number..... 3
Transmitter Location.....Clovis
Air Time.....Full Time
News Service.....UP, AP
Transcription Service.....MacGregor
President.....Hugh DeWitt Landis
Commercial Manager.....Don Boles
Chief Engineer.....Vernon Hughes

K G A K

GALLUP—EST. 1945

ABC—ZIA

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By.....Gallup Bcstg. Co.
Business Address.....Box 1150
Phone Number 726
Air Time.....6:30 a.m.-11:30 p.m.
News Service.....UP
Transcription Service.....Associated, World
Representative.....Homer Griffith
Membership.....NAB, BMB
President.....Al Buck
General Manager.....Merle H. Tucker
Program Director.....Marie de Ville
Chief Announcer.....Jack Ingram
Chief Engineer.....John C. Joanides

K W E W

HOBBS—EST. 1938

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By.....W. E. Whitmore
Address.....Harden Hotel

K C H S

HOT SPRINGS—EST. 1946

KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned By.....Sierra Bcstg. Service
Operated By..Leonard R. Trainer; Reginald H.
Shirk
Business-Studio Address.....401 Broadway
Phone Number 161
Transmitter Location.....Yucca Heights
News Service.....UP
Transcription Service.....Standard, Cole,
Keystone
Membership.....NAB
Partners...Leonard R. Trainer; Reginald H.
Shirk
General Manager.....Leonard R. Trainer
Chief Engineer.....Reginald H. Shirk

K O B E
LAS CRUCES—EST. 1947

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Messilla Valley
Bcstg. Co., Inc.
Business Address... P. O. Box 832
News Service... AP
Transcription Service... World
General-Commercial Mgr.... Frank E. Cooke

K F U N
LAS VEGAS—EST. 1941

ABC—ZIA
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Southwest Bcstrs., Inc.
Business Address... P. O. Box 710
Air Time... 6 a.m.-12 M.; 7a.m.-11 p.m., Sun.
News Service... UP
Transcription Service... Standard, World, Cole
Membership... NAB, BMB
President, General Manager... E. N. Thwaites
Commercial Manager... Ken Randolph
Chief Engineer... A. F. Schultz

K R T N (CP)
RATON

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Southwest Bcstrs., Inc.
Business Address... Box 710, Las Vegas, Nev.

K G F L
ROSWELL—EST. 1927

MBS—KBS
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... KGFL Inc.
Business-Studio Address... 310 N. Richardson
Phone Number... 2000
Air Time... 6:30 a.m.-11 p.m.
News Service... UP
Transcription Service... Lang-Worth, MacGregor
Membership... NAB
General Manager... W. E. Whitmore
Commercial Manager... George F. Roberts

K S W S
ROSWELL—EST. 1947

President-General Manager... E. N. Thwaites
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... McEvoy Bcstg. Co.
News Service... AP
Transcription Service... Capitol, Thesaurus
President... Paul B. McEvoy
Vice President-General Mgr... John A. McBoyle
Chief Engineer... Ray R. Summersgill

K T R C
SANTA FE—EST. 1946

ABC—ZIA
Frequency: 1400 Kc. Power: 250 Watts

Owned By... New Mexico Publishing Co.
Business-Studio Address... Radio Plaza, 208
East Marcy St.
Phone Number... 3003
News Service... UP
Membership... NAB
President... Frank C. Rand, Jr.
General Mgr... Charles R. Baker
Chief Engineer... Milton Woodward

K V S F
SANTA FE—EST. 1936
CBS

Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By... New Mexico Bcstg. Co.
Business-Studio Address... 759 Cerrillos Rd.
Air Time... 6 a.m.-12 M.
News Service... AP, UP
Transcription Service... World, Associated
Representative... Taylor-Howe-Snowden
Membership... BMB
President... A. R. Hebenstreit
General Mgr... Ivan H. Head
Sales Promotion... Robert Wistrand
Program Director... Miss Ann Clark
Chief Announcer... Richard Herriott
Chief Engineer... N. L. Keys

K S I L
SILVER CITY—EST. 1946
CBS—SWN

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... Dorrance D. Roderick
Business-Studio Address... 17th & Cactus
Phone Number... 611-2
Transmitter Location... 17th & Cactus, Box 590
News Service... AP
Transcription Service... Standard
Representative... Taylor-Howe-Snowden
Membership... NAB
President-Owner... Dorrance D. Roderick
General-Station Manager... Carl Dunbar
Commercial Manager... Harold T. Welsh
Chief Engineer... Gladman W. Upchurch

K T N M
TUCUMCARI—EST. 1941
MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned By... The McMa Agency
Operated By... Grady Maples
Phone Number... 100; 69
Transmitter Location... Just outside East City
Air Time... 6 a.m.-10:30 p.m.
News Service... AP, UP
Transcription Service... Lang-Worth
Partners... Grady Maples, R. B. McAllister,
Pryde E. Hale
Co-Owner, Manager... Grady Maples
Commercial Manager... J. Paul Aley
Chief Engineer... Jack W. Todd

WOR

***— heard by the most people where
the most people are★***

**★WOR is heard regularly by 34,057,161 people, 1/4 of the
nation, in 430 counties in 18 states.**

**WOR will be glad to send you copies of its official daytime
and nighttime BMB audience maps — and other pertinent data
— which more than amply support the startling
statements made above.**

mutual

NEW YORK

Estimated Population 14,092,000—% Increase +4.5—Radio Homes 3,737,443
Farms with Radios 131,783—Stations in State 87

W A B Y

ALBANY—EST. 1934

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Adirondack Bcstg. Co.
Business-Studio Address... Strand Bldg.
Phone Number... 4-4193
Transmitter Location... Braintree St., Colonie
Air Time... 7 a.m.-12 M.; 8 a.m.-12 M., Sun.
News Service... UP
Transcription Service... Standard, Thesaurus
Representative... J. P. McKinney
Membership... NAB
General Manager... Russell B. Wilde
Commercial Manager... Charles Bell, Jr.
Program Director... Ned Trudeau
Publicity Director... Joe Nolan
Musical Director... Ned Trudeau
Chief Engineer... James H. Corey

W O K O

ALBANY—EST. 1924

ABC

Frequency: 140 Kc. Power: 1000 d.; 500 n.
Owned-Operated By... Governor Dongan
Bcstg. Corp.
Address... 100 State St.
President-General Mgr... Col. Jim Healey

W P T R (CP)

ALBANY

Frequency: 1540 Kc. Power: 10,000 Watts
Owned-Operated By... Patroon Bcstg. Co., Inc.
Business Address... 1 Elk St.

W R O W

ALBANY—EST. 1947

MBS

Frequency: 590 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By... Hudson Valley Bcstg.
Business-Studio Address... 112 State St.
Phone Number... 3-2225-6-7
Transmitter Location... Glenmont, N. Y.
Air Time... 6 a.m.-1 a.m.
News Service... UP
Transcription Service... World
Representative... Avery-Knodel
Membership... NAB
President, General Mgr... Harry L. Goldman
Commercial Manager... W. Stanley Roberts
Sales Promotion Manager... A. Edward Walker
Program Director... John Lee
Musical Director... Richard Hartigan
Chief Engineer... Charles R. Heisler

W R W R

ALBANY—EST. 1948

ABC

Frequency: 850 Kc. Power: 10,000 Watts
Owned-Operated By... Champlain Valley Bcstg.
Business Address... First Trust Bldg.
Phone Number... 6-7676
President-Owner... Stephen R. Rintoul
General Manager... Harold H. Meyer
Chief Engineer... Arthur Schoenfluss

W C S S (CP)

AMSTERDAM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Community Service
Bcstg. Corp.
Business Address... 119 Stewart St.
Representative... Katz

W M B O

AUBURN—EST. 1926

MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... WMBO, Inc.
Business-Studio Address... 141 Genesee St.
Phone Number... 433
Transmitter Location... Corner of York &
Division Sts.
Air Time... 7 a.m.-11:30 p.m.; 8:30 a.m.-11:15
News Service... AP
Transcription Service... Thesaurus, SESAC
Representative... Thomas F. Clark Co.
Membership... NAB, BMB
President... William O. Dapping
General-Station-Commercial
Manager... Frederick L. Keesee
Sales Promotion Manager... Robert B. Morgan
Program Director... Kathleen Crouch
Chief Announcer... A. John Hefner
Chief Engineer... Herbert House
Farm Editor... A. John Hefner

W B T A

BATAVIA—EST. 1941

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By... Batavia Bcstg. Corp.
Business-Studio Address... 90 Main St.
Phone Number... 715, 716, 2100
Transmitter Location... Little Creek Rd.
Air Time... 6:30 a.m.-12 M.
News Service... AP
Transcription Service... Capitol
Representative... Helen Wood, Colton

IN
UPSTATE
NEW YORK
IT'S

WKBW
Buffalo's most powerful Station
FIFTY THOUSAND WATTS

ARTHUR SIMON - VICE PRESIDENT AND GENERAL MANAGER

AFFILIATED WITH AMERICAN BROADCASTING COMPANY

REPRESENTED NATIONALLY BY

AVERY—KNODEL
INC.

Membership NAB, FMA
 Chief Executives. Joseph M. Ryan, Edward P. Atwater, Edmund R. Gamble
 General-Station Mgr. Edmund R. Gamble
 Commercial Manager. Robert E. Newstead
 Production Manager. J. Gordon Bridge
 Chief Announcer. Bernie Sandler
 Chief Engineer. Alfred E. Callander
 Farm Editor. James H. Gerrety

WINR

BINGHAMTON—EST. 1946

NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Southern Tier Radio Service, Inc.
 Business-Studio Address. Court House Square
 Phone Number 4-4318
 Transmitter Location. Stokes Ave.
 Air Time. 6 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Standard
 Representative Headley-Reed
 Membership NAB
 President Donald Kramer
 General Manager. C. A. Bengtson
 Sales Manager. H. R. Nicholson
 Program Director. Charles Bishara
 Chief Engineer. A. A. Kelley

WKOP

BINGHAMTON—EST. 1947

MBS

Frequency: 750 Kc. Power: 1000 Watts d.
 Owned-Operated By. The Binghamton Bcstrs., Inc.
 Business-Studio Address. 34 Chenango St.
 Phone Number 2-3437
 Transmitter Location. Morgan Rd., Carman Hill
 Air Time. Local sunrise-local sunset
 News Service AP
 Transcription Service World
 Representative Burn-Smith
 Membership NAB
 President, General-Station
 Manager Andrew Jarema
 Commercial-Sales Promotion Manager, Program-Publicity Director. Robert R. Keefe
 Production Manager, Chief Announcer, Farm Editor Wallace Buman
 Chief Engineer. Charles Hallinan

WNBF

BINGHAMTON—EST. 1927

CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By. Clark Associates, Inc.
 Business-Studio Address. P. O. Box 48

Phone Number 2-3461
 Transmitter Location. Inghram Hill
 Air Time. 6 a.m.-1:35 a.m.; 8 a.m.-1:05 a.m.
 News Service UP
 Transcription Service. Standard, Capitol
 Representative George Bolling
 Membership NAB, BMB
 President John C. Clark
 General-Station Manager. Cecil D. Mastin
 Commercial Manager. Stanley N. Heslop
 Sales Promotion. E. Ray McCloskey
 Chief Engineer. L. H. Stantz
 Farm Editor. Ray Whitlock

WBEN

BUFFALO—EST. 1930

NBC

Frequency: 930 Kc. Power: 5000 Watts
 Owned By. Buffalo Evening News
 Operated By. WBEN, Inc.
 Business-Studio Address. Hotel Statler
 Phone Number. Cleveland 6400
 Transmitter Location. Grand Island, N. Y.
 Air Time. 6 a.m.-1 a.m.; 8 a.m.-12:05 a.m., Sun.
 News Service. AP, INS, UP
 Transcription Service. Etandard, Thesaurus
 Representative Edward Petry
 Membership NAB, BMB
 President. Edward H. Butler
 Vice President, General
 Manager Alfred H. Kirchhofer
 Station Manager. C. Robert Thompson
 Commercial Manager. Frank W. Kelly
 Publicity Director. Joseph Haeffner
 Musical Director. Max Miller
 Chief Engineer. Ralph J. Kingsley

WKBW

BUFFALO—EST. 1925

ABC

Frequency: 1520 Kc. Power: 50,000 Watts
 Owned-Operated By. Bcstg. Foundation Inc.
 Business-Studio Address. Rand Bldg.
 Phone Number. MOhawk 8840
 Transmitter Location. R. D. No. 5, Hamburg, N. Y.
 Air Time. 5 a.m.-1:30 a.m., Mon.-Fri.; 5 a.m.-3 a.m., Sat.; 7 a.m.-1:30 a.m., Sun.
 News Service. AP, UP
 Transcription Service. World, SESAC
 Representative Avery-Knodel
 Membership NAB
 President. Dr. Clinton H. Churchill
 V.P.-General Mgr. Arthur Simon
 Program Director. Paul Martin
 Production Manager. Lee Randon
 Publicity Director. Mrs. Lillian Kirk
 Chief Announcer. Jack Gelzer
 Musical Director. Bobby Nicholson
 Chief Engineer. Leroy Fiedler

W B N Y
BUFFALO—EST. 1935

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Roy L. Albertson
Business-Studio Address: 485 Main St.
Phone Number: Madison 4000
Transmitter Location: 154 E. Eagle St.
Air Time: 7 a.m.-12 M.; 7 a.m.-2 a.m., Sat.
News Service: AP, INS, UP
Transcription Service: Associated, Lang-Worth
Representative: Adam J. Young, Jr.
Membership: NAB
President-Owner, General-Station

Manager: Roy L. Albertson
Commercial Manager: Virginia C. Fyda
Sales Promotion Manager: Robert A. Wallace
Program Director: Carl J. Spavento
Musical Director: Arthur J. Crosson
Chief Engineer: Thomas L. Vines

W E B R
BUFFALO—EST. 1924
MBS

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By: WEBR, Inc.
Business-Studio Address: 23 North St.
Phone Number: Lincoln 7133
Transmitter Location: Cloverbank Rd.,
Hamburg, N. Y.

Air Time: 6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service: AP, INS
Transcription Service: Standard, Lang-Worth
Representative: Weed
Membership: NAB, BMB
General-Station Manager: Cy King
Commercial Manager: William Doerr, Jr.
Program Director: Clare Allen
Production Manager: Robert Dambach
Publicity Director: William Schweitzer
Chief Announcer: John Boothby
Musical Director: Wallace McManus
Chief Engineer: Frank Ridgeway

W G R
BUFFALO—EST. 1922
CBS

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By: WGR Bcstg. Corp.
Business-Studio Address: 1800 Rand Bldg.
Phone Number: Washington 3100
Transmitter Location: Hamburg, N. Y.
Air Time: 5:30 a.m.-1:30 a.m.
News Service: UP
Transcription Service: SESAC
Representative: Free & Peters
Membership: NAB
Chairman of Board: Leo J. Fitzpatrick
President, General-Station
Manager: I. R. Lounsberry
Local: Nat Cohen

National Spot: F. R. Greene
Sales Promotion Manager: Roswell McPherson
Program Director, Production
Manager: Robert Strigl
Publicity Director: Fred L. Lounsberry
Chief Announcer: Allan Lewis
Musical Director: David Cheskin
Chief Engineer: K. B. Hoffman
Farm Editor: Donald B. Huckle

W C S R (CP)
COBLESKILL

Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Operated By: Schoharie County Community Service Bcstg. Corp.
Business Address: 44 Main St.

W K R T

CORTLAND—EST. 1947

Frequency: 920 Kc. Power: 1000 Watts d.
Owned-Operated By: Cortland Bcstg. Co.
Business Address: 14 Groton Ave.
Phone Number: 2707
News Service: UP
Transcription Service: McGillvra
Representative: Associated
President-General Manager: Gerald Mayer
Commercial-Promotion Manager: Ernst Greup
Program Director: William Hall
Production Director: Elizabeth Sweetland
Chief Engineer: Herbert Pascalar

W E L M

ELMIRA—EST. 1947

ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: J. R. Meachem
Business-Studio Address: 222 E. Market St.
Phone Number: 21400 & 28378
Transmitter Location: Grand Central Ave. &
Sheridan
Air Time: 6 a.m.-12:05 a.m.
News Service: AP
Transcription Service: Thesaurus
Representative: Walker
Membership: NAB, BMB
President-Owner: J. R. Meachem
Publicity Director: Claude R. Snyder, Jr.
Program Director: Preston L. Taplin
Farm Editor: Gordon M. Ridenour

W E N Y
ELMIRA—EST. 1939
NBC—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Elmira Star-Gazette, Inc.
Business-Studio Address: Mark Twain Hotel
Phone Number: 5181
Transmitter Location: Lower Maple Ave.

Air Time...6:30 a.m.-1 a.m.; 7:55 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....World, Lang-Worth
 Representative.....J. P. McKinney
 Membership.....NAB, BMB
 President.....Frank E. Gannett
 General Manager.....Dale Taylor
 Commercial Manager.....Ernest F. Oliver
 Program Director.....Ted Hodge
 Musical Director.....Harry Springer
 Chief Engineer.....Thurlow A. Greene
 Farm Editor.....Bernard C. Hargreaves

Business-Studio Address....Geneva Federal
 Savings Bldg.
 Phone Number.....2009
 Transmitter Location.....Lenox Park
 Air Time.....6:25 a.m.-12 M.
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB, BMB
 President.....M. R. Forman
 Vice President, General
 Manager.....Thomas L. Brown
 Sales Manager.....Lloyd B. Gibson
 Program Director.....Robert S. Kieve
 Chief Engineer.....R. Carleton Greene
 Farm Editor.....Joseph Michaels

WENE

ENDICOTT—EST. 1947
 ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Empire Newspapers-
 Radio, Inc.
 Business-Studio Address.....Radio Center
 Phone Number.....3200
 Transmitter Location..Pierce Hill, Vestal, N. Y.
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....Capitol, Thesaurus
 Representative.....Walker
 Membership.....NAB
 President.....James H. Ottaway
 General Manager.....Byron E. French
 Asst. Manager-Director.....Stephen W. Ryder
 Commercial Manager....William C. Lundquest
 Program Director.....Harold Graves
 Chief Engineer.....J. Harold Merchant

WGLN

GLENS FALLS—EST. 1947
 ABC

Frequency: 1230 Kc.....Power: 100 Watts
 Owned-Operated By...Glens Falls Publicity
 Corp.
 Business-Studio Address.....13 Warren St.
 Phone Number.....2-1230, 2-1179
 Transmitter Location.....Dix Ave.
 Air Time.....6:45 a.m.-12:05 a.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....J. P. McKinney
 Membership.....NAB, BMB
 General-Production Mgr.....Carl Mattison
 Commercial-Sales Promotion Mgr...E. M. Frink
 Program Director.....Richard P. Weld
 Chief Engineer.....Earl Pace
 Farm Editor.....Dick Weld

WGBB

FREEPORT—EST. 1924
 KBS

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By.....Harry H. Carman
 Business-Studio Address..44 South Grove St.
 Phone Number.....Freeport 9-2418
 Transmitter Location.....215 Bedell St.
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus
 President-Owner.....Harry H. Carman
 Program Director.....A. Cheesman
 Publicity Director.....R. Stirrat
 Musical Director.....Shirley Waaser
 Chief Engineer.....Robert Milos

WWSC

GLENS FALLS—EST. 1946
 MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Great Northern Radio,
 Inc.
 Business-Studio Address.....11 South St.
 Phone Number.....2-6518
 Transmitter Location.....Pruyns Island
 Air Time..6:15 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
 News Service.....UP
 Transcription Service.....World
 Membership.....NAB, BMB
 President, General Manager....Martin Karig
 Station Manager.....Robert Dye
 Commercial Manager.....J. H. Bennett
 Program Director.....Robert Gifford
 Publicity Director.....Kent E. Jones
 Chief Announcer, Musical
 Director.....James D. Sowdon
 Acting Chief Engineer.....Joseph Thomas
 Farm Editor.....Bert Robinson

WGVA

GENEVA—EST. 1947
 MBS

Frequency: 1420 Kc.....Power: 250 Watts
 Owned-Operated By.....Star Bcstg. Co., Inc.

**THE
LONG ISLAND
STORY**

WHLI delivers more listeners per dollar in Long Island's large quality market than any other station, including the 50,000 watters in New York City!

Of course, WHLI has the Fall 1947 HOOPER "Station Listening Area Coverage Index" for Hempstead Town.

WHLI 1100 KC
BETWEEN WHN AND WNEW
AND
WHNY (FM) 98.3 MC
IN THE MIDDLE OF THE DIAL
HEMPSTEAD
LONG ISLAND

• • NEW YORK • •

WENT

GLOVERSVILLE—EST. 1944

CBS, MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Sacandaga Bcstg. Corp.
Business-Studio Address 8 W. Fulton St.
Phone Number 4900-1
Transmitter Location Harrison St.
Air Time 6:58 a.m.-12:05 a.m.
News Service UP
Transcription Service Thesaurus
Representative Adam J. Young
Membership NAB, BMB
President-Owner George Bissell
General Manager Dale Robertson
Program Director Geo. Malcolm Weaver
Publicity Director Dale Robertson
Chief Engineer DeWaine Rauer

WHLI

HEMPSTEAD—EST. 1947

Frequency: 1100 Kc. Power: 250 Watts d.
Owned-Operated By FM Bcstg. Corp.
Business Studio Address 245 Baldwin Rd.
Phone Number Hempstead 7897; N. Y. City:
Vigilant 4-0707
Transmitter Location 470 Millburn Ave.
Air Time Local sunrise-local sunset
News Service UP
Transcription Service Associated, World
V.P.-General Manager Paul Godofsky
Public Affairs Director Clifford Evans
Sales Director Joseph A. Lenn
Vice President, Sales Joseph A. Lenn
Program Director Roger Wayne
Musical Director Eddy Brown
Chief Engineer Frank Knaack
Farm Editor Jerry Carr

WHUC

HUDSON—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Colgren Bcstg. Co.
Business Address Union Turnpike
Phone Number 1167
News Service UP
Transcription Service Capitol, World
Partners Robert P. Strakos,
John F. Kearney
General Manager John F. Kearney
Commercial Manager Robert P. Strakos
Program Director Paul Baron
Chief Engineer Michael Tackach

WHCU

ITHACA—EST. 1921

CBS

Frequency: 870 Kc. Power: 1000 Watts d.
Owned-Operated By: Cornell University
Business-Studio Address: Ithaca Savings Bank
Bldg.; Cornell Countryman Bldg.; Cornell
Campus

Phone Number: 3438
Transmitter Location: Kline Rd., Forest Home
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: World, Lang-Worth
Representative: Kettell-Carter
Membership: NAB, BMB
General Manager: Michael R. Hanna
Assistant to the Mgr.: Samuel M. Woodside
Sales Manager: Earl S. Cobey
Program Director, Production
Manager: Joseph A. Short
Publicity Director: Theodore T. Howes
Chief Announcer, Musical
Director: John H. Deal
Chief Engineer: True McLean
Farm Editor: Louis W. Kaiser

Worth Listening To— Worth Selling Thru

- 60,000 families in 13 N. Y.-Pa. counties listen to this Peabody-cited station.
- 68 weekly newspapers work with and through WHCU for community betterment.
- 168 advertisers (134 local) sell on WHCU; 94% renew contracts regularly.
- 64 sponsors have 5-year stripes; 30 have begun their 4th year of continuous advertising on WHCU.

A DISTINCTIVE, EFFECTIVE STATION
SERVING A LOYAL AUDIENCE—that's

WHCU

AM-870 kc FM-97.3 mc
ITHACA, N. Y. CBS BMB

WJOC

JAMESTOWN—EST. 1947

Frequency: 1470 Kc. Power: 1000 Watts d.
Owned-Operated By: Airwaves, Inc.
Business Address: 415 W. 4th St.
Phone Number: 5-108
News Service: AP
Transcription Service: Capitol
General-Commercial Mgr.: Harry E. Layman
Program Director: John R. Thomas
Chief Engineer: Robert L. Blalock

WJTN

JAMESTOWN—EST. 1936

ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: James Bcstg. Co., Inc.
Business-Studio Address: Hotel Jamestown
Bldg.
Phone Number: 7-151
Transmitter Location: Jones & Gifford Aves.
Air Time: 6 a.m.-12:30 a.m.; 7 a.m.-12:30 a.m.,
Sun.
News Service: UP
Transcription Service: Standard, World
Representative: William G. Rambeau
Membership: NAB, BMB
President: Jay E. Mason
Vice President, General-Station-Commercial-
Sales Promotion Manager: Simon Goldman
Program Manager: Jay E. Mason
Production Manager: J. Ralph Carlson
Publicity Director: Ray Finch
Chief Announcer: Jack Ogilvie
Musical Director: George C. Pfeeger
Chief Engineer: Harold J. Kratzert
Farm Editor: William Winn

WNYB

KENMORE—EST. 1948

Frequency: 1080 Kc. Power: 1000 Watts d.
Owned-Operated By: Edwin R. Sanders and
Theddeus Podbielniak
Business Address: Kenmore, N. Y.
News Service: AP
Transcription Service: Associated
General Manager: Thaddeus Podbielniak
Chief Engineer: Edwin R. Sanders

WKNY

KINGSTON—EST. 1939

MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Kingston Bcstg. Corp.
Business-Studio Address: 601 Broadway
Phone Number: Kingston 4500
Transmitter Location: Plainfield St., Ulster
Township

**STRATEGICALLY
SPEAKING...**



. . . Hitting the greatest buying market target with results at low cost time rates. Write, call or phone MELrose 5-0333 for rates and data pertaining to English and Foreign language audiences.



5000 WATTS DIRECTIONAL OVER NEW YORK
260 E. 161 ST. NEW YORK 51, N. Y.



News Service UP
 Transcription Service Thesaurus
 Representative... Joseph Hershey McGillvra
 President..... John J. Laux
 General-Station Manager..... Lou Steketee
 Chief Engineer..... Herbert Inman
 Farm Editor..... Hal Hornbeek

WWOL

LACKAWANNA—EST. 1947

Frequency: 1120 Kc..... Power: 1000 Watts d.
 Owned By..... Greater Erie Bcstg. Co.
 Operated By..... Leon Wyszatycki
 Business-Studio Address..... 692 Ridge Rd.
 Phone Number..... Woodlawn 8200
 Air Time..... Local sunrise-local sunset
 News Service UP
 Transcription Service Standard
 President, General Manager.. Leon Wyszatycki
 Station Manager..... Stanley Jasinski
 Commercial Manager... Benno Rosenheimer
 Chief Engineer..... Howard A. Seyse

WVOS

LIBERTY—EST. 1947

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By.. Sullivan County Bcstg.
 Co.
 Business Address..... Liberty, N. Y.
 Phone Number..... 1680
 News Service UP
 Transcription Service..... Associated
 President..... David A. Kyle
 General-Commercial Mgr..... Art Cooper
 Chief Engineer..... Bernard Bell

WICY

MALONE—EST. 1946

MBS—KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By... N. Country Bcstg. Co.
 Business-Studio Address... 65 Woodward St.
 Phone Number..... 187 & 578
 News Service UP
 Transcription Service World
 Membership NAB
 Production Manager..... Mitchell C. Tackley
 Chief Engineer..... Bernard Reisdorf

WMSA

MASSENA—EST. 1945

ABC

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... The Brockway Co.
 Business Address..... Central Bldg.
 Phone Number 990
 Studio-Transmitter Location..... S. Main St.

Air Time... 6:30 a.m.-12:05 a.m. 8 a.m.-12:05
 News Service UP
 Transcription Service..... Associated, SESAC
 Representative Weed
 Membership NAB, BMB
 President..... Harold B. Johnson
 General Manager..... Louis Sciff, Jr.
 Station-Commercial Mgr... Thomas R. McHugh
 Chief Engineer..... Michael Tarkulich

WALL

MIDDLETOWN—EST. 1942

MBS-KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By.. Community Bcstg. Corp.
 Business-Studio Address..... 14 South St.
 Phone Number 3119
 Air Time... 7 a.m.-11:15 p.m. 9 a.m.-11:15 p.m.
 News Service AP
 Membership NAB, BMB
 President..... John Morgan Davis
 General Manager..... Martin N. Oebbecke
 Commercial Manager..... Harold R. Meck

WGN Y

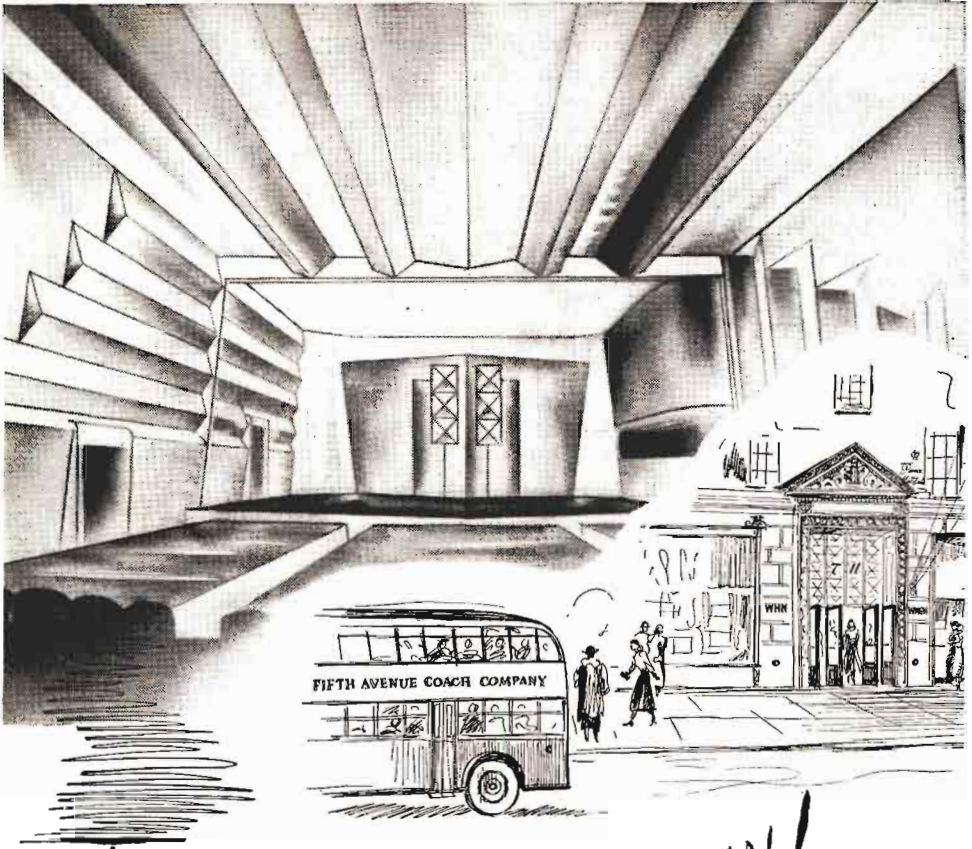
NEWBURGH—EST. 1934

Frequency: 1220 Kc..... Power: 1000 Watts
 Owned-Operated By... WGN Y Bcstg. Co., Inc.
 Business-Studio Address..... 161 Broadway
 Phone Number..... Newburgh 4600
 Air Time..... 7:15 a.m.-local sunset
 News Service UP
 Transcription Service Standard
 Membership NAB, BMB
 President..... Merritt C. Speidel
 General Manager..... George W. Bingham
 Commercial Manager..... Joseph W. Rake
 Production Manager..... Edward J. Burns
 Chief Engineer..... Marvin Seimes

WBN X

NEW YORK—EST. 1927

Frequency: 1380 Kc..... Power: 5000 Watts
 Owned-Operated By... WBNX Bcstg. Co. Inc.
 Business-Studio Address..... 260 E. 161st St.
 Phone Number..... MELrose 5,0333
 Transmitter Location..... Carlstadt, N. J.
 Air Time..... ¾ time share with WAWZ
 News Service AP
 Transcription Service..... Standard, SESAC
 Representative..... Forjoe & Co.
 Membership NAB
 President-Owner..... A. L. Haskell
 General Manager, Vice Pres... Wm. I. Moore
 Program Director..... Frank Johnson
 Production Manager..... Edward Ervin
 Musical Director..... Fred Mendelsohn
 Chief Engineer..... A. L. Solbrig



The NEW LOOK comes to WHN!

FIFTH AVENUE . . . Style Center of the world...WELCOMES WHN... Style Setter for radio!

711 FIFTH AVENUE becomes WHN's new home early in 1948. New studios and offices set a pattern of smartness that shines everywhere . . . from the number on the doorway to sumptuous Studio A (depicted above); from gleaming, all-new speech input equipment to a model control system that the en-

gineers love like the ladies love Schiaparelli! All the latest developments in acoustical treatment and faithful reproduction of sound have been incorporated . . . for both AM and FM.

EVERYTHING'S NEW! Especially designed studios to accommodate every broadcasting requirement . . . luxurious sponsors' audition rooms . . . efficient program facilities . . . modern offices streamlined for the

utmost in service. All that's old is a quarter-century of radio know-how!

WHN'S MOVING DAY is a red-letter day in radio. Better facilities mean better programs . . . better service to the public . . . greater audiences . . . a better medium for advertising in the Nation's Number One Market.

50,000 WATTS—1050 KC. CLEAR CHANNEL

WHN
and FM station WJMG
NEW YORK

WCBS

NEW YORK CITY—EST. 1924

CBS

Frequency: 880 Kc. Power: 50000 Watts
Owned-Operated By.. Columbia Bcstg. 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.

Air Time..... 20 hours daily
News Service..... AP, INS, UP, Reuters
Transcription Service..... Associated, Longworth

Representative..... Radio Sales Membership..... NAB, BMB, FMA
President..... Frank Stanton
Chairman, Board of CBS..... William Paley
General Manager..... Arthur Hull Hayes
Sales Manager..... Don Miller
Adv. & Sales Promotion Mgr..... Jules Dundes
Asst. General Manager-
Program Director..... G. Richard Swift

Publicity Director..... Michael Boscia
Asst. Program Dir..... D. Gordon Graham
Special Events..... Henry Unter Meyer
Asst. to Gen. Manager..... Milton Bacon
Production Manager..... William Elwell
Commercial Editor..... Don Ball
Chief Engineer..... Henry Grossman
(For additional personnel see listing of Columbia Broadcasting System, Inc., under Networks.)

WEVD

NEW YORK—EST. 1927

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By... Debs Memorial Radio Fund, Inc.

Business-Studio Address... 117 W. 46th St.
Phone Number..... BRyant 9-2360
Transmitter Location... 4701 Maspeth Ave., Maspeth, L. I.

Air Time..... Shares time
News Service..... AP
Chairman of Board..... Adolph Held
General-Station-Commercial

Manager..... Henry Greenfield
Program-Publicity Director..... George Field
Chief Announcer..... David Niles
Musical Director..... Nicholas Saslavsky
Chief Engineer..... Charles Brown

WHN

NEW YORK—EST. 1022

Frequency: 1050 Kc. Power: 50000 Watts
Owned-Operated By..... Marcus Loew Book- ing Agency

Address..... 1540 Broadway
Phone Number..... BRyant 9-7800
Transmitter Location..... East Rutherford, N. J.

Air Time..... 6 a.m. to 2 a.m.
News Service..... UP, AP
Transcription Service..... Associated
Director..... Herbert L. Pelley
General Manager..... Frank Roehrenbeck
Director of Sales..... Bertram Lehtar, Jr.
Sales Promotion-Merchandising

Manager..... Robert G. Patt
Program Director..... Raymond Katz
Publicity Director..... Jo Ranson
Chief Announcer..... Ted Schneider
Musical Director..... Joel Herron
Chief Engineer..... Paul Fuelling
Record MC's..... Ted Husing, Ted Lawrence



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.

**WHEN YOU THINK OF FOREIGN LANGUAGE RADIO
IN THE NEW YORK MARKET**

YOU'LL NATURALLY CHOOSE

WHOM

THE ONLY FULL-TIME FOREIGN LANGUAGE

STATION IN THE NEW YORK METROPOLITAN

AREA . . .

**OUTSTANDING PRODUCTIONS ATTRACTING
PURCHASE-POWERFUL AUDIENCES SPEAKING**

ITALIAN

POLISH — JEWISH — GERMAN



"The Il Progresso Station"

GET THE FACTS NOW!

WHOM, 29 West 57th Street, New York 19, N. Y.

PLaza 3-4204

GENEROSO POPE, *President*

FORTUNE POPE, *General Manager*

WHOM

NEW YORK—EST. 1928

Frequency: 1480 Kc. . . . Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By . . . Atlantic Bcstg. Co., Inc.
Business Address 29 W. 57th St.
Phone Number PLaza 3-4204
Studio Address 30 Journal Square, Jersey
City, N. J.
Transmitter Location Washington St.
Air Time 6 a.m.-5 a.m.; 6 a.m.-3 a.m., Sun.
News Service UP
Membership NAB
President Generoso Pope
General-Station Manager Fortune Pope
Asst. Manager, Production-Publicity
Director Charles Baltin
Executive Sales Asst. Ralph Nardella
Production Manager Ralph Costantino
Musical Director Giuseppe De Luca
Chief Engineer Paul Lee

WINS

NEW YORK—EST. 1928

Frequency: 1010 Kc. . . . Power: 50,000 Watts d.;
10,000 Watts n.
Owned-Operated By Crosley Bcstg. Corp.
Business-Studio Address 28 W. 44th St.
Phone Number BR 9-6000
Transmitter Location Lyndhurst, N. J.
Air Time 24 hrs. daily
News Service AP, INS, UP
President James D. Shouse
Vice President, General
Manager Robert A. Dunville
Vice President, Station Mgr. Eldon A. Park
Sales Manager Wilmot Losee
Sales Promotion Manager Marion Annenberg
Program Director John Neal
Production Manager John Neal
Publicity Director Charles Oppenheim
Musical Director Irving Laundau
Chief Engineer Paul Von Kunitz
(See Page 12)

For the best in news quality . . .

AP

Membership!



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

wLIB • 1190 on your dial

MUSIC FOR YOUR LISTENING MOODS
Dorothy S. Thackrey, President-Gen. Mgr. • Alex. Lettwich, Sales Mgr.
207 EAST 30th STREET, NEW YORK 16, N. Y.

W J Z

NEW YORK—EST. 1921

ABC

Frequency: 770 Kc. Power: 50,000 Watts
 Owned-Operated By American Bcstg. Co.
 Business-Studio Address 30 Rockefeller Plaza
 Phone Number Circle 7-5700
 Transmitter Location Lodi, N. J.
 Air Time 5:45 a.m.-1 a.m.
 News Service AP, INS, UP
 Representative ABC Spot Sales
 Membership NAB, BMB
 Station Manager Murray Grahorn
 Sales Manager Clarence L. Doty
 Promotion Manager Walter B. Dunn
 Program Director, Production
 Manager John Hade
 Publicity Director Earl Mullin
 Farm Editor Philip Alampi

W L I B

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.,
 Brooklyn, N. Y.
 Air Time Local sunrise-local sunset
 Transcription Service Associated, SESAC
 Representative Adam S. Young
 President-Gen. Mgr. Dorothy S. Thackrey
 General-Sales Mgr. Alex Leftwich
 Publicity-Program Dir. Sam Elfert
 Chief Announcer Murray Jordan
 Musical Director Charles Freed
 Chief Engineer William Blacksher

The Red Cross Needs



Your Unstinting Assistance

G I V E !

5

great showmen-salesmen
make WMCA your
first buy in New York!

BEA WAIN & ANDRÉ BARUCH
(as Mr. & Mrs. Music)

DUKE ELLINGTON

TOMMY DORSEY

TED STEELE



All star disc jockey shows entertaining
and selling New Yorkers 57 hours
weekly on 570. Participations available.

wmca

first on New York's dial

• • • NEW YORK • • •

W M C A

NEW YORK—EST. 1925

Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By WMCA, Inc.
Business-Studio Address 1657 Broadway
Phone Number Circle 6-2200
Transmitter Location Kearney, N. J.
Air Time 18 hrs. daily
News Service AP
Transcription Service World
Representative Free & Peters
Membership BMB
President Nathan Straus
Secretary-Treasurer Herman M. Stein
Vice-President & General Mgr. Charles Stark
Asst. to Gen. Mgr. Vincent Pote
Sales Promotion Manager Howard Klarman
Commercial Program
Director Joseph Gottlieb
Vice-President, Director of News, Publicity &
Special Events Leon Goldstein
Musical Director William Taylor
Chief Engineer Pierre Verseput
Director, Education & Children's
Programs Mrs. Helen Sachs Straus

W N B C

NEW YORK—EST. 1922

NBC

Frequency: 660 Kc. Power: 50,000 Watts
Owned-Operated By National Bcstg. Co., Inc.
Business-Studio Address 30 Rockefeller Plaza
Phone Number Circle 7-8300
Transmitter Location Port Washington, L. I.
New York
Air Time 6:30 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service AP, INS, UP
Transcription Service Thesaurus, Standard
Representative NBC Spot Sales
Membership NAB, BMB
President Niles Trammell
General Manager James M. Gaines
Asst. Manager Thomas B. McFadden
Sales Manager Donald Norman
Adv. Promotion Manager B. H. Vaill
Promotion Manager de Lancey Provost
Production Manager Clay Daniel
Publicity Director Murry Harris
Chief Engineer F. A. Wankel
Farm Director Tom Page

For Prestige..

Be able to tell
listeners that your
station is a member
of

AP

Radio members of The AP
don't buy news! They
share the news of the largest
news-gathering organization
in the world on a *cost* basis.

'How Friendly Can You Get?'

WNEW's Industry Soundoff

Bernice Judis, who has parlayed her WNEW (N.Y.) management into one of the most lucrative indie operations in the country, finally resolved last week that running a station is one thing; operating a cuffo consulting service is another.

Requests from station operators around the country—and outside the country—for gratis permission to duplicate the New York indie's programming and administrative formula have reached a point where stations were overstepping the bounds of good neighborliness. It was a case where WNEW was confronted with the necessity of setting up a post of Vice-President in Charge of Station Relations, or going on record with a blanket nix to stations seeking to duplicate the indie's pattern. Miss Judis, in a "how-friendly-can-you-get" stance, threw in the sponge last week, and publicly went on record in favor of the latter course.

Although the requests date back years, when Martin Block first inaugurated his "Make Believe Ballroom," it was only in the last year or two that the station found itself expending a considerable portion of its time and labor dishing out—for free—carbon copies on program-operational techniques. Requests for tolerance spots or organizational public shows were one thing (station still wants to be helpful on that score), but the thumbs-down decision was reached when the management did a fast take of the mutiple requests received in recent

months for cuffo duplication of station's programming.

Deep in the Heart Of

For example, there was the southern station that recently asked for nothing short of a complete outline of WNEW's "formula for success" to counter the strong local competition. Or the equally frank request from a Texas operator who wanted to establish a music-news pattern similar to WNEW's, "so will you please send us your complete schedule."

Other samples: a 50,000-watter in the south asked for an air-check of the "Hollywood Newsreel" show, "so we can analyze it here" in preparation for a similar program; the Pennsylvania station wanting to revise its schedule and asking for a swap deal on schedules "and we'd appreciate your suggestions"; mid-west outlet that wanted outright permission to use a WNEW-developed commercial "because its cute angle would fit our needs."

Also the New Orleans station that thought "The Spoken Word" would go down there, "so do you mind if we copy it," although acknowledging it will give WNEW a credit tag; the station in Rome, Ente Italiano Per Gli Sambi Teatralia, that wants to exchange programs with WNEW; or the nimble-witted gent in Copenhagen, who, pointing out there is no commercial broadcasting in his country, would be interested in making a deal with the New York indie to set up a transmitter on a boat and beam stuff in to Denmark commercially.

Reprinted from *VARIETY* November 19, 1947

• • • NEW YORK • • •

W N E W

NEW YORK—EST. 1934

Frequency: 1130 Kc.....Power: 10,000 Watts
Owned-Operated By....Greater N. Y. Bcstg.
Corp.

Business-Studio Address.....565 Fifth Ave.
Phone Number.....PLaza 3-3300
Transmitter Location.....Kearny, N. J.
Air Time.....24 hrs. daily
News ServiceAP
Transcription ServiceLang-Worth
RepresentativeJohn Blair
MembershipNAB
General-Station Manager.....Bernice Judis
Commercial Manager.....Ira Herbert
Sales Promotion Manager..John V. B. Sullivan
V.P.-Program Director.....Ted Cott
Production Manager.....Jack Grogan
Publicity Director.....Richard Pack
Chief Announcer.....John Jaeger
Musical Director.....Roy Ross
Chief Engineer.....Max Weiner

W O R

NEW YORK—EST. 1922

MBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Operated By.....Bamberger Bcstg.
Service, Inc.

Business Address.....1440 Broadway
Phone Number.....LONgacre 4-8000
Studio Address....1440 Broadway, Theaters:
245 W. 52nd St.; 200 W. 48th St.
Transmitter Location.....Carteret, N. J.
Air Time.....24 hrs. daily
News Service.....AP, INS, UP
Transcription ServiceAssociated
Representative..Keenan & Eickelberg, Phillip
Kenney
MembershipNAB, BMB
President.....Theodore C. Streibert
Vice-President in Charge of
Sales.....R. C. Maddux
Sales Promotion Manager....Joseph Creamer
Production Manager.....Daniel Ehrenreich
Publicity Director.....Robert Blake
Musical Director.....Sylvan Levin
Vice-President.....J. R. Poppele

(See Page 514)

**Aid Your Own
Industry
by
Supporting**

**National
Radio
Week**

Nov. 14 to 20

**A Joint
Sponsorship
of
NAB
and
RMA**

Take the GUESS out of Buying

WITH WOV'S *5 Audited Audiences*



WOV CAN TELL YOU THE DIFFERENCE IN PEOPLE. TOO. Not from a crystal ball, but from sound, basic facts . . . known, proven, tested facts—Specific Market Information on each of 5 Audited Audiences.

Now you can know where listeners live and shop; what they earn, spend and buy; what they like and dislike. All this and other pertinent data on specific listening groups available on WOV's 5 Audited Audiences.

We want you to have the knowledge of 5 Audited Audiences, each a different group of purchasers; each the result of a penetrating, accurate and continuing listener survey. Ask for the facts that will help you to "TAKE THE GUESS OUT OF BUYING."

WOV's Pantry Survey . . . new, accurate, informative . . . shows you where you and your competitors stand in the New York Market.

Ralph N. Weil, General Manager • The Bolling Company, National Rep.

- ★ WAKE UP NEW YORK with Bill Williams
- ★ 1230 CLUB with Fred Robbins
- ★ BAND PARADE with Bill Gordon
- ★ PRAIRIE STARS with Rosalie Allen
- ★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. More than the combined population of Baltimore and Washington.

WOV

W O V

NEW YORK—EST. 1926

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By: Wodaam Corp.
 Business-Studio Address: 730 Fifth Ave.
 Phone Number: Circle 5-7979
 Transmitter Location: Carlstadt, N. J.
 Air Time: 5 a.m.-1 a.m.
 News Service: AP
 Transcription Service: Standard
 Representative: John E. Pearson
 Membership: NAB, BMB
 President: H. D. Henshel
 General-Station Manager: R. N. Weil
 Sales Promotion Mgr.: C. Carroll Forbes
 Program Director: Arnold B. Hartley
 Publicity Director: Anne C. Baldwin
 Musical Director: Paul Romeo
 Chief Engineer: H. W. Holt

W Q X R

NEW YORK—EST. 1936

Frequency: 1560 Kc. Power: 10,000 Watts
 Owned-Operated By: Interstate Bcstg. Co., Inc.
 (subsidiary of The N. Y. Times Co.)
 Business-Studio Address: 730 Fifth Ave.
 Phone Number: Circle 5-5566
 Transmitter Location: Rear of 5000 Grand Ave., Maspeth, L. I., N. Y.
 Air Time: 7 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m., Sun.
 News Service: AP
 Transcription Service: World, Associated
 Representative: Paul H. Raymer
 Membership: NAB, FMA
 President: John V. L. Hogan
 General Manager: Elliott M. Sanger
 Sales Manager: Norman S. McGee
 Sales Promotion Mgr.: Elliott M. Sanger, Jr.
 Program Director: Eleanor N. Sanger
 Production Manager: Albert A. Grobe
 Publicity Director: Eleanor Hurley
 Musical Director: Abram Chasins
 Chief Engineer: Russell Valentine

W H L D

NIAGARA FALLS—EST. 1940

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Operated By: The Niagara Falls Gazette Publ. Co.
 Business-Studio Address: Hotel Niagara
 Phone Number: 8421
 Transmitter Location: Lockport Rd.
 Air Time: 6 a.m.-local sunset
 News Service: UP
 Transcription Service: World, Lang-Worth, SESAC, Associated, Standard
 Representative: Headley-Reed
 General Manager: Earl C. Hull

Commercial Manager: Richard G. Robbins
 Program Director: Robert J. Manning
 Chief Announcer: Willard C. Mayo
 Musical Director: Harold Bradley
 Chief Engineer: Robert J. Wilson

W J J L

NIAGARA FALLS—EST. 1947

Frequency: 1440 Kc. Power: 1000 Watts d.
 Owned-Operated By: John J. Laux
 Business Address: Elks Bldg.
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: McGillvra
 Owner: John J. Laux
 General-Commercial Mgr.: Robert F. Kliment
 Promotion Mgr.-Program Dir.: Kay Balfe
 Chief Engineer: Frank Harr

W S L B

OGDENSBURG—EST. 1940

MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: St. Lawrence Bcstg. Corp.
 Business-Studio Address: 2315 Knox St.
 Phone Number: 500
 Transmitter Location: 2315 Knox St.
 Air Time: 7 a.m.-11:30 p.m.
 News Service: UP
 Transcription Service: Standard
 Representative: Walker
 President, Commercial Manager: Joseph R. Brandy
 General-Station Manager: Harold J. Frank
 Program Director, Production Manager, Chief Announcer: Hal Gilman
 Publicity Director: Claire Burns
 Musical Director: Flo Beach Rowe
 Chief Engineer: Raymond E. Lafferty
 Farm Editor: Jolly Bergeron

W H D L

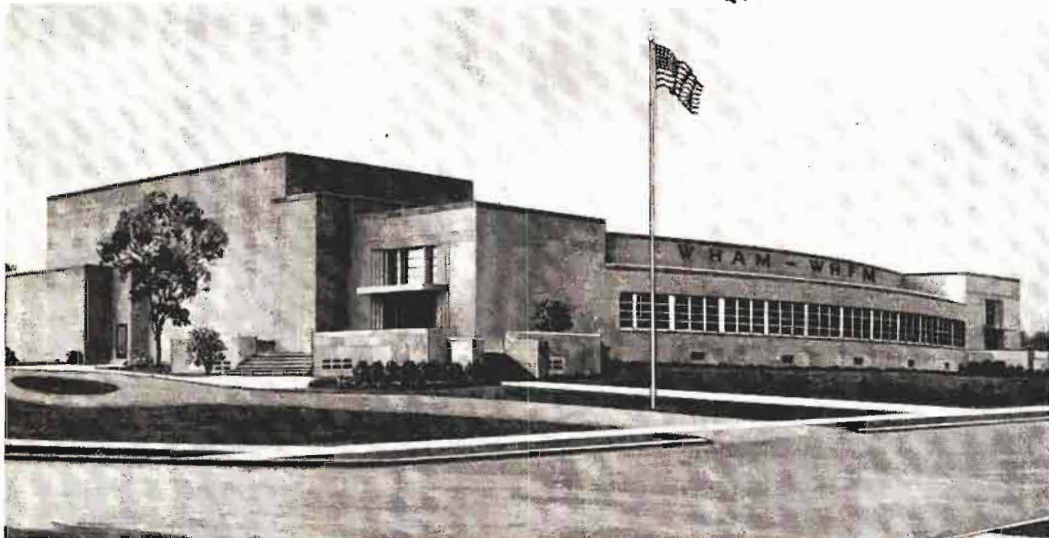
OLEAN—EST. 1935

ABC-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: WHDL Inc.
 Business Address: Exchange Bank Bldg.
 Phone Number: 4149
 Studio-Transmitter Location: 3219 W. State Rd., Allegheny, N. Y.
 Air Time: 6:55 a.m.-11:15 p.m.
 News Service: UP
 Transcription Service: Associated
 Representative: J. P. McKinney
 Membership: NAB, BMB
 President: E. B. Fitzpatrick
 General-Station Manager: J. R. Henzel

WHAM *tops*

THEM ALL WITH ROCHESTER RADIO CITY....



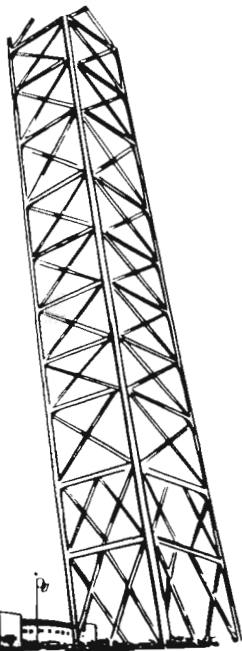
New Million Dollar Home of Stations WHAM-WHFM

In Western New York, Station WHAM, year after year, has "topped" them all for listeners, coverage and audience buying power.

Now, Here is a new WHAM "TOP"...

ROCHESTER RADIO CITY

- ★ **FOR THE LISTENER** . . . Rochester Radio City means broadcasting at its best . . . the combination of NBC, America's Number One Network, plus WHAM's leadership in local program originations.
- ★ **FOR THE ADVERTISER** . . . Rochester Radio City is the focal point of listener interest in Rochester and Western New York with a unique opportunity for sponsorship of audience participation programs.
- ★ **FOR THE RADIO INDUSTRY** . . . Rochester Radio City creates a new broadcasting center, one of the few outside of New York, Los Angeles and Hollywood.
- ★ **ROCHESTER RADIO CITY** . . . plus a 50,000 watt, clear channel signal makes Station WHAM the Number One Station not only in Rochester and Monroe County but in ALL of the rich Western New York 43 county market.



W H A M

"The Stromberg-Carlson Station"

ROCHESTER, N. Y. 50,000 Watts • Clear Channel

NBC AFFILIATE National Representatives

GEORGE P. HOLLINGBERY CO

Commercial-Sales Promotion Mgr. J. K. Eade
Chief Engineer J. Atherton

W D O S (CP)
ONEONTA
MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Oneonta Star, Inc.
Business Address 1214 Broad Street
Phone Number 2300
News Service AP
Representative Walker
President James H. Ottaway
General Manager Eugene J. Brown
Commercial Manager Walton Deming
Program Director Stephen Ryder
Chief Engineer Hardd Merchant

W O N O (CP)
ONEONTA

Frequency: 1110 Kc. Power: 250 Watts d.
Owned-Operated By Oneonta Bcstg. Co.
Business Address 285 River St.
Partners John Nazak, Joanne May Leuko

W K B S (CP)
OYSTER BAY

Frequency: 1520 Kc. Power: 250 Watts d.
Owned-Operated By Eastern Bcstg. Co.

W M F F
PLATTSBURG—EST. 1936
ABC-KBS

Frequency: 1340 Kc. (CP for 960)
Power: 250 Watts (CP 1000 Watts)
Owned-Operated By Plattsburg Bcstg. Corp.
Business-Studio Address 153 Margret St.
Phone Number 1600-1-591
Transmitter Location Boynton Ave.
Air Time 6:45 a.m.-12 M.
News Service UP
Transcription Service Thesaurus
Representative Joseph Hershey McGillvra
Membership NAB, BMB
President, General Mgr. George F. Bissell
Business Manager Edward S. Gagnon
Commercial Manager Joel H. Schier
Sales Promotion Manager, Publicity Director,
Chief Engineer Edward S. Gagnon
Program Director, Chief
Announcer John H. Lawerance

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 Memorial Square
Phone Number Poughkeepsie 6800
Studio Address New Yorker Bldg.;
Nelson House

Transmitter Location The Nelson House
Air Time 6:30 a.m. to 12:05 a.m.
News Service AP
Transcription Service Standard
Membership NAB, BMB
General Manager George W. Bingham
Commercial Manager H. C. Watson
Sales Promotion Mgr. Richard F. Crans
Program Director Richard F. Crans
Chief Engineer Marvin S. Seimes

W A R C
ROCHESTER—EST. 1947
ABC

Frequency: 950 Kc. Power: 1000 Watts
Owned-Operated By WARC, Inc.
Business Address Sheraton Hotel
Phone Number Main 6134
News Service AP
Transcription Service Associated
Representative Katz
President-General Mgr. S. W. Townsend
Commercial Manager Harland M. Evans
Promotion Manager Hav Nash
Program Director Frederick L. Essex
Chief Engineer Robert S. Smch

W H A M
ROCHESTER—EST. 1922
NBC

Frequency: 1180 Kc. Power: 50,000 Watts
Owned-Operated By Stromberg-Carlson Co.
Business-Studio Address Rochester Radio
City, Humboldt St.
Transmitter Location Brook Rd., Scottsville,
N. Y.
Air Time 6 a.m.-1 a.m., Mon.-Fri.; 6 a.m.-1
a.m., Sat.; 8 a.m.-1 a.m., Sun.
News Service UP
Transcription Service World, Thesaurus
Representative Geo. P. Hollingbery
Membership NAB, BMB
Chief Executive, Gen. Mgr. William A. Fay
Commercial Manager J. W. Kennedy, Jr.
Sales Promotion Manager, Publicity
Director Arthur Kelly
Program Director Charles Siverson
Production Manager Syl Novelli
Chief Announcer Homer Bliss
Musical Director Gene Zacher
Chief Engineer Kenneth Gardner
Farm Editor Tom Murray



Consistently...

ROCHESTER'S FAVORITE STATION

1936

A pre-Hooper but very "Hooper-ish" independent survey, conducted by Economics Dept., University of Rochester in 1936, completed 6661 telephone calls ... showed this definite Rochester preference for WHEC.

Survey conducted by University of Rochester showed Rochester's Radio Preference for

WHEC 44%

THE OTHER ROCHESTER STATION 40%
OUT-OF-TOWN STATIONS 16%

1947

Hooperatings

With first 4, then 6, stations operating in Rochester during 1947, combined average Hooper rating index

WHEC 42%

STATION B 32.5%	} Not on Air 'til Nov. '47
STATION C 14.6%	
STATION D † 8.7%	

* Sunday afternoon omitted to conform with periods in use in U. of R. Survey.

† Operates Daytime Only.



WHEC

of Rochester

N. Y.

5,000 WATTS

National Representatives: J. P. McKINNEY & SON, New York, Chicago, San Francisco

W H E C

ROCHESTER—EST. 1925

CBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Operated By: WHEC, Inc.
 Business-Studio Address: 40 Franklin St.
 Phone Number: Stone 1230
 Transmitter Location: Winton Rd. S.
 Air Time: 6:30 a.m.-12:30 a.m.
 News Service: AP
 Transcription Service: Standard, Associated, MacGregor
 Representative: J. P. McKinney
 Membership: NAB, BMB
 President: Frank E. Gannett
 General Manager: Gunnar O. Wiig
 Executive Vice President: Clarence Wheeler
 Commercial Manager: Lemoine C. Wheeler
 Program-Publicity Director: William J. Adams
 Production Manager: Lowell H. MacMillan
 Chief Announcer: Roger Goodrich
 Musical Director: Jerry Vogt
 Chief Engineer: Bernard C. O'Brien
 News Editor: Ralph Knox

W R N Y

ROCHESTER—EST. 1925

Frequency: 680 Kc. Power: 250 Watts d.
 Owned-Operated By: Monroe Bcstg. Co., Inc.
 Business-Studio Address: 191 East Ave.
 Phone Number: Main 7533
 Transmitter Location: Mt. Read Blvd.
 Air Time: Local sunrise-local sunset
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Adam J. Young, Jr.
 Membership: NAB
 President, General-Station
 Manager: George B. Kelly
 Program Director: Add Penfield
 Chief Announcer, Farm Editor: Paul Robinson
 Chief Engineer: Felix Bonvouloir

W S A Y

ROCHESTER—EST. 1936

MBS—ABC

Frequency: 1370 Kc. Power: 1000 Watts
 (CP 5000 Watts)
 Owned-Operated By: Federal Bcstg. System
 Business-Studio Address: Taylor Bldg., 328
 Main St. E.
 Phone Number: Stone 0702-3
 Transmitter Location: French Rd., Brighton,
 N. Y.
 Air Time: 6:30 a.m.-12:35 a.m., Mon.-Fri.; 6:30
 a.m.-1 a.m., Sat.; 8 a.m.-12:35 a.m., Sun.
 News Service: INS
 Representative: Joseph Hershey McGillvra
 Membership: NAB

President, General Mgr.: Gordon P. Brown
 Commercial Manager: John D. Kelly
 Program Director: George LiButti
 Chief Engineer: Merriam Johnson

W V E T

ROCHESTER—EST. 1947

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Operated By: Veterans Bcstg. Co.
 Business Address: Garnite Bldg.
 Phone Number: Stone 0990
 News Service: UP
 Transcription Service: Capitol
 Representative: Weed
 President-General Mgr.: William B. Maillefert
 Commercial Manager: John S. Houseknecht
 Sales Promotion Mgr.: Harry W. Bennett
 Program Director: Larry Harding
 Chief Engineer: Irving F. Lyke

W K A L

ROME—EST. 1946

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Copper City Bcstg. Corp.
 Business-Studio Address: Capitol Theatre Bldg.
 Air Time: 6:30 a.m.-1 a.m.

IN ROCHESTER, N. Y. IT'S



- ★ NEWS
- ★ MUSIC
- ★ SPORTS

AT

680

KILOCYCLES

MONROE BROADCASTING CO., Inc.

191 East Avenue Rochester 4, N. Y.

W R N Y • W R N Y - F M



THE BIGGEST SHOW IN TOWN

WFBL

—the Greatest Selling Power

BASIC CBS

in SYRACUSE and Central New York!

WFBL now offers the newest, finest radio facilities in Syracuse and Central New York. Completed early this year, WFBL's ultra modern studios are dedicated to community interests as is WFBL's outstanding programming of live talent shows. Such community-wise service plus star-studded CBS shows insure the bigger, better audiences you want for your advertising dollar.

Your Radio Dollar **BUYS MORE** over **WFBL** in SYRACUSE!

✓ Check these **WFBL AUDIENCE BUILDERS**

RFD 5:00 - 7:30 A.M. (Mon. thru Sat.) The most complete farm show in the great Northeast . . . broadcast from WFBL's separate agricultural studios at Central New York's Regional Market.

MUSICAL CLOCK 7:30 - 9:30 A.M. (Mon. thru Sa*) The Only All Live Talent Early Morning Show in Central New York!

THREE FOR A QUARTER 9:35 - 10:00 A.M. (Mond. thru Fri.) Another All Live Talent Musical Program!

DELINE IS BUSY 4:30 - 5:00 P.M. (Mon. thru Fri.) Emceed by Syracuse's Most Popular Master of Ceremonies . . . Jim DeLine.

COMPLETE NEWS SERVICE U. P. plus concentrated coverage of local and regional news.

1947 **Hooperatings** PROVE IT!*

WFBL Led All Syracuse Stations with an Average Rating of 6.21 for all 40 Quarter Hour DAYTIME Periods!

	1	2	3	4	5	6
WFBL	█	█	█	█	█	█
Station B	█	█	█	█	█	█
Station C	█	█	█	█	█	█
Station D	█	█	█	█	█	█
Station E	█	█	█	█	█	█

WFBL Led in 24 of the 40 Quarter Hour Periods!

*Hooper Winter-Spring Report . . . December through April.
 **Station E measurements based on interviewing conducted Since February 3, 1947 and submitted as indicative only.

WFBL IN SYRACUSE



FREE and PETERS Exclusive National Representatives
 BASIC MEMBER CBS 5000 Watts

News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeDonald Cooke
 PresidentMyron J. Kallet
 General ManagerMichael C. Fusco
 Commercial-Sales Promotion
 ManagerGeorge L. Cramer
 Program DirectorCharles King
 Production ManagerDaniel Fusco
 Chief AnnouncerRobert Storey
 Musical DirectorCarleton Boone
 Chief EngineerDeforest T. Layton, Jr.
 Farm EditorLouis V. Denti

WNBZ

SARANAC LAKE—EST. 1929
 KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated ByUpstate Bcstg. Corp.
 Business-Studio Address88 Main St.
 Phone Number1320 & 1246
 Transmitter LocationMerrill St.
 Air Time7:15 a.m.-11:15 a.m.
 News ServiceAP
 RepresentativeThomas F. Clark
 President, General Mgr.John F. Grimes
 Commercial ManagerJacques DeMatts
 Sales Promotion Mgr.Robert C. Myles, Jr.
 Program-Musical DirectorKerroll Kunz
 Chief AnnouncerGeorge P. Leighton
 Chief EngineerH. Berwind Williams

WGY

SCHENECTADY—EST. 1922
 NBC

Frequency: 810 Kc.....Power: 50,000 Watts
 Owned-Operated ByGeneral Electric Co.
 Business-Studio Address1 River Rd.
 Phone Number3-2121
 Transmitter LocationR. D. No. 5
 Air Time6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
 News ServiceAP, UP
 Transcription ServiceLang-Worth, Thesaurus
 RepresentativeNBC Spot Sales
 MembershipNAB, BMB
 Vice President, Manager of Bcstg.R. S. Peare
 Assistant Manager of Bcstg.B. J. Rowan
 Station ManagerG. Emerson Markham
 Supervisor, Station Sales &
 PromotionA. G. MacDonald

Supervisor of ProgramsCaleb Paine
 Chief EngineerW. J. Purcell

WSNY

SCHENECTADY—EST. 1942

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated ByWestern Gateway Bcstg.
 Corp.
 Business-Studio Address619 State St.
 Phone Number3-3622
 Transmitter LocationCampbell Rd.
 Air Time .6:45 a.m.-12:05 a.m.; 8 a.m.-12:05
 a.m., Sun.
 News ServiceAP
 Transcription ServiceStandard, Lang-Worth
 PresidentWinslow Leighton
 General Manager, Vice-President, Station
 ManagerGeorge R. Nelson
 Commercial-Sales Promotion
 ManagerCecil Woodland
 Program DirectorEdward F. Flynn
 Production ManagerJoan McGregor
 Publicity DirectorMartha Martin
 Musical DirectorHap Huber
 Chief EngineerIrving Beck

WFBL

SYRACUSE—EST. 1922
 CBS

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Operated ByOnondaga Radio Bcstg.
 Corp.
 Business-Studio Address433 S. Warren St.
 Phone Number2-1147
 Transmitter LocationCollamer, N. Y.
 Air Time .5 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m.,
 Sun.
 News ServiceUP
 RepresentativeFree & Peters
 MembershipNAB
 PresidentOscar F. Soule
 General ManagerSamuel Woodworth
 Vice President, Merchandising &
 PromotionRobert G. Soule
 Vice President, Commercial
 ManagerCharles Phillips
 Sales ManagerL. F. Wylie
 Program-Musical Director, Production
 ManagerRaymond Ganter
 Publicity DirectorJ. E. Moore
 Chief AnnouncerJ. DeLine
 Chief EngineerJames Kelly
 Farm EditorRobert F. Doubleday

WAGE

SYRACUSE—EST. 1941

ABC


Frequency: 620 Kc. Power: 1000 Watts
 Owned-Operated By: WAGE, Inc.
 Business-Studio Address: Loew Bldg.
 Phone Number: 2-0277
 Transmitter Location: Liverpool, N. Y.
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Transcription Service: Thesaurus, Standard
 Representative: Edward Petry
 Membership: NAB, BMB
 President: Frank G. Revoir
 General-Station Mgr.: William T. Lane
 Commercial Manager: Aaron Beckwith
 Program Director, Production
 Manager: Gordon Alderman
 Musical Director: Robert Stockdale
 Chief Engineer: Charles W. Brannen

WNDR

SYRACUSE—EST. 1947

MBS

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By: Syracuse Bcstg. Corp.
 Business-Studio Address: 306 S. Salina St.
 Phone Number: 2-6101
 Transmitter Location: Dewitt, N. Y. & Pompey,
 N. Y.
 Air Time: 6 a.m.-1 a.m.
 News Service: AP
 Transcription Service: Lang-Worth, Associated,
 SESAC
 Representative: Paul H. Raymer
 Membership: NAB, BMB
 President: T. Frank Dolan
 General-Station-Commercial-Sales Promotion
 Manager: Al W. Godwin, Jr.
 Program Director, Production
 Manager: Ralph Freeman
 Publicity Director: RoseAnn Motto
 Chief Announcer: Fred Peach
 Musical Director: Donald C. Hayes
 Chief Engineer: Charles E. Just
 Farm Editor: William G. Martin



WAGE
SYRACUSE, N.Y.

DOMINATES
Central New York!

FIRST CHOICE OF TOP
NATIONAL ADVERTISERS

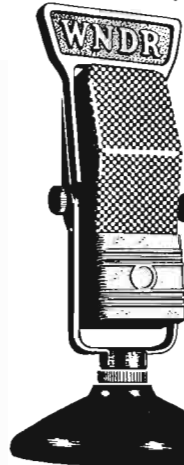
WILLIAM T. LANE, Gen'l Mgr.
SYRACUSE, N. Y.
1 Kw. on 620 Kc.

WAGE
ABC

Represented by the Edward Petry Co.

THERE'S THAT VOICE
AGAIN!..

DOMINATING
Central New York



WNDR

Wilson Bldg., Syracuse, N. Y.
Basic Mutual Network

5000 WATTS
1260 k.c.

Nationally Represented by
PAUL H. RAYMER CO.

WOLF

SYRACUSE—EST. 1940

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Civic Bcstg. Corp.
 Business-Studio Address: Onondaga Hotel
 Phone Number: 2-7211
 Transmitter Location: Kirkpatrick & Van
 Renseallear Sts.
 Air Time: 6 a.m.-2 a.m.
 News Service: AP
 Transcription Service: Standard, Cole
 Representative: Walker
 President, General Mgr.: T. S. Marshall
 Station Manager: Hamilton Woodle
 Commercial Manager: Daniel Dwyer
 Sales Promotion Manager: James J. Coolican
 Publicity Director: Charles Shaw
 Musical Director: Norman Meservey
 Chief Engineer: Tom Crimmins

WSYR

SYRACUSE—EST. 1922

NBC

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By: Central N. Y. Bcstg.
 Business-Studio Address: Syracuse Kemper
 Phone Number: 3-7111
 Transmitter Location: Valley Dr.
 Air Time: 5:30 a.m.-1 a.m.
 News Service: UP
 Transcription Service: Associated, Lang-Worth
 Representative: Headley-Reed
 Membership: NAB, BMB
 President: Harry C. Wilder
 Vice President: E. R. Vadeboncoeur
 Commercial Manager: W. R. Alford, Jr.
 Sales Promotion Manager, Publicity
 Director: John F. Hurlbut
 Program Director: Bill Rothrum
 Chief Announcer: Elliott Gove
 Musical Director: Murray Bernthal
 Chief Engineer: G. Armand Belle Isle
 Farm Editor: Floyd Ottoway

WHAZ

TROY—EST. 1922

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Operated By: Rensselaer Polytechnic
 Inst.

WTRY

TROY—EST. 1940

CBS

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By: Troy Bcstg. Co. Inc.

Business Address: 92 Fourth St.
 Phone Number: Troy 2100; Albany 4-2500
 Studio Address: 92 Fourth St., Troy; DeWitt
 Clinton Hotel, Albany
 Transmitter Location: Niskayuna, Schenectady
 County, N. Y.

Air Time: 6 a.m.-1 a.m.; 7:55 a.m.-12:05 a.m.,
 Sun.

News Service: UP
 Transcription Service: Associated, Lang-Worth
 Representative: Headley-Reed, Kettell-Carter
 Membership: NAB, BMB
 President: H. C. Wilder
 Vice President, General Mgr.: W. A. Riple
 Asst. Manager: W. W. Carter
 Commercial Manager: John W. Sutphen
 Promotion Manager, Publicity
 Director: James F. Baker
 Program Director, Production Manager,
 Musical Director: H. H. Sharpe
 Chief Engineer: Albert H. Chismark

WFRB (CP)

UTICA

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By: Richard H. Balch
 Business Address: 20 Whiteboro St.
 Owner: Richard H. Balch

WIBX

UTICA—EST. 1925

CBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By: WIBX, Inc.
 Business-Studio Address: First Bank Bldg.
 Phone Number: 2-2101
 Transmitter Location: Clark Mills-N. Y. Mills,
 N. Y.

Air Time: 6 a.m.-12:05 a.m.; 7 a.m.-12:05
 a.m., Sun.

News Service: INS, UP
 Transcription Service: World, BMI
 Representative: Helen Wood & Colton, Bertha
 Bannan, Walter Biddick

Membership: NAB, BMB
 President & General

Manager: Mrs. Margaret P. Bowen
 Assistant to President: Helen Wood
 Commercial-Sales Promotion

Manager: Nathan 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

WGAT
 UTICA—EST. 1947
 ABC

Frequency: 1100 Kc. Power: 250 Watts d.
 Owned-Operated By: Central Bcstg. Co.
 Business-Studio Address: Mayro Bldg.
 Phone Number: 2-9121
 Transmitter Location: Marcy, N. Y.
 Air Time: 7 a.m.-local sunset
 News Service: AP
 Representative: Radio Advertising
 President: J. Eric Williams
 Sales Promotion Manager: Roland L. Fowler
 Program Director: C. D. Williams
 Publicity Director: C. D. Williams
 Musical Director: Sylvio Muschera
 Chief Engineer: Robert N. Blair
 Farm Editor: John Marion

WRUN
 UTICA—EST. 1947
 ABC

Frequency: 1150 Kc. Power: 5000 Watts d.
 1000 Watts n.
 Owned-Operated By: Rome Sentinel Co.
 Phone Number: 2-5111

News Service: AP
 Transcription Service: Associated, Thesaurus
 Representative: Avery, Knodel
 President: B. C. Bernard
 General Manager: Fritz S. Updike
 Promotion Manager: Richard A. Clark
 Program Director: Stewart Spencer
 Chief Engineer: Warren E. McDowell

WATN
 WATERTOWN—EST. 1941
 MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Watertown Bcstg. Corp.
 Business-Studio Address: 118 Washington St.
 Phone Number: 2424
 Transmitter Location: 118 Washington St.
 Air Time: 17¼ hrs. Mon.-Sat.; 16¼ hrs. Sun.
 News Service: AP
 Transcription Service: Standard
 Representative: Helen Wood & Colton
 Membership: NAB
 President, General-Commercial
 Manager: G. Harry Righter
 Program Director: Hugh L. Cosline, Jr.
 Co-Chief Engineers: Donald Schryver, Fred
 Sprague, James Billingsley
 Farm Editor: G. Harry Righter

WGAT

Utica
 N. Y.

Doing a real job
 for the Advertiser
 with News and Music

J. ERIC WILLIAMS
 Owner and Gen. Manager

W W N Y

WATERTOWN—EST. 1941

CBS

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By.....Brockway Co.
 Business-Studio Address.....Hotel Woodruff
 Air Time..6:30 a.m.-12:05 a.m.; 8 a.m.-12:15
 News ServiceUP
 Transcription Service.....World, Associated
 RepresentativeWeed
 MembershipNAB, BMB
 PresidentHarold B. Johnson
 General-Commercial Mgr.....Louis Saiff, Jr.
 Station Manager, Farm Editor..Earl R. Kelly
 Sales Promotion.....Glen S. Doull
 Program Director.....James W. Higgins
 Chief Engineer.....Maynard B. Davis

W F A S

WHITE PLAINS—EST. 1932

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By..Westchester Bcstg. Corp.
 Business-Studio Address.....8 Church St.
 Phone Number9-6400
 Transmitter Location...Secor Rd., Greenburgh
 Township

Air TimeUnlimited
 News ServiceAP
 Transcription Service.....World, Associated
 RepresentativeHeadley-Reed
 MembershipNAB
 PresidentValentine E. Macy
 General-Station Manager....Frank A. Seitz
 Commercial Manager.....John G. Arens
 Program-Musical Director.....Randall Kaler
 Chief Announcer.....Robert Peters
 Chief Engineer.....Frank A. Seitz

W W R L

WOODSIDE—EST. 1926

Frequency: 1600 Kc. Power: 250 Watts
 Owned-Operated By.....L. I. Bcstg. Corp.
 Business-Studio Address.....41-30 58th St.
 Phone Number.....Newtown 9-3300
 Transmitter Location.....41-30 58th St.
 Air Time.....8 a.m.-12 M.
 News ServiceAP
 Transcription Service...Associated, Standard
 RepresentativeThomas F. Clark
 President, General Mgr...William H. Reuman
 Station-Commercial Manager....Edith Dick
 Program Director, Production Mgr..Fred Barr
 Publicity Director.....Walter Kaner
 Chief Engineer.....Vincent Losgar

W F A S

Selected Audience

Appeal in Westchester,

Serious Music

News

Special Events

40.6% of Westchester's Radio families listen to

WFAS—DIAL 1230

WFAS—FM 103.9 MC

White Plains, N. Y.

Represented by

HEADLEY-REED COMPANY

Chrysler Bldg.

New York

WWRL

NEW YORK

Delivering its selling signal to
9,005,442 potential buyers in the
 rich, greater New York area.

with

Intensive, blanket coverage of
 Queens County, pop. **1,422,996.**

Covering America's Greatest Buying
 Market at the Lowest Cost.

1600

"The HIGH Spot on the Dial"

NORTH CAROLINA

Estimated Population 3,718,000—% Increase +4.1—Radio Homes 644,069
Farms with Radios 172,115—Stations in State 83

W R C S (CP)

AHOSKIE

Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Operated By: Ronanoke-Chowan
Broadcasting Co., Inc.

W A B Z

ALBEMARLE—EST. 1947

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Operated By: Albemarle Bcstg. Co.
Business-Studio Address: Hotel Albemarle
Phone Number: 1010
Transmitter Location: 3 mi. from Albemarle on
Salisbury Highway

Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: Thesaurus
Representative: R. Hoy Whitlow
Membership: NAB, BMB
General-Station Mgr.: Carl Jack Aley
Commercial Manager: Ira C. Leigh
Sales Promotion Manager: Lyle Lewis
Program Director, Chief

Announcer: Harold Dale
Production Manager: Albert Jones
Publicity Director: Lyle Lewis
Musical Director, Farm Editor: Donald McLain
Chief Engineer: Robert Liverance

W G W R

ASHEBORO—EST. 1947

N. C. STATE NET., INC.

Frequency: 1260 Kc. Power: 1000 Watts d.
Owned-Operated By: Asheboro Bcstg. Co., Inc.
Business-Studio Address: 303 E. Salisbury St.
Phone Number: 800 or 798
Transmitter Location: Oakie Mountain
Air Time: 5:30 a.m.-local sunset; 7:30 a.m.-
local sunset, Sun.

News Service: UP
Representative: Friedenberg
Membership: BMB
President: Roy Cox
General-Station-Commercial

Manager: J. R. Marlowe
Sales Promotion Manager, Publicity
Director: Fred Gray
Program Director, Production

Manager: Anderson B. Borwn
Musical Director: Nelson Harrill
Chief Engineer: Clyde C. Penny
Farm Editor: Nelson J. Harrill, E. S. Millsaps

W I S E

ASHEVILLE—EST. 1939

NBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Radio Station WISE
Business-Studio Address: 100 College St.
Phone Number: 4560
Transmitter Location: 100 College St.
Air Time: 6:30 a.m.-1 a.m.; 7:45 a.m.-1 a.m.,
Sun.

News Service: AP
Transcription Service: Thesaurus, Lang-Worth
Representative: Burn-Smith, Harry E.
Cummings

Membership: NAB, BMB
President-Owner: Harold H. Thoms
General-Station-Commercial

Manager: Loyd B. Leonard
Sales Promotion Mgr.: W. Marvin Newton
Program Director: Hal Edwards

W L O S

ASHEVILLE—EST. 1947

MBS

Frequency: 1380 Kc. Power: 5000 Watts d.;
1000 Watts n.

Owned-Operated By: Skyway Bcstg. Corp.
Business-Studio Address: Battery Park Hotel
Phone Number: 3080
Transmitter Location: Emma, N. C.
Air Time: 18 hrs. daily
News Service: INS, UP
Transcription Service: Standard
Representative: Taylor-Howe-Snowden
Membership: NAB
President: Charles M. Britt
Vice President, General-Station

Manager: Charles B. Britt
Commercial Manager: J. William Hendon
Program Director: Bernard C. Barth
Chief Announcer: Garrett Morrison
Chief Engineer: Palmer A. Greer

W N C A

ASHEVILLE—EST. 1945

ABC—KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Community Bcstg. Co.
Business-Studio Address: Asheville Biltmore
Hotel

Phone Number: 2872
Transmitter Location: Emma, N. C.
Air Time: 6 a.m.-12 M.
News Service: INS
Transcription Service: World, Cole

. . . **NORTH CAROLINA** . . .

Representative Forjoe
 Membership NAB
 President Linton D. Baggs, Jr.
 General Manager Robert M. Lambe
 Commercial Manager Edward D. Brandt
 Sales Promotion Manager, Publicity
 Director Fred Brown
 Program Director Hazel S. Bennett
 Production Manager, Musical
 Director Alan Newcomb
 Chief Engineer John Randolph

Air Time 6 a.m.-local sunset
 News Service AP
 Transcription Service Associated, Lang-Worth,
 Capitol
 Representative Gene Grant
 Membership NAB, BMB
 General-Station Manager E. Z. Jones
 Commercial Manager Roy Springer
 Program-Production Mgr. G. Sandefur
 Publicity Director Rollie Furman
 Chief Engineer Berry Tysor

W S K Y

ASHEVILLE—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Radio Asheville, Inc.
 Business Studio Address 12 Church Street
 Phone Number 2232
 Transmitter Location Campbell Woods
 Air Time 6:30 a.m.-12 M.
 News Service AP
 Transcription Service Capitol, Lang-Worth
 President Carl R. Bamford
 Gen.-Station Manager Zeb Lee
 Sales Manager Baxter Barkley
 Chief Engineer Charles W. Sumner

W W N C

ASHEVILLE—EST. 1927

CBS

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By Asheville Citizen-Times
 Co., Inc.
 Business-Studio Address 14 O'Henry Ave.
 Phone Number 5500
 Transmitter Location Near Emma, N. C.
 Air Time 6a.m.-12:05 a.m.
 News Service AP, UP
 Transcription Service Associated
 Representative Headley-Reed
 Membership NAB, BMB
 Executive Director Don S. Elias
 General-Station Mgr. Cecil B. Hoskins
 Sales Manager James A. Hagan
 Sales Promotion Manager, Publicity
 Director K. C. Willson, Jr.
 Program Director, Production
 Manager Wm. F. Melia
 Chief Announcer Read Wilson
 Chief Engineer Wm. M. Hamrick

W B B B

BURLINGTON—EST. 1941

MUTUAL—CAROLINA SPORTS—KBS

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Operated By Alamance Bcstg. Co.,
 Inc.
 Business-Studio Address 310½ S. Main St.
 Transmitter Location W. Front St. Extension

W F N S

BURLINGTON—EST. 1947

INDEPENDENT

Frequency: 1150 Kc. Power: 1000 Watts
 Owned By Burlington-Graham Bcstg. Co.
 Operated By Radio Station WFNS
 Business-Studio Address 105½ W. Andrews
 St.
 Phone Number 6-5536
 Transmitter Location Birch Bridge Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service World, Thesaurus
 President W. Boman Sanders
 General-Station Mgr. Everett C. Qualls, Sr.
 Commercial Manager Phillip Eakin
 Program Director Catherine Faulconer
 Production Manager Lamar Morgan
 Chief Announcer Lou Rigsbee
 Musical Director Jim McLoughlin
 Chief Engineer Harold S. Taylor

W A Y S

CHARLOTTE—EST.

ABC—MBS

Frequency: 610 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned By Inter-City Advertising
 Operated By Radio Station WAYS
 Business-Studio Address 120 E. Third St.
 Phone Number 37173-4
 Transmitter Location Oakdale section
 Air Time 5 a.m.-1 a.m.; 6 a.m.-12 P.M., Sun.
 News Service AP
 Transcription Service SESAC, Lang-Worth,
 Standard
 Representative Avery-Knodel
 Membership NAB, BMB
 President G. W. Dowdy
 General-Station Manager W. H. Goan
 Commercial-Sales Promotion
 Manager Norman Young
 Program Director, Production
 Manager J. B. Clark
 Publicity Director Mitzi Stack
 Musical Director Alonzo Squires
 Chief Engineer A. L. Chaney, Jr.

W B T

CHARLOTTE—EST. 1921

CBS

Frequency: 1110 Kc. Power: 50,000 Watts
 Owned-Operated By Jefferson Standard
 Bcstg. Co.
 Business-Studio Address Wilder Bldg.
 Phone Number 3-8833
 Transmitter Location 9 mi. S. of Charlotte,
 Nation's Ford Rd.
 Air Time 5 a.m.-1 a.m.; 7 a.m.-12 M., Sun.
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative Radio Sales
 Membership NAB, BMB
 President J. M. Bryan
 Chairman of Board Ralph Price
 General Manager Chas. H. Crutchfield
 Assistant General Manager E. J. DeGray
 Sales Manager Keith Byerly
 Promotion Manager J. R. Covington
 Program Director Larry Walker
 Production Manager Harry Snook
 Publicity Director Miss Audrey Summers
 Director of News & Special
 Features Jack Knell
 Musical Director Clarence Eilers
 Chief Engineer M. J. Minor

W G I V

CHARLOTTE—EST. 1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Operated By Publix Bcstg. Services
 of Char-lotte, Inc.
 Business Address 2520 Tooney Ave.
 News Service AP
 Transcription Service Capitol
 Pres.-Gen. Mgr. Francis M. Fitzgerald
 Commercial Manager J. Law Epps
 Promotion Manager Mary Burnside
 Program Director Cele Roberts
 Chief Engineer Tom Brandon

W S O C

CHARLOTTE—EST. 1933

NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Radio Station WSOC,
 Inc.
 Business-Studio Address 1925 N. Tryon St.
 Phone Number 7138
 Transmitter Location 1925 N. Tryon St.
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Thesaurus, Standard
 Representative Headley-Reed
 Membership NAB, BMB
 President, General-Station Mgr. E. J. Gluck
 Commercial Manager Bomar A. Lowrance
 Sales Promotion Manager Clyde Clem

Production Manager, Program-Musical
 Director Paul Marion
 Chief Announcer Ron Jenkins
 Chief Engineer L. L. Caudle, Jr.

W R R Z

CLINTON—EST. 1946

ABC

Frequency: 880 Kc. Power: 1000 Watts d.
 Owned-Operated By Tar Heel Bcstg System
 Business Address Clinton, N. C.
 Phone Number 2354
 News Service AP
 Transcription Service World
 Representative Forjoe
 Exec. Vice President W. R. Roberson Jr.
 General-Commercial Mgr. George Walston
 Chief Engineer Herman Solitz

W E G O

CONCORD—EST. 1941

KBS

Frequency: 1410 Kc. Power: 1000 Watts d.
 Owned-Operated By Wayne M. Nelson
 Business-Studio Address Concord, N. C.
 Phone Number 2271
 Transmitter Location Concord, N. C.
 Air Time Local sunrise-local sunset
 News Service AP, UP
 Transcription Service Standard, SESAC,
 Cole
 Representative Thomas F. Clark
 Membership BMB
 General-Station Manager Wayne M. Nelson
 Commercial Manager Henry L. Lowder
 Program Director Nelda J. Garmon
 Chief Engineer Edwin M. Stanton

W C K B

DUNN—EST. 1946

KBS

Frequency: 780 Kc. Power: 1000 Watts
 Owned-Operated By N. C. Central Bcstrs.,
 Inc.
 Business-Studio Address P. O. Box 431
 Phone Number 552
 Transmitter Location 1 mi. S. of Dunn
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Lang-Worth, SESAC
 Membership NAB, BMB
 President Earl McD. Westbrook
 General-Station Manager, Musical
 Director A. Hartwell Campbell
 Commercial-Sales Promotion Mgr. A. L. Faulk
 Program Director Frank Huber
 Production Manager Ted Burwell
 Chief Engineer E. L. Burwell
 Farm Editor Al Jordan

W D N C

DURHAM—EST. 1934

CBS

Frequency: 620 Kc....Power: 5000 Watts d.:
1000 Watts n.

Owned-Operated By...Durham Radio Corp.
Business-Studio Address...138½ E. Chapel
Hill St.

Phone Number R-155
Transmitter Location Hillsboro Rd.
Air Time..6 a.m.-12:05 a.m.; 8 a.m.-12:05 a.m.,
Sun.

News Service.....AP, UP
Transcription ServiceCapitol
Representative.....Paul H. Raymer
MembershipNAB, BMB
PresidentC. C. Council
Vice President, General-Station-Sales Promotion
Manager, Publicity Director..J. Frank Jarman
Commercial Manager.....C. James Woodhouse
Program Director.....Ed Higgins, Jr.
Office Manager.....Sue Taylor
Chief Engineer.....Homer Ledbetter

W D U K

DURHAM—EST. 1946

ABC

Frequency: 1310 Kc....Power: 1000 Watts d.:
500 Watts n.

Owned-Operated By.....Harmon L. Duncan
Business-Studio Address..305 West Main St.,
DHM., N. C., St.owd Building, Chapel Hill,
N. C.

Phone NumberR-101
Transmitter Location.....Leon St.
Air Time.....6 a.m.-12 M.
News ServiceAP
Transcription ServiceLang-Worth
MembershipNAB
General-Station-Sales Promotion
Manager.....Harmon L. Duncan
Commercial Manager.....Arthur Fazzin
Program Director, Production
ManagerEccles Huff
Publicity Director.....David Hoyle
Chief Engineer.....Roy E. Fullen

W H H T

DURHAM—EST. 1946

MBS

Frequency: 1590 Kc....Power: 1000 Watts
Owned-Operated By.....Harold H. Thoms
Business-Studio Address.....310 Main St.
Phone NumberL-975
Transmitter Location.....Guess Rd.
Air Time.....6:30 a.m.-1 a.m.
News ServiceINS
Transcription ServiceStandard

Representative.....Burn-Smith Company
Inc.

MembershipBMB
President-Owner.....Harold H. Thoms
General-Station-Sales P.otion
ManagerKenneth Beachboard
Commercial Manager.....Wilbur Smith
Program-Musical Director.....Vera Ervin
Production Manager, Chief
AnnouncerBill Ferguson
Publicity Director.....George Jacobs
Chief Engineer.....W. L. Wafford, Jr.
Farm Editor.....John Clark

W S S B

DURHAM—EST. 1948

Frequency: 1490 Kc....Power: 250 Watts
Owned-Operated By..Public Information Corp.
Business Address..Depositors Nat'l Bank Bldg.
Phone Number6919
RepresentativeForjoe
President.....Thomas B. Sawyer
General Manager.....Guy Graiffen

W T I K

DURHAM—EST. 1946

TOBACCO NETWORK

Frequency: 730 Kc....Power: 1000 Watts d.
Owned-Operated By.....Durham Bcstg. Co.
Address.....211½ E. Main St.
Phone NumberN-187
Transmitter Location.....Ellis Rd.
Air Time.....Local sunrise-local sunset
News ServiceAP
Transcription Service.....World, Thesaurus
President-Gen. Mgr.....Floyd Fletcher
Commercial Manager.....Paul W. Norris
Program Director.....Ken Corbitt
Chief Engineer.....Arlis White

W C N C

ELIZABETH CITY—EST. 1939

MBS—KBS

Frequency: 1400 Kc....Power: 250 Watts
Owned-Operated By...Albemarle Bcstg. Co.
Business-Studio Address..104 E. Colonial Ave.
Phone Number1400
Transmitter Location...Parsonage St., Extd.
Air Time.....6 a.m.-11 p.m.
News ServiceUP
Transcription ServiceLang-Worth
RepresentativeBurn-Smith
General Manager.....Edmund D. Northup
Commercial-Sales Promotion
Manager.....T. W. Talbot
Program Director.....Nancy Northup
Production Manager, Chief
AnnouncerFrank Elliott
Publicity Director.....Bill Krough
Chief Engineer.....Joe Kyle

W G A I

ELIZABETH CITY—EST. 1947

Frequency: 560 Kc. Power: 500 Watts d.
 Owned-Operated By Daily Advance
 Business Address Kramer Bldg.
 Phone Number 757
 News Service AP
 Transcription Service World
 General Manager Bob Bingham
 Commercial Manager Alan Friedrichs
 Promotion Manager Sterling Waters
 Program Director Alan Burke
 Chief Engineer Frederick Wagner

W F L B

FAYETTEVILLE—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Fayetteville Bcstrs., Inc.
 Business Address P. O. Box 1258
 Phone Number 7136
 Studio-Transmitter Location Bragg Blvd.
 Air Time 6 a.m.-12 M.
 News Service INS
 Transcription Service Thesaurus
 Representative Cox & Tans
 Membership NAB, BMB
 President Harry B. Stein
 General-Station Manager John M. Croft
 Commercial Manager N. L. Royster
 Chief Engineer E. A. Whitlock

W F N C

FAYETTEVILLE—EST. 1940

MBS—TOBACCO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Cape Fear Bcstg. Co.
 Business-Studio Address 114 Anderson St.
 Phone Number 4848 and 2747
 Transmitter Location Murchison Rd.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative Walker
 Membership NAB, BMB
 General Manager Victor W. Dawson
 Commercial Manager Luther Gambill
 Sales Promotion Manager Harry Mills
 Program Director, Farm
 Editor Nat R. Martin
 News Editor Marjorie Jordan
 Chief Engineer William Alford

W G N C

GASTONIA—EST. 1939

ABC—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By F. C. Todd
 Business-Studio Address 168-170 W. Main St.
 Phone Number 732
 Transmitter Location Gastonia, N. C.


Air Time 6 a.m.-11:15 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Membership NAB, BMB
 President-Owner F. C. Todd
 General-Station Manager Pat McSwain
 Commercial Manager F. C. Abennethy
 Program Director Earl Holder
 Chief Announcer Oliver Thornburg
 Chief Engineer W. C. Groves, Jr.

W B B O

FOREST CITY—EST. 1947

N. C. STATE NETWORK—KBS

Frequency: 780 Kc. Power: 1000 Watts
 Owned-Operated By Rutherford County
 Radio Co., Inc.
 Business-Studio Address Forest City, N. C.
 Phone Number 3205
 Transmitter Location Forest City
 Air Time Local Sunrise-Local Sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative Friedenberg
 Membership NAB, BMB
 President-General-Station
 Manager Ed M. Anderson
 Commercial Manager Jack Hammette
 Chief Engineer Merton Iwerks

WGBR 1400 K.C.	WGBR-FM 93.3 MEG.
Goldsboro	
	
AFFILIATE OF MBS and TOBACCO NETWORK Represented by The Walker Co.	
<h1 style="margin: 0;">WGBR</h1> <p style="font-size: small; margin: 0;">"Eastern Carolina's Number One Station" LELAND B. NELSON, Gen. Mgr. GOLDSBORO NORTH CAROLINA</p>	

W G B R

GOLDSBORO—EST. 1939

MBS—TOBACCO NETWORK

WGWR—1400 Kc. Power: 250 Watts
 Owned-Operated By . . . Eastern Carolina Bcstg.
 Co., Inc.
 Business-Studio Address Borden Bldg.
 Phone Number 1550
 Transmitter Location W. of Goldsboro on
 Highway No. 70
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Thesaurus, World, Cole
 Representative Walker Co.
 Membership NAB, BMB
 President A. T. Hawkins
 General-Station Manager Leland B. Nelson
 Commercial-Sales Promotion, Publicity
 Director Sidney J. Brumberg
 Program Director, Production
 Manager Vassie G. Balkcum
 Chief Announcer Charlie E. Harville
 Chief Engineer Daniel B. Trueblood
 Farm Editor Edward D. Champion

W B I G

GREENSBORO—EST. 1926

CBS

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Operated By N. C. Bcstg. Co.
 Business Address P. O. Box 1807
 Phone Number 6125-6-7
 Studio Address O. Henry Hotel Bldg.
 Transmitter Location Battleground Blvd.
 Air Time 6 a.m.-12 M. 8 a.m.-12 M. Sun.
 News Service AP
 Transcription Service World, Thesaurus
 Representative George P. Hollingbery
 Membership NAB, BMB
 President-General-Station
 Manager Edney Ridge
 Commercial Manager Gilbert M. Hutchison
 Sales Promotion Manager William P. Mitchell
 Program Director, Production
 Manager Alfred J. Rice
 Publicity Director Aileen Gilmore
 Chief Announcer Mike Brooks
 Musical Director Margaret Banks
 Chief Engineer Earl F. Allison
 Farm Editor Bob Jones



"The PRESTIGE
 STATION of the
 CAROLINAS"



famed
 for
 Showmanship



GEO. P. HOLLINGBERY, INC. *Natl. Reps.*

W C O G (CP) GREENSBORO

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Operated By. Inter-City Adv. Co.
Business Address. 120 E. Third St.,
Charlotte, N. C.

W G B G

GREENSBORO—EST. 1942
ABC

Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By. . . Greensboro Bcstg. Co.,
Inc.

Business Address. P. O. Box 2280
Phone Number 3-3631
Studio-Transmitter Location. . . . Ashe St. Extn.
Air Time. 6 a.m.-Local Sunset
News Service UP
Transcription Service. Capitol, Associated
Representative Burn-Smith
President, General-Station

Manager. Ralph M. Lambeth
Commercial Manager. Earl O. Sullivan
Sales Promotion Manager. Garland Michael
Program Director. H. Marie Craven
Chief Engineer. James M. Stewart

W G T C

GREENVILLE—EST. 1940
MBS—TOBACCO NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned By. J. J. White
Operated By. Greenville Bcstg. Co.
Business-Studio Address. Falkland Highway,
P. O. Box 898

Phone Number 3182
Transmitter Location. Falkland Highway
Air Time 7 a.m.-12 p.m.
News Service AP
Transcription Service. World, Cole, Lang-
Worth

Representative Walker
Membership NAB, BMB
President-Owner. J. J. White
General-Station Manager. B. S. Hodges, Jr.
Commercial-Sales Promotion

Manager Dave Mosier
Program-Pub. Prod. Mgr. Charles Whedbec
Chief Engineer. Jim Mayo

W H N C

HENDERSON—EST. 1945
MBS—KBS

Frequency: 890 Kc. Power: 1000 Watts d.
Owned-Operated By. . . Henderson Radio Corp.
Business-Studio Address. 219 So. William St.
Phone Number 736-1446

Transmitter Location. . . 2 miles N. of Henderson
on U. S. No. 1

Air Time Local Sunrise-Local Sunset
News Service AP
Transcription Service. World, Lang-Worth,
Thesaurus, Cole, Capitol

Representative Homer Griffith
Membership NAB, BMB
President. S. S. Stevenson
Vice-President, General Station-Commercial . .
Sales Promotion Manager. Nathan Frank
Program Director. Virginia Parham
Production Manager. Charlie Tuteweiler
Chief Engineer. Lewis Hiland

W H K P

HENDERSONVILLE—EST. 1946
MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Redge Bcstg. Co.
Address Box 757
Phone Number 700
Transmitter Location. Chimney Rock Highway

Air Time. 6 a.m.-12 M.
News Service AP
Transcription Service World
Membership BMB
President. R. Lee Whitmire
General Manager. R. Lee Amos
Commercial Manager. Reginal Hill
Promotion Manager. Kermix Edney
Chief Engineer. Wm. M. Cox

W H K Y

HICKORY—EST. 1939
ABC—KBS

Frequency: 1290 Kc. Power: 5000 Watts d.,
1000 Watts n.
Owned-Operated By. The Catawba Valley
Bcstg. Co., Inc.

Address. 13th St. Radio Bldg.
Phone Number 1195-6
Transmitter Location. 2½ miles SE of Hickory
Air Time. 18 hrs. daily

News Service AP
Transcription Service. World, Associated
Membership NAB, BMB
President. Carl V. Cline
Gen.-Station Manager. Edmund S. Long
Chief Engineer. Edmund S. Long

W H P E

HIGH POINT—EST. 1947

Frequency: 1070 Kc. Power: 1000 Watts d.
Owned-Operated By. . . High Point Enterprise,
Inc.
Business-Studio Address. 305-307 N. Main St.

Phone Number3466 & 3467
 Transmitter Location...Old Thomasville Rd.
 Air Time.....Local Sunrise-Local Sunset
 News ServiceAP
 Transcription Service...Associated, Standard
 RepresentativeCox & Tanz
 MembershipNAB
 President.....R. B. Terry
 Secretary & Treasurer.....D. A. Rawley
 General-Station Manager...Walter F. Hester
 Sales Manager.....Chester R. Messervey
 Chief Announcer.....William H. Alspaugh
 Musical Director.....Mary Elizabeth Clark
 Chief Engineer.....Harold C. Spengler

W M F R

HIGH POINT—EST. 1935

ABC—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Radio Station WMFR
 Business-Studio Address.....164 S. Main St.
 Phone Number4593-4
 Transmitter Location.....164 So. Main St.
 Air Time.....6 a.m.-12 M.
 News ServiceUP
 Transcription Service.....LangWorth, Capitol
 RepresentativeBurn-Smith Co.
 MembershipBMB
 President-Owner, General-Station
 Manager.....Frank S. Lambeth
 Commercial Manager.....Pat Taylor
 Sales Promotion Manager....Gerald Sullivan
 Program Director.....Gary Davis
 Musical Director.....Harold Craven
 Chief Engineer.....Robert Moore

W J N C

JACKSONVILLE—EST. 1945

MBS—THE TOBACCO NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Jacksonville Bcstg. Co.,
 Inc.
 Business-Studio Address.....Highway 24, N.
 Phone Number707-708
 Transmitter Location.....Highway 24, N.
 Air Time..Mon.-Fri. 6:30 a.m.-11:30 p.m.; Sat.
 6:30 a.m.-12 M.; Sun. 8 a.m.-11:30 p.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeWalker
 MembershipNAB
 President.....Louis N. Howard
 Station-Sales Promotion
 Manager.....Lester L. Gould
 Commercial Manager.....Rod Jones
 Program Director.....Gorton T. H. Wilbur
 Publicity Director.....Gort Wilbur
 Musical Director.....Ray Sinclair
 Chief Engineer.....Elmo Cronk

W G T L

KANNAPOLIS—EST. 1946

NORTH CAROLINA STATE NETWORK

Frequency: 870 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Fred H. Whitley
 Business Address...Cannon Blvd. & Country
 Club
 Phone Number...Kannapolis 870 & Concord
 2154
 Studio Address....Charlotte, N. C., Concord
 Hotel, WGTL Bldg., Kannapolis
 Transmitter Location.....Route 29
 Air Time.....Local Sunrise-Local Sunset
 News ServiceUP
 Transcription Service...Lang-Worth, Capitol,
 World
 RepresentativeForjoe
 MembershipNAB, BMB
 President-Owner.....Fred H. Whitley
 General-Station-Commercial-
 Sales Promotion Manager...H. A. Seville
 Program Director.....Hod Love
 Production Manager.....Irvin Carroll
 Chief Announcer.....Carl Caudill
 Musical Director.....Jean Miller
 Chief Engineer.....Foy Hinson

W F T C

KINSTON—EST. 1937

ABC

Frequency: 1280 Kc.....Power: 250 Watts
 Owned-Operated By.....Jonas Weiland
 Address.....204 East King St.
 Phone Number4111

W K N S

KINSTON—EST. 1947

Frequency: 1000 Kc....Power: 1000 Watts d.
 Owned-Operated By.....Kinston Bcstg. Co.
 Business-Studio Address.....Radio Building
 Phone Number4509
 Transmitter Location.....Richlands Rd.
 Air Time.....Local Sunrise-Local Sunset
 News ServiceUP
 Transcription Service.....Thesaurus, World
 Representative...Joseph Hershey McGillvra
 President.....A. K. Barrus
 General-Station-Commercial
 Manager.....James W. Campbell
 Program Director.....Marshall T. Pack
 Chief Engineer.....David N. Hardison

W E W O

LAURINBURG—EST. 1947

N. C. STATE NETWORK

Frequency: 1080 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Scotland Bcstg. Co.
 Business-Studio Address.....Chetwynd Hotel

Phone Number 770
 Transmitter Location... U.S. 74, 2 miles E. of
 Laurinburg
 Air Time..... Local Sunrise-Local Sunset
 News Service UP
 Transcription Service World
 Membership NAB, BMB
 President Edwin Pate
 General Manager..... J. R. Dalrymple, Jr.
 Program Director..... Ed Leach
 Chief Engineer..... Truman Brock

W L O E

LEAKSVILLE—EST. 1946

MBS—TOBACCO SPORTS NETWORK—KBS
 Frequency: 1490 Kc..... Power 100 Watts
 Owned-Operated By... Douglas L. Craddock
 Business Address..... Boulevard Branch
 Phone Number 701
 Studio-Transmitter Location... Leaksville, N. C.
 Air Time..... 6 a.m.-12 M.; 8 a.m.-12 M. Sun.
 News Service AP
 Transcription Service..... World, Capitol
 Membership NAB, BMB
 Owner-Manager..... Douglas L. Craddock
 Commercial Manager..... D. M. Snodderly
 Program Director..... Charles H. Slate
 Chief Engineer..... Eldred Winn

W J R I

LENOIR—EST. 1946

MBS—TOBACCO NETWORK—KBS
 Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... John P. Rabb
 Business-Studio Address... 107 W. Ave., Union
 Nat'l Bank Bldg.
 Phone Number 761
 Transmitter Location..... Lenoir, N. C.
 Air Time..... 6 a.m.-12 M.
 News Service AP
 Transcription Service Thesaurus
 Membership NAB
 President-Owner, General-Commercial
 Manager..... John P. Rabb
 Station Manager..... K. Rabb
 Sales Promotion Manager..... Edythe Bloker
 Program Director..... Glen Whittier
 Publicity Director..... George Lewis
 Chief Engineer..... G. Blaine Ruckert

W B U Y

LEXINGTON—EST. 1946

KBS

Frequency: 1190 Kc..... Power: 250 Watts d.
 Owned By..... Davidson County Bcstg. Co.
 Operated By... Omar G. & Greely N. Hilton
 Business Address..... P. O. Box 359

Phone Number 2716
 Studio Address..... 209 S. Main St.
 Air Time..... Local Sunrise-Local Sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative..... Thomas F. Clark
 Partners... Omar N. Hilton, Greely N. Hilton
 Station-Commercial Manager... C. Robert Ray
 Chief Engineer..... Fred Honeycutt

W T S B

LUMBERTON—EST. 1946

MBS—KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By... Robeson Bcstg. Corp.
 Business-Studio Address... 112 W. 5th St.
 Phone Number 1080
 Air Time..... 6:30 a.m.-11:15 p.m.
 News Service AP
 Transcription Service Standard
 Membership NAB
 President..... Dr. E. L. Bowman
 General Manager..... James MacNeil
 Sales Manager..... Eleanor French
 Program Director..... Coleman Patterson
 Chief Engineer..... W. F. Rogers

W M A P

MONROE—EST. 1947

Frequency: 1060 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Union Bcstg. Corp.
 Business-Studio Address... P. O. Box 385,
 Monroe, N. C.
 Phone Number 1060
 Air Time..... Local Sunrise-Local Sunset
 News Service UP
 Transcription Service..... Thesaurus, Capitol
 Chief Executives... J. Ray Shute, Olin B. Sikes
 and J. S. Beaty, Jr.
 Station Manager..... Roy O. Darby, Jr.

W M B L

MOREHEAD CITY—EST. 1947

Frequency: 740 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Carteret Bcstg. Co.
 Business Address..... P. O. Box 740
 Phone Number 9740
 Studio-Transmitter Location... Radio City,
 between Morehead City and Beaufort, N. C.
 Air Time..... Local Sunrise-Local Sunset
 News Service UP
 Transcription Service..... Standard, World
 Representative... Joseph Hershey McGillvra
 Membership NAB
 President-Manager..... Grover C. Munden
 Commercial Manager..... Charles Markey
 Sales Promotion Mgr..... Paul Parker
 Chief Engineer..... Ray Cummins

WMNC

MORGANTON—EST. 1947

MBS (Pending)

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Nathan J. Cooper
 Business Address P. O. Box 805
 Phone Number 1100
 Studio-Transmitter Location . . Highway 181, N.
 of Morganton
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 President-Owner, General-Commercial
 Manager Nathan J. Cooper
 Sales Promotion-Production Manager.
 Publicity Director Lee Douglas
 Chief Engineer Elmer Troutman

WPAQ (CP)

MOUNT AIRY

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Operated By Ralph D. Epperson

WHIT

NEW BERN—EST. 1942

MBS—THE TOBACCO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By . . The Coastal Bcstg. Co.,
 Inc.
 Business-Studio Address . . U. S. Highway 17, S.
 Phone Number 4450
 Air Time Mon-Fri, 6:30 a.m.-11:30 p.m.;
 Sat. 6:30 a.m.-12 M.; Sun. 8 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Walker
 Membership NAB, BMB
 President Louis N. Howard
 Station-Production
 Manager Gordon A. Scheihing
 Commercial-Sales Promotion
 Manager Richard B. Stark
 Program Director Gordon A. Scheihing
 Publicity Director Andy Anderson
 Chief Announcer Bruce Lee
 Chief Engineer William G. Haire

WNNC (CP)

NEWTON

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By . . . Newton-Conover Bcstg.
 Co.
 Business Address . . . 211 Main St., Gastonia,
 N. C.
 Partners Earl Holder, Ray Leinbach Sr.,
 Charles C. Turner

WILX

NORTH WILKESBORO—EST. 1947

MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Carolina-Northwest
 Bcstg. Co.

WKBC

NORTH WILKESBORO—EST. 1947

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Operated By Wilkes Bcstg. Co.
 Business-Studio Address Cashion Bldg.
 Phone Number 633
 Transmitter Location Elkin Highway No. 268
 Air Time Local Sunrise-Local Sunset
 News Service AP
 Transcription Service World
 Membership NAB, BMB
 General-Station Manager Doris B. Brown
 Commercial Manager Roland B. Potter
 Program Director, Production Manager,
 Farm Editor John T. Cashion
 Publicity Director George C. Yarbrough
 Chief Announcer Michael West
 Chief Engineer Robert L. Pinnix

WNAO

RALEIGH—EST. 1947

Frequency: 850 Kc. Power: 5000 Watts
 Owned-Operated By . . The News & Observer
 Publ. Co.
 Business Address 114 W. Martin St.
 Studio Address 219 S. McDowell
 Transmitter Location Cary Rd.
 Air Time 6 a.m.-M.
 Transcription Service Standard
 Representative Avery-Knodel
 Membership NAB, BMB
 President Josephus Daniels
 General-Station Manager Dudley Tichenor
 Chief Engineer Bascom E. Porter

WPTF

RALEIGH—EST. 1924

NBC

Frequency: 680 Kc. Power: 50,000 Watts
 Owned-Operated By WPTF Radio Co.
 Business-Studio Address Insurance Bldg.
 Phone Number 8311
 Transmitter Location Cary, N. C.
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Associated
 Representative Free & Peters
 Membership NAB, BMB
 President J. R. Weatherspoon
 General-Station Manager Richard H. Mason

Sales Manager.....O. L. Carpenter
 Director of Advertising &
 Promotion.....R. W. Youngsteadt
 Program Manager.....Graham B. Poyner
 Chief Engineer.....Henry Hulick, Jr.
 Farm Editor.....Ted Leeper

W R A L

RALEIGH—EST. 1939

MBS—TOBACCO NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Capitol Bcstg. Co., Inc.
 Business-Studio Address...130 S. Salisbury St.
 Phone Number.....6411
 Transmitter Location...E. Davie St. Extension
 Air Time.....6:30 a.m. 12 M.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Weed
 Membership.....NAB, BMB
 President.....A. J. Fletcher
 General-Station Manager.....Fred Fletcher
 Commercial Manager.....Tom Mitchel
 Program Director.....Howard Maschmeier
 Chief Engineer.....Stanley Brown

W F R C

REIDSVILLE—EST. 1947

KBS

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned-Operated By...Piedmont Carolina Bcstg.
 Co., Inc.
 Business-Studio Address.....18 Gilmer St.
 Phone Number.....1573-4
 Transmitter Location.....Leaksville Rd.
 Air Time.....6 a.m.-11 p.m.; 7 a.m.-10 p.m.
 Sun.
 News Service.....AP
 Transcription Service...World, Associated, Cole
 Representative.....Donald Cooke
 Membership.....NAB
 President.....H. T. Williams
 General-Station, Publicity
 Director.....W. E. Williams
 Commercial-Sales Promotion
 Manager.....George Anderson
 Program Director,
 Announcer.....Chuck Perron
 Production Manager.....Carolyn Reese
 Chief Engineer.....L. H. Alexander
 Farm Editor.....Mutt Burton

W C B T

ROANOKE RAPIDS—EST. 1940

MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Radio Station WCBT
 Incorporated
 Business Studio Address...251 Roanoke Ave.
 Phone Number.....R-855-1, R-856-1

Transmitter Location.....E. Tenth St. Ext.
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Lang-Worth, World
 Representative.....Burn-Smith
 Membership.....NAB, BMB
 President, General-Station Mgr...S. E. Crew
 Commercial-Sales Promotion Mgr..A. L. Drew
 Program-Publicity Director,
 Production Manager.....Jesse Helms
 Chief Announcer.....Jack Kenneth Johnson
 Musical Director.....Jerry Eton
 Chief Engineer.....C. W. Meares

W A Y N

ROCKINGHAM—EST. 1946

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Wayne M. Nelson
 Business-Studio Address...Rockingham, N. C.
 Phone Number.....611
 Transmitter Location...Rockingham, N. C.
 Air Time.....Local Sunrise-Local Sunset
 News Service.....UP
 Transcription Service.....Lang-Worth, Mac-
 Gregor, SESAC, Cole
 Membership.....NAB, BMB
 President-Owner, General
 Manager.....Wayne M. Nelson
 Commercial Manager...Mrs. Jimmie Ellerbe
 Chief Engineer.....William E. Henley

W C E C

ROCKY MOUNT—EST. 1947

Frequency: 810 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Losh L. Horne
 Business-Studio Address...115 N. Church St.
 Phone Number.....2880
 Transmitter Location...N. C. Highway 95, 2
 miles N. W. of City
 Air Time.....Local Sunset-Local Sunrise
 News Service.....AP
 Transcription Service.....Capitol, Associated
 Membership.....NAB
 President-Owner.....Josh L. Horne
 General Manager.....Melvin J. Warner
 Commercial Manager...Ruby Grant Dugan
 Program Director, Production
 Manager.....Ray Wilkinson
 Chief Engineer.....Warren Palmer

W E E D

ROCKY MOUNT—EST. 1933

ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....W. A. Wynne
 Business Address.....Box 752
 Phone Number.....1420
 Studio-Transmitter Location...Nashville Hwy
 Air Time.....6 a.m.-12 M.; 8 a.m.-M. Sun.

News Service AP
 Transcription Service World
 Membership NAB, BMB
 President-Owner, General Station
 Manager W. A. Wynne
 Commercial Manager Jack Cummings
 Program Director Tommy Snowden
 Chief Engineer W. A. Wynne

W S A T (CP) SALISBURY

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By Mid-Carolina Bcstg. Co.
 Business Address 119 Lawyers Row

W S T P SALISBURY—EST. 1939 MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Piedmont Bcstg. Corp.
 Business-Studio Address State Theater Bldg.
 Phone Number 2121
 Transmitter Location Statesville Rd.
 Air Time 7 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative McGillvra
 Membership NAB, BMB
 President, General Manager Bryce P. Beard
 Musical Director Russell B. McIntire
 Commercial Manager Katherine Murphy
 Publicity Director Pat Beard
 Chief Announcer Bill Brown
 Chief Engineer Carl B. Watson
 Farm Editor Jim Turner

W W G P SANFORD—EST. 1946

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By Lee Bcstg. Co.
 Address 23 Steele St.
 Phone Number 860
 Transmitter Location Near Tramway
 Air Time Daytime
 News Service UP
 Transcription Service World, Capitol, Cole
 Pres.-Gen. Manager W. W. Primm
 Commercial Manager L. O. Hutchins
 Promotion Manager G. C. Primm
 Program Director Gerald E. Bowman
 Chief Engineer Carey H. Olive

W O H S SHELBY—EST. 1946 MBS

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Operated By Western Carolina Radio
 Corp.

Business Address Box 1401
 Phone Number 340
 Studio-Transmitter Location Highway 74, W.
 Air Time Local Sunrise-Local Sunset
 News Service AP
 Transcription Service Thesaurus
 Membership NAB
 President Lee E. Weathers
 General-Station Manager,
 Chief Engineer Robert M. Wallace
 Commercial Manager Steve Woodson
 Production Manager Milton Scarboro
 Chief Announcer Charles Bickford

W E E B SOUTHERN PINES—EST. 1947 MBS

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By Sandhill Community
 Broadcasters, Inc.
 Business Address Box 1298
 Phone Number 6191
 News Service AP
 Representative Forjoe
 Pres.-Gen.-Comm. Mgr. Jack S. Younts
 Program Director Elizabeth M. Younts
 Production Director William E. Cox Jr.
 Chief Engineer Richard S. Philbrick

W S T S SOUTHERN PINES—EST. 1947

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Operated By Sandhill Bcstg. Corp.
 Business Address 113 E. Broad St.
 Phone Number 8271
 News Service UP
 Transcription Service Standard
 Representative Clark
 President F. L. Beber
 General Manager Joe B. Long Jr.
 Commercial Manager Kent L. Jeffrey
 Chief Engineer Clyde E. Rhodes

W S I C STATESVILLE—EST. 1947 MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Statesville Bcstg. Co.,
 Inc.
 Business-Studio Address P. O. Box 1189
 Phone Number 1000
 Transmitter Location Radio Rd., P. O. Box 1189
 Air Time 6 a.m.-12 M.; 8 a.m.-12 M.
 Sun.
 News Service AP
 Transcription Service World
 Membership NAB
 President Dr. James W. Davis
 General Manager Harry Gatton

• • • **NORTH CAROLINA** • • •

Program Director.....James Poston
Publicity Director.....Miss Francis Earle
Chief Announcer, Musical
Director.....Albert Watson
Chief Engineer.....T. K. Abernethy

W C P S

TARBORO—EST. 1946
SMITH DOUGLAS NETWORK
CAROLINA SPORTS NETWORK

Frequency: 760 Kc. Power: 1000 Watts d. only
Owned-Operated By.....Coastal Plains Bcstg.
Co., Inc.
Business-Studio Address.....Edgecombe Bank
Bldg.
Phone Number.....643
Transmitter Location.....U. S. Highway No. 64,
Rocky Mount-Tarboro
Air Time.....5 a.m.-Local Sunset
News Service.....AP
Transcription Service.....Lang-Worth, Capitol
Membership.....NAB, BMB
General Manager.....John C. Hanner
Commercial Manager.....Porter McNair
Program Director.....Syd Byrnes
Publicity Director.....Ruth Brewer
Chief Engineer.....Charles D. Chandler
Farm Editor.....S. Welcome Stanton

W T N C

THOMASVILLE—EST. 1947

Frequency: 790 Kc. Power: 1000 Watts d.
Owned-Operated By.....Thomasville Bcstg. Co.
Business-Studio Address.....Salem St. Extension
Phone Number.....902
Transmitter Location.....Salem St. Extension
Air Time.....Local Sunrise-Local Sunset
News Service.....AP
Transcription Service.....World
Membership.....NAB
President.....Russell F. Van Landingham
Station-Commercial-Sales Promotion
Manager.....Harold Harrison
Chief Announcer.....Harold Murray
Chief Engineer.....L. M. Sugg

WADE

WADESBORO—EST. 1947
N. C. STATE NETWORK

Frequency: 1210 Kc. Power: 1000 Watts d.
Owned-Operated By.....Anson Radio & Bcstg.
Co. Inc.
Business-Studio Address.....Lyon Bldg.
Phone Number.....620 and 427
Transmitter Location.....Morven Rd.
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Friedenberg
Membership.....NAB

President.....Robert P. Lyon
General-Station Manager.....G. Fred Johnson
Commercial-Sales Promotion
Manager.....Jack Hankins
Program-Production Manager.....Jacque Larabee
Chief Announcer, Musical
Director.....Wm. Billingsley
Chief Engineer.....John Thomas

W H E D (CP)

WASHINGTON

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Beaufort Bcstg. Co.

W R R F

WASHINGTON—EST. 1942

ABC

Frequency: 930 Kc. Power: 5000 Watts d.
Owned-Operated By.....Tar Heel Bcstg.
System, Inc.
Business-Studio Address.....Bank of Washington
Phone Number.....403
Transmitter Location.....U. S. Highway No. 17
Air Time.....5:30 a.m.-local sunset
News Service.....AP
Transcription Service.....Thesaurus
Representative.....For Joe
Membership.....NAB, BMB
President.....W. R. Roberson, Sr.
General Manager.....W. R. Roberson, Jr.
Station-Commercial Mgr.....T. H. Patterson
Sales Promotion Manager, Program
Director.....Don Pierce
Production Manager.....Ben Roebuck
Publicity Director, Chief
Announcer.....Merrill Daniels
Musical Director.....Paul Wynn
Chief Engineer.....Issacc Murphrey
Farm Editor.....Vernon Carter

W H C C

WAYNESVILLE—EST. 1947

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Smoky Mountain Bcstg.
Business Address.....Main St.
Phone Number.....680
News Service.....UP
Transcription Service.....Lang-Worth
President.....W. Curtis Russ
General Manager.....Robert M. Wallace
Commercial Manager.....Zeno Wall
Program Director.....George A. Flowers
Chief Engineer.....Don Hunnicutt

W E N C

WHITEVILLE—EST. 1946

MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....Whiteville Bcstg. Co. Inc.

• • • **NORTH CAROLINA** • • •

Business-Studio Address..... P. O. Box 508
Phone Number 120
Transmitter Location..... 1 mi. from Business District
Air Time..... 6 a.m.-11 p.m.
News Service..... AP
Transcription Service..... Standard, World
Membership..... NAB
General-Sales Promotion Manager,
Publicity Director..... Ward A. Coleman
Commercial Manager.. Mrs. Margaret McNeil
Program Director, Production
Manager..... Henry Hoppe
Chief Announcer..... Jim Pursell
Chief Engineer..... Harold Vanderment

W G N I
WILMINGTON—EST. 1946
 MBS

Frequency: 1340 Kc..... **Power:** 250 Watts
Owned-Operated By..... General Newspapers Inc.
Business-Studio Address..... Radio Bldg., Princess St.
Phone Number..... 2-2421-2; L.D. 30
Transmitter Location... Eagle Island at Cape River Bridge
Air Time..... 6:30 a.m.-12:05 a.m.
News Service..... UP
Transcription Service..... Capitol, Standard
Representative..... Joseph Hershey McGillvra
Membership..... NAB
President..... Carmage Walls
General Manager, Publicity
Director..... James W. Stewart
Commercial-Sales Promotion
Manager..... Foster Edwards
Program Director, Production
Manager..... Don Barber
Chief Announcer, Farm Editor..... Ed. McKay
Musical Director..... Larry Hartsfield
Chief Engineer..... W. P. Callahan

W M F D
WILMINGTON—EST. 1935
 ABC

Frequency: 1400 Kc..... **Power:** 250 Watts
Owned-Operated By..... Richard Austin Dunlea
Business Address..... P. O. Box 696
Phone Number..... Dial 4840
Studio Addresses: Castle Hayne Road, Forest Hills
Transmitter Location..... Castle Hayne Road
Air Time..... 7:30 a.m.-11 p.m.
News Service..... UP
Transcription Service..... World, Cole
Representative..... Burn-Smith Company
Owner-General Mgr...... B. A. Dunlea

Commercial Manager..... Claud O'Shields
Program Director..... H. W. Lee
Chief Engineer..... E. I. Herring

W G T M
WILSON—EST. 1937
 MBS—TOBACCO NETWORK

Frequency: 590 Kc..... **Power:** 5000 Watts
Owned-Operated By.. Watson Industries, Inc.
Business Address..... P. O. Box 976
Phone Number..... 2188-9
Studio Address..... Herring Ave.
Transmitter Location..... Rock Ridge, N. C.
Air Time..... 5:30 a.m.-12:30 p.m.
News Service..... UP
Transcription Service... World, Lang-Worth, Thesaurus
Representative..... George P. Hollingbery
Membership..... NAB, BMB
President-Owner..... Penn Thomas Watson
General Manager..... Allen Wannamaker
Assistant Manager..... Clint Farls
Commercial Manager..... Harry Severance
Production Manager..... Bill Jackson
Publicity Director..... Harriet Fulghum
Musical Director..... Jack Townsend
Chief Engineer..... W. H. Malone
Farm Editor..... Lee Parker

1 BILLION POUNDS TOBACCO = \$492,000,000

ONE STATION WGTM Complete TOBACCO-LAND COVERAGE

Now, the new 5000-watt voice of WGTM covers Wilson, world's largest bright-leaf tobacco market, and North Carolina's bright-leaf tobacco belt. Here, over a billion pounds of tobacco were produced and sold during the 1946-47 season. More than 952,539 Tar-heels in our 0.5 MV area share this wealth, offering North Carolina's richest opportunity.

For complete tobacco-land coverage . . . from the inside . . . you need only . . .

* Tobacco sales 1946-1947 season

The **WGTM** 590 KC
5000 Watts
WILSON, NORTH CAROLINA
 MBS THE TOBACCO NETWORK
Allen T. Wannamaker, Gen. Manager

WAIR

WINSTON-SALEM—EST. 1937

ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....WAIR Bcstg. Co.
 Business-Studio Address.....Pepper Bldg.
 Phone Number.....2-1133
 News Service.....AP
 Transcription Service.....World, Lang-Worth,
 Cole
 Representative.....Avery Knodel
 Membership.....NAB, BMB
 General Manager.....George Walker
 Asst. Manager.....James Hicks
 Commercial Manager.....C. G. Hill
 Sales Promotion Manager.....James Hicks
 Program Director.....Doris Pardington
 Chief Announcer.....Gilbert Stamper
 Chief Engineer.....Lee King

WSJS

WINSTON-SALEM—EST. 1930

NBC

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Operated By.....Piedmont Publishing
 Business-Studio Address.....419-21 N. Spruce St.
 Phone Number.....4141

News Service.....UP
 Transcription Service.....Associated, Standard
 Representative.....Headley-Reed
 Membership.....NAB, BMB
 President.....Gordon Gray
 Vice-President.....Harold Essex
 Sales Manager.....Harry B. Shaw
 Sales Promotion Manager.....Walter Blake
 Program Director.....Robert C. Estes
 Production Manager.....John Connas
 Musical Director.....B. C. Dunford, Jr.
 Chief Engineer.....Phil Hedrick

WTOB

WINSTON-SALEM—EST. 1946

MBS

Frequency: 710 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Winston-Salem Bcstg.
 Business-Studio Address.....826½ W. Fourth St.
 Phone Number.....7145
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Taylor-Howe-Snowden
 Membership.....NAB
 President.....James W. Coan
 General Manager.....John G. Johnson
 Program Manager.....Louis T. Marsh
 Production Manager.....Miss Elizabeth Trotman
 Chief Engineer.....L. C. Davis

NORTH DAKOTA

*Estimated Population 552,000—% Increase —14.0—Radio Homes 118,998
 Farms with Radios 57,769—Stations in State 11*

KFYR

BISMARCK—EST. 1925

NBC—NORTHWEST NETWORK

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Operated By.....Meyer Bcstg. Co.
 Business-Studio Address.....320 Broadway
 Phone Number.....468
 Air Time.....6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....John Blair
 Membership.....NAB, BMB
 President, General Manager.....P. J. Meyer
 Station Manager.....F. E. Fitzsimonds
 Commercial Manager.....Robert MacLeod
 Program-Publicity Director.....Cal Culver
 Production Manager.....Charles Schoregge
 Chief Engineer.....Ivar Nelson

Owned-Operated.....KDLR Inc.
 Business-Studio Address.....1025 3rd St.
 Phone Number.....1090
 Transmitter Location.....East end 4th St.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World, SESAC
 Membership.....BMB
 President, General Manager.....Bert Wick
 Chief Announcer.....Ray Kapp
 Chief Engineer.....Richard Moritz

KDIX

DICKINSON—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Dickinson Radio Assn.
 Business-Studio Address.....28 1st Ave. W.
 Phone Number.....348
 Transmitter Location.....N. Dickinson City Limits
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Standard
 Membership.....NAB

KDLR

DEVILS LAKE—EST. 1925

MBS—GREAT NORTHERN

Frequency: 1240 Kc. Power: 250 Watts

President.....Dr. P. J. Weir
 General-Station Manager...Orville F. Burda
 Commercial Manager.....Eugene L. Spear
 Sales Promotion Manager...Orville J. Narum
 Production Manager...Warren M. Peterson
 Publicity-Musical Director...George L. Brooks
 Chief Engineer.....Quintin V. Prochaska

K F G O

FARGO—EST. 1947

ABC

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By..Northern States Bcstg. Co.
 Business Address.....421½ N. P. Ave.
 Phone Number2-3291
 News ServiceAP
 Transcription Service.....SESAC, Standard
 RepresentativeRaymer
 President.....W. R. Haggart
 Gen.-Comm. Mgr.....Charles G. Burke
 Promotion Manager.....Frank P. Sanders
 Musical Director.....Wallace I. Bey

W D A Y

FARGO—EST. 1922

NBC—NORTHWEST NETWORK

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....WDAY, Inc.
 Business-Studio Address.....Black Bldg.
 Phone Number5357
 Air TimeUnlimited
 News Service.....AP, UP
 Transcription ServiceThesaurus
 Representative.....Free & Peters
 Membership.....NAB, BMB
 President, General.....E. C. Reineke
 Station Manager.....Jack Dunn
 Commercial Manager.....Tom Barnes
 Sales Promotion Manager...Roy Pedersen
 Production Manager.....Maurie Waller
 Musical Director.....Frank Scott
 Chief Engineer.....Julius Hetland

K I L O

GRAND FORKS—EST. 1941

CBS

Frequency: 1440 Kc....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By.....Dalton LeMasurier
 Business-Studio Address.....506 First Natl.
 Bank Bldg.
 Phone Number1200
 Air Time.....6:30 a.m.-12:05 a.m.
 News ServiceUP

Transcription ServiceLang-Worth
 RepresentativeAvery Knodel
 President-Owner.....Dalton Le Masurier
 Commercial Manager.....Elmer O. Hanson
 Program Director.....Ralph D. Herbert
 Chief Engineer.....Arnold Petrich

K N O X

GRAND FORKS—EST. 1947

MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Community Radio Corp.
 Business Address.....Box 1110
 Phone Number3500
 News ServiceUP
 Transcription ServiceWorld
 PresidentCarroll E. Day
 Gen.-Com. Mgr.....Frank W. Kaull
 Prom. Mgr.-Program Dir.....Jack Kennedy
 Chief Engineer.....Eugene Zober

K S J B

JAMESTOWN—EST. 1947

CBS—MBS

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Operated By.....Jamestown Bcstg.
 Company, Inc.
 Business Adress.....422 N.W. 2nd St.
 Phone Number1600
 Transmitter Location.....Highway 281 South
 Jamestown
 Air Time6 a.m.-12:05 a.m.
 News ServiceUP
 Transcription ServiceWorld
 Representative.....Adam J. Young, Jr., Inc.
 Membership.....NAB, BMB
 Chief Owner.....John W. Boler
 Vice President.....Joseph Goodfellow
 Program Director.....Wm. Barry
 Promotion Manager.....Mary Tucker
 General Manager.....Donn A. Clayton
 Commercial Manager.....Wm. Hurley
 Chief Engineer.....Robert Ridgeway
(See Following Page)

K G C U

MANDAN—EST. 1928

MBS—GREAT NORTHERN BCSTG. SYSTEM

Frequency: 1270 Kc....Power: 1000 Watts d.;
 250 Watts n.
 Owned-Operated By....Mandan Radio Assn.,
 Inc.
 Business-Studio Address...200 Third Ave.
 Northeast
 Phone Number800-1
 Transmitter Location...3½ mi. S.E. of Mandan
 on Highway No. 10

Air Time 17½ hrs. daily
 News Service AP
 Transcription Service Lang-Worth
 Membership BMB
 President W. S. Russell
 General-Commercial-Sales Promotion
 Manager M. J. Reichert
 Program-Publicity Director, Production
 Manager Merritt W. Bushee
 Chief Announcer John Z. Miller
 Chief Engineer Ray Barnett

Membership BMB
 President, General Manager John B. Cooley
 Station Manager C. W. Baker
 Commercial Manager E. H. Cooley
 Sales Promotion Manager Leslie E. Maupin
 Program Director James Hautman
 Production Manager Jack Helling
 Musical Director Arturo Petrucci
 Chief Engineer C. W. Baker

K L P M

MINOT—EST. 1929

MBS—GREAT NORTHERN

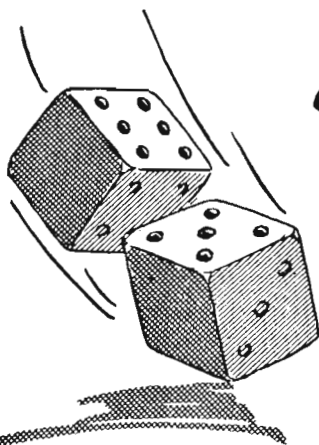
Frequency: 1390 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Operated By Minot Bcstg. Co.
 Business-Studio Address Fair Block
 Phone Number 1267, 684
 Transmitter Location 2 mi. S.E. of Minot
 Air Time 6:30 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative Walker

K O V C

VALLEY CITY—EST. 1936

MBS—GREAT NORTHERN—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By KOVC Inc.
 Business-Studio Address 312 Fifth Ave.
 Phone Number 408-W
 Air Time 6:30 a.m.-12 p.m.
 News Service UP
 Membership BMB
 President Robert E. Ingstad
 Sales Promotion Manager Wayne King
 Program Director Wayne Grant
 Production Manager Robert Nelson
 Chief Engineer Charles Sjostrom



It's a Natural!

. . . and for 11 years
 KSJB has been serving
 the rich Dakotas.

5000 WATTS • CBS AFFILIATE • 600 KILOCYCLES

Write for complete information

NATIONAL
 REPRESENTATIVE
**GEORGE
 HOLLINGBERRY**

KSJB

**JAMESTOWN
 NORTH DAKOTA**

WAKR

*TOWERS OVER
AKRON*



ABC Network

5000 WATTS

DAY and NIGHT

For the Facts Call

WEED & CO.

National Representatives

Also Operating WAKR-FM 97.5 MC. or Channel 248

Good PROGRAMS
FOR *23* YEARS

1350
CBS

WADJ

FIRST IN AKR

Soon Finest in FM

AKRON, OHIO

BASIC COLUMBIA NETWORK • 5000 WATTS

ALLEN T. SIMMONS • OWNER-OPERATOR

Represented Nationally by George P. Hollingbery Co.

O H I O

Estimated Population 7,773,000—% Increase +12.5—Radio Homes 2,034,588
Farms with Radios 186,503—Stations in State 52

W A D C

AKRON—EST. 1925

CBS

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By Allen T. Simmons
Business Address Box 830
Phone Number Meadowbrook 3211
Studio Address First National Tower, Okron,
Ohio & Tallmadge, Ohio
Transmitter Location State Route No. 8, N. of
Akron
Air Time 24 hrs. daily
News Service Transradio, UP
Transcription Service Standard, Lang-Worth,
World
Representative George P. Hollingbery
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
Traffic Manager Joe Jolliff
Promotion-Publicity Director Secret Williams
Chief Engineer John L. Wildermuth

W A K R

AKRON—EST. 1940

ABC

Frequency: 1590 Kc. Power: 5000 Watts
Owned By Summit Radio Corp.
Operated By S. Bernard Berk
Business-Studio Address First National Tower,
106 S. Main St.
Phone Number HEmlock 6151
Transmitter Location 739 Swartz Rd.
Air Time 5:30 a.m.-1:05 a.m.; 6:55 a.m.-1
a.m., Sun.
News Service AP, UP
Transcription Service Associated, Capitol,
Thesaurus
Representative Weed
Membership NAB
President, General Mgr. S. Bernard Berk
Assistant to President Roger G. Berk
Commercial Manager Kenneth M. Keegan
Program Director Gene Trace
Publicity Director Bert Charles
Musical Director Alan Freed
Chief Engineer Irwin L. Knopp
(See Page 563)

W H K K

AKRON—EST. 1945

MBS

Frequency: 640 Kc. Power: 1000 Watts

Owned-Operated By United Bcstg. Corp.
Business-Studio Address 51 W. State St.
Phone Number BLackstone 7101
Transmitter Location Akron-Penisulla Rd.
Air Time 6 a.m.—California sunset
News Service AP
Transcription Service Standard, Cole
Representative Paul H. Raymer
Membership NAB, BMB
Vice President H. K. Carpenter
General-Station Manager R. W. Richmond
Commercial Manager Philip R. Herbert
Sales Promotion Manager, Publicity
Director Thomas P. Egan
Program Director, Production Mgr. Lew Henry
Chief Announcer Jack Morrissey
Musical Director Bruce R. Blake
Chief Engineer James S. Hill
Farm Editor Cliff Rodgers

W I C A

ASHTABULA—EST. 1937

Frequency: 970 Kc. Power: 1000 Watts d.
Owned-Operated By WICA, Inc.
Business-Studio Address 221 Center St.
Phone Number 26-221; 27-181
Transmitter Location Jefferson Rd. R.D.
Air Time 6 a.m.—local sunset
News Service UP
Transcription Service Lang-Worth
Representative Walker
Membership BMB
President, General Manager R. B. Rowley
Station Manager Walter W. Walrath
Commercial Manager Donald F. Fassett
Program Director, Production
Manager Alfred B. Newkirk
Publicity Director, Farm Editor John Strasen
Musical Director Mary Pavolino
Chief Engineer Ted Searl

W T R F

BELLAIRE—EST. 1947

MBS

Frequency: 1290 Kc. Power: 1000 Watts d.
Owned-Operated By Tri-City Bcstg. Co.
Business Address Bellaire, Ohio
Phone Number 1515
News Service AP
Transcription Service World
President Jesse A. Bloch
General Manager Robert W. Ferguson
Commercial Manager Robert J. Campbell
Promotion Manager Albert T. Fischer
Program Director Franklin Curtis
Chief Engineer George Cowen

WILE (CP)

CAMBRIDGE

Frequency: 1270 Kc. Power: 1000 Watts d.
Owned-Operated By: Land O' Lakes Bcstg.
Corp.

Business Address: 917 Beatty Ave.
Phone Number: 3545
News Service: AP
Transcription Service: World
President: H. D. McClelland
V.P.-General Mgr.: Howard A. Donahoe
Chief Engineer: Wesley C. Randles

WAND

CANTON—EST. 1947

Frequency: 900 Kc. Power: 500 Watts d.
Owned-Operated By: P. C. Wilson
Business Address: 1414 12th St. N. E.

WCMW

CANTON—EST. 1946

Frequency: 1060 Kc. Power: 1000 Watts d.
Owned-Operated By: Stark Bcstg. Corp.
Business-Studio Address: 317 W. Tusc.
Phone Number: 8219
Transmitter Location: Hills & Dale Rd.
Air Time: Local sunrise-local sunset
News Service: INS
Transcription Service: Thesaurus, Standard,
Lang-Worth

Representative: Burn-Smith
President-Owner: Merlin Schneider
General Manager: Len Taylor
Vice President, Technical

Director: Royal G. Lister
Commercial Manager: George Starr
Sales Promotion Manager, Publicity

Director: Morrey Adelman
Program Director: Vic Decker
Chief Announcer: Tom Morrison
Musical Director: Robert Allen

WHBC

CANTON—EST. 1925

ABC

Frequency: 1480 Kc. Power: 5000 Watts
Owned By: Brush-Moore Newspapers, Inc.
Operated By: Ohio Bcstg. Co.
Business-Studio Address: 550 Market Ave. S.
Phone Number: 7166
Transmitter Location: Richville, Ohio
Air Time: 6:30 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service: AP, UP
Transcription Service: Capitol
Representative: William G. Rambeau
Membership: NAB, BMB
President: Roy D. Moore

General Manager: Joseph K. Vodrey
Director of Radio: Eugene Carr
Station Manager: Robert C. Fehlman
Commercial Manager: Gervis S. Brady
Sales Promotion Manager, Publicity
Director: Julius Glass
Program Director: Richard Neher
Production Manager, Musical
Director: Martin Alexander
Chief Engineer: Kenneth L. Sliker
Farm Editor: Richard Merrin

WBEX

CHILLICOTHE—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Shawnee Bcstg. Co.

WCKY

CINCINNATI—EST. 1929

Frequency: 1530 Kc. Power: 50,000 Watts
Owned-Operated By: L. B. Wilson Inc.
Business-Studio Address: Hotel Gibson
Phone Number: Cherry 6565
Transmitter Location: near Crescent Springs,
Ky.

Air Time: 5 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service: INS
Transcription Service: World, Standard,
Cole

Representative: Ralph E. McKinnie
Membership: NAB
President-Owner, General Mgr.: L. B. Wilson
Station-Commercial Manager, Chief
Engineer: C. H. Topmiller
Program Director, Chief

Announcer: Bill Dawes
Publicity Director: John Murphy
Musical Librarian: Ethlyn Hale

WCPO

CINCINNATI—EST. 1922

MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Scripps-Howard Radio,
Inc.

Business-Studio Address: 3800 Carew Tower
Phone Number: Main 3314
Transmitter Location: Daylight Bldg.
Air Time: 24 hrs. daily; 18 hrs. Sun.
News Service: AP, UP
Transcription Service: Lang-Worth, Associated
Representative: Branham
President: Jack R. Howard
General Manager: M. C. Watters
Station-Commercial-Sales Promotion
Manager: John Patrick Smith
Program Director, Farm
Editor: Glenn Clark Miller

Production Manager, Chief
 Announcer Earl Corbett
 Publicity Director Doreene Cleveland
 Musical Director Betty Richardson
 Chief Engineer Glen A. Davis

WKRC

CINCINNATI—EST. 1923

CBS

Frequency: 550 Kc. Power: 5000 Watts d.:
 1000 Watts n.

Owned-Operated By The Cincinnati Times-
 Star Co.

Business-Studio Address Hotel Alms

Phone Number WOODburn 0550

Transmitter Location Hotel Alms

Air Time .. 7 a.m.-2 a.m.; 5:30 p.m.-2 a.m., Sun.

News Service AP, UP

Transcription Service Standard, Lang-Worth

Representative Katz Agency

Membership NAB, BMB

President Hulbert Taft

Managing Director Hulbert Taft, Jr.

Station Manager Herman E. Fast

Commercial Manager U. A. Latham

Sales Promotion Manager Joel W. Stovall

Program Director Harvey Carey

Production Manager Syd Cornell

Publicity Director Charlton Wallace

Musical Director Bob Snyder

Chief Engineer George Wilson

Farm Editor Ben Werk

WLW

CINCINNATI—EST. 1922

NBC

Frequency: 700 Kc. Power: 50,000 Watts
 Owned-Operated By Crosley Bcstg. Corp.

Business-Studio Address .. Crosley Sq., 140 W.
 Ninth St.

Phone Number CHerry 1822

Transmitter Location Mason, Ohio

Air Time 24 hrs. daily

News Service AP, INS, UP

Transcription Service Thesaurus

Representative Keenan & Eickelberg

Membership NAB

President James D. Shouse

Vice-President, General

Manager R. E. Dunville

Vice-President in Charge of

Sales H. M. Smith

Director of Merchandising & Prom.

Activities M. N. Terry

Director of Sales

Promotion David E. Partridge

Vice-President in Charge of

Pgms. William P. Robinson

Pro. Mgr. & Asst. Pgm.

Director Chester Herman

Dir. of Publ. Relations &
 Publicity James J. Cassidy
 Chief Announcer Chester Herman
 General Mgr. of Music Milton Weiner
 Vice-President in Charge of
 Engineering R. J. Rockwell
 Farm Editor Roy Battles

WSAI

CINCINNATI—ES. 1923

ABC

Frequency: 1360 Kc. Power: 5000 Watts

Owned By Marshall Field

Operated By Buckeye Bcstg. Co.

Business-Studio Address 115 E. Fourth St.

Phone Number Main 1068

Transmitter Location Mt. Healthy

Air Time 6 a.m.-1 a.m.

News Service AP, UP

Transcription Service Thesaurus, Standard,

Capitol

Representative Avery-Knodel

Membership NAB, BMB

President-Owner Marshall Field

General Manager Robert M. Sampson

Assistant General Manager E. K. Bauer

National Sales Manager .. Robert H. Boulware

Program Director James Leonard

Production Manager, Chief

Announcer Fred Harper

Publicity Director Vonne Monsell

Musical Director Bruce Scott

Chief Engineer William E. Symons

WGAR

CLEVELAND—EST. 1930

CBS

Frequency: 1220 Kc. Power: 50,000 Watts

Owned-Operated By The WGAR Bcstg. Co.

Business-Studio Address Hotel Statler

Phone Number Prospect 0200

Transmitter Location .. Broadview & Aikins Rd.,

Broadview Heights, O.

Air Time 6 a.m.-3 a.m.

News Service INS, UP

Transcription Service Standard, Capitol

Representative Edward Petry

Membership NAB

President G. A. Richards

Vice President, General Mgr. John F. Patt

Sales Manager Harry Camp

Sales Promotion Manager Jack Roeder

Program Director Reginald Merridew

Production Manager Wayne Mack

Publicity Director Manuel Eisner

Chief Announcer Charles Roberts

Director of Music Henry Pildner

Vice President in Charge of

Engineering R. Morris Pierce

CLEVELAND'S *Chief* STATION

PULLS FOR YOU!



You should know what the Hoopers show . . . that morning and afternoons . . . on programs or spots . . . WJW delivers more listeners per dollar than any other Cleveland station.



BASIC
ABC Network
REPRESENTED

WJW

CLEVELAND

850 KC
5000 Watts

NATIONALLY BY HEADLEY - REED COMPANY

568

W H K

CLEVELAND—EST. 1921

MBS

Frequency: 1420 Kc. Power: 5000 Watts
 Owned-Operated By... United Bcstg. Co.
 Business-Studio Address... 1311 Terminal Tower
 Phone Number... Prospect 5800
 Transmitter Location... Seven Hills Village
 Air Time... 7:15 a.m.-1 a.m., Sun.: 6:30 a.m.-1
 a.m., Mon.-Fri.; 7 a.m.-2 a.m., Sat.
 News Service... AP, INS
 Transcription Service... ASCAP, BMI,
 Lang-Worth
 Representative... Paul H. Raymer
 Membership... NAB
 General Manager... K. K. Hackathorn
 Commercial Manager... J. B. Maurer
 Sales Promotion Manager... Henry Norweb, Jr.
 Program Director... C. M. Hunter
 Production Manager... B. Koeblytz
 Publicity Director... Paul Bairstow
 Musical Director... Willard Pott
 Chief Engineer... R. H. DeLany

W J M O

CLEVELAND—EST. 1947

Frequency: 1540 Kc. Power: 1000 Watts
 Owned-Operated By... The WJMO Bcstg. Co.
 Business-Studio Address... 2157 Euclid Ave.
 Phone Number... Superior 4424
 Transmitter Location... 2157 Euclid Ave.
 Air Time... Local sunrise-local sunset
 News Service... AP
 Transcription Service... Capitol, Standard
 Representative... Adam J. Young, Jr.
 Membership... NAB
 President... W. J. Marshall
 General-Station Manager... Dave Baylor
 Commercial Manager... Robert De Ichon
 Program Director, Production
 Manager... Charles Dolan
 Chief Announcer... Howie Lund
 Chief Engineer... Larry Shipley

W J W

CLEVELAND—EST. 1943

ABC

Frequency: 850 Kc. Power: 5000 Watts
 Owned-Operated By... William M. O'Neil
 Business-Studio Address... 1375 Euclid Ave.
 Phone Number... SU 0101
 Transmitter Location... N. Royalton, O.
 Air Time... 8 a.m.-1 a.m., Sun.; 6 a.m.-1 a.m.,
 Mon.-Fri.; 6 a.m.-2 a.m., Sat.
 News Service... Transradio, UP
 Transcription Service... Standard
 Representative... Headley-Reed
 Membership... NAB
 President-Owner... William M. O'Neil
 Assistant to President... Lawrence Webb

Commercial Manager (National)... Harold W.
 Waddell; (Local) W. J. Sylvester
 Sales Promotion Manager... Frank H. Blumer
 Program Director... Charles V. Hunter
 Publicity Director... James E. Hansen
 Chief Announcer... Stanley Peyton
 Chief Engineer... Gerald G. Roberts

W T A M

CLEVELAND—EST. 1923

NBC

Frequency: 1100 Kc. Power: 50,000 Watts
 Owned-Operated By... National Bcstg. Co., Inc.
 Business-Studio Address... 815 Superior Ave.
 Phone Number... CHerry 0942
 Transmitter Location... Brecksville, O.
 Air Time... 19½ hrs.
 News Service... AP, UP
 Transcription Service... Thesaurus, Standard
 Membership... NAB, BMB
 President... Niles Trammell
 General Manager... John McCormick
 Commercial Manager... Harold Gallagher
 Sales Promotion Manager... H. A. Barton
 Program Director... Hal Metzger
 Production Manager... Fred Wilson
 Publicity Director... Neil M. Flanagan
 Musical Director... Walberg Brown
 Chief Engineer... S. E. Leonard
 Farm Editor... Jim Chapman

For Prestige . . .

AP

Membership!

A NEW VOICE

**IN
GREATER
CLEVELAND**



**SERVING THE BEST BUYING POWER
IN THE NATION'S SIXTH CITY**

The Family Station

WSRS

1490 KC

WSRS FM

95.3 MEG.

**GREATER CLEVELAND'S 1ST AND ONLY
FULL-TIME INDEPENDENT RADIO STATION**

W S R S

CLEVELAND HEIGHTS—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Samuel R. Sague
 Business-Studio Address: Radio Center Bldg.,
 Cedar & Lee Rds.
 Phone Number: EReview 2005
 Air Time: 18 hrs. daily
 News Service: AP
 Transcription Service: Lang-Worth, World,
 SESAC
 Membership: NAB
 Owner, Chief Executive, General-Station
 Manager: S. R. Sague
 Production Mgr.: Carter Wayne
 Program Director: Hugh Sanders
 Chief Engineer: H. A. Brinkman
 Music Librarian: Isabelle Edgar
 Chief Announcer: Chick Lind

W B N S

COLUMBUS—EST. 1924

CBS

Frequency: 1460 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By: Radiochlo, Inc.
 Business-Studio Address: 33 N. High St.
 Phone Number: ADams 9265
 Transmitter Location: 1035 Barnett Rd.
 Air Time: Unlimited
 News Service: AP, PA
 Transcription Service: Thesaurus, Capitol
 Representative: John Blair
 Membership: NAB, BMB
 President: Richard S. Wolfe
 General Manager: Richard A. Borel
 Commercial Manager: W. I. Orr
 National Sales: Robert D. Thomas
 Program Director: Geer Parkinson
 Promotion Director: Jerome R. Reeves
 Musical Director: Paul Neal
 Chief Engineer: Lester H. Natzger
 Farm Editor: Bill Zipf

W C O L

COLUMBUS—EST. 1924

ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: The Pixleys
 Business-Studio Address: E. Broad at Young
 Phone Number: MAin 4581
 Air Time: 19 hrs.
 News Service: AP, INS
 Transcription Service: World, Lang-Worth,
 Associated
 Representative: Headley-Reed
 Membership: NAB, BMB
 Executive Partner: L. A. Pixley
 General-Station Manager: Jack Kelly
 Commercial-Sales Promotion
 Manager: Frank N. Jones

Program Director, Production

Manager: Al Albinger
 Publicity Director: Blanche Dohn
 Chief Announcer: George Lyman Arms
 Musical Director: Joe Weisberg
 Chief Engineer: Leo DeConnick
 Farm Editor: T. D. Harmon

W H K C

COLUMBUS—EST. 1921

MBS

Frequency: 610 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned By: Cleveland Plain Dealer
 Operated By: United Bcstg. Co.
 Business-Studio Address: 22 East Gay St.
 Phone Number: Adams 1101
 Transmitter Location: 901 Obetz Rd.
 Air Time: 6 a.m.-1 a.m.
 News Service: INS, UP
 Transcription Service: Lang-Worth, Cole
 Representative: Paul H. Raymer
 Membership: NAB, BMB
 President: Sterling Graham
 General-Station Manager: Carl M. Everson
 Commercial-Sales Promotion
 Manager: Harry H. Hoessly
 Program Director, Production
 Manager: John B. Moses
 Publicity Director: Juanita Wilcox
 Chief Announcer: B. J. Sweeney
 Musical Director: Abram Ruvinsky
 Chief Engineer: Wm. B. Minor
 Farm Editor: George Zeiss

W T N S

COSHOCTON—EST. 1947

Frequency: 1560 Kc. Power: 1000 Watts d.
 Owned-Operated By: Coshocton Bcstg. Co.
 Business Address: 14 N. Main St.
 Phone Number: 1560
 News Service: UP
 Transcription Service: Lang-Worth, Capitol,
 SESAC
 Pres.-Gen. Mgr.: Bruce Wallace
 Sta. Mgr. Pro. Dir.: Fred Dodge
 Comm.-Prom. Mgr.: Richard H. Athey
 Chief Engineer: Ben Jones

W I N G

DAYTON—EST. 1921

Frequency: 1410 Kc. Power: 5000 Watts
 Owned By: Great Trails Bcstg. Corp.
 Operated By: Radio Station WING
 Business-Studio Address: N. Main St.
 Phone Number: Adams 3288
 Air Time: 24 hrs. daily
 News Service: AP
 Transcription Service: Lang-Worth, Standard
 Representative: Weed

Membership BMB
 President Charles Sawyer
 General Manager J. P. Williams
 Station-Commercial Manager F. G. Dykstra
 Program Director Arthur Martin
 Production Manager Charles Reeder
 Publicity Director Assistant Margaret Josten
 Chief Announcer Jack Wymer
 Musical Director Charles Reeder
 Chief Engineer Lloyd House

General-Station Manager Robert H. Moody
 Commercial Manager Harvey R. Young, Jr.
 Sales Promotion Manager Stanley G. Mouse
 Program Director Lester G. Spencer
 Publicity Director Lillian Jeffries
 Chief Announcer Fred Brophy
 Musical Director Henry Lange
 Chief Engineer Ernest L. Adams
 Farm Editor Samuel Steiger

WHIO

DAYTON—EST. 1935

CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By Miami Valley Bcstg.
 Corp.

Business-Studio Address 45 S. Ludlow St.
 Phone Number Ad. 2261
 Transmitter Location Hempstead Rd.
 Air Time 19 hrs. daily; 16 hrs. Sun.
 News Service AP, INS, UP
 Transcription Service Standard, Associated
 Representative George P. Hollingbery
 Membership NAB, BMB
 President James M. Cox, Jr.

WLIO (CP)

EAST LIVERPOOL

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By Pottery Bcstg. Co.
 Business Address 410 North Ave., Millvale, Pa.
 Owners Earl D. Eisenhower, Dr. A. S.
 Sickman, J. Milton Hammond

WEOL (CP)

ELYRIA

Frequency: 930 Kc. Power: 100 Watts
 Owned-Operated By Elyria-Lorain Bcstg. Co.
 Business Address 330 Second St.
 Phone Number 2000
 Pres.-Gen. Mgr. Roy W. Ammel

"MARKETS
 ARE PEOPLE
 WITH
 BUYING
 POWER"

WHIO DAYTON COVERS

The No. 1 Market of the Miami Valley

WHIO, Dayton, listeners are solid citizens. 57% of 108,000 dwelling units in Dayton and Montgomery County are owner occupied. 97.5% of Dayton families and 97.1% of Montgomery County families are radio owners. Their effective buying power, estimated at \$4,903 per family in 1947 (\$1,263 higher than the national average), rests

solidly on regular employment by manufacturers of world famous products like cash registers, business and accounting machines, electric refrigerators, electric motors, rubber tires, and many others.

BMB and Hooper reports show most folks in Dayton and Miami Valley listen to WHIO. Local and national advertisers know this. Fine programs, accurate newscasts, plus *real* public service keep WHIO first among Dayton stations.



NEWS: UP, AP, INS, and CBS' Best Shows

G. P. Hollingberry Company, Representatives
 Harry E. Cummings, Southeastern Representative.

W F I N

FINDLAY—EST. 1941

KBS

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Operated By... Fred R. Hover Estate
 Business-Studio Address... 500½ S. Main St.
 Phone Number 1330
 Transmitter Location..... Williams Rd.
 Air Time .6:30 a.m.-local sunset; 7 a.m.-local sunset, Sun.
 News Service INS
 Transcription Service... Lang-Worth, Standard, SESAC, Cole
 Membership NAB, BMB
 General Manager..... Dimond Haver
 Sales Manager..... M. C. Clark
 Sales Promotion Manager... Richard K. Davis
 Traffic Manager..... Jean Lamb
 Chief Announcer, Farm Editor.. Fritz Sorenson
 Musical Director..... Margaret Truman
 Chief Engineer..... Edgar C. Smith

W M O H

HAMILTON—EST. 1944

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By..... The Fort Hamilton Bcstg. Co.
 Business-Studio Address.. Second Natl. Bank Bldg.
 Phone Number 4-6543
 Transmitter Location..... Middletown Pike
 Air Time . . . 6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.
 News Service UP
 Transcription Service Thesaurus
 Membership NAB
 President, Managing Dir..... Herbert G. Pabst
 Sales Manager..... Donald L. Chapin
 Program Director..... Don J. Meeks
 Chief Engineer..... Andrew F. Bruck
 Farm Program Director..... Luella Engel

W L O K

LIMA—EST. 1936

NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... The Fort Industry Co.
 Business Address..... 506 New Center Bldg., Detroit 2, Mich.
 Phone Number..... Trinity 17-700 Detroit
 Studio Address..... 1101 Natl. Bank Bldg.

Transmitter Location..... 1424 Rice Ave.
 Air Time..... 18 hrs. daily; 16 hrs. Sun.
 News Service AP
 Transcription Service..... Frederic W. Ziv
 Representative Headley-Reed
 Membership NAB, BMB
 President..... George B. Storer
 General Manager..... Lee B. Wailes
 Station-Sales Promotion Manager, Publicity Director J. Robert Kerns
 Commercial Manager..... Harry Jay
 Program Director..... E. C. Ulrick
 Chief Announcer..... Harley Lucas
 Chief Engineer..... Darrel Hunter

W M A N

MANSFIELD—EST. 1939

ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... Richland, Inc.
 Business-Studio Address... Ohio Theater Bldg.
 Phone Number 4235-6
 Transmitter Location..... Longview Ave. at N. Main
 Air Time.... 6:30 a.m.-12 M.; 7:30 a.m.-12 M., Sun.
 News Service UP
 Transcription Service World
 Representative Taylor-Howe-Snowden
 Membership NAB
 President Monroe Rubin
 General-Station Manager..... J. M. O'Hara
 Commercial-Sales Promotion Manager Carl Kindt
 Program Director, Production Manager Harry Lytle
 Chief Engineer..... William E. Morrison

W M O A

MARIETTA—EST. 1946

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..... Marietta Bcstg. Co., Inc.
 Business-Studio Address..... P. O. Box 201
 Phone Number 6383
 Transmitter Location..... Williamstown, W. Va.
 Air Time..... 17½ hrs. daily; 16 hrs. Sun.
 News Service UP
 Transcription Service..... Lang-Worth
 Program Director, Chief Announcer Harold Haught
 Chief Engineer..... Charles E. Clark

W M R N

MARION—EST. 1940

ABC—OHIO ASSN. OF BCSTRS.—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Marion Bcstg. Co.
 Business-Studio Address P. O. Box 518
 Phone Number 3226-7
 Transmitter Location P. O. Box 518
 Air Time 17 hrs.
 News Service UP
 Transcription Service Thesaurus
 Representative Horace N. Stovin
 Membership NAB, BMB, OAB
 President, General-Station
 Manager Robert T. Mason
 Commercial-Sales Promotion
 Manager Clark L. Dozer
 Program Director, Production
 Manager Sanford Marshall
 Publicity Director John Plank
 Musical Director Richard Cook
 Chief Engineer Francis J. Peters
 Farm Editor Richard Kathe

Owned-Operated By Paul F. Braden
 Business Address Central Ave.
 Phone Number 2-3625
 News Service AP
 Transcription Service Lang-Worth, SESAC
 Pres.-Gen. Mgr. Paul F. Braden
 Comm. Mgr. Pro. Dir. Ranny Daly
 Promotion Manager Don Lyons

W P T W

PIQUA—EST. 1947

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By Miami County Bcstg.
 Business Address 1625 W. Covington Ave.
 News Service AP
 Transcription Service World, SESAC
 Representative Grant
 Pres.-Gen.-Prom. Mgr. Richard E. Hunt
 Commercial Manager Carroll M. Ball
 Asst. Chief Engr.-V.P. George E. Donahue
 Secy.-Treas., Chief Engr. Byron F. London

W P A Y

PORTSMOUTH—EST. 1935

CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By The Scioto Bcstg. Co.

W P F B

MIDDLETOWN—EST. 1947

Frequency: 910 Kc. Power: 1000 Watts d.

Accent on Youth!

You profit twice when you buy time on WMRN. Teen-age acceptance of WMRN and the products it advertises is the *extra* dividend added to the proved high adult audience response among WMRN'S more than 200,000 prosperous listeners in seven of Ohio's richest farm and home counties.



Get the facts about this responsive audience! For results right now this well-to-do section of Ohio can be easily and economically sold on your product, and an exceptionally large number of teen-age listeners can be reached at the same time. Both adults and teen-agers stay tuned to WMRN. Address inquiries to Robert T. Mason, general manager, WMRN, Marion, Ohio.

W M R N



AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

Business-Studio Address.....1009 Gallia St.
 Phone Number.....Portsmouth 1010
 Transmitter Location.....1009 Gallia St.
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....William G. Rambeau
 Membership.....NAB, BMB
 Chief Executive.....Eugene Carr
 Station-Commercial Manager..Gerald F. Boyd
 Sales Promotion Manager, Publicity
 Director.....Carl Bodner
 Program Director, Production
 Manager.....Floyd Jackson
 Chief Announcer.....Jerry Grove
 Musical Director.....Dorothy Page
 Chief Engineer.....Maurice Myers
 Farm Editor.....Frank Balmert

W L E C

SANDUSKY—EST. 1947

MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Lake Erie Bcstg. Co.
 Business Address..Cleveland Rd. & Huntington
 Streets
 Phone Number.....5170
 News Service.....PN
 Transcription Service.....Lang-Worth, World
 President.....Lloyd A. Pixley
 V.P.-Gen. Mgr.....Albert E. Heiser
 Secty.-Dir.....J. H. Kelly
 Commercial Manager.....Louis E. Mahla
 Promotion Manager.....Donald Dean
 Program Director.....J. Wagner
 Chief Engineer.....George F. Buehrle

W I Z E

SPRINGFIELD—EST. 1940

ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Radio Voice of Spring-
 field, Inc.
 Business-Studio Address..115-117 W. High St.
 Phone Number.....3-4955
 Transmitter Location...115-117 W. High St.
 Air Time.....18 hrs. daily
 News Service.....UP
 Transcription Service..Lang-Worth, Standard
 Representative.....Weed
 Membership.....BMB
 President.....Charles Sawyer
 General Manager.....J. P. Williams
 Station-Commercial Manager..Adna H. Karns
 Program Director.....Robert Terry
 Production Manager.....Robert Christol
 Publicity Director.....Yvonne Roberts
 Musical Director.....Ernie Kendrick
 Chief Engineer.....Victor L. Bushong

W J E L

SPRINGFIELD—EST. 1947

KBS

Frequency: 1600 Kc.....Power: 500 Watts d.
 Owned-Operated By...Champion City Bcstg.
 Co.
 Business Address.....101 N. Fountain Ave.
 Partners.....Dr. Delbert Joseph Parsons,
 John E. Harwood, Bill Erin

W W S O

SPRINGFIELD—EST. 1947

Frequency: 1210 Kc.....Power: 250 Watts d.
 Owned-Operated By...Radio Springfield, Inc.
 Business Address.....Springfield, Ohio
 Phone Number.....3-6488
 News Service.....AP
 Transcription Service.....Thesaurus, World
 President.....Gus Sun
 Gen.-Comm. Mgr.....O. R. Bellamy
 Promotion Manager.....Dave Sawyer
 Program Director.....Virginia Weber
 Chief Engineer.....Robert Cory

W S T V

STEUBENVILLE—EST. 1940

MBS

Frequency: 1340 Kc.....Power 250 Watts
 Owned-Operated By...The Valley Bcstg. Co.
 Business-Studio Address...Exchange Realty
 Bldg.
 Phone Number.....2-6265
 Transmitter Location.....Altamont Heights
 Air Time.....7 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative...Joseph Hershey McGillvra
 General-Station-Commercial
 Manager.....John J. Laux
 Sales Promotion-Production Manager, Program-
 Publicity Director.....George H. Wilson
 Chief Announcer.....William Brabson
 Musical Director.....Thomas Arim
 Chief Engineer.....Charles Shepherd
 Farm Editor.....Frank Taylor

W S P D

TOLEDO—EST. 1921

NBC

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned-Operated By...The Fort Industry Co.
 Business-Studio Address...Bcst. Bldg., 136
 Huron St.
 Phone Number.....Adams 3175
 Transmitter Location.....R.F.D. Oregon Rd.,
 Rossford, O.
 Air Time..6 a.m.-1 a.m.; 7:45 a.m.-1 a.m., Sun.
 News Service.....AP, INS, UP

Transcription Service..Thesaurus, Lang-Worth,
Standard
RepresentativeKatz
MembershipNAB, BMB
PresidentGeorge B. Storer
Station Manager.....E. Y. Flanigan
Commercial Manager...Westford F. Shannon
Sales Promotion Manager...O. William Myers
Program Director.....Glenn C. Jackson
Production Manager.....Robert B. Evans
Musical Librarian.....Gene Williams
Chief Engineer.....Wm. M. Stringfellow
Farm Editor.....Harley West

WTOD

TOLEDO—EST. 1946

Frequency: 1560 Kc....Power: 1000 Watts d.
Owned-Operated By.....Unity Corp.
Business-Studio Address...515 Madison Ave.
Phone Number.....Garfield 5551
Transmitter Location...Byrne & Arlington Rds.
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service..Standard, Associated,
SESAC, Lang-Worth
RepresentativeSears & Ayer
MembershipNAB
PresidentStanley Speer
Station Manager.....Sunne Miller
Musical Director.....Frieda Miller
Chief Engineer.....Robert Sowers

WTOL

TOLEDO—EST. 1938

ABC—OHIO NETWORK

Frequency: 1230 Kc....Power: 250 Watts
Owned-Operated By...Community Bcstg. Co.
Business-Studio Address...Bell Bldg.
Phone Number.....Ad. 3291
Air Time.....6 a.m.-1 a.m.
News Service.....AP, UP
Transcription ServiceWorld
Representative.....Paul H. Raymer
MembershipNAB, BMB
PresidentFrazier Reams
General Manager.....Thomas S. Bretherton
Commercial Manager.....Morton Neipp
Program Director.....Karl R. Nelson
Publicity Director.....Francis Mc Nerney
Chief Engineer.....John Sheehan
Farm Editor.....Ken Lawrence

WRRN

WARREN—EST. 1941

MBS

Frequency: 1400 Kc....Power: 250 Watts
Owned-Operated By.....Nied & Stevens, Inc.
Business-Studio Address...108 Main St.
Phone Number2212-9

Transmitter Location.....710 Main St.
Air Time.....6:45 a.m.-12 M.
News ServiceUP
Transcription Service...Lang-Worth, SESAC
Representative.....Joseph Hershey McGillvra
MembershipNAB, BMB
PresidentPerry H. Stevens
General-Station Manager.....E. J. Pryor
Commercial Manager.....F. B. Cannon
Program Manager.....Richard G. Oram
Chief Engineer.....Robert V. Kinney
Farm Editor.....Charles R. Cleaver

WWST

WOOSTER—EST. 1947

Frequency: 960 Kc....Power: 500 Watts d.
Owned-Operated...Wooster Republic Ptg. Co.
Business Address.....Wooster, Ohio
Phone Number760
News ServiceAP
Transcription Service.....Standard, World
President.....Raymond E. Dix
General Manager.....Harold D. Schaaf
Commercial Manager.....Ted Evans
Program Director.....James Rowe
Chief Engineer.....Russell Grunder

WRFD

WORTHINGTON—EST. 1947

Frequency: 880 Kc....Power: 500 Watts d.
Owned-Operated By.....Peoples Bcstg Corp
Business Address.....649 High St.
News Service.....AP, INS
Transcription Service...Lang-Worth, SESAC
President.....James H. West
Station-Sales Mgr.....Edgar Parsons
Sales Promotion Mgr...Joseph D. Bradshaw
Program Director.....William Meredith
Chief Engineer.....Royce O. Woodward

WFMJ

YOUNGSTOWN—EST. 1939

ABC

Frequency: 1450 Kc....Power: 250 Watts
Owned By.....WFMJ Bcstg. Co.
Operated By.....William F. Maag, Jr.
Business-Studio Address...101 W. Boardman
Phone Number3-4121
Transmitter Location...101 W. Boardman St.
Air Time...6 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.
News Service.....AP, UP
Transcription Service...Standard, Thesaurus
RepresentativeHeadley-Reed
MembershipNAB, BMB
PresidentWilliam F. Maag, Jr.
National Sales.....Phil Wood
Program Director.....Robert B. Mackall
Chief Announcer.....William Crooks
Chief Engineer.....Frank A. Dieringer

WKBN

YOUNGSTOWN—EST. 1926

CBS

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By.....WKBN Bcstg. Corp.
 Business-Studio Address..17 N. Champion St.
 Phone Number4-2122
 Transmitter Location.....3430 Sunset Blvd.
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....World, Lang-Worth
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 President, General Mgr...W. P. Williamson, Jr.
 Station-Commercial Manager...J. L. Bowden
 Sales Promotion.....Howard Rempes
 Program Director.....Baldwin Harper
 Chief Engineer.....B. T. Wilkens
 Farm Editor.....Stuart Wilson

WHIZ

ZANESVILLE—EST. 1924

NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....Southeastern Ohio
 Bcstg. System, Inc.
 Business-Studio Address..Lind Arcade Bldg.
 Phone Number6000
 Transmitter Location.....Newark Rd.
 Air Time.....18 hrs. daily
 News Service.....AP
 Transcription Service...Lang-Worth, Capitol
 Representative.....John E. Pearson
 Membership.....NAB, BMB
 President.....Clay Littick
 General Manager.....Vernon A. Nolte
 Commercial Manager.....Nate Milder
 Program Director.....Robert Maley
 Chief Engineer.....Charles E. Hartmeyer

OKLAHOMA

*Estimated Population 2,311,000—% Increase —1.1—Radio Homes 499,018
 Farms with Radios 122,148—Stations in State 35*

KADA

ADA—EST. 1934

ABC—OKLAHOMA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....C. C. Morris
 Business-Studio Address..First Natl. Bank Bldg.
 Phone Number1212
 Transmitter Location.....N. of Ada, Okla.
 Air Time.....6 a.m.-11:05 p.m.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Taylor-Howe-Snowden
 Membership.....NAB
 Owner.....C. C. Morris
 General Manager.....James M. Griffith
 Commercial Manager.....Leroy W. Moses
 Program Director.....Bill Hoover
 Publicity Director.....Betty Hughes
 Chief Engineer.....Harold Walker

KWHW

ALTUS—EST. 1947

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Altus Bcstg. Co., Inc.
 Business-Studio Address.....205½ N. Main
 Phone Number1405
 Transmitter Location.....1 mi. N. of Town
 Air Time.....7 a.m.-10 p.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Homer Griffith

Membership.....NAB
 President, General Mgr...Frank E. Wimberly
 Commercial Manager.....Jon Wagner
 Chief Engineer.....Ernest Baucum

KVSO

ARDMORE—EST. 1935

ABC—OKLAHOMA NETWORK—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....John F. Easley
 Phone Number3030
 Air Time.....6 a.m.-11:05 p.m.
 News Service.....AP
 Transcription Service.....World, SESAC
 Representative.....Taylor-Howe-Snowden
 Membership.....NAB
 President-Owner.....John F. Easley
 General-Station Manager.....Albert Riesen
 Commercial Manager.....Hillis Bell
 Sales Promotion Manager...John E. Riesen
 Program Director.....Dolly Dutton
 Chief Engineer.....Wm. Kolb

KWON

BARTLESVILLE—EST. 1942

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By...Bartlesville Bcstg. Co.
 Business Address..100 Union Natl. Bank Bldg.
 Phone Number1400
 Transmitter Location.....U. S. Highway 75
 Air Time.....6:30 a.m.-11 p.m.

News Service AP
 Transcription Service Standard
 Membership NAB
 Pres.-Gen.-Comm. Mgr. J. Fred Case
 Chief Engineer John W. Overstreet

K W C O

CHICKASHA—EST. 1946

MBS

Frequency: 1560 Kc. Power: 250 Watts
 Owned-Operated By . . . Washita Valley Bcstg.
 Corp.

Business-Studio Address Briscoe Bldg.
 Phone Number 2899
 Transmitter Location . . . Grand Ave., Off U. S. 81
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Standard
 Membership NAB
 President, Chief Engineer . . . George C. Robinson
 General Manager James B. Quattlebaum
 Station Manager John Steele
 Commercial Manager Len Lyon
 Program Director George P. Miller

K R H D

DUNCAN—EST. 1947

MBS

Frequency: 1350 Kc. Power: 250 Watts d.,
 100 Watts n.

Owned-Operated By Duncan Bcstg. Co.
 Business Address P. O. Box 1192
 Phone Number 1350
 News Service UP
 Transcription Service Capitol
 Chief Owner R. H. Drewry
 Gen.-Comm.-Prom Mgr. W. Edward Evans
 Program Director Jack Raymond
 Chief Engineer W. E. Billington

K D U R (C P)

DURANT

Frequency: 1540 Kc. Power: 250 Watts
 Owned-Operated By Texhoma Bcstg. Co.
 Business Address 321 W. Main St.

K S E O

DURANT—EST. 1947

KBS

Frequency: 750 Kc. Power: 250 Watts d.
 Owned-Operated By Bennett & R. F. Story
 Business Address 129 1/2 N. Third Ave.
 Phone Number 102
 Studio-Transmitter Location . . . W. of City on
 Highway 70
 Air Time Local sunrise-local sunset

News Service AP
 Transcription Service Thesaurus
 Membership NAB
 Partners Bennett Story & R. F. Story
 General-Station Manager Weldon Stamps
 Commercial-Sales Promotion

Manager Gerald Sanders
 Program Director Muriel Mix
 Chief Announcer Jack Carter
 Chief Engineer Bill Watters
 Farm Editor Bob Beaty

K A S A

ELK CITY—EST. 1932

MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By . . . Southwestern Bcstg. Co.
 Address 204 N. Main St.
 Phone Number 730
 Transmitter Location 204 N. Main St.
 Air Time 6 a.m.-10:30 p.m.
 News Service UP
 Transcription Service Standard
 Membership NAB, BMB
 President-General Mgr. Lonnie J. Preston
 Commercial Manager J. A. Caldwell
 Promotion Manager Bob Pace
 Program Director Grace Caldwell
 Chief Engineer George Fenter

K C R C

ENID—EST. 1929

ABC—OKLAHOMA NETWORK

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Operated By Enid Radiophone Co.
 Business-Studio Address Broadway Tower
 Phone Number 447
 Transmitter Location 318 East Willow
 Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service AP
 Transcription Service Standard, Thesaurus
 Representative Taylor-Howe-Snowden
 Membership NAB, BMB
 President Mrs. M. C. Garber
 General Manager Milton B. Garber
 Commercial Manager H. P. Hale
 Sales Promotion Manager Hugh J. Finney
 Program-Musical

Director Dilmond D. Postlewait
 Chief Announcer Jay Jones
 Chief Engineer Murray D. Coleman

K T J S

HOBART—EST. 1947

KBS

Frequency: 1420 Kc. Power: 250 Watts d.
 Owned-Operated By T. J. Shriner

K S W O

LAWTON—EST. 1941

ABC—OKLAHOMA NETWORK

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Operated By: Oklahoma Quality
Bcstg. Co.

Business-Studio Address: 17th & "E" Ave.
Phone Number: 1380

Transmitter Location: 1½ mi. S.E. of Lawton
Air Time: 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service: UP

Transcription Service: Standard

Representative: Taylor-Howe-Snowden

Membership: NAB, BMB

President: R. H. Drewry

General Manager: Allan Page

Commercial-Sales Promotion

Manager: Neil Ashlock

Program Director, Production

Manager: Morgan Roberts

Chief Engineer: C. E. Billington

K T M C

McALESTER—EST. 1946

ABC—OKLAHOMA NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: J. Stanley O'Neill

Business-Studio Address: Municipal Bldg.

Phone Number: 2411-2

Transmitter Location: Corner Crisler Ave. &
A St.

Air Time: 17 hrs. daily

News Service: AP

Representative: Taylor-Howe-Snowden

Membership: NAB

President-Owner, General

Manager: J. Stanley O'Neill

Commercial-Sales Promotion

Manager: George L. Overton

Program- Publicity Director: Mollie Hutcheson

Production Manager, Musical

Director: Joan Cates

Chief Engineer: Glenn Barnett

Farm Editor: Jay Harmon

K O V E (CP)

MIAMI

Frequency: 910 Kc. Power: 1000 Watts

K B I X

MUSKOGEE—EST. 1936

ABC—OKLAHOMA NETWORK

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Oklahoma Press Publ.
Co.

Business-Studio Address: 910-913 Barnes Bldg.

Phone Number: 302-3

Transmitter Location: Barnes Bldg.

Air Time: 6 a.m.-12 M.

News Service: UP

Representative: Taylor-Howe-Snowden

Membership: NAB, BMB

President: Tams Bixby, Jr.

Station-Commercial Manager: Paul A. Bruner

Program Director: Frances Estes

Publicity Director: Mavis Rogers

Chief Announcer: LaMar Plummer

Chief Engineer: Earl H. Graves

Farm Editor: Forest Eaton

K M H U (CP)

MUSKOGEE

Frequency: 1380 Kc. Power: 1000 Watts d.
500 Watts n.

K B Y E

OKLAHOMA CITY—EST. 1947

Frequency: 890 Kc. Power: 1000 Watts d.

Owned By: State Bcstg. Co.

Operated By: Radio Station KBYE

Business-Studio Address: 108 N.W. 9th

Phone Number: 7-3653-4

Transmitter Location: 57th & Eastern

Air Time: Local sunrise-local sunset

News Service: UP

Transcription Service: Lang-Worth, Cole

Representative: Branham

Membership: NAB

Partners: A. Earl Cullum, Jr. & James M. Collins

President: A. Earl Cullum, Jr.

Vice President-Treasurer: James M. Collins

General Manager: Tom Johnson

Station Manager: Flora Luper

Sales Promotion Manager: O. C. Brown, Jr.

Musical Director: David Tate

Chief Engineer: Clyde Mosteller

K L P R

OKLAHOMA CITY—EST. 1947

Frequency: 1140 Kc. Power: 1000 Watts d.

Owned-Operated By: Oklahoma City Bcstg.

Co.

Business Address: 132½ W. Commerce St.

Phone Number: 3-6358

Studio-Transmitter Location: 73rd St. & Shields

Blvd.

Air Time: Local sunrise-local sunset

News Service: AP

Transcription Service: Associated

Membership: NAB

President-Owner, General Mgr.: Byrne Ross

Station-Commercial Manager: Walter Colvin

Program-Musical Director: Kathleen Burkett

Chief Announcer: Robert N. Chaddock

Chief Engineer: Jack Richmond

Farm Editor: Kelly West

In **OKLAHOMA**

It's

KOMA

OKLAHOMA CITY'S ONLY 50,000-WATT STATION

Joe Bernard, Gen. Mgr.

KTUL

TULSA'S ONLY EXCLUSIVE RADIO CENTER

5,000 WATTS DAY & NIGHT John Esau, V.P. & Gen. Mgr.

*Programs Geared
to the Sooner Market*

OKLAHOMA'S ONLY
C B S OUTLETS

Avery Knodel, Inc.
Natl. Representatives

K O C Y

OKLAHOMA CITY—EST. 1938

MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Plaza Court Bcstg. Co.
 Business-Studio Address... Plaza Court Bldg.
 Phone Number 3-4333
 Air Time... 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service AP
 Transcription Service... Standard, Thesaurus
 Representative Walker
 Membership NAB, BMB
 President John D. Thomas
 General-Station Manager... M. H. Bonebrake
 Commercial Manager... George Tarter
 Program Director Paul Bueanning
 Chief Announcer Carl McDaniel
 Musical Director... James D. Walker
 Chief Engineer Royden R. Freeland

K O M A

OKLAHOMA CITY—EST. 1927

CBS

Frequency: 1520 Kc. Power: 50,000 Watts
 Owned-Operated By... KOMA, Inc.
 Business-Studio Address... Biltmore Hotel
 Phone Number 2-3291
 Transmitter Location... Moore, Okla.
 Air Time... 5 a.m.-12:05 a.m.
 News Service UP
 Transcription Service... Capitol, Standard,
 Cole
 Representative Avery-Knodel
 Membership NAB, BMB
 President John Griffin
 General-Station Manager... J. J. Bernard
 Commercial Manager... Webster L. Benham, Jr.
 Sales Promotion Manager... Raymond Ruff
 Program Director Robert M. Eastman
 Production Manager... Perry Ward
 Publicity Director... Gerald Parrick
 Musical Director... Clarence Reynolds
 Chief Engineer M. W. Thomas
 Farm Editor Clarence Achgill

K T O K

OKLAHOMA CITY—EST. 1927

ABC

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
 Air Time... 6 a.m.-12 M.
 News Service AP, UP
 Transcription Service... World, Lang-Worth
 Representative... Taylor-Howe Snowden

Membership NAB, BMB
 President... O. L. Taylor
 Gen.-Station Manager... Robert D. Enoch
 Commercial Manager... Frank J. Lynch
 Program Director... Harold M. Shreve
 Promotion Manager... Phillip A. Kernan
 Chief Engineer... Clifford Easum

K T O W (CP)

OKLAHOMA CITY

Frequency: 800 Kc. Power: 250 Watts d.

W K Y

OKLAHOMA CITY—EST. 1928

NBC

Frequency: 930 Kc. Power: 5000 Watts
 Owned By... Oklahoma Publ. Co.
 Operated By... WKY Radiophone Co.
 Business-Studio Address... Shirvin Tower Hotel
 Phone Number 3-4306
 Transmitter Location... 1¼ mi. E. of Britton,
 Okla.
 Air Time... 19 hrs. daily
 News Service... AP, UP
 Transcription Service... Standard, Associated
 Representative Katz
 Membership NAB
 President E. K. Gaylord
 Station-Commercial Manager... P. A. Sugg
 Sales Promotion Manager... Gene White
 Program Director... Hoyt T. Andres
 Production Manager... Paul Brawner
 Publicity Director... Gene White
 Chief Announcer... Wakefield Holley
 Musical Director... Allan Clark
 Chief Engineer... H. J. Lovell
 Farm Editor... Edd Lemons

K H B G

OKMULGEE—EST. 1937

MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Okmulgee Bcstg. Corp.
 Business-Studio Address... Petroleum Bldg.
 Phone Number 3646-7
 Transmitter Location... 20th & Seminole
 Air Time... 5:54 a.m.-10:30 p.m.
 News Service UP
 Transcription Service... Lang-Worth, Keystone
 Representative Sears & Ayer
 Membership NAB, BMB
 President-Owner, General Mgr... Pat Buford
 Commercial-Sales Promotion Manager,
 Publicity Director... Lucille Buford
 Program Director, Production Manager,
 Musical Director... Miss Nova Clarke
 Chief Announcer... John Lenox, Jr.
 Chief Engineer... Chester Ludwick
 Farm Editor... E. R. Francis

KBLH

PAULS VALLEY—EST. 1948

Frequency: 1470 Kc. Power: 250 Watts d.
Owned-Operated By: James T. Jackson
Business Address: 110 E. Paul Ave.
Phone Number: 105
News Service: UP
President: James T. Jackson

WBBZ

PONCA CITY—EST. 1927

MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Adelaide Lillian Carrell
Business-Studio Address: 615 W. Grand Ave.
Phone Number: 3200-1
Transmitter Location: 615 W. Grand Ave.
Air Time: Unlimited
News Service: AP
Transcription Service: Thesaurus
Representative: Donald Cooke
Membership: NAB
President-Owner, General-Commercial
Manager: Adelaide Lillian Carrell
Sales Promotion Manager: Charles D. Edwards
Program-Publicity Director, Production
Manager: Bill Maugans
Chief Engineer: Nicholas J. De Francesco
Farm Editor: Bill Parker

KSMI (CP)

SEMINOLE

Frequency: 1260 Kc. Power: 500 Watts d.

KGFF

SHAWNEE—EST. 1930

ABC—OKLAHOMA NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned By: Stauffer Publ., Inc.
Operated By: KGFF Bcstg. Co., Inc.
Business Address: P. O. Box 2059
Phone Number: 4390-1
Studio Address: Ninth & Bell Sts.
Transmitter Location: Shawnee Country Club,
cor. of Bryan & Highland Sts.
Air Time: 6 a.m.—12 M.
News Service: AP
Transcription Service: Lang-Worth
Representative: Taylor-Howe-Snowden
Membership: NAB, BMB
President: Oscar S. Stauffer
General Manager: Roy J. Bowman
Commercial Manager: D. Frank McGee
Sales Promotion Manager: Maxine E. Bowman
Program Director: William A. Weaver
Chief Announcer: Lowell Clark
Chief Engineer: Joseph T. Gaskill

KSPI

STILLWATER—EST. 1947

MBS

Frequency: 780 Kc. Power: 250 Watts d.
Owned-Operated By: Stillwater Publ. Co.
Business Address: P. O. Box 231
Phone Number: 1831 office; 1807 studio
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: World
Representative: Burke, Kuipers & Mahoney
Membership: NAB, BMB
President: C. R. Bellatti
General-Station Manager: L. F. Bellatti
Commercial Manager: E. T. Condrey, Jr.
Program Director: W. R. McKinsey

KAKC

TULSA—EST. 1946

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Operated By: Public Radio Corp.
Business-Studio Address: Avey's Tulsa
Coliseum
Phone Number: 4-2401
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: Lang-Worth
Representative: Walker
Membership: NAB
President: Sam E. Avey
General Manager: Glenn Condon
Commercial Manager: James L. Neal
Sales Promotion Manager: James C. Crosbie
Program Director: Joan Wells
Production Manager: Allen Franklin
Chief Engineer: M. M. Donley

KFMJ

TULSA—EST. 1946

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Operated By: Fred Jones Bcstg. Co.
Business-Studio Address: Alvin Hotel, 7 E. 7th
Phone Number: 5-5555
Transmitter Location: 21st & Yale
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: World, Standard,
SESAC
Representative: Forjoe
Membership: NAB
President: Fred Jones
General-Station Manager: Lawson Taylor
Commercial Manager: Jack Betz
Sales Promotion Manager: Jack Fitzer
Program Director: Jack Hoffman
Publicity Director: Bill Bowers
Chief Announcer: Bill Taylor
Musical Director: Jack Hoffman
Chief Engineer: Nathan Wilcox
Farm Editor: Don Emmick

KOME

TULSA—EST. 1938

ABC—MBS—OKLAHOMA NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Oil Capitol Sales Corp.
 Business-Studio Address: 8th & Main
 Phone Number: 3-4121
 Air Time: 5:45 a.m.-11:30 p.m.
 News Service: AP
 Transcription Service: Standard, Lang-Worth
 Representative: Taylor-Howe-Snowden
 Membership: NAB
 President: Harry Schwartz
 General-Station Manager: Dick Campbell
 Commercial Manager: J. Howard Engle
 Sales Promotion Manager: Gregg Chancellor
 Program Director: Hal Hough
 Publicity Director: Etta May Avery
 Musical Director: Sally Ann Grimes
 Chief Engineer: Roy Brown

KTUL

TULSA—EST. 1934

CBS

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By: Tulsa Bcstg. Co.

KFMJ

Tulsa

Oklahoma

"Ob, What

a

Beautiful

Day"

1050 On the Dial

Business-Studio Address: Boulder-on-the-Park
 Phone Number: 2-3191
 Air Time: 18 hrs. daily
 News Service: UP
 Transcription Service: Capitol, Lang-Worth, Standard
 Representative: Avery-Knodel
 Membership: NAB, BMB
 President: John Toole Griffin
 Vice President, General Manager: John Esau
 Commercial Manager: L. A. Blust
 Sales Promotion Manager: Geo. L. Ketchum
 Program Director: Karl Janssen
 Production Manager: Ed Neibling
 Publicity Director: Sadie Adwon
 Chief Engineer: Robert Snider

KVOO

TULSA—EST. 1925

NBC

Frequency: 1170 Kc. Power: 50,000 Watts
 Owned-Operated By: Southwestern Sales Corp.
 Business-Studio Address: Philtower Bldg.
 Phone Number: 2-2254
 Air Time: 5:30 a.m.-12:05 a.m.
 News Service: INS, UP
 Transcription Service: Standard, Lang-Worth
 Representative: Edward Petry
 Membership: NAB, BMB
 President: P. Q. Proctor
 Vice President, General Manager: W. B. Way
 Commercial Manager: Gustav K. Brandborg
 Promotion Manager: Robert Schonhoff
 Program Director: F. M. Randolph
 Musical Director: Joseph O'Neill
 Chief Engineer: L. W. Stinson
 Farm Editor: Sam Schneider

KSIW

WOODWARD—EST. 1947

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned By: Woodward Bcstg. Co.
 Operated By: James L. Todd
 Business Address: Box 508
 Phone Number: 1450
 Studio-Transmitter Location: 22nd & Cedar
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Lang-Worth, Cole
 Membership: NAB
 President: David D. Price
 Station Manager: James L. Todd
 Commercial-Sales Promotion Manager: Herbert S. Swift
 Program Director: Harry Van Slycke
 Chief Engineer: Robert E. Davis

26TH YEAR

1922-1948

**ONE OF THE
GREAT STATIONS
OF THE NATION**

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

KGW

PORTLAND, OREGON

**AFFILIATED
WITH**



OREGON

*Estimated Population 1,517,000—% Increase +39.2—Radio Homes 440,160
Farms with Radios 56,254—Stations in State 33*

KWIL

ALBANY—EST. 1941

MBS—DON LEE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Central Willamette
Bcstg. Co.
Business-Studio Address: 15th & Elm Sts.,
Albany; Hotel Benton, Corvallis
Phone Number: Albany 1234; Corvallis 1870
Transmitter Location: 15th & Elm Sts.
Air Time: 6 a.m.-12 M.
News Service: UP
Transcription Service: Standard, World
Representative: Homer Griffith, John Keating
Membership: NAB, BMB
President: W. L. Jackson
Secretary-Treasurer: R. R. Cronise
General-Station Manager: Chet Wheeler
Commercial Manager: Hal Ryer
Program Director: LeRoy Jolley
Publicity Director: Carley Copenhaver
Chief Engineer, Farm Editor: Herb Davidson
Corvallis Manager: Derwood Smith

KWIN

ASHLAND—EST. 1946

KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Rogue Valley Bcstg.
Co., Inc.
Business-Studio Address: P. O. Box 305,
1160 Helman Rd.
Phone Number: 2-1351
Transmitter Location: 1160 Helman Rd.
Air Time: 6:30 a.m.-11 p.m.
News Service: AP
Transcription Service: World, Standard,
Capitol
Representative: Homer Griffith, John Keating
Membership: NAB, BMB
President: M. S. Hamaker
General-Station Manager: R. B. Reinholdt
Commercial Manager: E. P. Ba nett
Program Director, Production Manager, Chief
Announcer, Musical Dir.: Charles B. Field
Publicity Director: Bob Reinholdt
Chief Engineer: Ralph S. Click
Farm Editor: Doyle D. Seely

KAST

ASTORIA—EST. 1935

MUTUAL—DON LEE—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Astoria Bcstg. Co.
Address: Astoria, Ore.
General Manager: L. E. Parsons

KBKR

BAKER—EST. 1939

THE OREGON TRAIL NETWORK—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Inland Radio, Inc.
Business-Studio Address: First & Court Sts.
Phone Number: 140
Transmitter Location: East H St.
Air Time: 16 hrs. daily
News Service: UP
Transcription Service: Thesaurus
Representative: W. S. Grant, John Keating
Membership: NAB, BMB
Chief Owners: Marshall E. Cornett, Lee W.
Jacobs
P. esident: Marshall E. Cornett
Managing Director: Lee W. Jacobs
Station-Commercial
Manager: Kenneth B. Lockwood
Sales Promotion Manager, Publicity Director,
Farm Editor: Milton L. Levy
Program-Musical Director: Kenneth F. Holden
Production Manager, Chief
Announcer: Howard Simmons
Chief Engineer: Sidney S. Williams

KBND

BEND—EST. 1938

MBS—DON LEE—

KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Central Oregon Bcstg.
Co.
Business-Studio Address: 1101 Wall St.
Phone Number: 848
Transmitter Location: 1101 Wall St.
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: Lang-Worth
Membership: NAB, BMB
President, General-Station Manager, Publicity
Director: Frank H. Loggan
Program Director, Production Manager, Farm
Editor: Kessler Cannon
Musical Director: Roland McClure
Chief Engineer: Robert Dickinson

KOOS

COOS BAY—EST. 1928

MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: KOOS, Inc.
Business-Studio Address: 505 Hall Bldg.
Phone Number: 432-3
Transmitter Location: Hall Bldg.

Air Time . . . 6 a.m.-12 M.; 7 a.m.-11 p.m., Sun.
 News Service AP
 Transcription Service World
 Representative John Keating
 Membership NAB
 President-Owner Sheldon F. Sackett
 General Manager Fred F. Chitty
 Station Manager Hal Shade
 Commercial Manager Leonard Epling
 Program Director Sara Spough
 Chief Engineer Roger Spough

KWRO

COQVILLE—EST. 1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KWRO Bcstrs.
 Business Address Box 359 Coos Bay, Ore.
 Partners William E. Walsh, Walter L. Read

KRUL

CORVALLIS—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Pacific States Radio Co.
 Business-Studio Address 1225 S. Fifteenth St.
 Phone Number 1504-1178
 Transmitter Location 1225 S. Fifteenth St.
 Air Time 6:45 a.m.-11 p.m.
 News Service AP
 Transcription Service Lang-Worth, Cole
 Representative W. S. Grant
 Membership NAB, BMB
 President J. C. Haley
 Station-Commercial Manager Phil Waters
 Sales Promotion Manager James Bailey
 Program Director, Production Mgr. C. W. Peck
 Publicity Director Florence Gratoski
 Chief Announcer Bill Karl
 Musical Director Jeff Evans
 Chief Engineer J. C. Haley, Jr.
 Farm Editor Gene Kilgore

KODL

THE DALLES—EST. 1940

KBS

Frequency: 1230 Kc. Power: 250 Watts d.;
 100 Watts n.
 Owned-Operated By Western Radio Corp.
 Business-Studio Address Scenic Drive
 Phone Number 2300
 Transmitter Location The Dalles
 Air Time 15 hrs. daily
 News Service UP
 Transcription Service McGregor, KBS
 Membership NAB
 President, General Mgr. V. Barney Kenworthy
 Station-Commercial Mgr. Paul E. Walden
 Sales Promotion Manager Lee Phillips
 Program Director Arthur Elliott
 Chief Engineer Talmage McCartney

KASH

EUGENE—EST. 1947

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Operated By Radio Air Ways, Inc.
 Business Address P. O. Box 1600
 Phone Number 4595
 Studio-Transmitter Location Day Island Rd.
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Standard, Thesaurus
 President, General-Station
 Manager Erven L. Kincaid
 Commercial-Sales Promotion
 Manager D. C. Banta
 Program Director, Production
 Manager Bruce Nidever
 Publicity Director Clare Mattingly
 Chief Announcer Harry Sackett
 Musical Director Curtis Chezem
 Chief Engineer William R. Riley
 Farm Editor William Schneeflock

KORE

EUGENE—EST. 1927

MBS—DON LEE

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Eugene Bcst. Station
 Business Address Box 1032
 Phone Number 3
 Studio-Transmitter Location 27th & Willamette
 Sts.
 Air Time 6 a.m.-1 a.m.; 7 a.m.-12 M., Sun.
 News Service AP, UP
 Transcription Service World
 Representative John Keating, Homer Griffith
 Membership NAB, BMB
 President-Owner Violet G. Motter
 General Manager L. W. Trommlitz
 Commercial-Promotion Mgr. C. R. Hillyer
 Program Director Robert Eubanks
 Chief Engineer Harold Gander

KUGN

EUGENE—EST. 1946

ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Valley Bcstg. Co.
 Business-Studio Address P. O. Box 1400
 Phone Number Eugene 2800
 Transmitter Location Coburg Rd.
 Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service AP
 Transcription Service Capitol, Lang-Worth
 Station Representative W. S. Grant
 Membership NAB
 Co-Partners C. H. Fisher & B. N. Phillips
 General-Station Manager S. W. McCready
 Commercial Manager L. N. Young
 Program Director J. T. Hallock

Publicity Director..... Jim Prior
 Musical Director..... Robert Whitley
 Chief Engineer..... John Boren
 Farm Editor..... Earl Britton

K U I N

GRANTS PASS—EST. 1939

DON LEE—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Southern Oregon Bcstg.
 Co.

Business-Studio Address..... P. O. Box 148
 Phone Number.....4477
 Transmitter Location..... Highway 199
 Air Time.....17 hrs. daily
 News Service..... AP
 Transcription Service..... World, MacGregor
 Representative..... W. S. Grant
 Membership..... NAB, BMB
 President..... A. E. Voorhies
 General Manager..... Wm. B. Smullin
 Station Manager..... E. A. Malone
 Commercial Manager..... Glenn E. Nickell
 Sales Promotion Manager..... Mae Dawson
 Program Director..... Bill Smith
 Production Manager..... Harry Carmichael
 Publicity Director..... Beverly Clark
 Chief Announcer..... M. J. Guardino
 Musical Director..... Paul White
 Chief Engineer..... N. L. Williams

K F J I

KLAMATH FALLS—EST. 1922

MBS—DON LEE

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By..... KFJI Bcstrs.
 Business-Studio Address..... 203 Main
 Phone Number.....5155
 Transmitter Location..... 203 Main
 Air Time.....17½ hrs. daily
 News Service..... UP
 Transcription Service..... World
 Representative..... W. S. Grant
 Membership..... NAB
 President, General Manager..... W. D. Miller
 Commercial-Sales Promotion
 Manager..... Jack Keating
 Program Director, Production Manager, Chief
 Announcer..... Dick Maquire
 Publicity-Musical Director... Dick Wentworth
 Chief Engineer, Farm
 Editor..... William P. Grimes

K F L W

KLAMATH FALLS—EST. 1946

ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..... Herald Publ. Co. of
 Klamath Falls

Business-Studio Address.....1301 Esplanade
 Phone Number.....8115
 Transmitter Location.....1301 Esplanade
 Air Time.....6 a.m.-12 M.
 News Service..... AP
 Transcription Service..... Thesaurus
 Representative..... Homer Griffith
 Membership..... NAB, BMB
 President..... Frank Jenkins
 General-Station Manager..... H. J. Chandler
 Commercial Manager..... Max J. Frye
 Program- Publicity Director... Marjorie Eagle
 Production Manager..... Chuck Cecil
 Musical Director..... Bill Williams
 Chief Engineer..... Gilbert Walters
 Farm Editor..... Paul Alexander

K L B M

LA GRANDE—EST. 1938

KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..... Inland Radio, Inc.
 Business-Studio Address... Old Oregon Trail
 Phone Number.....220
 Transmitter Location..... Old Oregon Trail
 Air Time.....7 a.m.-10 p.m.
 News Service..... UP
 Transcription Service..... Standard, Keystone
 Membership..... NAB, BMB
 President..... Lee W. Jacobs
 Station Manager..... John G. Jones
 Commercial Manager..... Ken Lillard
 Program Director..... Marjorie Pierce
 Production Manager..... Jack Hatmaker
 Chief Engineer..... Walt Abbott
 Farm Editor..... Murray Durham

K M E D

MEDFORD—EST. 1922

NBC

Owned-Operated By..... Medford Radio Corp.
 Frequency: 1440 Kc.....Power: 1000 Watts
 Address..... Ross Lane
 Phone Number.....4000
 Studio Address..... Ross Lane
 Transmitter Location..... Ross Lane
 Air Time.....7 a.m.-10 p.m.
 News Service..... UP
 Transcription Service..... Standard
 Chief Owner-Gen. Mgr..... Mrs. W. J. Virgin
 Commercial Manager..... James J. Dunlevy
 Program Director..... Gladys LaMarr
 Promotion Manager..... John S. Duffy
 Chief Engineer..... Victor M. Califf

K Y J C

MEDFORD—EST. 1947

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By... Medford Printing Co.

Business-Studio Address.....Barnett Rd.
 Phone Number9200
 Transmitter Location.....Barnett Rd.
 Air Time...6 a.m.-12 M.; 8 a.m.-10 p.m., Sun.
 News ServiceAP, UP
 Transcription Service..Lang-Worth, Thesaurus,
 Cole
 Representative.....W. S. Grant
 Membership.....NAB
 President.....Robert W. Ruhl
 General Manager.....Gerald Latham
 Station Manager, Chief
 Engineer.....Collin R. Matheny
 Commercial Manager.....William Woodford
 Program Manager.....Lee S. Bullis
 Farm Editor.....Chester Stuart

K N P T (CP)
NEWPORT

Frequency: 1230 Kc.....Power: 250 Watts

K S R V

ONTARIO—EST. 1946
OREGON TRAIL NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Radio, Inc.
 Business-Studio Address.....Box 540
 Phone Number212
 Air Time.....6 am.-12 p.m.
 News Service.....UP
 Transcription Service....Capitol, World, NBC,
 Cole
 Representative.....W. S. Grant
 Membership.....NAB, BMB
 President.....Olive B. Cornett
 General Manager.....Lee W. Jacobs
 Station Manager.....Gordon L. Capps
 Commercial Manager.....John W. Powell
 Sales Promotion Manager...Elliot B. Behrens
 Program Director.....Ray Kozak
 Chief Engineer.....Charles E. Harland
 Farm Editor.....Charles Moore

K G O N

OREGON CITY—EST. 1947

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Clackamas Bcstrs.
 Business Address.....Box 391
 Phone Number7111
 Transcription Service....Capitol, Cole, Lang-
 Worth, World
 News Service.....AP
 Partners.....T. V. Ehmsen, R. Jarman,
 Dr. J. Fitzgibbon, F. C. Bain
 General Manager.....Floyd C. Bain
 Office Manager.....Lawrence A. Read
 Program Director.....Robert R. Roberts, Jr.
 Acct. Executive.....Howard I. Jackson
 Chief Engineer.....Temple V. Ehmsen

K W R C

PENDLETON—EST. 1941

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By....Western Radio Corp.
 Business-Studio Address...S.W. 6th St., P. O.
 Box 178
 Phone Number1425
 Transmitter Location.....S.W. 6th St.
 Air Time...6 a.m.-10:15 p.m.; 10:30 a.m.-9:15
 p.m., Sun.
 News Service.....UP
 Transcription Service..Lang-Worth, Thesaurus
 Representative.....Keating, Griffith
 Membership.....NAB
 President, General Mgr.....V. B. Kenworthy
 Station Manager.....Ted A. Smith
 Commercial Manager.....A. L. Anderson
 Program-Production Mgr...Edward J. Warmuth
 Special Events Director...Clayton Carpenter
 Chief Engineer.....James Leach

K A L E

PORTLAND—EST. 1932

MBS—DON LEE

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned By.....Journal Publishing Co.
 Operated By.....KALE, Inc.
 Business-Studio Address...919 S.W. Taylor
 St. Bldg.
 Phone Number.....Broadway 3484
 Transmitter Location.....Sylvan, Oregon
 Air Time.....5:45-12 M.; Sat., all night
 News Service.....AP, UP
 Transcription Service....Associated, Standard
 Representative.....John Blair
 Membership.....NAB
 President.....P. L. Jackson
 General Manager.....C. S. Jackson
 Commercial Manager.....Norman A. Davis
 Publicity Director.....Kelmar K. LeMaster
 Chief Announcer.....Lou Gillette
 Musical Director.....Al Uhles
 Chief Engineer.....A. E. Richmond
 Farm Editor.....Burton Hutton

K E X

PORTLAND—EST. 1926

ABC

Frequency: 1190 Kc.....Power: 5000 Watts
 (CP 50,000 Watts)
 Owned-Operated By....Westinghouse Radio
 Stations, Inc.
 Business Address...WRS—1619 Walnut St.,
 Phila. 3, Pa.
 Phone Number.....Rittenhouse 6-6870
 Studio Address..1230 S.W. Main St., Portland
 Station Phone Number.....Atwater 6214
 Transmitter Location....Clackamas, Oregon
 Air Time...6 a.m.-1 a.m.; 7 a.m.-1 a.m., Sun.
 News Service.....INS, UP

Transcription Service.....Associated, SESAC
 Representative.....Free & Peters
 Membership.....BMB
 President.....Walter Evans
 Vice President.....Walter E. Benoit
 General Manager.....J. B. Conley
 Station Manager.....C. S. Young
 Sales Manager.....Eldon Campbell
 Sales Promotion Manager.....C. L. Burrow
 Program Manager.....Melvin Bailey
 Chief Engineer.....T. T. Ely

K G W

PORTLAND—EST. 1922

NBC

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By...The Oregonian Publ. Co.
 Business-Studio Address...1011 S.W. Sixth Ave.
 Phone Number.....BEacon 6364
 Air Time...6 a.m.-12 M.; 7:30 a.m.-12 M., Sun.
 News Service.....AP, INS
 Transcription Service.....Thesaurus, SESAC,
 Cole, Lang-Worth

Representative.....Edward Pety
 Membership.....NAB, BMB
 President.....Caroline P. Leadbetter
 General Manager.....M. J. Frey
 Station Manager.....H. Quenton Cox
 Commercial Manager.....Jack N. Wassan
 Sales Promotion Manager.....Bob Hancock
 Program Director.....Homer Welch
 Production Manager.....Thos. J. Swafford
 Chief Engineer.....Harold C. Singleton

K O I N

PORTLAND—EST. 1925

CBS

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
 Air Time.....6 a.m.-12 M.
 News Service.....AP, INS, UP
 Transcription Service.....World, Capitol,
 Associated

Representative.....Avery-Knodel
 Membership.....NAB, BMB
 President-Owner.....Marshall Field
 General-Station Mgr.....Harry H. Buckendahl
 Program Director.....Ted W. Cooke
 Production Manager.....Willard Mears
 Promotion Director.....Marc Bowman
 Chief Engineer.....L. S. Bookwalter
 Farm Editor.....Luke Roberts

K P D Q

PORTLAND—EST. 1947

Frequency: 800 Kc.....Power: 1000 Watts

Owned-Operated By.....John W. Davis
 Business-Studio Address.....Oaks Park
 Phone Number.....Vermont 6142
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Wm. G. Rambeau
 President-Owner, General-Station-Commercial
 Manager.....John W. Davis
 Program Director.....Donovan Zundel
 Chief Announcer.....Curtis Faus
 Chief Engineer.....Rodney Johnson

K W J J

PORTLAND—EST. 1927

U. P. NETWORK

Frequency: 1080 Kc.....Power: 10,000 Watts
 Owned-Operated By.....KWJJ Bcst. Co., Inc.
 Business-Studio Address...1011 S.W. 6th Ave.
 Phone Number.....Atwater 4393-4-5
 Air Time.....6 a.m.-1 a.m.

News Service.....UP
 Transcription Service...Lang-Worth, Standard
 Representative.....Burn-Smith, W. S. Grant
 Membership.....NAB
 President.....W. J. Jerman
 General Manager.....John C. Egan
 Station Manager.....W. J. Jerman
 Commercial-Sales Promotion Manager,
 Publicity Director.....L. D. Henderson
 Program Director, Production
 Manager.....Jerry Speerstra
 Chief Announcer.....Art Morey
 Musical Director.....Leah Holt
 Chief Engineer.....Frank Hood

K X L

PORTLAND—EST. 1926

PACIFIC NORTHWEST BCSTRS.

Frequency: 750 Kc.....Power: 10,000 Watts d.
 Owned-Operated By.....KXL Bcstrs.
 Business-Studio Address.....Orpheum Bldg.
 Phone Number.....BR. 6451
 Transmitter Location.....Town of Harmony,
 Clackamas County, Ore.

Air Time...6 a.m.-local sunset: 10:05 p.m.-2
 a.m., Sun.
 News Service.....UP
 Transcription Service.....MacGregor, Lang-
 Worth, Keystone, Standard
 Representative.....Walker
 Membership.....NAB
 President, General-Station-Commercial
 Manager.....H. S. Jacobson
 Program Director.....Fred Eichorn
 Production Manager.....Jackson Fleming
 Publicity Director.....Paul Robinson
 Chief Engineer.....Ralph Mifflin
 Farm Editor.....Ben Buisman

KRNR

ROSEBURG—EST. 1935

MUTUAL—DON LEE—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By . . . News Review Company
 Business Address 134 N. Jackson St.
 Phone Number 4
 News Service AP
 Transcription Service Standard, World,
 Cole, SESAC
 Representative John Keating, Griffith
 President Frank Jenkins
 General Manager Iris Rice Helliwell
 Commercial Manager Del McKay

KSLM

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
 News Service UP, AP
 Transcription Service World
 Representatives Grant
 Membership NAB, BMB
 President-Gen. Mgr. Glenn McCormick
 Business Manager Lee Bishop

KTIL

TILLAMOOK—EST. 1947

KBS

Frequency: 1590 Kc. Power: 250 Watts
 Owned-Operated By . . Tillamook Bcstg. Co., Inc.
 Business Address Tillamook, Ore.
 Phone Number 1122
 News Service AP
 Transcription Service Cole, World
 Representative Keating
 President Fred H. Guyton
 General-Com:m. Mgr. Robert W. Harris

KOCO

SALEM—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned By B. Loring Schmidt
 Business-Studio Address 1426 Edgewater
 Phone Number 3109, 3100
 News Service UP
 Transcription Service Thesaurus, Capitol
 Representative Wm. G. Rambeau
 Membership NAB
 President-Owner B. Loring Schmidt
 General-Commercial Manager Al Schuss
 Program-Publicity Director Dave Hoss

PENNSYLVANIA

*Estimated Population 10,281,000—% Increase +3.8—Radio Homes 2,497,186
 Farms with Radios 143,252—Stations in State 92*

WHOL (CP)

ALLENTOWN

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By . . . Allentown Bcstg. Corp.
 Business Address 508 Hamilton St.

WKAP

ALLENTOWN—EST. 1947

KBS

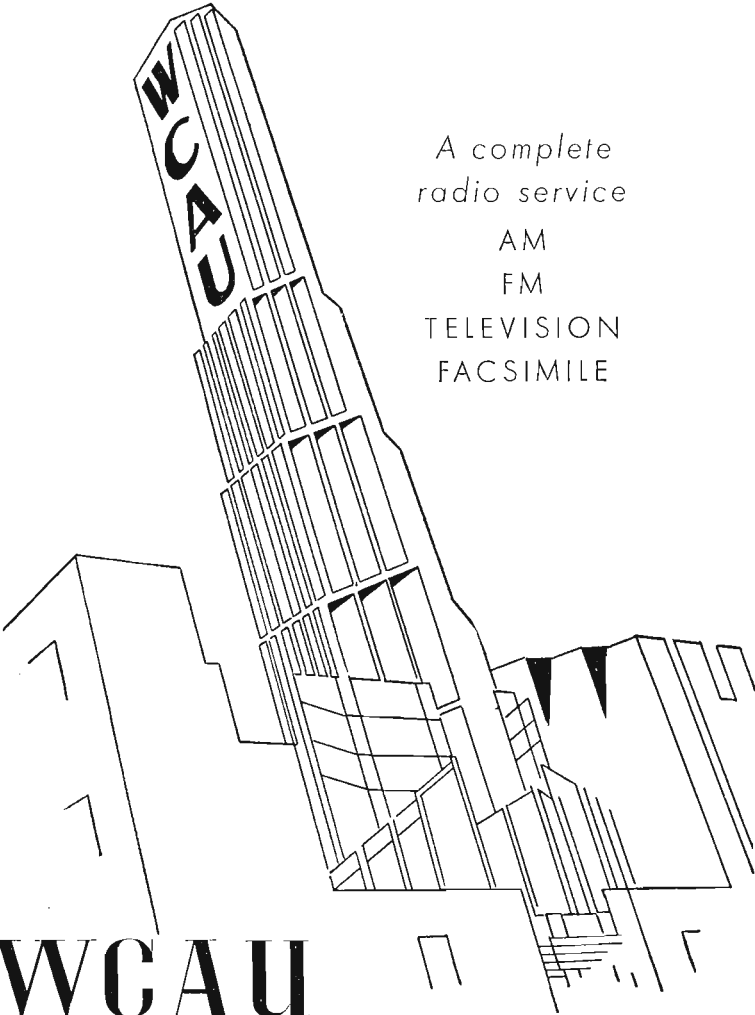
Frequency: 1580 Kc. Power: 1000 Watts
 Owned-Operated By . . . Allentown Bcstg. Co.
 Business-Studio Address 715 Hamilton St.
 Phone Number 3-3166
 Air Time Local sunrise to local sunset
 News Service AP
 Transcription Service World, Lang-Worth
 Representative Forjoe
 Membership NAB
 President N. Joe Rahall
 Station Mgr.-Program Dir. . . . Ben W. Muros
 Com.-Promotion Mgr.-Pub. Dir. . . O. R. Davies
 Chief Engineer C. Frank Cordaro

WSAN

ALLENTOWN—EST. 1923

NBC

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Operated By . . Lehigh Valley Bcstg. Co.
 Business-Studio Address 39-41 N. Tenth St.
 Phone Number Allentown 9511
 Transmitter Location Route 1, Allentown, Pa.
 Air Time 7 a.m.-1 a.m.; 8 a.m.-1 a.m. Sun.
 News Service AP, UP
 Transcription Service Thesaurus, Standard
 Representative Headley-Reed
 Membership NAB, BMB
 President J. Calvin Shumberger
 Vice-President, Managing Dir.,
 Station Mgr. B. Bryan Musse'man
 Commercial Office Mgr. Olivia P. Musselman
 Program-Musical Director George Y. Snyder
 Production Manager William S. Davies
 Chief Announcer John T. Van Sant
 Technical Supervisor Reuel H. Musselman



*A complete
radio service*

AM

FM

TELEVISION

FACSIMILE

WCAU

50,000 WATTS • CBS AFFILIATE

**Philadelphia's Leading
Radio Institution**

The Philadelphia Bulletin Stations

W F B G

ALTOONA—EST. 1924

NBC—QUAKER

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Gable Bcstg. Co.
 Business-Studio Address: 1320-32 11 Ave.
 Phone Number: 6467
 Air Time: 17 hrs. daily
 News Service: AP
 Transcription Service: World, Lang-Worth
 Representative: Headley-Reed Co.
 Membership: NAB
 President: George P. Gable
 Managing Dir.-Comm. Mgr.: John M. Snyder
 Program-Publicity Dir.: Wilbert Ketner
 Chief Engineer: George Burgoon

W J S W

ALTOONA—EST. 1947

MBS

Frequency: 1290 Kc. Power: 1000 Watts d.
 500 Watts n.
 Owned-Operated By: Altoona Bcstg. Co.
 Business-Studio Address: 1413 Eleventh Ave.
 Phone Number: 9301 Altoona, Pa.
 Air Time: 6:30 a.m.-1 a.m.
 News Service: UP
 Transcription Service: Standard
 Representative: Burn-Smith
 Membership: NAB
 President: Herbert T. Wolf
 General Manager: T. W. Metzger
 Station Manager: James E. Moren
 Comm. Mgr.-Program Dir.: Jerry McDevitt
 Sales Promotion Mgr.: David Burkhardt
 Publicity Director: Robert Michel
 Chief Engineer: C. Irving Metzger
 Farm Editor: Harvey Miller

W R T A

ALTOONA—EST. 1947

ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: The Thompson Bcstg Co.
 Business-Studio Address: 1421 12th Ave.
 Phone Number: 6646
 Air Time: 6:30 a.m.-1 a.m.
 News Service: UP
 Transcription Service: SESAC, Thesaurus
 Representative: Radio Advertising
 Membership: NAB
 President-Owner-General-
 Station-Commercial Mgr.: Roy F. Thompson
 Sales Promotion Mgr.:
 Publicity Director: J. Denny Stevens
 Program Director: Dorothy M. Jones
 Production Manager: Robert Klar
 Chief Engineer: George R. Burgoon
 Farm Editor: Robert Michael

W V A M (CP)

ALTOONA

Frequency: 1430 Kc. Power: 1000 Watts
 Business Address: 423 Central Trust Bldg.

W A V L

APOLLO—EST. 1947

Frequency: 910 Kc. Power: 1000 Watts d.
 Owned-Operated By: Tri-Borough Bcstg. Co.
 Business Address: 4th St. & Pa. Ave.
 Phone Number: 410
 News Service: UP
 Transcription Service: SESAC
 Owners: C. F. Clifton, A. J. West
 General Manager: C. F. Clifton
 Commercial Manager: A. J. West
 Promotion Manager: Carmen Tubby
 Program Director: H. Warren Anderson
 Chief Engineer: H. Edward Smith

W G P A

BETHLEHEM—EST. 1946

Frequency: 1100 Kc. Power: 250 Watts
 Owned-Operated By: The Bethlehems'
 Globe Publishing Co.
 Business-Studio Address: 426 Brodhead Ave.
 Phone Number: 6-8074
 Air Time: Local sunrise-local sunset
 News Service: UP
 Transcription Service: World, Capitol
 Membership: NAB
 Vice-President-Owner: Rolland L. Adams
 General-Station Mgr.: Arthur McCracken
 Commercial Manager: Dave Knipe
 Sales Promotion Manager: Betty Gordon
 Chief Engineer: L. Edwin Rybak

W C N R

BLOOMSBURG—EST. 1946

Frequency: 930 Kc. Power: 500 Watts d.
 Owned-Operated By: Columbia-Montour
 Broadcasting Corp.
 Business Address: 38 W. Main St.
 Phone Number: 1700
 News Service: AP
 Transcription Service: Thesaurus
 President: Robert R. Eyerly
 Gen. Mgr.-Prog. Dir.: Ed. Darlington
 Commercial Manager: John B. Girton
 Chief Engineer: S. E. Davis

W L T R

BLOOMSBURG—EST. 1947

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By: Bloom Radio, Inc.
 Business Address: 1 Washington Place

W E S B

BRADFORD—EST. 1947

MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By...Bradford Publications
 Business Address...43 Main St.
 Phone Number...3173, 7174
 Studio Address...Citizen's Nat'l Bank Bldg.
 Air Time...7 a.m.-12 M.; 8 a.m.-12 M. Sun.
 News Service...AP
 Transcription Service...World, Standard
 Membership...NAB
 General-Station Mgr...Joseph M. Cleary
 Commercial-Promotion Mgr...Arthur H. Hertlein
 Program Director...William Peters
 Chief Engineer...Benjamin Franklin
 Technical Supervisor...Earl F. Harlan

W I S R

BUTLER—EST. 1941

KBS

Frequency: 680 Kc. Power: 250 Watts
 Owned By...David H. Rosenblum
 Operated By...Butler Bcstg. Co.
 Business-Studio Address...357 N. Main St.
 Phone Number...4701-4702
 Air Time...Local Sunrise-Local Sunset
 News Service...UP
 Transcription Service...Lang-Worth, World
 Representative...Forjoe
 Membership...NAB, BMB
 President-Owner-
 General-Station Mgr...David H. Rosenblum
 Commercial Manager...Kent L. Jeffrey
 Sales Promotion-Program Dir.-
 Production Manager...Robert Kaufman
 Publicity Director...LaRue Hutter
 Chief Engineer...Paul Rex
 Farm Editor...Gladys Borne

W C H A

CHAMBERSBURG—EST. 1946

Frequency: 800 Kc. Power: 1000 Watts
 Owned-Operated By...Chambersburg Bcstg. Co.
 Business-Studio Address...Craft Press Bldg.
 Phone Number...1110-1111
 Air Time...Local Sunrise-Local Sunset
 News Service...UP
 Transcription Service...Capitol
 Representative...Forjoe
 Membership...NAB
 Vice-Pres.-Gen.-Station Mgr...John S. Booth
 Commercial Manager...Thompson K. Cassel
 Sales Promotion Mgr...M. Goodwin Clarke
 Program Director...Chas. M. Cassel
 Production Manager...Allen Saunders
 Publicity Director...David Gesler
 Musical Dir.-Farm Editor...Earl Strine
 Chief Engineer...Joseph Rose

W E S A

CHARLEROI—EST. 1947

Frequency: 940 Kc. Power: 250 Watts d.
 Owned-Operated By...Mongahela Valley
 Bcstg. Inc.
 Business Address...Charleroi, Pa.
 Phone Number...30
 News Service...AP
 Transcription Service...Capitol, World
 President...Dr. A. S. Sickman
 General Mgr...Pierre Paulin
 Sales Mgr...C. F. Kreitzer
 Chief Engineer...Henry Niederkoller

W P W A

CHESTER—EST. 1947

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By...Lou Poller
 Business Address...Chester, Pa.
 Phone Number...3-1641
 Air Time...Local Sunrise-Local Sunset
 News Service...AP
 Transcription Service...World, Capital
 Membership...NAB
 President-Owner...Lou Poller
 General-Station Manager...M. A. Mandel
 Sales Promotion Manager...Burton Levin
 Program Director...Charles Ross Capps
 Chief Engineer...Joe J. Goodman

W V C H (CP)

CHESTER

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Operated By...James M. Tisdale
 Business Address...Wolf Building
 Phone Number...2-8861
 News Service...UP
 Owner-Gen.-Comm. Mgr.-Chief Engr.
 James M. Tisdale
 Program Director...Edna Whittington

W C V I

CONNELLSVILLE—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By...Connellsville Bcstrs., Inc.
 Business-Studio Address...124 W. Crawford Ave.
 Phone Number...Connellsville 2700
 Air Time...17 hrs. daily
 News Service...UP
 Transmitter Service...Lang-Worth, SESAC
 President-Gen.-Station Mgr...J. Wylie Driscoll
 Chief Engineer...C. W. Ross

W B U X (CP)

DOYLESTOWN

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By...Charles M. Meredith

W C E D

DU BOIS—EST. 1939

CBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Tri-Country Bcstg.
 Address 80 North Park Place
 Phone Number 1700
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Joseph Hershey McGilvra
 Membership NAB, BMB
 President H. T. Gray
 Gen. Mgr.-Prog. Dir. Jason S. Gray
 Commercial Manager Les Ryder
 Promotion Manager Virginia Ryder
 Chief Engineer Vernon Stahl

W E S T

EASTON—EST. 1936

NBC—MUTUAL

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Associated Bcstrs., Inc.
 Business-Studio Address 516 Northampton St.
 Phone Number 6131
 Air Time 6:30 a.m.-1 a.m.

News Service UP
 Transcription Service Thesaurus
 Representative Robert Meeker
 Membership NAB
 Station Executive Clair R. McCollough
 Station Manager Elwood C. Anderson
 National Sales Manager J. Robert Gulick
 Program Director Eugene Bethman
 Chief Engineer J. E. Mathiot

W E R C

ERIE

NBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Presque Isle Bcstg. Co.
 Business-Studio Address 121 West 10th St.
 Phone Number 26-918
 Air Time 6 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Associated
 Representative Weed
 Membership NAB
 President Jacob A. Young
 General Manager Charles E. Denny
 Commercial Manager Frank Proudfoot
 Program Director Virginia Donachy
 Production Manager Arthur Ingram
 Chief Engineer L. W. Cooke, Jr.

5 Markets it pays you to Cover!

WKBO
 Harrisburg, Pa.
 Established 1922

WEST
 Easton, Pa.
 Established 1936



WRAW
 Reading, Pa.
 Established 1922

WORK
 York, Pa.
 Established 1932

W GAL
 Lancaster, Pa.
 Established 1922

Represented by

ROBERT MEEKER ASSOCIATES

New York · Chicago · San Francisco · Los Angeles

W L E U

ERIE—EST. 1935

ABC—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: WLEU Bcstg. Corp.
 Business-Studio Address: Commerce Bldg.,
 12th & State Sts.
 Transmitter Location: Commerce Bldg.,
 12th & State Sts.

Air Time: 6 a.m.-12 M.
 News Service: AP
 Transcription Service: World
 President: Leo J. Omelian
 Gen.-Station-Comm. Mgr.: V. Hamilton Weir
 Secretary: Miss Clara A. Thene
 Musical Director: Anthony Conti
 Farm Editor: Paul Crossman

W H J B

GREENBURG—EST. 1934

Frequency: 620 Kc. Power: 250 Watts d.
 (CP—1000 Watts—unlimited)
 Owned-Operated By: Pittsburgh Radio
 Supply House
 Business-Studio Address: 128 N. Penn Ave.
 Phone Number: 3740

Transmitter Location: 128 N. Penn Ave.
 Air Time: 7 a.m.-Local Sunset
 News Service: UP
 Transcription Service: Long-Worth
 Station Representative: Rambeau
 Membership: NAB
 President: H. J. Brennan
 General-Commercial Mgr.: George J. Podyyn
 Program Director: John Howard
 Chief Engineer: Lyle L. Allen

W K B O

HARRISBURG—EST. 1921

NBC—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Keystone Bcstg. Corp.
 Business-Studio Address: 31 N. Second St.
 Transmitter Location: Third & Walnut Sts.
 Air Time: 6:30 a.m.-1 a.m.
 News Service: UP
 Transcription Service: World
 Representative: Robert Meeker
 Membership: NAB
 Station Executive: Clair R. McCollough
 Station Manager: C. G. Moss
 National Sales Manager: J. Robert Gulick
 Program Director: David Bennett
 Chief Engineer: J. E. Mathiot

5 Markets it pays you to Cover!

WKBO

Harrisburg, Pa.
 Established 1922

WEST

Easton, Pa.
 Established 1936



WRAW

Reading, Pa.
 Established 1922

WORK

York, Pa.
 Established 1932

WGAL

Lancaster, Pa.
 Established 1922

Represented by

ROBERT MEEKER ASSOCIATES

New York · Chicago · San Francisco · Los Angeles

W H G B

HARRISBURG—EST. 1945

ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Harrisburg Bcstg. Co.
 Operated By Herbert Kendrick
 Business-Studio Address 112 Market St.
 Phone Number 23456
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Thesaurus
 Representative Weed
 Membership NAB, BMB
 Partners Herbert Kendrick & G. L. Hash
 General-Commercial Mgr. Herbert Kendrick
 Program Director Jack Hooper
 Production Manager Betsy Heagy
 Chief Announcer Stan Bowman
 Chief Engineer H. Glenwood Schlegel

W H P

HARRISBURG—EST. 1924

CBS

Frequency: 1460 Kc. Power: 5000 Watts d.
 1000 Watts n.
 Owned-Operated By WHP, Inc.
 Business-Studio Address 216 Locust St.

Phone Number 4-3211
 Air Time 6 a.m.-1 a.m.; 8 a.m.-1 a.m. Sun.
 News Service AP, UP
 Transcription Service Associated, Standard
 Representative Bolling
 Membership NAB, BMB
 Gen.-Station-Commercial Mgr. A. K. Redmond
 Sales Promotion Mgr. Beatrice M. Potteiger
 Program-Publicity Dir. Dick Redmond
 Production Manager John Price
 Musical Director David Shoop
 Chief Engineer E. Daniel Leibensperger
 Farm Editor George H. Wirt

W A Z L

HAZLETON—EST. 1932

NBC—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Hazleton Bcstg. Co.
 Business-Studio Address 708 Haz. Nat. Bank
 Bldg.
 Transmitter Location 708 Haz. Nat. Bank Bldg.
 Air Time 6:30a.m.-1 a.m.
 News Service UP
 Transcription Thesaurus
 Representative Radio Advertising
 Membership NAB, BMB
 President-Gen.-Station Mgr. Victor C. Diehm

WAZL HAZLETON

MEMBER OF NAB AND BMB

NBC AFFILIATE

9 OUT OF 10 FAMILIES
 LISTEN TO WAZL
 (BMB SURVEY)

LOCATED IN PENNSYLVANIA'S THIRD
 LARGEST POPULATED COUNTY—A RICH INDUSTRIAL REGION
 ANNUAL PAYROLL OF \$55,000,000 IN OUR
 COVERAGE AREA—PRACTICALLY ENTIRE AMOUNT SPENT HERE

FOR A BALANCED PARTICIPATION
 IT COSTS AS LITTLE AS .0019c PER LISTENER



AFFILIATE

Commercial-Sales Pro. Mgr. George Martin
 Program Dir.-Chief Announcer. Don Murray
 Production Manager. Dave Davies
 Publicity Director. Kathryn Kahler
 Musical Director. John Stanziola
 Chief Engineer. Elwood Tito
 Farm Editor. Paul Brown

W H O D (CP)

HOMESTEAD

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By. Steel City Bcstg. Corp.
 Business Address. 1209 Grant Bldg, Pittsburgh

W H U N

HUNTINGDON—EST. 1946

MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned By. The Joseph F. Biddle Pub. Co.
 Operated By. Radio Station WHUN
 Business-Studio Address. 400 Washington St.
 Phone Number 1291-1292
 Transmitter Location. 27th & Murray Ave.
 Air Time. 17½ hrs. Daily; 16 hrs. Sun.
 News Service UP
 Transcription Service. Standard, Cole, SESAC
 President-General Manager. John H. Biddle
 Station Manager. Samuel L. Stroh, Jr.
 Commercial Manager. Irvin C. Mann
 Program Director. Cary H. Simpson
 Chief Announcer. Michael A. Croft, Jr.
 Chief Engineer. James H. Hopewell

W D A D

INDIANA—EST. 1945

CBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. Indiana Bcst., Inc.
 Business-Studio Address. Indiana Theater Bldg.
 Phone Number 1780-1-3
 Transcription Location. East Pike
 Air Time. 7 a.m.-12:05 a.m.
 News Service AP
 Transcription Service. Standard, SESAC
 Representative. Joseph Hershey McGillvra
 Membership NAB
 President-Owner-Gen. Mgr. Paul J. Short
 Station-Production Mgr.-
 Program Director. Paul B. McCandless
 Commercial-Sales Promotion
 Manager Frank J. Richards
 Chief Announcer-Farm Editor. Paul Flinn
 Chief Engineer. R. F. Mihalick

W A R D

JOHNSTOWN—EST. 1946

CBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. Central Bcstg. Co., Inc.
 Business-Studio Address. 235 Franklin St.
 Phone Number. 81-216—81-217
 Transmitter Location. Prospect Hill
 Air Time. 7 a.m.-1:30 a.m.
 News Service UP
 Transcription Service World
 Representative Weed
 Membership NAB
 President Paul B. Short
 Vice-President-Gen. Mgr. George D. Gartland
 Station-Sales Promotion Mgr. Chas. R. Petrie
 Commercial Manager Joseph E. Cavanaugh
 Program Director. Robt. G. Walter
 Production Manager. Robt. Nelson
 Publicity Director. Manana Britton
 Chief Announcer. Jerry Kreeger
 Chief Engineer. Millard Coleman

W C R O

JOHNSTOWN—EST. 1946

ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Century Bcstg. Corp.
 Business-Studio Address. 317 Main St.
 Transmitter Location. Prospect Hill
 Air Time. 6:45 a.m.-12 M.; 8 a.m.-12 p.m. Sun.
 News Service INS
 Transcription Service Associated
 Representative Adam J. Young, Jr.
 Membership NAB
 President John J. Keel
 General Manager. John F. Hanssen
 Commercial Manager. Dennis Gerken
 Chief Engineer. Rexford Ackley

W J A C

JOHNSTOWN—EST. 1925

NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. WJAC, Inc.
 Business-Studio Address. WJAC Bldg.,
 329 Main St.
 Phone Number 2-4361
 Transmitter Location. Tribune Annex
 Air Time. 6:30 a.m.-12:05 a.m.;
 8 a.m.-12:05 a.m. Sun.
 News Service. AP
 Transcription Service. Lang-Worth, Standard,
 Thesaurus
 Representative Headley-Reed
 Membership NAB, BMB
 President-General Mgr. J. C. Tully
 Assistant General Station Mgr. John P. Foster
 Program Director. Campbell E. Patch
 Chief Engineer. N. L. Straub

W G A L
LANCASTER—EST. 1922

NBC—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: WGAL, Inc.
Business-Studio Address: 8 W. King St.
Phone Number: 5259
Transmitter Location: 8 W. King St.
Air Time: 6:30 a.m.-1 a.m.
News Service: UP
Transcription Service: Thesaurus
Representative: Robert Meeker
Membership: NAB
President: Clair R. McCullough
Station Manager: Walter O. Miller
National Sales Manager: J. Robert Gulick
Program Director: Ernest Stanziola
Chief Engineer: J. E. Mathiot

W L A N

LANCASTER—EST. 1946

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Operated By: Peoples Bcstg. Co.
Business-Studio Address: 252 N. Queen St.
Phone Number: 7261

Transmitter Location: Gypsy Hill Rd.
Air Time: Local Sunrise-Local Sunset
News Service: AP
Transcription Service: Lang-Worth, World
Representative: Forjoe
Membership: NAB
President-General-Station Commercial:
Sales Promotion Manager: F. H. Alldoerffer
Program-Publicity Director:
Production Manager: Mack Edwards
Chief Announcer: Herb Golombek
Musical Director: Robert Q. Stetler
Chief Engineer: Robert Love
Farm Editor: Byron Phillips

W L B R

LEBANON—EST. 1946

Frequency: 1270 Kc. Power: 1000 Watts
Owned-Operated By: Lebanon Bcstg. Co.
Business-Studio Address: Central Bldg.,
8th & Cumberland Sts.
Phone Number: 3900
Transmitter Location: Hill Church
Air Time: Local Sunrise-Local Sunset
News Service: AP
Transcription Service: World

5 Markets it pays you to Cover!

WKBO
Harrisburg, Pa.
Established 1922

WEST
Easton, Pa.
Established 1936

WRBW
Reading, Pa.
Established 1922

WORK
York, Pa.
Established 1932

WGAL
Lancaster, Pa.
Established 1922

CBN AFFILIATES

Represented by

ROBERT MEEKER ASSOCIATES

New York · Chicago · San Francisco · Los Angeles

Representative Radio Advertising
 Membership NAB, BMB
 Secretary-Treasurer Lester P. Elter
 Operations Manager Julian F. Skinnell
 Commercial Manager Phillip J. Reilly
 Production Manager Alan Bautzer
 Publicity Director Jerry Weiss
 Chief Announcer William Halpern
 Chief Engineer M. Leonard Savage

W C M B

LEMOYNE—EST. 1948

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Operated By Rossmoyno Corp.
 Business Address Lemoyne Theatre Bldg.
 Phone Number 4-3005
 News Service AP
 Transcription Service Associated
 President Edgar T. Shepard
 V.P.-General Mgr. Ed K. Smith
 Commercial Manager John Heikes
 Chief Engineer J. Howard Bair

W M R F

LEWISTOWN—EST. 1941

NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Lewiston Bcstg. Co.
 Business-Studio Address 5 W. Market St.
 Phone Number Lewistown 6757
 Transmitter Location Derry Township
 Air Time 7 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Burn-Smith
 Membership NAB, BMB
 General-Station Manager Thomas W. Metzger
 Commercial-Sales Promotion Mgr.

Program Director Ralph S. Parker
 Publicity Director Robert Wagner
 Chief Announcer George Yack
 Chief Engineer Bernard Bopp
 Farm Editor Jim Cox

W B P Z

LOCK HAVEN—EST. 1947

MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Lock Haven Bcstg. Corp.
 Business-Studio Address 132½ E. Main St.
 Phone Number 4038
 Transmitter Location Irvin St., Allison Twpshp.
 Air Time 7 a.m.-11:30 p.m.
 News Service AP
 Transcription Service Standard, SESAC
 Representative W. S. Grant
 Membership NAB
 President Donald C. Welch
 General Mgr.-Program Dir. Paul M. Breining
 Office Manager Mrs. Mildred Weber
 Commercial Manager Norman S. Caldwell

Production Mgr.-Publicity Dir. Willard Poff
 Chief Announcer Dave King
 Chief Engineer Kenneth B. Caum
 Farm Editor John B. McCool

W E D O

McKEESPORT—EST. 1946

Frequency: 810 Kc. Power: 1000 Watts
 Owned By Tri City Bcstg. Co.
 Operated By Edward J. Hirshberg
 Business-Studio Address 547 Fifth Ave.
 Phone Number 7167-8-9—HO 3113
 Transmitter Location N. Versailles Township
 Air Time Local Sunrise-Local Sunset
 News Service AP, INS
 Transcription Service Thesaurus, Lang-Worth,
 Capitol, MacGregor, Associated
 Station Representative Burke,
 Kuipers & Mahoney
 Membership NAB, BMB
 President-General-
 Station Manager Edward J. Hirshberg
 Commercial Manager John E. Karabin
 Sales Promotion Manager P. McKim
 Program Dir.-Production Mgr. Edward J. Patrick
 Publicity Director Jerome Ripp
 Chief Announcer Garry Goodwin
 Musical Director Jimmy Rice
 Chief Engineer Wilkes Hurley
 Farm Editor Bob Badger

W M C K

McKEESPORT—EST. 1946

KBS

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By Mon-Yough Bcstg. Co.
 Business-Studio Address 516 Market St.,
 Elks Temple
 Phone Number 7194 McKeesport
 Transmitter Location Liberty Boro
 Air Time 7 a.m.-1 a.m.
 News Service UP
 Transcription Service Standard, SESAC,
 Keystone
 Representative The Walker Co.
 President George R. Raikes
 General-Station Mgr. Jack Craddock
 Commercial-Sales Promotion Mgr. Roy Ferree
 Program Dir.-Production Mgr. Pat Haley
 Chief Announcer Tommy Stillwagon
 Chief Engineer Charles White

W B U D

MORRISVILLE—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned By Morrisville Bcstg. Co.
 Operated By Verna Hardin & Francis E. Streit
 Business-Studio Address 12 S. Penna. Ave.
 Phone Number Morrisville 7434 & 5273
 Transmitter Location Morrisville, Penna.
 Air Time 7 a.m.-12 M.

News Service AP
 Transcription Service.....Capitol, World
 Membership NAB
 General-Station Manager, Richard M. Hardin
 Commercial Manager.....Jim Dollard
 Sales Promotion Manager, Chief
 Announcer Robert Kent
 Program Director.....William F. Hildenbrand
 Production Manager.....Chris Harwood
 Musical Director.....Rusty Austin
 Chief Engineer.....William Brewer

W H W L

NANTICOKE—EST. 1947

Frequency: 730 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Radio Anthracite, Inc.
 Business-Studio Address.....38 E. Main St.
 Phone Number.....1332, 1333, 2241
 Transmitter Location.....Avondale (Plymouth
 Township)
 Air Time.....Local sunrise-local sunset
 News Service.....AP, UP
 Transcription Service.....Capitol, Standard,
 SESAC
 Representative Forjoe
 Membership NAB, BMB
 President-Owner.....Henry W. Lark
 General Manager.....Milton Laughlin
 Commercial Manager.....Tom Durkin
 Program Director.....Thomas A. Bigler
 Chief Engineer.....Bernard Hyzinski

W K S T

NEW CASTLE—EST. 1938

MBS

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By.....WKST, Inc.
 Business-Studio Address.....Cathedral Bldg.,
 E. Lincoln Ave.
 Phone Number.....5050
 Transmitter Location.....Savannah Center Rd.
 Air Time.....6:30 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative The Katz Agency
 Membership NAB, BMB
 President, General Mgr.....S. W. Townsend
 Station-Commercial Manager, Program
 Director.....Arthur W. Graham
 Sales Promotion Manager, Publicity
 Director Al Francis
 Production Manager, Chief
 Announcer Charles Wilson
 Musical Director.....Shirley Kerr
 Chief Engineer.....Robert Emch

W K P A

NEW KENSINGTON—EST. 1940

Frequency: 1150 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Allegheny-Kiski Bcstg.
 Business-Studio Address.....810 Fifth Ave.

Phone Number 3534
 Transmitter Location.....E. Deer Township
 Allegheny County
 Air Time.....Local sunrise-local sunset
 News Service UP
 Transcription Service.Lang-Worth, MacGregor,
 Cole, SESAC
 Representative.....Cox & Tanz
 General-Station Manager.....Edward J. Kroen
 Chief Announcer.....Michael Felock
 Chief Engineer.....W. W. Neely

W M G W

MEADVILLE—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Dr. H. C. Winslow
 Business-Studio Address.....First Nat'l Bank
 Bldg., Chestnut St.
 Phone Number 43-723
 Air Time.....6:30 a.m.-12 M.
 News Service UP
 Transcription Service.....Thesaurus
 Membership NAB
 Pres.-Owner.....Dr. H. C. Winslow
 Gen.-Sta. Mgr.....Victor C. Diehm
 Commercial Manager.....Mrs. Lorraine Yuhasz
 Program Director.....Thomas Tito
 Chief Engineer.....Hoyt Stout

W N A R

NORRISTOWN—EST. 1946

Frequency: 1110 Kc.....Power 500 Watts
 Owned-Operated By.....Rahall Bcstg. Co., Inc.
 Business-Studio Address.....115 W. Main St.
 Phone Number7600
 Air Time.....Local sunrise-local sunset
 News Service UP
 Transcription Service.....Lang-Worth, World
 Representative Forjoe
 Membership NAB
 President.....N. Joe Rahall
 Executive Director.....Farris E. Rahall
 Sta.-Comm. Mgr.....Tom Douds
 Prog. Dir.-Chief Announcer..Robert C. Ardrey
 Chief Engineer.....Franklin H. Bisbing

W K R Z

OIL CITY—EST. 1946

M2S—NORTHWESTERN PENN. NET—KBS
 Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Kenneth E. Rennekamp
 Business-Studio Address.....Veach Bldg.
 Phone Number.....Oil City 4-1269
 Air Time.....6:30 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative.....Joseph Hershey McGillvra
 President-Owner.....Kenneth E. Rennekamp
 General Manager.....C. Gene Gosch
 Program Director.....Frank Jacoby
 Chief Engineer.....Robert Shenberger

K Y W

PHILADELPHIA—EST. 1921
NATIONAL BROADCASTING CO.

Frequency: 1060 Kc.....Power: 50,000 aWts
 Owned-Operated By.....Westinghouse Radio
 Stations, Inc.

Business Address.....WRS—1619 Walnut St.
 Phone Number.....Rlittenhouse 6-6870
 Station Address.....1619 Walnut St.
 Station Phone Number.....LOcust 7-3760
 Transmitter Location.....Whitemarsh, Pa.
 Air Time....6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
 News Service.....AP, UP
 Transcription Service.....Associated
 Representative.....Free & Peters
 Membership.....BMB

WESTINGHOUSE RADIO STATIONS, INC.

Chairman.....Gwilym A. Price
 President.....Walter Evans
 Vice President.....Walter E. Benoit
 General Manager.....J. B. Conley
 Sales Manager.....B. A. McDonald
 Advertising-Sales Promotion

Manager.....W. B. McGill
 Program-Educational Dir.....Gordon Hawkins
 Engineering Manager.....George E. Hagerty
 Technical Field Director.....D. A. Myer

Director of Public Relations....C. M. Meehan
 Manager, Industrial Relations....L. R. Rawlins
 Auditor.....I. C. Ruby
 Washington Representative.....F. P. Nelson

KYW PERSONNEL

President.....Walter Evans
 Vice President.....Walter E. Benoit
 General Manager.....J. B. Conley
 Station Manager.....Robert E. White
 Sales Manager.....Harvey McCall, Jr.
 Advertising-Sales Promotion
 Manager.....Arthur C. Schofield
 Program Manager.....James P. Begley, Jr.
 Publicity Representative.....John P. Meagher
 Musical Director.....Clarence Fuhrman
 Chief Engineer.....Irvin N. Eney
 Agricultural Director.....Ted Steele

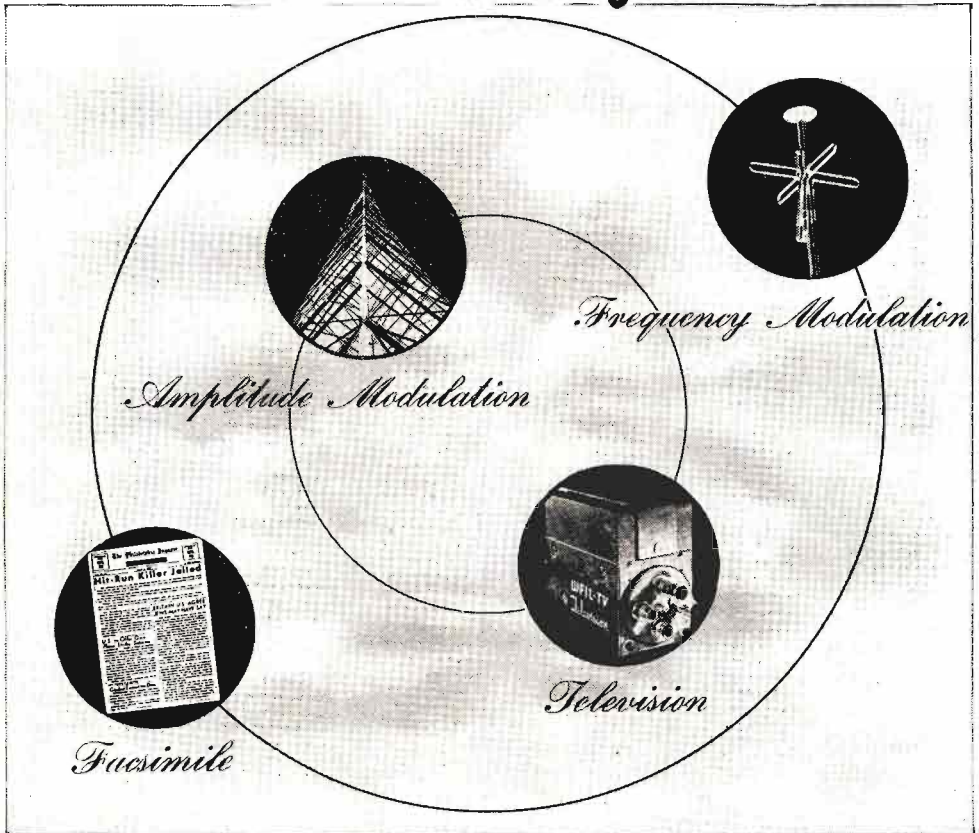
W D A S

PHILADELPHIA—EST. 1922

Frequency: 1400 Kc.....Power 250 Watts
 Owned-Operated By....WDAS Bcstg. Sta., Inc.
 Address.....1211 Chestnut Street
 Phone Number.....Locust 7-7400
 Transmitter Location.....Woodside Park
 Air Time.....7 a.m.-12 M.
 News Service.....AP

The
 Best Dollar Buy
 in Philadelphia
WDAS

pattern for progress..



For twenty-five years, progressive planning has kept WFIL in the forefront of the broadcasting industry. Now, new developments have placed fresh emphasis on radio stations as instruments of public expression. Frequency Modulation, Television, and Facsimile offer new and wider opportunities for public service. And—once again—WFIL has taken the lead. WFIL-FM, Philadelphia's First Commercial FM Station, has been in operation since 1941. September, 1947, saw the

inauguration of service by WFIL's television station, WFIL-TV. First demonstrations of WFIL facsimile were held in May of that same year.

The station's wholehearted entrance into these new phases of broadcasting is typical of the spirit which has highlighted WFIL's twenty-five years as a local institution. It is this same spirit which goes into the building of every WFIL program and plan of promotion... the spirit which assures the success of your WFIL program.

**The Philadelphia Inquirer
Station**

WFIL *Philadelphia*
AN ABC AFFILIATE
REPRESENTED NATIONALLY BY THE KATZ AGENCY

Transcription Service..... Lang-Worth, World.
SESAC

Representative Forjoe
Membership NAB, BMB
President..... William Goldman
General Manager..... Leslie W. Joy
Program Director..... Michael Deegan
Production Manager..... Gilbert Morris
Chief Engineer..... Frank W. Unterberger

W C A U

PHILADELPHIA—EST. 1922

CBS

Frequency: 1210 Kc..... Power: 50,000 Watts
Owned-Operated By.. Philadelphia Record Co.
Business-Studio Address... 1622 Chestnut St.
Phone Number..... LOcust 7-7700
Transmitter Location..... Moorestown, N. J.
Air Time.. 5:25 a.m.-1:05 a.m.; 8 a.m.-1:05 a.m.,
Sun.

News Service..... AP, UP
Transcription Service World
Representative.. Bertha Bannan, Paul Raymer,
Co.

Membership BMB, FMA
General Manager..... Leon Levy
Asst. Gen. Manager..... Joseph L. Tinney
Sales Manager..... Alex Rosenman
Sales Promotion Manager... Robert N. Pryor
Program Director..... Joseph T. Connolly
Publicity Director..... John J. Kelly
Chief Announcer..... Hugh Walton
Musical Director..... Joey Kearns
Chief Engineer..... George Lewis
Farm Editor..... Amos Kirby

(See Page 591)

W F I L

PHILADELPHIA—EST. 1922

ABC

Frequency: 560 Kc..... Power: 5000 Watts
Owned-Operated By.. The Phila. Inquirer Div.
of Triangle Publications, Inc.

Business-Studio Address..... Widener Bldg.
Phone Number..... Rittenhouse 6-6900
Transmitter Location... Whitemarsh Township,
Whitemarsh, Pa.

Air Time.. 5:45 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service..... AP, UP
Transcription Service Associated
Representative..... The Katz Agency
Membership NAB, BMB
General Manager..... Roger W. Clipp
Sales Director..... John E. Surrick
Promotion Director..... James T. Quirk
Program Director..... Jack Steck
Production Director..... Paul M. Frailey
Musical Director..... Norman Black
Chief Engineer..... Louis E. Littlejohn

W H A T

PHILADELPHIA—EST. 1927

Frequency: 1340 Kc..... Power: 100 Watts
(CP 250 Watts)

Owned-Operated By.. Independence Bcstg. Co.
Business-Studio Address... 1505 Walnut St.
Phone Number..... Rittenhouse 6-2058
Transmitter Location... Penn She:aton Hotel,
39th & Chestnut St.

Air Time..... Shares time
News Service AP
Station Representative... Helen Wood Colton
Membership NAB
President, General Commercial
Manager..... William A. Banks
Station Manager, Program: Publicity
Director Dolly Banks
Musical Director..... Annette Oroman

W I B G

PHILADELPHIA—EST. 1925

Frequency: 990 Kc..... Power: 10,000 Watts
Owned-Operated By.. Seaboard Radio Bcstg.
Corp.

Business-Studio Address... 1425 Walnut St.
Phone Number..... Rittenhouse 6-2300
Transmitter Location... Conshohocken RFD
Air Time..... 5:30 a.m.-2 a.m.

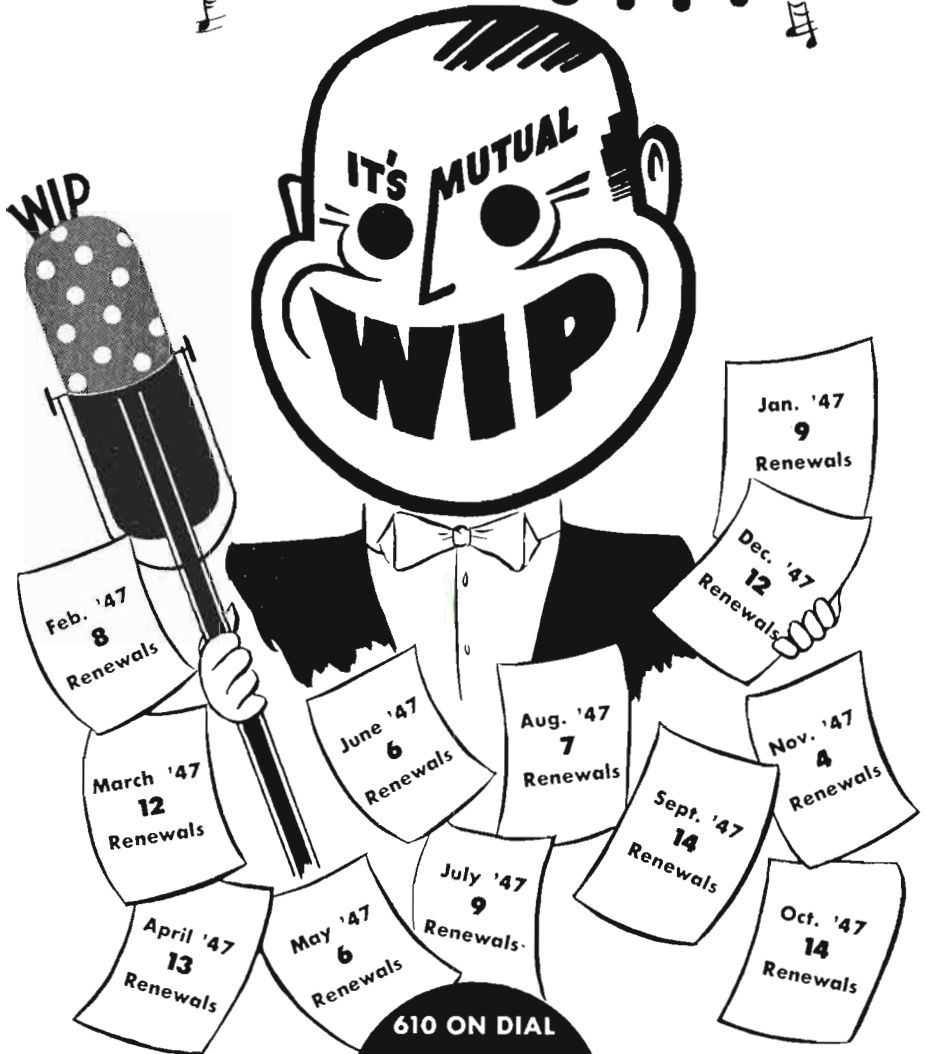
WIBG

WIBG-FM

**SPORTS
NEWS
MUSIC**

I N P H I L A D E L P H I A

**THEY KEEP COMING BACK
LIKE A SONG . . .**



PHILADELPHIA'S



PIONEER VOICE

BASIC MUTUAL

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

• • • PENNSYLVANIA • • •

News Service.....AP, UP
 Transcription Service.....Thesaurus
 Representative.....Adam Young, Joe Lang
 Membership.....BMB
 President.....Paul F. Harron
 General-Station-Commercial
 Manager.....Edward D. Clery
 Sales Promotion-Production Manager,
 Publicity Director.....Rupe Werling
 Program Director.....Doug Arthur
 Musical Director.....Eric Wilkinson
 Chief Engineer.....John H. Henninger
 Farm Editor.....Elwood Stutz

W I P

PHILADELPHIA—EST. 1922
 MBS

Frequency: 610 Kc.....Power: 5000 Watts
 Owned-Operated By.....Penn. Bcstg. Co.
 Business-Studio Address.....35 S. 9th St.
 Phone Number.....WAlnut 2-6800
 Transmitter Location.....Bellmawr, N. J.
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Edward Petry
 Membership.....NAB, BMB
 President-General Mgr.....Benedict Gimbel, Jr.
 V. P., Asst. Gen. Mgr., Dir. of Sales...Gordon
 R. Gray
 Sales Promotion Mgr.....Ralph H. Minton
 Program Director.....Murray Arnold
 Production Manager.....Varner Paulsen
 Publicity Director.....Samuel S. Elber
 Musical Director.....Milton Starr
 Chief Engineer.....Clifford C. Harris

W J M J

PHILADELPHIA—EST. 1947

Frequency: 1530 Kc.....Power: 10,000 Watts d.
 Owned-Operated By.....Patrick J. Stanton
 Business-Studio Address.....St. James Hotel,
 13th & Walnut Sts.
 Phone Number.....Ki. 5-7000
 Transmitter Location.....Pennsauken, N. J.
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service.....SESAC

W T E L

PHILADELPHIA—EST. 1926

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Foulkrod Radio Engineer-
 ing Co.
 Business-Studio Address...4312-14 N. Broad St.
 Phone Number...GLadstone 5-1310; DAvenport
 4-4310
 Transmitter Location...."H" St. & Wyo. Ave.,
 Rowlandville
 Air Time.....Shares time

For Prestige..

Be able to tell
 listeners that your
 station is a member
 of

AP

Radio members of The AP
 don't buy news! They
 share the news of the largest
 news-gathering organization
 in the world on a *cost* basis.

WPEN *does more than* *"speak your piece" for you*

Advertising does not end with the fade of a commercial's final word—not at WPEN!

Program and product promotion is a vital WPEN activity, pursued in cooperation with sponsors.

In addition to its own promotion and merchandising activities, WPEN, owned by the Sun Ray Drug Co., is able to use the parent company's merchandising facilities for display of promotional posters, distribution of program pamphlets and special window and counter displays throughout the Sun Ray Drug Co.'s 140 stores. These not only build larger audiences, but build SALES for WPEN sponsors.

950
WPEN AND WPEN-FM
THE SUN RAY DRUG STATIONS

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

P E N N S Y L V A N I A

Representative Forjoe
 President, Program
 Director E. Douglass Hibbs
 General Manager Henry N. Cocker
 Chief Announcer Alan Stewart
 Chief Engineer John Field

W P E N

PHILADELPHIA—EST. 1929

Frequency: 950 Kc. Powe: 5000 Watts
 Owned By Sun Ray Drug Co
 Operated By Wm. Penn Bcstg. Co.
 Business-Studio Address 1528 Walnut St.
 Phone Number Pennypacker 5-9490
 Transmitter Location 72nd & Race Sts.
 Air Time .5:58 a.m.-1 a.m.; 6:58 a.m.-1 a.m.,
 Sun.
 News Service AP, UP
 Transcription Service... Thesaurus, Associated
 Representative Headley-Reed Co.
 Membership NAB, BMB
 President Albert J. Sylk
 General Manager Edward C. Obrist
 Comm. Mgr. . Alexander W. Dannenbaum, Jr.
 Sales Promotion Mgr. Wm. B. Caskey
 Program Director John L. McClay
 Production Managers... Allen Grey, Gill Babbitt
 Publicity Director Hank Enders
 Musical Director Billy Marshall
 Chief Engineer Charles W. Burtis

K D K A

PITTSBURGH—EST. 1920

NBC

Frequency: 1020 Kc. Power: 50,000 Watts
 Owned-Operated By Westinghouse Radio
 Stations Inc.
 Business-Studio Address Grant Bldg.
 Phone Number Grant 4200
 Transmitter Location Allison Park
 Air Time . 5:30 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
 News Service AP, INS, UP
 Transcription Service... Associated, Thesaurus
 Representative Free & Peters
 Membership BMB
 President Walter Evans
 Vice President Walter E. Benoit
 General Manager J. B. Conley
 Station Manager Joseph E. Baudino
 Sales Manager George D. Tons
 Advertising & Sales Promotion
 Manager David N. Lewis
 Program Manager Franklin A. Tooke
 Production Manager Edward P. Young
 Publicity Representative Lee Curran
 Musical Director Bernie Armstrong
 Chief Engineer T. C. Kenney
 Agricultural Director Homer H. Martz

K Q V

PITTSBURGH—EST. 1919

MBS

Frequency: 1410 Kc. Power: 5000 Watts
 Owned-Operated By... Allegheny Bcstg. Corp.
 Business-Studio Address 800 Chamber of
 Commerce Bldg.
 Phone Number Atlantic 6802
 Transmitter Location... Babcock Blvd., Ross
 Township
 Air Time . 7 a.m.-12:30 p.m.; 9 a.m.-12 M., Sun.
 News Service UP
 Transcription Service... Standard, Lang-Worth,
 SESAC
 Representative Weed
 Membership NAB
 President Charles T. Campbell
 Station-Commercial Mgr. James F. Murray
 Program Director W. M. Burns, Jr.
 Publicity Director Virginia B. Reed
 Chief Announcer James F. Thompson
 Musical Director John P. Murphy
 Chief Engineer Robert F. Hunt

W C A E

PITTSBURGH—EST. 1922

ABC

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By WCAE, Inc.
 Business-Studio Address... William Penn Hotel,
 Pittsburgh, Penna.
 Phone Number Atlantic 6900
 Transmitter Location Baldwin Township,
 Allegheny County, Penna.
 Air Time . 5:45 a.m.-1 a.m.; 8:30 a.m.-12 M.,
 Sun.
 News Service AP, INS
 Transcription Service... Thesaurus, Capitol
 Representative Katz
 Membership NAB, BMB
 President Leonard Kapner
 Station Manager R. Clifton Daniel
 Commercial Manager Carl Doze
 Merchandising Manager... William Kelley
 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

CBS

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By... Pittsburgh Radio Supply
 House
 Business-Studio Address... 411 Seventh Ave.,
 Chamber of Commerce Bldg.
 Phone Number Grant 4860-1-2-3-4-5
 Transmitter Location 1459 Crane Rd.,
 Greentree
 Air Time 7 a.m.-12:30 a.m.; 8:30 a.m.-
 12:30 a.m., Sun.
 News Service Transradio, UP
 Transcription Service Lang-Worth

Representative.....Wm. G. Rambeau
 Membership.....BMB
 President, General-Station Mgr. H. K. Brennen
 Commercial-Sales Promotion
 Manager.....J. H. Buchheit
 Program Director.....James M. Hughes
 Production Manager.....Charles M. Kerns
 Publicity Director.....Marian Caughey
 Chief Announcer.....Hilary Bogden
 Musical Director.....Lee Kelton
 Chief Engineer.....Walter W. McCoy

W P G H

PITTSBURGH—EST. 1947
 WESTERN PENNA. NETWORK

Frequency: 1080 Kc....Power: 1000 Watts d.
 Owned-Operated By....Pittsburgh Bcstg. Co.
 Business-Studio Address...220 N. Highland Ave.
 Phone Number.....EMerson 5000
 Transmitter Location.....2500 E. Lane
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service.....World, Capitol
 Representative.....Adam J. Young, Jr.
 Membership.....NAB
 President.....Henry A. Bergstrom
 General Manager.....George L. Young
 Program Director.....Dwight J. Merriam
 Chief Engineer.....James A. McFarland

W P I T

PITTSBURGH—EST. 1947

Frequency: 730 Kc....Power: 1000 Watts d.
 Owned-Operated By.....WPIT, Inc.
 Business-Studio Address...211 Smithfield St.
 Phone Number.....Grant 0794-5-6-7
 Transmitter Location.....Reserve Township,
 Allegheny County, Pa.
 Air Time.....Local sunrise-local sunset
 News Service.....UP
 Transcription Service....Standard, Lang-Worth
 Representative....Joseph Hershey McGillvra
 Membership.....NAB
 President.....John J. Laux
 General-Station Manager....John L. Merdian
 Sales Manager.....Charles C. Swaringen
 Sales Promotion Manager....Lee T. Sellars
 Program Director, Production
 Manager.....George Gailey
 Publicity Director.....Walter Lafferty
 Chief Announcer.....William Ewing
 Musical Director.....Stella Grace
 Chief Engineer.....John Berninger

W W S W

PITTSBURGH—EST. 1932

Frequency: 1490 Kc....Power: 250 Watts
 Owned-Operated By.....WWSW, Inc.
 Business-Studio Address...Hotel Keystone
 Phone Number.....Grant 5200
 Transmitter Location.....331 Rising Main St.

Air Time.....Unlimited
 News Service.....AP
 Transcription Service....Standard, Associated,
 Lang-Worth, Cole
 Representative.....Forjoe
 Membership.....NAB
 President, General Manager....Pete Schloss
 Commercial Manager.....Thos. B. Price
 Program Director, Production
 Manager.....Fred Joyner
 Publicity Director.....Miss Jimmie Spanos
 Chief Announcer.....Ray Schneider
 Chief Engineer.....Henry R. Kaiser

W M A C (CP)

POTTSTOWN

Frequency: 1370 Kc....Power: 1000 Watts d.
 Owned-Operated By....Radio Anthracite, Inc.

W P A M

POTTSVILLE—EST. 1947

MBS

Frequency: 1450 Kc....Power: 250 Watts
 Owned-Operated By....Miners Bcstg. Service
 Business-Studio Address...106 South Centre St.
 Phone Number.....Pottsville 5050
 Transmitter Location.....Lawton's Hill
 Air Time.....7 a.m.-1 a.m.
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Homer Griffith
 Membership.....NAB
 Executive Partners....Joseph L. Maguire &
 James J. Curran
 General-Station-Commercial
 Manager.....Louis H. Murray
 Sales Promotion Mgr....Mrs. Jere H. Holden
 Program Director.....William Dimmerling
 Chief Announcer.....Joe Yorke
 Musical Director.....Horace Richards
 Chief Engineer.....George I. Hatfield

W P P A

POTTSVILLE—EST. 1946

Frequency: 1360 Kc....Power: 500 Watts d.
 Owned-Operated By.....Pottsville Bcstg. Co.
 Business-Studio Address....8 S. Second St.
 Phone Number.....Pottsville 4744
 Transmitter Location...Bull's Head, Old Miners-
 ville Rd.
 Air Time.....Local sunrise-local sunset
 News Service.....AP
 Transcription Service.....World
 President-Owner, General-Station
 Manager.....A. V. Tidmore
 Commercial-Sales Promotion Mgr., Program
 Director, Production Mgr....John M. Naylor
 Chief Announcer.....Jerry Gaines
 Musical Director.....Llew Edwards
 Chief Engineer.....Julius G. Thiel

W E E U

READING—EST. 1931

ABC—QUAKER NETWORK

Frequency: 850 Kc. Power: 1000 Watts d.
(CP 1000 Watts n.)

Owned-Operated By.....Berks Bcstg. Co.
Business-Studio Address.....533 Penn St.
Phone Number.....7-335
Transmitter Location.....Spring Township
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....Lang-Worth, SESAC,
Associated

Representative.....George P. Hollingbery
Membership.....NAB
President-Owner.....Hawley Quier
General Manager.....Clifford M. Chafey
Sales Manager.....K. Richard Creitz
Program Director.....E. Lester Hoffmaster
Chief Engineer.....Harold Schearer

W R A W

READING—EST. 1922

NBC

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By.....Reading Bcstg. Co.
Business-Studio Address.....19 N. Fifth St.
Phone Number.....7173
Transmitter Location.....Sixth & Penn Sts.
Air Time.....6:30 a.m.-1 a.m.
News Service.....UP
Transcription Service.....Thesaurus, World
Representative.....Robert Meeker
Membership.....NAB
Station Executive.....Clai: R. McCollough
Station Manager.....Raymond A. Gaul
National Sales Manager.....J. Robert Gulick
Program Director.....Calvin Jackson
Chief Engineer.....J. E. Mathiot

W H U M

READING—EST. 1946

MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....Eastern Radio Corp.
Business-Studio Address.....Berkshire Hotel
Phone Number.....Reading 44805
Transmitter Location.....Old Wyomissing Rd.
Air Time.....7 a.m.-12 M.
News Service.....AP
Transcription Service.....Standard

5 Markets it pays you to Cover!

WKBO

Harrisburg, Pa.

Established 1922

WEST

Easton, Pa.

Established 1936



WRAW

Reading, Pa.

Established 1922

WORK

York, Pa.

Established 1932

W GAL

Lancaster, Pa.

Established 1922

Represented by

ROBERT MEEKER ASSOCIATES

New York • Chicago • San Francisco • Los Angeles

Representative Weed
 Membership NAB
 Vice-Pres., General Station
 Manager Robert G. Magee
 Commercial-Sales Promotion
 Manager Richard G. Fichthorn
 Public Service Dir. Miss Eva Sandeffer
 Chief Announcer Alan Lane
 Musical Director A. Raymond Moore
 Chief Engineer Joseph E. McCormack

W A R M

SCRANTON—EST. 1938

ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Union Bcstg. Co.
 Business-Studio Address Bowman Bldg.
 Phone Number 4-1148
 Transmitter Location 701 O'Neill Highway,
 Dunmore, Pa.

Air Time 17¼ hrs. daily
 News Service UP
 Transcription Service Thesaurus
 Representative George P. Hollingbery
 Membership NAB
 President-General Manager Martin F. Memolo
 Commercial-Sales Promotion

Manager William M. Dawson
 Program Director, Production
 Manager Joe Salsburg
 Publicity Director Mary E. Lynott
 Chief Announcer Art Bolin
 Musical Director George Perry
 Chief Engineer A. W. Oschmann
 Farm Editor Jessie Landenberger

W G B I

SCRANTON—EST. 1925

CBS

Frequency: 910 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Scranton Bcstrs., Inc.
 Business-Studio Address 1000 Wyo. Ave.
 Phone Number Scranton 6296
 Transmitter Location Drinker Turnpike
 Air Time 19 hrs., 5 min. daily
 News Service AP
 Transcription Service World
 Representative John Blair
 Membership NAB, BMB
 President Frank Megargee
 General-Commercial-Sales Promotion Manager,
 Publicity Director George D. Coleman
 Station Manager R. E. McDowell
 Program-Musical Director Frank Monaghan
 Chief Engineer K. R. Cooke

W Q A N

SCRANTON—EST. 1923

Frequency: 910 Kc. Power: 1000 Watts d.,
 500 Watts n.

Owned-Operated By The Scranton Times
 Air Time Limited

W S C R

SCRANTON—EST. 1947

Frequency: 1000 Kc. Power: 1000 Watts
 Owned-Operated By Lackawanna Valley
 Bcstg. Co.

Business-Studio Address 116 Adams Ave.
 Phone Number 5242
 Transmitter Location 1520 N. Keyser Ave.
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Lang-Worth, Associated
 Representative Walker
 Membership NAB, BMB
 Station Manager Frank S. Blair
 Sales Manager Joseph W. Dobbs
 Program Director Frank P. Mansuy
 Publicity Director, Chief

Announcer Charles L. Muller
 Musical Directors Margaret Petherick,
 Robert Brooks
 Chief Engineer Malcolm MacMillan
 Farm Editor Charles L. Muller

W I S L

SHAMOKIN

Frequency: 1480 Kc. Power: 1000 Watts d.
 Owned-Operated By Radio Anthracite, Inc.
 Business Address Nat'l Dime Bank Bldg.

W P I C

SHARON—EST. 1938

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By Sharon Herald Bcstg. Co.
 Business Address P. O. Box 541
 Phone Number 4113
 Transmitter-Studio Location Pine Hollow Blvd.
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service Capitol, Associated,
 World, Lang-Worth

Representative Adam J. Young, Jr.
 President, General-Station
 Manager John Fahline, Jr.
 Sales Manager J. T. Van Swearingen
 Program Director W. Paul Gamble
 Production Manager Marc McCulloch
 Publicity Director Evelyn L. Keller
 Chief Announcer Harold Smith
 Chief Engineer A. C. Heck

W M A J

STATE COLLEGE—EST. 1945

MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Centre Bcstr, Inc.
 Address Glennland Bldg.

Phone Number4959
 News Service AP
 Transcription Service Lang-Worth
 Owners R. J. Kennard, W. K. Ule ich
 General Manager Robert L. Wilson
 Commercial Manager Sidney Friedman
 Chief Engineer Douglas I. Beman

W H A B

STROUDSBURG—EST. 1947

Frequency: 840 Kc. Power: 250 Watts
 Owned-Operated By Pocono Bcstg. Co.
 Business-Studio Address 578 Main St.
 Phone Number 1102
 Transmitter Location 1 mi. S. of Stroudsburg
 on Route 90
 Air Time Local sunrise-local sunset
 News Service UP
 Transcription Service Thesaurus
 Representative W. S. Grant
 General-Station-Commercial
 Manager Harold B. Newman
 Program Director, Chief
 Announcer Joseph Webster
 Chief Engineer George Reinhart

W V P O (CP)

STROUDSBURG

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By Pocono Record, Inc.
 Business Address 18 N. 7th St.

W K O K

SUNBURY—EST. 1933

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Sunbury Bcstg. Corp.
 Business-Studio Address 1150 N. Front St.
 Phone Number Sunbury 1325-6-7
 Transmitter Location 1150 N. Front St.
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World, Lang-Worth
 Representative Cox & Tanz
 Membership NAB
 President Harry H. Haddon
 Secretary & Treasurer Basse A. Beck
 General Manager Homer R. Smith
 Commercial Manager Michael J. Kane
 Program Director Paul L. Miller
 Chief Engineer John W. Keller

W M B S

UNIONTOWN—EST. 1937

CBS—ATLANTIC NETWORK

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Operated By Fayette Bcstg. Corp.
 Business-Studio Address Fayette Title &
 Trust Bldg.

Phone Number800
 Transmitter Location Burgess Field, Fair-
 chance
 Air Time 6:45 a.m.-1:05 a.m.
 News Service UP
 Transcription Service Thesaurus, Standard
 Representative Radio Advertising
 Membership NAB
 President, General-Station
 Manager Joseph C. Burwell
 Commercial-Sales Promotion
 Manager Harry C. Burwell
 Program-Musical Director Sullivan Sages
 Production Manager, Chief
 Announcer Charles Underwood
 Publicity Director Marian L. Johnston
 Chief Engineer William J. Henzly
 Farm Editor Rex Carter

W N A E

WARREN—EST. 1946

MBS

Frequency: 1310 Kc. Power: 1000 Watts d.
 Owned-Operated By Northern Allegheny
 Bcstg. Co.
 Business-Studio Address 310 Second Ave.
 Phone Number 3032-3
 Transmitter Location Kinzua Rd., Warren
 Air Time 6:30 a.m.-local sunset
 News Service AP
 Transcription Service Thesaurus
 Membership NAB
 President, General-Station
 Manager A. David Potter, Jr.
 Commercial Manager Frank Foster
 Sales Promotion Manager James W. Potter
 Program-Publicity-Musical Director, Production
 Mgr., Chief Announcer LeRoy Schneck
 Chief Engineer Homer Haines
 Farm Editor Wiles Hallock

W J P A

WASHINGTON—EST. 1942

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Washington Bcstg. Co.
 Business-Studio Address George Washington
 Hotel
 Phone Number 4870
 Transmitter Location N. Strabane Township
 Air Time 7 a.m.-12:30 a.m.; 8 a.m.-12:30 a.m.,
 Sun.
 News Service UP
 Transcription Service Lang-Worth
 Representative Joseph Hershey McGillvra
 General-Station Manager C. B. Heller
 Commercial Manager Charles R. DuVall
 Program Manager Elizabeth Leon
 Publicity Director Stan Progar
 Chief Engineer Horace E. Cooper

W B A X

WILKES-BARRE—EST. 1922
MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..... John H. Stenger, Jr.
Business-Studio Address..... 85 W. Union St.
Phone Number..... 3-0196
Transmitter Location..... Edwardsville Borough,
U. S. Route 11
Air Time..... 7 a.m.-12 M.
News Service..... UP
Transcription Service..... Associated
Representative..... Burn-Smith
President-Owner..... John H. Stenger, Jr.
Program Director..... John H. A. Stenger, 3rd
Chief Engineer..... John H. Stenger, Jr.
Farm Editor..... Jim Hutchison

W B R E

WILKES-BARRE—EST. 1924
NBC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... Louis G. Baltimore
Business-Studio Address..... 62 S. Franklin St.
Phone Number..... 3-3101
Transmitter Location..... Kingston, Pa.
Air Time..... 7 a.m.-1 a.m.

News Service..... AP
Transcription Service..... World
Membership..... NAB, BMB
President-Owner, General
Manager..... Louis G. Baltimore
Station-Sales Promotion
Manager..... David M. Baltimore
Sales Manager..... A. C. Baltimore
Program Director, Chief
Announcer..... Franklin D. Coslett
Musical Director..... Louis Savitt
Chief Engineer..... Charles Sakoski

W I L K

WILKES-BARRE—EST. 1946
ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..... Wyo. Valley Bcstg. Co.
Business-Studio Address..... 88 N. Franklin St.
Phone Number..... 3-7165
Transmitter Location..... Bawes Ave., Kingston,
Penn.
Air Time..... 16 hrs., 30 min. daily
News Service..... UP
Transcription Service..... Lang-Worth, Thesaurus
Representative..... Adam J. Young, Jr.
Membership..... NAB, BMB
President..... Dr. I. C. Morgan

W B A X

26 YEARS OF SERVICE

TO

NORTHEASTERN PENNSYLVANIA

FIRST IN

PUBLIC SERVICE

SPORTS and

MUSIC

W B A X

WILKES-BARRE, PA.

JOHN H. STENGER, JR., *Licensee-Owner*

MUTUAL BROADCASTING SYSTEM

General Manager.....Roy E. Morgan
 Station Manager.....Thomas P. Shelburne
 Commercial Manager.....Jerry Butler
 Program Director.....Hal Berg
 Chief Engineer.....Ted French

W R A K
WILLIAMSPORT—EST. 1930
 NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WRAK, Inc.
 Business-Studio Address.....244 W. 4th St.
 Phone Number.....2-6116
 Transmitter Location.....1561 W. 4th St.
 Air Time...6:45 a.m.-12 M.; 8:30 a.m.-11:30 P.M., Sun.

News Service.....UP
 Transcription Service.....Standard
 Representative.....J. P. McKinney
 Membership.....NAB. BMB
 President.....E. M. Case
 General Manager.....George E. Joy
 Office Manager.....Jean Farstad
 Commercial Manager.....J. Wright Mackey
 Program Director.....Nancy Jane Person
 Production Manager.....Irving A. Bendt, Jr.
 Chief Announcer.....Leon Kelly
 Chief Engineer.....Glen Sherman

W N O W (CP)
YORK

Frequency: 1250 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Bcst. Div. Helm Coal Co.
 Business Address.....Sumner St. & WMRR
 Phone Number.....2168
 News Service.....AP
 Partners.....H. J. Williams, M. E. Cousler,
 Lowell W. Williams, Edward C. Hale
 General Manager.....Lowell W. Williams
 Chief Engineer.....Willis M. Weaver

For Prestige...

AP

Membership!

WRAK - WRAK-FM

250 Watts—1400 KC

3.2 KW—100.3 MG

It's the right combination for a REAL selling campaign in the Williamsport market.



AFFILIATE

National Representative:
 J. P. MCKINNEY and SON
 New York—Chicago

WILLIAMSPORT, PENNSYLVANIA

W O R K

YORK—EST. 1932

NBC—MBS

Frequency: 1350 Kc.....Power: 1000 Watts
 Owned-Operated By.....York Bcstg. Co.
 Business-Studio Address...13 South Beaver St.
 Phone Number6629
 Transmitter Location.....W. Manchester
 Township, Pa.

Air Time.....6 a.m.-1 a.m.
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeRobert Meeker
 MembershipNAB
 Station Executive.....Clair R. McCollough
 Station Manager.....Harold E. Miller
 National Sales Manager....J. Robert Gulick
 Program Director.....Arthur Weeks
 Chief Engineer.....J. E. Mathiot

W S B A

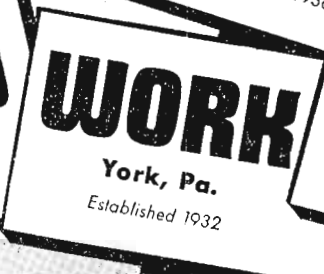
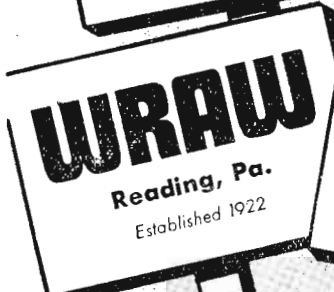
YORK—EST. 1942

ABC

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Operated By...The Susquehanna Bcstg.
 Co.

Business Address.....P. O. Box 1112
 Phone Number.....York 2676; York 64413
 Transmitter-Studio Location.....R.F.D. No. 5
 Air Time.....Local sunrise-local sunset
 News ServiceAP
 Transcription Service.....World, Capitol
 MembershipNAB, BMB
 President.....Louis J. Appell
 Executive Vice Prsident..Walter J. Rothensies
 Station Manager.....Walter J. Rothensies
 Commercial Manager.....Sydney Robbins
 Program Director.....Otis Morse
 Chief Announcer.....Ad Wienert
 Musical Director.....Larry Miller
 Director of Engineering..Woodrow G. Eberhart
 Farm Editor.....Herman Stebbins

5 Markets it pays you to Cover!



Represented by

ROBERT MEEKER ASSOCIATES

New York • Chicago • San Francisco • Los Angeles

RHODE ISLAND

Estimated Population 761,000—% Increase +6.7—Radio Homes 195,400
Farms with Radios 3,268—Stations in State 8

W F C I

PAWTUCKET—EST. 1941

ABC

Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By Pawtucket Bcstg. Co.
Business-Studio Addresses: 450 Main St., Pawtucket; Sheaton-Biltmore Hotel, Providence
Phone Number Perry 9540
Transmitter Location Lonsdale, R. I.
Air Time: 5:55 a.m.-1 a.m.; 7:55-12:05 M., Sun.
News Service AP
Transcription Service Associated
Representative Katz
Membership NAB, BMB
President-Owner Howard W. Thornley
General-Commercial Mgr.: Wallace A. Walker
Program Director David Brooks
Musical Director Arthur Paquette
Chief Engineer Gilbert Johnson

W E A N

PROVIDENCE—EST. 1922

MBS—THE YANKEE NETWORK

Frequency: 790 Kc. Power: 5000 Watts
Owned By General Tire & Rubber Co.
Operated By The Yankee Network, Inc.
Business-Studio Address Crown Hotel
Phone Number Dexter 1500
Transmitter Location East Providence, R. I.
Air Time: 6:00 a.m.-1 a.m.; 8:00 a.m.-1:00 a.m. Sun.
News Service AP, INS, Reuters
Transcription Service: Associated, SESAC, Standard.
Representative Edward Petry
Membership NAB, BMB
Chairman of the Board John Shepard, 3rd
President-Owner William O'Neil
Station Manager Joseph Lopez
Commercial Manager Malcolm S. Parker
Production Manager Donald W. Morton
Chief Engineer Harry Tilley

W H I M

PROVIDENCE—EST. 1947

Frequency: 1110 Kc. Power: 1000 Watts d.
Owned-Operated By Intercity Bcstg. Co.
Business-Studio Address 32 Custom House
Phone Number Union 4211-2-3
Transmitter Location: Eastern Ave., E. Providence, R. I.
Air Time Local sunrise-local sunset
News Service AP
Transcription Service Capitol, Standard
Representative: Adam J. Young; Kettell-Carter
Membership NAB

President, General-Station-Sales

Promotion Manager Robert T. Engles
Commercial Manager Brenton G. Meader
Program Director, Production
Manager C. George Taylor
Chief Announcer William Whalen
Musical Director Barbara Barry
Chief Engineer Carroll Philbrook

W J A R

PROVIDENCE—EST. 1922

NBC—NEW ENGLAND REGIONAL

Frequency: 920 Kc. Power: 5000 Watts
Owned-Operated By The Outlet Co.
Business-Studio Address 176 Weybosset St.
Phone Number Gaspee 1071
Transmitter Location: Wampanoag Trail, East Providence, R. I.
Air Time Unlimited
Transcription Service World
Representative Weed
Membership BMB
President Mortimer L. Burbank
General Manager John J. Boyle
Program Director M. Sothern Abbott
Chief Engineer Thomas C. J. Prior

W N A F

PROVIDENCE—EST. 1947

Frequency: 1290 Kc. Power: 500 Watts d.
Owned-Operated By Community Bcstg. Service Co.

W R I B

PROVIDENCE—EST. 1947

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By: Rhode Island Bcstg. Co.
Business-Studio Address Narragansett Hotel
Phone Number Union 4512
Transmitter Location: Water St., E. Providence, R. I.
Air Time Local sunrise-local sunset
News Service UP
Transcription Service Associated, SESAC
Representative Forjoe & Co.
Membership NAB
President Frank Rao
General Manager Nicholas Ruggieri
Sales, Commercial Mgr.: Anthony Petronella
Sales Promotion Manager Noel C. Breault
Production Manager, Publicity
Director Fabian Hume
Chief Announcer, Musical Director: Don Rogers
Chief Engineer James Drake

... and in New England, too, it's CBS

WPRO

PROVIDENCE

*covering the No. 2 Market
in this rich area*

5000 WATTS ★ BASIC CBS ★ 630KC →

630

The logo features a stylized calligraphic background with a large 'W' and 'P' shape. The calligraphy is in a dark, textured, ink-like style. The text 'WPRO' is in a bold, black, sans-serif font. 'PROVIDENCE' is in a white, outlined, sans-serif font. The tagline is in a white, cursive script. The technical details are in a black, sans-serif font. The number '630' is in a white, sans-serif font on a black background.

W P R O

PROVIDENCE

CBS

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By: Cherry & Webb Bcstg. Co
 Business-Studio Address: 15 Chestnut St.
 Phone Number: Plantations 9776
 Transmitter Location: East Providence, R. I.
 Air Time: 6 a.m.-1:05 a.m.; 8 a.m.-12:05 a.m.,
 Sun.

News Service: AP, UP
 Transcription Service: Thesaurus, Lang-Worth
 Representative: Paul H. Raymer Co.
 Membership: NAB, BMB
 President: William S. Cherry, Jr.
 General-Commercial
 Manager: Arnold F. Schoen, Jr.
 Program Director: John A. Owen
 Chief Engineer: John V. Ferri

W W O N

WOONSOCKET—EST. 1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Associated Electronics
 Enterprises, Inc.
 Business-Studio Address: 99 Main St.
 Phone Number: 3900
 Transmitter Location: Getchell Ave.
 Air Time: 6 a.m.-12:05 a.m.; 8 a.m.-11:15 p.m.,
 Sun.

News Service: AP
 Transcription Service: World, Capitol, Standard
 Representative: William G. Rambeau
 President, General Manager: Garo W. Ray
 Station, Sales Promotion
 Manager: Mitchell F. Stanley
 Commercial Manager: Jean Bergeron
 Program Director, Chief
 Announcer: Bill Metcalf
 Chief Engineer: George W. Travis

SOUTH CAROLINA

Estimated Population 1,918,000—% Increase +1.0—Radio Homes 312,498
 Farms with Radios 67,853—Stations in State 33

W A I M

ANDERSON—EST. 1935

CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Wilton E. Hall
 Business-Studio Address: Anderson College
 Phone Numbers: 800, 2239 and 1444
 Transmitter Location: Anderson College
 Air Time: 4:55 a.m.-12:15 a.m.
 News Service: AP, INS
 Transcription Service: NBC, Lang-Worth, World,
 Associated.

Representative: Burn Smith Co.
 Membership: NAB, BMB
 President-Owner, Chief
 Executive: Wilton E. Hall
 General-Station Manager: Glenn P. Warnock
 Sales or Commercial Manager: C. B. Goodyear
 Program Director: James Coggins
 Publicity Director: John Davenport
 Musical Director: John Townsend
 Chief Engineer: S. A. Azar

W B S C

BENNETTSTVILLE—EST. 1947

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Loys Marsden Hawley

W F A K

CHARLESTON—EST. 1947

MUTUAL BROADCASTING SYSTEM

Frequency: 730 Kc. Power: 1000 Watts
 Owned-Operated By: Charleston Bcstrs.
 Business-Studio Address: 149 Wentworth St.
 Phone Numbers: 3-6428-9
 Transmitter Location: Windermere, S. C.
 Air Time: Local sunrise-local sunset
 News Service: UP
 Transcription Service: Capitol
 Representative: For Joe
 President-Owner: J. B. Fuqua
 General, Commercial Mgr.: Tom Means
 Sales Promotion Manager, Publicity
 Director: Fred Bernstein

Program Director, Production
 Manager: James A. Klosky
 Chief Announcer: Tom Hennesy
 Chief Engineer: Carlton Modlin
 Farm Editor: Wilbur Crutchley

W V S C (CP)

BARNWELL

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Edisto Bcstg. Co.
 Business Address: Bank of Barnwell Bldg.

W H A N

CHARLESTON—EST. 1946

Frequency: 1340 Kc. Power: 250 Watts
ABC

Owned-Operated By: Charleston Bcstg. Co.
Business-Studio Address: 152 Market St.
Phone Number: 3-1643
Transmitter Location: Saint Andrew's Parish
Air Time: 6 a.m.-1 a.m.; 8 a.m.-1 a.m., Sun.
News Service: UP
Transcription Service: Lang-Worth
Representative: Avery-Knodel
Membership: NAB, BMB
President: Harry J. O'Neil
General-Station-Commercial

Manager: C. Wylie Calder
Sales Promotion Manager: M. Anthony Young
Program Director, Production

Manager: Vernon M. Bushong
Publicity Director: Traynor Ferillo
Chief Announcer: Bill Mims
Musical Director: Hubert Peale
Chief Engineer: William Birchfield
Farm Editor: Harry Giana is

W C S C

CHARLESTON—EST. 1930

COLUMBIA Bcstg. SYSTEM, INC.

Frequency: 1390 Kc. Power: 5000 Watts
Owned-Operated By: John M. Rivers

Business-Studio Address: Francis Marion Hotel
Phone Number: 7611
Transmitter Location: Eagles' Nest, St. Andrews Parish.

Air Time: 18 hrs, 5 min. daily
Transcription Service: World, M. M. Cole
Representative: Free and Peters
Membership: NAB, BMB
President-Owner, General-Station

Manager: John M. Rivers
Commercial-Sales Promotion
Manager: Roland Weeks
Program Director, Production

Manager: Russell D. Long
Publicity Director: Annie L. Quarterman
Musical Director: Mrs. Pearl Baum
Chief Engineer: Wilbur R. Albee
Farm Editor: Chuck Simpson

W T M A

CHARLESTON—EST. 1939

NBC

Frequency: 1250 Kc.
Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By: Atlantic Coast Bcstg. Co.
Business Address: P. O. Box 297
Phone Number: 2-2961
Studio Address: 133 Church Street
Transmitter Location: St. Andrews Parish
Air Time: Unlimited
News Service: AP
Transcription Service: Associated



W C S C

The CBS station for the Coastal Carolinas

1390 Since 1930

Charleston, S. C.'s Oldest and Best Station*

*Hooper Survey

Represented Nationally by Free & Peters, Inc.

Representative.....George P. Hollingbery
 Membership.....NAB, BMB
 President.....Edward Manigault
 General-Station Manager: Robert E. Bradham
 Sales Promotion Manager: A. Franz Witte, Jr.
 Program, Musical Director, Production
 Manager.....William N. Abbott
 Publicity Director.....Robert E. Bradham
 Chief Engineer.....Douglass M. Bradham

WUSN (CP) CHARLESTON

Frequency: 1450 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Southern Bcstg. Co.
 Chief Owner.....C. Norwood Hastie
 Part-Owner-Mgr.....B. M. Middleton
 Part-Owner-Comm. Mgr.....J. D. Hastie

WCOS COLUMBIA—EST. 1939 ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Columbia
 Business-Studio Address.....1202 Main St.
 Phone Number.....25601
 Transmitter Location.....200 Senate St.
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Taylor-Howe-Snowden
 Membership.....NAB
 President.....E. D. Black
 General-Station Manager.....W. C. Bochman
 Commercial Manager.....Dixon Harp
 Program Director.....H. M. McElveen Jr.
 Production Manager.....Richard Goode
 Chief Announcer.....Bernard Moses
 Chief Engineer.....R. D. Lambert Jr.
 Farm Editor.....Byron Parker

WIS COLUMBIA—EST. 1930 NBC

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Operated By: The Surety Life Insurance
 Co.
 Business-Studio Address.....1811 Main St.
 Phone Number.....2-2135
 Transmitter Location.....Bluff Rd.
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Free & Peters
 Membership.....NAB, BMB
 President.....Herman N. Hipp
 General Manager.....G. Richard Shafto
 Managing Director, Commercial
 Manager.....J. Dudley Saumenig

Promotion Manager.....Steve Libby
 Program Director.....Frank Harden
 Chief Announcer.....Mackie Quave
 Publicity Director.....Steve Libby
 Musical Director.....Jane Pate
 Chief Engineer.....Herbert Eidson, Jr.
 Farm Editor.....Clair Shadwell

WKIX COLUMBIA—EST. 1945 CBS

Frequency.....1490 (1320 CP) Kc.
 Power...250 W. (CP—1000 W. d.; 500 W. n.)
 Owned-Operated By: Inter-City Advertising Co
 Business-Studio Address.....1127 Lady St.
 Phone Number.....28659
 Transmitter Location.....Two Notch Rd.
 News Service.....UP
 Transcription Service...Lang-Worth, Standard
 Representative.....Avery-Knodel
 Membership.....NAB, BMB
 General Manager.....C. Durham Moore
 Commercial Manager...Charles W. Burdsal
 Sales Promotion Manager: Thomas C. Chandler
 Program Director.....Michael C. Turner
 Chief Announcer.....Wally Smith
 Chief Engineer.....E. E. Hampton

WNOK COLUMBIA—EST. 1947 MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Palmetto Radio Corp.
 Business Address.....921 Huger St.
 News Service.....AP
 Transcription Service.....Cole
 President.....Samuel Litman

WLAT CONWAY—EST. 1945 MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....Coastal Bcstg. Co.
 Operated By.....L. M. Hawley & H. M. Hanks
 Business Address.....Box 497
 Phone Number.....340
 Studio-Transmitter Location.....12th Ave.
 Air Time.....6:30 a.m.-11:15 p.m.
 News Service.....AP
 Transcription Service...Standard & M. M. Cole
 Representative.....Joseph Hershey McGillvra
 Membership.....NAB
 President.....L. M. Hawley
 Vice-President.....H. L. Hanks
 General-Station Manager,
 Program Director.....Edward Browning, Jr.
 Chief Engineer.....H. L. Hanks
 Farm Editor.....V. M. Johnson

Ride the
WFBC

Buy



ways

It's the **STELLAR SELLER** in
Greater

GREENVILLE

South Carolina's TOP MARKET

Primary Coverage of 13 Counties
648,661 PEOPLE . . . 92,588 RADIO HOMES

NBC for the Greenville, Spartanburg, Anderson Market

Represented by
AVERY-KNODEL, INC.

W D S C

DILLON—EST. 1946
MUTUAL BROADCASTING
SYSTEM, INC.

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Operated By: The Border Bcstg. Co., Inc.
Business-Studio Address Dillon, S. C.
Phone Numbers 470-1
Transmitter Location U. S. Highway 301
Air Time 13½ hrs. daily
News Service UP
Transcription Service: Standard, Capitol, M. M. Cole.

Representative: Joseph Hershey McGillvra, Inc.
Membership NAB, BMB
President E. H. Brown
General Manager Henry E. Sullivan
Commercial Manager Joseph Martin
Farm Editor W. J. Bunn

W J M X

FLORENCE—EST. 1947

Frequency: 970 Kc. Power: 5000 Watts d.
Owned-Operated By Atlantic Bcstg. Co.
Business Address P. O. Box 406
Phone Number 2494-5
Transmitter-Studio Location . Highway 52, 3 mi. N. of Florence

Air Time 6 a.m.-local sunset
News Service AP
Transcription Service Capitol, World, Associated

Membership NAB, BMB
President, General Mgr. Eugene E. Stone
Station-Commercial Manager . Paul H. Benson
Sales Promotion-Production Manager,

Program Director Jack Gainey
Publicity Director Richard D. Ward
Chief Announcer Jim Player
Musical Director Lillian Brunson
Chief Engineer Frank A. Jenne
Farm Editor Bob Forbes

W O L S

FLORENCE—EST. 1937

ABC—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Florence Bcstg. Co.
Business-Studio Address 129 S. Dargan St., P. O. Box 789

Phone Number Offices: 354-5; Transmitter: 1913

Transmitter Location Charleston Hi-way
Air Time 6:30 a.m.-12 M.
News Service UP
Transcription Service Standard, Lang-Worth
Membership NAB, BMB
President, General-Station

Manager Melvin Purvis
Commercial Manager A. P. Skinner

Program Director Bruce Buchanan
Chief Engineer W. A. Pritchett

W F G N (CP)

GAFFNEY

Frequency: 1570 Kc. Power: 250 Watts d.
Owned-Operated By Cherokee Radio Co.
Business Address P. O. Box 66 (Temp.)
News Service UP
President A. Ray Godshall
General Manager Bob Liverance
Chief Engineer Bob Liverance

W E S C

GREENVILLE—EST. 1947

Frequency: 660 Kc. Power: 5000 Watts d.
Owned-Operated By Greenville Bcstg. Co.
Business-Studio Address 1 College St.
Phone Number 8200
Transmitter Location 5 mi. N.W. of Greenville
Air Time Local sunrise-local sunset

News Service AP
Transcription Service Associated, Standard, Lang-Worth

Representative McGillvra
Membership NAB, BMB
President, General-Station
Manager Scott Russell

Commercial-Sales Promotion
Manager Cliff W. Bowers
Program Director Ken Keese
Chief Announcer Art Roberts
Chief Engineer L. W. Elias

W F B C

GREENVILLE—EST. 1933

NBC

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By Greenville News-Piedmont Co.

Business Address 305 S. Main St.
Phone Number 362-3
Studio Address Poinsett Hotel
Transmitter Location Gantt Station
Air Time 5 a.m.-12:05 a.m.; 7:30 a.m.-12:05 a.m., Sun.

News Service UP
Transcription Service TheSaurus
Representative Avery-Knodel
Membership NAB, BMB
President Roger C. Peace

General Manager Bevo Whitmire
Commercial Manager Robert Q. Glass, Jr.
Sales Promotion Manager, Publicity
Director N. P. Mitchell
Program Director, Production

Manager L. Byron Jenkins
Chief Announcer Norvin C. Duncan
Musical Director Alice Wyman
Chief Engineer William E. Garrison
Farm Editor R. H. Martin

W M R C

GREENVILLE—EST. 1940

ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Textile Bcstg. Co., Inc.
 Business-Studio Address Prevost Bldg.
 Phone Number 5730
 Transmitter Location 400 Mayberry St.
 Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service AP
 Transcription Service World, SESAC
 Representative Burn-Smith
 Membership NAB, BMB
 President Robert A. Jolley
 General-Station Mgr. W. Ennis Bray
 Commercial-Sales Promotion Manager,
 Publicity Director C. B. Denison
 Program Director, Production
 Manager Bill Arrington
 Musical Director Jimmy Simpson
 Chief Engineer George D. Tate
 Farm Editor Paul L. Fisher

W C R S

GREENWOOD—EST. 1941

NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Grenco, Inc.
 Business Address 216 Textile Bldg.
 Phone Number 4300
 Transmitter-Studio Location Wilson St.
 Air Time 17½ hrs. daily
 News Service AP
 Transcription Service Thesaurus
 Representative Joseph Hershey McGillvra
 Membership NAB, BMB
 President Douglas Featherstone
 General-Station Mgr. Dan Crosland
 Commercial-Sales Promotion
 Manager Ralph Norman
 Musical-Program Director, Production
 Manager Randy Davidson
 Publicity Director Miss Martha Wolford
 Chief Engineer Charles M. Sparks

W H S C

HARTSVILLE—EST. 1946

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned By Hartsville Bcstg. Co., Inc.
 Operated By Radio Station WHSC
 Business-Studio Address College Ave.
 Phone Number 654
 Transmitter Location 1 mi. S. of Hartsville on
 Highway 15-A
 Air Time 6:5 a.m.-11:15 p.m.; 8:30 a.m.-
 11:15 p.m., Sun.
 News Service AP

Transcription Service Thesaurus
 President C. H. Campbell
 General-Station-Sales Promotion Manager,
 Musical Director Raymond Caddell
 Sales Manager Jack Frierson
 Program Director, Chief
 Announcer Jimmy Brazzell
 Publicity Director Eleanor Flowers
 Chief Engineer Donald A. Brien

W L B G (CP)

LAWRENS

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By WLBG, Inc.

W K D K

NEWBERRY—EST. 1946

MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Newberry Bcstg. Co.
 Business-Studio Address 11 Radio Dr.
 Phone Number 143
 Transmitter Location 11 Radio Dr.
 Air Time 7 a.m.-12 M.
 News Service AP
 Transcription Service World
 Membership NAB
 President, Treasurer, General
 Manager C. A. Kaufmann
 Secretary John F. Clarkson
 Station-Commercial-Sales Promotion Manager,
 Publicity Director, Farm Editor . . Charles Bowers
 Program Director Ann Fleniken
 Production Manager, Chief
 Announcer Jack Gifford
 Musical Director Hank Jacobsen
 Chief Engineer Geo. N. Martin

W F R N (CP)

ORANGEBURG

Frequency: 910 Kc. Power: 1000 Watts d.
 Owned-Operated By Orangeburg Radio Co.
 Business Address 63 Ellis Ave.
 Partners Frank B. Best, Frank B. Best Jr.

W R N O

ORANGEBURG—1946

MBS—DIXIE BCSTG. SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WRNO, Inc.
 Business Address Box 662
 Phone Number 1420
 Studio-Transmitter Location Extension Whit-
 man St.
 Air Time 6:30 a.m.-12 M.
 News Service AP

• • • **SOUTH CAROLINA** • • •

Transcription Service Cole
 Membership NAB
 Secretary R. L. Easley
 Vice President G. Paul Browne
 Commercial Manager Willard R. Hasbrook
 Program Director, Chief
 Announcer Harry Carroll
 Publicity Director Bernado Hildebrand
 Musical Director Barbara Nichols
 Chief Engineer Billy Gunter

WVRA (CP)
ORANGEBURG

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By Sims Publishing Co.

CALL LETTERS TO BE ASSIGNED
(CP)
ROCK HILL

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Operated By Tri-County Bcstg. Co.

WRHI

ROCK HILL—EST. 1944
 MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By York County Bcstg. Co.
 Partners Ernest H. Carroll, Virginia B.
 Carroll, James S. Beaty, Jr., Wm. C. Beaty.

WORD

SPARTANBURG—EST. 1940
 NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By The Spartan Radiocast-
 ing Co.
 Business-Studio Address 291 E. Main St.
 Phone Number 6000
 Transmitter Location 3½ mi. N.E. of
 Spartanburg
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World, Lang-Worth
 Representative Taylor-Howe-Snowden
 Membership NAB, BMB
 President, General Manager Walter J. Brown
 Station Manager J. W. Kirkpatrick
 Commercial Manager John C. Carrington
 Sales Promotion-Production Manager, Publicity-
 Program Director Sterling W. Wright
 Musical Director Charles Spears
 Chief Engineer Clyde J. Burdette
 Farm Editor Cecil D. Ross

WSPA

SPARTANBURG—EST. 1929
 CBS

Frequency: 950 Kc. Power: 5000 Watts

Owned By Surety Bcstg. Co.
 Operated By Spartanburg Advertising Co.
 Business-Studio Address Box 1717, 224 East
 Main St.
 Phone Number 2900
 Transmitter Location 3½ mi. N.W. of City
 Air Time 5 a.m.-1 a.m.
 News Service UP
 Transcription Service Associated
 Representative George P. Hollingbery
 Membership NAB, BMB
 Vice President & General

Manager G. Richard Shafto
 Managing Director Roger A. Shaffer
 Commercial Manager Guy Vaughan, Jr.
 Program Director Ed McGrath
 Chief Announcer Grover Golightly, Jr.
 Musical Director Hal Moore
 Chief Engineer Harold R. Beckholt
 Farm Editor Cliff D. Gray

WALD

WALTERBORO—EST. 1947
 MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Waterboro Bcstg. Co.
 Phone Number 3861
 News Service AP
 Transcription Service Associated
 President R. M. Jefferies
 General Manager Charles A. Thoman
 Commercial Manager Beulah Glouer
 Promotion Manager Roger A. Clark
 Program Director Peter Edman
 Chief Engineer Louis Neale

WFIG

SUMTER—EST. 1940
 MBS—SOUTHERN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio Station WFIG, Inc.
 Business-Studio Address Radio Center Bldg.
 Phone Number 1340
 Transmitter Location 1 mi. E. of Sumter on
 Highway 76
 Air Time 18 hrs. daily
 News Service AP
 Transcription Service Thesaurus
 Representative Joseph Hershey McGillvra
 President Hubert D. Osteen
 General-Station Mgr. T. Doug Youngblood
 Commercial-Sales Promotion
 Manager Charles H. Pointel, Jr.
 Program Director Robert R. Hannah
 Production Manager Paul Reidy
 Publicity Director M. E. Pointel
 Chief Announcer Bob Hannah
 Musical Director William Moore
 Chief Engineer James L. Williams
 Farm Editor T. O. Bowen

SOUTH DAKOTA

Estimated Population 564,000—% Increase —12.3—Radio Homes 132,515
Farms with Radios 57,691—Stations in State 13

K A B R

ABERDEEN—EST. 1934

MBS

GREAT NORTHERN BROADCASTING SYSTEM
Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By Aberdeen Bcstg. Co., Inc.
Business-Studio Address 117½ S. Main St.
Phone Number 4626
Transmitter Location Wylie Park, Northwest
of Aberdeen, S. Dak.
Air Time 7 a.m.-12 M.
News Service AP
Transcription Service Standard Radio
Representative Walker
Membership NAB-BMB
President H. C. Jewett, Jr.
General-Station Manager, Pub. Dir. . R. A. Fahy
Sales-Promotion Mgr. Fred C. Stellner
Program Director E. C. Pieplow
Chief Announcer Edward L. Weeks
Chief Engineer Delbert T. Hunt
Farm Editor Russell V. Kaber

K I J V

HURON—EST. 1947

MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By James Valley Bcstg. Co.
Business-Studio Address 34 - 2nd St., S. E.
Phone Number 765
Transmitter Location Lot 6, Prospect Addition
Air Time 6 a.m.-12 M.; 7 a.m.-11 a.m. Sun.
News Service UP
Transcription Service Thesaurus
Representative Universal
Membership NAB
President, Gen. Sta. Mgr. G. W. Chitty
Commercial Manager Bob Brandt
Program Director Dale Larson
Production Manager Margery King
Chief Announcer Leo Borin
Chief Engineer Donald Volkman

K S D N

ABERDEEN

Frequency: 930 Kc. Power: 1000 Watts
Owned-Operated By Aberdeen News Co.
News Service AP
Transcription Service Capitol
President Henry J. Schmitt
General Manager Byron McElligott
Comm.-Prom. Mgr. Byron McElligott

K D S J

DEADWOOD—EST. 1947

KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Heart of The Black Hills
Broadcasting Co.
Business-Studio Address Franklin Hotel
Phone Number 186
Transmitter Location Boulder Canyon Rd.
Aire Time Unlimited
News Service UP
Transcription Service Thesaurus, Keystone
Representative Thomas Clark
Supervisor of Operation John Daniels
Station-Commercial-Sales Promotion Mgr.,
Publicity Dir-Chief Announcer. Truman H.
Walrod
Production Mgr.-Musical Director.
Farm Editor Melvin Rochester
Chief Engineer Eli Daniels

K M H K

MITCHELL—EST. 1947

MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Mitchell Bcstg. Assn.
Business-Studio Address 117-119 N. Main St.
Phone Number 621
Transmitter Location ½ mile E. of city on
highway U. S. 16
Air Time 18 hrs. daily
News Service UP
Transcription Service Capitol
Membership NAB
President, General-Station-Program-Production
Mgr., Musical Director Raymond V. Eppel
Commercial Director B. Harland Ohde
Chief Announcer Ken Bryant
Chief Engineer Donald Dah!

K G F X

PIERRE—EST. 1916

KBS

Frequency: 630 Kc. Power: 200 Watts
Owned By Estate of Dana McNeil
Operated By Ida A. McNeil
Business-Studio Address Box 16, 203 Summit
Ave., W.
Phone Number 351
Air Time 9:30 a.m.-local sunset
News Service UP
Transcription Service KBS
Membership BMB
Director Ida A. McNeil
Chief Engineer Charles Hobbs

KOTA

RAPID CITY—EST. 1936

CBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By. . . Black Hills Bcstg. Co.
 of Rapid City
 Business Address. . . Alex Johnson Hotel, 6th &
 St. Joseph St.
 Phone Number 2000
 Studio Address. . . 10th floor, Alex Johnson
 Hotel
 Transmitter Location. . . 5 miles S. of Rapid
 City on State Highway No. 79
 Air Time. . . . 6 a.m.-12 M.; 7 a.m. to 12 M. Sun.
 News Service UP
 Transcription Service. . . . Standard, Capitol,
 Lang-Worth
 Representative Hal Holman
 Membership NAB, BMB
 President-Owner, General Station
 Manager. Robert J. Dean
 Commercial-Sales Promotion
 Manager Stanley Lieberman
 Program Director. Abner H. George
 Production Manager. Ellen Crilly
 Publicity Director. Don Therkelsen
 Chief Announcer. Harry S. Petersen
 Musical Director. John Simpson
 Chief Engineer. A. E. Griffiths

WCAT

RAPID CITY—EST. 1922

Frequency: 1230 Kc. Power: 100 Watts d.
 Owned-Operated By. . . South Dakota School
 of Mines & Technology

KELO

SIOUX FALLS—EST. 1937

NBC

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By. . . Midcontinent Bcstg. Co.
 Business-Studio Address. . . Phillips Ave. at
 Eighth St.
 Phone Number 6363
 Transmitter Location. . . . 8 mi. S.E. of city
 Air Time. 19 hrs. daily
 News Service UP
 Transcription Service. . . . Standard, Capitol
 Representative John E. Pearson
 Membership NAB, BMB
 Pres., General-Station Mgr. . . . Sam Fantle, Jr.
 Commercial Manager. Ted Matthews
 Sales Promotion-Production Manager, Publicity
 Director Tony Moe
 Program Director, Chief
 Announcer Evans Nord
 Musical Director. Jack Douglas
 Chief Engineer. Lester C. Froke
 Farm Editor. Don Morse

KISD

SIOUX FALLS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. KDAK, Inc.
 Business Address. 355 Boyce Bldg.

KSOO

SIOUX FALLS—EST. 1927

Frequency: 1140 Kc. Power: 5000 Watts
 Owned-Operated By. Sioux Falls Bcstg.
 Association, Inc.
 Business-Studio Address. . . 317 South Phillips
 Phone Number 757
 News Service. AP
 Transcription Service. . . . Thesaurus, Standard
 Representative Avery-Knodel
 Membership NAB, BMB
 President. Morton H. Henkin
 General Manager. George R. Hahn
 Sales Promotion Manager. . . . George Rohn
 Chief Engineer. Maxwell F. Staley
 Farm Editor. Ralph D. Wennblom

KWAT

WATERTOWN—EST. 1940

KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By. Midland Nat'l Life
 Address. Kemp & Broadway
 News Service UP
 Transcription Service. Cole
 President. F. L. Bramble
 Comm.-Prom. Mgr. M. W. Plowman
 Program Director. Bernice Dowling
 Chief Engineer. Francis Alwin

WNAX

YANKTON—EST. 1927

ABC

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By. Cowles Bcstg. Co.
 Business-Studio Address. . . 2nd & Capital Sts.
 Phone Number 442-3
 Transmitter Location. . . Yankton, South Dakota
 (5 mi. E. of city)
 Air Time. . . . 5:30 a.m.-12 M.; 7 a.m.-12 M., Sun.
 News Service AP, UP
 Transcription Service. . . . Standard, Cole
 Representative Katz
 Membership NAB, BMB
 President Gardner Cowles
 General Manager. Robert R. Tincher
 Commercial Manager. Don E. Inman
 Program Director. Herb Howard
 Production Manager. Fred D. Greenlee
 Publicity Director. Muriel Titus
 Musical Director. Rex D. Hayes
 Chief Engineer. Clifton M. Todd
 Farm Service Director. Chris Mack

TENNESSEE

Estimated Population 3,079,000—% Increase +5.6—Radio Homes 597,686
Farms with Radios 157,983—Stations in State 53

W L A R

ATHENS—EST. 1946

MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Athens Bcstg Co.
Business Studio Address Hitch Bldg.
Phone Number 891 (or 893 transmitter)
Transmitter Location Decatur Rd.
Time on the Air 5:45 A. M.-12 M.
Pres.-Owner-Gen.Mgr. Lowell F. Arterburn
Commercial Manager Virgil Lindnere, Jr.
Program Director Otis Parker
Chief Engineer R. R. Magill

W C Y B

BRISTOL

(See Listing Bristol, Va.)

W O P I

BRISTOL—EST. 1929

NBC—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Radiophone Bcstg.
Station WOPI, Inc.
Business-Studio Address 310 State St.
Phone Number WOPI-AM or 3730
Transmitter Location Old Abingdon Pike,
Northeast of Bristol.
Air Time 6 a.m.-12:05 a.m.
Transcription Service L'gworth, World-Capitol
Representative Burn-Smith
Membership NAB, BMB
President-General-Station-Sales Promotion
Manager W. A. Wilson
Commercial Manager Ray L. Russell
Chief Announcer Stuart O'dell
Chief Engineer R. V. Robinson

W A G C

CHATTANOOGA—EST. 1946

MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Tennessee Valley
Brcstg. Co.
Business-Studio Address Hotel Patten
Phone Number 7-1128
Transmitter Location Rossville Blvd.
Air Time 5:55 a.m.-11:30 p.m.
News Service AP
Transcription Service Lang-Worth
Representative William G. Rambeau
General Manager A. B. Campbell
Program Director June Thurman

Musical Director Robert Morrison
Chief Engineer Charles Stokely

W A P O

CHATTANOOGA—EST. 1936

NBC

Frequency: 1150 Kc. Power: 5000 Watts d.,
1000 Watts n.
Owned-Operated By WAPO Bcstg. Service
Business-Studio Address Read House
Phone Number 6-6141
Transmitter Location Pineville Rd.
Air Time 5:30 a.m.-12 m.
News Service AP
Transcription Service NBC Associated
Representative Headley-Reed
Membership NAB, BMB
Chief Executives Ramon G. Patterson,
Louise P. Pursley
General Station Manager R. G. Patterson
Sales Promotion Helen Patterson
Program Director Frances Harley
Chief Engineer B. B. Barnes

W D E F

CHATTANOOGA—EST. 1941

ABC

Frequency: 1370 Kc. Power: 5000 Watts d.,
1000 Watts n.
Owned-Operated By WDEF Bcstg. Co.
Business-Studio Address Volunteer Bldg.
Transmitter Location Moccasin Bend
Air Time 5:30 a.m.-12 m.
News Service UP
Transcription Service Capitol & Cole
Station Representative Weed
President-Owner or Chief Exec. Joe W. Engel
General-Commercial Manager Ken Flenniken
Program Director Charles Gullickson
Publicity Director Walter H. Stamper, Jr.
Chief Engineer B. C. Baker

W D O D

CHATTANOOGA—EST. 1925

CBS

Frequency: 1310 Kc. Power: 5,000 Watts
Owned-Operated By WDO D Bcstg Corp.
Business Studio Hamilton National Bank Bldg.
Transmitter Location Baylor School Rd.
Air Time 5:30 a.m.-12:05 p.m.
News Service UP
Transcription Service Standard
Representative Paul H. Raymer
Membership NAB
President Norman A. Thomas

Vice-President.....Earl W. Winger
 General-Commercial Mgr.....Ralph H. Patt, Jr.
 Sales Promotion Mgr.....Elmer D. Kammer
 Program Dir.-Prod. Mgr....Gaylord McPherson
 Publicity Director.....Sue Johnson
 Chief Engineer.....Roy Owens

W J V W

CHATTANOOGA*

Frequency 1490 Kc.....Power: 250 Watts
 Applicant.....Joe V. Williams, Jr.
 Address.....1011 Hamilton Natl. Bank Bldg.

W J Z M

CLARKESVILLE—EST. 1941

MBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....Campbell & Sheftall
 Operated By.....E. T. Campbell
 Business-Studio Address.....411 Madison St.
 Phone Number.....2295-2296
 Transmitter Location.....Martin St.
 Air Time.....6 a.m.-12 m., 8 a.m.-10 p.m. Sun.
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB, BMB
 General Sta. Mgr.-part Owner..E. T. Campbell
 Commercial Manager.....Clay Cline, Jr.
 Sports Editor.....Bill Snyder
 Chief Engineer.....John H. Bailey
 Farm Program Director.....Roy Smith

W B A C

CLEVELAND—EST. 1945

MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By... Robert W. Rounsaville
 Business-Studio Address.....Radio Center,
 P. O. Box 677
 Phone Number.....62-3
 Transmitter Location...Chattanooga Highway
 Air Time.....18 hrs. daily
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....NAB
 Pres.-Owner-Gen. Mgr. Robert W. Rounsaville
 Station-Commercial Mgr.....A. D. Smith Jr.
 Sales Promotion Mgr.-Pub. Dir....Sam Davis
 Program Dir.-Production Mgr.....Art Selley
 Chief Announcer-Farm Editor...Dan McNew
 Musical Director.....Larry Carrothers
 Chief Engineer.....Jim Byerly

W K R M

COLUMBIA—EST. 1946

MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...The Middle Tennessee
 Bcstg Co., Inc.

Business-Studio Address.....P. O. Box 71
 Phone Number.....1340
 Transmitter Location.....One mile from
 Columbia on U. S. Highway 43

Air Time.....5:55 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....NBC
 Membership.....NAB, BMB
 Pres.-Gen.-Sta.-Comm. Mgr...R. M. McKay, Jr.
 Sales Promotion Mgr.-Program Dir...Chesley J.
 Smith

Chief Announcer.....Charles W. Brewer
 Musical Director.....Clydene Barnett
 Chief Engineer.....Revis V. Hobbs
 Farm Editor.....Melvin Dugger

W H U B

COOKEVILLE—EST. 1940

CBS—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WHUB, Inc.
 Business Address.....Cookeville, Tenn.
 Phone Number.....200
 Studio Address.....523 Spring St.
 Transmitter Location.....Hickory St.
 Air Time.....6 a.m.-11:05 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....NAB
 Pres.-Gen.-Commercial Mgr...M. L. Medley
 Station Director.....Joe Mabry

W D S G

DYERSBURG—EST. 1946

MBS-LION NET-UNIVERSAL NET-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...State Gazette Bcstg. Co.
 Business-Studio Address.....Box 58
 Phone Number.....77
 Transmitter Location.....Highway 51 North
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World
 Membership.....NAB
 General Manager.....Frank Armstrong
 Comm.-Sales Promotion Mgr...Chas. R. Bowen
 Program Dir.-Production Mgr...Norb Beckers
 Publicity Director.....Ray Brown
 Chief Engineer.....C. W. Morrow
 Farm Editor.....Frank Armstrong

W B E J

ELIZABETHTON-JOHNSON CITY—

EST. 1946

MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Elizabethton Bcstg. Co.
 Operated By.....Robert W. Rounsaville
 Business-Studio Address.....Elk Ave., P. O.
 Box 829

Phone Number.....Call WBEJ
 Transmitter Location.....State Line Rd.
 Air Time.....18 hrs. daily
 News Service.....UP
 Transcription Service.....Thesaurus
 President-Partner-General Mgr.....Robert W.
 Rounsaville
 Station-Commercial Mgr.....Thad Fitch
 Sales Promotion Mgr.-Pub. Dir.....Bill Wagner
 Program Dir.-Production Mgr.....Bill Edgar
 Chief Announcer.....Les Lamb
 Chief Engineer.....Condon Bowers
 Farm Editor.....Bill Hale

W E K R (CP)

FAYETTEVILLE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Elk River Bcstrs.
 Partners.....R. M. McKay, Sr.,
 R. M. McKay, Jr., James M. McGrew, Revis V.
 Hobbs, R. A. Largen

W H I N (CP)

GALLATIN

Frequency: 1010 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Summer County Bcstg. Co.

W G R V

GREENEVILLE—EST. 1946

MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Radio Greeneville Inc.
 Operated By.....Robert W. Rounsaville
 Business-Studio Address.....Radio Bldg.,
 P. O. Box 234
 Phone Number.....Call WGRV
 Transmitter Location.....Arnold Rd.
 Air Time.....18 hrs. daily
 News Service.....UP
 Transcription Service.....Capitol
 Pres.-Gen. Mgr.....Robert W. Rounsaville
 Station-Commercial Mgr.....Paul Metcalfe
 Sales Promotion Mgr.-Pub.-Dir.....Hugh Pickle
 Program Director.....Ed Daniels
 Production Mgr.-Farm Editor.....Bill Lowery
 Chief Announcer.....Bob Corley
 Chief Engineer.....Laile Hampton

W H B T

HARRIMAN—ES. 1946

MBS-KBS

Frequency: 1230 Kc.....Power 250 Watts
 Owned-Operated By.....The Harriman
 Bcstg. Co., Inc.
 Business-Studio Address.....Crescent and Devonia
 Phone Number.....870 & 850
 Transmitter Location.....Margrave
 Air Time.....6 a.m.-12 m.

News Service.....UP
 Transcription Service.....Standard, Thesaurus
 Station Representative.....Cox & Tanz
 Membership.....NAB
 President.....Jere B. Brewer
 Sec.-Treas.....Neil L. Shields
 Vice Pres-Gen. Mgr.....F. L. Crowder
 Sta.-Operations Mgr.....W. Lawrence Hedgpeth
 Promotion-Traffic Mgr.....Montarie P. Hedgpeth
 Publicity Director.....W. Lawrence Hedgpeth
 Sports Director.....John Fielder
 Chief Engineer.....Kenneth Hargis
 Farm Editor.....Bill Lawrence

W T J S

JACKSON—EST. 1931

AMERICAN BROADCASTING CO.

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Sun Publishing
 Company
 Address.....104 Baltimore St.
 Phone Number.....7-3316
 Air Time.....7 a.m. to 12 midnight
 News Service.....UP, AP
 Transcription Service.....World
 Representative.....The Branham Company
 President and Gen. Mgr.....A. A. Stone
 Manager.....Frank S. Proctor
 Asst. Manager.....Leslie R. Brooks
 Studio Director.....Sam D. Lollar
 Promotion Manager.....Glenn E. Johnson
 Chief Engineer.....Robert M. Gordon

W E T B

JOHNSON CITY—EST. 1947

Frequency: 790 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....East Tenn. Bcstg. Co.
 Business Address. (Temp.) Press-Chronicle Bldg.
 Phone Number.....2281
 Trans-Studio Address.....1½ miles from
 downtown Johnson City on Highways US
 19 and 23 to Erwin, Tenn. and Ashville, N. C.
 Air Time.....Local Sunrise-Local Sunset
 News Service.....AP
 Transcription Service.....World, Capitol
 Representative.....Helen Wood & Colton
 Membership.....NAB, BMB
 Pres-General Mgr.....Carl A. Jones, Jr.
 Commercial Manager.....Chas. W. Powe's
 Program Director.....Arthur Borgesen
 Chief Engineer.....E. B. Jones

W J H L

JOHNSON CITY—EST. 1938

ABC

Frequency: 910 Kc.....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By.....WJHL, Inc.
 Business-Studio Address.....143 W. Main St.
 Phone Number.....2780

Transmitter Location . . . Johnson City-Kingsport
 Highway
 Air Time 6 a.m.-12 m.
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 Membership NAB, BMB
 President W. Hanes Lancaster
 Gen.-Comm. Mgr. Ken Marsh
 Sales Promotion Mgr. Harry Hudson
 Program-Publicity Dir. Berney Burselon
 Chief Announcer Ed Cowell
 Chief Engineer O. K. Garland

W T V N (CP)
JOHNSON CITY

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By Washington County
 Bcstg. Corp.
 Business Address John Sevier Hotel

W K P T
KINGSFORT—EST. 1940
NATIONAL BROADCASTING CO.
TENNESSEE VALLEY

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Kingsfort Broadcast-
 ing Co., Inc.
 Address Box 870
 Phone Number 2870
 Studio Address 107 W. Market
 Transmitter Location Johnson City Hwy
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth:
 Standard, Thesaurus.
 Representative Burn-Smith Co.;
 Harry Cummings
 Membership NAB, BMB
 President C. P. Edwards, Jr.
 General Manager A. F. Martin
 Commercial Manager Phil J. Weaver
 Program Director Paul L. Overbay
 Chief Engineer Thomas Phillips, Jr.

W B I R
KNOXVILLE—EST. 1941
ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned By Radio Station WBIR, Inc.
 Operated By The Nunn Stations
 Business-Studio Address 406 W. Church
 Phone Number 4-3321
 Transmitter Location Concord & Painter Sts.
 Air Time Unlimited
 News Service UP
 Transcription Service Associated, Capitol
 Representative John E. Pearson
 Membership NAB, BMB

President Gillmore N. Nunn
 Gen.-Sta.-Comm. Sales Promotion Mgr.
 John P. Hart
 Program-Pub. Dir.-Prod. Mgr. Tys Terwey
 Musical Director James T. Pitts, Jr.
 Chief Engineer J. Rex Horton

W I B K
KNOXVILLE—EST. 1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By Independent Bcstg. Co.
 Business-Studio Address 908 S. Gay St.
 Phone Number 4-9866
 Transmitter Location W. Knoxville
 Air Time Local Sunrise-Local Sunset
 News Service AP, INS
 Transcription Service C. P. MacGregor
 Representative Donald Cooke
 Membership NAB
 Pres.-Gen.-Sta. Mgr. Marvin I. Thompson
 Commercial Manager Kenneth N. McClure

W K G N
KNOXVILLE—EST. 1947
MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned By WKGN Bcstg. Co.
 Operated By Clarence Beaman, Jr.
 Business-Studio Address Park Natl. Bank Bldg.
 Phone Number 40766
 Transmitter Location Ailor Ave.
 Air Time 5 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB, BMB
 President Clarence Beaman, Jr.
 Station Director Charles T. DeVois
 Chief Engineer Claude Bass

W N O X
KNOXVILLE—EST. 1921
CBS

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Operated By Scripps-Howard
 Radio, Inc.
 Business-Studio Address 110-112 S. Gay St.
 Phone Number 3-3171
 Transmitter Location Anderson Rd., near
 Beverly
 Air Time 5 a.m.-1:05 a.m., 5 a.m.-2 a.m. Sat.
 News Service UP
 Transcription Service Standard
 Representative The Branham Co.
 President Jack R. Howard
 Gen. Sta. Mgr. R. B. Westergaard
 Commercial Manager O. L. Smith
 Program Dir.-Farm Editor Charles McMahon
 Publicity Director Sarah Booth
 Chief Announcer Lowell Blanchard
 Musical Director Jerry Collins
 Chief Engineer Ray Evans

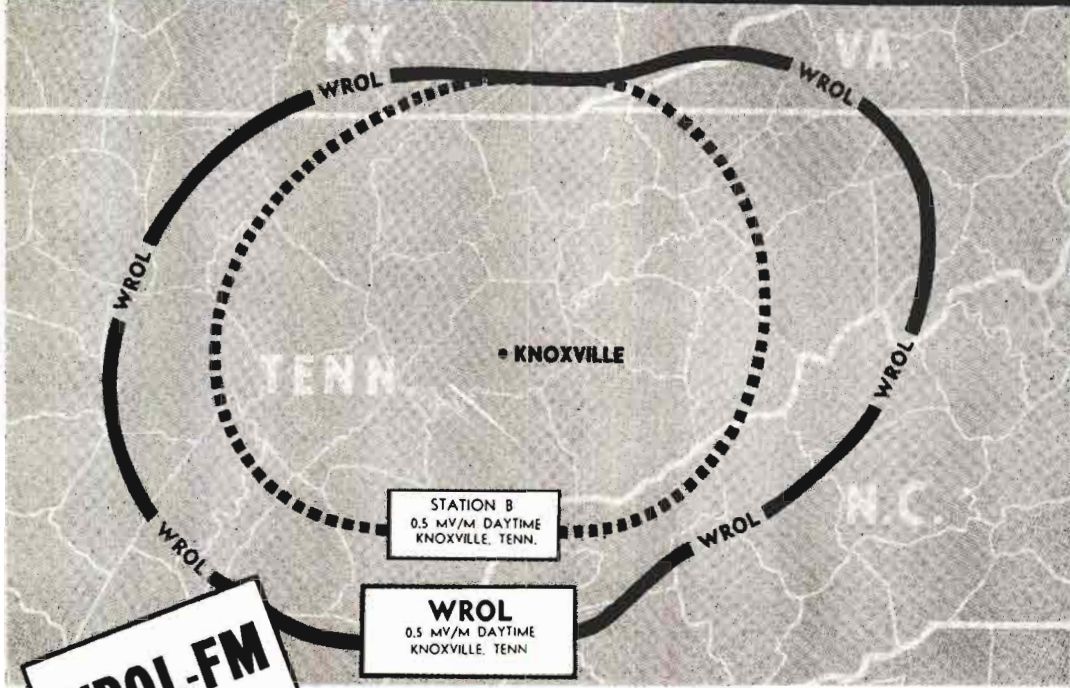
WROL

EAST TENNESSEE'S GREATEST COVERAGE

5000 WATTS
DAY AND NIGHT

620 K C S

KNOXVILLE, NBC FOR EAST TENNESSEE



WROL-FM
97.3 MG.
CHANNEL
247

JOHN BLAIR & COMPANY • HARRY CUMMINGS, Jacksonville, Fla.
National Advertising Rep. Southeastern Advertising Rep.

W R O L

KNOXVILLE—EST. 1927

NBC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By S. E. Adcock
 Business-Studio Address 531 S. Gay St.
 Phone Number 2-7111
 Transmitter Location Holston Hills
 Air Time 5 a.m.-12 m.
 News Service AP
 Transcription Service NBC, World
 Representative John Blair
 Membership NAB, BMB
 Pres.-Gen.-Sta. Mgr. S. E. Adcock
 Comm.-Sales Promotion Mgr. C. H. Frazier
 Program Dir.-Production Mgr. John Reese
 Chief Announcer Allen Stout
 Musical Director Harry Nides
 Chief Engineer Fred M. Andrews

W J J M

LEWISBURG—EST. 1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned By Estate of James J. Murray
 Operated By Louis D. Lingner
 Business Address Box 20
 Phone Number 780
 Studio-Transmitter Location East Hill
 Air Time 5 a.m.-10 p.m., 7 a.m.-10 p.m. Sun.
 News Service AP
 Transcription Service World
 Membership NAB, BMB
 General Manager Louis D. Lingner
 Program Director Daryl L. Laub
 Publicity Director Nikki Beach
 Chief Announcer-Mus. Dir. Allen D. Walker
 Chief Engineer J. E. Sowell

W M M T

McMINNVILLE—EST. 1947

MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By McMinnville Bcstg.
 Co., Inc.
 Business Address P. O. Box 241
 Phone Number 401
 Studio Address Cumberland Amusement
 Co. Bldg.
 Transmitter Location N. Chancery St.
 Air Time 6 a.m.-12 p.m.
 News Service UP
 Transcription Service World
 Membership NAB
 Gen.-Sta. Mgr. Royce Richards
 Comm.-Sales Promotion Mgr. Roy Wood Jr.
 Program-Musical Dir. Ernie Richards
 Publicity Director Sue Downs
 Chief Announcer Roy Crocker
 Chief Engineer Claude Haston
 Farm Editor E. V. Massey

W G A P

MARYVILLE—EST. 1947

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Gateway Bcstg. Co.
 Business-Studio Address 503 Blount
 Phone Number 2490
 Transmitter Location Louisville Pike
 Air Time 5 a.m.-12 p.m.
 News Service UP
 Transcription Service Thesaurus, Lang Worth
 Membership NAB
 Partners George R. Dempster, V. H. McLean
 Gen.-Sta.-Production Mgr.-Program Pub. Dir.
 Robert M. Claffin
 Comm.-Sales Promotion Mgr. John F. Main
 Chief Engineer Curtis S. Lamarr

W D I A

MEMPHIS—EST. 1947

CARDINAL FOOTBALL NET

Frequency: 730 Kc. Power: 250 Watts d.
 Owned By Bluff City Bcstg. Co.
 Operated By Bert Ferguson, John R. Pepper
 Business-Studio Address 2074 Union Ave.
 Phone Number 36-2703
 Transmitter Location 1125 University
 Air Time Local Sunrise-Local Sunset
 News Service INS, UP
 Transcription Service Standard
 Representative John E. Pearson
 Membership NAB, BMB
 Chief Execs. John R. Pepper, Bert Ferguson
 General Manager Bert Ferguson
 Sales or Commercial Mgr. Lou Zlotky
 Program Dir.-Production Mgr. Gene Allan Carr
 Publicity Director Christine Cooper
 Chief Announcer-Musical Dir. Al Beck
 Chief Engineer Frank T. Edwards

W H B Q

MEMPHIS—EST. 1925

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Harding College,
 Searcy, Arkansas
 Business-Studio Address Hotel Gayoso
 Phone Number 8-6868
 Transmitter Location 46 Neely St.
 Air Time 6 a.m.-12 m.
 News Service AP
 Transcription Service Capitol
 Representative The Walker Co.
 Membership NAB, BMB
 Gen.-Sta.-Sales Promotion Mgr. E. A. Alburty
 Commercial Manager E. Pournelle
 Program Dir.-Production Mgr. Lude T. Conlee

**— MORE LISTENERS
PER DOLLAR...
IN MEMPHIS**

*(If we used a full page of solid type—
We Couldn't Say More!)*

— — — — — W H H M

**INDEPENDENT—BUT NOT ALOOF
MEMPHIS, TENNESSEE**

PATT McDONALD, GENERAL MANAGER ★ FOR JOE & CO., REPRESENTATIVES

• • • **T E N N E S S E E** • • •

Publicity Director.....Emily Wilson
Musical Director.....Anita Grilli
Chief Engineer.....W. M. Roy

W H H M
MEMPHIS—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Mid-South Bcstg. Corp.
Business-Studio Address.....Sterick Bldg.
Phone Number.....37-4422
Transmitter Location.....Somerville St.
Air Time.....Unlimited
News Service.....AP
Transcription Service..Standard, Lang Worth
Representative.....Forjoe
Membership.....NAB
President.....P. E. Furlow
Gen.-Sta.-Commercial Mgr.....Patt McDonald
Sales Promotion Mgr.-Program Dir.-Farm Editor,
Alan Avery
Production Manager.....Elmore Richmond
Publicity Director.....J. Wilson
Chief Announcer.....Al Martin
Musical Director.....Bill Gordon
Chief Engineer.....Wm. Marsh

W M C
MEMPHIS—EST. 1922
NBC

Frequency: 790 Kc.....Power 5000 Watts
Owned-Operated By..Memphis Publishing Co.
Business-Studio Address..Goodwyn Inst. Bldg.
Phone Number.....8-7464
Transmitter Location.....Five Points
Air Time.....18½ hrs. daily, 17 hrs. Sun.
News Service.....UP
Transcription Service.....Thesaurus, SESAC,
Lang-Worth
Representative.....The Branham Co.
Membership.....NAB, BMB
President.....John H. Sorrells
General Manager.....H. W. Slavick
Commercial Manager.....J. C. Eggleston
Local Sales Manager.....Earl Moreland
Program Manager.....Wilson Mount
Production Manager.....W. R. Brazzil
Publicity Director.....Walter E. Frase
Chief Announcer.....Charles B. Sullivan
Musical Director.....Noel Gilbert
Chief Engineer.....E. C. Frase, Jr.
Farm Editor.....Walter Durham

W M P S
MEMPHIS—EST. 1925
ABC

Frequency: 680 Kc.....Power: 10,000 Watts d.,
5,000 Watts n.
Owned-Operated By.....WMPS, Inc.
Business-Studio Address.....62 N. Main St.

Phone Number.....5-2721
Transmitter Location.....N. Benjestown Rd.
Air Time...5 a.m.-1 a.m., 6 a.m.-12 m. Sun.
News Service.....AP, UP
Transcription Service.....Standard
Representative.....Taylor-Howe-Snowden
Membership.....NAB
Gen. Mgr.-Vice Pres.....H. R. Krelstein
Merchandising Dir.....W. B. Rudner
Program Director.....Robert Neal Hobgood
Publicity Director.....Matty Brescia
Chief Announcer.....Fred G. Christensen
Musical Director.....Berl Olszwanger
Chief Engineer.....J. G. Deaderick

W R E C
MEMPHIS—EST. 1922
CBS

Frequency: 600 Kc.....Power: 5,000 Watts
Owned-Operated By....WREC Bcstg. Service
Business-Studio Address..Hotel Peabody Bldg.
Phone Number.....5-1313
Transmitter Location.....Radio Center
Air Time.....5 a.m.-12:05 p.m.
News Service.....UP
Transcription Service.....World, Lang-Worth,
McGregor
Representative.....Katz
Membership.....NAB, BMB
Pres-Owner-Gen. Mgr.....Hoyt B. Wooten
Commercial Manager.....Hollis R. Wooten
Program Dir.-Production Mgr.....Roy Wooten
Publicity Director.....Mildred Hughes Allen
Chief Engineer.....S. D. Wooten, Jr.

W C R K
MORRISTOWN—EST. 1947
MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Cherokee Bcstg. Corp.
Phone Number.....1450
News Service.....AP
Transcription Service.....World
President.....H. S. Walters
General Manager.....Hal Falter
Commercial Manager.....Howell Ashford
Promotion Manager.....Bill Cooper
Program Director.....Bob Tambllyn
Chief Engineer.....Larry Martin

W G N S
MURFREESBORO—EST. 1947
MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Murfreesboro Bcstg.
Business-Studio Address.....118 N. Church St.
Phone Number.....1450
Air Time.....6 a.m.-11 p.m.

News Service.....UP
 Transcription Service.....World, Capitol
 Representative.....Hal Holman
 Membership.....NAB
 Pres.-Gen.-Sta. Mgr.....Cecil H. Elrod
 Commercial Sales Promotion Mgr.....Harold
 Huffines
 Program Dir.-Chief Announcer..Howard Byrum
 Prod. Mgr.-Farm Editor.....Heyward Moore
 Publicity Director.....Mary Nell Morris
 Chief Engineer.....Glenn Snoddy

W K D A
NASHVILLE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Capitol Broadcasting
 Company
 Business-Studio Address...American National
 Bank Bldg.
 Phone Number.....4-0511
 Transmitter Location.....2nd Ave. S. &
 Peabody St.
 Air Time...5 a.m.-1 a.m.; 7 a.m.-1 a.m. Sun.
 News Service.....AP
 Transcription Service...Capitol, Lang-Worth
 Membership.....NAB
 Partners...T. B. Baker, Jr. & A. G. Beaman
 General Manager.....T. B. Baker, Jr.
 Musical Director.....Roland Felts
 Chief Engineer.....O. C. Griffin, Jr.

W L A C

NASHVILLE—EST. 1926
 CBS

Frequency: 1510 Kc.....Power: 50,000 Watts
 Owned-Operated By.....J. T. Ward
 Business-Studio Address..Third National Bank
 Bldg.
 Phone Number.....6-0161
 Transmitter Location.....Dickerson Rd.
 Air Time.....5 a.m.-1 a.m.
 News Service.....UP
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 President-Owner.....J. T. Ward
 General-Station-Commercial
 Manager.....F. C. Sowell
 Promotion Manager, Publicity
 Director.....W. H. Shaw
 Program Director.....Paul Oliphant
 Musical Director.....Fred Murff
 Chief Engineer.....F. D. Binns

W M A K

NASHVILLE—EST. 1948
 MBS

Frequency: 1300 Kc.....Power: 5000 Watts
 Owned-Operated By..Volunteer State Bcstg.
 Co., Inc.

Business Address.....Maxwell House
 News Service.....UP
 President.....Frank W. Mayborn
 General Manager.....Edward M. Kirby
 Chief Engineer.....Shelton Weaver

W S I X

NASHVILLE—EST. 1927
 ABC

Frequency: 980 Kc.....Power: 5,000 Watts
 Owned-Operated By.....Jack M. Draughon &
 Louis R. Draughon
 Business-Studio Address.....Nashville Trust
 Bldg.
 Phone Number.....5-5431
 Transmitter Location...McGavoc Pike, RFD.
 Air Time...6 a.m.-12 p.m.; 7 a.m.-12 p.m. Sun.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Katz
 Membership.....NAB, BMB
 Partners.....Jack M. Draughon & Louis R.
 Draughon
 General Manager.....Jack M. Draughon
 Sales Manager.....Eugene S. Tanner
 Program Director.....Otis Roush
 Production Manager.....R. L. Chaudoin
 Chief Engineer.....Dr. Fred Schumann

W S M

NASHVILLE—EST. 1925
 NBC

Frequency: 650 Kc.....Power: 50,000 Watts
 Owned-Operated By.....WSM, Inc.
 Business Address.....National Life Bldg.
 Phone Number.....6-7181
 Transmitter Location.....Franklin, Tenn.
 Air Time.....Unlimited
 News Service.....AP; INS
 Representative.....Edward Petry & Co., Inc.
 Membership.....NAB, BMB
 President.....John H. DeWitt, Jr.
 General Manager.....Harry Stone
 Program Director.....Jack Stapp
 Promotion Director.....Bill Graham
 Chief Engineer.....George Reynolds

W A T O

OAK RIDGE—EST. 1948
 MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Pellegrin & French
 Business-Studio Address...Municipal Market
 Bldg.
 Phone Number.....Oak Ridge 5-3535
 Transmitter Location...Municipal Market Bldg.
 Air Time...6 a.m.-12 M.; Sun. 8 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Lorenzen & Thompson

Membership NAB
 General Manager Marshall H. Pengra
 Sales-Commercial Mgr. Harry C. Weaver
 Program Dir.-Chief Announcer. Arthur J. Metzler
 Musical Director James Scott
 Chief Engineer John Fleet

W O N D (CP)

OAK RIDGE

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Highlands Bcstrs., Inc.

W P T N (CP)

PARIS

Frequency: 910 Kc. Power: 1000 Watts d.
 Owned-Operated By .. Broadcasters Associates
 Partners... James H. McKee, Odes E. Robinson

W T P R

PARIS—EST. 1946

KBS

Frequency: 710 Kc. Power: 250 Watts
 Owned-Operated By Kentucky Lake Bcstg.
 System, Inc.

Business Address Box 240
 Phone Number 1700-1701
 Studio Address 100½ Market St.
 Transmitter Location ... Clifty Rd., off High-
 way 69

Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative Thomas F. Clark
 President, General-Station

Manager E. Weeks Smith
 Commercial-Sales Promotion Manager,
 Publicity Director Parkman R. Feezor
 Program Director Bettye Baggett
 Production Manager,

Chief Announcer Joseph A. Brandt
 Musical Director James A. Brice
 Chief Engineer Carlos Steele
 Farm Editor Ernest Greer

W K S R

PULASKI—EST. 1947

MBS

Frequency: 730 Kc. Power: 250 Watts
 Owned By Pulaski Broadcasting Co.
 Operated By .. Robert W. Rounsaville, Partner
 Business-Studio Address .. Radio Bldg., P. O.
 Box 1050

Phone Number 661 & 634
 Transmitter Location .. Lawrenceburg Highway
 Air Time Local Sunrise-Local Sunset
 News Service UP
 President-Partner, General

Manager Robert W. Rounsaville

Station-Commercial Mgr. Virgil Trimm
 Sales Promotion Manager, Publicity
 Director Hugh Brewer
 Program Director, Production
 Manager Bill Schoocraft
 Chief Announcer, Farm Editor Joe Price
 Chief Engineer Elton Chick

W H A L

SHELBYVILLE—EST. 1946

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Shelbyville Bcstg. Co.
 Business Address 112½ East Side Square
 Partners J. O. Fly, Sr.,
 Geo. F. Fly, Harvard P. Smith

W J I G (CP)

TULLAHOMA

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Operated By Tri-Cities Bcstg. Co.
 Business Address Box 411
 Partners Raymond L. Prescott, Jr. and
 Henry L. Wilson

W E N K

UNION CITY—EST. 1946

MBS—DIXIE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Union City Bcstg. Co.
 Business-Studio Address .. First & Washington
 St.

Phone Number 1240
 Transmitter Location U. S. Highway No.
 45, 1½ miles N. E. of City

Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative Burn-Smith
 Membership NAB
 President, Station Mgr. B. Cary Brummel
 General Manager A. B. Robinson
 Commercial Manager David Capps
 Program Director James Blaine
 Production Manager Lou Wrathner
 Publicity Director Charles Black
 Chief Announcer Jack Dill
 Musical Director John Roach
 Chief Engineer James Thomas
 Farm Editor Hank Huggins

W C D T (CP)

WINCHESTER

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Arthur D. Smith, Jr.
 Owner Arthur D. Smith

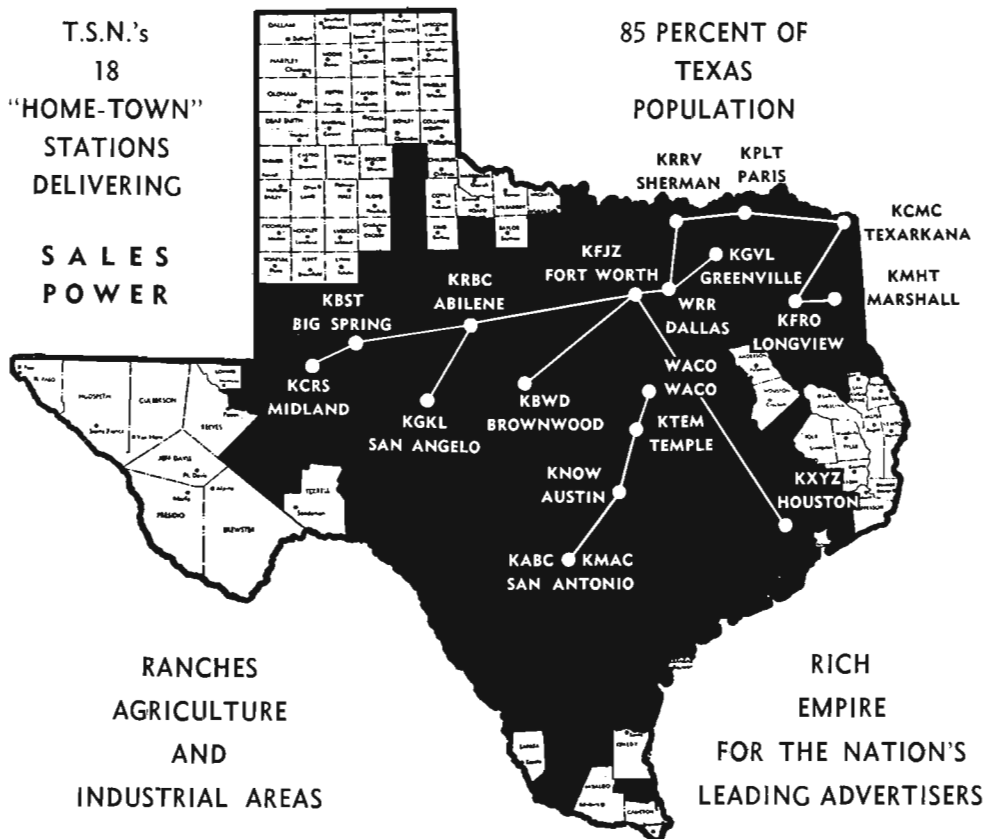
TEXAS' 4 MAJOR MARKETS . . .

COVERED BY T.S.N.

T.S.N.'s
18
"HOME-TOWN"
STATIONS
DELIVERING

SALES
POWER

85 PERCENT OF
TEXAS
POPULATION



RANCHES
AGRICULTURE
AND
INDUSTRIAL AREAS

RICH
EMPIRE
FOR THE NATION'S
LEADING ADVERTISERS

WITH T.S.N.'s ONE PACKAGE, YOU CAN COVER THE G-R-E-A-T
MARKETS OF TEXAS
HERE IS THE MARKET DATA!

Population	5,814,500
Families	1,608,500
Retail Sales	\$3,559,325,000
Food Store Sales	839,761,000
Gen. Mdse. Store Sales	562,729,000
Drug Store Sales	159,322,000
Effective Buying Income	5,284,363,000
Gross Farm Dollars	932,995,000

Source: Sales Management's Survey of Buying Power,
May 10, 1947.

TEXAS STATE NETWORK

FORT WORTH, TEXAS

NATIONAL REPRESENTATIVE

WEED AND COMPANY

NEW YORK • BOSTON • DETROIT • CHICAGO • ATLANTA • SAN FRANCISCO • HOLLYWOOD

TEXAS

Estimated Population 7,118,000—% Increase +11.0—Radio Homes 1,481,168
Farms with Radios 267,440—Stations in State 131

K R B C

ABILENE—EST. 1936

ABC—TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Reporter Bcstg. Co.
Business Address.....Abilene, Texas
Phone Number.....6255
Studio Address.....Windsor Hotel
Transmitter Location.....341 Ambler Ave.
Air Time.....6 a.m.-12 M.
News Service.....AP
Transcription Service.....Thesaurus, Lang-Worth
Representative.....John E. Pearson
Membership.....NAB, BMB
President.....M. B. Hanks
Vice President, Station Mgr....Howard Barrett
Commercial Manager.....Forest Lane
Program Director.....Bro Mingus
Production Manager.....Dorothy Estep
Publicity Director.....Charles Manes
Chief Engineer.....J. B. Casey

K B K I

ALICE—EST. 1947

Frequency: 1070 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Alice Bcstg. Co.
Business Address.....P. O. Box 731
Phone Number.....1360-8
Studio Address.....Alice Hotel
Air Time.....Local sunrise-local sunset
News Service.....AP
Transcription Service.....Lang-Worth, Capitol
Representative.....Donald Cooke, Gene Grant
Membership.....NAB
President.....E. G. Lloyd, Jr.
General-Station Manager.....Leon Lloyd
Program Director.....Jaye Allyn Frye
Chief Engineer.....John H. Mayberry

K V L F

ALPINE—EST. 1947

MBS—SOUTHWEST NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Big Bend Bcstrs.
Business Address.....P. O. Box 779
Phone Number.....37
Studio Address.....Holland Hotel
Air Time.....15 hrs. daily
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Katz Agency
Membership.....NAB
President.....Barney H. Hubbs
General Manager.....Jack Hawkins
Station Manager.....George H. Peters, Jr.
Commercial Manager.....George Peters
Chief Engineer.....Jack Cecil

K A M Q

AMARILLO—EST. 1947

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By..Top of Texas Bcstg. Co.
Business Address.....1301 Polk St.
Phone Number.....2-6543
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Griffith
President.....Walter G. Russell
General Manager.....W. J. Dickerson
Commercial Manager.....Jack Petrie
Promotion Manager.....W. J. Dickerson
Program Director.....Ray Whitworth
Chief Engineer.....Stewart Parsons

K F D A

AMARILLO—EST. 1939

ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Amarillo Bcstg. Corp.
Operated By...Gilmore Nunn, J. Lindsay Nunn
Business-Studio Address.....109 E. 5th St.
Phone Number.....5343
Transmitter Location.....109 E. 5th St.
Air Time..6 a.m.-12 p.m.; 7 a.m.-12 p.m., Sun.
News Service.....UP
Transcription Service.....World, Capitol
Representative.....John E. Pearson
Membership.....NAB, BMB
President.....Gilmore Nunn
General-Commercial Mgr.....H. P. Roberson
Program Director.....Bill Fairley
Publicity Director.....Bill Kelley
Chief Announcer.....Noel Luddy

K G N C

AMARILLO—EST. 1922

NBC—LONE STAR CHAIN

Frequency: 710 Kc.....Power: 10000 Watts d.,
1000 n.
Owned-Operated By.....Plains Radio
Broadcasting Co.
Address.....Radio Building, 8th & Harrison
Phone Number.....4242
Transmitter Location.....Bellaire Park
Air Time.....18 hours per day
News Service.....AP & UP
Transcription Service...Lang-Worth, Standard,
M. M. Cole
Representative..Taylor Howe Snowden, Radio
Sales
Membership.....NAB, BMB
President.....Gene A. Howe
Exec. General Mgr.....O. L. Taylor
General Manager.....Aubrey Jackson
Program Director.....Bob Watson
Chief Engineer.....William H. Torrey

KVAI

AMARILLO—EST. 1947

MBS

Frequency: 940 Kc. Power: 1000 Watts
 Owned-Operated By.. Plains Empire Bcstg. Co.
 Business Address.....1014 W. 7th St.
 Phone Number.....2-6773
 News Service.....UP
 President-General Mgr.....Lonnie J. Preston
 Commercial Manager.....Jim Rennie
 Chief Engineer.....George McBride

KBUD (CP)

ATHENS

Frequency: 1410 Kc. Power: 250 Watts d.
 Owned-Operated By..The Henderson County
 Bcstg. Co.
 Business Address.....3524 S. Henderson St.,
 Fort Worth
 Partners.....J. B. McNutt, Jr., Merl Saxon

KNOW

AUSTIN—EST. 1926

TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..Frontier Bcstg. Co., Inc.
 Business-Studio Address..520 Capital National
 Bank Bldg.
 Phone Number.....2-6213
 Transmitter Location.....First & Tillery Sts.
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Weed
 Membership.....NAB, BMB
 President.....Gene L. Cagle
 Station Manager.....Louis R. Cook
 Commercial Manager.....M. H. Coleman
 Program-Publicity Director...Conrad Vernon
 Musical Director.....Marjorie Doggett
 Chief Engineer.....James E. Lewis

KTBC

AUSTIN—EST. 1939

CBS

Frequency: 590 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....Texas Bcstg. Corp.
 Business-Studio Address.....Brown Bldg.
 P. O. Box 717
 Phone Number.....2-2424
 Transmitter Location.....Manchaca Rd.
 Air Time.....18½ hrs. daily; 18 hrs. Sun.
 News Service.....UP
 Transcription Service.....World
 Membership.....Taylor-Howe-Snowden
 Membership.....NAB
 President.....Claudia T. Johnson

Vice President, General-Station

Manager.....J. C. Kellam
 Sales Manager.....Willard Deason
 Publicity Director.....Harvey O. Payne
 Chief Announcer.....Jack Gwyn
 Musical Director.....Christine Tinsley
 Chief Engineer.....Frank W. Yeagley
 Farm Editor.....K. D. Willingham

KTXN (CP)

AUSTIN

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Thomas G. Harris
 General Manager.....Thomas G. Harris

KVET

AUSTIN—EST. 1946

MBS

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Austin Bcstg. Co., Inc.
 Business-Studio Address...113 West 8th St.,
 Box 116
 Phone Number.....88521
 Transmitter Location.....Old Burnet Rd.
 Air Time.....18 hrs. daily
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Forjoe
 Membership.....NAB
 President, General-Station
 Manager.....John B. Connolly
 Commercial-Sales Promotion Mgr..J. J. Pickle
 Program-Publicity Director, Production
 Manager.....Fred M. Caldwell
 Musical Director.....Carl F. Mann
 Chief Engineer.....Frank Yeagley

KRUN

BALINGER—EST. 1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..Runnels County Bcstg.
 Co.
 News Service.....AP
 Transcription Service.....Standard
 President-General Manager.....R. E. Bruce
 Program Director.....J. M. Isaacs
 Chief Engineer.....J. O. Braden

KIOX

BAY CITY—EST. 1947

MBS

Frequency: 1270 Kc. Power: 1000 Watts
 Owned By.....Bay City Bcstg. Co.
 Operated By.....J. G. Long
 Business Address.....Box 1391
 Phone Number.....642-3
 Studio-Transmitter Location..State Highway 35,
 2 mi. from Bay City city limits, E.
 Air Time..6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.

News Service AP
 Transcription Service Thesaurus
 Representative Homer Griffith
 Membership NAB, BMB
 President, Managing Director J. G. Long
 General Manager Verne V. Trembley
 Station Manager Royce A. Collier
 Commercial Manager George S. Lanham
 Program Director Mrs. Olgie Premont
 Production Manager Joseph Zimmerman
 Publicity Directors Verne Trembley,
 Royce Collier
 Chief Announcer Bob Premont
 Musical Director Roy Nichols
 Chief Engineer Frank Woods

K F D M
BEAUMONT—EST. 1924

ABC

Frequency: 560 Kc. Power: 1000 Watts
 (CP 5000 Watts)
 Owned-Operated By Beaumont Bcstg. Corp.
 Business Address P. O. Box 2950
 Phone Number 2-7758
 Studio Address Edson Hotel, Cor. Liberty &
 Pearl Sts.
 Transmitter Location Cor. Doucette &
 Grove Sts.
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth, Standard
 Representative Free & Peters
 Membership NAB, BMB
 President D. A. Cannan
 General-Station Manager C. B. Locke
 Commercial Manager Ed. E. Carroll
 Sales Promotion Manager Helen Caldwell
 Program Director Dave Russell
 Production Manager Conrad Bering
 Publicity Director Ralph Ramos
 Chief Announcer Jim Griffith
 Chief Engineer Lawrence Sanders

K P B X
BEAUMONT—EST. 1947

Frequency: 1380 Kc. Power: 1000 Watts d.
 Owned-Operated By KPXB Bcstg. Co.
 Business-Studio Address New Crosby Hotel
 Phone Number Studios: 2-0201; Transmitter:
 715
 Transmitter Location 4945 Fannett Rd.
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Standard, MacGregor,
 SESAC
 Representative Forjoe
 Membership NAB
 President, General-Station-Commercial
 Manager Wm. Paul Beville
 Program-Musical Director James Simmons
 Chief Engineer R. H. Murdock

K R I C
BEAUMONT—EST. 1938

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KRIC, Inc.
 Address 130 Wall Street
 Phone Number 4200
 News Service AP
 Transcription Service Thesaurus,
 Capitol. Associated
 Membership NAB, BMB
 President-Owner E. C. Davis
 General Manager Phillip E. Dusenbury
 Chief Engineer M. J. Easterwood, Jr.

K T R M
BEAUMONT—EST. 1947
 KBS

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Operated By KTRM, Inc.
 Business Address 230 Orleans St.
 Phone Number 2-8478
 News Service AP, INS
 Transcription Service World
 President-General Manager Jack Neil
 Commercial Manager G. L. Kirk
 Chief Engineer Ben F. Hughes

**A STRATEGIC
 SPOT**



Play your radio shots so you won't miss. In this very important **THREE KEY CITY MARKET** . . . Beaumont, Port Arthur, and Orange . . . your sure shot is **KFD M!**

REPRESENTED
 BY
FREE & PETERS, Inc.
 AFFILIATED WITH
 AMERICAN BROADCASTING CO. INC.

K B S T

BIG SPRING—EST. 1936
ABC—TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..... Big Spring Herald
Bcstg. Co., Inc.
Business-Studio Address.....702 Johnson St.
Phone Number1500
Transmitter Location...1 mi. N.E. of Big Spring
Air Time.....6 a.m.-12 M.
News ServiceAP
Transcription ServiceThesaurus
Representative.....John E. Pearson
MembershipNAB, BMB
General-Station Manager.....Jack Wallace
Commercial-Sales Promotion Mgr....Bill Cox
Program-Publicity Director.....Lloyd Hawkins
Chief Engineer.....Andrew Jones

K F Y N (CP)

BONHAM

Frequency: 1420 Kc.....Power: 250 Watts
Owned-Operated By.....Frank Svoboda

K H U Z

BORGER—EST. 1947

MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....R. G. Hughes
Business Address.....Highway 117
Phone Number1600
Studio-Transmitter Location..Off Highway 117,
Clayton St.
Air Time.....6:30 a.m.-11 p.m.
News ServiceAP
Transcription Service.....Lang-Worth, World
SESAC
MembershipNAB
President-Owner.....R. G. Hughes
General Manager.....Wayne Phelps
Sales Manager.....Les Helmes
Program Director.....Hal Moon
Chief Engineer.....Herman Kreiger

K N E L

BRADY—EST. 1935

KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....G. L. Burns
Business Address.....Brady, Texas
Phone Number77
Studio Address.....Brady, Texas
Transmitter Location.....1 mi. E. of Brady
Air TimeUnlimited
News ServiceAP
General Station Manager.....G. L. Burns
Commercial-Sales Promotion Mgr...C. D. Reed
Program Director.....Gene Burns
Chief Engineer.....Cecil Nelin

K S T B

BRECKENRIDGE—EST. 1947

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By.....Stephens County Bcstg.
Co.
Business Address.....Miller Bldg.
Partners.....Robert W. Chapman,
Manning L. Trammell

K W H I

BRENHAM—EST. 1947

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Thomas S. Whitehead
News Service.....UP
Transcription Service.....Lang-Worth
President-General Mgr.....Tom S. Whitehead
Chief Engineer.....H. B. Balch

K V A L

BROWNSVILLE—EST. 1946

ABC

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
Air Time.....6 a.m. to Midnight
News Service.....AP
Representative.....Free & Peters
Membership.....NAB, BMB
President.....T. Frank Smith
General Manager.....Byron Winstead
Commercial Manager.....Dick Smith
Promotion Manager.....Duane McCoy
Program Director.....Fred McCall
Chief Engineer.....Leonard Dutton

K B W D

BROWNWOOD—EST. 1941

MBS—TEXAS STATE NETWORK—KBS

Frequency: 1380 Kc.....Power: 1000 Watts d.;
500 Watts n.
Owned By.....Brown County Bcstg. Co.
Operated By.....Wendell Mayes
Business-Studio Address.....800 Hawkins St.
Phone Number2401-2
Transmitter Location.....Williams Ranch Rd.
Air Time.....18 hrs. daily; 17 hrs. Sun.
News ServiceUP
Transcription ServiceLang-Worth
Representative.....Walker
MembershipNAB
President, General-Station
Manager.....Wendell Mayes
Commercial Manager.....F. T. Wilson
Program Director.....Howard Edwards
Chief Announcer.....William T. Field
Chief Engineer.....A. W. Stewart

KORA

BRYAN—EST. 1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Bryan Bcstg. Co.
 Business Address: 305 W. 26th St.
 Phone Number: 2-1451
 News Service: AP
 Transcription Service: Thesaurus
 Owner-General Manager: David C. Jones, Jr.
 Commercial Manager: Maxine Saunders
 Promotion Mgr.-Program Dir.: Cecil Beardon
 Asst. Mgr. & Chief Engineer: Robert M. Shuffler

KCTX

CHILDRESS—EST. 1947

MBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Operated By: Golden West Bcstg.
 Business-Studio Address: 217½ North Main
 Phone Number: 1086
 Transmitter Location: ½ mi. S.W. of Childress
 Air Time: Local sunrise-local sunset
 News Service: AP
 Membership: NAB
 President, Commercial Mgr.: Richard M. Hagan
 General-Station Manager: George D. Cowan
 Program Director: James D. Abbott
 Publicity Director: Peggy Bellah
 Chief Engineer: Hal S. Christensen

KCLE

CLEBURNE—EST. 1947

Frequency: 1120 Kc. Power: 250 Watts d.
 Owned-Operated By: Marti, Inc.
 Business-Studio Address: 919 North Main
 Phone Number: 1025-6; Transmitter 181
 Air Time: Local sunrise-local sunset
 News Service: UP
 Transcription Service: Capitol
 Membership: NAB
 General Mgr., Chief Engineer: George W. Marti
 Station Manager: Jo C. Marti
 Commercial Manager: John Marti
 Program Director: Billie D. Moorman
 Farm Editor: C. A. Munch

KSTA

COLEMAN—EST. 1947

Frequency: 1000 Kc. Power: 250 Watts d.
 Owned-Operated By: Coleman County Bcstg. Co.
 Business Address: Box 827
 Phone Number: 8406
 News Service: UP
 Transcription Service: Capitol
 General Manager: Jack South
 Chief Engineer: A. W. Stewart

WTAW

COLLEGE STATION—EST. 1921

ABC

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Operated By: A. & M. College of Texas
 Business Address: College Station
 Phone Number: 4-6724
 Air Time: Local sunrise-local sunset
 News Service: AP
 Transcription Service: World
 Representative: Homer Griffith
 Membership: NAB, BMB
 Station-Commercial Manager: W. R. Pierre
 Sales Promotion Manager: B. J. Cook
 Publicity Director: Mary Jo Trimble
 Chief Engineer: Frank J. Sosolik
 Farm Editor: Andy Adam

KEYS

CORPUS CHRISTI—EST. 1941

CBS

Frequency: 1440 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By: Nueces Bcstg. Co.
 Business-Studio Address: Centre Theatre Bldg.
 Phone Number: 2-7411
 Transmitter Location: Cantwell Lane
 Air Time: 6 a.m.-12 M.
 News Service: UP
 Transcription Service: World
 Representative: Taylor-Howe-Snowden
 Membership: NAB, BMB
 General Manager: Bill Hughes
 Station-Commercial Manager: Kelly Wofford
 Program Director: Bill McRae
 Production Manager: Mary Ann Adams
 Publicity Director: Roamsay Minnick
 Chief Announcer, Musical Dir.: Ralph Davis
 Chief Engineer: Harold Griffith

KRIS

CORPUS CHRISTI—EST. 1937

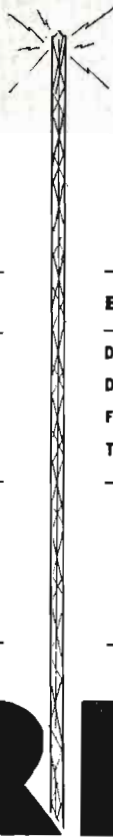
NBC—TEXAS QUALITY NETWORK

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By: Gulf Coast Bcstg. Co.
 Business-Studio Address: P. O. Box 840
 Phone Number: 6354
 Transmitter Location: Shore Drive
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Transcription Service: Standard
 Representative: Free & Peters
 Membership: NAB, BMB
 President, General-Station Mgr.: T. Frank Smith
 Commercial Manager: W. M. Eikner
 Promotion Manager: Jack Lozier
 Program Director, Production
 Manager: Charles Nethery
 Chief Engineer: Ted Gilliland

KRLD

Oldest CBS AFFILIATE IN TEXAS ★ ONLY FULL-TIME 50,000-WATT STATION SERVING THE BIG DALLAS-FORT WORTH

Area!



BMB DATA — NIGHTTIME

BMB %	No. of Counties	1946 Radio Families	Families Nighttime Audience
DALLAS 93%		96,600	90,520
Dallas County 92%		128,720	118,890
FORT WORTH 88%		64,650	56,910
Tarrant County 87%		79,850	69,450
50% or more	126	693,350	531,290
40% " "	182	861,430	606,010
30% " "	249	1,028,750	661,970
20% " "	362	1,320,120	730,870
10% " "	597	2,111,860	842,560

BMB DATA — DAYTIME

BMB %	No. of Counties	1946 Radio Families	Families Daytime Audience
DALLAS 81%		96,600	79,030
Dallas County 81%		128,720	104,230
FORT WORTH 75%		64,650	48,620
Tarrant County 71%		79,850	61,680
50% or more	104	979,980	494,840
40% " "	138	1,086,900	542,920
30% " "	172	1,187,690	578,030
20% " "	236	1,459,310	654,200
10% " "	335	1,770,240	692,670

Number 1 Radio Station

KRLD

Number 1 Radio Market South

The Times Herald Station

Represented by the Branham Company

KSIX
CORPUS CHRISTI—EST. 1947
ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Corpus Christi Bcstg. Co. Inc.
Business-Studio Address: 533 Upper N. Broadway
Phone Number: 2-9242
Transmitter Location: Whelan Dr.
Air Time: 6 a.m.-12 a.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Forjoe
Membership: NAB
President, General-Station Manager: Vann M. Kennedy
Commercial Manager: Charles R. Manning
Sales Promotion Manager: Ray Lewis
Program-Musical Director, Production Manager, Chief Announcer: Jack Foster
Publicity Director: Mary Tompkins
Chief Engineer: Troy Whitiker

KWBU
CORPUS CHRISTI—EST. 1943

Frequency: 1030 Kc. Power: 50,000 Watts d.
Owned By: Baylor University of Waco, Texas
Operated By: Radio Station WKBJ (Department of Baylor University)
Business Address: P. O. Box 898
Phone Number: 5258
Studio Address: White Plaza Hotel
Transmitter Location: Gregory, Texas
Air Time: Daytime license
News Service: AP
Representative: Branham
General Manager: Carr P. Collins
Station Manager: Homer Hogan
Program Director, Farm Editor: Bob McBride
Chief Announcer: Martin Lucas
Musical Director: Rose Belek
Chief Engineer: Nestor Cuesta

KAND
CORSICANA—EST. 1937
KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Alto, Inc.
Business-Studio Address: State National Bank Bldg.
Phone Number: 2486-7-8
Transmitter Location: U. S. Highway 75
Air Time: 6 a.m.-11 p.m.
News Service: UP
Transcription Service: Standard, Thesaurus, Cole
Representative: Branham
Membership: NAB, BMB
Vice President: J. C. West
General Manager: Ernest T. Jones
Chief Engineer: E. R. Hellums

KIXL
DALLAS—EST. 1947

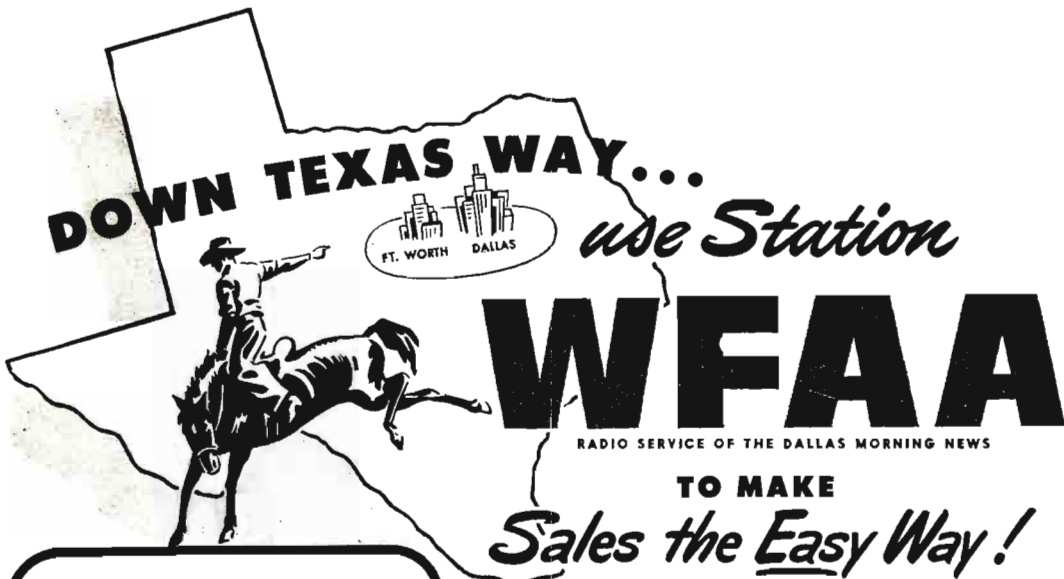
Frequency: 1040 Kc. Power: 1000 Watts d.
Owned-Operated By: Variety Bcstg. Co., Inc.
Business-Studio Address: 1401 S. Akard St.
Phone Number: Riverside 4521
Air Time: Local sunrise-local sunset
News Service: AP
Transcription Service: World, Standard
Representative: William G. Rambeau
Membership: NAB
President, General Manager: Lee Segall
Station Manager: Tom Massey
Program Director: Charles Payne
Production Manager: John Wilson
Chief Engineer: Bob Tripp

KLIF
DALLAS—EST. 1947

Frequency: 1190 Kc. Power: 1000 Watts d.
Owned-Operated By: Trinity Bcstg. Corp.
Business-Studio Address: Cliff Towers Hotel,
Phone Number: W-0328
Air Time: Local sunrise-local sunset
News Service: UP
Transcription Service: Associated
Representative: Burke, Kuipers & Mahoney
Membership: NAB
President: Barton R. McLendon
Executive Director: Gordon B. McLendon
Station-Commercial Mgr.: Aubrey H. Escoe
Promotion Director: David A. Ward
News Director, Farm Editor: Loren Watson
Publicity Director: David A. Ward
Chief Engineer: Glenn Callison

KRLD
DALLAS—EST. 1926
CBS

Frequency: 1080 Kc. Power: 50,000 Watts
Owned-Operated By: KRLD Radio Corp.
Business-Studio Address: Hotel Adolphus
Phone Number: Central 6811
Transmitter Location: Garland, Texas
Air Time: 5:30 a.m.-2 a.m.
News Service: AP, INS
Transcription Service: Standard, Capitol
SESAC
Representative: Branham
Membership: NAB, BMB
Chairman of Board: Tom C. Gooch
President: John W. Runyon
Managing Director: Clyde W. Rembert
Commercial Manager: Wm. A. Roberts
Sales Promotion-Asst. Manager, Publicity Director: J. W. Crocker
Program Director: Roy George
Production Manager: John Hicks
Chief Announcer: Ves R. Box
Musical Director: Hugh Fowler
Chief Engineer: Roy M. Flynn



It's as simple as

1 • 2 • 3

to make the rich DALLAS - FT. WORTH market PAY!

1

**STATION
W F A A**

2

**FREQUENCIES
820 + 570**

3

**NETWORKS
NBC-ABC-TQN**

WFAA

RADIO SERVICE OF THE DALLAS MORNING NEWS

TO MAKE

Sales the Easy Way!

★ Advertisers who use WFAA to cover the Dallas-Fort Worth market get what they want—*complete coverage from one Station, on two frequencies, and with the top attractions of three networks, to provide greater audience appeal and sales impact on the Southwest's greatest market.*

Station **WFAA**
DALLAS, TEXAS

and
WFAA
F M

★ Now—WFAA-FM is operating with 14,000 watts, radiated power at 98 Megacycles—Channel 250, bringing to the Dallas-Fort Worth markets this new form of radio service with all of the advantages this finer, better broadcasting offers.

Represented Nationally

EDWARD PETRY and COMPANY

KSKY

DALLAS—EST. 1941

Frequency: 660 Kc. Power: 1000 Watts d.
Owned-Operated By... Sky Bcstg. Service
Business-Studio Address... Hotel Stoneleigh,
2927 Maple Ave.

Phone Number... Central 6193-4
Transmitter Location... Bruton Rd., Dallas
County

Air Time... 6 a.m.-local sunset
News Service... AP
Transcription Service... Associated
Membership... NAB
President... A. L. Chilton
Station-Commercial-Sales Promotion

Manager... R. G. Terrill
Program Director... Leonard Holland
Chief Announcer, Farm

Editor... Richard F. Parker
Musical Director... John A. Hitt
Chief Engineer... Morris M. Ming

WFAA

DALLAS—EST. 1922

NBC—ABC—TEXAS QUALITY NETWORK

Frequency: 820 Kc. Power: 50,000 Watts
(570 Kc.)... (5000 Watts)
Owned-Operated By... A. H. Belo Corp.

Business Address... 815 Commerce St.
Phone Number... Central 2451
Studio Address... 1122 Jackson St.

Transmitter Location... Grapevine, Texas;
Arlington, Texas

Air Time... 18 hrs. daily (dividing time on 820
and 570 Kc. with Fort Worth)

News Service... AP, UP
Transcription Service... Lang-Worth, Thesaurus
Representative... Edward Petry
Membership... NAB, BMB
President... E. M. Dealey

General Manager... Martin B. Campbell
Commercial Manager... Ralph W. Nimmons
Sales Promotion Manager... Robert E. Summers
Program Director... Ralph K. Maddox
Production Manager... Elliott Robertson
Publicity Director... Louis Breault
Chief Announcer... Hal Thompson
Chief Engineer... Raymond Collins
Farm Editor... Murray Cox

WRR

DALLAS—EST. 1920

MBS—TEXAS STATE NETWORK

Frequency: 1310 Kc. Power: 5000 Watts d.
Owned-Operated By... City of Dallas, Texas
Business-Studio Address... Municipal Radio
Bldg., State Fair Grounds

Phone Number... Tenison 3-6101
Transmitter Location... White Rock Lake

Air Time... 5:30 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service... AP
Representative... Weed
Membership... NAB, BMB
Chairman... E. O. Cartwright
General-Station Mgr... Charles B. Jordan
Commercial Manager... Dale Drake
Program Director... Pete Teddlie
Production Manager... Roy I. Newman
Publicity Director... Pete Teddlie
Musical Director... James Thornhill
Chief Engineer... Durward J. Tucker
Farm Editor... Al Jones

KDLK

DEL RIO—EST. 1947

MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Del Rio Bcstg. Co.
Phone Number... 1150
Representative... Griffith
President-General Mgr... James A. Clements
Promotion Manager... Gonzalo G. Moyo
Program Director... John Harris
Chief Engineer... Norman Lassetter

KDNT

DENTON—EST. 1938

KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Harwell V. Shepard
Address... Radio Center
Phone Number... 276
Transmitter Location... Highway No. 24
Air Time... 7 a.m. to 10 p.m.
News Service... UP
Transcription Service... Thesaurus
Membership... BMB
Owner-Gen. Manager... Harwell V. Shepard

KURV

EDINBURG—EST. 1947

Frequency: 710 Kc. Power: 250 Watts d.
(CP 1000 d. & n.)

Owned-Operated By... James Cullen Looney
Business-Studio Address... San Antonio Highway
Phone Number... 710
Transmitter Location... 2 mi. N. of Edinburg
Air Time... Local sunrise-local sunset
News Service... UP
Transcription Service... World
Representative... Forjoe
Membership... NAB, BMB
President-Owner... James Cullen Looney
General-Commercial Mgr... Louis Aiken, Jr.
Station-Sales Promotion Mgr... Jane Trimner
Program Director... Stuart Graymount
Production Manager... Allan Dale
Chief Engineer... Warren Chase

QUIZ QUICKIES

(FOR SHREWD TIME-BUYERS)

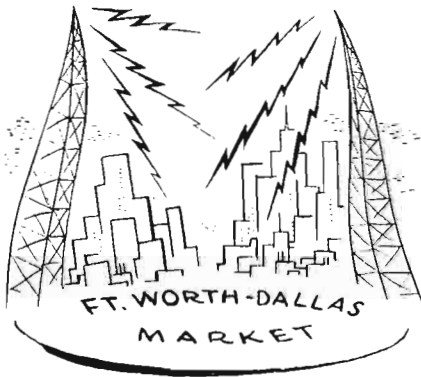
1. Why do we use a double-barrel shotgun?

To get the bird! Two shots *double* your chances of getting the big ones.



KFJZ

WRR



2. Why do we use the KFJZ-WRR combination in Ft. Worth-Dallas?

To get the sale! Two stations for one price give you a *double shot* at this rich market.

Fort Worth-Dallas Area

Population	1,900,000
Buying Income	\$2,000,000,000
Radio Homes	410,033



NATIONAL REPRESENTATIVE
WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

KELP

EL PASO—EST. 1947

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Operated By... Paso Bcstg. Co., Inc.
 Business-Studio Address... 106 Texas St.,
 P. O. Box 1348
 Phone Number 3-3658
 Transmitter Location... 1 mi. E. of El Paso on
 Highway 80
 Air Time..... Local sunrise-local sunset
 News Service UP
 Transcription Service Capitol
 Representative..... John E. Pearson
 Membership BMB
 President..... Ed V. Mead
 General Manager, Sec.-Treas. Tim Carroll
 Commercial Manager..... J. I. Walden, Jr.
 Chief Engineer..... Jesse M. Neil, Jr.

KEPO

EL PASO—EST. 1947

ABC

Frequency: 690 Kc. Power: 5000 Watts
 Owned-Operated By... H. J. Griffith
 Business Address... 2419 N. Piedras St., Dallas
 Phone Number 5-2731
 News Service UP
 Transcription Service Standard
 Representative Raymer
 President..... H. J. Griffith
 General Manager..... Willard L. Kline
 Commercial Manager..... Larry Clair
 Program Director..... John Hicks
 Chief Engineer..... E. L. Gernoetz

KROD

EL PASO—EST. 1940

CBS—SOUTHWEST

Frequency: 600 Kc. Power: 1000 Watts d.;
 500 Watts n. (CP 5000 d. & n.)
 Owned-Operated By... Roderick Bcstg. Corp.
 Business Address... P. O. Box 1799
 Phone Number 2-6551
 Studio Address... 2201 Wyoming St.
 Transmitter Location... Hammett Blvd.
 Air Time Unlimited
 News Service..... AP, INS
 Transcription Service... Associated, Standard,
 Cole
 Representative Taylor-Howe-Snowden
 Membership NAB, BMB
 President..... Dorrance D. Roderick
 General Manager..... Val Lawrence
 Sales Promotion Manager..... Frank Junell
 Program Director..... Ted Hunt
 Production Manager..... Dick Weaver
 Publicity Director..... Tom Wisheart
 Chief Engineer..... Edward P. Talbott
 Farm Editor..... Robert Canavan

KSET

EL PASO—EST. 1947

MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Sunland Bcstg. Co.
 Business Address... 307 Mills St.
 Phone Number..... 3-2693
 News Service..... AP
 Transcription Service... World, Long-Worth
 President..... Edward D. Hodge
 General Manager..... Vincent W. McConn
 Commercial Manager..... William H. Gerlach
 Program Director..... David E. Bigley
 Chief Engineer..... Lloyd W. Hilburn

KTSM

EL PASO—EST. 1929

NBC

Frequency: 1380 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By... Tri-State Bcstg. Co., Inc.
 Business-Studio Address... 801 N. Oregon St.
 Phone Number..... Main 3122
 Transmitter Location... First Ave., Lower Valley,
 El Paso, Texas
 Air Time... 6 a.m.-11:30 p.m. except Sat.-12 p.m.
 News Service UP
 Transcription Service... Thesaurus, Lang-Worth
 Representative..... George P. Hollingbery
 Membership NAB, BMB
 President..... Mrs. Frances Walz Bredberg
 General-Station Manager..... Karl O. Wyler
 Commercial-Sales Promotion Manager, Publicity
 Director Roy T. Chapman
 Program Director, Production Mgr. Jack R. Rye
 Chief Announcer..... Allan Johnston
 Musical Director..... Jack B. Chapman
 Chief Engineer..... Kenneth J. Walton

KFJZ

FORT WORTH—EST. 1922

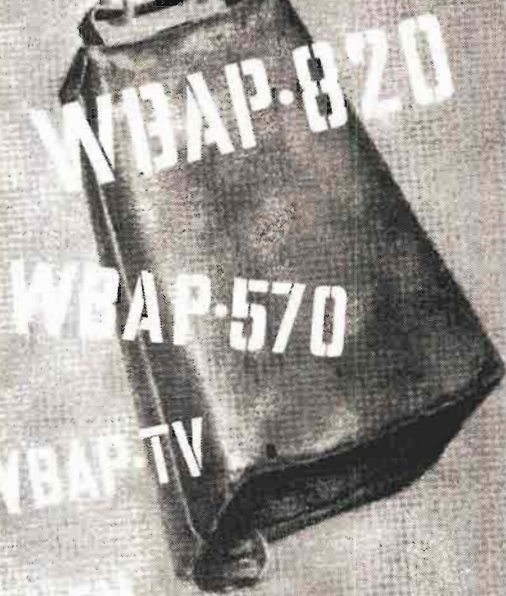
MBS—TEXAS STATE NETWORK

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By... Tarrant Bcstg. Co.
 Business-Studio Address... 1201 W. Lancaster
 Ave.
 Phone Number 3-3474
 Transmitter Location... Birdville, Texas
 Air Time..... 5 a.m.-1 a.m.
 News Service AP
 Representative Weed
 Membership NAB
 President, General-Station Mgr. Gene L. Cagle
 Commercial-Sales Promotion Manager, Publicity
 Director..... Clyde D. Pemberton
 Program Director, Chief
 Announcer..... Walton K. Blanton
 Chief Engineer..... Truett Kimzey

RING COWBELL RING

A Favorite Airmark in Texas

For Over 25 Years . . .



The musical clang of the cowbell has guided worried Southwest farmers and ranchers to lost or strayed livestock for many decades.

By the same token, the cowbell airmark on WBAP has guided listeners to 820 kcs. since 1922 and 570 kcs. since 1938. Here they know they're finding the very cream of radio entertainment.

So it is with WBAP's long, quarter-century list of prestige clients. To them the cowbell means RESULTS--results obtained by these millions of loyal listeners, lasting production and a truly great coverage.

Check the facts with WBAP or Free and Peters today. Put a cowbell around the neck of your lost or strayed sales in this rich Ft. Worth-Dallas market area.

In operation this year--WBAP-TV and WBAP-FM.

ABC
370 Kc.
5,000 watts

NBC
820 Kc.
50,000 watts

WBAP
THE STAR-TELEGRAM STATION

SINCE 1922

Loop Star Chain

Texas Quality Network

FORT WORTH 2, TEXAS

Amon Carter, Pres.
Harold Haugh, Dir.

George Cranston, Mgr.
Keith Baldwin, Com. Mgr., AM
Roy Backus, Cont. Mgr., TV

FREE & PETERS, INC. - National Representatives

Fort Worth Star-Telegram Bldg. 3-1234	Ogden 2463 Populorum Bldg. Cottrell 6352	San Francisco 58 Sutter Kaiser #213	Atlanta 222 Palmer Bldg. Main 3441
New York 444 Madison Ave. Plaza 5-6130	Chicago 180 N. Michigan Franklin 5273	Hollywood 1321 Beverly Blvd. Hollywood 7151	

KWBC

FORT WORTH—EST. 1946

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By. Worth Bcstg. Co.
 Business-Studio Address. Houston & 9th
 Phone Number. 2-9231
 Transmitter Location. Old Denton Rd. in
 Tarrant County
 Air Time. Local sunrise-local sunset
 News Service. AP
 Transcription Service. Standard, McGregor
 Representative. Rambeau
 Membership. NAB
 President. P. W. Seward
 General-Station Manager. Forrest Wallace
 Program Director, Production
 Manager. Ralph Widman
 Chief Engineer. Melvin Parsons
 Farm Editor. Lewis Love

KCNC

FORT WORTH—EST. 1946

Frequency: 870 Kc. Power: 250 Watts d.
 Owned-Operated By. Blue Bonnet Bcstg. Corp.
 Business Address. 705½ Main St.
 Phone Number. 2-7175
 News Service. AP
 Transcription Service. Lang-Worth, Capitol
 Representative. Walker
 President-General Mgr. J. H. Speck
 Vice President. A. Earl Cullum, Jr.
 Secy.-Treas. Elliott Wilkinson
 Asst. Mgr.-Tech. Dir. Jack Hopkins
 Program Director. Jim Bradley
 Chief Engineer. Chester Grubbs

KXOL

FORT WORTH—EST. 1947

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By. Fort Worth Bcstg. Co.
 Business-Studio Address. 1216 Pennsylvania
 Ave.
 Phone Number. 31448
 Transmitter Location. Corner Piper Lane &
 Calloway Rd.
 Air Time. 18 hrs. daily
 News Service. AP
 Transcription Service. Lang-Worth
 Representative. John E. Pearson
 President. F. M. Skinner
 Secretary, General-Station-Commercial
 Manager. Russ N. Lamb
 Program Director, Production Manager.
 Chief Announcer. Bill Herring
 Publicity Director. Bob Mayberry
 Vice President, Chief Engineer. John R. Crouse

WBAP

FORT WORTH—EST. 1922

NBC-ABC-LSC-TEXAS QUALITY NETWORK
 Frequency: 820 (570) Kc. Power: 50,000 Watts
 (5000 Watts)
 Owned-Operated By. Carter Publications, Inc.
 Business-Studio Address. Medical Arts Bldg.
 Phone Number. 3-1234
 Transmitter Location. Grapevine, Texas &
 Arlington, Texas
 Air Time. 5:30 a.m.-12 M.
 News Service. AP
 Transcription Service. Cole, World
 Representative. Free & Peters
 Membership. NAB, BMB
 President. Amon G. Carter
 Radio Director. Harold V. Hough
 Station Manager. George Cranston
 Natl. Sales Director. Keith Baldwin
 Commercial Manager. Roy I. Bacus
 Sales Promotion Manager. Jack Rogers
 Program Director. Ed Lally
 Production Manager. A. M. Woodford
 Publicity Director. Jack Rogers
 Chief Announcer. Frank Mills
 Musical Director. Gene Baugh
 Chief Engineer. R. C. Stinson
 Farm Editor. Layne Beatty

KNAF

FREDERICKSBURG—EST. 1947

MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Gillespie Bcstg. Co.
 Business-Studio Address. Security State Bank
 Bldg.
 Phone Number. 311
 Transmitter Location. N.W. of Town
 Air Time. 6:30 a.m.-10 p.m.
 News Service. AP
 Transcription Service. Lang-Worth
 Membership. NAB
 General-Commercial Manager. Jerry Fisher
 Program Director. Betty Grobe
 Chief Engineer. T. L. Kidd
 Farm Editor. Mike Davis

KGAF

GAINESVILLE—EST. 1947

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By. Gainesville Bcstg. Co.
 Business Address. Training School Road
 Phone Number. 1600
 News Service. AP
 Representative. Thesaurus, Standard
 President. Joe M. Leonard, Sr.
 General Manager. Joe M. Leonard, Jr.
 Commercial Mgr. Louis C. Pitchford, Jr.
 Chief Engineer. William R. Johnson

KGBC

GALVESTON—EST. 1947

Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Operated By James W. Bradner
Business Address Commerce Bldg.
Phone Number 4329
News Service AP
Transcription Service Capitol
President-General Mgr. James W. Bradner, Jr.
Commercial Manager Floyd Smith
Program Director Dean Turner
Chief Engineer Jesse Simms

KLUF

GALVESTON—EST. 1928

MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By The KLUF Broad-
casting Co.
President Geo. Roy Clough

KCTI

GONZALES—EST. 1946

Frequency: 1450 Kc. Power: 250 Watts d.
Owned-Operated By Gonzales Bcstg. Co.
Business Address 425 St. George St. (Temp.)
Phone Number 692
News Service AP
Transcription Service Capitol
Representative Gene Grant, Cooke
Chief Owner Lawrence M. Walshak,
Frank Wilson, Jr.
Gen.-Commercial Mgr. Lawrence M. Walshak
Promotion Manager Frank Wilson, Jr.
Program Director Rosemary Hermann
Chief Engineer Frank Wilson, Jr.

KRCT

GOOSE CREEK—EST. 1947

KBS

Frequency: 650 Kc. Power: 250 Watts d.
Owned-Operated By Bay Broadcasting Co.
Business Address Box 622

KREL

GOOSE CREEK—EST. 1947

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Operated By Tri-Cities Bcastg. Co.
Business Address P. O. Box 419
Phone Number 1360
News Service UP
Transcription Service Lang-Worth, Associated
President Robert Matherne
General Manager Virgil G. Evans
Commercial Manager Isabelle McConnell
Promotion Manager Virgil G. Evans
Program Director Harold Orton
Chief Engineer Harold Rench

KGVL

GREENVILLE—EST. 1946

MBS—TEXAS STATE NETWORK—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Truett Kimzey
Business-Studio Address Graham-Fagg Bldg.
Phone Number 2066
Air Time 6 a.m.-12 M.; 7 a.m.-12 M., Sun.
News Service AP
Membership NAB
President-Owner Truett Kimzey
General-Station Manager Earle Fletcher
Program Director Jimmy Jones
Chief Engineer Tom E. Clyde

KGBS

HARLINGEN—EST. 1941

CBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Harbenito Bcstg. Co., Inc.
Business Address Box 711
Phone Number 2200
Air Time 5:30 a.m.-11:30 p.m.
News Service UP
Transcription Service Associated, Standard,
Capitol
Representative Burke, Kuipers & Mahoney
Membership NAB, BMB
President McHenry Tichenor
General Manager Troy R. McDaniel
Commercial Manager Dave Bennett
Program Director Frank Parker
Chief Engineer W. O. Porter

KGRI

HENDERSON—EST. 1947

Frequency: 1000 Kc. Power: 250 Watts d.
Owned-Operated By Henderson Bcstg. Co.

KATL

HOUSTON—EST. 1947

TEXAS STATE NETWORK

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By Texas Bcstrs.
Business-Studio Address State National Bldg.
Phone Number Preston 3108-9-10
Transmitter Location Post Oak Rd.
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth, SESAC
Representative Weed
Membership NAB
President William Harry Talbot
General-Station Mgr. King Howard Robinson
Commercial Manager William C. Burks
Sales Promotion Manager Geneva Bond
Program Director William S. Newkirk
Production Manager Larry Blieden
Chief Engineer John O. Webb

KLEE

HOUSTON

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By: W. Albert Lee
 Business Address: Milby Hotel
 Phone Number: Preston 1161
 Transcription Service: World
 Representative: Raymer
 President: W. Albert Lee
 General Manager: Ray E. Bright
 Program Director: Winthrop C. Sherman
 Chief Engineer: Paul Huhndorff

KPRC

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By: The Houston Post Co.
 Business-Studio Address: Lamar Hotel
 Phone Number: Fairfax 7101
 Transmitter Location: Deepwater, Texas
 Air Time: 5:30 a.m.-12 M.; 6 a.m.-12 M., Sun.
 News Service: AP
 Transcription Service: Thesaurus, Standard
 Representative: Edward Petry
 Membership: NAB, BMB
 President-Owner: W. P. Hobby
 General Manager: Jack Harris
 Commercial Manager: Jack McGrew
 Sales Promotion Manager: Chas. C. Dyer, Jr.
 Production Manager: William Sprague
 Publicity Director: Barbara Liggett
 Chief Engineer: Harvey Wheeler
 News Editor: Pat Flaherty

KTHT

HOUSTON—EST. 1944

MBS

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Operated By: Texas Star Bcstg. System
 Business-Studio Address: 4000 S. Main St.
 Phone Number: Capitol 6246
 Transmitter Location: La Porte Highway at San Jacinto Monument
 Air Time: 6 a.m.-2 a.m.
 News Service: UP
 Transcription Service: Associated, Capitol
 Representative: Walker
 Membership: NAB, BMB
 President: Roy M. Hofheinz
 Attorney-Executive Asst.: John Erle Stephen
 General-Station-Commercial-Sales Promotion Manager: Ted Hills
 Program Director, Production Manager: Jack Edmonds
 Public Relations: John Erle Stephen
 Musical Director: Glenn Miller
 Chief Engineer: Louis Jelly

KTRH

HOUSTON—EST. 1930

CBS

Frequency: 740 Kc. Power: 50,000 Watts
 Owned-Operated By: KTRH Bcstg. Co.
 Business-Studio Address: Rice Hotel
 Phone Number: Preston 4361
 Air Time: 5:30 a.m.-12:30 a.m.
 News Service: UP
 Transcription Service: World
 Representative: John Blair
 Membership: NAB, BMB
 Station Manager: B. F. Orr
 Commercial Manager: Ray Herndon
 Program Director: Ted Nabors
 Production Manager: Edward Fritsch
 Publicity Director: George McCormack
 Chief Engineers: Lester Mullan, Tom Hiner
 Farm Editor: George Roesner

KXYZ

HOUSTON—EST. 1930

ABC

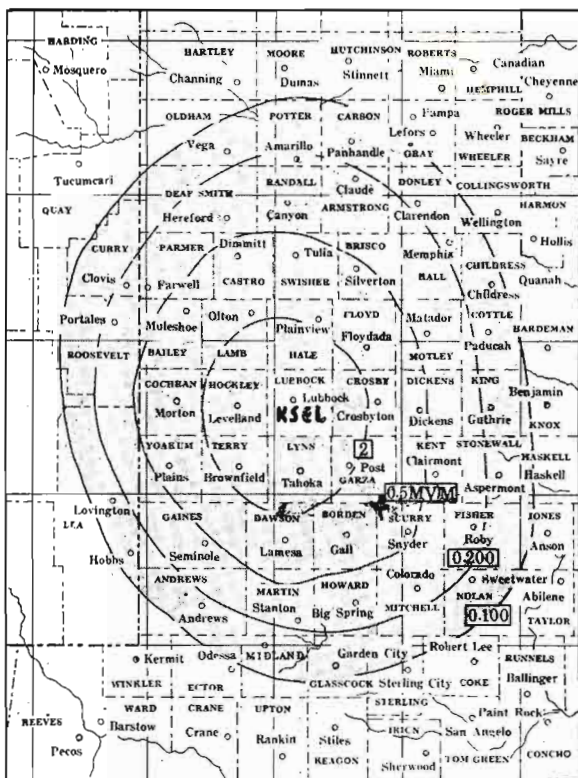
Frequency: 1320 Kc. Power: 5000 Watts
 Owned By: Harris County Bcst. Co.
 Business-Studio Address: Fifth Floor Gulf Bldg.
 Phone Number: Capitol 6151
 Air Time: 20 hrs. daily
 News Service: AP
 Transcription Service: Lang-Worth, Standard
 Representative: Free & Peters
 Membership: NAB, BMB
 President-Owner: M. Tilford Jones
 Station Manager: R. H. Reinecker
 Sales & Commercial Mgr.: Wm. F. Bennett
 Sales Promotion Manager: Arthur I. Finger
 Production Manager: Bob Blase
 Publicity Director: Audrey Jones Beck
 Chief Engineer: Gerald R. Chinski

KSAM

HUNTSVILLE—EST. 1938

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: J. G. Long, et al
 Business Address: P. O. Box 312
 Phone Number: 666
 Studio-Transmitter Location: Highway 75S
 Air Time: 7 a.m.-11 p.m.
 News Service: AP
 Transcription Service: Thesaurus
 Representative: Homer Griffith
 Membership: BMB
 President-Owner: J. G. Long
 General Manager: Verne Trembley
 Station-Commercial Mgr.: Harvard C. Bales
 Program Director: James C. Dorrell
 Chief Engineer: John W. Neathery
 Farm Editor: Don L. Gulihur



Speaking of SURVEYS

...AND WHO ISN'T?

POPULATION 671,200
RETAIL SALES \$859,446,000

CITY OF LUBBOCK POP.
1940 CENSUS
35,440

ESTIMATED POP. 1947
51,607

YOU SHOULD INVESTIGATE

KSEL'S

CASH



REGISTER-ABILITY

Any survey will prove that cash results are what count! While making the survey, ask the merchant if he is listening to his cash register. (He invariably answers "yes!") Then ask which program he has on, and he'll say a program of sales and expansion.

You're invited to survey any of our accounts. You'll very quickly get the complete story concerning KSEL's Cash Register-Ability.

Popularity of KSEL's programming throughout our entire coverage area is attested by the tremendous station mail. One of our Disk Jockeys . . . Wayne Allen . . . pulled 7,845 letters while plugging one song in a recent contest.

KSEL can Sell for YOU!

TEST CAMPAIGNS INVITED . . . PREFER THE DIFFICULT TYPE

1000 DAY
500 NIGHT

KSEL

950 KC

NATIONAL REPRESENTATIVE, HAL HOLMAN CO.

NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO

LUBBOCK, TEXAS

K E B E

JACKSONVILLE—EST. 1947

KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Bill A. Laurie
 Business Address P. O. Box 1312
 Phone Number 2211-2
 Studio Address Pierce Lane & Lake St.
 Transmitter Location Keebie Hill
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth, SESAC
 Membership NAB, BMB
 President-Owner, General Mgr. Bill Laurie
 Station Manager, Publicity Emo Laurie
 Commercial Manager Bob Stoner
 Program Director Tommy Perryman
 Chief Engineer Wm. M. McCreary, Jr.

K O C A

KILGORE—EST. 1936

KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Oil Capitol Bcstg. Assn.
 Business Address P. O. Box 989
 Phone Number 897-8
 Studio Address Radio Bldg.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Membership BMB
 President, General Manager Roy G. Terry
 Station-Commercial Manager H. A. Degner
 Sales Promotion-Production Mgr. R. J. Audrey
 Program Director H. W. Haygood
 Publicity Director Bette Chapman Balch
 Chief Engineer Karem O. Soule

K P E T

LAMESA—EST. 1947

KBS

Frequency: 690 Kc. Power: 250 Watts
 Owned-Operated By Lamesa Bcstg. Co.
 Business-Studio Address 408 North Second,
 P. O. Box 30
 Phone Number 690
 Transmitter Location W. of Lamesa Country
 Club
 Air Time Daytime
 News Service UP
 Membership NAB
 Partners R. O. Parker, Ross A. Woodson,
 Kermit S. Ashby
 General-Station Manager Kermit Ashby
 Sales Promotion Mgr., Director Clayton Jay
 Program Director Mrs. O. K. Connor
 Production Manager J. D. Fulcher
 Chief Engineer Eugene R. Cornelius

K P A B

LAREDO—EST. 1938

MBS—TEXAS STATE NETWORK—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Laredo Bcstg. Co.
 Business-Studio Address Hamilton Hotel
 Phone Number 2124-5
 Air Time 7 a.m.-12 M.
 Representative John E. Pearson
 Membership NAB
 President Howard W. Davis
 General Station Manager Mrs. Doane Chapman
 Program Director Geneva Chambers
 Chief Engineer K. Hulan Smith

K V O W

LITTLEFIELD—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By J. C. Rothwell
 Business-Studio Address Highway 84 W.,
 P. O. Box 192
 Phone Number 400
 Transmitter Location Highway 84 W.
 Air Time 6 a.m.-11 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Membership NAB
 President-Owner, General Mgr. J. C. Rothwell
 Station-Commercial Manager J. B. McShan
 Program Director M. K. Jones
 Chief Engineer J. D. Zachary

K F R O

LONGVIEW—EST. 1934

ABC—TEXAS STATE NETWORK—KBS

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Operated By Voice of Longview
 Business-Studio Address Curtis Building,
 P. O. Box 792
 Phone Number 411
 Transmitter Location U. S. Highway 80
 Air Time 6 a.m.-11 p.m.; 7 a.m.-11 p.m., Sun.
 News Service AP
 Transcription Service Lang-Worth
 Representative Burn-Smith
 Membership NAB, BMB
 President James R. Curtis

K S E L

LUBBOCK—EST. 1946

Frequency: 950 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Lubbock Bcstg. Co.
 Business Address Box 1524
 Phone Number 6376
 Studio Address 203 Ferguson Bldg.
 Transmitter Location Half mile E. of Lubbock
 Air Time 6 a.m.-1 a.m.; 7 a.m.-M. Sun.

News Service AP
 Transcription Service...Lang-Worth, Thesaurus,
 Cole
 Representative Hal Holman
 Membership NAB
 President..... Walter G. Russell
 General-Station Manager.... Clyde H. Smith
 Commercial Manager... Sloan Fortenberry, Jr.
 Program Director, Chief
 Announcer..... R. D. Preusch
 Chief Engineer..... Roger V. Hively

K C B D

LUBBOCK—EST. 1946

MBS

Frequency: 1590 Kc.....Power: 1000 Watts
 Owned-Operated By..... Caprock Bcstg. Co.
 Business-Studio Address.....1803 Broadway
 Phone Number 6348
 Transmitter Location..... Slaton Highway
 Air Time..... 6 a.m.-12 p.m.
 News Service AP
 Transcription Service World
 Representative..... John E. Pearson
 Membership NAB
 President, General Manager... Joe H. Bryant
 Asst. Manager, Program
 Director..... Robert L. Snyder
 Commercial Manager..... George T. Dale
 Sales Promotion Manager, Publicity
 Director..... Leroy Land
 Chief Engineer..... Frank Lee

K F Y O

LUBBOCK—EST. 1927

ABC—TEXAS QUALITY NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By..... Plains Radio Bcstg. Co.
 Operated By Licensee
 Business-Studio Address..... 914 Ave. J
 Transmitter Location..... 2512 Fifth St.
 Air Time..... 6 a.m.-M.
 Transcription Service Capitol
 Representative Taylor-Howe-Snowden
 President..... Gene A. Howe
 Executive General Manager... O. L. Ted Taylor
 Station Manager..... DeWitt Landis
 Commercial-Sales Promotion
 Manager Gordon Thompson
 Program Director, Production Mgr. Leon Harris
 Chief Announcer, Musical
 Director..... John Kennedy
 Chief Engineer..... W. S. Bledsoe
 Farm Editor..... Jack Creel

K R B A

LUFKIN—EST. 1938

MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By... Valley Bcstg. Assn., Inc.
 Darrell E. Yates

Business-Studio Address...110 Cotton Square,
 Box 755
 Phone Number..... 272 & 234
 Transmitter Location... Nacogdoches Highway
 Air Time..... 6 a.m.-12 M.
 News Service..... AP, UP
 Transcription Service Lang-Worth
 Representative..... Cox & Tanz
 Membership NAB
 President-Owner, General-Station- Sales
 Promotion Manager..... Darrell E. Yates
 Commercial Manager..... Dave Runnells
 Program Director, Production
 Manager..... Allen Earl Vinson
 Publicity Director..... Helen Campbell
 Chief Announcer..... Royce Christenson
 Chief Engineer..... Ambrose Maxdm

K T R E

LUFKIN

Frequency: 1420 Kc.....Power: 1000 Watts
 Owned-Operated By... Forest Capitol Bcstg. Co.
 Business Address..... 114½ N. First St.
 Phone Number..... 1420
 News Service..... AP
 Transcription Service..... World, Capitol
 Representative Taylor-Howe-Snowden
 President..... E. L. Kurth
 General Mgr.-Commercial Mgr. Richman Lewin
 Promotion Manager..... Ray Gordon
 Program Director..... Ed Henry
 Chief Engineer..... Fred Hill

K R I O

McALLEN—EST. 1947

TEXAS STATE NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By... Valley Bcstg. Associa-
 tion, Inc.
 Business Address..... Valley Mercantile Bldg.
 Phone Number..... McAllen 1440, 1700, 6047
 Studio Address..... Betty Rose Subdivision
 Transmitter Location... 7 Miles N. 10th St.
 Air Time..... 6 a.m.-M.
 News Service..... AP, UP
 Transcription Service..... Standard, SESAC
 Representative Homer Griffith
 Membership NAB
 President..... Bryce Ferguson
 General-Station Manager... Ingham S. Roberts
 Sales Promotion Manager, Special Events
 Director, Farm Editor..... Wm. J. Dickson
 Chief Engineer..... Sherman L. Spencer

K M A E

McKINNEY—EST. 1947

Frequency: 1600 Kc.....Power: 500 Watts d.
 Owned-Operated By... McKinney Air Enterprises
 Business Address..... 218 E. Virginia St.

K M H T

MARSHALL—EST. 1947

MBS—TEXAS STATE NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Marshall Bcstg. Co.
 Business-Studio Address 109 West Rusk St.
 Phone Number 826
 Transmitter Location Jefferson Rd.
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Membership NAB
 President J. P. Duncan
 General Manager Myrl Stein
 Commercial Manager James B. Jack
 Program Director John Scogin
 Publicity Director Mary Dorothy Womack
 Chief Announcer Hal McWilliams
 Musical Director Katie Hylton
 Chief Engineer Wm. Lindsay

K C R S

MIDLAND—EST. 1935

KBS—TEXAS STATE NETWORK

Frequency: 550 Kc. Power: 5000 Watts, d.:
 1000 Watts n.
 Owned By Clarence Scharbauer, Jr. &
 Mrs. Ruth Scharbauer
 Operated By Clarence Scharbauer Estate
 Business Address Midland, Texas
 Phone Number 1080
 Transmitter Location West Highway 80
 Air Time 15 hrs., 45 min. daily
 News Service AP
 Transcription Service Standard, Thesaurus
 Membership NAB, BMB
 President Clarence Scharbauer, Jr.
 Co-owner, Mrs. Ruth Scharbauer
 General-Station Manager J. M. McDonald
 Commercial-Sales Promotion
 Manager Gladys L. McDonald
 Program Director Wayne M. Harrell
 Chief Announcer, Musical
 Director David H. Cole
 Chief Engineer Milton H. Sparks

K O R C

MINERAL WELLS

KBS

Frequency: 1140 Kc. Power: 250 Watts d.
 Owned-Operated By Alfred Achilles Carcanges
 Business Address Box 31
 Phone Number 319
 News Service AP
 Transcription Service Standard
 Owner-General Mgr. Achilles Carcanges
 Asst. Manager Jeri Brown
 Commercial-Promotion Mgr. William H. Guy
 Program Director Don Wilson, Jr.
 Asst. Commercial Manager Raymond W. Crowl
 Chief Engineer W. D. Pickett, Jr.

K V K M

MONAHANS—EST. 1947

MBS—SOUTHWEST NETWORK—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Monahans Bcstrs.
 Business Address Box 297
 Phone Number 438-439
 Studio Address 317 St. Hoxie
 Transmitter Location 1 mile W. on H'way 82
 Air Time 7 a.m.-10:30 p.m.
 News Service UP
 Transcription Service Capitol
 Representative Taylor-Howe Snowden
 Membership NAB
 President, General Station
 Manager Charles W. Stuckey
 Commercial-Sales Promotion
 Manager James E. Stanton
 Program Director William Cook
 Publicity Director Miss Jackie Tipton
 Musical Director Wayne Atkinson
 Chief Engineer Forrest W. Tipton

K O S F

NACOGDOCHES—EST. 1947

KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Kelly Bell
 Business Address P. O. Box 242
 Phone Number 1230
 Studio Address Lufkin Rd.
 Transmitter Location Lufkin Highway, 1½
 miles S. of court house
 Air Time 16 hrs. daily
 News Service UP
 Transcription Service Lang-Worsh
 Membership NAB
 Owner, General Manager Kelly Bell
 Station-Commercial Manager Everett Johnston
 Chief Engineer Tom Kenneson

K S F A

NACOGDOCHES—EST. 1947

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Operated By Nacogdoches Bcstg. Co.
 Business Address 1509 N St.
 News Service AP
 Transcription Service Standard
 President Wilbur C. Fouts
 Commercial Manager Morris M. McKnight
 Promotion Manager Wilbur C. Fouts
 Program Director Robert M. White

K E C K

ODESSA—EST. 1947

Frequency: 920 Kc. Power: 1000 Watts, d.
 Owned-Operated By Ector County Bcstg. Co.
 Business Address Box 672
 Phone Number 791

Studio Address 120 W. 3rd
 Transmitter Location W. Highway 80
 Air Time Local Sunrise-Local Sunset
 News Service AP
 Transcription Service Standard, Associated.
 Lang-Worth, MacGregor
 Representative Donald Cooke
 Membership NAB, BMB
 President Ben Nedow
 General-Station Manager Jan King
 Commercial Manager Tom Magowan
 Sales Promotion Manager Virginia Hellin
 Program Director Bill Chambers
 Production Manager Glenn Hill
 Publicity Director Roy Elsner
 Chief Announcer John Vacca
 Musical Director Glenda Huffman
 Chief Engineer Jim Kimbrell
 Farm Editor John Howlette

KOSA

ODESSA—EST. 1947

CBS—SOUTHWEST NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Southwestern Bcstg. Co.
 Business-Studio Address 115 West Sixth St.
 Phone Number 4301
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Capitol, SESAC
 Representative Taylor-Howe-Snowden
 President Paul Moss
 General-Station Manager Cecil L. Trigg
 Commercial Manager Robert Montgomery
 Sales Promotion Manager, Publicity
 Director Bruce McLaughlin
 Program Director John Guffey
 Production Manager, Chief
 Announcer Ed Costello
 Musical Director Charles Clary
 Chief Engineer James A. Simpson
 Oil News Editor John Braue

KRIK

ODESSA—EST. 1946

MBS

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Operated By Oil Center Bcstg. Co.
 Business-Studio Address 111 E. Fifth
 Phone Number 871-2
 Transmitter Location 8/10th miles S. of City
 limits on Crane Highway
 Air Time 18½ hrs. daily-16 hrs. Sun.
 News Service UP
 Transcription Service World
 Representative Homer Griffith
 Membership NAB
 President R. O. Canon
 General-Commercial Manager A. C. Etter
 Chief Announcer, Musical Director Bob Evans
 Chief Engineer Paul E. Farmer

KOGT

ORANGE

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Operated By Sabine Area Bcstg. Corp.
 Business Address 407 Tenth St.
 Phone Number 4381
 News Service UP
 Transcription Service Associated, Capitol
 President J. Jacobs
 V. P. & General Mgr. Arthur P. Kay, Jr.
 Commercial Manager Floyd Murray
 Promotion Mgr.-Program Dir. Sam Leavitt
 Chief Engineer Arthur P. Kay, Jr.

KNET

PALESTINE—EST. 1937

MBS—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Palestine Bcstg. Corp.
 Business-Studio Address 219 Municipal Bldg.
 Phone Number 8686
 Transmitter Location Jackson Hi-way
 Air Time 6 a.m.-12 N.
 News Service UP
 Transcription Service Thesaurus
 Representative Burke, Kuipers & Mahoney
 Membership NAB
 President Gordon B. McLendon
 General-Station Manager J. J. Brown
 Commercial Manager Dennis Sullivan
 Sales Promotion Manager LaVeda Wilbanks
 Program Director Marvin Crain
 Chief Engineer Melvin Wagner
 Farm Editor Art Mentor

KPDN

PAMPA—EST. 1936

MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By C. H. Hoiles, Harry
 Hoiles and Jane Hailes Hardis
 Business Address Box 901
 Phone Number 1100-1
 Transmitter Location East of city limits
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Membership NAB, BMB
 Station Manager John Michel
 Program Director Ken Palmer
 Chief Engineer D. E. Smith

KPLT

PARIS—EST. 1936

ABC—TEXAS STATE NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By North Texas Bcstg. Co.
 Business Address Corner S. Main W. Kaufman

Phone Number.....1124
 Studio Address.....Gibraltar Hotel
 Air Time...6 a.m. to 12 M. (125 hrs. weekly)
 News Service.....AP
 Membership.....NAB
 President.....A. G. Pat Mayse
 General Station Manager.....Boyd Kelley
 Commercial Manager.....Aubrey T. Harris
 Program-Production Manager, Publicity
 Director, Chief Announcer.....Bill Richie
 Chief Engineer.....Robert Harmon

KIUN

PECOS—EST. 1935

MBS—SOUTHWEST NETWORK—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Jack W. Hawkins &
 Barney Hubbs
 Business-Studio Address.....316 S. Cedar St.
 Phone Number.....21
 Transmitter Location.....1.1 miles N. city, Old
 Carlsbad Road
 Air Time.....7 a.m.-10:15 p.m.
 News Service.....UP
 Transcription Service.....Keystone
 Representative.....Taylor-Howe-Snowden
 Membership.....NAB
 President-Partner.....Jack W. Hawkins
 Program Director, Production
 Manager.....W. D. Martin, Jr.
 Publicity Director.....Barney Hubbs
 Chief Engineer.....Harry Boehnemann

KVOP

PLAINVIEW—EST. 1943

MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....W. J. Harpole
 Business-Studio Address.....Viegel Bldg.
 Phone Number.....1490
 Transmitter Location.....Wayland College
 Grounds, W. of Plainview
 Air Time.....6 a.m.-12-M.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Homer Griffith
 Membership.....NAB, BMB
 President-Owner.....W. J. Harpole
 General Manager.....William T. Kemp
 Commercial Manager.....Rial L. Campbell
 Chief Engineer.....Carl Cook
 Farm Editor.....Larry Darley

KOLE

PORT ARTHUR—EST. 1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Port Arthur Bcstg. Co.
 Business Address.....P. O. Box 1126

Phone Number.....2-9436
 Studio Address.....Payne Bldg., 400 Fourth St.
 Transmitter Location.....New Beaumont High-
 way at 27th St.
 Air Time.....5:55 a.m.-12:30 a.m.
 News Service.....AP
 Transcription Service.....Thesaurus, Lang-Worth
 Membership.....NAB, BMB
 Chief Executives.....Socs Vraits, Mary Anne
 Petru
 General-Station Manager.....Socs Vraits
 Commercial Manager.....Gray Harrower
 Sales Promotion Manager.....Bob Wass
 Program-Publicity Director.....Hal Parikes
 Production Manager.....Mary Anne Petru
 Chief Announcer.....Harry Norman
 Chief Engineer.....Joe Miller

KPAC

PORT ARTHUR—EST. 1934

MBS

Frequency: 1250 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....Port Arthur College
 Business-Studio Address.....1515 Lakeshore Dr.
 Phone Number.....7458
 Transmitter Location.....4 miles Southeast of
 Port Arthur
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....World, Cole, Standard
 Membership.....NAB
 President, General Manager.....W. D. Mauldin
 Station Manager.....Marge Vickers
 Commercial Manager.....George Crouchet, Jr.
 Sales Promotion Manager.....Ruby Broyles
 Program Director.....Corinne Enos
 Production Manager.....Carrol Vines
 Publicity Director.....Anna Lee Barras
 Chief Engineer.....Morris Glenn Boatright

KGKL

SAN ANGELO—EST. 1928

ABC—TEXAS STATE NETWORK

Frequency: 960 Kc.....Powers: 5000 Watts, d.;
 1000 Watts n.
 Owned-Operated By.....KGKL, Inc.
 Business-Studio Address.....St. Angelus Hotel
 Phone Number.....6715
 Transmitter Location.....2 miles Northwest of
 San Angelo
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Representative.....John E. Pearson
 Membership.....NAB, BMB
 President.....H. C. Ragsdale
 General-Station Manager.....Lewis O. Seibert
 Commercial Manager.....Robert Bradbury
 Program Director.....Evelyn Nettleton
 Chief Engineer.....Frank Jones

KTXL

SAN ANGELO—EST. 1945

MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Westex Bcstg.
 Business Address P. O. Box 1565
 Phone Number 7183
 News Service AP
 Transcription Service Capitol
 General Manager Ingram S. Roberts
 Commercial Manager Mike Shapiro
 Program Director Jack Stelling
 Chief Engineer Jack Proctor

KABC

SAN ANTONIO—EST. 1926

ABC—TEXAS STATE NETWORK

Frequency: 680 Kc. Power: 50,000 Watts d.;
 10,000 Watts n.
 Owned-Operated By Alamo Bcstg. Co., Inc.
 Business-Studio Address Milam Bldg.
 Phone Number F-3126
 Transmitter Location Leon Valley
 Air Time 6 a.m.-12 p.m.
 News Service AP
 Transcription Service World
 Representative John Blair
 Membership NAB, BMB
 President Gene L. Cagle
 Station-Commercial Manager Bill Michaels
 Sales Promotion Manager, Publicity
 Director L. Jerry Spengler
 Program-Production Manager Harold Carr
 Chief Announcer James O. Wiggins
 Musical Director Miss Sybil Chastang
 Chief Engineer Joseph B. Faigh
 Farm Editor Barclay Russell

KCOR

SAN ANTONIO—EST. 1946

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By Raoul A. Cortez
 Business-Studio Address 214 Broadway
 Phone Number Cathedral 1301
 Transmitter Location 314 Alta Cita St.
 Air Time 6 a.m.-Local Sunset
 News Service AP, UP
 Membership NAB
 President Raoul A. Cortez
 General-Station Manager Chas. F. Harris
 Commercial-Sales Promotion
 Manager Wm. P. Smythe
 Program Director Leonardo A. Astol
 (Spanish); Marvin F. Broyles (English)
 Chief Engineer Kenneth R. Hyman
 Farm Editor Jimmy Farmer

KITE

SAN ANTONIO—EST. 1947

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Operated By Charles W. Belthrope
 Business Address Transit Tower
 Phone Number Fanning 0335
 News Service AP
 Representative Rambeau
 President-General Mgr. Charles W. Belthrope
 Program Director Alec Chesser, Jr.
 Chief Engineer L. E. Richards

KMAC

SAN ANTONIO—EST. 1926

MBS—THE TEXAS STATE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By The Walmac Co.
 Business-Studio Address 222-224 W. Com-
 merce St.
 Phone Number Cathedral 6211
 Transmitter Location 319 Ave. A
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth, Cole,
 W. E. Long
 Representative John E. Pearson
 Membership NAB
 President, General-Station
 Manager Howard W. Davis
 Commercial Manager Earl J. Hawthorne
 Sales Promotion Manager, Publicity
 Director Shirley A. Minor
 Program Director, Production
 Manager A. S. Bessan
 Chief Announcer Bud Whaley
 Chief Engineer Charles L. Brady

KONO

SAN ANTONIO—EST. 1927

Frequency 1400 Kc. Power: 250 Watts
 Owned By Mission Bcstg. Co.
 Operated By Eugene J. Roth
 Business-Studio Address 317 Arden Grove
 Phone Number Fanning 5171
 Transmitter Location 317 Arden Grove
 Air Time 5 a.m.-12 M.; 6 a.m.-12 M. Sun.
 News Service AP, UP
 Transcription Service Standard, SESAC
 Representative Forjoe
 Membership NAB, BMB
 President-Owner Eugene J. Roth
 General Manager Jack L. Pink
 Assistant Station Manager Bob A. Roth
 Commercial Manager James M. Brown, Jr.
 Program Director Albert F. LaCoste
 Production Manager Robert F. Jenkins
 Publicity Director Jack Shoemaker
 Chief Announcer Raymond J. Hunt
 Musical Director Lewis C. Fay
 Chief Engineer George W. Ing

K T S A
SAN ANTONIO—EST. 1922
 CBS

Frequency: 550 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By... Sunshine Bcstg. Co.
 Business-Studio Address... Gunter Hotel
 Phone Number... Garfield 1251
 Transmitter Location... St. Hedwig Rd.
 Air Time... 6 a.m.-12 M.
 News Service... AP, UP
 Transcription Service... Lang-Worth, SESAC,
 Thesaurus
 Representative... Taylor-Howe-Snowden
 Membership... NAB, BMB
 President... Gene A. Howe
 General-Station Manager... George W. Johnson
 Commercial Manager... Rex Preis
 Sales Promotion Manager, Publicity
 Director... Bill Lamar
 Program Director... Merrill Myers
 Chief Announcer... Pat White
 Chief Engineer... W. G. Egerton

W O A I

SAN ANTONIO—EST. 1922
 NBC—TEXAS QUALITY NETWORK

Frequency: 1200 Kc. Power 50000 Watts
 Owned-Operated By... Southland Industries,
 Inc.
 Address... 1031 Navarro Street
 Phone Number... Garfield 4221
 Transmitter Location... Selma, Texas
 Air Time... 5:45 to 12 midnight
 News Service... AP, INS, UP
 Transcription Service... Standard, Capitol
 Membership... NAB, BMB
 Chairman of Board... G. A. C. Hallf
 Pres. and Gen. Mgr... Hugh A. L. Hallf
 Asst. Gen.-Commercial Mgr... Jack Keasler
 Program Director... Monte Kleban
 Promotion Manager... Arthur L. Forrest
 Tech. Director... Charles Jeffers

K R R V

SHERMAN-DENISON—EST. 1936
 MBS—TEXAS STATE NETWORK

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By... Red River Valley Bcstg.
 Corp.
 Business Address... 421 N. Crockett St. (Sher-
 man)—Fannin & Owing (Denison)
 Phone Number... Sherman 201; Dennison 423
 Studio Address... Sherman, Tax. & Denison,
 Tex.
 Transmitter Location... Highway 75, between
 Sherman & Denison
 Air Time... 6 a.m.-12 M.
 News Service... UP
 Transcription Service... World, Thesaurus

Representative... John E. Pearson
 Membership... NAB, BMB
 President... G. H. Wilcox
 Manager... Sherman Studio, L. L. Hendrick
 Manager... Denison Studio, B. V. Hammond, Jr.
 Program Director... W. E. Wilcox
 Chief Engineer... T. E. Spellman

K T A N

SHERMAN—SET. 1947

Frequency: 1500 Kc. Power: 250 Watts d.
 Owned-Operated By... Denison Bcstg. Corp.
 Business Address... Sherman, Tex.
 Phone Number... 2910
 News Service... AP
 Owners... E. S. Scarborough,
 Joel Carro
 Commercial-Promotion Mgr... Otis McKinzie
 Program Director... E. S. Scarborough
 Chief Engineer... Stafford Davis

K D W T

STAMFORD—EST. 1947
 MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... David W. Ratliff
 Business Address... Stamford, Texas
 Phone Number... 840
 Studio-Transmitter Location... Highway 380
 Air Time... 7 a.m.-10 p.m.
 News Service... AP
 Transcription Service... Keystone
 Representative... Cox & Tanz
 President, General Mgr... David W. Ratliff
 Program-Publicity Director,
 Production Manager... Richard Embody
 Farm Editor... J. D. Fulcher

K S T V

STEPHENVILLE—EST. 1947

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Operated By... Doyle E. Collup
 Business Address... Box 34
 Phone Number... 950
 News Service... UP
 Transcription Service... Lang-Worth
 Owner-General Manager
 Chief Engineer... Doyle E. Collup
 Commercial Manager... Maidee McNamara
 Program Director... Marilyn Rocquemore

K S S T

SULPHUR SPRINGS—EST. 1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Hopkins County Bcstg.
 Co.
 Business Address... Pulley Bldg.

KXOX

SWEETWATER—EST. 1939

MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned By: Sweetwater Radio, Inc.
 Operated By: J. Harley Hubbard
 Business-Studio Address: P. O. Box 570
 Phone Number: 2341
 Transmitter Location: Roby Highway 70
 Air Time: 6:30 a.m.-11 p.m.
 News Service: UP
 Transcription Service: Standard, Cole
 President-Owner: J. S. McBeath
 General-Station Manager: J. Harley Hubbard
 Commercial Manager: Elwood Fritsch
 Program Director: Zeb Williams
 Chief Announcer: Doyce Elliott
 Chief Engineer: J. T. Allen

KTEM

TEMPLE—EST. 1936

MBS—TEXAS STATE NETWORK—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Bell Bcstg. Co., Inc.
 Business-Studio Address: Kyle Hotel
 Phone Number: 5252
 Transmitter Location: 1/2 mile north Temple
 Air Time: 6 a.m.-11 p.m.
 News Service: UP
 Transcription Service: Lang-Worth
 Membership: NAB, BMB
 President: Frank W. Mayborn
 General Manager: Burton Bishop
 Station Manager: C. F. Whitesides, Jr.
 Commercial Manager: J. E. Callaway
 Sales Promotion Manager: Keith Tye
 Program Director: Jim Hairgrove
 Publicity Director: Arne Eckstrom
 Chief Engineer: Homer H. Cook

KCMC

TEXARKANA—EST. 1932

ABC—TEXAS STATE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: KCMC, Inc.
 Address: Gazette News Bldg.
 Phone Number: 832
 Air Time: 6 a.m. to 12 p.m.
 News Service: AP
 Transcription Service: Thesaurus, SESAC
 Representative: Taylor-Howe Snowden
 Membership: NAB, BMB
 General Manager: Frank O. Myers
 Commercial Manager: Thomas Dillahunty
 Promotion Manager: Donald H. Myers
 Program Director: Herman Cecil
 Chief Engineer: Harvey Robertson

KTFS

TEXARKANA—EST. 1946

MBS—RAZORBACK—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Texarkana Bcstg. Co.
 Business-Studio Address: 409 1/2 Stateline Ave.
 Phone Number: 867-8
 Transmitter Location: S. Robinson Rd.
 Air Time: 6 a.m.-11 p.m.
 News Service: UP
 Transcription Service: World
 Membership: NAB
 General-Commercial Mgr.: David M. Segal
 Sales Promotion Manager: Kurt Leichter
 Program Director: Les Eugene
 Production Manager: Norman Bale
 Chief Engineer: Henry N. Fones

KGKB

TYLER—EST. 1930

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned By: East Texas Bcstg. Co.
 Business-Studio Address: 115 S. College
 Phone Number: 1106-7
 Air Time: 5:30 a.m.-12 M.
 News Service: UP
 Transcription Service: Standard, Lang-Worth, Cole
 Representative: Gene Grant, John E. Pearson
 Membership: NAB, BMB
 President, General-Station Mgr.: Jas. G. Ulmer
 Sales Promotion Manager: James G. Ulmer, Jr.
 Production Manager: John W. Reavley
 Program Director, Farm Editor: J. Edwin Smith
 Production Manager: John W. Reavley
 Publicity Director: Martha Hancock
 Chief Engineer: John B. Sheppard

KRST

TYLER—EST. 1947

Frequency: 1530 Kc. Power: 1000 Watts d.
 Owned-Operated By: Rose Capital Bcstg. Co.
 Business Address: 118 W. Dabbs

KTBB

TYLER—EST. 1947

Frequency: 600 Kc. Power: 500 Watts d.
 Owned-Operated By: Blackstone Bcstg. Co.
 Business Address: Blackstone Hotel
 Phone Number: 7010
 News Service: AP
 Transcription Service: Thesaurus
 Director: S. H. Bathwell
 General-Commercial Mgr.: M. E. Danbom
 Program Director: Lawrence Birdsong, Jr.
 Asst. Manager: David Bothwell
 Chief Engineer: R. A. Wieman

KVOU

UVALDE—EST. 1947

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned By Uvalde Bcstrs.
 Operated By Edward J. Harpole
 Business-Studio Address 1490 Batesville Rd.
 Phone Number 717
 Air Time 6:45 a.m.-10 p.m.
 Transcription Service Keystone
 Representative Homer Griffith
 Membership NAB
 President-General Mgr. Edward J. Harpole
 Station Manager Needham Cain
 Commercial Manager William T. Kemp
 Program Director Joe Watson, Jr.
 Publicity Director Needham Cain
 Chief Engineer Sam Barker

KVWC

VERNON

MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Northwestern Bcstg. Co.
 Business Address 1813 Wilbarger St.
 Phone Number 1048
 Transmitter Location One mile due E. of
 courthouse on highway
 Air Time Unlimited
 News Service AP
 Transcription Service Keystone
 President R. H. Nichols
 General Manager W. D. Dixon
 Commercial Manager Howard Kelly
 Program Director Bob Hardison
 Production Manager Ted Stafford
 Chief Engineer Herman Ridgway

KVIC

VICTORIA—EST. 1939

MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned By Radio Enterprises, Inc.
 Operated By J. G. Long
 Business-Studio Address Box 725
 Phone Number 1106-1107
 Transmitter Location 2 miles out on the Cue-o
 Highway
 Air Time 5 a.m.-12 M.
 News Service AP
 Transcription Service Thesaurus
 Representative Homer Griffith
 Membership NAB, BMB
 President-Owner J. G. Long
 General Manager Verne Trembley
 Station Manager Robt. Tharp
 Commercial Manager R. E. Norton
 Program Director Jim Trueheart
 Musical Director, Chief Engineer Bob McCown
 Farm Editor Sam Taylor

KWTX

WACO—EST. 1941

MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated KWTX Bcstg. Co., Inc.
 Business-Studio Address 108½ S. 6th St.
 Phone Number 5770
 News Service AP
 Transcription Service World
 Representative Homer Griffith
 Membership NAB
 President Gov. Beauford H. Jester
 General Manager M. N. Bostick
 Commercial Manager J. M. Brinegar
 Sales Promotion Manager Nat Tannenbaum
 Program Director Gerry Lansing
 Production Manager Robert Charles
 Publicity Director Rex Bowden
 Chief Engineer Leo Burch

WACO

WACO—EST. 1922

ABC—TEXAS STATE NETWORK

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Operated By Frontie Bcstg. Co.
 Business-Studio Address Amicable Bldg.
 Phone Number 9315
 Air Time 18 hrs. daily
 News Service AP
 Representative Hayes & Hayes, Weed
 Membership NAB, BMB
 General-Station Manager R. E. Lee Glasgow
 Commercial Manager Stanley Wilson
 Program-Musical Director Bob Walker
 Publicity Director Mike Rinehart
 Chief Engineer Jesse H. Dove

KRGV

WESLACO—EST. 1927

NBC—TEXAS QUALITY NETWORK

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By KRGV, Inc.
 Business-Studio Address 201 Border St.
 Phone Number 375-6
 Transmitter Location 201 Border St.
 Air Time 5:45 a.m.-12 M.; 7 a.m.-12 M. Sun.
 News Service AP, UP
 Transcription Service Lang-Worth, SESAC
 Representative Taylor-Howe-Snowden
 Membership NAB, BMB
 Executive General Manager O. L. Taylor
 General Manager Byron W. Ogle
 Assistant Manager Dick Watkins
 Commercial Manager Phil Dixon
 Sales Promotion Manager Ted Cressner
 Program Director Dick Howell
 Publicity Director Thelma Pearce
 Chief Engineer O. L. Hartwig

K W F T

WICHITA FALLS—EST. 1939

CBS

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By.....KWFT, Inc.
 Business Address.....Box 420
 Phone Number.....4182-3
 Studio Address.....Kemp Hotel
 Transmitter Location.....3½ miles W. of City
 Air Time.....5:43 a.m.-11:10 p.m.
 News Service.....UP
 Transcription Service.....Standard, Thesaurus, Cole
 Representative.....Paul H. Raymer
 Membership.....NAB, BMB
 President, General-Station
 Manager.....Kenyon Brown
 Commercial Manager.....Sherrill Edwards
 Assistant Manager.....A. L. Pierce
 Program Director.....Mott Johnson

Musical Director.....Lillie Mae Comiskey
 Chief Engineer.....Herbert T. Wiley
 Farm Editor.....Carter McGregor

K F D X

WICHITA FALLS—EST. 1947

Frequency: 990 Kc. Power: 5000 Watts d.; 1000 n.
 Owned-Operated By.....Darrold A. Cannan
 Business Address.....City Nat'l Bank Bldg.
 Phone Number.....2-8668
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Taylor-Howe-Snowden
 President.....Darrold A. Cannan
 General Manager.....Charles E. Clough
 Commercial-Promotion Mgr.....Arthur Busbey, Jr.
 Program Director.....Syd Grayson
 Chief Engineer.....John Adams

UTAH

*Estimated Population 637,000—% Increase +15.8—Radio Homes 154,654
 Farms with Radios 20,173—Stations in State 17*

K B U H

BRIGHAM—EST. 1947

Frequency: 800 Kc. Power: 250 Watts d.
 Owned-Operated By.....S. L. Stephens, Sr.
 Business Address.....Forest St.
 News Service.....UP
 Transcription Service.....Capitol
 Chief Owner.....S. L. Stephens
 General Manager.....Ken Housman
 Promotion Manager.....Sam Stephens, Jr.
 Program Director.....Kenneth King

K V N U

LOGAN—EST. 1938

MBS—INTERMOUNTAIN NETWORK—KBS
 Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Cache Valley Bcstg. Co.
 Business-Studio Address.....1393 N. Main St.
 Phone Number.....1400
 Transmitter Location.....P. O. Box 264
 Air Time.....6 a.m.-12 p.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Avery-Knodel
 Membership.....NAB, BMB
 President.....Herschel Bullen
 General-Station-Commercial Sales Promotion
 Manager, Publicity Director, Farm
 Editor.....Reed Bullen
 Program Director.....Arthur Higbee
 Production Manager.....Richard Barber
 Chief Announcer.....Thomas Wayman
 Chief Engineer.....Carrell Secrist

K S U B

CEDAR CITY—EST. 1937

CBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By.....Southern Utah Bcstg. Co.
 Business-Studio Address.....Hotel El Escalante,
 189 North Main St.
 Phone Number.....398-9
 Transmitter Location.....591 West 2 South
 Air Time.....7 a.m.-10 p.m.
 Transcription Service.....KBS
 Membership.....NAB, BMB
 President-Owner.....Ivor Sharp
 General Manager.....Lennox Murdoch
 Resident Manager.....Roscoe A. Grover
 Program Director, Farm
 Editor.....Richard B. Pratt
 Musical Director.....Roy L. Halvorsen
 Chief Engineer.....Hurschell G. Urie

K L O

OGDEN—EST. 1929

MBS—INTERMOUNTAIN

Frequency: 1430 Kc. Power: 5,000 Watts
 Owned-Operated By.....Interstate Bcstg. Corp.
 Business-Studio Address.....Ben Lomond Hotel
 Phone Number.....5721
 Transmitter Location.....Kaneshville
 Air Time.....6 a.m.-12 M

News Service UP
 Transcription Service Standard
 Representative Avery-Knodel
 Membership BMB
 President, General Mgr. A. L. Glasmann
 Station Manager George B. Morgan
 Commercial-Sales Promotion
 Manager Art M. Mortensen
 Program Director, Production
 Manager Collin W. Lowder
 Publicity Director James E. Muse
 Chief Announcer Charles Rashall
 Musical Director Mel Standage
 Chief Engineer Wayne T. Boothe

K O P P

OGDEN—EST. 1947

Frequency: 730 Kc. Power: 1000 Watts
 Owned-Operated By James B. Littlejohn
 Business-Studio Address W. 12th St.
 Phone Number 4223 & 5822
 Air Time Local Sunrise Local Sunset
 News Service AP
 Transcription Service Associated
 Representative Homer Griffith
 Membership NAB
 President-Owner, General-Station
 Manager James B. Littlejohn
 Commercial-Sales Eddie Denkema
 Production Manager,
 Chief Announcer Cliff Owen
 Publicity Director Gil Henry
 Musical Director Forrest Kyle
 Chief Engineer Robert Sevy

K V O G (CP)

OGDEN

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By United Bcstg. Co.
 Business Address P. O. Box 325
 President-General Mgr. Arch G. Webb

K O A L

PRICE—EST. 1936

MBS—INTERMOUNTAIN—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Eastern Utah Bcstg. Co.
 Business-Studio Address P. O. Box 591
 Phone Number Price 200
 Transmitter Location P. O. Box 591
 Air Time 6:30-11 p.m.
 News Service UP
 Representative Avery-Knodel
 Membership NAB
 President, General-Station-Sales Promotion
 Manager, Program Director Jack Richards
 Asst. Mgr.-Prod. Mgr. Carl P. Wolfrom
 Chief Engineer Leo. E. Reid

K C S U

PROVO—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By The Central Utah
 Broadcasting Co.
 Business Address P. O. Box 627
 Phone Number 2802
 Transmitter Studio University Ave. at 12th So.
 Air Time 7 a.m.-12 M.
 News Service UP
 Transcription Service Standard, Capitol
 Membership NAB
 President-Co-owner-Commercial
 Manager Frank A. Van Wagenen
 General Manager-Co-owner,
 Station Manager Harold E. Van Wagenen
 Program Director Lawson S. C. Davies
 Chief Engineer Dowden Salisbury

K N E U (CP)

PROVO

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Lester R. Taylor
 Business Address 109 N. 4th West

K O V O

PROVO—EST. 1938

MBS—INTERMOUNTAIN NETWORK

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Operated By KOVO Bcstg. Co.
 Business-Studio Address 108 W. Center St.
 Phone Number 1680-1
 Transmitter Location 17th S. & Seventh W.
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service World
 Representative Avery-Knodel
 Membership NAB
 President, General-Station
 Manager Clifton A. Tolboe
 Commercial Manager S. Garn Carter
 Sales Promotion Mgr. Mack B. Cunningham
 Program Director LaThair H. Curtis
 Chief Engineer Henry Keyes

K S V C

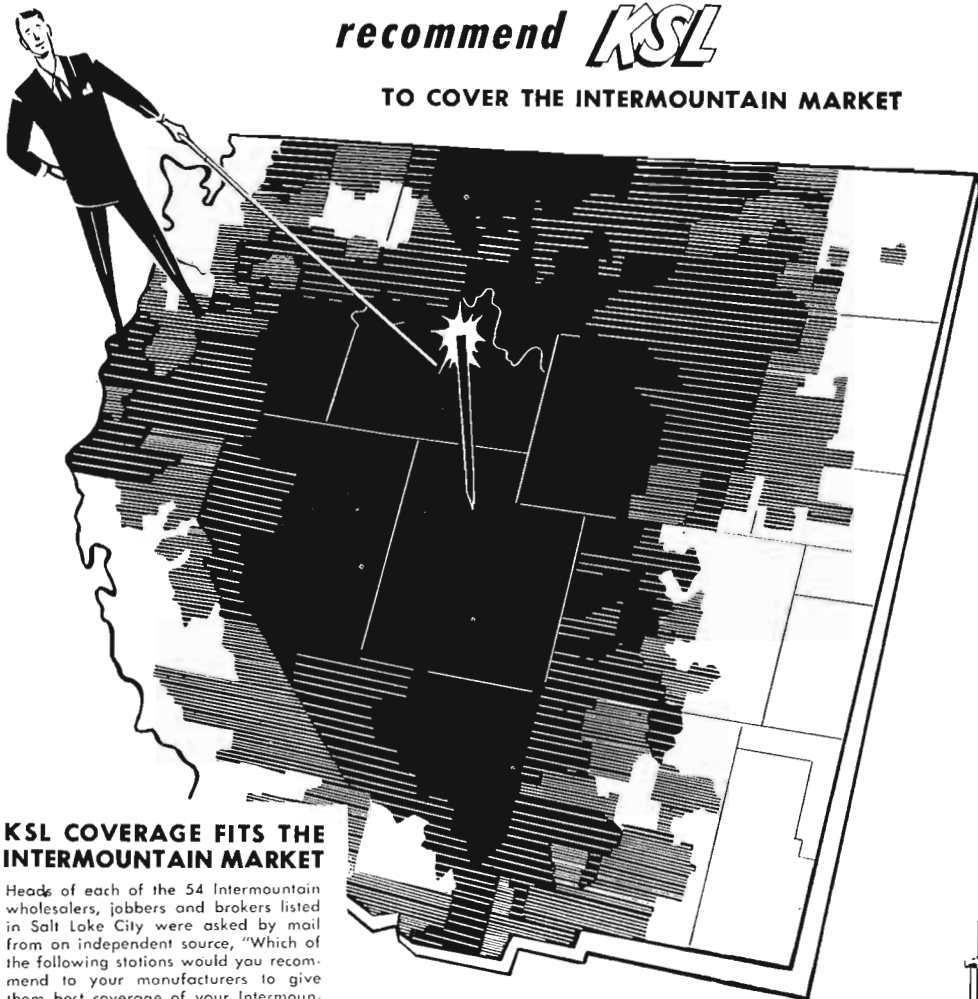
RICHFIELD—EST. 1947

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By Sevier Valley Bcstg. Co.
 Business Address Richfield, Utah
 Phone Number 690
 News Service UP
 Transcription Service World
 President William L. Warner
 Gen.-Commercial Mgr. William L. Warner, Jr.
 Promotion Mgr.-Program Dir. Art Tucker
 Chief Engineer David I. Hansen

4 out of 5 Salt Lake Wholesalers

recommend **KSL**

TO COVER THE INTERMOUNTAIN MARKET



KSL COVERAGE FITS THE INTERMOUNTAIN MARKET

Heads of each of the 54 Intermountain wholesalers, jobbers and brokers listed in Salt Lake City were asked by mail from an independent source, "Which of the following stations would you recommend to your manufacturers to give them best coverage of your Intermountain Market?" (The five Salt Lake City stations were listed alphabetically). 4 out of 5 named KSL as their choice.

BUSINESS MEN concerned with the Intermountain area realize that KSL serves their needs most completely and most economically, that, in fact, KSL is the only single medium reaching every portion of this important western market. When planning your next campaign, see your nearest Radio Sales representative for KSL figures and availabilities.

KSL

50,000 WATTS • CLEAR CHANNEL
SALT LAKE CITY



REPRESENTED BY RADIO SALES THE SPOT BROADCASTING DIVISION OF CBS

KALL

SALT LAKE CITY—EST. 1945

MBS—INTERMOUNTAIN NETWORK

Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By... Salt Lake City Bcstg.
Co., Inc.

Business-Studio Address... 248 S. Main St.
Phone Number 4-1843
Transmitter Location... 386 West Gregson Ave.
Air Time 6 a.m.-1 a.m.
News Service AP, INS, UP
Transcription Service Associated, Mac-
Gregor, Cole

Representative Avery-Knodel
Membership BMB
President George C. Hatch
Executive Vice-President,

Manager Alvin G. Pack
Commercial Manager Thomas H. Anderson
Sales Promotion Manager John H. Hinckley
Program Director Craig Rogers
Production Manager, Chief

Announcer Vern Bruggeman
Publicity Director Jack Goodman
Musical Director Earl Donaldson
Chief Engineer Stanley Benson
Farm Editor Stanley C. Farnsworth

KDYL

SALT LAKE CITY—EST. 1922

NBC—UTAH-IDAHO NETWORK

Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By... Intermountain Bcstg.
Corp.

Business-Studio Address... Tribune-Telegram
Bldg. & KDYL Playhouse, 68 Regent St.

Phone Number 5-2991
Transmitter Location 10th W. & 33rd S.
Air Time 6 a.m.-1 a.m.
News Service INS, UP
Transcription Service World, Thesaurus
Representative John Blair
Membership NAB, BMB
President, General-Station Mgr. S. S. Fox
Commercial Manager George A. Provol
Sales Promotion Manager Emerson Smith
Program Director, Chief

Announcer K. W. Richins
Production Manager Dan Rainger
Publicity Director Del Leeson
Musical Director Eugene Jelesnik
Chief Engineer John M. Baldwin
Farm Editor Will Wright

KNAK

SALT LAKE CITY—EST. 1945

Frequency 1400 Kc. (CP-1280 Kc)

Power 250 Watts (CP 500 Watts)
Owned-Operated By... Granite District Radio
Broadcasting Co.

Business-Studio Address 29 Continental Bank
Bldg.

Phone Number 58113 & 59125
Transmitter Location 1016 W. 8th S.
Air Time 6:30 a.m.-2 a.m.
News Service AP
Transcription Service Lang-Worth
Representative W. S. Grant Co.
President Howard D. Johnson
General-Station Mgr. Richard F. Connor
Commercial Manager Ray Noll
Sales Promotion Mgr. Howard M. Buchman
Program Director Edward G. Black
Production Manager Albert R. Collins
Publicity Director-Musical

Director Charlotte R. Kapsa
Chief Announcer R. E. O'Brien
Chief Engineer Myron E. May

KSL

SALT LAKE CITY—EST. 1924

CBS

Frequency: 1160 Kc. Power: 50,000 Watts
Owned-Operated By... Radio Service Corp. of
Utah

Business-Studio Address 10 S. Main St.
Phone Number 5-4641
Transmitter Location Saltair, Utah
Air Time 20 hrs. daily

News Service AP, UP
Transcription Service Capitol, Associated
Representative Radio Sales
Membership NAB, BMB
President J. Reuben Clark, Jr.
Vice-President-General Mgr. Ivor Sharp
Ex. Asst. Ralph W. Hardy, Public Affairs;
C. Richard Evans

Commercial Manager F. B. McLatchy
Sales Promotion Manager, Publicity
Director Ray Bergman
Program Director, Production

Manager Eugene Halliday
Chief Announcer Paul Royall
Musical Director Lowell Durham
Chief Engineer C. Richard Evans
Farm Editor El Von Orme

KUTA

SALT LAKE CITY—EST. 1938

ABC

ROCKY MOUNTAIN BCSTG. SYSTEM

Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By... Utah Bcstg. & Television
Co.

Business-Studio Address.....29 S. State St.
 Phone Number.....3-2737
 Transmitter Location.....N. Salt Lake
 Air Time.....6 a.m.-1 a.m.
 News Service.....AP, UP
 Transcription Service.....Standard, Lang-Worth,
 World
 Representative.....Katz
 Membership.....NAB, BMB
 President, General-Commercial
 Manager.....Frank C. Carman
 Station Manager, Program Director,
 Production Manager.....Ray Fadel
 Sales Promotion Manager,
 Publicity Director.....Al Thomas
 Chief Announcer.....Marshall Small
 Musical Director.....Ed Stoker, Jr.
 Chief Engineer.....C. Wendell Bell
 Farm Editor.....Eugene Miller

K J A M

VERNAL—EST. 1946

FRONTIER BCSTG. SYSTEM—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Utah Bcstg. Co., Inc.
 Business-Studio Address.....Hotel Vernal
 Phone Number.....494 & 495
 Transmitter Location.....Hotel Vernal
 Air Time.....7 a.m.-10 p.m.
 News Service.....UP
 Transcription Service.....World, Keystone
 Representative.....W. S. Grant
 President.....James C. Wallentine
 General Manager.....Howard D. Johnson
 Station Manager, Program
 Director.....Leland E. Walker
 Commercial Manager.....Grant E. Parry
 Chief Engineer.....Erwin W. Boeller

VERMONT

*Estimated Population 364,000—% Increase +1.3—Radio Homes 87,584
 Farms with Radios 21,305—Stations in State 7*

W C A X

BURLINGTON—EST. 1931

CBS

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By.....WCAX Bcstg. Corp.
 Business-Studio Address.....135 Main St.
 Phone Number.....Burlington 2000
 Transmitter Location.....Colchester
 Air Time.....6 a.m.-12:05 a.m.; 8 a.m.-11:30
 p.m. Sun.
 News Service.....UP
 Transcription Service.....World, Lang-Worth
 Representative.....Weed
 Membership.....NAB, BMB
 President, General-Station
 Manager.....C. P. Hasbrook
 Commercial-Sales Promotion
 Manager.....John D. Swan
 Publicity Director, Farm
 Editor.....Lawrence F. Killick
 Chief Engineer.....James W. Tierney

W J O Y

BURLINGTON—EST. 1946

ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Vermont Bcstg. Corp.
 Business-Studio Address.....633 Main St.
 Phone Number.....5400-5401
 Transmitter Location.....633 Main St.
 Air Time.....17 hrs. daily
 News Service.....AP

Transcription Service.....NBC, Thesaurus
 Representative.....Joseph Hershey McGillvra;
 Bertha Bannan
 Membership.....NAB
 Station Manager.....A. E. Spokes
 Commercial Manager.....T. R. Morrow
 Program Director.....Val Carter
 Production Manager.....He-b Davis
 Musical Director.....Frank House
 Chief Engineer.....John C. Quill
 Farm Editor.....Bill Brennan

W S K I

MONTPELIER-BARRE—EST. 1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Taylor-Jacobs
 Business Address.....Union Mutual Bldg.
 Phone Number.....1740
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Kettell-Carter
 Business Manager.....Carl R. Taylor
 Commercial Manager.....B. M. Jacobson
 Promotion Manager.....E. Dean Finney
 Program Director.....Robert Bamnon
 Chief Engineer.....James F. McKernan

W H L W (CP)

RUTLAND

Frequency: 1000 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Herbert L. Wilson

W S Y B

RUTLAND—EST. 1930

MBS—YANKEE NETWORK—KBS

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Operated By: Philip Weiss Music Co.
 Business-Studio Address: 80 West St.
 Phone Number: 1247
 Transmitter Location: Creek Rd.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Thesaurus
 Representative: Joseph Hershey McGillivra
 Membership: NAB, BMB
 President, General-Station- Commercial
 Manager: Philip Weiss

W W S R

ST. ALBANS—EST. 1931

KBS

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Operated Bq: Vermont Radio Corp.
 Address: 32 N. Main St.
 Phone Number: 1390
 Transmitter Location: Swanton Road
 Air Time: Local sunrise-local sunset

Transcription Service: World
 Representative: Walker
 News Service: UP
 President: Lloyd Squier
 General Manager: Warren Marsden
 Program Director: Stuart Perry
 Chief Engineer: Theodore Boisvert

W D E V

WATERBURY—EST. 1931

MBS—YANKEE NETWORK—KBS

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By: L. E. Squier
 Business-Studio Address: 8 Stowe St.
 Phone Number: 400-1
 Transmitter Location: Blush Hill
 Air Time: Unlimited
 News Service: UP
 Transcription Service: World
 Representative: Walker
 Membership: NAB, BMB
 President-Owner, General-Station
 Manager: L. E. Squier
 Commercial Manager, Program Director,
 Chief Announcer: Thomas L. Dodd, Jr.
 Production Manager: Craig S. Parker
 Chief Engineer, Farm Editor: Harold M. Grout

VIRGINIA

*Estimated Population 3,019,000—% Increase +12.7—Radio Homes 575,518
 Farms with Radios 104,762—Stations in State 41*

W P I K

ALEXANDRIA—EST. 1945

Owned-Operated By: Potomac Bcstg. Corp.
 Business Address: P. O. Box 298
 Phone Number: Overlook 3000
 Studio Address: Hotel George Mason
 Transmitter Location: Telegraph Rd., Fairfax
 County, Va.
 Air Time: Local Sunrise-Local Sunset
 Transcription Service: Lang-Worth, World
 Representative: Friedenber
 President, General-Station Manager,
 Program Director: Howard B. Hayes
 Commercial-Sales Promotion
 Manager: Henry Z. Ungar
 Production Manager, Musical
 Director: Herbert Deberry
 Chief Announcer: Tony Howard
 Vice-President, Chief
 Engineer: Carl L. Lindberg

Owned-Operated By: Northern Virginia Bcstg.,
 Inc.
 Business Address: Box 391, Arlington, Va.
 Phone Number: Owens 7800
 Studio Address: 3102 - 10th Rd. N.
 Transmitter Location: Baileys Crossroads, Va.
 Air Time: Local Sunrise-Local Sunset
 News Service: UP
 Transcription Service: Capitol, Standard
 Representative: Burn-Smith
 Membership: NAB
 President: R. Kilbourne Castell
 Sec.-General Counsel: Frank U. Fletcher
 Station Manager: Raymond W. Baker
 Commercial Manager: William W. Jefferay
 Traffic Manager: Mary Coury
 Musical Director: Millicent Thomas
 Chief Engineer: Earl Merryman
 Farm Editor: Connie B. Gay
 Frequency: 730 Kc. Power: 1000 Watts

W A R L

ARLINGTON—EST. 1946

Frequency: 780 Kc. Power: 1000 Watts

W E A M

ARLINGTON—EST. 1947

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Operated By: Arlington-Fairfax Bcstg.
 Co., Inc.

Business-Studio Address..... Radio Building
 Phone Number..... OWens 7100
 Transmitter Location..... 19th and Frederick
 Air Time..... Local Sunrise-Local Sunset
 News Service..... AP
 Washington City News Service
 Transcription Service.. Associated, Lang-Worth
 Representative..... Adam J. Young
 Membership..... NAB, BMB
 President..... J. Maynard Magruder
 General-Commercial Mgr.. Raymond Brown, Jr.
 Station-Sales Promotion Manager.
 Publicity Director..... Howard Stanley
 Program Director, Production Manager,
 Chief Announcer..... Matthew Warren
 Musical Director..... David Hill
 Chief Engineer..... Richard Washington
 Farm Editor..... Jerry Strong

W K L V

BLACKSTONE—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..... Frank H. Wagner

W C Y B

BRISTOL—EST. 1946

Frequency: 690 Kc.....Power: 10,000 Watts
 Owned-Operated By..... Appalachian Bcstg.
 Corp.
 Business-Studio Address.. Cumberland & Front
 St.
 Phone Number..... 3560
 Transmitter Location.. Bristol, Va., Wallace Rd.
 Air Time..... Local Sunrise-Local Sunset
 News Service..... AP
 Transcription Service.. Associated, Thesaurus
 Membership..... NAB
 General Manager, Chief
 Engineer..... R. H. Smith
 Sales Manager..... J. Fey Rogers
 Program Director..... Warren Wright
 Chief Announcer..... Tom Dunn
 Musical Director..... Ralph Randall

W F H G

BRISTOL—EST. 1947

MUTUAL NETWORK

Frequency: 860 Kc.....Power: 1000 Watts
 Owned By..... Blanfox Radio Co., Inc.
 Operated By..... R. B. Helms
 Business Address..... Radio Station WFHG,
 Hotel Bristol
 Phone Number..... 3620
 Studio Address.. Hotel Bristol, Corner Cumber-
 land and Moore Sts.
 Transmitter Location..... Shell Plant Rd.
 Air Time..... Local Sunrise-Local Sunset
 News Service..... AP
 Transcription Service..... Standard

Membership..... NAB
 President..... R. B. Helms
 General-Station Manager.. William J. Thomas
 Commercial Sales Promotion
 Manager..... J. L. Boling
 Program Director, Production Manager,
 Publicity Director..... Eva Moore
 Chief Announcer..... Sidney Tear
 Musical Director..... Lee Goeller
 Chief Engineer..... John Hughlett
 Farm Editor..... Herm Rose

W C H V

CHARLOTTESVILLE—EST. 1934

ABC—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..... Barham & Barham
 Business-Studio Address.. 4th & E. Market Sts.
 Phone Number..... Charlottesville 2500
 Transmitter Location.. Richmond Rd. (Route 250
 E.)
 Air Time..... 6:30 a.m.-M.; 7:55 a.m. Sun.
 News Service..... AP
 Transcription Service..... NBC, Thesaurus
 Representative..... Cox & Tans
 Membership..... NAB, BMB
 President..... Charles Barham, Jr.
 Commercial-Sales Promotion Manager,
 Program Director..... Randolph Bean
 Chief Announcer..... Carl S. Goodwin
 Musical Director..... Fred A. Dabney, Jr.
 Chief Engineer..... Walter W. Gray
 Farm Editor..... Norman Kelsey

W KEY

COVINGTON—EST. 1941

ABC—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..... Earl M. Key
 Business-Studio Address.. 219 W. Main St.
 Phone Number..... 840
 Transmitter Location..... Clifton Forge Rd.
 Air Time..... 7 a.m.-11 p.m.
 News Service..... UP
 Transcription Service..... World
 Membership..... NAB, BMB
 Owner, General-Station Mgr..... Earl M. Key
 Commercial Manager..... William P. Mitchell
 Sales Promotion Manager,
 Publicity Director..... Kenneth L. Bryant
 Chief Announcer, Musical Dir.. John Lee Davis
 Program Director..... T. Carroll Harrison
 Chief Engineer..... Lawrence L. Kennedy

W S V S

CREWE—EST. 1947

KBS

Frequency: 60 Kc.....Power: 1000 Watts
 Owned-Operated By..... Southern Va. Bcstg.
 Corp.

Business-Studio Address.....117 Carter St.,
 Crewe; Herald Bldg., Farmville; 121 N. Main
 St., Blackstone
 Phone Number3192
 News Service.....AP
 Transcription Service.....World, Keystone
 MembershipNAB
 President.....C. S. Willis
 General Manager.....Maxey E. Stone
 Program Director.....Robert W. Hutchison
 Chief Engineer.....C. E. Wilson

W B T M
 DANVILLE—EST. 1930
 ABC

Frequency: 1330 Kc. Power: 500 W., 1000 w.n.
 Owned-Operated By...Piedmont Bcstg. Corp.
 Business-Studio Address.....Hotel Danville
 Phone Number2350
 Transmitter Location.....Sandy Creek
 Air Time.....6a.m.-12 M.
 News Service.....AP
 Transcription Service.....Lang-Worth, NBC
 Representative.....George P. Hollingbery
 Membership.....NAB, BMB
 President.....L. N. Dibrell
 General-Station Mgr.....R. Sanford Guyer
 Commercial Manager.....E. G. Gardner
 Sales Promotion Manager.....A. C. Evans
 Program Director.....Milton Adams
 Production Manager.....Ray Schreiner
 Chief Engineer.....Lyle Motley

W D V A
 DANVILLE—EST. 1947
 MBS

Frequency: 1250 Kc. Power: 5000 Watts, d.;
 1000 Watts, n.
 Owned-Operated By..Virginia-Carolina Bcstg.
 Corp.
 Business-Studio Address..American National
 Bank Building
 Phone Number5300
 Transmitter Location..Route 6, Martinsville Rd.
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World, Capitol
 Representative.....Walker Co.
 Membership.....NAB, FMA
 President.....J. D. Pruitt
 General Manager.....Walter M. Windsor
 Commercial-Assistant General
 Manager.....William P. Hefferman
 Program Director.....Charles J. Holmes
 Continuity Director.....Virginia Murphy
 Musical Director.....Clark McClellan
 Chief Engineer.....Albert H. Carr
 Farm Editor.....Frank B. Raymond

W F L O

FARMVILLE—EST. 1946

Frequency: 870 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Colonial Bcstg. Corp.
 Business Address.....P. O. Box 242
 Phone Number600
 News Service.....UP
 Transcription Service...NBC, Cole, Associated
 President.....Carla B. Keys
 Gen.-Comm. Mgr.....James C. Wilson
 Program Director.....Louis E. Hubbard Jr.
 Chief Engineer.....Charles K. Chrismon

W F V A

FREDERICKSBURG—EST. 1939

ABC—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By...Fredericksburg Bcstg.
 Corp.
 Business Address.....P. O. Drawer 269
 Phone Number1261
 Studio Address.....528 Wolfe St.
 Transmitter Location.....King's Highway
 Air Time.....Unlimited
 Transcription Service.....Lang-Worth
 V-Pres. & Gen'l Mgr.....Richard F. Lewis, Jr.
 Station & Com'l Mgr.....Walter F. Harris, Jr.
 Chief Engineer.....W. S. Candler

W F T R

FRONT ROYAL—EST. 1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By...Sky Park Bcstg. Corp.
 Business Address.....Front Royal
 News Service.....UP
 Transcription Service.....Thesaurus
 President.....H. F. Minter
 Gen. Mgr.-Chief Engineer.....Warren S. Bell

W B O B

GALAX—EST. 1947

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By...Carroll-Grayson Bcstg.
 Corp.
 Business-Studio Address.....Poplar Knob Rd.
 Phone Number300
 Transmitter Location.....Poplar Knob
 Air Time.....6 a.m.-11:30 p.m.
 News Service.....AP
 Membership.....NAB
 President.....Robert V. Morris
 General-Station Manager, Chief
 Engineer.....Carl E. Duckett
 Commercial Manager.....Joseph P. Crockett
 Program Director.....Muriel M. Bell
 Production Manager.....J. W. White, Jr.
 Publicity Director.....W. Edward Boyer

W S V A

HARRISONBURG—EST. 1935

NBC

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By: Shenandoah Valley
 Bcstg. Corp.
 Business-Studio Address: Newman Bldg.
 Phone Number: Harrisonburg 550 & 875
 Air Time: 6 a.m. to Local Sunset
 News Service: UP
 Transcription Service: NBC, Thesaurus
 Representative: R. B. Harrington
 Membership: NAB, BMB
 President, Gen. Mgr.: Frederick L. Allman
 Commercial Manager: Robert B. Harrington
 Program Director: Richard H. Johnson
 Chief Engineer: Warren L. Braun

W L V A

LYNCHBURG—EST. 1930

ABC

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Operated By: Lynchburg Bcstg. Corp.
 Business-Studio Address: Allied Arts Bldg.
 Transmitter Location: West of Lynchburg
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Standard, BML, Lang-
 Worth
 Membership: NAB, BMB
 President: Edward A. Allen
 General-Station Manager: Philip P. Allen
 Commercial Manager: Joseph F. Wright, Jr.
 Chief Announcer: Wayne Tyler
 Musical Director: Jimmy McNeely
 Chief Engineer: John T. Orth
 Farm Editor: Joseph B. Roberts

W W O D

LYNCHBURG—EST. 1947

MBS

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Operated By: Old Dominion Bcstg.
 Corp.
 Business Address: P. O. Box 918
 Phone Number: 7000
 Studio Address: 10th & Main Sts.
 Transmitter Location: Boonsboro Rd.
 Air Time: 6 a.m.-12 M.; 8 a.m.-12 M. Sun.
 News Service: AP, UP
 Transcription Service: World
 Representative: Walker
 Membership: NAB, BMB
 President: David H. Dillard
 General-Station Manager: Jack Weldon
 Commercial-Sales Promotion
 Manager: Everette Weaver
 Program-Publicity Director: Jay Seibel
 Production Manager: Norman Simpson
 Musical Director: Walter Stamm
 Chief Engineer: Forest Pinkerton

W M V A

MARTINSVILLE—EST. 1941

NBC—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Martinsville Bcstg. Co.,
 Inc.
 Business Address: Martinsville, Va.
 Phone Number: 2152
 Studio-Transmitter Location: Figsboro Rd.
 Air Time: 6 a.m.-11:15 p.m.
 News Service: AP
 Membership: NAB
 President: William C. Barnes
 General-Station Manager: John W. Shultz
 Commercial-Sales Promotion Manager,
 Publicity Director: Charles F. Adams
 Program Director: Barbara Harding
 Musical Director: Paul E. Zimmerman
 Chief Engineer: Dewey W. Muse

W G H

NEWPORT NEWS—EST. 1928

ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Hampton Roads Bcstg.
 Corp.
 Business-Studio Address: Portlock Bldg., Nor-
 folk, Va. Warwick Hotel, Newport News, Va.
 Phone Number: Norfolk 2-7031; Newport
 News 7-1312
 Transmitter Location: Boat Harbor, End Jeffer-
 son Ave.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Lang-Worth, Associated
 Representative: Free & Peters
 Membership: NAB, BMB
 President: Raymond B. Bottom
 General Manager, Vice-Pres., General-
 Station Manager: Edward E. Bishop
 Commercial Manager: Edward E. Edgar
 Sales Promotion Manager: Joe Brown
 Program Director: Jack A. Black
 Chief Engineer: Charles A. Runyan

W H Y U

NEWPORT NEWS—EST. 1947

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Operated By: Eastern Bcstg. Corp.
 Business Studio Address: 114-24th St.
 Phone Number: 31632
 Transmitter Location: Newport News, Va.
 Air Time: Local Sunrise-Local Sunset
 News Service: UP
 Transcription Service: Lang-Worth, SESAC
 President: Dr. J. A. Gill
 General-Station Manager: Ed Harris
 Commercial Manager: F. A. McMahon
 Sales Promotion Manager: E. M. Hutton
 Program Director: A. Boyd Harrier, Jr.
 Chief Engineer: Orville K. Gibboney

WCAV

NORFOLK—EST. 1947

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Operated By... Cavalier Bcstg. Corp.
 Business Address... Helena Bldg.
 Phone Number... 23266
 News Service... UP
 Transcription Service... Associated, Standard
 President... Joseph Light
 Secy-Gen. Mgr... Irving M. Kipnes
 Dir. of Sales... Don Kelly
 Program Director... Hugh E. Whiteside
 Prom.-Adv. Dir... Ray E. Daniels
 Chief Engineer... William M. Manrov

WNVA

NORTON—EST. 1945

MBS—KBS
 Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Blanford Radio Co., Inc.
 Address... Cury Bldg.
 Air Time... 7 a.m.-11 p.m.
 News Service... AP
 Transcription Service... Lang-Worth
 President... R. B. Helms
 General Manager... Jack T. Helms
 Commercial Manager... Bill Halland
 Program Dir.-Prom. Mgr... Bill Benesch
 Chief Engineer... Gene Tommerdahl

WLOW

NORFOLK—EST. 1946

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By... Commonwealth Bcstg. Corp.
 Business Address... 105 Brooke Ave.
 Phone Number... 45678
 Studio Address... 219 Granby St.
 Transmitter Location... Western Branch
 Air Time... Local Sunrise-Local Sunset
 News Service... UP
 Transcription Service... Associated
 Representative... Farjoe
 Membership... NAB
 President... E. L. Scott
 General Manager, Farm Editor... Ralph Wasdon
 Station Manager... W. M. Carpenter
 Commercial Manager... James D. Cherry
 Program Director... Ray Penne
 Publicity Director... F. Gene Abrams
 Chief Engineer... Jack Siegel

WSSV

PETERSBURG—EST. 1945

MBS
 Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Southside Va. Bcstg. Corp.
 Business-Studio Address... 112 West Tabb St.
 Phone Number... 3881
 Transmitter Location... Lt. Run
 Air Time... 6:30 a.m.-12 M.
 News Service... AP
 Transcription Service... Standard
 Representative... Burns-Smith
 President, General-Station
 Manager... Louis H. Peterson
 Commercial Manager... Arthur H. Beckwith
 Program Director... Stuart M. Gates
 Production Manager... Lillian C. Treaster
 Publicity Director... Nellie W. Andrews
 Chief Announcer... Lyle C. Bradley
 Musical Director... Robert E. Wagner
 Chief Engineer... Edward F. Schwarz
 Farm Editor... James J. McMillen

WTAR

NORFOLK—EST. 1923

NBC

Frequency: 790 Kc. Power: 5000 Watts
 Owned By... Norfolk Newspaper, Inc.
 Operated By... WTAR Radio Corp.
 Business-Studio Address... National Bank of Commerce Bldg. Anne County, Va.
 Phone Number... 25671
 Transmitter Location... Glen Rock, Princess
 Air Time... 6 a.m.-1 a.m.
 News Service... AP, UP, PA
 Transcription Service... Standard, Lang-Worth
 Representative... Edward Petry
 Membership... NAB, BMB
 General Manager... Campbell Arnoux
 Commercial Manager... John W. New
 Program Director... Henry Cowles Whitehead
 Production Manager... Clyde Moser
 Chief Announcer... Blair Eubanks
 Chief Engineer... John Peffer

WSAP

PORTSMOUTH—EST. 1943

MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Portsmouth Radio Corp.
 Business-Studio Address... 205 Professional Bldg.
 Transmitter Location... 1318 Spratley St.
 Phone Number... 6383-4
 Air Time... 6 a.m.-1 a.m.
 News Service... UP
 Transcription Service... World, Thesaurus
 Representative... Joseph Hershhey McGillvra
 Membership... NAB
 President... Tom Gilman
 Gen. Mgr... J. L. Norfleet
 Prog. Dir... George Brantly
 Chief Eng... Chas. R. Sledge

W P U V

PULASKI—EST. 1946

MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Southwest Bcast. Co.
 Address: P. O. Box 351, Cool Springs, Va.
 Phone Number: 3-3931
 Transmitter Location: Cool Springs
 Air Time: 6 a.m.-11:15 p.m.
 News Service: AP
 Transcription Service: Thesaurus
 Representative: Sears & Ayer, Inc.
 Membership: NAB
 President: Howard R. Imboden
 General Manager: William R. Murray
 Commercial Manager: Allen S. Aden
 Program Director: James H. Mayes
 Chief Engineer: Fitzgerald McDaniel

W B B L

RICHMOND—EST. 1924

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Grace Covenant
 Presbyterian Church

W L E E

RICHMOND—EST. 1945

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Lee Bcast. Corp.
 Business-Studio Address: Broad-Grace Arcade
 Phone Number: 3-6741
 Transmitter Location: Colorado Ave. & Sumpter
 Air Time: 6 a.m.-1 a.m.; 6:30 a.m.-1 a.m.
 News Service: AP
 Transcription Service: Standard
 Representative: Headley-Reed
 President: Thomas G. Tinsley, Jr.
 General-Commercial Mgr.: Irvin G. Abeloff
 Program-Publicity Director: Harvey Hudson
 Musical Director: Miss Roberta Morris
 Chief Engineer: George W. McGuigan, Jr.

W M B G

RICHMOND—EST. 1926

NBC

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By: Havens & Martin, Inc.
 Business-Studio Address: 3301 W. Broad St.
 P. O. Box 5229
 Phone Number: 5-8611
 Transmitter Location: Staples Mill Rd. at
 Broad St.
 Air Time: 6:30 a.m.-1 a.m.
 News Service: Transradio
 Transcription Service: NBC, Lang-Worth
 Representative: John Blair
 Membership: NAB, BMB

President, General-Station

Manager: Wilbur M. Havens
 Local Commercial Manager: Wm. J. Filer
 National Commercial Mgr.: Ralph Wallerstein
 Sales Promotion Manager, Publicity
 Director: Walter A. Bowry, Jr.
 Program Director, Production
 Manager: Allan J. Phaup, Jr.
 Chief Engineer: Wilfred H. Wood

W R N L

RICHMOND—EST. 1937

ABC

Frequency: 910 Kc. Power: 5000 Watts
 Owned By: Richmond Newspapers, Inc.
 Operated By: Richmond Radio Corp.
 Business-Studio Address: 323 East Grace St.
 Phone Number: 3-3436
 Transmitter Location: Wilkinson Rd.
 Air Time: 5:30 a.m.-1 a.m.; 7 a.m. Sun.
 News Service: AP
 Transcription Service: Standard, Capitol
 Representative: Edward Petry
 Membership: NAB, BMB
 President: D. Tenant Bryan
 Gen.-Sta.-Commercial Mgr.: E. S. Whitlock
 Production Manager: Richard A. Velz
 Chief Engineer: Vincent Wolstenholme

SPOTLIGHT
 on the
 great
 Southern
 Market

W R N L

5,000
 WATTS
 RICHMOND
 VIRGINIA

EDWARD PETRY & CO., Inc.
 National
 Representatives

WRVA

RICHMOND—EST. 1925

CBS

Frequency: 1140 Kc. Power: 50,000 Watts
 Owned-Operated By: Larus & Brother Co.
 Business-Studio Address: Hotel Richmond
 Phone Number: 3-6633
 Transmitter Location: Edgeworth,
 Henrico County, Va.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: World, Lang-Worth
 Representative: Radio Sales
 General Manager: C. T. Lucy
 Commercial Manager: Barron Howard
 Promotion Manager: Jack Stone
 Program Director: Samuel S. Carey
 Production Manager: John B. Tansey
 Public Relations Director: Walter R. Bishop
 Chief Engineer: D. C. Woods

WXGI

RICHMOND—EST. 1947

Frequency: 740 Kc. Power: 1,000 Watts d.
 Owned-Operated By: Radio Virginia, Inc.
 Business-Studio Address: 100 W. Franklin St.
 Phone Number: 7-4684-6
 Transmitter Location: German School Rd.
 Air Time: Local Sunrise-Local Sunset
 News Service: AP
 Transcription Service: Associated, Lang-Worth
 Representative: Lorenzen & Thompson
 Membership: NAB
 Pres.-Gen. Mgr.: Douglas H. Robertson
 Station Manager: Lew Kent
 Sales or Commercial Mgr.: Charles L. Kessler
 Publicity Director: Douglas H. Robertson
 Chief Announcer: Nelson Griggs

WDBJ

ROANOKE—EST. 1924

CBS

Frequency: 960 Kc. Power: 5,000 Watts
 Owned-Operated By: Times-World Corp.
 Business-Studio Address: 124 W. Kirk Ave.
 Phone Number: 8131
 Transmitter Location: Colonial Avenue,
 Colonial Heights
 Air Time: 18 hrs., daily; 16 hrs., Sun.
 News Service: AP, UP
 Transcription Service: World, Lang-Worth
 Representative: Free & Peters
 Membership: NAB, BMB
 President-Owner or Chief Exec.: J. P. Fishburn
 General Manager: Ray P. Jordan
 Sales or Commercial Mgr.: John W. Harkrader
 Program Director: Paul E. Reynolds
 Production Manager: Irving Sharp
 Director of Promotion: Clifford B. Huffman
 Chief Engineer: J. Edw. Newman

WROV

ROANOKE—EST. 1946

MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Radio Roanoke, Inc.
 Business-Studio Address: 600 Mt. Trust
 Bank Bldg.
 Phone Number: 3-4444
 Transmitter Location: Cleveland Ave. at 15th St.
 Air Time: 6 a.m.-12 M.; 8 a.m.-12 p.m. Sun.
 News Service: UP
 Transcription Service: Capitol, Lang-Worth
 Representative: Burn-Smith
 Membership: NAB
 General, Station, Commercial, Sales Promotion
 Manager: Frank E. Koehler
 President: Leo F. Henebry
 Production Manager: Gordon R. Phillips
 Engineer in Chg.: Frank Hall

WSLS

ROANOKE—EST. 1940

ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Roanoke Bcstg. Corp.
 Business-Studio Address: Shenandoah Life Bldg.
 Phone Number: 9227
 Transmitter Location: Shenandoah Life Bldg.
 Air Time: 5:30 a.m.-12:02 a.m.
 News Service: AP
 Transcription Service: SESAC, Lang-Worth,
 Thesaurus, Associated
 Representative: Weed
 Membership: NAB, BMB
 President: Paul C. Buford
 Exec. Vice-Pres., Sta. Mgr.: James H. Moore
 Business, Commercial Mgr.: Horace Fitzpatrick
 Program Director: Robert W. Menefee
 Production Manager: Francis Ballard
 Publicity Director: Doris Irvin
 Chief Engineer: J. P. Briggs

WTON

STAUNTON—EST. 1945

ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Charles P. Blackley
 Business-Studio Address: Morrison Bldg.
 Phone Number: 1400
 Transmitter Location: Waynesboro Rd.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: World
 Membership: NAB
 Owner, Gen. Mgr.: Charles P. Blackley
 Commercial Manager: Charles E. Seebeck
 Program Director: Fulton A. King
 Chief Announcer: Fulton A. King
 Chief Engineer: Rex C. Houser

W L P M
SUFFOLK—EST. 1940
 ABC—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Suffolk Bcstg. Corp.
 Business-Studio Address 105 Bank Street
 Phone Number 1420
 Transmitter Location Rt. 460, one mile
 N. W. of Suffolk
 Air Time 6:30 a.m.—12 M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Sears & Ayer
 Membership NAB
 President, General, Station, Commercial,
 Sales Promotion Manager Fred L. Hart
 Program Director Allen B. Jones
 Production Manager Earl Hundley
 Publicity Director John McNamara
 Chief Announcer Allen Jones
 Musical Director Ida Barrett
 Chief Engineer V. W. Rupp
 Farm Editor L. E. Pettyjohn

WAY B
WAYNESBORO—EST. 1947
 MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By The Waynesboro
 Broadcasting Corp.
 Business Address P. O. Box 938

Phone Numbers: Studios 999 Transmitter 998
 Studio Address 526 W. Main St.
 Transmitter Location Hermitage Rd.,
 Waynesboro, Va.
 Air Time 6 a.m.—11:05 p.m.
 News Service UP
 Transcription Service Lang-Worth, World.
 Features, Keystone
 Membership NAB
 Pres.-Gen. Mgr. Earl M. Key
 Sta. Mgr.-Prog. Dir. Paul Marlowe
 Commercial Manager Edward F. Libby
 Prod. Mgr.-Musical Dir. Paul M. Shue
 Chief Engineer Edward R. Goodwin

WINC
WINCHESTER—EST. 1941
 ABC—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Richard Field Lewis Jr.
 Business Address Box 605 Winchester, Va.
 Phone Number 4855
 Studio-Transmitter Location 514 Kerr St.
 News Service UP
 Air Time 17 hrs., daily
 Transcription Service Lang-Worth
 Membership NAB, BMB
 President-Owner, General Station Manager
 Richard Field Lewis Jr.
 Commercial, Program Manager, Farm Editor
 John Carl Morgan
 Chief Engineer Philip B. Whitney

WASHINGTON

*Estimated Population 2,233,000—% Increase 28.6—Radio Homes 653,015
 Farms with Radios 73,397—Stations in State 38*

KXRO
ABERDEEN—EST. 1927
 MBS—DON LEE—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By KXRO Inc.
 Business-Studio Address 207½ E. Market St.
 Phone Number 4098
 Transmitter Location 1308 Coolidge Rd.
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Representative Homer Griffith Co.
 Membership NAB, BMB
 President Harry R. Spence
 General Station Mgr. Fred G. Goddard
 Commercial Manager Bertha G. Ruby
 Sales Promotion Manager John Duane Johnson
 Program Director Stan Spiegle
 Chief Engineer Billy G. Cunningham

KVOS
BELLINGHAM—EST. 1927
 ABC—KBS

Frequency: 790 Kc. Power: 1,000 Watts
 Owned-Operated By KVOS, Inc.
 Business-Studio Address 1321 Commercial St.
 Phone Number 790
 Transmitter Location 2074 Yew St.
 Air Time 6 a.m.—12 M.; 7 a.m.—12 M. Sun.
 News Service UP
 Transcription Service World, C. P. MacGregor
 Representative Homer Griffith
 Membership BMB
 President Rogan Jones
 General, Station, Sales Promotion Manager
 Ralph Miller
 Commercial Manager Fred Elsethagen
 Program Director Dave Gordon
 Chief Engineer Ernest Harper

KBRO

BREMERTON—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Bremerton Bcstg. Co.
 Business-Studio Address 205 Washington Ave.
 Phone Number 1970
 Transmitter Location 205 Washington Ave.
 Air Time 18 hrs., daily
 News Service AP
 Transcription Service World
 Representative John Keating
 Membership NAB
 President Bruce Bartley
 General Manager Dick Brombie
 Commercial Manager Hal C. Moan
 Program Director William L. Fox
 Chief Engineer Andrew K. Jordan

KELA

CENTRALIA AND CHEHALIS

MBS—DON LEE—KBS

Frequency: 1470 Kc. Power: 1,000 Watts
 Owned-Operated By Central Bcstg. Corp.
 Business Address P. O. Box 720 Central,
 P. O. Box 827, Chehalis.
 Phone Number Centralia 6-3321; Chehalis 7-2-1
 Studio, Transmitter Location Midway
 between Centralia and Chehalis on High-
 way 99
 Air Time 6 a.m.-12 M.
 News Service UP
 Representative John Keating
 Membership NAB
 Owner J. Elroy McCaw, Mrs. Mabel A. Gwinn
 General, Station Manager Joe Chytil
 Sales or Commercial Mgr. Robert S. Brister
 Program Director Glasco Branson
 Production Manager, Farm Editor
 Dudley Gaylord, Jr.
 Publicity Director Schuyler Hill
 Chief Announcer Les Keiter
 Chief Engineer Ellwood W. Lippincott

KXLE

ELLENSBURG—EST. 1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Central Washington
 Bcstrs, Inc.
 Business-Studio Address Rt. 2, Box 689
 Phone Number 2-4406
 Transmitter Location Rt. 2
 Air Time 6:30 a.m.-10 p.m.
 News Service UP
 Transcription Service Lang-Worth, MacGregor
 Representative Walker Co., Tracy Moore
 President Goodwin Chase Jr.
 Station Manager Joe Kendall
 Commercial Mgr. Chief Engineer Bob Vaughan
 Musical Director Wendall Kinney
 Farm Editor Martin Koschmann

KRKO

EVERETT—EST. 1922

MBS—DON LEE—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By The Everett Bcstg.
 Co., Inc.
 Business-Studio Address KRKO Bldg.
 Transmitter Location KRKO Bldg.
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Standard, Sesac
 Representative John Keating, Homer Griffin
 Membership NAB, BMB
 President, General, Station, Commercial
 Manager William R. Taft
 Production Manager, Publicity, Program
 Director Marlin E. Smythe
 Musical Director Merlin Matheny
 Chief Engineer Earl E. Gerdon

KWLK

LONGVIEW—EST. 1938

MBS—DON LEE—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Twin City Bcstg. Corp.
 Business-Studio Address 14th & Hudson
 Transmitter Location Ocean Beach Highway
 Air Time 6 a.m.-12 M.
 News Service UP
 Representatives Homer Griffith, John Keating
 Membership NAB
 President C. O. Chatterton
 Publicity Director Marwayne Borg
 Chief Announcer Forrest Bishop
 Chief Engineer Marvin Johnston
 Farm Editor Don Bailey

KSEM

MOSES LAKE—EST. 1947

KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Jessica L. Longston,
 C. V. Zaser, L. Bernice Brownlow
 Business-Studio Address Moses Lake, Ephrata
 Transmitter Location Moses Lake, Wash.
 Air Time 7 a.m.-10 p.m.
 News Service UP
 Transcription Service World, KBS
 President Jessica L. Longston
 General Manager Vicki Zaser
 Station Manager Don G. Bennett
 Program Director Catherine Lick
 Production Manager Ken Jackson
 Publicity Director Ken Goddard
 Chief Announcer Gordon Milspaw
 Musical Engineer John H. Thatcher

KBRC

MOUNT VERNON—EST. 1946

Frequency: 1430 Kc. Power: 500 Watts d.
 Owned By: Beckley Radio Co.
 Operated By: Leo H. Beckley
 Business Address: P. O. Box 240
 Phone Number: 8955
 Studio-Transmitter Location: Anacortes
 Memorial Highway
 Air Time: 6 a.m.-Local Sunset
 News Service: UP
 Transcription Service: Standard, Cole
 Representatives: John Keating, Pacific Coast
 Membership: NAB
 Pres., General, Station Mgr.: Leo H. Beckley
 Commercial, Sales Promotion Mgr.: Bud Clark
 Program Dir., Chief Announcer: Paul Herbold
 Production Manager: Gwendolyn Rucker
 Publicity Director, Farm Editor: Marolin Anderson
 Chief Engineer: Walter Stewart

KGY

OLYMPIA—EST. 1921

MBS—DON LEE—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Tom Olsen
 Business-Studio Address: Rockway Leland Bldg.
 Phone Number: 6636
 Transmitter Location: Rockway Leland Bldg.
 Air Time: 17½ hrs.
 News Service: UP
 Transcription Service: World
 Membership: NAB
 Pres., General, Station Manager: Tom Olsen
 Commercial Manager: J. Harris Dorr
 Sales Promotion Manager: Elmer Holmberg
 Program Director: Eve Knutsen
 Chief Announcer, Chief Engineer: C. A. Roark

KOMW

OMAK—EST. 1947

Frequency: 680 Kc. Power: 1000 Watts d.
 Owned-Operated By: Miller Publishing Co.
 Business Address: Box 151
 Phone Number: Omak 00
 News Service: UP
 Transcription Service: Lang-Worth
 President: Don T. Miller
 General Manager: Erin W. Thomas
 Commercial Manager: C. Nat Harris
 Program Director: Nancy Reeves
 Chief Engineer: William Weiss

KPKW

PASCO—EST. 1945

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Western Radio Corp.

KONP

PORT ANGELES—EST. 1945

KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned By: Radio Pacific, Inc.
 Business Address: Port Angeles, Wash.
 News Service: UP
 Phone Number: 1700
 Representative: Keating
 Membership: NAB, BMB
 Pres.-Treas.: Berth Webster
 General Manager: C. N. Webster
 Station Manager: Frank Adams

KXRN

RENTON—EST. 1947

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By: Interlake Bcstg. Corp.
 Business Address: N. Park St. & 7th Ave.
 Phone Number: 6262
 Transcription Service: Capitol
 Pres.-Gen. Mgr.: Robert S. McCaw
 Comm.-Prom. Mgr.: Dudley K. Randal
 Program Director: Wm. Shela

KING

SEATTLE—EST. 1927

Frequency: 1090 Kc. Power: 10,000 Watts
 Owned-Operated By: King Bcstg. Co.
 Business-Studio Address: 2101 Smith Tower
 Phone Number: MAin 1090
 Air Time: 18 hrs., daily
 News Service: AP, UP
 Transcription Service: Lang-Worth, Associated
 Representative: Weed
 Membership: NAB
 President: Mrs. A. Scott Bullitt
 General Manager: Henry B. Owen
 Commercial Manager: John H. Eichhorn
 Production Manager: Curt Roberts

KIRO

SEATTLE—EST. 1927

KBS

Frequency: 710 Kc. Power: 50,000 Watts
 Owned-Operated By: Queen City Bcstg. Co.
 Business-Studio Address: 66 Cobb Bldg., and
 Olympic Hotel
 Phone Number: Seneca 1500
 Air Time: 18 hrs.
 News Service: AP
 Transcription Service: Standard, Associated
 Representatives: Free, Peters
 Membership: NAB, BMB
 President: Saul Haas
 Vice Pres.-Manager: Loren B. Stone
 Commercial Manager: William F. Tucker
 Sales Promotion Manager: C. A. Bond
 Production Manager: William R. Corcoran

KJR
SEATTLE—EST. 1923
ABC

Frequency: 950 Kc. Power: 5,000 Watts
Owned-Operated By Totem Bcstrs. Inc.
Business-Studio Address Skinner Bldg.
Phone Number Elliott 5890
Transmitter Location 2600—26th Ave., S. W.
Air Time 18 hrs., daily; 17 hrs., Sun.
News Service AP, UP
Transcription Service Thesaurus
Representative Avery-Knodel
Membership NAB, BMB
Pres.-Owner, Chief Exec. Marshall Field, 3rd
General, Station Manager J. Archie Morton
Sales Manager Arthur Gerbel, Jr.
Sales Promotion Manager Maitland Jordan
Program Director Roland Bradley

KOL
SEATTLE—EST. 1922

Frequency: 1300 Kc. Power: 5,000 Watts
Owned-Operated By Seattle Bcstg. Co.
Business-Studio Address Northern Life Tower
Phone Number MA 2312
Transmitter Location Harbor Island
Air Time 6 a.m.—12 p.m.
News Service AP, UP
Representative Headley-Reed Co.
Membership BMB
President, General Mgr. Archie Taft, Jr.
Station Manager O. A. Runchey
Program Dir., Production Mgr. Johnie Forrest
Publicity Director Sharon Kane
Chief Engineer Perry Lind

KOMO
SEATTLE—EST. 1926
NBC

Frequency: 1,000 Kc. Power: 5,000 Watts,
CF 50,000 Watts
Owned-Operated By Fisher's Blend
Station, Inc.
Business-Studio Address 100—4th Ave., N.
Phone Number MAIn 1401
Transmitter Location Vashon Island, Wash.
Air Time 18 hrs., daily
News Service AP, UP
Transcription Service Lang-Worth, Associated,
Capitol
Representative Edward Petry
Membership NAB, BMB
President, General Manager O. W. Fisher
Vice President R. D. McCornack
Commercial Manager Ray Baker
Manager, National Sales and Sales Service,
Merchandising and Promotion Manager
Richard E. Green
Program Manager W. W. Warren
Production Manager Frederick J. Patterson
Chief Engineers F. J. Brott, S. D. Bennett

KRSC
SEATTLE—EST. 1926

Frequency: 1150 Kc. Power: 1,000 Watts
Owned-Operated By Radio Sales Corp.
Business-Studio Address 2939 4th South
Phone Number Elliott 2480
Air Time 6 a.m.—2 a.m.
News Service AP
Transcription Service Associated, Cole
Representative W. S. Grant
Membership NAB
President P. K. Leberman
General, Station Mgr. Robt. E. Priebe
Commercial Manager Romig C. Fuller
Publicity Director Lyle Burt
Chief Engineer George A. Freeman

KTW
SEATTLE—EST. 1920

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Operated By First Presbyterian Church
Business Address 7th Ave. & Spring St.
Phone Number Main 2056
President Dr. F. Paul McConkey
General Manager James S. Ross
Comm. Mgr.-Prog. Dir. Don Bevilacqua
Chief Engineer James S. Ross

KXA
SEATTLE—EST. 1924

Frequency: 770 Kc. Power: 1000 Watts d.
Owned-Operated By KXA, Inc.
Address 312 Bigelow Bldg.
Phone Number Seneca 1000
Air Time Limited—Local Sunup-Local Sundown
News Service AP, UP
Transcription Service Standard
Representative Bolling
Membership Nab, BMB
President W. I. Dumm
General Manager Rodney G. McArdle
Commercial Manager Robert A. Kilpatrick
Promotion Manager James D. Neidigh Jr.
Chief Engineer John DuBuque

KFIO
SPOKANE—EST. 1922

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Spokane Bcstg. Corp.
Address 526 Riverside Ave.
Phone Number Riverside 8033
Transmitter Location 526 Riverside Ave.
Air Time Unlimited
News Service AP
Transcription Service World, Cole
Representative Joseph Hershey McGillvra
Membership NAB
President Arthur L. Smith
General Manager R. G. McBroom

KGA

SPOKANE—EST. 1933

ABC

Frequency: 1510 Kc. Power: 50,000 Watts
 Owned-Operated By: Louis Wasmer
 Business-Studio Address: Radio Central Bldg.
 Phone Number: MAin 5383
 Transmitter Location: 4102 S. Regal
 Air Time: 18 hrs. daily, 17 hrs Sun.
 News Service: UP
 Transcription Service: Capitol, Associated
 Representative: Edward Petry
 Membership: NAB
 President: Louis Wasmer
 General Station Manager: Harvey Wixson
 Program Director: Robert E. Plummer
 Chief Engineer: A. G. Sparling

KHQ

SPOKANE—EST. 1923

NBC

Frequency: 590 Kc. Power: 5,000 Watts
 Owned-Operated By: KHQ, Inc.
 Business-Studio Address: Radio Central Bldg.
 Phone Number: MAin 5131
 Transmitter Location: 4102 S. Regal St.
 Air Time: 6 a.m.-12 M.; 7 a.m.-12 M. Sun.
 News Service: AP
 Transcription Service: Associated, Sesac
 Membership: NAB, BMB
 President, Gen., Sta. Mgr.: Richard O. Dunning
 Sales Promotion Manager: Robert Wesson
 Program Director: R. W. Brazeal
 Chief Engineer: John Walker
 Farm Editor: Glenn Lorang

KNEW

SPOKANE—EST. 1947

MBS

DON LEE

Frequency: 1430 Kc. Power: 5,000 Watts
 Owned By: Coeur d'Alene Bcstg. Co.
 Operated By: Radio Station KNEW
 Business-Studio Address: Sprague & Wall
 Phone Number: Riverside 8035
 Transmitter Location: Old Palouse Highway,
 Spokane, Wash.
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Transcription Service: World
 Representative: Gilman, Micoll & Ruthman
 Membership: NAB
 President: Burl C. Hagadone
 General Station Manager: Harry Lantry
 Commercial Manager: Wm. C. Rhodes
 Program Director: Paul Crain
 Musical Director: Anthony Pinski
 Chief Engineer: C. W. Evans

KREM

SPOKANE—EST. 1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Cole E. Wylie
 Business-Studio Address: 242 Riverside Ave.
 Phone Number: MAin 3333
 Transmitter Location: 242 Riverside Ave.
 Air Time: 6:30 a.m.-1 a.m.
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: W. S. Grant
 President-Owner, General Station Manager:
 Cole E. Wylie
 Commercial Manager: Robert H. Temple

KXLY

SPOKANE—EST. 1922

CBS

PACIFIC NORTHWEST BCSTRS.

Frequency: 920 Kc. Power: 5,000 Watts
 Owned-Operated By: Symons Bcstg Co.
 Business-Studio Address: Symons Bldg.
 Phone Number: MAin 1218
 Transmitter Location: Rt. 3, Spokane Wash.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Lang-Worth, MacGregor
 Representative: Walker, Tracy Moore
 Membership: NAB
 President: E. B. Craney
 General Manager: R. B. Wheeler
 Commercial Manager: B. W. Woolston
 Sales Promotion Manager: John Funk
 Program Director: George McGowan
 Chief Engineer: George Langford

KMO

TACOMA—EST. 1926

Frequency: 1360 Kc. Power: 5,000 Watts
 Owned-Operated By: Carl E. Haymond
 Business-Studio Address: 914½ Broadway
 Phone Number: MAin 4144
 Transmitter Location: Highway 99, Colonial
 Garden area
 Air Time: 6 a.m.-12 M.; 7 a.m.-11 p.m. Sun.
 News Service: UP
 Transcription Service: Standard, Capitol
 Representatives: John Keating,
 Duncan Scott, Joseph Hershey McGillvra
 Membership: NAB
 President-Owner: Carl E. Haymond
 Dir. of Operations: James Murphy
 Station Manager: Jerry Geehan
 Sales Promotion Manager, Publicity Director:
 Raymond McKenzie
 Program Director: Ted Knightlinger
 Musical Director: Janet Ferris
 Chief Engineer: Max Bice

KTBI

TACOMA—EST. 1941

KBS

Frequency: 810 Kc. Power: 1000 Watts d.
Owned-Operated By Tacoma Bcstrs., Inc.
Address 2715 Center St.
Phone Number BRoadway 2241
Air Time 7 a.m.-12 M.
Transcription Service Associated, World
Membership NAB, BMB
President Harold J. Quilliam
Gen. Mgr.-Prog. Dir. Burke Ormsby
Commercial Manager King Mitchell
Chief Engineer Harold Dillon

KVI

TACOMA—EST. 1927

MBS—DON LEE

Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By Puget Sound Bcstg. Inc.
Business Address Rust Bldg.
Phone Number BRoadway 4211
Studio Addresses Camlin Hotel, Seattle;
Rust Bldg., Tacoma
Transmitter Location Point Heyer, Vashon
Island, Wash.
Air Time 5:30 a.m.-M.; 7 a.m.-12 M. Sun.
News Service AP
Transcription Service Associated, Lang-Worth
Representative George P. Hollingbery Co.
Membership NAB
Pres.-Gen.-Sta. Mgr. Vernice Irwin
Commercial Manager Earl T. Irwin
Sales Promotion Manager Robert Hayward
Program Director Dorothy D. Butler
Chief Engineer D. M. MacDonough

KVAN

VANCOUVER—EST. 1939

Frequency: 910 Kc. Power: 1,000 Watts
Owned-Operated By Vancouver Radio Corp.
Business-Studio Address 707½ Main St.
Phone Numbers Vancouver 150, Portland,
Ore. Becon 4927
Transmitter Location Shore Smith Lake,
Portland, Oregon
Air Time 6 a.m.-1 a.m.; 7 a.m.-12 p.m. Sun.
News Service UP
Transcription Service World, Standard
Representative John Keating
Membership NAB
President Sheldon F. Sackett
General Manager Fred F. Chitty
Asst. Manager, Commercial Manager
Marcus F. DeLaunay
Sales Promotion Manager Alan Torbett
Program Director, Production Mgr. Robert Deihl
Publicity Director, Farm Editor George Conner
Chief Engineer Edgar Means

KUJ

WALLA WALLA—EST. 1931

MBS—DON LEE

Frequency: 1420 Kc. Power: 5000 Watts
Owned-Operated By KUJ Inc.
Business-Studio Address 55 E. Main St.
Phone Number 1230
Transmitter Location U. S. Highway 410— 3
mi. West Walla Walla City Center
Air Time Unlimited
News Service UP
Transcription Service Langworth
Representatives Gilman, Nicoll,
John Keating
Membership NAB, BMB
President-Gen. Sta. Mgr. H. E. Studebaker
National Sales Manager Don Wike
Local Sales Manager Norval Armes
Program Director Howard Rhoads
Public Relations Don Keith Van Velzer
Chief Engineer Milton MacLafferty

KWWB

WALA WALA—EST. 1946

KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Walala Bcstg. Co.
Address Book Nook Bldg.
Phone Number 4103
Transcription Service Thesaurus, Standard
News Service AP
Representative Grant
President John W. Kendall
V.P.-Gen. Mgr. Arthur W. Lindsay
Commercial Manager Kenneth K. Williams
Program Director Orville Claire Banks
Promotion Manager Adaline Bussard
Chief Engineer John L. Kelley

KPQ

WENATCHEE—EST. 1929

ABC

Frequency: 560 Kc. Power: 1000 Watts
Owned-Operated By Wescoast Bcstg Co. Inc.
Business-Studio Address 2nd & Columbia
Phone Number 2757
Transmitter Location Junction of Wenatchee
& Columbia Rivers
Air Time 6:00 a.m. to 12:05 p.m.
News Service UP
Transcription Service World, MM COLE
Representative J. H. McGillvra, Keating Co.
Membership NAB, BMB
President-Owner R. Jones
General Sales Manager J. W. Wallace
Commercial Sales Promotion Mgr. Pat O'Hallo
Commercial Sales Promotion Manager
Pat O'Halloran
Production Manager W. M. Green
Publicity Director Dorothy B. Maus
Chief Engineer Geo. Frese

KIMA

YAKIMA—EST. 1945

CBS

Frequency: 1460 Kc. Power: 500 Watts
 Owned-Operated By: Cascade Bcstg. Co., Inc.
 Business-Studio Address: Terrace Heights Rd.
 Phone Number: 6104
 Transmitter Location: Terrace Heights Rd.
 Air Time: 5:00 a.m. to Midnight
 News Service: AP
 Transcription Service: Thesaurus, Lang-Worth, Associated, SESAC
 Representative: Weed
 Membership: NAB, BMB
 President-Owner: A. W. Talbot
 General Manager-Vice-President, General Station Manager: R. Lee Black
 Commercial Manager: Doris Zietzke
 Sales Promotion Manager-Publicity Director: Hershel Cary
 Chief Announcer: Thomas C. Bostic
 Musical Director: Ben Weaver
 Chief Engineer: J. Barry Watkinson
 Farm Editor: Dick Landis

KIT

YAKIMA—EST. 1929

ABC

Frequency: 1280 Kc. Power: 1000 Watts
 Owned By: Valley Broadcasters
 Operated By: Carl E. Haymond
 Business-Studio Address: 414 E. Yakima Ave.

Phone Number: 8115
 Transmitter Location: Wash. Ave.
 Air Time: 6 a.m.-12 M 7 a.m.-12 M Sun.
 News Service: AP, UP
 Transcription Service: Capitol, Standard, Lang-Worth, SESAC, Cole
 Representatives: Joseph Hershey McGillvra
 Duncan A. Scott & Company, John Keating
 President: Carl E. Haymond
 Director: James A. Murphy
 Station Manager: John K. Clarke
 Commercial Manager: Harrison A. Miller
 Sales Promotion Manager-Publicity Director: William B. Hansen
 Program Dir.-Production Mgr.: James W. Nolan
 Chief Announcer: Don White
 Musical Director: Gene Hess
 Chief Engineer: H. B. Murphy
 Farm Editor: John Roberts

KYAK

YAKIMA—EST. 1947

MBS—DON LEE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Yakima Bcstg. Corp.
 Business Address: Fair Ave. & Mead St.
 Phone Number: 2-7143
 News Service: AP
 Pres.-Gen. Mgr.: Robert S. McCaw
 Vice-President: J. Elroy McCaw
 Commercial Manager: Seymour Spring
 Promotion Manager: Robert B. Dyal
 Prog. Dir.-Chief Engr.: Gordon Allen

WEST VIRGINIA

Estimated Population 1,849,000—% Increase —2.8—Radio Homes 370,664
 Farms with Radios 66,201—Stations in State 31.

WJLS

BECKLEY—EST. 1939

CBS

Frequency: 560 Kc. Power: 1000 Watts D., 500 Watts N.
 Owned-Operated By: Joe L. Smith, Jr.
 Business-Studio Address: WJLS Building
 Phone Number: Beckley 7311
 Transmitter Location: 1 mile SE Beckley
 Air Time: 6 a.m. to 1 a.m.
 News Service: UP
 Transcription Service: Standard
 Representative: Burn Smith
 Membership: NAB, BMB
 President: Joe L. Smith, Jr.
 General-Station Manager: Virginia N. Cooper
 Commercial Manager: Robert Burns
 Sales Promotion Mgr.: Penton B. Boggs, Jr.
 Program Director: George A. Hartrick
 Chief Engineer: A. J. Ginkel

WWNR

BECKLEY—EST. 1946

NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Rahall Bcstg Co.
 Business-Studio Address: 1565 Harper Road
 Phone Number: 9300-9309
 Transmitter Location: 1565 Harper Road
 Air Time: 6 a.m.-12:30 a.m.
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Joseph Hershey McGillvra
 Membership: NAB, BMB
 President-General Manager: N. Joe Rahal
 Station Manager: C. Alden Baker
 Commercial Manager: Charles R. French
 Program Director: Don Hays
 Chief Engineer: James Bucy

WHIS

BLUEFIELD—EST. 1929

NBC

Frequency: 1440 Kc. 1000 Watts D., 500
Watts N. (CP 5000 Watts)
Owned-Operated By . . . Daily Telegraph Ptg. Co.
Business-Studio Address . . . 623 Commerce St.
Phone Number 7114
Transmitter Location Harry Heights
Air Time 5 a.m.-12:30 a.m.
News Service AP
Transcription Service World
Representative Katz
President-Owner H. I. Shott
General Mgr., Chief Engr. P. T. Flanagan
Commercial Manager C. H. Murphey
Program Director Melvin Barnett

WCAW

CHARLESTON—EST. 1946

Frequency: 1400 Kc. 250 Watts
Owned-Operated By Capitol Bcst Corp.
Business Address 1600 McCorkle Ave., SE
Phone Number Capitol 37-503
Transmitter Location 1600 McCorkle Ave., SE
Air Time Unlimited
News Service AP
Transcription Service Langworth; Capitol
Representatives Gilman, Nicoll & Ruthman
Membership NAB
President Garland F. Wilkinson
General-Station Manager Joseph J. Herget
Commercial Manager Robert E. Bell
Program Director James M. Flenniken
Publicity Director Robert E. Bell
Chief Engineer William D. Stone

WCHS

CHARLESTON—EST. 1927

CBS—W. VA. NETWORK

Frequency: 580 Kc. Power: 5,000 Watts
Owned-Operated By Charleston Bcst. Co.
Business-Studio Address 1016 Lee St.
Phone Number 28-131
Transmitter Location Kanawha Country Club
Rd.
Air Time 5:30 a.m.-1 a.m.
News Service AP, UP
Transcription Service Standard
Representative Branham
Membership NAB, BMB, FMA
President John A. Kennedy
General Station Commercial
Manager Howard L. Chernoff
Sales Promotion Manager Jack Herman
Program Director Berton Sonis
Chief Engineer Odes E. Robinson

WGKV

CHARLESTON—EST. 1939

NBC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Kanawha Valley
Bcstg. Co., Inc.
Business-Studio Address 208 Dickinson St.
Phone Number 37-541
Transmitter Location Coal Branch Heights
Air Time Unlimited
News Service AP
Transcription Service Thesaurus
Representative Joseph Hershey McGillvra
Membership NAB
President Richard M. Venable
General-Station Manager John S. Phillips
Promotion Manager Raymond R. Rebhann
Program Director C. P. Vogel, Jr.
Publicity Director Raymond R. Rebhann
Chief Engineer George Whiteman

WKNA

CHARLESTON—EST. 1946

ABC

Frequency: 950 Kc. Power: 1000 Watts
Owned-Operated By Joe L. Smith, Jr.
Business-Studio Address 804 Kanawha Blvd.
Phone Number 39-971
Transmitter Location Tyler Mountain Rd.
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service Standard
Representative Weed
Membership BMB
President Joe L. Smith, Jr.
General Station- Commercial
Manager John T. Gelder
Sales Promotion Manager, Program
Director Frank E. Shaffer
Chief Engineer Taylor Marcum
Farm Editor Bill Gentry

WTIP

CHARLESTON—EST. 1946

MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned By Chemical City Bcstg. Co.
Operated By Gus Zaharis
Business-Studio Address Capitol & Fife
Phone Number 20-136
Transmitter Location Oakwood Road
Air Time 6 a.m.-1 a.m.
News Service AP
Transcription Service Associated
Representative For Joe
Membership NAB
President-General Manager Gus Zaharis
Station Manager, Program-Publicity-
Director Richard Glaser
Commercial Manager Ernie Thomas

WBLK

CLARKSBURG—EST. 1937

NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By News Publishing Co.
 Business Address Wheeling, W. Va.
 Studio Address 114½ Pike St.
 Transmitter Location Glen Elk
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth. SESAC
 Membership NAB
 President Austin Wood
 General Manager George Clinton
 Station, Commercial Sales
 Promotion Manager Fred Zimmerman
 Publicity Director Kathryn Vennari
 Chief Engineer Joseph Wright

WHAR

CLARKSBURG—EST. 1946

MBS—ABC—KBS

Frequency: 1340 Power: 250 Watts
 Owned-Operated By
 Mountain State Broadcasting Co., Inc.
 Business-Studio Address 1200 East Pike St.
 Phone Number 5775, 6174
 Transmitter Location 1200 East Pike St.
 Air Time 7 a.m.-12 M
 News Service UP
 Transcription Service McGregor-SESAC
 Representative Joseph Hershey McGillvra
 Membership NAB, BMB
 President-Principal Owner, General-
 Station Manager Glacus G. Merrill
 Commercial Manager Jimmie Darnall
 Sales Promotion Manager Joseph Fawley
 Program Director Ruth Parsons
 Production Manager Tom Brooks
 Chief Engineer Andrew Kovlan

WPDX

CLARKSBURG—EST. 1946

Frequency: 750 Kc. Power: 1000-W
 Owned-Operated By Clarksburg Bcstg. Corp.
 Business-Studio Address 339 W. Main St.
 Phone Number 8060
 Transmitter Location Country Club Road
 Air Time Local Sunrise-Local Sunset
 News Service UP
 Transcription Service World & Capitol
 President O. L. Billingsley
 General-Station Manager R. C. Warden
 Commercial-Sales Promotion
 Manager Joseph Larosa
 Program Director Dewitt Wyatt
 Production Manager Bob Walsh
 Publicity Director Ruth Lawson
 Chief Engineer Robert D. Hough

WDNE

ELKINS—EST. 1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By West Va. Radio Corp.
 Business Address Box 967
 News Service AP
 Transcription Service Standard
 President H. C. Greer

WMMN

FAIRMONT—EST. 1926

CBS

Frequency: 920 Kc. Power: 5000 Watts
 Owned By Fort Industry Co.
 Operated By Monongahela Valley Bcstg. Co.
 Business-Studio Address 208 Adams St.
 Phone Number 3100
 Air Time 5 a.m.-Midnight
 News Service AP
 Transcription Service Lang-Worth, Thesaurus
 Membership NAB, BMB
 President George B. Storer
 General Manager Lee B. Wailes
 Station Manager Allen L. Haid
 Commercial Manager Charles E. Smith
 Program Director Frank Lee
 Publicity Director Charles McGrath
 Chief Engineer Joseph Strelauski

WVWV

FAIRMONT—EST. 1946

MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Fairmont Bcstg. Co. Inc.
 Business Address WVWV Radio Park
 Phone Number 5000
 News Service AP
 Transcription Service World, Associated
 General Manager J. Patrick Beacom
 Vice-President J. Harvey McCoy
 Commercial Manager John F. Watkins
 Chief Engineer J. Harvey McCoy

WHTN

HUNTINGTON—EST. 1947

Frequency: 800 Kc. Power: 1000 Watts
 Owned-Operated By Greater Huntington
 Radio Corporation
 Business Address P. O. Box 2165.
 Phone Number 33453-4
 Studio Address 1112½ 4th Ave.
 Air Time Local Sunrise-Local Sundown
 News Service UP
 Transcription Service Associated, MacGregor
 Representative Friedenber Agency
 Membership NAB
 President-Owner A. B. Hyman
 Vice-President, General Mgr. Myer Layman
 Commercial Manager John Roy Wolfe, Jr.
 Chief Engineer Harold F. Sturm

WPLH

HUNTINGTON—EST. 1946

MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Huntington Bcstg. Corp.
 Business-Studio Address: 1105 Fourth Ave.
 Phone Number: 33421
 Transmitter Location: 16th St. & Jackson Ave.
 Air Time: 17½ hrs. daily—16 hrs. Sun.
 News Service: AP
 Transcription Service: Capitol & Standard Radio
 Representative: Joseph Hershey McGillvra
 Membership: NAB
 President-General Manager: F. J. Evans
 Commercial Manager: Bernard Sammons
 Sales Promotion Manager: Lillian P. Swann
 Program Director: Jay Caldwell
 Publicity Director: Lucille Theen
 Chief Engineer: William H. Hansher, Jr.

WSAZ

HUNTINGTON—EST. 1926

ABC—W. VA. NETWORK

Frequency: 930 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By: WSAZ, Inc.
 Business-Studio Address: 912½ Third Ave.
 Phone Number: 4106
 Transmitter Location: 28th St. W. & C. &
 O. R. R.
 Air Time: 6 a.m.—1 a.m.
 News Service: AP
 Transcription Service: Lang-Worth, SESAC
 Representative: Branham
 Membership: NAB, BMB
 President: John A. Kennedy
 General Manager: Howard L. Chernoff
 Station-Commercial Manager: Marshall Rosene
 Sales Promotion Manager:
 Publicity Director: Lawrence Rogers
 Program Director-Farm Editor: Ted Eiland
 Production Manager-Chief Announcer:
 Musical Director: Bert Shimp
 Chief Engineer: Leroy Kilpatrick

WLOG

LOGAN—EST. 1940

KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Clarence H. Frey &
 Robert O. Greever
 Business Address: Box 720 (mail) 433
 Stratton St.
 Studio-Transmitter Location: Kanada St.
 Air Time: 14 hrs. daily
 News Service: UP
 Membership: NAB, BMB

WEPM

MARTINSBURG—EST. 1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Martinsburg Bcstg. Co.
 Business-Studio Address: W. King St., P. O.
 Box 874
 Phone Number: 1146
 Transmitter Location: W. King St.
 Air Time: 16½ hrs. daily
 News Service: AP
 Transcription Service: World
 Membership: NAB, BMB
 Partnership: C. M. Zinn & C. Leslie Golliday
 General Manager: C. Leslie Golliday
 Commercial Manager: E. W. Dockeney
 Program Director: Amos Harper
 Publicity Director: Ruby Ware
 Chief Engineer: James Coale

WMON

MONTGOMERY—EST. 1946

MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Fayette Associates, Inc.
 Business-Studio Address: 1028 First Ave.
 Phone Number: 620-621
 Transmitter Location: 1028 First Ave.
 Air Time: 6 a.m.—12 M
 News Service: AP
 Transcription Service: World
 Membership: NAB
 President, Commercial-Sales
 Promotion Manager: Andrew W. Vickers
 Program Director: James M. Holmes
 Production Manager: Sydney Henry
 Chief Announcer: Paul Rhone
 Musical Director: Jack Clement
 Chief Engineer: Campbell Craver

WAJR

MORGANTOWN—EST. 1940

MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: W. Va. Radio Corp.
 Business-Studio Address: 446 Spruce St.
 Phone Number: 9488-9489
 Transmitter Location: 100 Charleston Ave.
 Air Time: 7 a.m.—12 M
 News Service: AP
 Transcription Service: World
 Representative: Homer Griffith Co.
 Membership: NAB
 President: H. C. Greer
 General Manager: Numa Fabre, Jr.
 Commercial Manager: John W. Johns
 Sales Promotion Manager: F. G. Raese
 Program Director: George Kapel
 Publicity Director: Rosemary Pearson
 Musical Director: Eleanor Negri
 Chief Engineer: Ray Spence

WOAY

OAK HILL—EST. 1947

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Operated By Robert R. Thomas, Jr.
 Business-Studio Address Oak Hill, W. Va.
 Phone Number 651
 Transmitter Location Oak Hill, W. Va.
 Air Time Local sunrise-sunset
 News Service AP
 Transcription Service Capitol
 Representative Harry Friedenber
 Membership NAB, BMB
 President-Owner, General Manager,
 Chief Engineer Robert R. Thomas, Jr.
 Station-Sales Promotion Manager, Program-
 Publicity Director Harold B. Shaw
 Chief Announcer Dennis Hollandsworth
 Musical Director Vincent W. Moon, Jr.
 Farm Editor Hugh McPherson

WCOM

PARKERSBURG—EST. 1947

ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Parkersburg Bcstg. Co.
 Business-Studio Address 317 Ninth St.
 Phone Number 6800-1
 Transmitter Location 2801 New York Ave.
 Air Time 6:55 a.m.—12:05 a.m.
 News Service UP
 Transcription Service World
 Representative Donald Cooke
 Membership NAB
 General Manager Carl L. Loose
 Ass't. Manager, Program
 Director Paula M. Carr
 Commercial Manager Laurence V. Murphy
 Publicity Director Mrs. Margaret Stern
 Chief Announcer Michael Olds
 Chief Engineer Buford P. Barickman
 Farm Editor Dorothy Chadwick Rapp

WPAR

PARKERSBURG—EST. 1935

CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Ohio Valley Bcstg. Corp.
 Business-Studio Address 211 5th St.
 Phone Number 2530
 Transmitter Location Route 2, Parkersburg,
 W. Va., Box 109
 Air Time 6:30 a.m.—1:05 a.m.
 Transcription Service Standard, SESAC
 Representative Branham
 President Austin V. Wood
 Ex Vice-President, General
 Manager Geo. H. Clinton
 Educational Director, Sales
 Promotion Manager John W. Evans
 Program Director Sherman Grimm
 Chief Engineer Vilah Brooks

WLOH

PRINCETON

MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Mountain Bcstg.
 Business Address Princeton
 Phone Number 567
 News Service UP
 Transcription Service Thesaurus
 President Frank G. McKenzie
 Gen.-Comm.-Prom. Mgr. Robert C. Wolfenden

WRON

RONCEVERTE—EST. 1947

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By William E. Blake
 Business Address Ronceverte, W. Va.
 Phone Number 300
 Studio Address Shanklin Building
 Transmitter Location Charlotte Heights
 Air Time 5 a.m.—12 p.m.—8 a.m.—12 p.m., Sun.
 News Service AP
 Transcription Service Thesaurus
 Representative Joseph Hershey McGillvra
 Membership NAB
 President, General-Station
 Manager William E. Blake
 Commercial Manager Clyde Porterfield
 Program Director Arch Holsten
 Publicity Director, Chief Announcer Art Kellar
 Chief Engineer S. Herbert Jackson
 Farm Editor Arch Holsten

WBRW

WELCH—EST. 1940

MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By MacDowell Service Co.
 Business-Studio Address Riverside Drive
 Phone Number 818
 Transmitter Location Riverside Drive
 Air Time 6 a.m.—12 M
 News Service AP
 Transcription Service Standard
 Representative Forjoe & Co.
 Membership NAB, BMB
 President J. G. Hunt
 General Manager John P. Sinclair
 Program Director John J. Villani
 Chief Engineer Howard R. King

WHAW (CP)

WESTON

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Lewis Service Corp.
 Business Address 238 Main St.

WKWK WHEELING—EST. 1941

ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned By: Community Bcstg., Inc.
 Operated By: Radio Station WKWK
 Business-Studio Address: Pythian Building,
 16th & Market Sts.
 Phone Number: 5320
 Transmitter Location: Pythian Building,
 16th & Market Sts.
 Air Time: 18 hours
 News Service: UP
 Transcription Service: Standard
 Station Representative: Weed
 Membership: NAB, BMB
 President: Joe L. Smith, Jr.
 General-Station-Commercial
 Manager: John B. Reynolds
 Program Director, Production
 Manager: Albert H. Stewart
 Publicity Director: Nancy A. Hilmes
 Chief Announcer: Ray Vingi
 Chief Engineer: Fred A. Baker

WWVA

WHEELING—EST. 1926

CBS

Frequency: 1170 Kc. Power: 50000 Watts
 Owned-Operated By: West Va. Bcstg. Co.
 Address: Hawley Bldg.

Phone Number: Wheeling 5383
 Transmitter Location: St. Clairsville, Ohio
 Air Time: 4:30 a.m.-1 a.m.:
 7 a.m.-1 a.m. Sun.
 News Service: AP
 Transcription Service: Lang-Worth, Cole
 Representative: Petry
 Membership: NAB, BMB
 President: George B. Storer
 V.P. in chg. of Operations: Wm. E. Rine
 Sales Promotion Mgr.: Howard W. Meagle
 Ass't Mgr.-Dir.: Paul J. Miller
 Program Director: Paul A. Myers
 Chief Engineer: Edwin L. Keim

WBTH

WILLIAMSON—EST. 1939

MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Williamson Bcstg. Corp.
 Business Address: 2nd Ave. at Court St.
 Phone Number: 1241-2
 Transmitter Location: 2nd Ave. at Court St.
 Air Time: Unlimited
 News Service: UP
 Transcription Service: World Bcstg. System
 Membership: NAB, BMB
 President: Mrs. Lewis C. Tierney
 General-Station-Commercial
 Manager: Alice Shein
 Sales Promotion-Production Manager:
 Program Director: Robert E. Spiros
 Chief Engineer: Robert W. Bullio

WISCONSIN

Estimated Population 3,283,000—% Increase +4.6—Radio Homes 829,246
 Farms with Radios 156,442—Stations in State 41

WHBY

APPLETON—EST. 1925

MBS—KBS

WISCONSIN NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: WHBY, Inc.
 Address: 600 S. Lawe St.
 Phone Number: 1161
 Transmitter Location: 600 S. Lawe St.
 Air Time: 6 a.m.-11 p.m.
 News Service: AP
 Representative: Griffith
 Transcription Service: Lang-Worth
 Membership: NAB, BMB
 General Manager: Earl H. Huth
 Commercial Manager: W. O. Porsov
 Program Dir.-Prod. Mgr.: Rodger Murler
 Promotion Manager: F. Douglas Chingo
 Chief Engineer: George Merkl

WATW

ASHLAND—EST. 1940

MBS—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Upper Mich.-Wisc.
 Bcstg. Co., Inc.
 Business-Studio Address: Northern State Bank
 Phone Number: 1420
 Transmitter Location: Ellis Ave.
 Air Time: 6:25 a.m.-11 p.m.
 News Service: UP
 Transcription Service: Standard
 Representative: The Walker Co.
 Membership: BMB
 President: William L. Johnson
 General Manager & Vice-President: J. W. Huss
 Assistant Station Manager: T. G. Hogan
 Commercial Manager: J. A. Marta
 Program-Musical Director: Mary Jean Anno
 Production Manager: Arnold Peterson
 Chief Engineer: Otto Link

WBIZ

EAU CLAIRE—EST. 1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: WBIZ, Inc.
 Business Address: 609 Cameron
 Phone Number: 2-1969
 News Service: UP
 Transcription Service: World
 Pres.-Gen. Mgr.: James J. Conroy
 Commercial Manager: Ray L. Watton
 Program Director: Fred Riddell
 Traffic Manager: Alvina Britz
 Chief Engineer: Claude Thomas

WEAU

EAU CLAIRE—EST. 1937
NBC—ARROWHEAD—NORTHWEST NETWORK

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Operated By: Central Bcstg. Co.
 Address: 203 S. Barstow St.
 Phone Number: 6149
 Transmitter Location: Seymour Road
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Lang-Worth, Thesaurus
 Representative: George P. Hollingbery
 Membership: NAB, BMB
 Pres.-Gen. Mgr.: Walter C. Bridges
 Commercial Manager: James Clyde Riddle
 Program Director: Jack Kelly
 Chief Engineer: Thorwald O. Jorgenson

WRFW

EAU CLAIRE—EST. 1948

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By: Chippewa Valley
 Radio & Television Corp.
 Business-Studio Address: 21 1/2 S. Barstow St.
 Phone Number: 4170
 Air Time: Local sunrise-local sunset
 President: T. K. Werner
 Station Manager: Jack Kelly

KFIZ

FOND-DU-LAC—EST. 1922
MBS—WISCONSIN NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: KFIZ Bcstg. Co.
 Address: 18 W. First St.
 Phone Number: 356
 Transmitter Location: 18 W. First St.
 Air Time: Unlimited
 News Service: UP
 Membership: NAB, BMB
 Exec. V.P.-Prom. Mgr.: Emery W. Martin
 Gen.-Comm. Mgr.: Lynn N. Fairbanks
 Commercial Director: Emery W. Martin
 Program Director: Lucille A. Fairbanks
 Chief Engineer: Wendall Meyers

WDUZ

GREEN BAY—EST. 1947
ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Green Bay Bcstg. Co.
 Business Address: Nicolet Bldg.
 Phone Number: Howard 6300
 News Service: UP
 Transcription Service: SESAC, Lang-Worth
 Representative: Taylor-Howe-Enowden
 Pres.-Gen. Mgr.: Ben A. Laird
 Commercial Manager: F. M. Cooper
 Program Director: Robert C. Nelson
 Chief Engineer: Paul C. Tyrrel

WJPG

GREEN BAY—EST. 1947
WISCONSIN NETWORK

Frequency: 810 Kc. Power: 1 Kw.
 Owned-Operated By: Green Bay Newspaper
 Company
 Business Address: Green Bay, Wisc.
 Phone Number: Howard 6400
 Studio Address: 428 Cherry St.
 Transmitter Location: Bellevue Rd., S. of
 Green Bay, Wisc.
 Air Time: Local sunrise-Local sunset
 News Service: AP
 Transcription Service: Thesaurus & Standard
 Representative: McGeehan & O'Mara
 Membership: NAB, FMA
 General Manager: A. B. Turnbull
 Station Manager: John M. Walter
 Commercial Manager: Glen Holznecht
 Program Director: Russell Widoe
 Production Manager: Bob Smith
 Chief Engineer: Elmo W. Reed

WTAQ

GREEN BAY—EST. 1922
CBS

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Operated By: WHBY Inc.
 Business-Studio Address: Bellin Building
 Phone Number: Adams 1
 Transmitter Location: West De Pere, Wisc.
 Air Time: 24 hours daily
 News Service: AP
 Transcription Service: World, SESAC
 Representative: Weed & Co.
 Membership: BMB
 Managing-Director: Rev. M. J. Beemster
 General-Station Manager: Haydn R. Evans
 Commercial Manager: Al Michel
 Sales Promotion Manager, Publicity
 Director: Lee Stinson
 Program Director: Clair Stone
 Chief Announcer: Don Arthur
 Musical Director: Clarence Edges
 Chief Engineer: Wallace E. Stangel
 Farm Editor: Eddy Jason

W C L O

JANESVILLE—EST. 1930

MBS—WISC. NETWORK—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Southern Wisconsin
Radio, Inc.

Business-Studio Address 200 E. Milwaukee St.
Phone Number 2550
Transmitter Location 1436 Oakhill Ave.
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth & Thesaurus
Representative Rambeau
Membership NAB, BMB
Chief Executive Sidney H. Bliss
General-Commercial
Manager Vern W. Williams
Promotion Manager Joseph G. Urban
Chief Engineer Wayne Clay
Farm Editor Grant H. Ritter

W L I P

KENOSHA—EST. 1947

Frequency: 1050 Kc. Power: 250 Watts
Owned By Kenosha Bcstg. Co.
Operated By Wm. L. Lipman
Business-Studio Address 625 - 57th St.
Phone Number 6162
Transmitter Location 625 - 57th St.
Air Time Day
News Service UP
Transcription Service Lang-Worth
Representative J. P. McKinney & Son
Membership NAB
Chief Executive, General-Station
Manager Wm. L. Lipman
Commercial Manager John Livingston
Program-Publicity Director Richard V. Driscoll
Chief Engineer Willard L. Thiel
Farm Editor Lee Edwards

W K B H

LA CROSSE—EST. 1923

NBC

Frequency: 1410 Kc. Power: 5000 Watts
Owned-Operated By WKBH Incorporated
Business-Studio Address 409 Main St.
Phone Number 450
Transmitter Location Gillette St. near Highway
16, La Crosse
Air Time 6 a.m.-12 p.m.
News Service AP
Transcription Service Lang-Worth & World
Representative Taylor-Howe-Snowden
Membership NAB, BMB
General Manager Howard Dahl
Program Director Berneice Callaway
Production Manager Ray Plamadore
Musical Director Beverly Dittman
Chief Engineer Alvin Leeman

W K T Y (CP)

LA CROSSE

Frequency: 580 Kc. Power: 1000 Watts
Owned-Operated By Le Crosse Bcstg. Co.
Business Address 515 State Bank Bldg.

W L C X

LA CROSSE—EST. 1947

ABC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Bermac Radio, Inc.
Business-Studio Address State Bank Bldg.
Phone Number 4379
Transmitter Location Lang Drive
Air Time 6 a.m.-12 M & 8 a.m.-12 M, Sun.
News Service UP
Transcription Service Standard
President Margaret B. Mac Lennan
General-Station Manager E. W. Berg
Commercial Manager Millard Berg
Sales Promotion Manager Robert A. Gaumer
Program Director, Production
Manager Joe N. Snyder
Chief Announcer Carlton Beaudette
Chief Engineer Albert I. Rauscher

W L D Y (CP)

LADYSMITH

Frequency: 1340 Kc. Power: 100 Watts
Owned-Operated By O. J. Falge
Business Address Highway 8
News Service UP
President O. J. Falge
Gen.-Comm.-Prom. Mgr.-Prog. Dir. Loren F.
Bridges
Chief Engineer Darrell H. Holbrook

W I B A

MADISON—EST. 1925

NBC

Frequency: 1310 Kc. Power: 5000 Watts
Owned-Operated By Badger Bcstg. Co.
Business-Studio Address 110 E. Main St.
Phone Number Fairchild 8800
Transmitter Location Town of Fitchburg,
Dane County, Wisc.
Air Time 6 a.m.-12M
News Service AP, UP
Transcription Service Standard
Representative Avery-Knodel
Membership NAB, BMB
President William T. Evjue
General Manager Kenneth F. Schmitt
Business Manager Howard A. Johnson
Program Director Robert N. Dick
Publicity Director Peg Bolger
Musical Director Virginia Hodell
Chief Engineer Norman Hahn
Farm Editor Chuck Mittlestadt

WKOW

MADISON—EST. 1945

MBS

Frequency: 1070 Kc. Power: 10,000 Watts d.
5000 Watts n.

Owned-Operated By: Monona Bcstg. Co.
Business-Studio Address: 215 W. Washington Ave.

Phone Number: Gifford 7100

Transmitter Location: McFarland, Wisc.

Air Time: 18½ hrs. daily

News Service: UP

Representative: Headley-Reed Co.

Membership: NAB

President: Stewart Watson

Gen.-Comm.-Sales Prom. Mgr.-Pub. Director

Harry H. Packard

Prog. Supervisor-Prod. Mgr.-Musical Director

Kenneth W. Dillon

Chief Announcer: R. B. Streeter

Chief Engineer: V. A. Vanderheiden

Farm Editor: Buck Leverton

Owned-Operated By: Francis M. Kadow

Business-Studio Address: Radio Building

Phone Number: 5015-6015-7015-8015

Transmitter Location: Mikadow Theater Bldg.

Air Time: 6:57 a.m.-M

News Service: UP

Transcription Service: World

Representative: McGeehan & O'Mara

Membership: NAB

President, General-Station-Commercial

Manager, Publicity

Director: Francis M. Kadow

Sales Promotion Manager: Robert Churchill

Program Director, Production

Manager: George H. Erdman

Chief Announcer: Jack Leon

Musical Director: El. Roy

Chief Engineer: W. F. Duben

Farm Editor: A. E. Reedy

WMAM

MARINETTE—EST. 1939

NBC

Frequency: 570 Kc. Power: 250 Watts d.;
100 Watts n.

Owned-Operated By: M & M Bcstg. Co.

Business-Studio Address: Radio Park, foot
of Wells St.

Phone Number: 570

WOMT

MANITOWOC—EST. 1926

MBS—WISCONSIN—KBS

Frequency: 1240 Kc. Power: 250 Watts

WISCONSIN'S
newest and
MOST POWERFUL
RADIO STATION

WKOW
AFFILIATED M. B. S.

MADISON 3, WISCONSIN
Represented by HEADLEY-REED COMPANY

Transmitter Location..... Radio Park
 Air Time..... 6:30 a.m.-12 p.m.
 News Service..... UP
 Representative..... Radio Adv. Co.
 Membership..... BMB
 President..... W. E. Walker
 General-Station Manager..... J. D. Mackin
 Commercial Manager..... H. L. Emich
 Sales Promotion Manager..... Mary Kay
 Program Director, Production
 Manager..... Patrick Kehoe
 Chief Engineer..... A. L. Stewart
 Farm Editor..... John Bell

WDLB
 MARSHFIELD—EST. 1947
 KBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Dairyland's Bcstg.
 Service, Inc.
 Business-Studio Address.. 1710 N. Central Ave.
 Phone Number..... 1212
 Transmitter Location..... 1710 N. Central Ave.
 Air Time..... 6:30 a.m.-10 p.m.; 7 a.m.-10 p.m.,
 Sun.
 News Service..... UP
 Transcription Service... World-SESAC-Keystone
 Representative..... Homer Griffith
 President..... Lloyd L. Felker
 General-Station Manager.... George F. Myer
 Commercial-Sales Promotion
 Manager..... Robert W. Behling
 Program Director..... Roy LaMere
 Chief Engineer..... Gerald J. Boos

WIGM
 MEDFORD—EST. 1941
 KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Dairyland's Bcstg.
 Service, Inc.
 Business-Studio Address..... Medford
 Phone Number..... 5147
 Transmitter Location..... Highway 13
 Air Time..... 7:30 a.m.-10 p.m., 8-6, Sun.
 News Service..... UP
 Transcription Service..... SESAC
 President..... Loyd L. Felker
 General-Station Manager.... George F. Meyer
 Commercial-Sales Promotion Manager,
 Program Director..... Irma Meyer
 Chief Announcer..... Dick Johnson
 Chief Engineer..... Raymond Bohnert
 Farm Editor..... Homer Porter

WEMP
 MILWAUKEE—EST. 1935
 ABC

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Milwaukee Bcstg. Co.

Business-Studio Address..... 710 N. Plankinton
 Ave.
 Phone Number..... Marquette 772.
 Transmitter Location.. 5335 W. McKinley Blvd.
 Air Time..... 6 a.m.-1 a.m.
 News Service..... UP
 Transcription Service..... Capitol Library
 Representative..... Avery-Knodel
 President..... Robert M. LaFollette
 General-Station Manager... Hugh K. Boice, Jr.
 Commercial Manager..... John Gagliano
 Sales Promotion Manager, Publicity
 Director..... Karl Gierhahn
 Program Director, Production
 Manager..... Bert Mulroy
 Chief Announcer..... Tom Shanahan
 Musical Director..... Elmer Ihre
 Chief Engineer..... Rolland Paske

WEXT
 MILWAUKEE—EST. 1947

Frequency: 1430 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... WEXT, Inc.
 Business Address..... Century Bldg.
 Phone Number..... Marquette 6542
 News Service..... INS, UP
 Transcription Service..... SESAC, Capitol
 Representative..... Young
 President..... Gerald A. Bartell
 Gen.-Comm. Mgr..... John M. Printup
 Station Manager..... Albert B. Gale
 Promotion Manager..... Lee K. Beznor
 Program Director..... Rosa B. Evans
 Chief Engineer..... Ralph E. Evans

WFOX
 MILWAUKEE—EST. 1946

Frequency: 860 Kc..... Power: 250 Watts
 Owned-Operated By.. Wisc. Bcstg. System, Inc.
 Business-Studio Address.. 739 North Broadway
 Phone Number..... Broadway 1272-3-4
 Transmitter Location..... 208 East Wisconsin
 Air Time..... Local sunrise-local sunset
 News Service..... AP
 Transcription Service..... Standard
 Representative.... Joseph Hershey McGillvra
 President, General-Station
 Manager..... Charles J. Lanphier
 Program Director, Production
 Manager..... Carl Zimmermann
 Publicity Director..... Grace Landre
 Chief Announcer..... Paul Bartell
 Musical Director..... Walter Behl
 Chief Engineer..... George A. Dodge
 Farm Editor..... John Van Osch

WISN
 MILWAUKEE—EST. 1922
 CBS

Frequency: 1150 Kc..... Power: 500 Watts
 Owned-Operated By..... Hearst Radio, Inc.

Address 123 W. Michigan St.
 Phone Number Daly 6474
 Transmitter Location Town of Greenfield
 Air Time 6 a.m.-M.
 News Service UP, INS
 Transcription Service World, Standard
 Representative The Katz Agency
 Membership NAB, BMB
 General Manager G. W. Grignon
 Local Commercial Mgr. R. E. Shireman
 Program Director Jack Raymond
 Promotion Manager Ellis Saxton
 Chief Engineer Donald A. Weller

W M A W

MILWAUKEE—EST. 1948

Frequency: 1250 Kc. Power: 5000 Watts
 Owned By Midwest Bcstg. Co.
 Business-Studio Address 723 N. Third St.
 Phone Number Daly 2154
 Transmitter Location S 118th & West Grange,
 Hales Corners, Wisconsin
 Air Time Unlimited
 News Service UP
 Transcription Service Associated, Lang-Worth
 Representative Free & Peters
 V. P., Gen. Mgr. George E. Inghram
 Asst. General Manager Woods O. Dreyfus
 Commercial Mgr. James G. Sandison
 Program Director Charles G. Chan
 Production Manager Hal Walker
 Promotion Mgr. Paul Miles
 Chief Engineer R. H. Host

W M L O

MILWAUKEE—EST. 1947

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Operated By Cream City Bcstg. Co.
 Business-Studio Address 2625 W. Wisc. Ave.
 Phone Number West 1290
 Transmitter Location Whitefish Bay
 Air Time 6 a.m.-local sunset
 News Service UP
 Transcription Service Cole, Lang-Worth
 Representative Forjoe & Co.
 Membership NAB
 Chief Exec., V. P., Gen. Mgr. Jerome Sill
 Commercial Manager Dale F. Darr
 Sales Promotion Manager Richard E. White
 Program Director Lan Singer
 Chief Engineer Paul Mueller

W T M J

MILWAUKEE—EST. 1927

NBC
 Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By The Journal Co.
 Business Address 333 W. State St.
 Phone Number Marquette 6000
 Studio Address 720 E. Capitol Dr.

Transmitter Location Route 5, Box 817,
 Waukesha, Wisconsin
 Air Time 5:30 a.m.-12:30 a.m.; 7 a.m.-12:30
 a.m., Sun.
 News Service AP
 Transcription Service Thesaurus, Associated
 Representative Edward Petry
 Membership NAB, BMB
 General Manager W. J. Damm
 Asst. General Manager L. W. Herzog
 Station-Commercial Mgr. R. G. Winnie
 Promotion Manager, Publicity
 Director R. B. Wallace
 Program Director E. J. Robertson
 Chief Announcer Robert Heiss
 Musical Director Maurice Kipen
 Chief Engineer Wm. Hebal

W N A M

NEENAH—EST. 1947

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By Neenah-Menasha
 Bcstg. Co.
 Business-Studio Address 101 East Wisc. Ave.
 Phone Number 4615
 Transmitter Location Rt. 1, Neenah
 Air Time 6 a.m.-local sunset
 News Service UP
 Transcription Service World
 Representative Rambeau
 Membership NAB, BMB
 V. P., Gen. Mgr. Don C. Wirth
 Commercial-Sales Promotion
 Manager Karl Gorsche
 Program-Publicity Director, Firm
 Editor Howard Hanson
 Production Manager, Chief
 Announcer Don Cavitt
 Musical Director Marion Maves
 Chief Engineer E. W. Fliegel

W O S H

OSHKOSH—EST. 1941

ABC
 Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Oshkosh Bcstg. Co.
 Business-Studio Address 151½ Main St.
 Phone Number Stanley 4580
 Transmitter Location County Trunk A, Bowen
 St. Rd.
 Air Time 6:30 a.m.-11 p.m.; 8 a.m.-11 p.m.,
 Sun.
 News Service UP
 Transcription Service World
 Representative Donald Cooke
 Membership NAB, BMB
 Senior Partner & Executive
 Director Myles H. Johns
 General Manager George Greeley
 Commercial Manager Allen Embury
 Program Director Sherwood Lorenz
 Chief Engineer Glen Wheeler

W O B T

PELICAN—EST. 1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: The Oneida Bcstg. Co.
 Business Address: 29 Frederick St.
 Rhinelander, Wisc.

W I B U

POYNETTE—EST. 1925

MBS—WISC. NETWORK—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Wm. C. Forrest
 Business Address: RFD No. 2, Poynette
 Phone Number: 97 R 5.
 Transmitter Location: RFD No. 2, Poynette
 Air Time: 6:30 a.m.-11 p.m.
 News Service: UP
 Transcription Service: Standard, SESAC
 Representative: Burn-Smith
 President, General Station Manager, Farm
 Editor: Wm. C. Forrest
 Commercial-Sales Promotion-Production Mgr.,
 Publicity Director: Ralph O'Connor
 Program Director: Sarah Forrest
 Chief Announcer: Lee Wesner
 Musical Director: George Gross
 Chief Engineer: L. Stanley Sadler

W R J N

RACINE—EST. 1928

ABC—WISCONSIN NETWORK—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Racine Bcstg. Corp.
 Business Address: 441 Main St.
 Phone Number: Jackson 290-121
 Transmitter Location: Mt. Pleasant
 Air Time: 6:15 a.m.-10:15 p.m.
 News Service: AP
 Representative: Walker Co.
 Membership: NAB, BMB, FMA
 President: Frank R. Starbuck
 General Manager: Harry R. LePoidevin
 Station-Commercial Mgr.: Harold J. Newcomb
 Program Director: Lyman Merens
 Publicity Director: Amelia A. French
 Chief Engineer: Francis Lee Dechant

W O B T

RHINELANDER—EST. 1947

MBS—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Oneida Bcstg. Co.
 Business-Studio Address: Route 8 East
 Phone Number: 1240
 Transmitter Location: Route 8 East
 Air Time: 6:45 a.m.-11 p.m.
 News Service: UP

Transcription Service: Lang-Worth
 Membership: NAB
 President: John R. Tomek
 General Manager: Geo. A. Richards
 Sales Promotion Manager: Gregory McElrone
 Program Director: Clyde D. Lake
 Chief Engineer: Chas. Bresette

W J M C

RICE LAKE—EST. 1939

MBS—ARROWHEAD NORTHWEST

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: WJMC, Inc.
 Business-Studio Address: 1615 S. Main St.
 Phone Number: 550
 Air Time: 6:25 a.m.-11 p.m.
 Transcription Service: Associated
 Representative: Geo. P. Hollingberry
 Membership: BMB
 President: Walter C. Bridges
 Station Manager: Greg Rouleau
 Program Director, Farm Editor: Harry Wills
 Publicity Director: Betty Gregory
 Chief Engineer: Robert Kolsky

W H B L

SHEBOYGAN—EST. 1924

ABC—WISC.

Frequency: 1330 Kc. Power: 1000 Watts d.;
 250 Watts n.
 Owned-Operated By: WHBL, Inc.
 Business-Studio Address: Press Bldg.
 Phone Number: 4844
 Air Time: 7 a.m.-11 p.m.
 News Service: AP
 Transcription Service: World
 Membership: NAB, BMB
 President: A. Matt Werner
 General-Commercial Mgr.: G. P. Richards
 Program Director: Glen James
 Publicity Director: Doris Donnie
 Chief Engineer: Herbert J. Mayer

W D S M

SUPERIOR—EST. 1937

ABC—NORTHLAND NETWORK

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Ridson, Inc.
 Business-Studio Address: Nation Bldg.
 Phone Number: 4451
 Air Time: 6:25 a.m.-11:30 p.m.
 News Service: AP
 Transcription Service: Lang-Worth, SESAC
 Representative: Free & Peters
 Membership: NAB
 President: Robert Ridder
 General-Station Mgr.: Carl Bloomquist
 Commercial Manager: Clifford Lue
 Program Director: Lewis Martin
 Chief Engineer: Melvin Lasky

WSBR

SUPERIOR—EST. 1946

KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: WSBR, Inc.
 Address: 1st & Baker Ave.
 Phone Number: Melrose 4794
 News Service: AP
 Transcription Service: Standard
 President: Ford S. Campbell
 General Manager: James J. Conroy
 Comm. Mgr.-Prog. Dir.: Arthur C. Robinson
 Promotion Manager: Laurie E. Carlson
 Chief Engineer: Olaf N. Gabrielson

WAUX

WAUKESHA—EST. 1946

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Operated By: Waukesha Bcstg. Co.
 Business Address: 319 W. Main St.
 Phone Number: 6619
 Transmitter Location: Highway 18
 Air Time: 6:30 a.m.-sunset
 Transcription Service: Cole
 News Service: AP
 President: Carl Taylor
 Vice President: Lloyd Berlingham
 Secy.-Treas.: Russ Salter
 General Manager: Mig Fiqi
 Program Director: Ralph Andrews
 Chief Engineer: Charles Kaetel

WFHR

WISCONSIN RAPIDS—EST. 1940

MBS—WISC. NETWORK

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: William F. Huffman
 Business Address: 141 W. Grand Ave.
 Phone Number: 1340
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Capitol
 Membership: NAB, BMB
 President: William F. Huffman
 General Mgr.: Geo. T. Frechette
 Commercial Manager: Bruce G. Beichl
 Production Manager: Arnie Strope
 Chief Engineer: Victor W. Nickel

WSAU

WAUSAU—EST. 1937

CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: The Journal Co.
 Business-Studio Address: 125 3rd Street
 Phone Number: 6521
 Air Time: 6:30 a.m.-11:05 p.m.
 News Service: AP
 Transcription Service: World
 Representative: Edward Petry
 V. P., Gen. Mgr.: Walter J. Damm
 Station Manager: Ben F. Hovel
 Commercial Manager: J. W. Killeen
 Chief Engineer: R. W. Richardt

WYOMING

*Estimated Population 275,000—% Increase +9.7—Radio Homes 69,626
 Farms with Radios 11,332—Stations in State 9*

KDFN

CASPER—EST. 1930

MBS—INTERMOUNTAIN NETWORK—KBS

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Operated By: Donald L. Hathaway
 Business-Studio Address: Box 930
 Phone Number: 407
 Transmitter Location: Box 930
 Air Time: 6:45 a.m.-11 p.m.; 8 a.m.-10:30 p.m., Sun.
 News Service: UP
 Transcription Service: Thesaurus
 Representative: Sears & Ayer; Avery-Knodel
 Membership: NAB, BMB
 Owner, General Mgr.: Donald L. Hathaway
 Commercial Manager: Frederic Hufsmith
 Program Director: Marcus R. Nichols
 Production Manager: William Shutts
 Publicity Director: John Morehead
 Chief Engineer: Donald L. Hathaway

KVOC

CASPER—EST. 1946

ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: KVOC Bcstg. Co.
 Business Address: 1540 So. Wolcott St.,
 P. O. Box 2090
 Phone Number: 130
 Transmitter Location: 1540 So. Wolcott St.,
 P. O. Box 2090
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Standard
 Membership: NAB, BMB
 President: E. E. Hanway
 Gen.-Sta. Mgr.: John R. Bailey, Jr.
 Comm.-Sales Prom. Mgr.: D. R. Christopher
 Program Director: E. L. Rock
 Publicity Director: Kathryn L. Warner
 Chief Engineer: G. L. Schmehl

K F B C

CHEYENNE—EST. 1940

ABC—PURPLE SAGE NETWORK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By.....Frontier Bcstg. Co.
 Business-Studio Address.....Plains Hotel
 Phone Number4461
 Air Time6 a.m.-12 M.
 News ServiceUP
 Transcription ServiceThesaurus
 MembershipNAB, BMB
 President.....Tracy S. McCracken
 Treasurer, General-Station Mgr....Wm. C. Grove
 Commercial Manager.....Frank Flynn
 Sales Promotion Manager.....Robert True
 Program Director.....Dale Sunderland
 Production Manager.....Chuck Maxwell
 Chief Engineer.....Harold Roberts

K O D I

CODY—EST. 1947

MBS—WYOMING NETWORK

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....Absaroka Bcstg. Co.
 Business-Studio Address.....Cody
 Phone Number444
 Transmitter Location...½ mi. S. of Cody, Wyo.
 Air Time6:30 a.m.-10 p.m.
 News ServiceAP
 Transcription Service.....World, Cole
 MembershipNAB
 President, General Mgr.....Breck Moran
 Program Director.....Louise G. Metz
 Chief Engineer.....Phillip H. Barnhart

K P O W

POWELL—EST. 1941

MBS—INTERMOUNTAIN—KBS

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Operated By.....Albert J. Meyer
 Business Address.....243 E. 2nd St.
 Phone Number222
 Transmitter-Studio Location...2 mi. S. of Powell
 Air Time6 a.m.-10 p.m.
 News ServiceUP
 Transcription Service.....Cole, SESAC
 RepresentativeAvery-Knodel
 MembershipNAB, BMB
 President, General Mgr.....A. J. Meyer
 Commercial Manager.....Del Brandt
 Chief Engineer.....Del Brandt

K R A L

RAWLINS—EST. 1947

ABC—PURPLE SAGE NETWORK—KBS

Frequency: 1240 Kc. Power: 250 Watts

Owned By.....Rawlins Bcstg. Co.
 Business-Studio AddressRawlins
 Phone Number1015
 Air Time6:30 a.m.-10:30 p.m.
 Transcription ServiceThesaurus
 President.....Tracy S. McCracken
 General-Station Mgr.....Max M. Young
 Program Director.....Clark Grove
 Chief Engineer.....Clark Grove

K V R S

ROCK SPRINGS—EST. 1938

MBS—INTERMOUNTAIN—KBS

Frequency: 1360 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By.....Wyo. Bcstg. Co.
 Business-Studio Address.....1307 Wyo. St.
 Phone Number93-4
 Air Time17 hrs. daily
 News ServiceAP
 Transcription ServiceStandard
 MembershipNAB, BMB
 Pres., Program Dir....Marjorie L. McCracken
 General-Commercial Mgr.....H. L. McCracken
 Production Manager.....Michael Reid
 Chief Engineer.....Archie W. Buchanan

K W Y O

SHERIDAN—EST. 1934

MBS—INTERMOUNTAIN NETWORK—KBS

Frequency: 1410 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By..Big Horn Bcstg. Co., Inc.
 Business Address.....Box 727
 Phone Number601-2
 Air TimeUnlimited
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeAvery-Knodel
 MembershipNAB, BMB
 President.....R. E. Carroll
 General-Station Manager.....J. W. Carroll
 Commercial Manager.....R. C. Epperson
 Program Director.....Nova Spracklen
 Chief Engineer.....Robert Crosshwaite

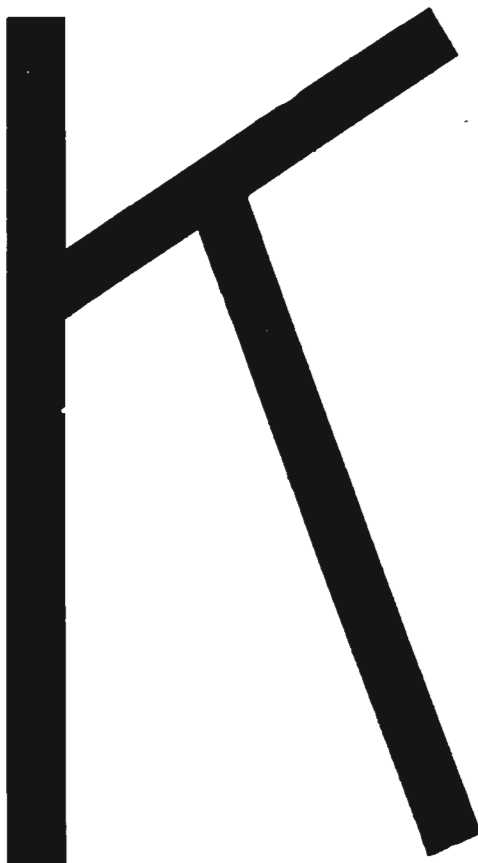
K W O R

WORLAND—EST. 1946

KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Joseph P. Ernst
 AddressBox 92
 Phone Number308
 News ServiceAP
 Air Time7 a.m.-11 p.m.
 Owner-General Manager....Joseph P. Ernst
 Commercial Manager.....Mildred V. Ernst
 Chief Engineer.....Joseph P. Ernst

ALASKA'S TWO GREAT STATIONS

A large, bold, black graphic of the letters 'K' and 'E' is positioned on the left side of the advertisement. The 'K' is on the left, and the 'E' is on the right, partially overlapping the 'K'. The letters are thick and blocky, with a slight slant to the right.

FAR-

FAIRBANKS, ALASKA

10,000 Watts—660 Kc.

Covering the greater portion of the rich Alaska market, and serving the world's largest placer gold mining fields—Alaska's huge military bases—the Mantanuska farming area—the Alaska Railroad Belt—the North Pacific fishing industry—and Alaska's **BOOMING** civilian population.

ANCHORAGE, ALASKA

5,000 Watts — 550 Kc.

ENI-

(KENI will be on the air approximately April 1, 1948. We invite you to write us for full particulars—including our attractive combination rates).

National Advertising Manager

GILBERT A. WELLINGTON

1011 American Bldg., Seattle 4, Wash.

TERRITORIES — — POSSESSIONS

Alaska

K B Y R (CP)

ANCHORAGE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Keith Capper
Business Address: Box 1296

K E N I*

ANCHORAGE—EST. 1948

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By: Midnight Sun Bcstg. Co.
Business-Studio Address: 4th Ave. Bldg.
Transmitter Location: Chester Creek
Air Time: 6:30 a.m.-12 M.
News Service: PA
Transcription Service: Thesaurus
Representative: Gilbert Wellington
Membership: NAB
President: Austin E. Lathrop
General-Station Manager: Alvin O. Bramstedt
Program Director: Allan B. Walker
Chief Engineer: Jack M. Walden

* Scheduled to go on air May 1, 1948

K F Q D

ANCHORAGE—EST. 1924

ALASKA BROADCASTING SYSTEM—KBS
Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By: Alaska Bcstg. Co.
Business Address: Securities Bldg., Seattle
1, Wash.
Phone Number: Main 8637
Air Time: 18 hrs. daily
News Service: AP
Transcription Service: Lang-Worth
Representative: Pan American
Owner, General Manager: Wm. J. Wagner
Commercial Manager: Ken B. Laughlin
Program Director: Jay Stauter
Chief Announcer: Tom Durrant
Chief Engineer: Robert Nichols

K F A R

FAIRBANKS—EST. 1939

ARMED FORCES RADIO SERVICE

Frequency: 660 Kc. Power: 10,000 Watts

Owned-Operated By: Midnight Sun Bcstg. Co.
Business-Studio Address: Lathrop Bldg.
Phone Number: East 380-A
Transmitter Location: Farmer's Loop Rd.
Air Time: 7 a.m.-12 M.
News Service: PA
Transcription Service: Thesaurus
Representative: Gilbert A. Wellington
Membership: NAB
President: Austin E. Lathrop
General-Station Mgr.: Alvin O. Bramstedt
Program Director: Allan B. Walker
Production Manager, Chief
Announcer: Arvid Erickson
Musical Director: Jean Stevens
Chief Engineer: August G. Hiebert
Farm Editor: Loren T. Oldroyd

K F R B

FAIRBANKS—EST. 1924

ALASKA BCSTG. SYSTEM—KBS

Frequency: 1290 Kc. Power: 1000 Watts
Owned-Operated By: Alaska Bcstg. Co.
Business Address: Securities Bldg., Seattle
1, Wash.
Phone Number: Main 8637
Air Time: 18 hrs. daily
News Service: AP
Transcription Service: Lang-Worth
Representative: Pan American
Owner, General Manager: Wm. J. Wagner
Commercial Manager: Ken B. Laughlin
Program Director: Jay Stauter
Chief Engineer: Robert Nichols

K I N Y

JUNEAU—EST. 1936

ALASKA BROADCASTING SYSTEM—KBS
Frequency: 1460 Kc. Power: 5000 Watts
Owned-Operated By: Alaska Bcstg. Co.
Business Address: Box 1040, Anchorage
Phone Number: Main 143
Studio Address: Decker Bldg, Juneau
Transmitter Location: Rock Fill, South Juneau
Air Time: 8 a.m.-10:17 p.m.
News Service: AP
Transcription Service: Keystone
Representative: Pan American
Membership: NAB
Owner: William J. Wagner
Station Mgr., Pgm. Dir.: Richard Peter
Chief Announcer: John Quillico
Chief Engineer: O. A. Thorgaard

Alaska

K T K N

KETCHIKAN—EST. 1942

CBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By: Wm. J. Wagner
 Manager: Jim Fletcher
 Program Director: Jim Kemp
 Chief Engineer: Al Frazee

K I B H (CP)

SEWARD

Frequency: 1340 Kc. Power: 250 Watts
 Business Address: Box 1040, 412 4th Ave.,
 Anchorage, Alaska
 Owned-Operated By: Wm. J. Wagner
 Owner: Wm. J. Wagner

Hawaii

K H B C

HILO—EST. 1936

CBS—HAWAIIAN BCSTG. SYSTEM, LTD.
 Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Hawaiian Bcstg. System,
 Ltd.
 Business Address: P. O. Box 1476
 Phone Number: 3877; 2216
 Transmitter-Studio Location: 1283 Kalanianaʻōle
 Ave.
 Air Time: 6 a.m.-11 p.m.; 6:30 a.m.-11 p.m.,
 Sun.
 News Service: AP, INS
 Transcription Service: Standard, World
 Representative: Free & Peters
 President, General Mgr.: J. H. Worrall
 Station Manager: C. T. Thrumston
 Commercial Manager: Rex Wills, II
 Program Director: Marion Stutes
 Chief Engineer: Charles Lynn Rhoads

K I P A

HILO—EST. 1947

MBS—DON LEE

Frequency: 1110 Kc. Power: 1000 Watts

Owned-Operated By: Big Island Bcstg. Co.,
 Ltd.

Business-Studio Address: 140 Haili St., P. O.
 Box 1602

Phone Number: 2177-8; 3858

Transmitter Location: 4.5 mi. W. of Hilo

Air Time: 6 a.m.-11:05 p.m.

News Service: UP

Transcription Service: Thesaurus, Lang-Worth

Representative: John Blair

General-Station Manager: A. H. Green

Commercial-Sales Promotion
 Manager: R. B. Groesbeck

Program-Musical Director: Ethyl Green

Publicity Director: Tom O'Brien

Chief Engineer: H. L. Marques

K G M B

HONOLULU—EST. 1936

CBS

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By: Hawaiian Bcstg. System,
 Ltd.

Business-Studio Address: 1534 Kapiolani Blvd.

Phone Number: Honolulu 2323

Transmitter Location: 1534 Kapiolani Blvd.

Air Time: 5:45 a.m.-12:30 a.m.

News Service: UP

Transcription Service: Standard, AMP, World

Representative: Free & Peters

President, General-Station-Commercial
 Manager: J. Howard Worrall

Sales Promotion Manager, Program
 Director: E. Fitz Donnell, Jr.

Production Manager: Joe Lawrence Worthy

Publicity Director: Louis T. Dwyer

Chief Announcer: Leo Rumsey

Chief Engineer: Ernest G. Lindemann

K G U

HONOLULU—EST. 1922

NBC

Frequency: 760 Kc. Power: 2500 Watts

Owned-Operated By: Marion A. Mulrony

Address: P. O. Box 3110

Phone Number: 2311

News Service: UP

Transcription Service: Thesaurus

Air Time: 6 a.m.-11 p.m.

Representative: The Katz Agency

Pres.-Exec.-Gen. Mgr.: Lorrin P. Thurston

Comm.-Ass't Mgr.: George T. Plummer

Program Director: Linton Latimer

Sales & Prom. Mgr.: Bernard E. Cooney

Station Manager-Chief Engr.: M. A. Mulrony

KHON

HONOLULU—EST. 1946

MBS—DON LEE—ALOHA NETWORK

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By: Aloha Bcstg. Co., Ltd.
 Business Address: P. O. Box 1380
 Phone Number: 95295
 Transmitter-Studio Location: 1810 Makanoe Lane

Air Time: 6 a.m.-11:30 p.m.
 News Service: UP
 Transcription Service: Lang-Worth, Capitol, Standard, MacGregor

Representative: John Blair
 Membership: NAB
 President: R. M. Fitkin
 Station Manager: Webley Edwards
 Commercial Manager: L. Roy Turner
 Program Director: Alexa Cogswell
 Chief Announcer: Kenneth McCoy
 Chief Engineer: Ira G. Mercer

KPOA

HONOLULU—EST. 1946

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By: Island Bcstg. Co.
 Business-Studio Address: 1330 Beratania St., P. O. Box 3499

Phone Number: 95281
 Transmitter Location: Kapolani & Date Sts.
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Ed. Petry
 Membership: NAB

President, General-Station Mgr.: John Keating
 Commercial Manager: Richard Downie
 Sales Promotion Manager: R. J. McCollum
 Program-Publicity Director: Don Klein
 Production Manager: Hal Lewis
 Chief Announcer: Larry Grant
 Musical Director: Wm. Silva
 Chief Engineer: Robt. Bird

KULA

HONOLULU—EST. 1947

ABC

Frequency: 690 Kc. Power: 10,000 Watts
 Owned-Operated By: Pacific Frontier Bcstg. Co., Ltd.

Business Address: P. O. Box 1479
 Phone Number: 90926
 Studio Address: 1585 Kapiolani Blvd.

Transmitter Location: 4617 Kalaniana'ole Highway
 Air Time: 5 a.m.-12 M.
 News Service: UP
 Transcription Service: Capitol
 Representative: Avery-Knodel
 Membership: NAB
 President, Board of Directors: Harold T. Kay
 General-Station Manager: Frank V. Webb, Jr.
 Program Director: Robert F. Shield
 Musical Librarian: Patricia Rivas

KTOH

LIHUE, KAUAI—EST. 1940

MBS—DON LEE—ALOHA BCSTG. SYSTEM
 Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Garden Island Publishing Co.

Business-Studio Address: Box 1748
 Phone Number: 261, 361
 Transmitter Location: 1 mi. N.E. of Lihue, Kauai

Air Time: 16¼ hrs. daily
 News Service: UP
 Transcription Service: Standard, Capitol
 Representative: John Blair
 Membership: NAB
 General Manager: Charles J. Fern
 Commercial Manager: Dwight Mossman
 Program Director: Raymond K. Sasaki
 Chief Engineer: Katashi Nose

KMVI

WAILUKU—EST. 1947

MBS—ALOHA NETWORK

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By: Maui Publishing Co., Ltd.

Business Address: P. O. Box 374
 Phone Number: 996
 Transmitter-Studio Location: Waahumanu Ave.
 Air Time: 6 a.m.-11 p.m.
 News Service: UP
 Transcription Service: Standard, MacGregor, Lang-Worth, Cole

Representative: John Blair
 Membership: NAB
 President: J. Walter Cameron
 General Manager: Ezra J. Crane
 Commercial Manager: Charles C. Young
 Program Director: Richard E. Mawson
 Chief Announcer: Martin Sebastian
 Musical Director: Robert Cooke
 Chief Engineer: Robert Jones

The Link of the Americas

W N E L

SAN JUAN, PUERTO RICO

5000 Watts

—

Full Time

—

860 Kc

DIRECTIONAL ANTENNA

N.B.C. AFFILIATE

W N E L

JUAN PIZA

New York Office:
470 Park Avenue

ELdorado 5-6788

Puerto Rico

W C M N

ARECIBO—EST. 1947

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By Caribbean Bcstg. Co.
 Business Address Box 755
 Phone Number 589
 Pres.-Gen.-Comm. Mgr. Byron Mitchell Jr.
 Program Director Grimaldi Grau
 Chief Engineer Jose Soler

W K V M

ARECIBO—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned By American Colonial Bcstg. Co.

W R I A

CAGUAS—EST. 1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Inter-American Radio
 Business Address Aguilera & Corchado Sts.
 Phone Number 678
 Pres.-Gen. Mgr. Eduardo Biascochea
 Commercial Manager Jorge L. Arzuaga
 Prom. Mgr.-Prog. Dir. Fermin F. Bonnin
 Chief Engineer Eduardo Biascochea

W M D D

FAJARDO—EST. 1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Madrazo & Diaz Atilles
 Business Address Bunoz Rivera esq. Barcelo
 Phone Number 132
 Transcription Service SESAC
 Owners Madrazo Atilles, Diaz Atilles
 Gen.-Comm. Mgr. Agustin R. Camunas
 Program Director Ruben Diaz Atilles
 Chief Engineer George Schellhas

W E C W

MAYAGUEZ—EST. 1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Electronics Corp. of P.R.
 Business Address P. O. Box 791
 Phone Number 990
 Studio Address Post & Palmer Sts.
 Transmitter Location Guanajibo Rd.
 Air Time 6:30 a.m.-10:30 p.m.
 Membership P. R. Assn. of Broadcasters
 President, General Mgr. Santiago E. Caino
 Program Director Osvaldo Domenech
 Chief Announcer Anibal Irizarry
 Musical Director Harold Rivera
 Chief Engineer Jesús M. Avilés

W K J B

MAYAGUEZ—EST. 1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Jose' Bechara Jr.
 Business Address Box 1293
 Phone Number 983
 Studio Address Minerva St. No. 8
 Transmitter Location Guanajibo Ave.
 Air Time 16¼ hrs. daily
 Pres.-Gen. Mgr. Jose' Bechara Jr.
 Sta.-Comm.-Sales Prom Mgr. Rafael Izquierdo
 Prog.-Musical Director Arturo Cortes
 Production Manager Dieguita Rivera
 Publ. Dir. Chief Announcer Gilbert Mamary
 Chief Engineer Henry Fishbach

W O R A

MAYAGUEZ—EST. 1944

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By Radio Americas Corp.
 Business Address Box 43
 Phone Number 1150
 News Service AP
 President Maj. Alfred R. de Arellano Jr.
 General Manager David Brown
 Commercial Manager Plinio Gonzalez
 Promotion Manager Reinaldo M. Dupont
 Program Director Juan Llibre
 Chief Engineer Rafael Perez

W P B P

MAYAGUEZ—EST. 1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Paradise Bcstg. Co.
 Phone Number 24
 Partners Jose M. Sepulveda, Jose M.
 Rodriguez Quinones

W P R A

MAYAGUEZ—EST. 1937

BBC

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Operated By Porto Rico Adv. Co.
 Business Address P. O. Box 869
 Phone Number 269, 869
 Studio Address Rio Street corner of
 Mackinley St.
 Transmitter Location Barrio Sabanetas
 Air Time 16½ hrs. daily
 Representative Cox & Tanz
 Membership NAB
 President, General Manager Andres Camara
 Station Manager Luis E. Freyre
 Commercial Manager Virginia Di Cristina
 Program Director Esteban Rosado Baez
 Production Manager Natividad Lopez
 Chief Engineer Luis E. Freyre

**2,000,000
AMERICAN CITIZENS
IN
PUERTO RICO**



THEIR YEARLY PURCHASES FROM THE UNITED STATES AMOUNT TO THE IMPRESSIVE FIGURES OF \$225,000,000. AND MORE IMPRESSIVE IS THE FACT THAT THEIR PREFERRED DIAL IS WIAC.

HERE INDEED IS A MARKET THAT SHOULD NOT BE OVERLOOKED. WIAC OFFERS YOU 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



WAPA is Puerto Rico's first
10,000 watt station.

Puerto Rico is the \$200,000,000 market
in the Caribbean where the Americas meet.

"THE VOICE OF THE CARIBBEAN"

680 kc — San Juan, Puerto Rico — 10,000 watts

WAPA

FIRST in POWER—PROGRAMS—PERFORMANCE

Represented by

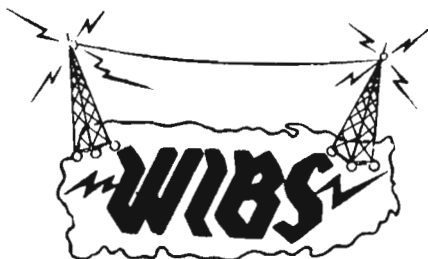
PAUL H. RAYMER COMPANY

José Ramón Quiñones
Owner

Harwood Hull, Jr.
General Manager

WAPA reaches all Puerto Rico and beyond to
the shores of South and Central America.

Puerto Rico has more radios per 1,000
people than any country in the Caribbean.



RADIO STATION WIBS

VOICE OF THE TROPICS
SAN JUAN, PUERTO RICO

BOX 4809 — TELEPHONE 2-1558

STUDIOS AND OFFICES:

1105 FDEZ. JUNCOS AVE. — STOP 17

10,000 WATTS — 740 KILOCYCLES

FULL COVERAGE — DIRECTIONAL ANTENNA

NEWS COMMENTATOR — PRODUCER — ANNOUNCER

EMILY AULL

Transradio Press News—WNEL—1942

Musical America—WNEL—1943 and 1944

International Highlights—WNEL—1943 and 1944

Melody Time—WIAC—1944

Associated Press News—WIAC—1944 and 1945

Musical America—WIAC—1945 and 1946

Preludio—WIAC—1946

Starlight—WIAC—1947

Unity Viewpoint—WAPA—1947

Sunset—WIBS—1947

WARNER AULL, announcer in English, Spanish and Portuguese.

Warner Aull has appeared as guest announcer on WKAQ

P. O. Box 4528

SAN JUAN, PUERTO RICO

W P A B

PONCE—EST. 1939

Frequency: 1370 Kc. Power: 5000 Watts
 Owned-Operated By... Portorican American
 Business-Studio Address... 17, León St.
 Phone Number... 783, 1177
 Air Time... Unlimited
 News Service... AP
 Membership... NAB
 Treasurer-Manager... A. Giménez Aguayo
 Commercial Manager... Antonio Miró
 Chief Engineer... Fernando Zapater, Jr.

W P R P

PONCE—EST. 1936

Frequency: 1420 Kc. Power: 250 Watts
 Owned-Operated By... Voice of Puerto Rico, Inc.

W A P A

SAN JUAN—EST. 1947

MBS—ABC

Frequency: 680 Kc. Power: 10,000 Watts
 Owned-Operated By... José Ramón Quiñones
 Business Address... Box 4563
 Phone Number... 2-1448; 2-4271
 Studio Address... 357 Ponce de León Ave.
 Transmitter Location... Guaynabo, P. R.
 Air Time... 6 a.m.-11 p.m.
 Transcription Service... Thesaurus
 Representative... Paul H. Raymer
 President... José Ramón Quiñones
 General-Commercial Mgr... Harwood Hull, Jr.
 Program Director... Santiago García
 Musical Director... Alicia Moreda
 Chief Engineer... José A. Fernández
 Farm Editor... Guillermo Atilas

(See Page 701)

W I A C

SAN JUAN—EST. 1947

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By... Radio Station WIAC, Inc.
 Business Address... Box 4504
 Phone Number... 2-0014
 Studio Address... Ponce de León 654
 Transmitter Location... Isla Verde Road
 Air Time... 6 a.m.-12 M.
 News Service... AP
 Transcription Service... Standard
 Membership... NAB
 President... Mrs. Enrique Abarca
 General-Station Manager... Tomás Muñiz
 Commercial Manager... Enrique Abarca
 Program Director... Rafael H. Benitez
 Production Manager... Edwin Figueroa
 Musical Director... Mrs. E. Babin
 Chief Engineer... Alfonso Sánchez

(See Page 700)

W I T A

SAN JUAN—EST. 1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Electronic Enterprises
 Business Address... Box 3726, Santurce P. R.
 Transcription Service... SESAC
 President... V. H. Meador
 General Manager... Antonio Alfonso
 Chief Engineer... George Mayer

W N E L

SAN JUAN—EST. 1935

NBC

Frequency: 860 Kc. Power: 5000 Watts
 Owned-Operated By... Juan Piza
 Business Address... 258 Brau St.
 Phone Numbers... 2-1300, 2-1309
 Transmitter Location... Green Island
 Air Time... 6 a.m.-12 M.
 Membership... NAB
 Owner... Juan Piza
 General Mgr... Eli B. Canel
 Commercial Mgr... Rodulfo Blanco
 Adv. & Sales Promotion Mgr... Camilo Fraticelli
 Chief Engineer... Robert Marye

(See Page 698)

W K A Q

SAN JUAN—EST. 1922

CBS

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By... Radio Corp. of P. R.
 Business Address... WKAQ Bldg.
 Phone Number... 2-2021
 News Service... AP
 Transcription Service... Associated
 Representative... Clark-Wandless
 Membership... NAB
 General-Station Manager... A. P. del Valle
 Commercial Manager... J. C. Irizarry
 Chief Engineer... Paul A. Girard

W I B S

SANTURCE—EST. 1947

Frequency: 740 Kc. Power: 10,000 Watts
 Owned-Operated By... Jose E. del Valle
 Business Address... 52 Wilson St.
 Transmitter Location... Sabana Seca
 Air Time... 6 a.m.-11 p.m.
 Owner... Jose E. del Valle
 General Mgr... Adolfo Garcia Veve
 Office Mgr... Josefina Lobet
 Program Dir... Herdy Yumar
 Musical Dir... Luis Benjamin
 Chief Engineer... Rafael Jose Acosta