

ILLINOIS

Owned-Operated By ... Radio Station WSBC
Business-Studio Address... 2400 W. Madison St.
Phone Number... Monroe 6-9060
Transmitter Location ... 2400 W. Madison St.
Air Time ... Unlimited
News Service ... UP
Transcription Service... Associated, SESAC, London
Representative ... Forjce
General-Station Mgr... Robert O. Miller
Commercial Manager... Julius Miller
Program Director... Robert O. Miller
Publicity Director... Sid Mandel
Musical Director... Arnold B. Miller

WHFC
CICERO-1926

Frequency: 1450 Kc... Power: 250 Watts
Owned-Operated By... WHFC, Inc.
Business-Studio-Transmitter Address...
2136 S. 61st Court
Phone Number ... Olympic 4305-
ROckwell 2-7756
Air Time ... 7 a.m.-M.
News Service ... UP
Transcription Service... Capitol, Lang-Worth, World
Membership ... NAB
Pres.-Gen. Mgr... Richard W. Hoffman
Station Manager... Marie E. Clifford
Commercial Manager ... Anson Vann
Program Director... Roger Mueller
Chief Engineer... E. P. Hayes

WHOW
CLINTON-1947

Frequency: 1520 Kc... Power: 1000 Watts d.
Owned-Operated By... Cornbelt Bcastg. So.
Business Address... 401 1/2 S. Side Sq.
Phone Number ... 305
News Service ... UP
Transcription Service ... Standard
Representative ... Cooke
President ... Keith Rhea
General Manager... F. A. Higgins
Program Director... Frank Jennings
Chief Engineer... Edward Fisher

WDAN
DANVILLE-1938-CBS

Frequency: 1490 Kc... Power: 250 Watts
Owned-Operated By... Northwestern Pub. Co.
Phone Number ... 1700-1
Studio-Transmitter Location... 1500 N. Wash-
ington Ave.
Air Time ... Unlimited
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

WSOY

DECATUR-1925-CBS

Frequency: 1340 Kc... Power: 250 Watts
Owned-Operated By... Commodore Bcastg., Inc.
Business-Studio-Transmitter Address... Route 48,
at No. Jasper St.
Phone Number ... 5371
Air Time ... 6 a.m.-12:05 a.m.
News Service ... AP
Transcription Service... Lang-Worth, Associated
Representative ... Weed
Membership ... NAB, BMB, FMA
President... Frederick W. Schaub
General Manager... Merrill Lindsay
Commercial Manager ... Charles F. Bruce
Program Director... Bernard J. Johnson
Technical Director... Milburn H. Stuckwish

WLBK

DE KALB-1947

Frequency: 1360 Kc... Power: 500 Watts d.
Owned-Oper. By... DeKalb Radio Studios, Inc.
Business Address... 153 1/2 N. Third St.
Phone Number ... 2677
News Service ... AP
Transcription Service ... Thesaurus
Owner... DeKalb Radio Studios, Inc.
Bus.-Comm. Mgr... T. A. Lanes
Program Director... Robert C. Brown
Chief Engineer... Clayton C. DeWitt

WTMV

EAST ST. LOUIS-1935

Frequency: 1490 Kc... Power: 250 Watts
Owned By-Operated By... On the Air, Inc.
Business-Studio-Transmitter Address... Hotel
Broadview, East St. Louis, Ill.
Phone Number ... Bridge 3424, East 4390
Air Time ... Unlimited
News Service ... UP
Transcription Service ... World
Representative ... Weed
Membership ... NAB, BMB
President... A. O. Eades
General Manager... Clarence Leich
Station-Comm. Mgr... Frank J. Prendergast
Program Director... Dale Douglas
Salesman-Publicity Director... Tom Riggs
Chief Announcer... Byron Scott
Musical Director... Bill Hart
Chief Engineer... Erle E. White
Farm-News Editor... John Sabin

## W C R A

**EFFINGHAM—1947**

Frequency: 1090 Kc. . . . . Power: 250 Watts, d.  
 Owned-Operated By. . . . . Effingham Bcastg. Co.  
 Business Address. . . . . P. O. Box 568  
 Phone Number . . . . . 1090  
 Studio Address. . . . . 112½ N. Banker St.  
 Transmitter Location. . . . . 1 m. S. of Effingham  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service. . . . . Lang-Worth  
 Representative . . . . . Rural Radio  
 Membership . . . . . NAB, BMB  
 President. . . . . Joseph E. McNaughton  
 General Manager. . . . . Donald J. Grantham  
 Program Director. . . . . Patricia Adams Grantham  
 Chief Engineer . . . . . Scott Franklin  
 Farm Editor . . . . . Fritz Jansen

## W N M P

**EVANSTON—1947**

Frequency: 1590 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. . . . . Evanston Bcastg. Co.  
 Bus.-Studio-Transmitter Address. . . . . 2201 Oakton St.  
 Phone Number. . . . . Greenleaf 5-1590  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . INS  
 Transcription Service . . . . . Standard  
 Membership . . . . . NAB  
 President. . . . . Fred S. Newton  
 General-Station Manager. . . . . Angus D. Pfaff  
 Program-Production Dir. . . . . Fred H. Schmutz  
 Publicity Director. . . . . Betty Jones  
 Musical Director. . . . . E. J. Pfeil  
 Chief Engineer. . . . . L. Schnedorf

## W F R L

**FREEPORT—1947**

Frequency: 1570 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. . . . . Freeport Bcastg. Co., Inc.  
 Business-Studio Address. . . . . 9 N. Chicago Ave.  
 Phone Number. . . . . State 436-7  
 Transmitter Location. . . . . 1½ Mi. NE of Freeport  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Donald Cooke  
 Membership . . . . . NAB, BMB  
 Pres., Gen.-Station Manager,  
 Chief Engineer. . . . . Vincent S. Barker  
 Comm.-Sales Prom. Mgr. . . . . Dave Taylor  
 Prog. Dir., Chief Announcer. . . . . Arthur Hanstrom  
 Musical Director. . . . . Gladys Barker

## W G I L

**GALESBURG—1938**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Galesburg Bcastg. Co., Inc.

Business Address. . . . . 312 Hill Arcade  
 Phone Number . . . . . 4626  
 Transmitter-Studio Location. . . . . Hill Arcade  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Ra-Tel  
 Membership . . . . . NAB  
 President, Owner. . . . . Mrs. L. A. Pritchard  
 Gen.-Station-Sales Promotion  
 Manager. . . . . Robert W. Frudeger  
 Sales-Comm. Mgr. . . . . Roger L. Hoffman  
 Program Director. . . . . Betty Harler  
 Chief Announcer. . . . . Dwight B. Olson  
 Chief Engineer. . . . . E. D. Scandrett

## W E B Q

**HARRISBURG—1923—KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Harrisburg Bcastg. Co.  
 Bus.-Studio-Transmitter Address. . . . . 100 E. Poplar St.  
 Phone Number . . . . . 28  
 Air Time . . . . . 6 a.m.-10 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Keystone  
 Membership . . . . . NAB, BMB  
 President. . . . . J. M. Pruett  
 Gen.-Station-Comm. Mgr. . . . . Ingalls M. Taylor  
 Sales Prom. Mgr., Prod. Dir. . . . . Ken Hamilton  
 Prog.-Musical Dir. . . . . Wanda R. Raley  
 Chief Engineer. . . . . Elmer L. Gladson  
 Farm Editor. . . . . Ken Hamilton

## W J P F

**HERRIN—1940—MBS-KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Egyptian Bcastg. Co.  
 Business-Studio Address. . . . . P. O. Box 179  
 Phone Number . . . . . 382-3  
 Transmitter Location. . . . . 2.2 Mi. N. of Herrin  
 Air Time . . . . . 5:30 a.m.-10:30 p.m.  
 News Service . . . . . UP  
 Transcription Service. . . . . Standard, SESAC,  
 Keystone  
 Representative. . . . . John E. Pearson  
 Membership . . . . . NAB, BMB  
 President. . . . . Orville W. Lyerla  
 Gen.-Station-Comm. Mgr. . . . . Charles R. Cook  
 Sales Manager. . . . . Fred Simmons  
 Musical Director. . . . . Frank E. Elders  
 Chief Engineer. . . . . Rayburn Yandell

## W L D S

**JACKSONVILLE—1941—KBS**

Frequency: 1180 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. . . . . Milton Edge &  
 E. J. Kormsmeier  
 Business-Studio Address. . . . . Fox Illinois Theatre Bldg.

# ILLINOIS

Phone Number ..... 1180  
 Transmitter Location... 1.7 Mi. E. of Jacksonville  
 on Old State Rd.  
 Air Time ..... Sunrise-sunset  
 News Service ..... UP  
 Transcription Service..... Standard, Keystone  
 Representative ..... Hal Holman  
 Membership ..... NAB, BMB  
 General Manager..... E. J. Korsmeyer  
 Program Director..... T. J. Fairburn  
 Musical Director..... Virginia Colwell  
 Chief Engineer..... G. J. Cassens  
 Farm Editor..... E. H. Garlich

## WJOL

JOLIET—1926—KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By..... Joliet Bcstg. Co.  
 Bus.-Studio-Transmitter Address... 801 Walnut  
 St.  
 Phone Number ..... 4761-2  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service.... Lang-Worth, Keystone  
 Representative..... Joseph Hershey McGillvra  
 President ..... Calvin Wilson  
 Gen.-Station-Comm. Mgr., Prod.-Pub.  
 Director ..... Robert L. Bowles  
 Sales Promotion Mgr..... Joseph J. Garvey  
 Program Director..... Eileen Caron  
 Chief Announcer..... Scott Dilworth  
 Musical Director..... Gregg Phillips  
 Chief Engineer..... Lester DeCosta  
 Farm Editor..... Richard Millett

## WKAN

KANKAKEE—1947

Frequency: 1320 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By..... Kankakee Daily Journal Co.  
 Business-Studio Address... 183 N. Schuyler Ave.  
 Phone Number ..... 3-6631  
 Transmitter Location ..... R. R. 1  
 Air Time ..... Local sunrise-local sunset  
 News Service ..... AP  
 Transcription Service..... World, Standard  
 Representative ..... Hal Holman  
 Membership ..... NAB  
 President ..... Leslie C. Small  
 Station Manager..... Bruce Brown  
 Commercial Manager..... Edwin Geeting  
 Program Director..... Wayne Center  
 Chief Engineer..... Robert Harrell

## WLPO

LA SALLE—1947

Frequency: 1220 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By..... La Salle County Bcstg. Co.  
 Business Address..... P. O. Box 399  
 Phone Number ..... 3100  
 Studio Address..... Medical Arts Bldg.

Transmitter Location..... Near Oglesby  
 Air Time ..... Sunrise-sunset  
 News Service ..... AP  
 Transcription Service..... World, Lang-Worth  
 Membership ..... NAB  
 Partners..... L. F. Leurig, F. F. MacNaughton  
 General-Commercial Mgr..... William Holm  
 Program Director..... Joseph Terrando  
 News Director..... Laverne Waltman  
 Musical Director..... Harrison Leurig  
 Chief Engineer..... Lawrence McCann  
 Farm Editor..... Ivan Anderson

## WKAI

MACOMB—1947—KBS

Frequency: 1510 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By..... The Macomb Bcstg. Co.  
 Business-Studio Address... 113 E. Carroll St.  
 Phone Number ..... 1350  
 Transmitter Location..... Hwy. 87, E. of  
 City Limits  
 Air Time ..... Sunrise-sunset  
 News Service ..... UP  
 Transcription Service..... Thesaurus, SESAC,  
 Keystone  
 Membership ..... NAB  
 President..... James C. Bailey  
 V.P., Comm.-Sales Prom. Mgr.,  
 Publicity Director..... Lyle B. Lands  
 Prog.-Prod. Dir., Chief Announcer... Gene Spry  
 Chief Engineer..... Maurice Riggins  
 Farm Editor..... James C. Bailey

## WLBH

MATTOON—1946

Frequency: 1170 Kc. .... Power: 250 Watts d.  
 Owned-Operated By..... Mattoon Bcstg. Co.  
 Bus.-Studio Address... 17th & Broadway Ave.  
 Phone Number ..... 3800  
 Transmitter Location... ¼ Mi. N. of Mattoon  
 on Hwy. 45  
 Air Time ..... Local sunrise-local sunset  
 News Service ..... AP  
 Transcription Service..... Capitol, SESAC  
 Membership ..... NAB  
 President, Gen.-Station Mgr..... J. R. Livesay  
 Commercial Manager..... Rolland O. Looper  
 Sales Promotion Manager..... Dwain Bower  
 Program Director..... Robert F. LaMere  
 Chief Announcer..... Charles R. Guess  
 Musical Director..... Ken Jakle  
 Chief Engineer..... Ray Livesay

## WQUA

MOLINE—1946

**MBS-MID-WEST BASEBALL NET**  
 Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By..... Moline Bcstg. Corp.  
 Business-Studio Address..... Radio Center  
 Phone Number ..... Moline 7000

# ILLINOIS

Transmitter Location.....7th St. Ext.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... World  
 Membership ..... NAB, BMB  
 Pres., General Mgr.....Bruff W. Olin, Jr.  
 V.P., Comm.-Sales Promotion  
     Manager.....G. LaVerne Flambo  
 Program-Publicity Dir.....Jack Davis  
 Prod. Dir., Chief Announcer.....Verne Glewwe  
 Chief Engineer.....Larry Lynch

## WVMC

**MOUNT CARMEL—1948**

Frequency: 1360 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Charles F. Rodgers  
 Address.....727 Main St.

## WMIX

**MT. VERNON—1946**

Frequency: 940 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Mt. Vernon Radio & Telev.  
 Co.  
 Business-Studio Address...121½ N. Ninth St.  
 Phone Number .....3500  
 Transmitter Location.....Salem Rd.  
 Air Time .....Local sunrise-local sunset  
 News Service .....AP  
 Transcription Service .....Capitol  
 Representative.....John E. Pearson  
 Membership .....NAB  
 President.....John Russell Mitchell  
 General-Station Mgr.....Edward R. Raasch  
 Commercial Manager.....Walter Hemann  
 Program-Production Dir.....William Miller  
 Chief Announcer.....Robert Anthony  
 Musical Director.....Beverly Carnahan  
 Chief Engineer.....Adron Miller

## WVLN

**OLNEY—1947**

Frequency: 740 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Olney Bcstg. Co.  
 Business-Studio Address.....302½ E. Main St.  
 Phone Number .....935-6, 1035  
 Transmitter Location.....1 Mi. S. of Olney,  
 Route 130  
 Air Time .....Daytime  
 News Service .....AP  
 Transcription Service.....Capitol, Standard  
 Representative .....Hal Holman  
 Pres., Gen.-Station-Commercial  
     Manager.....Marshall H. Poole  
 Sales Promotion Manager.....Raymond Baker  
 Program-Publicity Director,  
     Chief Announcer.....James Butler  
 Production Director.....Albert DeBarr  
 Musical Director.....Frank Martin  
 Chief Engineer.....James H. Weber

## WSIV

**PEKIN—1945—MID-WEST BASEBALL**

Frequency: 1140 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Pekin Bcstg. Co., Inc.  
 Business-Studio Address.....15 S. Capitol St.  
 Phone Number.....1747, 1539  
 Transmitter Location.....Midway bet. Pekin &  
 Peoria  
 Air Time .....6:30 a.m.-local sunset  
 News Service .....AP  
 Transcription Service.....Lang-Worth, SESAC  
 Representative .....Hal Holman  
 Membership .....NAB, BMB  
 Pres., Gen.-Sta. Mgr.....W. Kenneth Patterson  
 Commercial Manager.....J. Ed Henry  
 Sales Prom. Mgr., Pub. Dir.....George Udry  
 Prog.-Prod. Dir.....Robert R. Snow  
 Musical Director.....Charles Timm  
 Chief Engineer.....Emil Prandoni  
 Farm Editor.....Fearn Wilson

## WEEK

**PEORIA—1946—NBC**

Frequency: 1350 Kc.....Power: 1000 Watts  
 Owned-Operated By...West Central Bcstg. Co.  
 Business-Studio Address...Commercial National  
 Bank Bldg.  
 Phone Number .....3-3688  
 Transmitter Location .....Bartonville  
 Air Time.....6 a.m.-M.  
 News Service .....AP  
 Transcription Service.....World, Capitol  
 Representative .....Katz  
 Membership .....NAB, BMB  
 President.....Sen. Robert S. Kerr  
 General-Station Manager.....Fred C. Mueller  
 Sales Prom. Mgr., Pub. Dir.....Montez Tjaden  
 Program Director.....George Cremeens  
 Production Directors.....Robert Murray,  
     Leonard Elliott  
 Musical Director.....Herman Hampy  
 Chief Engineer.....Alden F. Wooster  
 Form Editor.....James Smallwood

## WIRL

**PEORIA—1947—ABC**

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Illinois Valley Bcstg. Co.  
 Business-Studio Address...115 N. Jefferson Ave.  
 Phone Number .....4-9239  
 Transmitter Location.....Tazewell County  
 Air Time .....Unlimited  
 News Service .....UP  
 Representative .....Avery-Knodel  
 Membership .....NAB  
 President.....Timothy W. Swain  
 General Manager.....Robert B. Jones, Jr.  
 Sales Manager.....Tom Gavin  
 Chief Engineer.....Rudolph Luukinen  
 Program Director.....Harlan E. Ralston

**W M B D**

**PEORIA—1927—CBS**

Frequency: 1470 Kc. Power: 5000 Watts  
 Owned-Operated By Peoria Bcstg. Co.  
 Bus.-Studio Address 212 South Jefferson  
 Phone Number 7133  
 Transmitter Location 1 Mi. S. of Groveland  
 Air Time Unlimited  
 News Service AP, UP  
 Transcription Service Lang-Worth, Thesaurus  
 Representative Free & Peters  
 Membership NAB, BMB  
 President Edgar L. Bill  
 Executive Vice-President Charles C. Caley  
 Director of Sales Don D. Kynaston  
 Director of Promotion  
 Public Relations Marvin H. Hult  
 Program Director Charles B. Barnhart  
 Music Director Harold Osborne  
 Director of Engineering A. James Ebel  
 Farm Director Emil Bill

**W M M J**

**PEORIA—1946—MBS**

Frequency: 1020 Kc. Power: 1000 Watts d.  
 Owned By Mid-State Bcstg. Co., Inc.  
 Business-Studio Address 408 Fulton St.  
 Phone Number 9164  
 Transmitter Location High View Rd.  
 News Service AP  
 Transcription Service Standard  
 Representative John E. Pearson  
 President W. J. Kutsch  
 Commercial Manager James T. Butler  
 Program Director Robyn Weaver  
 Musical Director Cary L. Robards, Sr.  
 Chief Engineer Vernon H. Parks  
 Farm Editor Dick Herm

**W W X L**

**PEORIA—1946**

Frequency: 1590 Kc. Power: 1000 Watts  
 Owned By Central Illinois Radio Corp.  
 Business-Studio Address Hotel Jefferson  
 Phone Number 9106  
 Transmitter Location Creve Coeur  
 Air Time 18 hrs.  
 News Service INS, UP  
 Transcription Service SESAC, Associated  
 Membership NAB, BMB  
 President Joseph H. Giddan  
 General-Commercial Mgr. Michael Henry  
 Station Manager Cres Fluegel  
 Sales Promotion Manager Michael Henry  
 Program-Production Director Cres Fluegel  
 Publicity Director Ed Klein  
 Musical Director Sue Nethery

Chief Engineer Carl Horine  
 Farm Editor Bob Ross

**W G E M**

**QUINCY—1948—ABC**

Frequency: 1440 Kc. Power: 1000 Watts  
 Owned By Quincy Bcstg. Co.  
 Business-Studio Address Hotel Quincy  
 Phone Number 6840  
 Transmitter Location Ellington Township  
 Air Time 6 a.m.-M.  
 News Service AP, UP  
 Transcription Service Lang-Worth  
 Representative Lorenzen & Thompson  
 President, General Manager Donald F. Fischer  
 Commercial Manager Joseph S. Bonansinga  
 Musical Director Mary McDonnell  
 Chief Engineer John Haerle

**W T A D**

**QUINCY—1926—CBS**

Frequency: 930 Kc. Power: 1000 Watts d.  
 Owned-Operated By Lee Bcstg., Inc.  
 Business-Studio Address W.C.U. Bldg.  
 Phone Number 6200  
 Transmitter Location Melrose Township  
 Air Time 5:45 a.m.-12:05 a.m.  
 News Service AP, UP  
 Transcription Service Standard, Associated  
 Representative Weed & Co.  
 Membership NAB, BMB, FMA  
 President Lee P. Loomis  
 Co-Mgr., Asst. to Pres. George Arnold, Jr.  
 Co-Mgr., Sales Mgr. W. T. Burghart  
 Sales Promotion Manager Gerald Staten  
 Program Director Merritt Milligan  
 Production Director C. Arthur Fifer  
 Sales Manager Walter Rothschild  
 Music Librarian Jean Fessler  
 Chief Engineer Urlin Whitman  
 Farm Editor Dick Falser

**W H B F**

**ROCK ISLAND—1925—ABC**

Frequency: 1270 Kc. Power: 5000 Watts  
 Owned-Operated By Rock Island Bcstg. Co.  
 Business-Studio Address 1800 3rd Ave.  
 Phone Number R. I. 918  
 News Service AP, UP  
 Transcription Service Associated, Lang-Worth  
 Representative Avery-Knodel  
 Membership NAB, BMB  
 President Ben H. Potter  
 General-Station Mgr. Leslie C. Johnson  
 Commercial Manager Maurice Corken  
 Program Director Forest W. Cooke  
 Publicity Director Fern R. Hawks  
 Chief Engineer Robert J. Sennett

• • • **ILLINOIS** • • •

**W R O K**

**ROCKFORD—1923—ABC**

Frequency: 1440 Kc. Power: 1000 Watts d.  
500 Watts n.  
Owned-Operated By.... Rockford Bcstrs., Inc.  
Bus.-Studio Address.... Rockford Newstower  
Phone Number ..... 2-6621  
Transmitter Location..... Kilburn Ave. Rd.  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... Standard  
Representative ..... Headley-Reed  
President..... Albert B. Simms  
General Manager..... Walter M. Koessler  
Commercial Manager..... John J. Dixon  
Sales Promotion Mgr..... Betty L. Thro  
Program Director..... Maurice P. Owens  
Musical Director..... Lorna Lane  
Chief Engineer..... Wilfred A. Smith  
Farm Editor..... Don Bowton

**W C V S**

**SPRINGFIELD—1926—ABC**

Frequency: 1450 Kc. Power: 250 Watts d.  
Owned-Operated By..... WCBS, Inc.

**W R O K** \*

*The ONLY Station*

in

**ROCKFORD, ILLINOIS**

A \$153,803,000 Market  
Urban Population 122,601  
Best Test City in the Mid-West

\*An ABC Affiliate

Nat'l Reps. — Headley-Reed Co.

Business-Studio Address... 523 E. Capitol Ave.  
Phone Number ..... 9855  
News Service ..... AP  
Transcription Service ..... World  
Representative..... Sears & Ayer  
Membership ..... NAB, BMB  
President..... H. L. Dewing  
Gen.-Station Mgr..... C. W. Neeld  
Chief Engineer..... H. L. Dewing

**W T A X**

**SPRINGFIELD—1930—CBS**

Frequency: 1240 Kc. Power: 100 Watts d.  
Owned-Operated By..... WTAX, Inc.  
Business ..... Route 66 & E. Cook St.  
Phone Number ..... 2-4441  
Air Time..... 6 a.m.-12:05 a.m.  
News Service ..... UP  
Transcription Service..... Lang-Worth, SESAC  
Representative ..... Weed  
Membership ..... NAB, BMB  
President, General Manager... Oliver J. Keller  
Sales Prom. Manager..... Shelby T. Harbison  
Program Director..... Gladys McGrew  
Publicity Director..... Wanda Montz  
Chief Announcer..... Glen Farrington  
Musical Director..... William Nelms  
Chief Engineer..... E. C. Swaringen

**W D Z**

**TUSCOLA—1921**

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned-Operated By..... Wdz Bcstg. Co.  
Business-Studio Address..... 101½ N. Main  
Phone Number ..... 431  
News Service ..... UP  
Transcription Service ..... World  
Representative..... Free & Peters  
Membership ..... NAB, BMB  
President..... Edgar L. Bill  
V.P., General Mgr..... Charles C. Caley  
Station Manager..... James W. Fuson, Jr.  
Commercial Manager..... E. E. Dilliner  
Chief Engineer..... A. James Ebel  
Farm Editor..... Larry McDonald

**W K I D**

**URBANA—1948**

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned-Oper. By. University City Bcstg. Corp.  
Business-Studio Address... 505 Vermont Ave.  
President..... John O. Bartlow  
Vice President..... Bruce R. Foote

# INDIANA

Estimated Population 3,909,000—Increase +14.1%—Radio Homes 1,099,800  
Total Families 1,139,700—Stations in State 39

## WCBC

ANDERSON—1949

Frequency: 1470 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Civic Bcstg. Corp.  
Address.....116 W. 12th St.  
Phone Number.....8822  
Transmitter Location.....Junction of St. Rd. 9 & 67  
News Service.....AP  
Transcription Service.....World  
Representative.....Hal Holman  
General Manager.....John J. Garrett, Jr.  
Program Director.....Kenneth Bramming  
Chief Engineer.....Kenneth Routh

## WHBU

ANDERSON—1923—ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts d.  
Owned-Operated By.....Anderson Bcstg. Corp.  
Business-Studio-Transmitter Address.....640 Citizens Bank Bldg.  
Phone Number.....7791  
Air Time.....6:30 a.m.-M.  
News Service.....UP  
Transcription Service.....Standard, Keystone  
Representative.....Burke, Kuipers & Mahoney  
Membership.....NAB  
President.....C. Bruce McConnell  
General Manager.....John R. Atkinson  
Program Director.....E. R. McCord  
Chief Engineer.....L. M. Shroyer

## WBIW

BEDFORD—1948

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By.....Radio Bedford, Inc.  
Address.....P. O. Box 169  
Phone Number.....4421  
News Service.....AP  
Transcription Service.....Capitol  
Representative.....McGeehan & O'Mara  
President, General Mgr.....William C. Smith, Jr.  
Commercial Manager.....Louis E. Gaines  
Program Director.....Barbara Davis  
Promotion Mgr.....Harold D. Rothrock  
Chief Engineer.....Carl Finger

## WSUA

BLOOMINGTON—1946

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Radio Station WSUA, Inc.  
Bus.-Studio Address.....117½ W. Kirkwood Ave.  
Phone Number.....7277  
Transmitter Location.....State Rd. 37, 2 MI. S.  
City Limits  
Air Time.....Sunrise-sundown  
News Service.....UP

Transcription Service.....Standard, World  
Membership.....NAB, BME  
President, General Manager.....Warren G. Davis  
Commercial Manager.....Stanley Dixon  
Sales Promotion Manager.....Lyle Warrick  
Program Director.....Steven T. Briggs  
Musical Director.....James White  
Chief Engineer.....James Rolfe  
Farm Editor.....Cory Alcorn

## WTOM

BLOOMINGTON—1946—KBS

Frequency: 1490 Kc. Power: 250 Watts d.  
Owned By.....WTOM, Inc.  
Operated By.....Fred O. Grimwood  
Business-Studio Address.....Curry Bldg.  
Phone Number.....7871, 2-2593  
Transmitter Location.....Bloomington  
Air Time.....6 a.m.-Noon  
News Service.....AP  
Transcription Service.....Lang-Worth, Keystone  
Representative.....Sears & Ayer  
Membership.....NAB  
President.....Fred O. Grimwood  
General-Station Mgr.....Theodore A. Giles  
Commercial Manager.....Maurice Latimer  
Program Director.....Marc Williams  
Publicity Director.....Robert Carroll

## WTTS

BLOOMINGTON—1949

Frequency: 1370 Kc. Power: 1000 Watts d.;  
500 Watts n.  
Owned-Oper. By.....Sarkes & Mary Tarzian  
Address.....535 S. Walnut St.  
Phone Number.....2-3368  
News Service.....AP  
Transcription Service.....Associated, Thesaurus  
General Manager.....Glenn Van Horn  
Chief Engineer.....Morton Weigel

## WCNB

CONNERSVILLE—1948

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned-Operated By.....News Examiner Co.  
Business Address.....406 Central Ave.  
News Service.....UP  
Transcription Service.....Thesaurus, Capitol  
Station Manager.....E. M. Jackson

## WTRC

ELKHART—1931—NBC-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By.....The Truth Publishing  
Co., Inc.  
Business-Studio Address.....116 S. Second St.

# INDIANA

Phone Number .....948  
 Transmitter Location...1 Mi. S. of Elkhart City  
 Limits on Oakland Ave. Rd.  
 Air Time .....6 a.m.-M.  
 News Service .....UP  
 Transcription Service.....World, Standard,  
 Associated, Keystone  
 Representative .....Burn-Smith  
 Membership .....NAB, BMB, FMA  
 President.....C. D. Greenleaf  
 General Manager.....R. R. Baker  
 Commercial Manager.....Dick Holloway  
 Sales Prom. Mgr., Pub. Dir.....Henry Davis  
 Program-Musical Dir.....Howard Hoffman  
 Chief Engineer.....L. W. Zellmer  
 Farm Editor.....Roscoe Stangland

## W E O A

**EVANSVILLE—1936—CBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....WFBM, Inc.  
 Business-Studio Address.....24 N.W. 3rd St.  
 Phone Number .....4-9215  
 Transmitter Location.....5th & Vine Sts.  
 Air Time .....6 a.m.-12:05 a.m.  
 News Service .....INS  
 Transcription Service.....Lang-Worth, Cole  
 Representative .....Katz  
 President.....Harry M. Bitner, Jr.  
 General-Station-Commercial Mgr.....Don Menke  
 Program-Publicity Director.....Bill Fall  
 Chief Engineer.....Robert Wilson

## W G B F

**EVANSVILLE—1923—NBC**

Frequency: 1280 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By.....On The Air, Inc.  
 Phone Number .....21171  
 Transmitter Location.....Burkhardt Rd.  
 Air Time .....5 a.m.-M.  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Weed  
 Membership .....NAB, BMB, FMA  
 General-Station Manager.....Clarence Leich  
 Operations Manager.....Martin L. Leich  
 Promotion Manager.....Del Greenwood  
 Program Director.....Mrs. Pat Roper  
 Chief Engineer.....Erwin P. Schoeny  
 Farm Editor.....Fred Rollison

## W I K Y

**EVANSVILLE—1947—MID-WEST**

Frequency: 820 Kc.....Power: 250 Watts d.  
 Owned-Oper. By...South Central Bcstg. Corp.  
 Bus.-Studio-Transmitter Address...Mt. Auburn  
 Rd. & Bismark St.  
 Phone Number .....4-8284  
 Air Time .....Daytime  
 News Service .....AP

Transcription Service.....Associated, Capitol  
 Representative .....Burn-Smith  
 Membership .....NAB, BMB, FMA  
 Pres., Gen.-Station-Commercial  
 Manager.....John A. Engelbrecht  
 Sales Promotion Manager.....Bill Cooke  
 Preparation Director.....Ken McCutchan  
 Prod. Dir., Chief Announcer...Ken Boltinghouse  
 Publicity Director.....Boh Harris  
 Musical Director.....Ronald Sullivan  
 Chief Engineer.....George F. Stoltz  
 Farm Editor.....Ken McCutchan

## W J P S

**EVANSVILLE—1948—ABC**

Frequency: 1330 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By.....WJPS, Inc.  
 Business-Studio Address.....206 Main St.  
 Phone Number .....5-2221  
 Transmitter Location.....Mohr Rd. bet. 1st &  
 St. Joseph Ave.  
 Air Time.....6 a.m.-M.  
 News Service .....UP  
 Transcription Service .....Standard  
 Representative .....Robert Meeker  
 Membership .....NAB  
 President.....Robert S. Davis  
 General-Commercial Mgr.....Robert J. McIntosh  
 Sales Prom. Mgr., Pub. Dir.....E. Ward Crane  
 Program-Production Dir.....Jack McLean  
 Musical Director.....Dorothy Rooder  
 Chief Engineer.....Gilbert Hoffman

## W A N E

**FT. WAYNE—1948**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By...Radio Fort Wayne, Inc.  
 Bus.-Studio-Transmitter Address...1205 Fort  
 Wayne Bank Bldg.  
 Phone Number.....Anthony 6212  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Forjoe  
 President.....Merlin H. Smith  
 General-Station-Comm. Mgr.....Glenn R. Thayer  
 Program Director.....Chester T. Behrman  
 Publicity Director.....Blanche Meyers  
 Musical Director.....Becky Schaefer  
 Chief Engineer.....John Vick

## W F T W

**FT. WAYNE—1947—KBS**

Frequency: 1090 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Fort Wayne Bcstg. Inc.  
 Business-Studio Address...220 E. Jefferson St.  
 Phone Number.....Anthony 2295  
 Transmitter Location...Getz & Covington Rds.  
 Air Time .....Sunrise-sunset  
 News Service .....UP



# INDIANA

Transcription Service... Associated, Keystone  
Representative ..... Burn-Smith  
Membership ..... BMB  
Pres., Gen.-Station Mgr.... Edward G. Thoms  
Sales Manager ..... William R. Aldrich  
Program Director ..... Paul Price  
Musical Director ..... William Jellison  
Chief Engineer ..... Eugene A. Chase

## WGL

FT. WAYNE—1924—NBC

Frequency: 1250 Kc.....Power: 1000 Watts  
Owned-Oper. By. ....Farnsworth Telev. & Radio  
Corp.

Business-Studio Address. 201 W. Jefferson St.  
Phone Number ..... E-3366  
Transmitter Location... Lower Huntington Rd.  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service... Standard, Lang-Worth  
Representative ..... Headley-Reed  
Membership ..... NAB, BMB  
President ..... E. A. Nicholas  
General-Station-Commercial

Manager ..... Capt. Pierre Boucheron  
Sales Prom. Mgr., Program-Publicity  
Director ..... Norman C. Widenhofer  
Production Director..... Barry McKinley  
Musical Director ..... Guy Harris  
Chief Engineer ..... Donald Holzapfel

## WKJG

FT. WAYNE—1947—MBS

Frequency: 1380 Kc.....Power: 5000 Watts  
Owned-Oper. By. ....Northeastern Indiana Bcstg.  
Co., Inc.

Business-Studio Address. 3802 S. Calhoun St.  
Phone Number ..... Harrison 6111  
Transmitter Location... Decatur & Maples Rd.  
Air Time ..... Unlimited  
News Service ..... AP, UP  
Transcription Service ..... World  
Representative ..... Lorenzon & Thompson  
President ..... Gilmore S. Haynie  
General-Station Mgr. .... Hilliard Gates  
Sales Manager ..... Norman H. Stewart  
Program Manager ..... Calo O. Mahlock  
Chief Engineer ..... Thomas J. Copeland

## WOWO

FT. WAYNE—1925—ABC

Frequency: 1190 Kc.....Power: 10,000 Watts  
Owned-Oper. By. ....Westinghouse Radio  
Stations, Inc.

Business-Studio Address.. Westinghouse Bldg.,  
925 S. Harrison St.  
Phone Number ..... Anthony 2136  
Transmitter Location ..... Routes 30 & 33  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service ..... Capitol

Representative ..... Free & Peters  
President ..... Walter Evans  
General Manager ..... J. B. Conley  
Station Manager ..... R. G. Duffield  
Sales Manager ..... Paul E. Mills  
Sales Prom. & Pub. Mgr. .... Hilda C. Woehrmeyer  
Program Manager ..... Carl Vandagriff  
Chief Engineer ..... Bruce Ratts  
Farm Editor ..... Jay Gould

## WJOB

HAMMOND—1928

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By. .... South Shore Bcstg. Corp.  
Bus.-Studio-Transmitter Address. 449 State St.  
Phone Number ..... Sheffield 8400  
News Service ..... UP  
Transcription Service... Associated, Capitol,  
SESAC

Representative ..... Joseph Hershey McGillvra  
Membership ..... NAB  
President, General Manager. Robert C. Adair  
Commercial Manager ..... L. B. Weller  
Sales Manager ..... Edward Rozhon  
Program Director ..... Frank Reynolds  
Musical Director ..... Leona Manis  
Chief Engineer ..... Jess Peters  
Farm Editor ..... Bill Warrick

## WIBC

INDIANAPOLIS—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... E. 86th St., Zionsville  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... World  
Representative ..... John Blair  
Membership ..... NAB, BMB  
President ..... Richard M. Fairbanks  
V.P., General Mgr. .... Kenneth W. Church  
Sales Prom. Mgr., Pub. Dir. .... Jane O. Flaherty  
Prog. Dir., Prod. Mgr., Farm Editor. .... Ed Mason  
Musical Director ..... Walter Jackson  
Chief Engineer ..... Harry Adams

## WFBM

INDIANAPOLIS—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 ..... Millersville Rd.  
Air Time ..... Unlimited  
News Service ..... AP, INS  
Transcription Service ..... Associated  
Representative ..... Katz  
Membership ..... NAB, BMB



# Your Best Salesman

## In the Great Hoosier Market

Hams or hassocks . . . makes no difference . . . Indianapolis and the central area is a potential "bonanza" for the sales-minded sponsor who purchases WIRE radio time and utilizes our consistent promotional, research and merchandising facilities.

WIRE's coverage of the central area is complete . . . covering 20 out of the 25 of the retail-trading-area counties. These 20 counties represent the bulk of the central area population.

The central area boasts a family population of 607,051 (1,337,705 individuals) . . . with a buying power of over one billion dollars.

These thousands of purchasers with the "1430" habit are your best customers in the great Hoosier market.

# WIRE

Basic NBC • 5,000 WATTS • 1430 KC.

INDIANAPOLIS, INDIANA

Nationally Represented By  
John E. Pearson Company

Affiliated With  
The Indianapolis Star

**THE BEST SHOWS IN RADIO ARE ON WIRE**

# INDIANA

Pres., General-Station Mgr. . . . . Harry M. Bitner, Jr.  
Comm.-Sales Promotion Manager,  
Publicity Director . . . . . William F. Kiley  
Program-Productoin Dir. . . . . Frank O. Sharp  
Chief Announcer . . . . . Joe Pierson  
Musical Director . . . . . Earl Gordon  
Chief Engineer . . . . . Harold Holland  
Farm Editor . . . . . Harry Martin

## WIRE

### INDIANAPOLIS—1929—NBC

Frequency: 1430 Kc. . . . . Power: 5000 Watts d.  
Owned-Oper. By . . . . . Indianapolis Bcstg., Inc.  
Business-Studio Address . . . 9th Floor, Claypool  
Hotel  
Phone Number . . . . . Ri. 1541  
Transmitter Location . . . 44th St. & Knollton Rd.  
Air Time . . . . . Limited  
News Service . . . . . AP, UP  
Transcription Service . . . . . World, Thesaurus  
Representative . . . . . John E. Pearson  
Membership . . . . . BMB  
President . . . . . Eugene C. Pulliam  
V.P., Gen.-Station Mgr. . . Willard C. Worcester  
Commercial Manager . . . . . Daniel C. Park  
Prom. Mgr., Pub. Dir. . . . . James N. Willingham  
Program-Production Dir. . . . William L. Dean  
Musical Director . . . . . John H. Winn  
Chief Engineer . . . . . Eugene E. Alden

## WISH

### INDIANAPOLIS—1940—ABC

Frequency: 1310 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Universal Bcstg. Co., Inc.  
Business-Studio Address . . 215 Board of Trade  
Bldg.  
Phone Number . . . . . Market 6345  
Transmitter Location . . . Post Rd. & Rawls Ave.  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . Free & Peters  
Membership . . . . . NAB, BMB  
President . . . . . Frank E. McKinney  
General-Commercial Mgr. . . . George J. Higgins  
Sales Prom. Mgr., Pub. Dir. . . . Reid Chapman  
Program Director . . . . . William E. Frosh  
Musical Director . . . . . Jimmy Boyer  
Chief Engineer . . . . . Stokes Gresham, Jr.

## WXLW

### INDIANAPOLIS—1948

Frequency: 1590 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Radio Indianapolis, Inc.  
Business Address . . . Indianapolis Athletic Club  
Phone Number . . . . . Riley 4446  
Studio-Transmitter Address . . 3003 Kessler Blvd.  
Air Time . . . . . 6 a.m.-Local sunset  
News Service . . . . . UP  
Transcription Service . . . . . Capitol, World  
Representative . . . . . Burn-Smith

Membership . . . . . NAB, FMA  
President . . . . . Samuel R. Sutphin  
Station Manager . . . . . George S. Losey  
Commercial Manager . . . . . Samuel R. White  
Program Director . . . . . Harry Lukins  
Production Director . . . . . Ward Glen  
Musical Director . . . . . Henry Oaks  
Chief Engineer . . . . . Charles Alter

## WITZ

### JASPER-HUNTINGBURG—1948

Frequency: 990 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Jasper On The Air, Inc.  
Bus.-Studio-Transmitter Address . State Hwy.  
No. 45 S.  
Phone Number . . . Jasper 678, Huntingburg 515  
Air Time . . . . . Local sunrise-local sunset  
News Service . . . . . UP  
Transcription Service . . . . . Associated  
Membership . . . . . NAB  
President . . . . . Gilbert E. Metzger  
General-Station Mgr., Pub. Dir. . Dale S. Phares  
Commercial Manager . . . . . George Willeford  
Sales Promotion Manager . . . . Walter Reybaum  
Program-Production Dir. . . . Bryan Davidson  
Chief Engineer . . . . . James Moseby  
Farm Editor . . . . . Bill Richardson

## WIOU

### KOKOMO—1948—CBS

Frequency: 1350 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . North Central Indiana Bcstg.  
Corp.  
Business-Studio Address . . Radio Center, 212½  
N. Main St.  
Phone Number . . . . . 6194  
Transmitter Location . . . Rd. 26, E. of State  
Rd. 31  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Weed  
Membership . . . . . NAB, BMB  
President . . . . . Richard Blacklidge  
V.P., Gen. Sales Prom. Mgr. . . John Carl Jeffrey  
Commercial Manager . . . . . Frank Gregory  
Prog.-Prod.-Pub. Director . . . James Muse  
Chief Engineer . . . . . Chester Rector  
Farm Editor . . . . . Dixon Harper

## WKMO

### KOKOMO—1941—KBS

Frequency: 1400 Kc. . . . . Power: 250 watts  
Owned-Operated By . . . Kokomo Bcstg. Corp.  
Business-Studio Address . 400½ North Main St.  
Phone Number . . . . . 5171  
Transmitter Location . . . . 1205 E. Morgan  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . Keystone, Standard,  
Lang-Worth

# INDIANA

Representative ..... Robert Meeker  
 Membership ..... NAB, BMB  
 President ..... Dr. R. S. Taylor  
 V.-P.-Gen.-Sta. Mgr. .... Joseph W. Jordan  
 Commercial Manager ..... Bill Wells  
 Prog.-Prod.-Pub. Director ..... Don Cripe  
 Chief Engineer ..... George Palmer

## W A S K

**LAFAYETTE—1941—MBS-HOOSIER**

Frequency: 1450 Kc. .... Power: 250 watts  
 Owned-Operated By ..... WFAM, Inc.  
 Business-Studio Address ..... Wallace Bldg.  
 Phone Number ..... 4300  
 Transmitter Location ..... McCarty Lane  
 Air Time ..... 6 a.m.-11 p.m.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Joseph Hershey McGillvra  
 Membership ..... NAB, BMB  
 Pres., Gen. Mgr. .... O. E. Richardson  
 Sales Pro.-Mgr. Pub. Dir. .... Hi Shumway  
 Prod. Dir.-Chief Announcer ... A. E. Morehouse  
 Chief Engineer ..... Harry Garba

## W L O I

**LA PORTE—1948**

Frequency: 1540 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ... La Porte County Bcstg. Co.  
 Address ..... P. O. Box 381  
 Phone Number ..... 3675  
 President ..... Hoyt H. Scott

## W B A T

**MARION—1947**

Frequency: 1600 Kc ..... Power: 500 watts d  
 Owned-Operated By ..... Marion Radio Corp.  
 Business-Studio Address ... 303½ So. Adams St.  
 Phone Number ..... 5500  
 Transmitter Location ... ¼ Mi. So. Roseburg  
 Air Time ..... 5:30 a.m. Local Sun-Set  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Walker  
 Membership ..... NAB  
 Pres., Gen.-Sta. Mgr., Pub. Dir. .... J. H. Bone  
 Comm.-Sales Prom. Mgr. .... Kermit A. Botkin  
 Prog.-Prod.-Musical Dir. .... Lenora Fuller  
 Chief Engineer ..... Chas. E. Westfall  
 Farm Editor ..... Guy Horris

## W I M S

**MICHIGAN CITY—1947**

Frequency: 1420 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ... Northern Indiana Bcsters.,  
 Inc.  
 Business-Studio Address ..... 415 Franklin St.  
 Phone Number ..... 4980  
 Transmitter Location .... Keiffer Rd. 3 Mi. Out-  
 side of city limits

Air Time ..... Local sunrise-sunset  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Lorenzen & Thompson  
 President ..... O. E. Richardson  
 General Manager ..... E. R. Herkner  
 Program Director ..... Richard S. Olson  
 Musical Director ..... Doris Pagels  
 Chief Engineer ..... Robert Schilling  
 Farm Editor ..... Charles Sharpless

## W L B C

**MUNCIE—1926—CBS-KBS**

Frequency: 1340 Kc ..... Power: 250 Watts  
 Owned-Operated By ... Tri City Radio Corp.  
 Business Address ..... P. O. Box 271  
 Phone Number ..... 4403  
 Studio-Transmitter Location, Hwy. 35 S.E. of  
 Junc. Hwys. No. 67, 3, 21 and 35  
 Air Time ..... 6:30 a.m.-12:07 a.m.  
 News Service ..... AP  
 Transcription Service ..... Capitol, Keystone  
 Representative ..... Walker, Hal Holman  
 Membership ..... NAB  
 Pres., Gen.-Sta.-Sales Prom. Mgr. .... W. F. Craig  
 Prog.-Prod Director ..... Lee Allerton  
 Musical Director ..... Bill Summers  
 Chief Engineer ..... Maury Crain

## W K B V

**RICHMOND—1926—MBS**

Frequency: 1490 Kc ..... Power: 250 Watts  
 Owned-Operated By ... Central Bcstg. Corp.  
 Bus.-Studio-Transmitter Address ... 25 S. Ninth St.  
 Phone Number ..... 1156  
 Air Time ..... 6 a.m.-10:30 p.m.  
 News Service ..... UP  
 Transcription Service ... Lang-Worth, SESAC  
 Representative ..... Robert Meeker  
 Membership ..... NAB  
 Pres., Gen.-Sta.-Sales Prom. Mgr. R. L. Nusbaum  
 Asst. Mgr. Prog. Dir. .... A. F. Schroy  
 Musical Director ..... Sue Tucker  
 Chief Engineer ..... L. J. Duning

## W H O T

**SOUTH BEND—1944—ABC**

Frequency: 1490 Kc ..... Power: 250 Watts  
 Owned-Operated By South Bend Bcstg. Corp.  
 Bus.-Studio-Transmitter Address ... St. Joseph &  
 Monroe Sts.  
 Phone Number ..... 3-4155  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative ..... Bolling  
 President ..... C. Bruce McConnell  
 Gen.-Sta.-Comm. Mgr.,  
 Program Director ..... William H. Spencer  
 Production Director ... R. Edward Berryman  
 Musical Director ..... Orville Foster

# INDIANA

Chief Engineer ..... David Maltby  
 Farm Editor ..... R. Edward Berryman

Chief Engineer ..... James R. Brewer  
 Farm Editor ..... Keith Reising

## WJVA

**SOUTH BEND—1948**

Frequency: 1580 Kc ..... Power: 250 Watts d  
 Owned-Operated By ..... St. Joseph Valley  
 Bcstg. Corp.  
 Business Address ..... 214 W. Wayne St.  
 Phone Number ..... 38668  
 Studio-Transmitter Address ..... Mishawaka  
 Hotel & N Hickory Rd.  
 Air Time ..... Sunrise-Sunset  
 News Service ..... UP  
 Transcription Service ... World, Lang-Worth,  
 Capitol  
 Representative ..... Burn-Smith  
 Membership ..... NAB  
 President ..... B. W. Redifer  
 Sta. Mgr. Prog. Dir. .... W. W. Oliver  
 Comm.-Sales Prom. Mgr. .... Dale Roberts  
 Musical Director ..... E. Davis  
 Chief Engineer ..... F. J. Bock

## W S B T

**SOUTH BEND—1922—CBS**

Frequency: 960 Kc ..... Power: 5000 Watts  
 Owned-Operated By The South Bend Tribune  
 Business-Studio Address .. 226 W. Colfax Av.  
 Phone Number ..... 3-6161  
 Transmitter Location ..... 7 mi. s.e. of city  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Capitol, Standard  
 Representative ..... Paul H. Raymer  
 Membership ..... NAB, BMB  
 President ..... F. A. Miller  
 Gen.-Sta. Mgr. .... Robert H. Swintz  
 Commercial Manager ..... Neal B. Welch  
 Sales Prom. Mgr. Pub. Dir. Walter A. Sweitzer  
 Program Director ..... Robert J. Drain  
 Production Director ..... Oliver Parcher  
 Musical Director ..... Harlan Hogan  
 Chief Engineer ..... Herbert G. Cole  
 Farm Editor ..... Philip Combs

## W T C J

**TELL CITY—1948—INDIANA NET**

Frequency: 1230 Kc ..... Power: 250 Watts  
 Owned-Operated By ..... James R. Brewer  
 Business Address ..... Tell City  
 Phone Number ..... 740  
 Studio-Transmitter Address ... Highway 66-E  
 Air Time ..... 6 a.m.-11 p.m.  
 News Service ..... AP  
 Transcription Service ..... Keystone  
 Owner, Gen.-Sta.-Comm. Mgr. Prog. Dir. James  
 R. Brewer  
 Sales Prom. Mgr. Prod.-Pub. Dir. Steve Bellinger  
 Musical Director ..... Ruth Baumgart

## W B O W

**TERRE HAUTE—1927—NBC**

Frequency: 1230 Kc ..... Power: 250 Watts  
 Owned-Operated By Banks of the Wabash, Inc.  
 Business-Studio Address ..... 303 S. Sixth St.  
 Phone Number ..... Crawford 5034  
 Transmitter Location ..... First & Peyton Sts.  
 Air Time ..... Unlimited  
 News Service ..... AP, UP  
 Transcription Service ..... World  
 Representative ..... Weed  
 Membership ..... NAB, BMB, FMA  
 General-Station Manager.. William F. Rippeloe  
 Sales Manager ..... Sigel A. Roush  
 Program Director ..... Leo J. Baxter  
 Publicity Director ..... Madeline K. Barry  
 Chief Engineer ..... Donald Aldrich

## W T H I

**TERRE HAUTE—1948—ABC**

Frequency: 1480 Kc ..... Power: 1,000 Watts  
 Owned-Operated By ... Wabash Valley Bcstg.  
 Corp.  
 Business-Studio Address ..... 120 So. 7th St.  
 Phone Number ..... Crawford 9481  
 Transmitter Location ... 13th St. & Hazelburger  
 Road  
 Air Time ..... Unlimited  
 Transcription Service ... Lang-Worth, Library  
 Representative ..... Free & Peters  
 Membership ..... NAB, BMB  
 President ..... Anton Hulman, Jr.  
 Station Manager ..... J. M. Higgins  
 Program Director ..... Arnold C. Johnson  
 Chief Engineer ..... T. R. Felts  
 Farm Editor ..... Arnold C. Johnson

## W A O V

**VINCENNES—1940—MBS**

Frequency: 1450 Kc ..... Power: 250 Watts  
 Owned-Operated By ..... Vincennes Sun Co.  
 Business-Studio Address ... 320 Bussron St.  
 Phone Number ..... 787  
 Transmitter Location ... Hqwy., N. of Vincennes  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... John E. Pearson  
 Membership ..... NAB  
 President ..... Eugene C. Pulliam  
 General Manager ..... Howard N. Greenlee  
 Station-Sales Promotion Mgr. Samuel J. Dodd  
 Program Director ..... Dale Young  
 Publicity Director ..... Beth Fitzpatrick  
 Musical Director ..... David Livingstone  
 Chief Engineer ..... Eugene E. Alden  
 Farm Editor ..... Ted Hill

# IOWA

Estimated Population 2,625,000—Increase +3.4%—Radio Homes 742,500  
Total Families 765,000—Stations in State 37

## KASI

AMES—1948

Frequency: 1430 Kc. Power: 1000 Watts d.  
Owned-Operated By: Ames Bcstg. Co.  
Business-Studio Address: 328½ Main St.  
Phone Number: 3460  
News Service: UP  
Transcription Service: Thesaurus, Capitol  
President, General Mgr.: Harold W. Higby  
Sales Manager: Arthur A. Skinner  
Program Director: William Allen Bell  
Chief Engineer: Doyle D. Kelso

## KBUR

BURLINGTON—1941—ABC

Frequency: 1490. Power: 250 Watts  
Owned-Operated By: Burlington Bcstg. Co.  
Business-Studio Address: National Bank Bldg.  
Phone Number: 680  
Transmitter Location: West Burlington  
Air Time: 6:00 a.m.-M  
News Service: UP  
Transcription Service: Thesaurus  
Representative: Taylor-Boroff  
Membership: NAB, FMA  
President: Dan T. Riley  
General Manager: Gerard B. McDermott  
Commercial Manager: David H. Steinle  
Program Director: Richard Mosena  
Publicity Director: David Steinle  
Chief Announcer: Lowell Jack  
Musical Director: Richard Kephart  
Chief Engineer: John Gallino  
Farm Editor: Gene Phillippe

## KCRG

CEDAR RAPIDS—1947—MBS

Frequency: 1600 Kc. Power 5000 Watts  
Owned-Operated By: The Gazette Co.  
Business-Studio Address: 104 First St., SW  
Phone Number: 4194  
Transmitter Location: Cedar Rapids  
Air Time: Unlimited  
News Service: AP, INS  
Transcription Service: Standard, Associated  
Representative: John E. Pearson  
Membership: NAB, BMB, FMA  
Secretary, Vice-President: Joseph F. Hladky  
General-Station-Comm. Mgr.: Neil C. Conklin  
Sales Prom. Mgr., Pub. Dir.: Edna A. Herbst  
Program Director: Wade S. Patterson  
Chief Announcer: Walter L. Pearson  
Musical Director: Jacquelyn T. Maguire  
Chief Engineer: Kenneth M. Caldwell  
Farm Editor: Rex Conn

## WMT

CEDAR RAPIDS—1922—CBS

Frequency: 600 Kc. Power: 5000 Watts  
Owned-Operated By: American Bcstg.  
Stations, Inc.  
Bus. Address: 807 Barr Bldg., Washington,  
D. C.  
Phone Number: District 2717, Washington,  
6127 at WMT, Cedar Rapids  
Studio Address: Paramount Theatre Bldg.  
Transmitter Location: Marion  
Air Time: 5:30 a.m.-12:05 a.m.  
News Service: AP, INS, UP  
Transcription Service: World, Lang-Worth,  
MacGregor  
Representative: Katz  
Membership: NAB, BMB  
President: Helen Mark  
General-Station Mgr.: William B. Quarton  
Commercial Manager: Lew Van Nostrand  
Promotion Mgr., Publicity Dir.: Leo F. Cole  
Program-Production Director: Douglas B. Grant  
Chief Announcer: Bob Leefer  
Musical Director: June Caldwell  
Chief Engineer: George Hixenbaugh  
Farm Editor: Charles A. Worcester

## KROS

CLINTON—1941—MBS-TALL CORN

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Clinton Bcstg. Corp.  
Business-Studio Address: Jacobsen Bldg.  
Phone Number: 448  
Transmitter Location: 13th Ave. North &  
Elvira Road  
Air Time: 6:00 a.m.-M  
News Service: UP  
Transcription Service: Standard  
Representative: McKinney, George Webber  
Membership: NAB  
President: W. S. Jacobsen  
General-Station Manager: Morgan Sexton  
Commercial Manager: Walter Teich  
Sales Promotion Manager: Vernon Gielow  
Program-Production Director: Bob Bodden  
Publicity Director: Vernon Gielow  
Chief Engineer: Gil Andrew  
Farm Editor: John Rohwer

## KSWI

COUNCIL BLUFFS—1947  
TALL CORN

Frequency: 1560 Kc. Power: 500 Watts  
Owned-Operated By: Nonpareil Bcstg. Co.  
Business Address: Strand Theatre Bldg.

Phone Number.....4041 Council Bluffs,  
Jackson 7736 Omaha, Neb.  
Studio Addresses..Strand The. Bldg., Council  
Bluffs, Live Stock Exc. Bldg., Omaha, Neb.  
Transmitter Location....South Omaha Road  
Air Time.....Minimum 11 hours  
News Service.....AP  
Transcription Service..Associated, Lang-Worth  
Station Representative.....J. P. McKinney  
Membership.....NAB, FMA  
President.....Robert R. O'Brien  
General-Station Manager...William E. Ware  
Sales Promotion Manager...Robert H. O'Brien  
Pro. Dir., Chief Announcer...Elden Anspach  
Musical Director.....Ralph Carey  
Chief Engineer.....Robert W. Hall  
Farm Editor.....C. W. McManamy

## KSIB

CRESTON—1946—KBS—TALL CORN

Frequency: 1520 Kc.....Power: 1000 Watts  
Owned-Operated By...Southwest Iowa Bcstg.  
Co.

Business-Studio-Transmitter  
Addresses.....Radio Center  
Phone Number.....55  
Air Time.....Sunrise to sunset  
News Service.....AP  
Transcription Service...Standard, Thesaurus,  
SESAC, Keystone  
Representative.....J. P. McKinney,  
George W. Webber

Membership.....NAB  
President.....Arthur Horning  
General-Station Mgr., Pub. Dir...E. M. Horning  
Commercial-Sales Prom. Mgr...Frank Reynolds  
Program-Production Director...John Munger  
Chief Announcer, Musical Dir...Dick Weiss  
Chief Engineer.....Louis A. Polen  
Farm Editor.....Shep Shafer

## KSTT

DAVENPORT—1946  
MBS-IOWA TALL CORN

Frequency: 750 Kc.....Power: 250 Watts  
Owned-Operated By...Davenport Bcstg. Co. Inc.  
Business-Studio Address.....324 Main St.  
Phone Number.....2-3525  
Transmitter Location...2505 Rockingham Road  
Air Time.....Sunrise to sunset  
News Service.....UP  
Transcription Service.....C. P. MacGregor  
Representative.....J. P. McKinney  
President, Station Manager...Hugh R. Norman  
Commercial Manager.....Buryl Lottridge  
Program Director.....A. M. McGregor  
Chief Announcer.....William Genett  
Musical Director.....Pat Alan  
Farm Editor.....Warren Anderson

## WOC

DAVENPORT—1921—NBC

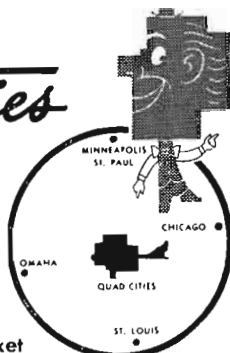
Frequency: 1420 Kc.....Power: 5000 Watts  
Owned-Operated By.....Tri-City Bcstg. Co.  
Business-Studio Address.....1000 Brady St.  
Phone Number.....3-3661  
Transmitter Location.....R. R. No. 1  
Air Time.....6 a.m.-M  
News Service.....UP  
Transcription Service...Lang-Worth, Thesaurus  
Representative.....Free & Peters  
Membership.....NAB, BMB, FMA  
President.....Col. B. J. Palmer  
V. Pres. & Treas.....D. D. Palmer  
Station Manager.....Ernie Sanders  
Commercial Manager.....L. O. Fitzgibbons  
Sales Promotion Manager.....Paul Ives  
Program-Production Director...Charles Freuburg  
Publicity Director.....Paul Ives  
Musical Director.....George O. Sontag  
Chief Engineer.....Paul G. Arvidson

# FIRST IN THE

**QUAD**  
*Cities*

DAVENPORT  
ROCK ISLAND  
MOLINE  
EAST MOLINE

The 40th Retail Market



BASIC Affiliate of NBC—  
the No. 1 Network

**WOC** AM 5,000 W., 1420 Kc.  
FM 47 Kw., 103.7 Mc.  
TV C.P. 22.9 Kw. visual and aural,  
Channel 5

DAVENPORT, IOWA

National Representatives Free & Peters, Inc.

## KDEC

DECORAH—1947

MBS-IOWA TALL CORN

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Telegraph-Herald  
 Business-Studio Address: 301 W. Broadway  
 Phone Number: 1240  
 Transmitter Location: 600 Leiv Eirikson Dr.  
 Air Time: Shares time  
 News Service: AP  
 Transcription Service: Standard  
 Representative: J. P. McKinney,  
 George Webber  
 Membership: NAB  
 President: F. W. Woodward  
 General Manager: William J. Croker  
 Commercial Manager: George Dorrington  
 Production Director: Robert Hildreth  
 Musical Director: Tom Corniea  
 Chief Engineer: Curtis Eittrheim  
 Farm Editor: Jay Spurgeon

## KCBC

DES MOINES—1946—MBS

Frequency: 1390 Kc. Power: 10,000 Watts  
 Owned-Oper. By: Kapital City Bcstg. Co.  
 Business-Studio Address: 2323 Grand Ave.  
 Phone Number: 4-3151  
 Transmitter Location: E. 42nd & Dean Ave.  
 Air Time: 6 a.m.-1 a.m.  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Representative: Weed  
 President: George P. E. Caesar, Jr.  
 General-Station Mgr.: Rollo H. Bergeson  
 Exec. Vice-President: Myles H. Johns  
 V.P.-Engineering: Karl Peters  
 Sales Promotion Mgr.: C. E. Grant  
 Prog.-Musical Dir.: Don Purdy  
 Chief Engineer: Bob Brown

## KIOA

DES MOINES—1947

Frequency: 940 Kc. Power: 10,000 Watts, d.  
 5000 Watts, n.  
 Owned-Operated By: Independent Bcstg. Co.,  
 Inc.  
 Business-Studio Address: Onthank Bldg.,  
 10th & Mulberry  
 Phone Number: 2-9191  
 Transmitter Location: Hartford  
 Air Time: Unlimited  
 News Service: INS, UP  
 Transcription Service: World, Associated  
 Representative: Paul H. Raymer  
 Membership: NAB, BMB  
 Gen. Mgr.: Harold Baker  
 V. Pres. & Operations Mgr.: Donn Clayton

Sales Promotion Manager, Publicity

Director: Janice R. Hull  
 Program Director: Don D. Alt  
 Production Director: Dan Hosmer  
 Chief Announcer: Lee Harris  
 Musical Director: Bill Walloce  
 Chief Engineer: Lloyd R. Amoo  
 Farm Editor: Don Ames

## KRNT

DES MOINES—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.-M  
 News Service: AP, INS, UP  
 Transcription Service: Standard, Associated  
 Station Representative: The Katz Agency  
 Membership: NAB, BMB  
 President: Gardner Cowles  
 General-Station Manager: Bob Dillon  
 Commercial Manager: Paul Elliott  
 Sales Promotion Manager: Joe Hudgens  
 Program Director: Charles Miller  
 Production Director: Dick Covey  
 Musical Director: Wayne Ackley  
 Chief Engineer: Charles Quentin  
 Farm Editor: Joseph B. Ryan

## KSO

DES MOINES—1922—CBS

Frequency: 1460 Kc. Power: 5000 Watts d.  
 Owned By: Murphy Bcstg. Co.  
 Operated By: Kingsley H. Murphy  
 Business-Studio Address: Tenth & Grand Ave.  
 Phone Number: 3-0571  
 Transmitter Location: E. 38th & Broadway  
 Air Time: Limited  
 News Service: AP, UP  
 Transcription Service: World, Cole  
 Station Representative: Headley-Reed  
 Membership: NAB, BMB  
 Pres. & General Mgr.: Kingsley H. Murphy  
 Station-Commercial Mgr.: S. H. McGovern  
 Program Director: Tom Lewis Shumate  
 Production Director: Bill C. Baldwin  
 Chief Announcer, Musical Dir.: Bill C. Baldwin  
 Chief Engineer: F. E. Bartlett

## KWDM

DES MOINES—1948—TALL CORN

Frequency: 1150 Kc. Power: 1000 Watts  
 Owned-Operated By: Des Moines Bcstg. Corp.  
 Business-Studio Address: 407 Fifth  
 Phone Number: 2-8363  
 Transmitter Location: Levey Road



# I O W A

Air Time..... Unlimited  
News Service..... INS  
Transcription Service..... Cole, Capitol, Associat'd  
Representative..... J. P. McKinney  
Membership..... NAB  
President..... George W. Webber  
General-Station Manager..... Robert L. Webber  
Commercial Manager..... James L. Kelehan  
Program Director..... Les Carmichael  
Musical Director..... Esther Rauch  
Chief Engineer..... Werner Schwarz

## W H O

### DES MOINES—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  
Air Time..... Unlimited  
News Service..... AP, INS, UP  
Transcription Service..... Thesourus, SESAC,  
Langworth

Station Representative..... Free & Peters  
Membership..... NAB, BMB  
President..... Col. B. J. Palmer  
V. Pres. & Resident Mgr..... Paul A. Loyel  
Exsc. V. Pres..... Ralph Evans  
Commercial Manager..... Harold Fulton  
Program Director..... Jack Kerrigan  
Production Director..... Kenneth Gfeller  
Musical Director..... Don Hovey  
Chief Engineer..... Reed E. Snyder  
Farm Editor..... Herb Plambeck

## K D T H

### DUBUQUE—1941

#### MBS-IOWA TALL CORN

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

Bus-Studio Address..... Eighth Ave. & Bluff  
Phone Number..... 1603  
Transmitter Location..... East Dubuque  
Air Time..... Unlimited  
News Service..... AP  
Transcription Service..... Standard  
Station Representative..... J. P. McKinney  
Membership..... NAB, BMB, FMA  
President..... F. W. Woodward  
General-Station Manager..... K. S. Gordon  
Program Director..... Arnie Stierman  
Musical Director..... Bob Gribben  
Chief Engineer..... Robert I. Hancock  
Farm Editor..... Gerald W. McAleece

## W K B B

### DUBUQUE—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.-M  
News Service..... UP  
Transcription Service..... World  
Representative..... Robert Meeker  
Membership..... NAB, BMB  
President..... Charles T. Landon  
General-Station Manager..... James D. Carpenter  
Commercial-Sales Promotion  
Manager..... Harry Hatzenbuehler  
Program-Production Dir..... Gleason Kistler  
Publicity Director..... James D. Carpenter  
Chief Announcer..... L. Vaughn Gayman  
Musical Director..... Ethel M. Carpenter  
Chief Engineer..... John Uyeoka  
Farm Editor..... Gleason Kistler

## K V F D

### FT. DODGE—1939

#### MBS-IOWA TALL CORN

Frequency: 1400 Kc..... Power: 250 Watts  
Owned-Operated By..... Northwest Bcstg. Co.  
Business-Studio Address..... 912-1st Ave. South  
(Warden Bldg.)

Phone Number..... Walnut 3761  
Transmitter..... 1 mi. S.W. of Ft. Dodge  
Air Time..... Unlimited  
News Service..... UP  
Transcription Service..... Lang-Worth  
Representative..... J. P. McKinney,  
George Webber

Membership..... NAB, BMB, FMA  
President, General-Station Mgr..... Edward Breen  
Office Manager..... Mae Challberg  
Sales Promotion Manager..... Max Landes  
Program Director..... Drexel Peterson  
Publicity Director..... Kenneth Peterson  
Chief Engineer..... David G. Sinclair

## K X G I

### FT. MADISON—1948

Frequency: 1360 Kc..... Power: 500 Watts  
Owned By..... Hawkeye Bcstg. Co.  
Operated By..... John F. Courier, W. L. Ashby,  
Bill M. Barron

Business-Studio Address..... KXGI, Marquette  
Bldg.

Phone Number..... 1360  
Transmitter Location..... 3 mi. W. of town  
Air Time..... Sunrise to sunset  
News Service..... AP  
Transcription Service..... Capitol  
Representative..... Burke, Kulpers & Mahoney  
Partners..... John F. Courier, Willis L. Ashby,  
Bill M. Barron

General Manager..... John F. Courier  
Station Manager..... John D. Staples

# IOWA

Sales Promotion Manager... James Fitzgerald  
Program Dir. Chief Announcer... Bill M. Barron  
Chief Engineer... Willis L. Ashby  
Farm Editor... Hal Hampton

## KXIC

IOWA CITY—1948

Frequency: 800 Kc. Power: 1000 Watts  
Owned-Oper. By... Johnson County Bcstg. Corp.  
Business-Studio Address... 108½ East Washing-  
ton St.  
Phone Number... 81181  
Transmitter Location... 1 mi. N. of Iowa City on  
R. F. D. No. 1  
Air Time... Local sunrise-local sunset  
News Service... UP  
Transcription Service... Standard, Lang-Worth  
Representative... Rural Radio  
Membership... NAB  
Pres., General-Station Mgr... Robert E. J. Snyder  
Commercial Manager... Lawrence B. Butler  
Program Director... Herbert D. Olson  
News Director... Gene Claussen  
Musical Director... Robert L. Bush  
Chief Engineer... Elliott Full  
Farm Editor... Dick Arnold

## KOKX

KEOKUK—1947—IOWA TALL CORN

Frequency: 1310 Kc. Power: 250 Watts  
Owned-Operated By... Keokuk Bcstg. Co.  
Business-Studio Address... Fifth & Main Sts.  
Phone Number... 235-6  
Transmitter Location... Main St. Rd.  
Air Time... Daytime  
News Service... UP  
Transcription Service... Lang-Worth, World  
Membership... NAB  
President... H. W. Stadler  
General-Station-Commercial-Sales Promotion  
Mgr., Publicity Dir... George B. J. Adkisson  
Program-Production Dir... Robert C. Matheny  
Chief Engineer... Alvin M. Frazee

## KFJB

MARSHALLTOWN—1923  
MBS-IOWA TALL CORN

Frequency: 1230 Kc. Power: 250 Watts  
Owned By... Times Republican Ptg. Co.  
Operated By... Marshall Electric Co.  
Business-Studio Address... 136 W. Main St.  
Phone Number... 3361  
Transmitter Location... Route No. 3  
Air Time... Unlimited  
News Service... UP  
Transcription Service... Standard  
Representative... J. P. McKinney  
Membership... NAB, BMB

President... D. W. Norris  
General-Station Manager... Paul E. Millen  
Commercial Manager... R. W. Brown  
Program Director... Ray P. Bennett  
Publicity Director... Paul G. Norris  
Chief Engineer... Herbert G. Anderson  
Farm Editor... William P. White

## KGLO

MASON CITY—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  
Hqwy. 18  
Air Time... Unlimited  
News Service... AP, UP  
Transcription Service... Standard, Associated  
Representative... Weed & Co.  
Membership... NAB, BMB, FMA  
President... Lee P. Loomis  
General-Station Manager... Herbert R. Ohrt  
Commercial Manager... Lloyd D. Loers  
Sales-Promotion Mgr., Pub. Dir... Henry B. Hook  
Program Director... William G. Suter  
Chief Engineer... Roger E. Sawyer  
News, Farm Editor... Charles Hilton

## KICM

MASON CITY—1948  
MBS-IOWA TALL CORN

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By... Mason City Bcstg. Co.  
Business-Studio Address... 5 2nd St. S. W.  
Phone Number... 5400  
Transmitter Location... 19th St. S. W.  
Air Time... 6 a.m.-M  
News Service... AP  
Transcription Service... World  
Representative... J. P. McKinney  
Membership... NAB  
President... Louis Wolf  
General-Station Manager... Charles E. Jones  
Commercial Manager... Joseph Simon  
Program-Production Director... Paul B. Patrick  
Chief Announcer, Farm Editor... James Knox  
Chief Engineer... Larry Lawson

## KSMN

MASON CITY—1948

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Operated By... Mohawk Bcstg. Co.  
Business Address... Box 919  
Phone Number... 5840  
Transmitter Location... 5 mi. E. of city  
Air Time... Daytime  
News Service... UP

Transcription Service.....Lang-Worth  
 Representative...Joseph Hershey McGillvra  
 Pres., General-Station Mgr...Robert M. Carson  
 Commercial-Sales Promotion  
 Manager.....No. man W. Rice  
 Program Director.....Jane Rice  
 Chief Announcer.....Frank Sims  
 Chief Engineer.....Jack Duncan  
 Farm Editor.....Paul Pippert

## KWPC

### MUSCATINE—1947—TALL CORN

Frequency: 860 Kc.....Power: 250 Watts  
 Owned-Operated By...Muscatine Bcstg. Co., Ltd.  
 Bus.-Studio-Transmitter Address....Mulberry  
 & Houser  
 Phone Number.....860  
 Air Time.....Sunrise-sunset  
 News Service.....UP  
 Transcription Service....Thesaurus, Associated  
 Representative.....J. P. McKinney  
 Membership.....NAB, FMA  
 General-Commercial Mgr....George J. Volger  
 Program Director.....Thelma Volger  
 Chief Engineer.....Elmer Christenson  
 Farm Editor.....John Hamlon

## KBIZ

### OTTUMWA—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....KBIZ, Inc.  
 Business-Studio Address.....Seven Acres,  
 2513 N. Court Rd.  
 Phone Number.....5600-1  
 Transmitter Location.....Community Gardens  
 Air Time.....6 a.m.-M  
 News Service.....UP  
 Transcription Service.....World  
 President, General Mgr....James I. Conroy  
 Station Manager.....Eleonor M. Haling  
 Commercial-Sales Promo. Mgr...Richard Meier  
 Program-Production Dir.....Del Donahoo  
 Musical Director.....Darrel Jones  
 Chief Engineer.....Wayne J. Hatchett

## KFNF

### SHENANDOAH—1924

Frequency: 920 Kc.....Power: 1000 Watts d.:  
 500 Watts n.  
 Owned-Operated By.....Capital Bcstg. Co.  
 Bus.-Studio-Transmitter  
 Address.....403 Sycamore  
 Phone Number.....1302  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....World, Standard  
 Membership.....NAB  
 Manager.....C. Earl Williams  
 Program Director.....Earl Blakesley  
 Chief Engineer.....William Hutton

## KMA

### SHENANDOAH—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. NE of  
 Shenadoah on Hgwy. 48  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....SESAC, Cole  
 Representative.....Avery-Knodel, Inc.  
 Membership.....NAB, BMB  
 President.....Edward W. May  
 General Manager.....Owen Saddler  
 Station Manager.....H. O. Peterson  
 Sales Promotion Mgr., Publicity Dir...Jim Moore  
 Program Director.....Glenn Harris  
 Chief Engineer.....R. J. Schroeder  
 Farm Editor.....Merrill J. Langfitt

## KSCJ

### SIOUX CITY—1927—CBS

Frequency: 1360 Kc.....Power: 3000 Watts  
 Owned-Operated By.....Pe kins Bros. Co.  
 Business-Studio Address.....415 Douglas St.  
 Phone Number.....5-7993  
 Transmitter Location.....Leeds  
 Air Time.....6 a.m.-M  
 News Service.....AP  
 Transcription Service.....Lang-Worth, World  
 SESAC, Cole  
 Representative.....George P. Hollingbery  
 Membership.....NAB, FMA  
 President.....W. R. Perkins  
 Station-Commercial Mgr.....E. T. Floherty  
 Program Director.....Elizabeth Sammons  
 Publicity Director.....Jean Harraday  
 Chief Engineer.....S. C. Dier

## KTRI

### SIOUX CITY—1938—MBS

Frequency: 1470 Kc.....Power: 5000 Watts  
 Owned-Operated By...Sioux City Bcstg. Co.  
 Business-Studio Address.....Commerce Bldg.  
 Phone Number.....8-0165  
 Transmitter Location.....Dakota City  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....Taylor-Boroff  
 Membership.....NAB, BMB  
 President.....Eugene Kelly  
 General-Station-Comm. Mgr....Dietrich Dirks  
 Sales Promotion Manager.....Lennon Kelly  
 Program-Publicity Director...Sheldon Singer  
 Production Dir. Chief Announcer...Bob Hansen  
 Chief Engineer.....Willard Easterly

# K I C D

SPENCER—1942—MBS-TALL CORN

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned By.....Iowa Great Lakes Bcstg. Co.  
 Operated By.....Ben B. Sanders  
 Business-Studio-Transmitter Address..Hqwy. 18  
 & 71  
 Phone Number.....45-6  
 Air Time.....6 a.m.-M  
 News Service.....AP  
 Transcription Service.....World, Standard,  
 Associated  
 Representative.....J. P. McKinney  
 Pres., General-Station Mgr.....Ben B. Sanders  
 Commercial-Sales Promo. Mgr.....Henry P. Cate  
 Program-Production-Publicity Director,  
 Chief Announcer.....Mason Dixon  
 Musical Director.....Tom Edwards

Chief Engineer.....Clarence Touw  
 Farm Editor.....Lyle Swigart

# K A Y L

STORM LAKE—1948

Frequency: 990 Kc.....Power: 250 Watts  
 Owned-Operated By....Cornbell Bcstg. Co.  
 Business-Studio Address.....Park Bldg.  
 Phone Number.....1490  
 Transmitter Location...Hqwys. 5 & 71 E. of  
 Storm Lake  
 Air Time.....Sunrise-sunset  
 News Service.....AP  
 Transcription Service.....Capitol, Thesaurus  
 Membership.....NAB  
 President.....O. J. Grau  
 General Mgr., Program Dir....Lee Gordon  
 Rasmussen

Why is **AP** the best?

*Because* — it is controlled by those  
 who have an especial interest in  
 news — all its members.

Available through membership.

Commercial Manager.....James I. McCord  
 Chief Engineer.....Charles Woodard  
 Farm Editor.....Norman Thomsen

# KAYX

**WATERLOO—1947—TALL CORN**

Frequency: 1090 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Waterloo Bcstg. Co.  
 Business-Studio Address...620½ LaFayette St.  
 Phone Number.....6851  
 Transmitter Location.....2½ MI. S.E. on  
 Hwya. 218

Air Time.....Sunrise-sunset  
 News Service.....UP  
 Transcription Service.....NBC, Lang-Worth  
 Representative.....J. P. McKinney  
 President.....C. R. Miller  
 Station-Commercial Manager....A. W. Triggs  
 Program Director.....L. F. Podhaski  
 Publicity Dir., Chief Announcer...Ray Starr  
 Chief Engineer.....C. R. Schaeffer  
 Farm Editor.....Warren Kester

# KWWL

**WATERLOO—1947**

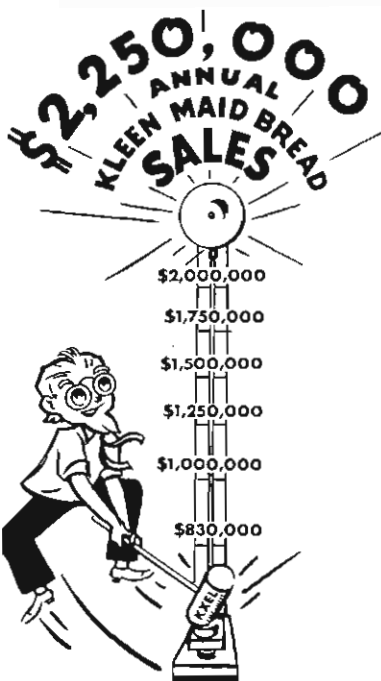
Frequency: 1320 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Black Hawk Bcstg. Co.  
 Bus.-Studio Address.....Russell-Lamson Hotel  
 Phone Number.....4406  
 News Service.....AP  
 Transcription Service.....Associated  
 President, General Mgr.....R. J. McElroy  
 Commercial Mgr.....W. Lyle Harvey  
 Program Director.....Edwin L. Falk  
 Promotion Manager.....Horb James  
 Chief Engineer.....Howard Burgess

# KXEL

**WATERLOO—1942—ABC**

Frequency: 1540 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Josh Higgins Bcstg. Co.  
 Business-Studio Address.....Insurance Bldg.  
 Phone Number.....3-337L  
 Transmitter Location.....Dysart  
 Air Time.....Unlimited  
 News Service.....INS  
 Representative.....Avery-Knodel  
 Membership.....NAB, BMB  
 President, Gen. Station Manager...Joe DuMond  
 Comm.-Sales Promotion Mgr.....A. J. DuMond  
 Program-Musical Director.....Emlyn Owen  
 Chief Engineer.....Donald E. Kassner  
 Farm Editor.....Carl Roth



# K X E L

"Backbone" of Radio's  
 Most Amazing  
**SALES SUCCESS**

- OVER THREE THOUSAND KXEL newscasts build Kleen-Maid bread sales from \$830,000 yearly to \$2,250,000.
- KXEL's newscasts increase Kleen-Maid outlets from 1020 to 1421.
- KXEL's newscasts increase Kleen-Maid routes from 27 to 40, OVER A ONE HUNDRED AND FORTY MILE AREA.

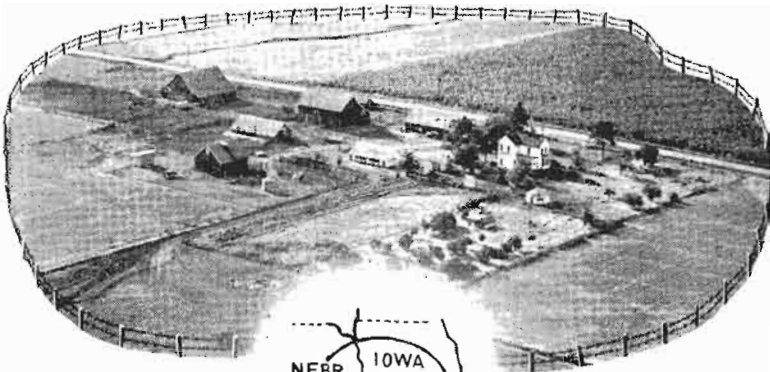
This amazing sales increase has been accomplished through KXEL's INTENSE SELLING, its GREAT PROGRAM POPULARITY and ITS BROAD 50,000 WATT COVERAGE in an area embracing Iowa's greatest concentration of wealth and people. HERE IS POSITIVE PROOF THAT YOU CANNOT SELL THE HEART OF IOWA WITHOUT KXEL AND THE KXEL RURAL CITY.  
 (Conlan Survey shows up to 52.4% listening audience.)

**KXEL — 50,000 watts — ABC**

JOSH HIGGINS BROADCASTING CO.  
 WATERLOO, IOWA

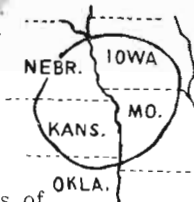
Represented by Avery-Knodel, Inc.  
 COVERING THE GREAT "KXEL RURAL CITY"

# WIBW Fences In This Rich



## Five State

Within this half millivolt line live the First Families of Agriculture—those loyal WIBW listeners who have been hitting the jackpot of bumper crops and high prices for eight consecutive years.



## Farm Market

Already one of America's most important markets, we sincerely believe that the next twelve months will see more dollars-per-person spent here than anywhere else in the country.

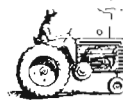
**LOOK at the BUYING POWER of WIBW's audience!**



Modern, mechanized farming is Big Business. In 1948 our listeners harvested the biggest corn crop on record and

topped it off with the third largest wheat crop. Income from these alone would put WIBW listeners on Easy Street, but it's only the beginning.

There are dozens of other diversified sources of year-round income — cattle, hogs, sheep, poultry, milk, eggs and 2½ million bushels of high priced soy beans as well as flax, barley, rye and sorghum. The dollar value of this year's crops will undoubtedly go down in history as the greatest ever produced.



IMPORTANT TO YOU is that wealth like this has been piling up for eight years. The comic strip farmer has been replaced by a scientific agriculturist. Modernization is everywhere . . . in machinery, equipment, homes and furnishings. Modern communication has made the wants of farm families and small town dwellers the same as those of the city dweller.

EQUALLY IMPORTANT is their overwhelming preference for WIBW for service, entertainment and buying guidance . . . a fact that is continuously demonstrated by sales records of WIBW advertisers.

*Seems like we ought to get together—doesn't it?*

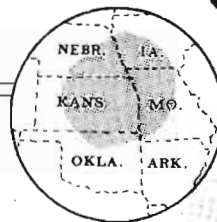


**W I B W**

SERVING AND SELLING

**"THE MAGIC CIRCLE"**

WIBW • TOPEKA, KANSAS • WIBW-FM



**C  
B  
S**

# KANSAS

Estimated Population 1,968,000—Increase +9.3%—Radio Homes 543,800  
Total Families 571,800—Stations in State 28

## KSOK

ARKANSAS CITY—1946

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned-Oper. By... The KSOK Bcstg. Co., Inc.  
Business-Studio Address... Home National Bank Bldg.  
Phone Number ..... 2666  
Transmitter Location... 1 Mi. N. of Arkansas City  
Air Time ..... Local sunrise-sunset  
News Service ..... AP  
Transcription Service ..... Capitol  
Representative ..... Lorenzen & Thompson  
President ..... Oscar S. Stauffer  
V.P., Gen. Station Mgr. .... S. C. Thompson  
Sales Promotion Manager... Glen E. Williams  
Program-Production Director... Don D. Chadd  
Publicity Director..... Melvin A. Haines  
Chief Announcer..... Frederick B. Uszle  
Chief Engineer..... Edward H. Howe  
Farm Editor..... Melvin A. Haines

## KXXX

COLBY—1947

Frequency: 790 Kc. Power: 5000 Watts d.  
Owned-Oper. By... Western Plains Bcstg. Co., Inc.  
Business-Studio Address..... 505 N. Franklin  
Phone Number ..... 790  
Transmitter Location..... 2 Mi. E. of Colby  
Air Time ..... Daytime  
News Service ..... INS  
Transcription Service..... Associated, Capitol  
Representative..... Rural Radio Co.  
Membership ..... NAB, BMB  
President, General Manager... John B. Hughes  
Commercial Manager..... Dan E. Bellus  
Program Director..... George Nickson  
Production Director..... Jerry Appy  
Publicity Director..... C. Dale Danford  
Musical Director..... George Nickson  
Chief Engineer..... U. L. Lynch  
Farm Editor..... Embert Coles

## KVAK

ATCHISON—1939—KBS

Frequency: 1470 Kc. Power: 1000 Watts  
Owned-Operated By..... S. H. Patterson  
Address..... 622½ Commercial St.  
Phone Number ..... 1420  
News Service ..... AP  
Transcription Service ..... KBS  
President ..... S. H. Patterson  
General Mgr. .... Norwood J. Patterson  
Commercial Mgr. .... Ed Arthur  
Program Director..... Peter Pitell  
Promotion Manager..... Sam Elliston  
Chief Engineer..... Lowden Gingre

## KGN0

DODGE CITY—1930  
KBS-KANSAS STATE

Frequency: 1370 Kc. Power: 1000 Watts d.;  
250 Watts n.  
Owned-Oper. By..... Dodge City Bcstg. Co.  
Business Address..... 705 Second Ave.  
Phone Number ..... 1340  
Studio Address..... Globe Bldg.  
Transmitter Location..... W. Park St.  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service... Lang-Worth, Keystone  
Representative ..... Art Hagg  
Membership ..... BMB  
President, General Manager... J. C. Denious  
Station Mgr., Program Dir... Herschel Holland  
Commercial Manager..... Isadore Salm  
Sales Promotion Manager... Gordon Sanders  
Chief Engineer..... Henry McClintock

## KGGF

COFFEYVILLE—1947—ABC

Frequency: 690 Kc. Power: 1000 Watts d.;  
500 Watts n.  
Owned-Oper. By... The Midwest Bcstg. Co., Inc.  
Business-Studio Address..... 8th & Elm  
Phone Number ..... 147  
Transmitter Location... So. Coffeyville, Okla.  
Air Time ..... 6 a.m.-11 p.m.  
News Service ..... UP  
Transcription Service..... World, Thesaurus  
Representative ..... Weed  
Membership ..... NAB  
President ..... Fay N. Seaton  
General Manager..... Richard M. Seaton  
Station Manager..... Robert L. Pratt  
Commercial Manager..... E. B. Spoonamore  
Program Director..... Roger H. Stoner  
Chief Engineer..... J. S. Jaminet  
Farm Editor..... Joe Cook

## KTSW

EMPORIA—1939  
MBS-KANSAS STATE-KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... Emporia Bcstg. Co., Inc.  
Business-Studio Address..... 613 Merchant St.  
Phone Number ..... 153-4  
Transmitter Location..... Sodens Grove  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service... World, Standard, KBS  
Membership ..... NAB

President, General Mgr. . . . . Julian L. Hill  
 Asst. Mgr., Chief Engineer . . . . Paul H. Daniels  
 Program Director . . . . . Mrs. Robert Grimm  
 Farm Editor . . . . . Tex Smiley

## K G A R

**GARDEN CITY—1948**

Frequency: 1050 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Albert B. Pyatt  
 Business-Studio Address . . . . . Radio Ranch  
 Phone Number . . . . . 3041  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol, MacGregor  
 Representative . . . . . Associated  
 President, General Mgr. . . . . Albert B. Pyatt  
 Comm. Mgr., Prog. Dir. . . . . Don White  
 Chief Engineer . . . . . Claude L. Hughes

## K I U L

**GARDEN CITY—1935—MBS-KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Telegram Publishing Co.  
 Business-Studio Address . . . . . 509½ N. Main St.  
 Phone Number . . . . . 4581  
 Transmitter Location . . . . . Warner Terrace  
 Air Time . . . . . 6 a.m.-11:30 p.m.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Thesaurus, Keystone  
 Membership . . . . . NAB  
 President . . . . . Robert B. Reed  
 General Manager . . . . . G. F. Reed  
 Station Manager . . . . . Robert Wells  
 Commercial Manager . . . . . Steve Aylward  
 Program-Publicity Director . . . . . Tom Lanman  
 Chief Announcer . . . . . Max Bicknell  
 Chief Engineer . . . . . Bob Bryant  
 Farm Editor . . . . . Tony Jewell

## K W G B

**GOODLAND—1947**

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Goodland Bcstg. Co.  
 Business-Studio Address . . . . . Hotel Goodland  
 Phone Number . . . . . 331  
 News Service . . . . . INS  
 Transcription Service . . . . . Lang-Worth, World  
 President, General Mgr. . . . . James E. Blair  
 Commercial Mgr. . . . . Dick Eldridge  
 Program Director . . . . . Bert Blair  
 Chief Engineer . . . . . Walt Bigelow, Jr.

## K V G B

**GREAT BEND—1937—MBS**

Frequency: 1590 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . KVGB, Inc.  
 Business-Studio Address . . . . . 2103 Forest  
 Phone Number . . . . . 4317-8  
 Transmitter Location . . . . . 3 Mi. SW of Great Bend  
 Air Time . . . . . Unlimited

News Service . . . . . UP  
 Transcription Service . . . . . SESAC, Lang-Worth  
 Representative . . . . . John E. Pearson  
 Membership . . . . . NAB, BMB  
 President . . . . . Helen T. Coogan  
 General-Station Manager . . . . . Grover C. Cobb  
 Commercial Manager . . . . . Sherwood R. Parks  
 Sales Promotion Manager . . . . . Bill J. Jarvis  
 Program Director . . . . . Ray H. Beals  
 Musical Director . . . . . Howard Neighbor  
 Chief Engineer . . . . . Chester A. Wallack

## K A Y S

**HAYS—1948**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Business-Studio Address . . . . . 2401 Hall St.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard, Capitol  
 Manager . . . . . Clem Morgan  
 Commercial Manager . . . . . Lynn Cook  
 Program Director . . . . . Paul Kelly  
 Chief Engineer . . . . . Glenn Barnett

## K W B W

**HUTCHINSON—1935—NBC**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Radio Station KWBW  
 Business-Studio Address . . . . . 101 East Ave "A"  
 Phone Number . . . . . 5202  
 Transmitter Location . . . . . 17th & Harding Sts.  
 Air Time . . . . . 18 Hrs.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NAB  
 President, General-Station Mgr. . . . . William Wyse  
 Comm.-Sales Promotion Mgr. . . . . Robert Rives  
 Prog.-Prod.-Pub. Director . . . . . William Michelsen  
 Musical Dir., Farm Editor . . . . . James Pyatt  
 Chief Engineer . . . . . John Swafford

## K W H K

**HUTCHINSON—1946—KBS**

Frequency: 1190 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . KWHK Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 18 W. 5th St.  
 Phone Number . . . . . 3-100  
 Transmitter Location . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard, Keystone  
 Representative . . . . . Homer Griffith, J. P. McKinney  
 President . . . . . R. L. Evans  
 Sec.-Treas., Gen.-Station Mgr. . . . . Vern Minor  
 Commercial Manager . . . . . Gren Darling  
 Sales Promotion Manager . . . . . Malcolm West  
 Program-Production Dir. . . . . Paul Cochran  
 Publicity Director . . . . . Don Bell  
 Musical Director . . . . . J. Bruce Murray  
 Chief Engineer . . . . . Millary Clary  
 Farm Editor . . . . . Don Bell



## KIND

### INDEPENDENCE—1947—KBS

Frequency: 1010 Kc. Power: 250 Watts d.  
Owned-Operated By: Central Bcstg., Inc.  
Bus.-Studio-Transmitter: Professional Bldg.  
Phone Number: 1010  
Air Time: Local sunrise-local sunset  
News Service: AP  
Transcription Service: Lang-Worth, Keystone  
Membership: BMB  
President, General Manager: J. Nelson Rupard  
Program Director: M. Keith Upson  
Publicity Director: Joe Fields  
Chief Engineer: Harry C. Butterfield

## KCKN

### KANSAS CITY—1925

Frequency: 1340 Kc. Power: 250 Watts  
Owned By: Capper Publications, Inc.  
Operated By: The KCKN Bcstg. Co., Inc.  
Business-Studio Address: 300 Walloway Bldg.  
Phone Number: Victor 3864  
Transmitter Location: 901 N. 8th St.  
Air Time: 7 a.m.-11 p.m.  
News Service: AP, UP  
Transcription Service: Lang-Worth, Standard  
Representative: Capper Publications  
President: W. A. Bailey  
General Manager: Ben Ludy  
Station Manager: Ellis Atteberry  
Commercial Manager: Joe Story  
Production Director: George Stump  
Chief Engineer: K. G. Marquardt

## KCLO

### LEAVENWORTH—1948

Frequency: 1410 Kc. Power: 500 Watts d.  
Owned-Oper. By: The Leavenworth Bcstg. Co.  
Business-Studio Address: 418½ Cherokee St.  
News Service: UP  
Transcription Service: Capitol  
President: Hon. Alf M. Landon  
General Manager: A. D. Whisenant  
Commercial Manager: Orville Hundley  
Program Director: Ron Barkley  
Chief Engineer: Mel Gleason

## KSCB

### LIBERAL—1948

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Seward County Bcstg. Co.  
Business-Studio Address: E. 8th St.  
Phone Number: 385  
News Service: UP  
Transcription Service: Standard  
President: Hon. Alf M. Landon  
General Manager: Leon S. Salathell  
Program Director: Ben Barry  
Chief Engineer: Wayne Pash

## KLKC

### PARSONS—1948

Frequency: 1540 Kc. Power: 250 Watts d.  
Owned-Oper. By: Community Bcstg. Co.  
Business-Studio Address: 1904 Broadway  
Phone Number: 4050  
News Service: AP  
Transcription Service: Standard  
President: Clyde M. Reed  
General Manager: Kerm Trimble  
Commercial Manager: Jerry Toland  
Program Director: Ray Drenner

## KOAM

### PITTSBURG—1937—NBC

Frequency: 860 Kc. Power: 10,000 Watts d.  
Owned-Oper. By: The Pittsburg Bcstg. Co., Inc.  
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.-M.  
News Service: AP  
Transcription Service: World  
Representative: John E. Pearson  
Membership: NAB, BMB  
President: E. V. Baxter  
Station Commercial Manager: R. E. Wade  
Chief Announcer: Bob Arthur  
Chief Engineer: Leo Stafford

## KSEK

### PITTSBURG—1947

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: The Pittsburg Publ. Co.  
Business-Studio Address: Hotel Besse Bldg.  
Phone Number: 742  
Transmitter Location: E. Quincy (extended)  
Air Time: Unlimited  
News Service: AP  
Transcription Service: Lang-Worth  
Representative: Lorenzen & Thompson  
President: O. S. Stauffer  
General Manager: James M. Griffith  
Commercial Manager: Peter J. Esser  
Program Director: Jack Lloyd  
Publicity Director: Dorothy Conner  
Chief Engineer: W. D. Brosseau

## KSAL

### SALINA—1937—MBS

Frequency: 1150 Kc. Power: 5000 Watts  
Owned-Operated By: KSAL, Inc.  
Bus.-Studio Address: Journal Bldg., Seventh &  
Iron Sts.  
Phone Number: 100-1  
Transmitter Location: New Cambria  
Air Time: Unlimited  
News Service: AP

# KANSAS

Transcription Service....Lang-Worth, Standard  
Representative.....John E. Pearson  
Membership.....BMB  
President.....R. J. Laubengayer  
Station-Comm. Mgr., Prog. Dir.....R. V. Jensen  
Sales Promotion Manager...Peter M. Macdonald  
Chief Announcer.....John G. Smith  
Musical Director.....Alfred M. Thompson  
Chief Engineer.....N. E. Vance, Jr.  
Farm Editor.....Stewart Peck

## KTOP

TOPEKA—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned By.....Collinson Bcstg. Co.  
Operated By.....T. Hall Collinson  
Business-Studio Address.....214 W. 5th St.  
Phone Number.....4-3444  
Transmitter Location.....N. Buchanan  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Capitol, Associated  
Representative.....Lorenzen & Thompson  
Owner, Manager.....T. Hall Collinson  
Commercial Manager.....Richard C. Scheele  
Sales Promotion Manager,  
Publicity Director.....Thad M. Sandstrom  
Program Director.....Jack Warren Ostrode  
Production Director.....William Griskey  
Chief Announcer.....Wayne M. Heady  
Chief Engineer.....David R. Stevenson

## WIBW

TOPEKA—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts  
Owned By.....Capper Publications, Inc.  
Operated By.....Topeka Bcstg. Assn., Inc.  
Business-Studio Address.....1035 Topeka Blvd.  
Phone Number.....3-2377  
Transmitter Location.....7 Mi. W. of Topeka  
Air Time.....Unlimited  
News Service.....AP, UP  
Transcription Service...Lang-Worth, Standard  
Membership.....FMA  
President.....H. S. Blake  
General-Station Manager.....Ben Ludy  
Commercial Manager.....Hilton Hodges  
Prog.-Prod.-Musical Dir.....Maude Carlson  
Publicity Director.....Allan Young  
Chief Engineer.....K. G. Marquardt  
Farm Editor.....Gene Shipley

(See Page 422)

## WREN

TOPEKA—1927—ABC

Frequency: 1250 Kc.....Power: 5000 Watts  
Owned-Operated By...Jackman & Jackman, Inc.  
Business-Studio Address.....411 W. 10th St.  
Phone Number.....2-0505-6  
Transmitter Location.....Grantville  
Air Time.....6:30 a.m.-M.

News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....George P. Hollingbery  
Membership.....NAB, BMB  
President.....R. C. Jackman  
General Manager.....John S. Major  
Comm.-Sales Promotion Mgr....Bailey Axton  
Program Director.....Fred L. Conger  
Chief Engineer.....Carl B. Bliesner

## KAKE

WICHITA—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...KAKE Bcstg. Co., Inc.  
Business-Studio Address...418 W. Douglas Ave.  
Phone Number.....4-9369  
Transmitter Location...19th & Hydraulic Sts.  
Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....World  
Membership.....NAB  
President.....Mark Adams  
General Manager.....Jack Todd  
Commercial Manager.....Martin Bass  
Sales Prom. Mgr., Program-Production  
Director.....Graeme Fletcher  
Chief Engineer.....Harold Newby

## KANS

WICHITA—1936—NBC

Frequency: 1480 Kc.....Power: 5000 Watts d.:  
1000 Watts n.  
Owned-Operated By.....Kansas Bcstg., Inc.  
Business-Studio Address...1015 N. Broadway  
Phone Number.....4-2387  
Transmitter Location.....5560 W. 13th St.  
Air Time.....Unlimited  
News Service.....AP, UP  
Transcription Service.....Lang-Worth  
Representative.....Taylor-Boroff  
Membership.....NAB, BMB  
President, General Mgr.....Archie J. Taylor  
Commercial Manager.....H. W. Allen  
Program Director.....Paul A. Wilson  
Musical Director.....Raymond Shelley  
Chief Engineer.....Ted Halthecker

## KFBI

WICHITA—1923—ABC

Frequency: 1070 Kc.....Power: 10,000 Watts d.:  
1000 Watts n.  
Owned-Operated By.....KFBI, Inc.  
Business-Studio Address.....200 E. First St.  
Phone Number.....2-1447  
Transmitter Location.....RFD No. 2, Box 14  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Capitol  
Representative.....Avery-Knodel  
Membership.....NAB, BMB

# KANSAS-KENTUCKY

President.....Clem J. Randau  
 General-Station Manager.....Howard Lane  
 Comm.-Sales Prom. Mgr.....D. W. McCoy, Sr.  
 Prog.-Prod.-Pub. Director.....J. B. Bradshaw  
 Chief Announcer.....Tom Belcher  
 Musical Director.....Verne Nydegger  
 Chief Engineer.....K. W. Pyle  
 Farm Editor.....Lester Weatherwax

Transmitter Location.....RR 3  
 Air Time.....5 a.m.-12:05 a.m.  
 News Service.....AP, UP  
 Transcription Service.....Lang-Worth  
 Representative.....Edward Petry  
 Membership.....NAB, BMB  
 President.....John Rigby  
 Exec. V.P.....Marcellus M. Murdock  
 General Manager.....Frank V. Webb  
 Natl. Sales Mgr.....Frank Mathews  
 Sales Promotion Manager.....Russel L. Lowe  
 Program Director.....Vernon E. Reed  
 Production Director.....John R. Speer  
 Chief Announcer.....David M. Wilson  
 Musical Director.....Wayne Euchner  
 Chief Engineer.....Amos C. Daddisman  
 Farm Editor.....Bruce Behymer

## KFH

**WICHITA—1923—CBS**

Frequency: 1330 Kc.....Power: 5000 Watts  
 Owned-Operated By...Radio Station KFH Co.  
 Business-Studio Address.....KFH Bldg.  
 Phone Number.....2-4491

# KENTUCKY

*Estimated Population 2,819,000—Increase —0.9%—Radio Homes 635,200  
 Total Families 715,600—Stations in State 37*

## W C M I

**ASHLAND—1935—CBS-SOUTHERN**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Ashland Bcstg. Co.  
 Business-Studio Address.....South 20th St.  
 Phone Number.....3010  
 Transmitter Location.....47th & Clay Sts.  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Thesaurus, World  
 Representative.....John E. Pearson  
 Membership.....NAB, BMB  
 President.....Gilmore N. Nunn  
 Gen.-Station-Comm. Mgr.....Charles C. Warren  
 Sales Prom.-Program Dir.....W. R. Martin  
 Prod. Dir., Chief Announcer..George Marshall  
 Publicity Director.....Ed Paulin  
 Musical Director.....David Stanley  
 Chief Engineer.....Clarence Weaver  
 Farm Editor.....Ed. Paulin

Commercial Manager.....Houston Griffin  
 Sales Prom. Mgr., Pub. Dir.....Alvis Temple  
 Prog.-Prod. Director.....Joe H. Calloway  
 Chief Announcer.....Sam Allgood  
 Musical Director.....James Topmiller  
 Chief Engineer.....Neal McGown  
 Farm Editor.....Alvis Temple

## W L B J

**BOWLING GREEN—1940—MBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By...Bowling Green Bcstg. Co.,  
 Inc.  
 Bus.-Studio-Transmitter Address..901 Fairview  
 Ave.  
 Phone Number.....1340-1  
 Air Time.....5 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service.....Capitol, Keystone  
 Representative.....Burn-Smith  
 Membership.....NAB  
 Pres., Gen.-Station Manager, Publicity  
 Director.....Ken D. Given  
 Comm.-Sales Promotion Mgr.....Elmer A. Finley  
 Program-Production Dir.....William Kuznitsof  
 Chief Announcer.....Joe Hamilton  
 Musical Director.....Helen Given  
 Chief Engineer.....Rondal L. Miller  
 Farm Editor.....Joe Hamilton

## W K C T

**BOWLING GREEN—1947  
 KENTUCKY STATE**

Frequency: 930 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...The Daily News Bcstg. Co.  
 Business-Studio Address.....415 Park Row  
 Phone Number.....2640  
 Transmitter Location.....Beech Bend Park  
 Air Time.....6 a.m.-local sunset  
 News Service.....UP  
 Transcription Service.....Associated, Standard,  
 SESAC  
 President.....J. Ray Gaines  
 Gen.-Station Mgr.....Paul R. Huddleston

## W T C O

**CAMPBELLVILLE—1948**

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...South Central Kentucky  
 Bcstg. Corp.

## KENTUCKY

Business-Studio Address.....203 Main St.  
 Phone Number .....250  
 Transmitter Location...On State Hway 55, 3¼  
 Mi. N. of Campbellville  
 Air Time .....Daytime  
 News Service .....UP  
 Transcription Service...Capitol, World, Cole  
 Membership .....NAB  
 President.....H. T. Parrott  
 Gen.-Station-Comm. Mgr....James Shacklette  
 Sales Promotion Mgr....William J. Harris, Jr.  
 Program-Production Dir.....Lemuel Felts  
 Chief Announcer.....Robert Shippee  
 Musical Director.....Lemuel Felts  
 Chief Engineer.....J. B. Crawley

### W C T T

**CORBIN—1947—MBS-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By...Corbin Times-Tribune, Inc.  
 Business Address.....308 S. Main St.  
 Phone Number .....123-4, 1071  
 Studio-Transmitter Location.....Falls Hway.  
 Air Time .....17 Hrs.  
 News Service .....AP  
 Transcription Service...Thesaurus, Keystone  
 Membership .....NAB, BMB  
 President.....J. Springer Robinson  
 General Manager.....John L. Crawford  
 Station Manager.....W. Wallace Robinson  
 Commercial Manager.....S. G. Hembree  
 Chief Announcer.....Rufus G. Disney  
 Chief Engineer.....Russell Henson

### W Z I P

**COVINGTON—1947**

Frequency: 1050 Kc.....Power: 250 Watts d.  
 Owned-Operated By...WZIP, Inc.  
 Bus.-Studio Address...Sixth & Madison Aves.  
 Phone Number .....JUniper 5900  
 Transmitter Location.....Eighth & Horton Sts.  
 Air Time .....Daytime  
 News Service .....AP  
 Transcription Service.....World, SESAC  
 Membership .....NAB, BMB  
 Pres., Gen.-Comm. Mgr....Arthur L. Eilerman  
 Station-Sales Prom. Mgr., Program  
 Director .....Lloyd W. Baldwin  
 Production Director.....James Ferguson  
 Publicity Director.....Lloyd W. Baldwin  
 Chief Announcer.....Stephen Crane  
 Musical Director.....Jimmy Lee  
 Chief Engineer.....Richard Washington  
 Farm Editor.....Raymond L. Scott

### W H I R

**DANVILLE—1947**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...Commonwealth Bcstg. Corp.

Business Address.....P. O. Box 234  
 Phone Number .....1230  
 News Service .....AP  
 Transcription Service.....World, Capitol  
 President, Commercial Mgr.....W. T. Isaac  
 V.P., Program Dir.....David B. Highbaugh

### W F K Y

**FRANKFORT—1946**  
**MBS-BLUEGRASS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...Frankfort Bcstg. Co.  
 Business-Studio Address.....104 E. Main St.  
 Phone Numbers.....2509-10; Transmitter, 2354  
 Transmitter Location.....Crutcher's Hill  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service .....World  
 Membership .....NAB, BMB  
 President .....Garvice Kincaid  
 General Manager.....Robertson C. Scott  
 Program Director.....John A. Vroman  
 Chief Engineer.....Wallace Roach

### W K A Y

**GLASGOW—1946**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By...Glasgow Bcstg. Co., Inc.  
 Business-Studio Address .....Glasgow  
 Phone Number.....598, 632  
 Transmitter Location.....Happy Valley Rd.  
 Air Time .....Unlimited  
 News Service .....UP  
 Transcription Service.....World, Standard  
 Representative .....Helen Wood, Colton  
 Membership .....NAB  
 President.....Gordon E. Brown  
 General Manager.....Edward C. Lockwood  
 Commercial Manager.....Louis Rayburn  
 Program Director.....Lee Redford  
 Chief Announcer.....Noel Pass  
 Chief Engineer.....Edward C. Lockwood

### W H L N

**HARLAN—1941**  
**MBS-KBS-GOOD COAL**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By...Blanco Radio Co., Inc.  
 Business-Studio-Transmitter Address...Harlan  
 Phone Number .....625-6  
 Air Time .....6 a.m.-11:30 p.m.  
 News Service .....AP  
 Transcription Service.....Standard, Keystone  
 Representative .....Burn-Smith  
 Membership .....NAB  
 President, Gen.-Station Mgr.....R. B. Helms  
 Comm. Mgr., Prog. Dir.....C. E. Whitehart  
 Sales Prom. Mgr., Pub. Dir.....Kyle Whitehead  
 Production Director.....James Morgan

# KENTUCKY

Chief Announcer.....Jay Barlow  
Chief Engineer.....John Greenwood  
Farm Editor.....Allen Davis

## WKIC

HAZARD—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....BMG Bcstg. Corp.  
Business Address.....Box 239  
Phone Number.....Main 720  
Studio Address.....Peoples Bank Bldg.  
Transmitter Location.....N. Main St.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....World  
Representative.....Thomas F. Clark Co.  
Membership.....NAB, BMB  
President, Gen.-Station Mgr....Fred B. Bullard  
Commercial Manager.....Richard H. Goodlette  
Sales Prom. Mgr., Pub. Dir.....Paul Combs  
Program Director.....Charles W. Metcalf  
Prod. Dir., Chief Announcer.....Hugh Dunbar  
Chief Engineer.....Eugene S. Adams

## WSON

HENDERSON—1941—MBS

Frequency: 860 Kc.....Power: 500 Watts d.  
Owned By.....Henderson Bcstg. Co., Inc.  
Bus.-Studio-Transmitter Address.....Zion Rd.  
Phone Number.....3923  
Air Time.....Daytime  
News Service.....AP, UP  
Transcription Service.....World, Cole  
Representative.....Sears & Ayers  
Membership.....NAB  
President.....Pierce E. Lackey  
Gen.-Station-Comm.-Sales Promotion  
Manager.....Hecht S. Lackey  
Prog.-Prod.-Pub. Dir.. Tom Fitzgibbons Murray  
Chief Announcer.....Martin E. Schaeffer  
Musical Director.....R. M. Cleveland  
Chief Eng., Farm Editor.....Vernon R. Nunn

## WHOP

HOPKINSVILLE—1940—CBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By..Hopkinsville Bcstg. Co., Inc.  
Business Address.....P. O. Box 539  
Phone Number.....1025  
Studio-Transmitter Location.....Cadiz Rd.  
Air Time.....5 a.m.-M.  
News Service.....AP, UP  
Transcription Service.....World, Cole,  
Lang-Worth, Keystone  
Representative.....Sears & Ayer  
Membership.....NAB  
President.....Pierce E. Lackey  
General-Station-Commercial-Sales Prom.  
Manager.....F. E. Lackey  
Program Production Dir.....Katherine Peden

Publicity Director.....Charles Stratton  
Chief Ann., Musical Dir.....William L. McGee  
Chief Engineer.....Leo Y. Wilson  
Farm Editor.....Thomas B. Covington

## WKLX

LEXINGTON—1945

Frequency: 1300 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Fayette Bcstg. Co.  
Address.....Phoenix Hotel  
Phone Number.....8115  
Transmitter Location.....Greendale Rd.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Lang-Worth, Standard  
Representative.....Walker  
Chief Owner.....E. F. Prichard, Sr.  
General Manager.....Ted Grizzard  
Commercial Manager.....Paul Ledridge  
Program Director.....Jack Brooks  
Chief Engineer.....Bill Yount

## WLA P

LEXINGTON—1928—ABC

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By...American Bcstg. Corp.  
(Not ABC)  
Business-Studio Address.....Radio Bldg.  
Phone Number.....1721-2-3  
Transmitter Location.....Mason-Headley Rd.  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....World, Capitol  
Representative.....John E. Pearson  
Membership.....NAB, BMB  
President.....Gilmore N. Nunn  
V.P., General Manager.....J. E. Willis  
Commercial Manager.....Miller Welch  
Sales Promotion Manager.....James P. Young  
Program Director.....J. B. Faulconer  
Chief Announcer.....Henry Allin  
Chief Engineer.....Sanford Helt

## WLEX

LEXINGTON—1946

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Central Ky. Bcstg. Co.  
Business Address.....P. O. Box 985, Russell  
Cave Pike  
Phone Number.....2901, 5878  
Studio-Transmitter Location..Russell Cave Pike  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Associated  
Representative.....RA-TEL  
Membership.....NAB  
President.....D. H. Gay, Jr.  
General Manager.....Carroll Gardner  
Business Manager.....H. Guthrie Bell  
Production Director.....Bob Kimbro  
Chief Announcer.....Jim Lounsbury

# KENTUCKY

Chief Engineer.....Otho Warner  
Farm Editor.....Mark Halleck

## WAVE

LOUISVILLE—1934—NBC

Frequency: 970 Kc.....Power: 5000 Watts  
Owned-Operated By.....WAVE, Inc.  
Business Address.....334 E. Broadway  
Phone Number.....Wabash 6543  
Studio Address.....Radio Center  
Transmitter Location.....Hamburg Pike  
Air Time.....5 a.m.-M.  
News Service.....AP  
Transcription Service.....Thesaurus, Lang-Worth  
Representative.....Free & Peters  
Membership.....NAB, BMB  
President.....George W. Norton, Jr.  
General-Station Manager.....Nathan Lord  
Commercial Manager.....James Cox  
Program Director.....George Patterson  
Publicity Director.....Eugene Leake, Jr.  
Chief Announcer.....Livingston Gilbert  
Musical Director.....Earl Keller  
Chief Engineer.....Wilbur Hudson

## WGRC

LOUISVILLE—1936—MBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Northside Bcstg. Corp.  
Bus.-Studio Address.....4th Floor, Ky. Home  
Life Bldg.  
Phone Number.....Wa. 7781  
Transmitter Location.....Preston St. & Woodbine  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Lang-Worth, Standard  
Representative.....Walker  
Membership.....NAB  
President, Commercial Mgr.....J. Porter Smith  
General Manager.....Charles L. Harris  
Station Mgr., Program Director.....Ward Hatcher  
Sales Prom. Mgr., Pub. Dir.....H. R. Hunter  
Production Director.....W. S. Lukenbill  
Chief Announcer.....Jerry Fordyce  
Musical Director.....J. Bertram Harmon  
Chief Engineer.....Perry Esten  
Farm Editor.....Jerry East

## WHAS

LOUISVILLE—1922—CBS

Frequency: 840 Kc.....Power: 50,000 Watts  
Owned By.....The Courier-Journal & Louisville  
Times Co.  
Operated By.....WHAS, Inc.  
Business-Studio Address.....525 W. Broadway  
Phone Number.....Wabash 2211  
Transmitter Location.....Eastwood  
Air Time.....Unlimited  
News Service.....AP, UP  
Transcription Service.....World, Associated

Representative.....Edward Petry  
President.....Barry Bingham  
Director.....Victor A. Sholis  
Sales Director.....J. M. Wynn  
Promotion Manager.....Sandy Sanders  
Program Director.....Peter R. Disney  
Continuity-Production.....William Aldridge  
Musical Director.....Edward Barret  
Technical Director.....Orrin W. Towner  
Agricultural Co-ordinator.....Frank Cooley

(See Page 264)

## WINN

LOUISVILLE—1940—ABC

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Kentucky Bcstg. Corp., Inc.  
Bus.-Studio-Transmitter Address.....Earle Hotel  
Phone Number.....Wabash 5148  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....MacGregor, SESAC,  
Capitol  
Representative.....Taylor-Borroll  
Membership.....NAB  
President, Station Manager.....Harry McTigue  
Chairman of the Board.....Nelle M. Kendrick  
Commercial Manager.....G. F. Bauer  
Program Director.....M. Katherine McCarten  
Production Director.....Sam Woodall  
Publicity Director.....Helen E. Roberts  
Chief Announcer.....Jim McIntyre  
Musical Director.....Claude Fraul  
Chief Engineer.....E. R. Rinn

## WKLO

LOUISVILLE—1948

Frequency: 1080 Kc.....Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Oper. By.....Mid-America Bcstg. Corp.  
Business-Studio Address.....Henry Clay Hotel,  
3rd & Chestnut Sts.  
Phone Number.....Clay 4441  
Transmitter Location.....Daisy Lane, New Albany  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Associated  
Representative.....John Blair  
President.....James F. Brownlee  
General Manager.....Joe Eaton  
Commercial Manager.....Tom Underwood  
Program Director.....W. G. Bortorff  
Publicity Director.....Russell Pirkey  
Chief Engineer.....D. C. Summerford  
Farm Editor.....Charles Farmer

## WKYW

LOUISVILLE—1947

Frequency: 900 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Radio Kentucky, Inc.  
Bus.-Studio Address.....431 W. Jefferson St.

# KENTUCKY

Phone Number.....CLay 4811  
Transmitter Address...River Rd., nr. Louisville  
Air Time .....Daytime  
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. Cisler  
V.P.-Station Manager....Edwin E. S. Weldon  
Secretary.....W. Scott Miller  
Program Director.....David Wilburn

## WLOU

LOUISVILLE—1948

Frequency: 1350 Kc....Power: 1000 Watts d.  
Owned-Operated By.....Louisville Bcstg. Co.  
Business-Studio Address...2549 S. Third St.  
Transcription Service .....Capitol  
Representative .....Donald Cooke  
President, Gen. Mgr....Mrs. John E. Messervy  
Prog. Dir., Sales Mgr....Fred Darwin

## WCIF

MADISONVILLE—1947

Frequency: 730 Kc.....Power: 250 Watts  
Owned-Oper. By.....Madisonville Bcstg. Co.  
Business Address.....Box 27  
Phone Number .....1297  
Transmitter-Studio Location.....Hanson Rd.  
Air Time .....Daytime  
News Service .....AP  
Membership .....BMB  
President, General Mgr.....Pierce Lackey  
Station-Commercial Mgr.....T. E. Brewer  
Program Director.....Conrad Brewer  
Chief Announcer.....Dick Harris  
Chief Engineer.....Evers Mick

## WKT M

MAYFIELD—1946

Frequency: 1050 Kc....Power: 1000 Watts d.  
Owned-Oper. By.....Mayfield Bcstg. Co.  
Business Address.....Box 232  
Phone Number .....46  
Studio Address.....Mayfield Hotel  
Transmitter Location.....Fancy Farm Hwy.  
Air Time .....Sunrise-sunset  
News Service .....AP  
Transcription Service .....Lang-Worth  
Representative.....Sears & Ayer  
Membership .....NAB  
President .....Frank Evens  
General Manager.....Pierce Lackey  
Station-Commercial Mgr.....Wayne Morgan  
Sales Prom. Mgr., Prod. Dir.....Bill Shelton  
Program Director.....Edna Stubblefield  
Chief Announcer.....Jack Neely  
Chief Engineer.....Joseph M. Hargrove  
Farm Editor.....Robert G. Horton

## WNGO

MAYFIELD—1946

Frequency: 1320 Kc....Power: 1000 Watts d.  
Owned-Operated By...W. Kentucky Bcstg. Co.,  
Inc.  
Business-Studio Address.....Box 39  
Phone Number .....1204  
Transmitter Location.....City limits, Hwy.  
No. 45, Paducah Rd.  
Air Time .....5:30 a.m.-local sunset  
News Service .....AP  
Transcription Service.....SESAC, Thesaurus  
Representative .....Friedenberg  
President.....H. M. Suthard  
Gen.-Station-Commercial Manager,  
Publicity Director.....G. C. Dyer  
Prog. Dir., Chief Announcer.....J. B. Fowler  
Chief Engineer.....Lynn Lemond  
Farm Editor.....Charlie Scholes

## WFT M

MAYSVILLE—1948—KY. FOOTBALL

Frequency: 140 Kc.....Power: 250 Watts  
Owned-Oper. By.....Standard Tobacco, Inc.  
Bus. Address...626 Forrest Ave., Tobacco Sq.  
Phone Number .....1400-1  
Studio-Transmitter Location.....Tobacco Sq.  
Air Time .....6 a.m.-M.  
News Service .....UP  
Transcription Service...World, Standard, Cole  
Representative.....W. S. Grant  
Membership .....NAB  
President.....Charles P. Clarke  
Gen.-Station-Comm.-Sales Promotion  
Manager.....J. W. Betts  
Program-Prod.-Pub. Dir.....Gene Waters  
Chief Announcer.....Hal Sagraves  
Musical Director.....Louise Carter  
Chief Engineer.....William Martin  
Farm Editor.....J. Scott True

## WMIK

MIDDLESBORO—1948—MBS

Frequency: 1490 Kc....Power: 250 Watts  
Owned-Oper. By...Cumberland Gap Bcstg. Co.  
Bus.-Studio-Transmitter Address...Hwy. 25 E  
Phone Number .....980  
Air Time .....5:30 a.m.-M.  
News Service .....AP  
Transcription Service.....World, Cole  
Membership .....NAB  
President.....Neal Barry  
Gen.-Station Mgr....Robert L. Williamson, Jr.  
Comm.-Sales Promotion Mgr.....John Farmer  
Program-Production Dir.....Hal Bigger  
Pub. Dir., Chief Announcer,  
Musical Director.....Herbert Leach  
Chief Engineer.....George Mendenhall  
Farm Editor.....Don Soliday

. . . **KENTUCKY** . . .

## W N B S

**MURRAY—1948**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Murray Bcstg. Co.  
Business-Studio Address . . . . . 4th & Main Sts.  
Phone Number . . . . . 1340  
News Service . . . . . AP  
Transcription Service . . . . . World  
President . . . . . George E. Overby  
Station Mgr. . . . . Kenneth Z. Turner  
Comm.-Prod. Manager . . . . . Joseph E. Griffin  
Program Director . . . . . Troy W. Glidwell  
Chief Engineer . . . . . Carlos M. Steele

## W N O P

**NEWPORT—1948**

Frequency: 740 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Tri-City Bcstg. Co.  
Business-Studio Address . . . . . 606 Monmouth St.  
Phone Number . . . . . Juniper 7100-L  
Transmitter Location . . . . . Cold Springs  
Air Time . . . . . Sunrise-sunset  
News Service . . . . . UP  
Transcription Service . . . . . World  
President . . . . . Richard J. Nesbitt  
Station Manager . . . . . Anna Mae Rolfes  
Commercial Manager . . . . . James G. Lang  
Program Director . . . . . Jack Baker  
Chief Announcer . . . . . Roy Gilligan  
Musical Director . . . . . Burt Farber  
Chief Engineer . . . . . Elmer C. Drake  
Farm Editor . . . . . Paul F. Laumann

## W O M I

**OWENSBORO—1938**  
**MBS-KY. BCSTRS.-KBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Owensboro Bcstg. Co., Inc.  
Business Address . . . . . P. O. Box 536  
Phone Number . . . . . 420-1  
Studio-Transmitter Location . . . . . Byers Ave. &  
Livermore Rd.  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth, Keystone  
Representative . . . . . Burn-Smith  
Membership . . . . . NAB, BMB  
President . . . . . Lawrence W. Hager  
Gen.-Station-Commercial-Sales Prom. Mgr.,  
Publicity Director . . . . . Hugh O. Potter  
Program Director . . . . . Norman Hall  
Chief Announcer . . . . . Marshall Bruner  
Musical Director . . . . . Cliffordcan Potter  
Chief Engineer . . . . . Leslie Goodaker  
Farm Editor . . . . . Marshall Bruner

## W V J S

**OWENSBORO—1947**

Frequency: 1420 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Owensboro On The Air, Inc.  
Business-Studio Address . . . . . 320 Allen St.  
Phone Number . . . . . 3408-9  
Transmitter Location . . . . . Hw. 60 W.  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . William G. Rambeau  
Membership . . . . . NAB  
President . . . . . V. J. Steele  
General-Station Manager . . . . . Malcolm Grep  
Commercial Manager . . . . . John T. Rutledge  
Program Director . . . . . Lee Carl Meredith  
Chief Engineer . . . . . Robert Earl Jagoe

## W K Y B

**PADUCAH—1946—MBS**

Frequency: 800 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Paducah Newspapers, Inc.  
Business-Studio Address . . . . . 504 Kentucky Ave.  
Phone Number . . . . . 800  
Transmitter Location . . . . . 5 Mi. S. of City on  
U. S. 45  
Air Time . . . . . Sunrise-sunset  
News Service . . . . . AP  
Transcription Service . . . . . Standard, Associated  
Representative . . . . . Burke, Kuipers & Mahoney  
Membership . . . . . NAB, BMB  
President . . . . . Edwin J. Paxton, Sr.  
General-Station Mgr., Pub. Dir. . . . . E. J. Paxton, Jr.  
Comm.-Sales Prom. Mgr. . . . . Sam Livingston  
Production Director . . . . . Zack Hill  
Musical Director . . . . . Lois Cooper  
Chief Engineer . . . . . C. G. Sims

## W P A D

**PADUCAH—1930—CBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Paducah Bcstg. Co., Inc.  
Operated By . . . . . Pierce E. Lackey  
Business-Studio Address . . . . . Taylor Bldg., 4th &  
Broadway  
Phone Number . . . . . 4100  
Transmitter Location . . . . . North 8th St.  
Air Time . . . . . Unlimited  
News Service . . . . . AP, UP  
Transcription Service . . . . . Lang-Worth, World,  
Cole  
Representative . . . . . Sears & Ayer  
Membership . . . . . NAB, BMB  
President . . . . . Pierce E. Lackey  
General-Station Mgr. . . . . W. Prewitt Lackey  
Sales Promotion Manager . . . . . Ray Mofield  
Program-Publicity Director . . . . . Evelyn Carroll  
Chief Announcer . . . . . Ray Mofield  
Musical Dir., Farm Editor . . . . . Linn Wolff  
Chief Engineer . . . . . U. C. Morris



• • • KENTUCKY • • •

**W S F C**

SOMERSET—1947—MBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Oper. By. . . . . Southeastern Bcastg. Co.  
Bus.-Studio-Transmitter Address. . . . . Stamford Pike  
Phone Number . . . . . 907-8  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service. . . . . Capitol, World  
Representative. . . . . Helen Wood & Colton  
Membership . . . . . NAB  
General Manager. . . . . S. A. Chesley, Jr.  
Commercial Manager. . . . . John Sutterfield  
Program Director. . . . . Donald Orwin  
Publicity Director. . . . . J. Sam Quick  
Chief Announcer. . . . . Harvey Murphey  
Chief Engineer. . . . . John Agostine  
Farm Editor. . . . . Hugh Hurst

**W M T C**

VANCLEVE—1948

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By. . . . . Kentucky Mt. Holiness Assn.  
Bus.-Studio-Transmitter Address. . . . . Vancleve  
Phone Number. . . . . Not yet installed  
Air Time . . . . . Daytime  
News Service . . . . . AP  
Transcription Service . . . . . World  
President. . . . . Dr. Lela G. McConnell  
General-Station-Comm. Mgr. . . . . Willfred Fisher  
Program Director. . . . . Violet Person  
Production Dir., Chief Announcer. . . . . Louis Bouck  
Musical Director. . . . . Rachel Picazo  
Chief Engineer. . . . . M. E. Picazo

**W V L K**

VERSAILLES—1947—MBS

Frequency: 590 Kc. . . . . Power: 1000 Watts  
Owned-Operated By. . . . . Bluegrass Bcastg. Co.  
Bus.-Studio Address. . . . . Logan-Helm Library,  
Versailles; Hotel Lafayette, Lexington  
Phone Number. . . . . Versailles 654; Lexington 6267  
Transmitter Location. . . . . Leestown & Yarnalton-  
Ironworks Rds., Fayette Co.  
Air Time . . . . . Unlimited  
News Service . . . . . INS  
Representative . . . . . Taylor-Boroff  
Membership . . . . . NAB  
President. . . . . A. B. Chandler  
Gen.-Sta.-Comm. Mgr. . . . . Fred W. Wagenvoord  
Program-Production Dir. . . . . Edwin L. Rogers  
Publicity Director. . . . . Margaret Middendorf  
Chief Announcer. . . . . Don Horton  
Musical Director. . . . . Gordon Brown  
Chief Engineer. . . . . Paul Dunbar  
Farm Editor. . . . . Jim Galloway

Roland Trenchard,

Radio Station WAAT,

Newark, N. J.: "We at

WAAT believe there is

only one radio news

service — The **AP.**

We have tried all the

news services, and it is

**AP** for us."—From

the Minutes of the New

Jersey Associated Press

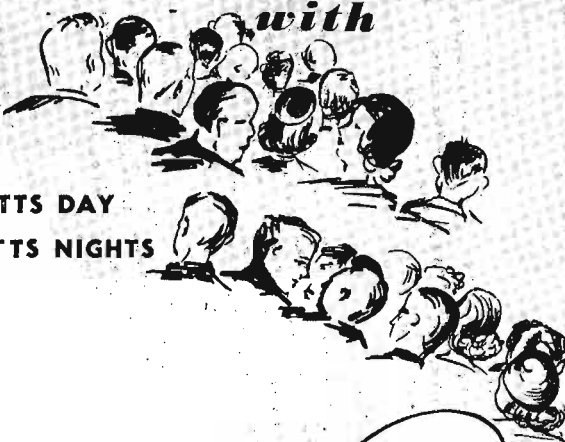
Radio Association, Sep-

tember 17, 1948.

**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-BORROFF & COMPANY, INC.**

AFFILIATED WITH  
AMERICAN BROADCASTING CO.

J. C. LINER, Mgr.

# LOUISIANA

Estimated Population 2,576,000—Increase +9.0%—Radio Homes 564,900  
Total Families 671,100—Stations in State 35

## KROF

ABBEVILLE—1948

Frequency: 960 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Abbeville Bcstg. Serv. Inc.  
Business Address... Box 306  
Phono Number... 90  
Studio-Transmitter Location... Abbeville-  
LaFayette Hway, U. S. 167

Air Time... Sunrise-sunset  
News Service... AP  
Transcription Service... World  
Membership... NAB  
General-Station-Comm. Mgr... George P. Martin  
Program-Publicity Dir... Ebba Lou Martin  
Chief Engineer... Gordon Anderson  
Farm Editor... Alson Soirez

## KALB

ALEXANDRIA—1935—ABC-LA. NET

Frequency: 580 Kc. Power: 5000 Watts d.:  
1000 Watts n.

Owned-Oper. By... Alexandria Bcstg. Co., Inc.  
Business-Studio Address... 505½ Johnston St.  
Phone Number... 2-3335-6  
Transmitter Location... Wardville

Air Time... Unlimited  
News Service... UP  
Transcription Service... World  
Membership... NAB, BMB  
President... Walter H. Allen  
General Manager... Willard L. Cobb  
Station Director... Fred Ohl  
Commercial Manager... Walter D. Melson  
Sales Promotion Mgr... Claude Cunningham  
Program Director... Harper Clark  
Production Director... Eleanor Hall Wagner  
Publicity Director... Marie Rachal  
Chief Announcer... Alex Marchand  
Musical Director... Jane Keith  
Chief Engineer... Jesse R. Sexton  
Farm Editor... Mary Cole

## KSYL

ALEXANDRIA—1947—NBC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... Radio Station KSYL  
Bus.-Studio-Transmitter Address... Bolton Ave.  
Ext.

Phone Number... 6611  
Air Time... 6 a.m.-11:35 p.m.  
News Service... AP  
Transcription Service... Lang-Worth  
Representative... Burke, Kuipers & Mahoney  
Membership... NAB, BMB  
Co-Partners... Harold Wheelahan & Sylvan Fox  
General-Station Manager... Paul H. Goldman  
Commercial-Sales Prom. Mgr... Milton Fox

Program-Production Dir... Bruce Rainey  
Publicity Director... Jack McCall  
Chief Announcer... Paul Mitchell  
Musical Director... Bruce Rainey  
Chief Engineer... E. W. McDonald  
Farm Editor... Bill Ingram

## KVOB

ALEXANDRIA—1946—MBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By... Central Louisiana Bcstg.  
Corp.

Business-Studio Address... 1710 Jackson St.  
Phone Number... 9588  
Transmitter Location... Upper Third St.  
Air Time... 6 a.m.-M.  
News Service... AP  
Transcription Service... Thesaurus, Capitol  
Membership... NAB  
General-Station Manager... W. H. Dick  
Commercial Manager... Joel Hirsch  
Program Director... Pat McCusker  
Chief Announcer... Tommy Erwin  
Musical Director... Don Breitenmoser  
Chief Engineer... Glenn Peebles

## KTRY

BASTROP—1948

Frequency: 730 Kc. Power: 250 Watts d.  
Owned-Oper. By... Morehouse Bcstg. Co., Inc.  
Bus.-Studio Address... 217 S. Washington St.,  
P. O. Box 193

Phone Number... 1400  
Transmitter Location... N.W. of City  
Air Time... Sunrise-local sunset  
News Service... AP  
Transcription Service... Lang-Worth, Capitol  
Representative... Friedenberg  
Membership... NAB  
President... Nathan Bolton  
General Manager... Gene P. Loffler  
Commercial Manager... Salvador Scarpino  
Chief Engineer... S. E. Eckhardt

## WAFB

BATON ROUGE—1948—MBS

Frequency: 1460 Kc. Power: 1000 Watts  
Owned-Oper. By... Modern Bcstg. Co. of  
Baton Rouge, Inc.

Business-Studio Address... 1048 Florida St.  
Phone Number... 4-8571  
News Service... AP  
Transcription Service... Thesaurus  
President... Louis S. Prejean  
General Manager... Tom E. Gibbens  
Prog. Dir., Prom. Mgr... Max Feltz  
Chief Engineer... Donald K. Allan

• • • **LOUISIANA** • • •

## WCLA

**BATON ROUGE—1948**

Frequency: 1220 Kc. Power: 250 Watts d.  
 Owned-Operated By... Community Bcstg. Co.  
 Business-Studio Address... P. O. Box 1226  
 Phone Number... 4-9493-4  
 Transmitter Location... North Baton Rouge  
 Air Time... Local sunrise-sunset  
 News Service... UP  
 Transcription Service... Lang-Worth  
 Membership... NAB  
 General-Station Mgr., Pub. Dir... H. W. Bumpas  
 Comm.-Sales Prom. Mgr... Robert Dale,  
 Owen Perry  
 Program Director... Scott W. Erwin  
 Production Director... Robert Earle  
 Musical Director... Gladys Edwards  
 Chief Engineer... E. E. Case  
 Farm Editor... Claude N. Campbell, Jr.

## WJBO

**BATON ROUGE—1934**  
**NBC-LA. NET**

Frequency: 1150 Kc. Power: 5000 Watts  
 Owned-Oper. By... Baton Rouge Bcstg. Co., Inc.  
 Business-Studio Address... 444 Florida St.  
 Phone Number... 2-5271  
 Transmitter Location... Roosevelt Rd.  
 Air Time... Unlimited  
 News Service... AP, UP  
 Transcription Service... World, Standard  
 Representative... George P. Hollingbery  
 Membership... NAB, BMB  
 President... Charles P. Manship, Jr.  
 V.P., General Manager... Roy Dabadie  
 Sec.-Treas., National  
 Sales Manager... Charles C. Garvey  
 Program Director... Ralph H. Sims  
 Prod. Dir., Chief Announcer... Robert H. Searce  
 Publicity Director... Larry Rhodes  
 Music Librarian... Frank Donaldson  
 Chief Engineer... Vernon E. Dudley

## WLCS

**BATON ROUGE—1946—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... Air Waves, Inc.  
 Business Address... 204 North St.  
 Phone Number... 24411  
 Transmitter Location... 3399 Broussard  
 Air Time... Unlimited  
 News Service... AP, INS  
 Transcription Service... Associated, Capitol,  
 Cole, SESAC  
 Representative... Burke, Kuipers & Mahoney  
 Membership... NAB, BMB, FMA  
 President... Harry B. Nelson  
 General-Station Manager... Earl Smith  
 Commercial Manager... A. Lamar Simmons  
 Sales Promotion Mgr... Martha Hundemer  
 Program Director... H. Hershel Lyons  
 Publicity Director... Mildred Bland

Musical Director... Carolyn Petrich  
 Chief Engineer... Edward Van Valkenburg  
 Farm Editor... Daisy Lee Boyd

## WIKC

**BOGALUSA—1947—LA.-MBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... I. K. Corkern, Jr.  
 Business Address... Box 811  
 Phone Number... 1906  
 Studio-Transmitter Address... N. Rio Grande St.  
 Air Time... Unlimited  
 News Service... AP  
 Transcription Service... World  
 Membership... NAB  
 President, Gen.-Station Mgr... I. K. Corkern, Jr.

## K SIG

**CROWLEY—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Acadia Bcstg. Co.  
 Bus.-Studio Address... 101 N. Parkerson Ave.  
 Phone Number... 1450-1, 544  
 Transmitter Location... Odd Fellow Rd. &  
 U. S. 90  
 Air Time... Unlimited  
 News Service... AP  
 Transcription Service... Associated, World  
 Representative... Joseph Hershey McGillvra  
 Membership... NAB  
 Owner... Max Thomas  
 General Manager... B. Hillman Bailey, Jr.  
 Commercial Manager... Lauren R. Stagg  
 Program Director... Freda S. Thomas  
 Chief Engineer... Clovis L. Bailey  
 Farm Editor... J. C. Hoffpauir

## WIHL

**HAMMOND—1947—KBS**

Frequency: 730 Kc. Power: 250 Watts d.  
 Owned-Operated By... Superior Enterprises  
 Business-Studio Address... 500 W. Morris St.  
 Partners... Joseph A. Stms, Henry A. Mentz, Jr.

## KCIL

**HOUMA—1946—MBS-LA.**

Frequency: 1490 Kc. Power: 250 Watts d.  
 Owned-Operated By... Charles W. Lamar, Jr.  
 Business Address... P. O. Box 1031  
 Phone Number... 8828-9  
 Studio-Transmitter Location... Bayou Black Dr.  
 Air Time... 5:30 a.m.-11 p.m.  
 News Service... AP  
 Transcription Service... World  
 Representative... Burke, Kuipers & Mahoney  
 Membership... NAB, BMB  
 Owner... Charles W. Lamar, Jr.  
 General Manager... Frank Conwell  
 Commercial Manager... Dick Walsh  
 Program Director... George Arceneaux

## LOUISIANA

Chief Announcer, Musical Dir. . . . . Ovide Davis  
 Chief Engineer . . . . . Donald L. Jones  
 Farm Editor . . . . . Frank King

### K V O L

LAFAYETTE—1935—NBC

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Evangeline Bcstg. Co.  
 Business-Studio Address . . . . . 519 S. Buchanan St.  
 Phone Number . . . . . 336, 2101  
 Transmitter Location . . . . . Scott Rd., 1 Mi. W. of  
 Four Corners

Air Time . . . . . 6 a.m.—11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, MacGregor  
 Membership . . . . . NAB, BMB  
 President . . . . . Morgan Murphy  
 General Manager . . . . . George H. Thomas  
 Sales Prom. Mgr., Prog. Dir. . . . . Evan H. Hughes  
 Chief Engineer . . . . . C. T. Hook  
 Farm Editor . . . . . Allison Theriot

### K L O U

LAKE CHARLES—1947  
 CBS-LA. NET

Frequency: 1580 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . The Pelican Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 134 Clarence St.  
 Phone Number . . . . . 7277-8  
 Transmitter Location . . . . . North Lake Charles,  
 P. O. Box 288

Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol, Associated  
 Representative . . . . . Walker  
 Membership . . . . . NAB, BMB  
 President, Gen. Mgr. . . . . H. Vernon Anderson  
 Station Director . . . . . G. Frank Carroll, Jr.  
 Commercial Manager . . . . . Eugene S. Cuny  
 Sales Promotion Mgr. . . . . Kenneth I. Albrecht  
 Program Director . . . . . James H. Jesse  
 Production Director . . . . . Annette H. Bulechek  
 Publicity Director . . . . . Lucille Storer  
 Chief Announcer . . . . . James V. McConnell  
 Secretary-Treasurer . . . . . Sara M. Anderson  
 Chief Engineer . . . . . Andrew Vargo  
 Farm Editor . . . . . Charles C. Collet, Jr.

### K P L C

LAKE CHARLES—1935  
 NBC-LA. STATE

Frequency: 1470 Kc. . . . . Power: 5000 Watts d.:  
 1000 Watts n.

Owned-Operated By . . . . . Calcasieu Bcstg. Co.  
 Business-Studio Address . . . . . Majestic Hotel  
 Phone Number . . . . . 2713  
 Transmitter Location . . . . . 3 Mi. W. of City  
 Air Time . . . . . 6 a.m.—M.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 President . . . . . T. B. Lanford

General Manager . . . . . David Wilson  
 Station Manager . . . . . R. M. White  
 Commercial Manager . . . . . P. E. Mills, Jr.  
 Sales Prom. Mgr., Publicity Director,  
 Farm Editor . . . . . Tom Journey

Program Director . . . . . Hester Taylor  
 Production Director . . . . . Jim Toth  
 Chief Announcer . . . . . J. Hampton Keathley  
 Chief Engineer . . . . . A. B. Craft

### K W S L

LAKE CHARLES—1947  
 MBS-LIBERTY

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Alonzo Stanford Dudley  
 Business Address . . . . . P. O. Box 1399  
 Phone Number . . . . . 6-1401, 3634  
 Studio-Transmitter Location . . . . . Mill St.  
 Air Time . . . . . Unlimited

News Service . . . . . UP  
 Transcription Service . . . . . Cole, Lang-Worth  
 Representative . . . . . Friedenberg  
 General-Station Manager . . . . . A. Stanford Dudley  
 Commercial Manager . . . . . William F. Hession  
 Sales Promotion Manager . . . . . Roger Hathorn  
 Program-Production Director,

Chief Announcer . . . . . Bob Thompson  
 Publicity Director . . . . . Helen Shea  
 Musical Director . . . . . Roger Hathorn  
 Chief Engineer . . . . . Jack Blacketer

### K M L B

MONROE—1930—ABC-LA.

Frequency: 1440 Kc. . . . . Power: 5000 Watts d.:  
 1000 Watts n.

Owned-Oper. By . . . . . Liner's Bcstg. Station, Inc.  
 Business Address . . . . . P. O. Box 1723  
 Phone Number . . . . . L. D. 25  
 Studio Address . . . . . Francis Hotel  
 Transmitter Location . . . . . Millhaven Rd.  
 Air Time . . . . . 5 a.m.—M.

News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Taylor-Borroff  
 Membership . . . . . NAB, BMB  
 President . . . . . J. C. Liner, Sr.  
 Gen.-Sales Prom. Manager . . . . . M. Liner Gaston  
 Program Director . . . . . Marjorie Watson  
 Commercial Manager . . . . . John Allen  
 Chief Engineer . . . . . O. L. Morgan

(See Page 434)

### K N O E

MONROE—1944—NBC-LA.

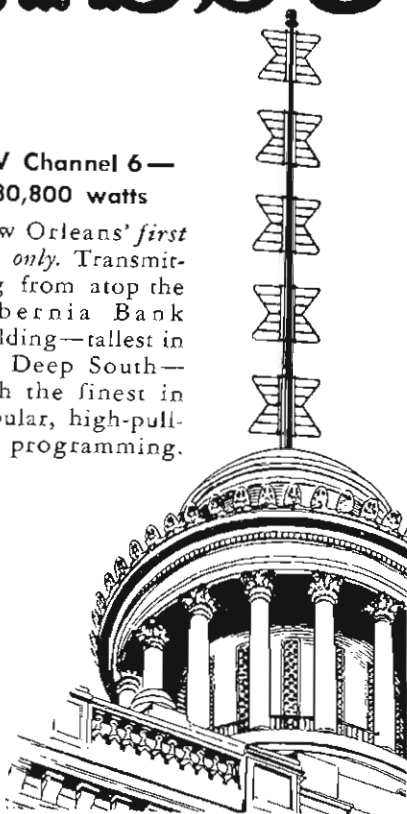
Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . James A. Noe  
 Business-Studio Address . . . . . Bernhardt Bldg.  
 Phone Number . . . . . 912  
 Transmitter Location . . . . . 23rd St.  
 Air Time . . . . . 5 a.m.—M.  
 News Service . . . . . AP

First with the most in  
**NEW ORLEANS**

# WDSU

TV Channel 6—  
30,800 watts

New Orleans' *first*  
and *only*. Transmitting  
from atop the  
Hibernia Bank  
Building—tallest in  
the Deep South—  
with the finest in  
popular, high-pull-  
ing programming.



AM 1280 kc—5000 watts

Covering New Orleans, South Louisiana  
and the Gulf Coast.

FM 287 kc—15,000 watts  
(licensed 155,000 watts)

WDSU's dominant Hooperatings, pio-  
neering service and high listener loyalty  
is THE buy in New Orleans!

NEW ORLEANS ABC AFFILIATE

# WDSU

Represented by the John Blair Company

## LOUISIANA

Transcription Service . . . . . Capitol, Associated  
Representative . . . . . Burke, Kuipers & Mahoney  
Membership . . . . . NAB  
President . . . . . James A. Noe  
General Manager . . . . . Robert W. Dumm  
Commercial Manager . . . . . Lloyd Lenard  
Program Director . . . . . Bill Stanley  
Chief Engineer . . . . . Jack Ratliff

## KWCJ

NATCHITOCHE—1947  
MBS-LA. NET-KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Natchitoches Bcstg. Co.  
Business-Studio Address . . . . . Box 232  
Phone Number . . . . . 2353  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Standard. KBS  
Membership . . . . . NAB, BMB  
President . . . . . Dr. William H. Pierson  
General Manager . . . . . Charles L. Planchard  
Farm Editor . . . . . Kenneth M. Dowty  
Chief Engineer . . . . . Carroll G. Crew

## KANE

NEW IBERIA—1946—MBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . New Iberia Bcstg. Co.  
Business-Studio Address . . . . . 101 W. St. Peter St.  
Phone Number . . . . . 965  
Transmitter Location . . . . . 1102 W. Main St.  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . SESAC, Standard  
Membership . . . . . NAB  
General Manager . . . . . George H. Thomas  
Station Manager . . . . . Dierrell Hamm  
Comm.-Sales Prom. Mgr. . . . . Charles Bradford  
Program Director . . . . . Jerry Viator  
Chief Announcer . . . . . Donald Bonin  
Musical Director . . . . . Kearney Escagne  
Chief Engineer . . . . . Errett Prichard  
Farm Editor . . . . . Kearney Escagne

## WDSU

NEW ORLEANS—1923  
ABC-LA.-UN

Frequency: 1280 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . International City Bcstg.  
Service, Inc.  
Business-Studio Address . . . . . Monteleone Hotel  
Phone Number . . . . . Ra. 7135  
Transmitter Location . . . . . Gretna  
Air Time . . . . . Unlimited  
News Service . . . . . AP, UP  
Transcription Service . . . . . Associated  
Representative . . . . . John Blair  
Membership . . . . . NAB, BMB  
President . . . . . Edgar B. Stern, Jr.  
Exec. V.-P. . . . . Robert Swezey

# LOUISIANA

Commercial Manager.....Charles Price  
Sales Prom. Mgr., Pub. Dir.....Ray A. Liuzza  
Program-Production Dir.....Stanley Holiday  
Chief Announcer.....Gay Batson  
Musical Director.....Norman Bell  
Chief Engineer.....Lindsey Riddle  
Farm Editor.....Dick Bruce

## W J B W

NEW ORLEANS—1926

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....C. C. Carlson  
Business-Studio Address.....324 Canal St.  
Phone Number.....Ma. 3488-9  
Transmitter Location.....3617 Bruxelles St.  
Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....Capitol  
Representative.....W. G. Rambeau  
Membership.....NAB  
President, Gen.-Station Mgr.....C. C. Carlson  
Comm.-Sales Prom. Mgr.....

Publicity Director.....Pat J. Shannon  
Prog.-Prod. Dir., Chief Announcer.

Musical Director.....Harry Nigocia  
Chief Engineer.....Charles Whitney

## W J M R

NEW ORLEANS—1946

Frequency: 990 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Supreme Bcstg. Co.  
Bus.-Studio-Transmitter Address.....Jung Hotel,  
Canal St.

Phone Number.....Ca. 0356  
Air Time.....Daytime  
News Service.....UP  
Transcription Service.....Lang-Worth, Associated  
Representative.....Forjoe  
Membership.....NAB, BMB, FMA  
President.....William Cortada  
Gen.-Station-Comm.-Sales Promotion

Mgrs.....George A. Mayoral, S. W. Ray, Jr.  
Program Director.....Meredith Gibson  
Production Director.....Bertha Simpson  
Publicity Director.....Henry J. Thiele, Jr.  
Chief Engineer.....George A. Mayoral

## W N O E

NEW ORLEANS—1926—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....James A. Noe  
Business-Studio Address.....St. Charles Hotel  
Phone Number.....Raymond 0423-4  
Air Time.....Unlimited  
News Service.....AP, UP  
Transcription Service.....Standard  
Representative.....Burke, Kuipers & Mahoney  
Membership.....NAB  
Owner.....James A. Noe  
General-Station Manager.....James E. Gordon  
Commercial Manager.....Paul Beville  
Program Director.....Beverly Brown

Production Director.....Eldon Durand  
Publicity Director.....Larry Wilson  
Musical Director.....Bert Peck  
Chief Engineer.....Albert Bourgeois

## W S M B

NEW ORLEANS—1925

NBC-SO. CENTRAL

Frequency: 1350 Kc.....Power: 5000 Watts  
Owned-Operated By.....WSMB, Inc.  
Business-Studio Address.....901 Canal St.  
Phone Number.....Magnolia 5921  
News Service.....AP  
Transcription Service.....Lang-Worth, Thesaurus  
Representative.....Edward Petry  
President.....E. V. Richards  
General Manager.....H. Wheelahan  
Comm.-Prom. Mgr.....T. J. Fontelieu  
Program Director.....Harry Arthur  
Chief Engineer.....H. G. Nebe

## W T P S

NEW ORLEANS—1948

Frequency: 940 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....The Times Picayune Pub.  
Co.

Business Address.....601 Howard Ave.  
Phone Number.....Conal 5561  
News Service.....AP  
Transcription Service.....World  
General Manager.....H. F. Wehrmann  
Commercial Manager.....John R. O'Meallie  
Program Director.....Myron J. Clarke

## W W E Z

NEW ORLEANS—1947

Frequency: 690 Kc.....Power: 5000 Watts  
Owned-Operated By.....Sky Bcstg. Service  
Bus.-Studio Address.....Hotel New Orleans  
Phone Number.....Canal 3521  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Associated  
President.....A. L. Chillon  
General-Station Manager.....Joe A. Oswald  
Chief Engineer.....Harrison Mondy

## W W L

NEW ORLEANS—1922—CBS

Frequency: 870 Kc.....Power: 50,000 Watts  
Owned-Operated By.....Loyola University  
Address.....Roosevelt Hotel  
Phone Number.....Raymond 2194-5-6-7  
Air Time.....Unlimited  
News Service.....UP, AP  
Transcription Service.....Standard, World  
Representative.....Katz  
Membership.....NAB, BMB  
President.....Rev. Thomas J. Shields  
Gen.-Station Mgr.....W. H. Summerville

## LOUISIANA

Comm. Manager..... Larry Baird  
 Promotion Manager..... Jack Halladay  
 Program Director..... E. M. Hoerner  
 Chief Engineer..... J. D. Bloom, Jr.

### KSLO

**OPELOUSAS—1947**  
**MBS-LA. NET-KBS**

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..... Unlimited  
 Transcription Service..... World, KBS  
 News Service..... UP  
 Representative..... Sears & Ayer  
 General Manager..... W. Eugene Jones  
 Commercial Manager..... Jack White  
 Program Director..... John Chauvin  
 Publicity Director..... Chuck Denson  
 Chief Engineer..... Freddie He Bert

### KRUS

**RUSTON—1947—MBS**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Ruston Bcstg. Co.  
 Bus.-Studio Address... 105 E. N. Railroad Ave.  
 Phone Number..... 1490  
 Transmitter Location... Hway. 80, 2 Mi. W. of  
 City  
 Air Time..... 6 a.m.-M.  
 News Service..... UP  
 Transcription Service..... Lang-Worth  
 Membership..... NAB, BMB  
 President..... C. E. Faulk, Jr.  
 General Manager..... Lloyd A. Goodin  
 Commercial Manager... James A. Culbertson  
 Program Director..... Kenneth L. Whitaker  
 Chief Engineer..... Henry Shean

### KENT

**SHREVEPORT—1947—MBS**

Frequency: 1550 Kc..... Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By..... Frank H. Ford  
 Business-Studio Address..... 311 Milam St.  
 Phone Number..... 3-3681  
 Transmitter Location... Blanchard Rd.  
 Air Time..... 6 a.m.-M.  
 News Service..... AP  
 Transcription Service..... Standard  
 Representative..... Walker  
 Membership..... NAB, BMB  
 Owner, General Manager... Frank H. Ford  
 Commercial Manager..... Frank H. Ford, Jr.  
 Promotion Manager..... Elsa R. Schlubach  
 Program-Production Dir..... Todd Branson  
 Publicity Director..... Elsa R. Schlubach  
 Chief Engineer..... L. J. Carlson

### KRMD

**SHREVEPORT—1928—ABC-LA.**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... Radio Station KRMD  
 Bus.-Studio Address..... New Jefferson Hotel.  
 P. O. Box 1712  
 Phone Number..... 6171  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... World, Capitol  
 Representative..... Taylor-Borhoff  
 Membership..... NAB, BMB  
 President..... T. B. Lanford  
 General-Station Manager... G. V. Wilson  
 Station Director..... W. L. Switzer  
 Program-Publicity Dir..... Elizabeth V. Allford  
 Chief Engineer..... Carl Goulden

### KTBS

**SHREVEPORT—1922**  
**NBC-TEXAS QUALITY**

Frequency: 710 Kc..... Power: 10,000 Watts d.;  
 5000 Watts n.  
 Owned-Oper. By..... Radio Station KTBS, Inc.  
 Business-Studio Address... 312 E. Kingshighway  
 Phone Number..... 7-3644  
 Transmitter Location... 1.5 Mi. W.S.W. of Dixie  
 Air Time..... 6 a.m.-M.  
 Transcription Service... Thesaurus, Lang-Worth  
 Representative..... Edward Pety  
 Membership..... NAB, BMB  
 President..... Allen D. Morris  
 General-Station Manager... C. K. Beaver  
 Commercial Manager..... Neil Cline  
 Sales Prom. Mgr., Pub. Dir... C. W. Doebler  
 Program Director..... Deane Flott  
 Production Director..... David Kent  
 Chief Engineer..... C. H. Maddox  
 Farm Editor..... Charles Phillips

### KWKH

**SHREVEPORT—1925**  
**CBS-SOUTHCENTRAL QUALITY**

Frequency: 1130 Kc..... Power: 50,000 Watts  
 Owned-Operated By... International Bcstg. Corp.  
 Business-Studio Address... Commercial Bldg.,  
 P. O. Box 1387  
 Phone Number..... 2-8711  
 Transmitter Location... Dixie  
 Air Time..... Unlimited  
 News Service..... AP, UP  
 Transcription Service... Lang-Worth  
 Representative..... Branham  
 Membership..... NAB, BMB  
 President..... John D. Ewing  
 General-Station Manager... Henry B. Clay  
 Comm. Asst. Mgr..... B. G. Robertson  
 Prom. Mgr., Pub. Dir..... James T. Briggs  
 Program Director..... Horace Logan  
 Production Director..... Joyce Culbertson  
 Chief Engineer..... W. E. Antony



# MAINE

Estimated Population 900,000—Increase +6.2%—Radio Homes 260,500  
Total Families 273,900—Stations in State 15

## WFAU

### AUGUSTA—1946—MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By... The Twin City Bcstg. Co., Inc.  
Bus.-Studio-Transmitter Address... 160 Bangor St.  
Phone Number ..... 2540  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service ..... Standard  
Representative ..... Forjee  
Membership ..... NAB  
President ..... Faust Couture  
General Manager ..... Robert I. Payne  
Program Director ..... Norman Gallant  
Chief Engineer ..... Robert H. Parker

## WRDO

### AUGUSTA—1932—NBC-NERN

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... WRDO, Inc.  
Business-Studio Address... 175 Water St.  
Phone Number ..... 2285  
Transmitter Location ..... Chelsea  
Air Time ..... 6 a.m.-12:05 a.m.  
News Service ..... AP, UP  
Transcription Service ..... Thesaurus  
Representative... Weed & Co., Bertha Bannan  
Membership ..... NAB, BMB  
President ..... Adeline B. Rines  
General-Station Manager... Jack S. Atwood  
Comm.-Sales Prom. Mgr. .... Donald K. Powers  
Program-Production Dir. .... Leslie R. Hubley  
Musical Director ..... Dan Kelly  
Chief Engineer ..... Harold T. Dinamore  
Farm Editor ..... Linwood H. Brofee

## WABI

### BANGOR—1921—CBS

Frequency: 910 Kc. Power: 5000 Watts d.  
Owned-Oper. By... Community Bcstg. Service  
Business-Studio Address... 57 State St.  
Phone Number ..... 6448-7  
Transmitter Location... Wilson St., Brewer  
Air Time ..... 6:20 a.m.-M.  
News Service ..... AP  
Transcription Service ..... Associated  
Representative... Adam J. Young, Jr., Kattel-Carter  
Membership ..... BMB  
President, General Manager... F. B. Simpson  
Sales Promotion Manager... Guy Carey  
Program-Production-Musical Dir. Harold Dorr  
Chief Engineer ..... Walter Dickson

## WGUY

### BANGOR—1947—ABC

Frequency: 1450 Kc. Power: 250 Watts  
Owned By... Guy Gannett Bcstg. Services  
Operated By... Radio Station WGUY  
Business Address... Box 732  
Phone Number ..... 7354  
Studio-Transmitter Location... 329 Mt. Hope Ave.  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service... Lang-Worth, SESAC  
Representative... Paul H. Raymer  
Membership ..... BMB, FMA  
President... Guy P. Gannett  
General Manager... Lawrence W. Stubbs  
Station Manager... Samuel G. Henderson, Jr.  
Commercial Manager... Harvey M. Grant  
Program Director... Elisabeth A. Kihlmire  
Publicity & Promotion... George F. Mulherin  
Chief Engineer... Lauris P. MacGown

## WJOR

### BANGOR—1946 MBS-YANKEE-KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By... Bangor Bcstg. Service, Inc.  
Business-Studio Address... 22 State St.  
Phone Number... Bangor 5612  
Transmitter Location... Bangor  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service... World, Keystone  
Representative... Forjee  
President... Stephen Velardi  
Station Manager... Lawrence Slon  
Program Director... Lawrence Slon  
Chief Engineer... Stephen Velardi

## WLBZ

### BANGOR—1926—NBC-NERN

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Operated By... Maine Bcstg. Co.  
Business-Studio Address... 100 Main St.  
Phone Number... Bangor 6023  
Transmitter Location... Broadway  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service... Thesaurus  
Representative... Weed, Bertha Bannan  
Membership ..... NAB, BMB  
President... William H. Rines  
Station Manager... Edward E. Guernsey  
Program Director... Irving S. Hunter  
Publicity Director... George Chapman  
Musical Director... Norman Lambert  
Chief Engineer... John Wibby  
Farm Editor... Linwood Brofee

**WIDE**

**BIDDEFORD—1948**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By. Biddeford Bcstg. Corp.  
 Business-Studio Address. 234 Main St.  
 Phone Number 3487  
 News Service UP  
 Transcription Service Capitol  
 President, Gen.-Comm. Mgr. Gordon J. Lewis  
 Production Manager. Lucien Dumont  
 Chief Engineer. Arthur A. Delers

**WCOU**

**LEWISTON—1938—MBS-YANKEE**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By. Twin City Bcstg. Co., Inc.  
 Business-Studio Address. 223 Lisbon St.  
 Phone Number 3140  
 Transmitter Location. East Ave.  
 Air Time Unlimited  
 News Service UP  
 Transcription Service Standard, SESAC  
 Representative. Forjoe, Bertha Bannan  
 Membership NAB, BMB  
 Owner-Executive Faust Cature  
 General-Station Mgr. John C. Libby  
 Program Director. Eugene Parker

Publicity Director. Hal Alberghini  
 Musical Director. Marion Payne Louistell  
 Chief Engineer. Donald Mason

**WLAM**

**LEWISTON—1947—ABC**

Frequency: 1470 Kc. Power: 5000 Watts  
 Owned-Oper. By. Lewiston-Auburn Bcstg. Corp.  
 Business-Studio Address. 129 Lisbon St.  
 Phone Number 4-5401-2  
 Transmitter Location. Washington St., Oakdale  
 Air Time Unlimited  
 News Service AP  
 Transcription Service. Thesaurus, Capitol  
 Representative. Adam J. Young, Jr., Kettell-Carter  
 Membership NAB, BMB  
 President, Station Mgr. Elden H. Shute, Jr.  
 General Manager. Frank S. Hoy  
 Commercial-Sales Prom. Manager.  
 Publicity Director. Gerald T. Higgins  
 Program Director. William Finkeldey  
 Musical Director. Bert Cole  
 Chief Engineer. Leslie R. Hall

**WCSH**

**PORTLAND—1925  
 NBC-NERN-ME.**

Frequency: 970 Kc. Power: 5000 Watts  
 Owned-Oper. By. Congress Square Hotel Co.  
 Business-Studio Address. 157 High St.  
 Phone Number 2-0181  
 Transmitter Location. Scarboro  
 Air Time Unlimited  
 News Service AP, UP  
 Transcription Service Thesaurus  
 Representative. Weed, Bertha Bannan  
 Membership NAB, BMB  
 President. Adeline B. Rines  
 Station Manager. William H. Rines  
 Commercial Manager. Albert W. Smith  
 Sales Promotion Mgr. Rudolph O. Marcoux  
 Program Director. Arthur Owens  
 Publicity Director. Linwood T. Pitman  
 Musical Director. Norman Ayres  
 Chief Engineer. G. Fred Crandon  
 Farm Editor. Linwood H. Brofee  
 News Director. John F. Hogan, Jr.

*Covering Central Maine  
 with 3 outlets*

**WCOU**  
 &  
**WCOU-FM**

93.9 MGS

*of Lewiston*

**WFAU**

*of Augusta*

**MUTUAL  
 YANKEE**

*Represented Nationally by  
 Forjoe & Company  
 New York*

**WGAN**

**PORTLAND—1938—CBS**

Frequency: 560 Kc. Power: 5000 Watts  
 Owned-Oper. By. Guy Gannett Bcstg. Services  
 Business-Studio Address. 390 Congress St.,  
 P. O. Box 1731  
 Phone Number 2-7423  
 Transmitter Location. Riverton  
 Air Time Unlimited

## MAINE

News Service ..... AP, UP  
 Transcription Service ..... Lang-Worth  
 Representative..... Paul H. Raymer  
 Membership ..... NAB  
 President..... Guy P. Gannett  
 General Manager..... Lawrence H. Stubbs  
 Station Manager..... Creighton E. Gatchell  
 Commercial Manager..... Arthur K. Atherton  
 Sales Promotion Manager.  
     Publicity Director..... Francis H. Farnum, Jr.  
     Program-Production Dir..... Richard E. Bates  
     Chief Engineer..... Roger W. Hodgkins

### WMTW

**PORTLAND—1946—MBS-YANKEE**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....The Yankee Network, Inc.  
 Bus.-Studio-Transmitter Address.....Falmouth  
     Hotel  
 Phone Number ..... 4-2649  
 Air Time..... 6 a.m.-1 a.m.  
 News Service ..... AP  
 Transcription Service..... Associated, Standard,  
     SESAC  
 Representative ..... Edward Petry  
 Membership ..... NAB, BMB  
 Station Manager..... William S. Brown  
 Program Director..... Donald J. Curran  
 Chief Announcer..... Richard D. Smith  
 Chief Engineer..... Gerald J. Hessian

### WPOR

**PORTLAND—1946—ABC**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By..... Oliver Bestg. Co.  
 Business-Studio Address...The Chapman Bldg.  
 Phone Number ..... 3-8111  
 Transmitter Location..... Baxter Blvd.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative..... Adam J. Young, Jr.  
     Kellell-Carter  
 Membership ..... NAB, BMB  
 Pres., Gen.-Station Mgr.... Murray Carpenter  
 Comm.-Sales Prom. Mgr.... Leon P. Gorman, Jr.  
 Program-Production Publicity Director,  
     Farm Editor..... Richard Bronson  
 Chief Announcer..... S. Blake Ellis  
 Musical Director..... Robert O'Wril  
 Chief Engineer..... Roger L. Perry

### WAGM

**PRESQUE ISLE—1931—KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By..... Aroostook Bestg. Corp.  
 Business-Studio Address..... 180 State St., W.  
 Phone Number ..... 8821  
 Transmitter Location... U. S. Route 1, 4 Mi. N.  
     of City

Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service..... Associated, SESAC,  
     Keystone  
 Representative ..... Continental Radio,  
     Bertha Bannan  
 Membership ..... NAB, BMB  
 President..... Harry E. Umphrey  
 General-Station Manager... Harold D. Glidden  
 Commercial Manager..... Forrest Craig  
 Sales Prom. Mgr., Prog.-Prod.-Pub. Dir.,  
     Farm Editor..... Ted Coffin  
 Chief Announcer, Musical Dir... Clayton Smith  
 Chief Engineer..... Lester E. Hughes

### WTVL

**WATERVILLE—1946—ABC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By..... Kennebec Bestg. Co.  
 Business-Studio Address..... 36 Silver St.  
 Phone Number ..... 2700-1  
 Transmitter Location..... 140 Benton Ave.,  
     Winslaw  
 Air Time..... 6:30 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative... Robert Meeker, Kellell-Carter  
 Membership ..... NAB, BMB  
 Pres., Gen.-Station Mgr.... Carleton D. Brown  
 Comm.-Sales Prom. Mgr.... Harold L. Vigue  
 Program-Production Dir..... Paul Huber  
 Chief Engineer..... Donald H. Sutherland

For the best in radio  
news writing—

# AP

Available through  
membership

**WBAL and**

**WBAL-TV**

**Mean**

**Business**

**in Baltimore!**

**NBC AFFILIATE**

**Nationally Represented By Edward Petry Co.**

# MARYLAND

Estimated Population 2,148,000—Increase +17.9%—Radio Homes 560,200  
Total Families 585,200—Stations in State 20

## WANN

ANNAPOLIS—1946

Frequency: 1190 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Annapolis Bcstg. Corp.  
Business-Studio Address . . . . . 25 School St.,  
P. O. Box 749  
Phone Number . . . . . Annapolis 2500  
Transmitter Location . . . . . Bay Ridge Rd.  
Air Time . . . . . Local sunrise-local sunset  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth, SESAC  
President, General Mgr. . . . . Morris H. Blum  
Station-Commercial Mgr. . . . . Thomas S. Carr  
Chief Engineer . . . . . Bruce W. Harris

## WASL

ANNAPOLIS—1946

Frequency: 810 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By . . . . . Chesapeake Radio Corp.  
Business Address . . . . . Box 612, P. O. Bldg.  
Phone Number . . . . . 9211  
Transmitter-Studio Location . . . . . Truxton Hgts.  
Air Time . . . . . Local sunrise-local sunset  
News Service . . . . . AP  
Transcription Service . . . . . World  
Membership . . . . . NAB  
President . . . . . Robert Blalock  
General Mgr. . . . . Robert L. Blalock  
Sales Prom. Mgr., Prog.-Musical  
Director . . . . . Earle Caton  
Publicity Director . . . . . Carol Bond  
Chief Announcer . . . . . Harrison Eggles  
Chief Engineer . . . . . Stanley Leck, Jr.

## WBAL

BALTIMORE—1925—NBC

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  
Air Time . . . . . Unlimited  
News Service . . . . . INS, UP, AP  
Transcription Service . . . . . World, Thesaurus  
Representative . . . . . Edward Petry  
Membership . . . . . NAB, BMB  
General Manager . . . . . Harold C. Burke  
Commercial Manager . . . . . Kenneth L. Carter  
Program Director . . . . . John Dickman  
Chief Engineer . . . . . Harold See

## WBMD

BALTIMORE—1947

Frequency: 750 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Key Bcstg. Corp.  
Business-Studio Address . . . . . 2 W. Eager St.  
Phone Number . . . . . Mulberry 7095-6-7  
Transmitter Location . . . . . 2901 Moravia Rd.  
Air Time . . . . . Daytime  
News Service . . . . . AP  
Transcription Service . . . . . Associated  
Representative . . . . . Joseph Hershey McGillvra  
Membership . . . . . NAB  
President . . . . . George E. Hull  
General Manager . . . . . H. Shelton Earp, Jr.  
Commercial Manager . . . . . Merrill L. Carroll  
Prog. Dir., Chief Announcer . . . . . Tom O'Connor  
Chief Engineer . . . . . Russell H. Morgan

## WCAO

BALTIMORE—1922—CBS

Frequency: 600 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Monumental Radio Co.  
Business-Studio Address . . . . . 1102 Charles St.  
Phone Number . . . . . Mulberry 0600  
Transmitter Location . . . . . Park Hgts. Ave.  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . Paul H. Raymer  
Membership . . . . . NAB, BMB  
President . . . . . Lewis M. Milbourne  
Exec. V.P., General Station  
Manager . . . . . L. Waters Milbourne  
Program Director . . . . . George L. Filling  
Chief Engineer . . . . . Martin L. Jones

## WFBR

BALTIMORE—1922—ABC

Frequency: 1300 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . The Baltimore Radio Show,  
Inc.  
Business-Studio Address . . . . . 10 E. North Ave.  
Phone Number . . . . . Mulberry 1300  
Transmitter Location . . . . . 701 Waterview Ave.  
Air Time . . . . . Unlimited  
News Service . . . . . AP, UP  
Transcription Service . . . . . World  
Representative . . . . . John Blair  
Membership . . . . . NAB  
President . . . . . Robert S. Maslin  
V.P., Treas., Actg. Mgr. . . . . John H. L. Trautfelder  
Commercial Manager . . . . . William R. Dothard  
Sales Promotion Manager . . . . . William B. Roche  
Program-Production Dir. . . . . Bert Hamauer  
Publicity Director . . . . . Robert S. Maslin, Jr.  
Musical Director . . . . . Joseph Imbroglio  
Chief Engineer . . . . . William Q. Ranft

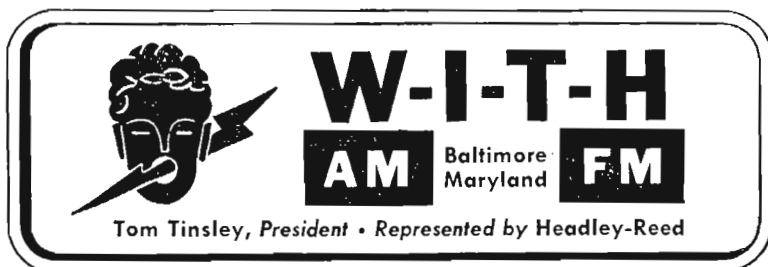
# In Baltimore the **BIGGEST BARGAIN** in Radio is **W-I-T-H**

the big independent with  
the big audience

**W-I-T-H** delivers more-listeners-per-dollar than  
any other station in town.

**W-I-T-H** covers 92.3% of all the radio homes in  
the Baltimore trading area.

See your Headley-Reed man today for the full story  
about radio station W-I-T-H.



**MARYLAND**

**W C B M**

**BALTIMORE—1924—MBS**

Frequency: 1400 Kc. (CP 680) Power: 250  
Watts (CP 10,000 d.; 5000 n.)

Owned-Oper. By..... Baltimore Bcstg. Corp.  
Bus.-Studio Address... Harford & North Aves.  
Phone Number..... Belmont 8400  
News Service..... UP, INS  
Transcription Service..... Associated  
Representative..... Weed  
President, Comm. Manager..... John Elmer  
General Manager..... George H. Roeder  
Program Director..... Charles A. Roeder  
Chief Engineer..... G. Porter Houston

**W I T H**

**BALTIMORE—1941**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By..... Maryland Bcstg. Co.  
Business-Studio Address... 7 E. Lexington St.  
Phone Number..... Lexington 7808  
Transmitter Location..... 1230 Curtain Ave.  
Air Time..... 24 Hrs.  
News Service..... AP  
Transcription Service..... Standard  
Representative..... Headley-Reed  
Membership..... NAB, FMA

Pres., Gen.-Sta. Mgr.... Thomas G. Tinsley, Jr.  
V.P., Commercial-Sales Promotion

Manager..... Robert C. Embry  
Program-Production Dir..... William Warren  
Publicity Director..... Mae Hughes  
Musical Director..... Anna Ray Suter  
Chief Engineer..... James S. Duff

**W S I D**

**BALTIMORE—1947**

Frequency: 1570 Kc. Power: 1000 Watts d.  
Owned-Operated By..... Sidney H. Tinley  
Business-Studio Address... 136 Eastern Ave.  
Phone Number..... Peabody 8150  
Transmitter Location..... Essex  
Air Time..... Sunrise-sunset  
News Service..... AP  
Transcription Service..... MacGregor, Capitol  
Representative..... Forjoe  
Membership..... NAB  
President..... Sidney H. Tinley  
General Manager..... Howard S. Frazier  
Station Manager..... Jay Nielsen  
Comm.-Sales Promotion Mgr..... Armand Terl  
Program Director..... Jay Nielsen  
Chief Engineer..... Ben Wolfe

**MORE POWER AND A BETTER  
PLACE ON THE DIAL!**

**In 1949 we move to**

**680**

**KILOCYCLES**

*with 10,000 watts*

—and that means more **SELLING POWER** for advertisers using

Baltimore's Listening Habit

**WCBM**

Mutual Broadcasting System

John Elmer, *President*  
George H. Roeder, *General Manager*

Exclusive National Representatives  
**WEED & COMPANY**  
NEW YORK, CHICAGO, BOSTON, DETROIT,  
ATLANTA, HOLLYWOOD, SAN FRANCISCO

# WTBO

your

# Tri-STATE

## Voice



## NBC Affiliation

Cumberland, Maryland

## MARYLAND

### WBCC

BETHESDA-CHEVY CHASE—1947

Frequency: 1120 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By. . . . . Broadcast Management, Inc.  
Business-Studio Address. . . . . 5 Wilson Lane  
Phone Number. . . . . Oliver 2800  
Transmitter Location. . . . . Kenwood Golf Club  
Air Time . . . . . Daytime  
News Service . . . . . UP  
Transcription Service. . . . . Lang-Worth, Associated  
Membership . . . . . NAB  
President. . . . . Willard D. Egolf  
Commercial Manager. . . . . John Haskell  
Sales Promotion Manager. . . . . Phil Davison  
Program Director. . . . . Grace Campbell Egolf  
Chief Engineer. . . . . Vernon Story

### WCMD

CAMBRIDGE—1947

Frequency: 1240 Kc. . . . . Power: 100 Watts  
Owned-Oper. By. . . . . The Cambridge Co.  
Bus.-Studio-Transmitter Address. . . . . The Pines  
Phone Number . . . . . 1580  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service. . . . . Standard, MacGregor  
Membership . . . . . NAB  
Partners. . . . . James H. Littlepage,  
Thomas P. Littlepage  
General Manager. . . . . John Schneider, III  
Commercial Manager. . . . . James H. Wood  
Program Director. . . . . Edward H. Brigham  
Musical Director. . . . . Thomas Maquire  
Chief Engineer. . . . . Frederick W. Fischer

### WTBO

CUMBERLAND—1928—NBC

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . . Cumberland Bcstg. Co.  
Business-Studio Address. . . . . 31 Frederick St.  
Phone Number . . . . . 299  
Transmitter Location. . . . . Reservoir Ave.  
Air Time . . . . . Unlimited  
News Service. . . . . AP, UP  
Transcription Service . . . . . World  
Membership . . . . . NAB, BMB  
Managing Partner, Sta.-Comm.-Sales  
Promotion Manager. . . . . Aurelia S. Becker  
Chief Engineer. . . . . William Sellock  
Farm Editor. . . . . Robert Rosmond

### WCUM

CUMBERLAND—1948—CBS

Frequency: 1490 Kc. . . . . Power: 100 Watts  
Owned-Oper. By. . . . . The Tower Realty Co.  
Bus. Address. . . . . William Rd., P. O. Box 380  
Phone Number . . . . . 5400-1  
Studio-Transmitter Address. . . . . William Rd. &  
E. City Line



## MARYLAND

Air Time ..... Unlimited  
 News Service ..... AP, Transradio  
 Transcription Service ..... Standard  
 Representative ..... Adam J. Young, Jr.  
 Membership ..... NAB  
 President ..... Karl P. Steinmann  
 Gen. Sta. Mgr., Prog. Dir. .... Floyd v. Cozard  
 Comm.-Sales Prom. Mgr. .... William Leach  
 Publicity Director ..... Wilbur Bishop  
 Chief Engineer ..... Howard M. Burns, Jr.

### WFMD

**FREDERICK—1936—CBS-MD. NET**

Frequency: 930 Kc. .... Power: 500 Watts  
 Owned-Operated By ..... Monocacy Bcstg. Co.  
 Business-Studio Address ..... Winchester Hall  
 Phone Number ..... 1626  
 News Service ..... AP  
 Transcription Service ..... World  
 Membership ..... NAB, BMB  
 President, Owner ..... Laurence Leonard  
 General-Station Manager ..... Bill Hardy  
 Asst. Mgr., Chief Engr. .... James W. Robertson

### WARK

**HAGERSTOWN—1947—ABC**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Annetam Bcstg. Corp.  
 Business-Studio Address ..... 128 S. Prospect St.  
 Phone Number ..... 4500  
 Transmitter Location ..... Commonwealth Rd.  
 News Service ..... AP  
 Representative ..... Robert W. Meeker  
 Membership ..... NAB  
 Chairman of Board ..... R. J. Funkhouser  
 General-Sales Prom. Mgr. .... Stewart W. Phillips  
 Commercial Manager ..... Samuel E. Phillips, Jr.  
 Prog. Dir., Farm Editor ..... Hunter Reams  
 Publicity Director ..... Jane Smith  
 Chief Engineer ..... G. Harold Brewer

### WJEJ

**HAGERSTOWN—1932—MBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Hagerstown Bcstg. Co., Inc.  
 Business-Studio Address ..... Franklin Court  
 Phone Number ..... 2323  
 Transmitter Location ..... Carroll Heights  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP, Transradio  
 Transcription Service ..... World, Long-Worth,  
 SESAC  
 Representative ..... Friedenberg  
 Membership ..... NAB, BMB  
 Chief Owner, Station Mgr. .... Grover C. Crilly  
 Commercial-Sales Promotion Manager,  
 Publicity Director ..... William H. Paulsgrove  
 Program Director ..... Marie Whitcraft  
 Production Director ..... Robert Leshner  
 Chief Engineer ..... George McIntire  
 Farm Editor ..... Larry Welsh

### WASA

**HAVRE DE GRACE—1948**

Frequency: 1600 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Chesapeake Bcstg. Corp.  
 Bus.-Studio-Transmitter Address ..... Bel Air Rd.  
 Phone Number ..... 800  
 Air Time ..... Local sunrise-local sunset  
 News Service ..... UP  
 Transcription Service ..... World  
 President, General-Station Mgr. .... Jason T. Pate  
 Comm.-Sales Prom. Mgr. .... Charles W. Irwin  
 Prog.-Prod.-Pub. Dir. .... Sam Lawler  
 Chief Engineer ..... William O. Kuntz

### WBOC

**SALISBURY—1940—MBS-MD.**

Frequency: 960 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... The Peninsula Bcstg. Co.  
 Bus.-Studio-Transmitter Address ..... Radio Park  
 Phone Number ..... 2480  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Burn Smith  
 President ..... John W. Dawning  
 Gen. Sta.-Comm.-Sales Mgr. .... Charles J. Truitt  
 Program Director ..... John W. Downing, Jr.  
 Chief Engineer ..... Jack W. Ward  
 Farm Editor ..... James Duncan

### WGAY

**SILVER SPRINGS—1946**

Frequency: 1050 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Tri-Suburban Bcstg. Corp.  
 Business Address ..... Silver Spring  
 Phone Number ..... Shep. 1050  
 Studio-Transmitter Location ..... Kemp Mill Rd.  
 Air Time ..... Daytime  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Walker  
 Membership ..... NAB, BMB  
 President ..... John W. Kluge  
 Gen. Sta.-Comm.-Sales Mgr. .... Joseph L. Brechner  
 Program Director ..... Ernest Tannen  
 Chief Engineer ..... Nicholas J. Chaconas

### WOOK

**SILVER SPRINGS—1947**

Frequency: 1590 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... United Bcstg. Co.  
 Bus.-Studio Address ..... 1143 Connecticut Ave.  
 N.W., Washington, D. C.  
 Phone Number ..... Sterling 7265  
 Air Time ..... Daytime  
 Transcription Service ..... Long-Worth  
 Representative ..... Friedenberg  
 Pres., Gen.-Comm. Mgr. .... Richard Eaton  
 Program Director ..... Albert Lamphear  
 Chief Engineer ..... James N. Gilbert

# "YANKEE"

IS THE **PASSWORD**  
TO NEW ENGLAND  
PURCHASING POWER



## 24

### Home-town Stations

providing equal local  
impact in city and  
suburban markets in  
six states.

*Acceptance is*  
**THE YANKEE NETWORK'S**  
*Foundation*

# THE YANKEE NETWORK, INC.

*Member of the Mutual Broadcasting System*

21 BROOKLINE AVE., BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

# MASSACHUSETTS

Estimated Population 4,718,000—Increase + 9.3%—Radio Homes 1,301,500  
Total Families 1,316,200—Stations in State 41

## WBMS

BOSTON—1946

Frequency: 1090 Kc. Power: 10,000 Watts d.  
Owned-Operated By.....WBMS, Inc.  
Business-Studio Address.....35 Court St.  
Phone Number.....LATayette 3-5616  
Transmitter Location.....Medford  
Air Time.....Sunrise-sunset  
News Service.....UP  
Transcription Service.....Associated  
Membership.....NAB  
President.....Jack N. Berkman  
Managing Director.....John J. Laux  
General Manager.....Arthur E. Haley  
Program Director.....John R. Thornton  
Chief Announcer.....William Stewart  
Musical Director.....Martin Bokspan  
Chief Engineer.....Herbert Rattigan

## WBZ - WBZA

(Synchronous Operation)

BOSTON-SPRINGFIELD—1921

NBC-NERN

Frequency: 1030 Kc. Power: WBZ, 50,000  
Watts; WBZA, 1000 Watts  
Owned-Oper. By.....Westinghouse Radio Sta-  
tions, Inc. (Synchronous Operation)  
Business Address.....1170 Soldiers Field Rd.  
Phone Number.....WBZ, ALgonquin 4-5670;  
WBZA, Springfield 6-8336  
Studio Address.....WBZ, 1170 Soldiers Field Rd.;  
WBZA, Hotel Kimball  
Transmitter Location.....WBZ, Hull, Mass.;  
WBZA, East Springfield, Mass.  
Air Time.....Unlimited  
News Service.....AP, UP  
Transcription Service.....Thesaurus, Associated  
Representative.....Free & Peters  
Membership.....BMB  
President.....Walter Evans  
General Manager.....J. B. Conley  
Station Manager.....W. C. Swartley  
Sales Manager.....C. Herbert Masse  
Sales Promotion Manager.....Lynn Morrow  
Program Manager.....W. Gordon Swan  
Production Manager.....Stephen J. Burke  
Publicity Manager.....W. A. Davis  
Special Events Dir.....Colton G. Morris  
Educational Dir.....Ben A. Hudelson  
Musical Director.....Avner Rakov  
Chief Engineer.....WBZ, W. H. Hauser;  
WBZA, Harold Randol  
Farm Director.....Roger Harrison

## WCOP

BOSTON—1935—ABC

Frequency: 1150 Kc. Power: 5000 Watts  
Owned-Oper. By.....Massachusetts Bcstg. Corp.  
Business-Studio Address.....485 Boylston St.  
Phone Number.....COpley 7-0123  
Transmitter Location.....Lexington  
Air Time.....Unlimited  
News Service.....AP, INS, UP  
Transcription Service.....Standard  
Representative.....Katz  
Membership.....NAB  
President.....John Cowles  
General-Station Manager.....Craig Lawrence  
Natl. Comm. Mgr.....A. N. Armstrong, Jr.  
Sales Promotion Manager.....John Wilkoff  
Program Director.....Gene King  
Production Director.....Henry Lundquist  
Publicity Director.....Caroline Harrison  
Chief Announcer.....Irvin E. Dierdorf, Jr.  
Chief Engineer.....Roland C. Hale  
Farm Editor.....George Graves

## WEEI

BOSTON—1924—CBS

Frequency: 590 Kc. Power: 5000 Watts  
Owned-Operated By.....CBS  
Business-Studio Address.....182 Tremont St.  
Phone Number.....HUbbard 2-2323  
Transmitter Location.....Mystic Valley Pkway.,  
Medford  
Air Time.....Unlimited  
News Service.....AP, UP  
Transcription Service.....Lang-Worth  
Representative.....Radio Sales  
Membership.....NAB, BMB  
General Manager.....Harold E. Fellows  
Asst. General Manager.....Wilbur S. Edwards  
Sales Promotion Mgr.....Guy H. Cunningham  
Program Director.....Raymond G. Girardin  
Production Director.....Thomas H. Calhoun  
Publicity Director.....Marie H. Houlahan  
Chief Announcer.....Carlton H. Dickerman  
Musical Director.....Frank Bell  
Chief Engineer.....Harold A. Dorschug  
Farm Editor.....Jesse H. Buffum

## WHDH

BOSTON—1927

Frequency: 850 Kc. Power: 50,000 Watts  
Owned-Oper. By.....Bcstn Herall-Traveler  
Bus-Studio Address.....6 St. James Ave.  
Phone Number.....HANock 6-5500  
Air Time.....Unlimited  
News Service.....AP, UP

**MASSACHUSETTS**

Transcription Service . . . . . Standard, Capitol  
Representative . . . . . John Blair  
Membership . . . . . NAB  
President . . . . . Robert B. Choate  
Managing Director . . . . . William B. McGrath  
Commercial Manager . . . . . Arthur T. Brush  
Sales Manager . . . . . William W. Warner  
Program Director . . . . . George M. Perkins  
Production Manager . . . . . George M. Watson, Jr.  
Chief Engineer . . . . . Pihlip K. Baldwin

**WMEX**

**BOSTON—1934**

Frequency: 1510 Kc. . . . . Power: 50,000 Watts  
Owned-Oper. By . . . . . The Northern Corp.  
Business-Studio Address . . . . . 70 Brookline Ave.  
Phone Number . . . . . Commonwealth 6-3900  
Transmitter Location . . . . . 71 W. Squantum St.,  
Quincy  
Air Time . . . . . 7:30 a.m.-M.  
News Service . . . . . INS  
Transcription Service . . . . . Associated, Lang-Worth,  
SESAC  
Representative . . . . . William G. Rameau  
Membership . . . . . NAB, BMB  
President . . . . . John E. Reilly  
General Manager . . . . . William S. Pote  
Technical Director . . . . . Alfred J. Pote  
Commercial Manager . . . . . Lawrence Flynn  
Sales Promotion Manager . . . . . George Kaplan  
Program Director . . . . . John E. Reilly  
Musical Director . . . . . John Kiley  
Chief Engineer . . . . . John Memishian

**WNAC**

**BOSTON—1922—MBS-YANKEE**

Frequency: 1260 Kc. . . . . Power: 5000 Watts  
Owned By . . . . . General Tire & Rubber Co.  
Operated By . . . . . The Yankee Network  
Bus.-Studio Address . . . . . 21 Brookline Ave.  
Phone Number . . . . . Commonwealth 6-0800  
Air Time . . . . . Unlimited  
News Service . . . . . AP, INS  
Transcription Service . . . . . Standard, Associated,  
SESAC  
Representative . . . . . Edward Petry  
Membership . . . . . NAB, BMB  
Chmn. of the Bd. . . . . John Shepard, III  
President, Owner . . . . . William O'Neil  
Exec. V.P., Gen. Mgr. . . . . Linus Travers  
V.P. . . . . Thomas F. O'Neil  
Dir. of Prom. & Pub. . . . . Charles W. Curtin  
Prog. Dir., V.P. . . . . George W. Steffy  
Chief Engineer . . . . . Irving B. Robinson

**WORL**

**BOSTON—1926**

Frequency: 950 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Bcstg. Service Org., Inc.  
Business-Studio Address . . . . . 216 Tremont St.

Phone Number . . . . . Liberty 4540  
Transmitter Location . . . . . Needham  
Air Time . . . . . Daytime  
News Service . . . . . AP, UP  
Representative . . . . . Forjoe  
Membership . . . . . NAB  
President . . . . . Harold A. Lafount  
General-Station Mgr. . . . . Ashley L. Robeson  
Comm. Manager . . . . . Frederic S. Bailey  
Program Director . . . . . Robert Perry  
Chief Engineer . . . . . John W. Parker

**WVOM**

**BOSTON—1948—EBS**

Frequency: 1600 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . The Boston Bcstg. Corp.  
Business Address . . . . . 1 Harvard St.  
Phone Number . . . . . Beacon 2-5650, Beacon 2-7870,  
WR 5-2466  
Studia Address . . . . . Wiswall Rd., Newton; 1 Har-  
vard St., Brookline; 251 Causeway St., Boston  
Transmitter Location . . . . . Wiswall Rd., Newton  
Air Time . . . . . 24 Hrs.  
News Service . . . . . UP  
Transcription Service . . . . . Standard, World,  
MacGregor, SESAC  
Representative . . . . . Joseph Hershey McGillvra  
Membership . . . . . NAB  
Exec. V.P., General Mgr. . . . . Benjamin Barzloff  
Musical Director . . . . . Gene Dennis  
Chief Engineer . . . . . Ervin Crandell

**WBET**

**BROCKTON—1946**

Frequency: 990 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By . . . . . Enterprise Publishing Co.  
Business-Studio Address . . . . . 60 Main St.  
Phone Number . . . . . Brockton 7062  
Transmitter Location . . . . . Cor. West & Belmont Sts.  
Air Time . . . . . Daytime  
News Service . . . . . AP  
Transcription Service . . . . . Thesaurus, SESAC,  
Lang-Worth, World  
Membership . . . . . NAB  
General-Station-Comm. Mgr. . . . . Charles A. Fuller  
Production Director . . . . . Joseph G. Quill

**WBKA**

**BROCKTON—1948**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Cur-Nan Compony  
Bus.-Studio-Transmitter Address . . . . . 205 E. Ash-  
land St.  
Phone Number . . . . . 8-0621-2  
Air Time . . . . . 6:30 a.m.-11 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . Associated  
Representative . . . . . Kettell-Carter  
President . . . . . Joseph F. Curran  
General Manager . . . . . Matthew Noonan

# MASSACHUSETTS

Station Manager..... Charles F. Curran  
Commercial Manager..... Paul Belaire  
Program Director..... Harlan W. Newell  
Chief Announcer..... Robert E. Fuller  
Chief Engineer..... Mark L. MacAdam  
Farm Editor..... Arthur Jones

## WACE

CHICOPEE—1946

Frequency: 730 Kc..... Power: 1000 Watts d.  
Owned-Operated By..... Regional Bcstg. Co.  
Bus.-Studio-Transmitter Address..... 326 Chicopee  
St.

Phone Number..... Springfield 6-1323,  
Chicopee 2330

Air Time..... Sunrise-sunset  
News Service..... AP  
Transcription Service..... World  
Representative..... McGeehan & O'Mara,  
Kettell-Carter

Membership..... NAB, FMA  
President..... David Hayes  
Treasurer..... John S. Begley  
General Manager..... Ralph J. Robinson  
Commercial Manager..... David Hayes  
Sales Promotion Manager..... Ralph J. Robinson  
Prog.-Prod.-Pub. Dir..... Lee Smith  
Chief Announcer..... Kris Martin  
Chief Engineer..... Ralph J. Robinson

## WALE

FALL RIVER—1948

Frequency: 1400 Kc..... Power: 250 Watts  
Owned-Oper. By..... Narragansett Bcstg. Co.  
Business-Studio Address..... 374 Central St.  
Phone Number..... 4-1400  
News Service..... UP, INS  
Transcription Service..... Associated, Capitol,  
SESAC

Representative..... Kettell-Carter  
President, Mng. Dir..... George L. Sisson, Jr.  
Station Manager..... J. Buz Way  
Program Director..... Nellie F. McCain  
Chief Engineer..... Norman P. Guimond

## WSAR

FALL RIVER—1921—MBS-YANKEE

Frequency: 1480 Kc..... Power: 5000 Watts  
Owned-Oper. By..... The Fall River Bcstg. Co.,  
Inc.

Business-Studio Address..... Academy B'dg.  
Phone Number..... 7-9477  
Transmitter Location..... So. Somerset  
Air Time..... 6:30 a.m.-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 Prom. Mgr., Pub. Dir..... John Crowley  
Prog. Dir., Prod. Mgr..... Angus Bailey  
Musical Director..... John Zmuda  
Chief Engineer..... John Pavao

## WEIM

FITCHBURG—1941—MBS-YANKEE

Frequency: 1340 Kc..... Power: 250 Watts  
Owned-Oper. By..... WEIM, Fitchburg, Inc.  
Business-Studio Address..... 717 Main St.  
Phone Number..... 1600-1  
Transmitter Location..... Summer St., Lunenburg  
Air Time..... Unlimited  
News Service..... AP  
Representative..... Bertha Bannan  
Membership..... NAB  
General Mgr..... Henry G. Molina, Jr.  
Commercial Manager..... Ford Billings  
Program Director..... George Gray  
Chief Engineer..... Ted Kalin

## WKOX

FRAMINGHAM—1947

Frequency: 1190 Kc..... Power: 1000 Watts d.  
Owned-Operated By..... Suburban Bcstg. Co.  
Business-Studio Address..... Smith Bldg., Irving  
Square

Phone Number..... Framingham 7400, 5003  
Transmitter Location..... Mt. Wayte Ave.  
Air Time..... Local sunrise-sunset  
News Service..... UP  
Transcription Service..... Capitol  
Representative..... Friedenber, Kettell-Carter  
Membership..... NAB  
Station Manager..... Richard E. Adams  
Commercial Manager..... James H. Shoemaker  
Program Director..... Lee Emmerich  
Publicity Director..... Robert Fuller  
Chief Announcer..... Lee Emmerich  
Chief Engineer..... Frank Bartol

## WHOB

GARDNER—1946

Frequency: 1490 Kc..... Power: 250 Watts  
Owned-Operated By..... Gardner Bcstg. Co.  
Business-Studio Address..... 39 Pleasant St.  
Phone Number..... 1490  
Transmitter Location..... Green St.  
Air Time..... Unlimited  
News Service..... AP  
Transcription Service..... SESAC  
Representative..... William G. Rambeau  
Membership..... NAB, BMB  
President, General Mgr..... David M. Richman  
Station Manager..... Frank Hull  
Comm.-Sales Promotion Mgr..... Robert Kelley  
Program-Production Dir..... West W. Willcox  
Chief Announcer..... Martin Tall  
Chief Engineer..... Parker Vincent

## W H A I

### GREENFIELD—1938—MBS-YANKEE

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . John W. Haigis  
 Business-Studio Address . . . . . 356 Main St.  
 Phone Number . . . . . 4301-2  
 Transmitter Location . . . . . Woodard Rd.  
 Air Time . . . . . 6 a.m.-11:30 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, Associated  
 Representative . . . . . Bertha Bannan  
 Membership . . . . . NAB, BMB  
 President . . . . . John W. Haigis, Sr.  
 General Manager . . . . . John W. Haigis, Jr.  
 Commercial Manager . . . . . H. W. Nichols  
 Sales Promotion Manager . . . . . Thomas J. Kelly  
 Program Director,  
 Chief Announcer . . . . . Lawrence A. Coney  
 Musical Director . . . . . Charles D. Prentice  
 Chief Engineer . . . . . Leland F. Wheeler  
 Farm Editor . . . . . Donald A. Tuttle

## W H A V

### HAVERHILL—1946

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Haverhill Gazette Co.  
 Business-Studio Address . . . . . 30 Hew St.  
 Phone Number . . . . . 7090  
 Transmitter Location . . . . . 110 Observatory Ave.  
 Air Time . . . . . 6 a.m.-11:30 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated, World,  
 SESAC  
 Representative . . . . . McGeehan & O'Mara,  
 Kettell-Carter  
 Membership . . . . . NAB  
 President, General Manager . . . . . John T. Russ  
 Station Manager . . . . . Lewis F. Sargent  
 Program Director . . . . . Warren Greenwood  
 Chief Announcer . . . . . Ken Ash  
 Chief Engineer . . . . . Paul A. Hurd  
 Farm Editor . . . . . Roland Dubois

## W H Y N

### HOLYOKE—1941—MBS-YANKEE

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Hampden-Hampshire Corp.  
 Business Address . . . . . 180 High St.  
 Phone Number . . . . . 8238-9  
 Studio Addresses . . . . . 180 High St.; Conal S., So.  
 Hadley Falls; 78 Main St., Northampton  
 Transmitter Location . . . . . Canal St., So. Hadley  
 Falls  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, Lang-Worth  
 Representative . . . . . Walker, Bertha Bannan  
 Membership . . . . . NAB, FMA  
 President . . . . . William Dwight  
 General-Station Mgr. . . . . Charles N. DeRose  
 Commercial Manager . . . . . Patrick J. Montague

Prog. Mgr., Pub. Dir. . . . . Jay Heitin  
 Musical Director . . . . . John Vendell  
 Chief Operator . . . . . Jack Paley

## W C C M

### LAWRENCE—1947

Frequency: 800 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . The Lawrence Bcstg. Co.  
 Business Address . . . . . 54 Essex St.  
 Phone Number . . . . . Lawrence 3-7171, Lowell 8359  
 Studio Addresses . . . . . 54 Essex St., 11 Kearney Sq.  
 Transmitter Location . . . . . Chandler Rd., Andover  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Representative . . . . . Forjoe, Bertha Bannan  
 Membership . . . . . NAB  
 President . . . . . George H. Jaspert  
 General Manager . . . . . Gordon S. Ley  
 Station Manager . . . . . Thomas C. May, Jr.  
 Commercial Manager . . . . . William C. Engel  
 Sales Manager . . . . . Lawrence: Alex G. MacBeth;  
 Lowell: Phil Rubin  
 Prog.-Prod.-Musical Dir. . . . . Thomas F. Frank  
 Publicity Director . . . . . Sally B. Zamblera  
 Chief Engineer . . . . . Harold Davis

## W L A W

### LAWRENCE—1937 ABC-N. E. MAJOR

Frequency: 880 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Hildreth & Rogers Co.  
 Business Address . . . . . 278 Essex St.  
 Phone Number . . . . . Lawrence 4107  
 Studio Addresses . . . . . 278 Essex St., 216 Tremont  
 St., Boston; Fairburn Bldg., Lowell.  
 Transmitter Location . . . . . Burlington  
 Air Time . . . . . 6 a.m.-2 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Standard  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . NAB, BMB  
 President . . . . . Irving E. Rogers  
 General-Station Mgr. . . . . Harold B. Morrill  
 Commercial Manager . . . . . David M. Kimel  
 Regional Sales Manager . . . . . Nona Kirby  
 Program Director . . . . . James T. Mahoney  
 Publicity Director . . . . . Fred A. Sullivan  
 Chief Announcer . . . . . Frederick P. Laffey  
 Chief Engineer . . . . . George A. Hinckley

## W L L H

### LOWELL-LAWRENCE—1937 MBS-YANKEE

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Merrimoc Bcstg. Co., Inc.  
 Business Address . . . . . 39 Kearney Sq.  
 Phone Number . . . . . 8715  
 Studio-Transmitter Location . . . . . 39 Kearney Sq.,  
 Lowell; Cregg Bldg., Lawrence  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP

. . . **MASSACHUSETTS** . . .

Transcription Service . . . . . Associated  
 Representative . . . . . Edward Pety  
 President . . . . . Gerald Harrison  
 Vice-President . . . . . Carl S. Wheeler  
 Station Manager . . . . . Dana W. Fitzgerald  
 Commercial Manager . . . . . Haskell Bloomberg  
 Prog. Dir., Chief Announcer . . . . . Tom Clayton  
 Chief Engineer . . . . . A. G. Michaels

**WLYN**

**LYNN—1946**

Frequency: 1360 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . Puritan Bcst. Service, Inc.  
 Business-Studio Address . . . . . 7 Willow St.  
 Phone Number . . . . . LY. 5-6200  
 Transmitter Location . . . . . Fox Hill Bridge  
 A'r Time . . . . . 6:30 a.m.-Sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated. SESAC  
 Membership . . . . . NAB  
 President, General Manager . . . . . A. M. Morgan  
 Station Manager . . . . . Cyril Morgan  
 Sales Promotion Manager . . . . . Harold Goldman  
 Program Director . . . . . Ethel Adams  
 Chief Announcer . . . . . Bill Bradley  
 Musical Director . . . . . Harry Freeman  
 Chief Engineer . . . . . John Parker

**WNBH**

**NEW BEDFORD—1921—ABC**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Bristol Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 588 Pleasant St.  
 Phone Number . . . . . 8-5228  
 Transmitter Location . . . . . Crow Island, New Bedford Harbor, Fairhaven  
 Air Time . . . . . 6 a.m.-11:15 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Walker Co., Bertha Bannan  
 Membership . . . . . NAB, BMB  
 Vice-President . . . . . Basil Brewer  
 General Manager . . . . . James M. Patt  
 Commercial Manager . . . . . Theodore M. Healy  
 Sales Promotion Manager,  
 Program Director . . . . . Edward Boghosian  
 Chief Engineer . . . . . Stanley Emery

**WKOB**

**NORTH ADAMS—1947**

Frequency: 860 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Citizens Bcstg. Co.  
 Business Address . . . . . 20 State St.  
 Phone Number . . . . . 860-1

**WLAW**

**680 Kc.**

**YOUR  
BEST  
RADIO  
BUY**

50,000 watts  
*New England's*  
**MOST POWERFUL**  
*Radio Station*

**SERVING  
PROSPEROUS  
INDUSTRIAL  
NEW  
ENGLAND**

**BASIC ABC STATION: LAWRENCE**

DELIVERS AN EFFECTIVE SIGNAL FROM PORTLAND, ME. TO NEWPORT, R. I.  
 93.7 megacycles **WLAW — FM** Channel 229

Main Studios and Offices: Lawrence, Mass. Other Studios: Boston and Lowell.  
 NATIONAL REPRESENTATIVES: PAUL H. RAYMER CO., INC.

**MASSACHUSETTS**

Studio Address.....Hotel Wellington  
Transmitter Location.....Curron Hway.  
Air Time.....Sunrise-sunset  
News Service.....UP  
Transcription Service.....Standard, Capitol  
Representative.....Joseph Hershey McGillvra  
Station Manager.....James H. McKnight  
Program Director.....J. William Quinn  
Farm Editor.....Theodore Salford  
Chief Engineer.....Charles H. Smith

**WJDA**

**QUINCY—1947**

Frequency: 1390 Kc....Power: 1000 Watts d.  
Owned-Oper. By South Shore Bcstg. Co., Inc.  
Business-Studio Address...29 Brackett St.  
Phone Number.....Mayflower 9-1300  
Transmitter Location.....Germantown  
Air Time.....Sunrise-sunset  
News Service.....AF  
Transcription Service.....World  
President, Station Mgr.....Joseph H. Tobin  
Comm.-Sales Prom.....James D. Asher

**WMNB**

**NORTH ADAMS—1947**

Frequency: 1230 Kc.....Power: 100 Watts  
Owned-Oper. By Northern Berkshire Bcstg. Co.  
Bus.-Studio-Transmitter Address...466 Curran  
Phone Number.....1230  
Air Time.....6:30 a.m.-11 p.m.  
News Service.....AP  
Transcription Service.....World  
General-Station Mgr.....J. Gordon Keyworth  
Commercial Rep.....Richard J. O'Brien  
Program Manager.....Benjamin A. Hubley  
Musical Director.....Joyce Merrill

**WESX**

**SALEM—1939**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By North Shore Bcstg. Co.  
Business-Studio Address...49-53 Washington St.  
Phone Number.....5670  
Transmitter.....Naugus Head, Marblehead  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....World, Lang-Worth  
Representative.....Bertha Bannan  
President.....Charles W. Phelan  
General Manager.....Edmund L. Phelan  
Commercial Manager.....John Sullivan  
Sales Promotion Manager.....Robert Rogers

**WBEC**

**PITTSFIELD—1947—ABC**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. 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.-M.  
News Service.....AP  
Transcription Service.....Standard, Lang-Worth  
Representative.....J. P. McKinney  
Membership.....NAB  
Owners.....L. K. Miller, D. B. Miller  
General Manager.....W. Wendell Budrow  
Chief Engineer.....James L. Spotes

**WMAS**

**SPRINGFIELD—1932—CBS**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....WMAS, Inc.  
Business-Studio Address.....1757 Main St.  
Phone Number.....Springfield 7-1414  
Transmitter Location.....Pynchon Pk.  
Air Time.....6:30 a.m.-12:05 a.m.  
News Service.....UP  
Representative.....Edward Petry  
Membership.....NAB  
President.....Gerald Harrison  
Station Manager.....Robert Donahue  
Commercial Manager.....Robert Feldman  
Sales Promotion Manager.....Paul Peltier  
Chief Engineer.....John Michnovetz

**WBRK**

**PITTSFIELD—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.....100 East St.  
News Service.....UP  
Transcription Service.....Lang-Worth  
Membership.....NAB  
President.....Leon Podolsky  
General-Station Manager.....John T. Parsons  
Commercial Manager.....Robert Burbank  
Publicity Director.....Richard Bolander

**WSPR**

**SPRINGFIELD—1936—ABC**

Frequency: 1270 Kc.....Power: 1000 Watts  
Owned-Operated By.....WSPR, Inc.  
Business.....WSPR Bldg., 63 Chestnut St.  
Phone Number.....Springfield 6-2757-8, 6-4218  
Transmitter Location.....Union St. & Palmer Ave.  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....George P. Hollingbery



# MASSACHUSETTS

Membership ..... NAB, BMB  
President..... Quincy A. Brackett  
V.P., Gen.-Sta. Mgr..... Milton W. Stoughton  
Commercial Manager..... William H. Burleigh  
Sales Prom. Mgr., Pub. Dir., Howard S. Keeffe  
Prog.-Prod. Director..... Wayne H. Latham  
Chief Announcer..... Robert L. Jones  
Musical Director..... Grace B. Manchester  
Chief Engineer..... Lawrence A. Reilly

## WCRB

WALTHAM—1948

Frequency: 1330 Kc..... Power: 500 Watts d.  
Owned-Oper. By..... Charles River Bcstg. Co.  
Business-Studio Address..... 4 Gordon St.  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Station Manager..... Devel Richardson  
Sales Manager..... Frank McArdle  
Program Director..... Bill Sherman

## WRMS

WARE—1948

Frequency: 1250 Kc..... Power: 500 Watts  
Owned-Operated By..... Donald W. Howe  
Business-Studio Address..... East St.  
Phone Number ..... 23  
Transmitter Location..... Atop Coy's Hill, Warren  
Air Time ..... Daytime  
News Service ..... AP  
Transcription Service ..... Associated  
Owner..... Donald W. Howe  
General-Comm. Mgr..... Ansel E. Gridley

## WOCB

WEST YARMOUTH—1944—ABC-KBS

Frequency: 1240 Kc..... Power: 250 Watts  
Owned-Operated By..... Bristol Bcstg. Co., Inc.  
Business-Studio Address..... West Yarmouth  
Phone Number..... Hyannis 502  
Transmitter Location..... South Sea Ave.  
News Service ..... AP  
Transcription Service..... World, Keystone  
Representative..... Walker, Bertha Bannan  
President..... Basil Brewer  
Station Commercial Mgr..... David J. Shurtleff

## WAAB

WORCESTER—1931—MBS

Frequency: 1440 Kc..... Power: 5000 Watts  
Owned By..... General Tire & Rubber Co.  
Operated By..... The Yankee Network  
Business-Studio Address..... 34 Mechanics St.  
Phone Number ..... 2-5611

Transmitter Location ..... Holden  
Air Time ..... Unlimited  
News Service ..... AP, INS, Reuters  
Representative ..... Edward Petry  
Membership ..... NAB, BMB  
President..... William O'Neil  
Chairman of Board..... John Shepard, 3rd  
General Manager..... Linus Travers  
Station Manager..... Richard A. Cobb

## WNEB

WORCESTER—1946

Frequency: 1230 Kc..... Power: 250 Watts  
Owned-Oper. By..... New England Bcstg. Co.  
Bus.-Studio ..... Park Bldg., 507 Main St.  
Phone Number ..... 6-4672  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service..... Thesaurus, Capitol  
Representative ..... Adam J. Young  
Membership ..... NAB  
President..... Paul C. Lytle  
General Manager..... John J. Hurley  
Commercial Manager..... Kenneth B. Murray

## WORC

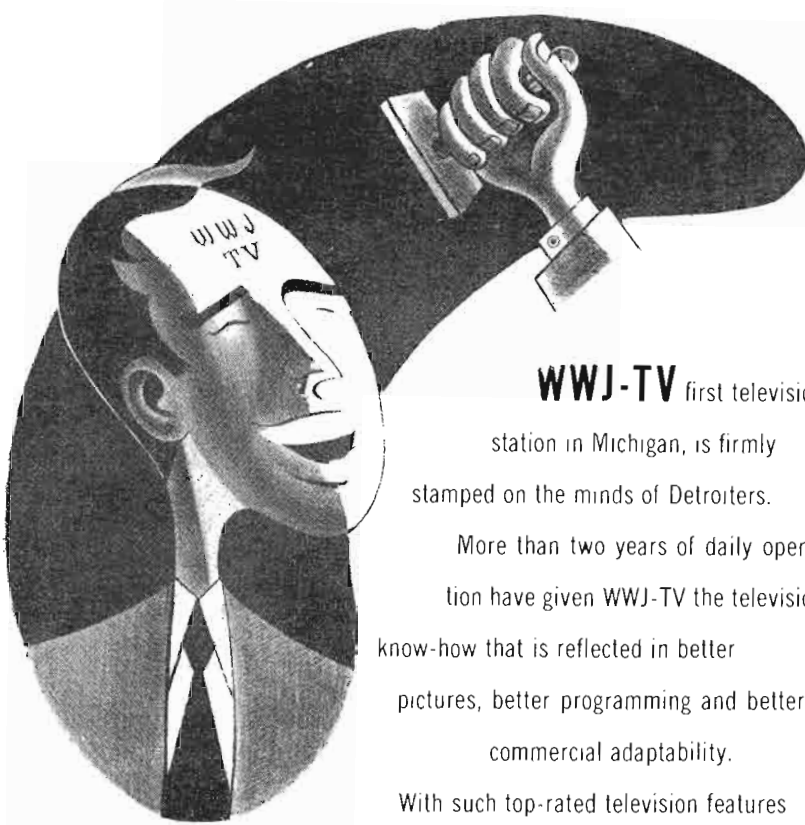
WORCESTER—1929—ABC

Frequency: 1310 Kc..... Power: 1000 Watts  
Owned-Operated By..... Alfred F. Kleindienst  
Business-Studio Address..... 65 Elm St.  
Phone Number ..... 5-3101  
Transmitter Location..... Pachachoag St., Auburn  
Air Time..... 7 a.m.-M.  
News Service ..... INS  
Transcription Service ..... Lang-Worth  
Representative ..... Weed  
Membership ..... NAB

## WTAG

WORCESTER—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  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service..... World, Associated  
Representative..... Paul H. Raymer  
Membership ..... NAB, BMB  
Executive V.P..... E. E. Hill  
Vice-Pres., Gen. Mgr..... Robert W. Booth  
Commercial Manager..... Herbert L. Krueger  
Program Director..... A. J. Brissette  
Publicity Director..... A. C. Fuller  
Chief Engineer..... E. A. Browning



## **WWJ-TV** first television

station in Michigan, is firmly stamped on the minds of Detroiters.

More than two years of daily operation have given WWJ-TV the television know-how that is reflected in better pictures, better programming and better commercial adaptability.

With such top-rated television features

as Detroit Tigers baseball, University of Michigan football, and Detroit Red Wing hockey, WWJ-TV practically has a monopoly on local big-time sports events. Combined with other local entertainment highlights and its NBC Television Network facilities, advertisers who feature their products on WWJ-TV are assured the largest audience, as well as the clearest reproductions on the screens of the more than 35,000 television sets in the Detroit market.

FIRST IN MICHIGAN . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

# **WWJ-TV**

NBC Television Network

ASSOCIATE AM-FM STATION WWJ

# MICHIGAN

Estimated Population 6,195,000—Increase +17.9%—Radio Homes 1,707,706  
Total Families 1,741,900—Stations in State 54

## W A B J

ADRIAN—1946

Frequency: 1500 Kc. Power: 250 Watts d.  
Owned By James Gerity, Jr.  
Business Address 2982 Tread Rd.  
Phone Number 9000-1  
Air Time Daytime  
News Service UP  
Transcription Service World  
Representative Ra-Tel  
Membership NAB  
Manager O. William Myers  
Commercial Manager Harley West  
Program Director Larry Payne  
Chief Engineer Gail D. Griner

## W F Y C

ALMA—1947

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned-Operated By Alma Bcstg. Co.  
Business-Studio Address 408 Gratiot St.  
Phone Number 95  
News Service UP  
Transcription Service World  
President, General Mgr. Merle E. Rhoads  
Commercial Mgr. Cleon Vanriper  
Chief Engineer Frank D. Tefft

## W A T Z

ALPENA—1946

MBS-KBS-PAUL BUNYAN

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By. Midwestern Bcstg. Co.  
Business Address Alpena  
Phone Number 1049  
Studio-Transmitter Location M-32 West  
Air Time 7 a.m.-11 p.m.  
News Service AP  
Transcription Service Keystone  
Representative Hal Holman  
Membership BMB  
President Les Biederman  
General Manager Drew McClay  
Chief Engineer William Kiker

## W H R V

ANN ARBOR—1947—ABC

Frequency: 1600 Kc. Power: 1900 Watts  
Owned-Oper. By. Huron Valley Bcstg., Inc.  
Business Address Box 608  
Phone Number 2-4573  
News Service AP  
Transcription Service World  
Representative Forjoe

President, General Mgr. J. F. Hopkins  
Commercial Mgr. R. S. Augustus  
Program Director Amy H. Wilcox  
Chief Engineer James W. Allen

## W P A G

ANN ARBOR—1945

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned-Operated By Washtenaw Bcstg. Co.  
Bus. Studio Address 3rd Floor, Hutzel Bldg.  
Phone Number 2-5517  
Transmitter Location 1795 So. Maple Rd.  
Air Time Sunrise-sunset  
News Service AP  
Transcription Service Standard, Associated  
Representative Hal Holman  
Membership NAB, FMA  
President Arthur E. Greene  
Exec. V.P., Gen. Mgr. Edward F. Baughn  
Commercial Manager Ted Turner  
Program Director Wendell Hester  
Chief Announcer Pat Quinn  
Chief Engineer George D. Stearns  
Farm Editor Howard E. Heath

## W B C K

BATTLE CREEK—1948

MBS-GOEBEL BASEBALL

Frequency: 930 Kc. Power: 1000 Watts  
Owned By Michigan Bcstg. Co.  
Business-Studio Address 402 Security Natl.  
Bank Bldg.  
Phone Number 3-5555  
Transmitter Location Golden Ave.  
Air Time Unlimited  
News Service UP  
Transcription Service Associated, Capitol  
Representative Ra-Tel  
Pres., Gen. Sta. Comm. Mgr. Robert H. Holmes  
Local Sales Manager F. K. Doyle  
Program-Production Director Adrian R. Cooper  
Publicity Director Molly Sue Doran  
Chief Announcer Don Callen  
Chief Engineer Charles W. Dewey, Jr.

## W E L L

BATTLE CREEK—1925—ABC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By. Federated Publications, Inc.  
Bus. Studio-Transmitter Address Michigan  
National Bank Bldg.  
Phone Number 5655, 7166  
Air Time Unlimited  
News Service AP  
Transcription Service Standard, Lang-Worth

BIG THINGS are  
IN THE CARDS  
for CKLW



*We're Going  
50 kw. at 800 kc.  
early in '49*

[ The DETROIT Area's  
Best RADIO Buy! ]

**CKLW**

ADAM J. YOUNG, JR., Natl. Rep. Canadian Rep., H. N. STOVIN & CO.

J. E. CAMPEAU, President

5,000 WATTS • MUTUAL SYSTEM

# MICHIGAN

Representative ..... Burn-Smith  
Membership ..... NAB, BMB, FMA  
President ..... A. L. Miller  
General-Station Manager ..... Dan E. Jayne  
Commercial Manager ..... E. P. Mills, Jr.  
Program Director ..... Forrest F. Owen  
Chief Engineer ..... Earl J. Stone

## W B C M

BAY CITY—1928—ABC

Frequency: 1440 Kc. .... Power: 1000 Watts d.;  
500 Watts n.  
Owned-Operated By ..... Bay Bcstg. Co., Inc.  
Business-Studio Address ..... Mezzanine Floor,  
Wenonah Hotel  
Phone Number ..... 7551-2  
Transmitter Address ..... Tuscola Rd., Hampton  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... Lang-Worth, World  
Representative ..... George P. Hollingbery  
Membership ..... BMB, FMA  
President ..... Harley D. Peet  
Gen.-Station-Comm. Mgr. .... Hugh A. Giesel  
Program Director ..... Charles E. Anthony  
Musical Director ..... Lionel H. DeRemer  
Chief Engineer ..... Ralph H. Carpenter  
Farm Editor ..... G. Edward Vallender

## W H F B

BENTON HARBOR—1947—GOEBEL

Frequency: 1060 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... The Palladium Publishing  
Co.  
Business Address ..... 59 Wall St.  
Phone Number ..... Benton Harbor 8141  
Studio-Transmitter Location ..... Fairplain Ave.  
Air Time ..... Sunrise-sunset  
News Service ..... AP  
Transcription Service ..... Lang-Worth, Capitol  
Representative ..... Hal Holman  
Membership ..... NAB  
President ..... Stanley R. Banyon  
General Manager ..... Jacob P. Scherer  
Commercial Manager ..... W. Curtis Beck  
Program Director ..... Phil Molloy  
Chief Announcer ..... John Pershing Chase  
Musical Director ..... Lee Lockwood  
Chief Engineer ..... Munson W. Robinson  
Farm Editor ..... John Pershing Chase

## W A T T

CADILLAC—1945

MBS-KBS-BUNYAN-WOLVERINE

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Midwestern Bcstg. Co.  
Business-Studio Address ..... Cadillac  
Phone Number ..... 1270  
News Service ..... AP  
Transcription Service ..... SESAC, KBS

Representative ..... Hal Holman  
President ..... Les Biederman  
General Manager ..... John Cundiff  
Commercial Manager ..... Mary Chandler  
Chief Engineer ..... William Kiker

## W K M H

DEARBORN—1946

Frequency: 1310 Kc. .... Power: 1000 Watts  
Owned-Operated By ..... WKMH, Inc.  
Business-Studio Address ..... WKMH Bldg.  
Phone Number ..... Logan 2-4000  
Transmitter Location ..... Detroit Industrial  
Express Hwy.  
Air Time ..... 24 Hrs.  
News Service ..... INS, UP  
Transcription Service ..... Lang-Worth  
Representative ..... Weed  
Membership ..... NAB  
President, General Manager ..... Fred A. Knorr  
Comm.-Sales Prom. Mgr. .... Walter Patterson  
Program Director ..... Richard Buller  
Publicity Director ..... Pat Hobar  
Chief Announcer ..... Bob Seymour  
Musical Director ..... Albert Gross  
Chief Engineer ..... Jerrold Martin  
Farm Editor ..... Alan Douglas

## C K L W

DETROIT-WINDSOR—1932

MBS-CBC

Frequency: 800 Kc. .... Power: 50,000 Watts  
Owned-Oper. By ..... Western Ontario Bcstg. Co.,  
Ltd.  
Business Address ..... Canada Trust Bldg.  
Phone Number ..... (Windsor) 4-1155,  
(Detroit) Cadillac 7200  
Air Time ..... Unlimited  
News Service ..... INS, UP, PN  
Transcription Service ..... Standard, World, United  
Representative ..... H. N. Stovin,  
Adam J. Young, Jr.  
President, General Mgr. .... J. E. Campeau  
Commercial Manager ..... E. Wilson  
Program Director ..... S. Campbell Ritchie  
Promotion Mgr. .... Barbara MacFarland  
Chief Engineer ..... W. C. Carter

## W J B K

DETROIT—1925—WOLVERINE

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Operated By ..... Fort Industry Co.  
Business-Studio Address ..... 500 Temple Ave.  
Phone Number ..... Temple 3-7900  
Transmitter Location ..... 15555 Woodrow Wilson  
Air Time ..... 6 a.m.-1 a.m.  
News Service ..... INS, UP  
Transcription Service ..... Lang-Worth  
Representative ..... Katz Agency

MICHIGAN

Membership . . . . . NAB
President . . . . . George B. Storer
General Manager . . . . . Richard E. Jones
Commercial Manager . . . . . George Millar
Program Director . . . . . Hal Hough
Promotion Director . . . . . Joyce Chapman
Chief Announcer . . . . . Earl Hayes
Musical Director . . . . . Sally Cooper
Chief Engineer . . . . . Paul Frincke

WJLB

DETROIT—1924—GOEBEL

Frequency: 1400 Kc. . . . . Power: 250 Watts
Owned-Oper. By . . . Booth Radio Stations, Inc.
Business Address . . . . . 600 Buhl Bldg.
Phone Number . . . . . Woodward 2-0220
Studio Address . . . 3100 David Broderick Tower
Transmitter Location . . . 375 Midland Ave.,
Highland Park
Air Time . . . . . 24 Hrs.
News Service . . . . . AP
Transcription Service . . . Standard, World
Representative . . . . . William G. Rambeau
President, Gen. Station Mgr. . . John L. Booth
Commercial Manager . . . . . Eric V. Hay
Program Director . . . . . George Kendall
Publicity Director . . . . . Arthur Naylor
Chief Announcer . . . . . Richard Pavey
Chief Engineer . . . . . Edward H. Clark

WJRB

DETROIT—1927—CBS

Frequency: 760 Kc. . . . . Power: 50,000 Watts
Owned-Oper. By . . . WJR, The Goodwill Station,
Inc.
Business-Studio Address . . . 2100 Fisher Bldg.
Phone Number . . . . . MADison 4440
Transmitter Location . . . . . Trenton
Air Time . . . . . 24 Hrs.
News Service . . . . . AP, INS, UP
Transcription Service . . . Cole, Lang-Worth,
Standard, Thesaurus, Associated
Representative . . . . . Edward Petry
Membership . . . . . NAB
President . . . . . Frank E. Mullen
Asst. to Pres., Gen. Mgr. . . . . Harry Wismer
Asst. Gen. Mgr. . . . . Worth Kramer
Commercial Manager . . . . . Arch Shawd
Sales Promotion Manager . . . James H. Quello
Program Director . . . . . Franklin C. Mitchell
Production Director . . . . . Norman L. White
Education & Public Relations . . . Mark Haas
Chief Announcer . . . . . Ron Gamble
Musical Director . . . . . Paul LaVoie
Chief Engineer . . . . . G. F. Leydorf
Farm Editor . . . . . Marshall Wells

WWJ

DETROIT—1920—NBC

Frequency: 950 Kc. . . . . Power: 5000 Watts
Owned-Oper. By . . . . . Evening News Assn.

Business-Studio Address . . . 622 W. Lafayette
Ave.
Phone Number . . . . . Woodward 2-2000
Transmitter Location . . . . . Oak Park
Air Time . . . . . 5:30 a.m.-2 a.m.
News Service . . . . . AP, UP
Transcription Service . . . Standard, Lang-Worth
Representative . . . . . George P. Hollingbery
Membership . . . . . NAB, FMA
President . . . . . W. E. Scripps
General Manager . . . . . Harry Bannister
Asst. General Manager . . . Edwin K. Wheeler
General Sales Manager . . . Harry Betteridge
Promotion Manager . . . . . Jake Albert
Gen. Program Manager . . . Melvin C. Wissman
Production Manager . . . . . Jack Hill
Publicity Manager . . . . . Richard Spencer, Jr.
Program Supervisor . . . . . Stanley Swales
Musical Director . . . . . Mischa Kottler
General Engineering Manager . . E. J. Love
Farm Editor . . . . . John Merrifield

(See Page 458)

WXYZ

DETROIT—1925—ABC-MRN

Frequency: 1270 Kc. . . . . Power: 5000 Watts
Owned By . . . . . American Bcstg. Co.
Operated By . . . . . WXYZ, Inc.
Business Address . . . . . 1700 Stroh Bldg.
Phone Number . . . . . CHerry 8321
Studio Address . . . . . 8415 E. Jefferson Ave.
Transmitter Location . . . Joy Rd. & Greenfield
Air Time . . . . . Unlimited
News Service . . . . . INS, UP
Transcription Service . . . World, Lang-Worth
Membership . . . . . NAB, BMB
General Manager . . . . . James G. Riddell
Commercial Manager . . . . . Harold Christian
Sales Promotion Mgr. . . . . William J. Heidricks
Program Director . . . . . Jack McCarthy
Musical Director . . . . . Phil Brestoff
Chief Engineer . . . . . Charles Kotcher

WDBC

ESCANABA—1941—MBS-KBS

Frequency: 1490 Kc. . . . . Power: 250 Watts
Owned-Operated By . . . . . Delta Bcstg. Co.
Business Address . . . . . Escanabo
Phone Number . . . . . 3190-1
Studio-Transmitter Address . . . Lud. & First Sts.
Air Time . . . . . 6:30 a.m.-11:30 p.m.
News Service . . . . . UP
Transcription Service . . . . . World, Keystone
Representative . . . . . Walker
Membership . . . . . NAB
President . . . . . John P. Norton
General-Station Mgr. . . . . George D. Lindenthal
Comm.-Sales Prom. Mgr. . . . Richard Morenus
Program-Production-Publicity Director . .
Chief Announcer . . . . . Scott Runge
Musical Director . . . . . George Jaap, Jr.
Chief Engineer . . . . . Jack W. Foster

**WBBC**

FLINT—1946—MBS

Frequency: 1330 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . Booth Radio Stations, Inc.  
 Business-Studio Address . . . 112 W. Water St.  
 Phone Number . . . . . Detroit, Ran. 0220;  
 Flint, 9-8686  
 Transmitter Location . . . . . G-3052 Bristol Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . MacGregor  
 Representative . . . . . Forjoe  
 President . . . . . John Lord Booth  
 V.P., Gen.-Sta. Mgr. . . . . Robert L. Ballour  
 Comm.-Sales Prom. Mgr. . . . . W. Eldon Garner  
 Program Director . . . . . Robert L. Mabry  
 Production-Publicity Director . . . . .  
 Farm Editor . . . . . L. George Geiger  
 Musical Director . . . . . Jerry Schroeder  
 Chief Engineer . . . . . G. Elwood Ryan

**WFDF**

FLINT—1922  
 ABC-MRN-WOLVERINE

Frequency: 910 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . The Trebit Corp.  
 Bus. Studio Address . . . . . Mott Foundation Bldg.  
 Phone Number . . . . . 2-7158  
 Transmitter Location . . . . . Bristol & Howe Rds.,  
 Burton Township  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol, Thesaurus,  
 Lang-Worth, Standard  
 Representative . . . . . Katz Agency  
 Membership . . . . . NAB, BMB  
 General Manager . . . . . Lester W. Lindow  
 Commercial Manager . . . . . J. R. McKinley  
 Sales Promotion Manager . . . . . James Rash  
 Program Director . . . . . Elmer Knopf  
 Production Director . . . . . Larry Arnold  
 Musical Director . . . . . Billy Geyer  
 Chief Engineer . . . . . Frank D. Fallain

**WMRP**

FLINT—1943—KBS

Frequency: 1510 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Methodist Radio Parish, Inc.  
 Business-Studio Address . . . . . 573 Mary St.  
 Phone Number . . . . . 3-5112  
 Transmitter Location . . . . . 3217 Lapeer Rd.  
 Air Time . . . . . Limited  
 Transcription Service . . . . . Standard, SESAC,  
 World, KBS  
 President . . . . . Daniel M. Robins  
 Gen.-Sta.-Comm.-Sales Prom. . . . .  
 Manager . . . . . William H. Morford  
 Prog. Dir., Prod. Mgr. . . . . Cedric Harger  
 Chief Engineer . . . . . Homer Blumerich

**WTAC**

FLINT—1946—NBC

Frequency: 600 Kc. . . . . Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Oper. By . . . . . Trendle-Campbell Bcstg.  
 Corp.  
 Business-Studio Address . . . . . 740 S. Saginaw St.  
 Phone Number . . . . . Flint 2-1136  
 Transmitter Location . . . . . 6171 Center Rd.,  
 Grand Blanc  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Lang-Worth  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . BMB  
 President . . . . . George W. Trendle  
 V.P., General Mgr. . . . . H. Allen Campbell  
 Station Manager . . . . . Don DeGroot  
 Commercial Manager . . . . . Leo D. Smith  
 Program Director . . . . . Frank W. Crombie  
 Chief Engineer . . . . . Darrell Jnes

**WWOK**

FLINT—1947—WOLVERINE

Frequency: 1470 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Cooperative Radio Co.  
 Business Address . . . . . 2111 Westheimer, Houston,  
 Texas  
 Studio Address . . . . . Saginaw at E. Second Ave.  
 Transmitter Location . . . . . 3338 E. Briston Rd.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Burn Smith  
 President . . . . . Max Chris'ianson  
 Gen.-Sta. Mgr., Prog. Dir. . . . . Rex Moad  
 Chief Announcer . . . . . Leon McNew  
 Chief Engineer . . . . . Ed Forsyth

**WFUR**

GRAND RAPIDS—1947  
 WOLVERINE

Frequency: 1570 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Furniture City Bcstg. Corp.  
 Business-Studio Address . . . . . 430 Federal Square  
 Bldg.  
 Phone Number . . . . . Gl. 6-9541  
 Transmitter Location . . . . . 502 Garfield Ave., S.W.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, Capitol  
 Representative . . . . . Walker  
 Pres., Gen. Sta. Mgr. . . . . Simon W. Oppenhuizen  
 Comm.-Sales Prom. Mgr. . . . . Arthur M. Switt  
 Program-Production Dir. . . . . Gordon F. Kibby  
 Publicity Director . . . . . Henry G. Bosch  
 Musical Director . . . . . Norma Jean Norman  
 Chief Engineer . . . . . John D. Timmer  
 Farm Editor . . . . . Harry Webster

**WGRD**

**GRAND RAPIDS—1947**

Frequency: 1410 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Music Bcstg. Co.  
 Business-Studio Address: 35 Lafayette N.  
 Phone Number: 94111  
 Transmitter Location: 1388 Plymouth Rd., S.E.  
 Air Time: 6:30 a.m.-local sunset  
 News Service: AP  
 Transcription Service: Standard, Associated  
 Representative: Joseph Hershey McGillvra  
 President, General Mgr.: Paul F. Eichhorn  
 Program Director: Donald M. Mullen  
 Chief Announcer: Robert Smith  
 Chief Engineer: Richard Groenevelt

**WJEF**

**GRAND RAPIDS—1945—CBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Fetzer Bcstg. Co.  
 Business Address: Pantlind Hotel  
 Phone Number: Glendale 6-8512  
 Transmitter-Studio Location: Pantlind Hotel  
 Air Time: 6:30 a.m.-1 a.m.  
 News Service: AP  
 Transcription Service: Capitol  
 Representative: Avery-Knodel  
 Membership: NAB, BMB  
 Pres., Owner, Gen. Mgr.: John E. Fetzer  
 Production Manager: John R. Speer  
 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

**WLAV**

**GRAND RAPIDS—1940—ABC-MRN**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Leonard A. Versluis  
 Bus.-Studio-Transmitter Address: 6 Fountain St., N.E.  
 Phone Number: Glendale 6 5461  
 Air Time: 7 a.m.-M.  
 News Service: UP  
 Transcription Service: Standard  
 Representative: John E. Pearson  
 Membership: BMB, FMA  
 Owner: Leonard A. Versluis  
 General-Commercial Mgr.: Hy M. Steed  
 Sales Promotion Manager: D. D. Knight  
 Production Director: Dave Hoyle  
 Musical Director: Howard Sloomaker  
 Chief Engineer: Lee Stevens

**WOOD**

**GRAND RAPIDS—1924—NBC**

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned-Oper. By: Grandwood Bcstg. Co.

Business-Studio Address: 1408 Grand Rapids  
 Natl. Bank Bldg.  
 Phone Number: 94211  
 Transmitter Location: 633 — 60th St.  
 Air Time: 6:30 a.m.-M.  
 News Service: UP  
 Transcription Service: World, Lang-Worth  
 Representative: Katz Agency  
 Membership: BMB  
 V.P., Sup. Dir.: Harry M. Bitner, Jr.  
 Secretary, Gen. Mgr.: Stanley W. Barnett  
 Asst. Sec., Controller: Melvin C. Green  
 Commercial Manager: Walter A. Bass  
 Pub. Rel. & Prom. Dir.: Lenore Little  
 Program-Production Director: Sandy Meek  
 Chief Engineer: Fred Russell

**WHTC**

**HOLLAND—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Holland Bcstg. Co.  
 Business Address: 5 E. Eighth St.  
 Phone Number: 6-6610  
 Studio-Transmitter Location: 87 Central Ave.  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: World, Lang-Worth  
 Membership: NAB  
 President, Chief Engineer: Millard C. Westrate  
 Sales Promotion Manager: Kenneth Welch  
 Program Director: Willard C. Wichers  
 Production Director: Miles Olsen

**WHDF**

**HOUGHTON-CALUMET—1929—MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Upper Michigan Bcstg. Co.  
 Business-Studio Address: Douglass House,  
 Houghton; 515 Scott St., Calumet  
 Phone Number: Houghton, I; Calumet, 869  
 Transmitter Location: Hancock  
 Air Time: 7 a.m.-11 p.m.  
 Transcription Service: World  
 Representative: Walker  
 Membership: NAB  
 Exec. V.P.: John W. Rice  
 Station Manager: Albert W. Payne  
 Prog. Dir., Chief Announcer: Earl Norden  
 Chief Engineer: George L. Burgan

**WIKB**

**IRON MOUNTAIN—1946—MBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Upper Michigan Wisconsin  
 Bcstg. Co., Inc.  
 Business-Studio Address: Dickinson Hotel  
 Phone Number: 2020  
 Transmitter Location: West "C" St.  
 Air Time: 6:55 a.m.-M.  
 News Service: UP



Transcription Service.....Standard, Keystone  
 Representative .....Walker  
 Membership .....NAB, BMB  
 President.....William L. Johnson  
 V.P., General Manager.....J. W. Huss  
 Station Manager.....James Kauper  
 Commercial Manager.....John Harvey  
 Program Director.....Ran Jensen  
 Chief Announcer.....Bob Sorenson  
 Chief Engineer.....Eugene Kaari

**WMIQ**  
**IRON MOUNTAIN—1947**  
**ABC-NORTHERN**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Iron Mountain-Kingsford  
 Bcstg. Co.  
 Business-Studio Address..211 E. Ludington St.  
 Phone Number.....2031-2  
 Transmitter Location.....Pewabic Hill  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Capitol  
 Membership.....BMB  
 President.....William F. Russell  
 General Manager.....Russell J. Staffeld  
 Station Manager.....William C. Johnson  
 Commercial Manager.....Lester S. Staple  
 Sales Promotion Manager.....John S. Wallis  
 Program Director.....Ronald F. Bothe

Chief Announcer.....Frank J. Thibert  
 Chief Engineer.....Robert W. Berry

**WJMS**  
**IRONWOOD—1931—MBS-KBS**

Frequency: 630 Kc.....Power: 1000 Watts  
 Owned-Oper. By..Upper Michigan-Wisconsin  
 Bcstg. Co., Inc.  
 Business-Studio Address..124 E. McLeod Ave.  
 Phone Number.....20  
 Transmitter Location.....Cary, Wis.  
 Air Time.....6:30 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Standard, Keystone  
 Representative .....Walker  
 Membership .....NAB, BMB  
 President.....William L. Johnson  
 V.P., General Manager.....J. W. Huss  
 Station Manager.....Donald R. Hoover  
 Commercial Manager.....Gordon F. Scott  
 Program-Musical Director.....Laura Johnson  
 Chief Engineer.....Arne Dahlbacka

**WJPD**  
**ISHPEMING—1947**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Ishpeming Bcstg. Co.  
 Business-Studio Address.....Jenks Block  
 Phone Number.....1892

**YOU MIGHT BOX FOR 110 ROUNDS\*—**  
**BUT...**  
**YOU COULDN'T FIGHT THROUGH THE**  
**RING AROUND WESTERN MICHIGAN**



If you want to win in Western Michigan, you'll have to consider the "wall of fading" that surrounds that area—that stops satisfactory reception of "outside" stations. Unless you're using stations *inside* the wall, you're just not OK—you're KO!

When it comes to *inside* stations, you can project our ratings and discover that WJEF and WKZO give you nearly 23% more listeners in Kalamazoo and Grand Rapids than any other two-station

combination available. What's more, BMB audience figures will convince you that WJEF-WKZO do an *even more impressive* job in the rural areas of Western Michigan. Then, finally, "Radio Rates" will prove that the combination rate on WJEF-WKZO is *the best bargain in our area* . . .

Get the facts, and you'll never again try to cover Western Michigan with *any* stations except WJEF-WKZO! Write—or ask Avery-Knodel, Inc.

\* Andy Bower and Jack Burke fought 110 rounds in 7 hrs., 19 min. on April 6, 1893, in New Orleans.

EVERY-KNODEL, INC.  
 Exclusive  
 National  
 Representatives

**WKZO**  
*first* IN KALAMAZOO  
 and GREATER WESTERN MICHIGAN  
 (CBS)

**WJEF**  
*first* IN GRAND RAPIDS  
 AND KENT COUNTY  
 (CBS)

BOTH OWNED  
 AND OPERATED  
 BY FETZER  
 BROADCASTING CO.

# MICHIGAN

Transmitter Location..... Hwy. 41  
Air Time..... 7 a.m.-10:30 p.m.  
News Service..... AP  
Transcription Service..... Lang-Worth  
President, General Manager..... J. P. Deegan  
Program Director..... Paul C. Crowley  
Production Director..... Carl B. Tupala  
Chief Engineer..... Bernard R. Maltney

## W I B M

JACKSON—1922—ABC-MRN

Frequency: 1450 Kc..... Power: 250 Watts  
Owned By..... WIBM, Inc.  
Bus. Studio-Transmitter Address..... 2511 Kibby Rd.  
Phone Number..... 6121  
Air Time..... 6:30 a.m.-M.  
Transcription Service..... Thesaurus  
Representative..... Forjoe, Hal Holman  
President..... Herman Radner  
Vice President..... Roy Radner  
Station-Commercial Manager..... William Cizek  
Prog. Dir., Chief Announcer, Jack Underwood  
Production Director..... Dar Hollinrake  
Publicity Director..... George Morris  
Chief Engineer..... Charles Wirtanen  
Farm Editor..... S. J. Culver

## W G F G

KALAMAZOO—1947—ABC-MRN

Frequency: 1360 Kc..... Power: 1000 Watts  
Owned-Oper. By..... Southwestern Michigan Bcstg. Co.  
Business-Studio Address..... State Theatre Bldg.  
Phone Number..... 4-0111  
Transmitter Location..... 2729 Gull Rd.  
Air Time..... 5:45 a.m.-12:30 a.m.  
News Service..... UP  
Transcription Service..... Standard  
Representative..... Robert Meeker  
Pres., Gen.-Comm. Mgr..... Harold F. Gross  
Station Manager..... Irene A. Ginther  
Program Director..... Charles T. Lynch  
Musical Director..... Warren A. Anderson  
Chief Engineer..... Carl E. Stephens

## W K Z O

KALAMAZOO—1923—CBS

Frequency: 590 Kc..... Power: 5000 Watts  
Owned-Operated By..... Felzer Bcstg. Co.  
Business Address..... 124 W. Michigan Ave.  
Phone Number..... 3-1223  
Studio Address..... Burdick Hotel  
Transmitter Location..... Route 2, Richards Dr.  
Air Time..... Unlimited  
News Service..... AP  
Transcription Service..... Capitol  
Representative..... Avery-Knodel  
Membership..... NAB, BMB

President, Gen.-Station Mgr..... John E. Felzer  
Comm.-Sales P. om. Mgr..... John W. O'Harrow  
Program-Production Dir..... Edward E. McKean  
Publicity Director..... Richard Kishpaugh  
Chief Announcer..... Otis T. Gaston  
Chief Engineer..... Carl E. Lee  
Farm Editor..... Carleton W. Callin

(See Page 465)

## W I L S

LANSING—1946—MBS

Frequency: 1430 Kc..... Power: 500 Watts d.  
Owned-Operated By..... Lansing Bcstg. Co.  
Bus. Studio Address..... 407-11 N. Washington Ave.  
Phone Number..... 2-1655  
Transmitter Location..... East Mi. Hope Rd.  
Air Time..... 6 a.m.-local sunset  
News Service..... AP  
Transcription Service..... Lang-Worth, Capitol  
Representative..... Hal Holman  
Membership..... NAB  
Pres., Gen.-Sta.-Comm. Mgr..... W. A. Pomeroy  
Sales Promotion Manager..... Walt Zahrt  
Prog.-Prod. Director..... Alex Dillingham  
Publicity Director..... Walt Zahrt  
Chief Announcer..... Chet Bear  
Musical Director..... Lee Tuttle  
Chief Engineer..... John C. Pomeroy  
Farm Editor..... Dave Froh

## W J I M

LANSING—1934—ABC-MRN

Frequency: 1240 Kc..... Power: 250 Watts  
Owned By..... WJIM, Inc.  
Operated By..... Harold F. Gross  
Bus. Studio-Transmitter Address..... Bank of Lansing Bldg.  
Phone Number..... 2-1333-4-5  
Air Time..... Unlimited  
News Service..... UP  
Transcription Service..... World, Standard  
Representative..... Robert Meeker  
Membership..... NAB  
Pres., Gen.-Sta.-Comm. Mgr..... Harold F. Gross  
Program-Production Director..... Howard K. Finch  
Musical Director..... Robert Clayton

## W K L A

LUDINGTON—1944

ABC-KBS-MRN-WOLVERINE

Frequency: 1450 Kc..... Power: 250 Watts  
Owned-Oper. By..... Ludington Bcstg. Co.  
Business Address..... Stearns Bldg.  
Phone Number..... 842  
Studio-Transmitter Address..... 204 E. Ludington Ave.  
Air Time..... Unlimited  
News Service..... UP  
Transcription Service..... Keystone

. . . **M I C H I G A N** . . .

Representative . . . . . Burn-Smith  
 Membership . . . . . NAB  
 Pres., Gen. Sta. Comm. Sales Prom.  
 Manager . . . . . K. L. Ashbacker  
 Prog. Prod. Pub. Musical Dir. . . . . Peter A. Mars  
 Chief Engineer . . . . . Clyde J. Hull  
 Fa. m. Editor . . . . . Clair Mattes

**W D M J**

**MARQUETTE—1941**  
**MBS-KBS-NORTHERN**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Lake Superior Bstg. Co., Inc.  
 Business-Studio Address . . . . . W. Washington St.  
 Phone Number . . . . . 616  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Walker  
 President . . . . . Frank J. Russell, Jr.  
 General Manager . . . . . Leo G. Brott  
 Commercial Manager . . . . . W. H. Treloar  
 Program Director . . . . . Eldon W. Wallace  
 Promotion Manager . . . . . R. W. Palmer  
 Chief Engineer . . . . . G. H. Brozek

**W M D N**

**MIDLAND—1948**

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

Owned-Oper. By. . . . . Rich Publ. House, Inc.  
 Business-Studio Address . . . . . 124 S. McDonald St.  
 Phone Number . . . . . 4000  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 President . . . . . Philip T. Rich  
 Gen. Comm. Prom. Mgr. . . . . Walt Jaimes  
 Program Director . . . . . Don Gehring  
 Chief Engineer . . . . . Peter Wolke

**W K B Z**

**MUSKEGON—1926**  
**ABC-WOLVERINE**

Frequency: 850 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . Ashbacker Radio Corp.  
 Business-Studio Address . . . . . 432 Apple Ave.  
 Phone Number . . . . . 2-6051  
 Transmitter Location . . . . . Norton Township  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Burn-Smith  
 Pres., Gen. Station-Comm. Sales Prom.

Manager . . . . . Grant F. Ashbacker  
 Program Director . . . . . Robert Quinn  
 Publicity Director . . . . . Alice Sutherland  
 Musical Director . . . . . Y. Courtright  
 Chief Engineer . . . . . Kenneth Pendleton

**THE GIRLS ARE LOOKING AT US—**

*We have our Long Pants now!*

*As a multiple city market, Muskegon, Muskegon Heights, and North Muskegon with a combined population of over 80,000, but not the official recognition,*

**GREATER MUSKEGON**

*is at last recognized by the Bureau of Census as a Metropolitan Market. See Sales Management, 1949 "Survey of Buying Power" for the late figures.*

*served by*

**W K B Z**

*"Your ABC Station"*

**MUSKEGON—MICHIGAN**

1000 watts — Full Time — 850 Kilocycles

National Representatives

Burn-Smith Company, Inc., Chicago - New York

MICHIGAN

WMUS

MUSKEGON—1947

Frequency: 1090 Kc. Power: 1000 Watts d.
Owned-Oper. By: Greater Muskegon Bcstrs. Inc.
Business-Studio Address: 1769 Peck St.
Phone Number: 2-7608
Transmitter Location: 4 Mi. E. Hwy. 31 on Giles Rd.
Air Time: Daytime
News Service: UP
Transcription Service: Capitol. Associated
Representative: Hal Holman
President, Comm.-Sales Promotion Manager: William C. Wester
General-Station Manager: B. L. Bennett
Program-Publicity Dir.: B. L. Bennett
Chief Announcer: Ken Carter
Chief Engineer: George Krivitsky

WOAP

OWOSSO—1948

Frequency: 1080 Kc. Power: 250 Watts d.
Owned-Operated By: Argus Press Co.
Bus. Studio-Transmitter Address: 2300 N. Shiawassee
Phone Number: 980
Air Time: Daytime
News Service: AP
Transcription Service: Standard
Representative: Joseph Hershey McGillvra
Membership: NAB
President: J. E. Campbell
Manager: M. H. Wirth
Comm. Mgr., Prog. Dir.: R. W. Cessna
Musical Director: M. Carson
Chief Engineer: S. Bristol

WMBN

PETOSKEY—1948

MBS-KBS-BUNYAN-WOLVERINE

Frequency: 1130 Kc. Power: 250 Watts
Owned-Oper. By: Midwestern Bcstg. Co.
Business-Studio Address: Petoskey
Phone Number: 3633
News Service: AP
Representative: Hal Holman
President: Les Biederman
Manager: Ralph Pierson
Commercial Manager: Merten Carter
Program Director: Max Anspaugh
Chief Engineer: William H. Kiker

WCAR

PONTIAC—1939

Frequency: 1130 Kc. Power: 1000 Watts d.
Owned-Operated By: WCAR, Inc.
Business-Studio Address: Riker Bldg.
Phone Number: 7141

Transmitter Location: Bet. 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

WHLS

PORT HURON—1938—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Port Huron Bcstg. Co.
Business-Studio Address: 932 Military St.
Phone Number: 2-3151
Transmitter Location: 540 — 32nd St.
Air Time: Unlimited
News Service: UP
Transcription Service: Lang-Worth, World, Keystone
Representative: Hal Holman, Gene Grant
Membership: NAB
Partners: Harmon L. & Herman L. Stevens
General-Station Manager: Helen Nelson
Prog.-Prod. Dir., Chief Announcer, Musical Director: Lyle Patterson
Chief Engineer: Leslie Conant
Farm Editor: Lyle Patterson

WTTH

PORT HURON—1947

Frequency: 1360 Kc. Power: 1000 Watts d.
Owned-Operated By: Times Herald Co.
Business-Studio Address: 903 Sixth St.
Phone Number: 5171
Transmitter Location: 3800 Dove Rd.
Air Time: Sunrise-sunset
News Service: AP
Transcription Service: Associated, Standard, Capitol
Representative: McGeehan & O'Mara
Membership: NAB, FMA
President: Louis A. Weil
General-Station Manager: F. Granger Weil
Commercial Manager: William Weil
Prod. Dir., Chief Announcer: Phil Sanford
Chief Engineer: Marion Stoner
Farm Editor: Frank Harmon

WEXL

ROYAL OAK—1923

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Royal Oak Bcstg. Co.
Business Address: 212 W. Sixth St.
Phone Number: Jordan 4-6523-4
Studio Address: 212 W. Sixth St., Royal Oak; 2201 Woodward Hts. Blvd., Ferndale
Transmitter Location: 2201 Woodward Hts. Blvd., Ferndale
Air Time: Unlimited
News Service: AP, INS

**MICHIGAN**

Transcription Service ..... Standard  
Membership ..... NAB  
President ..... George B. Hartrick  
General Manager ..... Jacob B. Sparks  
Sta. Comm.-Sales Prom. Manager,  
Publicity Director ..... Calvert M. Hill  
Prog.-Prod. Dir., Chief  
Announcer ..... Gordon A. Sparks  
Musical Director ..... John Harrison  
Chief Engineer ..... Garnet G. Sparks

**WKNX**

**SAGINAW—1947—WOLVERINE**

Frequency: 1210 Kc. .... Power: 1000 Watts d.  
Owned-Operated By ..... Lake Huron Bcstg. Co.  
Bus.-Studio-Transmitter Address ..... 221 S.  
Washington Ave.  
Phone Number ..... 3-4471-2-3  
Air Time ..... Daytime  
News Service ..... JP  
Transcription Service ..... Associated, Lang-Worth  
Representative ..... Hal Ho'man  
Membership ..... NAB, BMB  
General-Station Manager ..... O. J. Kelchner  
Commercial Manager ..... W. J. Edwards  
Sales Promotion Manager ..... H. H. Wolfe  
Prog.-Prod.-Pub. Dir. .... Ernest T. Guy  
Chief Announcer, Farm Editor ..... Don Andrews  
Musical Director ..... James Hughes  
Chief Engineer ..... Max Thomas

**WSAM**

**SAGINAW—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 Rd.  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service ..... Standard  
Representative ..... Headley-Reed  
Membership ..... NAB, BMB  
President, Gen. Mgr. .... Milton L. Greenebaum  
Station-Commercial Mgr. .... Robert W. Phillips  
Program-Production Director ..... Jack D. Parker  
Chief Engineer ..... Meredith Koerner  
Farm Editor ..... Robert Liggell

**WSOO**

**SAULT STE. MARIE—1940  
ABC-NORTHERN**

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 ..... Hway. No. 2, 5 Mi. S.  
of City  
Air Time ..... 6:45 a.m.-M.

News Service ..... AP  
Transcription Service ..... Lang-Worth, SESAC  
Membership ..... NAB, BMB  
President, General Manager ..... Stanley R. Pratt  
Station Manager ..... Richard Y. Burnett  
Commercial Manager ..... Russell J. Staffeld  
Sales Prom. Mgr., Chief Announcer,  
Farm Editor ..... Ed Krieger  
Program-Production Director ..... Ray Ulbrich  
Publicity Director ..... Eddie John  
Musical Director ..... Phil Ruskin  
Chief Engineer ..... William F. Morris

**WTCM**

**TRAVERSE CITY—1941**

**MBS-KBS-BUNYAN-WOLVERINE**

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Midwestern Bcstg. Co.  
Business-Studio Address ..... Paul Bunyan Bldg.  
Phone Number ..... 1150  
News Service ..... AP  
Transcription Service ..... Lang-Worth  
Representative ..... Hal Holman  
President, General Mgr. .... Les Biederman  
Commercial Manager ..... R. E. Detwiler  
Program Director ..... Ken Haven  
Chief Engineer ..... William H. Kiker

The World's Largest  
Source of News—  
**AP**  
Available through  
membership

# GATEWAY TO THE MINNEAPOLIS - ST. PAUL MARKET

Selecting the *right* radio station in this market is important. You want to reach the rich Twin City retail market most effectively, and KSTP is the gateway to faster results. Programming and promotion — plus NBC — plus greater facilities — plus 50,000 powerful watts all combine to do the job you want done in a big time manner. Your message on KSTP will have greater impact — for KSTP is a great advertising influence...for twenty years — The Northwest's Leading Radio Station. And if television is your medium, KSTP-TV has the audience exclusively.

**KSTP RADIO CITY**

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

**KSTP**  
MINNEAPOLIS ... ST. PAUL

# MINNESOTA

Estimated Population 2,940,000—Increase + 5.3%—Radio Homes 780,206  
Total Families 799,300—Stations in State 34

## KATE

ALBERT LEA—1937—ABC

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Albert Lea-Austin Bcstg.  
Co., Inc.  
Business-Studio Address . . . . . 332 S. Broadway  
Phone Number . . . . . 2338  
Transmitter Location . . . . . W. Seventh St. S.W.  
of Albert Lea  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . Capitol  
Representative . . . . . John E. Pearson.  
Bulmer & Johnson  
Membership . . . . . NAB, BMB  
President . . . . . Bennett O. Knudson  
Gen.-Station-Comm. Mgr. . . . . James J. Delmont  
Sales Prom. Mgr., Pub. Dir. . . . . W. Lee Meredith  
Program Director . . . . . Danny E. Gilbert  
Production Director . . . . . Margaret D. Haley  
Musical Director . . . . . Ilena Henrichs  
Chief Engineer . . . . . Larry Lawson  
Farm Editor . . . . . Jack Turner

## KAUS

AUSTIN—1948—MBS

Frequency: 1480 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Cedar Valley Bcstg. Co.  
Business-Studio Address . . . . . 405A N. Main St.  
Phone Number . . . . . 8836  
Transmitter Location . . . . . 2½ Mi. S. of Austin  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . Lorenzen & Thompson  
Membership . . . . . NAB  
President . . . . . Harry M. Smith  
Gen.-Station-Comm. Mgr. . . . . L. L. McCurnin  
Sales Promotion Manager . . . . . Tom Steensland  
Chief Engineer . . . . . Glen Klein  
Farm Editor . . . . . Don Richardson

## KBUN

BEMIDJI—1946—MBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Butler Bcstg. Co., Inc.  
Business Address . . . . . 419½ Beltrami Ave.  
Phone Number . . . . . 1900  
Air Time . . . . . 6:30 a.m.-11 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Walker  
General Manager . . . . . Edward W. Butler  
Chief Engineer . . . . . Merville Jacobs

## KLIZ

BRAINERD—1946  
MBS-UPPER MINN.

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Brainerd Bcstg. Co.  
Business Address . . . . . Brainerd  
Phone Number . . . . . 1400, 1689  
Studio-Transmitter Address . . . . . 2700 E. Oak  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . Walker  
Membership . . . . . NAB  
President, General Manager . . . . . E. T. O'Brien  
Station Manager . . . . . Lucille Grosse  
Commercial Manager . . . . . Ray Schwartz  
Chief Announcer . . . . . M. C. Gorham  
Chief Engineer . . . . . Arthur Vandersluis

## KBMW

BRECKENRIDGE—1948

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . The Inte.-state Bcstg. Corp.  
Business Address . . . . . 519 Dakota Ave.,  
Wahpeton, N. D.  
Phone Number . . . . . 527  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus, Standard  
President, General Mgr. . . . . K. E. Bower  
Asst. Mgr., Chief Engineer . . . . . V. E. Baumgartner  
Program Director . . . . . Donn Dwyer

## KROX

CROOKSTON—1948

Frequency: 1050 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Crookston Bcstg. Co.  
Business-Studio Address . . . . . Eagles Bldg.  
Phone Number . . . . . 1049-50  
Transmitter Location . . . . . 1.5 Mi. N. of Crookston  
Air Time . . . . . Sunrise-sunset  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth, Thesaurus  
Representative . . . . . Donald Cook  
Membership . . . . . NAB  
President . . . . . D. A. McKenzie  
General-Station Manager,  
Production Dir. . . . . Donald Keith Van Velzer  
Commercial Manager . . . . . Glenn Simpson  
Sales Promotion Manager . . . . . Ralph Melbye  
Program Director . . . . . Evelyn Baustian  
Publicity Director . . . . . Jerry Dahlberg  
Chief Announcer . . . . . Glenn Walker  
Musical Director . . . . . Evelyn Baustian  
Farm Editor . . . . . Melvin Woell  
Chief Engineer . . . . . William Klewel

**K D A L**

**DULUTH—1936—CBS**

Frequency: 610 Kc. Power: 5000 Watts  
 Owned-Oper. By... Red River Bcstg. Co., Inc.  
 Business-Studio Address... 218 Bradley Bldg.  
 Phone Number... Melrose 2628  
 Transmitter Location... Foot of 63rd Ave. W.,  
 West Duluth

Air Time... Unlimited  
 News Service... AP  
 Transcription Service... Lang-Worth  
 Representative... Avery-Knodel  
 Membership... NAB, BMB  
 President, Gen. Mgr... Dalton Le Masurier  
 Station-Comm. Mgr... Odin S. Ramsland  
 Sales Promotion Manager... Leigh Kamman  
 Program Director... Dick Lawrence  
 Publicity Director... Jean Conelison  
 Chief Engineer... Robert A. Deltman

**W E B C**

**DULUTH—1924**

**NBC-NORTHWEST-ARROWHEAD**

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned-Oper. By... Head of the Lakes Bcstg. Co.  
 Business-Studio Address... WIBC Bldg.  
 Phone Number... Melrose 2873  
 Transmitter Location... 3925 Tower Ave.,  
 Superior, Wis.

Air Time... Unlimited  
 News Service... UP  
 Transcription Service... Associated, Thesaurus  
 Representative... George P. Hollingbery,  
 Bulmer & Johnson  
 President... Morgan Murphy  
 General Manager... W. C. Bridges  
 Director of Operations... H. E. Westmoreland  
 Sales Promotion Manager... L. G. Anderson  
 Program Director... W. E. Conner  
 Dir. of News & Special Events... Earl Henton  
 Publicity Director... L. G. Anderson  
 Musical Director... John Kleive  
 Chief Engineer... Norman Gill

**W R E X**

**DULUTH—1947—MBS**

Frequency: 1080 Kc. Power: 10,000 Watts d.;  
 5000 Watts n.  
 Owned-Oper. By... Lake Superior Bcstg. Co.  
 Business-Studio Address... 213 E. Superior St.  
 Phone Number... Radisson 2911  
 Transmitter Location... McCuen St.  
 Air Time... 6:30 a.m.-M.  
 News Service... UP  
 Transcription Service... World  
 Representative... Weed  
 President... Thomas McCabe  
 General Manager... James R. King  
 Station Mgr., Prog.-Prod. Dir... Rolf M. Erickson

Commercial Manager... Thomas Gavin  
 Sales Prom. Mgr., Pub. Dir... Don Graham  
 Chief Announcer... John Leslie  
 Musical Director... Dennis Murphy  
 Chief Engineer... William Lounsberry  
 Farm Editor... Gordon Paymar

**W X L T**

**ELY—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By... Radio Station WXL T  
 Operated By... Charles W. Ingersoll  
 Bus.-Studio-Transmitter Address... Box 450, So.  
 Central Ave.

Phone Number... 226  
 News Service... UP  
 Transcription Service... MacGregor  
 Representative... Walker  
 President, General-Station-Commercial  
 Manager... Charles W. Ingersoll  
 Sales Prom. Mgr., Prog. Dir... Leo J. Kuhn  
 Production Director... Ray Slogar  
 Publicity Director... Marion E. Herrala  
 Chief Announcer... Leo J. Kuhn  
 Chief Engineer... Darrel F. Gander

**W E V E**

**EVELETH—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 Soberg  
 Chief Engineer... J. Melvin Laskey

**K D H L**

**FARIBAULT—1947**

Frequency: 920 Kc. Power: 1000 Watts  
 Owned By... Lee-Smith Bcstg. Co.  
 Operated By... Herbert H. Lee, Palmer Dragsten,  
 John E. Hyde

Business-Studio Address... 213 Central Ave. N.  
 Phone Number... 2312  
 Transmitter Location... Hwy. 65  
 Air Time... 6 a.m.-M.  
 News Service... AP  
 Transcription Service... Standard  
 Representative... Walker  
 Gen.-Station Mgr... Herbert H. Lee (part owner)  
 Comm.-Sales Prom. Mgr... Palmer Dragsten  
 (part owner)  
 Program-Production Director... Jergen D. Nash  
 Musical Director... Mera Ballis  
 Chief Engineer... John E. Hyde (part owner)



**K G D E**

**FERGUS FALLS—1926**  
**MBS-GREAT NORTHERN**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Fergus Radio Corp.  
Business-Studio Address: Fergus Falls  
Phone Number: 3986  
Transmitter Location: W. City limits  
Air Time: 6 a.m.-M.  
Representative: Walker  
Executive Director: Harold L. Dell  
Station Manager: Don L. Albertson  
Asst. Mgr.: Frederic T. Dell  
Chief Engineer: Harold E. Ailen

**K B Z Y**

**GRAND RAPIDS—1948—MBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Itasca Bcstg. Co.  
Business-Studio Address: 207 N. 1st Ave. W.  
Phone Number: 198  
Transmitter Location: Grand Rapids  
Air Time: 6:30 a.m.-11 p.m.  
News Service: UP  
Transcription Service: Lang-Worth  
General Manager: Robert D. Kennedy  
Commercial Manager: Richard L. Bishop  
Chief Engineer: Ross A. Fessenmeyer

**W M F G**

**HIBBING—1935—NBC-ARROWHEAD**  
Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Head of the Lakes Bcstg. Co.  
Business-Studio Address: Androy Hotel  
Phone Number: 1150  
Air Time: 6 a.m.-11:05 p.m.  
News Service: UP  
Transcription Service: Associated  
Representative: George P. Hollingbery  
Pres., Owner, Chief Exec.: Morgan Murphy  
General Manager: W. C. Bridges  
Sta.-Comm. Mgr.: Oscar H. Peterson  
Sales Promotion Mgr.: James McDougall  
Prog. Dir., Prod. Mgr.: Ruth E. Coe  
Chief Engineer: Norman Gill

**K Y S M**

**MANKATO—1938**  
**NBC-NORTHWEST**

Frequency: 1230 Kc. Power: 250 Watts  
Owned By: F. B. Clements & Co.  
Operated By: Southern Minnesota Supply Co.  
Business-Studio Address: 101 N. Second St.  
Phone Number: 4573  
Transmitter Location: Belgrade Hill,  
N. Mankato  
Air Time: Unlimited  
News Service: UP

Transcription Service: Lang-Worth, Thesaurus  
Representative: John E. Pearson  
Membership: NAB, BMB  
Gen.-Station-Comm. Mgr.: John F. Meagher  
Program Director: Bob Gardner  
Musical Director: Maurice Piché  
Chief Engineer: James Houts  
Farm Editor: Galen Kooser

**K M H L**

**MARSHALL—1946—MBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: KMHL Bcstg. Co.  
Business-Studio Address: KMHL Bldg.  
Phone Number: 2282-3  
Transmitter Location: 1/2 Mi. E. of City,  
Hwy. 19  
Air Time: 6 a.m.-M.  
News Service: UP  
Representative: John E. Pearson  
Owner: Harry W. Linder  
Manager: Gilmore F. Frayseth  
Program Director: Homer Lane, Jr.  
Technical Director: H. Willard Linder

**W C C O**

**MINNEAPOLIS—1924—CBS**

Frequency: 830 Kc. Power: 50,000 Watts  
Owned-Oper. By: Columbia Bcstg. System,  
Inc.  
Business-Studio Address: 625 Second Ave. S.  
Phone Number: Main 1202  
Transmitter Location: Anoka  
Air Time: Unlimited  
News Service: AP, UP  
Transcription Service: Lang-Worth  
Representative: Radio Sales  
Membership: NAB, BMB  
General-Station Manager: Merle S. Jones  
Commercial Manager: Alfred J. Harding  
Sales Prom. Mgr., Pub. Dir.: Tony Moe  
Program Director: Gene Wilkey  
Production Director: Sig Mickelson  
Musical Director: Wallace Olson  
Chief Engineer: J. J. Beloungy  
Farm Editor: Larry Haeg

**W D G Y**

**MINNEAPOLIS—1923**

Frequency: 1130 Kc. Power: 5000 Watts d.  
500 Watts for 1 hr. after local sunset (CP  
50,000 Watts full time)  
Owned-Oper. By: Twin Cities Bcstg. Corp.  
Business-Studio Address: Hotel Nicollet  
Phone Number: Bridgeport 2271, Midway 5363  
Transmitter Location: 7401 Wayzata Blvd.,  
St. Louis Park  
Air Time: Daytime (CP 50,000 Watts full-time)

# MINNESOTA

News Service ..... AP  
 Transcription Service ..... Capitol, Standard  
 Representative ..... Avey-Knodel  
 Membership ..... NAB, BMB  
 President ..... James Stuart  
 V.P., Station Manager ..... Melvin Drake  
 Sales Manager ..... Robert W. Owens  
 Program Director ..... B. Kendall Crane  
 Asst. Production Director ..... Harland Horness  
 Musical Director ..... Walter Rudd  
 Chief Engineer ..... Charles W. Winkler  
 Farm Editor ..... Bob Allen

## WLOL

**MINNEAPOLIS—1940—MBS**

Frequency: 1330 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Independendnt Merchants  
 Bcstg. Co.  
 Business-Studio Address ..... 1730 Hennepin Ave.  
 Phone Number ..... Atlantic 0406, Midway 4043  
 Transmitter Location ..... 1370 Davern, St. Paul  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Representative ..... John Blair  
 Membership ..... NAB  
 Chief Owner ..... Ralph Atlas  
 General Manager ..... C. T. Hagman

## WTCN

**MINNEAPOLIS-ST. PAUL—1934  
ABC-DAIRYLAND**

Frequency: 1280 Kc. .... Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned-Oper. By ..... Minnesota Bcstg. Corp.  
 Business Address ..... Wesley Temple Bldg.  
 Phone Number ..... Ma'n 6562, Nestor 8661  
 Studio Addresses ..... Wesley Temple Bldg.,  
 Minneapolis; Dispatch Bldg., St. Paul  
 Transmitter Location ..... 2235 N. Snelling  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP, UP  
 Transcription Service ..... Associated, Capitol  
 Representative ..... Free & Peters  
 Membership ..... NAB, BMB  
 President ..... Robert B. Ridder  
 V.P., Gen.-Station Mgr. .... F. Van Konynenberg  
 Commercial Manager ..... Robert N. Ekstrum  
 Sales Prom. Mgr., Pub. Dir. .... Cliff Rian  
 Program Director ..... Judy Bryson  
 Production Director ..... Max Karl  
 Chief Announcer ..... Jack Bell  
 Musical Director ..... William Metchnek  
 Chief Engineer ..... John Sherman  
 Farm Editor ..... Robert Carlson

## KVOX

**MOORHEAD—1937  
MBS-GREAT NORTHERN**

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

Business-Studio Address ..... 818 Center Ave.  
 Phone Number ..... 3-1523  
 Transmitter Location ..... 14th St. & 12th Ave. So.  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Representative ..... Walker  
 Membership ..... NAB, BMB  
 President ..... Leo Johnson  
 General-Station Manager ..... M. M. Margel  
 Comm.-Sales Prom. Manager ..... E. J. McKellar  
 Program Director ..... Dale Howard  
 Production Director ..... Sterling Kuhlmeij  
 Chief Engineer ..... Don Geiken

## KLER

**ROCHESTER—1948—ABC**

Frequency: 970 Kc. .... Power: 500 Watts d.:  
 1000 Watts n.  
 Owned-Operated By ..... Rochester Bcstg. Co.  
 Business Address ..... 229 First Ave. S.W.  
 News Service ..... UP  
 Transcription Service ..... Associated  
 Representative ..... Adam J. Young, Jr.  
 President, General Mgr. .... Alice P. Mayo  
 Commercial Manager ..... Robert Fick  
 Program Director ..... Robert Bauchier  
 Chief Engineer ..... Boynton Hageman

## KROC

**ROCHESTER—1935  
NBC-NORTHWEST**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Southern Minnesota  
 Bcstg. Co.  
 Business-Studio Address ..... 100 1st Ave. Bldg.  
 Phone Number ..... 3924  
 Transmitter Location ..... Cascade Township  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... John E. Pearson,  
 Bulmer & Johnson  
 Membership ..... NAB, BMB  
 President ..... Mrs. G. P. Gentling  
 General-Station Manager ..... G. David Gentling  
 Comm.-Sales Prom. Mgr. .... Walter Bruzek  
 Program Director ..... Cal Smith  
 Prod. Dir., Chief Announcer ..... Joe Foss  
 Publicity Director ..... Jerry Brataas  
 Musical Director ..... Jerry Boyum  
 Chief Engineer ..... Bob Cross  
 Farm Editor ..... Ray Thompson

## KFAM

**ST. CLOUD—1938  
NBC-NORTHWEST**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Times Publishing Co.

## MINNESOTA

Business-Studio Address..... Weber Bldg.  
 Phone Number..... 3330-1  
 Transmitter Location..... Washington Memorial  
 Dr. & 16th St.  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... Thesaurus, Lang-Worth  
 Membership..... NAB, BMB  
 Pres., Gen.-Sta.-Sales Promotion  
 Manager..... Frederick C. Schilplin  
 Commercial Manager..... John F. Green  
 Prog.-Pub. Dir..... Avis Russell  
 Prod. Dir., Chief Announcer..... Gene Nelson  
 Chief Engineer..... Robert Witschen  
 Farm Editor..... Cliff Sakry

### KEYD

#### ST. PAUL-MINNEAPOLIS—1948

Frequency: 1440 Kc..... Power: 5000 Watts d.  
 Owned-Operated By..... Family Bcstg. Corp.  
 Business-Studio Address..... 15 N. Ninth St.  
 Phone Number..... Lincoln 8451  
 Transcription Service..... SESAC, Standard  
 General Manager..... Lee L. Whiting  
 Sales Manager..... Harold A. Winther

### WMIN

#### ST. PAUL—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.-M.  
 News Service..... AP  
 Representative..... Fo-joe  
 Membership..... NAB  
 General Manager..... Frank Devaney  
 Chief Engineer..... Warren Fritze

### KSTP

#### ST. PAUL-MINNEAPOLIS—1928 NBC-NORTHWEST

Frequency: 1500 Kc..... Power: 50,000 Watts  
 Owned By..... KSTP, Inc.  
 Bus.-Studio Address..... 3415 University Ave.,  
 3415 University Ave. S.E., St. Paul-Minne-  
 apolis  
 Phone Number..... Prior 2717  
 Transmitter Location..... County Rd. C. &  
 Hway. 61, St. Paul  
 Air Time..... Unlimited  
 News Service..... AP, INS, Radio News Assn.  
 Transcription Service..... Thesaurus, World,  
 Lang-Worth, Standard  
 Representative..... Edward Petry  
 Membership..... NAB  
 President, Gen. Mgr..... Stanley E. Hubbard  
 V.P., Asst. Manager..... K. M. Hance  
 Commercial Manager..... Miller C. Robertson

Production Manager..... C. Brooks Henderson  
 Promotion-Publicity Director..... Joe Cook  
 News Director..... Walt Raschick  
 Actg. Chief Engineer..... John McMahon  
 Farm Director..... Gary Wiegand  
 (See Page 470)

### KTRF

#### THIEF RIVER FALLS—1947—KBS

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Henry K. Arneson  
 Bus.-Studio-Transmitter Address..... Thief River  
 Falls  
 Phone Number..... 13-14  
 Air Time..... 7 a.m.-11 p.m.  
 News Service..... UP  
 Transcription Service..... Thesaurus, SESAC,  
 Keystone  
 Representative..... Walker  
 Membership..... NAB, BMB  
 President..... H. K. Arneson  
 Commercial Manager..... A. C. Christofferson  
 Production Director..... T. E. Speer  
 Publicity Director..... Kay Barzen  
 Chief Announcer..... R. G. Boddick  
 Musical Director..... James E. Arneson  
 Chief Engineer..... H. J. Bothman

### WHLB

#### VIRGINIA—1936

#### NBC-NORTHWEST-ARROWHEAD

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Head of the Lakes Bcstg.  
 Business-Studio Address..... Virginia  
 Phone Number..... Virginia 2000  
 Air Time..... 6:25 a.m.-11:09 p.m.  
 News Service..... UP  
 Transcription Service..... Associated, SESAC  
 Representative..... George P. Hollingbery  
 Membership..... NAB, BMB  
 President..... Morgan Murphy  
 General Manager..... Walter B idges  
 Sta.-Comm.-Sales Prom. Mgr..... A. F. Nelson  
 Chief Engineer..... Norman Gill

### KWAD

#### WADENA—1948

Frequency: 920 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Associated Bcstrs., Inc.  
 Bus.-Studio Address..... First Natl. Bank Bldg.  
 Phone Number..... 920  
 News Service..... UP  
 Transcription Service..... Cole, Capitol  
 Representatives..... McGeehan & OMara,  
 Bulmer & Johnson  
 President..... C. V. Phillips  
 Gen. Mgr., Chief Engineer..... H. G. Alexander  
 Commercial Manager..... Carl E. Holt  
 Program Director..... Esther Marie Hosterman

## MINNESOTA-MISSISSIPPI

### K W L M

#### WILLMAR—1940—ABC-DAIRYLAND

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Lakeland Bcstg. Co.  
 Business-Studio Address 307 W. 6th St.  
 Phone Number 1340  
 Transmitter Location Foot Lake  
 Air Time 6 a.m.-M.  
 News Service UP  
 Transcription Service Cole  
 Representative John E. Pearson  
 Membership NAB, BMB  
 President, Gen. Station Manager, H. W. Linder  
 V.P., Chief Engineer Willard Linder  
 Comm. Mgr., Prog. Dir. Jack Lynch  
 Publicity Director Don Linder  
 Chief Announcer Joe Marlinton

### K W N O

#### WINONA—1938—ABC-DAIRYLAND

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Winona Radio Service  
 Business-Studio Address 216 Center St.  
 Phone Number 3314  
 Transmitter Location Tower Bluff  
 Air Time 6 a.m.-M.

News Service AP  
 Transcription Service World  
 Representative John E. Pearson  
 Membership NAB, BMB, FMA  
 President M. H. White  
 General-Commercial Manager Ken Marsh  
 Program Director Doris Cooper  
 Publicity Director Ethel Goetzman  
 Chief Announcer Charles Williams  
 Chief Engineer Stanley Johnson

### K W O A

#### WORTHINGTON—1947

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Worthington Bcstg. Co., Inc.  
 Bus.-Studio Address Thompson Hotel Bldg.  
 Phone Number 2-7310-1  
 Transmitter Location 4 Mi. W. of City  
 Air Time Sunrise-sunset  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative Bulmer & Johnson  
 Membership NAB  
 President R. W. Olson  
 General-Commercial Mgr. Wallace E. Stone  
 Program Director Frank W. Enderse  
 Chief Engineer Clinton W. Knapp  
 Farm Editor Richard W. Olson

# MISSISSIPPI

*Estimated Population 2,121,000—Increase —2.9%—Radio Homes 426,300  
 Total Families 533,600—Stations in State 35*

### W L O X

#### BILOXI—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By WLOX Bcstg. Co.  
 Bus.-Studio-Transmitter Address Buena Vista  
 Hotel  
 Phone Number 683  
 Air Time 6 a.m.-M.  
 News Service UP  
 Transcription Service Standard  
 Representative William G. Rambeau  
 Membership NAB  
 President James S. Love, Jr.  
 Gen.-Station Mgr., Pub. Dir. Gene Tibbett  
 Comm.-Sales Prom. Mgr. Carl H. Upchurch  
 Program Director Hugh Smith  
 Production Director Dorothy Harris  
 Chief Announcer Ken Carlton  
 Musical Director Gwen Gollotte  
 Chief Engineer Thomas B. Majure  
 Farm Editor Jerry Thompson

### W J M B

#### BROOKHAVEN—1948

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Brookhaven Bcstg. Co.  
 Address P. O. Box 115  
 Phone Number 1298  
 Gen.-Comm. Manager Tullius Brady  
 Prog. Dir., Prom. Mgr. Chuck Allen  
 Chief Engineer Tom Pharris

### W R O X

#### CLARKSDALE—1934 MID-SOUTH-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.-10:30 p.m.  
 News Service AP

**MISSISSIPPI**

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.....Jack Cristil  
 Musical Director.....John Thomas  
 Chief Engineer.....R. Wilson  
 Farm Editor.....Bill Dollarhite

**WCJU**

**COLUMBIA—1946—MBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....WCJU, Inc.  
 Operated By.....Lester Williams  
 Business Address.....WCJU, Columbia  
 Phone Number.....755-6  
 Studio Address.....So. Main St.  
 Transmitter Location.....Hwy. 24. S.  
 News Service.....AP  
 Transcription Service.....World, Keystone  
 Owner, Gen. Mgr.....Lester Williams  
 Asst. Mgr., Prog. Dir., Charles E. Newman, Jr.  
 Chief Announcer.....Bill Barrett  
 Chief Engineer.....Ray Tolar  
 Farm Editor.....John Bleckley

**WCBI**

**COLUMBUS—1940  
 MBS-KBS-MID SOUTH**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Birney Imes  
 Business-Studio Address.....Gilmer Hotel  
 Phone Number.....1313  
 Transmitter Location.....Foot of Ma'n St. So.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Keystone  
 Representative.....Sears & Ayer  
 Membership.....NAB  
 President.....Birney Imes  
 General Manager.....Bob McRaney  
 Station-Comm. Mgr.....James Eatherton  
 Sales Promotion Manager.....Bob McRaney  
 Program Director.....Herbert Taylor  
 Chief Announcer.....Dick Crago  
 Musical Director.....Jim Frazier  
 Chief Engineer.....Thomas McFerrin  
 Farm Editor.....Chuck Deloney

**WCMA**

**CORINTH—1945—MBS-DIXIE**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Corinth Bcstg. Co., Inc.  
 Business-Studio Address.....Ray Bldg.  
 Phone Number.....1166-7  
 Transmitter Location.....Hwy. No. 72 E.  
 Air Time.....5:30 a.m.-M.  
 News Service.....UP

Transcription Service.....World  
 Representative.....Burn-Smith  
 Membership.....NAB, BMB  
 President.....Dr. Frank M. Davis  
 V.P., General Mgr.....Aaron B. Robinson  
 Station-Comm. Sales Prom. Mgr.....John E. Bell  
 Prog.-Prod.-Pub. Dir.....William T. McLain  
 Chief Announcer.....Almos S. Young  
 Musical Director.....George S. Irving  
 Chief Engineer.....William M. Essary  
 Farm Editor.....Thomas J. Williams

**WGVM**

**GREENVILLE—1948**

Frequency: 1260 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....David M. Segel  
 Bus.-Studio Address.....316 Washington Ave.  
 News Service.....UP  
 Owner, General Mgr.....David M. Segel  
 Station Manager.....Merle Stein  
 Chief Engineer.....Welton Jetton

**WJPR**

**GREENVILLE—1939—MBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Services Co. WJPR  
 Business-Studio Address.....107 So. Poplar St.  
 Phone Number.....2434-5  
 Transmitter Location.....N. on Hwy. 1  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....Associated, Capitol,  
 Keystone  
 Representative.....Sears & Ayer  
 Membership.....NAB, BMB  
 General-Station Manager.....Emmet H. McMurry  
 Commercial Manager.....Frank W. Baldwin  
 Program Director.....Paul Artman  
 Chief Announcer.....Bill McHan  
 Musical Director.....Eddie Guss  
 Chief Engineer.....Percy L. Kuhn

**WGRM**

**GREENWOOD—1938—NBC-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Operated By.....F. C. Ewing  
 Phone Number.....1900  
 Studio-Transmitter Location.....Walnut St.  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....Keystone  
 Membership.....NAB  
 President.....P. K. Ewing, Sr.  
 General-Station Manager.....F. C. Ewing  
 Commercial Manager.....Van Power  
 Production Director.....Grace Harris  
 Publicity Director.....Tip Allen  
 Chief Announcer.....Dan Smith  
 Musical Director.....Curtis Caffy  
 Chief Engineer.....Louis Pierce

MISSISSIPPI

WGCM

GULFPORT—1929—ABC-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: WGCM Bcstg. Co.
Bus.-Studio Address: Hewes-Martin Bldg.
Phone Number: 1110
Air Time: 5:55 a.m.-M.
News Service: AP
Transcription Service: World
Representative: Sears & Ayer
Membership: NAB
Gen.-Sta.-Comm. Mgr.: Hugh O. Jones
Sales Prom.-Prod. Mgr., Prog. Dir.: C. E. Vann
Publicity Director: Marc Leon
Chief Engineer: Donovan Murphy

WFOR

HATTIESBURG—1926
NBC-REBEL-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Forrest Bcstg. Co.
Business-Studio Address: 302 Hemphill St.,
P. O. Box 312
Phone Number: 1866-7
Transmitter Location: Cor. 25th Ave. &
W, 7th St.
Air Time: Unlimited
News Service: UP
Transcription Service: World, Capitol,
Keystone
Representative: George P. Hollingbery
Membership: NAB
President, General-Station Mgr.: C. J. Wright
Commercial Manager: H. L. Patterson
Program Director: E. M. Jenkins
Chief Engineer: B. B. McLemore

WHSY

HATTIESBURG—1948

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By: Hub City Bcstg. Co.
Bus.-Studio Address: 920 S. Lawrence St.
Partners: Charles Welmer Holt,
Marvin Reubin, Vernon J. Cheek

WJDX

JACKSON—1929—NBC

Frequency: 1300 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By: Lamar Life Ins. Co.
Business Address: P. O. Box 2171
Phone Number: 2-1183
Air Time: Unlimited
News Service: UP
Transcription Service: Thesaurus, MacGregor,
Lang-Wo-th. Cole, Capitol, World
Representative: George P. Hollingbery
Membership: NAB, BMB

General Manager: Wiley P. Harris
Commercial Manager: Frank Gentry
Program Director: Howard Langfitt
Chief Engineer: Percy G. Root

WJQS

JACKSON—1946—CBS-MISS.

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Mississippi Bcstg. Co., Inc.
Business-Studio Address: Edwards Hotel
Phone Number: 3-9681
Transmitter Location: Pleasant Ave.
Air Time: 6 a.m.-12:10 a.m.
News Service: AP
Transcription Service: Standard
Membership: FMA
President, General Manager: Withers Gavin

WJXN

JACKSON—1945

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Ewing Bcstg. Co.
Business-Studio Address: Deposit Guaranty
Bank Bldg.
Phone Number: 4-6673
Transmitter Location: Fair Grounds
Co-Managers: P. K. Ewing, Jr.; F. C. Ewing
Station Manager: James T. Ownby

WRBC

JACKSON—1947—MBS

Frequency: 620 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By: Rebel Bcstg. Co., Inc.
Business-Studio Address: P. O. Box 986,
125 So. Lamar
Phone Number: 3-9641
Transmitter Location: Fannin Rd., Luckney
Air Time: 5:30 a.m.-12:05 a.m.
News Service: INS
Transcription Service: Associated
Representative: Branham
Membership: NAB, BMB
President: T. E. Wright
General Manager: John Cleghorn
Sales-Sales Prom. Mgr.: J. W. Carlier
Prog. Dir., Farm Editor: Forrest Cox
Production Director: Les Birchfield
Publicity Director: Frank Mayerhoff
Chief Engineer: G. G. Benson

WSLI

JACKSON—1938—ABC

Frequency: 930 Kc. Power: 5000 Watts
Owned-Oper. By: Standard Life Bcstg. Co., Inc.
Business Address: P. O. Box 1847
Phone Number: 3-2788
Studio Address: Robert E. Lee Hotel

# MISSISSIPPI

Transmitter Location ..... Hwy. 51 N.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Weed  
 Membership ..... NAB, BMB  
 President ..... C. H. Russell  
 General-Station Manager ..... L. M. Sepaugh  
 Commercial Manager ..... F. E. Wilkerson, Jr.  
 Sales Promotion Manager ..... M. B. Wray  
 Program Director ..... B. K. Smith  
 Chief Announcer ..... Bill Lohmeier  
 Musical Director ..... Roger Noble  
 Chief Engineer ..... C. A. Perkins  
 Farm Editor ..... Jim Neal

## WKOZ

**KOSCIUSKO—1947—KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Kosciusko Bcstg. Co.  
 Business Address ..... P. O. Box 392  
 Phone Number ..... 782  
 Studio Address ..... Jefferson St.  
 Transmitter Location ..... Golf Course Rd.  
 Air Time ..... 5a.m.-10 p.m.  
 News Service ..... AP  
 Transcription Service ..... Capitol, World,  
     Keystone  
 Membership ..... NAB  
 General-Station Manager ..... Cy. N. Bahakel  
 Commercial Manager ..... Melvin C. Lee  
 Program Director ..... Mims Boswell, Jr.  
 Chief Engineer ..... George C. Ray

## WAML

**LAUREL—1935—NBC-REBEL-KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... New Laurel Radio Station,  
     Inc.  
 Business-Studio Address ..... 535½ Central Ave.  
 Phone Number ..... 288, 1575  
 Transmitter Location ..... Laurel Fairgrounds  
 Air Time ..... 6 a.m.-11:05 p.m.  
 News Service ..... AP  
 Transcription Service ..... Capitol, Keystone  
 Representative ..... George P. Hollingbery  
 Membership ..... NAB  
 President ..... D. A. Matison, Sr.  
 General-Station Manager ..... Granville Walters  
 Comm. Sales Prom. Manager ..... M. M. Caver  
 Program Director ..... Stanley Walters  
 Chief Announcer, Musical Dir. .... Ed Breland  
 Chief Engineer ..... Clyde Graves

## WLAU

**LAUREL—1946—MBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Southland Bcstg. Co.  
 Business-Studio Address ..... 437 N. Magnolia St.

Phone Number ..... 420  
 Transmitter Location ..... E. 19th St.  
 Air Time ..... 6 a.m.-11 p.m.  
 News Service ..... UP  
 Membership ..... NAB  
 President ..... C. H. Leggett  
 General-Station Manager ..... Hugh M. Smith  
 Commercial Manager ..... W. E. Jones  
 Program Director ..... David Kane  
 Publicity Director ..... Dean Matteson  
 Chief Engineer ..... Ed Pierce

## WMBC

**MACON—1946—MISS.**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Mississippi Bcstg. Co., Inc.  
 Business-Studio Address ..... Thomas Jefferson  
     Hotel  
 Phone Number ..... 310  
 Transmitter Location ..... Old Starkville Rd. near  
     city limits  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 President, General Manager ..... Withers Gavin

## WAPF

**McCOMB—1948—KBS**

Frequency: 1010 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Southwestern Bcstg. Co. of  
     Mississippi  
 Business-Studio Address ..... Saphie Bldg.,  
     Box 604  
 Phone Number ..... 1884  
 Transmitter Location ..... 2 Mi. S.W. of city  
 Air Time ..... Sunrise-sunset  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, Keystone  
 President ..... Dr. J. P. Melvin  
 General-Station Manager ..... Wyllard G. Stone  
 Program Director ..... Harold Hill  
 Chief Announcer, Farm Editor ..... Malcom Jones  
 Chief Engineer ..... Philip Brady

## WSKB

**McCOMB—1937—MISS.**

Frequency: 1250 Kc. .... Power: 5000 Watts d.:  
     500 Watts n.  
 Owned-Operated By ..... McCamb Bcstg. Corp.  
 Address ..... P. O. Box 111  
 Phone Number ..... 37  
 News Service ..... AP  
 Transcription Service ..... Associated, Capitol  
 Representative ..... Gene Grant  
 President, Gen. Mgr. .... George Blumenstock  
 Commercial Mgr. .... Jack Evans Jones  
 Program Director ..... Julia Blumenstock  
 Promotion Manager ..... Charles Palmer  
 Chief Engineer ..... Robert Louis Sanders

**WCOC**

**MERIDIAN—1926—CBS-MISS.**

Frequency: 910 Kc. Power: 5000 Watts d.  
1000 Watts n.  
Owned-Oper. By...Mississippi Bcstg. Co., Inc.  
Business-Studio Address...Threefoot Bldg.  
Phone Number .....1042  
Transmitter Location.....Hwy. 45 N.  
Air Time.....6 a.m.-12:10 a.m.  
News Service .....UP  
Transcription Service .....Standard  
President, General Manager...Withers Gavin  
Program Director.....Mrs. Withers Gavin

**WMOX**

**MERIDIAN—1946  
MBS-KBS-MIDSOUTH**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By...Birney Imes, Jr.  
Business-Studio Address...WMOX Bldg.  
Phone Number .....495  
Transmitter Location.....31st Ave. S.  
Air Time.....5:30 a.m.-M.  
News Service .....AP  
Transcription Service...World, Keystone  
Representative.....Sears & Ayer  
Membership .....NAB, BMB  
Owner.....Birney Imes, Jr.  
General Manager.....Bob McRaney  
Station-Sales Prom. Mgr.....Jerry Kerns  
Commercial Manager.....Jerry Kerns  
Program Director.....Mary Fane Collins  
Production Director.....Chris Everson  
Pub. Dir., Chief Announcer...Jim Shelton  
Musical Director.....Marilyn Lawrence  
Chief Engineer.....Al Betmarik  
Farm Editor.....Earl Hanna

**WTOK**

**MERIDIAN—1946—ABC-REBEL**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By...Meridian Bcstg. Co.  
Business-Studio Address...Citizens Natl. Bank  
Bldg.  
Phone Number .....5070  
Transmitter Location...3rd Ave. & 20th St.  
Air Time.....6 a.m.-11:05 p.m.  
News Service .....INS  
Transcription Service .....Lang-Worth  
Representative .....Headley-Reed  
P es., General-Station Mgr...Robert F. Wright  
Comm.-Sales Prom. Mgr...William B. Crooks  
Prog.-Pub. Director.....Frank Holifield  
Chief Announcer.....Cecil Germany  
Chief Engineer.....Joe H. Saxon

**WMIS**

**NATCHEZ—1941—NBC-KBS-LA.**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By...Natchez Bcstg. Co.  
Business-Studio Address...615 Main St.  
Phone Number .....580  
News Service .....AP  
Transcription Service .....Lang-Worth  
President.....P. K. Ewing  
Gen.-Prom. Mgr.....P. K. Ewing, Jr.  
Commercial Mgr.....Paul Schilling  
Program Dir.....Wilma Nichols  
Chief Engineer.....George W. Wilson

**WHOC**

**PHILADELPHIA—1948—KBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By...William Howard Cole  
Bus.-Studio-Transmitter Address...Hwys 15 &  
16, ext. of Beacon St.  
Phone Number .....740  
Air Time .....Unlimited  
News Service .....UP  
Transcription Service...World, Cole, Keystone  
Membership .....NAB  
Owner.....William Howard Cole  
General Manager.....W. C. DeHority  
Prog. Dir., Chief Announcer...Jim Sparks  
Chief Engineer.....F. H. Frantz

**WACR**

**STARKVILLE—1948—MISS.**

Frequency: 1050 Kc. Power: 250 Watts d.  
Owned By...Mississippi Bcstg. Co., Inc.  
Business Address .....Starkville  
Air Time .....Daytime  
President, General Manager...Withers Gavin

**WSSO**

**STARKVILLE—1948—MID-SOUTH**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By...Starkville Bcstg. Co.  
Business-Studio Address...WSSO Bldg.  
Phone Number .....1230  
News Service .....AP  
Transcription Service .....Capitol  
Partners...Joe Phillips, Grady Imes,  
J. P. Hartness, C. C. Hollinshead  
General Manager.....Joe Phillips  
Comm. Mgr., Prog. Dir.....Bob Whitely

**WELO**

**TUPELO—1944  
MBS-KBS-MID SOUTH**

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



# MISSISSIPPI

Business-Studio Address.....WELO Bldg.,  
So. Spring St.  
Phone Number .....1400-1  
Transmitter Location.....Hwy. 45 So.  
Air Time.....5:43 a.m.-11 p.m.  
News Service .....AP  
Transcription Service .....Keystone  
Representative.....Sears & Ayer  
Membership .....NAB  
Owner.....Birney Imes, Jr.  
General Manager.....Bob McRaney  
Station Manager.....Bob Evans  
Comm.-Sales Prom. Manager...Reeves Whirley  
Prog.-Prod.-Pub. Director.....Gene Grotz  
Chief Engineer.....LeRoy Green

## W Q B C

### VICKSBURG—1931—MBS-KBS

Frequency: 1420 Kc.....Power: 1000 Watts d.;  
500 Watts n.  
Owned-Operated By.....Delta Bcstg. Co.  
Business-Studio Address.....Hotel Vicksburg  
Phone Number .....312  
Transmitter Location.....2½ Mi. E. of City  
Air Time.....6:30 a.m.-11 p.m.  
News Service .....AP  
Transcription Service.....World, Keystone  
Representative.....Sears & Ayer  
Membership .....NAB, BMB  
President.....L. P. Cashman  
General-Station Mgr.....Mary-Van Cashman  
Commercial Manager.....L. L. Miller  
Chief Engineer.....C. E. Drake  
Farm Editor.....Charles Nobors

## W V I M

### VICKSBURG—1948 MISS. DIAMOND

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Ewing Bcstg. Co.  
Business Address.....708 Clay St.  
Phone Number .....1920-1  
Studio Address.....Hotel Carroll  
Transmitter Location...Thompson & Floyd Sis.  
Air Time.....6:30 a.m.-M.  
News Service .....AP  
Transcription Service .....Lang-Worth  
Membership .....NAB  
Partners.....P. K. Ewing, Jr., F. C. Ewing,  
Myrtle M. Ewing  
General Manager.....P. K. Ewing, Jr.  
Commercial Manager.....Walter F. Smith, Jr.  
Program Director.....Paul Simpkins  
Chief Engineer.....W. A. Lewis

## W R O B

### WEST POINT—1947 MBS-MID SOUTH-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Bob McRaney, Sr.  
Bus.-Studio-Transmitter Address.....Forrest St.

Phone Number .....807  
Air Time.....6 a.m.-11 p.m.  
Transcription Service .....Keystone  
Representative.....Sears & Ayer  
President, General Mgr.....Bob McRaney, Sr.  
Sta.-Comm.-Sales Prom. Mgr..  
Publicity Director.....Ed McRaney  
Prog. Dir., Chief Announcer,  
Chief Engineer.....John E. King, Jr.  
Prod.-Musical Dir.....Hugh W. Shankle

## W A Z F

### YAZOO CITY—1947—MISS-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned By.....Yazoo Bcstg. Co.  
Operated By.....Borrier, Holmes & Barrier  
Business Address.....P. O. Box 14  
Phone Number .....1040  
Studio Address.....321 S. Main St.  
Transmitter Location.....State Hwy. 49 E.  
Air Time.....6 a.m.-10 p.m.  
News Service .....AP  
Transcription Service.....World, Keystone  
President.....H. T. Barrier  
General-Comm. Manager.....Guy Corley  
Station-Sales Promotion Manager, Program-  
Publicity Director.....R. A. Novak  
Production Director.....Beverly Warren  
Chief Announcer, Musical Director,  
Farm Editor.....Warren Desmond  
Chief Engineer.....D. A. Flinspach

"We, the California state radio members of THE ASSOCIATED PRESS, reaffirm our recognition of the principle of mutual exchange of news, and pledge our fullest cooperation in carrying out our obligations of membership."—From the Minutes of the California AP Radio Association, February 19, 1949.

# Listeners In Kansas City's Primary Trade Area VOTE FOR *The* **KMBC-KFRM** *Team*

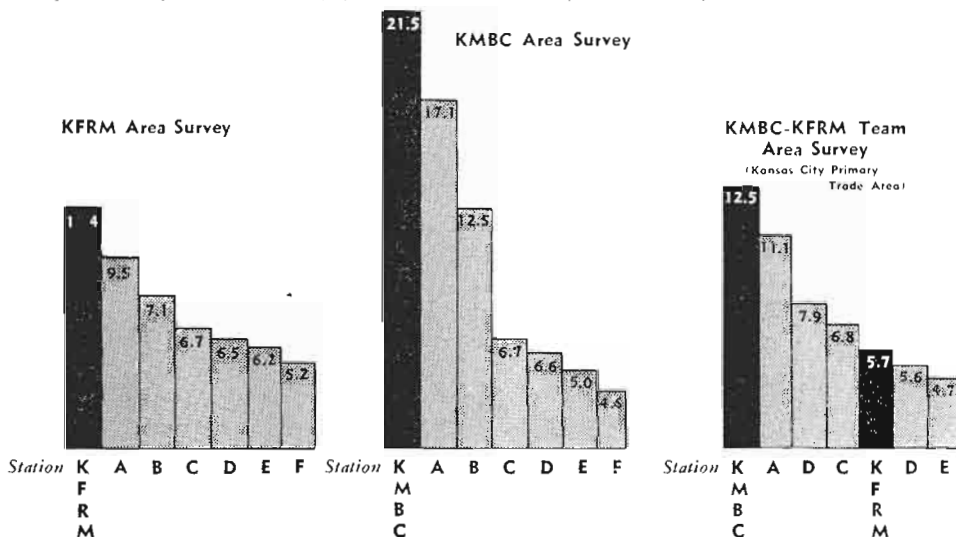
The first Area Radio Study of The Kansas City Primary Trade Area shows The KMBC-KFRM Team far in the lead of all broadcasters heard in the area. Made in the fall of 1948 by Conlan & Associates, this study is believed to be the *largest* coincidental survey of its kind ever conducted. Factual data from this survey of more than 100,000 calls is published in three books—The KMBC-KFRM Team Area Study (Kansas City Primary Trade Area), the KMBC Area Study, and the KFRM Area Study.

daytime station) ending in early October, exclude the larger cities: both Kansas City's (Missouri and Kansas), St. Joseph, Topeka, Salina, Hutchinson and Wichita, surveys for all of which have been made by Conlan.

The KMBC Area Study proved KMBC is the most listened to station (daytime) within an average radius of slightly over 100 miles from Kansas City!

These Area studies which cover 8 a.m. to 6:30 p.m. throughout one week, (KFRM is a

The KFRM Area Study proves KFRM is the most listened to (daytime) station in Kansas within KFRM's half-millivolt contour! (KFRM is a daytime station.)



These graphs illustrate the percentage of total audience of KMBC and KFRM, as determined by the Conlan survey, in comparison to the other leading stations of the area.

There were 73 Kansas, 5 Oklahoma and 4 Nebraska counties included in the KFRM Area Survey, (Wichita, Salina, Hutchinson excluded) with a population of 1,011,750; all within KFRM's half-millivolt contour.

In the KMBC Area Survey there were 61 counties, (Kansas City, Mo., Kansas City, Kansas, St. Joseph, Topeka excluded); all within KMBC's half-millivolt daytime contour.

In the KMBC-KFRM Area Survey for the Kansas City Primary Trade area, as defined by

Dr. W. D. Bryant, now research director for the 10th Federal Reserve District, there were 135 counties, with a total population of 2,099,531; all counties being within the half-millivolt daytime contours of KMBC-KFRM. (Metropolitan areas named were excluded.)

Only The KMBC-KFRM Team delivers complete coverage of the great Kansas City Trade area! The KMBC-KFRM Team provides the most economical circulation an advertiser can buy to cover this huge, important trade area.



OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

# MISSOURI

Estimated Population 3,947,000—Increase +4.3%—Radio Homes 1,072,800  
Total Families 1,137,400—Stations in State 39

## KFVS

CAPE GIRARDEAU—1925—MBS

Frequency: 960 Kc. Power: 1000 Watts d.:  
500 Watts n.  
Owned-Operated By.....Hirsch Bcstg. Co.  
Business-Studio Address.....324 Broadway  
Phone Number.....2104-5  
Transmitter Location.....Illinois  
Air Time.....Unlimited  
News Service.....UP  
Membership.....NAB, BMB  
President, General Manager.....Oscar C. Hirsch  
Station-Comm. Manager.....Ralph Hirsch

## KDMO

CARTHAGE—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned By.....Carthage Bcstg. Co.  
Operated By.....L. C. McKenney, J. J. Daly  
Bus.-Studio-Transmitter Address.....1201 E.  
Chestnut  
Phone Number.....2648  
Air Time.....6 a.m.-11 p.m.  
News Service.....AP  
Transcription Service.....Thesaurus, Capitol.  
Keystone  
Membership.....NAB  
Station Manager.....L. C. McKenney  
Commercial Manager.....J. J. Daly  
Sales Promotion Manager.....Phil Hannum  
Program Director.....Lee Crocker  
Publicity Director.....Bob Young  
Chief Engineer.....Jack Langford  
Farm Editor.....B. P. Cameron

## KFRU

COLUMBIA—1925—ABC

Frequency: 1400 Kc. Power: 250 Watts  
Owned By.....KFRU, Inc.  
Operated By.....H. J. Waters,  
Mahlon R. Aldridge, Jr.  
Business Address.....13 S. 8th St.  
Phone Number.....4141  
Studio-Transmitter Location.....Hickman Hall,  
Stephens College  
Air Time.....6:30 a.m.-M.  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....John Blair  
Membership.....NAB, BMB  
President.....H. J. Waters, Jr.  
Gen.-Station-Comm.-Sales Promotion  
Manager.....Mahlon R. Aldridge, Jr.  
Program Director.....Harold Douglas  
Publicity Director.....M. R. Aldridge, Jr.  
Chief Engineer.....Robert Haigh

## KREI

FARMINGTON—1947—KBS

Frequency: 1350 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Cecil W. Roberts  
Business Address.....Farmington  
Phone Number.....710  
Studio-Transmitter Address.....Burks Rd. &  
Webster St.  
Air Time.....Sunrise-sunset  
News Service.....AP  
Transcription Service.....Lang-Worth, Keystone  
Owner.....Cecil W. Roberts  
Station Manager.....Mrs. Mary Burton  
Sales Manager.....Howard G. Rion  
Chief Engineer.....Kermit Barker

## KFMO

FLAT RIVER—1947  
GRIESEDECK

Frequency: 1240 Kc. Power: 250 Watts  
Owned By.....Lead Belt Bcstg. Corp.  
Operated By.....Oscar C. Hirsch  
Business-Studio Address.....Flat River  
Phone Number.....1000  
Transmitter Location.....U. S. Hwy. 61  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Cole  
Representative.....Jonh E. Pearson  
Membership.....NAB  
President, General Manager.....Oscar C. Hirsch  
Station-Comm. Mgr.....James F. Collins  
Program-Production Dir.....Virginia Collins

## KHMO

HANNIBAL—1941—MBS

Frequency: 1070 Kc. Power: 5000 Watts d.:  
1000 Watts n.  
Owned-Oper. By.....Courier-Post Publishing Co.  
Business-Studio Address.....102-A Broadway  
Phone Number.....3450  
Transmitter Address.....6 Mi. S. of Hannibal  
on Old New London Dirt Rd.  
Air Time.....5:30 a.m.-M.  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....John E. Pearson  
Membership.....NAB, BMB  
Sec.-Treas.....F. L. Sparks  
Gen.-Sta.-Sales Prom. Mgr.....Wayne W. Cribb  
Commercial Manager.....R. A. Conner  
Program Director.....Paul McClelland  
Publicity Director.....Larry Grubb  
Chief Engineer.....Ben Parrish  
Farm Editor.....George Allen, Jr.

# MISSOURI

## K I M O

**INDEPENDENCE—1947**

Frequency: 1510 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: The Blue Valley Co.  
 Business-Studio Address: 310 N. Osage  
 Phone Number: CL 9810  
 Transmitter Location: 28th & Northern Blvd.  
 Air Time: Sunrise-sunset  
 News Service: AP  
 Transcription Service: Capitol  
 Representative: Lorenzen & Thompson  
 Membership: NAB  
 General Manager: Craig Siegfried  
 Program Director: John Waddell  
 Chief Announcer: Harry Becker  
 Musical Director: Kaye Elliotte  
 Chief Engineer: Eldon Ryan

## K W O S

**JEFFERSON CITY—1937—MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Capital Bcstg. Co.  
 Business-Studio Address: 210-212 Monroe St.  
 Phone Number: 4000  
 Transmitter Location: St. Mary's Blvd.  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Lang-Worth, Keystone  
 Representative: Sears & Ayer  
 Membership: BMB  
 President: R. C. Goshorn  
 General Manager: Catherine Roer  
 Chief Engineer: Leroy S. Hackmann

## K F S B

**JOPLIN—1948**

Frequency: 1310 Kc. Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By: Four States Bcsters, Inc.  
 Business-Studio Address: 1025 Main  
 Phone Number: 1310  
 Transmitter Location: N.W. of Joplin  
 Air Time: 6 a.m.-M.  
 News Service: UP  
 Transcription Service: Lang-Worth, Standard  
 Representative: Walker  
 President: Harry Easley  
 General Manager: W. H. Clark  
 Program Director: Ray Arvin  
 Chief Engineer: Ralph Meador

## K S W M

**JOPLIN—1946—CBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Air Time, Inc.  
 Business-Studio Address: Hotel Connor  
 Phone Number: 7260  
 Transmitter Location: 1928 W. 13th St.  
 Air Time: 6 a.m.-M.

News Service: UP  
 Transcription Service: World  
 Representative: William G. Rambeau  
 Membership: NAB  
 President, Gen.-Sta. Comm. Mgr.  
 Publicity Director: Austin A. Harrison  
 Sales Promotion Mgr.: Rot V. Whisnand  
 Prog.-Prod.-Musical Dir.: Noel E. Ball  
 Chief Announcer: Claude Evans  
 Chief Engineer: Austin A. Harrison

## W M B H

**JOPLIN—1926—MBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Joplin Bcstg. Co.  
 Business-Studio Address: Frisco Bldg.  
 Phone Number: 330  
 Transmitter Location: 15th & Munroe  
 Air Time: 18 Hrs.  
 News Service: AP  
 Transcription Service: Lang-Worth, Standard  
 Representative: Sears & Ayer  
 Membership: NAB, BMB  
 Pres., Gen.-Station-Comm. Mgr.: D. J. Poynor  
 Sales Prom. Mgr., Pub. Dir.: Dave Blair  
 Program Director: Charlotte Tappana  
 Production Director: Mary Curtis  
 Chief Announcer: Leonard Brown  
 Musical Director: Stella Lukens  
 Chief Engineer: Dick Meek  
 Farm Editor: Charles McIntire

## K C K N

**KANSAS CITY**

(See Listing, Kansas City, Kans.)

## K C M O

**KANSAS CITY—1936—ABC**

Frequency: 810 Kc. Power: 50,000 Watts d.;  
 10,000 Watts n.  
 Owned-Operated By: KCMO Bcstg. Co.  
 Business-Studio Address: 1515 Commerce  
 Bldg.  
 Phone Number: Baltimore 1234  
 Transmitter Location: Nashua  
 Air Time: 20 Hrs.  
 News Service: AP, UP  
 Transcription Service: Thesaurus  
 Representative: John E. Pearson  
 Membership: NAB, BMB  
 President: Tom L. Evans  
 Gen.-Comm.-Sta. Mgr.: E. K. Hartenbower  
 Asst. Manager: Clarence E. Breazeal  
 Sales Prom. Mgr., Pub. Dir.: F. C. Strawn  
 Program Director: S. B. Tremble  
 Production Director: Kenneth Heody  
 Chief Announcer: Dal Stallard  
 Musical Director: Eugene Moore  
 Chief Engineer: Karl Troeglen  
 Farm Editor: C. W. Jackson

# KFRM

KANSAS CITY—1947

Frequency: 550 Kc. Power: 5000 Watts d.  
 Owned-Operated By: Midland Bcstg. Co.  
 Business-Studio Address: Pickwick Hotel  
 Phone Number: HA. 2650  
 Transmitter Location: 10 Mi. S. of Concordia,  
 Kansas

Air Time: Sunrise-sunset  
 News Service: AP, UP  
 Representative: Free & Peters  
 Membership: NAB, BMB  
 President: Arthur B. Church  
 V.P., General Manager: Karl Koerper  
 V.P. in Chg. of Sales: Sam H. Bennett  
 Promotion Director: John S. McDermott  
 Program Director: Rod B. Cupp  
 Production Director: Fran Heyser  
 Chief Announcer: Lee Stewart  
 Musical Director: P. Hans Flath  
 Chief Engineer: Ray Moler  
 Farm Editor: Phil Evans

(See Page 482)

# KMBC

KANSAS CITY—1922—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 & Belinder,  
 Johnson County, Kansas

Air Time: 5 a.m.-M.  
 News Service: AP, UP  
 Transcription Service: Associated, World  
 Representative: Free & Peters  
 Membership: NAB, BMB  
 President: Arthur B. Church  
 V.P., Managing Director: Karl Koerper  
 V.P., Sales: Sam H. Bennett  
 Promotion Director: John S. McDermott  
 Program Director: Rod Cupp  
 Production Director: Fran Heyser  
 Chief Announcer: Lee Stewart  
 Musical Director: P. Hans Flath  
 Chief Engineer: Ray Moler  
 Farm Editor: Phil Evans

(See Page 482)

# WDAF

KANSAS CITY—1922—NBC

Frequency: 610 Kc. Power: 5000 Watts  
 Owned-Oper. By: The Kansas City Star Co.  
 Business-Studio Address: 1729 Grand Ave.  
 Phone Number: Harrison 1200  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Standard  
 Representative: Edward Petry

Membership: NAB, BMB  
 President: Roy A. Roberts  
 General-Station Manager: Deon Fitzer  
 Comm.-Sales Prom. Mgr.: Manne E. Russo  
 Prog. Dir., Prod. Mgr.:  
 Musical Director: Harry J. Kaufmann  
 Chief Engineer: J. A. Flaherty

# WHB

KANSAS CITY—1922—MBS

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  
 Transmitter Location: Route No. 1, Liberty  
 Air Time: 6 a.m.-1 a.m.  
 News Service: AP  
 Transcription Service: Lang-Worth, Associated  
 Representative: John Blair  
 Membership: NAB, BMB  
 Pres., Comm. Mgr.: Donald Dwight Davis  
 General-Station Mgr.: John T. Schilling  
 Sales Promotion Manager: Mori Greiner  
 Program Director: Dick Smith  
 Publicity Director: Warren Bowman  
 Chief Announcer: Bob Grinde  
 Musical Director: Ednalee Crouch  
 Chief Engineer: Henry Goldenberg

# KBOA

KENNETT—1947

Frequency: 830 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Kennett Bcstg. Corp.  
 Bus.-Studio-Transmitter Address: Kennett  
 Phone Number: 830  
 Air Time: Daytime  
 News Service: AP  
 Transcription Service: Standard, SESAC  
 Membership: NAB, BMB  
 President, General Manager: Paul C. Jones  
 Program Director: Ray Van Hooser  
 Chief Engineer: Robert H. Conner

# KIRX

KIRKSVILLE—1947—GRIESEDEICK

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: North Mo. Bcstg. Co.  
 Bus.-Studio-Transmitter Address: KIRX Bldg.  
 Phone Number: 86  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Capitol, Standard  
 Membership: NAB, BMB  
 General-Station Manager: Samuel A. Burk  
 Commercial Manager: John O. Conwell  
 Program Director: Lee Jones  
 Chief Announcer: Carl Fisher  
 Chief Engineer: Leon Brauhn

# MORE

# POWER

*Now ... 5000 WATTS both day and NIGHT  
on 550 KC...the most desirable spot on the dial...  
to provide a THREE BILLION DOLLAR MARKET of  
THREE MILLION POPULATION for nighttime advertisers*



# KSD

THE ST. LOUIS POST-DISPATCH STATION

NBC Network • Associated Press News

National Advertising Representatives: **FREE & PETERS, INC.**

# KLWT

LEBANON—1947—MBS

Frequency 1230 Kc. Power: 250 Watts  
 Owned-Operated By Lebanon Bcstg. Co.  
 Bus. Studio Address 221 E. Commercial St.  
 Phone Number 1015  
 Transmitter Location Buffalo Rd.  
 Air Time 6 a.m.-M.  
 News Service UP  
 Transcription Service Lang-Worth, SESAC  
 President Robert C. Fields  
 General Manager O. R. Wright  
 Prog.-Musical Director Thomas H. Miller  
 Production Director Harold E. Mott  
 Chief Engineer E. L. Hendry

# KXEO

MEXICO—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Audrain Bcstg. Corp.  
 Address P. O. Box 260  
 News Service AP  
 Transcription Service Capitol  
 Representative John E. Pearson  
 President John Badaracco  
 General Manager P. H. Cunningham  
 Program Director Marge Studer  
 Chief Engineer R. A. Bavier

# KWOC

POPLAR BLUFF—1938  
 MBS-GRIESEDIECK-KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By A. L. McCarthy,  
 J. H. Wolpers  
 Bus. Studio-Transmitter Address KWOC Bldg.  
 Phone Number 3922  
 Air Time 7 a.m.-11 p.m.  
 News Service AP  
 Transcription Service SESAC, Keystone  
 Representative John E. Pearson  
 Membership NAB  
 Chief Owner A. L. McCarthy  
 Gen. Station-Commercial-Sales Prom.  
 Manager William R. Tedrick  
 Program-Production Dir. Byron Keathey, Jr.  
 Publicity Director John A. Thies  
 Chief Announcer Tom Hunnicutt  
 Chief Engineer Don M. Lidenton  
 Farm Editor W. F. James

# KTTR

ROLLA—1947—KBS

Frequency 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Show-Me Bcstg. Co.  
 Bus. Studio-Transmitter Address P. O. Box 567,  
 Soest Rd.  
 Phone Number 380  
 Air Time 6 a.m.-11 p.m.

News Service AP  
 Transcription Service Capitol, SESAC,  
 Keystone  
 Pres., Gen.-Station Mgr. Luther W. Martin  
 Program Director Mary Kay Montalto  
 Chief Engineer Martin M. Mitchum  
 Farm Editor Wilson C. Burkhead

# KFEQ

ST. JOSEPH—1926—MBS

Frequency: 680 Kc. Power: 5000 Watts  
 Owned-Operated By KFEQ, Inc.  
 Business-Studio 814 Frederick Ave.  
 Phone Number 4-0813-4  
 Transmitter Location Hwy. No. 71  
 Air Time Unlimited  
 News Service UP  
 Transcription Service Capitol  
 Representative Headley Reed  
 President, General Manager Barton Pitts  
 Commercial Manager Glenn G. Griswold  
 Promotion Manager J. Ted Branson  
 Program Director R. Thompson Mabie  
 Chief Engineer J. Wesley Kach  
 Farm Editor Harold J. Schmitz

# KRES

ST. JOSEPH—1946

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Missouri Valley Bcstg. Corp.  
 Business-Studio Address 7th & Edmond Sts.  
 Phone Number 4-6346  
 Transmitter Location Hwy. 59  
 Air Time Unlimited  
 News Service AP  
 Transcription Service Standard  
 Representative McGeehan & O'Mara  
 Membership NAB, BMB  
 President B. L. Kaufmann  
 Gen.-Sta.-Comm.-Sales Prom. Mgr.  
 Publicity Director Robert D. Buchanan  
 Program Director Allen Menefee  
 Prcd. Dir., Chief Announcer Ken Gooding  
 Chief Engineer Charles Weismann  
 Farm Editor Bill Sharpe

# KSD

ST. LOUIS—1922—NBC

Frequency: 550 Kc. Power: 5000 Watts  
 Owned-Oper. By Pulitzer Publishing Co.  
 Business-Studio Address 1111 Olive St.  
 Phone Number Main 1111  
 Transmitter Location Hwy. 66, Granite City,  
 Ill.  
 Air Time Unlimited  
 News Service AP  
 Transcription Service World, Thesaurus  
 Representative Free & Peters  
 Membership NAB  
 President Joseph Pulitzer  
 General Manager George M. Burbach  
 Commercial Manager Edward W. Hamlin

**K M O X**

ST. LOUIS—1925—CBS

Frequency: 1120 Kc. Power: 50,000 Watts  
Owned-Oper. 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: Unlimited  
News Service: AP, UP  
Transcription Service: Lang-Worth, Associated  
Representative: Radio Sales  
Membership: NAB, BMB  
General Manager: Wendell B. Campbell  
Local Sales: P. S. Anderson  
National Spot: C. Gilman Johnston  
Sales Promotion Manager: Albert J. Gredell  
Program Director: T. A. Bland  
Production Director: George M. Clare  
Publicity Director: Robert S. Holcomb  
Musical Director: Stan Daugherty  
Chief Engineer: Harry Harvey  
Farm Editor: Ted Mangner

**KSTL**

ST. LOUIS—1948

Frequency: 690 Kc. Power: 1000 Watts d.  
Owned-Operated By: Radio St. Louis, Inc.  
Business-Studio Address: American Hotel,  
Seventh at Market  
Phone Number: MA. 0600  
Transmitter Location: 999 So. Sixth St.,  
E. St. Louis, Ill.

Air Time: Sunrise-sunset  
News Service: UP  
Transcription Service: Standard  
Representative: Lorenzen & Thompson  
Membership: NAB  
President: Frank E. Pellegrin  
General Manager: Ralph L. Stufflebam  
Sales Promotion Manager: Dick J. Kasten  
Prog.-Musical Director: Edward M. Galloway  
Chief Announcer: Brad Harrison  
Chief Engineer: John H. Fleet

**K W K**

ST. LOUIS—1927—MBS

Frequency: 1380 Kc. Power: 5000 Watts  
Owned-Operated By: Thomas Patrick, Inc.  
Bus.-Studio Address: 9th Fl., Hotel Chase  
Phone Number: ROSedale 3210  
Transmitter Location: 500 Logon St., Baden  
Air Time: Unlimited  
News Service: AP  
Transcription Service: World  
Representative: Paul H. Raymer  
President, General Mgr.: Robert T. Convey  
V.P., Station Director: Ray E. Dady  
Asst. Station Dir.: John W. Tinnea  
V.P., Sales Mgr.: V. E. Carmichael

Merchondising Mgr.: Russell C. Kaiser  
Production Mgr.: John Traxler  
Chief Engineer: N. J. Zehr

**K X L W**

ST. LOUIS—1946

Frequency: 1320 Kc. Power: 1000 Watts d.  
Owned-Oper. By: St. Louis County Bcstg. Co.  
Bus.-Studio Address: 8135 Forsythe B'vd.  
Phone Number: Delmar 1320  
Transmitter Location: 9700 Old Bonhomme Rd.  
Air Time: 6 a.m.-local sunset  
News Service: AP, UP  
Representative: Forjoe  
President, General Mgr.: Guy Runion  
Promotion Mgr.: Edgar J. Mothershead  
Sales Manager: Myles J. McNally  
Program Director: Pat O. Bradley

**K X O K**

ST. LOUIS—1938—ABC

Frequency: 630 Kc. Power: 5000 Watts  
Owned-Oper. By: Star-Times Publishing Co.  
Business-Studio Address: 12th & Delmar  
Phone Number: Chestnut 3700  
Transmitter Location: Madison, Ill.  
Air Time: Unlimited  
News Service: AP, INS, UP  
Transcription Service: Associated, Standard  
Representative: John Blair  
Membership: NAB, BMB  
President: Elzey Roberts  
General Manager: C. L. Thomas  
Commercial Manager: V. N. Springgate  
Sales Promotion Manager: Foster H. Brown  
Program Director: Elmer Muschany  
Production Director: Robert Holt  
Publicity Director: Harry Renfro  
Musical Director: Robert Golch  
Chief Engineer: Arthur F. Rekart  
Form Editor: Charley Stookey

**W E W**

ST. LOUIS—1921

Frequency: 770 Kc. Power: 1000 Watts d.  
Owned-Oper. By: The St. Louis University  
Bus.-Studio-Transmitter 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, FMA  
President (St. Louis U.): Very Rev. Patrick  
J. Holloran, S.J.  
General Manager: Nicholas Pagliara  
Commercial Manager: Leonard Frankel



# MISSOURI

Program Director.....Don Lochner  
Production Director.....Syl Binkin  
Publicity (St. Louis U. Public Relations)  
Chief Announcer.....O. J. McQuigg  
Musical Director.....Ralph Stein  
Chief Engineer.....Joseph A. Volk

## W I L

ST. LOUIS—1922

Frequency: 1430 Kc.....Power: 5000 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.....William G. Rambeau  
Membership.....NAB  
President.....L. A. Benson  
Program Director.....Neil Norman  
Publicity Director.....Mel Kampe  
Chief Engineer.....Edward Goodberlet

## K S G M

STE. GENEVIEVE—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....The Donze Co.  
Business Address.....P. O. Box 352  
Phone Number.....580  
Studio Address.....245 Merchant St.  
Transmitter Location.....Maxwell Hill  
Air Time.....6 a.m.-10 p.m.  
News Service.....UP  
Transcription Service.....Lang-Worth, Keystone  
President, General Manager.....Elmer L. Donze  
Station-Comm. Mgr.....Norbert B. Donze  
Sales Promotion Manager.....Donald M. Donze  
Prog. Dir., Farm Editor.....C. M. Poindexter  
Prod.-Pub. Director.....William Bullington  
Chief Announcer.....James Toebe  
Musical Director.....Aileen Donze  
Chief Engineer.....Murel L. Rose

## K D R O

SEDALIA—1939—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Milton J. Hinlein  
Bus.-Studio Address.....2100 W. Broadway  
Phone Number.....4004-5  
Air Time.....Unlimited  
News Service.....UP  
Representative.....Forjace  
Membership.....NAB  
President.....Milton J. Hinlein  
General Manager.....Herbert W. Brandes  
Commercial Manager.....James F. Glenn

## K S I M

SIRESTON—1948—GRIESEDEICK

Frequency: 1400 Kc.....Power: 250 Watts  
Owned By.....Sikeston Community Bcstg. Co.,  
Inc.  
Operated By.....H. C. Young  
Bus.-Studio-Transmitter Address.....Hwy. 60 W.  
Phone Number.....J  
Air Time.....Unlimited  
News Service.....AP  
Representative.....H. C. Young  
Gen.-Sta.-Comm.-Sales Prom. Mgr.,  
Program Director.....H. C. Young  
Chief Engineer.....Ralph Hirsch

## K G B X

SPRINGFIELD—1926—NBC

Frequency: 1260 Kc.....Power: 5000 Watts  
Owned-Operated By.....Springfield Bcstg. Co.  
Address.....605 Boonville Ave.  
Phone Number.....3-3200  
Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....George P. Hollingbery  
Membership.....NAB  
President.....Tams Bixby, Jr.  
Gen.-Comm. Mgr.....J. Gordon Wardell  
Program Director.....Carl Fox  
Promotion Manager.....Dudley Morris  
Chief Engineer.....E. Dennis White

## K T T S

SPRINGFIELD—1941—CBS-MBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Independent Bcstg. Co.  
Bus.-Studio-Transmitter Address.....Chamber of  
Commerce Bldg.  
Phone Number.....4304  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....World  
Representative.....Sears & Ayer  
Membership.....BMB  
President.....J H. G. Cooper  
Gen.-Sta.-Sales Prom. Mgr.....G. Pearson Ward  
Commercial Manager.....Bob Burke  
Program Director.....Wendel Smith  
Chief Engineer.....William F. Curry

## K W T O

SPRINGFIELD—1933—ABC

Frequency: 560 Kc.....Power: 5000 Watts d.;  
1000 Watts n.  
Owned Operated By.....Ozarks Bcstg. Co.

Business-Studio Address . . . 606 E. St. Louis St.  
 Phone Number . . . . . 3-2800  
 Transmitter Location . . . . . So. Fremont Rd.  
 Air Time . . . . . 5 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . John E. Pearson  
 Membership . . . . . NAB, BMB  
 Pres., Gen. Station Manager . . . . . Ralph D. Foster  
 Commercial Manager . . . . . Leslie L. Kennon  
 Promotion Manager . . . . . Jean Lightfoot  
 Program Director . . . . . Bill Ring  
 Production Director . . . . . Lou Black  
 Chief Engineer . . . . . Fritz Bauer  
 Farm Editor . . . . . C. C. Keller

## K W P M

WEST PLAINS—1947  
 KBS-GRIESEDECK

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Robert F. Neathery  
 Bus.-Studio-Transmitter Address . . . . . E. Abe Taylor  
 Blvd.  
 Phone Number . . . . . 700  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard, Keystone  
 President, General Mgr. . . . . Robert F. Neathery  
 Commercial Manager . . . . . Fritze Williams Dixon  
 Program Director . . . . . Nola Langston

# MONTANA

*Estimated Population 511,000—Increase —8.6%—Radio Homes 134,900  
 Total Families 138,800—Stations in State 23*

## KANA

ANACONDA—1946

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Mosby's, Inc.  
 Business Address . . . . . P. O. Box 727  
 Phone Number . . . . . 136  
 Studio-Transmitter Location . . . . . Lincoln St.  
 Air Time . . . . . 7 a.m.-10 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Weed  
 Membership . . . . . NAB  
 President . . . . . A. J. Mosby  
 Gen.-Sta.-Comm.-Sales Prom. Mgr.,  
 Publicity Director . . . . . H. Michael  
 Program-Production Dir. . . . . Jack Combes  
 Chief Announcer . . . . . John Dziak  
 Chief Engineer . . . . . Kenneth Farrance

## KGHL

BILLINGS—1928—NBC

Frequency: 790 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Northwestern Auto Supply  
 Co.  
 Bus.-Studio Address . . . . . 5th & No. Broadway  
 Phone Number . . . . . 2222  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus, World,  
 Standard, SESAC  
 Representative . . . . . Katz  
 President . . . . . C. O. Campbell  
 General Manager . . . . . Edward Yocum  
 Sta. Mgr., Prog. Dir. . . . . M. V. Braunberger  
 Chief Engineer . . . . . Jeff A. Kichli

## KBMY

BILLINGS—1946

MBS-INTERMOUNTAIN-KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Billings Bestg. Co.  
 Bus.-Studio-Transmitter Address . . . . . W. of City  
 Phone Number . . . . . 3838, 9-2389  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, Keystone  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NAB  
 President . . . . . Don C. Foote  
 General-Station Mgr. . . . . Franz J. Robischon  
 Commercial Manager . . . . . Ken Nybo  
 Program Director . . . . . Leroy W. Swecker  
 Chief Announcer . . . . . Charles Du Bois  
 Chief Engineer . . . . . Theodore Hildebrand

## KXLQ

BOZEMAN—1939

NBC-PACIFIC NORTHWEST Z NET

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . KRBM Besters, Inc.  
 Business Address . . . . . Bozeman  
 Phone Number . . . . . 1420  
 Transmitter Location . . . . . 2½ Mi. E. of City  
 Air Time . . . . . 6:30 a.m.-11:30 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Walker  
 Pres., General-Station Mgr. . . . . Ernest A. Neath  
 Commercial Manager . . . . . J. Ray Bridges  
 Program Director . . . . . Homer Stenersen  
 Chief Engineer . . . . . Jack Pravis

## K B O W

BUTTE—1947—CBS-KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Copper City Radio Co.  
 Business Address: P. O. Box 1932  
 Phone Number: 7429  
 Studio-Transmitter Location: 720 Yale Ave.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Thesaurus, Capitol, Keystone  
 Representative: Donald Cooke, Gene Grant  
 Membership: NAB  
 President: Frank Reardon  
 Gen.-Sta.-Comm.-Sales Prom. Mgr.:  
 Publicity Director: Roger C. Patrick  
 Prog. Dir., Chief Announcer: Art Collins  
 Chief Engineer: Don Anderegg

## K O P R

BUTTE—1948—ABC

Frequency: 550 Kc. Power: 1000 Watts  
 Owned-Operated By: Copper Bcstg. Co.  
 Business-Studio Address: Hotel Finlen  
 Phone Number: 6546  
 Transmitter Location: Beef Trail Heights  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: World  
 Representative: George P. Hollingbery  
 Membership: NAB, BMB  
 President: Frank C. Carman  
 General Manager: Ed Cooney  
 Commercial Manager: Milo Petersen  
 Prog. Dir., Chief Announcer: Bill Plummer  
 Production Director: Steve Buck  
 Publicity Director: Shirley Davis  
 Musical Director: Bill Daniels  
 Chief Engineer: Jim Skidmore

## K X L F

BUTTE—1929—NBC-Z NET

Frequency: 1370 Kc. Power: 5000 Watts  
 Owned-Operated By: KGIR, Inc.  
 Business Address: Box 1956  
 Phone Number: 2-2344  
 Studio-Transmitter Location: Butte  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: MacGregor, Lang-Worth  
 Representative: Walker  
 President: E. B. Croney  
 Station Mgr., Prog. Dir.: Arne E. Anzjon  
 Commercial Manager: George Weber  
 Chief Engineer: W. J. Provis

## K X G N

GLENDIVE—1948

Frequency: 1400 Kc. Power: 250 Watts

Owned-Oper. By: Lewis Wiles Moore  
 Business-Studio Address: 314 McDougal St.  
 Phone Number: 122  
 News Service: UP  
 Transcription Service: Capitol  
 President: Lewis W. Moore  
 Gen. Mgr., Chief Engr.: Harry A. Sievers  
 Program Director: Ruth Pomeroy

## K F B B

GREAT FALLS—1922—CBS

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned-Oper. By: Bultrey Bcst., Inc.  
 Bus.-Studio Address: 607 First Natl. Bank Bldg.  
 Phone Number: 4377  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: World  
 Representative: Weed  
 Membership: NAB, BMB  
 President: Fred Birch  
 Manager, Commercial Mgr.: J. P. Wilkins  
 Program Director: W. J. Towner  
 Chief Engineer: Wilbur L. Myhre

## K M O N

GREAT FALLS—1948  
 MBS-INTERMOUNTAIN

Frequency: 560 Kc. Power: 5000 Watts  
 Owned-Oper. By: Montana Farmer Bcstg. Co.  
 Business Address: Box 1954  
 Phone Number: 4382  
 Studio Address: Tribune Bldg.  
 Transmitter Location: 5 Mi. S. of City  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Thesaurus  
 Representative: Avery-Kncdel  
 President: Lester Cole  
 General Manager: Robert H. Warner  
 Chief Announcer: Ned Serrell  
 Chief Engineer: Eugene Bunker

## K X L K

GREAT FALLS—1938—NBC-Z NET

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Great Falls Bcstg. Co.  
 Bus.-Studio-Transmitter Address: Park Hotel  
 Phone Number: 2-2453  
 Air Time: 7 a.m.-M.  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Representative: Walker  
 President: J. R. Larcombe  
 General-Station Manager: K. O. MacPherson  
 Commercial Manager: Carl F. Argabrite  
 Program Director: Betty Schmidt  
 Chief Engineer: E. R. Kukkola

# MONTANA

## KAVR

HAVRE—1946—KBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: KAVR, Inc.  
Business Address: P. O. Box 672  
Phone Number: 1240  
Studio-Transmitter Location: 1 1/4 Mi. E. of  
Havre on U. S. No. 2  
Air Time: Unlimited  
News Service: UP  
Transcription Service: World, Keystone  
Representative: W. S. Grant  
President, General Mgr.: Jessica L. Longston  
Sta.-Comm. Mgr., Prog. Dir.: Larry Gordon  
Chief Announcer, Chief Engineer: Sol Fulchino  
Farm Editor: Jim Schroeder

## KOJM

HAVRE—1947

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Operated By: No. Montana Bcstg. Co.  
Business-Studio Address: Box 70, Liberty Hotel  
Bldg.  
Phone Number: 1096  
Transmitter Location: 2 1/2 Mi. N.E. of Havre  
on Shepard Rd.  
Air Time: Sunrise-sunset  
News Service: UP  
Transcription Service: Associated, MacGregor,  
Cole, Standard  
Representative: Friedenber  
Membership: NAB, BMB  
President: Dr. Francis W. Aubin  
General-Station Mgr.: Edwin T. Lovelace  
Commercial Manager: William F. Murphy  
Program Director: James R. Saenger  
Chief Announcer: John Derrick  
Chief Engineer: George H. Bauer

## KXLJ

HELENA—1937—NBC-Z BAR

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Peoples Forum of the Air  
Address: 1306 Eleventh Ave.  
Phone Number: 1240  
Transmitter Location: Helena  
Air Time: 6:45 a.m.-11:30 p.m.  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: Walker  
President: A. T. Hibbard  
General-Comm. Mgr.: Paul A. Hatton, Jr.  
Program Director: Al Plachta

## KGEZ

KALISPELL—1927

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Donald C. Treloar

Business-Studio Address: 7 Main St.  
Phone Number: 331-2  
Transmitter Location: 2 1/2 Mi. S. on  
Hwy. No 93  
Air Time: Unlimited  
News Service: UP  
Transcription Service: World, SESAC  
Membership: NAB, BMB  
Pres., Gen.-Sta.-Comm. Mgr.: Donald C. Treloar  
Program Director: Maurice Driscoll  
Musical Director: Les Sterling  
Chief Engineer: William H. Patterson  
Farm Editor: Glenn Millhouse

## KXLO

LEWISTON—1947

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Capital Bcstg. Co.  
Bus.-Studio-Transmitter Address: E. Main St.  
Phone Number: 1210-1  
Air Time: 6:30 a.m.-10:45 p.m.  
News Service: AP  
Transcription Service: Standard, World  
Representative: Friedenber  
Membership: NAB  
President: George Bennitt  
Sta. Mgr., Prog. Dir., Chief Announcer,  
Farm Editor: Lee S. Belding  
Commercial Manager: Bob Gray  
Musical Director: Ellen Belding  
Chief Engineer: W. R. Parker

## KPRK

LIVINGSTON—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: Yellowstone Amuse. Co.  
Business Address: Box 952  
Phone Number: 1000  
Transmitter-Studio Address: E. Park St.  
Air Time: Unlimited  
News Service: AP  
Transcription Service: World, SESAC, KBS  
Representative: Homer Griffith  
Membership: NAB  
Pres., Gen.-Sta. Mgr.: Paul B. McAdam  
Comm.-Sales Prom. Mgr.: Jack Hinman  
Prod. Mgr., Prog.-Music Dir.: Jim Duncan  
Publicity Director: Audrey Waters  
Chief Engineer: Norm Penwell  
Farm Editor: Gerald Tyo

## KRJF

MILES CITY—1941

MBS-INTERMOUNTAIN-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Star Printing Co.  
Business Address: 13 No. 5th  
Phone Number: 60  
Transmitter-Studio Location: Haynes Ave.

---

. . . MONTANA . . .

---

Air Time.....6:30 a.m.-11 p.m.  
News Service.....UP  
Transcription Service.....World, KBS  
Representative.....Avery Knodel  
Membership.....NAB, BMB  
General Mgr.....W. F. Flinn  
Sales Prom. Mgr., Pub. Dir.....Norm Ingstrom  
Prog. Dir., Prod. Mgr.....Bob Wilson  
Chief Announcer.....William Beoch  
Chief Engineer.....Charles Scofield

---

## K G V O

MISSOULA—1931—CBS

Frequency: 1290 Kc....Power: 5000 Watts d.;  
1000 Watts n.

Owned-Operated By.....Mosby's, Inc.  
Business Address.....127 E. Main  
Phone Number.....2155  
Studio Address.....132 W. Front St.  
Transmitter Location.....3½ Mi. W. of City on  
Hwy. 93 & 10

Air Time.....6:30 a.m.-M.  
News Service.....UP  
Transcription Service.....Lang-Worth, MacGregor,  
Standard

Representative.....George P. Hollingbery  
Membership.....NAB, BMB  
President.....A. J. Mosby  
Commercial Manager.....Marion E. Dixon  
Program Director.....W. C. Blanchette

---

## K M S U

MISSOULA—1948

Frequency: 1400 Kc....Power: 250 Watts  
Owned-Oper. By.....Missoula Radio Assn.  
Business-Studio Address.....218 N. Higgins  
Phone Number.....6882  
President.....R. B. Cummins  
Vice President.....Oakley Coffee  
Director.....N. B. Matthews

---

## K X L L

MISSOULA—1948—NBC-Z NET-PNB

Frequency: 1450 Kc....Power: 250 Watts  
Owned-Oper. By.....Western Montana Assoc.  
Business Address.....Box 1503  
Phone Number.....4114  
Studio-Transmitter Location.....River Rd.,  
Orchard Homes

Air Time.....7 a.m.-M.  
News Service.....UP  
Representative.....Walker  
President, Gen. Station Manager,

Program Director.....Pat M. Goodover  
Comm.-Sales Prom. Mgr.....Frank Field  
Publicity Director.....Bill Emerson  
Chief Engineer.....F. W. E. Smith

---

## K I Y I

SHELBY—1947—KBS

Frequency: 1230 Kc....Power: 250 Watts  
Owned-Operated By.....Tri County Radio Corp.  
Business Address.....P. O. Box 255  
Phone Number.....560  
Studio-Transmitter Location.....N. Marias Ave.  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....World, Keystone  
Representative.....William Grant  
President.....John J. Hurley  
General Manager.....Frank Krshka  
Comm.-Sales Prom. Mgr.....L. R. Wing  
Program Director.....George Potter  
Publicity Director.....Jimmy Larson  
Chief Announcer.....Richard Bannon  
Chief Engineer.....Richard Velo

---

## K G C X

SIDNEY—1926—MBS-GNBS-KBS

Frequency: 1480 Kc....Power: 5000 Watts d.;  
1000 Watts n.

Owned-Operated By.....E. E. Krebsbach  
Business Address.....109 So. Central Ave.  
Phone Number.....408  
Studio Address.....109 So. Central Ave.,  
Sidney, Mont.; Masonic Bldg., Williston,  
No. Dak.

Transmitter Location.....4 Mi. N. of City  
Air Time.....5:30 a.m.-11 p.m.  
News Service.....AP  
Transcription Service.....Capitol, Keystone  
Representative.....Walker  
Membership.....NAB, BMB  
General Manager.....E. E. Krebsbach  
Station Mgrs.....(Sidney) Keith Krebsbach,  
(Williston) E. Clair Krebsbach

Sales Promotion Manager.....Jerry Karleton  
Program Director.....Mel King  
Production Director.....E. Clair Krebsbach  
Musical Director.....Bud Bailey  
Chief Engineer.....O. H. Halvorson  
Farm Editor.....Bill Corkins

---

HELP



THE RED  
CROSS

---

# NEBRASKA

Estimated Population 1,301,000—Increase —1.1%—Radio Homes 359,100  
Total Families 375,300—Stations in State 17

## KJSK

COLUMBUS—1947

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Oper. By George Basil Anderson  
Business Address Box 460  
Phone Number 5154  
Studio-Transmitter Location Columbus  
Air Time Sunrise-sunset  
News Service AP  
Transcription Service World, SESAC  
Representative Waller Biddick  
Manager & Owner George Basil Anderson  
Program Director Florence L. Anderson  
Chief Engineer Harold Hardy  
Farm Editor Eugene Jones

## KORN

FREMONT—1939

MBS-NEB. WIRELESS-KBS

Frequency: 1340 Kc. Power: 100 Watts  
Owned-Operated By Inland Bcstg. Co.  
Business-Studio Address Equitable Bldg.  
Phone Number 1060  
Transmitter Location E. 16th St.  
Air Time 6 a.m.-M.  
News Service AP  
Transcription Service Thesaurus, Keystone  
Representative McGeehan & O'Mara  
President John K. Morrison  
General Manager Paul R. Fry  
Station-Commercial Mgr. William H. Baldwin  
Sales Promotion Manager Helen Norwood  
Program Director Robert Lambert  
Chief Announcer Harry Gehrett  
Chief Engineer Percy Ziegler  
Farm Editor Don Jackson

## KMMJ

GRAND ISLAND—1925—ABC

Frequency: 750 Kc. Power: 1000 Watts d.  
Owned-Operated By KMMJ, Inc.  
Business-Studio Address Division at Cedar  
Phone Number 703-4  
Transmitter Location Phillips  
Air Time Daytime  
News Service UP  
Transcription Service World, Cole  
Representative Headley-Reed  
Membership NAB, BMB  
President Don Searle  
General Manager Wick Heath  
Asst. Gen.-Comm. Mgr. Bill Martin  
Sales Promotion Manager Rex Lathen  
Program-Production Director  
Chief Announcer Orie Kerwood

Publicity Director George Johnson  
Musical Director Dick Stahl  
Chief Engineer Norval Larson  
Farm Editor George Kistler

## KHAS

HASTINGS—1940—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Nebraska Bcstg. Co.  
Bus.-Studio-Transmitter Address 906½ W.  
Second St.  
Phone Number 1745  
Air Time Unlimited  
News Service INS  
Transcription Service Capitol, Keystone  
Representative John E. Pearson  
President D. W. Clarke  
Gen.-Station-Comm. Mgr. Duane L. Walls  
Sales Promotion Manager  
Prog.-Prod. Director Warren L. Mowder  
Chief Announcer Oscar A. Henry  
Musical Director Charles E. Wright  
Chief Engineer Duane B. Allison  
Farm Editor Lloyd Thomas

## KGFW

KEARNEY—1930—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts d.  
Owned-Oper. By Central Nebraska Bcstg.  
Corp.  
Business-Studio Address Federal Annex Bldg.  
Phone Number Business, 2-3541; Program,  
3-1551  
Transmitter Location Lakeside  
Air Time 6 a.m.-11 p.m.  
News Service UP  
Transcription Service Capitol, Keystone  
Membership NAB  
President, General Manager, Lloyd C. Thomas  
Station-Commercial-Sales Promotion  
Manager E. Anson Thomas  
Prog.-Musical Dir. Peg Biber  
Prod. Dir., Farm Editor Jack Yeager  
Publicity Director Jeanette Harrison  
Chief Announcer Al Sage  
Chief Engineer Jack Lewis

## KFOR

LINCOLN—1924—ABC-NEBR. NET

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Cornbelt Bcstg. Corp.  
Business-Studio Address Sixth Fl., Stuart Bldg.  
Phone Number 2-6965  
Transmitter Location 48th & Vine Sts.

# NEBRASKA

Air Time ..... Unlimited  
 News Service ..... AP, INS  
 Transcription Service ..... Capitol, Standard  
 Representative ..... Edward Petry  
 Membership ..... NAB, BMB  
 President ..... James Stuart  
 V.P., Sta.-Comm. Mgr. .... Harry D. Peck  
 Prom.-Pub. Director ..... Dale V. Berger  
 Program Director ..... Jack Huston  
 Chief Announcer ..... Robert Johnson  
 Musical Director ..... Fledz Ziegenbein  
 Chief Engineer ..... Charles W. Winkler

## KOLN

**LINCOLN—1947—MBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Inland Bcstg. Co.  
 Bus.-Studio Address ..... 212 Federal  
 Securities Bldg.  
 Phone Number ..... 2-7218  
 Transmitter Location ..... 40th & W Sts.  
 Air Time ..... 6:30 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Membership ..... NAB  
 President ..... John K. Morrison  
 V.P., General Manager ..... Paul B. Fry  
 Station Manager ..... W. B. Waugh  
 Program Director ..... Edwin T. Smith  
 Chief Engineer ..... M. J. Korinek

## KBRL

**McCOOK—1947—MBS-NEBR. NET**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... The McCook Bcstg. Co.  
 Bus.-Studio-Transmitter Address ..... Hway 83 &  
 "J" St.  
 Phone Number ..... 1450  
 Air Time ..... 6:30 a.m.-10:30 p.m.  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Representative ..... Friedenberg  
 Membership ..... NAB  
 Owners ..... William J. Cox, LeRoy W. Lenwell,  
 Edward Cooper & Arthur V. Henri  
 Gen.-Station Manager ..... LeRoy W. Lenwell  
 Comm.-Sales Prom. Mgr.,  
 Publicity Director ..... Robert A. Morris  
 Program-Production Dir., Chief Announcer,  
 Farm Editor ..... Dale Chronicle  
 Musical Director ..... Ed Huot  
 Chief Engineer ..... Paul Leonard

## WJAG

**NORFOLK—1922**

Frequency: 780 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... The Norfolk Daily News  
 Bus.-Studio Address ..... Norfolk Ave. & Sixth St.  
 Phone Number ..... 432  
 Transmitter Location ..... 3½ Mi. W. of Norfolk

Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Walker  
 Membership ..... NAB, BMB  
 President ..... Gene Huse  
 General-Station Manager ..... Art Thomas  
 Commercial Manager ..... Vernon Stedry  
 Sales Promotion Manager ..... Hollis Francis  
 Prog. Dir., Chief Announcer ..... Wayne Larson  
 Chief Engineer ..... Frank Wiedenbach

## KODY

**NORTH PLATTE—1930—NBC-KBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Radio Station WOW, Inc.  
 Bus.-Studio-Transmitter Address ..... 1521 W. 12th  
 St.  
 Phone Number ..... 382  
 Air Time ..... Unlimited  
 News Service ..... AP, UP  
 Transcription Service ..... Lang-Worth, Keystone  
 Representative ..... John Blair  
 Membership ..... NAB, BMB  
 President ..... John J. Gillin, Jr.  
 General-Station Mgr. .... John Alexander  
 Local Sales Manager ..... Joe di Natale  
 Program Director ..... Ed Launer  
 Publicity Director ..... Jerry Wing  
 Chief Engineer ..... Jay Blakesley  
 Farm Editor ..... Ed Launer

## KBON

**OMAHA—1942—MBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Inland Bcstg. Co.  
 Bus.-Studio Address ..... 676 Saunders-  
 Kennedy Bldg.  
 Phone Number ..... JACKSON 8282  
 Transmitter Location ..... 2807 So. 38th St.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative ..... McGeehan & O'Mara  
 Membership ..... NAB, BMB  
 President ..... John K. Morrison  
 V.P., General Manager ..... Paul R. Fry  
 Station Manager ..... Richard E. Welna  
 Sales Prom. Mgr., Pub. Dir. .... Joe H. Bader  
 Program Director ..... Hugh E. Bader  
 Chief Engineer ..... Percy Zeigler

## KFAB

**OMAHA—1924—CBS**

Frequency: 1110 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By ..... KFAB Bcstg. Co.  
 Bus.-Studio Address ..... 620 Farnam Bldg.  
 Phone Number ..... JA. 3420  
 Transmitter Location ..... 10 Mi. S. of Omaha  
 Air Time ..... Unlimited  
 News Service ..... AP, UP

Transcription Service.....Standard, SESAC  
 Representative.....Free & Peters  
 Membership.....NAB, BMB  
 Chairman of the Board.....Joe W. Seacrest  
 President.....Fred S. Sidles  
 Gen.-Sta.-Comm. Manager.....Harry Burke  
 Sales Prom. Mgr., Pub. Dir.....Don Shoemaker  
 Program-Production Dir.....L. A. Miller  
 Farm Editor.....W. E. Macdonald

## KOIL

### OMAHA—1925—ABC-NEBR. NET

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned By.....Stuart Investment Co.  
 Operated By.....Central States Bcstg. Co.  
 Business-Studio Address.....Omaha Natl. Bank Bldg.  
 Phone Number.....Jackson 7626  
 Transmitter Location.....Box 479, Council Bluffs, Ia.  
 Air Time.....Unlimited  
 News Service.....AP, INS  
 Transcription Service.....Capitol, Standard  
 Representative.....Edward Pely  
 Membership.....NAB, BMB  
 President.....James Stuart  
 Exec. V.P.....Albert Koenig  
 Station Manager.....William J. Newens  
 Commercial Manager.....Forrest Blair  
 Sales Promotion Manager.....Donald Dahlberg  
 Program-Production Director.....Virgil Sharpe  
 Chief Engineer.....Charles W. Winkler

## KOWH

### OMAHA—1922

#### MIDWEST BASEBALL-NEB. NET

Frequency: 660 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....World Publishing Co.  
 Business-Studio Address.....15th & Farnam  
 Phone Number.....Atlantic 2228  
 Transmitter Location.....69th & Redmon  
 Air Time.....6 a.m.-local sunset  
 News Service.....UP  
 Transcription Service.....Standard, World, Associated  
 Representative.....George P. Hollingbery  
 Membership.....FMA  
 President.....H. Doorly  
 Gen.-Sta.-Comm. Mgr.....B. C. Corrigan  
 Musical Director.....Walter Scott  
 Farm Editor.....Adam Reinemund

## WOW

### OMAHA—1923—NBC

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Radio Station WOW, Inc.

Business-Studio Address.....280 Insurance Bldg.  
 Phone Number.....Webster 3400  
 Transmitter Location.....5500 Kansas Ave.  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Standard, Thesaurus, SESAC, Associated  
 Representative.....John Blair  
 Membership.....NAB, BMB  
 President, General Manager.....John J. Gillin, Jr.  
 Sales Promotion Manager.....Bill Wiseman  
 Program Director.....Lyle DeMoss  
 Production Director.....Ray Olson  
 Publicity Director.....Harold Storm  
 Chief Announcer.....Merrill Workhoven  
 Musical Director.....Morton Wells  
 Chief Engineer.....William J. Koler  
 Farm Editor.....Mal Hansen

## KNEB

### SCOTTSBLUFF—1948

Frequency: 970 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Platte Valley Bcstg. Corp.  
 Business-Studio Address.....Golden Rule Bldg.  
 Phone Number.....1820  
 Transmitter Location.....1/4 Mi. S.E. of City  
 Air Time.....Local sunrise-sunset  
 News Service.....AP  
 Transcription Service.....Capitol, World  
 Representative.....Hal Holmon  
 Membership.....NAB  
 President.....John R. Jirton  
 General-Station Mgr.....Russ M. Stewart  
 Commercial Manager.....Byron Joachim  
 Program Director.....Bill Scharton  
 Chief Announcer, Chief Engineer.....Les Proctor  
 Farm Editor.....Bob Hyde

## KOLT

### SCOTTSBLUFF—1930—CBS

Frequency: 1320 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Hilliard Co.  
 Business-Studio Address.....1517 1/2 Broadway  
 Phone Number.....856  
 Transmitter Location.....2 Mi. W. of City on West 20th  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Lorenzen & Thompson  
 Membership.....NAB, BMB  
 President, General-Sta. Mgr.....L. L. Hilliard  
 Commercial Manager.....Roy Cummings  
 Soles Promotion Manager.....Viril Davis  
 Program Director.....Bill Walter  
 Chief Announcer.....Harold Ellis  
 Musical Director.....Lois Lewis  
 Chief Engineer.....Harland Morrison  
 Farm Editor.....Wes Antles



# NEVADA

Estimated Population 142,000—Increase +28.4%—Radio Homes 40,100  
Total Families 41,600—Stations in State 9

## KELK

ELKO—1948

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Elko Bcstg. Co.  
Business-Studio Address: Elko  
Phone Number: 260  
Air Time: 6:30 a.m.-M.  
News Service: UP  
President: Chris Sheerin  
General Manager: Edward Denkema  
Commercial Manager: John J. Gammick  
Program Director: Evard Van Welch  
Chief Announcer: Kenneth Smith  
Chief Engineer: Evard Van Welch

## KENO

LAS VEGAS—1940—ABC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Nevada Bcstg. Co.  
Business Address: Box 1310  
Phone Number: 1400  
Studio-Transmitter Location: The Strip,  
Hwy. 91  
Air Time: 6 a.m.-1:30 a.m.  
News Service: INS  
Transcription Service: Thesaurus  
Representative: W. S. Grant  
General-Station Manager: Maxwell Kelch  
Comm.-Sales Prom. Mgr.: Paul R. Gang  
Prog.-Prod.-Pub. Dir.: L. A. Newsome, Jr.  
Chief Announcer: William H. Guy  
Chief Engineer: James W. Harford

## KLAS

LAS VEGAS—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Las Vegas Bcstrs., Inc.  
Address: Box 1510  
Phone Number: 4646  
News Service: UP  
Transcription Service: Capitol  
Representatives: Gene Grant, Donald Cooke  
General Manager: Richard E. Goebel  
Chief Engineer: Ralph Dow

## KRAM

LAS VEGAS—1948  
KBS-INTERMOUNTAIN

Frequency: 920 Kc. Power: 1000 Watts d.  
Owned By: Boulder City Bcstg. Corp.  
Operated By: Edward J. Jansen,  
Truman B. Hinkle  
Business Address: Box 1712  
Phone Number: 920, 4620-1  
Studio Address: Hwy. 91

Transmitter Location: E. of Cemetery  
Air Time: Sunrise-sunset  
News Service: UP  
Transcription Service: Keystone  
President: Edward J. Jansen  
General-Station Mgr.: Truman B. Hinkle  
Sales Promotion Manager: Charlotte Brader  
Prog. Dir., Chief Announcer: Carl Paige  
Chief Engineer: Fred Young

## KATO

RENO—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 Rds.  
Air Time: 6:30 a.m.-M.  
Representative: John E. Pearson  
Membership: NAB  
President: R. K. Wittenberg  
General Manager: Robert L. Stoddard  
Commercial Manager: F. L. Tower  
Chief Engineer: R. K. Wittenberg  
Farm Editor: Bert Kennington

## KOH

RENO—1928—NBC

Frequency: 630 Kc. Power: 1000 Watts  
Owned-Oper. By: McClatchy Bcstg. Co. of  
Nev.  
Business-Studio Address: 143 Stevenson St.  
Phone Number: Reno 5106  
Transmitter Location: Sparks  
Air Time: Unlimited  
News Service: UP  
Transcription Service: World  
Representative: Paul H. Raymer  
Membership: NAB, BMB  
President: Eleanor McClatchy  
Station Manager: Hewitt Kees  
Office Manager: Merle L. Snider  
Program Manager: Eberle T. Shields, Jr.  
Traffic Manager: Amalia Ibarra  
Chief Technician: Wesley Craig  
Farm Editor: Herbert E. Samuels

## KOLO

RENO—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: Sparks  
Air Time: 6 a.m.-M.  
News Service: AP, UP

**NEVADA-NEW HAMPSHIRE**

Transcription Service ..... Lang-Worth  
 Representative..... George P. Hollingbery  
 Membership ..... NAB  
 President ..... Dave McKay  
 General-Station Manager..... H. G. Wells  
 Comm.-Sales Prom. Manager..... Stan Jones  
 Program Director..... Al Coon  
 Production-Publicity Director..... Jack Kehoe  
 Chief Engineer..... Merle Peterson

News Service ..... UP  
 Transcription Service ..... Associated  
 Representative ..... Walker  
 Membership ..... NAB  
 President..... Merritt C. Speidel  
 General Manager..... Merrill Inch  
 Commercial Manager..... John A. Long  
 Program Director..... Gene Shumate  
 Chief Engineer..... Wilbur C. Comer

**KWRN**

**RENO—1947—ABC**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Reno Newspapers, Inc.  
 Business-Studio Address..... Gazette Bldg.  
 Phone Number ..... 6156  
 Transmitter Location ..... Reno  
 Air Time..... 7 a.m.-M.

**KXXL**

**RENO—1947**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Station KXXL  
 Address ..... Box 1329  
 Phone Number ..... 3122  
 News Service ..... UP  
 President, General Mgr..... Chet L. Gance

**NEW HAMPSHIRE**

*Estimated Population 548,000—Increase +11.6%—Radio Homes 162,400  
 Total Families 168,100—Stations in State 11*

**WMOU**

**BERLIN—1946—KBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By..... White Mountains Bstg. Co.,  
 Inc.  
 Business-Studio Address..... 40 Main St.  
 Phone Number..... Berlin 1797-8  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative ..... Radio Reps., Kettell-Carter  
 Membership ..... NAB  
 President, Sales Mgr..... Charles S. Holbrook  
 Program Manager..... Wendell C. Mackenzie  
 Chief Engineer ..... James F. Hennessey

Business-Studio Address ..... Eogie Hotel  
 Phone Number ..... 4180  
 Transmitter Location ..... Redington St.  
 Air Time..... 6:00 a.m.-11:30 p.m.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Walker  
 General Manager..... Hon. Charles M. Dale  
 Asst. Mgr., Prog. Dir..... Thomas S. Pingree  
 Publicity Director..... James R. Newton  
 Chief Announcer..... Win Blake  
 Chief Engineer..... George Davis

**WTSV**

**CLAREMONT—1948  
 MBS-YANKEE-GRANITE**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Granite State Bstg. Co.  
 Phone Number ..... 9456  
 Transcription Service ..... Lang-Worth  
 Representative ..... Balling  
 President..... William J. Barkley  
 General Manager..... W. F. Rust, Jr.  
 Commercial Manager..... Ted Sterns  
 Program Director..... Dick Hill  
 Chief Engineer..... A. Davis

**WKNE**

**KEENE—1941—CBS**

Frequency: 1290 Kc..... Power: 5000 Watts  
 Owned-Operated By..... WKNE Corp.  
 Business-Studio Address..... 17 Dunbar St.  
 Phone Number ..... 2080-1  
 Transmitter Location..... Stanhope Ave.  
 Air Time..... 5:58 a.m.-12:05 a.m.  
 News Service ..... UP  
 Transcription Service ..... Thescurus  
 Representative..... Adom J. Young, Jr.,  
 Kettell-Carter  
 Membership ..... NAB, BMB  
 Pres., Gen.-Sta. Mgr..... Joseph K. Close  
 Asst. Gen. Mgr., Program-Production  
 Director..... Robert M. Peebles  
 Sales Prom. Mgr., Pub. Dir..... Sears Larrabee  
 Chief Engineer..... Ernest F. Botchelder, Jr.  
 Farm Editor ..... Stacey Cole

**WKXL**

**CONCORD—1946—MBS-YANKEE**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... Hon. Charles M. Dale

# 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 — WHEB

## WLNH

### LACONIA—1922—MBS-YANKEE-KBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Northern Bcstg. Corp.  
 Business-Studio Address . . . . . 653 Main St.  
 Phone Number . . . . . 2-300  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Kettell-Carter  
 Membership . . . . . NAB  
 General Manager . . . . . Warren H. Brewster  
 Program Director . . . . . Al Maffie  
 Chief Engineer . . . . . Walter Avery

## WFEA

### MANCHESTER—1932—CBS

Frequency: 1370 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . N. H. Bcstg., Inc.  
 Business-Studio Address . . . . . 286 Franklin St.  
 Phone Number . . . . . Manchester 4656  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Adam J. Young, Jr.  
     Kettell-Carter  
 Membership . . . . . NAB, BMB  
 President . . . . . Morris Silver  
 General Manager . . . . . Arthur I. Rothafel  
 Commercial Manager . . . . . Saul Gross  
 Program Director . . . . . Warren Journey  
 Production Director . . . . . Frank Finning  
 Publicity Director . . . . . Bill Leahy  
 Chief Engineer . . . . . Reginald Schow

## WKBR

### MANCHESTER—1946

#### MBS-YANKEE

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Granite State Bcstg., Inc.  
 Business-Studio Address . . . . . 155 Front St.  
 Phone Number . . . . . 9456  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Balling  
 Membership . . . . . NAB  
 President . . . . . W. J. Barkley  
 General Manager . . . . . W. F. Rust, Jr.  
 Commercial Mgr. . . . . Ralph Gottlieb  
 Program Director . . . . . Norman Bailey  
 Chief Engineer . . . . . Rayston Phillips

## WMUR

### MANCHESTER—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  
 Membership . . . . . NAB, BMB  
 President, Owner . . . . . Francis P. Murphy  
 General Manager . . . . . Harvey Carter  
 Chief Engineer . . . . . Vincent Chandler

## WOTW

### NASHUA—1947—GRANITE STATE

Frequency: 900 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Nashua Bcstg. Corp.  
 Bus.-Studio-Transmitter Location . . . . . Lund Rd.  
 Phone Number . . . . . 5000  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Bertha Bannan, Walker  
 Membership . . . . . NAB  
 Pres., Gen.-Station Mgr.,  
     Program Director . . . . . Arthur A. Newcomb  
 Soles Prom. Mgr., Pub. Dir. . . . . Carter S. Knight  
 Chief Engineer . . . . . Robert C. Bingham

## WHEB

### PORTSMOUTH—1932

#### MBS-YANKEE

Frequency: 750 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . WHEB, Inc.  
 Bus.-Studio-Transmitter Address . . . . . Lafayette Rd.  
 Phone Number . . . . . 4080  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Walker, Bertha Bannan  
 Membership . . . . . BMB, FMA  
 President . . . . . Hon. Charles M. Dale  
 V.P., Gen.-Sta. Mgr. . . . . Herbert F. Georges  
 Commercial Manager . . . . . William A. Dawson, Jr.  
 Sales Prom. Mgr., Pub. Dir. . . . . Keith S. Field  
 Prog.-Prod. Dir. . . . . Winslow Bettinson  
 Chief Announcer . . . . . William I. Elliot  
 Musical Director . . . . . Joyce Hubbard  
 Chief Engineer . . . . . Paul G. Lindsay  
 Farm Editor . . . . . Prof. J. R. Heppler  
     (See Page 499)

## WWNH

### ROCHESTER—1948

#### GRANITE STATE

Frequency: 930 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Strafford Bcstg. Corp.  
 Bus.-Studio . . . . . Rochester Hill Rd.  
 Phone Number . . . . . 1400-1  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Ralph Gottlieb  
 Membership . . . . . NAB  
 President . . . . . Albin J. K. Malin  
 Station Manager . . . . . Chester P. Harford  
 Commercial Manager . . . . . M. Chester Ball  
 Program Director . . . . . Richard Purcell  
 Chief Engineer . . . . . E. J. Babkes