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# STATIONS

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*Alphabetical Listing*

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

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*Stations Alphabetically  
Listed by States—Cities*

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*Personnel*

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*Other Detailed Information*



## FOR ADVERTISERS WITH A GOOD EAR FOR PROFITS

People love good music. Not all people... but enough with good taste and fine buying habits to put a profitable crescendo into any sales campaign. To reach these music lovers in 550,000 WQXR homes... the choicest part of the world's biggest and richest market... advertisers are learning to rely on WQXR and WQXR-FM, the stations that beam more good music every day than any other radio station in New York. Is *your* ear for profits ringing? Leave it open to our overtures...they're most attractive! Today, write or wire... or telephone Circle 5-5566.

**WQXR AND WQXR-FM**

*The radio stations of The New York Times*

*730 Fifth Avenue, New York 19, N.Y.*

# Index Of The Standard Stations Of The United States

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

Call Letters	City—State	See Page	Call Letters	City—State	See Page
KABC	San Antonio, Tex.	648	KBLF	Red Bluff, Calif.	339
KABR	Aberdeen, S. D.	615	KBMW	Breckenridge, Minn.	471
KADA	Ada, Okla.	571	KBMY	Billings, Mont.	490
KAFY	Bakersfield, Calif.	327	KBND	Bend, Ore.	577
KAGH	Pasadena, Calif.	339	KBNO	Fresno, Calif.	330
KAKC	Tulsa, Okla.	576	KBOA	Kennett, Mo.	485
KAKE	Wichita, Kans.	426	KBOL	Boulder, Colo.	350
KALB	Alexandria, La.	435	KBON	Omaha, Nebr.	495
KALL	Salt Lake City, Utah	655	KBOW	Butte, Mont.	491
KAMD	Camden, Ark.	321	KBRC	Mt. Vernon, Wash.	666
KAMQ	Amarillo, Tex.	628	KBRL	McCook, Nebr.	495
KANA	Anaconda, Mont.	490	KBRO	Bremerton, Wash.	665
KAND	Corsicana, Tex.	633	KBST	Big Springs, Tex.	631
KANE	New Iberia, La.	438	KBTM	Jonesboro, Ark.	323
KANS	Wichita, Kans.	426	KBUC	Corona, Calif.	328
KARK	Little Rock, Ark.	323	KBUD	Athens, Tex.	628
KARM	Fresno, Calif.	330	KBUH	Brigham, Utah	653
KASA	Elk City, Okla.	572	KBUN	Bemidji, Minn.	471
KASH	Eugene, Ore.	578	KBUR	Burlington, Ia.	414
KASI	Ames, Ia.	414	KBWD	Brownwood, Tex.	632
KAST	Astoria, Ore.	577	KBYE	Oklahoma City, Okla.	573
KATE	Albert Lea, Minn.	471	KBYR	Anchorage, Alaska	687
KATL	Houston, Tex.	640	KBZY	Grand Rapids, Minn.	473
KATO	Reno, Nev.	497			
KAUS	Austin, Minn.	471	KCBC	Des Moines, Ia.	416
KAVE	Carlsbad, N. Mex.	505	KCBD	Lubbock, Tex.	643
KAVR	Havre, Mont.	492	KCBQ	San Diego, Calif.	342
KAWT	Douglas, Ariz.	317	KCHE	El Reno, Okla.	572
KAYL	Storm Lake, Ia.	420	KCHS	Hot Springs, N. Mex.	506
KAYS	Hays, Kans.	424	KCID	Caldwell, Ida.	392
KAYX	Waterloo, Ia.	421	KCIL	Houma, La.	436
			KCKN	Kansas City, Kans.	425
KBIO	Burley, Ida.	391	KCKY	Coolidge, Ariz.	317
KBIX	Muskogee, Okla.	573	KCLA	Pine Bluff, Ark.	325
KBIZ	Ottumwa, Ia.	419	KCLE	Cleburne, Tex.	632
KBKI	Alice, Tex.	626	KCLO	Leavenworth, Kans.	425
KBKO	Portland, Ore.	580	KCLW	Hamilton, Tex.	640
KBKR	Baker, Ore.	577	KCMC	Texarkana, Tex.	650

Call Letters	City—State	See Page	Call Letters	City—State	See Page
KCMJ	Palm Springs, Calif.	338	KELK	Elko, Nev.	497
KCMO	Kansas City, Mo.	484	KELO	Sioux Falls, S. Dak.	616
KCNA	Tucson, Ariz.	319	KELP	El Paso, Tex.	636
KCNC	Fort Worth, Tex.	637	KENI	Anchorage, Alaska	687
KCNY	San Marcos, Tex.	649	KENO	Las Vegas, Nev.	497
KCOH	Houston, Tex.	641	KENT	Shreveport, La.	440
KCOK	Tulare, Calif.	348	KEPO	El Paso, Tex.	636
KCOL	Fort Collins, Colo.	353	KERN	Bakersfield, Calif.	327
KCOR	San Antonio, Tex.	648	KERO	Bakersfield, Calif.	327
KCOY	Santa Maria, Calif.	347	KEX	Portland, Ore.	580
KCRA	Sacramento, Calif.	340	KEXO	Grand Junction, Colo.	353
KCRC	Enid, Okla.	572	KEYD	St. Paul-Minneapolis, Minn.	475
KCRG	Cedar Rapids, Ia.	414	KEYE	Perrytown, Tex.	647
KCRS	Midland, Tex.	645	KEYS	Corpus Christi, Tex.	633
KCRT	Trinidad, Colo.	355	KEYY	Pocatello, Ida.	393
KCSB	San Bernardino, Calif.	341	KFAB	Omaha, Nebr.	495
KCSJ	Pueblo, Colo.	354	KFAC	Los Angeles, Calif.	332
KCSU	Provo, Utah	654	KFAM	St. Cloud, Minn.	474
KCTI	Gonzales, Tex.	639	KFAR	Fairbanks, Alaska	687
KCTX	Childress, Tex.	632	KFBB	Great Falls, Mont.	491
KCVR	Lodi, Calif.	331	KFBC	Cheyenne, Wya.	685
KDAC	Fort Bragg, Calif.	329	KFBI	Wichita, Kans.	426
KDAL	Duluth, Minn.	472	KFBK	Sacramento, Calif.	340
KDAN	Oroville, Calif.	338	KFDA	Amarillo, Tex.	628
KDB	Santa Barbara, Calif.	346	KFDM	Beaumont, Tex.	630
KDDD	Dumas, Tex.	636	KFDX	Wichita Falls, Tex.	652
KDEC	Decorah, Ia.	416	KFEL	Denver, Colo.	352
KDHL	Fairbault, Minn.	472	KFEQ	St. Joseph, Mo.	487
KDIX	Dickinson, N. Dak.	557	KFFA	Helena, Ark.	323
KDKA	Pittsburgh, Pa.	599	KFGO	Fargo, N. Dak.	557
KDLK	Del Rio, Tex.	636	KFH	Wichita, Kans.	427
KDLR	Devils Lake, N. Dak.	557	KFI	Los Angeles, Calif.	332
KDMO	Carthage, Mo.	483	KFIO	Spokane, Wash.	668
KDNT	Denton, Tex.	636	KFIZ	Fond du Lac, Wisc.	677
KDON	Monterey, Calif.	335	KFJB	Marshalltown, Ia.	418
KDRO	Sedalia, Mo.	489	KFJI	Klamath Falls, Ore.	579
KDRS	Paragould, Ark.	324	KFJZ	Fort Worth, Tex.	637
KDSH	Boise, Ida.	391	KFKA	Greeley, Colo.	353
KDSJ	Deadwood, S. Dak.	615	KFLW	Klamath Falls, Ore.	578
KDSX	Denison, Tex.	636	KFMB	San Diego, Calif.	342
KDTH	Dubuque, Ia.	417	KFMJ	Tulsa, Okla.	576
KDWT	Stamford, Tex.	650	KFMO	Flat River, Mo.	483
KDYL	Salt Lake City, Utah	655	KFNF	Shenandoah, Ia.	419
KDZA	Pueblo, Colo.	354	KFOR	Lincoln, Nebr.	494
KEBE	Jacksonville, Tex.	642	KFOX	Long Beach, Calif.	331
KECA	Los Angeles, Calif.	332	KFPW	Ft. Smith, Ark.	322
KECK	Odessa, Tex.	645	KFQD	Anchorage, Alaska	687
KEEN	San Jose, Calif.	344	KFRB	Fairbanks, Alaska	687
KEIO	Pocatello, Ida.	393	KFRC	San Francisco, Calif.	343
KELA	Centralia-Chehalis, Wash.	665	KFRD	Rosenberg, Tex.	647
KELD	El Dorado, Ark.	321	KFRE	Fresno, Calif.	330
			KFRM	Kansas City, Kans.	485

Call Letters	City—State	See Page
KFRU	Longview, Tex.	643
KFRU	Columbia, Mo.	483
KFSA	Ft. Smith, Ark.	321
KFSB	Joplin, Mo.	484
KFSD	San Diego, Calif.	342
KFUN	Las Vegas, N. Mex.	506
KFVD	Los Angeles, Calif.	332
KFVS	Cape Girardeau, Mo.	483
KFWB	Hollywood, Calif.	331
KFXD	Nampa, Ida.	393
KFXJ	Grand Junction, Colo.	353
KFXM	San Bernardino, Calif.	341
KFYN	Bonham, Tex.	631
KFYO	Lubbock, Tex.	643
KFYR	Bismarck, N. Dak.	557
KGA	Spokane, Wash.	668
KGAF	Gainesville, Tex.	639
KGAK	Gallup, N. Mex.	508
KGAR	Garden City, Kans.	424
KGB	San Diego, Calif.	342
KGBC	Galveston, Tex.	639
KGBS	Harlingen, Tex.	640
KGBX	Springfield, Mo.	489
KGCU	Mandan, N. Dak.	559
KGCX	Sidney, Mont.	493
KGDE	Fergus Falls, Minn.	473
KGDM	Stockton, Calif.	348
KGEK	Sterling, Colo.	355
KGEM	Boise, Ida.	391
KGER	Long Beach, Calif.	332
XGEZ	Kalispell, Mont.	492
KGFF	Shawnee, Okla.	575
KGFI	Hollywood, Calif.	331
KGFL	Roswell, N. Mex.	506
KGFN	Grass Valley, Calif.	330
KGFW	Kearney, Nebr.	494
KGFX	Pierre, S. Dak.	616
KGGF	Colleyville, Kans.	423
KGGM	Albuquerque, N. Mex.	505
KGHF	Pueblo, Colo.	354
KGHI	Little Rock, Ark.	324
KGHL	Billings, Mont.	490
KGIL	Sherman Oaks, Calif.	348
KGIW	Alamosa, Colo.	350
KGK3	Tyler, Tex.	651
KGKL	San Angelo, Tex.	647
KGLC	Miami, Okla.	573
KGLO	Mason City, Ia.	418
KGLU	Safford, Ariz.	319
KGMB	Honolulu, T. H.	688
KGNC	Amarillo, Tex.	628
KGNO	Dodge City, Kans.	423
KGO	San Francisco, Calif.	343
KGON	Oregon City, Ore.	580
KGRH	Fayetteville, Ark.	321
KGRI	Henderson, Tex.	640
KGU	Honolulu, T. H.	689
KGVL	Greenville, Tex.	640
KGVO	Missoula, Mont.	493
KGW	Portland, Ore.	580
KGY	Olympia, Wash.	666
KGYN	Guymon, Okla.	572
KGYW	Vallejo, Calif.	349
KHAS	Haslings, Nebr.	494

Call Letters	City—State	See Page
KHBC	Hilo, T. H.	688
KHBG	Oklmulgee, Okla.	575
KHBR	Hillsboro, Tex.	640
KHIT	Lampasas, Tex.	643
KHJ	Los Angeles, Calif.	332
KHMO	Hannibal, Mo.	483
KHON	Honolulu, T. H.	689
KHOZ	Harrison, Ark.	322
KHQ	Spokane, Wash.	668
KHSL	Chico, Calif.	328
KHUB	Watsonville, Calif.	349
KHUM	Eureka, Calif.	329
KHUZ	Borger, Tex.	631
KIBH	Seward, Alaska	688
KICA	Clovis, N. Mex.	506
KICD	Spencer, Ia.	420
KICN	Mason City, Ia.	418
KICO	Calexico, Calif.	328
KID	Idaho Falls, Ida.	392
KIDO	Boise, Ida.	391
KIEM	Eureka, Calif.	329
KIEV	Glendale, Calif.	330
KIFI	Idaho Falls, Ida.	392
KIHN	Hugo, Okla.	573
KIHO	Sioux Falls, S. Dak.	616
KIJV	Huron, S. Dak.	615
KILO	Grand Forks, N. Dak.	557
KIMA	Yakima, Wash.	670
KIMO	Independence, Mo.	484
KIMP	Mount Pleasant, Tex.	645
KIND	Independence, Kans.	425
KING	Seattle, Wash.	667
KINY	Juneau, Alaska	688
KIOA	Des Moines, Ia.	416
KIOX	Bay City, Tex.	629
KIPA	Hilo, T. H.	688
KIRO	Seattle, Wash.	667
KIRX	Kirkville, Mo.	485
KISD	Sioux Falls, S. Dak.	616
KIST	Santa Barbara, Calif.	346
KIT	Yakima, Wash.	671
KITE	San Antonio, Tex.	648
KITO	San Bernardino, Calif.	341
KIUL	Garden City, Kans.	424
KIUN	Pecos, Tex.	646
KIUP	Durango, Colo.	353
KIXL	Dallas, Tex.	633
KIYI	Shelby, Mont.	493
KJAM	Vernal Utah	656
KJBS	San Francisco, Calif.	343
KJR	Seattle, Wash.	667
KJSK	Columbus, Nebr.	494
KKIN	Visalia, Calif.	349
KLAC	Los Angeles, Calif.	333
KLAS	Las Vegas, Nev.	497
KLBM	La Grande, Ore.	579
KLCN	Blytheville, Ark.	321
KLEE	Houston, Tex.	641
KLER	Rochester, Minn.	474
KLIF	Dallas, Tex.	635
KLIX	Twin Falls, Ida.	393
KLIZ	Brainerd, Minn.	471

Call Letters	City—State	See Page
KLKC	Parsons, Kans.	425
KLMR	Lamar, Colo.	354
KLO	Ogden, Utah	653
KLOK	San Jose, Calif.	344
KLOU	Lake Charles, La.	437
KLPM	Minot, N. Dak.	559
KLPR	Oklahoma City, Okla.	574
KLRA	Little Rock, Ark.	324
KLTI	Longview, Tex.	643
KLUF	Galveston, Tex.	639
KLWT	Lebanon, Mo.	487
KLX	Oakland, Calif.	338
KLZ	Denver, Colo.	351
KMA	Shenandoah, Ia.	419
KMAC	San Antonio, Tex.	648
KMAE	McKinney, Tex.	644
KMBC	Kansas City, Mo.	485
KMED	Medford, Ore.	579
KMHK	Mitchell, S. Dak.	616
KMHL	Marshall, Minn.	473
KMHT	Marshall, Tex.	644
KMJ	Fresno, Calif.	330
KMLB	Monroe, La.	437
KMMJ	Grand Island, Nebr.	494
KMO	Tacoma, Wash.	669
KMON	Great Falls, Mont.	491
KMOX	St. Louis, Mo.	488
KMPC	Los Angeles, Calif.	333
KMSU	Missoula, Mont.	493
KMUR	Murray, Utah	653
KMUS	Muskogee, Okla.	573
KMVI	Wailuku, T. H.	689
KMYC	Marysville, Calif.	334
KMYR	Denver, Colo.	351
KNAF	Fredericksburg, Tex.	639
KNAK	Salt Lake City, Utah	655
KNBC	San Francisco, Calif.	343
KNEB	Scottsbluff, Nebr.	496
KNEL	Brady, Tex.	631
KNET	Palestine, Tex.	646
KNEW	Spokane, Wash.	668
KNGS	Hanford, Calif.	331
KNOE	Monroe, La.	437
KNOG	Nogales, Ariz.	318
KNOW	Austin, Tex.	628
KNOX	Grand Forks, N. Dak.	559
KNPT	Newport, Ore.	580
KNUZ	Houston, Tex.	641
KNX	Los Angeles, Calif.	334
KOA	Denver, Colo.	351
KOAL	Price, Utah	654
KOAM	Pittsburgh, Kans.	425
KOAT	Albuquerque, N. Mex.	505
KOB	Albuquerque, N. Mex.	505
KOBE	Las Cruces, N. Mex.	506
KOCA	Kilgore, Tex.	642
KOCO	Salem, Ore.	581
KOCS	Ontario, Calif.	338
KOCY	Oklahoma City, Okla.	574
KODI	Cody, Wyo.	685
KODL	The Dalles, Ore.	578
KODY	N. Platte, Nebr.	495
KOGT	Orange, Tex.	646

Call Letters	City—State	See Page
KOH	Reno, Nev.	497
KOIL	Omaha, Nebr.	496
KOIN	Portland, Ore.	581
KOJM	Havre, Mont.	492
KOKO	La Junta, Colo.	354
KOKX	Keokuk, Ia.	418
KOL	Seattle, Wash.	667
KOLE	Port Arthur, Tex.	647
KOLN	Lincoln, Nebr.	495
KOLO	Reno, Nev.	497
KOLT	Scottsbluff, Nebr.	496
KOMA	Oklahoma City, Okla.	574
KOME	Tulsa, Okla.	576
KOMO	Seattle, Wash.	667
KOMW	Omak, Wash.	666
KONO	San Antonio, Tex.	649
KONP	Port Angeles, Wash.	666
KOOL	Phoenix, Ariz.	318
KOOS	Ccos Bay, Ore.	577
KOPO	Tucson, Ariz.	320
KOPP	Ogden, Utah	654
KOPR	Butte, Mont.	491
KORA	Bryan, Tex.	632
KOMW	Omak, Wash.	666
KORC	Mineral Wells, Tex.	645
KORE	Eugene, Ore.	578
KORN	Fremont, Nebr.	494
KOSA	Odessa, Tex.	645
KOSF	Nacogdoches, Tex.	645
KOTA	Rapid City, S. Dak.	616
KOTN	Pine Bluff, Ark.	325
KOVC	Valley City, N. Dak.	559
KOVE	Lander, Wyo.	685
KOVO	Provo, Utah	654
KOWB	Laramie, Wyo.	685
KOWL	Santa Monica, Calif.	347
KOWH	Omaha, Nebr.	496
KOY	Phoenix, Ariz.	318
KPAB	Laredo, Tex.	643
KPAC	Port Arthur, Tex.	647
KPAN	Hereford, Tex.	640
KPAS	Banning, Calif.	327
KPBX	Beaumont, Tex.	630
KPDN	Pampa, Tex.	646
KPDQ	Portland, Ore.	581
KPET	Lamesa, Tex.	642
KPHC	Walsenburg, Colo.	355
KPHO	Phoenix, Ariz.	319
KPIK	San Luis Obispo, Calif.	345
KPKW	Pasco, Wash.	666
KPLC	Lake Charles, La.	437
KPLT	Paris, Tex.	646
KPMC	Bakersfield, Calif.	327
KPMO	Pomona, Calif.	339
KPOA	Honolulu, T. H.	689
KPOJ	Portland, Ore.	581
KPOW	Powell, Wyo.	685
KPQ	Wenatchee, Wash.	670
KPRC	Houston, Tex.	641
KPRK	Livingston, Mont.	492
KPRL	Paso Robles, Calif.	339
KPRO	Riverside, San Bernardino, Calif.	340
KPUG	Bellingham, Wash.	664

Call Letters	City—State	See Page
KQV	Pittsburgh, Pa.	599
KQW	San Jose, Calif.	345
KRAI	Craig, Colo.	351
KRAL	Rawlins, Wyo.	685
KRAM	Las Vegas, Nev.	497
KRBA	Lufkin, Tex.	644
KRBC	Abilene, Tex.	626
KRCT	Baytown, Tex.	630
KRDO	Colorado Springs, Colo.	351
KRDU	Dinuba, Calif.	329
KRE	Berkeley, Calif.	328
KREI	Farlington, Mo.	483
KREL	Bayton, Tex.	630
KREM	Spokane, Wash.	669
KREO	Ind'co, Calif.	331
KRES	St. Joseph, Mo.	487
KRGV	Weslaco, Tex.	652
KRHD	Duncan, Okla.	571
KRIC	Beaumont, Tex.	630
KRIG	Odesso, Tex.	646
KRIO	McAllen, Tex.	644
KRIS	Corpus Christi, Tex.	633
KRIF	Miles City, Mont.	492
KRKD	Los Angeles, Calif.	334
KRKL	Kirkland, Wash.	665
KRKO	Everett, Wash.	665
KRLC	Lewiston, Ida.	392
KRLD	Dallas, Tex.	635
KRLN	Cannon City, Colo.	350
KRMD	Shreveport, La.	440
KRNO	San Bernardino, Calif.	341
KRNR	Roseburg, Ore.	581
KRNT	Des Moines, Ia.	416
KROC	Rochester, Minn.	474
KROD	El Paso, Tex.	637
KROF	Abbeville, La.	435
KROP	Brawley, Calif.	328
KROS	Clinton, Ia.	414
KROW	Oakland, Calif.	338
KROX	Crookston, Minn.	471
KROY	Sacramento, Calif.	340
KRPL	Moscow, Ida.	392
KRRV	Sherman-Denison, Tex.	649
KRSC	Seattle, Wash.	668
KRST	Tyler, Tex.	651
KRTN	Raton, N. Mex.	506
KRUL	Corvallis, Ore.	578
KRUN	Ballinger, Tex.	629
KRUS	Ruslan, La.	440
KRUX	Glendote-Phoenix, Ariz.	318
KRUZ	Santa Cruz, Calif.	347
KSAL	Salina, Kans.	425
KSAM	Huntsville, Tex.	642
KSAN	San Francisco, Calif.	344
KSBW	Salinas, Calif.	341
KSCB	Liberal, Kans.	425
KSCI	Sioux City, Ia.	419
KSCO	Santa Cruz, Calif.	347
KSD	St. Louis, Mo.	487
KSDN	Aberdeen, S. Dak.	615
KSEI	Pocatello, Ida.	393
KSEK	Pittsburgh, Kans.	425
KSEL	Lubbock, Tex.	644
KSEM	Moses Lake, Wash.	666

Call Letters	City—State	See Page
KSEO	Durant, Okla.	572
KSET	El Paso, Tex.	637
KSFA	Nacogdoches, Tex.	645
KSFE	Needles, Calif.	335
KSFO	San Francisco, Calif.	343
KSFT	Trinidad, Colo.	355
KSGM	Ste. Genevieve, Mo.	489
KSGN	Sanger, Calif.	344
KSIB	Creston, Ia.	415
KSIG	Crowley, La.	436
KSIL	Silver City, N. Mex.	507
KSIM	Sikeston, Mo.	489
KSIW	Woodward, Okla.	576
KSIX	Corpus Christi, Tex.	633
KSJB	Jamestown, N. Dak.	559
KSJO	San Jose, Calif.	345
KSKY	Dallas, Tex.	635
KSL	Salt Lake City, Utah	655
KSLM	Salem, Ore.	582
KSLO	Opelousas, La.	440
KSMA	Santa Maria, Calif.	347
KSMI	Seminole, Okla.	575
KSMN	Mason City, Ia.	418
KSMO	San Mateo, Calif.	345
KSO	Des Moines, Ia.	416
KSOK	Arkansas City, Kans.	423
KSON	San Diego, Calif.	342
KSOO	Sioux Falls, S. Dak.	616
KSPA	Santa Paula, Calif.	347
KSPI	Stillwater, Okla.	575
KSPR	Casper, Wyo.	684
KSPT	Preston, Ida.	393
KSRO	Santa Rosa, Calif.	347
KSRV	Ontario, Ore.	580
KSST	Sulphur Springs, Tex.	650
KSTA	Coleman, Tex.	632
KSTB	Breckenridge, Tex.	631
KSTL	St. Louis, Mo.	488
KSTP	St. Paul-Minneapolis, Minn.	475
KSTT	Davenport, Ia.	415
KSTV	Stephenville, Tex.	650
KSUB	Cedar City, Utah	653
KSUE	Susonville, Calif.	348
KSUN	Bisbee, Ariz.	317
KSVC	Richfield, Utah	654
KSVP	Artesia, N. Mex.	505
KSWA	Graham, Tex.	640
KSWI	Council Bluffs, Io.	414
KSWM	Joplin, Mo.	484
KSWO	Lawton, Okla.	573
KSWS	Roswell, N. Mex.	507
KSYC	Yreka, Calif.	350
KSYL	Alexandria, La.	435
KTAE	Taylor, Tex.	650
KTAN	Sherman, Tex.	649
KTAR	Phoenix, Ariz.	319
KTAT	Frederick, Okla.	572
KTBB	Tyler, Tex.	651
KTBC	Austin, Tex.	629
KTBI	Tacoma, Wash.	669
KTBS	Shreveport, La.	440
KTEM	Temple, Tex.	650
KTFI	Twin Falls, Ida.	394
KTFS	Texarkana, Tex.	651
KTHS	Hot Springs, Ark.	323

Call Letters	City—State	See Page
KTHT	Houston, Tex.	641
KTIL	Tillamook, Ore.	582
KTIM	San Rafael, Calif.	346
KTIP	Porterville, Calif.	339
KTJS	Hobart, Okla.	572
KTEC	Visalia, Calif.	349
KTKN	Ketchikan, Alaska	688
KTKR	Taft, Calif.	348
KTLN	Denver, Colo.	352
KT LW	Texas City, Tex.	651
KTMC	McAlester, Okla.	573
KTMS	Santa Barbara, Calif.	346
KTNM	Tucumcari, N. Mex.	507
KTOH	Lihue, Kauai, T. H.	689
KTOK	Oklahoma City, Okla.	574
KTOP	Topeka, Kans.	426
KTOW	Oklahoma City, Okla.	574
KTRB	Modesto, Calif.	335
KTRC	Santa Fe, N. Mex.	507
KTRE	Lutkin, Tex.	644
KTRF	Thief River Falls, Minn.	475
KTRH	Houston, Tex.	641
KTRI	Sioux City, Ia.	419
KTRM	Beaumont, Tex.	631
KTRN	Wichita Falls, Tex.	653
KTRY	Bastrop, La.	435
KTSA	San Antonio, Tex.	649
KTSM	El Paso, Tex.	637
KTSW	Emporia, Kans.	423
KTRR	Rolla, Mo.	487
KTTS	Springfield, Mo.	489
KTUC	Tucson, Ariz.	320
KTUL	Tulsa, Okla.	576
KTW	Seattle, Wash.	668
KTXJ	Jasper, Tex.	642
KTXL	San Angelo, Tex.	640
KTXN	Austin, Tex.	629
KTYL	Mesa, Ariz.	318
KUBA	Yuba City, Calif.	350
KUBC	Montrose, Calif.	354
KUCB	Blythe, Calif.	328
KUGN	Eugene, Ore.	578
KUIN	Grants Pass, Ore.	579
KUJ	Walla Walla, Wash.	670
KULA	Honolulu, T. H.	689
KULP	El Campo, Tex.	636
KUOA	Siloam Springs, Ark.	325
KURV	Edinburg, Tex.	636
KUSN	San Diego, Calif.	342
KUTA	Salt Lake City, Utah.	656
KVAI	Amarillo, Tex.	628
KVAK	Atchinson, Kans.	423
KVAL	Brownsville, Tex.	632
KVAN	Vancouver, Wash.	669
KVCV	Redding, Calif.	340
KVEC	San Luis Obispo, Calif.	345
KVEN	Ventura, Calif.	349
KVER	Albuquerque, N. Mex.	505
KVET	Austin, Tex.	629
KVFD	Ft. Dodge, Ia.	417
KVGB	Great Bend, Kans.	424
KVI	Tacoma-Seattle, Wash.	669
KVIC	Victoria, Tex.	852
KVKM	Monahans, Tex.	645
KVLC	Little Rock, Ark.	324

Call Letters	City—State	See Page
KVLF	Alpine, Tex.	628
KVLH	Pauls Valley, Okla.	575
KVMA	Magnolia, Ark.	324
KVMV	Twin Falls, Ida.	394
KVNI	Coeur d'Alene, Ida.	392
KVNJ	Fargo, N. Dak.	557
KVNU	Logan, Utah	653
KVOA	Tucson, Ariz.	320
KVOB	Alexandria, La.	435
KVOC	Casper, Wyo.	684
KVOD	Denver, Colo.	352
KVOE	Santa Ana, Calif.	346
KVOG	Ogden, Utah	654
KVOL	Lafayette, La.	437
KVON	Napa, Calif.	335
KVOO	Tulsa, Okla.	576
KVOP	Plainview, Tex.	647
KVOR	Colorado Springs, Colo.	351
KVOS	Bellingham, Wash.	665
KVOU	Uvalde, Tex.	651
KVOW	Littlefield, Tex.	643
KVOX	Moorhead, Minn.	474
KVRC	Arkadelphia, Ark.	321
KVRH	Salida, Colo.	355
KVRS	Rock Springs, Wyo.	685
KVSF	Santa Fe, N. Mex.	507
KVSM	San Mateo, Calif.	346
KVSO	Ardmore, Okla.	571
KVVC	Ventura, Calif.	349
KVWC	Vernon, Tex.	651
KWAD	Wadena, Minn.	475
KWAK	Stuttgart, Ark.	325
KWAL	Wallace, Ida.	394
KWAT	Watertown, S. Dak.	817
KWBC	Ft. Worth, Tex.	637
KWBM	Williston, N. Dak.	559
KWBR	Oakland, Calif.	338
KWBU	Corpus Christi, Tex.	633
KWBW	Hutchinson, Kans.	424
KWCJ	Natchitoches, La.	438
KWCO	Chickasha, Okla.	571
KWDM	Des Moines, Ia.	416
KWED	Sequin, Tex.	649
KWEI	Weiser, Ida.	391
KWEM	West Memphis, Ark.	325
KWEW	Hohbs, N. Mex.	506
KWFC	Hot Springs, Ark.	323
KWFT	Wichita Falls, Tex.	653
KWG	Stockton, Calif.	348
KWGB	Goodland, Kans.	424
KWHI	Brenham, Tex.	631
KWHK	Hutchinson, Kans.	424
KWHN	Ft. Smith, Ark.	322
KWHW	Altus, Okla.	571
KWIK	Burbank, Calif.	328
KWIL	Albany, Ore.	577
KWIN	Ashland, Ore.	577
KWJB	Globe, Ariz.	318
KWJJ	Portland, Ore.	581
KWK	St. Louis, Mo.	488
KWKC	Abilene, Tex.	626
KWKH	Shreveport, La.	440
KWKW	Pasadena, Calif.	339
KWLK	Longview, Wash.	665
KWLM	Willmar, Minn.	476



Call Letters	City—State	See Page
KWNO	Winona, Minn.	476
KWNW	Wenatchee, Wash.	670
KWOA	Worthington, Minn.	476
KWOC	Poplar Bluff, Mo.	487
KWON	Bartlesville, Okla.	571
KWOR	Worland, Wyo.	686
KWOS	Jefferson City, Mo.	484
KWPC	Muscatoine, Ia.	419
KWPM	West Plains, Mo.	490
KWRC	Pendleton, Ore.	580
KWRL	Riverton, Wyo.	685
KWRN	Reno, Nev.	498
KWRO	Coquille, Ore.	577
KWRZ	Flagstaff, Ariz.	318
KWSD	Mt. Shasta, Calif.	335
KWSL	Lake Charles, La.	437
KWTC	Barstow, Calif.	327
KWTO	Springfield, Mo.	489
KWTX	Waco, Tex.	652
KWWB	Walla Walla, Wash.	670
KWWL	Waterloo, Ia.	421
KWYO	Sheridan, Wyo.	686
KXA	Seattle, Wash.	668
KXAR	Hope, Ark.	323
KXEL	Waterloo, Ia.	421
KXEO	Mexico, Mo.	487
KXGI	Fort Madison, Ia.	417
KXGN	Glendive, Mont.	491
KXIC	Iowa City, Ia.	418
KXIT	Dalhart, Tex.	633
KXL	Portland, Ore.	581
KXLA	Pasadena, Calif.	339
KXLE	Ellensburg, Wash.	665
KXLF	Butte, Mont.	491
KXLJ	Helena, Mont.	492
KXLK	Great Falls, Mont.	491
KXLL	Missoula, Mont.	493
KXLO	Lewistown, Mont.	492
KXLQ	Bozeman, Mont.	490
KXLR	N. Little Rock, Ark.	324
KXLW	St. Louis, Mo.	488
KXLY	Spokane, Wash.	669
KXO	El Centro, Calif.	329
KXOA	Sacramento, Calif.	341
KXOB	Stockton, Calif.	348
KXOK	St. Louis, Mo.	488
KXOL	Ft. Worth, Tex.	639
KXOX	Sweetwater, Tex.	650
KXRJ	Russellville, Ark.	325
KXRN	Renton, Wash.	667
KXRO	Aberdeen, Wash.	664
KXRX	San Jose, Calif.	345
KXXL	Reno, Nev.	498
KXXX	Colby, Kans.	423
KXYZ	Houston, Tex.	642
KYA	San Francisco, Calif.	344
KYAK	Yakima, Wash.	671
KYCA	Prescott, Ariz.	319
KYJC	Medford, Ore.	579
KYNO	Fresno, Calif.	330
KYOR	San Diego, Calif.	343
KYOS	Merced, Calif.	335
KYOU	Greeley, Colo.	353
KYSC	Yuma, Ariz.	320
KYSM	Mankato, Minn.	473

Call Letters	City—State	See Page
KYUM	Yuma, Ariz.	320
KYW	Philadelphia, Pa.	595
WAAB	Worcester, Mass.	457
WAAF	Chicago, Ill.	396
WAAT	Newark, N. J.	503
WABB	Mobile, Ala.	314
WABI	Bangor, Me.	441
WABJ	Adrian, Mich.	459
WABY	Albany, N. Y.	509
WABZ	Albemarle, N. C.	543
WACA	Camden, S. C.	610
WACB	Kittanning, Pa.	590
WACE	Chicopee, Mass.	453
WACO	Waco, Tex.	652
WACR	Starkville, Miss.	480
WADC	Akron, O.	561
WADE	Wadesboro, N. C.	554
WAEB	Allentown, Pa.	582
WAEL	Mayaguez, P. R.	690
WAFB	Baton Rouge, La.	435
WAGA	Atlanta, Ga.	377
WAGC	Chattanooga, Tenn.	617
WAGE	Syracuse, N. Y.	538
WAGF	Dothan, Ala.	312
WAGM	Presque Isle, Me.	443
WAIM	Anderson, S. C.	609
WAIR	Winston-Salem, N. C.	556
WAIT	Chicago, Ill.	396
WAJR	Morgantown, W. Va.	674
WAKR	Akron, O.	561
WALA	Mobile, Ala.	314
WALB	Albany, Ga.	377
WALD	Waterboro, S. C.	615
WALE	Fall River, Mass.	453
WALL	Middletown, N. Y.	517
WALT	Tampa, Fla.	374
WAML	Laurel, Miss.	479
WAMS	Wilmington, Del.	361
WAND	Canton, O.	562
WANE	Ft. Wayne, Ind.	408
WANN	Annapolis, Md.	445
WAOV	Vincennes, Ind.	413
WAPA	San Juan, P. R.	691
WAPF	McComb, Miss.	479
WAPI	Birmingham, Ala.	310
WAPO	Chattanooga, Tenn.	618
WAPX	Montgomery, Ala.	315
WARC	Rochester, N. Y.	535
WARD	Johnstown, Pa.	590
WARK	Hagerstown, Md.	449
WARL	Arlington, Va.	657
WARM	Scranton, Pa.	602
WASA	Havre De Grace, Md.	449
WASK	Lafayette, Ind.	412
WASL	Annapolis, Md.	445
WATK	Antigo, Wisc.	676
WATL	Allanta, Ga.	379
WAIN	Watertown, N. Y.	540
WATO	Oak Ridge, Tenn.	625
WATR	Waterbury, Conn.	359
WATT	Cadillac, Mich.	461
WATW	Ashland, Wisc.	676
WATZ	Alpena, Mich.	459
WAUD	Auburn, Ala.	309
WAUX	Waukesha, Wis.	684

Call Letters	City—State	See Page	Call Letters	City—State	See Page
WAVE	Louisville, Ky.	430	WBTH	Williamson, W. Va.	676
WAVL	Apollo, Pa.	583	WBTM	Danville, Va.	659
WAVU	Albertville, Ala.	309	WBUD	Morrisville, Pa.	593
WAVZ	New Haven, Conn.	358	WBUX	Doylestown, Pa.	586
WAYB	Waynesboro, Va.	664	WBUY	Lexington, N. C.	550
WAYN	Rockingham, N. C.	553	WBVP	Beaver Falls, Pa.	583
WAYS	Charlotte, N. C.	544	WBYS	Canton, Ill.	395
WAYX	Waycross, Ga.	390	WBZ	Boston, Mass.	451
WAZF	Yazoo City, Miss.	481	WBZA	Springfield, Mass.	451
WAZL	Hazleton, Pa.	589			
WBAB	Atlantic City, N. J.	501	WCAE	Pittsburgh, Pa.	599
WBAC	Cleveland, Tenn.	618	WCAM	Camden, N. J.	501
WBAL	Baltimore, Md.	445	WCAO	Baltimore, Md.	445
WBAP	Fl. Worth, Tex.	639	WCAP	Asbury Park, N. J.	501
WBAT	Marion, Ind.	412	WCAR	Pentiac, Mich.	468
WBAX	Wilkes-Barre, Pa.	605	WCAU	Philadelphia, Pa.	595
WBAY	Coral Gables, Fla.	364	WCAV	Norfolk, Va.	661
WBBB	Burlington, N. C.	544	WCAW	Charleston, W. Va.	672
WBBC	Flint, Mich.	463	WCAX	Burlington, Vt.	656
WBBL	Richmond, Va.	662	WCAZ	Carthage, Ill.	396
WBBM	Chicago, Ill.	396	WCBC	Anderson, Ind.	407
WBBO	Forest City, N. C.	547	WCBD	Chicago, Ill.	397
WBBQ	Augusta, Ga.	381	WCBI	Columbus, Miss.	477
WBBZ	Ponca City, Okla.	575	WCBM	Baltimore, Md.	447
WBCC	Beltsda, Md.	448	WCBS	New York, N. Y.	519
WBCK	Battle Creek, Mich.	459	WCBT	Roanoke Rapids, N. C.	552
WBCM	Jay City, Mich.	461	WCCC	Hartford, Conn.	356
WBEC	Pittsfield, Mass.	456	WCCM	Lawrence-Well, Mass.	454
WBEJ	Elizabethan-Johnson City, Tenn.	619	WCCO	Minneapolis, Minn.	473
WBEL	Belait, Wis.	677	WCCP	Savannah, Ga.	387
WBEN	Buffalo, N. Y.	511	WCDT	Winchester, Tenn.	626
WBET	Brockton, Mass.	452	WCEC	Rocky Mount, N. C.	553
WBEX	Chillicothe, O.	562	WCED	Du Bois, Pa.	586
WBGE	Atlanta, Ga.	379	WCFL	Chicago, Ill.	397
WBHH	Fitzgerald, Ga.	384	WCHA	Chambersburg, Pa.	585
WBHF	Cartersville, Ga.	382	WCHS	Charleston, W. Va.	672
WBHP	Huntsville, Ala.	313	WCHV	Charlottesville, Va.	658
WBIG	Greensboro, N. C.	547	WCIF	Madisonville, Ky.	431
WBIR	Knoxville, Tenn.	620	WCIL	Carbondale, Ill.	396
WBIS	Bristol, Conn.	356	WCJU	Columbia, Miss.	477
WBIW	Bedford, Ind.	407	WCKB	Dunn, N. C.	545
WBIZ	Eau Claire, Wis.	677	WCKY	Cincinnati, O.	562
WBKA	Brockton, Mass.	452	WCLA	Baton Rouge, La.	436
WBLJ	Dalton, Ga.	383	WCLE	Clearwater, Fla.	364
WBLK	Clarksburg, W. Va.	672	WCLO	Janesville, Wis.	678
WBMD	Baltimore, Md.	445	WCMA	Corinth, Miss.	477
WBML	Mocon, Ga.	385	WCMB	Lemoine, Pa.	592
WBMS	Boston, Mass.	451	WCMD	Cambridge, Md.	448
WBNS	Columbus, O.	565	WCMI	Ashland, Ky.	427
WBNX	New York, N. Y.	519	WCMN	Aecibo, P. R.	690
WBNY	Buffalo, N. Y.	511	WCMW	Canton, O.	562
WBOB	Golax, Va.	659	WCNB	Connersville, Ind.	407
WBOC	Salisbury, Md.	449	WCNC	Elizabeth City, N. C.	546
WBOW	Terre Haute, Ind.	413	WCNH	Quincy, Fla.	373
WBPZ	Lock Haven, Pa.	382	WCNR	Bloomsburg, Pa.	584
WBRC	Birmingham, Ala.	310	WCNT	Centralia, Ill.	396
WBRE	Wilkes-Barre, Pa.	603	WCNU	Crestview, Fla.	365
WBRK	Pittsfield, Mass.	456	WCNX	Middletown, Conn.	358
WBRW	Welch, W. Va.	675	WCOA	Pensacola, Fla.	373
WBRY	Waterbury, Conn.	360	WCOC	Meridan, Miss.	480
WBSC	Bennettsville, S. C.	609	WCOG	Greensboro, N. C.	548
WBSR	Pensacola, Fla.	373	WCOH	Newnan, Ga.	387
WBT	Charlotte, N. C.	544	WCOL	Columbus, O.	565
WBTA	Batavia, N. Y.	510	WCOM	Parkersburg, W. Va.	675
			WCOP	Atlanta, Ga.	479
				Boston, Mass.	451

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WCOS	Columbia, S. C.	611
WCOU	Lewiston, Me.	442
WCOV	Montgomery, Ala.	315
WCPA	Clearfield, Pa.	585
WCPO	Cincinnati, O.	562
WCPS	Tarboro, N. C.	554
WCRA	Effingham, Ill.	402
WCRB	Waltham, Mass.	457
WCRK	Morristown, Tenn.	624
WCRO	Johnstown, Pa.	590
WCRS	Greenwood, S. C.	613
WCRW	Chicago, Ill.	397
WCSC	Charleston, S. C.	610
WCSH	Portland, Me.	442
WCSS	Amsterdam, N. Y.	510
WCTA	Andalusia, Ala.	309
WCTC	New Brunswick, N. J.	503
WCTT	Corbin, Ky.	428
WCUM	Cumberland, Md.	448
WCVI	Connellsville, Pa.	586
WCYS	Springfield, Ill.	406
WCYB	Bristol, Va.	658
WDAD	Indiana, Pa.	590
WDAE	Tampa, Fla.	375
WDAF	Kansas City, Mo.	485
WDAK	Columbus, Ga.	382
WDAN	Danville, Ill.	401
WDAR	Savannah, Ga.	388
WDAS	Philadelphia, Pa.	595
WDAY	Fargo, N. Dak.	557
WDBC	Escanaba, Mich.	462
WDBJ	Roanoke, Va.	663
WDBO	Orlando, Fla.	371
WDEC	Americus, Ga.	377
WDEF	Chattanooga, Tenn.	618
WDEL	Wilmington, Del.	361
WDEV	Waterbury, Vt.	657
WDGY	Minneapolis, Minn.	473
WDHL	Bradenton, Fla.	364
WDIA	Memphis, Tenn.	623
WDIG	Dothan, Ala.	312
WDLB	Marshfield, Wis.	680
WDLF	De Land, Fla.	366
WDLP	Panama City, Fla.	372
WDMG	Douglas, Ga.	384
WDMJ	Marquette, Mich.	467
WDNC	Durham, N. C.	545
WDNE	Eikins, W. Va.	673
WDOD	Chattanooga, Tenn.	618
WDOS	Oneonta, N. Y.	533
WDOV	Dover, Del.	361
WDRC	Hartford, Conn.	357
WDSC	Dillon, S. C.	611
WDSG	Dyersburg, Tenn.	619
WDSM	Superior, Wis.	683
WDSR	Lake City, Fla.	368
WDSU	New Orleans, La.	438
WDUK	Durham, N. C.	545
WDUN	Gainesville, Ga.	385
WDUZ	Green Bay, Wis.	678
WDVA	Danville, Va.	659
WDWD	Dawson, Ga.	384
WDWS	Champaign, Ill.	396
WDXB	Chattanooga, Tenn.	618

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WDXI	Jackson, Tenn.	620
WDZ	Tuscola, Ill.	406
WEAM	Arlington, Va.	657
WEAN	Providence, R. I.	607
WEAR	Pensacola, Fla.	373
WEAS	Decatur, Ga.	384
WEAT	Lake Worth, Fla.	369
WEAU	Eau Claire, Wis.	677
WEAV	Plattsburg, N. Y.	535
WEBC	Duluth, Minn.	472
WEBJ	Brewton, Ala.	311
WEBQ	Harrisburg, Ill.	402
WEBR	Buffalo, N. Y.	511
WECW	Mayaguez, P. R.	691
WEDC	Chicago, Ill.	397
WEEB	Southern Pines, N. C.	554
WEDO	McKeesport, Pa.	592
WEED	Rocky Mount, N. C.	553
WEEI	Boston, Mass.	451
WEEK	Peoria, Ill.	404
WEEU	Reading, Pa.	600
WEGO	Concord, N. C.	545
WEIM	Fitchburg, Mass.	453
WEKR	Fayetteville, Tenn.	619
WELI	New Haven, Conn.	358
WELL	Battle Creek, Mich.	459
WELM	Elmira, N. Y.	513
WELO	Tupeho, Miss.	480
WEMB	San Juan, P. R.	695
WEMP	Milwaukee, Wis.	680
WENA	Bayamon, P. R.	690
WENC	Whiteville, N. C.	555
WENE	Endicott, N. Y.	513
WENK	Union City, Tenn.	626
WENR	Chicago, Ill.	397
WENT	Gloversville, N. Y.	515
WENY	Elmira, N. Y.	513
WEOA	Evansville, Ind.	408
WEOL	Elyria, O.	566
WEPM	Martinsburg, W. Va.	674
WERC	Erie, Pa.	587
WERD	Atlanta, Ga.	379
WESA	Charleroi, Pa.	585
WESB	Bradford, Pa.	584
WESC	Greenville, S. C.	612
WEST	Easton, Pa.	586
WESX	Salem, Mass.	456
WETB	Johnson City, Tenn.	620
WEUS	Eustis, Fla.	366
WEVD	New York, N. Y.	519
WEVE	Eveleth, Minn.	472
WEW	St. Louis, Mo.	488
WEWO	Laurinburg, N. C.	550
WEXL	Royal Oak, Mich.	468
WEXT	Milwaukee, Wis.	680
WFAA	Dallas, Tex.	635
WFAK	Charleston, S. C.	610
WFAS	White Plains, N. Y.	541
WFAU	Augusta, Me.	441
WFAX	Falls Church, Va.	659
WFBC	Greenville, S. C.	612
WFBG	Altoona, Pa.	583
WFBL	Syracuse, N. Y.	539
WFBM	Indianapolis, Ind.	409

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WFBR	Baltimore, Md.	445	WGKV	Charleston, W. Va.	672
WFCI	Pawtucket, R. I.	607	WGL	Ft. Wayne, Ind.	409
WFDF	Flint, Mich.	463	WGLN	Glens Falls, N. Y.	515
WFEA	Manchester, N. H.	500	WGLS	Decatur, Ga.	384
WFEF	Sylacauga, Ala.	316	WGN	Chicago, Ill.	399
WFGN	Gaffney, S. C.	612	WGNC	Gastonia, N. C.	547
WFHG	Bristol, Va.	658	WGNH	Gadsden, Ala.	313
WFHR	Wisconsin Rapids, Wis.	684	WGNJ	Wilmington, N. C.	555
WFIG	Sumter, S. C.	614	WGNS	Murfreesboro, Tenn.	624
WFIL	Philadelphia, Pa.	597	WGNV	Newburgh, N. Y.	517
WFIN	Findlay, O.	566	WGOV	Valdosta, Ga.	390
WFKY	Frankfort, Ky.	428	WGPA	Bethlehem, Pa.	584
WFLA	Tampa, Fla.	375	WGPC	Albany, Ga.	377
WFLB	Fayetteville, N. C.	546	WGR	Buffalo, N. Y.	511
WFO	Farmville, Va.	659	WGRC	Louisville, Ky.	430
WFMD	Frederick, Md.	449	WGRD	Grand Rapids, Mich.	464
WFMJ	Youngstown, O.	570	WGRM	Greenwood, Miss.	477
WFNC	Fayetteville, N. C.	546	WGRV	Greenville, Tenn.	619
WFNS	Burlington, N. C.	544	WGST	Atlanta, Ga.	380
WFOM	Marietta, Ga.	386	WGTC	Greenville, N. C.	548
WFOR	Hattiesburg, Miss.	478	WGTL	Kannapolis, N. C.	549
WFOX	Milwaukee, Wis.	681	WGTM	Wilson, N. C.	556
WFOY	St. Augustine, Fla.	373	WGUY	Bangor, Me.	441
WFPG	Atlantic City, N. J.	501	WGVA	Geneva, N. Y.	515
WFR	Reidsville, N. C.	552	WGVN	Greenville, Miss.	477
WFRL	Freeport, Ill.	402	WGWC	Selma, Ala.	316
WFRP	Savannah, Ga.	388	WGWD	Gadsden, Ala.	313
WFTC	Kingston, N. C.	550	WGWR	Asheboro, N. C.	543
WFTL	Fl. Lauderdale, Fla.	366	WGY	Schenectady, N. Y.	537
WFTM	Maysville, Ky.	431	WGYV	Greenville, Ala.	313
WFTR	Front Royal, Va.	659	WHAI	Greenfield, Mass.	454
WFTW	Fort Wayne, Ind.	408	WHAL	Shelbyville, Tenn.	625
WFUN	Huntsville, Ala.	313	WHAM	Rochester, N. Y.	535
WFUR	Grand Rapids, Mich.	463	WHAN	Charleston, S. C.	610
WFVA	Fredericksburg, Va.	659	WHAP	Hopewell, Va.	660
WFYC	Alma, Mich.	459	WHAR	Clarkburg, W. Va.	673
WGAA	Cedartown, Ga.	382	WHAS	Louisville, Ky.	430
WGAC	Augusta, Ga.	381	WHAT	Philadelphia, Pa.	595
WGAD	Gadsden, Ala.	313	WHAV	Haverhill, Mass.	454
WGAI	Elizabeth City, N. C.	546	WHAW	Weston, W. Va.	675
WGAL	Lancaster, Pa.	591	WHAZ	Troy, N. Y.	539
WGAN	Portland, Me.	442	WHB	Kansas City, Mo.	485
WGAP	Maryville, Tenn.	621	WHBB	Selma, Ala.	318
WGAR	Cleveland, O.	563	WHBC	Canton, O.	562
WGAT	Utica, N. Y.	540	WHBF	Rock Island, Ill.	405
WGAU	Athens, Ga.	377	WHBI	Newark, N. J.	503
WGAY	Silver Spring, Md.	449	WHBL	Sheboygan, Wis.	883
WGBA	Columbus, Ga.	383	WHBO	Tampa, Fla.	375
WGBB	Freeport, N. Y.	515	WHBQ	Memphis, Tenn.	623
WGBF	Evansville, Ind.	408	WHBS	Huntsville, Ala.	314
WGBG	Greensboro, N. C.	548	WHBT	Harriman, Tenn.	619
WGBI	Scranton, Pa.	802	WHBU	Anderson, Ind.	407
WGBR	Goldsboro, N. C.	547	WHBY	Appleton, Wis.	676
WGBS	Miami, Fla.	369	WHCC	Waynesville, N. C.	555
WGCD	Chester, S. C.	610	WHCU	Ithaca, N. Y.	516
WGCM	Gulfport, Miss.	478	WHDF	Houghton-Calumet, Mich.	464
WGEM	Quincy, Ill.	405	WHDH	Boston, Mass.	451
WGES	Chicago, Ill.	397	WHDL	Olean, N. Y.	533
WGEZ	Beloit, Wisc.	677	WHEB	Portsmouth, N. H.	500
WGFG	Kalamazoo, Mich.	466	WHEC	Rochester, N. Y.	537
WGGA	Gainesville, Ga.	385	WHED	Washington, N. C.	555
WGGG	Gainesville, Fla.	367	WHFB	Benton Harbor, Mich.	461
WGH	Newport News, Va.	660	WHFC	Cicero, Ill.	401
WGIL	Galesburg, Ill.	402	WHGB	Harrisburg, Pa.	587
WGIW	Charlotte, N. C.	544	WHHM	Memphis, Tenn.	623

Call Letters	City—State	See Page
WHHT	Durham, N. C.	546
WHIM	Providence, R. I.	607
WHIN	Gallatin, Tenn.	619
WHIO	Dayton, O.	566
WHIR	Danville, Ky.	428
WHIS	Bluefield, W. Va.	671
WHIT	New Bern, N. C.	551
WHIZ	Zanesville, O.	570
WHJB	Greensburg, Pa.	587
WHK	Cleveland, O.	563
WHKC	Columbus, O.	566
WHKK	Akron, O.	581
WHKP	Hendersonville, N. C.	548
WHKY	Hickory, N. C.	548
WHLB	Virginia, Minn.	475
WHLD	Niagara Falls, N. Y.	533
WHLF	South Boston, Va.	863
WHLI	Hempstead, N. Y.	515
WHLN	Harlan, Ky.	428
WHLS	Port Huron, Mich.	468
WHLW	Rutland, Vt.	656
WHMA	Anniston, Ala.	309
WHNC	Henderson, N. C.	548
WHO	Des Moines, Ia.	417
WHOB	Gardner, Mass.	453
WHOC	Philadelphia, Miss.	480
WHOD	Homestead, Pa.	589
WHOK	Lancaster, O.	567
WHOL	Allentown, Pa.	582
WHOM	New York, N. Y.	521
WHOO	Orlando, Fla.	372
WHOP	Hopkinsville, Ky.	429
WHOS	Decatur, Ala.	311
WHOT	South Bend, Ind.	412
WHOW	Clinton, Ill.	401
WHP	Harrisburg, Pa.	587
WHPE	High Point, N. C.	549
WHRV	Ann Arbor, Mich.	459
WHSC	Hartsville, S. C.	613
WHSY	Hattiesburg, Miss.	478
WHTB	Talladega, Ala.	316
WHTC	Holland, Mich.	464
WHTN	Huntington, W. Va.	673
WHUB	Cookeville, Tenn.	619
WHUC	Hudson, N. Y.	516
WHUM	Reading, Pa.	801
WHUN	Huntingdon, Pa.	590
WHWL	Nanticoke, Pa.	593
WHYN	Holyoke, Mass.	454
WHYU	Newport News, Va.	661
WIAC	San Juan, P. R.	695
WIBA	Madison, Wis.	679
WIBB	Macon, Ga.	386
WIBC	Indianapolis, Ind.	409
WIBG	Philadelphia, Pa.	597
WIBK	Knoxville, Ten.	621
WIBM	Jackson, Miss.	466
WIBS	Santurce, P. R.	695
WIBU	Poynette, Wis.	682
WIBV	Belleville, Ill.	395
WIBW	Topeka, Kans.	426
WIBX	Utica, N. Y.	540
WICA	Ashtabula, O.	581
WICC	Bridgeport, Conn.	356
WICY	Malone, N. Y.	517

Call Letters	City—State	See Page
WIDE	Biddeford, Me.	442
WIGM	Medford, Wis.	680
WIHL	Hammond, La.	436
WIKB	Iron Mountain, Mich.	464
WIKC	Bogalusa, La.	436
WIKK	Erie, Pa.	587
WIKY	Evansville, Ind.	408
WIL	St. Louis, Mo.	489
WILE	Cambridge, O.	561
WILK	Wilkes-Barre, Pa.	605
WILM	Wilmington, Del.	362
WILS	Lansing, Mich.	466
WIMA	Lima, O.	567
WIMS	Michigan City, Ind.	412
WINC	Winchester, Va.	664
WIND	Chicago, Ill.	399
WING	Dayton, O.	566
WINK	Ft. Myers, Fla.	366
WINN	Louisville, Ky.	430
WINR	Binghamton, N. Y.	510
WINS	New York, N. Y.	521
WINX	Washington, D. C.	362
WINZ	Hollywood, Fla.	370
WIOD	Miami, Fla.	370
WIOU	Kokomo, Ind.	411
WIP	Philadelphia, Pa.	597
WIRA	Fort Pierce, Fla.	366
WIRB	Enterprise, Ala.	312
WIRC	Hickory, N. C.	549
WIRE	Indianapolis, Ind.	411
WIRK	West Palm Beach, Fla.	375
WIRL	Peoria, Ill.	404
WIS	Columbia, S. C.	611
WISC	Madison, Wis.	679
WISE	Asheville, N. C.	543
WISH	Indianapolis, Ind.	411
WISL	Shamokin, Pa.	802
WISN	Milwaukee, Wis.	681
WISR	Butler, Pa.	584
WITA	San Juan, P. R.	695
WITH	Baltimore, Md.	447
WITZ	Jasper, Ind.	411
WIVY	Jacksonville, Fla.	367
WIZE	Springfield, O.	568
WJAC	Johnstown, Pa.	590
WJAG	Norfolk, Neb.	495
WJAR	Providence, R. I.	607
WJAS	Pittsburgh, Pa.	599
WJAX	Jacksonville, Fla.	367
WJBC	Bloomington, Ill.	395
WJBK	Detroit, Mich.	461
WJBO	Baton Rouge, La.	436
WIBW	New Orleans, La.	439
WJBY	Gadsden, Ala.	313
WJDA	Quincy, Mass.	456
WJDX	Jackson, Miss.	478
WJEF	Grand Rapids, Mich.	464
WJEJ	Hagerstown, Md.	449
WJEL	Springfield, O.	569
WJHL	Johnson City, Tenn.	620
WJHO	Opelika, Ala.	316
WJHP	Jacksonville, Fla.	367
WJIG	Tullahoma, Tenn.	625
WJIM	Lansing, Mich.	468
WJJD	Chicago, Ill.	399

Call Letters	City—State	See Page	Call Letters	City—State	See Page
WJJI	Montgomery, Ala.	315	WKGK	Knoxville, Tenn.	621
WJIL	Niagara Falls, N. Y.	533	WKIC	Hazard, Ky.	429
WJIM	Lewisburg, Tenn.	621	WKID	Urbana, Ill.	406
WJLB	Detroit, Mich.	462	WKIN	Kittanning, Pa.	591
WJLD	Bessemer, Ala.	310	WKIP	Poughkeepsie, N. Y.	535
WJLS	Beckley, W. Va.	671	WKIX	Columbia, S. C.	611
WJMB	Brookhaven, Miss.	476	WKJB	Mayaguez, P. R.	691
WJMC	Rice Lake, Wis.	683	WKJG	Fort Wayne, Ind.	409
WJMJ	Philadelphia, Pa.	597	WKLA	Ludington, Mich.	466
WJMO	Cleveland, O.	565	WKLF	Clanton, Ala.	311
WJMR	New Orleans, La.	439	WKLO	Louisville, Ky.	430
WJMS	Ironwood, Mich.	465	WKLK	Blackstone, Va.	658
WJMW	Athens, Ala.	309	WKLX	Lexington, Ky.	429
WJMX	Florence, S. C.	612	WKLY	Hartwell, Ga.	385
WJNC	Jacksonville, N. C.	549	WKMA	Quitman, Ga.	387
WJNO	West Palm Beach, Fla.	375	WKMH	Dearborn, Mich.	461
WJOB	Hammond, Ind.	409	WKMO	Kokomo, Ind.	411
WJOC	Jamestown, N. Y.	516	WKNA	Charleston, W. Va.	672
WJOI	Florence, Ala.	312	WKNB	New Britain, Conn.	358
WJOL	Joliet, Ill.	403	WKNE	Keene, N. H.	498
WJOR	Bangor, Me.	441	WKNS	Kinston, N. C.	550
WJOY	Burlington, Vt.	656	WKNX	Saginaw, Mich.	469
WJPA	Washington, Pa.	603	WKNY	Kingston, N. Y.	517
WJPD	Ishpeming, Mich.	465	WKOB	North Adams, Mass.	455
WJPF	Herrin, Ill.	402	WKOK	Sunbury, Pa.	603
WJPG	Green Bay, Wis.	678	WKOP	Binghamton, N. Y.	510
WJPR	Greenville, Miss.	477	WKOW	Madison, Wis.	679
WJPS	Evansville, Ind.	408	WKOX	Framingham, Mass.	453
WJQS	Jackson, Miss.	478	WKOZ	Kosciusko, Miss.	479
WJR	Detroit, Mich.	462	WKPA	New Kensington, Pa.	593
WJRD	Tuscaloosa, Ala.	317	WKPT	Kingsport, Tenn.	620
WJRI	Lenoir, N. C.	510	WKRC	Cincinnati, O.	563
WJSW	Altoona, Pa.	583	WKRK	Mobile, Ala.	315
WJTN	Jamestown, N. Y.	516	WKRQ	Columbia, Tenn.	618
WJVA	South Bend, Ind.	413	WKRO	Cairo, Ill.	395
WJVB	Jacksonville Beach, Fla.	368	WKRT	Cothland, N. Y.	513
WJW	Cleveland, O.	565	WKRZ	Oil City, Pa.	595
WJXN	Jackson, Miss.	478	WKSR	Pulaski, Tenn.	625
WJZ	New York, N. Y.	523	WKST	New Casle, Pa.	593
WJZM	Clarksville, Tenn.	618	WKTG	Thomasville, Ga.	388
WKAB	Mobile, Ala.	314	WKTM	Mayfield, Ky.	431
WKAI	Macomb, Ill.	403	WKTY	La Crosse, Wis.	679
WKAL	Rome, N. Y.	537	WKUL	Cullman, Ala.	311
WKAN	Kankakee, Ill.	403	WKVM	Arecibo, P. R.	690
WKAP	Allentown, Pa.	582	WKWF	Key West, Fla.	368
WKAQ	San Juan, P. R.	695	WKWK	Wheeling, W. Va.	676
WKAT	Miami Beach, Fla.	371	WKXL	Concord, N. H.	498
WKAX	Birmingham, Ala.	310	WKY	Oklahoma City, Okla.	574
WKAY	Glasgow, Ky.	428	WKYB	Paducah, Ky.	432
WKBB	Dubuque, Ia.	417	WKYW	Louisville, Ky.	430
WKBC	N. Wilkesboro, N. C.	552	WKZO	Kalamazoo, Mich.	466
WKBH	LaCrosse, Wis.	678	WLAC	Nashville, Tenn.	624
WKBK	Youngstown, O.	570	WLAD	Danbury, Conn.	356
WEBO	Harrisburg, Pa.	589	WLAG	LaGrange, Ga.	385
WKBR	Manchester, N. H.	500	WLAK	Lakeland, Fla.	368
WKBS	Oyster Bay, N. Y.	535	WLAM	Lewiston, Me.	442
WKBV	Richmond, Ind.	412	WLAN	Lancaster, Pa.	591
WKBW	Buffalo, N. Y.	513	WLAP	Lexington, Ky.	429
WKBZ	Muskegon, Mich.	467	WLAQ	Rome, Ga.	387
WKCT	Bowling Green, Ky.	427	WLAR	Athens, Tenn.	617
WKDA	Nashville, Tenn.	624	WLAT	Conway, S. C.	611
WKDK	Newberry, S. C.	613	WLAU	Laurel, Miss.	479
WKDN	Camden, N. J.	501	WLAV	Grand Rapids, Mich.	464
WKEU	Griffin, Ga.	385	WLAW	Lawrence, Mass.	454
WKEY	Covington, Va.	658	WLAY	Muscle Shoals City, Ala.	314

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WLBB	Carrollton, Ga.	382
WLBC	Muncie, Ind.	412
WLBF	Leesburg, Fla.	369
WLBG	Laurens, S. C.	613
WLBH	Mattoon, Ill.	403
WLBI	Bowling Green, Ky.	427
WLBK	De Kalb, Ill.	401
WLBR	Lebanon, Po.	592
WLBZ	Bangor, Me.	441
WLCR	Torrington, Conn.	359
WLCS	Baton Rouge, La.	436
WLCS	La Crosse, Wis.	679
WLDS	Jacksonville, Ill.	402
WLDY	Ladysmith, Wis.	679
WLEA	Hornell, N. Y.	515
WLEC	Sandusky, O.	568
WLEE	Richmond, Va.	662
WLET	Toccoa, Ga.	389
WLEU	Erie, Pa.	587
WLEX	Lexington, Ky.	428
WLIB	New York, N. Y.	523
WLIN	Merrill, Wis.	680
WLIO	East Liverpool, O.	566
WLIP	Kenosha, Wis.	678
WLIZ	Bridgeport, Conn.	356
WLLH	Lowell-Lawrence, Mass.	454
WLNA	Peekskill, N. Y.	535
WLNH	Laconia, N. H.	500
WLOA	Braddock, Pa.	584
WLOE	Leaksville, N. C.	550
WLOF	Orlando, Fla.	372
WLOG	Logan, W. Va.	674
WLOH	Princeton, W. Va.	675
WLOI	La Porte, Ind.	412
WLOK	Lima, O.	567
WLOL	Minneapolis, Minn.	474
WLOS	Asheville, N. C.	543
WLOU	Louisville, Ky.	431
WLOW	Norfolk, Va.	661
WLOX	Biloxi, Miss.	476
WLPM	Suffolk, Va.	664
WLPO	LaSalle, Ill.	403
WLS	Chicago, Ill.	399
WLTC	Gastonia, N. C.	547
WLTR	Bloomsburg, Pa.	584
WLVA	Lynchburg, Va.	660
WLW	Cincinnati, O.	583
WLXW	Carlisle, Pa.	585
WLYN	Lynn, Mass.	455
WMAJ	State College, Pa.	602
WMAK	Nashville, Tenn.	624
WMAL	Washington, D. C.	362
WMAM	Marinette, Wis.	680
WMAN	Mansfield, O.	587
WMAF	Monroe, N. C.	551
WMAQ	Chicago, Ill.	399
WMAS	Springfield, Mass.	456
WMAW	Milwaukee, Wis.	681
WMAZ	Macon, Ga.	386
WMBC	Macon, Miss.	479
WMBD	Peoria, Ill.	405
WMBG	Richmond, Va.	662
WMBH	Joplin, Mo.	484
WMBL	Morehead City, N. C.	551
WMBM	Miami Beach, Fla.	371

Call Letters	City—State	See Page
WMBN	Petoskey, Mich.	468
WMBO	Auburn, N. Y.	510
WMBR	Jacksonville, Fla.	367
WMBS	Uniontown, Pa.	603
WMC	Memphis, Tenn.	623
WMCA	New York, N. Y.	525
WMCK	McKeesport, Pa.	592
WMDD	Fajardo, P. R.	690
WMDN	Midland, Mich.	467
WMEX	Boston, Mass.	452
WMFD	Wilmington, N. C.	555
WMFG	Hibbing, Minn.	473
WMFJ	Daytona Beach, Fla.	365
WMFR	High Point, N. C.	549
WMFT	Florence, Ala.	312
WMGA	Moultrie, Ga.	386
WMGM	New York, N. Y.	525
WMGR	Bainbridge, Ga.	382
WMGW	Meadville, Pa.	593
WMGY	Montgomery, Ala.	315
WMID	Atlantic City, N. J.	501
WMIE	Miami, Fla.	369
WMIK	Middlesboro, Ky.	431
WMIN	St. Paul, Minn.	475
WMIQ	Iron Mountain, Mich.	465
WMIS	Natchez, Miss.	480
WMIX	Mount Vernon, Ill.	404
WMJM	Cordele, Ga.	383
WMLO	Milwaukee, Wis.	681
WMLS	Sylacauga, Ala.	316
WMLT	Dublin, Ga.	384
WMMB	Melbourne, Fla.	369
WMMJ	Peoria, Ill.	405
WMMN	Fairmont, W. Va.	673
WMMT	McMinnville, Tenn.	624
WMMW	Meriden, Conn.	357
WMNB	North Adams, Mass.	456
WMNC	Morgantown, N. C.	551
WMOA	Marietta, O.	567
WMOB	Mobile, Ala.	315
WMOC	Covington, Ga.	383
WMOG	Brunswick, Ga.	382
WMOH	Hamilton, O.	567
WMON	Montgomery, W. Va.	674
WMOU	Berlin, N. H.	498
WMOX	Meridian, Miss.	480
WMPS	Memphis, Tenn.	623
WMRA	Myrtle Beach, S. C.	613
WMRC	Greenville, S. C.	612
WMRF	Lewiston, Po.	592
WMRN	Marion, O.	568
WMRO	Aurora, Ill.	395
WMRP	Flint, Mich.	463
WMSA	Massena, N. Y.	517
WMSL	Decatur, Ala.	311
WMT	Cedar Rapids, Ia.	414
WMTA	Vance, Ky.	433
WMTB	Morristown, N. J.	503
WMTW	Portland, Me.	443
WMUR	Manchester, N. H.	500
WMUS	Muskegon, Mich.	468
WMVA	Martinsville, Va.	660
WMVG	Milledgeville, Ga.	386
WNAB	Bridgeport, Conn.	356
WNAC	Boston, Mass.	452

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WNAE	Warren, Pa.	603
WNAF	Providence, R. I.	607
WNAM	Neenah, Wis.	682
WNAO	Raleigh, N. C.	552
WNAR	Norristown, Pa.	593
WNAX	Yankton, S. Dak.	617
WNBC	New York, N. Y.	527
WNBK	Binghamton, N. Y.	510
WNBH	New Bedford, Mass.	455
WNBS	Murray, Ky.	432
WNBZ	Saranac Lake, N. Y.	537
WNDB	Daytona Beach, Fla.	365
WNDR	Syracuse, N. Y.	539
WNEB	Worcester, Mass.	457
WNEL	San Juan, P. R.	695
WNEW	New York, N. Y.	527
WNEZ	Macon, Ga.	386
WNGO	Mayfield, Ky.	431
WNHC	New Haven, Conn.	358
WNJR	Newark, N. J.	503
WNLC	New London, Conn.	359
WNLK	Norwalk, Conn.	359
WNMP	Evanston, Ill.	402
WNNC	Newton, N. C.	551
WNOC	Norwich, Conn.	359
WNOE	New Orleans, La.	439
WNOK	Columbia, S. C.	611
WNOP	Newport, Ky.	432
WNOW	York, Pa.	606
WNOX	Knoxville, Tenn.	621
WNVA	Norton, Va.	681
WOAI	San Antonio, Tex.	648
WOAP	Owosso, Mich.	468
WOAY	Oak Hill, W. Va.	674
WOBS	Jacksonville, Fla.	368
WOBT	Rhineland, Wis.	683
WOC	Davenport, Ia.	415
WOCB	West Yarmouth, Mass.	457
WOHS	Shelby, N. C.	553
WOKO	Albany, N. Y.	509
WOKZ	Alton, Ill.	395
WOL	Washington, D. C.	362
WOLF	Syracuse, N. Y.	539
WOLS	Florence, S. C.	612
WOMI	Owensboro, Ky.	432
WOMT	Manitowoc, Wis.	680
WONO	Oneonta, N. Y.	535
WONS	Hartford, Conn.	357
WOOB	Anniston, Ala.	309
WOOD	Grand Rapids, Mich.	464
WOOF	Dolhan, Ala.	312
WOOK	Silver Springs, Md.	449
WOPI	Bristol, Tenn.	617
WOR	New York, N. Y.	529
WORA	Mayaguez, P. R.	691
WORC	Worcester, Mass.	457
WORD	Spartanburg, S. C.	614
WORK	York, Pa.	606
WORL	Boston, Mass.	452
WORZ	Orlando, Fla.	372
WOSH	Oshkosh, Wis.	682
WOTW	Nashua, N. H.	500
WOV	New York, N. Y.	529
WOW	Omaha, Neb.	496
WOWO	Ft. Wayne, Ind.	409

Call Letters	City—State	See Page
WPAB	Ponce, P. R.	691
WPAD	Paducah, Ky.	432
WPAG	Ann Arbor, Mich.	459
WPAM	Pottsville, Pa.	600
WPAQ	Mount Airy, N. C.	551
WPAR	Parkersburg, W. Va.	675
WPAT	Paterson, N. J.	503
WPAX	Thomasville, Ga.	389
WPAY	Portsmouth, O.	568
WPDQ	Jacksonville, Fla.	368
WPDZ	Clarksburg, W. Va.	673
WPEN	Philadelphia, Pa.	599
WPFH	Middletown, O.	568
WPGH	Pittsburgh, Pa.	600
WPIC	Sharon, Pa.	602
WPIK	Alexandria, Va.	657
WPIT	Pittsburgh, Pa.	600
WPLH	Huntington, W. Va.	674
WPOR	Portland, Me.	443
WPPA	Pottsville, Pa.	600
WPRA	Mayaguez, P. R.	691
WPRO	Providence, R. I.	609
WPRP	Ponce, P. R.	691
WPTF	Raleigh, N. C.	552
WPTR	Albany, N. Y.	509
WPTW	Piqua, O.	566
WPUV	Pulaski, Va.	662
WPWA	Chester, Pa.	585
WQAM	Miami, Fla.	370
WQAN	Scranton, Pa.	602
WQBC	Vicksburg, Miss.	481
WQQW	Washington, D. C.	363
WQUA	Moline, Ill.	403
WQXI	Atlanta, Ga.	380
WQXR	New York, N. Y.	533
WRAC	Williamsport, Pa.	605
WRAL	Raleigh, N. C.	552
WRAW	Reading, Pa.	601
WRBC	Jackson, Miss.	478
WRBL	Columbus, Ga.	383
WRC	Washington, D. C.	363
WRCS	Aboskte, N. C.	543
WRDO	Augusta, Me.	441
WRDW	Augusta, Ga.	381
WREC	Memphis, Tenn.	623
WREL	Lexington, Va.	660
WREN	Topeka, Kans.	426
WREX	Duluth, Minn.	472
WRFC	Athens, Ga.	377
WRFD	Worthington, O.	570
WRFS	Alexander City, Ala.	309
WRFW	Eau Claire, Wis.	677
WRGA	Rome, Ga.	387
WRHI	Rock Hill, S. C.	614
WRHP	Tallahassee, Fla.	374
WRIA	Caguas, P. R.	690



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WRIB	Providence, R. I.	609
WRJM	Newport, R. I.	607
WRJN	Racine, Wis.	682
WRLD	West Point, Ga.	390
WRMS	Ware, Mass.	457
WRNL	Richmond, Va.	662
WRNO	Orangeburg, S. C.	613
WRNY	Rochester, N. Y.	537
WROB	West Point, Miss.	481
WROD	Daytona Beach, Fla.	368
WROK	Rockford, Ill.	406
WROL	Knoxville, Tenn.	621
WROM	Rome, Ga.	387
WRON	Ronceverte, W. Va.	675
WROV	Roanoke, Va.	663
WROW	Albany, N. Y.	509
WROX	Clarksdale, Miss.	476
WRQN	Vidalia, Ga.	390
WRR	Dallas, Tex.	635
WRRF	Washington, N. C.	555
WRRN	Warren, O.	570
WRRZ	Clinton, N. C.	545
WRTA	Altoona, Pa.	583
WRUF	Gainesville, Fla.	367
WRUN	Utica, N. Y.	540
WRVA	Richmond, Va.	662
WRYO	Rochester, Pa.	601
WSAC	Columbus, Ga.	383
WSAI	Cincinnati, O.	563
WSAM	Saginaw, Mich.	469
WSAN	Allentown, Pa.	582
WSAP	Portsmouth, Va.	662
WSAR	Fall River, Mass.	453
WSAT	Salisbury, N. C.	553
WSAU	Wausau, Wis.	684
WSAV	Savannah, Ga.	386
WSAY	Rochester, N. Y.	537
WSAZ	Huntington, W. Va.	674
WSB	Atlanta, Ga.	380
WSBA	York, Pa.	607
WSBC	Chicago, Ill.	399
WSBR	Superior, Wis.	683
WSBT	South Bend, Ind.	413
WSCR	Scranton, Pa.	602
WSFA	Montgomery, Ala.	315
WSFC	Somerset, Ky.	433
WSFT	Thomaston, Ga.	388
WSGC	Elberton, Ga.	384
WSGN	Birmingham, Ala.	310
WSIC	Statesville, N. C.	554
WSID	Baltimore, Md.	447
WSIR	Winter Haven, Fla.	375
WSIV	Pekin, Ill.	404

Call Letters	City—State	See Page
WSIX	Nashville, Tenn.	625
WSJS	Winston-Salem, N. C.	556
WSKB	McComb, Miss.	479
WSKI	Montpelier-Barre, Vt.	856
WSKY	Asheville, N. C.	543
WSLB	Ogdensburg, N. Y.	533
WSLI	Jackson, Miss.	478
WSLS	Roanoke, Va.	663
WSM	Nashville, Tenn.	625
WSMB	New Orleans, La.	439
WSNJ	Bridgeton, N. J.	501
WSNY	Schenectady, N. Y.	539
WSOC	Charlotte, N. C.	545
WSOJ	Henderson, Ky.	429
WSOO	Sault Ste. Marie, Mich.	469
WSOY	Decatur, Ill.	401
WSPA	Spartanburg, S. C.	614
WSPB	Sarasota, Fla.	374
WSPD	Toledo, O.	569
WSPR	Springfield, Mass.	456
WSRS	Cleveland Heights, O.	565
WSSB	Durham, N. C.	546
WSSO	Starkville, Miss.	480
WSSV	Petersburg, Va.	661
WSTC	Stamford, Conn.	359
WSTP	Salisbury, N. C.	553
WSTS	Southern Pines, N. C.	554
WSTV	Steubenville, O.	569
WSUA	Bloomington, Ind.	407
WSUN	St. Petersburg, Fla.	373
WSVA	Harrisonburg, Va.	660
WSVS	Crewe, Va.	658
WSWN	Belle Glade, Fla.	364
WSYB	Rutland, Vt.	657
WSYR	Syracuse, N. Y.	539
WTAC	Flint, Mich.	463
WTAD	Quincy, Ill.	405
WTAG	Worcester, Mass.	457
WTAL	Tallahassee, Fla.	374
WTAM	Cleveland, O.	565
WTAN	Clearwater, Fla.	364
WTAQ	Green Bay, Wis.	678
WTAR	Norfolk, Va.	661
WTAW	College Station, Tex.	632
WTAX	Springfield, Ill.	406
WTBC	Tuscaloosa, Ala.	317
WTBF	Troy, Ala.	316
WTBO	Cumberland, Md.	448
WTCH	Shawano, Wis.	683
WTCJ	Tell City, Ind.	413
WTCM	Traverse City, Mich.	469
WTCN	Minneapolis, Minn.	474

Call Letters	City—State	See Page
WTCO	Campbellsville, Ky.	427
WTEL	Philadelphia, Pa.	599
WTHI	Terre Haute, Ind.	413
WHTH	Hartford, Conn.	357
WTIC	Hartford, Conn.	357
WTIK	Durham, N. C.	546
WTIP	Charleston, W. Va.	672
WTJS	Jackson, Tenn.	620
WTMA	Charleston, S. C.	610
WTMC	Ocala, Fla.	371
WTMJ	Milwaukee, Wis.	682
WTMV	E. St. Louis, Ill.	401
WTNB	Birmingham, Ala.	310
WTNC	Thomasville, N. C.	554
WTND	Orangeburg, S. C.	613
WTNJ	Trenton, N. J.	504
WTNS	Coshocton, O.	566
WTNT	Augusta, Ga.	381
WTOB	Winston-Salem, N. C.	556
WTOC	Savannah, Ga.	388
WTOD	Toledo, O.	569
WTOK	Meridian, Miss.	480
WTOL	Toledo, O.	569
WTOM	Bloomington, Ind.	407
WTON	Staunton, Va.	664
WTOP	Washington, D. C.	363
WTOR	Torrington, Conn.	359
WTPR	Paris, Tenn.	625
WTPS	New Orleans, La.	439
WTRC	Elkhart, Ind.	407
WTRF	Bellaire, O.	561
WTRR	Sanford, Fla.	374
WTRY	Troy, N. Y.	540
WTSB	Lumberton, N. C.	551
WTSP	St. Petersburg, Fla.	373
WTSV	Claremont, N. H.	498
WTHH	Port Huron, Mich.	468
WTTM	Trenton, N. J.	504
WTTS	Bloomington, Ind.	407
WTUX	Wilmington, Del.	362
WTVL	Waterville, Me.	443
WTWA	Thomson, Ga.	389
WTWS	Clearfield, Pa.	585
WTWT	Stevens Point, Wis.	683
WTYC	Rock Hill, S. C.	614
WTYS	Marianna, Fla.	369
WULA	Eufaula, Ala.	312
WUSN	Charleston, S. C.	610
WVAM	Altoona, Pa.	583
WVCG	Coral Gables, Fla.	364
WVCH	Chester, Pa.	585
WVEC	Hampton, Va.	660

Call Letters	City—State	See Page
WVEI	Rochester, N. Y.	537
WVIM	Vicksburg, Miss.	481
WVJP	Caguas, P. R.	690
WVJS	Owensboro, Ky.	432
WVLK	Versailles, Ky.	433
WVLN	Olney, Ill.	404
WVMC	Mount Carmel, Ill.	404
WVNJ	Newark, N. J.	503
WVOK	Birmingham, Ala.	311
WVOM	Boston, Mass.	452
WVOS	Liberty, N. Y.	517
WVOT	Wilson, N. C.	555
WVPO	Stroudsburg, Pa.	603
WVVW	Fairmont, W. Va.	673
WWBZ	Vineland, N. J.	504
WWCO	Waterbury, Conn.	360
WWDC	Washington, D. C.	363
WWEZ	New Orleans, La.	439
WWGP	Sanford, Conn.	553
WWGS	Tifton, Ga.	389
WWJ	Detroit, Mich.	462
WWL	New Orleans, La.	439
WWNC	Asheville, N. C.	544
WWNF	Fayetteville, N. C.	547
WWNH	Rochester, N. H.	500
WWNR	Beckley, W. Va.	671
WWNS	Statesboro, Ga.	388
WWNY	Watertown, N. Y.	540
WWOD	Lynchburg, Va.	660
WWOK	Flint, Mich.	463
WWOL	Lackawanna, N. Y.	517
WWON	Woonsocket, R. I.	609
WWPB	Miami, Fla.	371
WWPF	Palatka, Fla.	372
WWPG	Palm Beach, Fla.	372
WWRL	Woodside, N. Y.	541
WWSC	Glens Falls, N. Y.	515
WWSO	Springfield, O.	569
WWSR	St. Albans, Vt.	657
WWST	Wooster, O.	570
WWSW	Pittsburgh, Pa.	600
WWVA	Wheeling, W. Va.	676
WWWB	Jasper, Ala.	314
WWXL	Peoria, Ill.	405
WXAL	Demopolis, Ala.	312
WXGI	Richmond, Va.	663
WXKW	Albany, N. Y.	509
WXLT	Ely, Minn.	472
WXLW	Indianapolis, Ind.	411
WXRA	Buffalo, N. Y.	513
WXRJ	Guayama, P. R.	690
WXYZ	Detroit, Mich.	462
WZIP	Covington, Ky.	428

# ALABAMA

Estimated Population 2,848,000—Increase —0.5%—Radio Homes 578,300  
Total Families—699,100—Stations in State 56

## WAVU

ALBERTVILLE—1948

Frequency: 630 Kc. Power: 500 Watts d.  
Owned-Oper. By Pat Murphy Courington  
Business-Studio Address Albertville  
Phone Number 555  
News Service AP  
Transcription Service World  
President, Gen. Mgr. Pat M. Courington  
Commercial Mgr. Eaton P. Govan  
Program Director Annette Hooper  
Chief Engineer Glenn Abercrombie

## WRFS

ALEXANDER CITY—1947

Frequency: 1050 Kc. Power: 1,000 Watts d.  
Owned-Operated By Piedmont Service Corp.  
Business Address P. O. Box 72  
Phone Number 1050  
Studio Address 138 Main St.  
Transmitter Location West End  
Air Time: Local Sunrise—Local Sunset  
Transcription Service Thesaurus  
Representative Sears & Ayer  
Membership NAB  
President James L. Coley  
Gen.-Station-Com. Mgr. Lem Coley  
Program Director Bob McKinnon  
Chief Engineer James W. Whatley  
Farm Editor Lem Coley

## WCTA

ANDALUSIA—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By Andalusia Bcstg. Co., Inc.  
Business-Studio Address Sanford Rd.  
Phone Number 844  
Transmitter Sanford Rd.  
Air Time 5:55 a.m.-11 p.m.  
News Service UP  
Transcription Service World  
Membership NAB  
Gen. Mgr. James T. Ownby  
Prog. Dir. Barbara Nicholson  
Prod. Dir. Bert Moore  
Musical Director Christine Hardage  
Chief Engineer & Comm. Mgr. J. Dige Bishop  
Farm Editor Tom Minard

## WHMA

ANNISTON—1938—ABC

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Anniston Bcstg Co.  
Business-Studio Address 1330 Noble St.  
Phone Number 2380-1  
Transmitter 1401 W. 15th St.

Air Time 5:45 a.m.-11:05 p.m.  
News Service UP  
Transcription Service Lang-Worth  
Representative Sears & Ayer  
Membership NAB-BMB-FMA  
President-Owner Harry M. Ayers  
Gen.-Sta.-Comm. Mgr. Malcolm Street  
Music Dir. Rose Pounder  
Program Dir.-Chief Announcer Ross Charles  
Publicity Dir. Joanna Aly  
Chief Engineer James A. Hudson  
Farm Editor A. S. Mathews

## WOOB

ANNISTON—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By W. S. Weatherly  
Business-Studio Address 10th & Noble St.  
Phone Number 3210-1  
Transmitter Location 16th & Boynton Ave.  
Air Time Unlimited  
Transcription Service World  
President-Owner W. S. Weatherly  
Station Manager Hugh Webb  
Program Manager John Orrison  
Publicity Director Mary Williamson  
Chief Engineer James Fitts

## WJMW

ATHENS—1948

Frequency: 1010 Kc. Power: 250 Watts d.  
Owned-Operated By Athens Bcstg. Co.  
Address c/o White Mtr. Sales Co.  
President Wilson T. White

## WAUD

AUBURN—1947

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Auburn Bcstg. Co.  
Business Address Box 350  
Phone Number 1240-1  
Studio Transmitter Montgomery Hwy.  
Air Time 6 a.m.-M.  
News Service AP  
Transcription Service World, Lang-Worth  
Pres., Gen.-Station-Com. Mgr.,  
Publicity Director Elmer G. Salter  
Sales Prom. Mgr., Program  
Production Director Buck Persons  
Chief Announcer Buck Persons  
Musical Director Mrs. Anne Belvin  
Chief Engineer Charlie Herman  
Farm Editor Buck Persons

**WJLD**

**BESSEMER—1942—KBS-ALA.**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By: Johnston Bcastg. Co.  
 Business Address: Box 147  
 Phone Nos. Bessemer 2300; Birmingham 6-8172  
 Transmitter: Birmingham Bessemer  
 Super Highway  
 Air Time: 6 a.m.-M.  
 News Service: AP  
 Transcription Service: World  
 Representative: Seare & Ayer  
 Pres.-Gen. Mgr.: George Johnston, Jr.  
 Station Mgr.: James E. Connolly  
 Sales Mgr.: Clay Coe  
 Prog. Dir.: Jane Shaddix  
 Pro.-Publicity Dir.: John Slotton  
 Chief Announcer: Bob Umbach  
 Musical Director: Joan Jetton  
 Chief Engineer: Maurice McKinney  
 Farm Editor: Joe Jackson

**WAPI**

**BIRMINGHAM—1922—CBS**

Frequency: 1070 Kc. Power: 5000 Watts  
 Owned By: Univ. of Ala., Ala. Polytechnic  
 Inst., Ala. Coll.  
 Operated By: Voice of Ala., Inc.  
 Bus. Studio Address: 701 Protective Life Bldg.  
 Phone Number: 3-8116  
 Transmitter: Sandusky, Ala.  
 Air Time: 5:30 a.m.-M, Mon.-Sat.;  
 7 a.m.-M, Sun.  
 News Service: AP, UP  
 Representative: Radio Sales  
 Membership: NAB-BMB-FMA  
 Chairman of Bd.: Ed Norton  
 President-General-Station Mgr.: Thad Holt  
 Comm. Mgr.: C. P. Persons, Jr.  
 Sales Promotion Mgr.-Pub. Dir.: Lionel Baxter  
 Program Dir.: Maury Farrell  
 Production Mgr.: Burt F. McKee, Jr.  
 Chief Engineer: James L. Evans  
 Farm Editor: John McCune

**WBRC**

**BIRMINGHAM—1925—NBC**

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Oper. By: Birmingham Bcastg. Co., Inc.  
 Address: WBRC Bldg.  
 Phone Number: 4-7741  
 Transmitter Location: 2400 Arkadelphia Rd.  
 Air Time: 6 a.m.-M, Mon.-Sat.; 7 a.m.-M., Sun.  
 News Service: INS  
 Transcription Service: Standard, Lang-Worth,  
 Capitol, London  
 Representative: Paul H. Raymer Co.  
 Membership: NAB, BMB, FMA  
 President-Gen. Mgr.: Eloise H. Hanna  
 Station Manager: Howell C. Cobb

Commercial Manager: Don D. Campbell  
 Pgm. Dir., Prod. Mgr.: Fox Light Foot  
 Publicity Director: John T. Orr  
 Chief Announcer: Davenport Smith  
 Musical Director: Herbert Grieb  
 Chief Engineer: G. P. Hamann  
 Farm Editor: Davenport Smith

**WKAX**

**BIRMINGHAM—1946**

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Courier Bcastg.  
 Service, Inc.  
 Address: 1710 6th Ave. No.  
 Phone Number: 54-2541  
 Transmitter Location: 231 21st Ave., West  
 Air Time: Local sunrise-local sunset  
 News Service: AP  
 Transcription Service: Associated  
 Representative: Joseph Hershey McGillvra  
 President: Glenn V. Tingley  
 Gen.-Sta.-Comm. Mgr.: Ganus C. Scarborough  
 Prog.-Prod.-Music Dir.: Wanda Houghton  
 Sales Mgr., Pub. Dir.: Maurice Jackson  
 Chief Announcer: Charles Atchison  
 Chief Engineer: Stanley L. Hawkins  
 Farm Editor: Horace Pumphrey

**WSGN**

**BIRMINGHAM—1927—ABC-ALA.**

Frequency: 610 Kc. Power: 5000d.; 1000 n.  
 Owned-Operated By: The Birmingham  
 News Co.  
 Business Address: Dixie Carlton  
 Hotel, P. O. Box 2553  
 Phone Number: 4-3434  
 Studio Address: YWCA Bldg.  
 Transmitter Location: Fair Grounds  
 Air Time: 5 a.m.-M.  
 News Service: AP  
 Representative: Headley-Reed  
 Membership: NAB, BMB  
 Exec. V.P., Managing Dir.: Henry P. Johnston  
 Commercial Manager: Julian A. Flint  
 Prom. & Pub. Dir.: Mrs. Mary F. Childers  
 Prog. Dir., Chief Ann.: Eugene M. Plumstead  
 Musical Director: Catherine Arnold  
 Chief Engineer: J. V. Sanderson  
 Farm Editor: Shaffer Gregory

**WTNB**

**BIRMINGHAM—1946—MBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Operated By: Thomas N. Beach  
 Address: 117½ North 21st St.  
 Phone Number: 4-4511  
 Transmitter Location: 3429 N. 21st St.  
 Air Time: 17 Hrs. Mon.-Sat.; 16 Hrs. Sun.  
 News Service: AP  
 Transcription Service: SESAC, World

# ALABAMA

Representative ..... Taylor-Boroff  
Membership ..... NAB  
Owner ..... Thomas N. Beach  
V.P.-Gen. Mgr. .... Mrs. Evelyn S. Hicks  
Assistant Manager..... David Loveman  
Program Dir. .... Joyce Smith  
Prom.-Publicity Director..... Florence Garney  
Chief Engineer..... Frank J. Murphee  
Farm Editor..... Larry F. Keith

## WVOK

BIRMINGHAM—1947

Frequency: 890 Kc. .... Power: 10,000 Watts d.  
Owned-Operated By..... Voice of Dixie Inc.  
Business Address..... P. O. Box 2468  
Phone Number ..... 6-2924  
Studio-Transmitter... Bessemer Super Highway  
Air Time..... Daytime only  
News Service ..... UP  
Transcription Service..... Capitol  
Pres., Gen. Mgr..... Irablee W. Bennis  
Com. Mgr., Chief Engineer... William J. Brennan  
Program Director..... Margaret L. Colten  
Consulting Engineer.... William E. Bennis, Jr.

## WEBJ

BREWTON—1947—ALA.-KBS

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Operated By..... Brewton Bcstg. Co.  
Business-Studio Address.....  
Transmitter Location..... Brewton, Ala.  
Phone Number ..... 553  
Air Time..... 6 a.m.-11 p.m.  
News Service ..... AP  
Transcription Service... Lang-Worth, SESAC,  
Cole  
Representative ..... Friedenberg Agency  
Membership ..... NAB, BMB  
Pres., Gen.-Station Mgr.... W. Emmett Brooks  
Vice-Pres., Asst. Mgr.... William E. Brooks, Jr.  
Com.-Sales Promotion Mgr.... J. M. Miller, Jr.  
Program-Prod. Director..... George Carr  
Chief Announcer..... Joseph A. Sikes  
Chief Engineer..... Joseph L. Cobb

## WKLF

CLANTON—1947—KBS-ALA.

Frequency: 990 Kc. .... Power: 1000 Watts d.  
Owned-Operated By..... Southeastern Bcstg. Co.  
Bus.-Studio Address..... Clanton  
Phone Number ..... 449  
Transmitter Location..... Selma Highway  
Air Time..... Local Sunrise-Local Sunset  
News Service..... AP  
Transcription Service..... Keystone, World  
Representative..... Thomas F. Clarke  
President..... Dr. J. Kelley Robinson  
Gen.-Station Manager..... Robert B. Taber

Asst. Mgr., Farm Editor..... Jesse Culp  
Program-Prod. Director..... James Popwell  
Publicity Director..... Robert B. Taber  
Chief Announcer..... Paul Ried  
Chief Engineer..... Lester Carter

## WKUL

CULLMAN—1946—KBS

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Operated By..... Cullman Bcstg. Co.  
Business Address..... P. O. Box 211  
Phone Number ..... 864-863  
Studio-Transmitter Location... 2 Miles North of  
Cullman on the Bee Line Highway  
Air Time..... 5:30 a.m.-10:30 p.m.  
News Service ..... AP  
Transcription Service..... Keystone, World,  
SESAC  
Pres., Gen. Manager..... H. H. Klaney  
Station Manager..... Elizabeth Barrow  
Program Director..... Betty Lowery  
Chief Engineer, Farm Editor.... Robert Epstein

## WHOS

DECATUR—1948

Frequency: 800 Kc. .... Power: 1000 Watts d.  
Owned By..... H. H. & D. T. Kinney  
Operated By..... North Alabama Bcstg. Co.  
Business-Studio Address..... 212 Jackson St.  
Transmitter Location..... 2nd Avenue  
Phone Number..... 99L  
Air Time ..... Daytime  
News Service ..... UP  
Transcription Service ..... Capitol  
Station Representative... Thomas F. Clark Co.,  
Inc.  
General Manager..... Lon Waters  
Com.-Sales Prom. Mgr..... Robert Chrystie  
Program-Production Director,  
Chief Announcer..... Wally Beecham  
Publicity Director..... Bob Chrystie  
Musical Director..... Jack Gray  
Chief Engineer..... Robert Epstein  
Farm Editor..... Wally Beecham

## WMSL

DECATUR—1935—MBS-KBS

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

. . . ALABAMA . . .

## WXAL

**DEMOPOLIS—1947—MBS-KBS**

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

## WAGF

**DOTHAN—1933—MBS**

Frequency: 1320 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Dothan Bcstg. Co.  
 Address . . . . . 204½ E. Main Street  
 Phone Number . . . . . 1430-1  
 Transmitter Location . . . . . Headland Highway  
 Air Time . . . . . 8 a.m.-11 p.m. Mon.-Sat.;  
 7 a.m.-11 p.m. Sun.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Joseph Hershey McGillvra  
 Membership . . . . . NAB  
 General Manager . . . . . Julian C. Smith  
 Comm.-Sales Prom. Mgr. . . . . Fred C. Moseley  
 Prog.-Prod.-Pub. Director . . . . . Arthur Creamer  
 Chief Announcer . . . . . Lamar Trammell  
 Chief Engineer . . . . . John T. Hubbard

## WDIG

**DOTHAN—1947—ABC**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Houston Bcstg. Co.  
 Studio Business Address . . . . . 107 E. Adams St.  
 Phone Number . . . . . 2480  
 Transmitter . . . . . Columbia Hwy., 1 Mi. E.  
 Dothan  
 Air Time . . . . . 5 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Walker  
 Membership . . . . . NAB  
 Pres., Gen.-Comm. Mgr. . . . . Jess Swicegood  
 Prom. Dir. . . . . Wayne Moseley  
 Chief Engineer . . . . . Jess Swicegood  
 Farm Editor . . . . . Joe Holloway

## WOOF

**DOTHAN—1948—KBS**

Frequency: 560 Kc. . . . . Power: 1000 Watts d.  
 Business-Studio Address . . . . . 110 So. Foster  
 Phone Number . . . . . 2520-1  
 Transmitter Location . . . . . Radio Road  
 Air Time . . . . . Sunrise-Sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Sears & Ayer  
 Station Program-Production  
 Director . . . . . Owens F. Alexander

Com.-Sales Promotion Mgr. . . . . R. A. Dowling, Jr.  
 Publicity Director . . . . . R. A. Dowling, Jr.  
 Chief Announcer . . . . . Jack Hatcher  
 Musical Director . . . . . Jack Burgess  
 Chief Engineer . . . . . Bruce Joyner  
 Farm Editor . . . . . Tommy Underwood

## WIRB

**ENTERPRISE—1948**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . The Wiregrass Bcstg. Co.  
 Business Address . . . . . 200 N. Main St.  
 Partners . . . . . R. A. Dawling, Jr.;  
 Owens F. Alexander

## WULA

**EUFAULA—1948—ALA.**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Ala.-Ga. Bcstrs., Inc.  
 Address . . . . . Dothan Rd.  
 Phone Number . . . . . 745  
 News Service . . . . . UP  
 General Manager . . . . . M. M. Moulthrop  
 Commercial Manager . . . . . James T. Ownby  
 Chief Engrs. . . . . Hugh Chastain, Dige Bishop

## WJOI

**FLORENCE—1946—ABC-ALA.**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Florence Bcstg. Co., Inc.  
 Address . . . . . 850 S. Court St.  
 Phone Number . . . . . 401  
 Air Time . . . . . 8 a.m.-M.  
 Pres., Gen.-Sta. Mgr. . . . . Joe T. Van Sandt  
 Comm. Mgr. . . . . Oscar D. Lewis  
 Pgm. Dir., Produ. Mgr., Pub. Dir., Chief An-  
 nouncer, Musical Director . . . . . David E. Bigley  
 Chief Engineer . . . . . Pete Bingham  
 Farm Editor . . . . . Paul Shannon

## WMFT

**FLORENCE—1945—KBS-ALA.**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Tri-Cities Bcst. Co.  
 Bus. Add. . . . . 800 Cypress Mill Rd., P. O. Box 477  
 Phone Number . . . . . 42  
 Studio-Transmitter . . . . . 800 Cypress Mill Rd.  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated, World  
 Representative . . . . . Friedenberq  
 Membership . . . . . NAB  
 President . . . . . Milton S. Killen  
 Gen. Mgr. . . . . Franklin L. Bush  
 Prog. Dir. . . . . Evelyn R. Littlepage  
 Chief Announcer . . . . . William A. Mapes  
 Musical Dir. . . . . E. Y. Littlepage  
 Chief Engineer . . . . . Edwin R. Miller

**WGAD**

**GADSDEN—1946—MBS**

Frequency: 1350 Kc. Power: 1000 Watts  
 Owned-Operated By: Coosa Valley Bcstg. Co.  
 Bus. Studio Address: 817 Forrest Ave.  
 Phone Number: 5641  
 Transmitter Location: Atalla, Ala.  
 Air Time: 5:30 a.m.-M.  
 News Service: UP  
 Transcription Service: Thesaurus  
 Representative: Joseph Hershey McGillvra  
 Pres.: E. L. Roberts  
 Pres., Station, Comm. Mgr.: J. W. Buttram  
 Prog.-Prod. Dir.: Lee Blaine  
 Chief Announcer, Music Dir.: James Stewart  
 Chief Engineer: Col. J. C. Vessels

**WGNH**

**GADSDEN—1947—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: General Newspapers, Inc.  
 Bus. Studio Address: P. O. Box 347  
 Phone Number: 4535  
 Transmitter: 2000 Chestnut St.  
 Air Time: 6 a.m.-M.  
 News Service: INS  
 Transcription Service: World  
 Rep.: Burke, Kuipers & Mahoney, Inc.  
 Membership: NAB, BMB  
 Gen. Station Mgr.: Joel C. Robertson  
 Program Dir.: Marry Collins  
 Chief Announcer: Bob Foster

**WGWD**

**GADSDEN—1947**

Frequency: 570 Kc. Power: 1000 Watts d.  
 Owned By: G. W. Covington, Jr.  
 Operated By: Edwin H. Estes  
 Business Address: 1004 E. Broad St.  
 Phone Number: 6-6301  
 Transmitter Location: 4 1/2 mi. N.E. of Gadsden  
 Air Time: Local Sunrise-Local Sunset  
 News Service: UP  
 Transcription Service: Associated  
 Representative: Taylor-Borroll  
 Membership: NAB  
 President-Owner: G. W. Covington, Jr.  
 Gen. Station Mgr.: Edwin H. Estes  
 Commercial Mgr.: Cecil Weatherbee  
 Sales Prom. Mgr.: Maurice E. Shannon, Sr.  
 Pgm. Dir., Prod. Mgr.: Charles Pruitt  
 Publicity Director: Virginia Adams  
 Chief Engineer: Calvin Williamson

**WJBY**

**GADSDEN—1928**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Gadsden Bcstg. Co., Inc.

Address: 108 Broad Street  
 Phone Number: 6-3381-2  
 Transmitter Location: 108 Broad Street  
 Air Time: 6:30 a.m.-10 p.m.  
 News Service: A.P.  
 Transcription Service: Lang-Worth  
 Representative: Sears & Ayer  
 President: Bascom H. Hopson  
 Gen. Mgr., Pgm. Dir.: Beatrice Tate Benton  
 Comm. Mgr.: Sam A. Benton  
 Chief Engineer: Glen Nichols

**WGYV**

**GREENVILLE—1948**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Greenville Bcstg. Corp.  
 President: E. V. Stabler  
 Sec.-Treas.: Calvin Poole

**WBHP**

**HUNTSVILLE—1937  
 MBS-N. ALA.-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Wilton H. Pollard  
 Bus. Studio Address: 318 W. Clinton,  
 P. O. Box 770  
 Phone Number: 313  
 Transmitter Location: Athens Pike  
 Air Time: Unlimited  
 News Service: U.P.  
 Transcription Service: Keystone  
 Membership: NAB, BMB  
 Pres., Gen. Manager: Wilton H. Pollard  
 Station Mgr., Program Director,  
 Chief Engineer: William G. Harris  
 Com.-Sales Promotion Mgr.: Ruth Harris  
 Production Director: Dorothy Johnson  
 Chief Announcer: Dewey Webb  
 Musical Director: Glenn Slayton  
 Farm Editor: Jerry Giggs

**WFUN**

**HUNTSVILLE—1946—ALA. STATE**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Huntsville Bcstg. Co., Inc.  
 Address: 410 W. Holmes St.  
 Phone Number: 2424  
 Studio Transmitter Loc.: 410 W. Holmes St.  
 Air Time: 6 a.m.-M.  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Representative: Sears & Ayers  
 President: I. B. Fall, Jr.  
 Gen. Manager: John Garrison  
 Chief Announcer: Grady Reeves  
 Musical Director: Malcom Tate

**WHBS**  
**HUNTSVILLE—1946**  
**ABC-ALA-NORTH ALA.**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By...The Huntsville Times Co.  
 Business-Studio Address...207 W. Clinton St.  
 Phone Number.....2345  
 Transmitter.....N. Church St.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Membership.....NAB  
 General Mgr.....Jack Langhorne  
 Station Manager.....Dick Warner  
 Commercial Manager.....Don Smithe  
 Program Dir.....Paul Russell Bumgardner  
 Chief Announcer.....Don Fulton  
 Chief Engineer.....Ray Roberts

**WWWB**  
**JASPER—1946—KBS-MBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By.....Bankhead Bcstg. Co., Inc.  
 Operated By.....James E. Reese  
 Business Studio Address.....Bankhead-Long  
 Building  
 Phone Number.....100-200  
 Transmitter Location:.....W. 20th St.  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Friedenberg  
 Membership.....NAB  
 President.....W. W. Bankhead  
 General Manager.....James E. Reese  
 Musical Director.....Joseph L. Sartain, Jr.  
 Comm.-Sales Prom. Mgr.....Al Brooks  
 Pgm. Dir., Chief Ann.....Charles T. Metcalfe  
 Chief Engineer.....Wiley W. White

**WABB**  
**MOBILE—MBS**

Frequency: 1480 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Mobile Press Register  
 Business Address.....304 Government St.,  
 P. O. Box 1109  
 Phone Number.....2-2633  
 Air Time.....6 a.m.-M.  
 President.....R. B. Chandler  
 Vice President.....W. J. Hearin, Jr.  
 Gen. Mgr.....Louis Read  
 Program Director.....Anthony Leighton  
 News Dir.....Vernon L. Smith  
 Music. Dir.....William H. Ward  
 Chief Engineer.....William H. Murphree

**WALA**  
**MOBILE—1930—NBC**

Frequency: 1410 Kc. Power: 5000 Watts  
 Owned-Operated By.....Pape Bcstg. Co., Inc.

Bus.-Studio Address.....210 Government at  
 Joachim  
 Phone Number.....3-3756  
 Transmitter Location.....Tensas Bridgehead,  
 Baldwin County  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Headley-Reed  
 Membership.....NAB, BMB  
 President.....W. O. Pape  
 V.P., General Mgr.....H. K. Martin  
 Program Director.....Al Holman  
 Chief Engineer.....R. B. Hurley

**WKAB**

**MOBILE—1947—ALA. SPORTS**

Frequency: 840 Kc. Power: 1000 Watts d.  
 Owned-Operated By...Pursley Bcstg. Service  
 Business-Studio Address...354 St. Francis St.  
 Phone Number.....2-4561  
 Transmitter.....545 Donald St.  
 Air Time.....Local sunrise-local sunset  
 News Service.....INS  
 Transcription Service...Lang-Worth. Standard.  
 SESAC, MacGregor  
 Representative.....Donald Cooke  
 Membership.....NAB  
 Owners.....Claude & Louise Pursley  
 Gen. Station Manager...Louise P. Pursley  
 Comm.-Sales Mgr.....Claude L. Pursley  
 Pgm.-Prod. Dir.....Tom Jackson  
 Publicity Director.....Mary A. Sells  
 Chief Announcer.....Tom Jackson  
 Music Dir.....Stella M. Jackson  
 Chief Engineer.....Gene Miller

**WLAY**

**MUSCLE SHOALS CITY—1933**  
**KBS-MBS-NORTH ALA.**

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



**W K R G**

**MOBILE—1946—CBS**

Frequency: 710 Kc. Power: 1000 d.; 250 W. n.  
 Owned-Operated By.....Giddens & Rester  
 Business Address.....Telegraph Rd.  
 Phone Number.....2-8789  
 Studio-Transmitter.....Telegraph Rd.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Lang-Worth, Standard  
 Representative.....Adam J. Young, Jr.  
 Membership.....NAB  
 Owners.....T. J. Rester, Kenneth R. Giddens  
 Gen. Station Mgr.....F. E. Busby  
 Commercial Manager.....John Waller  
 Pgm. Dir., Chief Announcer.....Carl Haug  
 Chief Engineer.....Richard M. Cole  
 Pub. Dir., Farm Editor.....Harry McDonnell

**W M O B**

**MOBILE—1939—ABC**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....Nunn Bcstg. Corp.  
 Business-Studio Address.....458 Government St.  
 Phone Number.....2-4586  
 Transmitter Loc.....Stanton Rd. & Jackson Ave.  
 Air Time.....18 Hrs. Daily  
 News Service.....UP  
 Transcription Service.....Capitol, World  
 Representative.....Branham Co.  
 Membership.....NAB, BMB  
 President.....Gilmore N. Nunn  
 Gen.-Sta.-Comm.-Sales Prom. Mgr.....D. H. Long  
 Prog.-Prod. Dir.....Walter J. Millar  
 Chief Engineer.....Samford Helt

**W A P X**

**MONTGOMERY—1947—ABC**

Frequency: 1600 Kc. Power: 1000 Watts  
 Owned Operated By.....United Bcstg. Co., Inc.  
 Business, Studio Address.....116 Catoma St.  
 Phone Number.....3-7568  
 Transmitter Location.....North Ripley St.  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth, SESAC  
 Representative.....Walker Co.  
 Membership.....BMB  
 Pres., Gen.-Station Mgr.....Thomas E. Martin  
 Comm.-Sales Prom. Mgr.,  
 Pub. Dir.....Hoke Willford  
 Pgm. Dir., Prod. Mgr.....Dave Manners  
 Musical Director.....Cecil Mackey  
 Chief Engineer.....Owen Lehr

**W C O V**

**MONTGOMERY—1939—CBS**

Frequency: 1240Kc. Power: 250 Watts  
 Owned-Operated By.....G. W. Covington, Jr.

Business Address.....Exchange Hotel  
 Phone Number.....5781-2  
 Transmitter.....Narrow Lane Rd.  
 Air Time.....6:30 a.m.-11:05 p.m.  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....Taylor-Boroff  
 Membership.....NAB, BMB  
 Gen.-Station Mgr.....G. W. Covington, Jr.  
 Comm.-Sales Manager.....E. J. Duke  
 Pgm. Dir., Prod. Mgr.....Bill Steadman  
 Publicity Director.....W. L. Rowland  
 Chief Announcer.....Lee-Allan Ford  
 Chief Engineer.....W. D. Weatherly

**W J J J**

**MONTGOMERY—1948—MBS**

Frequency: 1170 Kc. Power: 10,000 Watts d.,  
 1000 n.  
 Owned-Oper. By.....Southern Bcstg. Co., Inc.  
 Business Address.....Montgomery, Ala.  
 Phone Number.....3-2237, 3-4471  
 Studio Address.....115½ Commerce St.  
 Transmitter Location.....Coosada Ferry Rd.  
 Air Time.....Unlimited  
 News Service.....INS  
 Transcription Service.....Capitol  
 Representative.....Weed  
 Membership.....NAB  
 Pres., Gen. Manager.....Joseph G. Mathews  
 Station Manager.....John C. Hughes  
 Commercial Manager.....Herbert A. McLendon  
 Program Director.....E. Caldwell Stewart  
 Chief Engineer.....A. Fred Wright

**W M G Y**

**MONTGOMERY—1946  
 ALA. STATE**

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Dixie Bcstg. Co.  
 Business-Studio Address.....2½ Dexter Ave.  
 Phone Number.....5425  
 Air Time.....Local sunrise-local sunset  
 News Service.....INS  
 Transcription Service.....World  
 Representative.....Robert Meeker  
 Membership.....NAB  
 President-Owner.....Dr. S. D. Suggs  
 General Station Mgr.....Thomas W. Sewell  
 Commercial Manager.....Eron B. Ingle  
 Prog.-Prod.-Pub. Dir.....Frank Monteleone  
 Chief Ann., Music Dir.,  
 Farm Editor.....Douglas Hassing  
 Chief Engineer.....John D. Lamar

**W S F A**

**MONTGOMERY—1930—NBC**

Frequency: 1440Kc. Power: 1000 Watts  
 Owned-Oper. By.....Montgomery Bcstg. Co., Inc.  
 Business Address.....P. O. Box 1031

# ALABAMA

Phone Number.....8361  
 Studio Address.....Jefferson Davis Hotel  
 Transmitter.....Narrow Lane Rd.  
 Air Time.....6 a.m.-11:05 p.m.  
 News Service.....AP  
 Transcription Service.....Thesaurus, Standard,  
 Cole  
 Representative.....Headley-Reed  
 Membership.....BMB  
 President.....Howard E. Pill  
 Asst. to Pres.....David E. Dunn  
 Local Sales Mgr.....Wm. W. Hunt  
 Nat'l. Adv. Sales Dir.....Julia Looney  
 Sales Mgr.....Howard E. Pill  
 Pgm.-Prod. Dir.....Lee Gooch  
 Publicity Director.....Alice Mayfield  
 Chief Announcer.....Charles Zemanh  
 Musical Director.....James Reed  
 Chief Engineer.....Cliff Shelkotsky

## W J H O

### OPELIKA—1940—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned Oper. By.....Opelika-Auburn Bcstg. Co.  
 Business Studio Address.....1400 Auburn Rd.  
 Phone Number.....712  
 Transmitter.....1400 Auburn Rd.  
 Air Time.....6:15 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Standard, SESAC  
 Membership.....NAB, BMB  
 Gen.-Station-Comm.-Sales  
 Promotion Manager.....F. Marion Hyatt  
 Program Director.....Lowell E. Takles  
 Musical Director.....Fred Digesu  
 Chief Engineer.....James S. Farrior, Jr.

## W G W C

### SELMA—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Capitol Bcstg. Co.  
 Transmitter-Studio-Business  
 Address.....Birmingham Hwy.  
 Phone Number.....2746-7  
 Air Time.....Unlimited  
 News Service.....INS  
 Transcription Service.....Thesaurus  
 Representative.....Taylor-Borroff  
 Membership.....NAB, FMA  
 President-Owner.....G. W. Covington, Jr.  
 Gen.-Comm. Mgr.....Percy Elliott  
 Prog. Dir., Chief Engineer.....John Townshend

## W H B B

### SELMA—1935—MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Selma Bcstg. Co., Inc.  
 Business-Studio Address.....209 Washington St.  
 Phone Number.....1233  
 Transmitter Location.....Edgewood

Air Time.....Unlimited  
 President.....B. H. Hopson  
 General-Station Manager.....Julien Smith, Jr.  
 Sales Promotion.....Erin Reynolds  
 Program Director.....Cayce Jones  
 Publicity Director.....Julia Craig Miller  
 Chief Engineer.....T. F. Kelly, Jr.

## W F E B

### SYLACAUGA—1945—MBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Alabama Bcstg. Co.  
 Business-Studio Address.....527 North Broadway  
 Phone Number.....160  
 Transmitter Location.....527 North Broadway  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....UP  
 Membership.....NAB  
 President.....E. E. Forbes, Sr.  
 Station Mgr., Prog.-Prod.-Pub.  
 Director.....R. P. Brett  
 Comm.-Sales Prom. Mgr.....C. J. Weber  
 Chief Engineer.....H. E. Pehworth

## W M L S

### SYLACAUGA—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Marble City Bcstg. Co.  
 Address.....Sylacauga  
 Phone Number.....1220  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 President, Chief Eng.....James S. Stowers, Jr.  
 General Manager.....Curtis O. Liles  
 Commercial Mgr.....Henry J. Darden, Jr.  
 Program Director.....Edward J. Smith

## W H T B

### TALLADEGA—1945—MBS-ALA-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Voice of Talladega, Inc.  
 Business-Studio Address.....Goldberg & Lewis  
 Bldg.  
 Phone Number.....3733  
 Transmitter Location.....Sylacauga Hwy.  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....Standard, Keystone  
 Membership.....NAB, BMB  
 Gen.-Station-Comm. Mgr.....R. A. Davidson  
 Program Director.....Lillian S. Davidson  
 Production Director.....Bill Smith  
 Traffic Director.....Willard Coker  
 Chief Engineer.....Lester Fisher

## W T B F

### TROY—1946—MBS-ALA-KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....TroyBcstg. Corp.

. . . **ALABAMA-ARIZONA** . . .

Business Address.....Troy, Ala.  
 Phone Number.....980-1  
 Transmitter.....Troy, Ala.  
 Air Time.....6:30 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....World, Keystones,  
 SESAC  
 Representative.....Continental Radio Sales  
 Membership.....NAB, BMB  
 President.....J. Roy Crow  
 Gen.-Station Mgr.....William C. Needham  
 Comm. Mgr.....J. L. Brule  
 Pgm. Dir.....Jesse Jordan  
 Chief Engineer.....Joe W. Gilchrist

## W J R D

**TUSCALOOSA—1936**

Frequency: 1150 Kc.....Power: 5000 Watts d;  
 1000 Watts n  
 Owned Operated By.....Jamse R. Doss, Jr.  
 Bus. Studio Add.....First National Bank Bldg.  
 Phone Number.....4464  
 Transmitter Location.....Northport, Ala., Off  
 Byler Rd.  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World, Capitol

Representative.....Walker  
 Membership.....NAB  
 Owner, Gen.-Station Mgr.....James R. Doss, Jr.  
 Comm. Mgr.....J. E. Reynolds  
 Pgm., Musical Director.....Mrs. J. R. Doss, Jr.  
 Prod. Dir.....Dorothy Slote  
 Chief Announcer.....Paul Raymon  
 Chief Engineer.....Lee Rector

## W T B C

**TUSCALOOSA—1946—MBS-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned By.....Tuscaloosa Bcstg. Co.  
 Operated By.....Bert Bank, T. H. Todd, Jeff  
 Coleman, Lamar Branscomb  
 Business-Studio Address.....City Hall Bldg.  
 Phone Number.....5523  
 Transmitter Location.....15th St., across from  
 Forest Lake  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative:.....Sears & Ayer  
 Membership.....NAB  
 General Station Manager.....Bert Bank  
 Commercial Manager.....W. T. Forrester  
 Program Director.....V. King  
 Chief Engineer.....T. H. Todd

# ARIZONA

*Estimated Population 664,000—Increase +32.9%—Radio Homes 161,700  
 Total Families 172,800—Stations in State 20*

## K S U N

**BISBEE—1933—CBS-ARIZ. NET.**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Carlton W. Morris  
 Bus.-Studio-Transmitter Address.....P. O. Drawer  
 C. Lowell Station  
 Phone Number.....9  
 Air Time.....6:30 a.m.-11:30 p.m.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....John Blair  
 Membership.....NAB, BMB  
 Gen.-Station Mgr.....Carleton W. Morris

## K C K Y

**COOLIDGE—1948**

**MBS-DON LEE-ARIZ. NET.**

Frequency: 1150 Kc.....Power: 1,000 Watts  
 Owned-Oper. By.....Gila Bcstg. Co., Inc.  
 Business Address.....Studio Theatre Bldg.  
 Phone Number.....355-6  
 Studio Address.....Coolidge, Ariz.  
 Transmitter Location.....Chandler Rd.  
 Air Time.....5:30 a.m.-M.  
 News Service.....UP

Transcription Service.....Associated  
 Representative.....George C. Hollingsbery  
 Membership.....NAB  
 President.....Louis F. Long  
 General Manager.....Paul Merrill  
 Station Manager.....Bill Parady  
 Comm.-Sales Prom. Mgr.....Pete Dillman  
 Prog. Dir., Chief Announcer.....Art Arnold  
 Prod.-Musical Dir.....Jim Fisk  
 Chief Engineer.....Wayne Fernyhaugh  
 Farm Editor.....Joe Sutton

## K A W T

**DOUGLAS—1946  
 NBC-ARIZ. BCSTG.**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Carleton W. Morris  
 Business Address.....Box 1118  
 Phone Number.....173  
 Studio-Transmitter.....Douglas, Ariz.  
 Air Time.....6:30 a.m.-11:15 p.m.  
 News Service.....AP, UP  
 Transcription Service.....Associated  
 Representative.....Paul H. Raymer  
 Membership.....NAB, BMB  
 President-Owner.....Carleton W. Morris

Gen. Sta. Mgr., Prod. Dir. . . . . John King  
 Prom. Mgr., Prog.-Pub. Dir.,  
 Farm Editor. . . . . Lee Boner  
 Chief Announcer. . . . . Tom Brooks  
 Chief Engineer. . . . . Justin KIllness

## KWRZ

FLAGSTAFF—1947—ARIZ. NET.

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Grand Canyon Bcstg. Co.  
 Bus.-Studio Add. . . . . 220 E. Birch, P. O. Box 519  
 Phone Number . . . . . 899  
 Transmitter. . . . . One Mi. S. Flagstaff, Hway. 89  
 Air Time . . . . . 7 a.m.-10 p.m.  
 News Service. . . . . UP  
 Transcription Service. . . . . Lang-Worth, World  
 Representative . . . . . John Blair  
 President-Owner . . . . . James L. Stapleton  
 Acting Gen.-Sta. Mgr.,  
 Program Director. . . . . Mark A. Sapp  
 Comm.-Sales Prom. Mgr. . . . . Hoyett L. Martin  
 Prod. Dir., Chief Announcer. . . . . Jack F. Murphy  
 Publicity Director. . . . . Mel T. Patch  
 Musical Director. . . . . Louella Pulliam  
 Chief Engineer. . . . . Harry L. Woodley

## KRUX

PHOENIX-GLENDALE—1947

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Gene Burke Brophy  
 Bus. Address. . . . . 615 N. Central Ave., Phoenix  
 Phone Number. . . . . 2-2371  
 Studio-Transmitter Add. . . . . Grand Ave.,  
 Glendale  
 Air Time . . . . . Unlimited  
 News Service. . . . . UP  
 Transcription Service. . . . . Standard, Associated  
 Representative . . . . . William G. Rambeau  
 Membership . . . . . NAB  
 President-Owner. . . . . Gene Burke Brophy  
 Comm. Mgr. . . . . Jack Gregory  
 Music Dir. . . . . Ken Davidson  
 Chief Engineer. . . . . Marvin Edwards

## KWJB

GLOBE—1938—NBC-ARIZ. BCSTG.

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . Gila Bcstg. Co., Inc.  
 Business Address. . . . . Box 2343  
 Phone Number . . . . . 41  
 Transmitter-Studio Location. . . . . S. Globe, Ariz.  
 Air Time. . . . . 6:45 a.m.-11 p.m.  
 News Service. . . . . AP, INS  
 Transcription Service. . . . . Standard-Capitol  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . BMB  
 President. . . . . Louis F. Long  
 (c/o KGLU, Safford)  
 General Manager. . . . . Paul Merrill  
 Station Manager. . . . . Willard Shoecraft  
 Commercial Manager. . . . . John D. Sectar, Jr.  
 Chief Engineer. . . . . Ted Thompson

## KTYL

MESA—1947—KBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned Oper. By. . . . . Sun Valley Bcstg. Co., Inc.  
 Business-Studio Address. . . . . Chandler Rd.  
 Phone Number. . . . . Mesa 903  
 Transmitter Location. . . . . Hway. 89  
 Air Time . . . . . Unlimited  
 News Service. . . . . UP  
 Transcription Service . . . . . Standard  
 President . . . . . Howard Roberts  
 General Manager. . . . . Dwight Harkins  
 Commercial Mgr. . . . . Leonard Bradshaw  
 Program Director. . . . . James Murdock  
 Chief Engineer. . . . . William Harrison

## KNOG

NOGALES—1948

MBS-DON LEE-ARIZ. NET.

Frequency: 1340 Kc. . . . . Power: 270 Watts  
 Owned-Operated By. . . . . Border Bcstg. Co., Inc.  
 Bus.-Studio-Transmitter Address. . . . . Rancho  
 Grande Hotel  
 Phone Number . . . . . 770  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Gene Grant  
 President . . . . . Robert Marcus  
 Station Manager. . . . . Samuel Marcus  
 Chief Engineer. . . . . Clifford Baker

## KOOL

PHOENIX—1947

MBS-DON LEE-ARIZ. NET.

Frequency: 960 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By. . . . . Maricopa Bcasters., Inc.  
 Business-Studio Address. . . . . Adams Hotel  
 Phone Number . . . . . 2-1748  
 Transmitter. . . . . Chicago & McDowell Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service. . . . . Lang-Worth, MacGregor  
 Representative . . . . . George P. Hollingbery  
 Membership . . . . . NAB  
 President . . . . . Gene Autry  
 Gen.-Station Mgr. . . . . Charles H. Garland  
 Comm.-Sales Prom. Mgr. . . . . Miles Reed  
 Program Director. . . . . Victor Lundberg  
 Prod.-Musical Dir. . . . . Jack Lund  
 Publicity Director. . . . . Larry Jonas  
 Chief Announcer. . . . . Gil Lee  
 Chief Engineer. . . . . Selwin Kirby

## KOY

PHOENIX—1922—CBS-ARIZ. NET.

Frequency: 550 Kc. . . . . Power: 5000 d.; 1000 n.  
 Owned-Oper. by. . . . . Salt River Valley Bcstg. Co.

Business Studio Address. 836-838 N. Central Ave., P. O. Box 2671  
 Phone Number .....4-4144  
 Transmitter.....12th St. & Camelback Rd.  
 Air Time .....6 a.m.-M.  
 News Service.....Transradio; UP  
 Transcription Service.....Associated, World  
 Representative.....John Bladr  
 Membership.....NAB, BMB  
 Pres., Comm. Mgr.....John L. Hogg  
 Gen. Station Mgr.....Albert D. Johnson  
 Sales Prom. Mgr., Pub. Dir.....George A. Loonby  
 Program Director.....John R. Williams  
 Production Mgr.-Chief Announcer.....Bill Lester  
 Musical Director.....Alfred Becker  
 Chief Engineer.....Clifford R. Miller  
 Farm Editor.....Ernest Douglas

## KPHO

PHOENIX—1940—ABC

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Phoenix Bcstg., Inc.  
 Business-Studio Address.....Adams Hotel Bldg.  
 Phone Number .....4-7367  
 Transmitter Location.....2400 W. Buckeye Rd.  
 Air Time .....5:45 a.m.-M.  
 News Service.....INS  
 Transcription Service.....Lang-Worth  
 Membership.....NAB  
 President, General Mgr.....Rex Schepp  
 Commercial Manager.....Frank L. Orth  
 Prog.-Pub.-Music Dir.....William Reddick  
 Chief Engineer.....Cliff Baker

## KTAR

PHOENIX—1922—NBC-ARIZ. BCSTG.

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

## KYCA

PRESCOTT—1940  
 NBC-ARIZ. BCSTG.

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Southwest Bcstg. Co.  
 Business-Studio Address.....E. Gurley St.  
 Phone Number .....244  
 Transmitter.....E. Gurley St.  
 Air Time.....6:30 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....Standard, Thesaurus  
 Representative.....Paul H. Raymer  
 Membership.....NAB, BMB  
 Pres., Gen. Comm. Mgr.....Harold Ritter  
 Program Director.....Roberta M. Pflster  
 Publicity Director.....Marcia Gates  
 Chief Engineer.....George Eitel

## KGLU

SAFFORD—1938  
 NBC-ARIZ. BCSTG.

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Gila Bcstg. Co.  
 Business-Studio Address.....1218 Sixth Ave.  
 Phone Number .....15  
 Transmitter.....E. Lone Star, Highway 70  
 Air Time.....Unlimited  
 News Service.....AP, INS, UP  
 Transcription Service.....World  
 Representative.....Paul H. Raymer  
 Membership.....BMB  
 President.....Louis F. Long  
 General Manager.....Paul Merrill  
 Station Mgr., Prog.-Music. Dir.....Lester McBride  
 Commercial Manager.....Edward E. Furman  
 Sales Promotion Manager.....G. H. Paul  
 Production Director.....Otis E. Whelan  
 Pub. Dir., Chief Ann.....Edward M. Sterling  
 Chief Engineer.....W. Herbert Hartman  
 Farm Editor.....Eric Manola

## KCNA

TUCSON—1947  
 MBS-DON LEE-ARIZ.

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Catalina Bcstg. Co.  
 Business-Studio Address.....1511 E. 16th St.,  
 Box 2348  
 Phone Number .....2-4664  
 Transmitter.....1511 E. 16th St.  
 Air Time.....6 a.m.-12 M.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....George P. Hollingsbery  
 President.....Erskine Caldwell  
 Station Manager.....Wayne Sanders  
 Sales Manager.....Harry Chambers  
 Program Director.....Ray Helgesen  
 Chief Engineer.....W. J. Karpisek

# K O P O

TUCSON—1946—ABC

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Old Pueblo Bcstg. Co.  
Business-Studio Address: 115 W. Drachman St.

Phone Number: 1752-3  
Transmitter: 115 W. Drachman St.  
Air Time: Unlimited  
News Service: AP  
Transcription Service: MacGregor  
Representative: Homer-Griffith  
Membership: NAB  
President: Harold Tourea, Jr.  
General-Station Manager: E. S. Mittendorf  
Commercial Manager: Paul Plunkett  
Sales Prom. Mgr.: S. J. Kossack, Jr.  
Prog. Dir., Chief Announcer:

Farm Editor: Bus Williams  
Production Director: Matt Lemen  
Publicity Director: B. Anderson  
Chief Engineer: Vernard Cimmylotti

# K T U C

TUCSON—1929—CBS-ARIZ. NET.

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: Tucson Bcstg. Co.  
Business-Studio Address: 900 E. Broadway,  
P. O. Box 390

Phone Number: 1400  
Transmitter: 900 E. Broadway  
Air Time: 6 a.m.-M.  
News Service: UP  
Transcription Service: World, Cole, SESAC  
Representative: John Blair  
Membership: NAB, BMB  
Pres., Gen-Sta. Mgr.: Lee Little  
Commercial-Sales Promotion

Manager: George Bradley  
Business Mgr.: John Crowley  
Program-Musical Director: Gerry O'Brien  
Production-Chief Announcer: Scelt Henderson  
Chief Engineer: Cliff Livingston

# K V O A

TUCSON—1929—NBC-ARIZ. BCSTG.

Frequency: 1290 Kc. Power: 1000 Watts  
Owned-Operated By: Arizona Bcstg. Co., Inc.  
Business-Studio Address: 48 E. Broadway,  
P. O. Box 2911

Phone Number: 3703  
Transmitter Location: 10th and Lee Streets  
Air Time: 8:55 a.m.-12:30 a.m.  
News Service: AP  
Transcription Service: Thesaurus, Standard,  
Capitol

Representative: Paul H. Raymer  
Membership: NAB, BMB  
General Manager: R. B. Williams

Business Mgr.: Harper M. Phillips  
Sales Promotion Mgr.: Fred J. Gerletti  
Program Director: Ben L. Slack, Jr.  
Production Manager: Jean T. Lely  
Chief Announcer: George T. Callison  
Chief Engineer: Ray H. Holsclaw

# K Y S C

YUMA—1948

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

# K Y U M

YUMA—1940—NBC-ARIZ. BCSTG.

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Yuma Bcstg. Co.  
Business Address: 1901 1st St.  
Phone Number: 88  
Transmitter-Studio Location: 1901 1st St.  
Air Time: Unlimited  
Transcription Service: Capitol, Thesaur  
Representative: Paul H. Raymer  
Membership: NAB, BMB  
President: R. N. Campbell  
General Manager: Ray C. Smucker  
Commercial Manager: Roy L. Jorgensen  
Program Director: Paul W. Dawson  
Musical Director: Don Metcali  
Chief Engineer: Leavenworth Wheeler

Howard E. Pill, President,  
Radio Station WSFA, Mont-  
gomery, Ala.: "I came into  
radio business from news-  
paper business — and THE  
ASSOCIATED PRESS has  
been regarded as tops by me  
ever since my first job as a  
cub reporter more than 25  
years ago."

# ARKANSAS

Estimated Population 1,925,000—Increase —1.3%—Radio Homes 430,600  
Total Families 512,500—Stations in State 27

## KVRC

ARKADELPHIA—1947—MBS

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

## KLCN

BLYTHEVILLE—1922—ARK-LION

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Operated By Harold L. Sudbury  
Address Sudbury Bldg.  
Phone Number 2093  
Studio Address Sudbury Bldg.  
Transmitter Location E. Highway 18  
Air Time Daytime  
News Service AP  
Transcription Service Capitol, Lang-Worth  
Representative John E. Pearson  
Membership BMB, FMA  
Gen.-Sta.-Comm. Mgr. Harold L. Sudbury  
Sales Manager J. T. Sudbury  
Production Director Kyle Lambert  
Chief Engineer Marion Skinner

## KAMD

CAMDEN—1946  
MBS-KBS-RAZORBACK

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Camden Radio, Inc.  
Business Address P. O. Box 5859  
Phone Number 6-791-2  
Transmitter-Studio Location So. California St.  
Air Time 6:30 a.m.-11 p.m.  
News Service AP  
Transcription Service Keystone, SESAC  
Membership NAB, BMB  
President Walter E. Hussman  
General Manager Frank O. Myers  
Station Manager David Crockett  
Commercial Manager James Blaine  
Prog. Dir., Chief Announcer Cal Carter  
Production Director Rene Hamm  
Chief Engineer Dorris C. Hunter

## KELD

EL DORADO—1935  
ABC-ARK., RAZORBACK, LION  
Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By Radio Enterprises, Inc.  
Business-Studio Address Home Finance Bldg.  
Phone Number 1313  
Transmitter Location Country Club Colony  
Air Time 6 a.m.-11:30 p.m.  
News Service AP  
Transcription Service World  
Representative Continental Radio Sales  
Membership NAB  
President W. N. McKinney  
Vice President Gen.-Station-Sales  
Manager Leon M. Sipes  
Publicity Dir., Comm. Mgr. J. R. Duerson  
Program Director, Production  
Manager W. N. McKinney  
Musical Director Martha Wood  
Chief Engineer John Long  
Farm Editor Charles Clifton

## KGRH

FAYETTEVILLE—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Fayetteville Bcstg. Co.  
Business Address 922 Leverett St.  
Phone Number 862  
Transmitter Location 922 Leverett St.  
Air Time 5:30 a.m.-11 p.m.  
News Service AP  
Transcription Service Standard  
Membership NAB  
Representative Ra-Tel Reps.  
General Manager Fred J. Stevenson  
Commercial Manager Jeff Lynch  
Program Director Al Rowe  
Chief Engineer George Dotson  
Chief Announcer Pat Perrin  
Music Director Steve Starwyck

## KFSA

FORT SMITH—1946—ABC

Frequency: 950 Kc. Power: 1000 Watts d.;  
500 Watts n.  
Owned-Oper. By Southwestern Pub. Co.  
Business Address 920 Rogers Ave.  
Phone Number 3126  
Transmitter Location 360 Wheeler Ave.  
Air Time Unlimited  
News Service UP  
Transcription Service Lang-Worth  
Representative Taylor-Boroff  
Membership NAB, BMB  
President Donald W. Reynolds  
Gen. Mgr. Karl Lambertz  
Chief Engineer Robert Platt, Jr.

• • • **ARKANSAS** • • •

**KFPW**

**FORT SMITH—1930**

**MBS-RAZORBACK ARK.**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By .....Southwestern  
Hotel Co.

Address.....2917 Rogers Ave.  
Phone Number .....4105  
Studio Addresses.....2917 Rogers Ave.,  
1213 Garrison Ave.

Transmitter Location.....Albert Pike  
& Kelley Highway

Air Time .....Unlimited  
News Service .....UP, AP  
Transcription Service .....World  
Representative .....Walker

Membership .....NAB, BMB  
Pres., Gen. Manager.....John A. England  
Station Mgr., Farm Editor.....J. E. Garner  
Comm.-Sales Prom. Mgr.....Al Godwin  
Program-Musical Dir.....Dorothy Gibson  
Production Director.....Afton Blake  
Publicity Director.....J. E. Garner  
Chief Announcer.....J. F. Hendrix  
Chief Engineer.....Willard E. Kunkel

**KWHN**

**FORT SMITH—1947**

Frequency: 1320 Kc.....Power: 5000 Watts  
Owned-Operated By...KWHN Bcstg. Co. Inc.  
Business-Studio Address.....421-423 Garrison  
Ave.

Phone Number .....8967-8  
Transmitter Location.....End of Plum St.  
Air Time .....Unlimited  
News Service .....AP  
Transcription Service.....Capitol, Associated  
Representative.....John E. Pearson  
Membership .....NAB, BMB  
President .....Allen Whiteside  
Sec. & Treas.....H. S. Nakdimen  
Comm. Mgr.....Jimmy Jones  
Chief Engineer .....Bruce Dennis

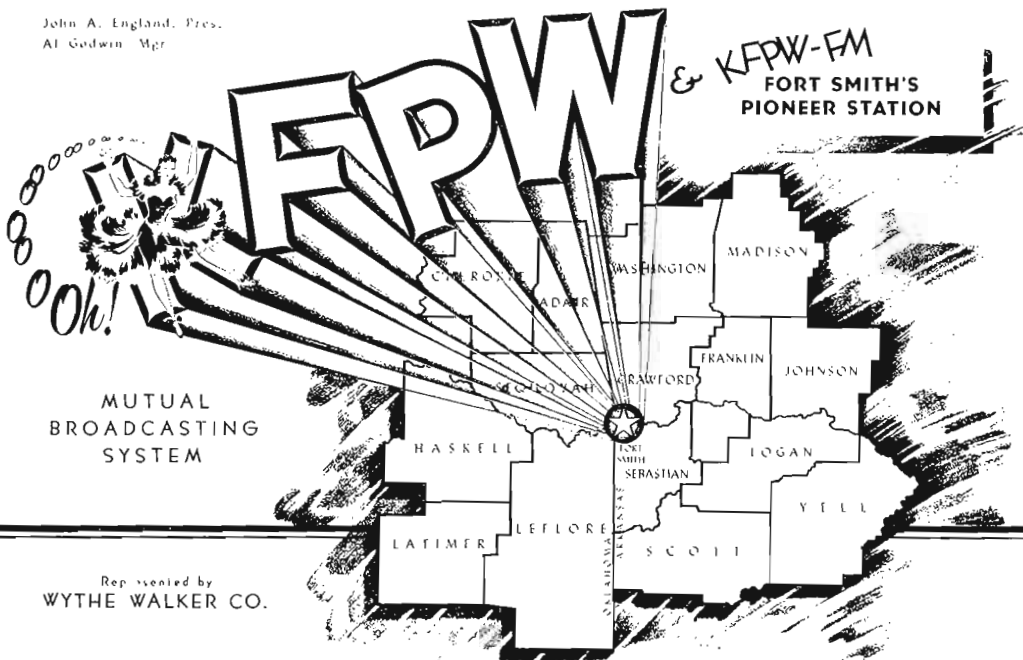
**KHOZ**

**HARRISON—1946**

**MBS-RAZORBACK-OZARK-ARK.**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...Harrison Bcstg. Corp.  
Business-Studio-Transmitter  
Address.....Radio City Addition

John A. England, Pres.  
Al Godwin, Mgr





# A R K A N S A S

Phone Number .....840  
 Air Time .....Unlimited  
 News Service .....UP  
 Transcription Service.....Standard, SESAC  
 Representative.....Burke, Kuipers & Mahoney  
 Membership .....NAB  
 President.....Roy Milum, Sr.  
 Gen.-Sta.-Comm. Mgr., Robert S. Wheeler, Jr.  
 Sales Promotion Mgr., Tom Longfellow  
 Prog.-Prod. Dir., Chief Ann., Jimmie Jobs  
 Publicity Director.....Judd Wilson  
 Musical Dir., Chief Engineer.....Don Causey  
 Farm Editor.....Leon Shaddox

## K F F A

HELENA—1941—MBS-KBS

Frequency: 1360 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Helena Bcstg. Co.  
 Business-Studio Address.....215 York St.  
 Phone Number.....Main 58-9  
 Transmitter Location.....Stringtown Rd.,  
 W. Helena  
 Air Time.....6 a.m.-M.  
 News Service .....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Continental Radio Sales  
 Membership .....NAB, BMB  
 Pres., Sta. Mgr., Sam W. Anderson  
 Comm. Mgr., Farm Editor.....Ted Woods  
 Sales Mgr., Prog.-Prod.-Publicity  
 Director.....George Cline  
 Chief Announcer, Musical Dir., Joe Nearns  
 Chief Engineer.....Aubrey Dekker

## K X A R

HOPE—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Hope Bcstg. Co.  
 Business Address.....P. O. Box 398  
 Phone Number .....508  
 News Service .....AP  
 Transcription Service.....Lang-Worth  
 President.....A. H. Washburn  
 Gen. Mgr., Chief Engineer.....L. B. Tooley  
 Program Director.....George Frazier

## K T H S

HOT SPRINGS—1924—ABC

Frequency: 1090 Kc...Power: 10,000 D, 1,000 N  
 Owned By...Times Publishing Company, Ltd.  
 Operated By.....Radio Broadcasting, Inc.  
 Business-Studio Address.....135 Benton Street  
 Phone Number .....1160-1  
 Transmitter Location.....Route 2  
 Air Time.....6 a.m.-M.  
 News Service .....UP

Transcription Service.....Lang-Worth  
 Representative.....Branham  
 Membership .....NAB, BMB  
 President-Owner.....John D. Ewing  
 General Manager.....John J. Wolever, Jr.  
 Commercial Manager.....Ed. C. Appller  
 Program Director.....J. F. Farber  
 Chief Announcer.....William S. Bailey  
 Musical Director.....Harry Lockhart  
 Chief Engineer.....Cecil L. Suitt

## K W F C

HOT SPRINGS—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Clyde E. Wilson  
 Business-Studio Address.....Malco Building  
 Phone Number .....412-3  
 Transmitter Location.....Malco Bldg.  
 Air Time.....6:30 a.m.-11 p.m.  
 News Service .....AP  
 Representative.....Sears & Ayers  
 Membership .....NAB, BMB  
 President-Owner.....Clyde E. Wilson  
 General-Station Manager.....Bob Choate  
 Comm. Mgr.....L. J. Dickon  
 Chief Engineer.....Tom Willson

## K B T M

JONESBORO—1930—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Regional Bcstg. Co.  
 Business-Studio Address.....KBTM Bldg., 603  
 Madison St.  
 Phone Number .....5597  
 Transmitter Location.....Route No. 4  
 Air Time.....6:00 a.m.-11 p.m.  
 News Service .....AP  
 Transcription Service.....World, SESAC  
 Membership .....NAB, BMB  
 Pres., Gen.-Station Mgr.....Jay P. Beard

## K A R K

LITTLE ROCK—1928

NBC-SOUTHCENTRAL QUAL.-ARK.

Frequency: 920 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Arkansas Radio and  
 Equipment Co.  
 Business-Studio Address.....Radio Center, 114  
 East Capitol Ave.  
 Phone Number.....LD 99  
 Transmitter Location.....Hiway 67, Jackson  
 Blvd., North Little Rock  
 Air Time.....Unlimited

• • • **ARKANSAS** • • •

News Service.....AP, UP  
 Transcription Service.....Standard  
 Representative.....Edward Petry  
 Membership.....NAB, BMB  
 Owner.....T. H. Barton  
 Gen.-Station Mgr.....G. E. Zimmerman  
 Commercial Manager.....Julian F. Haas  
 Prog.-Music Director,  
 Production Manager.....Douglas J. Romine  
 Sales Mgr. Pub. Dir.....A. C. Dowden  
 Chief Engineer.....Dan L. Winn

**KGHI**

**LITTLE ROCK—1927—ABC**

Frequency: 1250 Kc....Power: 1000 Watts d:  
 500 Watts n.  
 Owned-Operated By.....KGHI Bcstg. Service  
 Address.....Union Life Insurance Bldg., 306 W.  
 3rd St.  
 Phone Number.....9166  
 Transmitter Location.....Cantrell Rd.  
 Air Time.....5:30 a.m.-M.  
 Representative.....George P. Hollingbery  
 General Manager.....S. C. Vinsonhaler  
 Commercial Manager.....D. R. Corbett

**KLRA**

**LITTLE ROCK—1928—CBS**

Frequency: 1010 Kc...Power: 10,000 Watts D,  
 5,000 Watts N  
 Owned-Oper. By.....Arkansas Bcstg. Co.  
 Business-Studio Address.....Gazette Bldg.  
 Phone Number.....2-5427  
 Transmitter Location..On Highway 70, 7 Mi.  
 E. of Little Rock  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service..Lang-Worth, Thesaurus  
 Representative.....Taylor-Boroff  
 Membership.....NAB, BMB  
 President.....J. N. Heiskell  
 General Manager.....Ed Murphy  
 Program Director.....Harris Owen  
 Chief Engineer.....Kermit F. Tracy  
 Farm Editor.....Deno Nichols

**KVLC**

**LITTLE ROCK—1948**

Frequency: 1050 Kc....Power: 1000 Watts d.  
 Owned-Operated By..Southwestern Bcstg. Co.  
 Bus.-Studio Address.....527 Pyramid Bldg.  
 Phone Number.....5-5321  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Forjoe  
 President.....A. Bensky

General Manager.....Leonard Coe  
 Commercial Manager.....Bob Harrison  
 Program Director.....David Donovan  
 Promotion Mgr.....Clovis Copeland  
 Chief Engineer.....O. E. Kelly

**KVMA**

**MAGNOLIA—1948**

Frequency: 630 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Magnolia Bcstg. Co.  
 Address.....McKay Bldg.  
 President.....J. Rushton  
 V.P.'s.....Dr. J. H. & Loon J. Wilson  
 General Manager.....Lewis Byrne  
 Commercial Manager.....Bill Humbert

**KXLR**

**LITTLE ROCK—1946**  
**MBS-RAZORBACK**

Frequency: 1450 Kc....Power: 250 Watts  
 Owned-Oper. By.....Ark. Airwaves Co.  
 Business Address.....217 E. Third St.  
 Phone Number.....(Studio) 2-2155  
 (Office) 4-8928  
 Studio-Transmitter Address..Cotton Belt Bldg.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Capitol, Standard  
 Representative.....Burke, Kuipers & Mahoney  
 Membership.....NAB  
 President.....John F. Wells  
 General Manager.....Emil J. Pouzar  
 Farm Editor.....Bobbie Forster  
 Chief Engineer.....Earl H. Butler

**KDRS**

**PARAGOULD—1947**  
**KBS-RAZORBACK**

Frequency: 1490 Kc....Power: 250 Watts  
 Owned-Operated By...Progressive Bcstg. Co.  
 Address.....Box 491  
 Phone Number.....627  
 Transmitter Location.....½ mile East of  
 Paragould, Highway 25  
 Air Time.....6 a.m.-10 p.m.  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Continental Radio Sales  
 Membership.....NAB  
 Gen.-Comm. Manager.....Ted Rand  
 Program Director.....Ray Dexter  
 Chief Announcer.....Claude Roper  
 Business Manager.....T. M. Self  
 Chief Engineer.....J. E. Douglas  
 Farm Editor.....Bill Driskell

• • • **ARKANSAS** • • •

**K C L A**

**PINE BLUFF—1947—RAZORBACK**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Radio Engineering Service  
Bus.-Studio-Transmitter  
Address 2900 West 28th  
Phone Number 1900  
Air Time Unlimited  
News Service AP  
Transcription Service World  
Sta. Mgr., Prog. Dir. Kenneth Kesterson  
Commercial Manager Clyde Martin, Sr.  
Chief Engineer Charles Penix

Owned-Operated By KUAO, Inc.  
Business-Studio Address Siloam Springs  
Phone Number 77  
Transmitter Location Siloam Springs  
Air Time 6 a.m.-Local Sunset  
News Service UP  
Transcription Service World, SESAC  
Representative Rural Radio  
Membership NAB, BMB, FMA  
President John E. Brown, Sr.  
Gen.-Station Manager Storm Whaley  
Program Director Ralph Kennedy  
Asst. Manager Clinton Fowler  
Chief Engineer Cecil E. Smith  
Farm Editor Charles E. Hoke

**K O T N**

**PINE BLUFF—1934—MBS-KBS-ARK.**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By Universal Bcstg. Corp  
Bus.-Studio-Transmitter  
Address 505½ Main St., Box 957  
Phone Number 721  
Air Time Unlimited  
News Service AP  
Transcription Service Thesaurus, Keystone, Cole  
Membership NAB  
Pres., Gen. Mgr. B. J. Parrish  
Asst. Mgr. R. W. Etter  
Commercial Manager Joe L. Wallace  
Program Director Lois Sloan

**K W A K**

**STUTT GART—1948  
MBS-RAZORBACK**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Stuttgart Bcstg. Corp.  
Business Address 1818 S. Buerkle St.,  
Box 271  
Phone Number 842  
Studio-Transmitter Address 1818 S. Buerkle  
Air Time 5:30 a.m.-M.  
News Service UP  
Transcription Service Capitol  
Representative Burke, Kuipers & Mahoney  
President Beloit Taylor  
Gen.-Station Manager Melvin P. Spann  
Commercial Manager Skip Landen  
Program Director Carroll Lee  
Chief Engineer Jack Warden

**K X R J**

**RUSSELLVILLE—1946—MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By The Valley Bcstrs., Inc.  
Business Address Russellville  
Phone Number 299-786  
Studio-Transmitter Address Russellville  
Air Time 6 a.m.-11 p.m.  
News Service AP  
Transcription Service Capitol, Keystone  
Membership NAB, BMB  
Pres., Sta. Mgr. Jerrell A. Shepherd  
Commercial Manager R. L. McCarrell  
Chief Announcer James Lipsey  
Chief Engineer William Sneed

**K W E M**

**WEST MEMPHIS—1947**

Frequency: 990 Kc. Power: 1000 Watts d.  
Owned-Oper. By West Memphis Bcstg. Corp.  
Business-Studio Address 229 Broadway  
Phone Number Memphis 80518,  
W. Memphis 463  
Transmitter Location Highway 70, West  
Memphis  
Air Time Local sunrise-local sunset  
News Service UP  
Transcription Service Lang-Worth, Capitol  
Representative Burke, Kuipers & Mahoney  
President J. C. Johnson  
Sta. Mgr., Chief Engineer Vernon Dillaplain  
Comm. Mgr., Prog. Dir. Roger Davison  
Chief Announcer Frank Kelly

**K U O A**

**SIL OAM SPRINGS—1923—MBS-KBS**

Frequency: 1290 Kc. Power: 5,000 Watts

**K**

**E**

**W**

**B**

BILL ANSON  
 MANCHESTER BODDY  
 FRANK BULL  
 DICK FISHELL  
 STUART HAMBLEN  
 MAURICE HART  
 BILL LEYDEN  
 LOU MARCELLE  
 GENE NORMAN  
 PETER POTTER  
 CLETE ROBERTS  
 MARSHA WALTON

**WARNER BROS.**  
**HOLLYWOOD**

*Represented Nationally by  
 William G. Rambeau Co.*

# CALIFORNIA

Estimated Population 10,031,000—Increase +45.2%—Radio Homes 2,929,200  
Total Families 2,983,000—Stations in State 123

## KAFY

**BAKERSFIELD—1946—MBS-DON LEE**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . Bakersfield Bcstg. Co.  
Business-Studio Address . . . 2013 Chester Ave.  
Phone Number . . . . . 88700-77800  
Transmitter Location . . Poplar Lane at Rosedale Rd.

Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . John E. Pearson; Western Radio Advertising

Membership . . . . . NAB, BMB  
President . . . . . George B. Crome  
General Manager . . . . . Sheldon Anderson  
Station Manager . . . . . Frank Wilbur  
Program Director . . . . . Naum Healy  
Chief Announcer . . . . . Paul Freeman  
Chief Engineer . . . . . Ted Froming

Station Manager . . . . . Gene DeYoung  
Program Director, Farm Editor . . . Warren Mead  
Publicity Director . . . . . Ken Croes  
Chief Announcer . . . . . Bill Elliott  
Acting Chief Engineer . . . . . Alfred Horton

## KPMC

**BAKERSFIELD—1934—ABC**

Frequency: 1560 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Pioneer Mercantile Co.  
Business-Studio Address . . . . . 307 E. 21st St.  
Phone Number . . . . . 8-8157

News Service . . . . . AP, UP  
Transcription Service . . . Associated, Thesaurus  
Representative . . . . . Gene Grant  
President . . . . . F. G. R. Schamblin  
General Manager . . . . . L. A. Schamblin  
Commercial Manager . . . . . C. C. Sturm  
Promotion Manager . . . . . E. A. Mason  
Chief Engineer . . . . . L. P. Jarvis

## KERN

**BAKERSFIELD—1932—CBS**

Frequency: 1410 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . McClatchy Bcstg. Co.  
Business-Studio Address . . . Elk's Club Building  
Phone Number . . . . . 8-8431  
Transmitter Location . . . Oak and Ming Streets

Air Time . . . . . 6 a.m.-M.  
News Service . . . . . AP, INS, UP  
Transcription Service . . . World, MacGregor, SESAC

Representative . . . . . Paul H. Raymer  
Membership . . . . . NAB, BMB  
President . . . . . Eleanor McClatchy  
Station Manager . . . . . Walter Baziuk  
Comm.-Sales Manager . . . . . Clinton Johnson  
Prog.-Pub. Director . . . . . Ramsey Elliott  
Chief Engineer . . . . . Luverne Shatto  
Farm Editor . . . . . Edward Sturgeon

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Pass Bcstg. Co.  
Business-Studio-Transmitter Address  
4425 W. Ramsey St.

Phone Number . . . . . 515-6  
Airtime . . . . . 6:30 a.m.-M.  
News Service . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . Gene Grant, Donald Cocks  
Membership . . . . . NAB  
President . . . . . John Phillips  
General Station Manager . . . . . Carl Phillips  
Commercial-Sales Pro. Mgr. . . . . Patrik G. Smith  
Program-Production-Publicity

Director . . . . . Carlton H. Anderson  
Chief Announcer . . . . . Loehr Rigby  
Musical Director . . . . . Roger Nedry  
Chief Engineer . . . . . Frank Dunn  
Farm Editor . . . . . Marvin H. Patchen

## KERO

**BAKERSFIELD—1946—NBC**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Paul R. Bartlett  
Address . . . . . 1420 Truxton Ave.  
Phone Number . . . . . 44548  
Transmitter Location . . . . . 17th & "I" Sts.

Air Time . . . . . 4:30 a.m.-1 a.m.  
News Service . . . . . UP  
Transcription Service . . . . . Capitol, Standard  
Representative . . . . . Avery Knodel  
Membership . . . . . NAB  
Owner . . . . . Paul R. Bartlett

## KWTC

**BARSTOW—1946**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . Mojave Valley Bcstg. Co.  
Business Address . . . Radio Center, P.O. Box 697  
Phone Number . . . . . 4001  
Studio-Transmitter Address . . . Radio Center  
Air Time . . . . . 7 a.m.-11 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . World

CALIFORNIA

Station Representative

Gene Grant, Donald Cooke
Membership NAB
Pres., Comm. Mgr., Pub. Dir. W. T. Brown
General-Station Manager Burlon C. Boatright
Sales Prom. Manager Maynard M. Marquardt
Prog.-Prod. Dir., Farm Editor Robert E. Reno
Chief Announcer Seymour Willing

KRE

BERKELEY—1923

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Central California Broadcasters, Inc.
Address 601 Ashby Avenue
Phone Number Ashberry 3-7715
Air Time Unlimited
News Service AP
Transcription Service Standard
Membership NAB
Gen. Station Manager Arthur Westlund
Comm.-Promotion Manager Don Hambly
Production Director Les Avery
Chief Engineer Dave Fields

KUCB

BLYTHE—1948—CALIF. RURAL-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Bcstg Corp. of America
Business Address P. O. Box 668
Phone Number 2237
News Service AP
Transcription Service World, Associated
Representative Pearson
President, General Mgr. W. L. Gleeson
Station Manager R. A. Wareham
Chief Engineer Stan Reynolds

KROP

BRAWLEY—1946—ABC-KBS

Frequency: 1300 Kc. Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By Bcstg. Corp. of America
Business-Studio Address P. O. Box 238;
Phone Number 1300
Transmitter Location Del Rio Country Club
Air Time Unlimited
News Service AP
Transcription Service Associated, World, KBS
Representative John E. Pearson
Membership NAB
President, General Mgr. W. L. Gleeson
Commercial Mgr. Bill A. Geddes
Prog. Dir., Prod. Mgr. Jack Cronin
Chief Engineer Jerry G. Collette
Farm Editor Bob Hagopian

KWIK

BURBANK—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Burbank Bcstrs., Inc.
Business-Studio Address 20 W. Burbank Blvd.
Phone Number Charleston 0-2111
Transmitter Location Amherst St.
Air Time 24 Hrs.
News Service UP
Transcription Service Lang-Worth, Standard
President James H. Furns
General Manager Geo. H. Bowles
Vice Pres., Comm. Mgr. W. J. Handelsman
Program Director Orval Anderson
Chief Engineer William F. Jones

KICO

CALEXICO—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Charles R. Love
Business Address P. O. Box 786
Phone Number 918
Air Time 5 a.m.-M.
Studio-Transmitter Address 1 1/2 Mi. N.
Calxico, Hqwy 99.
News Service AP
Transcription Service Associated
Representative National Radio Sales, Gene Grant
General Sta. Comm. Mgr. Charles R. Love
Program Dir., Chief Announcer Fred Pelger
Chief Engineer Richard Gunn

KHSL

CHICO—1935—MBS-DON LEE

Frequency: 1290 Kc. Power: 1000 Watts (C.P. 5000 Watts)
Owned-Operated By Golden Empire Bcstg. Co., Inc.
Address 4th & Broadway Sts.
Phone Number 237-8
Transmitter Location Hooker Oak & Madrone Aves.
Air Time Unlimited
News Service UP
Transcription Service World
Representative Gene Grant
President Hugh McClung
General Manager M. F. Woodling
Commercial Manager J. A. Pero
Program Director Thomas Nelson
Chief Engineer Russell B. Pope

KBUC

CORONA—1948—S. CALIF. RURAL

Frequency: 1370 Kc. Power: 500 Watts

# CALIFORNIA

Owned-Operated By... American Pacific Radio Bcstg. Co.  
Business Address.....117 West 7th St.  
Phone Number.....1370-1-3  
Studio-Transmitter Address.....Custer Road  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service...MacGregor, Long-Worth  
Membership.....NAB  
General Partners.....Elmer J. Bucknum,  
John G. Bucknum  
Station Manager.....William W. Phremer  
Prog.-Publicity Director.....John G. Bucknum  
Chief Engineer.....F. M. Johnson

Transmitter Location.....1025 W. Murray St.  
Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....Capitol  
Representative.....Western Radio Adv.: John  
Pearson  
Membership.....NAB  
President-Owner, General  
Manager.....Carroll R. Hause-  
Sales Promotion Manager, Program Director,  
Production Manager...Frank Robinson Brown  
Chief Engineer.....Edward P. Strople  
Farm Editor.....Frank M. Smith

## K R D U

### DINUBA—1946—UNITED PACIFIC

Frequency: 1130 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Radio Dinuba Co.  
P.O. Box 157  
Business-Studio Address.....110 N. "L" St.  
Phone Number.....500  
Transmitter Location...Bet. W. Dinuba & Reedley  
Air Time.....Local sunrise-local sunset  
News Service.....AP  
Transcription Service.....Lang-Worth  
President, Gen.-Station Manager...Egan A. Hafor  
Program Director.....Harold Sparks  
Farm Editor.....Dave L. Hofer, Jr.  
Chief Engineer.....Troy L. Banks

## K X O

### EL CENTRO—1927—MBS-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Valradio Inc.  
Business Address.....Box 140  
Phone Number.....1100  
Transmitter-Studio Location...South 4th St.  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Standard  
Representative.....Paul H. Raymer  
Membership.....NAB, BMB  
President.....Paul A. Jenkins  
General-Station Manager.....Doyle Osman  
Commercial Manager.....Belle Hovey  
Sales Promotion Mgr.....Bob Smith  
Prog. Dir., Prod. Mgr.....King Brooker  
Chief Engineer.....Wilbur Miller

## K H U M

### EUREKA—1947—ABC

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Carrall R. Hauser  
Business-Studio Address.....Vance Hotel  
Phone Number.....3900

## K I E M

### EUREKA—1933—MBS-DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts  
Owned Opr. By...Redwood Bdcstg. Co., Inc.  
Business-Studio Address...Radio Center, E. and  
Sixth Sts.  
Phone Number.....4000  
Transmitter Location...Eureka Inlet, Humboldt  
Bay  
Air Time.....5:55 a.m.  
News Service.....UP  
Transcription Service.....World,  
Standard  
Representative.....John Blair  
Membership.....NAB, BMB  
President, General Manager,  
Station Manager.....Wm. B. Smullin  
Commercial Manager.....Don Telford  
Sales Promotion Manager.....Robert Stach  
Program Director.....Charles Paul Corbin  
Production Director.....Ed Arnold  
Publicity Director.....Dave Borum  
Chief Announcer.....Dave Hildebran  
Chief Engineer.....John Bauriedel

## K D A C

### FORT BRAGG—1948

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By...Mendocino Coast Bcstg.  
Co.  
Business-Studio-Transmitter  
Address.....2100 East Oak St.  
Phone Number.....822-3  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....World, Capitol  
Representative.....Forjoe  
Membership.....NAB  
Gen.-Station Manager.....T. R. Amarante  
Commercial Manager.....E. Mertle  
Sales Promotion Manager.....Bud Baker  
Program Director.....Arvo Hapenen  
Prod.-Musical Director.....Bill Nieson  
Publicity Director.....Bud Baker  
Chief Announcer.....Art Leavitt  
Chief Engineer.....Creigh Smith  
Farm Editor.....Bill Treggoning

## K A R M

**FRESNO—1938—CBS**

Frequency: 1430 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . KARM, The George  
 Harm Station  
 Business-Studio Address . . . 1333 Van Ness Ave.  
 Phone Number . . . . . 4-2966  
 Transmitter Location . . . Van Ness and Alluvial  
 Avenues  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, INS  
 Transcription Service . . . . . Standard  
 Representative . . . . . Edward Petry  
 Membership . . . . . NAB  
 President-Owner . . . . . Hattie Harm  
 General-Station Manager . . . Clyde F. Coombs  
 Exec. Sec., Promotion Manager . . . Eldora Roth  
 Program. Prod. Director . . . . . John Garrick  
 Farm-News Editor . . . . . Ed Clough  
 Chief Engineer . . . . . Elbert Dean

## K B N O

**FRESNO—1948**

Frequency: 1600 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Baker Bcstg. Co.  
 Business-Studio Address . . . 1121 N. Fruit Ave.  
 News Service . . . . . UP  
 Partners . . . John L. Baker, Peter K. Onnigian,  
 Dr. George F. Baker, J. Schiffer, Harry  
 Haratunian  
 Manager . . . . . Charles P. Scott

## K F R E

**FRESNO—1942—ABC**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . J. E. Rodman  
 Business-Studio Address . . . T. W. Patterson Bldg.  
 Phone Number . . . . . 4-5001  
 Transmitter Location . . . . . First & Clinton Sts.  
 Air Time . . . . . 5 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, World,  
 Capitol  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NAB, BMB  
 Owner . . . . . J. E. Rodman  
 General Manager . . . . . Paul R. Bartlett  
 Commercial Manager . . . . . Nolly Moyer  
 Program Director . . . . . Ed J. Frech  
 Chief Engineer . . . . . K. L. Mealey

## K M J

**FRESNO—1922—NBC**

Frequency: 580 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . McClatchy Bcstg. Co.  
 Business-Studio Address . . . 1559 Van Ness Ave.  
 Phone Number . . . . . 3-6277  
 Transmitter Location . . . . . Kerman, Calif.

Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . NAB, BMB  
 President . . . . . Eleanor McClatchy  
 Station Manager . . . . . Hal Brown  
 Sales Manager . . . . . Coyle Chambers  
 Program Director . . . . . Joe Tomes  
 Traffic . . . . . Andy Patterson  
 Prom.-Publicity Dir. . . . . Jack Griffith  
 Chief Engineer . . . . . William N. Wallace  
 Farm Editor . . . . . Wally Erickson

## K Y N O

**FRESNO—1947—MBS-DON LEE**

Frequency: 1300 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Robert Schuler,  
 Sheldon Anderson, L. E. Chenault, Bert  
 Williams  
 Business Address . . . . . Hotel Fresno  
 Phone Number . . . . . 2-6141  
 Air Time . . . . . 5 a.m.-M.  
 Transmitter . . . . . Barton & McKinley Aves.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . John E. Pearson,  
 Western Radio Adv.  
 Membership . . . . . NAB  
 President . . . . . Robert Schuler  
 General Station Manager . . . . . L. E. Chenault  
 Prod. Dir., Chief Announcer . . . . . Warren Tufts  
 Music Director . . . . . Alvin Cross  
 Chief Engineer . . . . . Bert Williamson

## K I E V

**GLENDALE—1933**

Frequency: 870 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Cannon System, Ltd.  
 Address . . . . . 102 N. Glendale Ave.  
 Phone Number . . . . . Chapman 5-2388,  
 Cyprus 1-1133  
 Air Time . . . . . 6 a.m. to local sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Membership . . . . . NAB  
 President . . . . . David H. Cannon  
 General Station Mgr. . . . . Cal Cannon  
 Prog. Dir. Chief Announcer . . . . . Hal Smith  
 Chief Engineer . . . . . Vern Schumann

## K G F N

**GRASS VALLEY—1947—KBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Forty-Niner Bdcstg. Co.  
 Business Address . . . . . P. O. Box No. 924  
 Phone Number . . . . . 1400  
 Transmitter-Studio Location . . . . . Grass Valley,  
 Nevada City Highway  
 Air Time . . . . . Unlimited



# CALIFORNIA

**News Service** ..... AP  
**Transcription Service**..... Standard, Keystone  
**President**..... W. H. Westbrook  
**Gen.-Comm. Mgr., Prog. Dir.**..... Robert Allene  
**Promotion Manager**..... Victor Tamietti  
**Chief Engineer**..... James R. Johnson, Jr.

## KNGS

**HANFORD—1948**

**Frequency:** 620 Kc..... **Power:** 1000 Watts  
**Owned-Operated By**..... Hanford Publishing Co.  
**Business Address**..... P. O. Box 620  
**Phone Number**..... 620  
**Air Time**..... 5 a.m.-M.  
**Transmitter**..... 4 Mi. E. Han'ord Hgwy. 198  
**News Service**..... INS, UP  
**Transcription Service**..... Associated, World  
**Representative**..... Grant  
**Membership**..... NAB  
**General Mgr.**..... Don C. Reeves  
**Commercial Mgr.**..... John Cohan  
**Program Dir.**..... E. C. Balthis  
**Chief Engineer**..... Jack H. Sols

## KFWB

**HOLLYWOOD—1925**

**Frequency:** 980 Kc..... **Power:** 5000 Watts  
**Owned-Operated By**..... Warner Bros. Bcstg. Corp.  
**Business-Studio Address**..... 5833 Fernwood Ave.  
**Phone Number**..... HE 5151  
**Transmitter Location**..... 5775 W. Jefferson, Los Angeles, Calif.  
**Air Time**..... 6 a.m.-1 a.m.  
**News Service**..... AP, INS, UP  
**Representative**..... William G. Rambeau  
**Membership**..... NAB  
**General Manager**..... Harry Maizlish  
**Asst. Manager**..... William V. Ray  
**Adv. Director**..... Sydney Yallen  
**Commercial Manager**..... Berne W. Wilkins  
**Publicity Director**..... Gene Gach  
**Program Director, Production Manager**..... Thomas Freebairn-Smith  
**News Director**..... Al Gordon  
**Chief Engineer**..... Harry Myers  
**Musical Director**..... Dion Romandy

*(See Page 326)*

## KGFJ

**HOLLYWOOD—1926**

**Frequency:** 1230 Kc..... **Power:** 500 Watts d.; 250 Watts n.  
**Owned-Operated By**..... Ben S. McGlashan  
**Business-Studio Address**..... 6314 Sunset Blvd.  
**Phone Number**..... Hillside 0201  
**Transmitter Location**..... Washington & Oak Sts., L. A.  
**Air Time**..... 24 hrs.  
**News Service**..... UP

**Membership**..... NAB  
**Owner**..... Ben S. McGlashan  
**General-Station Manager**..... Thelma Kirchner  
**Commercial Manager**..... Jim Strain  
**Program Director**..... M. Elmitt Eastcott  
**Chief Engineer**..... Homer Obuchon

## KREO

**INDIO—1946**

**CALIF. RURAL—KBS**

**Frequency:** 1400 Kc..... **Power:** 250 Watts  
**Owned-Operated By**..... Bcstg. Corp. of America  
**Business Address**..... P. O. Box 707  
**Phone Number**..... Indio 7403  
**Transmitter Studio Location**..... Calhoun St.  
**Air Time**..... Unlimited  
**News Service**..... AP  
**Transcription Service**..... World  
**Representative**..... John E. Pearson  
**Membership**..... NAB, BMB  
**President & General Mgr.**..... William L. Gleason  
**Station Manager**..... S. G. Reynold  
**Asst. Manager**..... F. A. Dimien  
**Program Director**..... Doug Caplette  
**Chief Announcer**..... Douglas Fishell  
**Chief Engineer**..... Stanley G. Reynolds

## KCVR

**LODI—1946—KBS**

**Frequency:** 1570 Kc..... **Power:** 1000 Watts d.  
**Owned-Operated By**..... Central Valley Radio  
**Business Address**..... P. O. Box 600  
**Phone Number**..... Lodi 1700  
**Transmitter Studio Location**..... 1.8 mi. N.W. of Lodi  
**Air Time**..... Daytime only  
**News Service**..... UP  
**Transcription Service**..... Standard  
**General Manager**..... Herbert W. Brown  
**Station Manager**..... David A. Brown

## KFOX

**LONG BEACH—1924**

**Frequency:** 1280 Kc..... **Power:** 1000 Watts  
**Owned-Operated By**..... Nichols & Warinner, Inc.  
**Address**..... 220 E. Anaheim Street  
**Phone Number**..... Long Beach 672-81  
**Transmitter Location**..... 220 E. Anaheim Street  
**Air Time**..... 6:30 a.m.-M.  
**News Service**..... UP  
**Transcription Service**..... Standard, Lang-Worth, Cole  
**Representative**..... Burns-Smith  
**Membership**..... NAB  
**President, Gen., Sta. Mgr.**..... Hal G. Nichols  
**Pub. Dir.**..... Norman Masterson  
**Commercial Sales Mgr., Chief Engineer**..... Lawrence W. McDowell

## KGER

**LONG BEACH—1926**

Frequency: 1390 Kc. Power: 5,000 Watts  
 Owned By: Radio Station KGER  
 Business Studio Address: 435 Pine Ave.  
 Phone Number: Long Beach 727-85  
 Transmitter Location: 6417 E. Olive Ave.,  
 Paramount, Calif.  
 Air Time: 6 a.m.-M.  
 News Service: AP  
 Transcription Service: World, Lang-Worth,  
 Associated  
 Representative: J. H. McGillvra  
 Membership: NAB  
 Sales Manager: Earl Rutledge  
 Musical Director: Helene Smith  
 Chief Engineer: Luther Crumbaugh

## KECA

**LOS ANGELES—1929—ABC**

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Operated By: American Bcstg. Co., Inc.  
 Business Address: 6363 Sunset  
 Phone Number: HUDson 2-3141  
 Studio Address: 1440 No. Highland  
 Transmitter Location: 2951 S. Fairfax Ave.  
 Air Time: Unlimited  
 News Service: AP, INS, UP  
 Transcription Service: Lang-Worth  
 Representative: ABC Spot Sales  
 Membership: NAB, BMB  
 President: Mark Woods  
 General Manager: Clyde P. Scott  
 Sales Manager: Amos T. Baron  
 Program Director: Rollo Hunter  
 Publicity Director: Virginia West  
 Chief Announcer: Dresser Dablstead  
 Western Div. Mgr. of Technical  
 Operations: Phil Caldwell

## KFAC

**LOS ANGELES—1931**

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

## KFI

**LOS ANGELES—1922—NBC**

Frequency: 640 Kc. Power: 50,000 Watts  
 Owned-Operated By: Earle C. Anthony, Inc.  
 Business-Studio Address: 141 N. Vermont Ave.  
 Phone Number: FAirfax 2121  
 Transmitter Location: Buena Pk.  
 Air Time: 5:30 a.m.-1 a.m.  
 News Service: AP, UP  
 Transcription Service: Capitol, Associated,  
 World  
 Representative: Edward Petry  
 Membership: NAB, BMB  
 President-Owner: Earle C. Anthony  
 General Manager: W. B. Ryan  
 Sales, Promotion Mgr.: Kevin B. Sweeney  
 Acting Program Dir., Production Dir.: Pat Kelly  
 Musical Director: Bob Mitchell  
 Chief Engineers: Curtis Mason,  
 H. L. Blatterman  
 Farm Editor: Nelson McIninch

## KFVD

**LOS ANGELES—1936**

Frequency: 1020 Kc. Power: 5,000 Watts d.  
 Owned-Operated By: Standard Bcstg. Co.  
 Business-Studio Address: 338 South Western  
 Ave.  
 Phone Number: FAirfax 6361  
 Transmitter Location: 5526 East Cortland, Lyn-  
 wood, Calif.  
 Air Time: Limited  
 News Service: UP  
 Transcription Service: Cole; Lang-Worth;  
 MacGregor  
 Representative: Donald Cooke  
 Membership: NAB  
 President: J. Frank Burke  
 General Manager: Frank Burke  
 Commercial-Sales Promotion-Production  
 Manager: Harry Patterson  
 Program-Publicity Director: Carl Brewster  
 Chief Announcer: Hunter Hancock  
 Chief Engineer: Leonard Reeves  
 Farm Editor: George Milne

## KHJ

**LOS ANGELES—1922**  
**MBS-DON LEE**

Frequency: 930 Kc. Power: 5,000 Watts  
 Owned-Operated By: Don Lee Bcstg. System  
 Business-Studio Address: 1313 N. Vine St.,  
 Hollywood  
 Phone Number: HUDson 22133  
 Transmitter Location: Venice Blvd.  
 Air Time: 6 a.m.-1 a.m.  
 News Service: AP, INS  
 Transcription: World  
 Representative: John Blair

**CALIFORNIA**

Membership ..... NAB  
 Pres. General-Station Mgr. Lewis Allen Weiss  
 Sales Manager..... Herbert Sonnenberg  
 Comm. Mgr..... Henry Gerstenkorn  
 Program Director..... Charles Bulott  
 Production Manager..... Anthony J. La Frano  
 Publicity Director..... Mark Finley  
 Musical Director..... Harry Zimmerman  
 Chief Engineers..... Frank Kennedy,  
 Walter Carruthers

**KLAC**

**LOS ANGELES—1946**

Frequency: 570 Kc..... Power: 5000 Watts  
 Owned-Operated By..... KMTR Radio Corp.  
 Address..... 1000 Cahuenga Blvd.  
 Phone Number..... Hillside 1161  
 Transmitter Location.. N. Soto & Multnomah Sts.  
 Air Time..... Unlimited  
 News Service..... AP, UP  
 Transcription Service..... Capitol  
 Representative..... Adam J. Young, Jr.  
 Membership..... NAB  
 President..... Dorothy S. Thackrey  
 Gen. Sta. Manager..... Don J. Fadderson  
 Comm. Sales Prom. Mgr..... D. E. Lundy  
 Prog., Prod. Dir..... Fred Henry  
 Pub. Dir..... Red Doff

Chief Announcer..... Al Warner  
 Music Director..... Roc Hillman  
 Chief Engineer..... Carl Olson

**KMPG**

**LOS ANGELES—1927**

Frequency: 710 Kc... Power: 50,000 d., 10,000 n.  
 Owned-Operated By..... G. A. Richards  
 Business-Studio Address... 5939 Sunset Blvd.  
 Phone Number..... Hollywood 5341  
 Transmitter Location... 12755 Burbank Blvd.,  
 N. Hollywood, Calif.

Air Time ..... Unlimited  
 News Service..... AP, INS, UP  
 Transcription Service.. Associated, Lang-Worth  
 Representative..... Paul H. Raymer  
 President..... Frank E. Mullen  
 Chairman of the Board..... G. A. Richards  
 Gen. Sta. Mgr., V.P..... Robert O. Reynolds  
 Commercial Manager..... Herbert H. Wixson  
 Sales Promotion Mgr..... Mike Watson  
 Program Director..... John Baird  
 Production Director..... Bruce Kamman  
 Publicity Director..... Betty Ann Hudson  
 Musical Director..... Jerome Sybilrud  
 Chief Engineer..... Loyd Sigmon  
 Farm Editor..... Charles Lee Stone

*(See Page 334)*

**FOR LISTENING PLEASURE**

**FOR VIEWING PLEASURE**

**KLAC**

**KLAC-TV**

**HOLLYWOOD**

# KNX

LOS ANGELES—1920

CBS—COLUMBIA PACIFIC

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

Business-Studio Address: 6121 Sunset Blvd.  
Phone Number: Hollywood 1212  
Transmitter Location: 190 St. & Hawthorne Blvd., Torrance, Calif.

Air Time: 5:30 a.m.-1:05 a.m.  
News Service: AP, UP  
Transcription Service: Lang-Worth  
Representative: Radio Sales, CBS  
Membership: NAB, BMB  
President (CBS): Frank Stanton  
Vice-President charge of Western

Division: Donald W. Thornburgh  
Director of KNX Operations: A. E. Joscelyn  
Comm., Sales Manager: Wayne R. Steifner  
Sales Promotion Manager: Ralph Taylor  
Program Director: George W. Allen  
Executive Assistant: Maurie Webster  
Publicity Director: Lloyd Brownfield  
Musical Director: Lud Gluskin  
Chief Engineer: Les Bowman  
Farm Editor: Robert Wilson

# KRKD

LOS ANGELES—1927

Frequency: 1150 Kc. Power: 5000 d.; 1000 n.  
Owned-Operated By: Radio Broadcasters, Inc.

Business-Studio Address: 541 So. Spring St.  
Phone Number: Tucker 7111  
Transmitter Location: 1050 Montecito Drv.  
Air Time: Unlimited  
News Service: INS  
Transcription Service: Associated, SESAC  
Membership: NAB  
General-Station-Commercial-Sales

Manager: Ned Connor  
Program Director: Venna Taylor  
Publicity Director: Doug Douglas  
Chief Announcer: Charles Clifton  
Musical Director: Maury Paul  
Chief Engineer: Willis O. Freitag

# KMYC

MARYSVILLE—1940—MBS-DON LEE

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Marysville-Yuba City Bcstrs., Inc.

Business Address: P. O. Box 631

*Yes!* you CAN cover AMERICA'S THIRD LARGEST  
(and fastest-growing) MARKET

through **ONE** Great Advertising Medium!

- ★ *In Population . . .*
- ★ *In Radio Families . . .*
- ★ *In Effective Buying Income . . .*

**THE KMPC LISTENING BOWL**

★ *Is 90% of Southern California*

# KMPC

*The Voice of Southern California*

DIAL 710 • 50,000 Watts (Days)

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

Phone Number.....2080  
 Studio Address.....519 E. St.  
 Transmitter Location...Laurellan Rd., District 10  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....W. S. Grant  
 Membership.....NAB  
 President.....H. E. Thomas  
 Gen.-Station Comm. Manager...Joe D. Carroll  
 Sales Manager.....Hedley Hall  
 Sales Promotion Manager...A. J. Powell, Jr.  
 Program Director. Chief  
     Announcer.....William R. Cleveland  
     Publicity Director.....Boh Lane  
     Chief Engineer.....Lloyd McQueary

## KYOS

**MERCED—1936—MBS-DON LEE**

Frequency: 1490 Kc.....Power: 250 Watts  
 CP 1480 Kc. 5000 Watts  
 Owned-Operated By.....Merced Bcstg. Co.  
 Business-Studio Address.....P. O. Box 717  
 Phone Number.....Merced 1430  
 Transmitter Location...1 1/4 mi. N.E. of Merced  
 Air Time.....5 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....W. S. Grant  
 Membership.....NAB  
 President-Gen. Mgr.....Hugh McClung  
 Station Manager.....Charles H. Kinsley, Jr.  
 Com.-Sales Promotion Mgr.....A. J. Krisik  
 Program Dir.....Rebecca Krisik  
 Prod. Dir., Farm Edit.....Joel Buffington  
 Pub. Dir.....Charles H. Kinsley, Jr.  
 Chief Announcer.....Malcolm Beavers  
 Chief Engineer.....Russell B. Pope

## KTRB

**MODESTO—1933**

Frequency: 860 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KTRB Bcstg. Co., Inc.  
 Address.....Narwiegen Ave., P. O. Box 593  
 Phone Number.....744 Modesto  
 Air Time.....5 a.m.-1 a.m.  
 News Service.....AP, UP  
 Transcription Service.....World, Lang-Worth,  
     Cole, Standard  
 Representative.....W. S. Grant  
 Membership.....NAB  
 Pres.-Gen.-Station Mgr...William H. Bates, Jr.  
 Com.-Sales Promotion Mgr..James Van Parks  
 Program-Production-Publicity  
     Manager.....Gene D'Accardo  
 Chief Announcer.....Charles McEwen  
 Musical Director.....Milton Hibdon  
 Chief Engineer.....William H. Bates, Jr.  
 Farm Editor.....Charles McEwen

## KDON

**MONTEREY—1935**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Monterey Peninsula  
     Broadcasting Co.  
 Business-Studio Address...468 Chile Principal  
 Phone Number.....8501  
 Transmitter Location.....Monterey Municipal  
     Wharf  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Associated, Cole,  
     World, Thesaurus  
 Membership.....NAB  
 President.....Paul H. Caswell  
 General Station Mgr.....Reed Pollock  
 Commercial-Promotion Mgr...Lester Jacobson  
 Program Prod. Pub. Music Dir...Ford Worner  
 Chief Announcer, Form Editor...Orel Phillips  
 Chief Engineer.....Omer N. Wright

## KWSD

**MOUNT SHASTA—1947**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Shasta Cascade Bcstg.  
     Corp.  
 Business Address.....Alma St.  
 Phone Number.....2124  
 News Service.....AP  
 Transcription Service.....Standard, Capitol  
 Representative.....Homer Griffith  
 General-Commercial Mgr.....Arthur Adler  
 Station Manager.....David H. Rees  
 Promotion Manager.....John Pennington  
 Program Director.....Iola Huntingdon  
 Chief Engineer.....David H. Rees

## KVON

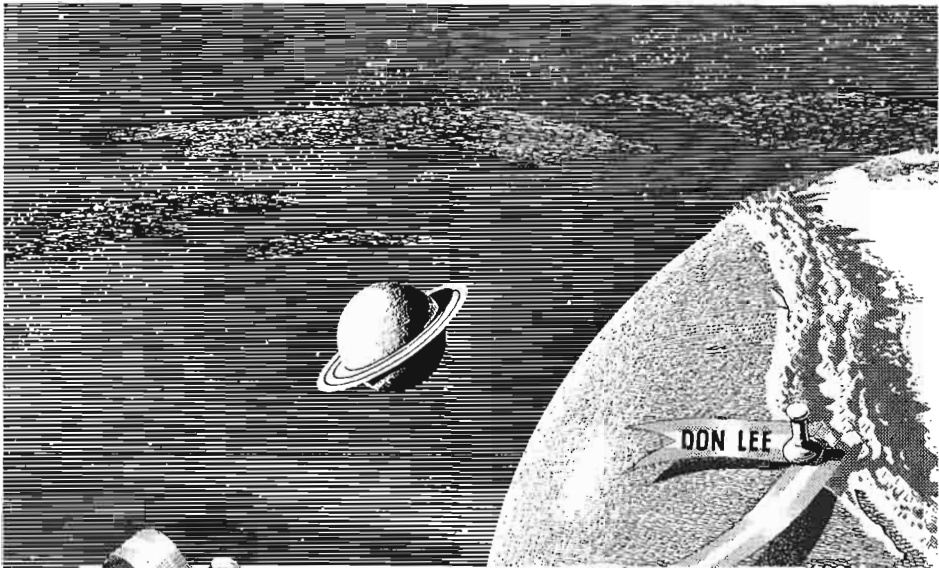
**NAPA—1947**

Frequency: 1440 Kc.....Power: 500 Watts  
 Owned-Operated By.....Napa Bcstg. Co.  
 Address.....Foster R.  
 Phone Number.....2606  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Services.....World, Associated  
 Representative.....For Joe  
 Membership.....NAB  
 General Manager.....Elwyn F. Quinn  
 Station Manager.....Grant Pollack  
 Program Director.....Howard Gordon  
 Chief Engineer.....Herbert Vanderbeek

## KSFE

**NEEDLES—1948**

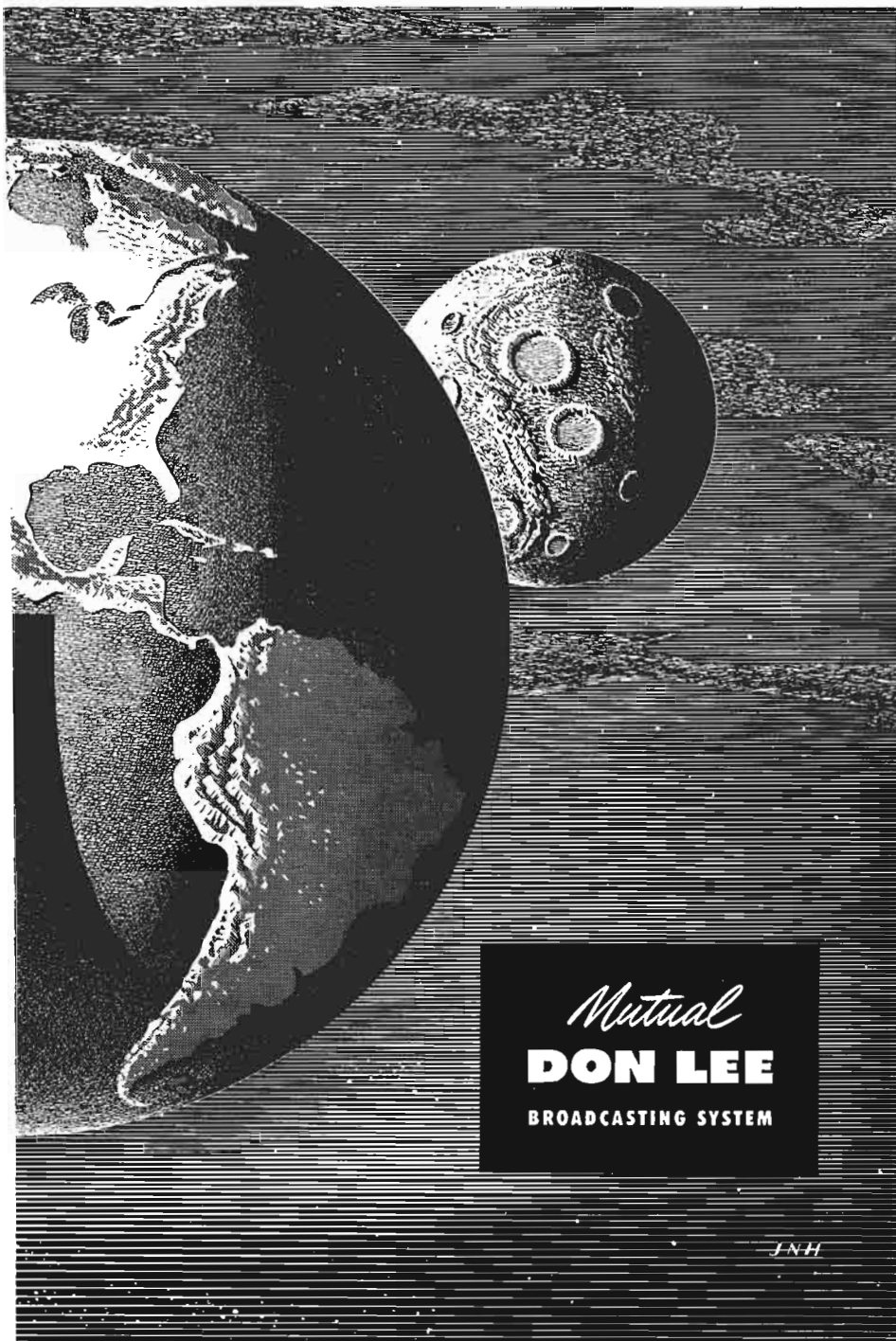
Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By...Shelley Radio-Electric Co.  
 Business-Studio Address...121 "E" St.  
 Phone Number.....215



**PIN DOWN THE BIG PACIFIC COAST WITH**  
**MUTUAL-DON LEE**

*The World's Greatest Regional Network*

ONLY DON LEE on the Pacific Coast has enough stations to release your message from *within* every important buying market. Don Lee has 45 stations...one in every city where the other three Pacific Coast networks have one—and to cover the rest of the Pacific Coast, Don Lee has *twice as many* stations as the other three networks *combined*.



*Mutual*  
**DON LEE**  
BROADCASTING SYSTEM

JNH

# CALIFORNIA

Transmitter Location... Western outskirts of  
Needles, on Hiway 66  
Air Time ..... Unlimited  
News Service ..... INS  
Transcription Service ..... World  
Owners ..... Oscar D. Shelley, F. Kenyon Reed  
Chief Engineer ..... Oscar D. Shelley

## K L X

### OAKLAND—1922

Frequency: 910 Kc. .... Power: 1000 Watts  
Owned-Operated By... Tribune Building Co.  
Business Studio Address... Tribune Tower  
Phone Number... Glencourt 1-0660  
Transmitter Location... Tribune Tower  
Air Time ..... 6 a.m.-M.  
News Service ..... AP  
Transcription Service... Capitol, World  
Representative ..... Eurn-Smith  
Membership ..... NAB  
President ..... J. R. Knowland, Jr.  
Gen. Station Manager... Glenn Shaw  
Program Director... Jerry Morton  
Musical Director... Lou Dean Grow  
Chief Engineer... Roswell S. Smith

## K R O W

### OAKLAND—1925

Frequency: 960 Kc. .... Power: 1000 Watts  
(CP 5000 Watts)  
Owned-Operated By... KROW, Inc.  
Business Studio Address... 464-19th St.  
Phone Number... TWinoaks 3-9600  
Transmitter Location... 1520-8th Ave.  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service... Standard, Associated  
Membership ..... NAB  
President ..... Sheldon F. Sackett  
Gen. Mgr.-Comm. Mgr... Willon Gunzendorfer  
Program Director... Russ Coughlan  
Publicity Director... Mercedes Prosser  
Chief Engineer... C. E. Downey

## K W B R

### OAKLAND—1920

Frequency: 1310 Kc. .... Power: 1000 Watts  
Owned-Operated By... S. W. & E. N. Warner  
Business Studio Address... 327-21st St.  
Phone Number... Higate 4-1212  
Transmitter Location... 327-21st St.  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service... Lang-Worth, Standard  
Membership ..... NAB  
General Manager... S. W. Warner  
Station Comm. Mgr... F. Wellington Morse  
Program Director... Evelyn R. Dewsnup  
Prod.-Dir. .... George Oxford  
Publicity Director... Wanda Arney

Chief Announcer... Bob Board  
Musical Director... Bill Doubleday  
Chief Engineer... Paul Gregg

## K O C S

### ONTARIO—1946

Frequency: 1510 Kc. .... Power: 250 Watts d.  
Owned-Operated By... The Daily Report Co.  
Business-Studio Address... 222 "B" St.  
Phone Number... Ontario 627-54  
Transmitter Location... 4th and San Antonio  
Air Time ..... Local sunrise—Local sunset  
News Service ..... UP  
Transcription Service... Capitol, Associated  
Representative ..... Gene Grant  
Membership ..... BM3  
President... Mrs. Jerene Appleby Harnish  
General Manager... Ernest L. Spencer  
Commercial Manager... J. A. Downey  
Station Mgr.-Program Dir... Stanley Davis  
Pub. Dir. & Sales Mgr... Helen Faye  
Chief Announcer, Music Dir... George Croford  
Chief Engineer... Floyd Hall  
Farm Editor... Russ Savery

## K D A N

### OROVILLE—1948

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By... Oroville Mercury Bcstg. Co.  
Business-Studio-Transmitter  
Address... 1887 Arlin Rhine Drive  
Phone Number ..... 1340  
Air Time ..... 6:30 a.m.-M.  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Membership ..... NAB  
President... Dau L. Beebe  
Gen.-Station-Comm. Mgr... Arden Booth  
Program Director... Ed. Kihn  
Chief Announcer... Lloyd Klemp  
Farm Editor... Arden Booth

## K C M J

### PALM SPRINGS—1946—CBS

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Operated By... Palm Springs Bcstg Co.  
Business Address... Box KK  
Phone Number... 2911; 2253  
Studio, Transmitter Location... RadiOasis  
Air Time ..... 7 a.m.-M.  
News Service ..... UP  
Transcription Service... Standard  
Representative... W. S. Grant  
Gen.-Sales-Comm.-Sales Promotion Mgr...  
Publicity Director... Dick Joy  
Assistant Manager... Roland Vaile  
Program Director... John Clowes  
Production Director... Gene Morgan  
Chief Engineer... Don McBain



**CALIFORNIA**

**KAGH**

**PASADENA—1948**

Frequency: 1300 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . KAGH, Inc.  
 Address . . . . . 800 N. Sierra Madre Villa  
 Phone Number . . . . . RYan 1-7641,  
 SYcamore 2-2196  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 President . . . . . Andrew G. Haley  
 General Manager . . . . . Pete Watts  
 Program Director . . . . . Aubrey H. Ison  
 Production-Publicity Dir. . . . . Carl Greene  
 Musical Director . . . . . Paul Atkerson  
 Chief Engineer . . . . . Ben Leff

**KWKW**

**PASADENA—1942**

Frequency: 1430 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . Southern Calif. Bcstg. Co.  
 Business Studio Address . . . 425 E. Green St.  
 Phone Number . . . . . RYan 1-6744  
 Transmitter Loc. . . . . 932 N. Vista, San Gabriel  
 Air Time . . . . . 5:30 a.m.-Local Sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB  
 President . . . . . Marshall S. Neal  
 Gen. Station-Comm. Mgr. . . . William J. Beaton  
 Sales-Prod. Manager . . . . . Claire Hughes  
 Prog.-Pub. Dir., Chief Announcer,  
 Farm Editor . . . . . Eddie Albright  
 Music Director . . . . . Andy Mansfield  
 Chief Engineer . . . . . Paul W. Spargo

**KXLA**

**PASADENA—1942**

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

**KPRL**

**PASO ROBLES—1946**

**MBS-DON LEE-KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Leslie Henry Hacker

Business Studio Address . . 32nd & Oak Sts.  
 Phone Number . . . . . 204  
 Transmitter Location . . . . 32nd & Oak Sts.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . W. S. Grant  
 Pres.-Owner-Gen. Mgr. . . . . Leslie Henry Hacker  
 Station Mgr. Pgm. Dir. . . . . Arthur J. Hapgood  
 Comm.-Sales Prom. Mgr. . . . . Jos. Shuttleworth  
 Prod. Mgr., Musical Dir. . . . . Clare Palmer  
 Chief Engineer . . . . . George Palmer  
 Farm Editor . . . . . Steve Lamkin

**KPMO**

**POMONA—1948—CALIF. RURAL**

Frequency: 1600 Kc. . . . . Power: 500 Watts  
 Owned-Operated By . . . . . Valley Bcstg. Co.  
 Business-Studio Address . . . 1240 E. Holt St.  
 Phone Number . . . . . Lycoming 2-1293  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard, World  
 President, General Mgr. . . . Dean H. Wickstrom  
 Commercial Manager . . . . . Riley Kysar  
 Program Director . . . . . Melvan Carroll  
 Promotion Manager . . . . . Ed Rodrigues  
 Chief Engineer . . . . . Al Heibert

**KTIP**

**PORTERVILLE—1947—KBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . J. F. Tighe Bcstg. Co.  
 Studio-Bus.-Transmitter Address . . . Newcomb  
 & Grand  
 Phone Number . . . . . 1450  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Gene Grant  
 Membership . . . . . NAB  
 President-Owner . . . . . J. F. Tighe  
 Gen. Station-Pub. Mgr. . . . . John K. Clarke  
 Comm.-Sales Promotion Mgr. . . . . Ward Fritch  
 Program Production Director-Chief  
 Announcer-Musical Director . . . Dave Belman  
 Chief Engineer . . . . . Hampton McKinney  
 Farm Editor . . . . . Jack Bullock

**KBLF**

**RED BLUFF—1946**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Dr. Russell G. Frey  
 Studio-Business Address . . . . 346 Oak St.  
 Phone Number . . . . . 354  
 Transmitter Location . . . . . E. Red Bluff  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Gene Grant

Membership..... NAB  
 President..... Dr. Russell G. Frey  
 Gen.-Station Mgr., Prog.-Prod.-Publicity  
 Dir., Chief Announcer... Harold N. Altman  
 Comm.-Sales Prom. Mgr..... Walt Bronson  
 Musical Director..... Patricia M. Russell  
 Chief Engineer..... Walt Bronson  
 Farm Editor..... Donald M. Smith

## KVCV

**REDDING—1938—MBS-DON LEE**

Frequency: 600 Kc..... Power: 1000 Watts  
 Owned-Operated By... Golden Empire Broad-  
 casting Co.  
 Business Address..... Highway 99, South  
 Phone Number..... 1646-7  
 Transmitter Location... Highway No. 99 South  
 Air Time..... 6 a.m.-M.  
 News Service..... UP  
 Transcription Service... Standard, Cole, World  
 Representative..... Grant  
 President..... Hugh McClung  
 General Mgr..... Fred M. Stuelpnagel  
 Commercial Manager..... H. E. McCarty  
 Prog. Dir..... Lyle Mathis  
 Prom. Mgr..... Theodore Dooley  
 Chief Engineer..... Russell Pope

## KPRO

**RIVERSIDE—1941—KBS-CAL. RURAL**

Frequency: 1440 Kc..... Power: 5000 Watts  
 Owned-Operated By... Broadcasting Corpora-  
 tion of America  
 Business-Studio-Transmitter Address..... 3401  
 Russell St., Riverside; 483 E. St., San Ber-  
 nardino  
 Phone Number... Riverside 6290, San Bernar-  
 dino 5157  
 Air Time..... 24 hrs.  
 News Service..... AP  
 Transcription Service... Associated, World,  
 MacGregar, SESAC  
 Representative..... John E. Pearson  
 Membership..... NAB, BMB  
 President-General Mgr..... W. L. Gleeson  
 Station Manager..... Forrest Wallace  
 Comm. Sales Prom. Mgr..... Gene Williams  
 Program Director..... Charles Gibson  
 Production Director..... Russell Jensen  
 Chief Announcer..... Red Blanchard  
 Music Director..... Hank Johann  
 Chief Engineer..... Stan Reynolds  
 Farm Editor..... Ed Delaney

## KCRA

**SACRAMENTO—1945—NBC**

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

Owned-Oper. By..... KCRA, Inc.  
 Business Studio Address..... 11th & Jay Sts.  
 Phone Number..... 2-0758  
 Transmitter Location..... 3 mi. NW of town  
 Air Time..... 6 a.m.-M.  
 News Service..... AP  
 Transcription Service..... World, Capitol  
 Representative..... Weed, W. S. Grant  
 Membership..... NAB, BMB  
 President-General Mgr..... Ewing C. Kelly  
 Station Manager..... Howard Smiley  
 Commercial Manager..... John Dupell  
 Program-Publicity Director..... Irma Davis  
 Production Director..... Fred Beckwith  
 Chief Engineer..... Ray Bailey

## KFBK

**SACRAMENTO—1922—ABC**

Frequency: 1530 Kc..... Power: 50,000 Watts  
 Owned-Operated By... McClatchy Bcstg. Co.  
 Business Studio Address..... 708 I St.  
 Phone Number..... 3-1745, 2-5011  
 Transmitter Location..... Plansent Grove  
 Air Time..... Unlimited  
 News Service..... UP, AP  
 Transcription Service..... Capitol  
 Representative..... Paul H. Raymer  
 Membership..... NAB, BMB  
 President..... Eleanor McClatchy  
 Station Manager..... Keith B. Collins  
 Sales Manager..... George H. LaRue  
 Publicity & Promotion..... Tom Flynn  
 Program Manager..... Richard S. Burdick  
 Traffic Manager..... Howard Evanson  
 News & Special Events Mgr..... Tony Koester  
 Music Librarian..... John D. Van Duzer  
 Chief Engineer..... Stam Sronce  
 Farm Editor..... Ray Rodgers

## KROY

**SACRAMENTO—1937  
 CBS-COLUMBIA PACIFIC**

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

## K X O A

**SACRAMENTO—1945**  
**MBS-DON LEE**

Frequency: 1470 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . Sacramento Broad-  
casters, Inc.  
Business Studio Address: . . . . . 1617—30th St.  
Phone Number . . . . . 6-4728  
Transmitter Location . . . . . Sacramento-  
Roseville Freeway Hgwy.  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . Associated  
Represent. . . . . J. E. Pearson, West. Radio Adv.  
Membership . . . . . NAB, BMB  
President, General Manager . . . . . Lincoln Dellar  
Station Commercial Mgr. . . . . Morton Sidley  
Program Director . . . . . William Bennington  
Chief Engineer . . . . . Paul E. Leake

## K S B W

**SALINAS—1947—MBS-DON LEE**

Frequency: 1380 Kc. . . . . Power: 1,000 Watts  
Owned-Operated By . . . . . Salinas Bcstg. Corp.  
Business-Studio-Transmitter Address . . . . . Airport  
Rd.  
Phone Number . . . . . 807L  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . Western Radio, Adv.,  
John E. Pearson  
Membership . . . . . NAB  
President-Gen. Station Mgr.- Chief  
Engineer . . . . . J. M. Hall  
Commercial Manager . . . . . James W. Tressel  
Sales Promotion Mgr.-Pub. Dir. . . . . Jim Willis  
Prog.-Prod.-Music Dir. . . . . Don Wells  
Chief Announcer . . . . . Roy Wilson  
Farm Editor . . . . . Ken Wilhelm

## K C S B

**SAN BERNARDINO—1947**

Frequency: 1350 Kc. . . . . Power: 500 Watts d.  
Owned-Operated By . . . . . San Bernardino Valley  
Bctrs.  
Studio-Bus, Transmitter Address . . . . . 770 Mill St.  
Phone Number . . . . . 82245  
Air Time . . . . . 5:30 a.m.-Local sunset  
News Service . . . . . AP, UP  
Transcription . . . . . Lang-Worth  
Representative . . . . . Forjoe  
President . . . . . Woodrow Miller  
Gen.-Station-Comm. Mgr. . . . . John R. Rider  
Sales Prom. Mgr., Prog.-Publicity  
Director . . . . . Sam Kerner  
Chief Announcer . . . . . Val Gearhart  
Chief Engineer, Farm Editor . . . . . Donald Kerr

## K F X M

**SAN BERNARDINO—1929**  
**MBS-DON LEE**

Frequency: 590 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . Lee Bros. Bcstg. Corp.  
Business Studio Address . . . . . 512 Fifth St.  
Phone Number . . . . . 4761  
Transmitter Location . . . . . San Bernardino  
Air Time . . . . . 5:45 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . John Blair  
Membership . . . . . NAB  
President . . . . . J. Clifford Lee  
V. P.-General Station-Comm.  
Manager . . . . . Don S. Cummings  
Sales Promotion Mgr.-  
Publicity Director . . . . . Lowell Smith  
Program Director . . . . . Gene W. Lee  
Production Director . . . . . John E. Harder  
Chief Announcer . . . . . Charles Palmer  
Chief Engineer . . . . . George Ewing  
Farm Editor . . . . . Howard Baichly

## K I T O

**SAN BERNARDINO—1947—ABC**

Frequency: 1290 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . San Bernardina Bcstg. Co.  
Inc.  
Business Studio Address . . . . . 569 Fourth St.  
Phone Number . . . . . 7807  
Transmitter Location . . . . . 1-4 Mi. north of Base Line  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . Capitol  
Representative . . . . . George P. Hollingbery  
President . . . . . Carl E. Haymond  
Station-Comm. Manager . . . . . George E. Lindman  
Promotion Manager-Program  
Dir. . . . . Charles B. Foll  
Production Dir.-Chief Announcer Arnold Benum  
Musical Director . . . . . Clemmy Wacula  
Chief Engineer . . . . . Owen J. Ford

## K R N O

**SAN BERNARDINO—1946**  
**UNITED PACIFIC**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Western Empire Bctrs., Inc.  
Address . . . . . 990 Colton Ave  
Phone Number . . . . . 2-4282, 81-9131, 6-6538  
Transmitter Location . . . . . 990 Colton Ave.  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . Gene Grant  
Membership . . . . . NAB  
President-General-Station  
Mgr. . . . . Norman H. Rogers

# CALIFORNIA

Commercial Manager-Chief  
Engineer.....George Wesley Brock  
Sales Promotion Manager-  
Publicity Director.....James W. Gerrard  
Program Director.....Dave Shaw  
Chief Announcer.....Wynn Stewart  
Musical Director.....H. Kenn Davis  
Farm Editor.....Rick Hendricks

## KCBQ

SAN DIEGO—1946—CBS

Frequency: 1170 Kc....Power: 5000 Watts d.,  
1000 Watts n.  
Owned-Operated By.....Charles E. Salik  
Business Studio Address.....1405 Fifth Ave.  
Phone Number.....Franklin 1315  
Transmitter Location...62nd & El Cajon Blvd.  
Air Time.....6 a.m.-1 a.m.  
News Service.....UP  
Transcription.....Capitol, SESAC, Standard  
Representative.....Free & Peters  
Membership.....NAB, BMB  
Pres.-Gen.-Station Mgr.....Charles E. Salik  
Comm. Managers.....Graham Moore,  
William Houser  
Program Director.....Don Cubberly  
Chief Announcer.....Dean Long  
Musical Director.....Aram Rejebian  
Chief Engineer.....Charles Sherburne  
Farm Editor.....Howard Keddie

## KFMB

SAN DIEGO—1941—ABC

Frequency: 550 Kc.....Power: 1000 Watts  
Owned-Operated By.....Jack Gross Bcstg. Co.  
Business Address-Studio Address.....1375  
Pacific Blvd.  
Phone Number.....Main 2114  
Transmitter Location.....Grantville  
Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....World,  
Standard, SESAC  
Representative.....The Branham Co.  
Membership.....NAB, BMB  
President-General-Station Mgr...Jack O. Gross  
Commercial Manager.....William Edholm  
Sales Promotion Mgr.....Pat Du Rant  
Program Production Dir.....John Bainbridge  
Publicity Director.....Pat Du Rant  
Chief Engineer.....Robert E. Lee, Jr.

## KFSD

SAN DIEGO—1926—NBC

Frequency: 600 Kc.....Power: 5000 Watts  
Owned-Operated By.....Airdan Radio Corp.  
Business Address.....326 Broadway  
Phone Number.....Franklin 6353

Studio Address.....U. S. Grant Hotel  
Transmitter Location.....Emerald Hills  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....Paul H. Raymer  
President.....Thomas E. Sharp  
General Mgr.....John C. Merlino  
Manager.....M. R. Harris  
Program Director.....Alys Phreaner

## KGB

SAN DIEGO—1926—MBS-DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts  
Owned-Operated By.....Don Lee Bcstg. Syst.  
Address.....1017 First Ave.  
Phone Number.....Franklin 6151  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....World  
Representative.....John Blair  
President.....Lewis Allen Weiss  
Station Manager.....F. D. Ide  
Commercial-Sales Promotion  
Manager.....Hobby Myers  
Prog.-Pub.-Production Mgr.....Jerry Lee Pecht  
Chief Engineer.....William G. Collins

## KSON

SAN DIEGO—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...Studebaker Bcstg. Co.  
Business Studio Address.....630 F St.  
Phone Number.....Franklin 5175  
Transmitter Location...Rigle & Dalbergia Sts.  
Air Time.....6 a.m.-M.  
News Service.....AP, INS  
Transcription Service...Lang-Worth, Capitol,  
SESAC, Standard  
Representative.....Tracy Moore, Burn-Smith  
Membership.....NAB  
Gen.-Station-Commercial Mgr.....C. Frederic  
Rabell  
Sales Promotion Mgr.-Prqm. Dir.....Dorothy  
Johnson  
Prod. Dir.-Pub. Dir.....Gordon Studebaker  
Musical Director.....Jan Thomas  
Chief Announcer-Chief Engineer...Bill Marvin  
Farm Editor.....Gordon Studebaker

## KUSN

SAN DIEGO—1947

Frequency: 1510 Kc....Power: 5000 Watts d.,  
1000 Watts n.  
Owned-Operated By...San Diego Bcstg. Co.  
Business Studio Address...1029 Second Ave.  
Phone Number.....Main 2041  
Transmitter Location.....63rd & Montezuma  
Air Time.....18 hrs

. . . **CALIFORNIA** . . .

News Service.....UP, AP  
 Transcription Service...Associated, Lang-Worth  
 Representative.....Forjoe  
 Membership.....NAB  
 President.....C. A. Smith  
 General Manager.....Jack Heintz  
 Chief Engineer.....Vern Milton

**K Y O R**

**SAN DIEGO—1947**

Frequency: 1130 Kc...Power: 250 d.; CP-5000  
 Owned-Operated By...Silver Gate Broadcast-  
 ing Co.  
 Address.....399 W. Broadway  
 Phone Number.....Franklin 9-5121  
 Air Time.....Limited  
 News Service.....AP  
 Transcription Service...MacGregor, Standard,  
 SESAC  
 Representative.....Grant  
 General Manager.....James Howe  
 Comm.Prom. Mgr.....Bert Johnson  
 Program Director.....Jean Rutkowski  
 Chief Engineer.....Warren S. Williamson

**K F R C**

**SAN FRANCISCO—1924**  
**MBS-DON LEE**

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

**K G O**

**SAN FRANCISCO—1924—ABC**

Frequency: 810 Kc.....Power: 50,000 Watts  
 Owned-Operated By...American Bcstg. Co.  
 Business Address.....155 Montgomery St.  
 Phone Number.....Exbrook 2-6544  
 Studio Address.....Tayler & O'Farrell Sts.  
 Transmitter Location...Near Newark, Calif.  
 Air Time.....6 a.m.-M.  
 News Service.....AP, INS, UP  
 Transcription Service...Standard, Associated,  
 Capitol

Representative.....ABC Spot Sales  
 Membership.....NAB, BMB  
 President.....Mark Woods  
 General Station Manager...Gayle V. Grubb  
 Commercial Manager.....Kirkham Toney  
 Adv. Promotion-Pub. Dir.....Maury Baker  
 Program Director.....Bloyce Wright  
 Chief Announcer.....John Galbraith  
 Musical Director.....Phil Bovero  
 Chief Engineer.....A. E. Evans

**K J B S**

**SAN FRANCISCO—1925**

Frequency: 1100 Kc.....Power: 1000 Watts d  
 Owned-Operated By.....KJBS Bcstrs.  
 Business Studio Address.....1470 Pine St.  
 Phone Number.....Ordway 3-4148  
 Transmitter Location.....1470 Pine St.  
 Air Time.....5 a.m.-Local Sunset  
 News Service.....AP, INS  
 Transcription Service...Standard, MacGregor,  
 Lang-Worth, Associated  
 Representative.....Headley-Reed  
 Membership.....NAB  
 Vice-Pres.-General Mgr...Edwin P. Franklin  
 Commercial Mgr.-Sales Promotion Mgr...Stan-  
 ley G. Breyer  
 Pgm. Dir.-Prod.-Pub. Mgr...Charles F. Pendleton  
 Musical Director.....Mildred Bowyer  
 Chief Engineer.....Wayne Berthold

**K N B C**

**SAN FRANCISCO—1922—NBC**

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

**K S F O**

**SAN FRANCISCO—1926**

Frequency: 560 Kc...Power: 5000 Watts d..  
 1000 Watts n.  
 Owned-Operated By...The Associated Bcstrs.,  
 Inc.

Business Studio Address...Mark Hopkins Hotel  
 Phone Number.....EXbrook 2-4567  
 Transmitter Location...Islais Creek, Pier 92  
 Air Time.....6:15 a.m.-12:15 a.m.  
 News Service.....INS, UP  
 Transcription Service...Standard; Associated  
 Representative.....Bolling  
 Membership.....NAB, BMB  
 President.....W. I. Dumm  
 V.P.-Gen. Mgr.....Philip G. Lasky  
 Sec.-Treas.....F. M. Dumm  
 Sales Mgr.....John G. Campbell  
 Sales Promotion Mgr.....Richard Kelly  
 Pgm. Dir.....Keith Kerby Lakin  
 Dir. of Engineering.....A. E. Towne  
 Farm Editor.....Herb Kennedy

**K Y A**

**SAN FRANCISCO—1926**

Frequency: 1260 Kc...Power: 5000 Watts d.,  
 1000 Watts n.  
 Owned-Operated By...Paio Alto Radio Station,  
 Inc.  
 Business Studio Address.....Hearst Bldg.  
 Phone Number.....DOuglas 2-2536  
 Transmitter Location.....Candlestick Pl.  
 Air Time.....Unlimited  
 News Service.....AP, INS, UP  
 Transcription Service.....World  
 Representative.....Adam J. Young, Jr.  
 Membership.....NAB  
 President.....Dorothy S. Thackrey  
 Gen. Station Manager.....Don Feddersen  
 Comm.-Sales Prom. Mgr.....David E. Lundy  
 Program Director.....Tom Franklin  
 Production Director.....Vern Wilson  
 Musical Director.....John McSwain  
 Chief Engineer.....Paul Schulz

**K S A N**

**SAN FRANCISCO—1922**

Frequency: 1450 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Golden Gotes Bcstg. Corp.  
 Business Studio Address.....1355 Market St.  
 Phone Number.....Market 1-8171  
 Transmitter Location.....1355 Market St.  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Lang-Worth  
 Representative.....William G. Rambeau  
 Membership.....NAB  
 President.....S. H. Patterson  
 Gen.-Station-Comm. Sales Promotion  
 Manager.....Lee C. Mikesell  
 Prog.-Pub. Dir.....Clint Sherwood  
 Prod. Dir.....Susan Alex  
 Chief Announcer.....Harry Wickersham  
 Music Dir.....Barbara Smith  
 Chief Engineer.....John Roger Skelton

**K S G N**

**SANGER—1947**

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Radio Sanger Co.  
 Business Studio Address.....P. O. Box 338  
 Phone Number.....Sanger 490  
 Transmitter.....4½ Mi. NE of Sanger  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....World, Capitol  
 Representative.....Tracy Moore  
 Membership.....NAB  
 Gen. Station-Comm.-Sales Prom. Mgr.  
 Howard Kirby  
 Pgm.-Prod. Dir.-Chief Announcer-Farm Editor  
 George E. Steiner  
 Chief Engineer.....Julian J. Nielsen

**K E E N**

**SAN JOSE—1947**

Frequency 1370 Kc.....Power 1000 Watts  
 Owned-Operated By.....United Bcstg. Co.  
 Business Studio Address.....Hotel De Anza  
 Phone Number.....Columbia 1370  
 Transmitter Location...Wayne Ave. & Oakland  
 Highway  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service...Associated, McGregor  
 Representative.....W. S. Grant  
 Membership.....NAB  
 President.....George M. Mardikian  
 Genl. Mgr.....Floyd Farr  
 Station Mgr.-Pgm. Mgr.....George Snell  
 Comm. Mgr.....Walter Grau  
 Sales-Prom. Mgr.....Harold Woolley  
 Chief Announcer.....Tom Duggan  
 Chief Engineer.....Lee Johnston  
 Farm Editor.....Ed Marion

**K L O K**

**SAN JOSE—1946**

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

**CALIFORNIA**

**K Q W**

**SAN JOSE—1912—CBS**

Frequency: 740 Kc. Power: 5,000 Watts  
 Owned-Operated By: Pacific Agricultural  
 Foundation, Ltd.  
 Business: 140 Jessie St., San Francisco, Calif.  
 Phone Number: EXbrook 2-3233  
 Studio Address: 140 Jessie St., San Francisco;  
 89 San Antonio St., San Jose.  
 Transmitter Location: Alviso, Calif.  
 Air Time: Unlimited  
 News Service: AP, UP  
 Transcription Service: Standard  
 Representative: Edward Petry  
 Membership: NAB, BMB  
 Pres., Gen. Station Mgr.: Ralph R. Brunton  
 Commercial Mgr.: Myron A. Elges  
 Program Director: Fred Ruegg  
 Musical Director: Ray Hackett  
 Chief Engineer: Alan N. Cormack  
 Farm Editor: Bert Buzzini

**K S J O**

**SAN JOSE—1946**

Frequency: 1590 Kc. Power: 1000 Watts d.  
 500 Watts n.  
 Owned-Operated By: Santa Clara Bcstg. Co.  
 Business Address: P. O. Box 995  
 Phone Number: Ballard 3660  
 Transmitter-Studio Loc.: Story and Lucretia  
 Avenues  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: World  
 Representative: Tracy Moore  
 Membership: NAB  
 President: Patrick H. Peabody  
 Pgm.-Prod. Pub. Dir.: Norman Paul  
 Gen. Station Comm. Mgr.: Charles F. Mallory  
 Chief Engineer: Larry King

**K X R X**

**SAN JOSE—1948**

Frequency: 1500 Kc. Power: 1000 Watts  
 Owned-Operated By: San Jose Bcstg. Co.  
 Address: Box 167  
 Phone Number: Ballard 971  
 News Service: UP  
 Transcription Service: Associated  
 Representative: Walker  
 President: Joe E. Levitt  
 General Manager: Jan King  
 Commercial Manager: Tom Magowan  
 Program Director: Glenn Hill  
 Promotion Manager: Glenda Huffman  
 Chief Engineer: Frank Glass

**K P I K**

**SAN LUIS OBISPO—1947**

Frequency: 1340 Kc. Power: 250 Watts

Owned-Oper. By: San Luis Obispo Bcstg. Co.  
 Business Studio Address: 1130 Garden St.  
 Phone Number: 3171  
 Transmitter Location: 500 Price St.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: World, Capitol,  
 Lang-Worth  
 Station Representative: Tracy Moore  
 Owner: Emma Widman  
 General Manager: Hugh Harling  
 Commercial Manager: Robert Richardson  
 Program Director: Jerry Lierz  
 Promotion Manager: Ruth Clark  
 Chief Engineer: Chuck Bouffou

**K V E C**

**SAN LUIS OBISPO—1937  
 MBS-DON LEE-KBS**

Frequency: 920 Kc. Power: 1000 Watts d.  
 500 Watts n.  
 Owned-Operated By: The Valley Electric Co.  
 Business Address: 851 Higuera St.  
 Mount View & Hill Sts.  
 Phone Number: 1100-1  
 Transmitter Location: 1½ mi. N. of City  
 On Highway 1  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Standard  
 Representative: W. S. Grant  
 Membership: NAB  
 President-Owner: Christina M. Jacobson  
 Gen. Station Mgr.: Les Hacker  
 Commercial, Promotion Mgr.: Joe Shuttleworth  
 Program, Production Director: Bob Wilton  
 Publicity Director: Don Prestridge  
 Chief Announcer, Musical Director, Farm Edi-  
 tor: Steve Lamkin  
 Chief Engineer: Herbert Bonaventure

**K S M O**

**SAN MATEO—1947**

Frequency: 1550 Kc. Power: 1000 Watts  
 Owned-Operated By: Amphlett Printing Co.  
 Address: 145 Second Ave.  
 Phone Number: Di. 3-1831  
 Studio Address: Arthur Bldg., 9th & "B" Sts.  
 Transmitter Location: Belmont  
 Air Time: Unlimited  
 News Service: AP, UP  
 Transcription Service: SESAC, Standard,  
 Lang-Worth  
 Representative: Grant  
 Membership: NAB  
 President: J. Hart Clinton  
 Gen.-Sta.-Comm. Sales Mgr.: John H. Schacht  
 Program Director: Bill Delmar  
 Chief Engineer: H. Nell Black

**KVSM**

**SAN MATEO—1946**

Frequency: 1050 Kc. Power: 250 Watts d.  
 Owned-Operated By...The San Mateo County  
 Bcstrs.  
 Business Studio Address...279 Baldwin Ave.  
 Phone Number.....Diamond 4-4395  
 Transmitter Location...Third Ave. at Seal Creek  
 Air Time.....Local sunrise-local sunset  
 News Service.....UP  
 Transcription Service.....World  
 Representative...Donald Cooke, Gene Grant  
 Membership.....NAB  
 President.....Hugh H. Smith  
 Gen.-Station-Comm. Mgr....Gordon D. France  
 Program Director.....Marianne Chamberlin  
 Chief Announcer.....Aaron Edwards  
 Chief Engineer.....Merwyn F. Planting

**KTIM**

**SAN RAFAEL—1947**

Frequency: 1510 Kc. Power: 1000 Watts d.  
 Owned-Operated By...Marin Bcstg. Co., Inc.  
 Business Studio Address....1117 Fifth Ave.  
 Phone Number.....San Rafael 1510  
 Transmitter Location...College Ave., Kentfield  
 Air Time.....Local sunrise-local sunset  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Membership.....NAB  
 President.....Roy A. Brown  
 Gen. Station Mgr., Prod., Publicity Director  
 Hugh Turner  
 Comm., Sales Prom. Mgr....Clifford A. Trotter  
 Program Director.....Marion C. Lichty  
 Chief Ann., Musical Dir....Robert A. Albertson  
 Chief Engineer.....Melvin H. Murphy  
 Farm Editor.....Peter Miller

**KVOE**

**SANTA ANA—1926—MBS-DON LEE**

Frequency: 1480 Kc. Power: 1000 Watts  
 Owned-Operated By...The Voice of the Orange  
 Empire, Inc., Ltd.  
 Business Studio Address.....206-N. Main  
 Phone Number.....Kimberly 2-7191  
 Transmitter Studio Location.....W. 5th St.  
 Air Time.....Unlimited  
 Transcription Service...Standard, MacGregor  
 Representative.....W. S. Grant  
 Membership.....NAB, BMB  
 President, Gen. Mgr.....Ernest L. Spencer  
 Station, Sales Prom. Mgr., Publicity Director  
 Donner P. Spencer  
 Commercial Manager.....L. S. Nicholson  
 Prgm. Dir., Musical Dir....Wallace S. Wiggins  
 Production Director.....C. Stevens  
 Chief Announcer.....Robert Engle  
 Chief Engineer.....Stanley G. Guenther

**KDB**

**SANTA BARBARA—1921**

**MBS-DON LEE**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By...Don Lee Bcstg. System  
 Business-Studio-Transmitter  
 Address.....Radio Square  
 Phone Number.....4131  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....John Blair  
 Membership.....NAB  
 Pres., Gen. Mgr.....Lewis Allen Weiss  
 Station Manager.....Edward K. Kemble  
 Comm. Manager.....James S. Blomfield  
 Prog. Dir., Farm Editor....Donald C. Roberts  
 Prod. Dir.....Fred Burrous  
 Chief Announcer.....George Humphrey  
 Chief Engineer.....Forrest Choate

**KIST**

**SANTA BARBARA—1946—NBC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....Radio KIST, Inc.  
 Business-Studio Address.....Balboa Bldg.  
 Phone Number.....3891  
 Transmitter Location.....735 State St.  
 Air Time.....6:15 a.m.-12:15 a.m.  
 News Service.....UP  
 Representative.....George P. Hollingbery  
 Membership.....NAB, BMB  
 President.....Harry C. Butcher  
 V.P., Gen.-Sta. Manager, Commercial  
 Manager.....Fin Hellinger  
 Sales Promotion Mgr....Michael J. McKeogh  
 Program Director.....Mary Ann Casey  
 Prod. Dir., Farm Editor....Al Staats  
 Publicity Director.....Michael J. McKeogh  
 Chief Engineer.....Stan Saueressig  
 Consulting Engineer.....Lloyd Sigmund

**KTMS**

**SANTA BARBARA—1937**  
**ABC-TRI-COUNTY NET.**

Frequency: 1250 Kc. Power: 5000 d.; 1000 n.  
 Owned-Oper. By...New-Press Publishing Co.  
 Business-Studio Address...de la Guerra Plaza  
 Phone Number.....6116  
 Transmitter Location.....Goleta  
 Air Time.....6:30 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Paul H. Raymer  
 Membership.....NAB  
 President.....Thomas M. Storke  
 Vice-President.....C. A. Storke  
 Gen.-Sta.-Comm. Mgr.....Kenneth E. Peters



Sales Promotion Mgr. . . . . Richard Smith  
 Prog.-Prod. Dir., Chief Anncr. . . . Don E. Evans  
 Publicity Director . . . . . John Willis  
 Musical Director . . . . . Ted Scott  
 Chief Engineer . . . . . Alhert A. Nicolay

## KRUZ

### SANTA CRUZ—1947

Frequency: 1460 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Monterey Bay  
 Broadcast Co.  
 Business-Studio Address . . . . 1407 Pacific Ave.  
 Phone Number . . . . . 5140  
 Transmitter Location . . . . . Rt. 2, Watsonville  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, World  
 Gen.-Station-Comm. Mgr. . . . . L. John Miner  
 Prog.-Prod. Director . . . . . Jack Daugherty  
 Chief Engineer . . . . . Grant R. Wrathall

## KSCO

### SANTA CRUZ—1947

Frequency: 1080 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Radio Santa Cruz  
 Business Address . . . . . P. O. Box 1080  
 Phone Number . . . . . 1080  
 Studio-Transmitter Address . . . . Capitola Drive &  
 Corcoran Lagoon  
 Air Time . . . . . 6:30 a.m.-Local Sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Membership . . . . . NAB  
 Pres., Managing Partner, Gen.-Station-  
 Comm. Mgr., Chief  
 Engineer . . . . . Charles Vernon Be lin  
 Sales Promotion Mgr. . . . . Gerald Schaffer  
 Production Director . . . . . Kenny L. Alford  
 Chief Announcer . . . . . Brad Peters  
 Farm Editor . . . . . John E. Adams

## KCOY

### SANTA MARIA—1947

#### ABC-TRI-COUNTY

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . News-Press Publishing  
 Co.  
 Business-Studio Address . . . . 114 W. Cook St.  
 Phone Number . . . . . 104  
 Transmitter Location . . . . . N. Blosser Rd.  
 Air Time . . . . . 6:30 a.m.-11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . NAB, BMB  
 Chief Executives . . . . . Thomas M. Storke,  
 Charles A. Storke  
 Sta.-Comm. Mgr. . . . . J. W. Benes  
 Program Director . . . . . Duane F. Johnson  
 Chief Engineer . . . . . C. Dralle

## KSMA

### SANTA MARIA—1947

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Central Coast Bcstg. Co.  
 Business-Studio Address . . . . 510 West Morrison,  
 P. O. Box 771  
 Phone Number . . . . . 43  
 Transmitter Location . . . . . North Broadway  
 Air Time . . . . . 8 a.m.-11 p.m.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . World, Associated  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB, BMB  
 President, Owner . . . . . John H. Poole  
 General Manager . . . . . Laurence W. Harry

## KOWL

### SANTA MONICA—1947

Frequency: 1580 Kc. . . . . Power: 5000 Watts d.  
 Owned-Operated By . . . . . KOWL, Inc.  
 Business-Studio Address . . . . Ambassador Hotel  
 Phone Number . . . . . 46761  
 Transmitter Location . . . . . 11637 Charnock Rd.,  
 Los Angeles 25  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, Standard  
 Pres., Gen.-Sta.-Comm.  
 Manager . . . . . Arthur H. Croghan  
 Music Dir. . . . . Walter Wise  
 Chief Engineer . . . . . John Morecroft

## KSPA

### SANTA PAULA—1948

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Ventura County Radio  
 Center, Inc.  
 Business-Studio Address . . . . . Box 112  
 Phone Number . . . . . 1400

## KSRO

### SANTA ROSA—1937

Frequency: 1350 Kc. . . . . Power: 1000 Watts  
 Owned By . . . . . Ruth W. Finley  
 Bus.-Studio Address . . . . . 425 Mendocino Ave.  
 Phone Number . . . . . 110  
 Transmitter Location . . . . . Finley Ave.  
 Air Time . . . . . 6:30 a.m.-11 p.m.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Lang-Worth, MacGregor,  
 Cole  
 Representative . . . . . Western Radio Adv.  
 Membership . . . . . NAB, BMB  
 President-Owner . . . . . Mrs. Ruth W. Finley  
 General-Station Manager . . . . . Eddie Handley  
 Commercial-Sales Promotion  
 Manager . . . . . Lee Fleming  
 Program Director . . . . . Jack Murphy

Prod. Dir.....William Lambert  
 Chief Engineer.....Vern Hassett  
 Farm Editor.....Sheridan Baker

## K G I L

### SHERMAN OAKS—1947

Frequency: 1260 Kc.....Power: 1000 Watts  
 Owned-Operated By....San Fernando Valley  
 Bcstg. Co.  
 Business Address.....4919 Van Nuys Blvd.  
 Phone Number.....State 4-6291  
 Studio Addresses...4919 Van Nuys Blvd., Sher-  
 man Oaks; 14908 Lassen St., San Fernando  
 Transmitter Location...14908 Lassen St., San  
 Fernando  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Capitol, Standard  
 Membership.....NAB  
 Pres., General Mgr.....F. J. Smalley, Jr.  
 V.P., Comm. Mgr.....Howard P. Grey  
 Program Director.....Allan McKee

## K G D M

### STOCKTON—1926—CBS

Frequency: 1140 Kc.....Power: 5000 Watts  
 (C.P. 10,000 Watts)  
 Owned-Operated By.....E. F. Pelfer  
 Business-Studio Address...519 E. Market St.  
 Phone Number.....4-4551  
 Transmitter Location...Highway 99, 3 mi. from  
 Stockton  
 Air Time.....6 a.m.-M.  
 News Service.....INS  
 Transcription Service.....World  
 Representative.....John Blair  
 President.....E. F. Pelfer  
 Gen.-Comm. Mgr.....E. Smith  
 Program Director.....V. Swan  
 Promotion Manager.....A. Lubersky  
 Chief Engineer.....M. B. Greene

## K W G

### STOCKTON—1921—ABC

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By....McClatchy Bcstg. Co.  
 Bus.-Studio Address.....612 E. Market St.  
 Phone Number.....5-5728  
 Transmitter Location.....Weber and E Sts.  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Capital  
 Representative.....Paul H. Raymor  
 Membership.....NAB, BMB  
 President.....Eleanor McClatchy  
 Station Manager.....Howard L. Bailey  
 Program Director.....James E. Longe  
 Traffic Manager.....Marian V. Hough  
 Chief Engineer.....Frank Nesmith  
 Farm Editor.....John Mackenzie

## K X O B

### STOCKTON—1947—MBS-DON LEE

Frequency: 1280 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Valley Bcstg. Co.  
 Business-Studio Address...2013 Pacific Ave.  
 Phone Number.....5-5896  
 Transmitter Location.....Beyer Lane  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....John E. Pearson, Western  
 Radio Adv.  
 Membership.....NAB  
 President, Gen. Mgr.....Lincoln Dellar  
 Station Manager.....Herb Ferguson  
 Program Director.....Earle Russell  
 Chief Engineer.....Walt Berger

## K S U E

### SUSANVILLE—1948

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Nolan Hallowell,  
 James E. McKahan  
 Business-Studio-Transmitter  
 Address.....Chestnut & Weatherlow Sts.  
 Phone Number.....354-B  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World  
 Representative...Donald Cooke, Gene Grant  
 Membership.....NAB  
 Gen. Mgr., Publicity Dir...William B. Murphy  
 Commercial Manager.....G. A. Oliver  
 Prog. Dir., Farm Editor...Wayne Thornton, Jr.  
 Chief Engineer.....Harold C. Houston

## K T K R

### TAFT—1948

Frequency: 1310 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Taft Bcstg. Co.  
 Business Address.....P.O. Box "WW"  
 Studio-Transmitter Address...1 mi. W. of Taft  
 Air Time.....Local Sunrise—local Sunset  
 News Service.....AP, UP  
 Transcription Service.....World  
 Representative.....Homer Griffith  
 Membership.....NAB  
 General-Station Manager,  
 Sales Promotion Manager, Program-  
 Production Director.....Kenneth Aitken  
 Commercial Manager.....George Krisic  
 Publicity-Musical Director...George Flansberg  
 Chief Engineer.....Jim Welch

## K C O K

### TULARE—1945—MBS-DON LEE

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned By.....Herman Anderson  
 Operated By.....Sheldon Anderson

# CALIFORNIA

Business Address.....P. O. Box 119  
 Phone Number .....800  
 Transmitter-Studio Location....Mooney Blvd.  
 Air Time .....5 a.m.-M.  
 News Service .....UP  
 Transcription Service.....Thesaurus  
 Representative.....John E. Pearson, Western  
 Radio Adv.  
 Membership .....NAB, BMB  
 Pres., Gen.-Sta. Mgr.....Sheldon Anderson  
 Comm.-Sales Prom. Mgr....Richard A. Wegener  
 Program Director.....Paul Salvo  
 Prod.-Musical Dir.....Bob Lee  
 Publicity Director.....Wanda Woods  
 Chief Engineer.....James C. Morrison  
 Farm Editor.....Jon Beebe

## KGYW

VALLEJO—1947

Frequency: 1190 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....California-Nevada  
 Bcatg. Co.  
 Business-Studio Address.....141 Highway 29  
 Phone Number.....Vallejo 3-5667  
 Transmitter Location.....141 Highway 29  
 Air Time.....Local sun rise-local sunset  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Tracy Moore  
 Gen.-Sta.-Comm. Mgr.....David McKay  
 Program Director.....Ruth Lewis  
 Prod. Dir.....Victor Paulsen  
 Chief Announcer.....William Roberts  
 Chief Engineer.....Arthur David

## KVEN

VENTURA—1948

Frequency: 1450 Kc.....Power: 2500 Watts  
 Owned-Operated By.....Coast Ventura Co.  
 Address.....P. O. Box 1611  
 Phone Number .....8675  
 News Service .....UP  
 Transcription Service.....Capitol  
 General Manager.....Mort Werner  
 Commercial Manager.....Harry Engel  
 Program Director.....Phil McMurray  
 Promotion Manager.....Dana Marbel  
 Chief Engineer.....John Scales

## KVVC

VENTURA—1948

Frequency: 1590 Kc.....Power 1000 Watts  
 Owned-Operated By  
 KVVC, The Voice of Ventura County  
 Business Address.....P.O. Box 1411  
 Phone Number.....6185  
 Studio Addresses  
 487 E. Main St. Ventura—Colonial House.  
 Oxnard; Mills Rd. near Telegraph Road

Transmitter Location  
 Mills Rd. near Telegraph Rd. E. of Ventura  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service....Standard, Associated  
 Representative.....W. S. Grant  
 Membership.....NAB  
 President, Sta.-Comm.-Sales Prom.  
 Manager.....Barry Keit  
 Prog. Dir., Chief Announcer.....Jack Powell  
 Production Director.....Joe Dodds  
 Publicity Director, Farm Editor....Sandy Knox  
 Musical Director.....William H. Haupt  
 Chief Engineer.....Jack Cowr

## KKIN

VISALIA—1946

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....KKIN, Inc.  
 Address.....119 E. Acequia St.  
 Phone Number .....4-5811  
 Transmitter Location.....N. McWilliams Ave.  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Forjoe  
 Pres., Sta. Mgr., Farm Editor....Lyman Treaster  
 Comm.-Sales Prom. Mgr.....Albert Blain  
 Prog. Dir., Chief Announcer,  
 Musical Director.....George Lindsay  
 Chief Engineer.....Forrest Hughes

## KTKC

VISALIA—1937—ABC

Frequency: 940 Kc.....Power: 5000 Watts  
 Owned-Operated By....Tulare-Kings Counties  
 Radio Associates  
 Business Address.....Box 511  
 Phone Number .....575-8  
 Transmitter-Studio Location....1¼ mi. SW of  
 Visalia  
 Air Time.....5:45 a.m.-M  
 News Service.....AP  
 Transcription Service.....Long-World, World  
 Representative.....William G. Rambeau  
 Membership.....NAB, BMB  
 General-Station Manager....Charles P. Scott  
 Commercial Manager.....Millard Kibbe  
 Sales Promotion Manager.....Jean Banks  
 Program Director, Production  
 Manager.....George Lindsay  
 Publicity Director.....Charles Niete  
 Chief Announcer.....Ben Or  
 Chief Engineer.....Herbert Stratton  
 Farm Editor.....John Daniels

## KHUB

WATSONVILLE—1936

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Luther E. Gibson

## CALIFORNIA - COLORADO

Business Address.....P. O. Box 349  
 Phone Number.....1700  
 Transmitter-Studio Location.....Atkinson Lane  
 Air Time.....6:30 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....World, Capitol  
 Representative.....W. S. Grant  
 Membership.....NAB, BMB  
 President-Owner.....Luther E. Gibson  
 Gen.-Comm. Manager.....John A. Pearson  
 Program Director.....George Grayson  
 Chief Engineer, Farm Editor..Rodney Richards

### KSYC

**YREKA—1947—KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By..Siskiyou County Bcstg.  
 Co.  
 Business Address.....P. O. 597  
 Phone Number.....624  
 Transmitter-Studio Location..Lawrence Lane &  
 South Oregon St.  
 Air Time.....7 a.m.-10 p.m.  
 News Service.....AP  
 Transcription Service.....Keystone, World  
 Representative.....Tracy Moore  
 Membership.....NAB, BMB  
 President.....E. G. Millbourn  
 General Manager.....Helt C. Wardrip

Station-Comm.-Sales Promotion  
 Manager.....Jack R. Wagner  
 Program Director, Chief  
 Announcer.....Jack Matranga  
 Musical Director.....Stan Collins  
 Chief Engineer.....Bill Maginis

### KUBA

**YUBA CITY-MARYSVILLE—1947  
 KBS**

Frequency: 1600 Kc.....Power: 500 Watts  
 Owned-Operated By..Peach Bowl Broadcasters  
 Business-Studio Address  
 P.O. Box 309, Yuba City  
 Phone Number.....1600  
 Transmitter Location..Sanborn Rd., Sutter Co.  
 Air Time.....6:00 a.m.-M.  
 News Service.....AP  
 Transcription Service..Standard, Capitol, KBS  
 Representative.....Homer Griffith, Friedenber  
 General-Station Manager.....Bud B. Ballard  
 Commercial Manager.....Clyde L. Goodnight  
 Sales Promotion Manager.....Sid Loomis  
 Program Dir., Chief Anncr.....Bert Downing  
 Publicity Director, Farm Editor...Dave Harris  
 Prod. Dir.....Robert Dye  
 Musical Director.....Roy Swanson  
 Chief Engineer.....Chet Ullom

## COLORADO

*Estimated Population 1,165,000—Increase +3.7%—Radio Homes 305,300  
 Total Families 315,700—Stations in State 29*

### KGIW

**ALAMOSA—1927—KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....E. L. Allen  
 Business Address.....P. O. Box 127  
 Phone Number.....26  
 Studio-Transmitter Address..East of Alamosa  
 Air Time.....6 a.m.-10 p.m.  
 News Service.....UP  
 Transcription Service.....Keystone  
 Pres., Gen.-Station-Comm. Mgr....E. L. Allen  
 Sales Promotion Manager.....Charles Dynes  
 Prog.-Prod.-Publicity Dir.....Lloyd Allen  
 Chief Engineer.....George Kettle

Business-Studio Address.....1617 Pearl St.  
 Phone Number.....1490  
 Transmitter Location.....E. Pearl St.  
 Air Time.....7 a.m.-11:05 p.m.  
 News Service.....AP  
 Transcription Service..Standard, Lang-Worth  
 Membership.....NAB  
 President.....Herb Hollister  
 Gen.-Sta.-Comm. Mgr.....Russel Shaffer  
 Prog. Dir., Chief Announcer.....Bill Keene  
 Publicity Director.....Bob Butz  
 Chief Engineer.....Blair Dobbins  
 Farm Editor.....Bob Wilkinson

### KRLN

**CANON CITY—1947—KBS**

Frequency: 1400 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Royal Gorge Bcstrs,  
 Inc.  
 Business-Studio Address...1615 Central Ave.  
 Phone Number.....1100  
 Transmitter Location...1615 Central Avenue

### KBOL

**BOULDER—1946—KBS-COLUMBINE**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By....Boulder Radio KBOL,  
 Inc.

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**• • • COLORADO • • •**

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Air Time.....7 a.m.-7 p.m.  
News Service .....UP  
Transcription Service .....Keystone  
President, General-Station  
Manager .....Raymond M. Beckner  
Program Director.....G. C. Underhill  
Chief Announcer.....Dick Painter  
Chief Engineer.....John L. Antic

**K R D O**  
COLORADO SPRINGS—1947  
COLUMBINE

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Pikes Peak Bcstg. Co.  
Business-Transmitter Location.....Alta Vista  
Hotel  
Phone Number.....Main 1125  
Air Time.....6 a.m.-M.  
News Service .....AP  
Transcription Service.....Standard, Lang-Worth,  
Cole  
Representative.....William G. Rambeau  
Membership .....NAB  
Pres., Gen.-Comm. Mgr.....Joseph H. Rohrer  
Station Manager.....Paul Crozier  
Sales Promotion Manager.....Harry Hoth  
Prog., Musical Dir.....Jean Gitz  
Production Director.....Robert Fitzmorris  
Pub. Dir., Chief Engineer...Joseph H. Rohrer  
Chief Announcer, Farm Editor..Michael Dillon

**K V O R**  
COLORADO SPRINGS—1924—CBS

Frequency: 1300 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Oklahoma Pub. Co.  
Business-Studio Address.....800 Exchange National  
Bank Bldg.  
Phone Number.....Main 278  
Transmitter Location.....2803 E. Platte Ave.  
Air Time.....Unlimited  
News Service .....AP  
Transcription Service .....World  
Representative.....The Katz Agency  
President.....E. K. Gaylord  
Gen.-Station Manager.....Everett Shupe  
Commercial Manager.....Orville Suhre  
Program Director.....Conrad Brown  
Production Director.....Edgar Jones  
Chief Engineer.....Cozine Strang  
Farm Editor.....Ralph Conner

**K R A I**  
CRAIG—1948

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Newel S. Cahoon  
Business-Studio-Transmitter Address.....Craig  
Phone Number .....707-8  
Air Time.....6:30 a.m.-10 p.m.  
News Service .....UP

Gen.-Sta.-Comm Manager.....M. H. Hilton  
Program Director.....Ed Christy  
Chief Announcer.....Irv Jacobson  
Chief Engineer.....Andrew Walker

**K L Z**

DENVER—1920—CBS

Frequency: 560 Kc.....Power: 5000 Watts  
Owned-Operated By.....KLZ Bcstg. Co.  
Business-Studio Address.....Shirley-Savoy Hotel  
Phone Number.....MAin 4271  
Transmitter Location.....Englewood, Colo.  
Air Time.....Unlimited  
News Service.....AP, INS  
Transcription Service.....Standard, Capitol  
Representative.....Katz  
Membership .....NAB, BMB  
President.....E. K. Gaylord  
Manager.....Hugh B. Terry  
Commercial Manager.....R. Main Morris  
Promotion Manager.....John Connors  
Program Director.....Charles C. Roberts  
Musical Director.....Arthur Gow  
Chief Engineer.....Harvey E. Wehrman  
Farm Editor.....Lowell Watts

**K M Y R**

DENVER—1941

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....KMYR Bcstg. Co.  
Business-Studio Address.....1626 Stout St.  
Phone Number.....MAin 4181  
Transmitter Location.....1626 Stout Street  
Air Time.....6 a.m.-1:30 a.m.  
News Service.....AP, UP  
Transcription Service .....Lang-Worth  
Representative.....William G. Rombeau  
Membership .....NAB  
President-General Manager.....F. W. Meyer  
Station Director.....A. G. Meyer  
Prog. Dir., Prod. Mgr.....Joseph C. McGrane  
Music Director.....Martha Gobble  
Chief Engineer.....Glen James  
News Editor.....Dick Leonard

**K O A**

DENVER—1924—NBC

Frequency: 850 Kc.....Power: 50,000 Watts  
Owned-Operated By.....National Bcstg. Co., Inc.  
Business-Studio Address.....1625 California St.  
Phone Number.....Main 6211  
Transmitter Location.....Aurora, Colo.  
Air Time.....Unlimited  
News Service.....AP, INS, UP  
Transcription Service.....Thesaurus, Associated  
Representative.....NBC Spot Sales  
Membership .....NAB, BMB  
President (NBC).....Niles Trammell  
General-Station Manager.....Lloyd E. Yoder

**COLORADO**

Commercial Mgr. . . . . L. Berry Long, Jr.  
 Sales Promotion Manager . . . Randolph Smith  
 Program Director . . . . . Clarence C. Moore  
 Production Manager . . . . . Earle C. Ferguson  
 Publicity Director . . . . . Donald E. Allen  
 Musical Director . . . . . Milton Shrednik  
 Chief Engineer . . . . . Robert H. Owen  
 Farm Editor . . . . . Donald M. Peach

**K F E L**

**DENVER—1923—MBS**

Frequency: 950 Kc. . . . . Power: 5,000 Watts  
 Owned-Operated By . . Eugene P. O'Fallon, Inc.  
 Business-Studio Address . . . . . Albany Hotel  
 Phone Number . . . . . Alpine 4691  
 Transmitter Location . . . . . 5350 W. 20th St.  
 Air Time . . . . . 24 hrs.  
 News Service . . . . . AP, INS  
 Transcription Service . . . . Standard, Associated,  
 Cole, SESAC  
 Representative . . . . . John Blair  
 General Manager . . . . . Gene O'Fallon  
 Managing Director . . . . . Frank Bishop  
 Commercial Manager . . . . . Mark Crandall  
 Musical Director . . . . . Marilyn Grund  
 Chief Announcer . . . . . Ronald J. McCoy  
 Chief Engineer . . . . . Tom G. Morrissey  
 Farm Editor . . . . . Gus Swanson

**K T L N**

**DENVER—1948**

Frequency: 990 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Landon Bcstg. Co.  
 Business-Studio Address . . . . Park Lane Hotel  
 Phone Number . . . . . RAce 4636  
 Transmitter Location . . . . 3000 South Plate River  
 Drive, Littleton  
 Air Time . . . . . Sunrise-Sunset  
 News Service . . . . . UP  
 President . . . . . Alf M. Landon  
 Gen.-Sta.-Comm. Manager . . . . W. P. Gillin  
 Program Director . . . . . David Button  
 Chief Engineer . . . . . Robert R. Blanchard

**K V O D**

**DENVER—1925—ABC**

Frequency: 630 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . Colorado Radio Corp.  
 Business-Studio Address . . . Midland Savings  
 Bldg.  
 Phone Number . . . . . TAbor 2291  
 Transmitter Location . . . . . 53rd & Pecos  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . Lang-Worth, Cole,  
 Associated

*You're in  
 Good Company  
 on KFEL'S "Ray Perkins Show"*

\*patronized in 1948 by  
 these National Advertisers

Alexander Smith Rugs, American Tobacco,  
 Beauty Facteurs, Birdseye, Blondex, Brown & Williamson,  
 Colgate, Columbia Records, Garrett Wines,  
 Griffin Shoe Polish, Musterole, National Biscuit,  
 Rayve Shampoo, Richard Hudnut, Seventeen Magazine,  
 Shontex, Standard Brands, Vick's, Whistle, White Rock  
 and many fine local accounts, too!

TIME Magazine:  
 "Ray Perkins . . . top  
 jockey in the Rocky  
 Mountain Region . . ."



**Mutual in Denver**  
 MANAGED BY GENE O'FALLON  
 REPRESENTED BY JOHN BLAIR

Membership ..... NAB  
 President..... William D. Pyle  
 Station Manager..... T. C. Ekrem  
 Comm.-Sales Prom. Mgr..... Con Hecker  
 Program Director..... V. W. Corbett  
 Publicity Director..... Ben H. Stanton  
 Music Director..... Joe Summers  
 Chief Engineers..... W. D. Pyle, T. C. Ekrem  
 Farm Editor..... Leslie Stark

## K I U P

**DURANGO—1935**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....San Juan Bcstg. Co.,  
 Inc.

Business-Studio Address...2800 N. Main Ave.  
 Phone Number .....117  
 Transmitter Location.....2800 N. Main Ave.  
 Air Time .....Unlimited  
 News Service .....UP  
 Transcription Service .....Standard  
 Representative.....Thomas F. Clark  
 Membership .....BMB  
 President .....Mike Cummins  
 General-Station-Comm. Mgr.....R. E. O'Brien  
 Program Director.....Lee O'Brien  
 Chief Engineer.....Harold Hoffman  
 Farm Editor.....Lou Vanderlinen

## K C O L

**FT. COLLINS—1947—KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....The Northern Colorado  
 Bcstg. Co.

Business-Studio Address...1600 La. Porte Ave.  
 Phone Number .....2600  
 Transmitter Location.....1600 La Porte Ave.  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Homer Griffith  
 Membership .....NAB, BMB  
 President, General-Station

Manager.....Douglas D. Kahle  
 Commercial-Sales Promotion

Manager.....Dave Schlothauer  
 Program-Publicity Director.....Jack Hitchcock  
 Production Manager, Musical

Director.....Harry Parkinson  
 Chief Engineer.....Harold Austin  
 Farm Editor.....Max Brown

## K E X O

**GRAND JUNCTION—1948  
 COLUMBINE**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Voice of Western Colo.  
 Address.....P. O. Box 629

Phone Number .....1230  
 News Service .....AP  
 Transcription Service.....Capitol, Thesaurus  
 President.....D. Spencer Grow  
 Gen.-Prom. Mgr.....H. Abbott Tessman  
 Commercial Mgr.....Harold Roper  
 Program Director.....Robert A. Collins  
 Chief Engineer.....Lee Grothe

## K F X J

**GRAND JUNCTION—1926—MBS-KBS**

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

Owned-Operated By.....Western Slope Bcstg.  
 Co.

Business-Studio Address.....Hillcrest Manor  
 Phone Number.....Grand Junction 1300  
 Transmitter Location.....Hillcrest Manor  
 Air Time .....Unlimited  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative .....Hal Holman  
 Membership .....NAB, BMB  
 General Manager.....Rex Howell  
 Commercial Manager.....Charles Howell  
 Program Director.....Rosa Lee Samuels  
 Chief Announcer.....Ed Lewis  
 Chief Engineer.....Charles Hay

## K F K A

**GREELEY—1921**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Mid-Western Radio Corp.

Business-Studio Address.....620—8th Ave.  
 Phone Number .....450-1

Transmitter Location.....Radio Ranch, Evans  
 Air Time .....Unlimited

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

President, General Manager.....Francis Price  
 Commercial Manager.....Frank S. Thomas

Program Director.....Larry Lee  
 Publicity Director.....Albert Karson

Chief Announcer.....Ken Perry  
 Chief Engineer.....Harry Brewer

Farm Editor.....Carl Jordan

## K Y O U

**GREELEY—1948—COLUMBINE**

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

Business-Studio-Transmitter  
 Address.....2424 6th Avenue

Phone Number .....3275  
 Air Time .....Unlimited

News Service .....AP  
 Transcription Service .....World

Pres., General Manager.....Elwood H. Meyer  
 Commercial Manager.....Bill Reed

Program Director.....Jack Hull

. . .  
**COLORADO**  
. . .

Production Director.....Ann Freeman  
Chief Announcer.....Clark Sulton  
Musical Director.....Betty Blue  
Chief Engineer.....Paul Emrich

## K K O

LA JUNTA—1936—KBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By...The Southwest Bcstg. Co.  
Business-Studio Address.....P. O. Box 485  
Phone Number.....42  
Transmitter Location...4 miles W. of La Junta  
on U. S. Highway No. 50

Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....Thomas F. Clark  
Membership.....NAB  
President.....B. C. Bulson  
General Manager.....Burt Harrison  
Station Manager.....Robert A. Mott  
Director.....R. Russell Porter  
Program Director.....Betty McComas  
Publicity Director.....Noel Jordan  
Chief Announcer.....Robert Kuhnert  
Chief Engineer.....Lloyd Wilson

## K L M R

LAMAR—1948—COLUMBINE

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By...The Southeast Colorado  
Bcstg. Co.  
Business Address.....P. O. Box 232  
Phone Number.....804  
Studio-Transmitter Location...North Santa Fe  
Trail

Air Time.....6 a.m.-10 p.m.  
News Service.....AP  
Transcription Service.....World  
Membership.....NAB  
President.....Ralph E. Eaton  
Managing Director.....L. K. Christolear  
Prog.-Prod.- Publicity Dir...Robert L. McGrath  
Chief Announcer.....Donald F. Stephens  
Chief Engineer.....D. E. Towne

## K U B C

MONTROSE—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...Uncompahgre Bcstg. Co.  
Business-Studio Address.....P. O. Box 179,  
Col. Bank & Trust Bldg., Delta  
Phone Number.....199  
Studio Address...Box 179, Montrose Bank &  
Trust Bldg., Delta  
Transmitter Location.....1 Mi. E. of Montrose  
Air Time.....Unlimited  
News Service.....UP  
President.....F. J. Hartman

Gen.-Sta.-Comm.-Sales Prom. Mgr.,  
Publicity Director.....George O. Cory  
Prog.-Prod., Musical Dir....Theodore J. Agnew  
Chief Engineer, Farm  
Editor.....Louis P. Benedict

## K C S J

PUEBLO—1947—MBS-COLUMBINE

Frequency: 590 Kc.....Power: 1000 Watts  
Owned-Operated By...Star Bcstg. Co., Inc.  
Business-Studio Address.....211 West 5th St.  
Phone Number.....8522  
Transmitter Location.....N. Hudson  
Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....Taylor-Borrorff  
Membership.....NAB, BMB  
President.....Frank S. Hoag, Jr.  
General-Station Manager.....Dale W. Scott  
Commercial Manager.....Jack Cobb  
Sales Promotion Manager.....Morey Wilber  
Program-Production Dir.....Roy Borden  
Publicity Director.....Harold Reed  
Chief Announcer.....Robert Spratlin  
Musical Director.....Al Perry  
Chief Engineer.....Harry Mason  
Farm Editor.....Irwin Cunningham

## K D Z A

PUEBLO—1947

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By...Pueblo Radio Co.  
Business-Studio Address.....3011 Elizabeth  
Phone Number.....8551  
News Service.....AP  
Transcription Service.....Standard, Captiol  
President, General Mgr.....Dee B. Crouch  
Comm.-Prom. Mgr., Prog. Dir.....J. C. Liner  
Chief Engineer.....Dee B. Crouch

## K G H F

PUEBLO—1928—ABC

Frequency: 1350 Kc...Power: 5000 d.; 1000 n.  
Owned-Operated By...Colorado Bcstg. Co., Inc.  
Business-Studio Address.....304 N. Main St.  
Phone Number.....3877  
Transmitter Location...N.W. of Pueblo, U. S.  
Hiway 50  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....World, SESAC  
Representative.....Joseph Hershey McGillvra  
Membership.....NAB, BMB  
President.....Gifford Phillips  
General Manager.....Ludlow Flower, Jr.  
Station Manager.....Robert D. Ellis  
Commercial Manager.....Kenneth Russell  
Sales Promotion Manager, Publicity  
Director.....Howard Myers



Prog.-Prod.-Music Dir., Chief Announcer,  
Farm Editor..... Clifford Hendrix  
Chief Engineer..... Willis C. Shanks

Publicity Director..... Noel Jordan  
Chief Announcer..... John Special  
Chief Engineer..... Lloyd Wilson

## KVRH

**SALIDA—1948—KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By..... Vir N. James  
Address..... P. O. Box 229  
News Service.....UP  
Representative..... Grant  
President, General Mgr..... Vir N. James  
Program Dir..... August C. Grebe, Jr.

## KGEK

**STERLING—1925—KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By..... Elmer G. Beehler  
Address..... Fleming Rd.  
Phone Number..... 679  
Air Time..... Daytime  
News Service.....UP  
Transcription Service..... MacGregor, Cole  
Representative..... Thomas F. Clark  
Gen. Mgr., Chief Engineer..... Elmer G. Beehler  
Comm.-Sales Prom. Mgr., Prog. Dir.,  
Farm Editor..... Al Ross

## KCRT

**TRINIDAD—1948—KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By..... H. L. Corley  
Address..... South Country Club Drive  
Phone Number..... 338  
Transmitter Location..... South Country Club Drive  
Air Time..... 7:00 a.m.-10:00 p.m.  
News Service.....UP  
Transcription Service..... Lang-Worth, KBS  
Station Manager..... Earnest Cooper  
Sales Manager..... Rembert O. Coyle  
Program Director..... Millye J. Coyle

## KSFT

**TRINIDAD—1946—MBS**

Frequency: 1280 Kc....Power: 1000 Watts d.,  
500 Watts n.  
Owned-Operated By..... Trinidad Bcstg. Corp.  
Bus.-Studio Address..... 219 N. Commercial St.  
Phone Number..... 414  
Transmitter Location..... Garcia Plaza  
Air Time..... 6 a.m.-M.  
News Service.....AP  
Transcription Service..... Thesaurus  
Representative..... Forjoe  
Membership..... NAB  
President..... E. O. Schoombs  
General Manager..... Burt Harrison  
Director..... R. Russell Porter  
Commercial Manager..... Ed Parker

## KPHC

**WALSBERG—1948**

Frequency: 1450 Kc.....Power: 250 Watts d.  
Owned-Oper. By..... Walsenberg Bcstg. Co., Inc.  
Business Address..... P. O. Box 312  
Phone Number..... 79  
Studio-Transmitter Location..... 10th & Main  
Air Time..... Unlimited  
News Service.....UP  
President..... Patrick H. Connely  
General Manager..... Tom G. Banks, Jr.  
Comm. Mgr., Chief Announcer,  
Farm Editor..... Gordon Lack  
Chief Engineer..... John Figal

Tom Eaton, Radio Station

WTIC, Hartford, Conn.:

"There is no question but that

The **AP** is vastly

superior to that afforded by

any other service I have

seen."—From the Minutes of

the Connecticut Association

of Associated Press Broad-

casters, January 12, 1949.

# CONNECTICUT

Estimated Population 2,011,000—Increase +17.7%—Radio Homes 582,500  
Total Families 590,800—Stations in State 25

## W I C C

### BRIDGEPORT—1926—MBS-YANKEE

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

Owned By.....General Tire & Rubber Co.  
Operated By.....The Yankee Network, Inc.  
Business-Studio Address...144 Golden Hill St.  
Phone Number.....6-1121  
Transmitter Location.....Pleasure Beach  
Air Time.....Unlimited  
News Service.....AP, INS  
Transcription Service...Standard, Associated  
Representative.....Edward Petry  
Membership.....NAB, BMB  
Chairman of the Board...John Shepard, 3rd  
President-Owner.....William O'Neil  
Station Manager.....Dickens J. Wright  
Program Director.....Florence Ballou Robinson  
Chief Engineer.....George P. Keich

## W L I Z

### BRIDGEPORT—1947

Frequency: 1300 Kc. Power: 1000 Watts d.  
Owned-Operated By...The Bridgeport Bcstg Co.  
Business-Studio Address.....114 State St.  
Phone Number.....5-4144  
Transmitter-Studio

Location.....Seaview & Forest Aves.  
Air Time.....6:45 a.m.-local sunset  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....Taylor-Borroff  
Membership.....NAB  
Pres., Gen.-Sta. Manager...William Elliott  
Commercial Manager...Emanuel S. Slotnick  
Sales Promotion Manager...Sol Robinson  
Program-Prod. Director...Wallace B. Dunlap  
Publicity Directors.....Wallace B. Dunlap,  
William Elliott  
Musical Director.....Ransom W. Edwards  
Chief Engineer.....Crayford E. Holt  
Farm Editor.....Phil Jensen

## W N A B

### BRIDGEPORT—1941 ABC-CONN. STATE

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By.....Harold Thomas  
Business-Studio Address.....991 Broad St.  
Phone Number.....3-3112  
Transmitter Location...Locomobile Pt., Seaside  
Pk.  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Standard

Representative.....William G. Rambeau  
Membership.....NAB  
Owner.....Harold Thomas  
General Manager.....Levon Thomas  
Program Director.....Jack Dahlby  
Musical Director.....Marcia Robinson  
Chief Engineer.....Harold Thomas

## W B I S

### BRISTOL—1948

Frequency: 1440 Kc. Power: 500 Watts d.  
Owned-Oper. By.....The Bristol Bcstg. Corp.  
Business-Studio Address.....183 Main St.  
Phone Number.....9265  
Transmitter Location.....Greystone Ave.  
Air Time.....Daytime  
News Service.....UP  
Transcription Service.....Standard  
Membership.....NAB  
Pres., Gen. Mgr.....Dr. Benjamin Sachner  
Station Manager.....Earle Clement  
Comm.-Sales Prom. Mgr.....Norbert O'Brien  
Program Director.....Joseph Michaels  
Publicity Director.....Fay Clark  
Chief Announcer.....Cope Robinson  
Chief Engineer.....Edward Stephens

## W L A D

### DANBURY—1947

Frequency: 800 Kc. Power: 250 Watts d.  
Owned-Operated By...Berkshire Bcstg. Corp.  
Business-Studio Address.....207 Main St.  
Phone Number.....8-0580  
Transmitter.....Brushy Hill Rd.  
Air Time.....Daytime  
News Service.....UP  
Transcription Service.....SESAC, World  
Representative.....McGeehan & O'Mara  
Membership.....NAB  
President.....Robert Doran  
Commercial Manager.....J. Thomas Mathers  
Program Director.....Jerry Arthur  
Farm Editor.....Al Brundage

## W C C C

### HARTFORD—1947

Frequency: 1290 Kc. Power: 500 Watts d.  
Owned-Operated By...Greater Hartford Bcstg.,  
Inc.  
Business-Studio Address.....Bond Hotel  
Phone Number.....5-6648  
Transmitter Location...South Quaker Lane,  
Elmwood  
Air Time.....Local sunrise-local sunset  
News Service.....UP

## CONNECTICUT

Transcription Service ..... Associated  
 President ..... William M. Savitt  
 Treasurer ..... Max M. Savitt  
 General Manager ..... Harry LeBrun  
 Commercial Manager ..... Raymond H. Dower  
 Sales Promotion Manager ..... Arnold Kupper  
 Program Director ..... Walter A. Nielson  
 Production Director ..... Ed Weston  
 Publicity Dir., Farm Editor ..... William Martin  
 Chief Announcer ..... Bill Murphy  
 Musical Director ..... Ivor Hugh  
 Chief Engineer ..... Howard Wessenberg

### W D R C

**HARTFORD—1922—CBS**

Frequency: 1360 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... The Connecticut Bcstg  
 Co.  
 Business-Studio Address ..... 750 Main St.  
 Phone Number ..... 7-1188  
 Transmitter Location ..... 869 Blue Hills Ave.,  
 Bloomfield, Conn.  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Representative ..... Paul H. Raymer  
 Membership ..... NAB, BMB  
 President ..... Franklin M. Doolittle  
 Station Manager ..... Walter B. Haase  
 Comm.-Sales Prom. Mgr. .... William F. Malo, Sr.

Program Manager ..... Harvey H. Olson  
 Chief Announcer ..... Russ Naughton  
 Chief Engineer ..... Italo A. Martino

### W O N S

**HARTFORD—1935—MBS-YANKEE**

Frequency: 1410 Kc. .... Power: 5,000 Watts  
 Owned-Oper. By ..... The Yankee Network  
 Business-Studio Address ..... 54 Pratt St.  
 Phone Number ..... 7-9131  
 Transmitter Location ..... Newington, Conn.  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Standard, Associated  
 Membership ..... NAB, BMB  
 President ..... William O'Neil  
 Gen.-Station Manager ..... Robert Kennett  
 Program Director, Production  
 Manager ..... Ralph Klein  
 Pub. Dir. .... Milton Berkowitz  
 Musical Director ..... Maurice Sechtman  
 Chief Engineer ..... Rogers Holt

### W T H T

**HARTFORD—1936  
ABC-CONN. STATE**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... The Hartford Times, Inc.  
 Business Address ..... 2-18 Prospect St.  
 Phone Number ..... 2-0237  
 Transmitter-Studio Location ..... 555 Asylum St.  
 Air Time ..... 6:43 a.m.-M.  
 News Service ..... AP, Reuters  
 Transcription Service ..... Standard  
 Representative ..... J. P. McKinney  
 Membership ..... NAB, BMB  
 President ..... Francis S. Murphy  
 Gen.-Sta. Manager ..... C. Glover DeLaney  
 Commercial Manager ..... Leonard R. Schoenfeld  
 Sales Prom. Mgr. Pub. Dir. .... Ralph S. Silver, Jr.  
 Prog.-Prod. Director ..... Philip Becker  
 Chief Announcer ..... Robert I. Maurer  
 Musical Director ..... Charlotte Anderson  
 Chief Engineer ..... Charles S. Masini

### W T I C

**HARTFORD—1925**

**NBC-NEW ENGLAND REGIONAL**

Frequency: 1080 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By ..... Travelers Bcstg. Service  
 Corp.  
 Business-Studio Address ..... 28 Grove St.  
 Phone Number ..... 2-3181  
 Transmitter Location ..... Talcott Mt., Avon  
 Air Time ..... Unlimited  
 News Service ..... AP, INS, Transradio  
 Transcription Service ..... Thesaurus, Lang-Worth  
 Representative ..... Weed  
 Membership ..... NAB, BMB, FMA  
 President ..... Jesse W. Randall

WCCC

THE MUSIC STATION

WCCC

HARTFORD, CONN.

Hotel Bond

1290 DIAL 1290

# CONNECTICUT

## Vice President, General-Station

Manager.....Paul W. Morency  
Asst. Gen.-Comm. Mgr.....Walter Johnson  
Asst. Sales Mgr.....Irwin Cowper  
Program Manager.....Leonard J. Patricelli  
Asst. Program Mgr.....Paul Lucas  
Production Dir.....George Bowe  
Dir. Public Relations.  
Spec. Progs.....Bernard Mullins  
Musical Director.....Moshe Paranov  
Plant Manager.....Herman Taylor  
Farm Program Director.....Frank Atwood

## W M M W

MERIDEN—1947

Frequency: 1470 Kc....Power: 1000 Watts d.  
Owned-Operated By....Silver City Crystal Co.  
Business-Studio Address.....8½ W. Main St.  
Phone Number.....2600  
Transmitter.....Lewis Ave.  
Air Time.....Daytime  
News Service.....AP  
Transcription Service.....Thesaurus  
Membership.....NAB  
President.....Carl A. Schultz  
General-Sta. Manager.....Ralph D. Kanna  
Commercial Manager.....William C. Franklin  
Sales Promotion Mgr...Gustave A. Kruttschnitt  
Production Director.....Carl W. Schultz  
Musical Director.....John L. Ellinger  
Chief Engineer.....Gabriel Langfelder

## W C N X

MIDDLETOWN—1948

Frequency: 1150 Kc....Power: 500 Watts d.  
Owned-Oper. By.....Middlesex Bcstg. Co.  
Business-Studio Address.....279 Main St.  
President.....Richard J. O'Brien  
Vice President.....Elmer S. Hubbell

## W K N B

NEW BRITAIN—1946

Frequency: 840 Kc....Power: 1000 Watts d.  
Owned-Operated By...The New Britain Bcstg.  
Co.  
Business-Studio Address.....213 Main St.  
Phone Number.....3-3603-4; Hfd. 2-4924  
Transmitter Location.....Newington  
Air Time.....Local sunrise-local sunset  
News Service.....AP  
Transcription Service.....Associated  
Representative.....Adam J. Young, Jr.  
Membership.....NAB, FMA  
President, General Manager...Julian Gross  
Station Manager.....Elliott P. Miller  
Commercial Manager.....Peter B. Kenney  
Prod. Dir.....Bernard M. Moore  
Pub. Dir.....Beatrice MacQuarrie  
Music Dir.....Al Decaro  
Chief Engineer.....W. R. Atkinson  
Farm Editor.....Raymond M. Neilan

## W A V Z

NEW HAVEN—1946

Frequency: 1260 Kc....Power: 1000 Watts d.  
Owned-Operated By...New Haven Bcstg. Corp.  
Business-Studio Address.....152 Temple St.  
Phone Number.....7-0171  
Transmitter Location.....Foot of Thill St.  
W. Haven  
Air Time.....Local sunrise-local sunset  
News Service.....UP  
Transcription Service.....World  
Membership.....NAB  
President.....Edward S. Minor  
Gen.-Sta. Manager.....Lester C. Flood  
Comm.-Sales Prom. Mgr...Murray L. Grossman  
Prog.-Prod. Directors.....Roy Hemming,  
Sigurd Hjermsstad  
Acting Chief Engineer.....Ernest Gellman

## W E L I

NEW HAVEN—1935—ABC

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

## W N H C

NEW HAVEN—1944—CONN. STATE

Frequency: 1340 Kc....Power: 250 Watts  
Owned-Operated By...Elm City Bcstg. Corp.  
Business-Studio Address.....1110 Chapel St.  
Phone Number.....8-0196  
Transmitter Location.....Kimberly Ave.  
Air Time.....7:05 a.m.-12:05 a.m.  
News Service.....AP  
Transcription Service.....Standard  
Representative.....William G. Rambeau  
Membership.....NAB  
President.....Patrick J. Good  
General-Station Manager...James T. Milne  
Comm.-Prom. Mgr.....Vince Callanan  
Prog.-Prod.-Publicity Dir...Louis L. Doolittle  
Chief Announcer.....Joseph Burnes  
Musical Director.....James Morgan  
Chief Engineer.....Vinnie DeLaurentis  
Farm Editor.....Thomas Romano

# CONNECTICUT

## WNLC

NEW LONDON—1936

MBS-ABC-YANKEE-CONN. STATE

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By... The Thames Bcstg. Corp.  
Business-Studio Address... 281 State St.  
Phone Number ..... 2-4365  
Transmitter Location... Winthrop Pt., E. New London

Air Time ..... 17 hrs.  
News Service ..... AP  
Membership ..... BMB  
Pres., Gen. Mgr. .... Gerald J. Morey  
Sta. Mgr., Prog.-Prod.-Mus. Dir. .... Leslie Morson  
Comm.-Sales Prom. Mgr. .... Leo B. Keegan  
Publicity Director ..... J. Patricia Morley  
Chief Engineer ..... Gerald J. Morey

## WNLK

NORWALK—1947

Frequency: 1350 Kc. Power: 500 Watts d.  
(CP 500 Watts n.)

Owned-Operated By... Norwalk Bcstg. Co.  
Business-Studio Address... Main & Wall Sts.  
Phone Number ..... 6-2542  
Transmitter Location... Stuart Ave. & Benedict St.

Air Time ..... Local Sunrise-Local Sunset  
News Service ..... UP  
Transcription Service ..... Associated  
Membership ..... NAB  
President-General Mgr. .... Benjamin Ginzburg  
Comm. Mgr. .... Jeremy Marcus  
Program Director ..... Milton Warren  
Music Dir. .... Charles Hilton  
Chief Engineer ..... Charles W. Winter

## WNOC

NORWICH—1926—KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... Norwich Bcstg. Co.  
Business-Studio Address... 91 Main St.  
Phone Number ..... 3325  
Transmitter Location... Lucas Pk. Rd.  
Air Time ..... 6:30 a.m.-11:15 p.m.  
News Service ..... AP  
Transcription Service... World, SESAC, KBS  
Owner ..... H. Ross Perkins  
General Manager ..... John Deme  
Sales Prom. Mgr. .... Noel Breault  
Program Dir. .... Jack Burrington

## WSTC

STAMFORD—1941  
ABC-CONN. STATE

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... The Western Conn.  
Bcstg. Co.

Business-Studio Address... 270 Atlantic St.  
Phono Number ..... 4-7575  
Transmitter Location... 320 Strawberry Hill Ave.  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... World  
Representative ..... J. P. McKinnie  
Membership ..... NAB, FM.  
President ..... Kingsley Gillespie  
Gen.-Sta. Manager ..... Julian Schwartz  
Commercial Manager ..... Wharton Ford  
Program Director ..... Ernest Hartman  
Chief Engineer ..... Edward L. Markmar

## WLCR

TORRINGTON—1948

Frequency: 990 Kc. Power: 1000 Watts d.  
Owned-Oper. By... The Litchfield County Radio Corp.

Business-Studio Address... 23 Main St.  
Phone Number ..... 4176  
Transmitter Location... Highland Ave.  
Air Time ..... Local sunrise-local sunset  
News Service ..... UP  
Transcription Service ..... World  
Membership ..... NAB  
President ..... J. Richard Dobbins  
General Manager ..... Francis Martin, Jr.  
Program Director ..... James E. Cipriano  
Chief Engineer ..... Alfred F. Pallokat

## WTOR

TORRINGTON—1947  
CONN. STATE

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By... Torrington Bcstg. Co., Inc.  
Business-Studio Address... 93 Main St.  
Phone Number ..... 4181  
Transmitter Location... Perkins St.  
Air Time ..... Unlimited  
News Service ..... INS  
Transcription Service ..... Capitol  
Representative ..... Continental Radio Sales  
Membership ..... NAB  
President ..... Joseph R. Schifini  
General Manager ..... James Parker  
Comm.-Sales Prom. Mgr. .... Joseph X. O'Hara  
Prog.-Prod.-Publicity Dir. .... Richard C. Kilbourn  
Chief Announcer ..... Albert C. Vestro  
Musical Director ..... John J. Morris  
Chief Engineer ..... T. Webster Hitchcock

## WATR

WATERBURY—1934  
ABC-CONN. STATE

Frequency: 1320 Kc. Power: 1000 Watts  
Owned-Oper. By... The WATR Co., Inc.  
Business-Studio Address... 440 Meadow St.  
Phone Number ..... 3-5161

**CONNECTICUT-DELAWARE**

Transmitter Location.....Baldwin St.  
 Air Time.....7 a.m.-M.  
 News Service.....UP  
 Representative.....William G. Rambeau,  
 Bertha Bannan  
 Membership.....NAB  
 President.....Harold Thomas  
 Gen.-Sta.-Comm. Mgr.....Sam Elman  
 Sales Pro. Mgr., Pub. Dir.....Wallace Gordon  
 Prog.-Prod. Dir.....Edmund Waller  
 Chief Announcer.....Wallace King  
 Musical Director.....Jack Greenwood  
 Chief Engineer.....Russell Jensen

**W B R Y**

**WATERBURY—1934—CBS**

Frequency: 1590 Kc.....Power: 5000 Watts  
 Owned-Operated By.....American-Republican,  
 Inc.  
 Business-Studio Address.....136 Grand St.  
 Phone Number.....3-1125  
 Transmitter Location.....Boyden St.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Avery-Knodel  
 Membership.....NAB, BMB

President-Owner.....William J. Pape  
 General Manager.....James H. Darcey  
 Asst. Station Mgr.....Wilder J. Greeley  
 Commercial Manager.....Harry A. DeVoeken  
 Station. Mgr., Pub. Dir.....J. Maxim Ryder  
 Prog.-Prod. Dir.....Waller O. Howard  
 Chief Announcer.....Robert Stewart  
 Musical Director.....Louis Boisvert  
 Chief Engineer.....Frank B. Hales

**W W C O**

**WATERBURY—1946**

**MBS-YANKEE**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Mattatuck Bcstg. Co.  
 Business-Studio Address.....119 W. Main St.  
 Phone Number.....4-5141  
 Transmitter Location.....Thomaston Ave.  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Forjoe  
 Pres., Gen. Manager.....Milton H. Meyers  
 Commercial Manager.....Mort Silverman  
 Program Director.....Robert Gellespie  
 Chief Announcer.....Gene Vallon  
 Chief Engineer.....Don Brennan

*Delaware Home Owned and Operated!*

**W A M S**

**DELIVERS  
 GUARANTEED COVERAGE**

*The WAMS directional antenna pattern radiates 5000-6000 watts over the entire Wil-  
 mington area, Downstate Delaware, PLUS Southern New Jersey and parts of Maryland  
 and Pennsylvania,—301,162 radio homes. WAMS-FM, 20,000 watts, is Delaware's only  
 FM outlet on the air and serves 18,000 FM radio homes in the Wilmington area.*

**1,000 WATTS - MUTUAL NETWORK  
 DAY and NIGHT 1380 KC**

**Wilmington, Delaware**

NATIONAL REPRESENTATIVES: WEED AND COMPANY

# DELAWARE

Estimated Population 297,000—Increase +11.5%—Radio Homes 77,100  
Total Families—80,900—Stations in State 5

## W D O V

DOVER—1948

Frequency: 1410 Kc. Power: 250 Watts  
Owned-Operated By: William C. Evans  
Phone Number: 3063  
News Service: AP  
Transcription Service: Capitol, Cole  
Gen. Mgr.: A. Harry Zoog  
Pgm. Dir.: Raymond Davis  
Chief Engineer: W. C. Evans

## W A M S

WILMINGTON—1947

MBS-ATLANTIC

Frequency: 1380 Kc. Power: 1000 Watts  
Owned-Oper. By: Wilmington Tri-State Bcst. Co., Inc.  
Business-Studio Address: 414 French St.  
Phone Number: 4-8881  
News Service: AP, Transradio  
Transcription Service: Lang-Worth, Standard  
Representative: Weed

Membership: NAB, BMB, FMA  
President: Frank S. Carrow  
Exec. V.P., Gen. Manager: George L. Sutherland  
Program Director: Jack Gibbons  
Production Director: Bill Smith  
Chief Engineer: Herbert Eckstein  
(See Page 360)

## W D E L

WILMINGTON—1922—NBC

Frequency: 1150 Kc. Power: 5000 Watts  
Owned-Operated By: WDEL, Inc.  
Business-Studio Address: 10th & King Sts.  
Phone Number: 7268  
News Service: UP  
Transcription Service: World  
Representative: Robert Meeker  
Membership: NAB  
Station Executive: Clair R. McCollough  
Station Manager: J. Gorman Walsh  
National Sales Manager: J. Robert Gullck  
Program Director: Harvey C. Smith  
Chief Engineer: J. E. Mathoi

**WDEL**

**WILMINGTON DELAWARE**

**5000 WATTS DAY & NIGHT**

**SELLS**  
for you, consistently,  
profitably

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

**NBC**  
Affiliate

**DELAWARE—DISTRICT OF COLUMBIA**

**W I L M**

**WILMINGTON—1922—ABC**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By... Delaware Bcstg. Co.  
Business-Studio Address... 920 King St.  
Phone Number ..... 4-7771  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service ..... Lang-Worth  
Representative ..... Adam J. Young, Jr.  
Membersbip ..... NAB, BMB  
President ..... Alfred G. Hill  
Vice Pres. & General  
Manager ..... Francis H. Brinkley  
Program Director ..... Frank Gallagher  
News Director ..... William P. Frank  
Chief Engineer ..... Ed Kennedy

**W T U X**

**WILMINGTON—1947**

Frequency: 1290 Kc. Power: 500 Watts d.  
Owned By ..... Port Freere Bcstg. Co., Inc.  
Operated By ..... Gordon K. MacIntosh,  
Howard R. Robinson  
Business-Studio Address ..... 1326 Market St.  
Phone Number ..... Wilmington 5-8821  
Transmitter Location ..... Port Freere  
Air Time ..... Local sunrise-local sunset  
News Service ..... AP  
Transcription Service ..... World  
Representative ..... Forjoe  
Membership ..... NAB  
President ..... Gordon K. MacIntosh  
General-Station Mgr. .... Howard R. Robinson  
Commercial Manager ..... Sidney Schulman  
Chief Announcer ..... Fred Heckman  
Musical Director ..... Justina Spagnola  
Chief Engineer ..... Wayne Neuhaus

**DISTRICT OF COLUMBIA**

*Estimated Population 98,000—Increase 35.5%—Radio Homes 212,700  
Total Families 219,700—Stations in D. C. 7*

**W I N X**

**WASHINGTON, D. C.—1940**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By ..... WINX Bcstg. Co.  
Address ..... 8th & Eye Sts., N.W.  
Phone Number ..... Republic 8000  
Transmitter Location ..... Florida St. & Lee Hwy.,  
Arlington, Va.  
Air Time ..... Unlimited  
News Service ..... AP, UP  
Transcription Service ..... Standard, Lang-Worth,  
Associated  
Representative ..... Headley-Reed  
Membership ..... NAB, BMB, FMA  
President ..... Phillip L. Graham  
V.P., General Manager ..... John S. Hayes  
Commercial Manager ..... Charles W. Trippe  
Program Director ..... George M. Creamer  
Publicity Director ..... Marion B. Cedarblade  
Chief Engineer ..... Ralph E. Cannon, Jr.

Air Time ..... 6 a.m.-1:05 a.m.  
News Service ..... AP, UP  
Transcription Service ..... Associated, Standard  
Representative ..... ABC Spot Sales  
Membership ..... NAB, BMB  
President ..... S. H. Kauffmann  
V.P., General Manager ..... K. H. Berkeley  
Mgr. Bcsl. Oper. .... Fred Shawn  
Commercial Manager ..... Ben B. Baylor, Jr.  
Chief Engineer ..... Frank Harvey

**W O L**

**WASHINGTON, D. C.—1924—MBS**

Frequency: 1260 Kc. Power: 5000 Watts  
Owned-Operated By ..... Cowles Bcstg. System  
Bus.-Studio Address ..... 1627 K St., N.W.  
Phone Number ..... Metropolitan 0010  
Transmitter Location ..... Brookville Rd.,  
Silver Spring, Md.  
Air Time ..... Unlimited  
News Service ..... AP, UP  
Transcription Service ..... Lang-Worth  
Representative ..... Katz  
Membership ..... NAB, BMB  
President-Owner ..... Gardner Cowles  
Gen.-Sta. Mgr. .... Phil Hoffman  
Commercial Mgr. .... Arden E. Swisher  
Sales Prom. Mgr. .... John Bondeson  
Program Director ..... Lansing B. Lindquist  
Production Manager ..... Larry J. Frommer  
Musical Director ..... Charles Keaton  
Chief Engineer ..... Harold Reed

**W M A L**

**WASHINGTON, D. C.—1925—ABC**

Frequency: 630 Kc. Power: 5000 Watts  
Owned-Operated By ..... The Evening Star  
Bcstg. Co., Inc.  
Business-Studio Address ..... 724 14th St., N.W.  
Phone Number ..... National 5400  
Transmitter Location ..... Green Tree Rd.,  
Bethesda, Md.



## W Q Q W

**WASHINGTON, D. C.—1947**

Frequency: 570 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . WQQW, Inc.  
Business-Studio Address . . . 2627 Conn. Ave.,  
N.W.

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

Air Time . . . . . Local sunrise-local sunset  
News Service . . . . . AP  
Transcription Service . . . . . World, Standard  
Representative . . . . . William G. Rambeau  
Membership . . . . . NAB  
President . . . . . Morris Rodman  
General Manager . . . . . M. Robert Rogers  
Comm. Manager . . . . . Perry Walders  
Program-Musical Director . . Pierson Underwood  
Chief Announcer . . . . . Ray Wilson  
Chief Engineer . . . . . Robert B. Martin

## W R C

**WASHINGTON, D. C.—1923—NBC**

Frequency: 980 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . National Bcstg. Co.  
Business-Studio Address . . . 724 14th St., N.W.  
Phone Number . . . . . Republic 4000  
Transmitter Location . . . . . Ager Rd.,  
Hyattsville, Md.

Air Time . . . . . Unlimited  
News Service . . . . . AP, INS, UP  
Transcription Service . . . . . Thesaurus, Standard,  
Associated

Representative . . . . . NBC Spot Sales  
Membership . . . . . NAB  
President (NBC) . . . . . Niles Trammell  
Vice President (Wash.) . . . . . Frank M. Russell  
Asst. to V.P. & Actg. Gen.

Mgr. . . . . William R. McAndrew  
Commercial Manager . . . . . Mahlon Glascock  
Sales Promotion Manager . . . . . Tom Dolan  
Program Director . . . . . George Y. Wheeler  
Publicity Director . . . . . Walter Jay Royen  
Musical Director . . . . . Ludwig F. Balzer  
Chief Engineer . . . . . Donald Cooper

## W T O P

**WASHINGTON, D. C.—1928—CBS**

Frequency: 1500 Kc. . . . . Power: 50,000 Watts  
Owned-Operated By . . . . . WTOP, Inc.  
Phone Number . . . . . Metropolitan 3200  
Studio Address . . . . . Warner Bldg.  
Transmitter Location . . . . . Wheaton, Md.  
Air Time . . . . . 5:30 a.m.-1:05 a.m.  
News Service . . . . . AP, UP  
Transcription Service . . . . . World, BMI  
Membership . . . . . NAB, BMB

President (CBS) . . . . . Frank Stanton  
General Manager . . . . . John Hayes  
Sales Promotion Manager . . . . . Cody Pfanstiehl  
Chief Engineer . . . . . Clyde Hunt

## W W D C

**WASHINGTON, D. C.—1941**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Capital Bcstg. Co.  
Business-Studio Address . . . 1000 Conn. Ave.,  
N.W.

Phone Number . . . . . NATIONAL 7203  
Main Transmitter . . . . . 61 Pierce St., N.E.  
Air Time . . . . . 24 hrs.  
News Service . . . . . AP, UP  
Transcription Service . . . . . Capitol, Standard,  
Thesaurus

Representative . . . . . Forjoe  
Membership . . . . . NAB, FMA  
President . . . . . Joseph Katz  
V.P., General Manager . . . . . Ben Strouse  
Comm. Manager . . . . . Herman Paris  
Program Director . . . . . Norman Reed  
Chief Engineer . . . . . Ross H. Beville

# The 2 best buys in Washington radio WWDC-AM

The town's red-hot, hard-hitting 24 hour  
station. Represented nationally by

**Forjoe & Company**

# WWDC-FM

Transit Radio in public vehicles deliver-  
ing a guaranteed audience close to  
point of sale. Represented nationally by

**TRANSIT RADIO, INC.**

# FLORIDA

Estimated Population 2,356,000—Increase 24.2%—Radio Homes 592,900  
Total Families 682,500—Stations in State 66

## WSWN

### BELLE GLADE—1947—KBS

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Seminole Bcstg. Co.  
Business Address.....P. O. Box 355  
Phone Number.....155  
Transmitter Location.....Chosen, Fla.  
Air Time.....Daytime  
News Service.....UP  
Transcription Service.....World.  
Associated, Keystone  
Membership.....NAB  
President-Gen. Station Mgr....Tom Watson, Jr.  
Commercial Manager.....Mary Foy  
Program Director.....George Peters  
Chief Engineer.....C. S. Clemans

## WDHL

### BRADENTON—1946—KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By.....Manatee Bcstg. Co., Inc.  
Business Address.....Memorial Pier  
Phone Number.....37-561, 31-531  
Studio-Transmitter Location.....Chamber of Com-  
merce Building  
Air Time.....6:45 a.m.-10:15 p.m.  
News Service.....AP  
Transcription Service.....Associated, Keystone  
Representative.....Homer-Griffith  
President, General Manager, Station  
Manager.....L. E. Jacobson  
Commercial Manager.....William MacMurray  
Sales Promotion Manager.....Don Arnold  
Program Director.....Eileen Jackson  
Production Director.....Ken Lueke  
Publicity Director.....Ted Cryst  
Chief Engineer.....Arthur Belts  
Farm Editor.....Ed Ayers

## WCLE

### CLEARWATER—1947

Frequency: 680 Kc. Power: 100 Watts d.  
Owned By.....Clearwater Bcstg. Co., Inc.  
Business Address.....Box 1139, Clearwater;  
Millsaps Bldg., St. Petersburg  
Phone Numbers.....Clearwater 2573, St. Peters-  
burg, 71675  
Studio Address.....Whitcomb Building, Clear-  
water, Millsaps Bldg., 6th & Central, St.  
Petersburg  
Transmitter Location.....Taylor Ave., Largo  
Air Time.....Sunrise to sunset  
News Service.....AP  
Transcription Service.....Associated  
Representative.....Hal Helman  
Membership.....NAB

President, General-Station-Commercial  
Manager.....Houston Cox, Jr.  
Program Director.....Frank Parker  
Chief Engineer.....Harold Legg  
Farm Editor.....Wayne Farriss

## WTAN

### CLEARWATER—1948—KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated by.....Clearwater Radio  
Broadcasters, Inc.  
Business Address.....P. O. Box 1109  
Phone Number.....2561  
Studio Address.....Municipal Auditorium at  
Clearwater Bay  
Transmitter Location.....Clearwater Bay,  
Pierce St.  
Air Time.....6:00 a.m.-12:08 a.m.  
News Service.....UP  
Transcription Service.....World, MacGregor,  
Keystone  
Representative.....Joseph Hershey McGillvra  
Membership.....NAB  
President.....Olis E. Prull  
General-Station Manager.....Denzil Pulley  
Commercial-Sales Promotion  
Manager.....C. A. McKay  
Program-Production Director.....Jim Brownell  
Publicity Director.....Harold Halconier  
Musical Director.....Wallace Gauze  
Chief Engineer.....John Cailan

## WBAY

### CORAL GABLES—1947 ORANGE STATE

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By.....Atlantic Shores Bcstg.,  
Ltd.  
Business-Studio Address.....322 Aragon  
Phone Number.....48-65-71  
Transmitter Location.....1505 S.W. 32nd Ave.,  
Miami  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Associated, Standard,  
Cole  
Representative.....Joseph Hershey McGillvra  
Partners.....James Brown, Ronald Johnson,  
Bert Graulich, Elbert Griffis  
General-Station Mgr.....Robert Johnson  
Prog. Dir., Prod. Mgr.....Bert Graulich  
Chief Engineer.....Walt E. Kinney

## WVCG

### CORAL GABLES—1947

Frequency: 1070 Kc. Power: 1000 Watts d.

. . . **FLORIDA** . . .

Owned-Operated By . . . Peninsular Bcstg. Corp.  
 Business Address . . . . . P. O. Box 977  
 Phone Number . . . . . 48-7411-2  
 Studio Address . . . . . 223 Aragon Ave.  
 Transmitter Location . . . 660 Grand Concourse  
 Air Time . . . . . Sunrise to sunset  
 News Service . . . . . AP  
 Transcription Service . . . . Associated  
 Membership . . . . . NAB  
 President-General Mgr. . . . George W. Thorpe  
 Commercial Manager . . . . Hank Lee  
 Program Director . . . . . Edward Gaylor  
 Chief Engineer . . . . . Edward Vickers

**WCNU**

**CRESTVIEW—1948—KBS**

Frequency: 1010 Kc. . . . Power: 1000 Watts d.  
 Owned-Operated By . . . Gulf Shore Bcstg. Co.  
 Business-Studio Address . . . Box 486 Crestview  
 Phone Number . . . . . 3511  
 Transmitter Location . . Highway 85, Crestview  
 Air Time . . . . . 18 hours  
 News Service . . . . . AP  
 Transcription Service . . . . Lang-Worth  
 Membership . . . . . NAB  
 General-Station Manager . . . John B. McCrary  
 Commercial Manager . . . . . John French

Sales Promotion Manager . . . . D. G. O'Neal  
 Program-Production Director . . Cyril W. Reddoch  
 Musical Director . . . . . John McCrary  
 Chief Engineer . . . . . Franklin Prestwood

**WNDB**

**DAYTONA BEACH—1948**

Frequency: 1150 Kc. . . . Power: 1,000 Watts d.  
 Owned-Operated By . . . . News-Journal Corp.  
 Business-Studio Address . . 128 Orange Ave.  
 Phone Number . . . . . 3601  
 Transmitter Location . . . . Holly Hill  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . Standard, World  
 Representative . . . . . John H. Perry  
 Membership . . . . . NAB, FMA  
 President . . . . . Julius Davidson  
 Gen. Mgr.-Program Director . . Jerry Stone  
 Comm.-Sales Promotion Mgr. . . John Cummins  
 Production Director . . . . Maribel Montgomery  
 Publicity Director . . . . . Lilliane R. Davidson

**WMFJ**

**DAYTONA BEACH—1935—ABC**

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

*A Must for Florida*

**WNDB**

**1000 WATTS  
AND**

**WNDB-FM**

**FLORIDA'S FIRST FULL-TIME FM STATION**

**THE NEWS-JOURNAL STATIONS**

**DAYTONA BEACH, FLA.**

# FLORIDA

Owned-Operated By.....W. Wright Esch  
 Business-Studio Address.....444 N. Beach St.  
 Phone Number.....6491-2  
 Transmitter Location...126½ Magnolia Ave.  
 Air Time.....Unlimited  
 News Service.....INS  
 Transcription Service.....Lang-Worth  
 Representative.....Joseph Hershey McGillvra  
 Membership.....NAB  
 Owner.....W. Wright Esch  
 General Manager.....A. B. Esch  
 Station Manager.....Ray Clancy  
 Commercial Manager.....John S. Pitts  
 Chief Engineer.....Webster K. Ellenwood

## WROD

### DAYTONA BEACH—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Daytona Beach Bcstg.  
 Corp.  
 Business Address.....Box 991  
 Phone Number.....4626  
 Studio-Transmitter Address...Wilder Blvd. &  
 S. Beach St.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Associated  
 Membership.....NAB  
 President, General-Station  
 Manager.....E. J. Sperry  
 Commercial Manager.....R. Y. Huffman  
 Chief Engineer.....F. A. Scott

## WDLF

### DE LAND—1948

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...Lyle Van Valkenburgh  
 Business-Studio Address...220 E. Hubbard Ave.  
 Phone Number.....1290  
 News Service.....AP  
 Transcription Service.....Associated  
 President.....Lyle Van Valkenburgh  
 Station Manager.....Lynn Gearhart  
 Business Mgr.....Maj. R. L. Clinton, Jr.  
 Program Director.....Michael Davis  
 Chief Engineer.....Lauren Mickle

## WEUS

### EUSTIS—1948

Frequency: 790 Kc.....Power 1000 Watts  
 Operated By.....Lake County Bcstgrs  
 Business-Studio Address...32 Magnolia Ave.,  
 P. O. Box 790  
 Phone Number.....394  
 Transmitter...Off Hgwy. 441, betw. Tavares  
 and Leesburg  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service...Standard, Lang-Worth,  
 Keystone

Station Representative.....Rural Radio  
 Membership.....NAB  
 President.....Frank W. Stebbins  
 General-Station-Commercial-Sales Pro-  
 motion Manager.....Lynn Gearhart  
 Program-Prod.-Publicity Director....Dan Ross  
 Chief Engineer.....Martin C. Kirkland

## WFTL

### FORT LAUDERDALE—1946

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Radio Div. Gore Pub. Co.  
 Business-Studio Address...100 E. Las Olas Blvd.  
 Phone Number.....3-2511  
 Transmitter Location.....S.E. 15th St. and  
 Inland Waterway  
 Air Time.....Unlimited  
 News Service.....UP  
 General-Station-Commercial  
 Manager.....Robert W. Standart  
 Sales Promotion Mgr....Ernest D. Ashurst, II  
 Program-Production Director....Paul Taylor  
 Publicity Director.....Carter Holmes  
 Musical Director.....Gerrie Clapp  
 Chief Engineer.....Howard O. Sheets

## WINK

### FT. MYERS—1939—CBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Fl. Myers Bcstg. Co.,  
 Inc.  
 Business-Studio Address.....WINK Bldg.,  
 54 E. First St.  
 Phone Number.....818  
 Transmitter Location.....Wink Bldg.,  
 54 E. First St.  
 Air Time.....6:30 a.m.-M.  
 News Service.....AP  
 Transcription Service...Associated, Keystone  
 Representative.....Donald Cooke  
 Membership.....NAB  
 President.....Arthur B. McBride  
 Vice President.....Daniel Sherby  
 Sta.-Comm Mgr., Prod. Dir.....A. J. Bauer  
 Sales Promotion Manager.....Walter Kelly  
 Program Director.....Betty Whitfield  
 Chief Engineer.....John Vance, Jr.

## WIRA

### FORT PIERCE—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Indian River Bcstg Co.  
 Business Address.....Box 1401  
 Phone Number.....870  
 Transmitter-Studio Location....Melody Lane  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Standard  
 Membership.....NAB  
 Pres., Gen.-Sta.-Comm. Mgr....Douglas Silver

# FLORIDA

Sales Prom. Mgr., Pub. Dir. . . . . Marjorie B. Silver  
 Prog. Dir., Prod. Mgr. . . . . John Sadler, Jr.  
 Musical Director . . . . . Roger Wood  
 Chief Engineer . . . . . James Sowinski  
 Farm Editor . . . . . Anne Wilder

## W G G G

**GAINESVILLE—1948**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Alachua County  
 Broadcasting Co., Inc.  
 Bus.-Studio-Transmitter Address . . . 1230 Waldo  
 Rd.  
 Phone Number . . . . . 1230, 321  
 Air Time . . . . . 8 a.m.-12:05 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated, Capitol  
 Pres., Gen.-Sta. Mgr. . . . . R. M. Chamberlin  
 Comm.-Sales Prom. Mgr. . . . . Gordon K. Hemby  
 Prog.-Prod.-Music Dir. . . . . Guy Hamilton  
 Publicity Director . . . . . Bob Harlan  
 Chief Engineer . . . . . R. M. Chamberlin  
 Farm Editor . . . . . Sandy Johnson

## W R U F

**GAINESVILLE—1928**  
**MBS-U. OF FLA. NET.**

Frequency: 850 Kc. . . . . Power 5000 Watts  
 Owned By . . . . . State of Fla.  
 Operated By . . . . . Univ. of Fla.  
 Business-Studio Address . . . Campus, Univ. of Fla.  
 Phone Number . . . . . 2000, Ext. 466-7-8  
 Transmitter Location . . . . . Newberry Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, SESAC  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NAB, BMB, FMA  
 Director . . . . . Garland Powell  
 Commercial Manager . . . . . Paul Acosta  
 Sales Promotion Manager . . . . . James Gentile  
 Program Director . . . . . James Sharp  
 Production Director . . . . . Sewell Brown  
 Continuity and Pub. Director . . . Leonard Mosby  
 Musical Director . . . . . Larry Gibson  
 Chief Engineer . . . . . Duane McConnell  
 Farm Editor . . . . . Clyde Beale

## W I V Y

**JACKSONVILLE—1948**

Frequency: 1050 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . WIVY, Inc.  
 Business-Studio Address . . . 135 Riverside Ave.  
 Phone Number . . . . . 4-7722, 4-7723  
 Transmitter Location . . . Springrove Ave. at  
 A. C. & L. RR. Tracks  
 Air Time . . . . . Local sunrise to local sunset  
 News Service . . . . . INS  
 Transcription Service . . . . . World, MacGregor  
 Representative . . . . . Joseph Hershey McGillvra

Membership . . . . . NAB  
 President . . . . . L. Frank Jones  
 General Manager . . . . . Al Keirseay  
 Commercial Manager . . . Charles F. Brigham  
 Program Director . . . . . Richard A. Fennel  
 Chief Engineer . . . . . James W. Knoche

## W J A X

**JACKSONVILLE—1925—NBC**

Frequency: 930 Kc. . . . . Power: 5,000 Watts  
 Owned-Operated By . . . City of Jacksonville, Fla.  
 Business-Studio Address . . . . . 1 Broadcast Pl.  
 Phone Number . . . . . 4-1681  
 Transmitter Location . . . . . Hyde Park  
 Air Time . . . . . 6 a.m. to 1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . Thesaurus, Associated  
 Representative . John Blair; Harry E. Cummings  
 Membership . . . . . BMB  
 Com. in Charge . . . . . George A. Pierce  
 Station Mgr.-Chief Engr. . . John T. Hopkins III  
 Program Director . . . . . Evelyn Boote  
 Production Manager . . . . . J. W. Douglass  
 Musical Director . . . . . Frank Morris

## W J H P

**JACKSONVILLE—1940—MBS**

Frequency: 1320 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . The Metropolis Co.  
 Business-Studio Address . . . . . 500 Laura St.  
 Phone Number . . . . . 4-7711  
 Transmitter Location . . . . . Lane Ave. Annex &  
 Lake Shore Blvd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . Lang-Worth, Associated,  
 SESAC  
 Representative . . . . . John H. Perry  
 President-Owner . . . . . John H. Perry  
 General Manager . . . . . Norvin Veal  
 Station Manager . . . . . Speed Veal  
 Publicity Director . . . . . Joan Palmer  
 Chief Engineer . . . . . Beecher Hayford

## W M B R

**JACKSONVILLE—1934—CBS**

Frequency: 1460 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Florida Bcastg. Co.  
 Business-Studio Address . . . . . 605 Main St. S.,  
 P.O. Box 5187  
 Phone Number . . . . . 9-4477  
 Transmitter Location . . . Lane & Stewart Aves.  
 Air Time . . . . . 6 a.m.-12:05 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Associated  
 Representative . . . . . Avery-Knode  
 Membership . . . . . NAB, BMB  
 President-General Manager . . . . . Frank King  
 Comm.-Sales Prom. Mgr. . . . . Glenn Marshall, Jr.  
 Program Director . . . . . Roger O. Van Duzer  
 Chief Engineer . . . . . Ernest B. Vordermark

**FLORIDA**

**W O B S**

**JACKSONVILLE—1948  
GA.-FLA. SPORTS NET.**

Frequency: 1360 Kc. Power: 1000 Watts d.  
(CP 1,000 Watts, n.)  
Owned-Operated By...Southern Radio and  
Equipment Company  
Business-Studio Address...10 East Forsyth St.  
Phone Number.....6-4231  
Transcription Location.....Gilmore Road  
Air Time.....Sunrise to sunset  
News Service.....AP  
Transcription Service.....Capitol  
Station Representative.....Forjoe  
President.....Jack Sharpe  
General-Station Manager.....Ed Sharpe  
Commercial Manager.....Mark Thompson  
Program Director.....Larry Scarborough  
Production Director.....Jim Macri  
Musical Director.....Randolph Jones  
Chief Engineer.....William Askew

**W P D Q**

**JACKSONVILLE—1942  
ABC-FLA.-AMER. GROUP**

Frequency: 600 Kc. Power: 5000 Watts  
Owned-Operated By...Jacksonville Bcstg. Corp.  
Business Address.....P. O. Box 1468  
Phone Number.....4-4421  
Studio Address.....Gulf Life Insurance Bldg.  
Transmitter Location.....Lenox Ave.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Standard  
Station Representative.....Katz  
Membership.....BMB  
President.....James R. Stockton  
General-Station Manager...Robert R. Feagin  
Commercial Manager.....Frank Taylor, Jr.  
Sales Pro. Mgr.-Publicity Dir....Lillian Nunn  
Program Director.....Bernie Adams  
Musical Director.....Gene Bouchier  
Chief Engineer.....James R. Donovan  
Farm Editor.....Bernie Adams

**W J V B**

**JACKSONVILLE BEACH—1947—KBS**

Frequency: 1010 Kc. Power: 250 Watts  
Owned-Operated By...Jacksonville Beach  
Beastg. Co.  
Business-Studio Address.....211 First Ave.  
Phone Number.....1072  
Transmitter Location.....Penman Rd.  
Air Time.....Sunrise to sunset  
News Service.....AP  
Transcription Service.....Capitol, Keystone  
Station Representative.....Friedenburg

Membership.....NAB  
General-Station-Comm. Mgr....Reggie Martin  
Sales Pro. Mgr.-Program Dir....Lester M. Combs  
Production-Publicity Director.....Hal King  
Chief Engineer.....Lewis Evenden

**W K W F**

**KEY WEST—1946—MBS-KBS**

Frequency: 1600 Kc. Power: 500 Watts  
Owned-Operated By...John M. Spottswood  
Business Address.....P. O. Box 891  
Phone Number.....510  
Studio-Transmitter Location.....Stock Island  
Air Time.....7 a.m. to M.  
News Service.....UP  
Transcription Service.....Thesaurus, Keystone  
Station Representative.....Walker  
Membership.....NAB  
Pres.-Gen.-Comm. Mgr....John M. Spottswood  
Program Director.....Ruth Newton  
Musical Director.....Jessie Gibson

**W D S R**

**LAKE CITY—1946**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By...Deep South Radioways  
Business-Studio Address...126 No. Marion St.  
Phone Number.....525  
Transmitter Location...One mile south of Lake  
City on U.S. No. 41  
Air Time.....6 a.m. to 10:05 p.m.  
News Service.....AP  
Transcription Service.....Associated  
Membership.....NAB  
Gen. Mgr. & Prin. Partner...Alfred H. Temple  
Commercial Manager.....Thomas M. Colton  
Program Director.....Owen W. Parnacott  
Chief Engineer.....Bruce Singleton

**W L A K**

**LAKELAND—1936—NBC**

Frequency: 1430 Kc. Power: 1000 Watts  
Owned-Operated By...Lakeland Bestg. Corp.  
Business Address.....P. O. Box 1211  
Phone Number.....2127  
Studio-Transmitter Location.....Shore Acres,  
1412 East Lime St.  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Thesaurus  
Station Representative.....John E. Pearson  
Membership.....NAB, BMB  
President-Gen.-Station-Sales Promotion  
Manager, Publicity Director.....S. O. Ward  
Commercial Manager.....Powell Adams  
Program-Production Director...Wm. A. Reeves  
Musical Director.....George Friend  
Chief Engineer.....William F. Lee

## WEAT

**LAKE WORTH—1948—NBC**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Lake Worth Bcstg. Co.  
 Operated By . . . . . C. L. Menser  
 Business-Studio Address . . . . . Municipal Casino,  
 South Ocean Blvd.  
 Phone Number . . . . . Palm Beach 7545,  
 Lake Worth 1200  
 Transmitter Location . . . . . Nineteenth Ave. No.  
 Air Time . . . . . 6:30 a.m. to 12:30 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Donald Cooke  
 Membership . . . . . NAB  
 President-Gen. Mgr. . . . . C. L. Menser  
 Chief Engineer . . . . . Richard Spruill

## WMMB

**MELBOURNE—1948**

Frequency: 1050 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Melbourne Bcstg. Corp.  
 Business-Studio Address . . . . . Front St.  
 Phone Number . . . . . 575-576  
 Transmitter Location . . . . . Front St.  
 Air Time . . . . . Local sunrise to sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Standard  
 President . . . . . William Shakespeare, Jr.  
 General-Station Mgr. . . . . Thomas B. Newsom, Jr.  
 Commercial Manager . . . . . Maude C. Newsom  
 Sales Promotion Manager . . . . . John Armstrong  
 Program Director . . . . . Victoria Martin  
 Operations Manager . . . . . Bob McCall  
 Chief Engineer . . . . . Kenneth R. Waltz

## WLBF

**LEESBURG—1947—KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Lake Bcstg. Co.  
 Business Address . . . . . Box 601  
 Phone Number . . . . . 554-553  
 Studio-Transmitter Location . . . . . 1240 Floradel Ave.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus, Capitol,  
 Keystone  
 Membership . . . . . NAB, BMB  
 President . . . . . P. C. Gorman  
 General-Station Manager . . . . . W. E. Harkness  
 Comm.-Sales Promotion Mgr. . . . . Earl Broome  
 Program-Production-Publicity Director- Chief  
 Announcer-Mus. Dir. . . . . Donn Ramon Colee  
 Chief Engineer . . . . . Charles Castle  
 Farm Editor . . . . . Bob Andrews

## WGBS

**MIAMI—1939—CBS**

Frequency: 710 Kc. . . . . Power: 50,000 Watts, d.  
 10,000 Watts, n.  
 Owned-Operated By . . . . . The Fort Industry Co.  
 Business-Studio Address . . . . . 1605 Biscayne Blvd.  
 Phone Number . . . . . 9-2401  
 Transmitter Location . . . . . 6½ mi. N.W. Hialeah  
 Air Time . . . . . 6:00 a.m.-2:00 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, Thesaurus  
 Station Representative . . . . . Katz  
 Membership . . . . . NAB, BMB  
 President . . . . . George B. Storer  
 Station Manager . . . . . Stanton P. Kettler  
 Commercial Manager . . . . . Miller N. Babcock  
 Sales Prom. Mgr., Pub Dir. . . . . Frank Jaffe  
 Program Director . . . . . Ewald Kockritz  
 Chief Engineer . . . . . Albert Shropshire  
 Farm Editor . . . . . Jack McCormack

## WTYS

**MARIANNA—1948**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . John H. Phipps  
 Business Address . . . . . P. O. Box 565  
 Phone Number . . . . . 650  
 Studio-Transmitter Address . . . . . U. S. Hwy. 90, E.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, Standard  
 Representative . . . . . Harry Cummings  
 Owner . . . . . John H. Phipps  
 Gen.-Comm. Mgr. . . . . Fred U. Wamble  
 Sales Prom. Manager . . . . . Don Pearson  
 Program Dir. . . . . Lucille W. Wamble  
 Production Director . . . . . Bill Pascal  
 Publicity Director . . . . . Sonny Harris  
 Musical Director . . . . . Susan Thames  
 Chief Engineer . . . . . Christian Reuter  
 Farm Editor . . . . . Joe Malone

## WMIE

**MIAMI—1948**

Frequency: 1140 Kc. . . . . Power: 10,000 Watts, d.,  
 5,000 Watts, n.  
 Owned-Operated By . . . . . Sun Coast Bcstg. Corp.  
 Business Address . . . . . Everglades Hotel  
 Phone Number . . . . . 3-5556  
 Transmitter Location . . . . . Sunset Rd. & Snapper  
 Creek, So. Miami  
 Air Time . . . . . Unlimited  
 News Service . . . . . INS  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB, FAB  
 President . . . . . Mitchell Wolfson  
 General Manager . . . . . Robert G. Venn  
 Commercial Manager . . . . . John S. Allen  
 Program Director . . . . . Ted Anthony  
 Sports-Publicity . . . . . Matty Matthews  
 Musical Director . . . . . Ruth Lee Jones  
 Chief Engineer . . . . . William A. Sheetz

• • • **FLORIDA** • • •

**WIOD**

**MIAMI—1926—NBC**

Frequency: 610 Kc. . . . . Power: 5,000 Watts  
 Owned-Operated By . . . . . Isle of Dreams Bcstg. Corp.  
 Business-Studio Address . . . . . 600 Biscayne Blvd.  
 Phone Number . . . . . 3-6444  
 Transmitter Location . . . . . Cameo Island, North Bay Causeway  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, INS, UP  
 Transcription Service . . . . . Associated, Standard  
 Station Representative . . . . . George P. Hollingbery, Harry E. Cummings  
 Membership . . . . . NAB, BMB  
 President . . . . . Daniel J. Mahoney  
 General Manager . . . . . James M. LeGate  
 Commercial Manager . . . . . Robert L. Fidler  
 Program Director . . . . . Scott Bishop  
 Publicity-Promotion Dir. . . . . Martha Henriquez  
 Musical Director . . . . . Earle Barr Hanson  
 Chief Engineer . . . . . Milton C. Scott

Owned-Oper. By . . . . . Hollywood Bcstg. Co., Inc.  
 Address . . . . . WINZ Bldg., 304 Lincoln Rd.  
 Phone Number . . . . . Miami 5-3191  
 Transmitter Location . . . . . Opa-locka  
 Air Time . . . . . 6:30 a.m.-3:30 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NAB  
 President . . . . . Jonas Weiland  
 General-Comm. Mgr. . . . . M. J. Weisfeldt  
 Program Director . . . . . Denny Kirwan  
 Chief Engineer . . . . . C. E. Watkins

**WINZ**

**MIAMI—1946**

Frequency: 940 Kc. . . . . Power: 1000 Watts d.

**WQAM**

**MIAMI—1920—ABC**

Frequency: 560 Kc. . . . . Power: 5,000 Watts, d., 1,000 Watts, n.  
 Owned-Operated By . . . . . Miami Bcstg. Co.  
 Business Address . . . . . P. O. Box 3741  
 Phone Number . . . . . 2-6121  
 Studio Address . . . . . duPont Bldg.  
 Transmitter Location . . . . . 1425 N.E. Bayshore Ct.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Associated  
 Station Representative . . . . . John Blair



National Representatives  
 GEORGE P. HOLLINGBERY CO.  
 Southeast Representative  
 HARRY E. CUMMINGS



James M. LeGate, Gen. Manager  
**5,000 WATTS ★ 610 KC ★ NBC**





# FLORIDA

Membership ..... NAB, BMB  
 President ..... John S. Knight  
 General-Station Mgr. .... Owen F. Uridge  
 Commercial Manager. .... Harry Camp  
 Program Director. .... Marjorie Christopher  
 Chief Engineer. .... Gene Rider

## W W P B

**MIAMI—1947**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Paul Brake  
 Business-Studio Address. .... 414 S.W. 2nd Ave.  
 Phone Number ..... 3-7405  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Donald Cooke  
 President, Gen.-Comm. Mgr. .... Paul Brake  
 Prog. Dir., Prom. Mgr. .... Charles Green  
 Chief Engineer. .... Ralph Kiibler

## W K A T

**MIAMI BEACH—1937—MBS**

Frequency: 1360 Kc. .... Power: 5,000 Watts, d.  
 1,000 Watts, n.  
 Owned-Operated By. .... WKAT, Inc.  
 Business-Studio Address. .... 1759 North Bay Rd.  
 Phone Number ..... 5-5711  
 Transmitter Location. .... 1759 North Bay Rd.

Air Time. .... 6:00 a.m.-3:00 a.m.  
 News Service ..... UP  
 Transcription Service ..... Standard, Cole  
 Station Representative. .... Weed  
 President ..... A. Frank Katzentine  
 General-Station-Comm.-Sales Promotion  
 Manager ..... John I. Prosser  
 Program-Production Director. .... Gordon N. Waltz  
 Pub. Dir.-Chief Ann.-Farm Ed. .... Robert Beutel  
 Musical Director ..... Betty Lee Taylor  
 Chief Engineer ..... Arthur P. Smith, Jr.

## W B M M

**MIAMI BEACH—1947**

Frequency: 800 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Biscayne Bcstg. Co., Inc.  
 Business-Studio-Transmitter Address. .... McArthur  
 Causeway Terminal  
 Phone Number ..... 5-5588  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service ..... Standard, Capitol  
 Representative. .... Burke, Kuipers & Mahoney  
 Membership ..... NAB  
 Pres., Gen.-Sta.-Comm.-Sales  
 Promotion Mgr. .... Thomas O. McCullough  
 Prog.-Publicity Director. .... Calvert A. Carter  
 Production Director. .... Mary Lucille Carter  
 Musical Director. .... George Chamberlin  
 Chief Engineer. .... Jack Miller

## W T M C

**OCALA—1939—MBS-KBS**

Frequency: 1290 Kc. .... Power: 1000 Watts  
 Owned-Operated By. .... Ocala Bcstg. Co., Inc.  
 Business-Studio Address. .... 1 Broadcast Pl.  
 Phone Number ..... 128-165  
 Transmitter Location. .... RFD Ocala, State Rd. 500  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, Keystone  
 Representative. .... John H. Perry  
 President. .... John H. Perry  
 Gen.-Sales Prom. Mgr. .... T. S. Gilchrist, Jr.  
 Sta. Mgr., Publicity Dir. .... John F. Nicholson  
 Commercial Manager. .... Carl J. Reinhardt  
 Prog.-Prod. Director. .... Charles R. Schon  
 Musical Director. .... Gene Sturchio  
 Chief Engineer. .... Beecher Hayford  
 Farm Editor. .... John Nicholson

## W D B O

**ORLANDO—1925—CBS**

Frequency: 580 Kc. .... Power: 5000 Watts  
 Owned-Operated By. .... Orlando Bcstg. Co., Inc.  
 Business-Studio Address. .... P. O. Box 3707,  
 30 S. Ivamhoe Blvd.  
 Phone Number ..... 6181  
 Transmitter Location. .... 222 Hazard St.  
 Air Time. .... 4:55 a.m.-1:05 a.m.  
 News Service ..... AP, UP

MUSIC . . SPORTS . . NEWS

FULL TIME

## WINZ

**Florida's Big Independent**

Primary Signal  
 Covers  
**GREATER MIAMI**  
 and  
 Florida's  
 Rich East Coast  
 from  
 the Palm Beaches  
 to the Keys

STUDIOS:

MIAMI, HOLLYWOOD, FT. LAUDERDALE  
 AND WINZ BLDG., MIAMI BEACH

MAIN STUDIO:

HOLLYWOOD BEACH HOTEL  
 940 Kc. — FULL TIME

JONAS WEILAND, *President*  
 Represented by: John H. Perry Associates

# FLORIDA

Transcription Service . . . . . World. Thesaurus, Associated  
 Representative . . . . . John Blair, Harry Cummings  
 Membership . . . . . NAB, BMB  
 Pres., Gen. Mgr. . . . . George C. Johnston  
 V.P., Station Mgr. . . . . Harold P. Danforth  
 Natl. Sales-Prod. Dir. . . . . W. G. McBride  
 Local Sales Director . . . . . John M. Pedrick  
 Musical Director . . . . . Walter D. Kimble  
 Chief Engineer . . . . . J. E. Yarbrough  
 Farm Editor . . . . . Henry S. Jacobs

## W H O O

ORLANDO—1947

ABC-FLORIDA-AMERICAN GP.

Frequency: 990 Kc. . . . . Power: 10,000 Watts d.;  
 5000 Watts n.  
 Owned-Oper. By . . . . . Orlando Daily Newspapers,  
 Inc.  
 Address . . . . . Fort Gatlin Hotel  
 Phone Number . . . . . 9900  
 Transmitter Location . . . . . Old Fairvilla Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Ra-Tel  
 President . . . . . Martin Anderson  
 General Manager . . . . . John A. Buning  
 Commercial Mgr. . . . . Clarence Bracey  
 Program Director . . . . . Ted Cobington  
 Chief Engineer . . . . . Gene Dashiell

## W L O F

ORLANDO—1940—MBS

Frequency: 950 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Hazelwood, Inc.  
 Business-Studio Address . . . . . Angebill Hotel  
 Phone Number . . . . . 8163  
 Transmitter Location . . . . . Near Orlo Vista  
 Air Time . . . . . Unlimited  
 News Service . . . . . INS  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . NAB, BMB  
 President . . . . . William Joe Sears, Jr.  
 General Manager . . . . . Vic Buisset  
 Program Director . . . . . R. Donahue  
 Chief Engineer . . . . . W. Dodd Daniel, Jr.

## W O R Z

ORLANDO—1946—NBC

Frequency: 740 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Central Florida Bcstg. Co.  
 Business-Studio Address . . . . . 740 N. Orange Ave.  
 Phone Number . . . . . 2-2451  
 Transmitter Location . . . . . Winter Garden Rd.  
 Air Time . . . . . 6 a.m.-1:05 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Weed

Membership . . . . . NAB, BMB  
 President . . . . . James Dandelake  
 Gen.-Sta.-Comm.-Sales Promotion  
 Manager . . . . . Eugene D. Hill  
 Prog. Dir., Farm Editor . . . . . L. C. Kennedy  
 Production Director . . . . . Tom Carswell  
 Publicity Director . . . . . Nazoma Harmon  
 Musical Director . . . . . John Hyde  
 Chief Engineer . . . . . H. A. Scott

## W W P F

PALATKA—1947

Frequency: 800 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Palatka Bcstg. Co.  
 Business-Studio-Transmitter Address . . . . . 900 Block  
 of River St.  
 Phone Number . . . . . 354  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, SESAC  
 Representative . . . . . Cox & Tanz  
 Gen.-Station Manager . . . . . L. C. McCall  
 Commercial Manager . . . . . Herb Young  
 Musical Dir., Farm Editor . . . . . Bruce E. Wilson  
 Chief Engineer . . . . . L. C. McCall

## W W P G

PALM BEACH—1941—ABC

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Palm Beach Bcstg. Co.  
 Business Address . . . . . South Ocean Blvd.  
 Phone Number . . . . . West Palm Beach 2-1515,  
 Lake Worth 5345  
 Transmitter Location . . . . . South Ocean Blvd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, Thesaurus,  
 World  
 Representative . . . . . Petry  
 President, Gen. Mgr. . . . . Charles E. Davis  
 Station-Comm. Mgr. . . . . Donald S. Greenleaf  
 Program Director . . . . . Mary E. Neely  
 Chief Engineer . . . . . Clyde E. Walkden

## W D L P

PANAMA CITY—1940

MBS-FLA. FOOTBALL NET.-KBS

Frequency: 590 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Panama City Bcstg. Co., Inc.  
 Business-Studio Address . . . . . West Beach Dr.  
 Phone Number . . . . . 777  
 Transmitter Location . . . . . North Springfield  
 Air Time . . . . . 5:30 a.m.-11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Keystone  
 Representative . . . . . John H. Perry  
 President . . . . . John H. Perry  
 Gen.-Sta.-Comm. Mgr. . . . . Byron Hayford  
 Sales Prom. Mgr., Prog. Dir. . . . . John Thomas  
 Chief Announcer, Chief Engineer . . . . . Elmer Scott

**WBSR**

**PENSACOLA—1946—ABC**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By... Escambia Bcstg. Co., Inc.  
 Business-Studio Address... San Carlos Hotel,  
 P. O. Box 1351  
 Phone Number ..... 6173-4  
 Transmitter Location..... O & Moreno Sts.  
 Air Time..... 5:30 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Robert Meeker  
 Membership ..... NAB  
 President, Gen. Mgr..... Ruth Braden  
 Sta.-Comm. Mgr..... Robert O. Forsyth  
 Sales Promotion Manager..... M. Jack Brown  
 Prog.-Prod. Director..... Bill Kirby  
 Chief Engineer..... G. Bert Mead

**WCOA**

**PENSACOLA—1926—NBC**

Frequency: 1370 Kc. Power: 5000 Watts  
 Owned-Operated By... Pensacola Bcstg. Co.  
 Business-Studio Address... San Carlos Hotel  
 Phone Number ..... 4111  
 Transmitter Location..... Cary's Lane  
 Air Time..... Unlimited  
 News Service ..... UP  
 Transcription Service..... Associated, Capitol  
 Representative..... John H. Perry  
 President..... John H. Perry  
 Gen.-Station Mgr..... J. Holliday Veal  
 Commercial Manager... William G. Champlin  
 Sales Promotion Manager..... Pauline Heller  
 Program Director..... J. H. Veal  
 Chief Engineer..... Harold Heath

**WEAR**

**PENSACOLA—1947—MBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... Gulfport Bcstg. Co.  
 Business-Studio Address... 5 East Gregory St.  
 Phone Number ..... 8-4449  
 Transmitter Location..... Smith Shipyard  
 Air Time..... 6 a.m.-11 p.m.  
 News Service ..... AP  
 Representative..... John E. Pearson  
 General-Station Manager..... Irving F. Welch  
 Commercial Manager..... Peter J. Cicchine  
 Program Dir., Chief Announcer... Russell Hirsch  
 Production Director..... Edward Murphy  
 Chief Engineer..... Howard Grove  
 News Editor..... Frank Pericola

**WCNH**

**QUINCY—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... Quincy Bcstg. Corp.

Business Address ..... Quincy  
 Phone Number ..... 300  
 Studio-Transmitter Location... Shelter Heights  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Membership ..... NAB  
 President..... Richard J. Gardner  
 General-Station Manager..... A. B. Letson  
 Comm.-Sales Prom. Manager... E. W. Carrell  
 Program Director..... W. H. Martin  
 Chief Engineer..... A. B. Letson

**WFOY**

**ST. AUGUSTINE—1936—CBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By... Fountain of Youth Bcstg. Co.  
 Business-Studio-Transmitter  
 Address ..... Magnolia Ave.  
 Phone Number ..... 1622  
 Air Time..... 6:30 a.m.-12:05 a.m.  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Representative ..... Avery Knodel  
 Membership ..... NAB, BMB  
 President..... J. C. Bell  
 Exec. V.P., Gen.-Sta.-Comm.-Sales Prom.  
 Manager..... John E. Bernhard, Jr.  
 Prog.-Prod.-Musical  
 Director..... Mrs. Frankye C. Walker  
 Publicity Director..... Patsy Hernandez  
 Chief Engineer..... Ernest Raistrick  
 Farm Editor..... Bob Sheppe

**WSUN**

**ST. PETERSBURG—1927—ABC**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Operated By... City of St. Petersburg  
 Business Address ..... P. O. Box 240  
 Phone Number ..... 7-4747-8  
 Studio Address..... Municipal Pier  
 Transmitter Location... Bayview, RFD No. 2,  
 Box 81, Clearwater  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service..... Associated, SESAC  
 Representative ..... Weed  
 Membership ..... NAB, BMB  
 Gen.-Sta.-Sales Prom. Mgr., Pub.  
 Dir..... George D. Robinson  
 Commercial Manager..... Vera New  
 Prog. Dir., Chief Engineer..... Louis J. Link  
 Musical Director..... Edith Sexton

**WTSP**

**ST. PETERSBURG—1939—MBS**

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Operated By... Pinellas Bcstg. Co.

# FLORIDA

Business Address.....470 First Ave. S.  
 Phone Number.....7-8108  
 Studio Address.....Times Bldg.  
 Transmitter Location....Gandy Blvd. at Gandy  
 Bridge  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World, Capitol  
 Representative.....John E. Pearson  
 Membership.....NAB  
 President.....Nelson Poynter  
 Vice President.....Irwin A. Simpson  
 General-Station Manager...Herbert T. Anderson  
 Sales Prom. Mgr., Prog. Dir....Jack Faulkner  
 Chief Engineer.....William D. Mangold

## W T R R

**SANFORD—1947—KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned By.....Southeastern Bcstg. System  
 Operated By.....James S. Rivers  
 Business-Studio-Transmitter  
 Address.....Mayfair Inn  
 Phone Number.....999  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service....Lang-Worth, Keystone  
 President.....James S. Rivers  
 Station Mgr., Prog. Dir....J. Marion Harman, Sr.  
 Chief Engineer.....Emerson Brown

## W S P B

**SARASOTA—1939—CBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WSPB, Inc.  
 Business-Studio-Transmitter  
 Address.....City Island  
 Phone Number.....2564-5  
 Air Time.....6:30 a.m.-12:05 a.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....John E. Pearson  
 Membership.....BMB  
 President.....Robert C. Jones, Jr.  
 General-Station Manager...John B. Browning  
 Commercial Manager...Raymond E. Brown, Jr.  
 Sales Promotion Manager...Kenneth Randolph  
 Program Director.....David Hale  
 Musical Director.....David Hale  
 Chief Engineer.....James E. Grant

## W H B O

**SULPHUR SPRINGS—1948**

Frequency: 1050 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Sulphur Springs Bcstrs.  
 Business-Studio Address...8122 Nebraska Ave.  
 Phone Number.....Tampa 33-2251  
 News Service.....AP  
 Representative.....McGeehan & O'Mara  
 Partners.....Harold A. Harry, Harry J. Dunlap

Program Director.....Ann Bowman  
 Traffic Manager.....Betty Strong  
 Chief Engineer.....Charles McLellan

## W R H P

**TALLAHASSEE—1946**

**ABC-KBS-FLA. AMERICAN GP.**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tallahassee Appliance  
 Corp.  
 Business-Studio Address.....Floridan Hotel  
 Phone Number.....2691, 2836, 2710  
 Transmitter Location.....East Park Ave.  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World, Keystone  
 Representative.....Thomas F. Clark  
 Membership.....NAB  
 President, General Manager...Frank W. Pepper  
 Commercial Manager.....Joe Hosford  
 Sales Promotion Manager...John Epperson  
 Program Director.....Frank W. Hazleton  
 Publicity Director.....Jim Miller  
 Chief Engineer.....Charles Clifton

## W T A L

**TALLAHASSEE—1935—MBS**

Frequency: 1270 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....John H. Phipps Radio  
 Stations  
 Business Address.....Park Ave. & Calhoun  
 Phone Number.....2160  
 Studio Address.....Cherokee Hotel  
 Transmitter Location.....Lake Bradford  
 Air Time.....5 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Associated  
 Representative.....John H. Perry,  
 Harry E. Cummings  
 Membership.....NAB  
 President.....John H. Phipps  
 Station Manager.....L. Herschel Graves  
 Program Director.....Helen F. Todd  
 Musical Director.....Dave Cole  
 Chief Engineer.....W. A. Snowden, Jr.

## W A L T

**TAMPA—1946**

Frequency: 1110 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Tampa Bcstg. Co.  
 Business-Studio Address...401 West Tyler St.  
 Phone Number.....M 7921  
 Transmitter Location.....411 West Tyler St.  
 Air Time.....Daytime  
 News Service.....AP  
 Transcription Service....Capitol, Lang-Worth,  
 SESAC  
 Representative.....John H. Perry  
 Pres., Gen.-Sta.-Comm.-Sales  
 Promotion Manager.....W. Walter Tison

# FLORIDA

Membership ..... NAB  
 Prod.-Publicity Director..... Eva Byron  
 Musical Director..... Roger Ball  
 Chief Engineer..... J. B. Tison  
 Farm Editor..... Ronald Harp

## W D A E

TAMPA—1922—CBS

Frequency: 1250 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Tampa Times Co.  
 Business Address..... P. O. Box 2409,  
 114 N. Franklin St.  
 Phone Number..... M-2911  
 Studio Address..... Tampa Times Bldg.  
 Transmitter Location..... Forrest Hills Country  
 Club Area  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... Associated  
 Representative..... Katz  
 Membership..... NAB  
 President..... David E. Smiley  
 Gen.-Sta.-Comm.-Sales Promotion  
 Manager..... L. Spencer Mitchell  
 Prog.-Prod.-Publicity Dir..... Kenneth W. Skelton  
 Musical Director..... Edward C. Walker  
 Chief Engineer..... William Pharr Moore  
 Farm Editor..... Mark E. Swingley

## W F L A

TAMPA—1925—NBC

Frequency: 970 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Tampa Tribune  
 Business-Studio Address..... Seminole Bldg.  
 Phone Number..... H-1828  
 Transmitter Location..... East Entrance Camp-  
 bell Causeway, Columbus Dr.  
 Air Time..... 6:45 a.m.-12:05 a.m.  
 News Service..... UP  
 Transcription Service..... Thesaurus, Lang-Worth  
 Representative..... John Blair, Harry E. Cummings  
 Membership..... NAB  
 Station Manager..... Charles G. Baskerville  
 Commercial Manager..... Bert A. Arnold  
 Sales Prom. Mgr., Pub. Dir..... Tom Matthews  
 Prog.-Prod. Director..... Paul M. Jones  
 Chief Announcer, Farm Editor..... Mardi Liles  
 Musical Director..... Frank Grasso  
 Chief Engineer..... Joseph Mitchell

## W H B O

TAMPA—1948

Frequency: 1050 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... Harold A. & Harry J. Dunlap  
 Business Address..... P. O. Box 9145  
 Phone Number..... 33-2251  
 Studio Address..... Sulphur Springs Hotel,  
 8122 Nebraska Ave.  
 Transmitter Location..... 11001 Florida Ave.  
 Air Time..... Local sunrise-sunset

News Service..... AP  
 General Manager..... Harold A. Dunlap  
 Business Manager..... Harry J. Dunlap  
 Comm.-Sales Prom. Manager..... Jim Turner  
 Prog.-Musical Dir..... Ann Bowman  
 Traffic Manager..... Betty Strong  
 Chief Eng.-Farm Ed..... Charles McLellan

## W I R K

WEST PALM BEACH—1947—MBS

Frequency: 1290 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Ken-Sell, Inc.  
 Business Address..... Box 2148  
 Phone Number..... 2-1744  
 Studio Address..... Citizens Bldg.  
 Transmitter Location..... S. Millitary Trail  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... Associated, Lang-Worth  
 Representative..... Joseph Hershey McGillvra  
 Membership..... NAB  
 President..... J. S. Field, Jr.  
 Gen.-Sta.-Comm. Mgr..... Joseph B. Matthews  
 Sales Promotion Manager..... S. H. Andrews  
 Program-Publicity Dir..... Bob Cummings  
 Chief Announcer, Musical Dir..... Rome Hartman  
 Chief Engineer..... William P. Heitzman

## W J N O

WEST PALM BEACH—1936—CBS

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... WJNO, Inc.  
 Business-Studio Address..... 1500 N. Flagler Dr.  
 Phone Number..... 2-3638  
 Air Time..... Unlimited  
 News Service..... UP  
 Transcription Service..... Standard, Capitol  
 Representative..... Robert Meeker  
 Membership..... NAB, BMB, FMA  
 President..... Marshall Heminway  
 Gen.-Sta.-Comm. Mgr..... Stephen P. Willis  
 Program Director..... Vernon Crawford  
 Musical Director..... Anne Wharton  
 Chief Engineer..... Otis C. Wright

## W S I R

WINTER HAVEN—1947—MBS

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Citrus Belt Bcstrs., Inc.  
 Business-Studio Address..... 132 Third St., S.W.  
 Phone Number..... 31-313  
 Transmitter Location..... Lake Howard Dr.  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... World  
 Membership..... NAB, BMB  
 President..... Frederick L. Allman  
 General Manager..... Larry Rollins  
 Program Director..... Richard Eyrich  
 Chief Engineer..... L. Orden Craig

## 1948 - - - A YEAR OF ACHIEVEMENT

1. Our best year of business in the face of multiplied competition.
2. Consistent top audience ratings for our advertisers.
3. Introduction of facsimile to Atlanta.
4. Completion and activation of a new and highly efficient 50 KW (AM) transmitter.
5. A new and completely engineered building for TV operation, together with a 598 foot tower, pylon and antenna.
6. THE FIRST TV FOR THE DEEP SOUTH.

## 1949 - - - A YEAR OF OPPORTUNITY

26 years young is the "Voice of the South"—a pioneer in 1922 and still heading the procession 26 years later. Programming know-how—engineering efficiency—audience loyalty—industry consciousness—agency confidence—sales productivity—all these will be maintained by a staff old with WSB and steeped in the appreciation of this market.

WSB is as much Atlanta as the dogwood—as much Georgia as red clay hills and piney woods. Only WSB can offer these advantages in this market.

THE ATLANTA JOURNAL STATION

50,000 Watts **WSB-TV** 750 Kilocycles

ATLANTA, GA.

Represented Nationally by Edward Petry & Co., Inc.

# GEORGIA

Estimated Population 3,128,000—Increase +0.1%—Radio Homes 676,500  
Total Families 811,700—Stations in State 69

## W A L B

ALBANY—1940—MBS

Frequency: 1590 Kc. Power: 1000 Watts  
Owned-Operated By... Herald Publishing Co.  
Business-Studio-Transmitter

Address... Leesburg Road  
Phone Number... 1590-389  
Air Time... Unlimited  
News Service... AP  
Transcription Service... World  
Representative... Burn-Smith, Pierce W. Cook  
Membership... NAB  
President... James H. Gray  
General-Station-

Commercial Manager... H. L. Tallman  
Sales Promotion Manager-Program-  
Production Publicity Director... David K. Fulton  
Chief Announcer... Bill Bowick  
Chief Engineer... Ernest Ruckle

## W G P C

ALBANY—1933—CBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By... Albany Bdcstg. Co.  
Business-Studio Address... New Albany Hotel  
Phone Number... 1370

Transmitter Location... Gillionville Road  
Air Time... 6:45 a.m.-12:05 a.m.  
News Service... UP  
Transcription Service... Standard  
Representative... George P. Hollingbery  
Membership... NAB, BMB  
President... J. W. Woodruff

Executive Manager... J. W. Woodruff, Jr.  
Station-Commercial-Sales Promotion  
Manager-Publicity Director... L. M. George  
Program-Production Director... Walter H. Flint  
Musical Director... Gwen Walker  
Chief Engineer... W. C. McClung  
Farm Editor... Bill Fowler

## W D E C

AMERICUS—1947—MBS-GALS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By... The Americus Bdcstg. Co.  
Business-Studio Address... 109½ Windsor Ave.  
Phone Number... 3681-3682

Transmitter Location... McGarrah St.  
Air Time... 17 hrs.  
News Service... AP  
President... James R. Blair  
General-Station-Commercial Manager-  
Program Director... W. E. Johnson

Production Director-Musical Director-  
Chief Announcer... Charlie Smith  
Chief Engineer... Tommy Duke

## W G A U

ATHENS—1938—CBS-KBS-GALS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By... J. K. Patrick & Company  
Business-Studio Address... Bobbin Mill Road  
Phone Number... 1741-2

Transmitter Location... Bobbin Mill Road  
Air Time... 17 hours 10 minutes daily  
News Service... AP  
Transcription Service... Standard, Keystone  
Membership... BMB  
President... C. A. Rowland  
General-Station-Commercial

Manager... R. Lewis Doster  
Sales Promotion Manager... Robert W. Mock  
Program Director... Mary M. Lester  
Publicity Director... Lew Forrest  
Chief Announcer... Dave Ruark  
Chief Engineer... Bill Evans

## W R F C

ATHENS—1948

Frequency: 960 Kc. Power: 1000 Watts  
Owned-Operated By... Radio Athens, Inc.  
Business Address... P. O. Box 1423  
Phone Number... 446-7

Studio-Transmitter Location... Lake Road  
Air Time... Sunrise to Sunset  
News Service... UP  
Transcription Service... Associated  
Membership... NAB, BMB  
President-General Manager... L. H. Christian  
Commercial Manager... Claude Williams, Jr.  
Program-Publicity Director... Charles A. McClure  
Chief Announcer-Musical

Director... Rhett Turnipseed  
Chief Engineer... L. D. Drewry

## W A G A

ATLANTA—1937—CBS

Frequency: 590 Kc. Power: 5000 Watts  
Owned-Operated By... Liberty Bdcstg. Corp.  
Business-Studio Address... Western Union Bldg.  
Phone Number... Main 5900

Transmitter Location... North Druid Hill Rd.  
Air Time... Unlimited  
News Service... AP, INS  
Transcription Service... Lang-Worth  
Representative... Katz  
Membership... NAB, BMB

Now ... More Than Ever—

**"THE BEST BUY IN ATLANTA  
MEANS MORE SALES FOR YOU!"**



	Atlanta Metropolitan District	Total Within 0.5 MV/M Contour
<b>1948 DATA</b>		
<b>AUDIENCE</b>		
Population	498,100	659,700
In communities	498,100	570,600
On farms		89,100
Families	137,186	178,700
In communities	137,186	156,300
On farms		22,400
Radio Homes	114,500	148,950
In communities	114,500	131,350
On farms		17,600
<b>RETAIL SALES, 1947 (Sales by Store Classes)</b>		
Food Stores	\$118,400,000	\$134,000,000
General Merchandise	123,500,000	135,700,000
Apparel Stores	34,300,000	58,300,000
Home Furnishings	38,800,000	42,500,000
Automotive	53,000,000	59,100,000
Filling Stations	23,500,000	28,400,000
Bldg. Mtl. Hardware	31,400,000	37,200,000
Eating-Drinking	34,700,000	37,600,000
Drug Stores	21,800,000	24,200,000
All Other Stores	82,600,000	92,500,000
<b>TOTAL RETAIL SALES</b>	<b>\$582,000,000</b>	<b>\$649,500,000</b>
<b>FARM MARKET</b>		
Number of Farms		18,780
Value of Products		\$33,800,000
Cost of Feed Bought		\$6,330,000
Automotive Vehicles		18,200
<small>Radio Homes by 25% percentage of families, 1946; all other data by original estimates based on latest government census enumerations. Interim reports, samples and derived values, correlated to calendar text 1947 by Walter P. Sars, Middlebury, Vermont.</small>		
<b>Densely-built areas, solid black Eng. Survey by Foley &amp; Hillegas</b>		

**"THE GOOD WERD STATION"**  
1,000 W. 860 K.C.

**Atlanta, Georgia**

Richard A. Granville, General Manager

*The South's Greatest Distribution Center*

Owned and Operated by

**Radio Atlanta, Inc.**

23 Broad Street, S. W. LA 26666  
National Representatives

JOSEPH HERSHEY MCGILLVRA, INC  
NEW YORK CHICAGO ATLANTA LOS ANGELES SAN FRANCISCO



# GEORGIA

President.....George B. Storer, Sr.  
General Manager.....Lee B. Wailes  
Station Manager.....James E. Bailey  
Commercial Manager.....Claude H. Frazier  
Sales Promotion Manager-Publicity  
Director.....William R. Terry  
Program-Production Director  
Chief Announcer.....William McCain  
Musical Director.....Mrs. Marilyn Ford  
Chief Engineer.....Paul B. Cram  
Farm Editor.....Dale Clark

## WATL

ATLANTA—1930

Frequency: 1380 Kc.....Power: 5000 Watts  
Owned-Operated By.....J. W. Woodruff  
Business Address.....Henry Grady Bldg.,  
26 Cain St.  
Phone Number.....Walnut 4377  
Transmitter Location.....Lohaven Dr.  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Lang-Worth, Standard  
Membership.....NAB  
Pres., Owner, Gen. Mgr.....J. W. Woodruff  
Commercial Mgr.....James A. Davenport  
Program Director.....A. R. Bruckner, Jr.

## WBGE

ATLANTA—1947

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....General Bcstg. Co.  
Bus.-Studio Address.....George Terrace Hotel  
Phone Number.....VErnon 1194  
Transmitter Location.....S. Pine St.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Lang-Worth, Capitol,  
Cole  
Representative.....Burn-Smith  
President.....Mike Benton  
General Manager.....Maurice C. Coleman  
Traffic Mgr., Asst. Prog. Dir.....Ann Hutcheson  
Production Manager.....Betty Specht  
Chief Engineer.....David J. Holt

## WCON

ATLANTA—1947—ABC

Frequency: 550 Kc.....Power: 5000 Watts  
Owned-Oper. By.....The Atlanta Constitution  
Publ. Co.  
Business-Studio Address.....Constitution Bldg.  
Phone Number.....LAmAr 4545  
Transmitter Location.....DeFours Ferry Road, NE,  
Atlanta  
Air Time.....5:30 a.m.-M.  
News Service.....AP, UP  
Transcription Service.....World  
Representative.....Headley-Reed  
Membershp.....BMB

President.....Clark Howell  
General Manager.....David Carpenter  
Commercial Manager.....Crenshaw Bonner  
Prom. Mgr.-Pub. Dir.....Edward Pentecost  
Program Director.....Warde Adams  
Chief Engineer.....Harvey Aderhold  
Farm Editor.....Channing Cope

## WERD

ATLANTA—1948

Frequency: 860 Kc.....Power: 1000 Watts  
Owned-Operated By.....Radio Atlanta, Inc.  
Business-Studio Address.....23 Broad Street, SW  
Phone Number.....Lamar 0666-7-8  
Transmitter Location.....Fairmont Street, NW.  
Air Time.....Daytime  
News Service.....AP  
Transcription Service.....World, SESAC  
Representative.....Joseph Hershey McGillvra  
President.....Jesse Draper  
General Mgr.....Richard A. Granville  
Comm.-Sales Prom. Mgr.....Richard S. Kendrick  
Program Director.....Herbert J. Harris  
Prod.-Pub. Dir.....James Arthur Wood  
Musical Director.....Carol Bridges  
Chief Engineer.....Bill Kennedy

(See Page 378)

For Readability . .

Reliability . .

# AP

The world's largest  
news service  
available through  
membership

**WGST**

ATLANTA—1923—MBS

Frequency: 920 Kc.....Power: 5000 Watts  
 Owned-Operated By.... Board of Regents, University System of Ga., behalf Ga. Institute of Technology  
 Business-Studio Address..... Forsyth Bldg., Post Office Box 674  
 Phone Number..... Walnut 8441  
 Transmitter Location..... Cheshire Bridge Rd.  
 Air Time..... 6 a.m.-M.  
 News Service..... AP  
 Transcription Service..... NBC, Lang-Worth  
 Representative..... George P. Hollingbery  
 Membership..... NAB BMB  
 Chairman..... F. M. Sprattlin  
 General-Station-Commercial  
 Manager..... John Fulton  
 Sales Promotion Manager..... Paul Sanford  
 Program Director..... Jack Kelly  
 Production Director..... Don Naylor  
 Publicity Director..... Paul Sanford  
 Musical Director..... Jack Almand  
 Chief Engineer..... Ben Akerman

**WQXI**

ATLANTA—1948

Frequency: 790 Kc.....Power: 1000 Watts  
 Owned-Operated By..... R. W. Rounsaville  
 Business-Studio Address..... Peachtree at Mathieson  
 Phone Number..... CHerokee 2196  
 Transmitter Location..... Cheshire Bridge Rd.  
 Air Time..... Daytime  
 News Service..... UP  
 Transcription Service..... World, Capitol  
 President-Owner, General, Station  
 Manager..... R. W. Rounsaville  
 Commercial Manager..... Howard Brooks  
 Program Director..... Bill Lowery  
 Production Director..... Zenas Sears  
 Chief Engineer..... Wm. F. Lange

**WSB**

ATLANTA—1922—NBC

Frequency: 750 Kc.....Power: 50000 Watts  
 Owned-Operated By..... Atlanta Journal Company  
 Business-Studio Address..... Biltmore Hotel  
 Phone Number..... HEMlock 1045

*For a good time  
 in Atlanta*

**SEE THE HOLLINGBERY REPRESENTATIVE**

**WGST**

**MUTUAL**

. . . **GEORGIA** . . .

Transmitter Location.....Tucker  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service...Associated, Standard  
 Representative.....Edward Pety  
 Membership.....NAB, BMB  
 Managing Director.....J. Leonard Reinsch  
 General Manager.....John M. Outler, Jr.  
 Commercial Manager.....Frank Gaither  
 Sales Promotion Manager...Vincent C. Piano  
 Program Director.....Marcus Bartlett  
 Publicity Director.....Wayne L. Anderson  
 Chief Engineer.....C. F. Daugherty  
 (See Page 376)

## W B B Q

AUGUSTA—1946

MBS-GA. ECO. GRP.-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Savannah Valley  
 Bdcstg. Co.  
 Business-Studio-Transmitter  
 Location.....515 Jefferson Davis Avenue  
 Phone Number.....4-5441  
 Air Time.....Unlimited  
 News Service.....AP, INS  
 Transcription Service.....Standard, Keystone

Representative.....Walker  
 President-General, Station  
 Manager.....George G. Weiss  
 Commercial Manager.  
 Production Director.....John W. Watkins  
 Sales Promotion Manager,  
 Publicity Director.....Fred Runde  
 Program Director.....George M. Scott  
 Chief Announcer,  
 Musical Director.....Bob Nelson  
 Chief Engineer.....George G. Weiss  
 Farm Editor.....Jack Lenz

## W G A C

AUGUSTA—1940—ABC

Frequency: 580 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By...The Twin States Bcstg. Co.  
 Business-Studio Address.....WGAC Bldg.  
 Phone Number.....2-2692  
 Transmitter Location.....Martinez  
 Air Time.....5:15 a.m.-12:05 a.m.  
 News Service.....UP  
 Transcription Service.....NBC  
 Representative.....Avery-Knodel  
 Membership.....NAB, BMB  
 V.P., Gen.-Station Mgr.....J. B. Fuqua  
 Commercial Manager.....Donald M. Kelly, Jr.  
 Program Director.....Warren Hites  
 Production Director.....John Vance  
 Publicity Director.....Edward Tibbets  
 Chief Engineer.....John P. Jopling  
 Farm Editor.....J. W. Chambers

## W R D W

AUGUSTA—1930—CBS

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Operated By..Augusta Broadcasting Co.  
 Business-Studio Address.....8th & Broad Streets  
 Phone Number.....2-8805, 2-8806, 2-8807  
 Transmitter Location.....Berckmans Rd.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....George P. Hollingbery  
 Membership.....NAB, BMB  
 President.....William K. Jenkins  
 General, Station, Sales Promotion Manager,  
 Publicity Director.....W. R. Ringson  
 Commercial Manager.....William B. Smart  
 Program Director.....Charles H. Pintel  
 Production Director.....Raymond Culpepper  
 Chief Announcer.....Pat Mulherin  
 Musical Director.....Charles H. Pintel  
 Chief Engineer.....Rabun F. Bobo  
 Farm Editor.....Gerald A. Chelton

## W T N T

AUGUSTA—1947—NBC

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By..Georgia-Carolina Bcstg. Co.



### Other Rounsaville Stations

- WBAC Cleveland, Tennessee
- WBEJ Elizabethton-Johnson City, Tennessee
- WGRV Greeneville, Tennessee
- WKSX Pulaski, Tennessee

*Class programs of popular and classical music, news, sports and special events.*

**In the Heart of a Class Market**

**1000 Watts**

**790 KC.**

# GEORGIA

Bus.-Studio Address...15 Eighth St., Cotton Row  
Phone Number.....4-2421  
Transmitter Location.....Cedar St. Extended  
Air Time.....6:00 a.m.-M.  
News Service.....UP  
Transcription Service.....Associated  
Representative.....Taylor-Baroff  
Membership.....BMB  
President.....Walter J. Brown  
V. Pres., General, Station  
Manager.....Edgar W. Teasley  
Program-Production Dir.....Charles Snowden  
Publicity Director.....Vivian Milliken  
Chief Announcer.....John Radeck  
Chief Engineer.....C. M. Callicott

## WMGR

### BAINBRIDGE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....S. Marvin Griffith  
Address.....P. O. Box 348  
Phone Number.....776  
News Service.....AP  
Transcription Service.....SESAC  
President.....S. Marvin Griffith  
General Manager.....Ben H. Dekle  
Program Dir.....Barbara Ann Johnson  
Chief Engineer.....Woodrow F. Dunlap

## WMOG

### BRUNSWICK—1940—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Coastal Bcstg. Co., Inc.  
Business-Studio-Transmitter  
Location.....St. Simons Island Causeway  
Phone Number.....1500  
Air Time.....7:00 a.m.-M.  
News Service.....UP  
Transcription Service.....Lang-Worth, Keystone  
Membership.....BMB  
President.....Alma W. King  
General-Station-Commercial  
Manager.....Kenneth E. White

## WLBB

### CARROLLTON—1947—KBS

Frequency: 1100 Kc.....Power: 250 Watts  
Owned By.....Carroll Bdcstg. Co., Inc.  
Operated By.....Radio Station WLBB  
Business-Studio Address.....Peoples Bank Bldg.  
Phone Number.....980-981  
Transmitter Location.....Cedar St.  
Air Time.....Daytime  
News Service.....UP  
Transcription Service.....Capitol, SESAC,  
Keystone  
Membership.....NAB  
President-Gen. Mgr.....James M. Matthews  
Commercial Manager.....Chessley F. Hooper  
Program Director.....James C. Dunaway

Chief Announcer.....Dale C. Smith  
Musical Director.....James C. Dunaway  
Chief Engineer.....Chessley F. Hooper  
Farm Editor.....James M. Matthews

## WBHF

### CARTERSVILLE—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....W. R. Frier  
Business-Studio-Transmitter  
Address.....P. O. Box 71, Dallas Road  
Phone Number.....588  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Lang-Worth, Keystone  
Membership.....NAB  
President.....W. R. Frier  
Gen.-Sta.-Sales Prom. Mgr.,  
Pub. Dir. ....James O. Hardin, Jr.  
Program-Production Director,  
Chief Announcer.....John C. Hamrick  
Chief Engineer.....Robert G. Slaughter  
Farm Editor.....James O. Hardin, Jr.

## WGAA

### CEDARTOWN—1941 ABC-KBS-GALS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....NW. Ga. Bdcstg. Co.  
Business-Studio Address.....West Theatre Bldg.  
Phone Number.....Cedartown 777-570  
Transmitter Location.....Rome Highway  
Air Time.....6:00 a.m.-M.  
News Service.....AP  
Transcription Service.....World, KBS  
Membership.....NAB, BMB  
President.....O. C. Lam  
General-Station-Commercial  
Manager.....William B. Estes  
Program Director.....Rowena Whitfield  
Production Director.....Ed Reilly  
Publicity Director.....Frank Burgess  
Musical Director.....Ira Turpin  
Chief Engineer.....G. C. Hunt  
Farm Editor.....C. P. Ernest

## WDK

### COLUMBUS—1943—ABC

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Radio Columbus, Inc.  
Business-Studio Address.....1320 Broadway  
Phone Number.....5447  
Transmitter Location.....Brickyard Road  
Air Time.....5 a.m.-1:05 a.m.  
News Service.....AP  
Transcription Service.....World  
Station Representative.....Headley-Reed  
Membership.....NAB, BMB  
President-General Manager.....Allen M. Woodall  
Station Manager.....Miles H. Ferguson

# GEORGIA

Commercial Manager..... William Massie  
Program-Production Director..... John Nolan  
Publicity Director..... Tommy Tucker  
Chief Announcer..... Joe Byars  
Musical Director..... Frances Gladdin  
Chief Engineer..... Randy Jones  
Farm Editor..... Betty Vann

## W G B A

COLUMBUS—1947

Frequency: 620 Kc..... Power: 1000 Watts  
Owned-Operated By..... Ga.-Ala. Bdcstg. Corp.  
Business-Studio Address..... 1213½ Broadway  
Phone Number..... 3-3603  
Transmitter Location..... Crawlford Rd.,  
Phenix City, Ala.

Air Time..... 6 a.m. to local sunset  
News Service..... AP  
Transcription Service..... Associated, Capitol  
Representative..... Branham  
Membership..... NAB, BMB  
President..... A. H. Chapman, Sr.  
General-Commercial-Program  
Director..... Walter M. Windsor  
Sales Promotion Manager..... James R. Cook  
Continuity Director..... Jack H. Dell  
Publicity Director..... Judith Bell  
Chief Engineer..... John H. Wiseley

## W R B L

COLUMBUS—1928

CBS-GA. B. S.-GA. SPORTS

Frequency: 1420 Kc..... Power: 5000 Watts  
Owned-Operated By..... Columbus Bdcstg. Co.  
Business-Studio Address..... 1420 2nd Avenue  
Phone Number..... 2-0601  
Transmitter Location..... Phenix City, Ala.  
Air Time..... 5 a.m.-1 a.m.  
News Service..... INS, UP  
Transcription Service..... Standard  
Representative..... George P. Hollingbery  
Membership..... NAB, BMB, FMA  
Principal Owner, Executive & Commercial  
Manager..... J. W. Woodruff  
Local Sales Manager..... B. Ed Johnson  
Sales Promotion Manager,  
Publicity Director..... Ed J. Hennessy  
Program-Production Director..... George Gingell  
Musical Director..... George D. Davis, Jr.  
Chief Engineer..... Joe A. Gamble  
Farm Editor..... Douglas Gary

## W S A C

COLUMBUS—1948—MBS

Frequency: 1460 Kc..... Power: 1000 Watts  
Owned-Oper. By..... Chattahoochee Bcstg. Co.  
Business-Studio Address..... 1028½ Broadway  
Phone Number..... 2-4427  
Transmitter Location..... Morris Road

Air Time..... 6 a.m.-M.  
News Service..... UP  
Transcription Service..... Lang-Worth  
Representative..... Walker  
Membership..... BMB  
President..... William K. Jenkins  
General-Station Manager..... Edwin Mullinax  
Commercial Manager..... Frances Smith  
Program Director..... James R. O'Donnell  
Chief Engineer..... Hudie Brown

## W M J M

CORDELE—1939—MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts d.;  
100 Watts n.  
Owned-Oper. By..... Southeastern Bcstg. System  
Business-Studio Address..... 20th Ave. & B St.  
Phone Number..... 686  
News Service..... UP  
Transcription Service..... World  
President, General Mgr..... James S. Rivers  
Commercial Mgr..... William E. Blizard, Jr.  
Prog. Dir., Prom. Mgr..... Willard Belote  
Chief Engineer..... Reo Chairland

## W M O C

COVINGTON—1946—MBS-KBS

Frequency: 1490 Kc..... Power: 250 Watts  
Owned-Operated By..... The Covington News,  
Inc.  
Business-Studio Address..... Monticello Street  
Phone Number..... 2275  
Transmitter Location..... Monticello Street  
Air Time..... 6 a.m.-11 p.m.  
News Service..... UP  
Transcription Service..... World, Keystone  
President..... Belmont Dennis  
General-Station-Commercial  
Manager..... W. Thomas Hay  
Sales Promotion Manager,  
Publicity Director..... S. G. Turner  
Program Director..... W. I. Allgood  
Chief Announcer, Musical  
Director..... Richard Roche  
Chief Engineer..... Robert L. White, Jr.  
Farm Editor..... Leo Mallard

## W B L J

DALTON—1940  
MBS-KBS-GA. SPORTS-GALS

Frequency: 1230 Kc..... Power: 250 Watts  
Owned-Operated By..... Dalton Bdcstg. Corp.  
Business-Studio Address..... 111 South Pentz St.  
Phone Number..... 1180-1  
Transmitter Location..... River Bend Rd.  
Air Time..... 18 hours  
News Service..... UP  
Transcription Service..... Capitol, SESAC,  
Keystone

Representative .....Continental Radio Sales  
 Membership ..... NAB, BMB  
 President.....H. C. Kenemer  
 General-Station-Commercial  
 Manager.....William Armond  
 Sales Promotion Manager.....Chester Wilson  
 Program-Production-Publicity  
 Director.....Dave Achor  
 Chief Announcer.....Bill Davis  
 Musical Director.....Armin Geertz  
 Chief Engineer.....John S. Andrews  
 Farm Editor.....Joe McGinley

## W D W D

**DAWSON—1948—GA. SPORTS**

Frequency: 930 Kc.....Power: 1000 Watts D.  
 Owned-Operated By.....Dawson Bdcstg. Co.  
 Business-Studio Address.....Parrott Road  
 Phone Number.....416-417  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 President.....Ed Stevens  
 General-Station-Commercial  
 Manager.....W. C. Woodall, Jr.  
 Program Director.....Olyn L. Gee  
 Production Director.....Joe Stephens  
 Publicity Director.....Betty Henson  
 Chief Announcer.....Royce Jones  
 Chief Engineer.....Jim Honey

## WEAS

**DECATUR—1947**

Frequency: 1010 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Eurith Dickinson Rivers, Jr.  
 Bus.-Studio Address.....217 W. Ponce de Leon  
 Ave.  
 Phone Number.....Dearborn 2521  
 News Service.....AP  
 Transcription Service.....World  
 Owner.....E. D. Rivers, Jr.  
 Station Director.....Raymond D. McCay  
 Commercial Mgr.....Edward Wing  
 Production Director.....Warren Roberts  
 Promotion Manager.....Ben Gunn  
 Chief Engineer.....William H. Heller

## WGLS

**DECATUR—1949—GALS**

Frequency: 970 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....DeKalb Bcstg. Co.  
 Business-Studio Address.....Phelps Bldg.  
 Phone Number.....Crescent 7066  
 News Service.....UP  
 Transcription Service.....Standard  
 President.....Frank Thomas  
 General Manager.....Tom Carr  
 Chief Engineer.....Cliff Hansom

## WDMG

**DOUGLAS—1947**

Frequency: 860 Kc.....Power 1000 Watts D.  
 Owned-Operated By.....WDMG, Inc.  
 Business-Studio Address.....118 S. Madison Ave.  
 Phone Number.....564  
 Air Time.....Sunrise-sunset  
 News Service.....UP  
 Transcription Service.....World, SESAC  
 Membership.....NAB  
 President.....Downing Musgrove  
 General Manager.....B. F. J. Timm  
 Commercial Manager.....Al Evans  
 Program Director.....Terry Kielly  
 Chief Announcer.....Sam Middleton  
 Chief Engineer.....Al Woodson

## WMLT

**DUBLIN—1945—MBS-GALS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Dublin Bdcstg. Co.  
 Business Address.....Dublin  
 Phone Number.....871-2  
 Studio-Transmitter Location.....Franklin St.  
 Air Time.....6:30 a.m.-11:05 p.m.  
 News Service.....AP  
 Transcription Service.....Thesaurus, Keystone  
 Representative.....Continental Radio Sales  
 Membership.....BMB  
 President.....George T. Morris  
 Station Manager.....W. Newton Morris  
 Commercial Manager.....Dennis N. Brown  
 Chief Engineer.....Charlie R. Lord  
 Farm Editor.....George Gaines

## WSGC

**ELBERTON—1946—MBS-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Elberton Bcstg. Co.  
 Address.....Elberton  
 News Service.....AP  
 Representative.....Continental Radio Sales  
 Manager.....Melvin C. Gorman

## WBHB

**FITZGERALD—1946—MBS-GALS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Ben Hill Bdcstg. Corp.  
 Business-Studio-Transmitter  
 Address.....600 Roanoke Dr.  
 Phone Number.....740, 745  
 Air Time.....6:15 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 President.....Arthur Carpenter, Jr.  
 General-Station-Commercial-Sales Promotion  
 Manager, Program-Production  
 Director.....Herbert Wolin Scott

# GEORGIA

Chief Announcer-Musical Director Jack Owens  
 Chief Engineer-Farm Editor... Thomas Hanssen

## WDUN

**GAINESVILLE—1947—GALS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Northeast Ga. Bdcstg.  
 Co.

Business Address.....P. O. Box 115  
 Phone Number.....234L  
 Studio Address.....213½ S. Main St.  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....Capitol, Thesaurus  
 Representative.....Thomas F. Clarke  
 Membership.....NAB  
 President.....Paul C. Plaginos  
 General Manager.....John W. Jacobs, Jr.  
 Commercial Manager.....Dave Rankin

## WGGG

**GAINESVILLE—1941—MBS-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Blue Ridge Bdcstg. Co.  
 Business Address.....Box 654  
 Phone Number.....1800

Studio-Transmitter Location...2400 Athens Rd.  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service...Lang-Worth, Keystone  
 Membership.....NAB, BMB  
 President.....Charles A. Smithgall  
 Commercial Manager.....E. F. MacLeod  
 Program Director.....Robert Schwab  
 Publicity Director-Musical

Director.....James A. Hartley  
 Chief Engineer.....F. Keith Brown

## WKEU

**GRIFFIN—1934—MBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WKEU, Inc.  
 Address.....P. O. Box 155  
 Phone Number.....5507

Air Time.....Unlimited  
 News Service.....UP  
 President, General Mgr....A. W. Marshall, Jr.  
 Commercial Mgr.....C. I. Crawley  
 Prog. Dir., Prom. Mgr.....J. J. Smolka  
 Chief Engineer.....G. H. Whitley, Jr.

## WKLY

**HARTWELL—1947**

Frequency: 980 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Louie L. Morris  
 Business Address.....Hartwell  
 Phone Number.....71

Studio-Transmitter Location...Bowersville Hwy.  
 Air Time.....Local sunrise-sunset  
 News Service.....UP  
 Transcription Service.....Capitol  
 Membership.....BMB  
 President.....Louie L. Morris  
 Exec. Vice Pres., Station

Manager.....Max G. Pfander  
 Commercial Manager.....Joe Morris  
 Sales Promotion Manager, Program-Production-  
 Publicity Director-Farm Editor...Joe Wilder  
 Chief Announcer.....Tom Whittaker  
 Chief Engineer.....Ernest Church

## WLAG

**LA GRANGE—1941—MBS-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...LaGrange Bdcstg. Co.  
 Business-Studio Address...305-307 Broome St.  
 Phone Number.....3505

Transmitter Location.....LaGrange  
 Air Time.....6 am.-M.  
 News Service.....UP  
 Transcription Service.....Standard, Keystone  
 Representative.....Joseph Hershey McGillvra  
 Membership.....NAB  
 President.....Roy C. Swank  
 General-Station-Commercial

Manager.....Edwin Mullinax  
 Sales Promotion Manager.....Janet Angel  
 Program Director.....John Bogges  
 Production Director.....Herbert Wells  
 Publicity Director.....Fazelle Scarborough  
 Musical Director.....William Hyde, Jr.  
 Chief Engineer.....James McKay  
 Farm Editor.....Joe Hawkins

## WBML

**MACON—1940—ABC-GA. SPORTS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Middle Georgia Bdcstg.  
 Co.

Business-Studio Address...First National Bank  
 Bldg.

Phone Number.....2728  
 Transmitter Location.....8th & Cherry St.  
 Air Time.....6 a.m.-12:30 a.m.  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NAB, BMB, FMA  
 President.....E. D. Black  
 General Manager.....Charles W. Pittman  
 Commercial Manager.....Walter Graham  
 Sales Production Manager, Production

Director.....Harold Bealy  
 Program Director-Musical

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

## W I B B

**MACON—1948**

Frequency: 1280 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Peach State Bcstg. Co., Inc.  
 Business-Studio Address. Professional Bldg.  
 Phone Number. Ivy 2716  
 Transmitter Location. Pio Nono at Millirons  
 Rds.  
 Air Time. Local sunrise-sunset  
 News Service. UP  
 Transcription Service. Thesaurus  
 Owners & Managing Dirs. M. O. Thornburg,  
 Jr., Thomas H. Maxwell  
 Commercial Manager. George W. Patton  
 Sales Promotion Manager. Bob Saggese  
 Program Director. Marion Bragg  
 Prod. Dir., Chief Announcer. Richard Ashby  
 Publicity-Musical Dir. Betty Crowell  
 Chief Engineer. Tom Maxwell  
 Farm Editor. Charles Arthur

## W M A Z

**MACON—1922—CBS**

Frequency: 940 Kc. Power: 10,000 Watts  
 Owned-Oper. By. Southeastern Bcstg. Co.  
 Business-Studio Address. Bankers Insurance  
 Bldg.  
 Phone Number. 3131  
 Transmitter Location. Forsyth Rd.  
 Air Time. 5:30 a.m.-12:30 a.m.  
 News Service. INS, UP  
 Transcription Service. Lang-Worth  
 Representative. Katz  
 Membership. NAB, BMB  
 Pres., Chief Engineer. George P. Rankin  
 General Manager. Wilton E. Cobb  
 Commercial Manager. Frank Crowther  
 Production Director. Frank Hubbs  
 Farm Editor. D. F. Bruce

## W N E X

**MACON—1945—MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By. Macon Bcstg. Co.  
 Business-Studio Address. Bibb Bldg.  
 Phone Number. 8211  
 Transmitter Location. Rogers Ave.  
 Air Time. 5:55 a.m.-12:35 a.m.  
 News Service. AP  
 Transcription Service. Capitel  
 Representative. Forjoe  
 Membership. NAB  
 President. Ed Lowe  
 General-Station Manager. Alfred Lowe  
 Commercial Manager. James Weathers  
 Program Director. Peggy Taylor  
 Musical Director. Beverly McKenzie  
 Chief Engineer. Ambrose Kibler  
 Farm Editor. Rayford Falckloth

## W F O M

**MARIETTA—1946—GALS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By. Fred B. Wilson,  
 Channing Cope  
 Business Address. P. O. Box 131  
 Phone Number. 1746, 1414  
 Studio-Transmitter Location. So. Cobb Dr.  
 Air Time. 7 a.m.-11 p.m.  
 News Service. AP  
 Transcription Service. World  
 Partners. Fred B. Wilson, Channing Cope  
 Gen.-Sta.-Comm. Mgr. Albert L. Jones  
 Sales Promotion Manager.  
 Program Director. James Collins  
 Chief Announcer. Red Sparks  
 Chief Engineer. Lynae Brannen  
 Farm Editor. C. Cope

## W M V G

**MILLEDGEVILLE—1946  
 MBS-GALS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By. Jere N. Moore  
 Business-Studio Address. Georgia Military  
 College  
 Phone Number. 250  
 Transmitter Location. Fishing Creek, So.  
 Wayne St.  
 Air Time. 7 a.m.-11:15 p.m.  
 News Service. UP  
 Transcription Service. World, Keystone  
 Representative. Homer Griffith  
 Membership. NAB  
 Owner. Jere N. Moore  
 Gen.-Sta.-Comm.-Sales Promotion  
 Manager. Michael T. Landy  
 Prog.-Prod. Dir. Josephine Ragsdale  
 Publicity-Musical Dir. Carl Woolf  
 Chief Announcer. William G. Bloodworth  
 Chief Engineer. Robbie O. Hattaway

## W M G A

**MOULTRIE—1939—GALS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By. John F. Pidcock  
 Business-Studio-Transmitter Address. Moultrie  
 Phone Number. 999  
 Air Time. Unlimited  
 News Service. UP  
 Transcription Service. Thesaurus, Keystone  
 Representative. Thomas F. Clarke  
 General Manager. John F. Pidcock  
 Station Mgr., Program Dir. Roy F. Zess  
 Commercial Manager. Wandell Murphy  
 Chief Announcer. Spence Raulerson  
 Chief Engineer. Lamar Beaty



# WCOH

NEWNAN—1947

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Newnan Bcstg. Co.  
 Business Address: 11 Court Sq.  
 Phone Number: 1400-1  
 Studio Address: Court St.  
 Transmitter Location: Line St.  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: World  
 Manager: James Thomasson  
 Program Director: Dr. R. S. C. Young  
 Publicity Director: Betty Bonner  
 Musical Director: Imogene Jones  
 Chief Engineer: Walter O. Welch  
 Farm Editor: R. W. Brown

# WKMA

QUITMAN—1947

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Radio South  
 Business-Studio Address: Walker Bldg.  
 Phone Number: 4811  
 Transmitter Location: N. of New City Cemetery  
 Air Time: 6:45 a.m.-10 p.m.  
 News Service: UP  
 Gen.-Sta.-Comm.-Sales Promotion  
 Manager: John R. Barlett  
 Program-Publicity Dir.: Elizabeth Barlett  
 Chief Announcer: Vince Randall  
 Chief Engineer: Milo Lester

# WLAQ

ROME—1947

Frequency: 670 Kc. Power: 1,000 Watts  
 Owned-Operated By: News Publishing Co.  
 Business-Studio Address: 209 Broad St.  
 Phone Number: 7767-8  
 Transmitter Location: Old Summerville Rd.  
 Air Time: Daytime  
 News Service: AP, INS, UP  
 Transcription Service: Capitol  
 Representative: Joseph Hershey McGillvra  
 Membership: NAB, BMB  
 President: B. H. Mooney, Sr.  
 General Manager: Robert C. Leach  
 Commercial Manager: Martha Daniel  
 Sales Promotion Manager: George W. Rice, Jr.  
 Program Director: Ruby Erwin  
 Production Director: William B. Davies  
 Publicity Director: Gibson Ivey  
 Musical Director: Mrs. Clyde Baker  
 Chief Engineer: Daniel B. Scott

# WRGA

ROME—1929

MBS-KBS-GA. SPORTS NET

Frequency: 1470 Kc. Power: 5000 Watts  
 Owned-Operated By: Rome Bcstg. Corp.

Eus.-Studio Address: National City Bank Bldg.  
 Phone Number: 6589  
 Transmitter Location: O. Summerville Rd.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Lang-Worth, Keystone  
 Representative: Walker  
 Membership: NAB, BMB  
 President: John W. Quarles  
 General Manager: Happy Quarles  
 Station Manager: Mather Payne  
 Commercial Manager: Pinkie Talley  
 Sales Prom. Mgr., Pub. Dir.: Don Murdock  
 Program Director: Jim Roberts  
 Production Director: Al Kirby  
 Musical Director: Dalo Stone  
 Chief Engineer: R. L. Starr  
 Farm Editor: Cap Hicks

# WROM

ROME—1946

Frequency: 710 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Coosa Valley Radio Co.  
 Business-Studio Address: 121 Broad St.  
 Phone Number: 9075-6  
 Transmitter Location: Cooper Dr.  
 Air Time: Sunrise-sunset  
 News Service: AP  
 Transcription Service: World  
 Representative: Everett-McKinney,  
 Homer Griffith  
 Membership: NAB  
 Pres., Gen. Mgr.: Dean Covington  
 Commercial Manager: M. T. Kinman  
 Program Dir., Chief Announcer: Charlie Doas  
 Musical Director: Bill Scott  
 Chief Engineer: Ken Lowry  
 Farm Editor: Blair Jesse

# WCCP

SAVANNAH—1946  
 MBS-GA. SPORTS NET.

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated by: Dixie Bcstg. Co.  
 Business-Studio Address: P. O. Box 943,  
 140 Bull St.  
 Phone Number: 2-4182  
 Transmitter Location: West Gwinnett St.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Standard  
 Representative: Walker  
 Membership: NAB  
 Pres., Owner, Gen. Mgr.: Carter C. Peterson  
 Station-Commercial Mgr.: Weldon Herrin  
 Sales Promotion Manager: Charles J. Lipton  
 Program Director: Charles Beresford  
 Publicity Director: Al Jennings  
 Chief Engineer: William E. Moats

## W D A R

**SAVANNAH—1946—ABC-GAB**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: W D A R, Inc.  
 Business-Studio Address: 34 E. Bryan St.  
 Phone Number: 3-8807-8  
 Transmitter Location: E. Perry Lane  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Standard  
 Representative: Adam J. Young, Jr.  
 Membership: NAB  
 President: A. C. Neff  
 General-Station Manager: L. H. Thesmar  
 Commercial Manager: Robert Finch  
 Sales Promotion Manager: Robert Noble  
 Program Director: Robert Mann  
 Production Director: Milton Bellah  
 Publicity Director: Mary Brennan  
 Chief Announcer: Sam Dillard  
 Musical Director: James Treston  
 Chief Engineer: Howard Jewett  
 Farm Editor: Alberta Beckwith

## W F R P

**SAVANNAH—1946—GALS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Georgia Bcstg. Co.  
 Business-Studio Address: 219 E. Charlton St.  
 Phone Number: 39642  
 Transmitter Location: E. Perry Lane  
 Air Time: 6 a.m.-M.  
 News Service: AP  
 Transcription Service: Associated, Cole  
 President: F. R. Pidcock  
 Actg. Gen. Mgr., Prog. Dir.: John F. Pidcock  
 Commercial Manager: John Williams  
 Sales Promotion Manager: Chris Brannegan  
 Chief Announcer: Clayton Van Calligan  
 Chief Engineer: James M. Wilder

## W S A V

**SAVANNAH—1939  
 NBC-ATLANTIC SPORTS**

Frequency: 830 Kc. Power: 5000 Watts  
 Owned-Operated By: WSAV, Inc.  
 Bus.-Studio Address: Liberty Natl. Bank Bldg.  
 Phone Number: 3-0234  
 Transmitter Location: Oatland Island, 4.2 Mi.  
 E. of Savannah  
 Air Time: 6 a.m.-12:05 a.m.  
 News Service: AP  
 Transcription Service: Thesaurus  
 Representative: George P. Hollingsbery  
 Membership: NAB, BMB  
 Pres., Gen.-Sta. Mgr.: Harben Daniel  
 Comm.-Sales Prom. Mgr.: George P. Cooper  
 Prog. Dir., Prod. Mgr.: Owens Alexander  
 Publicity Director: Carson Demmond

Musical Director: Melvin Peacock  
 Chief Engineer: M. E. Thompson  
 Farm Editor: Melvin Peacock

## W T O C

**SAVANNAH—1929—CBS**

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Operated By: Savannah Bcstg. Co.  
 Business-Studio Address: 516 Abercorn St.,  
 P. O. Box 858  
 Phone Number: 2-0127  
 Transmitter Location: Anderson Rd.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Lang-Worth, World  
 Representative: Katz  
 Membership: NAB, BMB, FMA  
 Pres., General Mgr.: William T. Knight, Jr.  
 Commercial Manager: Ben Williams  
 Prog.-Musical Director: Dwight J. Bruce  
 Chief Engineer: R. Reeve Owen

## W W N S

**STATESBORO—1946  
 MBS-GALS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Alfred Dorman  
 Business Address: Box 146  
 Phone Number: 502  
 Studio-Transmitter Location: E. Olliff St.  
 Air Time: 7 a.m.-11 p.m.  
 News Service: UP  
 Transcription Service: Standard, Keystone  
 Owner: Alfred Dorman  
 General-Station Manager: Paul R. Sauve  
 Program Director: Worth McDougald  
 Chief Engineer: Clinton J. Lewis

## W S F T

**THOMASTON—1947—MBS**

Frequency: 1220 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Thomaston Bcstg. Co., Inc.  
 Business-Studio Address: 101 N. Church St.  
 Phone Number: 1300  
 Transmitter Location: Hightower Rd.  
 Air Time: Daytime  
 News Service: AP  
 Transcription Service: Associated  
 President: R. E. Hightower  
 General-Station Manager: S. J. Carswell  
 Commercial Manager: C. T. Thames  
 Program Director: Bill Heule

## W K T G

**THOMASVILLE—1947**

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Southern Bcstg. System, Inc.

## G E O R G I A

Business-Studio Address.....Bank of Thomas  
County Bldg.  
Phone Number .....1501  
Transmitter Location.....Pavo Hwy.  
Air Time .....Daytime  
News Service .....AP  
Transcription Service.....World, Lang-Worth  
Representative.....Thomas F. Clark  
Membership .....NAB  
President, Gen. Mgr.....W. F. Scott, Jr.  
Comm.-Sales Prom. Mgr., Publicity  
Director .....Pratt Secrest  
Program Director.....William B. Hill  
Chief Announcer.....Bill Hill  
Chief Engineer.....K. T. Malory

Business-Studio-Transmitter Address.... 800 S.  
Main St.  
Phone Number .....921  
Air Time.....6:30 a.m.-11 p.m.  
News Service .....UP  
Transcription Service .....Standard  
President.....Walter A. Graham  
Gen.-Sales Promotion Mgr...James E. Graham  
Station-Commercial Mgr....William Shepherd  
Program-Musical Dir.....Paul Wynn  
Production Director.....Bert Stevens  
Publicity Director.....R. H. Pittman  
Chief Engineer.....Wendell C. Roberts

### W P A X

THOMASVILLE—1934

Frequency: 1240 Kc.....Power: 250 Watts d.  
Owned-Operated By.....H. Wimpy  
Business-Studio Address...117 Remington Ave.  
Phone Number .....909  
Transmitter Location.....117 Remington Ave.  
Air Time .....Unlimited  
News Service .....UP  
Transcription Service.....Thesaurus, Capitol  
Membership .....NAB, BMB  
Owner, General-Station Mgr.....H. Wimpy  
Commercial Manager.....Al Feinberg  
Program Director.....Bob Oakman  
Chief Announcer.....Glenn Hicks  
Chief Engineer.....James Poole

### W T W A

THOMSON—1947  
MBS-GA.-CAROLINA NET

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Hickory Hill Bcstg. Co.  
Business-Studio-Transmitter  
Address .....215 Lumpkin St.  
Phone Number .....777  
Air Time .....Unlimited  
News Service .....UP  
Transcription Service .....World  
Representative .....Taylor-Borrorff  
Membership .....NAB  
President .....Walter Brown  
General Manager.....Harold Teasley  
Program Director.....Claude Sullivan  
Chief Announcer.....John Morris  
Chief Engineer.....Bill Bates

### W W G S

TIFTON—1946—MBS-GALS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Tifton Bcstg. Corp.

### W L E T

TOCCOA—1941—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....R. G. Letourneau  
Bus.-Studio-Transmitter Address...423 Prather  
Bridge Rd.  
Phone Number .....544  
Air Time .....Unlimited  
News Service .....UP  
Transcription Service...Associated, Keystone

Howard E. Pill, President,  
Radio Station WSFA, Mont-  
gomery, Ala.: "I came into  
radio business from news-  
paper business — and THE  
ASSOCIATED PRESS has  
been regarded as tops by me  
ever since my first job as a  
cub reporter more than 25  
years ago."

Representative.....Thomas F. Clark  
 Membership.....NAB  
 Owner.....R. G. Letourneau  
 General-Station Manager.....Virgle E. Cralg  
 Commercial Manager.....Sam A. Gaines  
 Sales Prom. Mgr., Pub. Dir.....Charles Gaines  
 Prog.-Prod.-Musical Dir.....Carroll S. Lee  
 Chief Engineer.....J. Carl Meeks

**W G O V**

**VALDOSTA—1940—MBS**

Frequency: 950 Kc.....Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned-Operated By.....E. D. Rivers  
 Business-Studio Address..Hotel Daniel Ashley  
 Phone Number.....1420  
 Transmitter Location.....Kinderlou  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....John E. Pearson  
 Owner, General Manager.....E. D. Rivers  
 Business Manager.....Mary Gorman  
 Prog.-Prod. Director.....John V. Evans  
 Chief Engineer.....Ralph Dennis

**5000 WATTS**  
 of selling power

at

950 on the dial

with

**MUTUAL**

plus

good local programs

**W G O V**

Valdosta, Georgia

Represented

by

John E. Pearson Co.

**W R Q N**

**VIDALIA—1946—MBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Vidalia Bcstg. Co.  
 Address.....Vidalia  
 Phone Number.....327  
 Transmitter Location.....U.S. Route 280,  
 ¼ Mi. W. Vidalia  
 Air Time.....6:30 a.m.-11:05 p.m.  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NAB  
 President.....M. F. Brice  
 Program Director.....Bill Harbeson  
 General Manager.....H. C. Gilreath, Jr.  
 Commercial Manager.....Bob Moran  
 Soles Manager.....Fred Browning  
 Program Director.....Jo Anne Dickerson

**W A Y X**

**WAYCROSS—1936—MBS-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Jack Williams  
 Business-Studio Address...1600 Corswell Ave.  
 Phone Number.....965  
 News Service.....UP  
 Transcription Service.....World, Cole, KBS  
 Representative.....Hal Holman  
 Owner.....Jack Williams  
 Mgr., Comm. Mgr.....John J. Tobola  
 Program Dir.....Gwen Thomas  
 Promotion Mgr.....Raymond Williamson  
 Chief Engineer.....John Legare

**W R L D**

**WEST POINT—1940—ABC-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....L. J. Duncan, Lelia Duncan,  
 Josephine Rolls  
 Operated By.....L. J. Duncan  
 Business-Studio Address.....West Point  
 Phone Number.....437  
 Transmitter Location.....Lanell, Ala.  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....World, Keystone  
 President, General Manager.....L. J. Duncan  
 Station-Sales Prom. Mgr.....Capers Lifsey  
 Commercial Manager.....Dorothy Forrester  
 Program Director.....Aileen Love  
 Chief Engineer.....R. R. Magill

# IDAHO

Estimated Population 530,000—Increase +1.0%—Radio Homes 126,400  
Total Families 129,900—Stations in State 20

## K D S H

BOISE—1947—CBS

Frequency: 900 Kc. Power: 5000 Watts  
Owned-Operated By: Boise Valley Bcstrs., Inc.  
Business-Studio Address: 311 N. 10th St.  
Phone Number: 6820  
Transmitter Location: Meridian, 8 Mi. S.W. of Boise  
Air Time: 6 a.m.-M.  
News Service: UP  
Transcription Service: Associated  
Representative: Free & Peters  
Membership: NAB, BMB  
President: Saul Haas  
General Manager: Westerman Whillock  
Associate Manager: Earl Glade, Jr.  
Musical Director: George Ganz  
Chief Engineer: James A. Johntz, Jr.  
Farm Editor: Bill Graham

## K G E M

BOISE—1946

ABC-ROCKY MOUNTAIN NET

Frequency: 1340 Kc. Power: 250 Watts d.  
Owned-Oper. By: Idaho Bcstg. & Telev. Co.  
Business-Studio Address: 1107 Main St.  
Phone Number: 533-4  
Transmitter Location: 4th & Roosevelt  
Air Time: 6 a.m.-M.  
News Service: AP  
Transcription Service: Lang-Worth, Cole  
Representative: George P. Hollingsbery  
Membership: NAB  
President: Frank C. Carman  
General-Station Manager: Ray Fadel  
Commercial Manager: Cecil Seavey  
Sales Promotion Mgr.: Harry Waterstone  
Program Director: Bill Moon  
Production Director: Sheldon Bren  
Publicity Director: Harry Waterstone  
Musical Director: Don Bish  
Chief Engineer: Richard Egelston  
Farm Editor: Ray Mitchell

## K I D O

BOISE—1928

NBC-UTAH-IDAHO NET

Frequency: 1380 Kc. Power: 2500 Watts d.;  
1000 Watts n.  
Owned-Operated By: KIDO, Inc.  
Business-Studio Address: Hotel Boise  
Phone Number: 660  
Transmitter Location: W. of City  
Air Time: Unlimited

News Service: AP, UP  
Transcription Service: Standard, World  
Representative: John Blair  
Membership: NAB, BMB  
President: Georgia M. Davidson  
V.P., Gen.-Station Mgr.: Walter E. Wagstaff  
Commercial Manager: Hugh S. Coppock  
Sales Prom. Mgr., Pub. Dir.: Peter Brooks  
Program Director: James B. McKibben  
Music Librarian: Joe Maggio  
Chief Engineer: Harold W. Toedemeier  
Farm Editor: Rulon Bradley

## K B I O

BURLEY—1946

ABC-KBS-ROCKY MT. NET

Frequency: 1230 Kc. Power: 250 Watts d.  
Owned-Operated By: Jessica L. Longston  
Business-Studio Address: Box 461  
Phone Number: 10  
Transmitter Location: 1½ Mi. W. of Burley  
Air Time: 6:30 a.m.-11 p.m.  
News Service: UP  
Transcription Service: Standard, Keystone  
Representative: W. S. Grant Co.  
Membership: NAB  
President: Jessica L. Longston  
General-Station Mgr.: James L. Hamstreet  
Comm. Mgr., Farm Editor: Rudy Rankin  
Sales Promotion Mgr.: Franklin K. Clark  
Program Director: Jean MacLean  
Publicity Director: Elizabeth Hassell  
Chief Engineer: Donald Pinney

## K T F I

TWIN FALLS—1928

NBC-UTAH-IDAHO

Frequency: 1270 Kc. Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By: Radio Bcstg. Corp.  
Business-Studio Address: 241 Main Ave. W.  
Phone Number: 2400  
Transmitter Location: Curry  
Air Time: 6 a.m.-M.  
News Service: UP  
Transcription Service: Standard, Lang-Worth  
Representative: Weed  
Membership: NAB, BMB  
President: O. P. Soule  
Gen.-Station-Comm. Manager: F. M. Gardner  
Sales Promotion Mgr., Program-Publicity  
Director: Lenore Parker  
Production Director: Carolyn Morris  
Chief Announcer: Ernest Moffett  
Musical Director: John Edlington  
Chief Engineer: George Malone  
Farm Editor: Jack Farrar

**KCID**

**CALDWELL—1946**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....Caldwell Bcstg. Co.  
 Business Address.....Canyon Hill Pk.  
 Phone Number.....1540  
 News Service.....UP  
 Transcription Service.....World  
 President.....J. T. La Fond  
 V.P., Gen-Comm. Mgr.....H. R. McCosh  
 Program Director.....Jack J. Link  
 Chief Engineer.....Jerry Burgess

**KVNI**

**COEUR D'ALENE—1946**  
**MBS-DON LEE**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By.....The Coeur d'Alene Bcstg.  
 Co.  
 Business-Studio Address.....Blackwell Island  
 Phone Number.....1250  
 Transmitter Location.....Blackwell Island  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....George P. Hollingbery  
 Membership.....NAB  
 President.....Burl C. Hagadone  
 Sta.-Comm.-Sales Prom. Mgr.....C. E. Rodell  
 Prog. Dir., Prod. Mgr., Pub.  
 Dir.....Bernard V. Merriman  
 Musical Dir., Farm Editor.....Burl Bowman  
 Chief Engineer.....Howard Oleson

**KID**

**IDAHO FALLS—1927**  
**MBS-KBS-INTERMOUNTAIN NET**

Frequency: 1350 Kc. Power: 5000 Watts d.  
 Owned-Operated By.....Idaho Radio Corp.  
 Business-Studio Address.....Hotel Bonneville  
 Phone Number.....4  
 Transmitter Location.....Ammon Rd.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World, MacGregor,  
 Keystone  
 Representative.....Avery-Knode  
 Membership.....NAB  
 President.....Joseph E. Williams  
 General-Station Manager.....C. N. Layne  
 Commercial Manager.....Leonard Wasden  
 Sales Promotion Mgr.....James H. Lawrence  
 Program Director.....Eugene A. Ackerley  
 Chief Announcer.....Roy Southwick  
 Chief Engineer.....C. N. Layne

**KIFI**

**IDAHO FALLS—1945**  
**ABC-ROCKY MT.**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....Eastern Idaho Bcstg. &  
 Television Co.  
 Business-Studio Address.....339 Broadway  
 Phone Number.....1054  
 Transmitter Location.....N. Yellowstone Hwy.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....George P. Hollingbery  
 Pres., Gen.-Sales Prom. Mgr.....J. M. Brady  
 Sta. Mgr., Prog. Dir.....Chic Crabtree  
 Commercial Mgr.....Dan Kelly  
 Production Dir.....Bob Fleming  
 Publicity Director.....Berniece George  
 Chief Engineer.....Blair Nelson  
 Farm Editor.....Chic Crabtree

**KRLC**

**LEWISTON—1935—MBS-DON LEE**

Frequency: 1350 Kc. Power: 1000 Watts  
 Owned-Operated By.....H. E. Studebaker  
 Business-Studio Address.....Lewis-Clark Hotel  
 Phone Number.....1950  
 Transmitter Location.....8th & Stewart  
 Air Time.....6:30 a.m.-11 p.m.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....W. S. Grant, John Keating  
 Membership.....BMB  
 General Manager.....H. E. Studebaker  
 Station Manager.....Donald Thomas  
 Commercial Manager.....Robert Taylor  
 Program Director.....Reg Roos  
 Chief Announcer.....Byron Stephenson  
 Chief Engineer.....Gene Wilson

**KRPL**

**MOSCOW—1947**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....Interstate Radio, Inc.  
 Business Address.....P. O. Box 207  
 Phone Number.....Moscow 2283  
 Studio-Transmitter Location.....Route 3  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....World, Cole  
 Representative.....Continental Radio Sales,  
 Walter Biddick  
 Membership.....NAB, BMB  
 President.....Ted R. Farrier  
 Gen.-Sta. Mgr., Prog.-Prod.-Publicity  
 Director.....Bert McAllister  
 Comm.-Sales Promotion Mgr.....Jack H. Goetz  
 Chief Engineer.....Herbert D. Young  
 Farm Editor.....Bert McAllister

**KFXD**

**NAMPA—1929**  
**MBS-INTERMOUNTAIN NET.**

Frequency: 580 Kc. Power: 1000 Watts  
Owned-Oper. By: Frank E. Hurt & Son  
Business Address: 1224 12th Ave. S.,  
P. O. Box 891  
Phone Number: 1200  
Studio Address: 1224 12th Ave. S., Nampa;  
809 Main St., Boise  
Transmitter Location: 3 Mi. S. of Meridian  
Air Time: 6 a.m.-11 p.m.  
News Service: UP  
Transcription Service: Lang-Worth, Thesaurus,  
SESAC  
Representative: Avery-Knodel  
Membership: NAB  
President, General Mgr.: Frank E. Hurt  
Station-Commercial Mgr.: Doyle Cain  
Prog.-Prod.-Publicity Dir.: Shirl Black  
Chief Engineer: Edward Hurt

**KEIO**

**POCATELLO—1946**  
**ABC-GEM STATE NET**

Frequency: 1440 Kc. Power: 1000 Watts  
Owned-Oper. By: Eastern Idaho Bcstg. &  
Television Co.  
Business-Studio Address: Hotel Bannock  
Phone Number: 3-400  
Transmitter Location: Pole Line Rd. at  
Cedar St.  
Air Time: 7 a.m.-M.  
News Service: AP  
Transcription Service: Thesaurus, World  
Representative: George P. Hollingbery  
President: James M. Brady  
General-Station Manager: John R. Taylor  
Commercial Manager: James H. Schoonover  
Program Dir., Chief Announcer: Steve Shepard  
Chief Engineer: Denzil Musulin  
Farm Editor: Anthony Ricca

**KEYY**

**POCATELLO—1946**  
**MBS-INTERMOUNTAIN**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Radio & Telev. Bcstg. Co. of  
Idaho  
Address: 1140 Yellowstone Ave.  
Phone Number: 1240  
Air Time: 6:40 a.m.-11:15 p.m.  
Transcription Service: World  
Representative: Avery-Knodel  
Membership: NAB  
President, Gen.-Sta. Mgr.: Calvin L. Hale  
Prom. Mgr., Pub.-Prog. Dir.: Doris MacBride  
Musical Director: Bill Ryan  
Chief Engineer: Julian Dennis

**KSEI**

**POCATELLO—1926**  
**NBC-UTAH-IDAHO NET**

Frequency: 930 Kc. Power: 5000 Watts  
Owned-Operated By: Radio Service Corp.  
Business-Studio Address: Hotel Whitman  
Phone Number: 960  
Transmitter Location: Pocatello  
Air Time: Unlimited  
News Service: UP  
Transcription Service: Standord, Lang-Worth,  
Cole  
Representative: Walker  
Membership: NAB, BMB  
President: O. P. Soule  
V.P., Gen.-Comm. Manager: Henry H. Fletcher  
Sales Promotion Manager: Olive M. Leeney  
Program Director: Ruthe A. Fletcher  
Chief Engineer: Ellis W. Call

**KSPT**

**PRESTON—1948—KBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: Voice of The Rockies, Inc.  
Business-Studio Address: 17 North St.  
Phone Number: 600  
News Service: AP  
Transcription Service: Lang-Worth, KBS,  
Associated  
President: J. L. Peterson  
General Manager: Al Biorge  
Asst. Manager: Ray Egan  
Chief Engineer: James Kelley

**KLIX**

**TWIN FALLS—1946**  
**ABC-GEM STATE-ROCKY MT.**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Southern Idaho Bcstg.  
& Television Co.  
Business-Studio-Transmitter  
Address: Elizabeth Blvd.  
Phone Number: 2484  
Air Time: Unlimited  
News Service: AP  
Transcription Service: Capitol, World  
Representative: George P. Hollingbery  
Membership: NAB  
V.P., Gen.-Station Mgr.: Frank C. McIntyre  
Commercial Managers: Juneau H. Shinn,  
Frank C. McIntyre  
Sales Promotion Mgr., Farm Editor: Ian Elliot  
Production Director: George Platis  
Chief Announcer: Joe Gibney  
Musical Director: Earl Sterling  
Chief Engineer: Lloyd James

• • • IDAHO • • •

**K V M V**

TWIN FALLS—1946  
MBS-INTERMOUNTAIN

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Radio Sales Corp.  
Business-Studio Address: 126½ Shoshone E.  
Phone Number: 2002  
Transmitter Location: Blue Lakes N.  
Air Time: 6 a.m.-11 p.m.  
News Service: UP  
Transcription Service: World  
Representative: Avery-Knodel  
President: E. W. McRoberts  
Station Manager: George Ross  
Program Director: Monte Ricketts  
Chief Announcer: Desmond Barker  
Chief Engineer: Ver Cox

**K W A L**

WALLACE—1939—MBS-DON LEE

Frequency: 620 Kc. Power: 1000 Watts  
Owned-Operated By: Silver Bcstg. Co.  
Business Address: Wallace  
Phone Number: 330  
Studio Address: Wallace; Kellogg  
Transmitter Location: Osburn  
Air Time: 7 a.m.-M.  
Transcription Service: World, SESAC, KBS  
Membership: BMB  
President: Dr. J. R. Binyon  
General Manager: Robert G. Binyon  
Program Director: W. Mondell Spencer  
Chief Engineer: G. Turner Dreher

**K W E I**

WEISER—1947—KBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Inland Bcst. Co.  
Business Address: Weiser  
Phone Number: 700  
Studio Address: 104 No. 8th St., Payette; &  
1 Mi. S. Weiser  
Transmitter Location: 1 Mi. S. Weiser, Hwy.  
No. 30  
Air Time: 6 a.m.-10:30 p.m.  
News Service: AP  
Transcription Service: Lang-Worth, Standard,  
Keystone  
Membership: NAB  
President: Frank Gwilliam  
Station-Sales Promotion Mgr.: Claude W. Cain  
Commercial Manager: Jack Hatch  
Program-Musical Director: Don Jones  
Chief Engineer: Jim Carlson  
Farm Editor: Leo Ellsworth

“ . . . we extend felicitations and congratulations to the management and staff of THE ASSOCIATED PRESS and our fellow members for their achievement in developing THE ASSOCIATED PRESS into the preeminent position it now holds throughout the world as a vehicle for gathering and distributing news, and assure them that we are looking forward to doing our part in helping maintain and strengthen the standard of THE ASSOCIATED PRESS as a dependable news gatherer in the years to come.”—*Resolution adopted by Arkansas Associated Press Broadcasters on November 14, 1948.*



# ILLINOIS

Estimated Population 8,670,000—Increase +9.8%—Radio Homes 2,297,800  
Total Families—2,357,400—Stations in State 61

## WOKZ

ALTON—1948

Frequency: 1570 Kc. Power: 1000 Watts, d.  
Owned-Operated By.....WOKZ, Inc.  
Business Address.....229 Market St.  
Phone Number.....3-5506  
Studio Address.....Hotel Stratford  
Transmitter Location.....Route 100, 3 miles  
north of Alton  
Air Time.....Sunrise to sundown  
Transcription Service.....Lang-Worth, ASCAP  
Representative.....Sears & Ayer  
President.....R. C. Goshorn  
Sec.-Treas.....R. L. Rose  
General Manager.....J. R. Paulos  
Commercial Manager.....G. M. Ripley  
Chief Engineer.....Thomas Payton, Jr.

## WMRO

AURORA—1938—KBS

Frequency: 1280 Kc. Power: 250 Watts, d.  
Owned-Operated By.....Martin R. O'Brien  
Business-Studio Address.....184 S. River  
Phone Number.....4215  
Transmitter Location.....Hurd's Island  
Air Time.....Daytime (C.P. for unlimited)  
News Service.....INS  
Transcription Service.....Lang-Worth, Keystone  
Owner-Gen. Mgr.....Martin R. O'Brien  
Station Manager.....James D. O'Brien  
Commercial Manager.....Vincent G. Coffey  
Program Director.....Jeanne M. Doran  
Production Director.....Betty Crisler  
Chief Announcer.....Jack Lee  
Musical Director.....Elaine Hayden  
Chief Engineer.....John Kitner  
Farm Editor.....W. P. Miller

## WIBV

BELLEVILLE—1947

Frequency: 1060 Kc. Power: 250 Watts, d.  
Owned-Operated By.....Belleville Bcstg. Co.  
Bus.-Studio-Transmitter Address..2100 W. Main  
Phone Number.....5000  
Air Time.....6 a.m.-local sunset  
News Service.....AP  
Transcription Service.....Standard, World  
Representative.....Hal Holman  
Membership.....BMB  
Gen.-Station Mgr.....Paul Wnorowski  
Comm.-Sales Pro. Mgr.....Lloyd C. Smith  
Pro. Dir.-Chief Announcer..Russell W. Wagner  
Production Director.....Blake Tabor  
Publicity Director.....John W. Lewis  
Chief Engineer.....Marvin M. Mollring  
Farm Editor.....Joseph W. Quinlan

## WJBC

BLOOMINGTON—1924—ABC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By.....Bloomington Bcstg. Corp.  
Business-Studio Address.....209 East Wash-  
ington St.  
Phone Number.....5281  
Transmitter Location.....Gregory Ave. and  
N. City Limits  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Lang-Worth, SESAC  
Representative.....John E. Pearson  
Membership.....NAB, BMB  
President.....Loring C. Merwin  
General Manager.....Hale Bondurant  
Commercial Manager.....Joseph J. Hannie  
Program Director.....Joseph J. Glass  
Chief Engineer.....Fred L. Bailey

## WKRO

CAIRO—1942—MBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By.....Oscar C. Hirsch  
Business Address.....Box 311  
Phone Number.....1490  
Studio-Transmitter Location.....Patierdale  
Air Time.....6 a.m.-11 p.m.  
News Service.....UP  
Representative.....John E. Pearson  
Membership.....NAB, BMB  
Owner.....Oscar C. Hirsch  
Gen.-Station-Comm. Mgr.....Merrill C. Currier  
Program Director.....Charles Housewright

## WBYS

CANTON—1947

Frequency: 1560 Kc. Power: 250 Watts, d.  
Owned-Operated By.....Fulton Co. Bcstg. Co.  
Business-Studio-Transmitter Address..E. Linn  
St. Limits  
Phone Number.....1877  
Air Time.....Daytime  
News Service.....AP  
Transcription Service.....Lang-Worth, World  
Membership.....NAB  
President.....H. R. Windsor  
Gen.-Station-Comm. Mgr.....Robert L. Odson  
Sales Promotion Mgr.....Allan English  
Program-Production-Publicity-Musical  
Director.....Myron Coy  
Chief Announcer.....Ken Schleifer  
Chief Engineer.....John Stockberger  
Farm Editor.....Bob Boene

**WCIL**

**CARBONDALE—1946**

Frequency: 1020 Kc. Power: 1000 Watts, d.  
 Owned-Operated By...Southern Illinois Bcstg.  
 Business-Studio Address...219 W. Main St.  
 Phone Number .....167, 765  
 Transmitter Location...1 mile w. of Carbondale  
 News Service .....AP  
 Transcription Service .....Capitol  
 Representative .....Horlan Oakes  
 Membership .....NAB, BMB  
 President-Gen.-Station Mgr....Paul F. McRoy  
 Comm.-Sales Promotion Mgr....Walter Schafer  
 Program Director.....Paul F. McRoy  
 Chief Engineer.....Marion Sawyer

**WCAZ**

**CARTHAGE—1922**

Frequency: 990 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Superior Bcstg. Service, Inc.  
 Business-Studio Address...502 Wabash Ave.  
 Phone Number .....520  
 President .....Bob Compton  
 Manager .....John Palmer

**WCNT**

**CENTRALIA—1946**

Frequency: 1210 Kc. Power: 1000 Watts, d.  
 Owned-Operated By.....WCNT, Inc.  
 Business-Studio-Trans. Address..Hqwy. 51 N.  
 Phone Number .....234  
 Air Time .....Sunup-sundown  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative .....Sears & Ayer  
 Membership .....NAB, BMB  
 President .....George F. Isaac  
 Gen.-Station Mgr.....J. J. Flanigan  
 Program Director .....Jay Giles  
 Publicity Director .....Anne Williams  
 Chief Engineer .....Dwight North  
 Farm Editor.....Larry Carothers

**WDWS**

**CHAMPAIGN—1937—CBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By...The Champaign News-  
 Gazette, Inc.  
 Business Address .....48 Main St.  
 Phone Number .....6-1855  
 Studio-Transmitter Location...1.3 mile S. of  
 Champaign on Route 45  
 Air Time .....Limited

News Service .....UP  
 Transcription Service .....World, Keystone  
 Representative...Robert Meeker & Associates  
 Membership .....NAB  
 General Manager.....J. A. McDermott  
 Station Manager.....Marc Howard  
 Chief Engineer .....Jack R. Baum

**WAAF**

**CHICAGO—1922**

Frequency: 950 Kc. Power: 1000 Watts, d.  
 Owned-Operated By.....Corn Belt Pub., Inc.  
 Business Address.....836 Exchange Ave.  
 Phone Number .....Randolph 6-1932  
 Studio Address.....LaSalle-Wacker Bldg.  
 Transmitter Location...Exchange Bldg., Union  
 Stock Yards  
 Air Time.....6 a.m.-local sunset  
 News Service .....UP  
 Transcription Service .....Standard  
 Representative .....George P. Hollingbery  
 Membership .....NAB  
 President .....Ward A. Neff  
 Gen.-Station Mgr.....W. E. Hutchinson  
 Commercial Manager...Bradley R. Eidmann  
 Program Director.....Cynthia A. Coyle  
 Production Director.....Bill Bauer  
 Publicity Director.....Ben V. Kirk  
 Chief Announcer.....Russell S. Ryan  
 Musical Director.....Vivian A. Bradshaw  
 Chief Engineer.....Carl W. Ulrich

**WAIT**

**CHICAGO—1941**

Frequency: 820 Kc. Power: 5000 Watts, d.  
 Owned-Operated By.....Gene T. Dyer  
 Bus.-Studio Address...360 No. Michigan Ave.  
 Phone Number.....Franklin 2-0660  
 Transmitter Location .....Elmhurst  
 Air Time .....Daytime  
 News Service .....UP  
 Transcription Service...Lang-Worth, Associated.  
 SESAC  
 Representative .....Radio Representatives  
 President .....Gene T. Dyer  
 General-Comm. Mgr.....Sil M. Aston  
 Program Director .....Rosemory Petru  
 Musical Director .....Robert Petersen  
 Chief Engineer.....Edward W. Jacker

**WBBM**

**CHICAGO—1923—CBS**

Frequency: 780 Kc. Power: 50,000 Watts  
 Owned-Operated By...Columbia Bcstg. System  
 Bus.-Studio Address...410 N. Michigan Ave.

ILLINOIS

Phone Number... Whitehall 4-6000
Transmitter Location... Itasca, Ill.
Air Time... Unlimited
News Service... AP, INS, UP
Transcription Service... Lang-Worth, World. Associated
Representative... Radio Sales
Membership... NAB, BMB
Vice Pres.-Gen. Mgr... H. Leslie Atlass
Station Manager... Frank Falknor
Commercial Manager... Erwin Shomo
Promotion Manager... Arthur E. Duram
Program Director... Valentine Sherman
Director of Publicity... Don E. Kelley
Musical Director... Caesar Peirillo
Chief Engineer... George Sherman
Farm Program Director... Harry Campbell

WCBD

CHICAGO-1947

Frequency: 820 Kc... Power: 5000 Watts
Owned-Oper. By... Christian Catholic Church
Bus.-Studio Address... Administration Bldg., Zion
Phone Number... 521
Chief Exec... Michael J. Mintern
Commercial Mgr... Carl Q. Lee

WCFL

CHICAGO-1926-ABC

Frequency: 1000 Kc... Power: 50,000 Watts
Owned-Operated By... Chicago Federation of Labor
Business-Studio Address... 666 Lake Shore Dr.
Phone Number... MOhawk 4-2400
Transmitter Location... Downers Grove
Air Time... Unlimited
News Service... UP
Transcription Service... Associated
Representative... Bolling
President... Wm. Lee
General Manager... Maurice Lynch
Commercial Manager... George Isaac
Program Director... Howard T. Keegan
Production Director... Jack Odell
Publicity Director... Frank McGivern
Musical Director... Jack Kelly
Chief Engineer... Charles Willett

WCRW

CHICAGO-1926

Frequency: 1240 Kc... Power: 100 Watts, d.
Owned-Operated By... Clinton R. White
Business-Studio-Transmitter Address, 2756 Pine Grove Avenue
Phone Number... EAstgate 7-6860
Air Time... 11 a.m.-2 p.m.-5-7 p.m.

Pres.-Owner-Chief Engr... Clinton R. White
General Manager... J. A. White

WEDC

CHICAGO-1926

Frequency: 1240 Kc... Power: 250 Watts
Owned-Operated By... Emil Denemark, Inc.
Bus.-Studio-Transmitter Address... 3860 W. Ogden Ave.
Phone Number... CRawford 7-4100
Air Time... Unlimited
News Service... UP
President... Emil Denemark
Gen.-Station-Comm. Mgr... Frank J. Kotnour
Sales Promotion Mgr.-Program-Production-
Publicity Dir.-Chief Announcer... Bill Mack
Musical Director... William P. Brady
Chief Engineer... Chester Lewicki

WENR

CHICAGO-1924-ABC

Frequency: 890 Kc... Power: 50,000 Watts
Owned-Operated By... American Bcstg. Co.
Business-Studio Address... 20 N. Wacker Dr.
Phone Number... DELaware 7-1900
Transmitter Location... Tinley Park
News Service... AP, INS, UP
Transcription Service... Standard
Membership... NAB, BMB
President... Mark Woods
Vice Pres. Gen. Div. ABC... John H. Norton, Jr.
Station-Comm. Mgr... Roy McLaughlin
Sales Promotion Manager... Karl R. Sutphin
Program Director... Harold Stokes
Production Director... Burr E. Lee
Publicity Director... Ell W. Henry
Musical Director... Rex Maupin
Chief Engineer... Ed Horstman
Farm Editor... Robert White

WGES

CHICAGO-1924

Frequency: 1390 Kc... Power: 5000 Watts
Owned-Operated By... Radio Station WGES
Business-Studio Address... 2708 Wash. Blvd.
Phone Number... SAcramento 2-1700
Transmitter Location... 8601 South Kedzie
Air Time... 6 a.m.-1:30 a.m.
News Service... UP
Transcription Service... Associated
President-Gen. Mgr... John A. Dyer
Commercial Manager... E. M. Hinzman
Sales Promotion Maager... K. P. Freda
Program Director... Herbert Rudolph
Publicity Director... M. A. Ciemens
Chief Announcer... Lloyd Webb
Musical Director... Johnny Van
Chief Engineer... Ellery L. Plotts

# 1,029,762,240

No, this is not the national debt. This astronomical figure is merely the number of minutes that were listened to WGN in an average week.

*That's a mighty lot of listening—it's over 17 million hours and more than 715 thousand days and better than 100 thousand weeks of listening.*

But it's all just an average week of listening for WGN. If this leads you to believe that a lot of people like WGN, listen to it long and regularly—you're right. If this further makes you wonder how one station among all the rest can have such data available—it's because this station believes in factual selling, program research, and keeping radio away from the "blue sky" days.



Data based on Nielsen Radio Index, 1948 Coverage Report.

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

**MBS**



**Chicago 11  
Illinois  
50,000 Watts  
720  
On Your Dial**

**WGN**

**CHICAGO—1924—MBS**

Frequency: 720 Kc. Power: 50,000 Watts  
 Owned By: The Tribune Company  
 Operated By: WGN, Inc.  
 Bus.-Studio Address: 441 N. Michigan Ave.  
 Phone Number: SU 7-0100  
 Transmitter Location: Roselle  
 Air Time: 19½ hours  
 News Service: AP, INS, UP  
 Transcription Service: Standard  
 Representative: Keenan & Eickelberg  
 Membership: BMB, FMA  
 President: Col. Robert R. McCormick  
 General Manager: Frank P. Schreiber  
 Operating Manager: Paul C. Brines  
 Commercial Manager: William A. McGuineas  
 Sales Promotion Manager: Don Getz  
 Program Director: Walter J. Preston  
 Production Director: Edmund Kahn  
 Publicity Director: James Hanlon  
 Musical Director: Henry Weber  
 Chief Engineer: Carl J. Meyers  
 Farm Editor: Hal Totten

**WIND**

**CHICAGO—1927  
 MIDWEST BASEBALL**

Frequency: 560 Kc. Power: 5000 Watts  
 Owned-Oper. By: Johnson Kennedy Radio Corp.  
 Bus.-Studio Address: 400 N. Michigan Ave.  
 Phone Number: Whitehall 4-2170  
 Transmitter Location: Gary, Ind.  
 Air Time: Unlimited  
 News Service: AP, UP  
 Transcription Service: Standard  
 Representative: Katz  
 Membership: NAB  
 President: Paul V. Harper  
 General-Station Mgr.: Ralph L. Atlass  
 Commercial Manager: John T. Carey  
 Sales Promotion Mgr.: Jimmie Spanes  
 Program Director: H. Leslie Atlass, Jr.  
 Chief Engineer: Kenneth C. Shirk

**WJJD**

**CHICAGO—1934**

Frequency: 1160 Kc. Power: 50,000 Watts  
 Owned-Operated By: Field Enterprises, Inc.  
 Bus.-Studio Address: 230 N. Michigan Ave.  
 Phone Number: STate 2-5466  
 Transmitter Location: Desplaines  
 Air Time: 2 a.m.-sundown  
 News Service: UP  
 Transcription Service: Standard, Capitol Associated  
 Representative: Avery-Knodel  
 Membership: NAB, BMB, FMA  
 President: Marshall Field

Gen.-Station Mgr.: Arthur F. Harre  
 Commercial Manager: Frederick G. Harm  
 Sales Promotion Manager: Edwin G. Short  
 Program-Production Director: Mark Russell  
 Publicity Director: Edwin G. Short  
 Chief Announcer: Frank Sweeney  
 Musical Director: Don E. Lavery  
 Chief Engineer: Walter F. Myers  
 Form Editor: Randy Blake

**WLS**

**CHICAGO—1924—ABC**

Frequency: 890 Kc. Power: 50,000 Watts  
 Owned-Operated By: Agricultural Bcstg. Co.  
 Bus.-Studio Address: 1230 Washington Blvd.  
 Phone Number: MO 6-9700  
 Transmitter Location: Tinley Park  
 Air Time: Unlimited  
 News Service: AP, Transradio, UP  
 Transcription Service: Standard  
 Representative: John Blair  
 Membership: NAB, BMB  
 President: James E. Edwards  
 V.P.-Gen.-Station Mgr.: Glenn Synder  
 Commercial Manager: Charles M. Freeman  
 Sales Promotion Manager: Donald Finlayson  
 Program-Publicity Director: Harold Safford  
 Production Director: Al. Boyd  
 Musical Director: Osgood Wesley  
 Chief Engineer: Thomas Rowe  
 Farm Editor: Arthur Page

(See Page 400)

**WMAQ**

**CHICAGO—1922—NBC**

Frequency: 670 Kc. Power: 50,000 Watts  
 Owned-Operated By: National Bcstg. Co., Inc.  
 Business-Studio Address: Merchandise Mart  
 Phone Number: SUperior 7-8300  
 Transmitter Location: Elmhurst  
 Air Time: Unlimited  
 News Service: AP, INS, UP  
 Transcription Service: Thesaurus  
 Representative: NBC  
 Membership: NAB, BMB  
 V.P. Chg. Cen. Div.: I. E. Showerman  
 Sales Manager: Oliver Morton  
 Business Mgr. & Auditor: John F. Whalley  
 Promotion Manager: Harold A. Smith  
 Program Manager: Arthur Jacobson  
 Production Director: Homer Heck  
 Manager of Press Dept.: John F. Ryan  
 Announcer Supervisor: W. M. Kephart  
 Music Supervisor: Donald A. Marcotte  
 Division Engineer: Howard C. Luttgens  
 Farm Director: Everett Mitchell

**WSBC**

**CHICAGO—1925**

Frequency: 1240 Kc. Power: 250 Watts

in april 1949, we'll be 25 years old

For 25 years WLS has been serving listeners in Midwest America. This stewardship of responsibility has been recognized by listeners, the radio industry and by the press. Here are but a few press comments about WLS as a station and its much-imitated WLS National Barn Dance.

## What They Say About Us

"Congratulations to WLS on their continued public service to radio listeners. The station has long been well at the top in public favor. Its programs with their appeal to folks in both metropolitan and rural areas label WLS the true American station."

—CHICAGO TIMES

"WLS wants, tries, claims to be and is the farmers' own station . . . sees as the farmer sees, feels as he feels. Dinner Bell Time is unquestionably the country's oldest and best-loved farm program. Farmers believe in WLS."

—PAGEANT MAGAZINE

"Its success has been due largely to its policy of sticking to programs that make their appeal to what might be termed the 'average' air audience—folks that like the old folk songs, clean humor, sentimental music and 'homey' sketches."

—BILLBOARD

"WLS intended its service for the farmer, but the city people listened in, and liked it so well that something of an urban demand for farm music and farm humor has sprung up."

—CHRISTIAN SCIENCE MONITOR

"WLS a public servant in the Midwest."

—TIME MAGAZINE

"There are dozens of local barn dances, but the WLS National Barn Dance is the daddy of them all . . . a form of entertainment and humor which strikes a sentimental chord in every American heart."

—READ MAGAZINE

A tradition of service, in order to maintain itself, must constantly be charged with enthusiasm for the present, foresight for the future. Here is a reflection of the FIRST twenty-five years. WLS, its management and its staff are aware of the responsibility, the challenge of the future in maintaining radio leadership in service to the WLS "family of listeners."

A CLEAR CHANNEL STATION  
50,000 WATTS, 890 KC, ABC AFFILIATE

presented by **JOHN BLAIR & CO.**

"A phenomenon in the brief perspective of radio history is the ever popular National Barn Dance . . . the Barn Dance typifies the success story of WLS."

—LIFE MAGAZINE

"Keynote of the program's widespread national popularity is that the music is truly representative of American life."

—CHICAGO TIMES

"The National Barn Dance originated by station WLS in Chicago maintains perhaps a higher level of talent than any other."

—FACTS MAGAZINE

"The patrons (at Eighth Street Theater) were folksy souls from the farm lands of Illinois and neighboring states."

—CHICAGO HERALD-AMERICAN

"Probably the closest that radio will ever get to authentic Americana is the National Barn Dance . . . a portrait of the rustic heart of America."

—NEWSWEEK MAGAZINE

"From the first night the program was a sellout . . . barn dance fans are still flocking to the performances."

—CORONET MAGAZINE

"For the time of your life, dial WLS. This station has undoubtedly the most splendid array of artists ever grouped together. We agree with numerous thousands of other people, that this crew puts on the best programs ever to emanate from a broadcasting studio, barring none."

—WELLSTON, OHIO SENTINEL



# 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. . . . . 401½ 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

## W S O Y

### 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. . . . . 153½ 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

## WCRA

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

## WNMP

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

## WFRL

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

## WGIL

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

## WEBQ

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

## WJPF

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

## WLDS

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... 121 1/2 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... 302 1/2 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 UP  
 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, UP  
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 Rattis  
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

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

## 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

## 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

## WTCJ

**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

## WTHI

**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

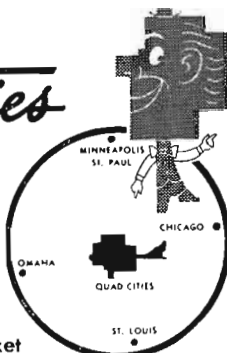
Frequency: 1420 Kc.....Power: 5000 Watts  
Owned-Operated By.....Tri-City Bcstg. Co.  
Business-Studio Address.....1000 Brady St.  
Phone Number.....3-3661  
Transmitter Location.....R. R. No. 1  
Air Time.....6 a.m.-M  
News Service.....UP  
Transcription Service...Lang-Worth, Thesaurus  
Representative.....Free & 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

# IOWA

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. Gerdon  
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.....Eleanor 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.

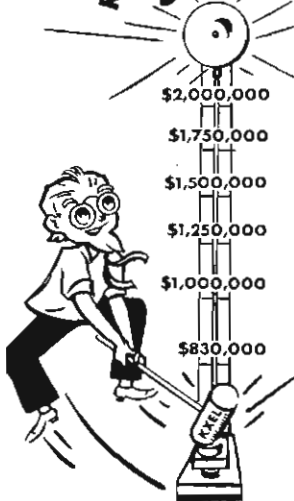
Owned-Oper. By.....Black Hawk Bcstg. Co.  
 Bus.-Studio Address.....Russell-Lamson Hotel  
 Phone Number.....4406  
 News Service.....AP  
 Transcription Service.....Associated  
 President, General Mgr.....R. J. McElroy  
 Commercial Mgr.....W. Lyle Harvey  
 Program Director.....Edwin L. Falk  
 Promotion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

**\$2,250,000**  
 ANNUAL  
 KLEEN MAID BREAD  
 SALES



# 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.

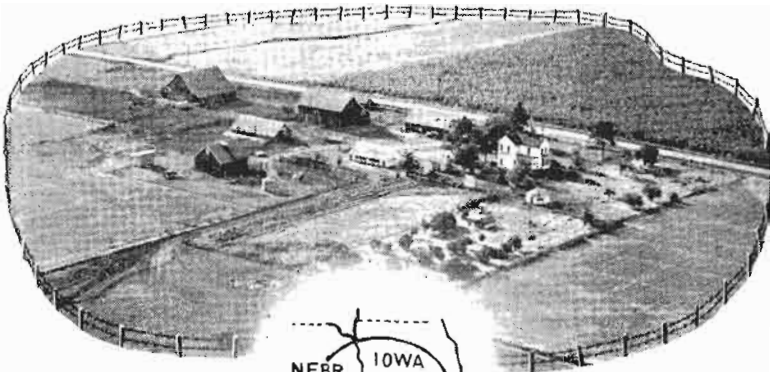
(Conlan Survey shows up to 52.4% listening audience.)

**KXEL — 50,000 watts — ABC**

JOSH HIGGINS BROADCASTING CO.  
 WATERLOO, IOWA

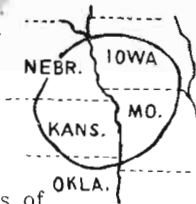
Represented by Avery-Knodel, Inc.  
 COVERING THE GREAT "KXEL RURAL CITY"

# 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.

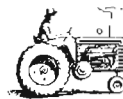
**LOOK at the BUYING POWER of WIBW's audience!**



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?*

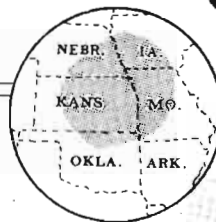


**W I B W**

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

## KGN O

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

## WCTT

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

## WZIP

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

## WHIR

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

## WKY

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

## WKAY

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

## WHLN

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 . . . . . Cliffordean 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 Bcatg. 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 Bcatg. 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-Borroff  
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**

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**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

**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.

**KSIG**

**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.

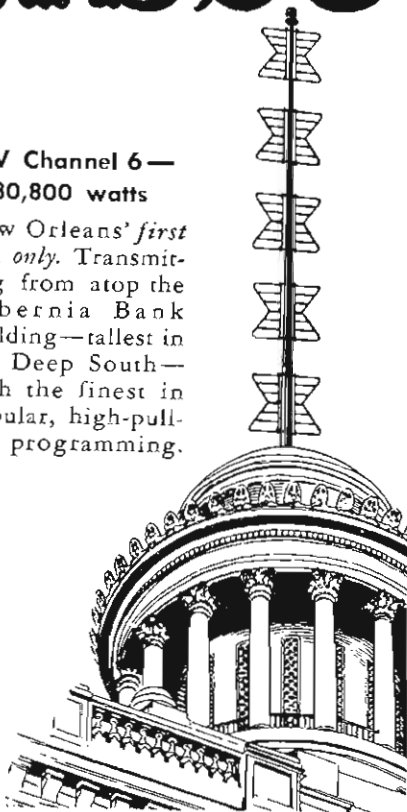
Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . James A. Noe  
 Business-Studio Address . . . . . Bernhardt Bldg.  
 Phone Number . . . . . 912  
 Transmitter Location . . . . . 23rd St.  
 Air Time . . . . . 5 a.m.—M.  
 News Service . . . . . AP

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.....Lindsay 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.

### K S L O

OPELOUSAS—1947  
MBS-LA. NET-KBS

Frequency: 1230 Kc..... Power: 250 Watts  
Owned-Operated By..... KSL0 Bcstg. Co.  
Business Address..... P. O. Box 392  
Studio Address..... KSL0 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

### K R U S

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

### K E N T

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

### K R M D

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

### K T B S

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

### K W K H

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.

**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

*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*



# 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 Cmm.-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: LAyette 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 Pkwy.,  
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: HAncock 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

## W A C E

**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  
 Prdg.-Prod.-Pub. Dir..... Lee Smith  
 Chief Announcer..... Kris Martin  
 Chief Engineer..... Ralph J. Robinson

## W A L E

**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

## W S A R

**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  
 P.o.g. Dir., Prod. Mgr..... Angus Bailey  
 Musical Director..... John Zmuda  
 Chief Engineer..... John Pavao

## W E I M

**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

## W K O X

**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

## W H O B

**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 Vondell  
 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. Jaspers  
 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

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

## 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

## 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

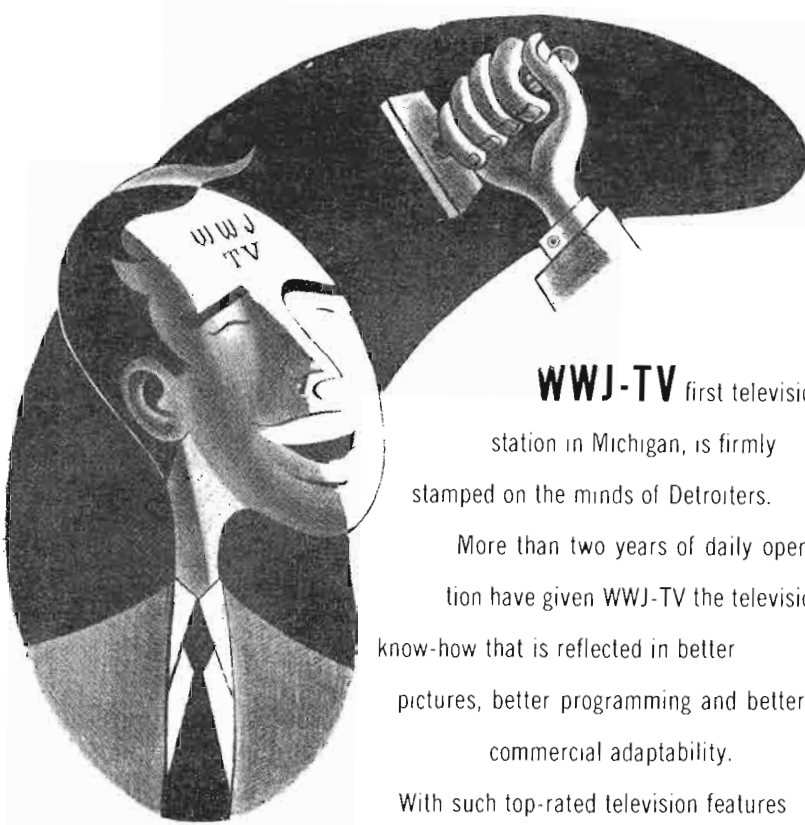
WORCESTER—1929—ABC

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., Nat'l. 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 9-4111  
 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 9-4211  
 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



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 WXLT  
 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 Atlass  
 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.....Clyne 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 Hways 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

## WQBC

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

## WVIM

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

## WROB

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

## WAZF

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*

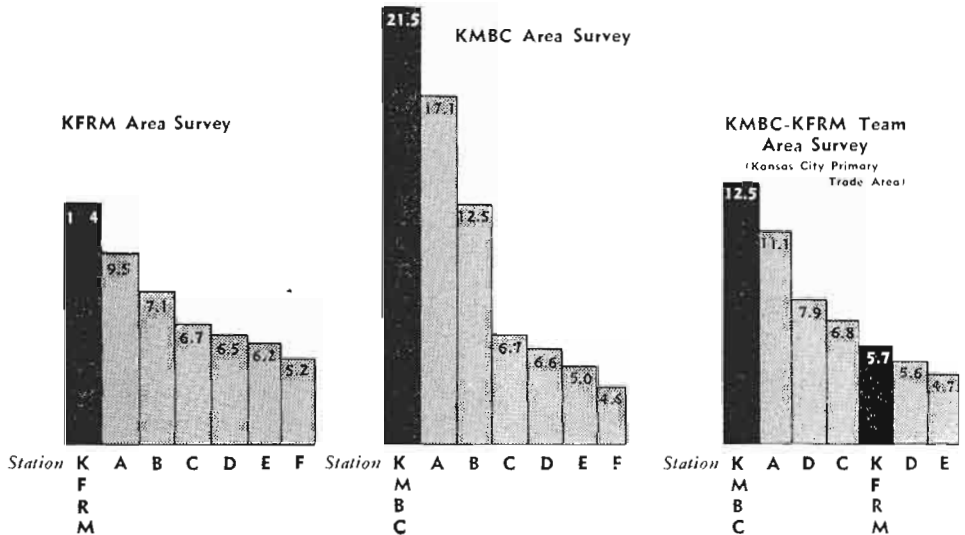
The first Area Radio Study of The Kansas City Primary Trade Area shows The KMBC-KFRM Team far in the lead of all broadcasters heard in the area. Made in the fall of 1948 by Conlan & Associates, this study is believed to be the *largest* coincidental survey of its kind ever conducted. Factual data from 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 proves KMBC is the most listened to station (daytime) within an average radius of slightly over 100 miles from Kansas City!

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



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 Kearbey, 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

**KWK**

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

**KXLW**

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

**KXOK**

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

**WEW**

ST. LOUIS—1921

Frequency: 770 Kc. Power: 1000 Watts d.  
Owned-Oper. By: The St. Louis University  
Bus.-Studio-Transmitter Address: 3542 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.....Forjoe  
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

# NEW JERSEY

Estimated Population 4,729,000—Increase +13.7%—Radio Homes 1,203,800  
Total Families 1,247,100—Stations in State 18

## WCAP

ASBURY PARK—1926

Frequency: 1310 Kc. Power: 500 Watts  
Owned-Operated By: Radio Industries Bcst. Co.  
Business-Studio Address: Charms Bldg.  
Phone Number: Asbury Park 2-8600  
Transmitter Location: W. Bangs Ave.  
News Service: AP  
Transcription Service: World  
Membership: NAB, BMB  
President: Walter W. Reid, Jr.  
Gen.-Sta.-Sales Prom. Mgr.: Gene Milner  
Comm. Mgr., Pub. Dir.: Walter L. Reid  
Program-Production Director: Robert Barry  
Chief Engineer: Matthew Porter  
Farm Editor: Pat Flannigan

## WBAB

ATLANTIC CITY—1940—CBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: Press-Union Publishing Co.  
Business Address: 1900 Atlantic Ave.  
Phone Number: Atlantic City 5-1111  
Studio Address: Absecon Blvd. & Beach  
Thorofare, 1900 Atlantic Ave.  
News Service: AP  
Transcription Service: World  
Representative: Headley-Reed  
Membership: NAB, BMB  
President: Albert J. Feyl  
Gen.-Sta.-Comm.-Sales Promotion  
Manager: Monroe L. Mendelsohn  
Prog. Dir., Chief Announcer: Ralph Shoemaker  
Chief Engineer: Earle Godfrey

## WFPG

ATLANTIC CITY—1940—ABC

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Neptune Bcstg. Corp.  
Business-Studio Address: Steel Pier  
Phone Number: 5-2188  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: Burke, Kuipers & Mahoney  
President: John J. Laux  
Gen.-Sta.-Comm.-Sales Promotion  
Manager: Irving F. Teetsell  
Asst. Manager: Blair K. Thron  
Prog. Dir., Office Mgr.: Richard C. McNamara  
Publicity Director: Sheldon Gross  
Chief Engineer: Blair K. Thron

## WMID

ATLANTIC CITY—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: Mid-Atlantic Bcstg. Co., Inc.

Business-Studio Address: Convention Hall  
Phone Number: 4-1340, 4-7131  
Transmitter Location: Absecon Blvd.  
News Service: AP  
Transcription Service: Associated  
Membership: NAB  
President: Earl M. Johnson  
General-Station Mgr.: David H. Freedman  
Commercial Manager: Jack J. Sidoroff  
Sales Prom. Mgr., Prog.-Prod. Dir.: Milt Mitler  
Chief Engineer: Quincy Knight

## WSNJ

BRIDGETON—1937—KBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Eastern States Bcstg. Co.  
Business-Studio Address: Bridgeton  
Phone Number: 1600, 2353  
News Service: UP  
Transcription Service: Thesaurus, Keystone  
Representative: Thomas Clark  
President: Senator Elmer H. Wene  
General-Station Manager: Paul Alger  
Commercial Manager: Jerry Alden  
Sales Prom. Mgr., Pub. Dir.: Arthur Scholz  
Program Director: Joe McCulley  
Chief Engineer: Francis Fekel  
Farm Editor: Don Hart

## WCAM

CAMDEN—1924

Frequency: 1310 Kc. Power: 500 Watts  
Owned-Operated By: City of Camden  
Business-Studio Address: City Hall  
Phone Number: CA 4-0907, 4-4523, 4-9000  
Transmitter Location: Civic Center  
News Service: UP  
Transcription Service: Standard, Capitol  
Station Mgr.: Mildred Carroll Longendorfer  
Chief Engineer: C. E. Onens

## WKDN

CAMDEN—1948

Frequency: 800 Kc. Power: 1000 Watts d.  
Owned-Oper. By: So. Jersey Bcstg. Co.  
Bus.-Studio Address: 2881 Mt. Ephraim Ave.  
Phone Number: Emerson 5-7200  
President: Ranulf Compton  
Program Director: Edwin W. Tucker  
Chief Engineer: Roger S. Whitlock

## WHOM

JERSEY CITY

(See Listing, New York, N. Y.)



# WPAT

"North Jersey's Own Station"

---

OWNED BY  
**THE HERALD-NEWS**

Passaic, N. J.

*"New Jersey's 4th Largest Evening Newspaper"*

---

STUDIOS: PATERSON, N. J.

ARmory 43400

New York Phone:  
PENNSYLVANIA 6-2945

## W M T R

**MORRISTOWN—1948**

Frequency: 1250 Kc. Power: 500 Watts d.  
 Owned-Operated By... Morrystown Bcstg. Co.  
 Address... P. O. Bx 345, Park Square Bldg.  
 Phone Number... MO 4-5700  
 Studio Address... 10 Park Pl.  
 Transmitter Location... Evergreen Ave.  
 News Service... AP  
 Transcription Service... Associated  
 Membership... NAB  
 Co-Managers... George S. Croy,  
 Kenneth A. Croy  
 Business Manager... G. Joseph Porter  
 Program Director... Jack Allen Polls  
 Chief Engineer... Rudolph C. Prow  
 Farm Editor... Merrill Morris

## W A A T

**NEWARK—1921**

Frequency: 970 Kc. Power: 5000 d., 1000 n.  
 Owned-Operated By... Bremer Bcstg. Corp.  
 Business-Studio Address... 11 Hill St.  
 Phone... Mitchell 2-6400; Barkley 7-8216  
 Transmitter Location... Kearny  
 News Service... AP  
 Transcription Service... World, Associated  
 Representative... Weed  
 Membership... NAB  
 President, Gen. Mgr... Irving R. Rosenhaus  
 Commercial Manager... E. S. Lennon  
 Promotion Director... James Sondheim  
 Program Director... George Green  
 Public Relations Director... Roland Trenchard  
 Director, Educ. Activities... Robert B. Macdougall  
 Musical Director... Jay Stanley  
 Chief Engineer... Frank V. Bremer

## W H B I

**NEWARK—1922**

Frequency: 1280 Kc. Power: 2500 Watts d.;  
 1000 Watts n.  
 Owned-Operated By... May Radio Bcst. Corp.  
 Business-Studio Address... 100 Shipman St.  
 Phone Number... Mitchell 2-7354  
 Pres., Gen. Mgr., Prog. Dir... James L. Shearer  
 Station-Comm. Manager... William Masi  
 Chief Engineer... Herman Foster

## W N J R

**NEWARK—1947**

Frequency: 1430 Kc. Power: 5000 Watts  
 Owned-Operated By... North Jersey Radio, Inc.  
 Business-Studio Address... 91 Halsey St.  
 Phone Number... MARket 3-2700  
 Transmitter Location... Union  
 Air Time... 6 a.m.-M.

News Service... INS, UP  
 Transcription Service... World, Capitol  
 Representative... Avery-Knodel  
 Membership... NAB  
 President... Edward W. Scudder, Jr.  
 General Manager... Harry D. Goodwin  
 Director of Operations... John H. McNeill  
 Sales Promotion Manager... James R. Ryall  
 Program Director... Steven Van Gluck  
 Production Director... G. Thomas Marshall  
 Publicity Director... Ann Jack  
 Chief Announcer... Edgar Kobak, Jr.  
 Chief Engineer... Peter Testan  
 Farm Editor... Will Peigelbeck

## W V N J

**NEWARK—1948**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Operated By... Newark Bcstg. Corp.  
 Business-Studio Address... 45 Central Ave.  
 Phone Number... Mitchell 3-7600  
 Transmitter Location... Livingston  
 Air Time... 6 a.m.-1 a.m.  
 News Service... UP  
 Transcription Service... Standard  
 Representative... George P. Hollingbery  
 Membership... NAB  
 V.P., Gen.-Comm Mgr... Ivon B. Newman  
 Station Manager... Helen Sutton

## W C T C

**NEW BRUNSWICK—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Chanticleer Bcstg. Co.  
 Business-Studio Address... 385 George St.  
 Phone Number... Charter 7-1450  
 Transmitter Location... Highland Park  
 Air Time... 7 a.m.-11 p.m.  
 News Service... AP  
 Transcription Service... Associated, World  
 Membership... NAB, BMB  
 Owner, Pres., Gen Mgr... James L. Howe  
 Commercial Manager... Edwin C. Derryberry  
 Sales Promotion Manager... Edith Brandt  
 Program Director... Robert Bell  
 Chief Engineer... Robert L. Williams

## W P A T

**PATERSON—1941**

Frequency: 930 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... North Jersey Bcstg. Co., Inc.  
 Business Address... 7 Church St.  
 Phone Number... Armory 4-3400;  
 Pennsylvania 6-2945  
 Studio Address... 66 Hamilton St.  
 Transmitter Location... Broad St. at Hepburn  
 Rd., Clifton  
 Air Time... Local sunrise-sunset  
 News Service... UP  
 Transcription Service... Associated

## NEW JERSEY

Representative ..... Donold Cooke  
Membership ..... NAB  
Chairman of Board ..... Dow H. Drukker  
President ..... Dow H. Drukker, Jr.  
Exec. V.P., Gen. Mgr. .... James V. Cosman  
V.P., Pub. Relations Dir. .... Richard Drukker  
Asst. V.P., Asst. Gen. Mgr. .... Arthur Mundarff  
Asst. V.P., Chief Engineer ..... Earl F. Lucas  
Treasurer ..... Harry Adsit  
Mgr. Pub., Spec. Events ..... David T. Golden  
Sales Manager ..... Robert McGready

### WTNJ

TRENTON—1922

Frequency: 1300 Kc. .... Power: 250 Watts d.  
Owned-Operated By ..... WOAX, Inc.  
Business-Studio Address ..... 416 Bellevue Ave.  
Phone Number ..... 8149  
V.P., General Manager ..... F. J. Wolff

### WTTM

TRENTON—1942—NBC

Frequency: 920 Kc. .... Power: 1000 Watts  
Owned-Operated By ..... Trent Bcst. Corp.  
Business-Studio Address ..... 541-43 E. State St.  
Phone Number ..... 5-8515-6-7-8  
Transmitter Location ..... Yardley, Pa.  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... Thesaurus  
Representative ..... Forjoe  
Membership ..... NAB  
President ..... Hon. Elmer H. Wene  
General Manager ..... Carl Mark  
Commercial Manager ..... F. A. Wellman  
Program Director ..... William R. Griffin  
Publicity Director ..... Edward W. Brown  
Musical Director ..... James P. O'Brien  
Chief Engineer ..... Theodore P. Kilmer  
Farm Editor ..... Roy Grove

### WWBZ

VINELAND—1946

Frequency: 1360 Kc. .... Power: 1000 Watts  
Owned-Oper. By ..... Community Bcstg. Service,  
Inc.  
Business-Studio Address ..... 633 Wood St.  
Phone Number ..... Vineland 7-1360  
Transmitter Location ..... Brotmanville  
Air Time ..... Sunrise-sunset  
News Service ..... UP  
Transcription Service ..... World  
President ..... Joseph M. Bullock  
General Manager ..... Fred M. Wood  
Program Director ..... Dorothy H. Carlson  
Sales Manager ..... Warren Hoff  
Chief Announcer ..... Ted Jaffee  
Chief Engineer ..... C. V. Mullen

### WWBZ

1360 K.C. 1000 Watts

Vineland, N. J.

South Jersey's Progressive Station

**BIG** { Coverage  
Audience } **RESULTS**  
Programs }

WWBZ  
Vineland, N. J.

Fred Wood,  
Gen'l Mgr.

# NEW MEXICO

Estimated Population 571,000—Increase +7.4%—Radio Homes 119,700  
Total Families 132,100—Stations in State 19

## K G G M

ALBUQUERQUE—1927—CBS

Frequency: 610 Kc. Power: 5000 Watts  
Owned-Oper. By New Mexico Bcstg. Co.  
Address Kimo Bldg.  
Phone Number 4543  
Studio Address Kimo Theater Bldg.  
Transmitter Location So. 2nd St.  
News Service UP, AP  
Transcription Service World  
Representative Taylor-Borroff  
Membership BMB  
Pres., Station Mgr. A. R. Hebenstreit  
Vice President S. P. Vidal  
Commercial Manager Jack Skillen  
Program Director Robert Van Driel  
Chief Engineer Leonard F. Dodds  
Traffic Manager Virgie Abeyta

## K V E R

ALBUQUERQUE—1947  
MBS-GREAT WEST

Frequency: 1340 Kc. Power: 250 Watts  
Owned By (Application on file to transfer to  
Westernair, Inc.)  
Business-Studio Address 317 N. Broadway,  
Box 1388  
Phone Number 3-1744  
Transmitter Location Old Albuquerque  
Air Time 6 a.m.-M.  
News Service UP  
Representative Forjoe  
Membership NAB  
General Manager William T. Kemp  
Commercial Manager Paul A. Kehle  
Program Director Ralph B. Henry  
Chief Engineer John H. Morrison

## K O A T

ALBUQUERQUE—1946  
ABC-ZIA NET

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Rio Grande Bcstg. Co., Inc.  
Business Address Box 1419  
Phone Number 3-2247  
Studio Address 122 S. Tulane  
Transmitter 2000 W. Indian School Rd.  
News Service UP  
Transcription Service Capitol  
Representative Lorenzen & Thompson  
Membership NAB, BMB  
President A. E. Buck  
V.P., Gen.-Sta.-Comm. Mgr. Merle H. Tucker  
Chief Engineer Lewis Hake, Jr.

## K S V P

ARTESIA—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned By (Changing ownership to Artesia  
Bcsters, Inc.)  
Operated By Artesia Bcsters.  
Business-Studio Address 511 W. Main  
Phone Number 650  
Transmitter Location Roselawn Addition  
Air Time 7 a.m.-10 p.m.  
News Service AP  
Transcription Service Capitol, Standard,  
Keystone  
General Manager Burney Jones  
Commercial Manager Wayne Griffin  
Program Director Bill Angel  
Chief Engineer Burney Jones

## K O B

ALBUQUERQUE—1920—NBC-MBS

Frequency: 770 Kc. Power: 50,000 Watts d.:  
25,000 Watts n.  
Owned-Oper. By Albuquerque Bcstg. Co.  
Bus. Studio Address Fifth & West Silver  
Phone Number 4411  
Transmitter Location Alameda  
Air Time Unlimited  
News Service AP  
Transcription Service Thesaurus  
Representative Free & Peters  
Owner, Gen. Mgr. T. M. Pepperday  
Station Manager Bob Seal  
Asst. Manager Rolf S. Nielsen  
Publicity Director Jean Toncre  
Musical Director Noel Martin  
Chief Engineer George S. Johnson

## K A V E

CARLSBAD—1936—CBS-SWN

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Carlsbad Bcstg. Corp.  
Business-Studio Address 800 S. Canal St.  
Phone Number 244  
Transmitter Location La Huerta  
Air Time 6 a.m.-M.  
News Service AP  
Representative Taylor-Borroff  
President Val Lawrence  
General-Station Mgr. Norman R. Loose  
Commercial Manager Gail Boles  
Program Director Alexander Pitcaithley  
Chief Engineer William Sene

**KICA**

**CLOVIS—1933—MBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By: Hugh DeWitt Landis,  
 R. B. McAlister  
 Operated By: R. B. McAlister  
 Business Address: Box 111  
 Phone Number: 3  
 Studio Address: 520 Pile St.  
 Transmitter Location: Hillcrest Park  
 Air Time: 6 a.m.-11 p.m.  
 News Service: UP  
 Transcription Service: MacGregor  
 Representative: Continental Radio Sales  
 Membership: NAB  
 President: Hugh DeWitt Landis  
 General-Station Mgr.: R. B. McAlister  
 Commercial Manager: Don Boles  
 Sales Promotion Manager: Sammy Goadman  
 Program Director: John Kirkwood  
 Chief Announcer: Harold Cook  
 Musical Director: Joni Nieves  
 Chief Engineer: Vernon Hughes

**KGAK**

**GALLUP—1946—ABC-ZIA**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Rio Grande Bcstg. Co.  
 Business-Studio Address: Box 1150  
 Phone Number: 726  
 News Service: UP  
 Representative: Donald Coker  
 General Manager: Merle H. Tucker  
 Commercial Mgr.: Mike Kirkmeyer  
 Program Director: Edith Thurston  
 Chief Engineer: John L. Ioanides

**KWEW**

**HOBBS—1938**

**MBS-KBS-SOUTHWEST**

Frequency: 1490 Kc. Power: 100 Watts  
 Owned-Operated By: W. E. Whitmore  
 Business-Studio Address: 116 E. Dunham  
 Phone Number: 495  
 News Service: UP  
 Transcription Service: MacGregor, KBS  
 Representative: Taylor-Borroll  
 President: W. W. Whitmore  
 Station Manager: Harry McAdams  
 Commercial Manager: Phil McGee  
 Chief Engineer: Ray Evans

**KCHS**

**HOT SPRINGS—1946—KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Sierra Bcstg. Service  
 Business-Studio Address: 401 Broadway  
 Phone Number: 161  
 Transmitter Location: Yucca Heights

Air Time: 6:30 a.m.-10 p.m.  
 News Service: UP  
 Transcription Service: Capitol, Keystone  
 Representative: Continental Radio Sales  
 General Manager: Leonard R. Trainor  
 Chief Engineer: Reginald H. Shirk

**KOBE**

**LAS CRUCES—1947—MBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Mesilla Valley Bcstg. Co.  
 Bus. Studio Address: Main & Picacho Ave.  
 Phone Number: 205  
 Transmitter Location: W. Adamor Ave.  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: World, Thesaurus  
 Membership: NAB  
 President: Robert Porter  
 General-Station Mgr.: Harry H. Stair  
 Commercial Manager: L. H. McDonald  
 Program Director: L. S. Sleppy  
 Chief Engineer: K. M. Dean

**KFUN**

**LAS VEGAS—1941—ABC**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Southwest Bcsters. Inc.  
 Business Address: Box 710  
 Phone Number: 12  
 Studio-Transmitter Location: Radio Heights  
 Air Time: 6 a.m.-M.  
 News Service: UP  
 Transcription Service: Standard  
 Membership: NAB, BMB  
 Pres., Gen. Station Mgr.: Ernest N. Thwaites  
 Commercial Manager: Burke Ormsby  
 Program Director: Dorothy G. Thwaites  
 Chief Engineer: A. F. Schultz

**KRTN**

**RATON—1948**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Southwest Bcsters. Inc.  
 Business Address: Box 710, Las Vegas:  
 Box 767, Raton  
 Studio-Transmitter Address: 1128 State St.  
 Air Time: Daytime  
 News Service: UP  
 Transcription Service: Standard, World  
 Membership: BMB  
 Pres., Gen. Manager: Ernest N. Thwaites  
 Station Manager: Stanley K. Brown

**KGFL**

**ROSWELL—1927—MBS-SW, N-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: KGFL, Inc.  
 Business-Studio Address: 310 N. Richardson



Phone Number ..... 2000  
 Transmitter Location..... 511 W. 16th St.  
 Air Time..... 6 a.m.-11 p.m.  
 News Service ..... UP  
 Transcription Service... Lang-Worth, Keystone  
 Representative ..... Taylor-Boroff  
 Membership ..... NAB, BMB  
 General-Station Manager..... W. E. Whitmore  
 Commercial Manager..... G. F. Roberts  
 Program Director..... G. N. Venrick

## K S W S

### ROSWEEL—1947—ABC-ZIA NET

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... McEvoy Bcstg. Co.  
 Bus. Studio Address..... 401 N. Richardson St.  
 Phone Number ..... 2400  
 Transmitter Location..... 19th & Railroad Ave.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Representative ..... Lorenzen & Thompson  
 Membership ..... NAB, BMB  
 V.P., General Manager..... John A. McBoyle  
 Commercial Manager..... M. I. Montgomery  
 Sales Promotion Manager..... John L. Meyers  
 Program Director..... George R. Walsh  
 Chief Announcer..... Tom Foulkes  
 Chief Engineer..... Ray R. Summersgill

## K T R C

### SANTA FE—1946—ABC-ZIA NET

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By... Rio Grande Bcstg. Co., Inc.  
 Bus. Address..... P. O. Box 1419, Albuquerque  
 Phone Number ..... 3-2247  
 Studio-Transmitter Address..... 210 E. Marcy  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Representative ..... Lorenzen & Thompson  
 President..... A. E. Buck  
 General Manager..... Merle H. Tucker  
 Station Manager..... Hugh Gray  
 Chief Engineer..... Mark Tallan

## K V S F

### SANTA FE—1936—CBS

Frequency: 1260 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... New Mexico Bcstg. Co.  
 Business-Studio Address..... 759 Cerrillos Rd.  
 Air Time..... 6 a.m.-M.  
 News Service ..... AP, UP  
 Transcription Service ..... World  
 Representative ..... Taylor-Boroff  
 Membership ..... BMB  
 President..... A. R. Hebenstreit  
 General Manager..... Ivan R. Head  
 Sales ..... Paul Theil  
 Chief Engineer..... E. J. Vanderwood

## K S I L

### SILVER CITY—1946—CBS-SW. NET

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By... Dorrance D. Roderick  
 Bus. Studio-Transmitter Address... 17th & Cactus  
 St., P. O. Box 590  
 Air Time..... 6 a.m.-11:15 p.m.  
 News Service ..... AP  
 Transcription Service..... Standard, Cole  
 Representative ..... Taylor-Boroff  
 Pres., Owner..... Dorrance D. Roderick  
 General Manager..... Carl Dunbar  
 Asst. General Manager..... Harold T. Welsh  
 Program Director..... Al Wheeler  
 Chief Engineer..... Franklin P. Keeler

## K T N M

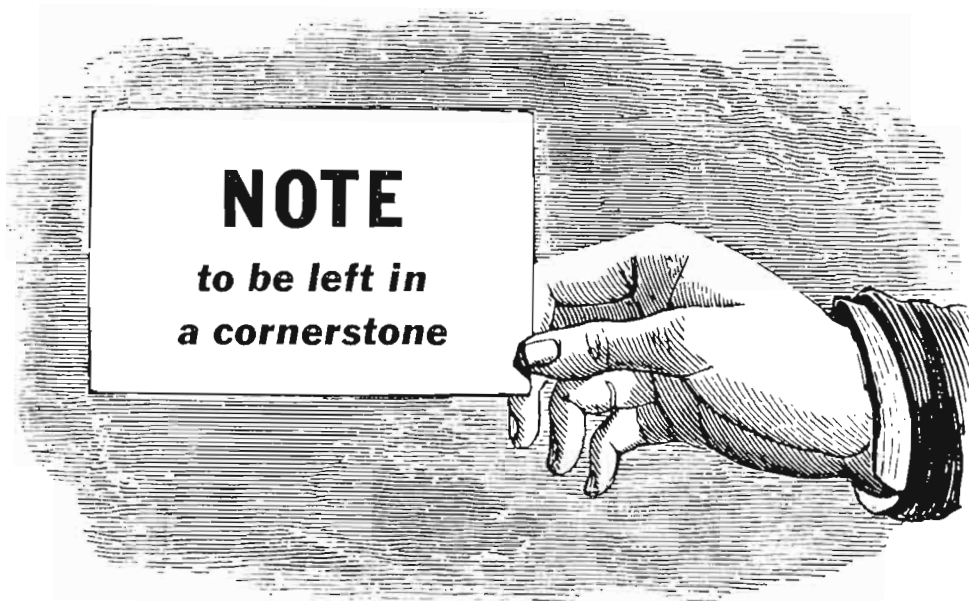
### TUCUMCARI—1941—MBS-KBS

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned By..... The McMa Agency  
 Operated By..... Grady Maples  
 Business Address..... Box 668  
 Phone Number ..... 100  
 Studio Address..... Second & Main Sts.  
 Transmitter Location... Outside E. City Limits  
 Air Time..... 6 a.m.-10:30 p.m.  
 News Service ..... UP  
 Transcription Service ..... Keystone  
 Partners..... Grady Maples, R. B. McAlister  
 Commercial Manager..... J. Paul Aley  
 Sales Prom. Mgr., Prog. Dir.... Grady Maples  
 Chief Announcer..... John Davis  
 Chief Engineer..... David Fred White, Jr.

For News Prestige—

# A P

Available through  
 membership



**WOR** is a powerful force in the lives of the majority of 36,000,000 men, women and children in 430 counties in 18 states on the eastern seaboard. From the windy reaches of Prince Edward Island, in the Dominion of Canada, to the pine-scented border of Southern Georgia, its voice is a welcome and forceful one.

WOR is deliberately programmed to be an intimate medium. It's probably the warmth it creates in the hearts and minds of millions of people that makes it one of the most successful selling forces in America today.

May we tell you more about this great station?  
Our address is

*—that power-full station  
at 1440 Broadway, in New York*

*Mutual*

**WOR**

# NEW YORK

Estimated Population 14,386,000—Increase +6.7%—Radio Homes 4,001,700  
Total Families 4,135,800—Stations in State 87

## W A B Y

ALBANY—1934

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . Adirondack Bcstg. Co., Inc.  
Business-Studio Address . . . . . Strand Bldg.,  
110 No. Pearl St.  
Phone Number . . . . . 4-4193  
Transmitter Location . . . Braintree St., Colonie  
Air Time . . . . . 7 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . Thesaurus, Standard  
Representative . . . . . Evelett-McKinney  
Membership . . . . . NAB  
President . . . . . A. J. McDonald  
General-Station Manager . . . Russell B. Wilde  
Comm.-Sales Prom. Mgr. . . . Eugene P. Weil  
Prog.-Musical Director . . . . Ned Trudeau  
Production Director . . . . Thomas R. Sternfeld  
Chief Announcer . . . . . Bill Phillips  
Chief Engineer . . . . . James H. Corey

## W O K O

ALBANY—1924—UBS

Frequency: 1460 Kc. . . . . Power: 1000 Watts d.:  
500 Watts n.  
Owned-Oper. By . . . Gov. Dongan Bcstg. Corp.  
Bus.-Studio Address . . . . . Hotel Wellington,  
136 State St.  
Phone Number . . . . . 3-6638  
Transmitter Location . . . . Tremont St.  
Air Time . . . . . Unlimited  
News Service . . . . . AP, INS  
Transcription Service . . . . Standard, SESAC  
Representative . . . . . Lorenzen & Thompson  
President, General Mgr. . . . James T. Healey  
Station Manager . . . . . Kay Feily  
Commercial Manager . . . . . A. Kellert  
Program Director . . . . . Sherb Herrick  
Chief Announcer . . . . . Lyle Bosley  
Musical Director . . . . . Gordon Seaman  
Chief Engineer . . . . . Al Sardi

## W P T R

ALBANY—1948

Frequency: 1540 Kc. . . . . Power: 10,000 Watts  
(CP 50,000)  
Owned-Operated By . . . Patroon Bcstg. Co., Inc.  
Business-Studio Address . . . . 87 State St.,  
Hotel Ten Eyck  
Phone Number . . . . . 5-3345, 5-5422  
Transmitter Location . . . . Middle Rd., Colonie  
Air Time . . . . . Unlimited  
News Service . . . . . AP, INS  
Transcription Service . . . . Capitol, SESAC  
Representative . . . . . William G. Rambeau

Membership . . . . . NAB  
President . . . . . J. Myer Schine  
General-Station Mgr. . . . . Leonard L. Asch  
Commercial Manager . . . . Joseph R. Fife  
Sales Prom. Mgr., Pub. Dir. . . Robert Snyder  
Program Director . . . . Howard W. Maschmeier  
Production Director . . . William Van Steenburgh  
Chief Announcer . . . . . Glen Walrath  
Musical Director . . . . . Frank D'Armond  
Chief Engineer . . . . . Dwelle S. Hoag  
Farm Editor . . . . . Bernard Buck

## W R O W

ALBANY—1947—MBS

Frequency: 590 Kc. . . . . Power: 5000 Watts d.:  
1000 Watts n.  
Owned-Oper. By . . . Hudson Valley Bcstg. Co.,  
Inc.  
Business-Studio Address . . . . 112 State St.  
Phone Number . . . . . Albany 3-2225  
Transmitter Location . . . Route 9W, So. of City  
Air Time . . . . . 6 a.m.-1 a.m.  
News Service . . . . . INS, UP  
Representative . . . . . Avery-Knodel  
Membership . . . . . NAB, BMB  
President . . . . . Dr. John J. Quinlan  
General-Station Mgr. . . . Harry L. Goldman  
Commercial Manager . . . . Stanley Roberts  
Sales Prom. Mgr., Pub. Dir. . . Leo Rosen  
Program Director . . . . . Johnny Lee  
Production Director . . . . Richard Armfield  
Musical Director . . . . . Richard Hartigan  
Chief Engineer . . . . . Charles Heisler  
Farm Editor . . . . . George Michaels

## W X K W

ALBANY—1948—ABC

Frequency: 850 Kc. . . . . Power: 10,000 Watts  
Owned-Oper. By . . . Champlain Valley Bcstg.  
Corp.  
Business-Studio Address . . . . 444 Broadway  
Phone Number . . . . . 6-7676  
Transmitter Location . . . . Selkirk  
Air Time . . . . . 5:30 a.m.-1 a.m.  
News Service . . . . . UP  
Transcription Service . . . . World  
Representative . . . . . Katz  
Membership . . . . . NAB, BMB  
President . . . . . Stephen R. Rintoul  
General Manager . . . . . Harold H. Meyer  
Commercial Manager . . . . Gren Rand  
Program Director . . . . . Fred Daiger  
Production Director . . . . Walter Neals  
Publicity Director . . . . . D. Hay  
Chief Engineer . . . . . Arthur Schoenfuss  
Farm Editor . . . . . Peter Ten Eyck

## W C S S

**AMSTERDAM—1948**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Community Service Bcst.  
 Corp.  
 Bus.-Studio-Transmitter Address. Upper Locust  
 Ave.  
 Phone Number . . . . . 4000  
 Air Time . . . . . Unlimited  
 News Service . . . . . INS, UP  
 Transcription Service . . . . . World  
 Membership . . . . . NAB  
 President . . . . . Arthur Carter  
 Gen.-Sta.-Comm.-Sales Prom.  
 Manager . . . . . Cecil Woodland  
 Program-Production Dir. . . . . Roy Cheney  
 Publicity Director . . . . . Joan MacGregor  
 Chief Engineer . . . . . Guy Rauer

## W M B O

**AUBURN—1926—MBS-KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WMBO, Inc.  
 Business-Studio Address. . . . . 141 Genesee St.  
 Phone Number . . . . . 433  
 Transmitter Location. . . . . York & Division Sts.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service. . . . . Thesaurus, SESAC, KBS  
 Representative . . . . . Thomas F. Clark  
 Membership . . . . . NAB, BMB  
 President . . . . . William O. Dapping  
 Gen.-Sta.-Comm. Mgr. . . . . Frederick L. Keesee  
 Sales Prom. Mgr., Prog. Dir. . . . . Robert B. Morgan  
 Chief Announcer. . . . . A. John Helner  
 Chief Engineer. . . . . Herbert House  
 Farm Editor. . . . . A. John Helner

## W B T A

**BATAVIA—1941—MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Batavia Bcstg. Corp.  
 Business-Studio Address. . . . . 90 Main St.  
 Phone Number . . . . . 715  
 Transmitter Location. . . . . Creek Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Helen Wood & Colton  
 Membership . . . . . NAB  
 Pres., Gen.-Station Mgr. . . . . Edmund R. Gamble  
 Comm.-Sales Prom. Mgr. . . . . Robert E. Newstead  
 Program-Production Dir. . . . . J. Gordon Bridge  
 Pub. Dir., Farm Editor. . . . . James Gerrety  
 Chief Announcer. . . . . Bernie Sandler  
 Musical Director. . . . . Malt Regan  
 Chief Engineer. . . . . Fred Callendar

## W I N R

**BINGHAMTON—1946—NBC**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Southern Tier Radio Service,  
 Inc.  
 Business-Studio Address. . . . . Court House Square  
 Phone Number . . . . . 4-4318  
 Transmitter Location. . . . . Cleveland & Stokes Ave.  
 Air Time. . . . . 6 a.m.-1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative. . . . . George P. Hallingbery  
 Membership . . . . . NAB  
 President . . . . . Donald Kramer  
 General Manager. . . . . C. A. Bengtson  
 Station Executive. . . . . E. R. Vadeboncoeur  
 Sales Manager. . . . . H. R. Nicholson  
 Program Director. . . . . Charles Bishara  
 Promotion Director. . . . . George O'Connor  
 Chief Announcer. . . . . Jan Costley  
 Chief Engineer. . . . . A. A. Kelley

## W K O P

**BINGHAMTON—1947—MBS**

Frequency: 750 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . The Binghamton Bcstrs., Inc.  
 Business-Studio Address. . . . . 34 Chenango St.  
 Phone Number . . . . . 2-3437  
 Transmitter Location. . . . . Morgan Rd.,  
 Carman Hill  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NAB  
 Pres., Gen.-Sta. Mgr. . . . . Andrew Jarema  
 Commercial Manager. . . . . Norman Stewart  
 Prog. Dir., Farm Editor. . . . . Wally Buman  
 Chief Engineer. . . . . Charles Hallinan

## W N B F

**BINGHAMTON—1928—CBS**

Frequency: 1290 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By. . . . . Clark Associates, Inc.  
 Business Address. . . . . P. O. Box 48  
 Phone Number. . . . . Binghamton 2-3451  
 Studio Address. . . . . Arlington Hotel  
 Transmitter Location. . . . . Ingraham Hill  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service. . . . . Capitol, Standard  
 Representative . . . . . Bolling  
 Membership . . . . . NAB, BMB, FMA  
 President. . . . . John C. Clark  
 General Manager. . . . . Cecil D. Moslin  
 Station Manager. . . . . L. L. Rogers  
 Commercial Manager. . . . . S. N. Heslop  
 Sales Prom. Mgr., Pub. Dir. . . . . E. R. McCloskey  
 Prog.-Prod. Dir., Chief Announcer. . . . . F. M. Scala  
 Musical Director. . . . . Ethel Henton  
 Chief Engineer. . . . . L. H. Stantz  
 Farm Editor. . . . . Sam Page

## WBEN

BUFFALO—1930—NBC

Frequency: 930 Kc. Power: 5000 Watts  
 Owned By: Buffalo Evening News  
 Operated By: WBEN, Inc.  
 Business-Studio Address: Hotel Statler  
 Phone Number: Cleveland 6400  
 Transmitter Location: Grand Island  
 Air Time: Unlimited  
 News Service: AP, INS, UP  
 Transcription Service: Standard, Thesaurus,  
 Lang-Worth  
 Representative: Edward Petry  
 Membership: NAB  
 President: Edward H. Butler  
 V.P., General Mgr.: Alfred H. Kirchofer  
 Station Manager: C. Robert Thompson  
 Commercial Manager: Frank W. Kelly  
 Publicity Director: Joseph Haeflner  
 Musical Director: Max Miller  
 Chief Engineer: Rolph J. Kingsley

## WBNY

BUFFALO—1935

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Roy L. Albertson  
 Business-Studio Address: 485 Main St.  
 Phone Number: Madison 4000  
 Transmitter Location: 154 E. Eagle St.  
 Air Time: 7 a.m.-M.  
 News Service: AP, INS, UP  
 Transcription Service: Associated  
 Representative: Adom J. Young, Jr.  
 Membership: NAB, FMA  
 Pres., General-Station Mgr.: Roy L. Albertson  
 Cmm.-Sales Prom. Mgr.: Virginia C. Fyda  
 Prog.-Prod. Mgr.: Howard Schellenberg  
 Chief Announcer: Carl Spavento  
 Musical Director: Art Crosson  
 Chief Engineer: Thomas L. Vines

## WEBR

BUFFALO—1924—MBS

Frequency: 970 Kc. Power: 5000 Watts  
 Owned By: WEBR, Inc.  
 Operated By: Buffalo Courier Express  
 Business-Studio Address: 23 North St.  
 Phone Number: Lincoln 7133  
 Transmitter Location: Cloverbank Rd.,  
 Hamburg  
 Air Time: Unlimited  
 News Service: AP, INS, Reuters  
 Transcription Service: Lang-Worth, Standard  
 Representative: Weed  
 Membership: NAB  
 President: Paul E. Fitzpatrick  
 General Manager: Cy King  
 Commercial Manager: William Doerr, Jr.  
 Program Director: Clare Allen  
 Production Director: Robert Damboch

Publicity Director: William Schweitzer  
 Chief Announcer: John Boothby  
 Musical Director: Wallace McManus  
 Chief Engineer: Frank B. Ridgeway

## WGR

BUFFALO—1922—CBS

Frequency: 550 Kc. Power: 5000 Watts d.  
 Owned-Operated By: WGR Bcsig. Corp.  
 Business-Studio Address: Rand Bldg.  
 Phone Number: Washington 3100  
 Transmitter Location: Hamburg  
 Air Time: 5:30 a.m.-1:30 a.m.  
 News Service: AP  
 Transcription Service: SESAC, World  
 Representative: Free & Peters  
 Membership: NAB  
 Chairman of Board: Leo J. Fitzpatrick  
 P.es., Gen.-Station Mgr.: I. R. Lounsberry  
 Comm. Mgr.: N. Cohen, local; F. R. Greeno,  
 National spot  
 Sales Promotion Manager: R. McPherson  
 Program-Production Dir.: Robert Strigl  
 Publicity Director: F. L. Lounsberry  
 Chief Announcer: Allon Lewis  
 Musical Director: David Cheskin  
 Chief Engineer: K. B. Hoffman  
 Farm Editor: Donald Huckle

Roland Trenchard, Radio Sta-  
 tion WAAT, Newark, N. J.:

"We at WAAT believe there  
 is only one radio news service

— The **AP.** We  
 have tried all the news ser-  
 vices, and it is **AP**

for us."—From the Minutes  
 of the New Jersey Associated  
 Press Radio Association, Sep-  
 tember 17, 1948.

**BUFFALO'S  
ONLY  
50,000 WATT  
STATION**

# WKBW

**PRODUCES**

## *Action for Advertisers*

**50,000 WATTS**

There's power plus to pound home your message.

**ABC NETWORK**

ABC network programs build habitual audiences.

**NATIONAL SPOTS**

Powerful selling concentrated in a rich market.

**LOCAL PROGRAMS**

Local programs prove WKBW's "sell" power. They renew . . . and renew . . . and renew.

**BUFFALO'S ONLY 24 HOUR STATION**

**AVERY-  
KNODEL  
INC.  
NATIONAL  
REPRESENTATIVE**

# WKBW

**BUFFALO'S MOST POWERFUL STATION**

**W K B W**

**BUFFALO—1925—ABC**

Frequency: 1520 Kc. Power: 50,000 Watts  
 Owned-Operated By: WKBW, Inc.  
 Business-Studio Address: Rand Bldg.  
 Phone Number: MOhawk 1520  
 Transmitter Location: R.F.D. No. 5, Hamburg  
 Air Time: 24 Hrs.  
 News Service: UP  
 Representative: Avery Knodel  
 Membership: NAB  
 President, General Mgr.: Clinton H. Churchill  
 Commercial Manager: Roger M. Baker  
 Program Director: John R. Gelzer  
 Public Relations Dir.: Alfred E. Ancombe  
 Musical Director: Robert Nicholson  
 Chief Engineer: Leroy Fiedler

**W X R A**

**BUFFALO—1948**

Frequency: 1080 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Western N. Y. Bcstg. Co.  
 Business-Studio Address: Kenmore  
 Phone Number: AMherst 1161  
 Transmitter Location: 1515 Niagara Falls Blvd.,  
 Amherst  
 Air Time: Daytime  
 News Service: AP  
 Transcription Service: Associated  
 Representative: Donald Cooke  
 Membership: NAB  
 General Manager: Thaddeus Podblelniak  
 Commercial Manager: Richard C. Shepard  
 Program Director: James J. Frieling  
 Chief Announcer: George Lorenz  
 Chief Engineer: John J. Schueler

**W K R T**

**CORTLAND—1947**

Frequency: 920 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Cortland Bcstg. Co., Inc.  
 Business-Studio Address: State Theater B'dg.  
 Phone Number: 2990  
 Transmitter Location: Cortlandville-Virgil  
 Townline Rd.  
 News Service: UP  
 Transcription Service: Associated, Thesaurus  
 Representative: Joseph Hershey McGillvra  
 Membership: NAB, FMA  
 President, General Mgr.: J. Gerald Mayer  
 Asst. Station Mgr.: William J. Hall  
 Commercial Manager: W. A. Bradley  
 Prog.-Musical Dir.: William J. Hall  
 Production Director: Betty Sweetland  
 Pub. Dir., Farm Editor: Ernst Greup  
 Chief Announcer: Don Schardt  
 Chief Engineer: William Barron

**W E L M**

**ELMIRA—1947—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: James Robert Meachem  
 Business-Studio Address: 222 E. Market St.  
 Phone Number: Elmira 2-1400, 2-8378  
 Transmitter Location: Sheridan Ave. &  
 Kingsbury Rd.  
 Air Time: 6 a.m.-M.  
 News Service: AP  
 Transcription Service: Standard, Cole  
 Representative: Walker  
 Membership: NAB, BMB  
 General Manager: J. R. Meachem  
 Comm.-Sales Prom. Mgr.:  
 Publicity Director: Claude R. Snyder, Jr.  
 Prog.-Prod. Dir., Chief  
 Announcer: Preston L. Taplin  
 Musical Director: Ken Powell  
 Chief Engineer: T. M. Duay  
 Farm Editor: Gordon M. Ridenour

**W E N Y**

**ELMIRA—1939—NBC-MBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Elmira Sta-Gazette, Inc.  
 Bus.-Studio Address: Mark Twain Hotel  
 Phone Number: 5181  
 Transmitter Location: Milton St.  
 Air Time: 6:30 a.m.-1 a.m.  
 News Service: UP  
 Transcription Service: World, Lang-Worth  
 Representative: Everett & McKinney  
 Membership: NAB, BMB  
 General Manager: Dale Taylor  
 Comm.-Sales Prom. Mgr.: Ernest F. Oliver  
 Production Director: Ted Hodge  
 Musical Director: Harry Springer  
 Chief Engineer: Thurlow A. Greene

**W E N E**

**ENDICOTT—1947—ABC**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Empire Newspapers-Radio,  
 Inc.  
 Business-Studio Address: Radio Center,  
 909 E. Main St.  
 Phone Number: 5-3351  
 Transmitter Location: Pierce Hill, Vestal  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Associated, Capitol  
 Representative: Walker  
 Membership: NAB, BMB  
 President: James H. Ottaway  
 Vice-Pres., Gen. Mgr.: Byron E. French  
 Station Manager: Stephen W. Ryder  
 Commercial Mgr.: William C. Lundquest  
 Sales Promotion Manager: Robert McCarthy  
 Program Director: Harold E. Graves

# On LONG ISLAND

IT'S

W H L I

- First choice of more retailers to sell more goods
- 75% regular listenership in New York State's 4th Market
- Of course we have Hooper and Conlan reports

FM  
98.3 Mc.

**W H L I**

AM  
1100 Kc.

**HEMPSTEAD, NEW YORK**

ELIAS I. GODOFSKY, *President*

*"The Voice of Long Island"*



Production Director.....Norman Flynn  
 Publicity Director.....James A. McKechnie  
 Chief Announcer.....Hal Kent  
 Music Librarian.....Betty Stevens  
 Chief Engineer.....J. Harold Merchant

## W G B B

**FREEMONT—1924**

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned-Operated By.....Harry H. Carman  
 Business-Studio Address.....44 So. Grove St.  
 Phone Number.....Freemont 9-2418  
 Transmitter Location.....215 Bedell St.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Pres., Gen.-Sta.-Comm. Mgr., Harry H. Carman  
 Sales Promotion Mgr., Neal Seaman  
 Program-Musical Dir., A. Cheesman  
 Production Director.....Gordon Breidenthal  
 Publicity Director.....Robert Stirrat  
 Chief Announcer.....Andrew Benedict  
 Chief Engineer.....Robert Milos

## W G V A

**GENEVA—1947—MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Star Bcstg. Co., Inc.  
 Business-Studio Address.....Geneva Federal  
 Savings Bldg.  
 Phone Number.....6691  
 Transmitter Location.....Lennox Park  
 Air Time.....6:30 a.m.-M.  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NAB, BMB  
 President.....M. R. Forman  
 V.P., General Manager.....Thomas L. Brown  
 Commercial Manager.....Lloyd B. Gibson  
 Program Director.....Robert S. Kieve  
 Production Director.....Alex Lamutis  
 Chief Engineer.....R. Carleton Greene

## W G L N

**GLENS FALLS—1946—ABC**

Frequency: 1230 Kc.....Power: 100 Watts  
 Owned-Oper. By.....Glens Falls Publicity Corp.  
 Business-Studio Address.....13 Warren St.  
 Phone Number.....2-1230  
 Transmitter Location.....Lower Dix Ave.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....J. P. McKinney  
 Membership.....NAB, BMB  
 General Manager.....Earl C. Pace  
 Commercial Manager.....E. M. Frink  
 Program Director.....Bill Krough  
 Publicity Director.....Earl Shorland  
 Chief Engineer.....Earl C. Pace

## W W S C

**GLENS FALLS—1946—MBS-UBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Great Northern Radio, Inc.  
 Business-Studio Address.....14 South St.  
 Phone Number.....Glens Falls 2-6518  
 Transmitter Location.....Pruyns Island  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World, Keystone  
 Representative.....Lorenzen & Thompson  
 Membership.....NAB, BMB  
 President.....Martin Kariq  
 General Manager.....Carl Mattison  
 Commercial Manager.....Alfred Brown  
 Sales Prom. Mgr., Pub. Dir., Kent Jones  
 Prog. Dir., Farm Editor.....Dick Weld  
 Chief Announcer, Musical Dir., James Sowdon  
 Chief Engineer.....Joseph Thomas

## W E N T

**GLOVERSVILLE—1944—CBS-MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Sacandaga Bcstg. Corp.  
 Business-Studio Address.....8 W. Fulton St.  
 Phone Number.....4900-1  
 Transmitter Location.....Harrison St.  
 Air Time.....6:45 a.m.-12:05 a.m.  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Adam J. Young  
 Membership.....NAB, BMB  
 President, Owner.....George Bissell  
 Gen. Mgr., Pub. Dir., Dale Robertson  
 Program Dir., George Malcolm Weaver  
 Chief Engineer.....Richard Stewart

## W H L I

**HEMPSTEAD—1947**

Frequency: 1100 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....FM Bcstg. Corp.  
 Business-Studio Address.....245 Baldwin Rd.  
 Phone Number.....Hempstead 2-8000  
 Transmitter Location.....470 Milburn Ave.  
 Air Time.....Daytime  
 News Service.....UP  
 Transcription Service.....Associated, World  
 President, Gen. Mgr., Elias I. Godofsky  
 Exec. V.P., Station Mgr., Paul Godofsky  
 V.P., Sales.....Joseph A. Lenn  
 News Director.....Jerome J. Karpl, Jr.  
 Production-Musical Dir., Roger Wayne  
 Publicity Director.....Arthur E. Paterson, Jr.  
 V.P., Chief Engineer.....Frank E. Knaack  
 Farm Editor.....Jerry Carr  
 (See Page 529)

## W L E A

**HORNELL—1948**

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

Owned-Oper. By.....Canisteo Radio Corp.  
 Business-Studio Address.....99 Main St.  
 Phone Number.....1320  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....Forjoe  
 Pres., General Mgr.....John S. Booth  
 Station Manager.....Gene Gosch  
 Commercial Manager.....Harlan Howe  
 Program Director.....Carl Princi  
 Chief Engineer.....O. K. Gibboney

**WHUC**

HUDSON—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Colgren Bcstg. Co.  
 Business-Studio Address.....Union Turnpike  
 Phone Number.....Hudson 1166-7  
 Transmitter Location.....Union Turnpike, Hudson;  
 Main St., Catskill  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World, Coiptol,  
 Keystone  
 Membership.....NAB  
 Partners.....John Kearney, Robert Strakos  
 Station Manager.....John Kearney  
 Commercial Manager.....Robert Strakos  
 Sales Promotion Manager.....Thomas Stack  
 Program Director.....Paul Baron  
 Chief Announcer.....Cal Bolwinkel  
 Chief Engineer.....Michael Tackach  
 Farm Editor.....Richard Miller

**WHCU**

ITHACA—1921—CBS

Frequency: 870 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Cornell University  
 Business-Studio Address.....Savings Bank Bldg.  
 Phone Number.....Ithaca 3438  
 Transmitter Location.....R. D. No. 2, Freeville  
 Air Time.....Sunrise-sunset  
 News Service.....UP  
 Transcription Service.....World, Lang-Worth  
 Membership.....NAB, BMB  
 General Manager.....Michael R. Hanna  
 Commercial Manager.....Earl S. Cobey  
 Program-Production Dir.....Joseph A. Short  
 Publicity Director.....Theodore T. Howes  
 Chief Announcer, Musical Dir.....John H. Deal  
 Chief Engineer.....True McLean  
 Farm Editor.....Louis W. Kaiser

**WJOC**

JAMESTOWN—1947

Frequency: 1470 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Air Waves, Inc.  
 Business-Studio Address.....415 W. Fourth St.  
 Phone Number.....5-108  
 Transmitter Location.....Busli

Air Time.....Daytime  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....Friedenberg  
 Gen.-Sta.-Comm. Mgr.....Harry E. Layman  
 Program Director.....Jerry Lawson  
 Chief Announcer, Farm Editor.....Bill Kirby  
 Chief Engineer.....Harry E. Layman

**WJTN**

JAMESTOWN—1936—ABC

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....James Bcstg. Co., Inc.  
 Bus.-Studio Address.....Hotel Jamestown Bldg.  
 Phone Number.....7-151  
 Transmitter Location.....Jones & Gifford Aves.  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....William G. Ramebau  
 Membership.....NAB, BMB, FMA  
 President, Program Dir.....Jay E. Mason  
 Gen.-Sta.-Comm.-Sales Prom.  
 Manager.....Simon Goldman  
 Prod. Dir., Chief Announcer, J. Ralph Carlson  
 Pub. Dirs.....Raymond Finch, Stanley Alexander  
 Musical Director.....George Pflieger  
 Chief Engineer.....Harold J. Kratzer  
 Farm Editor.....William Winn

WHCU's young brother also has

**BIG FEET**—

— and they're planted solidly, from Jersey to Georgian Bay!

NOW—watch WHCU-FM grow and GROW!

*TWO great stations effectively serving a big, loyal audience.*



ITHACA, N. Y.  
 NAB — BMB

97.3 MC 40,000 WATTS  
 "LIVE CENTER OF THE FM DIAL"

## W K N Y

**KINGSTON—1939—MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Kingston Bcstg. Corp.  
 Business-Studio Address . . . . . 601 Broadway  
 Phone Number . . . . . Kingston 4500  
 Transmitter Location . . . . . Plainfield St.  
 Air Time . . . . . 6:30 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . SESAC  
 Representative . . . . . Joseph Hershey McGillvra  
 President . . . . . John Laux  
 General-Station Mgr. . . . . Claude S. Middagh  
 Program Director . . . . . Richard McCarthy  
 Chief Engineer . . . . . Herbert Inman  
 Farm Editor . . . . . Edward Eckert

## W W O L

**LACKAWANNA—1947**

Frequency: 1120 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Leon Wyszatycki  
 Business-Studio Address . . . . . 315 Main St.  
 Phone Number . . . . . Cleveland 8291  
 President . . . . . Leon Wyszatycki  
 Gen. Mgr., Prog. Dir. . . . . Stanley Jasinski  
 Commercial Manager . . . . . Chester Widlak  
 Chief Engineer . . . . . Howard E. Seyse

## W V O S

**LIBERTY—1947**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Sullivan County Bcstg. Co.  
 Business Address . . . . . Liberty  
 Phone Number . . . . . 1680  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 President . . . . . David A. Kyle  
 Gen.-Comm. Mgr. . . . . A. C. Kyle, Jr.  
 Chief Engineer . . . . . John R. Benson

## W I C Y

**MALONE—1946—MBS-KBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . North Country Bcstg. Co.,  
 Inc.  
 Bus.-Studio-Transmitter Address . . . . . 65 Woodward  
 St.  
 Phone Number . . . . . 186-7, 578  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Keystone  
 Membership . . . . . NAB  
 Pres., Production Mgr. . . . . Mitchell C. Tackley  
 V.P., Commercial Mgr. . . . . Ralph M. Cardinal  
 Program Director . . . . . Donald J. Paye  
 Chief Announcer . . . . . Jack Burke  
 Chief Engineer . . . . . Bernard Reisdorf

## W M S A

**MASSENA—1945—ABC**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . The Brockway Co.  
 Business Address . . . . . Central Bldg.  
 Phone Number . . . . . 990  
 Studio-Transmitter Location . . . . . So. Main St.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, SESAC  
 Representative . . . . . Weed  
 Membership . . . . . NAB, BMB  
 President . . . . . Harold B. Johnson  
 General Manager . . . . . Louis Salff, Jr.  
 Station-Comm. Mgr. . . . . Thomas R. McHugh  
 Program Director . . . . . James H. Nash  
 Publicity Director . . . . . Robert E. Anderson  
 Chief Engineer . . . . . Michael Tarkullch  
 Farm Editor . . . . . George Strader

## W A L L

**MIDDLETOWN—1942—KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . The Community Bcstg. Corp.  
 Business-Studio Address . . . . . 14 South St.  
 Phone Number . . . . . 3119  
 Transmitter Location . . . . . 229 Monhagen Ave.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, Keystone  
 Representative . . . . . Joseph Hershey McGillvra  
 Membership . . . . . BMB  
 President . . . . . John Morgan Davis  
 Gen.-Station-Comm. Mgr. . . . . Paul E. Wagner  
 Program-Production Dir. . . . . George Shepard  
 Publicity Director . . . . . Jeanne Favre  
 Musical Director . . . . . Sus Doscher  
 Chief Engineer . . . . . Deidrick Doscher  
 Farm Editor . . . . . Morris Weinstein

## W G N Y

**NEWBURGH—1933**

Frequency: 1220 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . WGNV Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 161 Broadway  
 Phone Number . . . . . 4600  
 Transmitter Location . . . . . Cochection Turnpike  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Membership . . . . . NAB, BMB  
 President . . . . . M. C. Spedel  
 General Manager . . . . . George W. Bingham  
 Commercial Manager . . . . . Joseph Rake  
 Program Director . . . . . Richard Crans  
 Chief Announcer . . . . . Edward J. Burns  
 Chief Engineer . . . . . Marvin S. Seimes

**STEP  
OUT OF THE  
DARKNESS  
NOW..**



**LET US SHOW YOU THE LIGHT ABOUT  
PROGRAMMING FOR LESS RADIO DOLLARS**

**NEWS—SPORTS  
MUSIC**

Outstanding **PUBLIC SERVICE FEATURES** that constantly build community confidence and public interest.

With this complete radio service . . . you are assured the bigger, better audience you want for your advertising dollars.

**ENGLISH and FOREIGN  
LANGUAGE AUDIENCES**

For information on how to sell over this Market-Wise station . . .

**Write, Call or Phone MEIrose 5-0333  
FOR RATES AND MARKET COVERAGE**



**5000 WATTS DIRECTIONAL OVER NEW YORK  
260 E. 161 ST. NEW YORK 51, N. Y.**

# W B N X

NEW YORK—1927

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Operated By: WBNX Bcstg. Co., Inc.  
 Bus.-Studia Address: 260 E. 161st St., Bronx  
 Phone Number: MEIrose 5-0333  
 Transmitter Location: Carlstadt, N. J.  
 News Service: AP  
 Transcription Service: SESAC, Standard  
 Representative: King  
 Membership: NAB  
 President: A. L. Haskell  
 V.P., General Manager: William I. Moore  
 Program Director: Edward Ervin  
 Production Director: Frank Johnson  
 Musical Director: Fred Mendelsohn

# W C B S

NEW YORK—1924—CBS

Frequency: 880 Kc. Power: 50,000 Watts  
 Owned-Oper. By: Columbia Bcstg. System, Inc.  
 Business Address: 485 Madison Ave.  
 Phone Number: PLaza 5-2000  
 Studio Addresses: 109 W. 39 St., 111 E. 58 St.,  
 207 E. 30 St., 485 Madison Ave., 49 E. 52 St.,  
 1697 Broadway, 251 W. 45 St., 254 W. 54 St.  
 Transmitter Location: Columbia Island,  
 New Rochelle  
 Air Time: 20¼ Hrs.  
 News Service: AP, INS, UP

Why is **AP**  
 the best?

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

Available through mem-  
 bership.

Transcription Service: Lang-Worth  
 Representative: Radio Sales  
 Membership: NAB, BMB, FMA  
 Chmn. of the Bd.: CBS, William S. Paley, Jr.  
 President: Frank Stanton  
 Gen.-Sta. Mgr.: Arthur Hull Hayes  
 Sales Manager: Don Miller  
 Adv. & Sales Prom. Mgr.: Robert G. Patt  
 Program Director: G. Richard Swift  
 Production Director: William Elwell  
 Publicity Director: Michael Boscia  
 Chief Engineer: R. G. Thompson

# W E V D

NEW YORK—1927

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Oper. By: Debs Memorial Radio Fund,  
 Inc.  
 Business-Studio Address: 117 W. 46th St.  
 Phone Number: PLaza 7-0880  
 Transmitter Location: 4701 Maspeth Ave.,  
 Maspeth, L. I.  
 News Service: AP  
 President: Adolph Held  
 General-Station Mgr.: Henry Greenfield  
 Program-Publicity Dir.: George Field  
 Chief Announcer: David Niles  
 Musical Director: Nicholas Saslowsky  
 Chief Engineer: Charles Brown

5000 WATTS 1330 Kc  


ENGLISH · JEWISH · ITALIAN

For millions of high-income families  
 in the great Metropolitan New York  
 Market WEVD is the *first* station of  
 interest . . .

because nowhere else can they obtain  
 WEVD's unique cultural, educational  
 and entertainment features.

A large number of national advertisers  
 have for years capitalized this fact and  
 include WEVD as a "must" on their  
 schedules.

Ask for "Who's Who on WEVD" . . .  
*sent on request.*

# W E V D

117-119 West 46th St., New York, N. Y.

EVERYBODY'S TALKING ABOUT THE FOREIGN  
LANGUAGE LEADERSHIP IN NEW YORK OF

# WHOM

"THE IL PROGRESSO STATION"

**5000 Watts Day and Night**

JUST LOOK AT THESE QUOTES:

"Today WHOM and its \$250,000 studios are proving that the foreign language station can be an astounding success where there is a big foreign population. Under Fortune Pope, WHOM became one of a handful of top foreign language stations."

*NEWSWEEK, November 29, 1948*

"Under Fortune Pope's aegis, WHOM has risen to the status of one of the foremost foreign language outlets in the country."

*BROADCASTING, December 27, 1948*

"WHOM is the foremost foreign talk operation in the country."

*BEN GROSS, N. Y. DAILY NEWS, January 10, 1949*

OUTSTANDING RADIO PRODUCTIONS IN  
ITALIAN

**POLISH**

**JEWISH**

**GERMAN**

**SPANISH**

plus

THE AFTER HOURS SWING SESSION NIGHTLY from 11 p.m. to 2 a.m.



136 West 52nd Street, New York 19, N. Y.

Circle 6-3900

GENEROSO POPE, *President*

FORTUNE POPE, *General Manager*

**WHLI**

NEW YORK

(See Listing Hempstead, N. Y.)

**WHOM**

NEW YORK—1930

Frequency: 1480 Kc. Power: 5000 Watts  
 Owned By: Il Progresso Italo-Americano Publishing Co.  
 Operated By: Atlantic Bcstg. Co., Inc.  
 Business Address: 136 W. 52nd St.  
 Phone Number: Circle 6-3900  
 Studio Addresses: 136 W. 52nd St., New York.  
 30 Journal Sq., Jersey City, N. J.  
 Transmitter Location: Ridgfield Park, N. J.  
 Air Time: 6 a.m.-2 a.m.  
 News Service: UP  
 Membership: NAB  
 President: Generoso Pope  
 General-Station Manager: Fortune Pope  
 Asst. Mgr., Prog.-Pub. Dir.: Charles Baltin  
 Exec. Sales Asst.: Ralph Nardella  
 Production Director: Ralph Costantino

Musical Director: Michael Rosco  
 Chief Engineer: George Steiger

**WINS**

NEW YORK—1931

Frequency: 1010 Kc. Power: 50,000 Watts d.; 10,000 Watts n.  
 Owned-Operated By: Crosley Bcstg. Corp.  
 Business-Studio Address: 28 W. 44th St.  
 Phone Number: BRyant 9-6000  
 Transmitter Location: Lyndhurst, N. J.  
 Air Time: 24 Hrs.  
 News Service: INS, UP  
 Transcription Service: World  
 Representative: Crosley  
 President: James D. Shouse  
 V.P., General Mgr.: Robert E. Dunville  
 V.P., Station Mgr.: Eldon A. Park  
 Commercial Manager: Kieran T. Murphy  
 Sales Manager: Wilmot Losee  
 Program Director: John Neal  
 Production Director: Joseph Terry  
 Dir. P. om. Act.: Joe Beach  
 Musical Director: Irving Landau  
 Chief Engineer: Paul von Kunits

(See Page 522)

Tom Eaton, Radio Station WTIC, Hartford, Conn.:

"There is no question but that The

**AP**

is vastly superior to that afforded by any other service

I have seen." — From the Minutes of the Connecticut

Association of Associated Press Broadcasters, January

12, 1949.

What time-buyers see first when they consider the New York market.



Who time buyers see when they want the facts

New York - Phone Circle 6-1750  
Warren Jennings - Stuart MacHarrie - Bernard Musnick  
Edwin Jameson - Harry Folts

New York - Phone Bryant 9-6000  
Roy Holmes - Jack Flynn - John F. Sloan - Marvin Cole

Chicago - Phone State 2-0366  
Harry Albrecht - George Jensen - Andy Niedenthal  
Will H. Oldham

Cincinnati - Phone Cherry 1822  
Walter Callahan - Herbert Flaig

Hollywood - Phone Hollywood 5408  
Tracy Moore

San Francisco - Phone EXbrook 2-8033  
Tracy Moore

CROSLY BROADCASTING CORPORATION



## W J Z

**NEW YORK—1921—ABC**

Frequency: 770 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . American Bcstg. Co., Inc.  
 Business Address . . . . . 7 W. 66th St.  
 Phone Number . . . . . TR. 3-7000  
 Studio Addresses . . . . . 30 Rockefeller Plaza; Ritz  
 Theatre, 219 W. 48th St.; Playhouse Theatre,  
 137 W. 48th St.; Vanderbilt Theatre, 148 W.  
 48th St.  
 Transmitter Location . . . . . Lodi, N. J.  
 Air Time . . . . . 5:45 a.m.-1 a.m.  
 News Service . . . . . AP, INS, UP  
 Representative . . . . . ABC Spot Sales  
 Membership . . . . . NAB, BMB  
 President . . . . . Mark Woods  
 Station Manager . . . . . Murray B. Grabhorn  
 Sales Manager . . . . . C. L. Doty  
 WJZ Promotion Manager . . . . . Alfred Cohan  
 Program Director . . . . . John Hade  
 Production Director . . . . . Henry Cox  
 Publicity Director . . . . . Earl Mullen  
 Spvr. of Announcers . . . . . James Bixler  
 Musical Director . . . . . Frank Vagnoni

Dir. of Technical Operations . . . . . George Milne  
 Farm Editor . . . . . Philip Alampi

## W L I B

**NEW YORK—1942**

Frequency: 1190 Kc. . . . . Power: 1000 Watts d.  
 Owned By . . . . . WLIB, Inc.  
 Operated By . . . . . Dorothy S. Thackrey  
 Business-Studio Address . . . . . 207 E. 30th St.  
 Phone Number . . . . . ORegon 9-2720  
 Transmitter Location . . . . . 180 Morgan Ave., Bklyn.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Associated, SESAC  
 Representative . . . . . Adam J. Young, Jr.  
 Membership . . . . . NAB  
 President . . . . . Dorothy S. Thackrey  
 Gen.-Sta. Comm. Mgr. . . . . Herman M. Bess  
 Sales Prom. Mgr., Prog.-Prod. Pub.  
 Director . . . . . Samuel Elfert  
 Chief Announcer . . . . . Murray Jordan  
 Musical Director . . . . . Mimi Trepel  
 Chief Engineer . . . . . Edward Darlington  
 (See Page 524)

The Red Cross Needs



Your Unstinting Assistance

**GIVE!**

W  
L  
I  
B

**WLIB**  
**NEW YORK**

**wLIB** A VITAL FORCE  
IN NEW YORK CITY'S  
BI-LINGUAL SYSTEM

...  
**FOR THE LISTENERS:**

Musical variety and news

**FOR THE SPONSOR:**

A loyal, responsive bi-lingual audience

**wLIB • 1190 on your dial**

Dorothy S. Thackrey, President

Herman M. Bess, Mgr. Director

207 EAST 30th STREET, NEW YORK 16, N. Y.

• • • **NEW YORK** • • •

**W M C A**

**NEW YORK—1925**

Frequency: 570 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . WMCA, Inc.  
Business-Studio Address . . . . . 1657 Broadway  
Phone Number . . . . . Circle 6-2200  
Transmitter Location . . . . . Kearny, N. J.  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . Free & Peters  
President . . . . . Nathan Straus  
General Manager . . . . . Norman Boggs  
Director of Promotion . . . . . Howard Klarman  
V.P. in Chg. of Programs . . . . . Leon Goldstein  
Dir. News & Special Events . . . . . R. Peter Straus  
Chief Announcer . . . . . A'un Williams

*(See Page 526)*

**W M G M**

**NEW YORK—1922**

Frequency: 1050 Kc. . . . . Power: 50,000 Watts  
Owned-Oper. By . . . . . Marcus Loew Booking  
Agency  
Business-Studio Address . . . . . 711 Fifth Ave.  
Phone Number . . . . . MUrray Hill 8-1000  
Transmitter Location . . . . . E. Rutherford, N. J.  
Air Time . . . . . 6 a.m.-2 a.m.  
News Service . . . . . AP, UP  
Transcription Service . . . . . Associated  
Pres. (Loew's, Inc.) . . . . . Nicholas M. Schenck  
Director . . . . . Herbert L. Petley  
General Manager . . . . . Frank Roehrenbeck  
Dir. of Sales . . . . . Bertram Lebharr, Jr.  
Program Director . . . . . Raymond Katz  
Publicity Director . . . . . Jo Ranson  
Chief Announcer . . . . . Ted Schneider  
Musical Director . . . . . Joel Herron  
Chief Engineer . . . . . Paul Fuehling

*(See Page 528)*

For the best in radio  
news writing—

**AP**

Available through  
membership

**NAMES  
MAKE NEWS**

**NAMES  
MAKE SALES**

**TED STEELE**

Master salesman—entertainer

**MR. & MRS. MUSIC**

Bea Wain and Andre Baruch at the turntables.

**DUKE ELLINGTON**

Popular composer—platter spinner

**JOE FRANKLIN**

National authority on rare old records

**SYMPHONY SID**

All-night, all-frantic be-hop show

**N. Y. GIANTS BASEBALL SERIES**

Blanketing the Metropolitan Area  
at First on BOTH Dials  
in New York



# W N B C

NEW YORK—1922—NBC

Frequency: 660 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . National Bcstg. Co., Inc.  
 Bus. Studio Address . . . . . 30 Rockefeller Plaza  
 Phone Number . . . . . Circle 7-8300  
 Transmitter Location . . . . . Port Washington  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, INS, UP  
 Transcription Service . . . . . Thesaurus, Associated  
 Representative . . . . . NBC Spot Sales  
 Membership . . . . . NAB, BMB  
 President . . . . . Niles Trammell  
 General Manager . . . . . Thomas B. McFadden  
 Asst. Mgr. . . . . Daniel A. Norman  
 Sales Manager . . . . . John C. Warren  
 Adv. & Prom. Mgr. . . . . Murry Harris  
 Program Manager . . . . . D. L. Provost  
 News & Spec. Events Dir. . . . . Fred S. Heywood  
 Publicity Director . . . . . Schuyler G. Chapin  
 Dir. of Service & Traffic . . . . . Harvey J. Gannon  
 Production Manager . . . . . Clay Daniel  
 Chief Engineer . . . . . O. B. Hanson  
 Agricultural Director . . . . . Tom Page

# W N E W

NEW YORK—1934

Frequency: 1130 Kc. . . . . Power: 10,000 Watts  
 Owned-Oper. By . . . . . Greater N. Y. Bcstg. Corp.  
 Business Studio Address . . . . . 565 Fifth Ave.  
 Phone Number . . . . . PLaza 3-3300  
 Transmitter Location . . . . . Keedny, N. J.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . John Blair  
 Membership . . . . . NAB  
 V.P., Gen. Station Mgr. . . . . Bernice Judis  
 V.P., Commercial Mgr. . . . . Ira Herbert  
 Sales Promotion Manager . . . . . Robert Guthrie  
 V.P., Program Director . . . . . Ted Cott  
 Production Manager . . . . . Jack Grogan  
 Publicity Director . . . . . Richard Pack  
 Chief Announcer . . . . . John Jaeger  
 Musical Director . . . . . Roy Ross  
 Chief Engineer . . . . . Max Weiner

(See Page 530)

**Aid Your Own Industry by Supporting**

**National Radio Week**

**Oct. 30 to Nov. 5**

**A Joint Sponsorship of NAB—RMA**

*and*

**National Junior Chamber of Commerce**



Progress can mean a lot of things in a year's time. New studios—new programs—new business—new technical facilities—even magical new call letters are all part of the past year's advancements for WMGM, the Metro-Goldwyn-Mayer radio station in New York.



The station which has always catered to New York's particular program tastes, with *top sports coverage, dominant news reporting, and delightful entertainment* around the clock, has added bright new shows—sparkling audience participation shows and many other distinctive features from WMGM's new million-dollar Fifth Avenue studios, plus a parade of showmanship from Metro-Goldwyn-Mayer in Hollywood.



Already one of the nation's top-powered stations, WMGM has improved its technical leadership over competing stations through all-new, higher-fidelity input equipment throughout; through acoustically-perfected studios, lending sharp new brilliance of signal over the most populous, most prosperous market on earth. Duplication of programs on WMGM-FM, too, now gives WMGM advertisers *redoubled impact* in the New York area.



Proven (by Billboard Radio Promotion Awards for the past two successive years) the pacesetter in promoting radio programs and the products they advertise right up to the point-of-purchase, WMGM played true-to-form in telling the world about its new studios and new call letters—in the press and over the air, on the screen and everywhere!



Two hundred thirty-seven advertisers have chosen WMGM for their broadcast campaigns during the past year. Most of them—and many new ones—are continuing right on through 1949. *Only results* can bring them back like that—results in terms of *listeners*, or in terms of *mail pull*, or, most important, in *cash sales of the products you want to sell*.

Yes, in New York, the *progressive* station, the *well-programmed*, the *promotion-wise*, the *preferred* station is the *powerful* WMGM.

50,000 WATTS  
1050 KCS. CLEAR CHANNEL  
WMGM-FM 100.3 MC.



711 FIFTH AVENUE  
MURRAY HILL 8-1000

**W O R**

**NEW YORK—1922—MBS**

Frequency: 710 Kc. Power: 50,000 Watts  
 Owned-Oper. By: Bamberger Bcstg. Service, Inc.  
 Business-Studio Address: 1440 Broadway  
 Phone Number: LOngacre 4-8000  
 Transmitter Location: Carteret, N. J.  
 Air Time: Unlimited  
 News Service: AP, INS, UP  
 Transcription Service: Associated  
 Representative: Keenan & Eickelberg, Kettell & Carter  
 Membership: NAB, BMB, FMA  
 President: Theodore C. Streibert  
 V.P. in Chg. of Sales: R. C. Maddux  
 Adv. & Prom. Dir.: Joseph Creamer  
 Prod. Mgr. & Chief Announcer: Jeff Smith  
 Publicity Director: Robert Blake  
 Musical Director: Sylvan Levin  
 V.P. in Chg. of Eng.: J. R. Poppele

**W O V**

**NEW YORK—1926**

Frequency: 1280 Kc. Power: 5000 Watts  
 Owned-Operated By: Wodacm Corp.  
 Business-Studio Address: 730 Fifth Ave.  
 Phone Number: Circle 5-7979  
 Transmitter Location: Carlstadt, N. J.  
 Air Time: Unlimited  
 News Service: AP, ANSA  
 Representative: Bolling  
 Membership: NAB  
 President: Harry D. Henshel  
 General Manager: Ralph N. Weil  
 Commercial Manager: Herbert Schorr  
 Sales Promotion Mgr.: C. Carroll Forbes  
 Program Director: Arnold Hartley  
 Publicity Director: Anne C. Baldwin  
 Chief Announcer: George Padovani  
 Musical Director: Paul Romeo  
 Chief Engineer: Hillis Holt  
 (See Page 532)

**On LONG ISLAND  
 IT'S  
 W H L I**

- First choice of more retailers to sell more goods
- 75% regular listenership in New York State's 4th Market
- Of course we have Hooper and Conlan reports

FM  
98.3 Mc.

**W H L I**

AM  
1100 Kc.

**HEMPSTEAD, NEW YORK**

ELIAS I. GODOFSKY, *President*

*"The Voice of Long Island"*

**GREATER NEW YORK'S  
FAVORITE STATION FOR  
MUSIC AND NEWS**

**WNEW**

*1130 on your dial*

**ON THE AIR 24 HOURS A DAY**



See pages 100-101 for

# **LISTING OF NEW YORK PHONE NUMBERS**



NETWORKS



PUBLICATIONS



ORGANIZATIONS



TALENT AGENCIES



FM RADIO STATIONS



AM RADIO STATIONS



NEWS ASSOCIATIONS



TELEVISION STATIONS



PROGRAM PRODUCERS



RECORDING COMPANIES



ADVERTISING AGENCIES



TRANSCRIPTION COMPANIES



STATION REPRESENTATIVES

# 44 ADVERTISERS

have been selling over WOV for an average of 9 years each. They know that on WOV

**RESULTS is the Buy-Word**

Your WOV salesman will give you specific market information on each of 5 Audited Audiences. You too can take the guess out of buying.

Wake Up New York  
1280 Club  
Band Parade  
Prairie Stars

Italian language market  
2,100,000 individuals  
larger than St. Louis and  
Kansas City combined.

Originators of

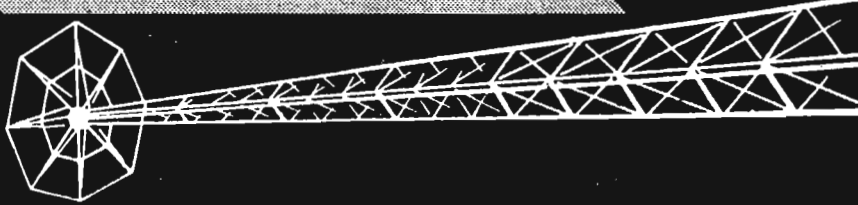
*Audited Audiences*

RALPH N. WEIL, Gen. Mgr.

The Bolling Company,  
National Representatives

# WOV

NEW YORK



## W Q X R

### NEW YORK—1936

Frequency: 1560 Kc. Power: 10,000 Watts  
 Owned By: The New York Times Co.  
 Operated By: Interstate Bcstg. Co., Inc.  
 Business-Studio Address: 730 Fifth Ave.  
 Phone Number: Circle 5-5566  
 Transmitter Location: Rear of 5000 Grand Ave., Maspeth  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: World, Associated, London  
 Representative: Paul H. Raymer  
 Membership: NAB, FMA  
 President: John V. L. Hogan  
 Exec. V.P., Gen. Mgr.: Elliott M. Sanger  
 V.P., Sales: Norman S. McGee  
 Sales Prom.: The N. Y. Times Prom. Dept.  
 Program Director: Eleanor N. Sanger  
 Prod. Dir., Chief Announcer: Albert A. Grobe  
 Publicity Director: Eleonore Hurley  
 Musical Director: Abram Chasins  
 Chief Engineer: Russell D. Valentine  
*(See Page 292)*

## W W R L

### NEW YORK

(For Listing See Woodside, N. Y.)

## W H L D

### NIAGARA FALLS—1940

#### RURAL-COLONIAL-CONTINENTAL

Frequency: 1290 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: The Niagara Falls Gazette Publishing Co.  
 Business-Studio Address: Hotel Niagara  
 Phone Number: 8421  
 Transmitter Location: Lockport Rd.  
 Air Time: Daytime  
 News Service: UP  
 Transcription Service: World, Lang-Worth, Associated, SESAC  
 Representative: Headley-Reed  
 Membership: FMA  
 V.P., Gen. Station Mgr.: Earl C. Hull  
 Commercial Manager: Richard G. Robbins  
 Program Director: Robert J. Manning  
 Musical Director: Harold Bradley  
 Chief Engineer: Robert Wilson  
 Farm Editor: John F. Mahl, Jr.

## W J J L

### NIAGARA FALLS—1948

Frequency: 1440 Kc. Power: 1000 Watts d.  
 Owned-Operated By: John J. Laux  
 Business-Studio Address: 129 Main St.  
 Phone Number: 5286

Transmitter Location: New Rd.  
 Air Time: 6 a.m.-local sunset  
 News Service: UP  
 Transcription Service: Lang-Worth, Cole  
 Representative: Joseph Hershey McGillvra  
 Membership: NAB  
 President: John J. Laux  
 General-Station Mgr.: Robert F. Kliment  
 Commercial Manager: Tom W. Talbot  
 Prog. Dir., Chief Announcer: Earle Hamrick  
 Chief Engineer: Gustav Czaplak  
 Farm Editor: John Carlton

## W S L B

### OGDENSBURG—1940—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: St. Lawrence Bcstg. Corp.  
 Business Address: Ogdensburg  
 Phone Number: 500  
 Studio-Transmitter Location: 2315 Knox St.  
 Air Time: 7 a.m.-11:15 p.m.  
 News Service: UP  
 Transcription Service: Standard, Keystone  
 Representative: Walker  
 Membership: NAB, BMB, FMA  
 President: Joseph R. Brandy  
 Sec.-Treas.: Harold J. Frank  
 Prog.-Prod.-Pub. Director:  
 Chief Announcer: Hal Gilman  
 Musical Dir., Farm Editor: Flo Beach Rowe  
 Chief Engineer: Ellsworth Hall

## W H D L

### OLEAN—1936—ABC-KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By: Times Herald Corp.  
 Operated By: WHDL, Inc.  
 Bus.-Studio-Transmitter Address: Olean  
 Phone Number: 4149  
 Air Time: 6:55 a.m.-11:15 p.m.  
 News Service: UP  
 Transcription Service: Associated, Keystone  
 Representative: Everett & McKinney  
 Membership: BMB  
 President: E. B. Fitzpatrick  
 General-Station Mgr.: John R. Henzel  
 Commercial Manager: Joseph K. Eade  
 Program Director: Donald Merriman  
 Chief Announcer: Robert Nanno  
 Chief Engineer: Jack Atherton  
 Farm Editor: Ned McGrath

## W D O S

### ONEONTA—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: The Oneonta Star, Inc.  
 Bus.-Studio Address: The Oneonta Hotel Bldg.  
 Phone Number: 2470  
 Transmitter Location: So. Side of Oneonta  
 Air Time: Unlimited

**ROCHESTER, N. Y.**

is not just a city...

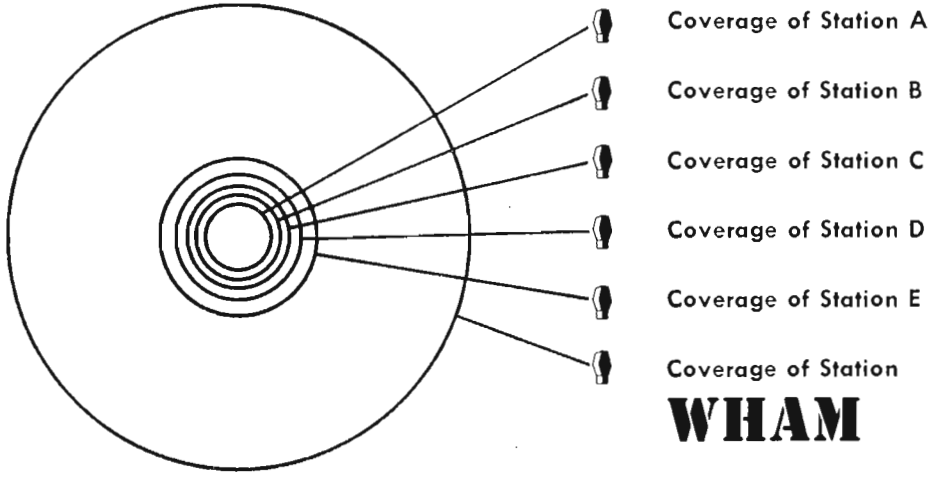
It's a trading area  
of 2,114,948



and only **WHAM** covers it!

If you or your clients want to reach one of the richest markets in all the Eastern United States... use 50,000-watt, clear-channel WHAM. You'll tap cities like Rochester, Elmira,

Batavia, Geneva, Binghamton—plus a huge farm country outstanding for modern character and extraordinarily high income. Study the chart below—such facts can't be ignored!



**WHAM** ★ **ROCHESTER RADIO CITY**  
 "The Stromberg-Carlson Station"  
 AM—FM—and TV Coming in '49!  
 N.B.C. AFFILIATE • GEO. P. HOLLINGBERY CO. • NAT'L REP.

News Service ..... AP  
 Transcription Service..... Capitol, World  
 Representative ..... Walker  
 President..... James H. Oltaway  
 General Manager..... Eugene J. Brown  
 Station Manager..... Walton F. Deming  
 Commercial Manager..... George R. Smith  
 Program-Publicity Dir..... Charles Hobart  
 Production Director..... Harriette I. Dunbar  
 Chief Announcer..... David T. Squires  
 Chief Engineer..... Wiley Bates  
 Farm Editor..... Robert Warner

## WONO

ONEONTA—1948

Frequency: 1110 Kc..... Power: 250 Watts d.  
 Owned-Operated By..... Oneonta Bcstg. Co.  
 Business-Studio Address..... 285 River St.

## WKBS

OYSTER BAY—1948

Frequency: 1520 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... Key Bcstg. System, Inc.  
 Business-Studio Address..... 25 E. Main St.  
 Phone Number..... Oyster Bay 6-2500  
 Transmitter Location..... Battery Pk., Oyster Bay  
 Air Time ..... Sunrise-sunset  
 News Service ..... UP  
 Transcription Service ..... Theaurus  
 President..... R. Lee Hollingsworth  
 Exec. V.P..... A. J. Griffiths, Jr.  
 Publicity Director..... Henry Frielinghaus, III

## WLNA

PEEKSKILL—1948

Frequency: 1420 Kc..... Power: 500 Watts d.  
 Owned-Oper. By..... Highland Bcstg. Corp.  
 Business-Studio Address..... 1037 Main St.

## WEAV

PLATTSBURG—1935—ABC

Frequency: 960 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Plattsburg Bcstg. Corp.  
 Business-Studio Address..... Radio Centre  
 Phone Number ..... 1600  
 Transmitter Location..... Lake Shore Rd.  
 Air Time ..... 6:45 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Theaurus  
 Representative..... Joseph Hershey McGillvra  
 Membership ..... NAB  
 President, Gen.-Sta. Mgr..... George F. Bissell  
 Commercial Manager..... Joel H. Scheier  
 Sales Prom. Mgr., Prog.-Pub. Dir.,  
 Farm Editor..... Martin Mannix  
 Production Director..... Alex Coursey  
 Chief Announcer..... Henry Clark  
 Chief Engineer..... Jack Nazak

## WKIP

POUGHKEEPSIE—1940—ABC

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Radio Div., Poughkeepsie  
 Newspapers, Inc.  
 Business-Studio Address..... Memorial Sq.  
 Phone Number ..... 6800  
 Transmitter Location..... Nelson House  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service..... Standard, Associated  
 Membership..... NAB, BMB, FMA  
 President..... M. C. Spedel  
 General Manager..... George W. Bingham  
 Program Director..... Richard Crans  
 Chief Engineer..... Marvin S. Seimes

## WARC

ROCHESTER—1947—ABC

Frequency: 950 Kc..... Power: 1000 Watts  
 Owned-Operated By..... WARC, Inc.  
 Bus.-Studio Address..... Sheraton Hotel,  
 111 East Ave.  
 Phone Number..... HAmilton 8920  
 Transmitter Location..... 2670 Clinton Ave. So.  
 Air Time..... 6:30 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative ..... Katz  
 Membership ..... NAB, BMB  
 President, Gen.-Sta. Mgr..... S. W. Townsend  
 Commercial Manager..... Harland Evans  
 Sales Prom. Mgr., Publicity Director,  
 Farm Editor..... Mark O'Brien  
 Program-Musical Dir..... Frederick Essex  
 Prod. Dir., Chief Announcer... Thomas Kane  
 Chief Engineer..... Robert Emch

## WHAM

ROCHESTER—1922—NBC

Frequency: 1180 Kc..... Power: 50,000 Watts  
 Owned-Operated By..... Stromberg-Carlson Co.  
 Business Address..... 100 Carlson Rd.  
 Studio Address..... 201 Humbolt St.  
 Transmitter Location..... Rochester  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service..... World, Standard  
 Representative..... George P. Hollingbery  
 Membership ..... NAB, BMB, FMA  
 Pres. (Stromberg-Carlson  
 Co.)..... Dr. Ray H. Manson  
 Gen. Mgr. (Stromberg-Carlson  
 Co.)..... Leo McCanne  
 Station Mgr. (Stromberg-Carlson  
 Co.)..... William Fay, V.P. in Chg.  
 of Bcstg. & Gen. Mgr. WHAM  
 Comm.-Sales Prom. Mgr... John W. Kennedy, Jr.  
 Program Director..... Charles W. Siverson  
 Production Director..... Sylvester Novell  
 Publicity Director..... Armin N. Bender



**....FIRST BY LENGTHS!**



**....IN ROCHESTER!**



**WHEC is Rochester's most-listened-to station and has been ever since Rochester has been "Hooperated!"**

**Furthermore, Station WHEC is one of the select Hooper "Top Twenty" stations in the whole United States!**

*Latest Hooper before closing time*

**BUY WHERE THEY'RE LISTENING:—**



**WHEC**

MEMBER GANNETT  
RADIO GROUP

*of Rochester*

N. Y.

5,000 WATTS

Representatives: EVERETT & MCKINNEY, New York, Chicago, HOMER GRIFFITH CO., Los Angeles, San Francisco

Chief Announcer.....Homer Bliss  
Musical Director.....Eugene Zacher  
Chief Engineer.....Kenneth Gardner  
Actg. Farm Editor.....George Haefner

## W H E C

ROCHESTER—1925—CBS

Frequency: 1460 Kc.....Power: 5000 Watts  
Owned-Operated By.....WHEC, Inc.  
Business-Studio Address.....40 Franklin St.  
Phone Number.....Baker 6740  
Transmitter Location.....1850 S. Winton Rd.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Associated, Standard  
Representative.....J. P. McKinney  
Membership.....NAB, BMB  
President.....Frank E. Gannett  
Executive V.P.....Clarence Wheeler  
General-Station Manager.....Gunnar O. Wiig  
Commercial Manager.....Le Moine C. Wheeler  
Program Director.....William J. Adams  
Production Director.....L. H. MacMillan  
Publicity Director.....Virginia Savage  
Chief Announcer.....Roger Goodrich  
Musical Director.....Gerald Vogt  
Chief Engineer.....Bern C. O'Brien

## W R N Y

ROCHESTER—1947

Frequency: 680 Kc.....Power: 250 Watts d.  
Owned-Operated By...Monroe Bcstg. Co., Inc.  
Business-Studio Address.....191 East Ave.  
Phone Number.....Hamilton 9775  
Transmitter Location.....Mt. Read Blvd.  
Air Time.....Sunrise-sunset  
News Service.....AP  
Transcription Service.....Lang-Worth  
Pres., Gen.-Sta.-Comm. Mgr.. George B. Kelly  
Program Director.....Addison Penfield  
Production Director.....Paul Robinson  
Chief Engineer.....Felix Bonvouloir

## W S A Y

ROCHESTER—1936

Frequency: 1370 Kc.....Power: 1000 Watts d.  
(CP 5000 Watts d.)  
Owned-Oper. By...Federal Bcstg. System, Inc.  
Business-Studio Address.....328 Main St. E.  
Phone Number.....Baker 4870  
Transmitter Location.....French Rd., Brighton  
Air Time.....Daytime  
News Service.....INS  
Representative.....Walker  
President, General-Station Manager,  
Chief Engineer.....Gordon P. Brown  
Comm.-Sales Prom. Mgr.....Will Union  
Program Director.....Jack Turner

## W V E T

ROCHESTER—1947

Frequency: 1280 Kc.....Power: 5000 Watts  
Owned-Operated By.....Veterans Bcstg. Co.  
Business Address.....Clinton Bldg.  
Phone Number.....Hamilton 4820  
News Service.....UP  
Transcription Service.....Associated, Capitol  
Representative.....Weed  
Pres., General Mgr.....William B. Maillefert  
Chief Engineer.....Irving F. Lyke

## W K A L

ROME-UTICA—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By...Copper City Bcstg. Corp.  
Business-Studio Address...Capitol Theatre Bldg.  
Rome  
Phone Number.....3616-7  
Transmitter Location.....Muck Rd. & Jay St.  
Rome  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....Donald Cooke  
President.....Myron J. Kallet  
Gen.-Station Mgr.....Michael Carlo Fusco  
Comm. Mgr., Pub. Dir.....George Cramer  
Sales Promotion Manager.....Joseph Treia  
Program Director.....Charles King  
Production Director.....Dan Fusco  
Chief Announcer.....Robert Storey  
Chief Engineer.....Deforest T. Layton, Jr.  
Farm Editor.....Jack Fredericks

## W N B Z

SARANAC LAKE—1929—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Upstate Bcstg. Corp.  
Business-Studio Address.....88 Main St.  
Phone Number.....1320  
Transmitter Location.....Merrill St.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Thesaurus, Keystone  
Representative.....Thomas F. Clark  
President, General Manager...John F. Grimes  
Commercial Manager.....Jacques DeMaitos  
Program Director.....Albert C. Bagdasarlan  
Chief Announcer.....John Birmingham  
Chief Engineer.....H. Berwind Williams

## W G Y

SCHENECTADY—1922—NBC

Frequency: 810 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....General Electric Co.  
Business-Studio Address.....1 River Rd.  
Phone Number.....3-2121  
Transmitter Location.....R. D. No. 5,  
So. Schenectady

Air Time ..... Unlimited  
 News Service ..... AP, UP  
 Transcription Service.....Lang-Worth, Thesaurus  
 Representative.....NBC Spot Sales  
 Membership.....NAB, BMB  
 V.P., Mgr. of Bcstg.....R. S. Peare  
 Asst. Mgr. of Bcstg.....B. J. Rowan  
 Station Manager.....G. Emerson Markham  
 Asst. to Station Mgr.....R. W. Welpott  
 Supervisor of Sales.....A. G. MacDonald  
 Actg. Spvr. of Promotion.....R. W. O'Brian  
 Spvr. of News.....W. T. Meenam  
 Spvr. of Music.....A. O. Coggeshall  
 Spvr. of Farm Bcstg.....G. W. Givens  
 Spvr. of Programs.....Caleb Paine  
 Chief Engineer.....W. J. Purcell

**W S N Y**

**SCHENECTADY—1942**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Western Gateway Bcstg.  
 Corp.  
 Business-Studio Address.....619 State St.  
 Phone Number.....3-3622  
 Transmitter Location.....Campbell Rd.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth

President, Gen. Mgr.....Winslow Leighton  
 Comm-Sales Prom. Mgr.....Harry H. Averill  
 Program Director.....Robert Wallace  
 Asst. Prog.-Pub. Director.....Martha M. Smith  
 Chief Announcer.....Steve Fitz  
 Musical Director.....Frank Huber  
 Chief Engineer.....Irving P. Beck

**W A G E**

**SYRACUSE—1941—ABC**

Frequency: 620 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By.....WAGE, Inc.  
 Business-Studio Address.....Loew Bldg.,  
 108 W. Jefferson St.  
 Phone Number .....2-0277  
 Transmitter Location.....626 Liverpool Rd.,  
 Liverpool  
 Air Time .....Unjimited  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Edward Petry  
 Membership ..... NAB  
 President.....Frank G. Revoir  
 General-Station Manager.....William T. Lane  
 Commercial Manager.....Aaron Beckwith  
 Program Director.....Gordon Alderman  
 Musical Director.....Carl Silber  
 Chief Engineer.....Donald F. Langham



GOES TO

**5 Kw**

Daytime

**Increases Area Coverage 60.8%**

In January, 1949, WAGE increased its daytime power to 5 Kw (1 Kw nighttime power unchanged) retaining its choice frequency at 620 Kc.

Total population falling within WAGE daytime 0.5 Mv contour increased from 664,359 to 1,012,720, a population gain of 52.5%. Land area covered by WAGE interference-free signal increased from 7,400 sq. mi. to 11,900 sq. mi., a 60.8% gain of 4,500 sq. mi.

**BASIC ABC • Represented by Edward Petry Co.**



**WFBL**

**SYRACUSE—1922—CBS**

Frequency: 1390 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Onondaga Radio Bcstg. Corp.  
 Bus. Studio Address.....433 S. Warren St.  
 Phone Number.....2-1147  
 Transmitter Location.....Collamer  
 Air Time.....Unlimited  
 News Service.....UP  
 Representative.....Free & Peters  
 Membership.....NAB  
 President.....Oscar F. Soule  
 General Manager.....Samuel Woodworth  
 V.P., Merch. & Promotion.....Robert G. Soule  
 V.P., Commercial Mgr.....Charles Pbillips  
 Sales Manager.....L. F. Wylie  
 Program-Musical Dir., Production Manager.....Raymond Gantter  
 Publicity Director.....Hendrick Soule  
 Chief Engineer.....James Kelly  
 Farm Editor.....Al Warren

**WNDR**

**SYRACUSE—1947—MBS**

Frequency: 1260 Kc. Power: 5000 Watts  
 Owned-Operated By...Syracuse Bcstg. Corp.  
 Business-Studio Address...306 S. Salina St.  
 Phone Number.....2-6101  
 Transmitter Location.....Dewitt & Pompey  
 Air Time.....5 a.m.-1 a.m.  
 News Service.....AP  
 Transcription Service.....Associated, Lang-Worth  
 Representative.....Donald Cooke  
 Membership.....NAB, BMB  
 President.....T. Frank Dolan  
 General Manager.....Martin Kariq  
 Commercial Manager.....Arthur Cooper  
 Program Director.....Harry Fisher  
 Merchandising Mgr.....Frank Bahouth, Jr.  
 Chief Announcer, Farm Editor....Bill Martin  
 Musical Director.....Don Hayes  
 Chief Engineer.....Robert Dye

**WOLF**

**SYRACUSE—1940**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....Civic Bcstg. Corp.  
 Business-Studio Address.....Onondaga Hotel  
 Phone Number.....2-7211  
 Transmitter Location.....Kirkpatrick & Van Rensselaer Sts.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Walker  
 President, General Mgr., T. Sherman Marshall  
 Sta. Mgr., Prog. Dir.....Hamilton M. Woodle  
 Commercial Manager.....Dan Dwyer  
 Pub. Dir., Chief Announcer.....Charles Shaw

Musical Director.....Norman Meservey  
 Chief Engineer.....Don Muir

**WSYR**

**SYRACUSE—1922—NBC**

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Operated By.....Central N. Y. Bcstg.  
 Phone Number.....3-7111  
 Transmitter Location.....Valley Dr.  
 Air Time.....5 a.m.-1 a.m.  
 News Service.....UP  
 Transcription Service.....Associated, Lang-Worth  
 Representative.....Headley-Reed  
 Membership.....NAB, BMB  
 President.....Harry C. Wilder  
 Vice President.....E. R. Vadeboncoeur  
 Commercial Manager.....W. R. Allford, Jr.  
 Sales Prom. Mgr., Pub. Dir.....John F. Hurlbut  
 Program Director.....Bill Rothrum  
 Chief Announcer.....Elliott Gove  
 Musical Director.....Murray Bernthal  
 Chief Engineer.....G. Armond Belle Isle  
 Farm Editor.....R. F. Doubleday

**WHAZ**

**TROY—1922**

Frequency: 1330 Kc. Power: 1000 Watts  
 Owned-Oper. By...Rensselaer Polytechnic Inst.

**WNDR**

**CENTRAL NEW YORK'S**

*Friendly*

**STATION**

**WNDR**

SYRACUSE, N. Y.

Basic Mutual Network

AM, 5,000 Watts,  
 1260 Kc. FM, 8500  
 Watts, 102.5 Mc.

AFFILIATED IN MANAGEMENT WITH  
 WWSC, GLENS FALLS, and WVOS, LIBERTY, N.Y.

Address ..... Troy  
 Phone Number ..... 6810  
 Air Time ..... Limited  
 Promotion Manager: ..... W. J. Williams

## W T R Y

**TROY—1940—CBS**

Frequency: 980 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Troy Bcstg. Co., Inc.  
 Business-Studio Address ..... 92 Fourth St.  
 Phone Number ..... Troy 2100, Albany 4-2500  
 Transmitter Location ..... Niskayuna  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, Associated  
 Representative ..... Headley-Reed  
 Membership ..... NAB, BMB  
 President ..... H. C. Wilder  
 General Manager ..... W. A. Riple  
 Station Manager ..... W. W. Carter, Jr.  
 Commercial Manager ..... J. W. Sutphen, Jr.  
 Sales Prom. Mgr., Pub. Dir. .... James F. Baker, Jr.  
 Program-Musical Dir. .... H. H. Sharpe, III  
 Production Director ..... Randolph English  
 Chief Engineer ..... A. H. Chismark

## W G A T

**UTICA—1946**

Frequency: 1310 Kc. .... Power: 1000 Watts d.;  
 500 Watts n.  
 Owned By ..... Central Bcstg. Co.  
 Operated By ..... J. Eric Williams  
 Business-Studio Address ..... The Kempf Bldg.,  
 250 Genesee St.  
 Phone Number ..... 2-9231  
 Transmitter Location ..... Kellogg Rd.,  
 New Hartford  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Representative ..... Robert Meeker  
 General Manager ..... J. Eric Williams  
 Comm.-Sales Prom. Mgr. .... Roland L. Fowler  
 Chief Announcer ..... Bill Cerri  
 Chief Engineer ..... Robert N. Blair

## W I B X

**UTICA—1925—CBS**

Frequency: 950 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... WIBX, Inc.  
 Bus.-Studio Address ..... First Natl. Bank Bldg.  
 Phone Number ..... 2-2101  
 Transmitter Location ..... Clark Mills  
 Air Time ..... Unlimited  
 News Service ..... INS, UP  
 Transcription Service ..... World  
 Representative ..... Helen Wood & Colton,  
 Bertha Bannan, Walter Biddick  
 Membership ..... NAB, BMB, FMA  
 President, Gen. Mgr. .... Margaret P. Bowen  
 V.P., Secretary ..... Gladys P. Moore

Sta. Mgr., Prog. Dir. .... Elliott A. Stewart  
 Comm.-Sales Prom. Mgr., Pub. Dir.,  
 Farm Editor ..... Nathan W. Cook  
 Production Dir. .... Betty Cushing Griffin  
 Chief Announcer ..... Robert Mahoney  
 Musical Director ..... William Walters  
 Chief Engineer ..... John T. Dowdell

## W R U N

**UTICA—1947—ABC**

Frequency: 1150 Kc. .... Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By ..... The Rome Sentinel Co.  
 Business Address ..... 258 Genesee St.  
 Phone Number ..... 2-5111  
 Studio Addresses ..... 258 Genesee St., Utica,  
 127 W. Liberty St., Rome  
 Transmitter Location ..... Oriskany  
 Air Time ..... 6:30 a.m.-12:05 a.m.  
 News Service ..... AP  
 Transcription Service ..... Thesaurus, Associated  
 Representative ..... Avery-Knodel  
 Membership ..... NAB, BMB  
 President ..... Bradley C. Barnard  
 General Manager ..... Fritz S. Updike  
 Station Manager ..... Thomas E. Marlin  
 Comm.-Sales Prom. Mgr. .... Richard A. Clark  
 Program Director ..... Stewart T. Spencer  
 Public Relations Director ..... Searle Rudd  
 Transmitter Supervisor ..... George S. Woods  
 Musical Director ..... Ann Houser  
 Studio Supervisor ..... C. F. Henry  
 Farm Editor ..... Robert Kilgore

## W A T N

**WATERTOWN—1941—MBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Watertown Bcstg. Corp.  
 Bus.-Studio-Transmitter Location ..... 118 Wash-  
 ington St.  
 Phone Number ..... 2424  
 Air Time ..... 7 a.m.-12:15 a.m.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Helen Wood & Colton  
 Membership ..... NAB  
 Pres., Gen.-Sta.-Comm.-Sales Prom.  
 Manager ..... G. Harry Righter  
 Program Director ..... Hugh L. Cosline, Jr.  
 Chief Engineer ..... Donald Schryver  
 Farm Editor ..... G. Harry Righter

## W W N Y

**WATERTOWN—1941—CBS**

Frequency: 790 Kc. .... Power: 1000 Watts  
 Owned By ..... Brockway Co.  
 Operated By ..... The Watertown Daily Times  
 Business-Studio Address ..... Hotel Woodruff  
 Phone Number ..... 4120  
 Transmitter Location ..... Ives St. Rd.

Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... World, Associated  
 Representative ..... Weed  
 Membership ..... NAB, BMB  
 President ..... Harold B. Johnson  
 General-Comm. Mgr. .... Louls Salf, Jr.  
 Sta. Mgr., Farm Editor ..... Earl R. Kelly  
 Asst. Mgr., Prog. Dir. .... James W. Higgins  
 Production Director ..... David G. Graves  
 Publicity Director ..... Jack Cleveland  
 Chief Engineer ..... Maynard B. Davis

Representative ..... Headley-Reed  
 Membership ..... NAB  
 President ..... Valentine E. Macy, Jr.  
 Gen.-Sta. Mgr., Chief Engineer ..... Frank A. Seitz  
 Comm.-Sales Prom. Mgr. .... John E. Arens  
 Prog. Musical Dir. .... Randall Kaler  
 Chief Announcer ..... Robert F. Peters

**W F A S**

**WHITE PLAINS—1932**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Westchester Bcstg. Corp.  
 Bus.-Studio Address: Reporter Dispatch Bldg.,  
 8 Church St.  
 Phone Number ..... White Plains 9-6400  
 Transmitter Location ... Secor Rd., Greenburgh  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... World, Associated

**W W R L**

**WOODSIDE—1926**

Frequency: 1600 Kc. .... Power: 250 Watts  
 (C.P. 5000 Watts)  
 Owned-Oper. By ..... Long Island Bcstg. Corp.  
 Bus.-Studio-Transmitter Address: 41-30 58th St.  
 Phone Number ..... Newtown 9-3300  
 Air Time ..... 8 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Capitol, Associated  
 Pres., Treas., Gen. Mgr.,  
 Chief Engineer ..... W. H. Reuman  
 Station-Comm. Mgr. .... Edith Dick  
 Sales Prom. Mgr. .... Selvin Donneson  
 Prog.-Prod. Musical Dir. .... Fred Barr  
 Publicity Director ..... Walter Kaner  
 Chief Announcer ..... Johnny Harper

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Reliability . . .

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The world's largest news  
 service available through  
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 NEW YORK**

Delivering its selling signal to  
 9,005,442 potential buyers in the  
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Covering America's Greatest Buying  
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**1600**

*"The HIGH Spot on the Dial"*

**COMING—5,000 WATTS**



"SERVING THE MAGIC CIRCLE...  
THE 6th CITY OF AMERICA"

*Though modest in size*

**W**e're **BIG**

*IN SERVICE*

HOOPER STATION LISTENING INDEX  
CITY ZONE

Summer 1948	Greensboro, N. C.
	WBIG
Monday thru Friday 8:00 AM—12 N	38.1
Monday thru Friday 12:00 N—6:00 PM	40.6
Sunday thru Saturday 6:30 PM—10:00 PM	55.6

**WBIG**

greensboro, n. c.

5000 w. day & nite

columbia affiliate

represented by hollingbery

# NORTH CAROLINA

Estimated Population 3,715,000—Increase +4.0%—Radio Homes 749,300  
Total Families 860,200—Stations in State 85

## WRCS

AHOSKIE—1948

Frequency: 970 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Roanoke-Chowan Bcstg.  
Co., Inc.  
Business Address: P. O. Box 89  
Phone Number: 333  
Studio-Transmitter Location: Ahoskie-Aulander  
Hwy. (N. C. 350)  
Air Time: Sunrise-sunset  
News Service: UP  
Transcription Service: Associated  
Membership: NAB  
President: Charles H. Jenkins  
Gen.-Sta.-Comm.-Sales Prom.  
Manager: P. G. Sewell  
Prog. Dir. Farm Editor: William R. Harris  
Publicly Director: Mayvis Ellis  
Chief Announcer: Burt Derman  
Musical Director: Johnny Palmer  
Chief Engineer: John M. Sherwood

## WABZ

ALBEMARLE—1947—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Radio Station WABZ, Inc.  
Business-Studio Address: Hotel Albemarle  
Phone Number: 1010  
News Service: AP  
Transcription Service: Capitol, KBS, Thesaurus  
General Manager: Ira E. Leigh  
Comm.-Prog. Dir.: Bob Raiford  
Chief Engineer: James Wise

## WGWR

ASHEBORO—1947

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Asheboro Bcstg. Co., Inc.  
Business-Studio Address: 303 E. Salisbury St.  
Phone Number: 798, 800  
Transmitter Location: Okie Mt.  
Air Time: 5 a.m.-sunset  
News Service: UP  
Transcription Service: Associated  
Membership: BMB  
President: Roy Cox  
Gen.-Sta.-Comm.-Sales Prom.  
Manager: J. R. Marlowe  
Prog.-Pub. Dir., Chief Announcer:  
Farm Editor: A. B. Brown  
Production Director: Roy Morris  
Musical Dir.: Nelson J. Harrill  
Chief Engineer: Clyde C. Penny

## WISE

ASHEVILLE—1939—NBC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Radio Station WISE  
Bus.-Studio-Transmitter Address: 100 College  
St.  
Phone Number: 3-5381  
Air Time: Unlimited  
News Service: AP  
Representative: Avery-Knodel  
Membership: NAB, BMB  
President, Gen. Mgr.: Harold H. Thoms  
Station-Comm. Mgr.: Loyd B. Leonard  
Sales Prom. Manager: Floyd Bowers  
Program Director: Harold Moon  
Chief Announcer: Jimmy Patterson  
Chief Engineer: Matthew C. Munn

## WLOS

ASHEVILLE—1946—MBS

Frequency: 1380 Kc. Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By: Skyway Bcstg. Corp.  
Business-Studio Address: Battery Park Hotel  
Phone Number: 2-2431  
Transmitter Location: Emma  
Air Time: Unlimited  
News Service: INS, UP  
Transcription Service: Standard  
Representative: Taylor-Borroff  
Membership: NAB  
President: Charles M. Britt  
V.P., General Manager: Charles B. Britt  
Station Manager: Kenneth Beachboard  
Program Director: Grady Edney  
Chief Engineer: Bill Chambers

## WSKY

ASHEVILLE—1946

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Radio Asheville, Inc.  
Business-Studio Address: 12 Church St.  
Phone Number: 3-4451  
Transmitter Location: Campbell Woods  
Air Time: 18 Hrs.  
News Service: AP  
Transcription Service: Lang-Worth, Capitol  
President: Carl R. Bamford  
Gen.-Sta. Mgr., Prog. Dir.: Zeb Lee  
Commercial Manager: F. Baxter Barkley  
Sales Prom. Mgr., Pub. Dir.: James Young  
Chief Engineer: Charles W. Sumner  
Farm Editor: Bill Dorsey

## W W N C

### ASHEVILLE—1927—CBS

Frequency: 570 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. Asheville Citizen-Times Co.  
 Business-Studio Address. . . . . 14 O'Henry Ave.  
 Phone Number . . . . . 5611  
 Transmitter Location . . . . . Emma  
 Air Time . . . . . 5:30 a.m.-12:04 a.m.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NAB, BMB  
 President. . . . . Charles A. Webb  
 Vice-President. . . . . Don S. Elias  
 General Manager. . . . . D. Hiden Ramsey  
 Station Manager. . . . . Cecil B. Hoskins  
 Commercial Manager. . . . . James A. Hagan  
 Program Director. . . . . William F. Melia  
 Chief Announcer. . . . . Read Wilson  
 Chief Engineer. . . . . William H. Hamrick  
 Farm Editor. . . . . Harry Varner

## W B B B

### BURLINGTON—1941 MBS-KBS-CAROLINA SPORTS

Frequency: 920 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By. Alliance Bcstg. Co., Inc.  
 Business-Studio Address. . . . . 310 S. Main St.  
 Phone Number . . . . . 6-6378  
 Transmitter Location. . . . . W. Front St. Ext.  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service. . . . . Associated, Lang-Worth,  
 Capital, Keystone  
 Representative. . . . . Joseph Hershey McGillvra  
 Membership . . . . . NAB, BMB, FMA  
 Managing Dir., Sta. Mgr. . . . . E. Z. Jones  
 Commercial Manager. . . . . Frank Parton  
 Sales Promotion Manager. . . . . Robert Weston  
 Prog.-Prod. Dir., Farm Editor. . . . . Edgar Brooks  
 Publicity Director. . . . . Doris Rickard  
 Chief Engineer. . . . . Berry Tysor

## W F N S

### BURLINGTON—1947

Frequency: 1150 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . Burlington-Graham Bcstg.  
 Co.  
 Business-Studio Address. . . . . 103 W. Andrews St.  
 Phone Number . . . . . 6-5536-7  
 Transmitter Location. . . . . Birch Bridge Rd.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Membership . . . . . NAB  
 General Manager. . . . . Everett C. Qualls, Sr.  
 Commercial Manager. . . . . Phillip Eakin  
 Program Director. . . . . Ed Menke  
 Chief Engineer. . . . . Thomas Mackintosh

## W A Y S

### CHARLOTTE—1942—ABC-MBS

Frequency: 610 Kc. . . . . Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned-Oper. By. . . . . Inter-City Advertising Co.  
 Business-Studio Address. . . . . 120 E. Third St.  
 Phone Number . . . . . 3-7173  
 Transmitter Location. . . . . Oakdale Section  
 Air Time . . . . . Unlimited  
 News Service . . . . . INS  
 Representative . . . . . Avery-Knode  
 Membership . . . . . NAB, BMB  
 President. . . . . George W. Dowdy  
 General-Station Mgr. . . . . Walter H. Goan  
 Commercial Manager. . . . . Jack Gaaney  
 Program Director. . . . . Harry Hosfield  
 Musical Director. . . . . Alonzo G. Squires  
 Chief Engineer. . . . . A. L. Chaney, Jr.

## W B T

### CHARLOTTE—1921—CBS

Frequency: 1110 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By. . . . . Jefferson Standard Bcstg. Co.  
 Business-Studio Address. . . . . Wilder Bldg.  
 Phone Number . . . . . 3-8833  
 Transmitter Location. . . . . 9 Mi. S. of Charlotte,  
 Nation's Ford Rd.  
 Air Time . . . . . Unlimited  
 News Service. . . . . AP, UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Radio Sales  
 Membership. . . . . NAB, BMB, FMA  
 Chmn. of the Bd. . . . . Ralph C. Price  
 President. . . . . J. M. Bryan  
 V.P., Gen. Mgr. . . . . Charles H. Crutchfield  
 Business Manager. . . . . C. K. Spicer  
 Sales Manager. . . . . Keith Byerly  
 Promotion Manager. . . . . J. R. Covington  
 Program Director. . . . . Larry Walker  
 Chief Engineer. . . . . M. I. Minor  
 Farm Editor. . . . . Grady Cole

## W G I V

### CHARLOTTE—1947

Frequency: 1600 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . Publix Bcstg. Serv. of  
 Charlotte, Inc. (WGIV)  
 Business Address. . . . . P. O. Box 58  
 Phone Number. . . . . 4-3237, 5-2225, 6669  
 Studio-Transmitter Location. . . . . 2520 Toomey Ave.  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service. . . . . Capitol, World  
 Membership . . . . . NAB  
 Pres., Gen.-Sta. Mgr. . . . . Francis M. Fitzgerald  
 Sec., Treas., Comm.-Sales Prom.  
 Manager. . . . . J. Law Epps  
 Prog. Dir., Chief Announcer. . . . . Fred W. Vinroot  
 V.P., Chief Engineer. . . . . Thomas C. Brandon

## WSOC

CHARLOTTE—1933—NBC

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Radio Station WSOC, Inc.  
 Bus.-Studio-Transmitter Address . . 1925 N. Tryon  
 St.  
 Phone Number . . . . . 7138  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, Standard  
 Representative . . . . . Headley-Reed  
 Membership . . . . . NAB, BMB  
 Pres., Gen. Sta. Mgr. . . . . E. J. Gluck  
 Commercial Mgr. . . . . Bomar A. Lowrance  
 Sales Prom. Mgr., Pub. Dir. . . . . Clyde Clem  
 Prog.-Prod. Dir. . . . . Paul Marion  
 Chief Engineer . . . . . L. L. Caudle, Jr.

## WRRZ

CLINTON—1947—ABC

Frequency: 880 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Radio Station WRRZ, Inc.  
 Bus.-Studio Address . . . . . Butler Bldg., Main St.  
 Phone Number . . . . . 2354  
 Transmitter Location . . . . . 1.6 Mi. S. of Clinton.  
 on Hway. 701  
 Air Time . . . . . Local sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . For Joe  
 Membership . . . . . NAB, BMB  
 President . . . . . W. R. Roberson, Sr.  
 Exec. V.P. . . . . W. R. Roberson, Jr.  
 Station-Comm. Mgr. . . . . George S. Walston  
 Program Director . . . . . Richard Welsh  
 Publicity Director . . . . . Christine T. Moore  
 Chief Announcer . . . . . Joseph Tew  
 Chief Engineer . . . . . Herman P. Jolitz

## WEGO

CONCORD—1941—KBS

Frequency: 1410 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Wayne M. Nelson  
 Business-Studio Address . . . . . Concord  
 Phone Number . . . . . 2271  
 Transmitter Location . . . . . Concord  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Standard, SESAC, Cole,  
 KBS  
 Representative . . . . . Thomas F. Clark  
 Membership . . . . . BMB  
 General-Station Mgr. . . . . Wayne M. Nelson  
 Commercial Mgr. . . . . James P. Poston  
 Program Director . . . . . Leona Showmar  
 Chief Engineer . . . . . Edwin M. Stanton

## WCKB

DUNN—1946—KBS

Frequency: 780 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . North Carolina Central  
 Bcstrs., Inc.  
 Business Address . . . . . Box 431  
 Phone Number . . . . . 3133-4  
 Studio-Transmitter Address . . . . . Hway. 421  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, SESAC,  
 Keystone  
 Membership . . . . . NAB, BMB  
 President . . . . . Earl McD. Westbrook  
 General-Station Mgr. . . . . A. Lincoln Faulk  
 Comm.-Sales Prom. Mgr. . . . . William A. Creech  
 Prog.-Prod. Director . . . . . Richard Terfler  
 Chief Engineer . . . . . William Burwell  
 Farm Editor . . . . . Jim Mahoney

## WDNC

DURHAM—1934—CBS

Frequency: 620 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By . . . . . The Durham Radio Corp.  
 Bus.-Studio Address . . . . . 138½ E. Chapel Hill St.  
 Phone Number . . . . . R-155  
 Transmitter Location . . . . . Hillsboro Rd.  
 Air Time . . . . . 5:30 a.m.-12:05 a.m.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . NAB, BMB  
 President . . . . . C. C. Council  
 Gen.-Sales P. om. Mgr. . . . . J. Frank Jarman  
 Office Manager . . . . . Sue Taylor  
 Commercial Manager . . . . . C. James Woodhouse  
 Program Director . . . . . E. R. Higgins, Jr.  
 Chief Engineer . . . . . K. A. Taylor  
 Farm Editor . . . . . Mark Davis

## WDUK

DURHAM—1946—ABC

Frequency: 1310 Kc. . . . . Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Oper. By . . . . . WDUK, Inc.  
 Business Address . . . . . Box 1891  
 Phone Number . . . . . R-101  
 Studio Address . . . . . 205½ W. Main  
 Transmitter Location . . . . . Leon & Glendale  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . John E. Pearson  
 Membership . . . . . NAB, BMB  
 President . . . . . S. H. Campbell, Jr.  
 General-Station Mgr. . . . . Harmon L. Duncan  
 Commercial Manager . . . . . Tom Morkis  
 Sales Prom. Mgr. . . . . Bob Misenheimer  
 Program Director . . . . . Bob Andrew  
 Chief Announcer . . . . . Charlie Shepherd  
 Chief Engineer . . . . . Roy E. Fullen

## W H H T

**DURHAM—1946—MBS**

Frequency: 1590 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Harold H. Thoms  
 Business-Studio Address . . . . . 310 Main St.  
 Phone Number . . . . . L-975  
 Transmitter Location . . . . . Guess Rd.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . INS  
 Transcription Service . . . . . Standard  
 Representative . . . . . Burn-Smith  
 Membership . . . . . BMB  
 President, Owner . . . . . Harold H. Thoms  
 Gen.-Sta. Sales Prom. Mgr. . . . . W. R. Kirby  
 Commercial Manager . . . . . Edward McLocklan  
 Prog.-Musical Dir. . . . . J. Patterson  
 Prod. Mgr., Pub. Dir. . . . . H. A. Edwards  
 Chief Engineer . . . . . Carl Pickette  
 Farm Editor . . . . . Phillip Spaletta

## W S S B

**DURHAM—1948**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Public Information Corp.  
 Business-Studio Address . . . . . 211 Rigsbee Ave.  
 Phone Number . . . . . 8919  
 Transmitter Location . . . . . Cole Rd., Forest Hills  
 Air Time . . . . . Unlimited  
 News Service . . . . . INS  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB  
 President . . . . . Tom Sawyer  
 General Manager . . . . . Guy Griffen  
 Chief Engineer . . . . . Edward Norman

## W T I K

**DURHAM—1946—TOBACCO**

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Durham Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 211½ E. Main St.  
 Phone Number . . . . . N-187  
 Transmitter Location . . . . . Ellis Rd.  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Thesaurus  
 Representative . . . . . Donald Cooke, Walker  
 Membership . . . . . NAB, BMB  
 President . . . . . W. Kenan Rand  
 General-Station Mgr. . . . . Floyd Fletcher  
 Commercial Manager . . . . . Tom Mitchel  
 Program-Production Dir. . . . . Ken Corbitt  
 Chief Announcer . . . . . Don Yeager  
 Chief Engineer . . . . . Arlis A. White

## W C N C

**ELIZABETH CITY—1939**  
**MBS-KBS-TARHEEL**

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

Owned-Oper. By . . . . . Albemarle Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 104 E. Colonial Ave.  
 Phone Number . . . . . 1400, 1472  
 Transmitter Location . . . . . Parsonage St., Extended  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, Keystone  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NAB, BMB  
 President . . . . . Dr. Joseph Gill  
 General-Station Manager . . . . . Bob Bingham  
 Commercial Manager . . . . . Ed Trent  
 Program Director . . . . . Jack Walters  
 Prod. Dir., Chief Announcer . . . . . Norman Ragsdale  
 Publicity Director . . . . . Eleanor Bingham  
 Musical Director . . . . . John W. Pascoe  
 Chief Engineer . . . . . Joe Kyle  
 Farm Editor . . . . . George Haskett

## W G A I

**ELIZABETH CITY—1947**

Frequency: 560 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By . . . . . Daily Advance  
 Business Address . . . . . Kramer Bldg.  
 Phone Number . . . . . 757  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Gen.-Comm. Mgr. . . . . W. P. Heffernan  
 Promotion Mgr. . . . . Bob Thomas  
 Program Director . . . . . Frank Brown  
 Chief Engineer . . . . . Frederick Wagner

## W F L B

**FAYETTEVILLE—1947**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Fayetteville Bcstrs., Inc.  
 Business Address . . . . . P. O. Box 1258  
 Phone Number . . . . . 7136  
 Studio-Transmitter Location . . . . . Bragg Blvd.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . INS  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Cox & Tans  
 Membership . . . . . NAB, BMB  
 President . . . . . Harry B. Stein  
 General Station Manager . . . . . L. W. Allen  
 Chief Engineer . . . . . W. D. Bailey

## W F N C

**FAYETTEVILLE—1940**  
**MBS-TOBACCO**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Cape Fear Bcstg. Co.  
 Business-Studio Address . . . . . 114 Anderson St.  
 Phone Number . . . . . 4848  
 Transmitter Location . . . . . Murchison Rd.  
 Air Time . . . . . 18 Hrs.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Walker



# NORTH CAROLINA

Membership.....NAB, BMB, FMA  
General Manager.....Victor W. Dawson  
Commercial Manager.....Luther A. Gambill  
Program Director.....Nat R. Martin  
Sec.-Treas.....Ann Dawson Highsmith  
Chief Engineer.....William H. Alford  
Farm Editor.....N. R. Martin

## WWNF

FAYETTEVILLE—1948

Frequency: 1230 Kc.....Power: 250 Watts  
Owned By.....Wayne M. Nelson, Inc.  
Operated By.....Carl Jack Aley  
Business-Studio Address.....WWNF, Fayetteville  
Phone Number.....7101-2  
Transmitter Location.....Raleigh Rd.  
News Service.....UP  
Transcription Service.....Lang-Worth, Standard,  
SESAC, MacGregor  
Representative.....Friedenberg  
Membership.....NAB  
President.....Wayne M. Nelson  
General-Station Mgr.....Carl Jack Aley  
Commercial Manager.....William Lowder  
Program Director.....Carl Caudill, Jr.  
Chief Announcer.....Ray Woodard  
Musical Director.....Charles Friar  
Chief Engineer.....Alfred Jordon

## WBBO

FOREST CITY—1947—KBS

Frequency: 780 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Rutherford County Radio  
Co., Inc.  
Bus.-Studio-Transmitter Address.....Forest City  
Phone Number.....3205  
Air Time.....Sunrise-sunset  
News Service.....AP  
Transcription Service.....Lang-Worth, Capitol,  
Keystone  
Membership.....NAB, BMB, FMA  
Pres., Gen.-Sta. Mgr.....Ed M. Anderson  
Commercial Manager.....L. O. Hutchins  
Sales Prom. Mgr., Prog. Dir.....Jane Smith  
Prod. Dir., Chief Announcer,  
Farm Editor.....Charles Melton  
Publicity Director.....Ed Anderson  
Musical Director.....Donald McLain  
Chief Engineer.....Merton Iwerks

## WGNC

GASTONIA—1939—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....F. C. Todd  
Bus.-Studio Address.....Natl. Bank of Commerce  
Bldg.  
Phone Number.....732  
Transmitter Location.....Dallas Rd.  
Air Time.....6 a.m.-11:15 p.m.  
News Service.....UP

Transcription Service.....Lang-Worth, Keystone  
Representative.....Continental Radio Sales  
Membership.....BMB  
President.....F. C. Todd  
General-Station Mgr.....Pat McSwain  
Comm.-Sales Prom. Mgr.....F. C. Abernethy  
Program Director.....Fred Gray  
Chief Engineer.....W. C. Groves, Jr.

## WLTC

GASTONIA—1948

Frequency: 1370 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Gastonia Bcstg. Serv. Inc.  
Bus.-Studio-Transmitter Address.....P. O. Box  
1142, Vista Drive  
Phone Number.....5-1079  
Air Time.....Daytime  
News Service.....UP  
Transcription Service.....World, Capitol  
Representative.....Thomas F. Clark  
Membership.....NAB  
Pres., Chief Engineer.....James B. Petty  
General Manager.....William E. Abernathy  
Commercial Manager.....Boyce C. Morrow  
Program-Publicity Director,  
Chief Announcer.....Harry Carroll  
Musical Director.....A. G. Phillips  
Farm Editor.....Don C. Voigt

## WGBR

GOLDSBORO—1939—TOBACCO

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Eastern Carolina Bcstg. Co.  
Business-Studio Address.....Borden Bldg.  
Phone Number.....1550-1  
Transmitter Location.....1 Mi. W. of Goldsboro,  
on Raleigh Hwy.  
Air Time.....6:30 a.m.-M.  
News Service.....AP  
Transcription Service.....World, Thesaurus  
Representative.....Walker  
Membership.....NAB, FMA  
President.....A. T. Hawkins  
Gen.-Sta.-Comm.-Sales Prom.  
Manager.....Coleman Scott  
Prog.-Prod. Director.....Vassie G. Balkcum  
Chief Engineer.....Daniel B. Trueblood

## WBIG

GREENSBORO—1926—CBS

Frequency: 1470 Kc.....Power: 5000 Watts  
Owned-Oper. By.....North Carolina Bcstg. Co.  
Business Address.....P. O. Box 1807  
Phone Number.....6125  
Studio Address.....O. Henry Hotel Bldg.  
Transmitter Location.....Battleground Blvd.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Thesaurus, World

# NORTH CAROLINA

Representative.....George P. Hollingbery  
 Membership.....NAB, BMB  
 Commercial Manager....Gilbert M. Hutchison  
 Sales Prom. Mgr.....William P. Mitchell  
 Program-Production Dir.....Al Rice  
 Publicity Director.....Aileen Gilmore  
 Chief Announcer.....Mike Brooks  
 Musical Director.....Margaret Banks  
 Chief Engineer.....Earl F. Allison  
 Farm Editor.....Bob Jones

(See Page 542)

## WCOG

**GREENSBORO—1948—ABC**

Frequency: 1320 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Inter-City Adv. Co., Inc.  
 Business-Studio Address.....314 S. Greene St.  
 Phone Number.....3-6925-6  
 Transmitter Location.....Muir's Chapel Rd.  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....INS  
 Transcription Service.....Lang-Worth  
 Representative.....Aveyr-Knodel  
 President.....George W. Dowdy  
 General Manager.....Walter H. Goan  
 Station Manager.....Gordon Anderson  
 Commercial Mgr.....Virgil E. Evans, Jr.  
 Sales Prom. Mgr., Pub. Dir.....Jeta Pace  
 Program Director.....Wally Williams  
 Production Dir.....John C. Munro  
 Musical Dir., Farm Editor.....Vic Smith  
 Chief Engineer.....A. L. Chaney, Jr.

## WGBG

**GREENSBORO—1942**

Frequency: 980 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Greensboro Bcstg. Co., Inc.  
 Business Address.....P. O. Box 2280  
 Phone Number.....3-3631  
 Studio-Transmitter Location.....Ashe St. Ext.  
 Air Time.....6 a.m.-local sunset  
 News Service.....UP  
 Transcription Service.....Capitol, Associated  
 Representative.....Burn-Smith  
 Pres., Gen.-Sta. Mgr.....Ralph M. Lambeth  
 Commercial Manager.....Earl O. Sullivan  
 Program Director.....H. Marie Craven  
 Chief Engineer.....James M. Stewart

## WGTC

**GREENVILLE—1940—TOBACCO**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Greenville Bcstg. Co.  
 Business Address.....Greenville  
 Phone Number.....3182-3  
 Studio-Transmitter Location.....Falkland  
 Highroad  
 Air Time.....6:30 a.m.-M.  
 News Service.....AP  
 Transcription Service.....World, SESAC  
 Representative.....Walker

Membership.....NAB  
 President, Gen. Mgr.....J. J. White  
 Station Manager.....Billy S. Hodges, Jr.  
 Comm.-Sales Prom. Mgr.....David W. Mosier  
 Prog.-Prod.-Pub. Director.....

Chief Announcer.....Charles H. Whedbee  
 Musical Director.....Hank Tribbley  
 Chief Engineer.....James Mayo  
 Farm Editor.....Wyatt Highsmith

## WHNC

**HENDERSON—1945—MBS-KBS**

Frequency: 890 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Henderson Radio Corp.  
 Bus.-Studio Address.....219 S. Williams St.  
 Phone Number.....736, 1446  
 Transmitter Location.....2 Mi. N. of Henderson  
 on U. S. Hwy. No. 1

Air Time.....Daytime  
 News Service.....AP  
 Transcription Service.....Thesaurus, Cole,  
 Lang-Worth, Keystone

Representative.....Homer Griffith  
 Membership.....NAB, FMA  
 President.....S. S. Stevenson  
 Gen.-Comm.-Sales Prom. Mgr.....

Publicity Director.....Nathan Frank  
 Sta. Mgr., Chief Announcer.....Charlie Tutewiler  
 Program Director.....Virginia Parham  
 Production Director.....Harry Trotman  
 Chief Engineer.....Lewis Hiland  
 Farm Editor.....Bloys Britt

## WHKP

**HENDERSONVILLE—1945—MBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Hendersonville, Inc.  
 Business Address.....P. O. Box 757  
 Phone Number.....700, 1400  
 Studio Address.....Bowen Hotel  
 Transmitter Location.....U. S. Hwy 64, E.

Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Keystone  
 Representative.....Continental Radio Sales

Membership.....NAB  
 President, General Manager.....Bob Amos  
 Commercial Manager.....W. R. Hill  
 Program Director.....Kermit Edney  
 Publicity Director.....James Odum  
 Chief Announcer.....Kermit Edney  
 Chief Engineer.....Glenn Heckart

## WHKY

**HICKORY—1939—ABC-KBS**

Frequency: 1290 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By.....The Catawba Valley Bcstg.,  
 Co., Inc.  
 Address.....13th St. Radio Bldg.

Phone Number ..... 2294-5  
 Transmitter Location... 2½ Mi. S.E. of Hickory  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service... World, Associated, KBS  
 Membership ..... NAB, BMB  
 President..... Carl V. Cline  
 Gen.-Sta. Mgr., Chief Engr.... Edmund S. Long

## WIRC

**HICKORY—1948**

Frequency: 630 Kc..... Power: 1000 Watts d.  
 Owned-Operated By... Foothills Bcstg. Co., Inc.  
 Business-Studio Address... 1423—11th Ave.  
 Phone Number ..... 2124  
 Transmitter Location..... 1 Mi. SE of city  
 Air Time ..... Daytime  
 News Service ..... AP  
 Transcription Service... Lang-Worth, Standard  
 General-Comm. Mgr.... Edmund H. Smith, Jr.  
 Prog. Dir., Asst. Mgr..... Harry E. Snook  
 Traffic Supervisor..... John Meacham  
 Chief Engineer..... Elmer H. Troutman, Jr.

## WHPE

**HIGH POINT—1947**

Frequency: 1070 Kc..... Power: 1000 Watts  
 Owned-Oper. By... High Point Enterprise, Inc.  
 Business-Studio Address... 305-307 N. Main St.  
 Phone Number ..... 3468-7  
 Transmitter Location.... Old Thomasville Rd.  
 Air Time..... Local sunrise-sunset  
 News Service ..... AP  
 Transcription Service... Associated, Standard  
 Membership ..... NAB, FMA  
 President..... R. B. Terry  
 Sec. Treas..... D. A. Rawley  
 Station-Comm. Manager..... Pat Taylor  
 Program Director..... Nick Lawrence  
 Chief Engineer..... Yancy Cecil

## WMFR

**HIGH-POINT—1935—ABC-KBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By... Radio Station WMFR, Inc.  
 Bus.-Studio-Transmitter Address... 164 S. Main St.  
 Phone Number ..... 4593  
 Air Time..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service... Lang-Worth, Capitol, Keystone  
 Representative ..... Burn-Smith  
 Membership ..... NAB, BMB  
 Pres., Gen.-Station Mgr.... Frank S. Lambeth  
 Commercial Manager..... Frank Smith  
 Program Director..... Gary Davis  
 Publicity Director..... Gerald D. Sullivan  
 Musical Director..... Wayne Morgan  
 Chief Engineer..... Robert Moore

## WJNC

**JACKSONVILLE—1945  
 MBS-TOBACCO**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By... Jacksonville Bcstg. Co., Inc.  
 Business Address..... Box "E" or Route 24  
 Phone Number ..... 707-8  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Forjoe  
 Membership ..... NAB  
 President..... Louis N. Howard  
 V.P., Gen. Mgr..... Lester L. Gould  
 Commercial Manager..... Rodric Jones  
 Prod.-Pub. Dir..... Gorton T. H. Wilbur  
 Chief Engineer..... Elmo Cronk

## WGTL

**KANNAPOLIS—1946**

Frequency: 870 Kc..... Power: 1000 Watts d.  
 Owned By..... Radio Station WGTL  
 Operated By..... Fred H. Whitley  
 Business Address ..... Kannapolis  
 Phone Number... Kannapolis 870, Concord 2154  
 Studio-Transmitter Location... Cannon Blvd.  
 Air Time ..... Sunrise-sunset  
 News Service ..... UP

*Market - Coverage - Economy*

# WGTL

*"The Friendly Station"*

**Power-full — Independent**

**1000 Watts 870 on Your Dial**

**KANNAPOLIS, N. C.**

*"A Clear Channel Station"*

**SERVING THE GREAT  
 PIEDMONT SECTION  
 of NORTH and  
 SOUTH CAROLINA**

Transcription Service... Lang-Worth, Capitol, World  
 Representative ..... Forjoe  
 Membership ..... NAB, BMB  
 President ..... Fred H. Whitley  
 General Manager ..... H. A. Seville  
 Program Director ..... Frank H. Bowers  
 Chief Engineer ..... Foy Hinson

## WFTC

**KINSTON—1937—ABC**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Jonas Weiland  
 Business-Studio Address ..... 204 E. King St.

## WKNS

**KINSTON—1947**

Frequency: 1000 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Kinston Bcstg. Co.  
 Business-Studio Address ..... Radio Bldg.  
 Phone Number ..... 4509, 4700  
 Transmitter Location ..... Richlands Hwy.  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service ..... World, Thesaurus  
 Representative ..... Joseph Hershey McGillvra  
 President ..... A. K. Barrus  
 Gen.-Station Mgr. .... James W. Campbell  
 Commercial Manager ..... Carl J. McKinney  
 Program Director ..... Leonard Loftin  
 Chief Announcer ..... Harold B. Dale  
 Chief Engineer ..... David Hardison

## WEWO

**LAURINBURG—1947**

Frequency: 1080 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Scotland Bcstg. Co.  
 Bus.-Studio Address ..... Chetwynd Hotel Bldg.  
 Phone Number ..... 770  
 Transmitter Location ..... Laurinburg-Maxton Hwy.  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service ..... World  
 Membership ..... NAB, BMB  
 President ..... Edwin Pate  
 General Mgr. .... J. R. Dalrymple, Jr.  
 Commercial Manager ..... Frank C. Cannon  
 Program Director ..... Gerald H. Sanders  
 Musical Director ..... Paul Wynne  
 Chief Engineer ..... Truman N. Brock  
 Farm Editor ..... J. R. Dalrymple, Jr.

## WLOE

**LEAKSVILLE—1946—MBS-KBS**

Frequency: 1490 Kc. .... Power: 100 Watts  
 Owned-Operated By ..... Douglas L. Craddock  
 Bus.-Studio-Transmitter Address ..... Leaksville  
 Phone Number ..... 701-2  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... World, Capitol, Keystone  
 Membership ..... NAB, BMB  
 Owner, Gen.-Sta.-Sales Prom. Manager ..... Douglas L. Craddock  
 Commercial Manager ..... William Baskerville  
 Program-Production Director, Chief Announcer ..... Kenneth Thomas  
 Publicity Director ..... Buren Rose  
 Chief Engineer ..... Eldred Winn

## WJRI

**LENOIR—1946—MBS-KBS-TOBACCO**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... John P. Rabb  
 Business-Studio Address ..... 107 West Ave.  
 Phone Number ..... 761, 899  
 Transmitter Location ..... 1/4 Mi. W. Lenoir on Hwy. 18  
 Air Time ..... Unlimited  
 News Service ..... AP, UP  
 Transcription Service ..... Lang-Worth, Standard, Keystone  
 Owner, General Manager ..... John P. Rabb  
 Station Manager ..... K. B. Rabb  
 Comm.-Sales Prom. Mgr. .... Glenn Whittier  
 Program Director ..... E. Bloker  
 Production Director ..... Wallace Hoy  
 Publicity Director ..... Clyde Laughler  
 Chief Announcer ..... A. G. Foard, Jr.  
 Musical Director ..... George Kirstein  
 Chief Engineer ..... Blaine Ruckert  
 Farm Editor ..... Max Culp

## WBUY

**LEXINGTON—1945—KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Davidson County Bcstg. Co.  
 Business Address ..... P. O. Box 359  
 Phone Number ..... 2716  
 Studio-Transmitter Location ..... Route 1  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth, World, Keystone  
 Representative ..... Continental Radio Sales  
 Membership ..... NAB  
 Partners ..... Greely N. & Omar G. Hilton  
 Station-Comm. Manager ..... C. Robert Ray  
 Program Director ..... William Bullington  
 Chief Announcer ..... Gales Atkins  
 Chief Engineer ..... Fred Honeycutt

## W T S B

### LUMBERTON—1946—MBS-KBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Robeson Bcstg. Corp.  
 Business-Studio Address . . . . . 112 W. Fifth St.  
 Phone Number . . . . . 1080-1  
 Transmitter Location . . . . . Charlotte Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard, Keystone  
 Representative . . . . . Continental Radio Sales  
 Membership . . . . . NAB  
 President . . . . . Dr. E. L. Bowman  
 General Manager . . . . . Walter James MacNeil  
 Commercial Manager . . . . . E. R. Hardin, Jr.  
 Chief Announcer . . . . . Bob Taylor  
 Chief Engineer . . . . . W. F. Rogers

## W M A P

### MONROE—1947—KBS-NO. STATE

Frequency: 1060 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Union Bcstg. Corp.  
 Business Address . . . . . P. O. Box 382  
 Phone Number . . . . . 1060  
 Studio-Transmitter Location . . . . . Camp Sutton  
 Air Time . . . . . 6:30 a.m.-5:15 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, Capitol, Keystone  
 President . . . . . J. Ray Shute  
 Station Manager . . . . . Bill Sandefur  
 Comm.-Sales Prom. Mgr. . . . . D. E. Marable  
 Program Director . . . . . R. W. Furman  
 Chief Announcer . . . . . Archie Laney  
 Musical Director . . . . . Marie Baucom  
 Chief Engineer . . . . . M. L. Covington  
 Farm Editor . . . . . W. W. Johnston

## W M B L

### MOREHEAD CITY—1947

Frequency: 740 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Carteret Bcstg. Co., Inc.  
 Business Address . . . . . P. O. Box 740  
 Phone Number . . . . . 9740  
 Studio-Transmitter Location . . . . . Morehead City  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Standard  
 Representative . . . . . Joseph Hershey McGillvra  
 Membership . . . . . NAB, BMB  
 Pres., Gen.-Sta. Mgr.,  
 Production Dir. . . . . Grover C. Munden  
 Commercial Manager . . . . . Charles H. Markey  
 Sales Prom. Mgr. . . . . J. Q. Wallace  
 Prog. Dir., Chief Engineer . . . . . Ray Cummins  
 Publicity Director . . . . . Earl Lewis  
 Chief Announcer, Musical Dir. . . . . Clint Long

## W M N C

### MORGANTON—1947—MBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Nathan J. Cooper  
 Bus.-Studio-Transmitter Address . . . . . Box 805  
 Phone Number . . . . . 1100  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 President, Gen.-Station Manager,  
 Program Director . . . . . Nathan J. Cooper  
 Commercial Manager . . . . . Thomas N. Cooper  
 Chief Announcer . . . . . Jock McKee  
 Chief Engineer . . . . . Frank Ballew

## W P A Q

### MT. AIRY—1948—TAR HEEL

Frequency: 740 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Ralph D. Epperson  
 Bus.-Studio-Transmitter Address . . . . . Mt. Airy  
 Phone Number . . . . . 682  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Thomas F. Clark  
 Membership . . . . . NAB  
 Pres., Gen.-Station Manager,  
 Chief Engineer . . . . . Ralph D. Epperson  
 Comm. Mgr., Prog. Dir. . . . . Claude White  
 Sales Prom. Mgr. . . . . H. A. Epperson  
 Chief Announcer . . . . . Claude White  
 Musical Director . . . . . Tom Stewart  
 Farm Editor . . . . . Neil Smith

## W H I T

### NEW BERN—1942—MBS-TOBACCO

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . The Coastal Bcstg. Co., Inc.  
 Bus.-Studio-Transmitter Address . . . . . Trent Blvd.  
 Phone Number . . . . . 4450, 4024  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Walker  
 Membership . . . . . NAB  
 Pres., Gen.-Sta.-Comm. Mgr.,  
 Program Director . . . . . Louis N. Howard  
 Sales Prom. Mgr., Production Director,  
 Chief Announcer . . . . . Bruce Lee  
 Publicity Director . . . . . Jacquelyn Melton  
 Musical Director . . . . . Samford Marshall  
 Chief Engineer . . . . . Billy Haire  
 Farm Editor . . . . . Paul M. Cox

## W N N C

### NEWTON—1948—MBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Newton Conover Bcstg. Co.

## NORTH CAROLINA

Business Address.....Box 606  
 Phone Number.....930  
 Studio-Transmitter Location.....West A. St., Ext.  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Continental Radio Sales  
 Membership.....NAB  
 General Manager.....Charles Turner  
 Sta. Mgr., Prog. Dir.....Earl Holder  
 Comm.-Sales Prom. Mgr.....Eugene Henry  
 Production Director.....Bill Taylor  
 Chief Announcer,  
 Farm Editor.....Harvey Laughter  
 Chief Engineer.....Dennis Long

### WKBC

NORTH WILKESBORO—1947

Frequency: 810 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Wilkes Bcstg. Co.  
 Business-Studio Address.....Radio Bldg.  
 Phone Number.....810, 833  
 Transmitter Location.....RFD No. 2  
 Air Time.....Sunrise-sunset  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NAB, BMB  
 Pres., General-Station Manager,  
 Publicity Director.....Doris B. Brown  
 Comm.-Sales Prom. Mgr.....Roland B. Potter  
 Prog.-Prod. Dir., Farm Editor, John T. Cashion  
 Chief Engineer.....Robert Harvey

### WNAO

RALEIGH—1948—ABC

Frequency: 850 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....The News and Observer  
 Publishing Co.  
 Business-Studio Address.....219 S. McDowell St.  
 Phone Number.....2-0321  
 Transmitter Location.....Asbury  
 Air Time.....5:30 a.m.-12:05 a.m.  
 News Service.....UP  
 Transcription Service.....Standard, Thesaurus  
 Representative.....Avery-Knodel  
 Membership.....NAB, BMB, FMA  
 President.....Josephus Daniels, Jr.  
 Station Manager.....Dudley Tichenor  
 Program Director.....Robert C. Hitchens  
 Publicity Director.....Mary Ann Dixon  
 Musical Director.....Jill Allen  
 Chief Engineer.....Bascom E. Porter  
 Farm Editor.....Clay Williams

### WPTF

RALEIGH—1924—NBC

Frequency: 680 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....WPTF Radio Co.

Business-Studio Address.....Insurance Bldg.  
 Phone Number.....8311  
 Transmitter Location.....Cary  
 Air Time.....5:30 a.m.-12:05 a.m.  
 News Service.....AP, UP  
 Transcription Service.....Associated  
 Representative.....Free & Peters  
 Membership.....NAB, BMB, FMA  
 President.....J. R. Weatherspoon  
 General Manager.....Richard H. Mason  
 Sales Manager.....O. L. Carpenter  
 Program Manager.....Graham B. Poyner  
 Dir. of Adv. & Prom.....R. W. Youngsteadt  
 Chief Engineer.....Henry Hulick, Jr.

### WRAL

RALEIGH—1939—MBS-TOBACCO

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Capitol Bcstg. Co., Inc.  
 Bus.-Studio Address.....130 S. Salisbury St.  
 Phone Number.....6411  
 Transmitter Location.....Bart St.  
 Air Time.....6:30 a.m.-11:15 p.m.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Weed  
 Membership.....NAB, BMB  
 President.....A. J. Fletcher  
 Gen.-Station-Comm. Mgr.....Fred Fletcher  
 Program Director.....Jesse Helms  
 Chief Engineer.....Virgil D. Duncan

### WFRC

REIDSVILLE—1947—KBS

Frequency: 1600 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Piedmont Carolina Bcstg.  
 Co., Inc.  
 Bus.-Studio Address.....116 Gilmer St.  
 Phone Number.....1573-4  
 Transmitter Location.....Wentworth Rd.  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....World, Associated,  
 Keystone  
 Membership.....NAB  
 President.....H. T. Williams  
 General-Station Manager.....Steve Woodson  
 Comm.-Sales Prom. Mgr.....D. M. Snodderly  
 Prog. Dir., Chief Announcer.....Forrest Bedell  
 Prod.-Musical Dir.....Paul Montgomery  
 Pub. Dir., Farm Editor.....Tiny Turner  
 Chief Engineer.....L. H. Alexander

### WCBT

ROANOKE RAPIDS—1940—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned By.....WCBT, Inc.  
 Operated By.....S. E. Crew  
 Bus.-Studio Address.....251 Roanoke Ave.

. . . **NORTH CAROLINA** . . .

Phone Number . . . . . R-8551-61  
 Transmitter Location . . . . . E. Tenth St., Ext.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, Keystone  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NAB, BMB  
 Pres., Gen.-Sta. Mgr. . . . . S. E. Crew  
 Comm.-Sales Prom. Mgr. . . . . A. L. Drew  
 Prog.-Prod.-Pub. Dir. . . . . Ken Johnson  
 Chief Announcer . . . . . Jim Ferguson  
 Musical Director . . . . . Mabel Wilson  
 Chief Engineer . . . . . C. W. Meares  
 Farm Editor . . . . . Jim Mulqueeny

**WAYN**

**ROCKINGHAM—1946**

Frequency: 900 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Wayne M. Nelson  
 Business-Studio Address . . . . . Rockingham  
 Phone Number . . . . . 611  
 Owner, General Mgr. . . . . Wayne M. Nelson

**WCEC**

**ROCKY MOUNT—1947—KBS**

Frequency: 810 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Josh L. Horne  
 Bus.-Studio Address . . . . . 115 N. Church St.  
 Phone Number . . . . . 2880  
 Transmitter Location . . . . . Hwy. 95  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated, Capitol,  
 Keystone  
 Representative . . . . . McGeehan & O'Mara  
 Membership . . . . . NAB, FMA  
 Owner . . . . . Josh L. Horne  
 Manager . . . . . Mel Warner  
 Commercial Manager . . . . . Ray Thompson  
 Program Director . . . . . Ray Wilkinson  
 Chief Announcer . . . . . Dick Bradshaw  
 Musical Director . . . . . Lorraine Pritchard  
 Chief Engineer . . . . . Harold Aycock  
 Farm Editor . . . . . Bill Armstrong

**WEED**

**ROCKY MOUNT—1933—ABC**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . W. A. Wynne  
 Business Address . . . . . Box 752  
 Phone Number . . . . . 1420  
 Studio-Transmitter Location . . . . . Rocky Mount  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Membership . . . . . NAB, BMB  
 Gen.-Sta. Mgr., Chief Engineer . . . . . W. A. Wynne  
 Commercial Manager . . . . . Jack Cummings  
 Program Director . . . . . Tommy Snowden

**WSAT**

**SALISBURY—1948**

Frequency: 1280 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Mid-Carolina Bcstg. Co.  
 Address . . . . . Wilkesboro Rd.  
 Phone Number . . . . . 276  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 President . . . . . Charles H. Wentz  
 Gen.-Comm. Manager . . . . . John Smith  
 Program Director . . . . . W. F. Fleming  
 Chief Engineer . . . . . Elbert Sheaman

**WSTP**

**SALISBURY—1939—MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Piedmont Bcstg. Corp.  
 Bus.-Studio Address . . . . . State Theatre Bldg.  
 Phone Number . . . . . 2121  
 Transmitter Location . . . . . Statesville Rd.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NAB  
 Pres., Gen. Mgr. . . . . Bryce P. Beard, Sr.  
 Sta. Mgr., Prog.-Prod. Dir. . . . . Russell McIntire  
 Comm. Mgr. . . . . Katherine F. Murphy  
 Sales Prom. Mgr., Pub. Dir. . . . . Alex P. Beard  
 Chief Announcer . . . . . Bill Brown  
 Musical Director . . . . . Rebecca Duffell  
 Chief Engineer . . . . . Carl B. Watson  
 Farm Editor . . . . . Harry Yarsons

**WWGP**

**SANFORD—1946**

Frequency: 1050 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Lee Bcstg. Corp.  
 Bus.-Studio Address . . . . . Rodio Bldg., Steele St.  
 Phone Number . . . . . 860  
 Transmitter Location . . . . . Tramway  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Capitol  
 Pres., Gen.-Station Mgr. . . . . Waldo W. Primm  
 Program Director . . . . . Gerald E. Bowman  
 Chief Engineer . . . . . Carey H. Olive

**WOHS**

**SHELBY—1946—MBS**

Frequency: 730 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Western Carolina Radio  
 Corp.  
 Business Address . . . . . Shelby  
 Phone Number . . . . . 340  
 Studio-Transmitter Location . . . . . Hwy. No. 74, W,  
 at city line  
 Air Time . . . . . Daytime  
 News Service . . . . . AP

# NORTH CAROLINA

Transcription Service ..... Associated  
Membership ..... NAB  
President ..... Lee B. Weathers  
Gen. Mgr., Chief Engineer... Robert M. Wallace

## WEEB

SOUTHERN PINES--1947  
MBS-TAR HEEL

Frequency: 1360 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By... The Sand Hill Community  
Bcstrs., Inc.  
Business Address ..... Drawer 1140  
Phone Number ..... 6191  
Studio-Transmitter Location ..... U. S. Hwy.,  
No. 1, S.  
Air Time ..... Daytime  
News Service ..... AP  
Representative ..... For Joe  
Membership ..... NAB  
Pres., Gen.-Sta. Mgr. .... Jack S. Younts  
Comm.-Sales Prom. Mgr. .... Page Shamburger  
Prog.-Musical Dir. .... Elizabeth M. Younts  
Prod. Dir., Chief Announcer... Edward Cox, Jr.  
Chief Engineer ..... Peter Koppels

## WSTS

SOUTHERN PINES—1947—KBS

Frequency: 890 Kc. .... Power: 250 Watts d.  
Owned-Oper. By ..... Sandhills Bcstg. Corp.  
Bus.-Studio Address ..... 115 E. Broad St.  
Phone Number ..... 5451  
Transmitter Location ..... Southern Pines  
Air Time ..... Daytime  
News Service ..... UP  
Transcription Service ..... Standard, Keystone  
Representative ..... Thomas F. Clark  
Membership ..... NAB  
President ..... Frank L. Baber  
Director of Operations ..... J. C. Cole  
Chief Announcer ..... C. Willis Hogan  
Chief Engineer ..... Howard S. Caldwell

## WSIC

STATESVILLE—1946—MBS

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By ... Statesville Bcstg. Co., Inc.  
Bus.-Studio Address... Radio Rd., P. O. Box 1189  
Phone Number ..... 1000  
Transmitter Location ..... Radio Rd.  
Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service ..... World  
Representative ..... Continental Radio Sales  
Membership ..... NAB  
President ..... Dr. James W. Davis

General-Station Manager ..... Harry Gatton  
Comm.-Sales Prom. Mgr. .... J. Frank Haithcox  
Prog.-Prod. Dir., Chief Announcer,  
Musical Director ..... Albert Watson  
Publicity Director ..... Frances Earle  
Chief Engineer ..... T. K. Abernethy  
Farm Editor ..... Paul Dearman

## WCPS

TARBORO—1946

Frequency: 760 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ... Coastal Plains Bcstg. Co.,  
Inc.  
Bus.-Studio Address ... Edgecombe Bank Bldg.  
Phone Number ..... 643, 946  
Transmitter Location ... Hwy. 64, Bet. Rocky  
Mound & Tarboro  
Air Time ..... Daytime  
News Service ..... AP  
Transcription Service ... Long-Worth, Capital  
Membership ..... NAB, BMB, FMA  
Gen. Mgr., Pub. Dir. .... John C. Hanner  
Comm.-Sales Prom. Mgr. .... J. Porter McNair  
Prog.-Prod. Dir., Farm Editor... Welcome Stanton  
Chief Announcer ..... Eck Wall  
Musical Director ..... Edna Vann Lewis  
Chief Engineer ..... Charles D. Chandler

## WTNC

THOMASVILLE—1947

Frequency: 790 Kc. .... Power: 1000 Watts d.  
Owned By ..... The Thomasville Bcstg. Co.  
Business Address ..... Thomasville  
Phone Number ..... 902  
Air Time ..... Daytime  
News Service ..... AP  
Transcription Service ..... World  
Membership ..... NAB  
President ..... George W. Lyles  
Station Manager ..... Harold Harrison  
Chief Engineer ..... L. M. Sugg

## WADE

WADESBORO—1947

Frequency: 1210 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ... Anson Radio & Bcstg. Co.  
Bus.-Studio Address ..... Lyon Bldg.  
Phone Number ..... 427, 620  
Transmitter Location ..... Morven Rd.  
Air Time ..... Local sunrise-sunset  
News Service ..... UP  
Transcription Service ..... Thesaurus  
Membership ..... NAB  
President ..... R. P. Lyon  
Station Manager ..... Jack P. Hankins  
Commercial Manager ..... James Ward  
Program Director ..... Willard P. Billingsley  
Chief Engineer ..... Cecil Sills  
Farm Editor ..... Walter Mitchell



**W H E D**

**WASHINGTON—1948**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Beaufort Bcstg. Co.  
 Bus. Studio Address: Guarantee Bank Trust Bldg.  
 Phone Number: 278  
 News Service: UP  
 Transcription Service: Lang-Worth, SESAC  
 Representative: Continental  
 President: Lee Wynee  
 Gen.-Comm. Mgr., Prog. Dir.: R. B. Armstrong  
 Promotion Manager: C. B. Armstrong  
 Chief Engineer: Richard Tripp

**W R R F**

**WASHINGTON—1942—ABC**

Frequency: 930 Kc. Power: 5000 Watts d.  
 Owned-Oper. By: Tar Heel Bcstg. System, Inc.  
 Bus. Studio Address: Bank of Washington Bldg.  
 Phone Number: 403, 1515  
 Transmitter Location: 1½ Mi. S. of city on Hwy. 17  
 Air Time: 5:30 a.m.-sunset  
 News Service: AP  
 Transcription Service: World  
 Representative: Forjoe  
 Membership: NAB, BMB  
 President: W. R. Roberson, Sr.  
 Vice Pres.: W. R. Roberson, Jr.  
 Gen.-Comm. Manager: T. H. Patterson  
 Sales Prom. Mgr., Pub. Dir.: Merrill Daniels  
 Program-Production Dir.: Don Pierce  
 Musical Director: Vernon Carter  
 Farm Editor: Charlie Yates

**W H C C**

**WAYNESVILLE—1947**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Smoky Mountain Bcstg.  
 Business Address: Main St.  
 Phone Number: 680  
 News Service: UP  
 Transcription Service: Lang-Worth  
 President: W. Curtis Russ  
 Gen. Mgr., Prog. Dir.: Frank R. Knutti  
 Chief Engineer: Frank Wilbur

**W E N C**

**WHITEVILLE—1946—MBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Whiteville Bcstg. Co., Inc.  
 Business-Studio Address: P. O. Box 508  
 Phone Number: 120  
 Transmitter Location: 1 Mi. from Bus. District  
 Air Time: 6 a.m.-11 p.m.  
 News Service: AP

Transcription Service: Standard  
 Membership: NAB  
 General Manager: Ward A. Coleman  
 Promotion Manager: M. C. Forsyth  
 Commercial Manager: Allen Shohat  
 Prog. Dir., Prod. Mgr.: Jerry Honeycutt  
 Chief Announcer: Bill Willis  
 Chief Engineer: Ed Keith

**W G N I**

**WILMINGTON—1946—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: New Hanover Bcstg. Corp.  
 Business Address: P. O. Box 869  
 Phone Number: 2-2421, 2-2493  
 Studio-Transmitter Location: Eagle Island at Cape Fear River Bridge  
 Air Time: 6:30 a.m.-M.  
 News Service: UP  
 Transcription Service: Standard  
 Representative: Joseph Hershey McGillvra  
 President: J. S. Brody  
 Station Manager: Allen B. Jones  
 Commercial Mgr.: Tommy Thompson  
 Program Director: Paul Parker  
 Chief Engineer: A. J. Gulino

**W M F D**

**WILMINGTON—1935—ABC**

Frequency: 630 Kc. Power: 1000 Watts  
 Owned By: Radio Station WMFD  
 Operated By: R. A. Dunlea  
 Business Address: P. O. Box 696  
 Phone Number: 4840  
 Studio Address: Castle Hayne Rd.  
 Transmitter Location: Brunswick County  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: World  
 Representative: Burn-Smith  
 Membership: NAB, BMB  
 General-Station Mgr.: R. A. Dunlea  
 Comm.-Sales Prom. Mgr.: C. O'Shields  
 Program Director: Bruce Buchanan  
 Prod.-Pub. Director: R. A. Dunlea, Jr.  
 Chief Announcer: Bill Guerrin  
 Chief Engineer: E. I. Herring

**W V O T**

**WILSON—1948**

Frequency: 1420 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Wilson Radio Co.  
 Address: Hwy. 301 N.  
 Phone Number: 5157  
 News Service: AP  
 Transcription Service: Capitol  
 Partners: W. T. William, H. W. Anderson, C. E. Leeper, N. V. Pieler  
 General Manager: W. T. William

Commercial Manager..... R. R. Brunson  
 Program Director..... Joel Lawhon  
 Chief Engineer..... N. V. Pieler

## W G T M

**WILSON—1937—MBS**

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Oper. By..... Watson Industries, Inc.  
 Bus.-Studio Address..... Herring Ave. Ext.  
 Phone Number..... 2188-9  
 Transmitter Location..... Rock Ridge  
 Air Time..... 5 a.m.-2 a.m.  
 News Service..... UP  
 Transcription Service..... World, Thesaurus  
 Representative..... Weed  
 Membership..... NAB, BMB, FMA  
 President..... Penn Thomas Watson  
 General-Station Mgr..... Allen Wannamaker  
 Comm.-Sales Prom. Mgr..... Harry Severance  
 Program Director..... Clint Fatis  
 Production Director..... Charlie Slate  
 Publicity Director..... Harriet P. Fulghum  
 Chief Announcer..... Bill Jackson  
 Musical Director..... Jack Townsend  
 Chief Engineer..... W. H. Malone  
 Farm Editor..... Clait Shadwell

## W A I R

**WINSTON-SALEM—1937—ABC**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By..... WAIR Bcstg. Co.  
 Business-Studio Address..... Pepper Bldg.  
 Phone Number..... 2-1133  
 Transmitter Location..... S. Stratford Rd.  
 Air Time..... 5:30 a.m.-12:15 a.m.  
 News Service..... AP  
 Transcription Service..... World, Lang-Worth,  
 Cole  
 Representative..... Avery-Knodel  
 Membership..... NAB, BMB, FMA  
 General-Station Mgr..... George D. Walker  
 Commercial Manager..... C. G. Hill  
 Sales Prom. Manager..... Bernice Estep  
 Prog.-Prod. Director..... Doris Pardington  
 Publicity Director..... Nell Messick  
 Musical Director..... Frances Denny  
 Chief Engineer..... Lee King

## W S J S

**WINSTON-SALEM—1930—NBC**

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Oper. By..... Piedmont Publishing Co.  
 Bus.-Studio Address..... 419-21 N. Spruce St.  
 Phone Number..... 2-4141  
 Transmitter Location..... R.F.D. No. 1, Old Town  
 Air Time..... Unlimited  
 News Service..... UP  
 Transcription Service..... Associated, Standard  
 Representative..... Headley-Reed  
 Membership..... NAB, BMB, FMA  
 President..... Gordon Gray  
 V.P., Managing Dir..... Harold Essex  
 Sales Manager..... Harry B. Shaw  
 Program Manager..... Robert Estes  
 Production Director..... John Connas  
 Publicity Director..... Robert B. Wilson  
 Musical Director..... B. C. Dunford, Jr.  
 Dir. of Engineering..... Phil Hedrick  
 Farm Service Dir..... Harvey Dinkins

**The KING SIZE Voice of Tobaccoland**

**A MARKET OF \$566,898,000\***

**WGTM's primary**  
 area includes:  
 1,125,000 population

**WGTM's primary**  
 area includes:  
 150,000 radio families

**Allen Wannamaker**  
*General Manager*

**National Representative**  
**Joe Weed & Co.**

**5000 Watts**      **590 KC**  
 FULL TIME

**MUTUAL BROADCASTING SYSTEM**  
 (EXCLUSIVE IN THIS AREA)



## W T O B

**WINSTON-SALEM—1947—MBS**

Frequency: 710 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..... Winston-Salem Bcstg. Co.  
 Phone Number..... 7145  
 Studio Address..... 826 W. Fourth St.  
 Transmitter Location..... Konnoak Dr.  
 Air Time..... Sunrise-sunset  
 News Service..... AP  
 Transcription Service..... Thesaurus  
 Representative..... Taylor-Borroff  
 Membership..... NAB  
 President..... James W. Coan  
 Gen.-Sta.-Comm. Mgr..... John G. Johnson  
 Prog. Dir., Chief Announcer..... Louis T. Marsh  
 Production Dir..... Elizabeth Trotman  
 Musical Director..... Russ Rorndon  
 Chief Engineer..... L. C. Davis

# NORTH DAKOTA

Estimated Population 3,715,000—Increase +4.0%—Radio Homes 749,300  
Total Families 860,200—Stations in State 13

## KFYR

BISMARCK—1925  
NBC-NORTHWEST

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Operated By Meyer Bcstg. Co.  
Bus.-Studio Address 320 Broadway  
Phone Number 468  
Transmitter Location Menoken  
News Service UP  
Transcription Service Thesaurus  
Representative John Blair  
Membership NAB, BMB  
President, General Manager P. J. Meyer  
Station Manager F. E. Fitzsimonds  
Comm.-Sales Prom. Mgr. R. W. MacLeod  
Prog.-Pub. Dir. Cal Culver  
Production Director Charles Schoregge  
Musical Director Don McLean  
Chief Engineer Ivar Nelson

## KDLR

DEVILS LAKE—1925  
MBS-GREAT NORTHERN

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By KDLR, Inc.  
Business-Studio Address 1025 3rd St.  
Phone Number 1090  
Transmitter Location E. end Fourth St.  
Air Time 6:30 a.m.-11 p.m.  
News Service UP  
Transcription Service World, SESAC  
Membership BMB  
Pres., Gen.-Sta.-Comm. Mgr. Bert Wick  
Sales Prom. Mgr. Norman Buckner  
Program Director Wilbur Clemenson  
Chief Engineer Richard Moritz

## KDIX

DICKINSON—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Dickinson Radio Assn.  
Bus.-Studio Address 28 First Ave. W.  
Phone Number 348  
Transmitter Location 1 Mi. N. of Dickinson  
on Hwy. No. 22 & ¼ Mi. E.  
Air Time 6 a.m.-M.  
News Service AP  
Transcription Service Standard, Keystone  
Membership NAB  
President Dr. P. J. Weir  
Gen.-Sta. Mgr., Pub. Dir. Orville F. Burda  
Commercial Manager E. A. Spear  
Sales Prom. Manager Douglas Anderson  
Prog.-Prod. Director George L. Brooks  
Musical Director George Brooks  
Chief Engineer Quentin Prochaska  
Farm Editor Earl Mann

## KFGO

FARGO—1948—ABC

Frequency: 790 Kc. Power: 5000 Watts  
Owned-Oper. By Northern States Bcstg. Co.  
Business-Studio Address KFGO Bldg.  
Phone Number Fargo 2-3-291  
Transmitter Location Wild Rice  
News Service AP  
Transcription Service Standard, SESAC  
Representative Paul H. Raymer  
Membership NAB  
President W. R. Haggart  
Gen.-Sta.-Comm.-Sales Prom. Mgr.  
Pub. Dir. Charles G. Burke  
Prog.-Prod. Dir. David B. Henley  
Chief Engineer Olaf Gabrielson  
Farm Editor Dick Sundquist

## KVNJ

FARGO—1948

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Oper. By Northwest Bcstg. Co.  
Business-Studio Address 217½ Broadway  
Phone Number 2-3201  
News Service UP  
Transcription Service World, Associated  
Pres., General Mgr. John Nystul  
Program Director G. L. Schoberg  
Chief Engineer Harry Vose

## WDAY

FARGO—1922—NBC-NORTHWEST

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Operated By WDAY, Inc.  
Business-Studio Address Black Bldg.  
Phone Number 5357  
Transmitter Location W. Fargo  
News Service AP, UP  
Transcription Service Thesaurus  
Representative Free & Peters  
Membership NAB, BMB  
President, Gen. Mgr. E. C. Reineke  
Station Manager Jack Dunn  
Sales Manager Tom Barnes  
Sales Promotion Manager Roy Pederson  
Program Manager Ken Kennedy  
Production Manager Maurie Waller  
Musical Director Don Auman  
Chief Engineer Juline Savold

## KILO

GRAND FORKS—1941—CBS

Frequency: 1440 Kc. Power: 1000 Watts d.:  
500 Watts n.  
Owned-Oper. By Grand Forks Herald, Inc.  
Bus.-Studio Address First Natl. Bank Bldg.



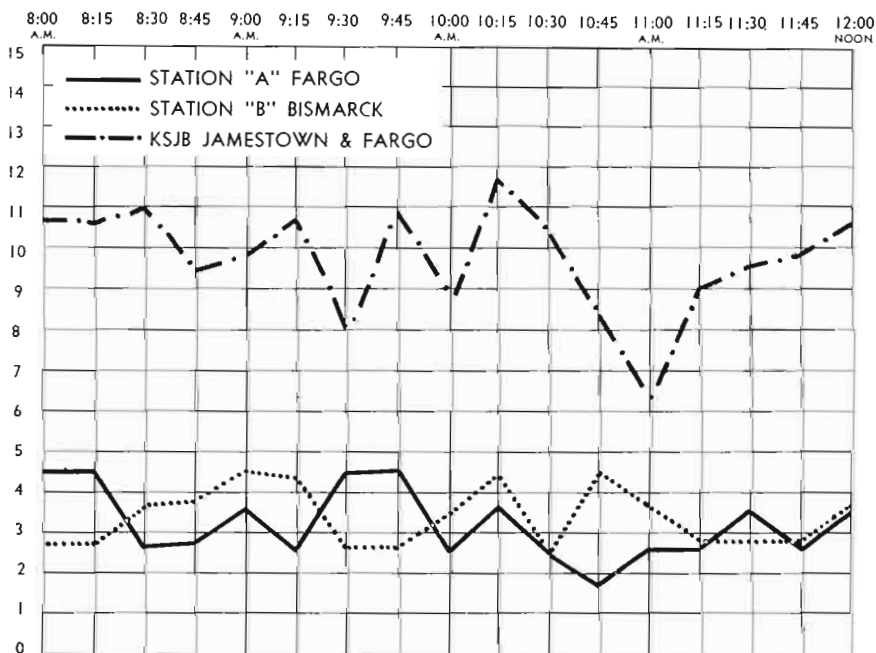
Post war radio has seen many listener trends. A good example of this is the recent survey made in the North Dakota market. Station KSJB (Columbia) now leads all others two to one. But why?

There are two reasons. The first is programming. KSJB takes full advantage of Columbia's shows. And, every local show is produced to "build" to the network.

The second reason is power. With 5000 Watts at 600 KC, KSJB can be heard throughout "a tri-state" market.

These are the reasons . . . people can hear KSJB . . . and they like what they hear.

## CBS Leads in North Dakota with KSJB



This survey was based on 1780 calls made in seven key North Dakota counties. For more complete details see your Geo. Hollingbery representative. He has the latest availabilities.

**KSJB with Studios in Fargo and Jamestown, North Dakota**

# NORTH DAKOTA

Phone Number ..... 1200  
 Transmitter Location... Univ. of N. Dak. Campus  
 News Service ..... UP  
 Representative ..... Avery-Knodel  
 Membership ..... NAB, BMB  
 President..... M. M. Oppegard  
 Mgr., Prog. Dir..... Ralph D. Herbert  
 Office Manager..... Dorothy A. Kirk  
 Musical Director..... Gary Fox  
 Chief Engineer..... Arnold F. Petrich

News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Walker  
 Membership ..... BMB  
 President..... W. S. Russell  
 Gen.-Sta.-Comm. Mgr..... M. J. Reichert  
 Sales Manager..... Harry McKee  
 Traffic-Production Director..... Mert Bushee  
 Musical Director..... James Sutherland  
 Chief Engineer..... Roy Barnett

## KNOX

**GRAND FORKS—1947**  
**MBS-GREAT NORTHERN**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned By..... Community Radio Corp.  
 Business Address..... P. O. Box 1110  
 Phone Number..... 3499, 3500  
 Studio-Transmitter Location... Hway. No. 81  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Walker  
 Membership ..... NAB  
 President..... Carroll E. Day  
 General-Station Mgr..... Ralph B. Maxwell  
 Comm. Manager..... Robert C. Lukkason  
 Prog.-Prod. Dir..... Charles E. Gustafson  
 Chief Engineer..... Patrick J. Murphy

## KSJB

**JAMESTOWN—1937—CBS**

Frequency: 600 Kc..... Power: 5000 Watts  
 Owned-Oper. By... Jamestown Bcstg. Co., Inc.  
 Bus. Studio Address... 429 SW 2nd St., Jamestown; 54½ Broadway, Fargo  
 Phone Number... Jamestown 1600, Fargo 5430  
 Transmitter..... Hway. 281, 6 Mi. S. of city  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative..... George P. Hollingbery  
 Membership ..... BMB  
 President..... John W. Boler  
 Secretary..... Donn C. Clayton  
 Gen.-Sta.-Comm. Mgr..... Paul R. Heitmeyer  
 Sales Prom. Mgr..... G. H. McKinnon  
 Publicity Director..... Ruth Johnson  
 Chief Announcer..... Don Kingsley  
 Chief Engineer..... Robert E. Ridgway  
 Farm Editor..... Chester Graham

## KGCU

**MANDAN—1925**  
**MBS-GREAT NORTHERN**

Frequency: 1270 Kc.... Power: 1000 Watts d.;  
 250 Watts n.  
 Owned-Oper. By... Mandan Radio Assn., Inc.  
 Bus. Studio Address... 200 3rd Ave. N.W.  
 Phone Number... (Office) 561, (Transmitter) 3660  
 Transmitter Location... 2½ Mi. SE of Mandan  
 on Hway. 10

## KLPM

**MINOT—1929**  
**MBS-GREAT NORTHERN**

Frequency: 1390 Kc.... Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By..... Minot Bcstg. Co.  
 Business-Studio Address..... Fair Block  
 Phone Number ..... 41-146  
 Transmitter Location..... 2 Mi. E. of Minot on  
 Hway. 52  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Walker  
 Membership ..... BMB  
 General Manager..... John B. Cooley  
 Sta. Mgr., Chief Engineer..... C. W. Baker  
 Commercial Manager..... E. H. Cooley  
 Sales Prom. Mgr., Pub. Dir... Leslie E. Maupin  
 Prog.-Prod. Dir..... James J. Hautman  
 Farm Editor..... Ethel H. Cooley

## KOV C

**VALLEY CITY—1936**  
**MBS-KBS-GREAT NORTHERN**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... KOVC, Inc.  
 Business-Studio Address..... 312 Fifth Ave.  
 Phone Number ..... 408-W  
 Transmitter Location..... S.W. of town  
 News Service ..... UP  
 Transcription Service ..... Keystone  
 Membership ..... BMB  
 Pres., Gen.-Comm. Mgr..... Robert E. Ingstad  
 Sales Prom. Manager..... Wayne King  
 Program Director..... Robert Neilson  
 Chief Engineer..... Charles Siostrom

## KWBM

**WILLISTON—1947**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Williston Bcstg. Co.  
 Phone Number ..... 1450  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Hal Holman  
 President..... James D. Mortwedt  
 General Manager..... A. L. Hellebust  
 Commercial Manager..... William Brady  
 Program Director..... Ray Kapp  
 Chief Engineer..... George A. Howard

*"One of America's Oldest Stations"*

**FIRST!**

**In Akron, Ohio**

**BASIC**

**CBS**

**NETWORK**

**24 YEARS**

**5000 WATTS**

*Owner-Operator*  
**ALLEN T. SIMMONS**

*National Representative*  
**GEORGE P. HOLLINGBERY CO.**

*"With Over 2,000,000 Friends"*

# OHIO

Estimated Population 7,799,000—Increase +12.9%—Radio Homes 2,180,600  
Total Families 2,239,300—Stations in State 54

## W A D C

AKRON—1925—CBS

Frequency: 1350 Kc. Power: 5000 Watts  
Owned-Operated By: Allen T. Simmons  
Bus.-Studio Address: WADC Bldg., corner  
Main & Mill Sts.  
Phone Number: Jefferson 6165  
Transmitter Location: Route 8, Akron-  
Cleveland Rd.  
Air Time: 5:55 a.m.-1:05 a.m.  
News Service: Transradio, UP  
Transcription Service: Lang-Worth, Standard,  
World  
Representative: George P. Hollingbery  
Membership: BMB  
Owner-Manager: Allen T. Simmons  
Assistant Manager: Robert B. Wilson  
Commercial Manager: Fred C. Bock  
Sales Prom. Mgr., Pub. Dir.: Secest Williams  
Program Director: Harold H. Hageman  
Production Director: Doc Williams  
Musical Director: William E. Beers  
Chief Engineer: John L. Wildermuth  
Farm Editor: Harold Hageman

## W A K R

AKRON—1940—ABC

Frequency: 1590 Kc. Power: 5000 Watts  
Owned By: Summit Radio Corp.  
Operated By: WAKR  
Bus.-Studio Address: First Natl. Tower  
Phone Number: HEmlock 6151  
Transmitter Location: 739 Swartz Rd.  
Air Time: Unlimited  
News Service: AP, UP  
Transcription Service: Associated, Capitol  
Representative: Weed  
Membership: NAB, BMB  
President, Gen. Mgr.: S. Bernard Berk  
Asst. General Manager: Viola G. Berk  
Station Manager: Roger G. Berk  
Comm.-Sales Prom. Mgr.: Kenneth M. Keegan  
Program Director: Edward N. Palen  
Production-Publicity Dir.: Eccles Huff  
Musical Director: Alan Freed  
Chief Engineer: Irwin L. Knopp

## W H K K

AKRON—1945—MBS

Frequency: 640 Kc. Power: 1000 Watts d.  
Owned By: Forest City Publishing Co.  
Operated By: United Bcstg. Co.  
Business-Studio Address: 51 W. State St.  
Phone Number: Bl. 7101  
Transmitter Location: Akron Peninsula Rd.  
Air Time: Daytime  
News Service: AP

Transcription Service: Thesaurus, Standard  
Representative: Paul H. Raymer  
Membership: NAB  
President: S. E. Graham  
General-Station Mgr.: R. W. Richmond  
Comm.-Sales Manager: Cecil Green  
Program-Production Dir.: Lew Henry  
Publicity Director: George W. Mamas  
Musical Director: Bruce Blake  
Chief Engineer: Jim Hill  
Farm Editor: Cliff Rodgers

## W I C A

ASHTABULA—1937

Frequency: 970 Kc. Power: 1000 Watts d.  
Owned-Operated By: WICA, Inc.  
Business-Studio Address: 221 Center St.  
Phone Number: 26-221, 27-181  
Transmitter Location: Ashtabula-Jefferson Rd.  
Air Time: 6 a.m.-local sunset  
News Service: UP  
Transcription Service: Lang-Worth  
Membership: BMB  
President: R. B. Rowley  
Station Manager: W. W. Walrath  
Commercial Manager: D. W. Fassett  
Program Director: R. W. Miner  
Musical Director: Mary Pavolino  
Chief Engineer: T. F. Searl  
Farm Editor: John Strasen

## W T R F

BELLAIRE—1947—MBS

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned By: The Tri-City Bcstg. Co.  
Bus.-Studio-Transmitter Address: The Skyline  
Phone Number: 1515  
Air Time: 6 a.m.-local sunset  
News Service: AP  
Transcription Service: World, SESAC  
Representative: Walker  
Membership: NAB, BMB  
President: Jesse A. Bloch  
General Manager: Robert W. Ferguson  
Sales Prom. Mgr.: Albert T. Fisher  
Program Director: Frank Curtis  
Pub.-Musical Director: Edward Trisler  
Chief Engineer: George Cowen  
Farm Editor: Paul Howard

## W I L E

CAMBRIDGE—1948

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Land O'Lakes Bcstg. Corp.  
Business-Studio Address: 917 Beatty Ave.  
Phone Number: 3545

Transmitter Location.....R. D. No. 1, College Hill  
 Air Time.....6:30 a.m.-local sunset  
 News Service.....AP  
 Transcription Service.....Capitol, World  
 President.....H. D. McClelland  
 General-Station Mgr.....Howard A. Donahoe  
 Comm.-Sales Prom. Mgr.,  
 Publicity Director.....Richard F. Rose  
 Prog.-Prod. Dir.....William Montgomery  
 Chief Announcer.....Warren Thomas  
 Chief Engineer.....Wesley C. Randles

**W A N D**  
**CANTON—1947**

Frequency: 900 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....P. C. Wilson  
 Business-Studio Address.....1414 12th St., N.E.  
 Transcription Service.....Associated  
 Representative.....Continental  
 Owner.....P. C. Wilson

**W C M W**

**CANTON—1946—STANDARD**

Frequency: 1060 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Stark Bcstg. Corp.  
 Bus.-Studio Address.....317 W. Tuscarawas St.  
 Phone Number.....8219  
 Transmitter Location.....Hills & Dales Rd.  
 Air Time.....7 a.m.-local sunset  
 News Service.....INS  
 Transcription Service.....Lang-Worth, Standard,  
 Thesaurus  
 Representative.....Burn-Smith  
 Membership.....NAB, FMA  
 President.....Merlin R. Schneider  
 General Manager.....J. Leonard Taylor  
 Commercial Manager.....W. D. Kinsey  
 Traffic Manager.....Peggy Fitzgerald  
 Chief Announcer.....Robert Johnson  
 Musical Director.....Robert Allen  
 Chief Engineer.....Charles H. Girt, Jr.

**W H B C**

**CANTON—1925—ABC**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Ohio Bcstg. Co.  
 Business-Studio Address.....550 S. Market Ave.  
 Phone Number.....7166  
 Transmitter Location.....Richville  
 Air Time.....6:30 a.m.-1 a.m.  
 News Service.....AP, UP  
 Transcription Service.....Capitol  
 Representative.....Taylor-Borrolf  
 Membership.....NAB, BMB  
 President.....Roy D. Moore  
 General Manager.....Joseph K. Vodrey  
 Director of Radio.....Eugene Carr  
 Station Manager.....Robert C. Fehlman  
 Commercial Manager.....Frank R. Proudfoot  
 Sales Prom. Mgr., Pub. Dir.....Julius Glass

Program Director.....Gervis S. Brady  
 Musical Director.....Charles Pickens  
 Chief Engineer.....Kenneth L. Sliker  
 Farm Editor.....Dick Merrin

**W B E X**

**CHILLICOTHE—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Shawnee Bcstg. Co.  
 Business-Studio Address.....27 E. Second St.  
 Phone Number.....2244  
 Transmitter Location.....Pohlman Rd.  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....W. S. Grant  
 Membership.....NAB, BMB  
 President.....D. C. Summerford  
 Gen.-Sta.-Comm.-Sales Prom.  
 Manager.....J. Harry Calloway  
 Program-Publicity Dir.....Stanley Dixon  
 Prod.-Musical Dir., Chief  
 Announcer.....Bob Roberts  
 Chief Engineer.....Ralph Albers  
 Farm Editor.....Carl Wendel

**W C K Y**

**CINCINNATI—1929**

Frequency: 1530 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....L. B. Wilson, Inc.  
 Bus.-Studio Address.....Hotel Gibson, 5th &  
 Walnut Sts.  
 Phone Number.....Cherry 6565  
 Transmitter Location.....near Crescent Springs,  
 Ky.  
 Air Time.....24 Hrs.  
 News Service.....INS  
 Transcription Service.....Standard, World  
 Representative.....Thomas Welstead  
 Membership.....NAB, BMB  
 President, General Manager.....L. B. Wilson  
 Sta.-Comm. Manager, Chief  
 Engineer.....C. H. Topmiller  
 Prog. Dir., Chief Announcer.....Bill Dawes  
 Publicity Director.....John Murphy  
 Musical Librarian.....Ethlyn Hæ'e

**W C P O**

**CINCINNATI—1922**

**MBS-BURGER BEER**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Scripps-Howard Radio, Inc.  
 Bus.-Studio Address.....3800 Carew Tower  
 Phone Number.....Main 3314  
 Transmitter Location.....6th & Court Sts.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Standard, Associated,  
 Lang-Worth  
 Representative.....Branham  
 President.....Jack R. Howard



General Manager.....M. C. Watters  
 Station-Comm. Mgr.....John Patrick Smith  
 Sales Prom. Manager,  
 Program Director.....Glenn Clark Miller  
 Prod. Dir., Chief Announcer.....Earl Corbett  
 Publicity Director.....Doreen Cleveland  
 Musical Director.....Rayetta Gale  
 Chief Engineer.....Glen A. Davis  
 Farm Editor.....John G. Sweeney

## W K R C

**CINCINNATI—1923—CBS**

Frequency: 550 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By.....Radio Cincinnati, Inc.  
 Business-Studio Address.....Hotel Alms  
 Phone Number.....Woodburn 0550  
 News Service.....AP, UP  
 Transcription Service.....Lang-Worth, Standard  
 Representative.....Katz  
 Managing Director.....Hulbert Talt, Jr.  
 Manager.....H. E. Fast  
 Sales Manager.....U. A. Lathom  
 Program Director.....Harvey Cory  
 Promotion Manager.....Joel W. Stovell  
 Chief Engineer.....George Wilson

## W L W

**CINCINNATI—1922—NBC**

Frequency: 700 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Crosley Bcstg. Corp.  
 Bus.-Studio Address.....Crosley Sq., 140 W. Ninth  
 St.  
 Phone Number.....Cherry 1822  
 Transmitter Location.....Mason  
 Air Time.....24 Hrs.  
 News Service.....INS, UP  
 Transcription Service.....Thesaurus  
 Membership.....NAB, FMA  
 President.....James D. Shouse  
 V.P., General Mgr.....R. E. Dunville  
 V.P., Asst. Gen. Mgr.....Dwight Martin  
 V.P. in Charge of Soles.....Harry Mason Smith  
 Dir. of Sales Prom.....David E. Partridge  
 V.P. in Chg. of Prog.....William P. Robinson  
 Asst. Prog. Dir.....Kenneth Smith  
 Dir. of Pub. Rel. & Publicity.....James J. Cassidy  
 Chief Announcer.....Bill Brown  
 Gen. Mgr. of Music.....Millon Weiner  
 V.P. in Chrg. of Engineering.....R. J. Rockwell  
 Dir. of Farm Prog. Dept.....Roy Battles

(See Page 258)

## W S A I

**CINCINNATI—1923—ABC**

Frequency: 1360 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Buckeye Bcstg. Co.  
 Bus.-Studio Address.....115 E. Fourth St.  
 Phone Number.....Main 1068-69-70-71  
 Transmitter Location.....Mt. Healthy  
 Air Time.....6 a.m.-1 a.m.

News Service.....UP  
 Transcription Service.....Thesaurus, Capitol,  
 Standard  
 Representative.....Avery-Knodel  
 Membership.....NAB, BMB  
 President.....Marshall Field  
 General Manager.....Robert M. Sampson  
 Asst. General Manager.....E. K. Bauer  
 Sales Manager.....Robert H. Boulware  
 Program Director.....James Leonard  
 Prod. Dir., Chief Announcer.....Fred Harper  
 Publicity Director.....Vonne Monsell  
 Chief Engineer.....William Symons

## W G A R

**CLEVELAND—1930—CBS**

Frequency: 1220 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....WGAR Bcstg. Co., Inc.  
 Business-Studio Address.....Hotel Statler  
 Phone Number.....Prospect 0200  
 Transmitter Location.....Broadview & Akins  
 Rds., Broadview Hts.  
 Air Time.....Unlimited  
 News Service.....INS, UP  
 Transcription Service.....Standard, Capitol  
 Representative.....Edward Petry  
 Membership.....NAB  
 President.....Frank E. Mullen  
 Chairman of the Board.....G. A. Richards  
 V.P., General Manager.....John F. Patt  
 Comm. Mgr., V.P. Chg. Sales.....Carl E. George  
 Sales Prom. Manager.....Ted Boynton  
 Program Director.....Reginald P. Merridew  
 Production Director.....Stanley Gee  
 Publicity Director.....Manuel Eisner  
 Chief Announcer.....Charles Roberts  
 Musical Director.....Henry Pildner  
 V.P. Chg. of Engineering.....R. Morris Pierce  
 Farm Editor.....Dick Kathe

## W H K

**CLEVELAND—1921—MBS**

Frequency: 1420 Kc.....Power: 5000 Watts  
 Owned-Operated By.....United Bcstg. Co.  
 Business-Studio Address.....1311 Terminal Tower  
 Phone Number.....Prospect 5800  
 Transmitter Location.....Pleasant Valley Rd.,  
 Seven Hills  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Paul H. Raymer  
 Membership.....NAB  
 President.....Sterling Graham  
 Gen.-Station Manager.....K. K. Hackathorn  
 Commercial Manager.....J. B. Maurer  
 Sales Prom. Manager.....Paul Bairstow  
 Program Director.....C. M. Hunter  
 Production Director.....James Aubele  
 Publicity Director.....William Sprague  
 Musical Director.....Willard Pott  
 Chief Engineer.....R. H. DeLany

# W S R S

# 1490

**Serving Greater Cleveland**

**NIGHT & DAY**

*"The Family Station"*

**Cleveland's Popular Full-Time Independent Radio Station**

**SAMUEL R. SAGUE**  
PRESIDENT

ERieview  
2005

CEDAR & LEE RDS.  
CLEVELAND 18, OHIO

## W J M O

**CLEVELAND—1947**

Frequency: 1540 Kc. Power: 1000 Watts d.  
Owned-Operated By: WJMO Bcstg. Co.  
Bus.-Studio-Transmitter Address: 2157 Euclid Ave.

Phone Number: Superior 4424  
Air Time: Local sunrise-local sunset  
News Service: AP  
Transcription Service: Capitol, Standard  
Representative: Adam J. Young, Jr.  
Membership: NAB  
President: W. J. Marshall  
General-Station Mgr.: Dave Baylor  
Commercial Manager: Robert De Tchon  
Program Director: Robert Althearn  
Publicity Director: Herman Spero  
Chief Engineer: Larry Shipley

## W J W

**CLEVELAND—1932—ABC**

Frequency: 850 Kc. Power: 5000 Watts  
Owned-Operated By: WJW, Inc.  
Business-Studio Address: 1375 Euclid Ave.  
Phone Number: Superior 0101  
Transmitter Location: 9861 Ridge Rd. N. Royalton

Air Time: Unlimited  
News Service: Transradio, UP  
Transcription Service: Standard  
Representative: Headley-Reed  
Membership: NAB  
President: William M. O'Neil  
Asst. to the Pres.: Lawrence Webb  
National Sales Mgr.: Harold W. Waddell  
Local Sales & Sales Promotion Manager: Frank H. Blumer  
Program Director: Charles V. Hunter  
Advt. Director: James Hansen  
Publicity Director: Charles F. McLaughlin  
Chief Announcer: Stanley Peyton  
Chief Engineer: Gerold G. Roberts

## W T A M

**CLEVELAND—1923—NBC**

Frequency: 1100 Kc. Power: 50,000 Watts  
Owned-Oper. By: National Bcstg. Co., Inc.  
Bus.-Studio Address: 815 Superior Ave.  
Phone Number: CHerry 0942  
Transmitter Location: Brecksville  
Air Time: Unlimited  
News Service: AP, UP  
Transcription Service: Standard, Associated, Thesaurus

Representative: NBC Spot Sales  
Membership: NAB, BMB  
General-Station Mgr.: John McCormick  
Commercial Manager: Harold Gallagher  
Sales Prom. Manager: Howard Barton  
Program Director: Jacob Hines

Production Director: Fred Wilson  
Publicity Director: Ralph Eckhart  
Musical Director: Walberg Brown  
Chief Engineer: S. E. Leonard  
Farm Editor: James Chapman

## W S R S

**CLEVELAND HGTS.—1947**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: WSRS, Inc.  
Bus.-Studio-Transmitter Address: 2156 Lee Rd.  
Phone Number: EBievew 2005  
Air Time: Unlimited  
News Service: AP  
Transcription Service: World, Lang-Worth, SESAC

Representative: Forjoe  
Membership: NAB  
President: S. R. Sague  
Station Manager: Joseph A. Beres  
Production Director: Jerome Snider  
Publicity Director: Robert Rogers  
Musical Director: Chick Lind  
Chief Engineer: Ben H. Whitaker

## W B N S

**COLUMBUS—1924—CBS**

Frequency: 1460 Kc. Power: 5000 Watts d.; 1000 Watts n.

Owned-Operated By: Radioho, Inc.  
Business-Studio Address: 33 N. High St.  
Phone Number: Ad. 9265  
Transmitter Location: 1035 Barnett Rd.  
Air Time: Unlimited  
News Service: AP  
Transcription Service: Capitol, World  
Representative: John Blair  
Membership: NAB, BMB  
President: Richard S. Wolfe  
General Manager: Richard A. Borel  
Commercial Manager: W. I. Orr  
Promotion Director: Jerome R. Reeves  
Program Director: Geer Parkinson  
Musical Director: Paul Neal  
Chief Engineer: Lester H. Natzger  
Farm Editor: Bill Zipt

## W C O L

**COLUMBUS—1922—ABC**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: WCOL  
Business-Studio Address: 22 S. Young St.  
Phone Number: MAIn 4581  
Transmitter Location: 555 W. Goodale St.  
Air Time: 19 Hrs.  
News Service: AP, INS  
Transcription Service: Lang-Worth, Associated, Cole

Representative: Headley-Reed  
Membership: NAB, BMB, FMA  
Station Director: Albert R. Albinger

Promotion Manager.....Jack Maguire  
 Program Director.....Frank J. Tate  
 Production Director.....Edgar A. Sprague  
 Publicity Director.....Maxine Davies  
 Chief Engineer.....Leo DeConnick  
 Farm Editor.....T. D. Harman

## W H K C

### COLUMBUS—1921—MBS

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Operated By.....United Bcstg. Co.  
 Business-Studio Address.....22 E. Gay St.  
 Phone Number.....Adams 1101  
 Transmitter Location.....901 Obetz Rd.  
 Air Time.....6 a.m.-1 a.m.  
 News Service.....INS. UP  
 Transcription Service.....Lang-Worth, Cole,  
 Associated  
 Representative.....Paul H. Raymer  
 Membership.....NAB, BMB  
 President.....Sterling Graham  
 V.P., Gen.-Sta. Mgr.....Carl M. Everson  
 Comm.-Sales Prom. Mgr.....H. H. Hoessly  
 Program-Production Dir.....John B. Moses  
 Publicity Director.....Juanita Wilcox  
 Musical Director.....John Kenward Agnew  
 Chief Engineer.....William B. Minor  
 Farm Editor.....George Zeiss

## W T N S

### COSHOCTON—1947

Frequency: 1560 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Coshocton Bcstg. Co.  
 Business-Studio Address.....114 N. 6th St.  
 Phone Number.....1560, 2140  
 Transmitter Location.....1 Mi. W. of Roscoe  
 Air Time.....Sunrise-sunset  
 News Service.....UP  
 Transcription Service...Standard, Lang-Worth,  
 SESAC  
 Pres., Gen.-Sta. Mgr.....Bruce Wallace  
 Commercial Manager.....Dick Athey  
 Sales Prom. Mgr.....James Sigman  
 Prog.-Prod.-Pub. Dir.....John R. Terry  
 Chief Engineer.....Ben Jones

## W H I O

### DAYTON—1935—CBS

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Miami Valley Bcstg. Corp.  
 Business-Studio Address.....45 S. Ludlew St.  
 Phone Number.....Adams 2261  
 News Service.....AP, UP, INS  
 Transcription Service...Associated, Standard,  
 Cole  
 Representatives.....Hollingbery, Cummings  
 President.....James M. Cox, Jr.  
 General Manager.....Robert H. Moody  
 Commercial Manager...Harvey R. Young, Jr.  
 Program Director.....Lester G. Spencer  
 Promotion Manager.....Bud Baldwin  
 Chief Engineer.....Ernest L. Adams

## W I N G

### DAYTON—1921—ABC

Frequency: 1410 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Great Trails Bcstg. Co.  
 Business-Studio Address.....121 N. Main St.  
 Phone Number.....Adams 3288  
 Transmitter Location.....E. David Rd.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Lang-Worth, Capitol  
 Representative.....Weed  
 Membership.....BMB  
 President.....Charles Sawyer  
 Exec. V.P.....John Pattison Williams  
 Gen.-Comm. Mgr.....Adna Karns  
 Program Director.....Arthur L. Martin  
 Prod.-Musical Dir.....Charles G. Reeder  
 Publicity Director.....Jean Broome  
 Chief Announcer.....Jack Wymer  
 Chief Engineer.....Lloyd House

## W L I O

### EAST LIVERPOOL—1948 STANDARD

Frequency: 1570 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Pottery Bcstg. Co.  
 Business-Studio Address...Sixth & Walnut Sts.  
 Phone Number.....5190  
 Transmitter Location.....Irish Ridge Rd.  
 Air Time.....Local sunrise-sunset  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Membership.....NAB  
 President.....Earl D. Eisenhower  
 General Manager.....John M. Croft  
 Chief Engineer.....Frank W. Schaefer, Jr.

## W E O L

### ELYRIA—1948

Frequency: 930 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Elyria-Lorian Bcstg. Co.  
 Bus.-Studio Address...417-419 Elyria Savings  
 & Trust Bldg.  
 Phone Number.....Elyria 2255  
 Transmitter Location.....Grafton  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service...Capitol, Lang-Worth  
 Membership.....NAB  
 President.....Roy W. Ammel  
 General-Station Mgr.....Bert Koebblitz  
 Comm.-Sales Prom. Manager...Virgil Schmit  
 Program Director.....Martin Bouhan  
 Chief Engineer.....Harold Brinkman

## W F I N

### FINDLAY—1941—KBS

Frequency: 1330 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Estate of Fred R. Hover,  
Helen F. Hover, Admrx.  
Business-Studio Address.....500½ S. Main St.  
Phone Number.....1330  
Transmitter Location.....2.3 Mi. SE Findloy  
Air Time.....Daytime  
News Service.....INS  
Transcription Service...Standard, Lang-Worth,  
Keystone  
Membership.....NAB, BMB  
General Manager.....Mrs. V. M. McDougale  
Program Director.....Allen P. Dudley  
Chief Announcer, Farm Editor..John C. Hutson  
Chief Engineer.....Edgar C. Smith

## W M O H

**HAMILTON—1944—MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Fort Hamilton Bcstg. Co.  
Bus.-Studio Address..Second Natl. Bank Bldg.  
Phone Number.....Hamilton 4-6543  
Transmitter Location.....Middletown Pike  
Air Time.....6 a.m.-11 p.m.  
News Service.....UP  
Transcription Service.....Standard  
Membership.....NAB, BMB  
President.....Robert J. Briede  
Gen.-Sta.-Comm.-Sales Prom.  
Manager.....Joseph E. True  
Program Director.....Don J. Meeks  
Chief Announcer.....Robert King  
Musical Director.....Mildred Soule  
Chief Engineer.....Don F. Volkman  
Farm Editor.....Luella Engel

## W H O K

**LANCASTER—1948**

Frequency: 1340 Kc.....Power: 500 Watts d.  
Owned-Oper. By..Hocking Valley Bcstg. Corp.  
Business-Studio Address.....Memorial Dr.  
Phone Number.....4500  
President.....Dr. Nelson R. Embrey  
Gen. Mgr., Prog. Dir.....Joseph G. Rockhold  
Chief Engineer.....Charles Houston

## W I M A

**LIMA—1948—MBS-STANDARD**

Frequency: 1150 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Northwestern Ohio Bcstg.  
Corp.  
Business-Studio Address.....223 N. Main St.  
Phone Number.....6-3841  
Transmitter Location.....2500 McClain Rd.  
Air Time.....6 a.m.-1 a.m.  
News Service.....INS  
Transcription Service.....Thesaurus  
Representative.....Weed  
Membership.....NAB  
President.....G. E. Hamilton

Vice-President.....W. L. Rickman  
General-Station Mgr.....R. W. Mack  
Program Director.....E. C. Ulrick

## W L O K

**LIMA—1936—NBC**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....The Fort Industry Co.  
Business Address.....506 New Center Bldg.,  
Detroit, Mich.  
Phone Number.....(Detroit) Trinity 17-700  
Studio Address.....1101 Natl. Bank Bldg.  
Transmitter Location.....1424 Rice Ave.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....Avery-Knodel  
Membership.....NAB, BMB  
President.....George B. Storer  
General Manager.....Lee B. Wailes  
Sta.-Sales Prom. Mgr., Publicity  
Director.....J. Robert Kerns  
Program-Production Dir.....Harley Lucas  
Chief Announcer.....Dallon Hille  
Chief Engineer.....Darrel Hunter

## W M A N

**MANSFIELD—1939—ABC**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Richland, Inc.  
Business-Studio Address...Ohio Theater Bldg.  
Phone Number.....4235-6  
Transmitter Location.....Longview Ave. at  
N. Main St. Rd.  
Air Time.....6:30 a.m.-M.  
News Service.....UP  
Transcription Service.....World  
Representative.....Taylor-Borroff  
Membership.....NAB  
Pres., Gen.-Sto.-Comm. Mgr.....J. M. O'Hara  
Sales Prom. Manager.....Carl Kindt  
Prog.-Prod.-Pub. Dir.....Harry C. Lytle  
Chief Engineer.....William Morrison

## W M O A

**MARIETTA—1946—MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Marietta Bcstg. Co.  
Business Address.....P. O. Box 201  
Phone Number.....6383  
Studio-Transmitter Location...409 Oakwood  
Ave., Williamstown, W. Va.  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service...Lang-Worth, Keystone  
President.....William G. Wells  
V.P., Gen. Mgr.....Hugh M. P. Higgins  
Commercial Manager.....Aud N. Archer  
Program Director.....Paul W. Nesper  
Chief Engineer.....Charles E. Clark

## W M R N

MARION—1940

ABC-KBS-OHIO-STANDARD

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . The Marion Bcstg. Co.  
 Business Address . . . . . P. O. Box 518  
 Phone Number . . . . . 3226-7  
 Studio Address . . . . . WMRN Bldg.  
 Transmitter Location . . . . . ¼ Mi. N. of city limits  
 on Main St.  
 Air Time . . . . . 7 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus, Keystone  
 Representative . . . . . Horace Stovin, Robert Keller  
 Membership . . . . . NAB, BMB  
 Pres., Gen.-Sta. Mgr. . . . . Robert T. Mason  
 Comm.-Sales Prom. Mgr. . . . . Clark L. Dozer  
 Prog.-Prod. Dir., Chief Announcer . . . . . Don Brower  
 Publicity Director . . . . . John Plank  
 Musical Director . . . . . Howard Dunford  
 Chief Engineer . . . . . Francis Joseph Peters  
 Farm Editor . . . . . Ray Marsh

## W P F B

MIDDLETOWN—1947

Frequency: 910 Kc. . . . . Power: 1000 Watts d.;  
 100 Watts n.  
 Owned-Operated By . . . . . Paul F. Braden  
 Bus.-Studio-Transmitter Address . . . . . Central Ave.  
 Phone Number . . . . . 2-3625  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, SESAC  
 Representative . . . . . Donald Cooke  
 Owner, General Manager . . . . . Poul F. Braden  
 Comm. Mgr., Prog. Dir. . . . . C. R. Daly  
 Chief Announcer . . . . . John Reznor  
 Musical Director . . . . . George Garlinger  
 Chief Engineer . . . . . Laurace Beckwith  
 Farm Editor . . . . . Allen Jones

## W P T W

PIQUA—1947

Frequency: 1570 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Miami County Bcstg. Co.,  
 Inc.  
 Bus.-Studio-Transmitter Address . . . . . 1625 W.  
 Covington Ave.  
 Phone Number . . . . . 1420-1  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . World, SESAC  
 Representative . . . . . W. S. Grant  
 Pres., Gen.-Sta.-Sales Prom. Mgr.,  
 Publicity Director . . . . . Richard E. Hunt  
 Commercial Manager . . . . . Carroll M. Ball  
 Program-Production Dir. . . . . George Gardiner  
 Chief Announcer . . . . . Robert Bulp  
 Musical Director . . . . . Ronnie Atendall  
 Chief Engineer . . . . . Byron F. London  
 Farm Editor . . . . . Bill Fox

## W P A Y

PORTSMOUTH—1935—CBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . The Scioto Bcstg. Co.  
 Bus.-Studio-Transmitter Address . . . . . 1009 Gallia  
 St.  
 Phone Number . . . . . Portsmouth 1010  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Taylor-Borrolf  
 Membership . . . . . NAB, BMB  
 President . . . . . Roy D. Moore  
 Director of Radio . . . . . Eugene Carr  
 Station-Comm. Mgr. . . . . Gerald F. Boyd  
 Sales Prom. Mgr., Pub. Dir. . . . . Carl P. Bodner  
 Program Director . . . . . Floyd M. Jackson  
 Chief Announcer . . . . . William H. Dawson  
 Musical Director . . . . . Dorothy E. Page  
 Chief Engineer . . . . . Maurice L. Myers  
 Farm Editor . . . . . Francis C. Balmerl

## W L E C

SANDUSKY—1947

MBS-STANDARD

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Lake Erie Bcstg. Co.  
 Bus.-Studio-Transmitter Address . . . . . Cleveland  
 Hway. & Huntington Aves.  
 Phone Number . . . . . 5170-1-2  
 Air Time . . . . . 6a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Lang-Worth,  
 Thesaurus  
 Membership . . . . . NAB, BMB  
 President . . . . . Lloyd A. Pixley  
 General Station Manager . . . . . Albert E. Helser  
 Commercial Manager . . . . . Louis E. Mahla  
 Sales Prom. Manager . . . . . John Gaskill  
 Program Director . . . . . Jay Wagner  
 Production Director . . . . . Eleanor Prince  
 Pub. Dir., Farm Editor . . . . . Don Dean  
 Chief Engineer . . . . . George Buehrle

## W I Z E

SPRINGFIELD—1940—ABC

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Radio Voice of Springfield  
 Bus.-Studio Address . . . . . 115-117 W. High St.  
 Phone Number . . . . . 3-4955  
 Transmitter Location . . . . . 115-117 W. High St.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, Standard  
 Representative . . . . . Weed  
 Membership . . . . . BMB  
 President . . . . . Charles Sawyer  
 Exec. V.P. . . . . J. P. Williams  
 Sta.-Comm. Manager . . . . . C. N. Evans  
 Program Director . . . . . Robert Christol

Publicity Director.....John McEnaney  
 Musical Director.....Ernie Kendrick  
 Chief Engineer.....Victor L. Bushong

## WJEL

**SPRINGFIELD—1947—KBS**

Frequency: 1600 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Champion City Bcstg. Co.  
 Business Address.....101 Fountain Ave.  
 Phone Number.....3-4676  
 Transmitter Location.....801 Bechtle Ave.  
 News Service.....UP  
 Transcription Service.....Capitol  
 Representative.....Friedenberg  
 Membership.....NAB, BMB  
 Partners.....Dr. Delbert Joseph Parsons.  
 Frank N. Jones  
 Station Manager.....Frank N. Jones  
 Program Director.....Kenneth Honeyman  
 Chief Engineer.....Alan Higgins

## WWSO

**SPRINGFIELD—1947**

Frequency: 1210 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Radio Springfield, Inc.  
 Bus-Studio Address.....Chamber of Commerce  
 Bldg., Spring & E. High Sts.  
 Phone Number.....3-6488  
 Transmitter Location.....Arthur Rd.  
 Air Time.....Sunrise-sunset  
 News Service.....AP  
 Transcription Service.....Thesaurus, World, Cole  
 Representative.....McGeehan & O'Mara  
 Membership.....NAB, BMB  
 Station Manager.....Lin Mason  
 Commercial Manager.....Robert Wayne  
 Program-Production Dir.....Virginia Bennett  
 Musical Director.....Lucy Martin  
 Chief Engineer.....Gerald McCasland

## WSTV

**STUEBENVILLE—1940—MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....The Valley Bcstg. Co.  
 Bus-Studio Address.....Exchange Realty Bldg.  
 Phone Number.....2-6265  
 Transmitter Location.....Altamont Hghts.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Joseph Hershey McGillvra  
 President.....Jack N. Berkman  
 Gen.-Comm. Mgr.....John J. Laux  
 Asst. Gen. Mgr., Technical  
 Director.....Joseph M. Troesch  
 Prog.-Publ Dir.....George H. Wilson, Jr.  
 Asst. Prog. Dir. Chief  
 Announcer.....Robert Sanders  
 Chief Engineer.....Charles S. Shepherd  
 Farm Editor.....F. P. Taylor

## WSPD

**TOLEDO—1921—NBC**

Frequency: 1370 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....The Fort Industry Co.  
 Bus-Studio Address.....Bcst. Bldg., 136 Huron St.  
 Phone Number.....Adoms 3175  
 Transmitter Location.....R.F.D. Oregon Rd.,  
 Rossford  
 Air Time.....Unlimited  
 News Service.....AP, INS, UP  
 Transcription Service.....Thesaurus, Long-Worth,  
 Standard  
 Representative.....Katz  
 Membership.....NAB, BMB  
 President.....George B. Storer  
 Station Manager.....E. Y. Flanigan  
 Commercial Mgr.....Westford F. Shannon  
 Sales Promotion Mgr.....Richard H. Gourley  
 Program Director.....Glenn C. Jackson  
 Musical Librarian.....Gene Williams  
 Chief Engineer.....William M. Stringfellow  
 Farm Editor.....Jim Newman

## WTOD

**TOLEDO—1946**

Frequency: 1560 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Unity Corp., Inc.  
 Business-Studio Address.....515 Madison Ave.  
 Phone Number.....Garfield 5551  
 Transmitter Location.....Byrne & Arlington Rds.  
 Air Time.....Sunrise-sunset  
 News Service.....AP  
 Transcription Service.....Lang-Worth, Standard  
 Representative.....Adam J. Young, Jr.  
 Membership.....NAB, FMA  
 President.....Edward Lamb  
 General Manager.....Layman Cameron  
 Station Manager.....Sunne Miller  
 Commercial Manager.....Charles Smith  
 Program Director.....Edward Kemp  
 Chief Announcer.....Bill Ballin  
 Musical Director.....Frieda Miller  
 Chief Engineer.....Robert Sowers

## WTOL

**TOLEDO—1938—ABC**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Community Bcstg. Co.  
 Business-Studio Address.....Bell Bldg.  
 Phone Number.....Adams 3291  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....World  
 Representative.....Paul H. Raymer  
 Membership.....NAB, BMB  
 President.....Frazier Reams  
 Gen. Station Mgr.....Thomas S. Bretherton  
 Commercial Manager.....Morton Neipp  
 Program-Production Dir.....Karl R. Nelson

Publicity Director.....Walt Osborn  
 Musical Director.....Dorothy Dority  
 Chief Engineer.....Harold Holmes  
 Farm Editor.....Ken Lawrence

## W R R N

**WARREN—1941—MBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Nied & Stevens, Inc.  
 Business-Studio Address.....108 Main St.  
 Phone Number.....2212-9  
 Transmitter Location.....710 Main St.  
 Air Time.....6:45 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Associated, SESAC  
 Representative.....Ra-Tel  
 Membership.....NAB  
 President.....Helen Hart Hurlbert  
 General Manager.....H. R. Farrall  
 Program Manager.....Willard L. Dougherty  
 Chief Engineer.....Robert V. Kinney

## W W S T

**WOOSTER—1947**

Frequency: 960 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Wooster Republic Ptg. Co.  
 Business Address.....Wooster  
 Phone Number.....760  
 News Service.....AP  
 Transcription Service.....Standard, World  
 President.....Raymond E. Dix  
 General Manager.....E. B. Evans  
 Commercial Manager.....Keith S. Gordon  
 Program Director.....E. C. Gooding  
 Chief Engineer.....Russell Grunder

## W R F D

**WORTHINGTON—1947**

Frequency: 880 Kc.....Power: 5000 Watts d.  
 Owned-Operated By.....Peoples Bcstg. Corp.  
 Business-Studio Address.....649 High St.  
 Phone Number.....FR 2-6254  
 Transmitter Location.....Powell Rd. & Route 23,  
 Delaware County  
 Air Time.....Local sunrise-sunset  
 News Service.....AP, INS  
 Transcription Service.....Standard, Lang-Worth  
 Representative.....Rural Radio  
 Membership.....NAB  
 President.....James A. West  
 Sta.-Sales Prom. Mgr.....Edgor Parsons  
 Commercial Manager.....Joseph D. Bradshaw  
 Program Director.....William Meredith  
 Production Director.....Robert Geis  
 Musical Director.....Irwin Holt  
 Chief Engineer.....Royce Woodward  
 Farm Service Dir.....Robert Miller

## W F M J

**YOUNGSTOWN—1939—ABC**

Frequency: 1390 Kc.....Power: 5000 Watts  
 Owned By.....WFMJ Bcstg. Co.  
 Operated By.....William F. Maag, Jr.  
 Business-Studio Address.....101 W. Boardman  
 Phone Number.....3-4121  
 Transmitter Location.....Boardman-Poland Rd.  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Standard, Thesaurus  
 Representative.....Headley-Reed  
 Membership.....NAB, BMB  
 President.....William F. Maag, Jr.  
 National Sales.....Phil Wood  
 Program Director.....Robert B. Mackall  
 Chief Engineer.....Frank A. Dieringer

## W K B N

**YOUNGSTOWN—1926—CBS**

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WKBN Bcstg. Corp.  
 Bus.-Studio Address.....17 N. Champion St.  
 Phone Number.....4-2122  
 Transmitter Location.....3430 Sunset Blvd.  
 Air Time.....6a.m.-12:05 a.m.  
 News Service.....UP  
 Transcription Service.....World, Lang-Worth,  
 McGregor  
 Representative.....Paul H. Raymer  
 Membership.....NAB, BMB  
 Pres., Gen. Mgr.....Warren P. Williamson, Jr.  
 Station-Comm. Mgr.....J. Lothair Bowden  
 Program Director.....L. Baldwin Harper  
 Promotion Manager.....Howard C. Rempes  
 Musical Director.....Bill Dunn  
 Chief Engineer.....B. T. Wilkins  
 Farm Editor.....Stu Wilson

## W H I Z

**ZANESVILLE—1924—NBC**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Southeastern Ohio Bcstg.  
 System, Inc.  
 Business-Studio Address.....Lind Arcade Bldg.  
 Phone Number.....6000  
 Transmitter Location.....Newark Rd.  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....John E. Pearson  
 Membership.....NAB, BMB  
 President.....Clay Littick  
 General-Station Mgr.....Vernon A. Nolte  
 Commercial Manager.....Nate Milder  
 Program-Publicity Dir.....Robert D. Maley  
 Chief Engineer.....C. Elmer Hartmeyer



# OKLAHOMA

Estimated Population 2,362,000—Increase +1.1%—Radio Homes 576,700  
Total Families 644,700—Stations in State 38

## K A D A

ADA—1934—ABC-OKLA. NET

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Dr. C. C. Morris  
Business Address . . . . . 207 First Natl. Bank Bldg.  
Phone Number . . . . . 12-3  
Studio-Transmitter Address . . . . . No. Broadway  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . Taylor-Borrorff  
Membership . . . . . NAB, BMB  
President . . . . . Dr. C. C. Morris  
Gen.-Sta.-Comm. Mgr. . . . . Billy T. Hoover  
Sales Prom. Mgr. . . . . Betty Hughes Nolen  
Program-Production Dir. . . . . Jerry Folsom  
Publicity Director . . . . . Patricia A. Irick  
Chief Announcer . . . . . Jerry Folsom  
Musical Director . . . . . Betty Hughes Nolen  
Chief Engineer . . . . . Harold Walker

## K W H W

ALTUS—1946—MBS-KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Altus Bcstg. Co., Inc.  
Business-Studio Address . . . . . Altus  
Phone Number . . . . . 1405  
Transmitter Location . . . . . 1 Mi. N. of Altus  
Air Time . . . . . 7 a.m.-10 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . Capitol, Keystone  
Representative . . . . . Rural Radio  
Membership M. . . . . NAB  
Pres., Gen.-Sta. Mgr. . . . . Frank E. Wimberly  
Commercial Manager . . . . . Lewis C. Fielden  
Chief Engineer . . . . . Ernest Boucum

## K V S O

ARDMORE—1935—KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . John F. Easley  
Phone Number . . . . . 3030  
Air Time . . . . . 6 a.m.-11:05 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . Associated, SESAC, KBS  
Representative . . . . . Taylor-Borrorff  
Membership . . . . . FMA, NAB  
General Manager . . . . . Albert Riesen  
Commercial Manager . . . . . J. E. Riesen  
Sales Prom. Manager . . . . . D. H. Dillard, Jr.  
Program Director . . . . . Dolly Dutton  
Chief Engineer . . . . . William E. Kolb

## K W O N

BARTLESVILLE—1941—MBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Bus.-Studio Address . . . . . Union Natl. Bank Bldg.  
Phone Number . . . . . 1400  
Transmitter Location . . . . . 9 Mi. NE on U. S. 75  
Air Time . . . . . 6 a.m.-11:30 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Pres., Gen.-Sta. Mgr. . . . . J. Fred Case  
Sales Prom. Manager . . . . . John Collins  
Chief Announcer . . . . . Roy Small  
Chief Engineer . . . . . Jim Wireman

## K W C O

CHICKASHA—1946  
MBS-KBS-OKLA. GP.

Frequency: 1560 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By . . . . . Washita Valley Bcstg. Corp.  
Business Address . . . . . Box 744  
Phone Number . . . . . 2899  
Studio Address . . . . . Hall Briscoe Bldg.  
Transmitter Location . . . . . On Grand Blvd., So. of  
Chickasha  
Air Time . . . . . Local sunrise-local sunset  
News Service . . . . . AP  
Transcription Service . . . . . Standard, Keystone  
Representative . . . . . Continental Radio Sales  
Membership . . . . . NAB  
President . . . . . George C. Robinson, Jr.  
Gen.-Sta. Mgr. . . . . J. B. Quattlebaum  
Commercial Manager . . . . . Len Lyon  
Program Director . . . . . George Miller  
Chief Engineer . . . . . George C. Robinson, Jr.  
Farm Editor . . . . . J. B. Quattlebaum

## K R H D

DUNCAN—1947—MBS

Frequency: 1350 Kc. . . . . Power: 250 Watts d.;  
Owned-Operated By . . . . . Duncon Bcstg. Co.  
Bus. Address . . . . . Hwy. 81 at Pine St., P. O. Box  
1192  
Phone Number . . . . . 1350  
Studio Address . . . . . Hwy. 81 at Pine St.  
Transmitter Location . . . . . No. Hwy. 81  
Air Time . . . . . 6 a.m.-11 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . Capitol  
Membership . . . . . NAB, BMB  
President . . . . . R. H. Drewry  
Gen.-Sta.-Comm. Mgr. . . . . J. P. Burnett  
Prog.-Musical Dir. . . . . Robert Prausa  
Production Director . . . . . Peggy Hoover  
Chief Engineer . . . . . Gene Billington  
Farm Editor . . . . . Ray Porter

## K S E O

**DURANT—1947—KBS-OKLA. GP.**

Frequency: 750 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Bennett & R. F. Story  
 Business Address . . . . . 129½ N. Third Ave.  
 Phone Number . . . . . 102  
 Studio-Transmitter Address . . . . . ½ Mi. W. of  
 City limits, on U. S. Hway. 70  
 Air Time . . . . . 6:30 a.m.-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus, Keystone  
 Membership . . . . . NAB  
 Gen.-Sta. Mgr., Pub. Dir. . . . . H. Weldson Stamps  
 Comm.-Sales Prom. Mgr. . . . . Leroy Moses  
 Program Director . . . . . Cecile Elkins  
 Chief Announcer . . . . . Jack Carter  
 Chief Engineer . . . . . Bill Waters  
 Farm Editor . . . . . Jack Putman

## K A S A

**ELK CITY—1932—MBS-KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Southwest Bcstg. Co.  
 Business-Studio Address . . . . . 204 N. Main  
 Phone Number . . . . . 730  
 Transmitter Location . . . . . No. Randall  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard, Keystone  
 Representative . . . . . Friedenbergl, Walker  
 Membership . . . . . BMB  
 Pres., Gen. Mgr. . . . . Lonnie J. Preston  
 Station Manager . . . . . V. M. Preston  
 Commercial Manager . . . . . Johnny Carmen  
 Program-Production Dir. . . . . Wees Carr  
 Chief Engineer . . . . . George Fenter  
 Farm Editor . . . . . V. M. Preston

## K C H E

**EL RENO—1948**

Frequency: 1500 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By . . . . . KCHE, Inc.  
 Bus.-Studio Address . . . . . First Natl. Bank Bldg.  
 Phone Number . . . . . 2438  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Owners . . . . . Ross K. Prescott, C. C. Woodson  
 General Manager . . . . . Jack Cecil  
 Chief Engineer . . . . . C. H. Stanford

## K C R C

**ENID—1929—ABC-OKLA. NET**

Frequency: 1390 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Enid Radiophone Co.  
 Bus.-Studio Address . . . . . Broadway Tower,  
 9th Floor  
 Phone Number . . . . . 447  
 Transmitter Location . . . . . 309 E. Willow

Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Taylor-Borroll  
 Membership . . . . . NAB, BMB, FMA  
 President . . . . . M. C. Garber  
 Gen.-Station Mgr. . . . . Milton B. Garber  
 Comm.-Sales Prom. Mgr. . . . . H. P. Hale  
 Program-Production Dir. . . . . Edith Longley  
 Publicity Director . . . . . Mary Ellen Mitchell  
 Chief Announcer . . . . . Fred Collins  
 Musical Director . . . . . Gerilyn Gigoux  
 Chief Engineer . . . . . Murray D. Coleman  
 Farm Editor . . . . . Tony Green

## K T A T

**FREDERICK—1948**

Frequency: 1570 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Frederick Bcstg. Co.  
 Business-Studio Address . . . . . Main & Grant  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Partners . . . . . J. D. Jones, Jr., Ronald W. Wheeler,  
 Winston A. Jones  
 Gen.-Comm. Manager . . . . . Ronald W. Wheeler  
 Program Director . . . . . Mary Wheeler  
 Promotion Manager . . . . . Evelyn A. Jones  
 Chief Engineer . . . . . J. D. Jones, Jr.

## K G Y N

**GUYMON—1948**

Frequency: 1220 Kc. . . . . Power: 100 Watts d.  
 Owned-Operated By . . . . . Plains Bcstg. Co.  
 Business-Studio Address . . . . . 21st & Lelia Sts.  
 News Service . . . . . UP  
 Representative . . . . . Rural  
 President, Manager . . . . . T. M. Raburn, Jr.  
 Chief Engineer . . . . . J. A. Burke

## K T J S

**HOBART—1947—KBS**

Frequency: 1420 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . T. J. Shriner  
 Bus.-Studio-Transmitter Address . . . . . 315 E. 11th  
 St.  
 Phone Number . . . . . 1070  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Keystone  
 President, Gen.-Sta. Mgr. . . . . T. J. Shriner  
 Commercial Manager . . . . . John W. Adams  
 Sales Prom. Mgr., Pub. Dir. . . . . M. J. McCollough  
 Program-Production Director . . . . .  
 Chief Announcer . . . . . Jack Wickizer  
 Musical Director . . . . . Roy Reece  
 Chief Engineer . . . . . Darryl D. Foss  
 Farm Editor . . . . . Tom Morris

**KIHN**

HUGO—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Little Dixie Bcstg. Co.  
 Address: Hugo  
 Phone Number: 1141  
 News Service: AP  
 Transcription Service: Lang-Worth  
 President: George Malone  
 Gen.-Comm. Manager: Kruger E. Muse  
 Program Director: Carl B. Adams  
 Chief Engineer: Milo Holtberg

**KGLC**

MIAMI—1948

Frequency: 910 Kc. Power: 1000 Watts  
 Owned-Operated By: Miami Bcstg. Co.  
 Address: Miami Hotel  
 Phone Number: 2080  
 News Service: AP  
 Transcription Service: Standard  
 President: John H. Giffin  
 General Mgr.: Wallace R. Dunn  
 Commercial Mgr.: Robert Stoner  
 Program Director: Dick Moon  
 Chief Engineer: Louis Stone

**KSWO**

LAWTON—1941

ABC-OKLA. NET-OKLA. GROUP

Frequency: 1380 Kc. Power: 1000 Watts  
 Owned-Oper. By: Okla. Quality Bcstg. Co.  
 Bus.-Studio Address: 17th & E Ave.  
 Phone Number: 1380  
 Transmitter Location: 1½ Mi. SE of Lawton  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Standard  
 Representative: Taylor-Boroff  
 Membership: NAB, BMB  
 President: R. H. Drewry  
 General Manager: Allan Page  
 Comm.-Sales Prom. Mgr.: Neil Ashlock  
 Program-Production Director: Morgan Roberts  
 Publicity Director: Paul Goode  
 Chief Engineer: C. E. Billington

**KBIX**

MUSKOGEE—1936—ABC-OKLA.

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Okla. Press Pub. Co.  
 Address: Barnes Bldg.  
 Phone Number: 302  
 News Service: UP  
 Representative: Taylor-Boroff  
 President: Tams Bixby, Jr.  
 Sta.-Comm. Prom. Mgr.: Paul A. Bruner  
 Program Director: Mavis Rogers  
 Chief Engineer: Earl H. Graves

**KMUS**

MUSKOGEE—1948  
 MBS-OKLA. GP.

Frequency: 1380 Kc. Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Oper. By: Eastern Okla. Bcstg. Corp.  
 Business-Studio Address: 412½ Court St.  
 Phone Number: 656-7  
 Transmitter Location: 1½ Mi. No. of city  
 Air Time: 6a.m.-11:30 p.m.  
 News Service: UP  
 Transcription Service: Lang-Worth  
 Representative: Continental Radio Sales  
 Membership: NAB, FMA  
 President: Ben T. Childers  
 Gen.-Sta. Mgr., Prog.-Prod.-Pub. Director: Virgil G. Evans  
 Comm.-Sales Prom. Mgr.: Glen W. Travis  
 Chief Announcer, Farm Editor: Bill Hyden  
 Chief Engineer: Duane Hoisington

**KTMC**

McALESTER—1946

ABC-OKLA. NET

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: J. Stanley O'Neill  
 Business Address: First & Washington  
 Phone Number: 2411  
 Studio Address: Municipal Bldg.  
 Transmitter Location: A & Crisler, No. McAlester  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Standard  
 Representative: Taylor-Boroff  
 Membership: NAB, BMB  
 Pres., Gen. Mgr.: J. Stanley O'Neill  
 Comm.-Sales Prom. Mgr.: James Duke  
 Program Director: Ozzie Pence  
 Publicity Director: Norma Johnson  
 Chief Announcer: George Schwann  
 Musical Director: Betty Heard  
 Chief Engineer: Bob Schilb

**KBYE**

OKLAHOMA CITY—1945

Frequency: 890 Kc. Power: 1000 Watts d.  
 Owned-Operated By: State Bcstg. Co.  
 Bus.-Studio Address: 8th & Broadway  
 Phone Number: 3-2323-4-5  
 Transmitter Location: 55th & N. Eastern  
 Air Time: Sunrise-sunset  
 News Service: UP  
 Transcription Service: Lang-Worth

# OKLAHOMA

Representative ..... Branham  
 Membership ..... NAB  
 President ..... A. Earl Cullum, Jr.  
 V.P., General Mgr. .... Frank J. Lynch  
 Office Manager ..... Flora A. Luper  
 Sales Prom. Manager ..... Hugh J. Finnerty  
 Program Director ..... M. A. Bryan  
 Chief Announcer ..... Maury Ferguson

## KLPR

### OKLAHOMA CITY—1947

Frequency: 1140 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Byrne Ross  
 Business Address ..... 132½ W. Commerce St.  
 Phone Number ..... 3-6358  
 Studio-Transmitter Address ..... SW 73rd St. &  
 Shields Blvd.

Air Time ..... Sunrise-sunset  
 News Service ..... AP  
 Transcription Service ..... Associated, Cole  
 Membership ..... NAB  
 Pres., Gen.-Sta. Mgr. .... Byrne Ross  
 Comm.-Sales Prom. Mgr. .... Monty Wells  
 Program-Production Dir. .... Billie Turquette  
 Publicity Director ..... Byrne Ross  
 Chief Announcer ..... Kelly West, Jimmy Keys  
 Chief Engineer ..... Jack Richmond  
 Farm Editor ..... D. Givens

## KOCY

### OKLAHOMA CITY—1923

#### MBS-OKLA. GP.

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Plaza Court Bcstg. Co.  
 Business-Studio Address ..... Plaza Court Bldg.  
 Phone Number ..... 3-4333  
 Transmitter Location ..... 73rd & Lincoln  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Standard, Thesaurus  
 Representative ..... Walker  
 Membership ..... NAB, BMB, FMA  
 President ..... John Q. Thomas  
 Gen.-Station Mgr. .... M. H. Bonebrake  
 Commercial Manager ..... George Collison  
 Program Director ..... Wishard Lemons  
 Publicity Director ..... John Steele  
 Musical Director ..... Becey Carmel  
 Chief Engineer ..... Royden Freeland

## KOMA

### OKLAHOMA CITY—1927—CBS

Frequency: 1520 Kc. .... Power: 50,000 Watts  
 Owned-Operated By ..... KOMA, Inc.  
 Business-Studio Address ..... Billmore Hotel  
 Phone Number ..... 2-3291  
 Transmitter Location ..... Moore  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Capitol, Standard,  
 SESAC

Representative ..... Avery-Knodel  
 Membership ..... NAB, BMB  
 President ..... John Toole Griffin  
 General-Station Mgr. .... J. J. Bernard  
 Commercial Manager ..... Webster L. Benham, Jr.  
 Sales Prom. Manager ..... Raymond Ruff  
 Program Director ..... Robert M. Eastman  
 Production Director ..... Martin Fuller  
 Musical Director ..... Clarence Reynolds  
 Chief Engineer ..... M. W. Thomas  
 Farm Editor ..... Carl Neumann

## KTOK

### OKLAHOMA CITY—1927

#### ABC-OKLA. NET

Frequency: 1400 Kc. (CP 1000) .... Power: 250  
 Watts (CP 5000 d.; 1000 n.)

Owned-Operated By ..... KTOK, Inc.  
 Business Address ..... 2004 Apco Tower  
 Phone Number ..... 3-8352  
 Transmitter Location ..... 1800 W. Main  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP, UP  
 Transcription Service ..... World  
 Representative ..... Taylor-Borhoff  
 Membership ..... NAB, BMB  
 President ..... O. L. Taylor  
 Gen.-Station Manager ..... Robert D. Enoch  
 Program Director ..... Harold M. Shreve  
 Chief Engineer ..... Clifford Easum

## KTOW

### OKLAHOMA CITY—1948—LIBERTY

Frequency: 800 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... Sooner Bcstg. Co.  
 Business-Studio Address ..... 3300 Apco Tower  
 Phone Number ..... 79-2604  
 Transmitter Location ..... Reno & Eastern  
 Air Time ..... Sunrise-sunset  
 News Service ..... UP  
 Transcription Service ..... World, SESAC  
 Membership ..... NAB  
 Dir. of Sta. Operations ..... Carl E. Harmon  
 Program Director ..... Ollie D. Cook  
 Chief Engineer ..... Charles Sheatler

## WKY

### OKLAHOMA CITY—1922—NBC

Frequency: 930 Kc. .... Power: 5000 Watts  
 Owned By ..... Okla. Publishing Co.  
 Operated By ..... WKY Radiophone Co.  
 Bus.-Studio Address ..... Skirvin Tower Hotel  
 Phone Number ..... 3-4306  
 Transmitter Location ..... 1 Mi. E. of Britton  
 Air Time ..... Unlimited  
 News Service ..... AP, UP  
 Transcription Service ..... Associated, Standard  
 Representative ..... Katz  
 Membership ..... NAB, BMB  
 President ..... E. K. Gaylord  
 Station Manager ..... P. A. Sugg  
 Administrative Asst. .... Hoyt Andres

Commercial Manager.....Leo Howard  
 Promotion Manager.....Gene White  
 Program Director.....Paul Brawner  
 Chief Announcer.....Wakelield Holley  
 Musical Director.....Allan Clark  
 Chief Engineer.....H. J. Lovell  
 Farm Editor.....Orval Saunders

## K H B G

**OKMULGEE—1937**  
**MBS-KBS-OKLA. GP.**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Times Publishing Co.  
 Business-Studio Address.....Petroleum Bldg.  
 Phone Number.....3646-7  
 Transmitter Location.....20th & Seminole  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Lang-Worth, Keystone  
 Representative.....Taylor-Borroff  
 Membership.....NAB  
 President.....Donald W. Reynolds  
 General-Station Manager.....Tim Carroll  
 Prog.-Musical Dir.....Nova Clarke  
 Chief Announcer.....Charles Phillips  
 Chief Engineer.....James H. Smith  
 Farm Editor.....E. R. Francis

## K V L H

**PAULS VALLEY—1947**  
**KBS-OKLA. GP.**

Frequency: 1470 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....KVLH Bcstg. Co.  
 Business Address.....204 Pyeatt Bldg.  
 Phone Number.....1039  
 Studio-Transmitter Location.....W. of Pauls  
 Valley on Hwy. 71  
 Air Time.....Local sunrise-sunset  
 News Service.....AP  
 Transcription Service.....World, Keystone  
 Membership.....NAB  
 President.....James T. Jackson  
 General Manager.....Phil Crenshaw  
 Commercial Manager.....H. Edward Walker  
 Chief Engineer.....George Rountree

## W B B Z

**PONCA CITY—1927—MBS-OGB-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....The Ponca City Publ. Co.  
 Bus.-Studio-Transmitter Address.....615 W. Grand  
 Ave.  
 Phone Number.....3200  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Thesaurus, KBS  
 Membership.....NAB  
 Exec. Director.....Clyde E. Muchmore  
 General Manager.....Paul H. Buenning  
 Sales Promotion Mgr.....Harold Goodman  
 Production Mgr.....Sheldon E. Bonnewell

Program Director.....James K. Walker  
 Chief Engineer.....Olen E. Marshall

## K S M I

**SEMINOLE—1948—MBS-OKLA. GP.**

Frequency: 1260 Kc.....Power: 500 Watts d.  
 Owned By.....Seminole Bcstg. Co.  
 Operated By.....Tom Potter  
 Bus.-Studio-Transmitter Address.....City Park,  
 N. Main St., Box 1351  
 Phone Number.....1260-1  
 Air Time.....Local sunrise-sunset  
 News Service.....UP  
 Transcription Service.....Capitol, SESAC  
 Membership.....NAB  
 President.....Tom Potter  
 General Manager.....Jon B. Wagner  
 Commercial Manager.....Dale E. Porter  
 Sales Prom. Mgr.....Carl McDaniel  
 Program Director.....Bill P. Monroe  
 Chief Engineer.....Warren W. Abbott

## K G F F

**SHAWNEE—1930—ABC-OKLA. NET**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....KGFF Bcstg. Co., Inc.  
 Business-Studio Address.....Ninth & Bell Sts.  
 Phone Number.....4390-1  
 Transmitter Location.....Shawnee Country Club  
 Air Time.....8a.m.-M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Taylor-Borroff  
 Membership.....NAB, BMB  
 President.....Oscar S. Stauffer  
 General Manager.....Roy J. Bowman  
 Commercial Manager.....Helen Henderson  
 Sales Prom. Manager.....Maxine Bowman  
 Program Director.....William A. Weaver  
 Chief Announcer, Musical Dir.....Lowell Clark  
 Chief Engineer.....Edwin M. Moore

## K S P I

**STILLWATER—1947**  
**MBSM-OKLA. GP.**

Frequency: 780 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Stillwater Publishing Co.  
 Business Address.....P. O. Box 231  
 Phone Number.....1807  
 Studio-Transmitter Location.....2 Mi. S. of Still-  
 water on Hwy. 40  
 Air Time.....Sunrise-sunset  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Burke, Kuipers & Mahoney  
 Membership.....NAB  
 President.....C. R. Bellatti  
 General Manager.....L. F. Bellatti  
 Commercial Manager.....Kenneth Vanderver  
 Program Director.....Bracton Combs  
 Chief Engineer.....Paul McCollum

## KAKC

**TULSA—1946—OKLA. GP.**

Frequency: 1570 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Public Radio Corp.  
 Bus.-Studio Address . . . . . 412 E. Fifth St.  
 Phono Number . . . . . 4-2401  
 Transmitter Location . . . . . 21st & Yale Sts.  
 Air Time . . . . . Local sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Walker  
 Membership . . . . . NAB, FMA  
 President-Treasurer . . . . . S. E. Avey  
 V.P., General Manager . . . . . Glenn Condon  
 Asst. Gen.-Comm. Mgr. . . . . James L. Neal  
 Sales Prom. Manager . . . . . Jack Evans  
 Program Director . . . . . Bill Davis  
 Production Director . . . . . Bill Webb  
 Chief Announcer . . . . . Bill Bowers  
 Musical Director . . . . . Christine Dunn  
 Chief Engineer . . . . . M. M. Donley

## KFMJ

**TULSA—1946**

Frequency: 1050 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Fred Jones Bcstg. Co.  
 Business-Studio Address . . . . . Alvin Hotel  
 Phone Number . . . . . 5-5555  
 Transmitter Location . . . . . 21st & Yale  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Standard  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB, BMB  
 President . . . . . Fred Jones  
 General Manager . . . . . Lawson Taylor  
 Commercial Manager . . . . . Jack Betz  
 Chief Announcer . . . . . Bill Taylor  
 Chief Engineer . . . . . Nate Wilcox

## KOME

**TULSA—1938—ABC-MBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Oil Capital Sales Corp.  
 Business-Studio Address . . . . . 8th & Main  
 Phone Number . . . . . 3-4121  
 Transmitter Location . . . . . 3904 S. Newport  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Taylor-Boroff  
 Membership . . . . . NAB  
 President . . . . . Harry Schwartz  
 General-Station Mgr. . . . . Dick Campbell  
 Commercial Manager . . . . . J. Howard Engle  
 Program Director . . . . . Larry Robertson  
 Production Director . . . . . Jack Newman  
 Publicity Director . . . . . Ann Fountain  
 Chief Announcer . . . . . Wally Imes  
 Musical Director . . . . . Larry Robertson  
 Chief Engineer . . . . . Roy Brown

## KTUL

**TULSA—1934—CBS**

Frequency: 1430 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Tulsa Bcstg. Co.  
 Business Address . . . . . P. O. Box 1739  
 Phone Number . . . . . 2-3191  
 Studio Address . . . . . Boulder-on-the-Park  
 Transmitter Location . . . . . Turley  
 Air Time . . . . . 6:05 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol, Lang-Worth,  
 Standard  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NAB, BMB  
 President . . . . . John I. Griffin  
 V.P., General Manager . . . . . John Esau  
 Commercial Mgr. . . . . L. A. Blust Jr.  
 Sales Prom. Mgr., Pub. Dir. . . . . George Ketcham  
 Program Director . . . . . Karl Janssen  
 Production Director . . . . . Jack Alexander  
 Musical Director . . . . . Glenn Hardman  
 Chief Engineer . . . . . Robert Snider

## KVOO

**TULSA—1925—NBC**

Frequency: 1170 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Southwestern Sales Corp.  
 Business-Studio Address . . . . . Phillower  
 Phone Number . . . . . 2-2254  
 Transmitter Location . . . . . 11 Mi. E. of Tulsa  
 Hway. 66  
 Air Time . . . . . Unlimited  
 News Service . . . . . INS, UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Edward Pety  
 Membership . . . . . NAB, BMB  
 President . . . . . P. Q. Proctor  
 V.P., General Mgr. . . . . William B. Way  
 Commercial Manager . . . . . Gustav K. Brandborg  
 Merch. & Prom. Mgr. . . . . T. A. Wallers  
 Program Director . . . . . F. M. Randolph  
 Musical Director . . . . . Joe O'Neill  
 Chief Engineer . . . . . Walt Stinson  
 Farm Editor . . . . . Sam Schneider

## KSIW

**WOODWARD—1947—MBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Woodward Bcstg. Co.  
 Operated By . . . . . James L. Todd  
 Business Address . . . . . Box 508  
 Phone Number . . . . . 1450  
 Studio-Transmitter Location . . . . . 22nd & Cedar  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, Cole  
 Membership . . . . . NAB  
 President . . . . . Dave D. Price  
 Station Manager . . . . . James L. Todd  
 Commercial Mgr. . . . . Robert E. Davis  
 Engineering Supvr. . . . . John M. Nelson

# OREGON

Estimated Population 1,626,000—Increase +49.2%—Radio Homes 465,300  
Total Families 477,900—Stations in State 34

## KWIL

### ALBANY—1941—MBS-DON LEE

Frequency: 1240 Kc. Power: 250 Watts d.  
Owned-Oper. By... Central Willamette Bcstg.  
Co.

Bus.-Studio-Transmitter Address... Queen Ave.  
& Elm St.

Phone Number ..... 1234

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

News Service ..... UP

Transcription Service..... Standard, World

Representative ..... John Keating

Membership ..... NAB, BMB

President..... W. L. Jackson

Sec.-Treas..... R. R. Cronise

General Manager..... Chet Wheeler

Sta.-Sales Prom. Mgr..... Derwood Smith

Commercial Manager..... Warren Stoffer

Program-Production Dir..... LeRoy Jolley

Publicity Director..... Carley Copenhaver

Chief Announcer..... Doug LaMear

Chief Engineer, Farm Editor... Herbert Davidson

## KBKR

### BAKER—1939—KBS

Frequency: 1490 Kc. Power: 250 Watts

Owned-Oper. By..... Inland Radio, Inc.

Bus.-Studio Address..... First & Court Sts.

Phone Number ..... 140

News Service ..... UP

Transcription Service..... World, KBS

President..... Lee W. Jacobs

Gen.-Comm. Manager... Kenneth E. Lockwood

Promotion Manager..... Milton L. Levy

Chief Engineer..... Frank D. Knox

## KBND

### BEND—1938—MBS-KBS-DON LEE

Frequency: 1340 Kc. Power: 250 Watts

Owned-Oper. By... Central Oregon Bcstg. Co.

Bus.-Studio-Transmitter Address... 1101 Wall St.

Phone Number ..... 848

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

News Service ..... UP

Transcription Service ..... Lang-Worth

Representative..... W. S. Grant

Membership ..... NAB, BMB

Pres., Gen.-Sta. Mgr.,

Pub. Dir..... Frank H. Loggan

Comm.-Sales Prom. Mgr..... W. H. Barton

Prog. Dir., Chief Announcer,

Farm Editor..... Kessler Cannon

Chief Engineer..... Robert Dickinson

## KWIN

### ASHLAND—1946—UNITED PACIFIC

Frequency: 1400 Kc. Power: 250 Watts

Owned-Oper. By... Rogue Valley Bcstg. Co.,  
Inc.

Bus.-Studio-Transmitter Address... 1160 Helman  
Rd.

Phone Number ..... 2-1351

Air Time ..... Unlimited

News Service ..... AP

Transcription Service..... World, Capitol,

Standard, Keystone

Representative... John Keating, Homer Griffith

Membership ..... NAB, BMB

President..... M. S. Hamaker

General Manager..... Edward P. Barnett

Commercial Manager..... Virgil E. DeVoe

Sales Prom. Mgr..... Burton Lane Bardeen

Program Director..... Charles B. Fields

Women's Program Dir..... Clara Daniels

Chief Engineer..... Ralph S. Click

Farm Editor..... Doyle Seely

## KOOS

### COOS BAY—1928—MBS-DON LEE

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By..... KOOS, Inc.

Bus.-Studio-Transmitter Address..... 505 Hall  
Bldg.

Phone Number ..... 432-3

Air Time ..... Unlimited

News Service ..... AP

Transcription Service ..... World

Representative ..... John Keating

Membership ..... NAB

President..... Sheldon F. Sackett

General Manager..... Fred F. Chitty

Station Manager..... Hal Shade

Commercial Manager..... Jack Irvine

Program Director..... Sara Spough

Chief Engineer..... Roger Spough

## KAST

### ASTORIA—1935—MBS-KBS-DON LEE

Frequency: 1230 Kc. (CP 1370) Power: 250  
Watts (CP 1000)

Owned-Operated By..... Astoria Bcstg. Co.

Bus.-Studio Address..... 9th & Commercial Sts.

Phone Number ..... 795

Manager..... L. E. Parsons

## KWRO

### COQUILLE—1948—KBS

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By..... KWRO Bcstrs.

# OREGON

Bus. Studio Address..... Coquille Hotel, P. O.  
Box 396  
Phone Numbers..... Coquille 396, Coos Bay 396  
Transmitter Location..... Sanford Hgts., 1 Mi.  
N.W. of Coquille, on Hway. 101  
Air Time..... 17 Hrs.  
News Service..... AP  
Transcription Service..... Associated, Cole,  
SESAC, Keystone  
Representative..... Gene Grant  
President..... William E. Walsh  
General Manager..... Walter L. Read  
Sta. Sales Prom. Mgr..... Robert W. Harris  
Comm. Mgr., Pub. Dir..... William Cook  
Program-Production Dir..... Ralph Brown  
Chief Announcer..... Robert Harris  
Chief Engineer..... Walter L. Read  
Farm Editor..... Curt Raynes

## KRUL

CORVALLIS—1947  
KBS-UNITED-PACIFIC

Frequency: 1340 Kc..... Power: 250 Watts  
Owned-Oper. By..... Pacific States Radio Co.  
Bus. Studio-Transmitter Address..... 122 So. 15th  
St.  
Phone Number..... 1504, 1178  
Air Time..... Unlimited  
News Service..... AP  
Transcription Service..... Lang-Worth, Keystone  
Representative..... W. S. Grant  
Membership..... NAB, BMB  
President..... J. C. Haley  
Gen. Sta. Comm. Sales Prom.  
Manager..... A. T. Shields  
Program-Production Director..... C. W. Peck  
Chief Announcer, Chief Engineer..... Jeff Evans  
Musical Dir., Farm Editor..... Mel Palder

## KODL

THE DALLES—1940—KBS

Frequency: 1230 Kc..... Power: 250 Watts d.  
Owned-Oper. By..... Western Radio Corp.  
Bus. Studio-Transmitter Address..... KODL, Scenic  
Drive, near Soroasis Park  
Phone Number..... 2300  
Air Time..... 6 a.m.-M.  
News Service..... UP  
Transcription Service..... McGregor, Keystone  
Membership..... NAB  
Pres., General Mgr..... V. B. Kenworthy  
Station-Comm. Mgr..... Paul E. Walden  
Sales Prom. Manager..... Lee Phillips  
Program Director..... Arthur Elliott  
Chief Engineer..... Robert Molt

## KASH

EUGENE—1947—KBS

Frequency: 1800 Kc..... Power: 1000 Watts

Owned-Oper. By..... Radio Air Ways, Inc.  
Bus. Studio-Transmitter Address..... Day Island  
Rd.  
Phone Number..... 4595  
Air Time..... 6 a.m.-M.  
News Service..... UP  
Transcription Service..... Standard, Thesaurus,  
Keystone  
Representative..... Gene Grant, Donald Cooke  
Pres., Gen. Station Mgr..... E. L. Kincaid  
Program-Production Dir..... Bruce Nidever  
Publicity Director..... Clare Mattingly  
Musical Director..... Laura Nidever  
Chief Engineer..... William Riley

## KORE

EUGENE—1927—MBS-DON LEE

Frequency: 1450 Kc..... Power: 250 Watts  
Owned By..... Lane Bcstg. Co.  
Operated By..... Paul V. McElwain &  
Glenn E. McCormick  
Business Address..... P. O. Box 1032  
Phone Number..... 3  
Studio Address..... 27th & Willamette Sts.,  
4th & Main Sts., Springfield  
Transmitter Location..... 27th & Willamette Sts.  
Air Time..... Unlimited  
News Service..... AP  
Transcription Service..... World  
Membership..... NAB, BMB  
President..... Paul V. McElwain  
General-Station Manager..... Lee Bishop  
Commercial Manager..... C. R. Hillyer  
Sales Prom. Mgr., Pub. Dir..... Virgil Parker  
Program-Production Dir..... Robert Eubanks  
Chief Engineer..... Floyd Vikes

## KUGN

EUGENE—1946—ABC

Frequency: 1400 Kc..... Power: 250 Watts  
Owned-Operated By..... Valley Bcstg. Co.  
Business Address..... P. O. Box 1400  
Phone Number..... 2800  
Studio-Transmitter Location..... Coburg Rd.  
Air Time..... 5:30 a.m.-M.  
News Service..... AP  
Transcription Service..... Lang-Worth, Capitol  
Representative..... W. S. Grant,  
Frank J. McHugh, Jr.  
Membership..... NAB  
President..... C. H. Fisher  
General Manager..... S. W. McCready  
Commercial Manager..... L. N. Young  
Program Director..... Robert R. Whitley  
Production Director..... John E. Boren  
Publicity Director..... L. S. Ready  
Chief Engineer..... William H. Green  
Farm Editor..... Earl Britton



**KUIN**

**GRANTS PASS—1939—DON LEE**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By. Southern Oregon Bcstg. Co.  
 Business Address. P. O. Box 148  
 Phone Number 4477  
 Studio-Transmitter Location. Redwood Hwy.  
 Air Time. 6:30 a.m.-11 p.m.  
 News Service AP  
 Transcription Service. World. McGregor  
 Representative. W. S. Grant  
 Membership NAB, BMB  
 President. A. E. Voorhies  
 General Manager. William B. Smullin  
 Station Manager. E. A. Malone  
 Sales Manager. Glenn E. Nickell  
 Program Director. John T. Sivert  
 Chief Engineer. N. L. Williams

**KLBM**

**LA GRANDE—1938**

**KBS-OREGON TRAIL**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By. Inland Radio, Inc.  
 Bus. Studio-Transmitter Address. Old Oregon  
 Trail  
 Phone Number 220  
 Air Time. 7 a.m.-11 p.m.  
 News Service UP  
 Transcription Service. Lang-Worth, Keystone  
 Representative. Jack Keating  
 Membership NAB, BMB  
 President, General Manager. Lee Jacobs  
 Station Manager. John G. Jones  
 Commercial Manager. Ken Lillard  
 Program Director. Marjorie Pierce  
 Chief Engineer. Murray Durham

**KFJI**

**KLAMATH FALLS—1922**

**MBS-DON LEE**

Frequency: 1240 Kc. Power: 100 Watts  
 Owned-Oper. ated By. KFJI Bcstrs.  
 Bus. Studio-Transmitter Address. 203 Main  
 Phone Number 5155  
 Air Time. Unlimited  
 News Service UP  
 Transcription Service World  
 Representative W. S. Grant  
 Membership NAB  
 President, General Mgr. W. D. Miller  
 Comm.-Sales Prom. Mgr. Jack Keating  
 Prod. Mgr., Prog.-Pub.-Music  
 Director Bill Wentworth  
 Chief Engr., Farm Editor. William P. Grimes

**KMED**

**MEDFORD—1926—NBC**

Frequency: 1440 Kc. Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned-Oper. By. Mrs. W. J. Virgin  
 Business-Studio Address. P. O. Box 1306  
 Phone Number 4000  
 Transmitter Location. Ross Lane  
 Air Time. Unlimited  
 News Service UP  
 Transcription Service Standard  
 Membership NAB, BMB  
 Owner, Gen. Mgr. Mrs. W. J. Virgin  
 Comm.-Sa'es Prom. Mgr. James J. Dunlevy  
 Program Director. Gladys LaMar  
 Pub. Dir., Farm Editor. John S. Duffy  
 Chief Engineer. Victor M. Catliff

**KFLW**

**KLAMATH FALLS—1946—ABC**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By. Hera'd Publ. Co. of  
 Klamath Falls  
 Bus. Studio-Transmitter  
 Address 1301 Esp'anade  
 Phone Number 8115  
 Air Time. 6 a.m.-M.  
 News Service AP  
 Transcription Service Thesaurus  
 Representative Eye-elt, McKinnev  
 Membership NAB, BMB  
 President Frank Jenkins  
 General-Station Mgr. H. J. Chandler  
 Commercial Manager. Max J. Frye  
 Program-Publicity Dir. Marjorie Eagle  
 Production Manager. Chuck Cecil  
 Musical Director. Bill Williams  
 Chief Engineer. Gilbert Walters  
 Farm Editor. Paul Alexander

**KYJC**

**MEDFORD—1947**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By. Medford Printing Co.  
 Bus. Studio-Transmitter Address. Barnett Rd.  
 Phone Number 9200  
 Air Time. Unlimited  
 News Service. AP, UP  
 Transcription Service. Lang-Worth, Cole  
 Representative. W. S. Grant,  
 Frank J. McHugh, Jr.  
 Membership NAB  
 President. Robert W. Ruhl  
 General-Station Mgr. Collin R. Matheny  
 Comm. Mgrs. Robert M. Bruce,  
 Norbert Miksche  
 Sales Prom. Manager. Robert M. Bruce  
 Program Director. John Ahearn  
 Publicity Director. Collin R. Matheny  
 Musical Dir. Curtis Burnside, Jerry Webb  
 Chief Engineer, Farm Editor. Cheater J. Stuart

# OREGON

## KNPT

NEWPORT—1948

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Yaquina Radio, Inc.  
Business Address: Box 682  
Phone Number: 560  
Studio-Transmitter Address: N. city limits of Newport

Air Time: Unlimited  
News Service: AP  
Transcription Service: World  
Representative: John Keating  
Pres., Gen. Station Mgr.: Tom R. Becker  
Commercial Mgr.: Leonard Epling  
Prog.-Musical Director: Silvia Becker  
Prod. Dir., Chief Announcer:

Farm Editor: Bob Gleason  
Station Relations: Joe Kortman  
Chief Engineer: Leo Reetz

## KSRV

ONTARIO—1946—OREGON TRAIL

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Inland Radio, Inc.  
Business-Studio Address: Box 540  
Phone Number: 212  
Air Time: 6 a.m.-M.  
News Service: UP  
Transcription Service: Capitol, World, Thesaurus, Cole

Membership: NAB, BMB  
President: Lee W. Jacobs  
Station Manager: Gordon L. Capps  
Commercial Manager: John W. Powell  
Sales Promotion Mgr.: Elliot B. Behrens  
Program Director: Ray Kozak  
Chief Engineer: Charles E. Harland  
Farm Editor: Hal Corwin

## KGON

OREGON CITY—1947

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Clackamas Bcstrs.  
Business-Studio Address: Box 391  
Phone Number: 7111  
News Service: AP  
Transcription Service: Capitol, Lang-Worth, World  
General Manager: Floyd C. Bain

## KWRC

PENDLETON—1941

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Western Radio Corp.  
Business Address: P. O. Box 178  
Phone Number: 1425  
Studio-Transmitter Location: End of S.W. Sixth  
Air Time: Unlimited  
News Service: UP

Pres., Gen. Mgr.: V. B. Kenworthy  
Station Manager: Ted A. Smith  
Comm. & Prod.: Ray L. Benningson  
Program Director: Edward J. Warmoth

## KBKO

PORTLAND—1948

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Mercury Bcstg. Co.  
Bus. Studio Address: 1212 Failing Bldg.

## KEX

PORTLAND—1926—ABC

Frequency: 1190 Kc. Power: 50,000 Watts  
Owned-Oper. By: Westinghouse Radio Stations, Inc.

Bus. Studio Address: 1230 S.W. Main St.  
Phone Number: Capitol 1881  
Transmitter Location: Clackamas  
Air Time: Unlimited  
News Service: AP, INS  
Transcription Service: Associated, SESAC  
Representative: Free & Peters  
Membership: BMB  
President: Walter Evans  
General Manager: J. B. Conley  
Station Manager: C. S. Young  
Sales Manager: Eldon Campbell  
Sales Prom. & Pub. Mgr.: Charles L. Burrow  
Program Manager: Mel Bailey  
Production Director: Ken Finley  
Musical Director: George Burns  
Chief Engineer: Thomas Ely

## KGW

PORTLAND—1922—NBC

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Oper. By: The Oregonian Publishing Co.

Bus. Studio Address: 1320 S.W. Broadway  
Phone Number: BEacon 6364  
Transmitter Location: No. Portland  
Air Time: 6 a.m.-M.  
News Service: AP, INS  
Transcription Service: Lang-Worth, Thesaurus, World

Representative: Edward Petry  
Membership: NAB, BMB  
President: E. B. MacNaughton  
General Manager: M. J. Frey  
Station Manager: H. Quanten Cox  
Commercial Manager: J. N. Wasson  
Program Director: Homer Welch  
Dir. of Pub. Rel., Pub. Dir.: Frank Coffin  
Chief Announcer: Bob Tomlinson  
Musical Director: Abe Bercovitz  
Chief Engineer: Harold C. Singleton  
Farm Pgm. Dir.: Wallace L. Kaddery

**KOIN**

**PORTLAND—1926—CBS**

Frequency: 970 Kc. Power: 5000 Watts  
 Owned-Operated By: KOIN, Inc.  
 Business Address: P. O. Box 1031  
 Phone Number: Atwater 3333  
 Studio Address: New Heathman Hotel  
 Transmitter Location: Sylvan  
 Air Time: 6 a.m.-M.  
 News Service: AP, INS, UP  
 Transcription Service: World, Capitol  
 Associated  
 Representative: Avery-Knodel  
 Membership: NAB, BMB  
 President, Owner: Marshall Field  
 Gen.-Sta.-Comm. Mgr.: Harry H. Buckendahl  
 Promotion Manager: Marc Bowman  
 Program Director: Ted W. Cooke  
 Production Director: Willard Mears  
 Chief Announcer: Duncan Macleod  
 Musical Director: Owen Dunning  
 Chief Engineer: Louis S. Bookwalter  
 Farm Editor: Luke L. Roberts

**KPDQ**

**PORTLAND—1947**

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Operated By: John W. DAVIS  
 Bus.-Studio-Transmitter Address: Oaks Park  
 Phone Number: VERmont 5142  
 Air Time: Daytime  
 News Service: AP  
 Transcription Service: Associated, Capitol  
 Representative: William G. Rambeau  
 Owner, Gen. Mgr.: John W. Davis  
 Prog.-Musical Dir.: Donovan Zundel  
 Chief Announcer, Chief  
 Engineer: R. F. Johnson

**KPOJ**

**PORTLAND—1932—MBS-DON LEE**

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Oper. By: Journal Publishing Co.  
 Bus.-Studio Address: 919 S.W. Taylor St.  
 Phone Number: Br. 3484  
 Transmitter Location: P. O. Address R. 1,  
 Box 2433  
 Air Time: Unlimited  
 News Service: AP, UP  
 Transcription Service: Standard, Associated  
 Representative: John Blair  
 Membership: NAB, BMB  
 President: P. L. Jackson  
 General-Station Manager: R. M. Brown  
 Commercial Manager: Alan L. Torbet  
 Program Director: Thomas J. Swafford  
 Production Director: Hugh Smith  
 Publicity Director: Byron G. Shrader  
 Chief Announcer: Lou Gillette  
 Musical Director: Allen Uhles  
 Chief Engineer: A. E. Richmond  
 Farm Service Dir.: Alvin D. Bauer

**KWJJ**

**PORTLAND—1927—UNITED-PACIFIC**

Frequency: 1080 Kc. Power: 10,000 Watts  
 Owned-Oper. By: KWJJ Bcst. Co., Inc.  
 Bus.-Studio Address: 1011 S.W. 6th Ave.  
 Phone Number: Atwater 4393  
 Transmitter Location: No. Portland  
 Air Time: 6 a.m.-1 a.m.  
 News Service: UP  
 Transcription Service: Lang-Worth, Standard  
 Representative: Burn-Smith  
 Membership: NAB  
 President: Wilbur J. Jerman  
 Gen.-Station Mgr.: William E. Richardson  
 Commercial Manager: Jerry Speerstra  
 Sales Prom. Mgr., Pub. Dir.: Ben Crosby  
 Program-Production Dir.: Rene Bozarth  
 Chief Announcer: Art Morey  
 Musical Director: John Emmet  
 Chief Engineer: Dwight Loomis

**KXL**

**PORTLAND—1926—PACIFIC N.W.**

Frequency: 750 Kc. Power: 10,000 Watts d.  
 Owned-Operated By: KXL Bcstrs.  
 Business-Studio Address: Orpheum Bldg.  
 Phone Number: BR. 6451  
 Transmitter Location: Town of Harmony  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Lang-Worth, Keystone,  
 Standard  
 Representatives: Walker, Moore  
 Pres., Gen.-Sta.-Comm. Mgr.: H. S. Jacobson  
 Prog.-Pub. Director: Paul Robinson  
 Production Manager: Jackson Fleming  
 Chief Engineer: Ralph Mifflin  
 Farm Editor: Ben Buisman

**KRNR**

**ROSEBURG—1935  
 MBS-DON LEE-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: News Review Co.  
 Business Address: 134 N. Jackson St.  
 Phone Number: 4  
 News Service: AP  
 Transcription Service: Standard, World, KBS  
 Representatives: John Keating, Griffith  
 President: Frank Jenkins  
 General Manager: Iris Rice Helliwell  
 Commercial Manager: Del McKay

**KOCO**

**SALEM—1947—KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: B. Loring Schmidt  
 Bus.-Studio-Transmitter Address: 1426 Edge-  
 water St., W. Salem

## OREGON—PENNSYLVANIA

Phone Number ..... 3-3108  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service..... Capitol. Thesaurus,  
 Keystone  
 Representative ..... William G. Rambeau  
 Membership ..... NAB  
 General Manager ..... B. Loring Schmidt  
 Commercial Manager..... Earle W. Headrick  
 Program Director ..... Jack Zubon  
 Production Director..... William A. Exline  
 Chief Engineer..... Edward C. McElroy, Jr.

News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... W. S. Grant  
 Membership ..... NAB, BMB, FMA  
 Pres., General Mgr..... Glenn McCormick  
 Station Comm. Manager..... Hal Byer  
 Program Director..... Ester Konantz  
 Chief Announcer..... Blaine Hanks  
 Chief Engineer..... Clyde Carlton

### KSLM

**SALEM—1939—MBS-DON LEE**

Frequency: 1390 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Oregon Radio, Inc.  
 Business Address ..... Salem  
 Phone Number ..... 3-4831  
 Studio Address ..... Senator Hotel Bldg.  
 Transmitter Location..... Kingwood Hgts.  
 Air Time ..... 6a.m.-1 a.m.

**TILLAMOOK—1947—KBS**

Frequency: 1590 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Tillamook Bcstg. Co., Inc.  
 Business Address..... Star Route W., Box 24  
 Phone Number ..... 1122  
 News Service ..... AP  
 Transcription Service..... World, KBS  
 Representative ..... John Keating  
 President..... Fred H. Guyton  
 General Manager..... Mel Baldwin  
 Sales Manager..... Jim Kelly

# PENNSYLVANIA

*Estimated Population 10,689,000—Increase + 3.0%—Radio Homes 2,746,700  
 Total Families 2,879,900—Stations in State 100*

### W A E B

**ALLENTOWN—1948—ABC**

Frequency: 790 Kc..... Power: 500 Watts d.  
 1000 Watts n.  
 Owned-Oper. By..... Valley Bcstg. Corp.  
 Bus. Studio-Transmitter Address..... K. & S.  
 Bldg., 7th & Hamilton Sts.  
 Phone Number..... Allentown 4-9364  
 Air Time ..... 6 a.m.-1 a.m.  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... George P. Hollingbery  
 Pres., Gen. Mgr..... Joseph M. Nassau  
 Commercial Manager..... Howard Wasserman  
 Program Director..... James A. Nassau  
 Chief Engineer..... Martin N. Oebbecke

Pres., Gen. Mgr..... Lewis Windmuller  
 Commercial Manager..... Roderick E. Schoenlank  
 Sales Prom. Mgr., Pub. Dir..... C. Robert Glover  
 Chief Engineer..... Gerald B. Werst

### W K A P

**ALLENTOWN—1946—KBS**

Frequency: 1580 Kc..... Power: 1000 Watts d.  
 Operated By..... Allentown Bcstg. Co.  
 Bus. Studio Address..... 715 Hamilton St.  
 Phone Number ..... 3-3166  
 Transmitter Location..... Jordan Pkway, Route  
 145, Whitehall Township  
 Air Time ..... Local sunrise-local sunset  
 News Service ..... AP  
 Transcription Service..... World, Lang-Worth,  
 Keystone  
 Representative ..... Forjoe  
 Membership ..... NAB  
 President..... N. Joe Rahall  
 General Manager..... O. R. Davies  
 Sales Prom. Mgr..... Jack J. Dash  
 Program Director..... Gerald Williams  
 Chief Announcer..... Marshall Cleaver  
 Chief Engineer..... C. Frank Cordaro

### W H O L

**ALLENTOWN—1948—CBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Allentown Bcstg. Corp.  
 Bus. Studio-Transmitter Address..... 1125 Cel-  
 rado Ave.  
 Phone Number..... Allentown 4-4801  
 Air Time ..... 7 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... Robert Meeker  
 Membership ..... NAB

### W S A N

**ALLENTOWN—1923—NBC**

Frequency: 1470 Kc..... Power: 5000 Watts

PENNSYLVANIA

Owned-Oper. By... Lehigh Valley Bcstg. Co.
Bus-Studio Address... 39-41 N. Tenth St.
Phone Number... Allentown 9511
Transmitter Location... Old Catasauqua Rd.,
Route 1
Air Time... 7 a.m.-M.
News Service... AP, UP
Transcription Service... Standard, Thesaurus
Representative... Headley Reed
Membership... NAB, BMB
President... J. Calvin Shumberger
V.P., Managing Dir... B. Bryan Musselman
Office Manager... Olivia P. Musselman
Dir. of Programs... George Y. Snyder
Technical Supervisor... Reuel H. Musselman

WFBG

ALTOONA-1924-NBC

Frequency: 1340 Kc... Power: 250 Watts
Owned-Operated By... Gable Bcstg. Co.
Bus-Studio Address... Wm. F. Gable Co.
Phone Number... 6467
Transmitter Location... Atop Gable Store
Air Time... 7 a.m.-M.
News Service... AP
Transcription Service... World, Lang-Worth
Representative... Headley-Reed
Membership... NAB, BMB
President... George P. Gable
Managing Director... John M. Snyder
Chief Announcer... James Gates
Musical Director... George Burgoon
Farm Editor... Eugene Hammil

WJSW

ALTOONA-1947-MBS

Frequency: 1290 Kc... Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By... Altoona Bcstg. Co.
Bus-Studio Address... 1413 11th Ave.
Phone Number... 9301
Transmitter Location... Goods Lane, Logan
Township
Air Time... 7 a.m.-1 a.m.
News Service... UP
Transcription Service... Standard
Representative... Burn-Smith
Membership... NAB
President... Herbert T. Wolf
General Mgr... Thomas W. Metzger
Station-Comm. Mgr... James E. Moren
Sales Prom. Mgr... D. Ruel Burkhardt
Program Director... Lois M. Huey
Production Director... Charles Flynn
Publicity Director... Richard Gibboney
Chief Announcer... Tom Torrissi
Musical Director... Mike Croft
Chief Engineer... C. Irvin Metzger
Farm Editor... Harvey Miller

WRTA

ALTOONA-1947-ABC

Frequency: 1240 Kc... Power: 250 Watts
Owned By... Thompson Bcstg. Co.
Operated By... Roy F. Thompson
Bus-Studio-Transmitter Address... 1421 12th
Ave.
Phone Number... 6646
Air Time... 6:30 a.m.-1 a.m.
News Service... UP
Transcription Service... Thesaurus, SESAC
Representative... Robert Meeker
Membership... NAB
Gen-Sta.-Comm. Mgr... Roy F. Thompson
Sales Prom. Mgr... William Clear
Program Director... Dorothy M. Thompson
Musical Director... Robert Michael
Production Director... John E. Riley
Chief Engineer... George R. Burgoon
Farm Editor... Robert Klar

WVAM

ALTOONA-1948-CBS

Frequency: 1430 Kc... Power: 1000 Watts
Owned-Operated By... General Bcstg. Corp.
Business-Studio Address... 2801 Edgewood Dr.
Phone Number... 8127
News Service... UP
Transcription Service... Lang-Worth
Representative... Weed
President... Emanuel S. Leopold
Gen.-Comm. Manager... D. L. Sellers
Prog. Dir., Prom. Mgr... Mike Grant
Chief Engineer... J. J. Ralston

WAVL

APOLLO-1947

Frequency: 910 Kc... Power: 1000 Watts
Owned-Oper. By... Tri-Borough Bcstg. Co.
Bus-Studio Address... 401-403 Forth Ave.
Phone Number... Apollo 480
Transmitter Location... 1/4 Mi. E. of Apollo on
Rt. No. 56
Air Time... Daytime
News Service... UP
Transcription Service... SESAC, Cole
Representative... Rural Radio
General Manager... Cecil F. Clifton
Commercial Manager... Meredith Twining
Program Director... Carmen Tubby
Publicity Director... Larry Caldwell
Chief Engineer... H. E. Smith
Farm Editor... A. J. West

WBVP

BEAVER FALLS-1948

Frequency: 1230 Kc... Power: 250 Watts
Owned-Operated By... WBVP, Inc.

• • • **PENNSYLVANIA** • • •

Business-Studio Address...1216 Seventh Ave.  
 News Service .....UP  
 Transcription Service.....Capitol, Standard  
 President, General Mgr.....Frank R. Smith, Jr.  
 Commercial Mgr.....Thomas B. Price  
 Program Director.....Gerry Golf  
 Promotion Manager.....Jean Biggard  
 Chief Engineer.....Bill Hines

**WGPA**

**BETHLEHEM—1946**

Frequency: 1100 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....The Bethlehems' Globe  
 Pub. Co.  
 Bus.-Studio Address.....426 Brodhead Ave.  
 Phone Number .....6-8074-5  
 Transmitter Location...Eighth Ave. & Dell St.  
 Air Time .....Sunrise-sunset  
 News Service .....UP  
 Transcription Service.....World, Capitol  
 Membership .....NAB  
 Vice President.....Rolland L. Adams  
 Sta.-Comm. Mgr.....Arthur C. McCracken  
 Program Director.....Stefan George  
 Publicity Director.....Jack Perry  
 Musical Director.....Belly Fry  
 Chief Engineer.....Edwin L. Rybak  
 Farm Editor.....Joe Prentice

**WCNR**

**BLOOMSBURG—1946**

Frequency: 930 Kc.....Power: 500 Watts  
 Owned-Oper. By.....The Columbia-Mantour  
 Bcstg. Corp.  
 Bus.-Studio Address.....38 W. Main St.  
 Phone Number .....1700  
 Transmitter Location.....Bloomsburg RFD  
 News Service .....AP  
 Transcription Service.....Associated  
 Membership .....NAB  
 President.....Robert R. Eyerly  
 General Manager.....Ed Darlington  
 Commercial Manager.....John Gilton  
 Chief Engineer.....Stanton Davis

**WLTR**

**BLOOMSBURG—1947**

Frequency: 690 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Bloom Radio, Inc.  
 Business-Studio Address.....Hotel Magee  
 Phone Number .....1800-1  
 Transmitter Location.....Scott Township  
 Air Time .....Sunrise-sunset  
 News Service .....UP  
 Transcription Service.....World  
 Membership .....NAB, BMB  
 President.....Harry L. Magee  
 General-Station Mgr.....C. G. Moss  
 Commercial Manager.....Hamer Cox  
 Sales Prom. Mgr., Prog. Dir.....Roy Nassau

Production Director.....Mark Jury  
 Publicity Director.....Laura Fairchild  
 Chief Engineer.....Park H. Cassady  
 Musical Director.....Ray Calabrese  
 Farm Editor.....Walt Lewis

**WLOA**

**BRADDOCK—1947**

Frequency: 1550 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Matta Bcstg. Co.  
 Business-Studio Address...1233 Braddock Ave.  
 Phone Number.....Electric 1100 (Pittsburgh)  
 News Service .....UP  
 Transcription Service...Lang-Worth, Standard,  
 World  
 Representative .....Friedenberg  
 President, General Mgr.....William G. Matta  
 Commercial Manager.....George Matta  
 Program Director.....Paul McCandless  
 Chief Engineer.....James Schultz

**WESB**

**BRADFORD—1947—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By...Bradford Publications, Inc.  
 Business Address.....43 Main St.  
 Phone Number.....7174-5, 3173  
 Studio Address.....35 Main St.  
 Transmitter Location.....High St. Ext.  
 Air Time .....Unlimited  
 News Service .....AI  
 Transcription Service.....Standard, World  
 Representative.....McGeehan & O'Mara  
 Membership .....NAB  
 President.....Lester R. Edwards  
 Gen.-Comm. Mgr.....Joseph M. Cleary  
 Sales Prom. Mgr., Pub. Dir...William V. Peter's  
 Prog. Dir., Farm Editor.....Joseph V. Lentini  
 Prod. Dir., Chief Announcer..Robert C. Norman  
 Musical Director.....George M. Ward  
 Chief Engineer.....David W. Jefferies

**WISR**

**BUTLER—1941—KBS**

Frequency: 680 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....The Butler Bcstg. Co.  
 Business-Studio Address.....357 N. Main St.  
 Phone Number .....4701  
 Transmitter Location.....McKinley Ave. Ext.  
 Air Time.....Sunrise-local sunset  
 News Service .....UP  
 Transcription Service...Lang-Worth, Keystone  
 Representative .....Forjoe  
 Membership .....NAB, BMB  
 President .....David Rosenblum  
 Commercial Manager.....Paul H. Martin  
 Program Director.....Robert Kaufman  
 Publicity Director.....Joel Rosenblum  
 Chief Engineer.....Paul Rex  
 Farm Editor.....R. H. McDougall

. . . **PENNSYLVANIA** . . .

**WLXW**

**CARLISLE—1948**

Frequency: 1380 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Philip Mathews  
 Bus.-Studio Address . . . . . 60 Moorland Ave.  
 Owner . . . . . Philip Mathews

**WCHA**

**CHAMBERSBURG—1946**

Frequency: 800 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . Chambersburg Bcstg. Co.  
 Bus.-Studio Address . . . . . Craft Press Bldg.  
 Phone Number . . . . . 1110-1  
 Transmitter Location . . . . . Route No. 6, Warm  
 Spring Rd.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus, Capitol  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB  
 Pres., Gen.-Station Mgr. . . . . John S. Booth  
 Comm.-Sales Prom. Mgr. . . . . Charles M. Cassel  
 Program Director . . . . . Earl Strine  
 Prod.-Pub. Director . . . . . M. Goodwin Clarke  
 Chief Announcer . . . . . Allen Saunders  
 Musical Dir., Farm Editor . . . . . Edward Leigh  
 Chief Engineer . . . . . James McCurdy

**WESA**

**CHARLEROI—1947**

Frequency: 940 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . Monongahela Valley Bcstg.  
 Corp.  
 Bus.-Studio-Transmitter Address . . . . . Recerational  
 Park  
 Phone Number . . . . . Charleroi 2300  
 Air Time . . . . . Local sunrise-local sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Capitol  
 Representative . . . . . Harry Friedenberg  
 Membership . . . . . NAB  
 President . . . . . Dr. A. S. Sickman  
 Gen.-Station-Comm. Mgr. . . . . John E. Karabin  
 Sales Prom. Mgr., Pub. Dir. . . . . Robert Vesel  
 Prog.-Prod. Dir. . . . . Charles C. Rutledge, Jr.  
 Chief Announcer, Musical  
 Director . . . . . William Ryan, III  
 Chief Engineer . . . . . Henry Neiderkofler

**WPWA**

**CHESTER—1947**

Frequency: 1590 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Lou Poller  
 Business Address . . . . . Chester  
 Phone Number . . . . . 3-1641  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Capitol  
 Membership . . . . . NAB

Owner . . . . . Lou Poller  
 General Manager . . . . . M. A. Mandel  
 Sales Promotion Mgr. . . . . Burton Levin  
 Program Director . . . . . Bob Johnson  
 Chief Engineer . . . . . Harry Simmington

**WVCH**

**CHESTER—1947**

Frequency: 740 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . James M. Tisdale  
 Bus.-Studio Address . . . . . Wolf Bldg., Market Sq.  
 Phone Number . . . . . Chester 2-8861  
 Transmitter Location . . . . . Bridgewater Rd., RD 1  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Pres., Gen. Mgr., Pub. Dir. . . . . James M. Tisdale  
 Station Manager . . . . . Tom Harvey  
 Commercial Manager . . . . . Dan Safron  
 Sales Prom. Manager . . . . . Jack Carrol  
 Prog.-Musical Dir. . . . . Edna Whittington  
 Chief Announcer . . . . . Tom Harvey  
 Chief Engineer . . . . . James M. Tisdale  
 Farm Editor . . . . . Phil Steer

**WCPA**

**CLEARFIELD—1947**

Frequency: 900 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . Progressive Publishing Co.,  
 Inc.  
 Business Address . . . . . 206 E. Locust St.  
 Phone Number . . . . . 5-5541  
 Studio Address . . . . . 215 Church St.  
 Transmitter Location . . . . . Clearfield R.D.  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus, Capitol,  
 World  
 Membership . . . . . NAB  
 President . . . . . Richard Kennard  
 General Manager . . . . . W. K. Ulerich  
 Sta. Mgr., Prog.-Pub. Dir. . . . . W. J. Thomas  
 Comm.-Sales Prom. Mgr. . . . . W. C. Plummer  
 Chief Announcer, Musical Dir. . . . . Joseph Milsop  
 Chief Engineer . . . . . Llewellyn Duck  
 Farm Editor . . . . . W. O. Mitchell

**WTWS**

**CLEARFIELD—1948—MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Airplane & Marine  
 Instruments, Inc.  
 Address . . . . . P. O. Box 868  
 Phone Number . . . . . 5-9616  
 News Service . . . . . INS  
 Transcription Service . . . . . World  
 President . . . . . Theodore W. Stemmler  
 Mgr., Comm. Mgr. . . . . Marsha Davenport  
 Sta. Mgr., Prog. Dir. . . . . Kenneth D. Snyder  
 Promotion Manager . . . . . Robert A. Rexroad  
 Chief Engineer . . . . . Miles Lewis

PENNSYLVANIA

WCVI

CONNELLSVILLE—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Connellsville Bcstrs., Inc.
Bus.-Studio Address: 124 W. Crawford Ave.
Phone Number: Connellsville 2700
Air Time: Unlimited
News Service: UP
Transcription Service: Lang-Worth. SESAC. Capitol
Pres., Gen.-Sta. Mgr.: J. Wylie Driscoll
Chief Engineer: R. H. Fasulkey

WBUX

DOYLESTOWN—1948

Frequency: 1570 Kc. Power: 250 Watts d.
Owned-Operated By: Charles M. Meredith
Business-Studio Address: The Hart Bldg.
Phone Number: Doylestown 220
Transmitter Location: Doylestown Township
News Service: AP
Transcription Service: Thesaurus
Membership: NAB

Owner, Gen. Mgr.: Charles M. Meredith
Station-Comm. Mgr.: William A. Lynch
Sales Promotion Mgr.: Leon Kehr
Prod. Dir., Chief Announcer: Neal Call
Chief Engineer: Paul Fireman
Farm Editor: Chuck Fairchild

WCED

DUBOIS—1941—CBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: Tri-County Bcstrg. Co.
Bus.-Studio-Transmitter Address: 80 N. Park Pl.
Phone Number: 1700
News Service: UP
Transcription Service: Keystone
President: Harold Gray
Gen. Mgr., Pub. Dir.: Jason S. Gray
Station-Comm. Manager: Les Ryder
Program Director: Virginia Ryder
Chief Engineer: Vernon Stahl

WEST

EASTON—1936—NBC-MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Associated Bcstrs., Inc.

5 Markets it pays you to Cover!

WKBO
Harrisburg, Pa.
Established 1922

WEST
Easton, Pa.
Established 1936



WRAW
Reading, Pa.
Established 1922

WORK
York, Pa.
Established 1932

W GAL
Lancaster, Pa.
Established 1922

Represented by

ROBERT MEEKER ASSOCIATES

New York · Chicago · San Francisco · Los Angeles



# P E N N S Y L V A N I A

Bus.-Studio Address.....516 Northampton St.  
 Phone Number.....6131  
 Transmitter Location.....Williams Township  
 Air Time.....6:30 a.m.-1 a.m.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Robert Meeker  
 Membership.....NAB  
 Station Executive.....Clair R. McCollough  
 Station Manager.....Elwood C. Anderson  
 Natl. Sales Manager.....J. Robert Gulick  
 Program Director.....Eugene Bethman  
 Chief Engineer.....J. E. Mathiot

## W E R C ERIE—1941—NBC

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Presque Isle Bcstg. Co.  
 Bus.-Studio-Transmitter Address...121 W. 10 St.  
 Phone Number.....26-918-9  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service..Associated. Lang-Worth  
 Representative.....Weed  
 President.....Jacob A. Young  
 General Manager.....Charles E. Denny  
 Station Manager.....J. J. Young  
 Commercial Manager.....Art Ingram  
 Program Director.....Virginia Donachy  
 Chief Announcer.....John Michael  
 Chief Engineer.....Ken Hestor

## W I K K ERIE—1948—ABC

Frequency: 1330 Kc.....Power: 5000 Watts  
 Owned By.....Community Service Bcstg. Co.  
 Bus.-Studio Address.....1021 State St.  
 Phone Number.....23-249  
 Transmitter Location.....Waterford  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Taylor-Borroff  
 Membership.....NAB  
 President.....Keith Kiggins  
 General Manager.....Ted Nelson  
 Commercial Manager.....John Rossiter  
 Program Director.....E. D. Harvey  
 Chief Engineer.....Hugo A. Bondy

## W L E U ERIE—1933

**MBS-QUAKER-WM. PENN**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WLEU Bcstg. Corp.  
 Bus.-Studio Transmitter Address.....2nd Fl.  
     Comme ce Bldg., 12th & State Sts.  
 Phone Number.....23-327, 22-129  
 Air Time.....6 a.m.-M.  
 News Service.....AP

Transcription Service.....World. Thesaurus  
 President.....Leo J. Omelian  
 V.P., Gen.-Sta. Comm. Mgr....V. Hamilton Weir  
 Secretary.....Calire Theno  
 Musical Director.....Anthony Conti  
 Chief Engineer.....George Roland  
 Farm Editor.....Paul Crossman

## W H J B GREENSBURG—1934

Frequency: 620 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Pittsburgh Radio Supply  
     House  
 Bus.-Studio-Transmitter Address..Penn Albert  
     Hotel  
 Phone Number.....Greensburg 3740  
 Air Time.....7 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....William G. Rambeau  
 Membership.....NAB, BMB  
 President.....H. Kenneth Brennen  
 General-Comm. Mgr.....G. J. Podyyn  
 Program Director.....John Howard  
 Chief Engineer.....L. L. Allen

## W H G B HARRISBURG—1945

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Harrisburg Bcstg. Co.  
 Bus.-Studio-Transmitter Address...112 Market  
     St.  
 Phone Number.....2-3456. 6-2646  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Weed  
 Membership.....NAB, BMB  
 Pres., Comm. Mgr.....Herbert Kendrick  
 General Manager.....Jack Hooper  
 Program Director.....Stan Bowman  
 Production Director.....Betsy Heagy  
 Pub.-Musical Dir.....Red McCarthy  
 Chief Announcer.....Fred Greene  
 Chief Engineer.....Woody Schlegel

## W H P HARRISBURG—1924—CBS

Frequency: 1460 Kc.....Power: 5000 Watts d.:  
     1000 Watts n.  
 Owned-Operated By.....WHP, Inc.  
 Business-Studio Address.....216 Locust St.  
 Phone Number.....4-3211  
 Transmitter Location.....Harrisburg Hershey  
     Hwy., 4 Mi. E. of Harrisburg  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Standard. Associated  
 Representative.....Bolling  
 Membership.....NAB, BMB



to... **WAZL**

*Day in and Day Out!*

## in the GREATER HAZLETON TRADING AREA

[
 The attached Conlan survey tells the story! Read it completely and see for yourself how WAZL dominates the listening audience! . . . We're located in Luzerne—the third largest county in Pennsylvania with 441,518 inhabitants!
 ]

- ☆ Coverage?
- ☆ Network?
- ☆ Service?
- ☆ Results?
- ☆ Promotion?
- ☆ Representation?

SURE! . . . we serve four counties in this great state of Pennsylvania . . . Primary coverage area, 224,579; Metropolitan Hazleton trading area 131,000.

SURE! . . . two of them! NBC and Mutual.

SURE! . . . complete staff of experienced personnel . . . three of original staff members still with the station since it went on the air in 1932! They have the "know-how!"

SURE! . . . ask the satisfied clients using WAZL year after year . . . some of them for 16 years.

SURE! . . . outstanding promotion jobs for clients year after year . . . awards won regularly. Look at the records!—Right ahead of 50,000 watt stations on program promotion!!!

SURE . . . Robert Meeker Associates, 521 Fifth Avenue, New York City.

*"Power Alone is Not Enough"*

It takes:

PROGRAMS . . . we have them!

PERSONNEL . . . our staff is experienced in the "know-how" of radio!

PROMOTION . . . we do it!

VIC DIEHM  
General Manager

**WAZL** HAZLETON, PA.

**1490 kc.**

\* Represents our peak audience figure. Overall percentage for entire survey 67.5%.



AFFILIATE

**PENNSYLVANIA**

Gen.-Sta.-Comm. Mgr. . . . . A. K. Redmond  
 Sales Prom. Mgr. . . . . Beatrice Potteiger  
 Program Director . . . . . Dick Redmond  
 Production Director . . . . . Harry Hinkley  
 Publicity Director . . . . . John Price  
 Musical Director . . . . . David Shoop  
 Chief Engineer . . . . . E. Daniel Leibensperger  
 Farm Editor . . . . . George Wirt

**W K B O**

**HARRISBURG—1922—NBC-MBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Keystone Bcstg. Corp.  
 Bus.-Studio Address . . . . . 31 N. Second St.  
 Phone Number . . . . . 4-0191  
 Transmitter Location . . . . . Penn Harris Hotel  
 Air Time . . . . . 6 a.m.-1 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Robert Meeker  
 Membership . . . . . NAB  
 Station Executive . . . . . Clair R. McCollough  
 Station Manager . . . . . David J. Bennett, Jr.  
 Natl. Sales Manager . . . . . J. Robert Gulick  
 Program Director . . . . . Don Wear  
 Chief Engineer . . . . . J. E. Mathiot

**W A Z L**

**HAZLETON—1932—NBC-MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Hazleton Bcstg. Co.  
 Bus.-Studio Address . . . . . 708 Hazleton Natl.  
 Bank Bldg.  
 Transmitter Location . . . . . 610 E. Berner Ave.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Robert Meeker  
 Membership . . . . . NAB, BMB  
 Pres., Gen.-Sta. Mgr. . . . . Victor C. Diehm  
 Comm.-Sales Prom. Mgr. . . . . Thomas Tito  
 Prog. Dir., Chief Announcer . . . . . Don Murray  
 Production Manager . . . . . Dave Davies  
 Publicity Director . . . . . Kathryn Kahler  
 Musical Director . . . . . John Stanzola  
 Chief Engineer . . . . . Elwood Tito  
 Farm Editor . . . . . Paul Brown

**W H O D**

**HOMESTEAD—1948**

Frequency: 860 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Steel City Bcstg. Corp.

*5 Markets it pays you to Cover!*

**WKBO**  
 Harrisburg, Pa.  
 Established 1922

**WEST**  
 Easton, Pa.  
 Established 1936



**WRAW**  
 Reading, Pa.  
 Established 1922

**WORK**  
 York, Pa.  
 Established 1932

**W GAL**  
 Lancaster, Pa.  
 Established 1922

*Represented by*

**ROBERT MEEKER ASSOCIATES**

New York · Chicago · San Francisco · Los Angeles

. . . **PENNSYLVANIA** . . .

Bus. Studio Address.....105 E. Seventh Ave.  
 Phone Number.....HO 0027  
 Transmitter Location.....W. Millfin Borough  
 Air Time.....Sunrise-sunset  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 President.....Carl Cuda  
 General-Comm. Mgr.....Roy Ferree  
 Sta. Mgr., Prog. Dir.....Raymond Scott  
 Sales Prom. Mgr., Pub. Dir.....Sid Dickler  
 Production Director.....Diana Birkenfield  
 Chief Engineer.....James Herbert

Membership.....NAB  
 President.....Paul Short  
 General Manager.....George D. Gartland  
 Station Manager.....Robert R. Nelson  
 Commercial Mgr.....Harold J. Fitzgerald  
 Sales Prom. Mgr.....Louis Penequy  
 Program Director.....Robert C. Ebert  
 Chief Announcer.....William S. Santoro  
 Musical Director.....John R. Clement  
 Chief Engineer.....Millard J. Coleman  
 Farm Editor.....H. C. McWilliams

**WHUN**

**HUNTINGDON—1946—MBS-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned By.....The Joseph F. Biddle Publ. Co.  
 Operated By.....Radio Station WHUN  
 Bus. Studio Address.....400 Washington St.  
 Phone Number.....1291  
 Transmitter Location.....27th & Murray Aves.  
 Air Time.....6:30 a.m.-M.  
 News Service.....AP  
 Transcription Service.....SESAC, Standard,  
 Keystone  
 President.....John H. Biddle  
 General Manager.....Samuel L. Stroh, Jr.  
 Program Director.....Cary H. Simpson  
 Chief Engineer.....Ernest A. Craig

**WDAD**

**INDIANA—1946—CBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Indiana Bcst., Inc.  
 Bus. Studio Address.....637 Philadelphia St.  
 Phone Number.....1780  
 Air Time.....7 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Standard, Keystone  
 Membership.....NAB  
 President.....Paul J. Short  
 General Manager.....John S. Booth  
 Station Manager.....Thompson K. Cassel  
 Commercial Manager.....Frank J. Richards  
 Program Director.....Paul Flynn  
 Chief Engineer.....Rudy F. Milhadick

**WARD**

**JOHNSTOWN—1946—CBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Central Bcstg. Co., Inc.  
 Business-Studio Address.....Porch Bldg.  
 Phone Number.....81-216  
 Transmitter Location.....Prospect Hill  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Weed

**WCRO**

**JOHNSTOWN—1947—ABC-QUAKER**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Century Bcstg. Corp.  
 Bus. Studio Address.....317-319 Main St.  
 Phone Number.....75-255  
 Transmitter Location.....Prospect Hill  
 Air Time.....Unlimited  
 News Service.....INS  
 Transcription Service.....Associated  
 Representative.....Adam J. Young, Jr.  
 Membership.....NAB, BMB  
 President.....John J. Keel  
 General Manager.....John F. Hanssen  
 Commercial Manager.....Dennis Gerken  
 Program Director.....Charles Barry  
 Chief Engineer.....Rexford Ackley

**WJAC**

**JOHNSTOWN—1925—NBC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....WJAC, Inc.  
 Bus. Studio Address.....WJAC Bldg., 329 Main  
 St.  
 Phone Number.....4-1267  
 Transmitter Location.....Tribune Bldg.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Standard, Thesaurus,  
 Lang-Worth  
 Representative.....Headley-Reed  
 Membership.....NAB, BMB  
 President.....W. W. Krebs  
 Vice Pres., Treas.....L. W. Barnes  
 Station-Comm. Mgr.....John P. Foster  
 Asst. Mgr., Prog. Dir.....Campbell E. Patch  
 Sec., Asst. to the Mgr.....Edythe Brubaker  
 Chief Engineer.....N. L. Straub

**WACB**

**KITTANNING—1948**

Frequency: 1380 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....The Armstrong County  
 Bcstg. Corp.  
 Bus. Studio Address.....325 Market St.  
 President.....Lawrence W. Henry  
 Vice President.....Joseph B. Moore

**PENNSYLVANIA**

**WKIN**

**KITTANNING—1948**

Frequency: 1600 Kc. Power: 1000 Watts d.  
 Owned-Operated By WKIN, Inc.  
 Bus. Studio Address 133 N. Jefferson St.  
 Phone Number 1350  
 News Service UP  
 Transcription Service Lang-Worth, Standard  
 Pres., General Mgr. Julian L. Liebman  
 Commercial Manager H. Warren Anderson  
 Prog. Dir., Prom. Mgr. Charles Goodwin  
 Chief Engineer Benjamin Franklin

**WGAL**

**LANCASTER—1922—NBC-MBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By WGAL, Inc.  
 Bus. Studio-Transmitter Address 8 W. King St.  
 Phone Number 5251  
 Air Time 6:30 a.m.-1 a.m.  
 News Service UP  
 Transcription Service World  
 Representative Robert Meeker  
 Membership NAB

President Clair R. McCollough  
 Station Manager Walter O. Miller  
 Natl. Sales Mgr. J. Robert Gulick  
 Program Director Ernest Stanzola  
 Chief Engineer J. E. Mathiot

**WLAN**

**LANCASTER—1946—ABC-QUAKER**

Frequency: 1390 Kc. Power: 1000 Watts  
 Owned-Oper. By The Peoples Bcstg. Co.  
 Bus. Studio Address 252 N. Queen St.  
 Phone Number 7261-2  
 Transmitter Location RFD, Lancaster  
 Air Time 6:30 a.m.-M.  
 News Service AP  
 Transcription Service Lang-Worth  
 Representative Headley-Reed  
 Membership NAB  
 Pres., Gen. Mgr. Frank H. Altdoerffer  
 Asst.-Comm.-Sales Prom. Mgr.,  
 Publicity Director John D. Hymes  
 Prog.-Prod. Director Roderick A. Mitchell  
 Chief Announcer Robert C. Harnish  
 Musical Director Robert Q. Stetler  
 Chief Engineer John Shaub  
 Farm Editor Elden Spangler

*5 Markets it pays you to Cover!*

**WKBO**  
 Harrisburg, Pa.  
 Established 1922

**WEST**  
 Easton, Pa.  
 Established 1936



**WRAW**  
 Reading, Pa.  
 Established 1922

**WORK**  
 York, Pa.  
 Established 1932

**WGAL**  
 Lancaster, Pa.  
 Established 1922

*Represented by*

**ROBERT MEEKER ASSOCIATES**

New York · Chicago · San Francisco · Los Angeles

## W L B R

**LEBANON—1946**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Lebanon Bcstg. Co.  
 Bus.-Studio Address: 8th & Cumberland Sts.  
 Phone Number: 3900  
 Transmitter Location: Hill Church  
 Air Time: 6 a.m.-sunset  
 News Service: AP  
 Transcription Service: World  
 Representative: William G. Rambeau  
 Membership: NAB, BMB  
 President: H. Raymond Stadiem  
 General Manager: Lester P. Elter  
 Station Manager: Julian F. Skinnell  
 Commercial Manager: Philip J. Reilly  
 Production Director: William S. Halpern  
 Publicity Director: Robert Sweigart  
 Chief Engineer: M. Leonard Savage

## W C M B

**LEMOYNE—1948**

Frequency: 960 Kc. Power: 1000 Watts  
 Owned-Oper. By: Rossmoyne Corp.  
 Bus.-Studio Address: Lemoyne Theater Bldg.  
 Phone Number: Harrisburg 4-3005  
 Transmitter Location: Poplar Church Rd.,  
 E. Pennsboro Township  
 Air Time: Daytime  
 News Service: AP  
 Transcription Service: Associated  
 Representative: Donald Cooke  
 Membership: NAB  
 President: Edgar T. Shepard, Jr.  
 General-Station Manager: Ed K. Smith  
 Commercial Manager: John T. Burnile  
 Sales Promotion Mgr.: Robert Cross  
 Prod.-Musical Director: Don Jacobs  
 Chief Announcer: John Archer  
 Chief Engineer: Howard Bair  
 Farm Editor: Gordon Jones

## W M R F

**LEWISTOWN—1941—NBC**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Lewiston Bcstg. Co.  
 Business-Studio Address: 5 W. Market St.  
 Phone Number: 6757  
 Transmitter Location: Derry Township  
 Air Time: 6:30 a.m.-12:05 a.m.  
 News Service: UP  
 Transcription Service: Standard  
 Representative: Burn-Smith  
 Membership: NAB, BMB  
 General-Station Manager: Thomas W. Metzger  
 Comm.-Sales Prom. Mgr.:  
 Program Director: Ralph Porker  
 Pub. Dir., Farm Editor: Jim Cox  
 Chief Announcer: George Yack  
 Chief Engineer: Bernard Bopp

## W B P Z

**LOCK HAVEN—1947—MBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Lock Haven Bcstg. Corp.  
 Bus.-Studio Address: 132½ E. Main St.  
 Phone Number: 4038  
 Transmitter Location: Allison Township  
 Air Time: 7 a.m.-M.  
 News Service: AP  
 Transcription Service: Standard, SESAC  
 Representative: Joseph Hershey McGillvra  
 Membership: NAB  
 President: Donald C. Welch  
 General-Station Manager: Harris Lipez  
 Comm.-Sales Prom. Mgr.: Joseph J. Nevins  
 Program Director: Maude Kauffman  
 Production Director: L. Willard Poff  
 Publicity Director: Richard F. Hartzell, Jr.  
 Chief Announcer: Roger Moyle  
 Musical Director: John Skerda  
 Chief Engineer: Kenneth B. Cram  
 Farm Editor: John B. McCool

## W E D O

**McKEESPORT—1946**

Frequency: 810 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Tri-City Bcstg. Co.  
 Business-Studio Address: 547 Fifth Ave.  
 Phone Number: McKeesport 7167,  
 Homestead 3113  
 Transmitter Location: Foster Rd.  
 Air Time: Local sunrise-local sunset  
 News Service: AP, INS  
 Transcription Service: Associated, World,  
 Capitol, Thesaurus  
 Representative: Burke, Kuipers & Mahoney  
 Membership: NAB  
 Pres., Gen. Mgr.: Edward J. Hirschberg  
 Station-Comm. Mgr.: Edward J. Patrick  
 Sales Prom. Mgr.: Mildred G. Sheridan  
 Program-Production Dir.: John H. Stewart  
 Publicity Director: David T. Williams  
 Chief Announcer: Joe Guba  
 Musical Director: Edward Garbett  
 Chief Engineer: Wilkes E. Hurlley

## W M C K

**McKEESPORT—1946—KBS**

Frequency: 1360 Kc. Power: 1000 Watts  
 Owned-Oper. By: Mon-Yough Bcstg. Co., Inc.  
 Business-Studio Address: 516 Market St.  
 Phone Number: 7193-4-5  
 Transmitter Location: Lincoln Twp.  
 Air Time: 7 a.m.-1 a.m.  
 News Service: UP  
 Transcription Service: Lang-Worth, Standard,  
 SESAC, Keystone  
 President: George R. Raikes  
 Gen.-Station-Comm.-Sales Prom.  
 Manager: Jock Craddock

. . . **PENNSYLVANIA** . . .

Prog.-Prod.-Pub. Dir. . . . . Pat Haley  
 Chief Announcer . . . . . Jim Robertson  
 Musical Director . . . . . Dave Belcher  
 Chief Engineer . . . . . Charles White  
 Farm Editor . . . . . Roy Gallagher

**W M G W**

**MEADVILLE—1947**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Meadville Bcstg. Serv., Inc.  
 Bus.-Studio Address . . . . . First Natl. Bank Bldg.  
 Phone Number . . . . . 46-723  
 News Service . . . . . UP  
 Transcription Service . . . . . SESAC, Lang-Worth,  
 Thesaurus  
 President . . . . . H. C. Winslow  
 General Manager . . . . . Victor C. Diehm  
 Commercial Manager . . . . . Lorraine Yuhasz  
 Program Director . . . . . Thomas A. Tito  
 Promotion Manager . . . . . Kathryn Kahler  
 Chief Engineer . . . . . Hoyt Stout

**W B U D**

**MORRISVILLE—1947**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Morrisville Bcstg. Co.  
 Bus.-Studio Address . . . . . 12 S. Pennsylvania Ave.  
 Phone Number . . . . . 7107  
 Transmitter Location . . . . . Bank of Delaware,  
 across from Trenton, N. J.  
 Air Time . . . . . 7 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol, World  
 President . . . . . Verna S. Hardin  
 Station Manager . . . . . James Stolcz  
 Commercial Manager . . . . . Morton Lownes  
 Sales Prom. Mgr., Pub. Dir. . . . . Bob Kent  
 Prog.-Prod. Director . . . . . William F. Hildenbrand  
 Chief Engineer . . . . . William A. Brewer

**W H W L**

**NANTICOKE—1947**

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
 Owned By. . . . . Radio Anthracite, Inc.  
 Operated By . . . . . WHWL  
 Business-Studio Address . . . . . 38 E. Main St.  
 Phone Number . . . . . Nanticoke 1332; Wilkes Barre,  
 Enterprise 1-0539  
 Transmitter Location . . . . . Avondale, Plymouth  
 Twp.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard, Capitol,  
 SESAC  
 Membership . . . . . NAB  
 President . . . . . Henry W. Lark  
 General-Station Mgr. . . . . Milton Laughlin  
 Program Director . . . . . Robert Bressler  
 Prod. Dir., Chief Announcer . . . . . Bill Gritman  
 Chief Engineer . . . . . Bernard Hyzinski

**W K S T**

**NEW CASTLE—1938—MBS-QUAKER**

Frequency: 1280 Kc. . . . . Power: 1000 Watts  
 (C.P. 5000)  
 Owned-Operated By . . . . . WKST, Inc.  
 Bus.-Studio Address . . . . . Cathedral Bldg.,  
 E. Lincoln Ave.  
 Phone Number . . . . . 5050  
 Transmitter Location . . . . . Savannah Center &  
 Old Pittsburgh Rds.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Katz  
 Membership . . . . . NAB, BMB  
 President, General Mgr. . . . . S. W. Townsend  
 Station-Comm. Mgr., Prog. Dir. . . . . A. W. Graham  
 Sales Prom. Mgr., Pub. Dir. . . . . Al Francis  
 Production Director . . . . . Harry Reith  
 Musical Director . . . . . Shirley Kerr  
 Chief Engineer . . . . . Robert Emch  
 Farm Editor . . . . . Al Francis

**W K P A**

**NEW KENSINGTON—1940**

Frequency: 1150 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By. . . . . Allegheny-Kiski Bcstg. Co.  
 Business-Studio Address . . . . . 810 Fifth Ave.  
 Phone Number . . . . . 3534  
 Transmitter Location . . . . . E. Deer Township  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth,  
 MacGregor, SESAC  
 Representative . . . . . Continental Radio Sales  
 General-Station-Commercial Mgr.,  
 Program Director . . . . . Edward J. Kroen  
 Chief Announcer . . . . . Michael Felack  
 Chief Engineer . . . . . W. W. Neely

**W N A R**

**NORRISTOWN—1946**

Frequency: 1110 Kc. . . . . Power: 500 Watts d.  
 Owned-Operated By . . . . . Norristown Bcstg. Co.  
 Bus.-Studio Address . . . . . 115 W. Main St.  
 Phone Number . . . . . Norristown 7600  
 Transmitter Location . . . . . Old Arch Rd.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Helen Wood & Colton  
 Membership . . . . . NAB  
 President . . . . . N. Joe Rahall  
 Executive Director . . . . . Farris E. Rahall  
 Station Manager . . . . . Numa Fabre, Jr.  
 Commercial Manager . . . . . Arthur H. Beckwith  
 Program Director . . . . . J. Arthur Lazell  
 Chief Engineer . . . . . Franklin H. Bisbing



50,000 watts

"Umbrella Coverage"—in  
all directions

Nation's third largest market

First in every Philadelphia  
listeners' survey ever made

CBS affiliate

On WCAU you're in Philadelphia

THE PHILADELPHIA BULLETIN STATIONS

AM  
TV  
FM



## W K R Z

**OIL CITY—1946—KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . WKRZ, Inc.  
 Operated By . . . . . Kenneth Edward Rennekamp  
 Business-Studio Address . . . . . 232 Seneca St.  
 Phone Number . . . . . 4-1260, 4-1269  
 Transmitter Location . . . . . Rich Hill, Cranberry  
 Township  
 Air Time . . . . . 7 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Keystone  
 Representative . . . . . Joseph Hershey McGillyvra  
 Pres., Gen.-Sta. Mgr., Kenneth E. Rennekamp  
 Commercial Mgr. . . . . Clifford Hollenbaugh  
 Sales Prom. Mgr. . . . . Olivia T. Rennekamp  
 Prog.-Musical Director . . . . . Dorothy Green  
 Production Director . . . . . Ruth McCarthy  
 Publicity Director . . . . . Betty Mae Moon  
 Chief Announcer . . . . . Michael Gulla  
 Chief Engineer . . . . . Leo Arcoletti  
 Farm Editor . . . . . Charles Lampinen

## K Y W

**PHILADELPHIA—1921—NBC**

Frequency: 1060 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Westinghouse Radio  
 Stations, Inc.  
 Business-Studio Address . . . . . 1619 Walnut St.  
 Phone Number . . . . . LOcust 4-3700  
 Transmitter Location . . . . . Whitmarsh  
 Air Time . . . . . Unlimited  
 News Service . . . . . INS, UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Free & Peters  
 Membership . . . . . BMB  
 President . . . . . Walter Evans  
 General Manager . . . . . J. B. Conley  
 Station Manager . . . . . Robert E. White  
 Sales Manager . . . . . Harvey McCall, Jr.  
 Sales Promotion . . . . . Paul A. Woodland  
 Program Manager . . . . . James P. Begley  
 Publicity Manager . . . . . John P. Meagher  
 Musical Director . . . . . Clarence Fuhrman  
 Chief Engineer . . . . . I. N. Eney

## W C A U

**PHILADELPHIA—1922—CBS**

Frequency: 1210 Kc. . . . . Power: 50,000 Watts  
 Owned-Operated By . . . . . WCAU, Inc.  
 Business-Studio Address . . . . . 1622 Chestnut St.  
 Phone Number . . . . . LOcust 7-7700  
 Transmitter Location . . . . . Moorestown, N. J.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP

Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Radio Sales  
 Membership . . . . . BMB, FMA  
 General Manager . . . . . Leon Levy  
 Asst. General Mgr. . . . . Joseph L. Tinney  
 Sales Manager . . . . . Alex Rosenman  
 Sales Promotion Mgr. . . . . Robert N. Pryor  
 Program Director . . . . . Joseph T. Connolly  
 Publicity Director . . . . . John J. Kelly  
 Chief Announcer . . . . . Hugh Walton  
 Musical Director . . . . . David Stephens  
 Technical Director . . . . . John G. Leitch  
 Chief Engineer . . . . . George Lewis  
 News Editor . . . . . Alfred T. Ringler  
 Farm Editor . . . . . Amos Kirby

## W D A S

**PHILADELPHIA—1922**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . William Goldman  
 Operated By . . . . . WDAS Bcstg. Station, Inc.  
 Business-Studio Address . . . . . 1211 Chestnut St.  
 Phone Number . . . . . LOcust 7-7400  
 Transmitter Location . . . . . Ford Rd. & Midvale Ave.,  
 Woodside Pk.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . For Joe  
 Membership . . . . . NAB  
 President . . . . . William Goldman  
 General-Station Mgr. . . . . Leslie W. Joy  
 Commercial Mgr. . . . . Lambert B. Beeuwkes  
 Prog.-Pub. Dir. . . . . M. Leonard Matt  
 Musical Dir. . . . . Robert Paul Cialoni  
 Chief Engineer . . . . . Frank W. Unterberger

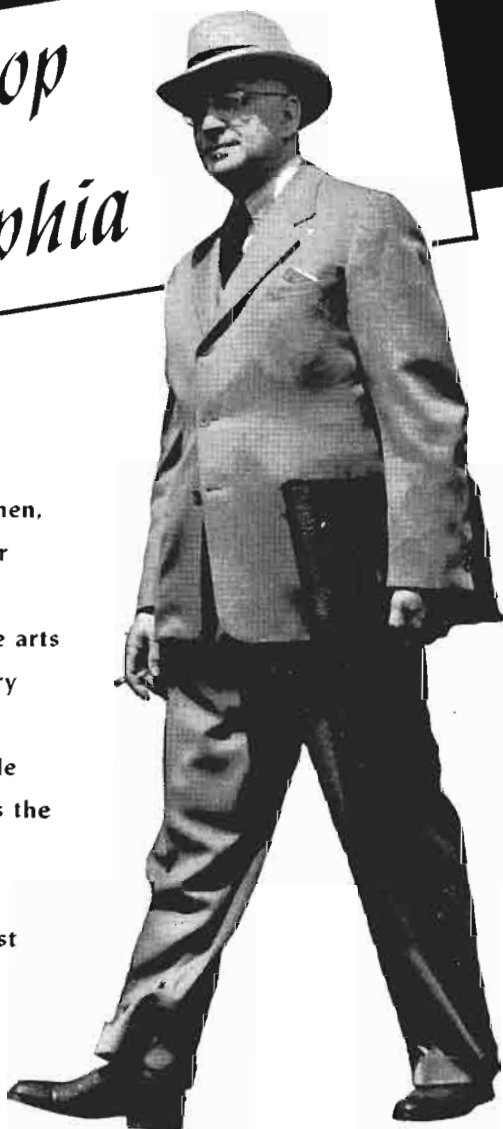
## W H A T

**PHILADELPHIA—1925**

Frequency: 1340 Kc. . . . . Power: 100 Watts d.  
 Owned-Oper. By . . . . . Independence Bcstg. Co.  
 Business-Studio Address . . . . . 1505 Walnut St.  
 Phone Number . . . . . RIttenhouse 6-2058  
 Transmitter Location . . . . . Penn Sheraton Hotel,  
 39th & Chestnut Sts.  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Membership . . . . . NAB  
 Pres., Gen. Comm.-Sales Prom.  
 Manager . . . . . William A. Banks  
 Asst. Gen.-Sta. Mgr., Prog.-Prod.  
 Director . . . . . Dolly Banks  
 Publicity Director . . . . . Annette Oromanor  
 Chief Announcer . . . . . Bill McCall  
 Musical Director . . . . . Len Stevens

# *First Stop in Philadelphia*

There are certain men and women, distinguished by reason of their achievements in such fields as statecraft, science, learning, the arts and industry, whose words carry weight. Radio listeners want to be introduced to these people and to hear these words. That's the reason that whenever a Very Important Person, in whatever field, visits Philadelphia, his first stop is the studios of WFIL.



# WFIL

The Philadelphia Inquirer Station

ABC Affiliate

Represented nationally  
by the KATZ Agency

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**WFIL**

**PHILADELPHIA—1922**

**ABC-QUAKER**

Frequency: 560 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By. . . . . Philadelphia Inquirer Div.  
of Triangle Publications, Inc.

Business-Studio Address. . . . . Widener Bldg.  
Phone Number. . . . . Rittenhouse 6 6900  
Transmitter Location. . . . . Whitmarsh  
Air Time. . . . . Unlimited  
News Service. . . . . AP  
Transcription Service. . . . . Associated  
Representative. . . . . Katz  
Membership. . . . . NAB, BMB  
General-Station Manager. . . . . Roger W. Clipp  
Sales Manager. . . . . John E. Surrick  
Sales Prom. Mgr. . . . . Fred Hayward  
Program Director. . . . . William A. Farren  
Production Manager. . . . . John Norman  
Publicity Manager. . . . . Richard Koster  
Musical Director. . . . . Norman Black  
Chief Engineer. . . . . Louis E. Littlejohn  
Farm Editor. . . . . Howard Jones

**WIBG**

**PHILADELPHIA—1925**

Frequency: 990 Kc. . . . . Power: 10,000 Watts  
Owned-Oper. By. . . . . Seaboard Radio Bcstg.  
Corp.

Business-Studio Address. . . . . 1425 Walnut St.  
Phone Number. . . . . Rittenhouse 6-2300  
Transmitter Location. . . . . Conshohocken RFD  
Air Time. . . . . Unlimited  
News Service. . . . . AP, UP  
Transcription Service. . . . . Lang-Worth  
Representative. . . . . Adam Young, Joe Lang  
President. . . . . Paul F. Harron  
Gen.-Sta.-Comm. Mgr. . . . . Edward D. Clery  
Sales Prom.-Prod. Mgr. . . . .  
Publicity Director. . . . . Rupe Werling  
Program Director. . . . . Doug Arthur  
Musical Director. . . . . Eric Wilkinson  
Chief Engineer. . . . . John H. Henninger  
Farm Editor. . . . . Elwood Stutz

**WIP**

**PHILADELPHIA—1922—MBS**

Frequency: 610 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By. . . . . Pennsylvania Bcstg. Co.  
Business-Studio Address. . . . . 35 S. 9th St.  
Phone Number. . . . . WALnut 2-6800  
Transmitter Location. . . . . Bellmawr, N. I.  
Air Time. . . . . Unlimited  
News Service. . . . . AP, UP  
Transcription Service. . . . . World  
Representative. . . . . Edward Petry  
Membership. . . . . NAB, BMB  
Pres., General Mgr. . . . . Benedict Gimbel, Jr.  
V.P. & Dir. of Sales. . . . . Gordon R. Gray  
Local Commercial Mgr. . . . . Samuel Hill  
Sales Prom. Manager. . . . . Ralph H. Minton

Program Director. . . . . Murray Arnold  
Production Director. . . . . Varner Paulsen  
Publicity Director. . . . . Samuel Elber  
Asst. Program Dir. . . . . Edward Wallis  
Dir. Education & Spec. Events. . . . . Samuel Serota  
Chief Engineer. . . . . Reginald K. Harris  
Technical Director. . . . . Clifford C. Harris

**WJMJ**

**PHILADELPHIA—1948**

Frequency: 1540 Kc. . . . . Power: 1000 Watts  
Owned-Operated By. . . . . Patrick J. Stanton  
Business-Studio Address. . . . . St. James Hotel,  
13 & Walnut Sts.  
Phone Number. . . . . Kingsley 5-7000  
Transmitter Location. . . . . 7000 River Rd.,  
Delair, N. J.  
Air Time. . . . . Daytime  
News Service. . . . . AP  
Transcription Service. . . . . SESAC  
Representative. . . . . Joseph Hershey McGilvra  
Owner, Gen. Mgr. . . . . Patrick J. Stanton  
Commercial Manager. . . . . Charles Stahl  
Sales Prom. Mgr., Pub. Dir. . . . . Jerome Weiss  
Prog. Dir., Chief Announcer. . . . . Michael Deegan  
Production Director. . . . . Jerry Warren  
Musical Director. . . . . Kathryn Gillies  
Chief Engineer. . . . . Fred Kost

**WIBG**

**WIBG—FM**

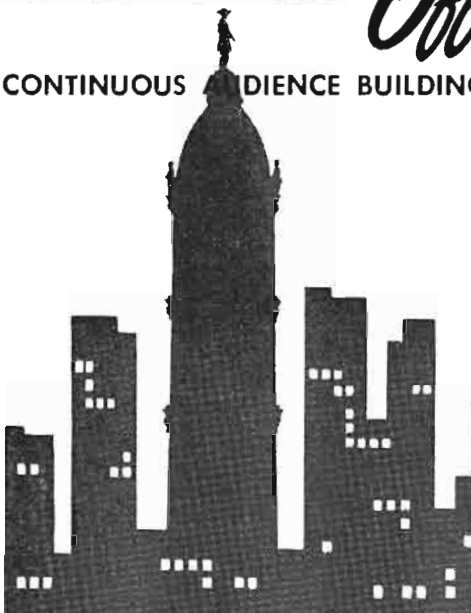
SPORTS  
NEWS  
MUSIC

IN PHILADELPHIA

# WPEN

## *Offers Advertisers*

CONTINUOUS AUDIENCE BUILDING THRU—



TIME ON  
**WPEN**

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*Philadelphians*

### HOME-POINTED ADVERTISING

- Newspapers
- Car Cards
- Magazines
- Billboards
- 400 Picture-Poster Boards
- Double Spread Truck Posters, Eastern Seaboard
- 250,000 Direct Mail Listener Cards Yearly
- Courtesy Announcements
- Airplane Streamers

### MERCHANDISING

- Trade Letters
- Grocery Cards
- Drug Cards
- Window Displays
- Product Displays
- Counter Cards
- Store Posters
- Exclusive Promotion Agreement, Philadelphia Record Dealers Ass'n
- Exclusive Promotion Agreement, Phila. Appliance Dealers Ass'n

350 Represented Nationally by Wm. G. Rambeau Co. 102.5

# WPEN *The Sun Ray Drug Stations* WPEN-FM

IN PHILADELPHIA

. . . **PENNSYLVANIA** . . .

**WPEN**

**PHILADELPHIA—1929**

Frequency: 950 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . Sun Ray Drug Co.  
 Operated By . . . . . William Penn Bcstg. Co.  
 Business-Studio Address . . . . . 1528 Walnut St.  
 Phone Number . . . . . Kingsley 6-0950  
 Transmitter Location . . . . . Brookhaven Rd. &  
 77th St.  
 Air Time . . . . . 6a.m.-1 a.m.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . William G. Rambeau  
 Membership . . . . . NAB  
 President . . . . . Albert J. Sylk  
 General Manager . . . . . Edward C. Obrist  
 Asst. Mgr., Prog. Dir. . . . . William B. Caskey  
 Production Director . . . . . Allen Grey  
 Publicity Director . . . . . T. Harrison Mooney  
 Chief Engineer . . . . . Charles W. Burtis

**WTEL**

**PHILADELPHIA—1926**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Foulkrod Radio Engineering  
 Co.  
 Business-Studio Address . . . . . 4312 N. Broad St.  
 Phone Number . . . . . Gladstone 5-1310,  
 D'Avenport 4-4310  
 Transmitter Location . . . . . Rowlandville  
 Air Time . . . . . Shares time with WHAT  
 Pres., Gen. Mgr.,  
 Program Dir. . . . . E. Douglass Hibbs  
 Station Manager . . . . . Henry N. Cocker  
 Production Director . . . . . Alan Stewart  
 Chief Engineer . . . . . John Field

**KDKA**

**PITTSBURGH—1920—NBC**

Frequency: 1020 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Westinghouse Radio  
 Stations, Inc.  
 Business-Studio Address . . . . . Grant Bldg.  
 Phone Number . . . . . Grant 4200  
 Transmitter Location . . . . . Allison Pk.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, INS, UP  
 Transcription Service . . . . . Associated, Thesaurus  
 Representative . . . . . Free & Peters  
 Membership . . . . . BMB  
 President . . . . . Walter Evans  
 General Manager . . . . . J. B. Conley  
 Station Manager . . . . . Joseph E. Baudino  
 Sales Manager . . . . . George D. Tons  
 Sales Prom. Manager . . . . . David N. Lewis  
 Program Manager . . . . . Franklin A. Tooke  
 Production Director . . . . . Ed P. Young  
 Publicity Manager . . . . . Lee Curran  
 Musical Director . . . . . Bernie Armstrong  
 Chief Engineer . . . . . Theodore C. Kenney  
 Farm Editor . . . . . Homer H. Mariz

**KQV**

**PITTSBURGH—1919—MBS**

Frequency: 1410 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Allegheny Bcstg. Corp.  
 Bus.-Studio Address . . . . . 800 Chamber of  
 Commerce Bldg.  
 Phone Number . . . . . Atlantic 6802  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . World, SESAC  
 Representative . . . . . Weed  
 Membership . . . . . NAB  
 President . . . . . Charles T. Campbell  
 Gen. Comm. Manager . . . . . J. F. Murray  
 Program Director . . . . . W. M. Burns, Jr.  
 Publicity Director . . . . . Kennard P. Day  
 Chief Engineer . . . . . R. F. Hunt

**WCAE**

**PITTSBURGH—1922—ABC**

Frequency: 1250 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . WCAE, Inc.  
 Bus.-Studio Address . . . . . William Penn Hotel  
 Phone Number . . . . . Atlantic 6900  
 Transmitter Location . . . . . Baldwin Township  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, INS  
 Transcription Service . . . . . Thesaurus, Capitol  
 Representative . . . . . Katz  
 Membership . . . . . NAB, BMB  
 Pres., General Manager . . . . . Leonard Kapner  
 Sta. Mgr., Prog. Dir. . . . . R. Clifton Daniel  
 Commercial Manager . . . . . Carl M. Dozer  
 Sales Prom. Mgr., Pub. Dir. . . . . William Kelley  
 Production Director . . . . . John Leban  
 Chief Announcer . . . . . Ralph Fallert  
 Musical Director . . . . . Baron Elliott  
 Chief Engineer . . . . . James Greenwood

**WJAS**

**PITTSBURGH—1921—CBS**

Frequency: 1320 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Pittsburgh Radio Supply  
 House, Inc.  
 Bus.-Studio Address . . . . . 1406 Chamber of  
 Commerce Bldg.  
 Phone Number . . . . . Grant 4860  
 Transmitter Location . . . . . 1459 Crane Rd.,  
 Greentree  
 Air Time . . . . . Unlimited  
 News Service . . . . . Transradio, UP  
 Transcription Service . . . . . Lang-Worth, Cole  
 Representative . . . . . William G. Rambeau  
 Membership . . . . . BMB  
 Pres., Gen. Mgr. . . . . H. K. Brennen  
 Comm.-Sales Prom. Mgr. . . . . John H. Buchheit  
 Program Director . . . . . James M. Hughes  
 Production Director . . . . . Charles M. Kerns, Jr.  
 Publicity Director . . . . . Irene Cowan  
 Musical Director . . . . . Lee Kelton  
 Chief Engineer . . . . . Walter W. McCoy

PENNSYLVANIA

W P G H

PITTSBURGH—1946

Frequency: 1080 Kc. Power: 1000 Watts d. Owned-Operated By: Pittsburgh Bcstg. Co. Bus-Studio Address: 220 N. Highland Ave., E. Liberty Phone Number: EMerson 5000 Transmitter Location: 2500 E. Lane Air Time: Sunrise-sunset News Service: AP Transcription Service: Lang-Worth, World Representative: Adam J. Young Membership: NAB President: Henry A. Bergstrom Gen.-Comm.-Sales Prom. Manager: Jim Bellamy Asst. Gen. Mgr., Prog.-Prod. Dir.: Lew Kent Publicity Director: Mary Conley Musical Director: Bettelou Purvis Chief Engineer: J. A. McFarland Farm Editor: Keiran Balfe

W P I T

PITTSBURGH—1947

Frequency: 730 Kc. Power: 1000 Watts d. Owned-Operated By: WPIT, Inc. Bus-Studio Address: 211 Smithfield St. Phone Number: GRant 0794 Transmitter Location: Mt. Troy Rd. Air Time: Sunrise-sunset News Service: UP Transcription Service: Lang-Worth, Standard Representative: Joseph Hershey McGillvra President: John J. Laux General Station Manager: John L. Merdian Program Director: George D. Gailey Publicity Director: Rosalia Brennan Musical Director: Byron Lippman Chief Engineer: John Berninger

W W S W

PITTSBURGH—1932—VICTORY

Frequency: 1490 Kc. (CP 970 Kc.) Power: 250 Watts (CP 5000 Watts) Owned By: WWSW, Inc. Operated By: Post-Gazette Publ. Co. Bus-Studio Address: Sheraton Hotel Phone Number: GRant 5200 Transmitter Location: Fineview Hill, No. Side Air Time: Unlimited News Service: AP Transcription Service: Standard Representative: Forjoe Membership: NAB, FMA President, Gen. Manager: O. M. Schloss Station-Comm. Mgr.: Ben W. Muros Sales Promotion Manager, Publicity Director: Harold J. Goldstein Program Director: W. Fred Joyner

Chief Announcer: Raymond F. Schneider Musical Director: Marie Wilk Chief Engineer: Henry R. Kaiser

W P A M

POTTSVILLE—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts Owned-Oper. By: Miners Bcstg. Serv., Inc. Bus-Studio Address: 106 S. Centre St. Phone Number: Pottsville 5050 Transmitter Location: Lawton's Hill Air Time: Unlimited News Service: UP Transcription Service: Associated, Standard Representative: Everett-McKinney Membership: NAB, BMB President: Joseph L. Maguire General Manager: Louis H. Murray Sales Manager: Frank L. Tamulonis Merchandising Mgr.: John Gallagher Chief Announcer: Ray Mulligan Musical Director: Horace Richards Chief Engineer: Gene Handwerck

W P P A

POTTSVILLE—1946

Frequency: 1360 Kc. Power: 1000 Watts d.; 500 Watts n. Owned-Oper. By: Pottsville Bcstg. Co. Bus-Studio Address: 8 So. Second St. Phone Number: Pottsville 4744 Transmitter Location: Old Minersville Rd. Air Time: 6:30 a.m.-12:05 a.m. News Service: AP Transcription Service: World Owner, General Manager: A. V. Tidmore Program-Commercial Mgr.: John M. Naylor Chief Announcer: Jerry Gaines Musical Director: Llew Edwards

W E E U

READING—1932—ABC-QUAKER

Frequency: 850 Kc. Power: 1000 Watts d. (CP 1000 Watts Fulltime) Owned By: Reading Eagle-Times Operated By: Hawley Bcstg. Co. Business-Studio Address: 533 Penn St. Phone Number: 7335 Transmitter Township: Spring Township Air Time: Daytime News Service: UP Transcription Service: Associated, SESAC Representative: George P. Hollingbery Membership: NAB President: Hawley Quier Gen.-Station Mgr.: Clifford M. Chafey Commercial Manager: K. Richard Creitz Program Director: E. Lester Hofmaster Chief Announcer: George Carroll Chief Engineer: Harold Schearer

**PENNSYLVANIA**

**WHUM**

**READING—1946—CBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Eastern Radio Corp.  
 Business-Studio Address Berkshire Hotel  
 Phone Number Reading 4-4805  
 Transmitter Location Old Wyomissing Rd.  
 Air Time Unlimited  
 News Service AP  
 Representative George P. Hollingbery  
 Membership NAB  
 Pres., Gen.-Sta. Mgr. Robert G. Magee  
 Comm.-Sales Prom. Mgr. Richard G. Fichthorn  
 Public Service Dir. Eva L. Sandeffer  
 Chief Announcer Alan Lane  
 Musical Director A. Raymond Moore  
 Chief Engineer Joseph McCormack

Phone Number Reading 7173  
 Transmitter Location 6th & Penn Sts.  
 Air Time 6:30 a.m.-1 a.m.  
 News Service UP  
 Transcription Service World  
 Representative Robert Meeker  
 Membership NAB  
 Station Executive Clair R. McCollough  
 Station Manager Raymond A. Gaul  
 Natl. Sales Mgr. J. Robert Gulick  
 Program Director Frank Voss  
 Chief Engineer J. E. Mathiot

**WRAW**

**READING—1922—NBC-MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Reading Bstg. Co., Inc.  
 Business-Studio Address 19 N. Fifth St.

**WRYO**

**ROCHESTER—1948**

Frequency: 1050 Kc. Power: 250 Watts d.  
 Owned-Oper. By Beaver Valley Radio Co.  
 Bus.-Studio Address 712 11th St.  
 Phone Number 2236  
 News Service AP  
 Transcription Service World  
 President Edward J. Reider  
 General Manager Chet Clark  
 Program Director William Peters

*5 Markets it pays you to Cover!*

**WKBO**  
Harrisburg, Pa.  
Established 1922

**WEST**  
Easton, Pa.  
Established 1936

**WRAW**  
Reading, Pa.  
Established 1922

**WORK**  
York, Pa.  
Established 1932

**W GAL**  
Lancaster, Pa.  
Established 1922

**CBZ AFFILIATES**

Represented by  
**ROBERT MEEKER ASSOCIATES**  
 New York • Chicago • San Francisco • Los Angeles

. . . **PENNSYLVANIA** . . .

**W A R M**

**SCRANTON—1938—ABC-QUAKER**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Union Bcstg. Co.  
 Business-Studio Address . . . . . Bowman Bldg.  
 Phone Number . . . . . 4-1148  
 Transmitter Location . . . . . 701 N. Blakely St.,  
 Dunmore  
 Air Time . . . . . 6:45 a.m.-1 a.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . George P. Hollingbery  
 Pres., Gen.-Sta. Mgr. . . . . Martin F. Memolo  
 Commercial Mgr. . . . . William M. Dawson  
 Prog.-Prod.-Musical Dir. . . . . Joe Sa'sburg  
 Publicity Director . . . . . Mary Lynott  
 Chief Announcer . . . . . Art Bolin  
 Chief Engineer . . . . . A. W. Oschmann

**W G B I**

**SCRANTON—1925—CBS**

Frequency: 910 Kc. . . . . Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Oper. By . . . . . Scranton Bestrs., Inc.  
 Business-Studio Address . . . . . 1000 Wyoming Ave.  
 Phone Number . . . . . 6296  
 Transmitter Location . . . . . Drinker Tpk.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . John Blair  
 Membership . . . . . NAB, BMB  
 President . . . . . M. E. Megargee  
 Gen.-Comm.-Sales Prom. Mgr.,  
 Publicity Director . . . . . George D. Coleman  
 Station Manager . . . . . Robert E. McDowell  
 Prog.-Musical Dir. . . . . Frank Monaghan  
 Chief Engineer . . . . . Kenneth R. Cooke

**W Q A N**

**SCRANTON—1923**

Frequency: 910 Kc. . . . . Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Oper. By . . . . . The Scranton Times  
 Bus.-Studio Address . . . . . 149 Pennsylvania Ave.  
 Phone Number . . . . . 5151  
 News Service . . . . . AP, UP, INS  
 Owners . . . . . Edward J. & Elizabeth R. Lynett  
 Gen. Mgr., Chief Engr. . . . . John P. McGoldick  
 Program Director . . . . . Robert R. Flanagan

**W S C R**

**SCRANTON—1947**

Frequency: 1000 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Lackawanna Valley Bcstg.  
 Co.  
 Business-Studio Address . . . . . 116 Adams Ave.  
 Phone Number . . . . . 5242  
 Transmitter Location . . . . . Keyser Ave.  
 Air Time . . . . . Sunrise-sunset

News Service . . . . . AP  
 Transcription Service . . . . . Associated, Lang-Worth  
 Representative . . . . . Wolker  
 Membership . . . . . NAB, BMB  
 Pres. . . . . Judge Michael J. Eagen  
 General Manager . . . . . Frank S. Blair  
 Commercial Manager . . . . . Joseph W. Dobbs  
 Traffic Director . . . . . Mary Walsh  
 Publicity Director . . . . . Al Roberts  
 Chief Announcer . . . . . Jim Kilian  
 Musical Director . . . . . William Ide  
 Chief Engineer . . . . . Willard Shimski  
 Farm Editor . . . . . Michael Woloson

**W I S L**

**SHAMOKIN—1948—MBS—QUAKER**

Frequency: 1480 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Rodio Anthracite, Inc.  
 Bus.-Studio Address . . . . . Rock & Sunbury Sts.  
 Phone Number . . . . . 2650  
 Transmitter Location . . . . . Big Mt., Coal Township  
 Air Time . . . . . 7 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB, FMA  
 President . . . . . Henry W. Lock  
 General Manager . . . . . Charles R. Petrie  
 Program Director . . . . . Dick Owen  
 Chief Announcer . . . . . Jerry Kreeger  
 Chief Engineer . . . . . Bernard Morshall

**W P I C**

**SHARON—1938**

Frequency: 790 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Sharon Herald Bcstg. Co.  
 Business Address . . . . . P. O. Box 541  
 Phone Number . . . . . 4113  
 Studio-Transmitter Location . . . . . Pine Hollow Blvd.  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, Capitol,  
 Lang-Worth, World  
 Representative . . . . . Adam J. Young, Jr.  
 Pres., Gen.-Sta. Mgr. . . . . John Fahline, Jr.  
 Commercial Manager . . . . . J. T. VanSweringen  
 Program Director . . . . . Marc McCulloch  
 Production Mgr. . . . . Harold E. Smith  
 Publicity Director . . . . . Evelyn L. Keller  
 Chief Engineer . . . . . A. C. Heck

**W M A J**

**STATE COLLEGE—1945—MBS-KBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Centre Bcst's., Inc.  
 Bus.-Studio Address . . . . . P. O. Box 888,  
 Glennland Bldg.  
 Phone Number . . . . . 4959  
 Transmitter Location . . . . . Ferguson Township  
 Air Time . . . . . 7 a.m.-M.



# P E N N S Y L V A N I A

News Service ..... AP  
 Transcription Service... Lang-Worth, Keystone  
 Membership ..... NAB  
 President..... R. J. Kennard  
 General Mgr..... William K. Ulerich  
 Sta.-Comm.-Sales Prom.

Manager..... Alethea Jones Mattern  
 Program Director..... Milton J. Bergstein  
 Prod. Dirs..... Milton J. Bergstein, John Pfeil  
 Musical Director..... George Kahl  
 Chief Engineer..... Douglas Beman  
 Farm Editor..... Joseph Shafran

## W V P O

**STROUDSBURG—1947**

Frequency: 840 Kc..... Power: 250 Watts d.  
 Owned-Operated By..... Pocono Bcstg., Inc.  
 Business-Studio Address..... 578 Main St.  
 Phone Number..... Stroudsburg 1102  
 Transmitter Location..... Cherry Valley &  
 Highland Inn Rds.

News Service ..... UP  
 Transcription Service..... Associated  
 Representative ..... Walker  
 President..... James H. Ottaway  
 General Manager..... Merle C. Ostrom  
 Station Manager..... Elton Hall  
 Program Director..... Joseph Webster  
 Chief Engineer..... George A. Reinhart

## W K O K

**SUNBURY—1933—QUAKER-PA. NET**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By..... Sunbury Bcstg. Corp.  
 Bus.-Studio-Transmitter..... 1150 N. Front St.  
 Phone Number..... Sunbury 1325-6  
 News Service ..... AP  
 Transcription Service... Lang-Worth, World  
 Representative..... Continental Radio Sales  
 Membership ..... NAB  
 President..... Harry H. Haddon  
 Secretary, Treasurer..... Basse A. Beck  
 General Manager..... Homer R. Smith  
 Commercial Manager..... W. Robert Trevit  
 Program Director..... Michel J. Kane  
 Chief Engineer..... John W. Keller

## W M B S

**UNIONTOWN—1937  
 CBS-ATLANTIC SPORTS-  
 QUAKER-PA. NET**

Frequency: 590 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Fayette Bcstg. Corp.  
 Bus.-Add.ess..... Fayette Title & Trust Bldg.  
 Phone Number..... Uniontown 830  
 Transmitter Location..... Old Fairchance Rd.,  
 Burgess Field, R.D.

News Service ..... UP  
 Transcription Service..... Thesaurus, Standard  
 Representative ..... Robert Meeker

Membership ..... NAB  
 Pres., Gen.-Sta. Mgr..... Joseph C. Burwell  
 Commercial Manager..... Harry C. Burwell  
 Sales Prom. Mgr..... Charles Underwood  
 Prog.-Musical Dir..... J. Sullivan Sages  
 Production Director..... Michael Sands  
 Publicity Director..... James Gismondi  
 Chief Engineer..... William J. Henzly  
 Farm Editor..... Rex Carter

## W N A E

**WARREN—1946—MBS**

Frequency: 1310 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Northern Allegheny Bcstg.  
 Co.

Bus.-Studio Address..... 1st Natl. Bank Bldg.  
 Phone Number ..... 3032  
 Transmitter Location..... Warren-Kinzua Rd.  
 News Service ..... AP  
 Transcription Service..... Capitol  
 Representative ..... Rural Radio  
 Membership ..... NAB  
 President, Gen. Mgr..... A. David Potter, Jr.  
 Commercial Manager..... Frank Foster  
 Sales Prom. Manager..... James Potter  
 Program Director..... W. LeRoy Schenck  
 Chief Engineer..... Homer Haines

## W J P A

**WASHINGTON—1942  
 MBS-QUAKER-VICTORY**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Washington Bcstg. Co.  
 Bus. Address..... George Washington Hotel  
 Phone Number ..... 4870  
 Transmitter Location... So. Strabane Township  
 News Service ..... UP  
 Transcription Service..... Lang-Worth  
 Representative..... Joseph Hershey McGillvra  
 Membership ..... NAB  
 President..... William S. Yard  
 General-Station Manager..... C. B. Heller  
 Commercial Mgr..... Charles R. DuVall  
 Production Mgr..... Elizabeth Baisley  
 Publicity Director..... Mary Ann Fletcher  
 Music Librarian..... Ruth Bell  
 Chief Engineer..... Horace E. Cooper

## W B R E

**WILKES-BARRE—1924—NBC**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Louis G. Baltimore  
 Bus.-Studio Address..... 62 S. Franklin St.  
 Phone Number ..... 3-3101  
 Transmitter Location..... Kingston  
 News Service ..... AP  
 Transcription Service..... World  
 Membership ..... NAB  
 P es., Gen. Mgr..... Louis G. Baltimore  
 Sta. Mgr., Pub. Dir..... David M. Baltimore

# WBAX

27 YEARS  
OF  
SUCCESSFUL, EFFECTIVE  
BROADCASTING  
TO  
NORTHEASTERN PENNSYLVANIA



FIRST IN PUBLIC SERVICE  
FIRST IN SPORTS  
FIRST IN MUSIC  
“THE PIONEER VOICE OF  
WILKES-BARRE”



# WBAX

JOHN H. STENGER, JR., *Licensee-Owner*  
MUTUAL BROADCASTING SYSTEM  
National Representative: BURN-SMITH CO., INC.

**PENNSYLVANIA**

Commercial Mgr. . . . . A. C. Baltimore  
 Program Director . . . . . Franklin D. Coslett  
 Musical Director . . . . . Louis Savitt  
 Chief Engineer . . . . . Charles Sakoskie, Sr.

**W B A X**

**WILKES-BARRE—1922—MBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . John H. Stenger, Jr.  
 Business-Studio Address . . . . . 85 W. Union St.  
 Phone Number . . . . . 3-0196  
 Transmitter Location . . . . . Route 11, Edwardsville  
 Borough  
 Air Time . . . . . 7 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Burn-Smith  
 Owner, Gen. Mgr. . . . . John H. Stenger, Jr.  
 Station Manager . . . . . August W. Grebe  
 Program Director . . . . . John H. A. Stenger, III  
 Publicity Director . . . . . Edward Kuzma  
 Chief Engineer . . . . . John H. Stenger, Jr.

**WILK**

**WILKES-BARRE—1946  
 ABC-QUAKER**

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

Bus. Studio Address . . . . . 88 No. Franklin St.  
 Phone Number . . . . . 3-7165  
 Transmitter Location . . . . . Dawes Ave., Kingston  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, Thesaurus  
 Representative . . . . . Adam J. Young, Jr.  
 Membership . . . . . NAB, BMB  
 President . . . . . Dr. I. C. Morgan  
 General Manager . . . . . Roy E. Morgan  
 Station Mgr. . . . . Thomas P. Shelburne  
 Sales Manager . . . . . Jerry Butler  
 Program Director . . . . . Hal Berg  
 Chief Announcer . . . . . Charles Whittier  
 Musical Director . . . . . Joe Bednarek  
 Chief Engineer . . . . . Theodore French

**W R A K**

**WILLIAMSPORT—1930  
 NBC-QUAKER**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WRAK, Inc.  
 Business-Studio Address . . . . . 244 W. Fourth St.  
 Phone Number . . . . . Williamsport 2-6116  
 Transmitter Location . . . . . 1561 W. Fourth St.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated, Lang-Worth  
 Representative . . . . . J. P. McKinney

**WRAK**

250 W—1400 Kc

**WRAK-FM**

3.2 KW—100.3 Mc

National Representative:

J. P. McKINNEY and SON

New York, Chicago, San Francisco



AFFILIATE

The right combination for a  
 REAL selling campaign in the  
 Williamsport market.

**19 YEARS of PUBLIC SERVICE**

**WRAK, INC.**

WILLIAMSPORT, PENNSYLVANIA

**PENNSYLVANIA**

Membership ..... NAB. BMB  
 President ..... E. M. Case  
 General Manager ..... George E. Joy  
 Office Manager ..... Jean Farstad  
 Comm. Mgr., Musical  
   Director ..... J. Wright Mackey  
 Promotion Mgr. .... Everett Rubendall  
 Program Director ..... Nancy J. Person  
 Production Director ..... Irving A. Berndt, Jr.  
 Prog. Mgr., Chief Announcer ..... Leon Kelly  
 Chief Engineer ..... Glenn Sherman  
 Farm Editor ..... Hank Anders

**W N O W**  
**YORK—1948**

Frequency: 1250 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Radio Bcst. Div. of the Helm  
   Coal Co.  
 Business-Studio Address ..... 25 S. Duke St.  
 Phone Number ..... 2911, 2952  
 Transmitter Location ..... R. D. 5  
 Air Time ..... 6 a.m.-local sunset  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative ..... Adam J. Young, Jr.

Membership ..... NAB  
 Gen.-Station Mgr. .... Lowell W. Williams  
 Comm. Manager ..... John O. Border  
 Sales Prom. Mgr., Publicity  
   Director ..... Murray Goldsborough  
 Prog.-Prod. Dir. .... H. E. Daugherty  
 Chief Engineer ..... Willis N. Weaver

**W O R K**

**YORK—1932—NBC-MBS**

Frequency: 1350 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... York Bcstg. Co.  
 Business-Studio Address ..... 13 S. Beaver St.  
 Phone Number ..... 6629  
 Transmitter Location ..... W. Manchester  
   Township  
 Air Time ..... 6 a.m.-1 a.m.  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Representative ..... Robert Meeker  
 Membership ..... NAB  
 Station Executive ..... Clair R. McCollough  
 Station Manager ..... Harold E. Miller  
 Program Director ..... James R. Wilson  
 Chief Engineer ..... J. E. Mathiot

*5 Markets it pays you to Cover!*

**WKBO**  
 Harrisburg, Pa.  
 Established 1922

**WEST**  
 Easton, Pa.  
 Established 1936



**WRAW**  
 Reading, Pa.  
 Established 1922

**WORK**  
 York, Pa.  
 Established 1932

**W GAL**  
 Lancaster, Pa.  
 Established 1922

*Represented by*

**ROBERT MEEKER ASSOCIATES**

New York • Chicago • San Francisco • Los Angeles

**PENNSYLVANIA—RHODE ISLAND**

**W S B A**

**YORK—1942—ABC**

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Susquehanna Bcstg. Co.  
 Business Address: P. O. Box 1112  
 Phone Number: 2676, 6-4413  
 Studio-Transmitter Location: R. D. No. 5  
 Air Time: Local sunrise-local sunset  
 News Service: AP

Transcription Service: World, Capitol  
 Membership: NAB, BMB, FMA  
 President: Louis J. Appell  
 General-Station Mgr.: Walter J. Rothensies  
 Commercial Mgr.: Sydney Robbins  
 Sales Prom. Mgr.: Phillip K. Eberly  
 Program Director: Otis Morse  
 Musical Director: Larry Miller  
 Chief Engineer: Woodrow G. Eberhart  
 Farm Editor: Herman Stebbins

**RHODE ISLAND**

*Estimated Population 748,000—Increase + 4.8%—Radio Homes 208,100  
 Total Families 210,600—Stations in State 9*

**W R J M**

**NEWPORT—1948**

Frequency: 1540 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Voice of Little Rhody  
 Business-Studio Address: 204 Thames St.  
 Partners: John E. & Irene A. Malloy

**W H I M**

**PROVIDENCE—1947**

Frequency: 1110 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Intercity Bcstg. Co.  
 Business-Studio Address: 32 Custom House  
 Phone Number: Union 4211  
 Transmitter Location: Eastern Ave.,  
 E. Providence

**W F C I**

**PAWTUCKET—1941—ABC**

Frequency: 1420 Kc. Power: 5000 Watts  
 Owned-Operated By: Pawtucket Bcstg. Co.  
 Business-Studio Address: 450 Main St.  
 Phone Number: Perry 9540  
 Transmitter Location: Lonsdale  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Associated  
 Representative: Avery Knodel  
 Membership: NAB, BMB  
 President: Howard W. Thornley  
 Gen.-Sales P. om. Mgr.: Wallace A. Walker  
 Program Director: David Brooks  
 Musical Director: Arthur Paquette  
 Chief Engineer: Gilbert Johnson

Air Time: Local sunrise-local sunset  
 News Service: AP  
 Transcription Service: Capitol, Standard  
 Representative: Adam J. Young, Kettell-Carter  
 President, Gen.-Sta. Mgr.: Robert T. Engles  
 Commercial Mgr.: Brenton G. Meader  
 Program Director: C. George Taylor  
 Production Manager: Lou Rosen  
 Music Director: Robert Lachance  
 Chief Engineer: Carroll Philbrook

**W E A N**

**PROVIDENCE—1922—MBS-YANKEE**

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Oper. By: Yankee Network, Inc.  
 Business-Studio Address: Crown Hotel  
 Phone Number: Dexter 1500  
 Transmitter Location: E. Providence  
 Air Time: 6 a.m.-1 a.m.  
 News Service: AP, INS, UP  
 Transcription Service: Associated, Standard  
 Representative: Edward Petry  
 Membership: NAB, BMB, FMA  
 President: William O'Neil  
 Station-Comm. Manager: Joseph Lopez  
 Prog.-Prod.-Pub. Dir.: Donald Morton  
 Chief Engineer: Henry Tilley

**W J A R**

**PROVIDENCE—1922—NBC-NERN**

Frequency: 920 Kc. Power: 5000 Watts  
 Owned-Operated By: The Outlet Co.  
 Business-Studio Address: 176 Weybosset St.  
 Phone Number: Gaspee 1071  
 Transmitter Location: Wampanoag Trail,  
 E. Providence

Air Time: Unlimited  
 Transcription Service: World  
 Representative: Weed  
 Membership: NAB, BMB  
 President: Mortimer L. Burbank  
 General Manager: John J. Boyle  
 Program Director: Sothern Abbott  
 Musical Director: Earl Shean  
 Chief Engineer: Thomas C. J. Prior

**W N A F**

**PROVIDENCE—1947**

Frequency: 1290 Kc. Power: 500 Watts d.  
 Owned-Oper. By: Community Bcstg. Serv. Co.

**TOP COVERAGE**

*in New England's 2<sup>nd</sup> Largest Market*

**WPRO**  
PROVIDENCE

**Top station in share of audience**

5000 WATTS

BASIC CBS

630 KC.

AM & FM

**RHODE ISLAND—SOUTH CAROLINA**

Bus. Studio Address.....86 Weybosset St.  
 Phone Number.....Jackson 3314  
 News Service.....INS  
 Representative.....William G. Rambeau  
 Sta., Sales Mgr.....W. C. Franklin

**W P R O**

**PROVIDENCE—1924—CBS**

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Cherry & Webb Bcstg. Co.  
 Business-Studio Address.....15 Chestnut St.  
 Phone Number.....Plantations 9776  
 Transmitter Location.....E. Providence  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service...Thesaurus. Lang-Worth  
 Representative.....Paul H. Raymer  
 Membership.....NAB  
 President.....William S. Cherry, Jr.  
 General-Comm Mgr.....Arnold F. Schoen, Jr.  
 Program Director.....John A. Owen  
 Chief Engineer.....John V. Ferri

**W R I B**

**PROVIDENCE—1947**

Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....R. I. Bcstg. Co.  
 Bus. Studio Address.....Narragansett Hotel  
 Phone Number.....Union 4512

Transmitter Location..Water St., E. Providence  
 Air Time.....Local sunrise-local sunset  
 News Service.....UP  
 Transcription Service.....Associated. SESAC  
 Representative.....For Joe  
 Membership.....NAB  
 President.....Frank Rao  
 General Manager.....Nicholas Ruggieri  
 Sales Comm. Mgr.....Anthony Petronella  
 Prod. Mgr., Pub. Dir.....Fabian Hume  
 Chief Announcer, Musical Dir.....Don Rogers  
 Chief Engineer.....Richard Buckley

**W W O N**

**WOONSOCKET—1946**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Associated Electronic  
 Enterprises, Inc.  
 Business-Studio Address.....99 Main St.  
 Phone Number.....3900, 1741  
 Transmitter Location.....Getchell Ave.  
 Air Time.....6a.m.-M.  
 News Service.....AP  
 Transcription Service.....World, Capitol,  
 Standard  
 Representative.....McGeehan & O'Mara  
 President, Gen. Mgr.....Garo W. Ray  
 Station-Comm. Mgr.....Mitchell F. Stanley  
 Prog. Musical Dir.....Hope Somerby  
 Prod. Dir., Chief Announcer...Gene Rousseau  
 Publicity Director.....Frederick A. Cluck, Jr.  
 Chief Engineer.....George W. Travis

**SOUTH CAROLINA**

*Estimated Population 1,991,000—Increase +4.8%—Radio Homes 379,000  
 Total Families 455,400—Stations in State 34*

**W A I M**

**ANDERSON—1935—CBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Wilton E. Hall  
 Bus. Studio-Transmitter Address.....Anderson  
 Phone Number.....800, 1444, 2239  
 Air Time.....5:23 a.m.-12:05 a.m.  
 News Service.....INS  
 Transcription Service...Thesaurus. Lang-Worth,  
 Associated. World  
 Representative.....Burn-Smith  
 Membership.....NAB, BMB, FMA  
 President.....Wilton E. Hall  
 General Manager.....Glenn P. Warnock  
 Commercial Manager...Charles B. Goodyear  
 Sales Prom. Mgr., Prog. Dir...G. Paul Browne  
 Chief Announcer.....Jimmy Coggins  
 Chief Engineer.....Jack B. Greene

**W B S C**

**BENNETTSVILLE—1947—MBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Bennettsville Bcstg. Co.  
 Business-Studio Address.....212 Broad St.  
 Phone Number.....780  
 Transmitter Location.....1½ Mi. N.W. of  
 Bennettsville on Hwy. No. 9  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Joseph Hershey McGillvra  
 President.....John W. Orvin  
 Gen. Sta.-Comm. Sales Prom.  
 Manager.....Malcolm A. Young  
 Prog. Prod. Pub. Musical Dir...James C. Putnam  
 Chief Announcer.....E. T. Melton, Jr.  
 Chief Engineer.....Everett C. Powers

. . . **SOUTH CAROLINA** . . .

## WACA

**CAMDEN—1948**

Frequency: 1590 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Camden Bcst. Co.  
Business-Studio Address . . . . . 1417 Broad St.  
Phone Number . . . . . 821-W-3  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . Free & Peters  
Pres., General Mgr. . . . . John M. Rivers  
Commercial Manager . . . . . Roland Weeks  
Program Director . . . . . Russell Long  
Promotion Manager . . . . . Pearl Baum  
Chief Engineer . . . . . Wilbur Albee

## WCSC

**CHARLESTON—1930—CBS**

Frequency: 1390 Kc. . . . . Power: 5000 Watts  
Owned By . . . . . WCSC, Inc.  
Operated By . . . . . John M. Rivers  
Bus.-Studio Address . . . . . Francis Marion Hotel  
Phone Number . . . . . 7611  
Transmitter Location . . . . . Eagles Nest, St. Andrews  
Parish  
Air Time . . . . . 6 a.m.-12:05 a.m.  
News Service . . . . . UP  
Transcription Service . . . . . World  
Representative . . . . . Free & Peters  
Membership . . . . . NAB, BMB  
Pres., Gen.-Station Mgr. . . . . John M. Rivers  
Comm.-Sales Prom. Mgr. . . . . Roland Weeks  
Program-Production Dir. . . . . Russell Long  
Publicity Director . . . . . Pearl Baum  
Musical Dir., Farm Editor . . . . . Bob Tamblyn  
Chief Engineer . . . . . Wilbur Albee

## WFAK

**CHARLESTON—1946—MBS**

Frequency: 730 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Charleston Bcstrs.  
Bus.-Studio-Transmitter Address . . . . . 149 Went-  
worth St.  
Phone Number . . . . . 3-6428  
Air Time . . . . . Daytime  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Forjce  
Gen. Mgrs. . . . . T. K. Vassy, L. P. Moore  
Station Mgr., Pub. Dir. . . . . T. K. Vassy  
Comm. Manager . . . . . W. S. Turner  
Sales Prom. Mgr., Prog.-Prod. Dir. . . . . L. P. Moore  
Chief Announcer . . . . . Robert V. Austin  
Chief Engineer . . . . . Carlton J. Modlin

## WHAN

**CHARLESTON—1946—ABC**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Charleston Bcstg. Co.  
Business-Studio Address . . . . . 152 Market St.

Phone Number . . . . . 3-1643  
Transmitter Location . . . . . St. Andrew's Parish  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Adam J. Young, Jr.  
Membership . . . . . BMB  
President . . . . . Harry J. O'Neill  
Gen.-Sta.-Comm.-Sales Prom.  
Manager . . . . . C. Wylie Calder  
Prog.-Prod.-Pub. Dir. . . . . Vernon M. Bushong  
Musical Director . . . . . Traynor Ferillo  
Chief Engineer . . . . . William P. Birchfield

## WTMA

**CHARLESTON—1939—NBC**

Frequency: 1250 Kc. . . . . Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Oper. By . . . . . Atlantic Coast Bcstg. Co.  
Business Address . . . . . P. O. Box 297  
Phone Number . . . . . 2-2961  
Studio Address . . . . . 133 Church St.  
Transmitter Location . . . . . St. Andrew's Parish  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . AP  
Transcription Service . . . . . Associated  
Representative . . . . . George P. Hollingbery  
Membership . . . . . NAB, BMB  
President . . . . . Edward Manigault  
Gen.-Station Mgr. . . . . Robert E. Bradhom  
Comm. Manager . . . . . Grange S. Cuthbert, Jr.  
Prog.-Prod.-Pub. Dir. . . . . William N. Abbott  
Musical Director . . . . . Edna E. Richardson  
Chief Engineer . . . . . Douglass M. Bradham  
Farm Editor . . . . . John Roebuck

## WUSN

**CHARLESTON—1948—MBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Southern Bcstg. Co.  
Bus.-Studio-Transmitter Address . . . . . 42 Tenth  
Ave.  
Phone Number . . . . . 2-2652  
Air Time . . . . . 6 a.m.-1 a.m.  
News Service . . . . . AP  
Transcription Service . . . . . Associated  
Representative . . . . . Donald Cooke  
Membership . . . . . NAB  
President . . . . . C. Norwood Hastie  
Gen.-Sales Prom. Mgr. . . . . B. M. Middleton  
Comm. Manager . . . . . J. Drayton Hastie  
Program Director . . . . . Hubert Wilke  
Chief Announcer . . . . . Henry Hoppe  
Chief Engineer . . . . . Walter Nelson

## WGCD

**CHESTER—1948—MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Craig Bcstg. Co.  
Bus.-Studio Address . . . . . Radio-Press Bldg.



## SOUTH CAROLINA

Phone Number ..... 1171  
 Transmitter Location ..... Harris St.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Membership ..... NAB  
 General Manager ..... Morgan J. Craig  
 Station-Comm. Mgr. .... Charles E. Bell  
 Sales Prom. Mgr. .... C. Cecil Simmons  
 Program Director ..... Arthur Cornwall  
 Publicity Director ..... Allein White  
 Chief Engineer ..... Morton Green

### WCOS COLUMBIA—1939—ABC

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Radio Columbia  
 Business-Studio Address ..... 1202 Main St.  
 Phone Number ..... 2-5601  
 Transmitter Location ..... Edgewood Rd.  
 Air Time ..... 6 a.m.-12:30 a.m.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Taylor-Borroff  
 Membership ..... BMB  
 President ..... E. D. Black  
 General-Station Manager ..... James W. Hicks  
 Commercial Manager ..... Dixon Harp  
 Sales Prom. Mgr. .... B. George Barber, Jr.  
 Pogram-Publicity Director,

Chief Announcer ..... Robert M. Hope  
 Production Director ..... John Evans  
 Chief Engineer ..... Robert D. Lambert

### WIS COLUMBIA—1930—NBC

Frequency: 560 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Surety Life Insurance Co.  
 Business-Studio Address ..... 1811 Main St.  
 Phone Number ..... 2-2135  
 Transmitter Location ..... Bluff Rd.  
 Air Time ..... 6 a.m.-12:05 a.m.  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... Free & Pele's  
 Membership ..... NAB, BMB  
 President ..... Herman N. Hipp  
 General Manager ..... G. Richard Shatto  
 Managing Director ..... J. Dudley Saumenig  
 Local Sales Mgr. .... C. Wallace Martin  
 Prom.-Pub. Manager ..... Steve Libby  
 Program Director ..... Frank Harden  
 Chief Announcer ..... Mackie Quave  
 Musical Director ..... Phil Aresta  
 Chief Engineer ..... Herbert G. Eidson, Jr.  
 Farm Editor ..... Clair H. Shadwell

### WKIX COLUMBIA—1945—CBS

Frequency: 1320 Kc. .... Power: 1000 Watts d.;  
 500 Watts n.

Owned-Oper. By ..... Inter-City Adv. Co., Inc.  
 Business-Studio Address ..... 1127 Lady St.  
 Phone Number ..... 2-8659  
 Transmitter Location ..... Lexington County  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Avery-Knodel  
 Membership ..... NAB, BMB  
 President ..... George W. Dowdy  
 General Manager ..... Walter H. Goan  
 Station-Comm. Mgr. .... J. Norman Young  
 Prog. Dir., Chief Announcer ..... Johnny Ropp  
 Prod.-Pub. Dir. .... Paul Rodgers  
 Musical Director ..... George Stanely  
 Chief Engineer ..... Gene Hampton  
 Farm Editor ..... Ed Tacy

### WNOK COLUMBIA—1946—MBS

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Palmetto Radio Corp.  
 Business-Studio Address ..... 941 Harden St.  
 Phone Number ..... 2-1518  
 Transmitter Location ..... 921 Huger St.  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Representative ..... Forjoe  
 Membership ..... NAB  
 General-Station Manager ..... R. T. Allen  
 Program Dir. .... H. Moody McElveen, Jr.  
 Chief Announcer ..... Jack Cook  
 Chief Engineer ..... T. B. Williams

### WLAT CONWAY—1945—MBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned By ..... Coastal Bcstg. Co.  
 Operated By ..... L. M. Hawley, H. L. Hanks  
 Business-Studio Address ..... 12th Ave.  
 Phone Number ..... 340  
 Transmitter Location ..... U. S. Hway. 701, 1/4  
 Mi. N.W. Center of City  
 Air Time ..... 6 a.m.-11:30 p.m.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Joseph Hershey McGillvra  
 Membership ..... NAB  
 President, General Mgr. .... L. M. Hawley  
 V.P., Chief Engineer ..... H. L. Hanks  
 Chief Announcer ..... Mike Jordan  
 Farm Editor ..... Guy Williams

### WDSC DILLON—1946—MBS

Frequency: 800 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Border Bcstg. Co., Inc.  
 Business-Studio Address ..... Box 231  
 Phone Number ..... 470-1

## SOUTH CAROLINA

Transmitter Location... U. S. Hway, 301, 3½  
Mi. S. of Dillon  
Air Time.....Local sunrise-local sunset  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....Joseph Hershey McGillvra  
Membership.....NAB, BMB  
President.....E. H. Brown  
Gen.-Sta.-Sales P. om. Mgr.....Henry E. Sullivan  
Commercial Manager.....Joseph Martin  
Program Director.....William Joseph Bunn  
Chief Engineer.....Marvin Seals

### W J M X

FLORENCE—1947

Frequency: 970 Kc.....Power: 5000 Watts d.  
Owned-Oper. By.....Atlantic Bcstg. Co., Inc.  
Business-Studio Address.....P. O. Box 406  
Phone Number.....2494-5  
Transmitter Location...3 Mi. N.W. Florence,  
U. S. 52  
News Service.....AP  
Transcription Service.....World, Capitol,  
Associated  
Representative.....Pierce, Cook  
Membership.....NAB, BMB  
President.....Eugene E. Stone  
Gen. Mgr., Pub. Dir.....Paul H. Benson, Jr.  
Comm. Manager.....H. A. Smith, Jr.  
Program Director.....James C. Piayer  
Chief Announcer, Farm Editor.....Bob Forbes  
Chief Engineer.....Frank Jenne

### W O L S

FLORENCE—1937—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts  
Owned By.....Florence Bcstg. Co., Inc.  
Operated By.....Melvin Purvis  
Business-Studio Address.....129 S. Dargan St.  
Phone Number...Studio: 354-5; Transmitter:  
1913  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service..Standard, Lang-Worth,  
Keystone  
Representative.....Joseph Hershey McGillvra  
Membership.....NAB, BMB  
Pres., Gen.-Station Mgr.....Melvin Purvis  
Commercial Manager.....A. P. Skinner  
Chief Engineer.....W. A. Pritchett

### W F G N

GAFFNEY—1948—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.  
Owned-Oper. By...Cherokee Radio Co., Inc.  
Business Address.....P. O. Box 297  
Phone Number.....793  
Studio-Transmitter Location...Lead Mine Rd.  
Air Time.....Daytime

News Service.....UP  
Transcription Service..Lang-Worth, Thesaurus,  
Keystone  
President.....A. Ray Godshall  
Gen.-Station Mgr., Prog. Dir.....Bob Liverance  
Commercial Mgr.....David C. McSwain  
Production Director.....Louis M. Neale  
Pub. Dir., Farm Editor.....Sara V. Liverance  
Chief Announcer.....Jim Turner  
Chief Engineer.....Charles R. Bickford

### W E S C

GREENVILLE—1947—MBS

Frequency: 660 Kc.....Power: 5000 Watts  
Owned-Operated By.....Greenville Bcstg. Co.  
Business-Studio Address.....1 College St.  
Phone Number.....2-8241  
Transmitter Location.....Farr's Bridge Rd.  
Air Time.....Sunrise-sunset  
News Service.....AP  
Transcription Service..Lang-Worth, Standard,  
Associated  
Representative.....Joseph Hershey McGillvra  
Membership.....NAB, BMB  
President, General Mgr.....Scott Russell  
Commercial Manager.....Cliff W. Bowers  
Program Director.....Arthur H. Roberts  
Chief Engineer.....Lewis W. Elias, Jr.

### W F B C

GREENVILLE—1933—NBC

Frequency: 1330 Kc.....Power: 5000 Watts  
Owned-Oper. By..Greenville News Piedmont  
Co.  
Business-Studio Address.....Poinsett Hotel  
Phone Number.....2-7616  
Transmitter Location.....Ghantt  
Air Time.....5 a.m.-12:05 a.m.  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....Avery-Knodel  
Membership.....NAB, BMB  
President.....B. H. Peace, Jr.  
General-Station Mgr.....B. T. Whitmire  
Commercial Mgr.....R. Q. Glass, Jr.  
Sales Prom. Manager.....P. H. Chapman  
Program Director.....Byron Jenkins  
Prod. Dir., Chief Announcer.....Norvin Duncan  
Publicity Director.....N. P. Mitchell  
Musical Director.....Alice Wyman  
Chief Engineer.....William Garrison  
Farm Editor.....Robert Martin

### W M R C

GREENVILLE—1940—ABC

Frequency: 1440 Kc.....Power: 5000 Watts  
Owned-Operated By.....Textile Bcstg. Co.  
Business-Studio Address.....Prevost Bldg.  
Phone Number.....3-2751

**SOUTH CAROLINA**

Transmitter Location..... White Horse Rd.  
 Air Time..... 5 a.m.-1 a.m.  
 News Service..... AP  
 Transcription Service..... World, SESAC  
 Representative..... Burn-Smith  
 Membership..... NAB  
 President..... R. A. Jolley, S.  
 General-Station Mgr..... W. Ennis Bray  
 Commercial Manager..... C. B. Denison  
 Sales Prom. Manager..... Frank Cope  
 Program-Production Dir..... William T. Arrington  
 Publicity Director.....  
 Chief Announcer..... James D. Simpson, Jr.  
 Musical Director..... Larry Merck  
 Chief Engineer..... George D. Tate  
 Farm Editor..... Paul Fisher

**WCRS**

**GREENWOOD—1941—NBC**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... Grenco, Inc.  
 Business Address..... 216 Textile Bldg.  
 Phone Number..... 4300  
 Studio-Transmitter Location..... Willson St.  
 Air Time..... 6:30 a.m.-12:05 a.m.  
 News Service..... AP  
 Transcription Service..... Capitol  
 Representative..... Joseph Hershey McGillvra  
 Membership..... NAB, BMB  
 President..... Douglas Featherstone  
 Manager..... Dan Crosland  
 Commercial Manager..... Ralph Norman  
 Program Director..... Newton S. Smyth  
 Chief Engineer..... Charlie Sparks

**WHSC**

**HARTSVILLE—1946—MBS**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned By..... Hartsville Bcstg. Co., Inc.  
 Operated By..... Rado Station WHSC  
 Business-Studio Address..... College Ave.  
 Phone Number..... 654  
 Transmitter Location..... 1 Mi. S. of Hartsville on  
 Hway. 15-A  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... Capitol  
 President..... Charles H. Campbell  
 Gen.-Sta. Mgr., Prod. Dir..... Raymond Caddell  
 Commercial Manager..... Richard Ward  
 Prog. Dir., Chief Announcer..... Joe Fuller  
 Publicity Director..... Frances Bass  
 Musical Director..... Don Graham  
 Chief Engineer..... Donald A. Brien  
 Farm Editor..... Lamar Caldwell

**WLBG**

**LAURENS—1948—KBS**

Frequency: 860 Kc..... Power: 250 Watts d.  
 Owned-Operated By..... WLBG, Inc.

Business-Studio Address..... Laurens  
 Phone Number..... 2-2331  
 News Service..... UP  
 Transcription Service..... World, KBS  
 President..... James C. Todd  
 Gen.-Comm. Mgr..... John F. Arrington  
 Program Director..... Len Ledford  
 Promotion Manager..... Colleen Willard  
 Chief Engineer..... Clyde C. McClure

**WMRA**

**MYRTLE BEACH—1948—KBS**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Myrtle Beach Bcstg. Co.  
 Bus.-Studio Address..... Ocean Forest Hotel  
 Phone Number..... 2100  
 Transcription Service..... Keystone  
 Representative..... Joseph Hershey McGillvra  
 President..... Joe C. Ivery  
 Manager..... William D. Huff

**WKDK**

**NEWBERRY—1946—MBS-KBS**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Newberry Bcstg. Co., Inc.  
 Business Address..... 1223 College St.,  
 P. O. Box 211  
 Phone Number..... 246, Ext. 13  
 Studio-Transmitter Location..... 11 Radio Dr.  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... World, KBS  
 Membership..... NAB  
 President..... John F. Clarkson  
 General Manager..... Fred V. Lester  
 Sta. Mgr., Farm Editor..... Charles E. Bowers  
 Comm. Manager..... Earl Caton, Jr.  
 Program Director..... Annie Lou Fleniken  
 Musical Director..... Hans Jacobsen  
 Chief Engineer..... George N. Martin

**WRNO**

**ORANGEBURG—1946—MBS**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... WRNO, Inc.  
 Business Address..... Box 662  
 Phone Number..... 1420  
 Studio-Transmitter Location..... Ext. Whitman St.  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... Capitol  
 President..... Charles S. Henery  
 Mgr., Program Dir..... Frank B. Best  
 Chief Engineer..... Gus Browning

**WTND**

**ORANGEBURG—1948**

Frequency: 1270 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Sims Publishing Co.

**SOUTH CAROLINA**

Business-Studio Address.....Radio Center,  
 Memorial Plaza  
 Phone Number.....1600  
 Transmitter Location.....Orangeburg  
 Air Time.....6 a.m.-local sunset  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Continental Radio Sales  
 Membership.....NAB  
 President.....J. I. Sims  
 General Manager.....G. L. Sims  
 Commercial Manager.....Tom McCaffrey  
 Program Director.....Eric Fields  
 Chief Announcer.....Earl Thomas  
 Musical Dir., Farm Editor.....Vance Morris  
 Chief Engineer.....I. P. Herrington

Owned-Oper. By..The Spartan Radiocstg. Co.  
 Business-Studio Address.....291 E. Main St.  
 Phone Number.....6000  
 Transmitter Location.....Vanderbilt Rd.  
 Air Time.....5 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Lang-Worth, World  
 Representative.....Taylor-Borloff  
 Membership.....NAB, BMB  
 President, Gen. Mgr.....Walter J. Brown  
 Station Manager.....J. W. Kirkpatrick  
 Commercial Manager.....John C. Carrington  
 Sales Prom. Mgr., Prog.-Prod.-Pub. Dir.,  
 Chief Announcer.....Al Willis  
 Musical Dir., Farm Editor.....Frank Lokey, Jr.  
 Chief Engineer.....Clyde J. Burdette

**WRHI**

**ROCK HILL—1944—MBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....York County Bcstg. Co.  
 Bus.-Studio Address.....Rock Hill Natl. Bank  
 Bldg.  
 Phone Number.....294  
 Transmitter Location.....E. Black St.  
 Air Time.....7 a.m.-11:30 p.m.  
 News Service.....AP  
 Transcription Service.....World, Keystone  
 Membership.....NAB  
 Gen. Mgr., Chief Engineer, James S. Beatty, Jr.  
 Sta. Mgr., Prog. Dir.....William C. Beaty  
 Comm.-Sales Prom. Mgr., Pub.  
 Director.....George P. Cobb  
 Prod. Dir., Chief Announcer, Musical Dir.,  
 Fa.m Editor.....Cuyler P. Fields

**WTYC**

**ROCK HILL—1948**

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Tri-County Bcstg. Co.  
 Business Address.....P. O. Box 1091  
 Phone Number.....1127-1  
 Studio Address.....Robert Marshall Hotel  
 Transmitter Location.....Hwy. 21 near Rock Hill  
 Air Time.....Local sunrise-local sunset  
 News Service.....UP  
 Transcription Service.....Lang-Worth, Cole  
 Representative.....Friedenberg  
 Membership.....NAB  
 President.....W. G. Reid  
 Secretary-Treasurer.....O. Frank Thornton  
 Gen. Station Mgr.....Kenneth N. McClure  
 Comm.-Sales Prom. Mgr., George C. Blackwell  
 Prog. Dir., Chief Announcer.....James C. Clark  
 Chief Engineer.....Richard Philbrick

**WORD**

**SPARTANBURG—1940—ABC**

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

**WSPA**

**SPARTANBURG—1929—CBS**

Frequency: 950 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Spartanburg Adv. Co.  
 Business-Studio Address.....224 E. Main St.  
 Phone Number.....2900  
 Transmitter Location.....Route 7, Sigsbee  
 Air Time.....5 a.m.-1 a.m.  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....John Blair,  
 Harry E. Cummings  
 Membership.....NAB, BMB, FMA  
 President.....Francis Hipp  
 General Manager.....G. Richard Shatto  
 Managing Director.....Roger A. Shaffer  
 Commercial Manager.....Guy Vaughan, Jr.  
 Program Director.....Ed McGrath  
 Chief Announcer.....Grover Golightly  
 Musical Director.....Hal Moore  
 Chief Engineer.....H. R. Beckholt  
 Farm Editor.....Cliff Gray

**WFIG**

**SUMTER—1940—MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Station WFIG, Inc.  
 Bus.-Studio Address.....Radio Center Bldg.,  
 P. O. Drawer 30  
 Phone Number.....1340  
 Transmitter Location.....1 Mi. E. of Sumter on  
 Hwy. 76  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Joseph Hershey McGillvra  
 President.....Hubert D. Osteen  
 Gen.-Station Mgr.....T. Doug Youngblood  
 Commercial Mgr.....William H. Moore, Jr.  
 Sales Prom. Mgr.....Robert Raymond  
 Prog. Dir., Chief Announcer.....Paul Reidy  
 Production Director.....John Sherman  
 Publicity Director.....Harry Fowler

## SOUTH CAROLINA—SOUTH DAKOTA

Musical Director.....Wee Evans  
Chief Engineer.....James L. Williams  
Farm Editor.....T. O. Bowen

### WALD

WALTERBORO—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Walterboro Bcstg. Co.

Bus.-Studio-Transmitter Address..Fl. Benson St.  
Phone Number .....3861  
Air Time .....Unlimited  
News Service .....AP  
Transcription Service .....Associated  
President.....R. M. Jefferies  
General Manager.....Charles A. Thoman  
Commercial Manager.....Beulah Glover  
Program Director.....Allen Wester  
Publicity Director.....Roger Clark  
Chief Engineer.....C. A. Thoman

## SOUTH DAKOTA

*Estimated Population 623,000—Increase —3.2%—Radio Homes 144,600  
Total Families 150,100—Stations in State 13*

### KABR

ABERDEEN—1934  
MBS-GREAT NORTHERN

Frequency: 1420 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Aberdeen Bcst. Co., Inc.  
Business-Studio Address.....117½ S. Main St.  
Phone Number .....4626  
Transmitter Location.....Wylie Pk., 3 Mi.  
N.W. of Aberdeen  
Air Time.....6 a.m.-M.  
News Service .....AP  
Transcription Service .....Standard  
Representative .....Walker  
Membership .....NAB, BMB  
President.....H. C. Jewett, Jr.  
General-Station Mgr.....A. A. Fahy  
Comm.-Sales Prom. Mgr.....Fred Stellner  
Program Director.....E. C. Pieplow  
Publicity Director.....R. A. Fahy  
Chief Announcer.....Eddie Weeks  
Chief Engineer.....Delbert T. Hunt  
Farm Editor.....Russell V. Kaber

Chief Announcer.....Bob Storey  
Musical Director.....Kay McKenna  
Chief Engineer.....George Crocker  
Farm Editor.....Lyle Weishaar

### KDSJ

DEADWOOD—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Heart of The Black Hills  
Bcstg. Co.  
Business-Studio Address.....Franklin Hotel  
Phone Number .....186  
Transmitter Location.....Boulder Canyon Rd.  
Air Time .....Unlimited  
News Service .....UP  
Transcription Service.....World, Keystone  
Representative .....Thomas Clark  
Supervisor of Operation.....John Daniels  
Music, Dir., Prod. Mgr.....Joe Ramay  
Farm Editor.....Melvin Rochester  
Chief Engineer.....Eli Daniels

### KSDN

ABERDEEN—1948

Frequency: 930 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Aberdeen News Co. Radio  
Station KSDN  
Bus.-Studio Address.....12 Third Ave. S.E.  
Phone Number .....4573-4  
Transmitter Location.....3 Mi. S. of town  
Air Time .....Unlimited  
News Service .....AP  
Transcription Service.....World, Capitol  
Representative .....Sears & Ayer  
President.....Henry J. Schmitt  
Gen.-Station Mgr.....Byron McElligott  
Commercial Manager.....Russa Osborne  
Sales Prom. Mgr.....Neil Dewhirst  
Program-Production Dir.....Bob Runyon

### KIJV

HURON—1945—MBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned By.....James Valley Bcst. Co., Inc.  
Operated By.....Max F. Staley  
Bus.-Studio Address.....24 Second St. S.E.  
Phone Number .....765  
Transmitter Location.....18th St. & Idaho  
Air Time .....Unlimited  
News Service .....UP  
Transcription Service .....Thesaurus  
Representative .....Walker  
Membership .....NAB  
President, Station Mgr.....Max F. Staley  
Sales Manager.....Robert S. Brandt  
Program Director.....Rex King  
Chief Announcer.....Dale Lorson  
Chief Engineer.....Roland H. Marty

## K M H K

**MITCHELL—1947—MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Mitchell Bcstg. Corp.  
 Bus.-Studio Address. . . . . 217-219 N. Main  
 Phone Number . . . . . 621  
 Transmitter Location. . . . . ½ Mi. E. of city on  
 Hway. U. S. 16  
 Air Time. . . . . 18 Hrs.  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Membership . . . . . NAB  
 General-Station Mgr. . . . . Raymond V. Eppel  
 Commercial Manager. . . . . B. Harland Ohde  
 Prog.-Musical Dir. . . . . Raymond Eppel  
 Chief Announcer. . . . . Marvin Nelles  
 Chief Engineer. . . . . Robert Taylor

## K G F X

**PIERRE—1916—KBS**

Frequency: 630 Kc. . . . . Power: 200 Watts d.  
 Owned By. . . . . Estate of Dana McNeil  
 Operated By. . . . . Ida A. McNeil  
 Bus.-Studio-Transmitter Address. . . . . 203 W.  
 Summit Ave.  
 Phone Number . . . . . 2351  
 Air Time . . . . . 9:30 a.m.-sunset  
 News Service . . . . . UP  
 Transcription Service . . . . . Keystone  
 Dir., Sta. Mgr., Prog.-Musical  
 Director. . . . . Ida A. McNeil  
 Chief Engineer. . . . . Charles W. Hobbs

## K O T A

**RAPID CITY—1936—CBS**

Frequency: 1380 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . Black Hills Bcst. Co. of  
 Rapid City  
 Bus.-Studio Address. . . . . Alex Johnson Hotel,  
 6th & St. Joseph Sts.  
 Phone Number . . . . . 2000-1-2  
 Transmitter Location. . . . . 5 Mi. S. of Rapid City  
 on Hway. 79  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service. . . . . Standard, Associated,  
 Capitol, Lang-Worth  
 Representative . . . . . Donald Cooke  
 Membership . . . . . NAB, BMB  
 President, Gen.-Sta. Mgr. . . . . Robert J. Dean  
 Asst. Manager. . . . . Abner H. George  
 Sales Prom. Mgr. . . . . Stanley Lieberman  
 Production-Publicity Dir. . . . . Ellen Crilly  
 Musical Director. . . . . John Simpson  
 Chief Engineer. . . . . A. E. Griffiths  
 Farm Editor. . . . . Ed Denslow

## K E L O

**SIOUX FALLS—1937—NBC**

Frequency: 1320 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . Midcontinent Bcstg. Co.  
 Bus.-Studio Address. . . . . Kelo Bldg., Phillips at  
 Eighth  
 Phone Number . . . . . 6363  
 Transmitter Location. . . . . S.E. of Sioux Falls  
 Air Time. . . . . 5:30 a.m.-1 a.m.  
 News Service . . . . . UP  
 Transcription Service. . . . . Standard, Capitol  
 Representative. . . . . John E. Pearson  
 Membership . . . . . NAB, BMB  
 President, Gen.-Sta. Mgr. . . . . S. Fantle, Jr.  
 Commercial Manager. . . . . Ted Matthews  
 Sales Prom. Mgr., Pub. Dir. . . . . Richard Harris  
 Program-Production Dir. . . . . Evans Nord  
 Chief Announcer. . . . . Dean Montgomery  
 Musical Director. . . . . Clayton Lorenzen  
 Chief Engineer. . . . . Lester Froke  
 Farm Editor. . . . . Les Harding

## K I H O

**SIOUX FALLS—1948—MBS**

Frequency: 1270 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . Big Sioux Bcstg. Co., Inc.  
 Business-Studio Address. . . . . 218 So. Main Ave.  
 Phone Number . . . . . 912  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative. . . . . Paul H. Raymer  
 Co-Mgrs. . . . . James E. Sweet, David J. Kempkes  
 Commercial Manager. . . . . Larry LaBie  
 Program Director. . . . . Fred Schweikher  
 Asst. Manager. . . . . Ray Hamilton

## K I S D

**SIOUX FALLS—1948**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . KISD, Inc.  
 Bus.-Studio Address. . . . . 311 S. Phillips Ave.  
 Phone Number . . . . . 1300  
 Transmitter Location. . . . . Hway. 16 W. of city  
 Air Time. . . . . 8:45 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service. . . . . Lang-Worth, MacGregor  
 President. . . . . H. R. Alton  
 Gen.-Sta.-Sales Prom. Mgr.,  
 Program Director. . . . . Verl Thomson  
 Commercial Manager. . . . . Bud Doss  
 Chief Announcer. . . . . John Doyle  
 Musical Director. . . . . Robert Helgeson  
 Chief Engineer. . . . . Bruce Brodie

## K S O O

**SIOUX FALLS—1927**

Frequency: 1140 Kc. . . . . Power: 5000 Watts d.  
 Owned-Oper. By. . . . . Sioux Falls Bcst. Assoc., Inc.  
 Bus.-Studio Address. . . . . 317 S. Phillips Ave.

## SOUTH DAKOTA—TENNESSEE

Phone Number .....757  
Transmitter Location.....W. 12th St.  
Air Time .....Daytime  
News Service .....AP  
Transcription Service.....Thesaurus, Standard  
Representative .....Avery-Knodel  
Membership .....NAB, BMB  
President.....Morton H. Henkin  
V.P., Gen.-Prom. Mgr., Publicity  
Director.....George J. Rohn  
Gen. Sales Mgr.....Rollie R. Williams  
Prod.-Musical Dir.....Ray Loltesness  
Editor-Dir. News Dept.....Orrin Melton  
Chief Engineer.....Max F. Staley  
Farm Editor.....Ralph Wennblom

### KWAT

WATERTOWN—1940—KBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Midland Nail, Life  
Address.....Kemp & Broadway  
News Service .....UP  
Transcription Service.....World, SESAC, KBS  
President.....F. L. Bramble

Comm.-Prom. Mgr.....Thomas L. Young  
Program Director.....Charles A. Swenson  
Chief Engineer.....Francis Alwin

### WNAX

YANKTON—1926—ABC

Frequency: 570 Kc.....Power: 5000 Watts  
Owned-Operated By.....Cowles Bcstg. Co.  
Bus.-Studio Address.....2nd & Capitol Sts.  
Phone Number .....442  
Transmitter Location .....Yankton  
Air Time.....5:30 a.m.-M.  
News Service .....AP, UP  
Transcription Service.....Standard, Cole  
Representative .....Katz  
Membership .....NAB, BMB  
President.....Gardner Cowles  
V.P., Gen. Mgr.....Robert R. Tincher  
Commercial Manager.....Donald D. Sullivan  
Promotion Mgr.....Robert B. Donovan  
Program Director.....Herb Howard  
Publicity Director.....John Aldern  
Musical Director.....Rex Hays  
Chief Engineer.....Clifton M. Todd

## TENNESSEE

*Estimated Population 3,149,000—Increase +8.0%—Radio Homes 689,500  
Total Families 793,200—Stations in State 50*

### WLAR

ATHENS—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned By.....Athens Bcstg. Co.  
Operated By.....Lowell F. Arterburn  
Business-Studio Address.....N. Jackson St.  
Phone Number .....891  
Transmitter Location.....Decatur Hwy.  
Air Time .....Unlimited  
News Service .....UP  
Transcription Service.....Standard, Keystone  
President.....Lowell F. Arterburn  
General Manager.....Otis Parker  
Program Director.....Bill Tracy  
Chief Announcer.....Max Robinette  
Chief Engineer.....T. W. Turner  
Farm Editor.....Bill Tracy

Transcription Service.....Lang-Worth, Capitol,  
World, Keystone  
Representative .....Burn-Smith  
President, General Mgr.....W. A. Wilson  
Commercial Mgr.....James C. Wilson  
Program Director.....Syd Tear  
Promotion Manager.....Mike Cady  
Chief Engineer.....Russell V. Robinson

### WAGC

CHATTANOOGA—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Tennessee Valley Bcstg. Co.  
Business-Studio Address.....Hotel Patten  
Phone Number .....7-1128  
Transmitter Location.....Rossville Blvd.  
Air Time.....5:55 a.m.-11:30 p.m.  
News Service .....AP  
Transcription Service.....Lang-Worth  
Representative.....William G. Rambeau  
General Manager.....Vann Campbell  
Comm. Manager.....H. D. Parker  
Traffic Director.....June Lewis  
Chief Announcer.....Harry Thornton  
Musical Director.....Helen Richardson  
Chief Engineer.....Charles Stokely

### WOPI

BRISTOL—1929—KBS-NBC

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....WOPI, Inc.  
Business-Studio Address.....310 State St.  
Phone Number .....3730  
News Service .....UP

• • • **T E N N E S S E E** • • •

**W A P O**

**CHATTANOOGA—1936—NBC**

Frequency: 1150 Kc. Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Oper. By.....WAPO Bcstg. Service  
Business-Studio Address.....Read House  
Phone Number.....6-6141  
Transmitter Location.....Pineville Rd.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Associated  
Representative.....Headley-Reed  
Membership.....NAB, BMB  
General Manager.....R. G. Patterson  
Comm. Mgr., Pub. Dir.....Helen Patterson  
Program Director.....Frances Harley  
Chief Announcer.....Bill Bailey  
Chief Engineer.....B. B. Barnes

**W D E F**

**CHATTANOOGA—1941—ABC**

Frequency: 1370 Kc. Power: 5000 Watts  
Owned-Oper. By.....WDEF Bcstg. Co.  
Bus. Studio Address.....4th Fl., Volunteer Bldg.  
Phone Number.....6-5664  
Transmitter Location.....Moccasin Bend  
Air Time.....5:30 a.m.-M.  
News Service.....UP  
Transcription Service.....Capitol  
Representative.....Branhm  
President.....Joe W. Engel  
Gen.-Station Mgr.....Ken Flenniken  
Program Director.....Tom Nobles  
Chief Announcer.....Luther Masengill  
Chief Engineer.....B. C. Baker

**W D O D**

**CHATTANOOGA—1925—CBS**

Frequency: 1310 Kc. Power: 5000 Watts  
Owned-Oper. By.....WDOD Bcstg. Corp.  
Bus. Studio Address.....Hamilton Natl. Bank  
Bldg.  
Phone Number.....6-5117  
Transmitter Location.....Baylor Rd.  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Standard  
Representative.....Paul H. Raymer  
Membership.....NAB, BMB  
President.....Norman A. Thomas  
V.P., Sec., Treas.....Earl W. Winger  
Gen.-Sta.-Comm. Mgr.....Ralph H. Patt, Jr.  
Sales Prom. Mgr.....Jack C. Fiedler  
Program Director.....Gene A. Carr  
Publicity Director.....Bill Osovsky  
Chief Announcer.....Gaylord McPherson  
Chief Engineer.....Roy Owen  
Farm Editor.....Bill Wilson

**W D X B**

**CHATTANOOGA—1947**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....WDXB Bcstg. Co.  
Business-Studio Address.....539 Vine St.  
Phone Number.....6-1114  
Transmitter Location.....1003 Riverside Dr.  
Air Time.....17 Hrs.  
News Service.....INS  
Transcription Service.....World  
Representative.....Forjoe  
Membership.....NAB  
President.....J. V. Williams, Jr.  
Gen.-Sta.-Comm.-Sales Promotion  
Manager.....Charles H. Gullickson  
Prog.-Prod.-Pub. Dir.....Walter H. Stamper, Jr.  
Musical Director.....William Palmer  
Chief Engineer.....Byron E. Fincher  
Farm Editor.....Walter H. Stamper, Jr.

**W J Z M**

**CLARKSVILLE—1941—MBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned By.....Campbell & Shellall  
Operated By.....E. T. Campbell  
Business-Studio Address.....411 Madison St.  
Phone Number.....2295-6  
Transmitter Location.....Martin St.  
Air Time.....6 a.m.-11 p.m.  
News Service.....AP  
Transcription Service.....Capitol, World, KBS  
Membership.....NAB, BMB  
Pres., Gen.-Sta. Mgr.....E. T. Campbell  
Comm.-Sales Promotion  
Manager.....Clarence L. Waggoner  
Program-Production Dir.....Clay Cline, Jr.  
Chief Engineer.....John H. Bailey

**W B A C**

**CLEVELAND—1946—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....Robert W. Rounsaville  
Business-Studio Address.....Radio Center  
Phone Number.....62  
Transmitter Location.....Chattanooga Hwy.  
Air Time.....6:30 a.m.-10:30 p.m.  
News Service.....UP  
Membership.....NAB  
Owner, Gen. Mgr.....R. W. Rounsaville  
Station Manager.....Sam Davis  
Commercial Manager.....Bill Wilson  
Program Director.....Art Selley  
Chief Engineer.....Bill Stuart

**W K R M**

**COLUMBIA—1946—MBS-KBS-TV**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....The Middle Tennessee  
Bcstg. Co., Inc.



# T E N N E S S E E

Bus.-Studio-Transmitter Address.. P. O. Box 71  
 Phone Number ..... 1340-1  
 Air Time ..... 5:55 a.m.-12:05 a.m.  
 News Service ..... UP  
 Transcription Service..... Capitol, Keystone  
 Membership ..... NAB, BMB  
 Pres., Gen. Sta.-Comm. Mgr., R. M. McKay, Jr.  
 Program Director..... Mary Hill McKay  
 Musical Director..... Charles Baker  
 Chief Engineer..... Revis Hobbs  
 Farm Editor..... C. R. Baker

## W H U B

### COOKEVILLE—1940—CBS-KBS

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By..... WHUB, Inc.  
 Bus.-Studio Address..... 315 E. Spring St.  
 Phone Number ..... 200  
 Transmitter Location..... 807 Hickory St.  
 Air Time ..... 6 a.m.-11:05 p.m.  
 News Service ..... UP  
 Transcription Service... Lang-Worth, Keystone  
 Representative..... Continental Radio Sales  
 Membership ..... NAB, BMB  
 Pres., Gen.-Comm. Mgr..... M. L. Medley  
 Sta. Mgr., Prog. Dir..... Joe Mabry  
 Musical Director..... Thomas W. Harris  
 Chief Engineer..... George W. Daughtery

## W D S G

### DYERSBURG—1946 MBS-KBS-LION OIL

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By. .State Gazette Bcstg. Co., Inc.  
 Bus.-Studio-Transmitter Address..... Box 58  
 Phone Number ..... 77  
 Air Time ..... 6 a.m.-11 p.m.  
 News Service ..... AP  
 Transcription Service..... World, Keystone  
 Membership ..... NAB  
 President..... Russel M. D. Bruce  
 General Manager..... Frank Armstrong  
 Commercial Manager..... Charles R. Bowen  
 Prog.-Pub. Dir..... Nonb Beckun  
 Chief Engineer..... C. W. Nounow  
 Farm Editor..... Frank Armstrong

## W B E J

### ELIZABETHTON-JOHNSON CITY—1946—MBS

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned By..... Elizabethton Bcstg. Co.  
 Operated By..... R. W. Rounsaville  
 Business-Studio Address..... Radio Center  
 Air Time ..... 6:30 a.m.-10:30 p.m.  
 News Service ..... UP  
 Senior Partner, Gen. Mgr., R. W. Rounsaville  
 Commercial Manager..... Bill Wagner

Program Director..... Bill Edgar  
 Chief Engineer..... Condon Bowers

## W E K R

### FAYETTEVILLE—1948—MBS

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Elk River Bcstrs., Inc.  
 Bus.-Studio-Transmitter Address... Fayetteville  
 Phone Number ..... 1240  
 Air Time ..... Unlimited  
 News Service ..... UP  
 General Manager..... A. D. Smith, Jr.  
 Sta.-Comm.-Sales Prom. Mgr.,  
 Publicity Director..... Edward H. Morgan  
 Prog.-Prod. Musical Dir..... Frank Huber  
 Chief Announcer..... Mike Freeland  
 Chief Engineer..... Elton Chick  
 Farm Editor..... Noel Clifford

## W H I N

### GALLATIN—1948

Frequency: 1010 Kc..... Power: 1000 Watts d.  
 Owned By..... Sumner County Bcstg. Co.  
 Operated By..... Charles B. Cage  
 Business Address..... Box 28  
 Phone Number ..... 1010  
 Studio-Transmitter Location..... Portland Rd.,  
 Hwy. 109  
 Air Time ..... Local sunrise-sunset  
 News Service ..... UP  
 Transcription Service ..... Capitol  
 Pres., Gen.-Comm. Mgr..... Charles B. Cage  
 Sta. Mgr., Prog.-Prod. Dir..... Weston E. Britt  
 Sales Prom. Manager..... Lee Blum  
 Chief Announcer..... Bill Allen  
 Chief Engineer..... Harold Woodward  
 Farm Editor..... Bill Gallivan

## W G R V

### GREENEVILLE—1946—MBS

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned By..... Radio Greeneville, Inc.  
 Operated By..... R. W. Rounsaville  
 Bus.-Studio Address... Radio Center, Depor St.  
 Transmitter Location..... Arnold Rd.  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Pres., Gen. Mgr..... R. W. Rounsaville  
 Station Manager..... Paul Melcalfe  
 Commercial Manager..... Hugh Pickel  
 Program Director..... Max Killian  
 Chief Announcer..... Tom Lyons  
 Chief Engineer..... Laile Hampton

## W H B T

### HARRIMAN—1946—MBS-KBS

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By... The Harriman Bcstg. Co.,  
 Inc.

. . . **T E N N E S S E E** . . .

Bus. Studio Address . . . . . Crescent & Devonia  
Phone Number . . . . . 850, 870  
Transmitter Location . . . . . Margrave St.  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . Standard, KBS  
Representative . . . . . Cox & Tanz  
Membership . . . . . NAB, TAB  
President . . . . . F. L. Crowder  
Vice President . . . . . J. M. Hickman  
Sec. Treas. . . . . Neil L. Shields  
Promotion-Traffic Mgr. . . . . Vivien Russell  
General Manager . . . . . F. L. Crowder  
Sports-Program Dir. . . . . John Fielder  
Chief Engineer . . . . . Kenneth Hargis

**WDXI**

**JACKSON—1948—DIXIE**

Frequency: 1310 Kc. . . . . Power: 1000 Watts d.  
(C.P. Full Time)  
Owned By . . . . . Dixie Bcstg. Co.  
Operated By . . . . . Aaron B. Robinson  
Business Address . . . . . P. O. Box 309  
Phone Number . . . . . 7-5681, 505  
Studio Address . . . . . Williams Bldg.  
Transmitter Location . . . . . Humboldt Hwy.  
Air Time . . . . . Daytime  
News Service . . . . . UP  
Transcription Service . . . . . World, Capitol  
Representative . . . . . Burn-Smith  
Membership . . . . . NAB  
Owner, Gen. Mgr. . . . . Aaron B. Robinson  
Station Manager . . . . . Bill Winsell  
Comm.-Sales Prom. Mgr. . . . . Jack M. Cecil  
Program Director . . . . . James W. Hoppers  
Production Director . . . . . Charles L. Wingale  
Publicity Director . . . . . Doris Freeman  
Chief Announcer . . . . . Dave O'Brien  
Musical Director . . . . . Douglas Biggs  
Chief Engineer . . . . . James S. Thomas  
Farm Editor . . . . . Tom J. Williams

**WTJS**

**JACKSON—1931—ABC**

Frequency: 1390 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . The Sun Publishing Co.  
Bus. Studio Address . . . . . 104-106 W. Baltimore St.  
Phone Number . . . . . 7-3316  
Transmitter Location . . . . . Bemis Hwy.  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . AP, UP  
Transcription Service . . . . . World, Cole  
Representative . . . . . Branham  
Membership . . . . . NAB, BMB, FMA  
V.P., General Mgr. . . . . Albert A. Stone  
Station Manager . . . . . Frank S. Proctor  
Asst. Manager . . . . . Leslie R. Brooks, Jr.  
Studio Director . . . . . Sam D. Lollar  
Musical Director . . . . . James Allen  
Chief Engineer . . . . . Robert M. Gordon

**WETB**

**JOHNSON CITY—1947—KBS**

Frequency: 790 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . E. Tennessee Bcstg. Co.  
Business Address . . . . . Press Bldg.  
Phone Number . . . . . 2993  
Studio-Transmitter Location . . . . . RFD, Johnson City  
Air Time . . . . . Sunrise-sunset  
News Service . . . . . AP  
Transcription Service . . . . . Capitol, World,  
Keystone  
Representative . . . . . Helen Wood & Colton  
Membership . . . . . NAB, BMB  
President, Gen. Mgr. . . . . Carl A. Jones, Jr.  
Program Director . . . . . Berney Burleson  
Chief Engineer . . . . . E. B. Jones

**WJHL**

**JOHNSON CITY—1938—ABC**

Frequency: 910 Kc. . . . . Power: 5000 Watts d.:  
1000 Watts n.  
Owned By . . . . . WJHL, Inc.  
Operated By . . . . . W. H. Lancaster  
Business-Studio Address . . . . . 143 W. Main St.  
Phone Number . . . . . 2780  
Transmitter Location . . . . . Johnson City-Kingsport  
Hwy.  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . AP, UP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . John E. Pearson  
Membership . . . . . NAB, BMB  
President . . . . . W. H. Lancaster  
Gen.-Sta.-Comm. Mgr. . . . . Ray D. Williams  
Sales Prom. Mgr., Pub. Dir. . . . . Ken Matthews  
Program Director . . . . . Walter Heeb  
Chief Engineer . . . . . O. K. Garland  
Farm Editor . . . . . Raymond Rosson

**WKPT**

**KINGSPORT—1940—NBC**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Kingsport Bcstg. Co., Inc.  
Business-Studio Address . . . . . 222 Commerce St.  
Phone Number . . . . . 2870  
News Service . . . . . AP  
Transcription Service . . . . . Standard, Lang-Worth  
Representative . . . . . Donald Cooke  
President . . . . . C. P. Edwards, Jr.  
General Manager . . . . . A. F. Martin  
Commercial Mgr. . . . . Phil Weaver  
Program Director . . . . . Paul Overbay  
Chief Engineer . . . . . Thomas Phillips

**WBIR**

**KNOXVILLE—1941—ABC**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Radio Station WBIR, Inc.

**TENNESSEE**

Business-Studio Address.....406 W. Church  
 Phone Number .....4-3321  
 Transmitter Location....Pointer & Concord Sts.  
 Air Time .....Unlimited  
 News Service .....UP  
 Transcription Service .....Standard  
 Representative.....John E. Pearson  
 Membership .....NAB, BMB  
 President.....Gilmore N. Nunn  
 Gen.-Sta.-Sales P. om. Mgr.....John P. Hart  
 Comm. Manager.....David Kavanagh  
 Prog.-Prod.-Pub. Dir., Chief  
 Announcer.....Tys Terwey  
 Musical Director.....W. R. Johnston, Jr.  
 Chief Engineer.....J. Rex Horton

Business-Studio Address....110-112 S. Gay St.  
 Phone Number .....3-3171  
 Transmitter Location..Anderson Rd. nr. Beverly  
 Air Time .....Unlimited  
 News Service .....UP  
 Transcription Service .....Standard  
 Representative.....Branham  
 President.....Jack R. Howard  
 Gen.-Station Mgr.....R. B. Westergaard  
 Comm.-Sales Prom. Mgr.....O. L. Smith  
 Program-Production Dir.....C. A. McMahon  
 Publicity Director.....Para Lee Brock  
 Chief Announcer.....Lowell Blanchard  
 Musical Director.....Jerry Collins  
 Chief Engineer.....Ray Evans  
 Farm Editor.....Cliff Allen

**WIBK**

**KNOXVILLE—1947**

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..Independent Bcstg. Co., Inc.  
 Business-Studio Address.....908 S. Gay St.  
 Phone Number .....4-9866  
 Transmitter Location.....Rouse Hill  
 Air Time .....Sunrise-sunset  
 News Service .....AP  
 Transcription Service .....MacGregor  
 Representative.....Donald Cooke  
 Membership .....NAB  
 President.....J. Harold Smith  
 General-Station Mgr.....Marvin I. Thompson  
 Chief Engineer.....T. E. Hooper

**WROL**

**KNOXVILLE—1927—NBC**

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned By.....Stuart Bcstg. Co.  
 Operated By.....S. E. Adcock  
 Business Address.....Hamilton Bank Bldg.  
 Phone Number .....2-7111  
 Transmitter Location.....Holston Hills  
 Air Time.....Sa.m.-M.  
 News Service .....UP  
 Transcription Service.....World, Thesaurus  
 Representative.....John Blair  
 Owner.....S. E. Adcock  
 General Manager.....C. T. DeVois  
 Commercial Manager.....W. H. Linebaugh  
 Program Director.....J. H. Reese  
 Musical Director.....Harry Nides  
 Chief Engineer.....Fred Andrews

**WKGN**

**KNOXVILLE—1947—MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....WKGN Bcstg. Co.  
 Operated By.....Clarence Beaman, Jr.  
 Bus.-Studio Address.....Atop the Park Natl.  
 Bank Bldg.  
 Phone Number .....4-0766  
 Transmitter Location.....2166 Ailor Ave. at  
 L. & N. R. R.  
 Air Time.....5 a.m.-1 a.m.  
 News Service .....AP  
 Transcription Service.....Lang-Worth, Capitol  
 Representative.....Forjoe  
 Membership .....NAB  
 Pres., Gen.-Sta.-Comm.  
 Manager.....Clarence Beaman, Jr.  
 Public Serv. Prog.....Joe Wheeler  
 Traffic-Production Dir.....Walter D. Corning  
 Publicity Director.....Pan Dodd  
 Chief Engineer.....Joseph E. Boyles

**WJJM**

**LEWISBURG—1946**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....Estate of James J. Murray  
 Operated By.....Lewis D. Lingner  
 Business Address.....Box 20  
 Phone Number .....780  
 Studio-Transmitter Location.....E. Hill  
 Air Time.....Unlimited  
 News Service .....AP  
 Transcription Service .....World  
 Membership .....NAB, BMB  
 General Manager.....Lewis D. Lingner  
 Manager.....Harold Twitty  
 Program Director.....Allen D. Walker  
 Chief Engineer.....J. E. Sowell

**WNOX**

**KNOXVILLE—1921—CBS**

Frequency: 990 Kc.....Power: 10,000 Watts  
 Owned-Oper. By..Scripps-Howard Radio, Inc.

**WGAP**

**MARYVILLE—1947—MBS-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned By.....V. H. McLean,  
 George R. Dempster

# So Big

W H H M IS BIG IN A SPECIAL SORT OF WAY.

**Big** in the affection in which it is held by its alert, active audience.

**Big** in the confidence placed in it by advertisers who keep on renewing spots and programs.

**Big** in the estimation of time buyers who have seen W H H M pay off at the cash register.

**Big** in those happy, happy Hoopers which have kept up month after month, summer and winter, spring and fall.

**Big** judged by the fact that

**W H H M DELIVERS MORE LISTENERS  
PER DOLLAR IN MEMPHIS**

# WHHM

Music, News and Sports  
24 Hours Daily

**MEMPHIS, TENNESSEE**

PATT McDONALD, GENERAL MANAGER ★ FORJOE & CO., REPRESENTATIVES

Member of  
Association  
of Independent  
Metropolitan Stations

# T E N N E S S E E

Operated By..... F. H. Corbett  
 Bus.-Studio Address..... 503 Blount Natl. Bank Bldg.  
 Phone Number ..... 2490-1  
 Transmitter Location..... Louisville Pike  
 Air Time ..... 6 a.m.-11 p.m.  
 News Service ..... UP  
 Transcription Service..... Lang-Worth, Keystone  
 Membership ..... NAB  
 Gen. Mgr., Prog. Dir..... F. H. Corbett  
 Sales Prom. Manager..... Tcm Beam  
 Chief Engineer..... Curtis Lamarr  
 Farm Editor..... David Lynn

## W D I A

MEMPHIS—1947

Frequency: 730 Kc..... Power: 250 Watts d.  
 Owned By..... Bluff City Bcstg. Co.  
 Oper. By..... John Pepper, Bert Ferguson  
 Business-Studio Address..... 2074 Union Ave.  
 Phone Number ..... 36-2703  
 Transmitter Location..... 1125 University  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative..... John E. Pearson  
 Membership ..... NAB, BMB  
 Partner..... John R. Pepper  
 General Manager..... Bert Ferguson  
 Chief Engineer..... Ed Lacey

## W H B Q

MEMPHIS—1925—MBS

Frequency: 560 Kc..... Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By..... Harding College,  
 Searcy, Ark.  
 Bus.-Studio Address..... Hotel Gayoso  
 Phone Number ..... 8-6868  
 Transmitter Location..... Benjestown Rd.  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Membership ..... NAB, BMB  
 Gen.-Sta. Manager..... E. Pournelle  
 Program Director..... Bill Grumbles  
 Publicity Director..... Bob Stevens  
 Chief Engineer..... W. M. Roy

## W H H M

MEMPHIS—1946

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Mid-South Bcstg. Corp.  
 Business-Studio Address..... Sterick Bldg.  
 Phone Number ..... 37-4422  
 Transmitter Location..... Sommerville St.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Forjoe  
 Membership ..... NAB

President..... P. E. Furlow  
 Gen.-Sta.-Comm. Mgr..... Pat McDonald  
 Sales Promotion Mgr.....

Publicity Director..... Norton Rosengarten  
 Program-Production Dir..... Allan Avery  
 Chief Announcer..... Bill Gordon  
 Musical Director..... John Swinney  
 Chief Engineer..... William Marsh

## W M C

MEMPHIS—1923

SOUTHCENTRAL QUALITY

Frequency: 790 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Memphis Publishing Co.  
 Bus.-Studio Address..... Goodwyn Institute Bldg.  
 Phone Number ..... 8-7464  
 Transmitter Location..... Memphis  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service..... Thesaurus, SESAC,  
 Lang-Worth  
 Representative ..... Branham  
 Membership ..... NAB, BMB  
 General Manager..... H. W. Slavick  
 Commercial Mgr..... J. C. Eggleston  
 Program Director..... Wilson Mount  
 Production Director..... W. R. Brazil  
 Publicity Director..... Walter E. Frase  
 Chief Announcer..... Charles B. Sullivan  
 Musical Director..... Noel Gilbert  
 Chief Engineer..... E. C. Frase, Jr.  
 Farm Editor..... Walter Durham

## W M P S

MEMPHIS—1925—ABC

Frequency: 680 Kc..... Power: 10,000 Watts d.;  
 5000 Watts n.  
 Owned By..... Plough, Inc.  
 Operated By..... WMPS, Inc.  
 Business Address..... 215 Columbia Tower  
 Phone Number ..... 5-2721  
 Transmitter Location..... N. Benjestown Rd.  
 Air Time..... 5 a.m.-12:05 a.m.  
 News Service ..... AP, UP  
 Transcription Service..... Standard, Cole,  
 Lang-Worth  
 Representative ..... Radio Representatives  
 Membership ..... NAB, BMB  
 General Manager..... Harold R. Krelstein  
 Commercial Manager..... Harold F. Walker  
 Sales Prom. Manager..... W. B. Rudner  
 Program Director..... George Faulder  
 Production Director..... Bob Neal  
 Publicity Director..... Matty Brescia  
 Musical Director..... Fred Christensen  
 Chief Engineer..... J. E. Deaderick

## W R E C

MEMPHIS—1922—CBS

Frequency: 600 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... WREC Bcstg. Service

# T E N N E S S E E

Business-Studio Address.....Hotel Peabody  
 Phone Number .....5-1313  
 Transmitter Location...Radio Center, Payne  
 Ave. & Hindman Ferry Rd.  
 Air Time .....Unlimited  
 News Service .....UP  
 Transcription Service....SESAC, Lang-Worth,  
 World  
 Representative .....Katz  
 Membership .....NAB, BMB  
 Owner, General Manager...Hoyt B. Wooten  
 Commercial Manager.....Hollis R. Wooten  
 Program Director.....Roy Wooten  
 Chief Engineer.....Wilson Raney

## W M M T

**McMINNVILLE—1947—MBS-TV B**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...McMinnville Bcstg. Co., Inc.  
 Bus.-Studio Address.....N. Chancery St.  
 Air Time .....6 a.m.-11:05 p.m.  
 News Service .....UP  
 Transcription Service .....World  
 Membership .....NAB  
 President.....Dr. Sam J. Albritton  
 Gen.-Station Manager.....Royce Richards  
 Commercial Manager.....Roy E. Wood  
 Sales Prom. Mgr., Prog.-Prod.

Director .....Ernest Richards  
 Pub. Dir., Chief Announcer.....Roy Crocker  
 Chief Engineer.....Walter A. Duke  
 Farm Editor.....Hobart V. Massey

## W C R K

**MORRISTOWN—1947—MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By...Cherokee Bcstg. Corp.  
 Bus.-Studio-Transmitter Address...B-own Ave.  
 Phone Number .....1450  
 Air Time .....5:30 a.m.-11 p.m.  
 Transcription Service .....World  
 Representative .....Hal Holman  
 Membership .....NAB  
 President.....Herbert S. Walters  
 General Manager.....Hal Falter  
 Commercial Manager.....Howell Ashford  
 Prog. Dir., Chief Announce.....Joe Price  
 Publicity Director.....Mrs. Bobbie Melford  
 Chief Engineer.....James A. Redden  
 Farm Editor.....G. L. Carter

## W G N S

**MURTREESBORO—1947—MBS-TV B**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WGNS, Inc.  
 Business-Studio Address.....N. Church  
 Phone Number .....1450  
 Transmitter Location.....S. Church  
 Air Time .....Unlimited

News Service .....UP  
 Transcription Service.....World, Capitol  
 Representative .....Hal Holman  
 Membership .....NAB  
 Pres., General Mgr.....C. N. Elrod, Jr.  
 Sta. Mgr., Prog. Dir.....Bill Huddleston  
 Comm. Mgr., Production Director,  
 Chief Announcer.....Bill Schoecraft  
 Sales Prom. Mgr., Pub. Dir.....Ray Duffy  
 Musical Director.....Doris Winters  
 Chief Engineer.....E. E. Corington  
 Farm Editor.....Charles Bragg

## W K D A

**NASHVILLE—1947**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Capitol Bcstg. Co.  
 Bus.-Studio Address.....American Natl. Bank  
 Bldg.  
 Phone Number .....4-0511  
 Representative .....Forjoe  
 Owners.....T. B. Baker, Jr., A. G. Beaman

## W L A C

**NASHVILLE—1926—CBS**

Frequency: 1510 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....WLAC Bcstg. Service  
 Bus.-Studio Address...Third Natl. Bank Bldg.  
 Phone Number .....6-0161  
 Transmitter Location.....Old Hickory Blvd.  
 Air Time .....5 a.m.-1 a.m.  
 News Service .....UP  
 Transcription Service .....World  
 Representative.....Paul H. Raymer  
 Membership .....NAB, BMB  
 Owner.....J. T. Ward  
 Gen.-Sta.-Comm. Mgr.....F. C. Sowell  
 Sales Prom. Mgr.....Bill Shaw  
 Prog.-Prod. Dir., Chief  
 Announcer.....Paul Oliphant  
 Publicity Director.....Robert S. Larimer  
 Musical Director.....Fred Murff  
 Chief Engineer.....F. D. Binns

## W M A K

**NASHVILLE—1948—MBS**

Frequency: 1300 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Volunteer State Bcstg. Co.,  
 Inc.  
 Bus.-Studio Address.....Maxwell House  
 Phone Number .....4-3411  
 Transmitter Location.....Hydes Ferry Rd.  
 Air Time .....Unlimited  
 News Service .....UP  
 Transcription Service.....Thesaurus  
 Representative.....George P. Hollingbery  
 President, General Mgr.....Frank W. Mayborn  
 Station Manager.....Walter P. Speight, Jr.  
 Commercial Mgr.....Blackstone Dozier

. . . **TENNESSEE** . . .

Program Director..... H. C. Young, Jr.  
 Production Dir..... William W. Pennell  
 Musical Director..... Anita Kerr  
 Chief Engineer..... Shelton Weaver

**WSIX**

**NASHVILLE—1927—ABC**

Frequency: 980 Kc..... Power: 5000 Watts  
 Owned-Oper. By... Jack M. & Louis R. Draughon  
 Bus.-Studio Address... Nashville Trust Bldg.  
 Phone Number..... 5-5431  
 Transmitter Location..... McGavoc Rd.  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... Standard  
 Representative..... Katz  
 Membership..... NAB, BMB, FMA  
 General Manager..... Jack M. Draughon  
 Commercial Manager..... E. S. Tanner  
 Program Director..... Ottis Roush  
 Chief Engineer..... Fred Schumann

**WSM**

**NASHVILLE—1925—NBC**

Frequency: 650 Kc..... Power: 50,000 Watts  
 Owned By..... Natl. Life & Accident Ins. Co.  
 Operated By..... WSM, Inc.  
 Bus.-Studio Address..... 301 7th Ave. N.  
 Phone Number..... 6-7181  
 Transmitter Location..... Route 5, Franklin  
 Air Time..... Unlimited  
 News Service..... AP, INS  
 Transcription Service..... Associated  
 Representative..... Edward Pety  
 Membership..... NAB, BMB  
 President..... John H. DeWitt, Jr.  
 V.P., Gen.-Station Mgr..... Harry Stone  
 Commercial Manager..... Irving C. Waugh  
 Program-Production Director..... Jack Stapp  
 Musical Director..... Beasley Smith  
 Chief Engineer..... George A. Reynolds  
 Farm Editor..... John McDonald

**WATO**

**OAK RIDGE—1948—MBS**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... WATO, Inc.  
 Bus.-Studio-Transmitter Address... Municipal  
 Market Bldg.  
 Phone Number..... Oak Ridge 5-3535  
 Air Time..... Unlimited  
 News Service..... UP  
 Transcription Service..... Standard  
 Representative..... Lorenzen & Thompson  
 Membership..... NAB  
 General Manager..... Marshall H. Pengra  
 Commercial Mgr..... Harry C. Weaver  
 Program Dir..... Arthur J. Metzler

Musical Director..... James Scott  
 Chief Engineer..... James R. Wilburn

**WTPR**

**PARIS—1946**

**TENN. VOLUNTEER-KY. LAKE-KBS**

Frequency: 710 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... Kentucky Lake Bcstg.  
 System, Inc.  
 Bus.-Studio Address..... 100½ N. Market St.  
 Phone Number..... 1700-1  
 Transmitter Location... 2½ Mi. S.E. of Paris on  
 Clifty Rd.  
 Air Time..... Sunrise-sunset  
 News Service..... AP  
 Transcription Service... Lang-Worth, Keystone  
 Representative..... Hal Holman  
 Pres., Gen.-Sta. Mgr..... E. Weaks Smith  
 Comm.-Sales Prom. Mgr... Parkman R. Feezer  
 Program Director..... Joseph A. Brandt  
 Musical Director..... R. H. Hollingsworth  
 Chief Engineer..... Charles W. Jones  
 Farm Editor..... Ernest Greer

**WKSR**

**PULASKI—1946—MBS**

Frequency: 730 Kc..... Power: 250 Watts d.  
 Owned By..... Pulaski Bcstg. Co.  
 Operated By..... R. W. Rounsaville  
 Business-Studio Address..... Radio Center  
 Phone Number..... 661  
 Transmitter Location... Lawrenceburg Hwy.  
 Air Time..... Daytime  
 News Service..... UP  
 Senior Partner, Gen. Mgr.. R. W. Rounsaville  
 Station Manager..... Virgil Trimm  
 Program Director..... Berlin Benfield  
 Chief Announcer..... Ken Marston  
 Chief Engineer..... Andrew Keicher

**WHAL**

**SHELBYVILLE—1946—MBS**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned Oper. By... Shelbyville Bcstg. Co., Inc.  
 Bus.-Studio Address..... E. Side Square  
 Phone Number..... 1400  
 Transmitter Location..... Lewisburg Pike  
 Air Time..... 6 a.m.-11 p.m.  
 News Service..... UP  
 President..... Harvard Smith  
 General-Station Mgr..... Charles Christian  
 Program Director..... Jean Carroll  
 Chief Engineer..... Tim Marsh

**WJIG**

**TULLAHOMA—1947—TENN.**

Frequency: 740 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... Tri-Cities Bcstg. Co.

. . . **TENNESSEE—TEXAS** . . .

Business Address . . . . .Tullahoma  
 Phone Number . . . . .2607-8  
 Studio-Transmitter Location . . . . .Old Winchester  
 Hwy.  
 Air Time . . . . .Sunrise-sunset  
 News Service . . . . .UP  
 Transcription Service . . . . .Lang-Worth  
 President . . . . .Raymond L. Prescott, Jr.  
 Vice-President . . . . .Henry L. Wilson  
 Station Manager . . . . .R. G. Tanner  
 Prog. Dir., Asst. Mgr. . . . .Roy Morris  
 Chief Engineer . . . . .Carl Spraggins  
 Farm Editor . . . . .Lee Malone

Pres., General Mgr. . . . .Aaron B. Robinson  
 Station Manager . . . . .Louis C. Wrather  
 Commercial Manager . . . . .Ernest Watson  
 Sales Prom. Manager . . . . .David J. Capps  
 Program Director . . . . .Jack A. Dill  
 Prod. Dir., Farm Editor . . . . .Will Nunn  
 Publicity Director . . . . .Dick Unger  
 Chief Announcer . . . . .Hoyt White  
 Musical Director . . . . .Don Lilly  
 Chief Engineer . . . . .James Thomas

## WENK

**UNION CITY—1946—MBS-DIXIE**

Frequency: 1240 Kc. . . . .Power: 250 Watts  
 Owned By . . . . .Union City Bcstg. Co.  
 Operated By . . . . .Aaron B. Robinson  
 Business-Studio Address . . . . .First St.  
 Phone Number . . . . .1240-1  
 Transmitter Location . . . . .Edge of city limits,  
 Hwy. 51  
 Air Time . . . . .6 a.m.-M.  
 News Service . . . . .UP  
 Transcription Service . . . . .World  
 Representative . . . . .Burn-Smith  
 Membership . . . . .NAB

## WC DT

**WINCHESTER—1948—MBS**

Frequency: 1340 Kc. . . . .Power: 250 Watts  
 Owned-Oper. By . . . . .Arthur D. Smith, Jr.  
 Business Address . . . . .P. O. Box 1103  
 Phone Number . . . . .2201  
 Studio-Transmitter Location . . . . .Cowan Hwy.  
 Air Time . . . . .5:45 a.m.-10 p.m.  
 News Service . . . . .UP  
 Transcription Service . . . . .SESAC  
 Station Manager . . . . .Arthur D. Smith, Jr.  
 Commercial Mgr. . . . .Hollis D. Carollon  
 Sales Prom. Mgr., Chief  
 Announcer . . . . .Bill Roberson  
 Program Director . . . . .William E. Hale  
 Musical Director . . . . .Joe C. Donaldson  
 Chief Engineer . . . . .James F. Spencer

# TEXAS

*Estimated Population 7,230,000—Increase +12.7%—Radio Homes 1,722,900  
 Total Families 1,952,900—Stations in State 155*

## KRBC

**ABILENE—1936—ABC-TSN**

Frequency: 1470 Kc. . . . .Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By . . . . .Reporter Bcstg. Co.  
 Business Address . . . . .Abilene  
 Phone Number . . . . .6255, 2-1608  
 Studio Address . . . . .Windsor Hotel  
 Transmitter Location . . . . .Old Anson Rd.  
 Air Time . . . . .6 a.m.-M.  
 News Service . . . . .AP  
 Transcription Service . . . . .Lang-Worth, Capitol  
 Representative . . . . .John E. Pearson  
 Membership . . . . .NAB, BMB, FMA  
 President . . . . .M. B. Hanks  
 General-Station Mgr. . . . .Howard Barrett  
 Camm. Mgrs. . . . .Bro Mingus (Local); Forest Lane  
 (National)  
 Sales Prom. Manager . . . . .Forest Lane  
 Prog. Dir., Chief Announcer . . . . .Leo Reynolds  
 Publicity Director . . . . .Nan Rausch  
 Chief Engineer . . . . .J. B. Casey

## KWKC

**ABILENE—1948—MBS-LONE STAR**

Frequency: 1340 Kc. . . . .Power: 250 Watts  
 Owned-Oper. By . . . . .Citizens Bcstg. Co.  
 Bus.-Studio Address . . . . .25th & Butternut Sts.  
 Phone Number . . . . .7287  
 News Service . . . . .AP, UP  
 Transcription Service . . . . .World  
 Representative . . . . .Taylor-Boroff  
 President . . . . .W. P. Wright  
 Gen.-Prom. Mgr. . . . .A. C. Etter  
 Program Director . . . . .Leonard Johnson  
 Chief Engineer . . . . .Lewis Fisher

## KBKI

**ALICE—1946**

Frequency: 1070 Kc. . . . .Power: 1000 Watts d.  
 Owned-Operated By . . . . .Alice Bcstg. Co.  
 Business-Studio Address . . . . .Hotel Alice  
 Phone Number . . . . .1360

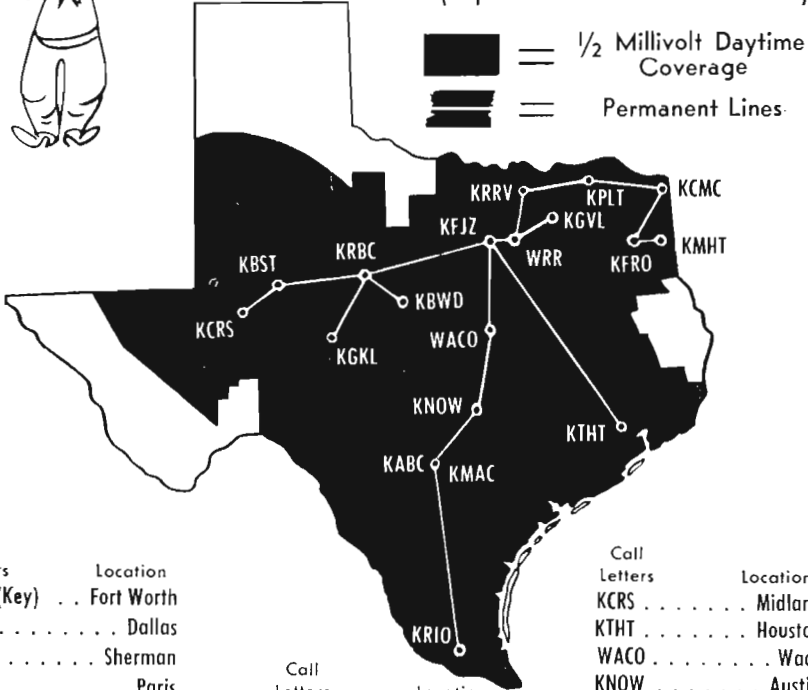


# We're Sorry!

## All We Can Deliver Is

# 90% of Texas

(Population-wise and Dollar-wise)



Call Letters	Location
KFJZ (Key)	Fort Worth
WRR	Dallas
KRRV	Sherman
KPLT	Paris
KCMC	Texarkana
KFRO	Longview
KMHT	Marshall
KGVL	Greenville

Call Letters	Location
KRBC	Abilene
KBWD	Brownwood
KGKL	San Angelo
KBST	Big Spring

Call Letters	Location
KCRS	Midland
KTHT	Houston
WACO	Waco
KNOW	Austin
KMAC*	San Antonio
KABC*	San Antonio
KRIO	McAllen

\*Only one San Antonio Station to be used.

# TEXAS STATE NETWORK

1201 W. LANCASTER

FORT WORTH, TEXAS

NATIONAL REPRESENTATIVES: WEED & COMPANY

New York • Detroit • Boston • Chicago • Atlanta • Hollywood • San Francisco

**TEXAS**

News Service ..... AP  
 Transcription Service..... World, Lang-Worth  
 General Manager..... Leon Lloyd

**KVLF**

**ALPINE—1947—MBS-S.W.-KBS**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Big Bend Bcstrs.  
 Business Address..... P. O. Box 779  
 Phone Number..... 37  
 Studio Address..... Holland Hotel  
 Air Time..... Unlimited  
 News Service..... AP  
 Transcription Service..... Lang-Worth. KBS  
 Representative..... Katz  
 Membership..... NAB  
 President..... Barney H. Hubbs  
 General Manager..... Jack Hawkins  
 Station Manager..... Charles Van Grundy  
 Commercial Mgr..... Gene Hendrix  
 Chief Engineer..... Bert Johnson

**KAMQ**

**AMARILLO—1947**

Frequency: 1010 Kc..... Power: 1000 Watts d.  
 Owned By..... Top of Texas Bcstg. Co.  
 Business-Studio Address..... 1301 Polk St.  
 Phone Number..... 2-6543  
 Transmitter Location..... E. on Hway. 287  
 Air Time..... Sunrise-sunset  
 News Service..... AP  
 Transcription Service..... Standard  
 President..... Walter G. Russell  
 General Manager..... W. J. Dickerson  
 Program Director..... Ray Whitworth  
 Chief Announcer, Farm Editor..... Ken Duke  
 Musical Director..... Tom Hipps  
 Chief Engineer..... Stewart Parson

**KFDA**

**AMARILLO—1939—ABC**

Frequency: 1440 Kc..... Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned By..... Amarillo Bcstg. Corp., Inc.  
 Operated By..... J. Lindsay, Gilmore Nunn  
 Business-Studio Address..... 109 E. 5th St.  
 Phone Number..... 5343  
 Transmitter Location..... Belaire Pk.  
 Air Time..... Unlimited  
 News Service..... UP  
 Transcription Service..... World, Capitol  
 Representative..... John E. Pearson  
 Membership..... NAB, BMB  
 President..... Gilmore Nunn  
 General Manager..... Howard Roberson  
 Commercial Manager..... Bill Fairley  
 Sales Prom. Manager..... Phil Stanley  
 Program Director..... Jabbo Watson  
 Musical Director..... Joe Bob Coble  
 Chief Engineer..... Noel Luddy  
 Farm Editor..... Bill Spiller

**KGNC**

**AMARILLO—1935  
 NBC-LONE STAR**

Frequency: 710 Kc..... Power: 10,000 Watts  
 Owned-Oper. By..... Plains Radio Bcstg. Co.  
 Bus.-Studio Address..... Radio Bldg., 8th &  
 Harrison  
 Phone Number..... 4242  
 Transmitter Location..... Wilton  
 Air Time..... 6 a.m.-M.  
 News Service..... AP, UP  
 Transcription Service..... SESAC, Lang-Worth  
 Representative..... Taylor-Borhoff  
 Membership..... NAB, BMB, FMA  
 President..... Gene Howe  
 Exec. Gen. Mgr..... Ted Taylor  
 General Manager..... Aubrey Jackson  
 Local Sales Manager..... J. B. Linn  
 Program Director..... Bob Watson  
 Musical Director..... Bernie Howell  
 Chief Engineer..... William H. Torrey  
 Farm Editor..... J. B. Linn

**KVAI**

**AMARILLO—1948—MBS**

Frequency: 940 Kc..... Power: 1000 Watts  
 Owned By..... Plains Empire Bcstg. Co.  
 Operated By..... Lonnie J. Preston  
 Business-Studio Address..... 1014 W. 7th Ave.  
 Phone Number..... 2-6773  
 Transmitter Location..... S.E. of City  
 Air Time..... 6 a.m.-M.  
 News Service..... UP  
 Transcription Service..... Associated  
 Representative..... Walker  
 Membership..... NAB, BMB  
 President..... Alice Howenstine  
 General-Station Mgr..... Lonnie J. Preston  
 Comm.-Sales Prom. Mgr., Prod. Dir..... Pat Flynn  
 Program Director..... Lew Preston  
 Musical Dir., Traffic Mgr..... Evelyn Preston  
 Chief Engineer..... A. Browning Clopton

**KBUD**

**ATHENS—1948**

Frequency: 1410 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... Henderson County Bcstg. Co.  
 Business Address..... Box 309  
 Partners..... J. B. McNutt, Jr., Merl Saxon

**KNOW**

**AUSTIN—1926—ABC-TSN**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Frontier Bcstg. Co., Inc.  
 Bus.-Studio Address..... 320 Capital Natl. Bank  
 Bldg.  
 Phone Number..... 2-6213  
 Transmitter Location..... First & Tillery Sts.  
 Air Time..... 6 a.m.-M.

• • • **TEXAS** • • •

News Service ..... AP  
Transcription Service ..... Capitol  
Representative ..... Weed  
Membership ..... NAB, BMB  
President ..... Gene L. Cagle  
Station Manager ..... Louis R. Cook  
Program-Publicity Dir. .... Conrad Vernon  
Chief Engineer ..... James E. Lewis

**K T B C**

**AUSTIN—1939—CBS-LONE STAR**

Frequency: 590 Kc. .... Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Oper. By ..... Texas Bcstg. Corp.  
Bus.-Studio Address ..... Brown Bldg.  
(P. O. Box 717)  
Phone Number ..... 2-2424  
Transmitter Location ..... Manchaca Rd.  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... World  
Representative ..... Taylor-Borroff  
President ..... Claudia T. Johnson  
V.P., Gen.-Comm. Mgr. .... J. C. Kellam  
Asst. Sta.-Sales Mgr. .... Willard Deason  
Prog.-Prod. Director ..... Richard S. Pryor  
Publicity Director ..... Harvey O. Payne  
Chief Announcer ..... David L. Smith  
Musical Director ..... Jane Holt Thomas  
Chief Engineer ..... Frank W. Yeagley  
Farm Editor ..... Reese Turner

**K T X N**

**AUSTIN—1948**

Frequency: 1370 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Radio KTXN  
Business-Studio Address ..... 309 W. 21st St.  
Phone Number ..... 7-4476  
Transmitter Location ..... W. Lake Dr.  
Air Time ..... Sunrise-sunset  
News Service ..... AP  
Transcription Service ..... Thesaurus  
Membership ..... NAB  
Gen.-Sta.-Comm. Mgr. ....  
Program Director ..... Thomas G. Harris  
Chief Announcer ..... Dan H. Williams  
Chief Engineer ..... David H. Martin

**K V E T**

**AUSTIN—1946—MBS**

Frequency: 1300 Kc. .... Power: 1000 Watts  
Owned-Oper. By ..... Austin Bcstg. Co., Inc.  
Business-Studio Address ..... 113A W. Eighth St.  
Phone Number ..... 8-8521  
Transmitter Location ..... Bull Creek Rd.  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Representative ..... ForJoe  
President ..... John B. Connally  
General-Station Mgr. .... Willard Deason  
Commercial Manager ..... Charles Howell  
Sales Prom. Mgr., Pub. Dir. .... Bonner McClane  
Prog.-Prod. Director ..... Fred M. Caldwell  
Musical Director ..... Carl Mann  
Chief Engineer ..... Frank Yeagley

**K R U N**

**BALLINGER—1947—MBS-KBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Runnels County Bcstg. Co.  
Bus.-Transmitter Address ..... Ballinger  
Phone Number ..... 711-2  
Studio Address ..... Zappe Bldg.  
Air Time ..... 16 Hrs.  
News Service ..... AP  
Transcription Service ..... Standard, SESAC,  
Keystone  
Membership ..... NAB  
President, General Mgr. .... R. E. Bruce  
Comm. Mgr., Prog. Dir. .... J. M. Isaacs  
Chief Engineer ..... W. C. Kelley

**K I O X**

**BAY CITY—1947—MBS-KBS**

Frequency: 1270 Kc. .... Power: 1000 Watts  
Owned-Oper. By ..... Bay City Bcstg. Co.  
Business Address ..... P. O. Box 1391  
Phone Number ..... 642  
Studio-Transmitter Location ..... W. Columbia  
Hwy.  
Air Time ..... 5 a.m.-M.  
News Service ..... AP  
Transcription Service ..... Capitol, Keystone  
Membership ..... NAB, BMB, FMA  
President ..... J. G. Long  
General-Station Mgr. .... John F. Cooke

Commercial Manager.....Pat Reed  
 Sales Prom. Mgr., Chief Announcer...Hal Ewing  
 Prog.-Pub. Dir.....LaVerne Ewing  
 Musical Director.....Nonie Kovar  
 Chief Engineer.....Glenn R. Ellis  
 Farm Editor.....Bob Allen

## K R C T

**BAYTOWN—1947—KBS**

Frequency: 650 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Bay Bcslg. Co.  
 Address.....Box 629  
 Phone Number.....1650  
 News Service.....AP  
 Transcription Service.....Standard, KBS  
 Representative.....Joseph Hershey McGillvra  
 President.....C. Q. Alexander  
 Vice President.....O. J. Howell  
 General Manager.....E. H. Keown  
 Commercial Mgrs.....Sylvia McKinstry,  
 John Thompson  
 Production Manager.....G. E. Knapp  
 Chief Engineer.....Scoll Cooper

## K R E L

**BAYTOWN—1947—DIXIE**

Frequency: 1360 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Tri-Cities Bcslg. Co.  
 Business Address.....P. O. Box 419  
 Phone Number.....1360  
 Transmitter Location.....Decker Dr.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service...Associated, Lang-Worth  
 President.....Robert Matherne  
 General Manager.....R. S. Bush  
 Program Director.....Byard Sooy

## K F D M

**BEAUMONT—1924  
 ABC-LONE STAR**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Beaumont Bcslg. Corp.  
 Business-Studio Address...1420 Calder Ave.  
 Phone Number.....2-7758  
 Transmitter Location...2 Mi. N. of Bridge City  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service...Lang-Worth, Standard  
 Representative.....Free & Peters  
 Membership.....NAB, BMB  
 President.....D. A. Cannan  
 Sec., Gen.-Sta.-Comm. Mgr.....C. B. Locke  
 Sales Prom. Mgr.....Helen Caldwell  
 Program Director.....Dave Russell  
 Prod.-Musical Dir.....Conrad Bering, Jr.  
 Publicity Director.....Rolph Ramos  
 Chief Announcer.....George Monroe  
 Chief Engineer.....Harold Jones

## K P B X

**BEAUMONT—1947—LIBERTY**

Frequency: 1380 Kc.....Power: 1000 Watts d.  
 Owned By.....KPBX Bcslg. Co., Inc.  
 Operated By.....H. R. McGuire  
 Bus.-Studio Address.....New Crosby Hotel  
 Phone Number.....2-0201  
 Transmitter Location.....4945 Fannett Rd.  
 Air Time.....Sunrise-sunset  
 News Service.....AP  
 Transcription Service...Standard, MacGregor  
 Representative.....Forjoe  
 Membership.....NAB  
 President.....William Paul Beville  
 Gen.-Sta.-Sales Prom. Mgr.,  
 Publicity Director.....H. R. McGuire  
 Commercial Manager.....D. K. Macted  
 Program Director.....Hugh Herrington  
 Production Director.....William Hammond  
 Chief Announcer, Musical Dir....Gordon Clark  
 Chief Engineer.....Hugh Strain  
 Farm Editor.....Glenn Earl

## K R I C

**BEAUMONT—1938—DIXIE**

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



**DELIVERING A  
 TREMENDOUS  
 3-CITY MARKET:**

BEAUMONT - ORANGE -  
 FORT ARTHUR and the  
 Rich Gulf Coast Area.

*Now 5000 Watts*

**DAY and NIGHT — 560 Kilocycles**

# K F D M

Studios at Beaumont, Texas

Affiliated with  
**AMERICAN BROADCASTING CO.**

and the  
**LONE STAR CHAIN**

Represented By **FREE and PETERS, INC.**



Bus. Studio-Transmitter Address...130 Wall St.  
 Phone Number .....4-9421  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service.....Capitol, Thesaurus,  
 Associated  
 Representative .....Branham  
 Gen. Mgr., Prog. Dir.....Edwin Henry  
 Sales Prom. Mgr.....Robert Lee Tucker  
 Musical Dir.....Mrs. Margie Denise  
 Chief Engineer.....Marvin J. Easterwood  
 Farm Editor.....J. F. Combs

## KTRM

**BEAUMONT—1947—KBS**

Frequency: 990 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....KTRM, Inc.  
 Business-Studio Address.....230 Orleans St.  
 Phone Number .....2-8478  
 Transmitter Location...3240 Washington Blvd.  
 Air Time.....Sunrise-Sunset  
 News Service .....AP  
 Transcription Service.....World, Keystone  
 Membership .....NAB  
 Pres., Gen.-Sta. Mgr.....Jack Neil  
 Commercial Manager.....G. L. Kirk  
 Program-Production Dir.....Joe Trum  
 Chief Engineer.....Ben F. Hughes

## KBST

**BIG SPRING—1936  
 ABC-TEXAS STATE**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By...Big Spring Herald Bcstg. Co.  
 Bus. Studio Address.....702 Johnson St.  
 Phone Number .....1500  
 Transmitter Location....1½ Mi. N.E. of city  
 Air Time .....18 Hrs.  
 News Service .....AP  
 Representative.....John E. Pearson  
 Membership .....NAB, BMB  
 President.....Robert W. Whipkey  
 Gen.-Station Mgr.....William J. Wallace  
 Comm.-Sales Prom. Mgr.....William L. Cox  
 Prog.-Prod.-Pub. Dir.....Robert Lindley  
 Chief Engineer.....Andrew M. Jones

## KFYN

**BONHAM—1948**

Frequency: 1420 Kc.....Power: 250 Watts d.  
 Owned By.....Fannin County Bcstg. Co.  
 Operated By.....Frank Svoboda  
 Bus. Studio-Transmitter Address...903 E. 4th St.  
 Phone Number .....781  
 Air Time .....Sunrise-sunset  
 News Service .....UP  
 Transcription Service .....World  
 Station Manager.....R. M. Shuffler  
 Commercial Manager.....W. M. Thornton  
 Program Director.....Laurin Donaldson  
 Chief Engineer.....T. E. Wright

## KHUZ

**BORGER—1947—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....R. G. Hughes  
 Business Address.....Box 1531  
 Phone Number .....1600  
 Studio-Transmitter Location.....Clayton St.  
 Air Time.....6:30 a.m.-11 p.m.  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 Membership .....NAB  
 Owner.....R. G. Hughes  
 General-Station Mgr.....Wayne Phelps  
 Commercial Manager.....Harry Chilton  
 Program Director.....Lynn Miller  
 Publicity Director.....Jack Roberts  
 Chief Engineer.....Herman Kreiger

## KNEL

**BRADY—1935—KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....G. L. Burns  
 Business-Studio Address...106 N. Blackburn  
 Phone Number .....77  
 Transmitter Location....1 Mi. E. Court House  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service .....Keystone  
 Membership .....NAB  
 Gen.-Station Manager.....G. L. Burns  
 Comm.-Sales Prom. Manager....C. D. Reed  
 Prog. Dir., Chief Announcer.....Gene Burns  
 Chief Engineer.....Cecil Nelin

## KSTB

**BRECKENRIDGE—1947—KBS**

Frequency: 1430 Kc.....Power: 500 Watts d.  
 Owned-Oper. By...Stephens County Bcstg. Co.  
 Business-Studio Address.....Miller Bldg.  
 Phone Number .....1430  
 Transmitter Location....1½ Mi. W. of city  
 Air Time.....6 a.m.-local sunset  
 News Service .....AP  
 Transcription Service...Lang-Worth, Keystone  
 Membership .....NAB  
 General-Station Mgr.....R. W. Chapman  
 Commercial Manager.....Gilbert Webb  
 Chief Announcer.....Tommy Drake  
 Chief Engineer.....R. L. Smith  
 Farm Editor.....W. R. Lace

## KWHI

**BRENHAM—1947**

Frequency: 1280 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Tom S. Whitehead  
 Business Addr.....Brenham  
 Phone Number .....655, 611  
 Studio Address.....Main St.  
 Transmitter Location....2 Mi. N. on Hwy. 36

Air Time.....6 a.m.-sunset  
 News Service .....UP  
 Transcription Service.....Lang-Worth, SESAC  
 Owner, Manager.....Tom S. Whitehead  
 Commercial Manager.....Leo W. Gardner  
 Program Director.....Bill Sloan  
 Chief Engineer.....Richard Webb  
 Farm Editor.....Joe Frobes

## K V A L

**BROWNSVILLE—1946—ABC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....T. Frank Smith  
 Address.....2701 San Benito Hwy.  
 Phone Number.....2-6452  
 Transmitter Location.....2701 San Benito Hwy.  
 Air Time.....6 a.m.-M.  
 News Service .....AP  
 Representative.....Free & Peters  
 Membership.....NAB, BMB  
 General Manager.....T. Frank Smith  
 Commercial Manager.....William Eikner  
 Program Director.....Don Hedman  
 Chief Engineer.....Ed. Frazier

## K B W D

**BROWNWOOD—1941  
 MBS-KBS-TEXAS STATE**

Frequency: 1380 Kc.....Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Oper. By.....Brown County Bcstg. Co.  
 Business-Studio Address.....800 Hawkins St.  
 Phone Number.....2401  
 Transmitter Location.....Williams Ranch Rd.  
 Air Time.....6 a.m.-11 p.m.  
 News Service .....UP  
 Transcription Service.....Lang-Worth, Keystone  
 Representative.....Walker  
 Membership.....NAB  
 President, General Mgr.....Wendell Mayes  
 Commercial Manager.....F. T. Wilson  
 Program Director.....Howard Edwards  
 Chief Engineer.....A. W. Stewart

## K O R A

**BRYAN—1947—MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Bryan Bcstg. Co.  
 Bus.-Studio Address.....305 W. 26th St.  
 Phone Number.....2-1451  
 Transmitter Location.....Villa Maria Rd.  
 Air Time.....6 a.m.-M.  
 News Service .....AP  
 Transcription Service.....Thesaurus  
 Owner, Gen. Mgr., Chief  
 Engineer.....David C. Jones, Jr.  
 Actg. Sta.-Comm. Mgr.....Euell G. Byers  
 Prog.-Farm Dir., Chief  
 Announcer.....William J. Zak, Jr.

## K C T X

**CHILDRESS—1947—MBS**

Frequency: 1510 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Golden West Bcstg. Co., Inc.  
 Bus.-Studio Address.....217½ N. Main  
 Phone Number.....1085  
 Transmitter Location.....1 Mi. W. of Childress  
 Air Time.....Local sunrise-sunset  
 News Service .....AP  
 Transcription Service.....Standard  
 Membership.....NAB  
 President.....R. Malone Hagan  
 General Manager.....George D. Cowan  
 Commercial Manager.....Malone Hagan  
 Program Director.....LeRoy Carter  
 Publicity Director.....Mildred Sikes  
 Chief Announcer.....Bob Pace  
 Chief Engineer.....Brooks Brattlett

## K C L E

**CLEBURNE—1947**

Frequency: 1120 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Martli, Inc.  
 Business-Studio Address.....919 N. Main  
 Phone Number.....1025  
 Transmitter Location.....Route 3  
 Air Time.....Sunrise-sunset  
 News Service .....UP  
 Transcription Service.....Capitol  
 Membership.....NAB  
 Pres., Gen.-Sta.-Comm.-Sales Prom.  
 Manager.....George W. Martli  
 Program Director.....D'Voe Lee  
 Chief Engineer.....George W. Martli  
 Farm Editor.....C. A. Munch

## K S T A

**COLEMAN—1947**

Frequency: 1000 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Coleman County Bcstg. Co.,  
 Inc.  
 Business Address.....Box 827  
 Phone Number.....8406  
 Studio-Transmitter Address.....Abilene Hwy.  
 Air Time.....Daytime  
 News Service .....UP  
 Transcription Service.....Capitol  
 Membership.....NAB  
 President.....H. H. Jackson  
 Sta.-Comm.-Sales Prom. Mgr.....Floyd Shelton  
 Prog.-Prod.-Pub. Dir.....Billy B. Beach  
 Musical Director.....Raymond Odom  
 Chief Engineer.....R. B. Seals

## W T A W

**COLLEGE STATION—1922—ABC**

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....The Agricultural &  
 Mechanical College of Texas

**TEXAS**

Bus.-Studio Address.....Administration Bldg.  
 Phone Number .....4-6724  
 Transmitter Location...Bel. Bryan & College Sta.  
 Air Time.....6 a.m.-local sunset  
 News Service .....AP  
 Transcription Service .....World  
 Membership .....NAB  
 Gen.-Sta.-Comm. Mgr.....Frank J. Sosolik  
 Program Director.....Betty Jo Edwardson  
 Chief Announcer.....Bill Dupre  
 Chief Engineer.....Frank J. Sosolik  
 Farm Editor.....Andy Adam

**KEYS**

**CORPUS CHRISTI—1940  
 CBS-LONE STAR**

Frequency: 1440 Ks.....Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By.....Nueces Bcstg. Co.  
 Business Address.....P. O. Box 1460  
 Phone Number .....2-7411  
 Studio Address.....Center Theater Bldg.  
 Transmitter Location.....Shell Rd.  
 Air Time.....18 Hrs.  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Taylor-Borrolf  
 Membership .....NAB. BMB  
 Owners.....Charles Rossi, Earl C. Dunn,  
 H. B. Lockhart, E. C. Hughes  
 Station Manager.....L. A. Wolford  
 Commercial Manager.....Earl Hawthorne  
 Prog.-Prod. Dir.....Lawrence W. Rasco  
 Pub.-Musical Dir.....Trudi Carr  
 Chief Engineer.....Harold Griffith

**KRIS**

**CORPUS CHRISTI—1937—NBC-TQN**  
 Frequency: 1360 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Gulf Coast Bcstg. Co.  
 Business Address.....P. O. Box 840  
 Phone Number .....6354  
 Studio Address.....Driscoll Hotel  
 Transmitter Location.....Ocean Dr.  
 Air Time.....Unlimited  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative.....Free & Peters  
 Membership .....NAB. BMB  
 Pres., Gen.-Sta. Mgr.....T. Frank Smith  
 Commercial Manager.....William Eikner  
 Chief Engineer.....Ken Bridges

**KSIX**

**CORPUS CHRISTI—1947—ABC**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Corpus Christi Bcstg. Co.,  
 Inc.

Business-Studio Address.....Showroom Bldg.  
 Phone Number .....2-9242  
 Representative .....Forjoe  
 General Manager.....Vann M. Kennedy

**KWBU**

**CORPUS CHRISTI—1943**

Frequency: 1030 Kc.....Power: 50,000 Watts d.  
 Owned By.....Baylor Univ. of Waco  
 Business Address.....P. O. Box 898  
 Phone Number .....5258  
 Studio Address.....White Plaza Hotel  
 Transmitter Location.....Gregory  
 Air Time.....Daytime  
 News Service .....AP  
 Representative .....Branham  
 General Manager.....Carr P. Collins  
 Station Manager.....Roy R. Kay  
 Office Manager.....Maydell Wallace  
 Musical Director.....Irene Hill  
 Chief Engineer.....Nestor Cuesta

**KAND**

**CORSICANA—1937—KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Alto, Inc.  
 Bus.-Studio Address.....State Natl. Bank Bldg.  
 Phone Number .....2486  
 Transmitter Location.....Hwy. 75  
 Air Time.....6 a.m.-10 p.m.  
 News Service .....UP  
 Transcription Service.....Lang-Worth, Standard,  
 Keytson  
 Representative .....Branham  
 Membership .....NAB  
 Vice Pres.....J. C. West  
 General Station Mgr.....Ernest T. Jones  
 Chief Engineer.....Orvis Beal

**KXIT**

**DALHART—1948**

Frequency: 1410 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Dalrad Associates  
 Business-Studio Address.....P. O. Box 1350  
 Phone Number .....740  
 Transmitter Location.....2 Mi. N. of city on  
 Hwy. 54  
 Air Time.....Sunrise-sunset  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Membership .....NAB  
 Co-Owners.....Ed Bishop & Baird Bishop  
 General Manager.....Kenneth B. Bishop  
 Chief Engineer.....Bill Smith

**KIXL**

**DALLAS—1947**

Frequency: 1040 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Variety Bcstg. Co., Inc.

**DOUBLE COVERAGE**  
for  
**DALLAS - FT. WORTH!**



s-t-r-e-t-c-h  
that Dollar!

Make it do double-duty in a billion dollar market with the famous WRR-KFJZ combination...over-lapping coverage, simultaneous or separate schedules, at a single, economical price!

"THE BILLION DOLLAR AUDIENCE"



**KFJZ**—FORT WORTH

**WRR**—DALLAS

NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.  
NEW YORK • CHICAGO • DETROIT • ST. LOUIS • LOS ANGELES • SAN FRANCISCO



## T E X A S

Business-Studio Address....1401 S. Akord St.  
 Phone Number.....Riverside 4521  
 Transmitter Location.....5500 Parkdale Dr.  
 Air Time.....Daytime  
 News Service.....AP  
 Transcription Service.....Standard, World,  
 MacGregor  
 Representative.....Forjoe  
 Membership.....NAB  
 President, General Manager.....Lee Segall  
 Asst. Manager.....Tom W. Massey  
 Program Director.....Charles F. Payne  
 Production Manager.....John D. Wilson  
 Chief Engineer.....Bob E. Tripp

### K L I F

DALLAS—1947—LIBERTY

Frequency: 1190 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Trinity Bcstg. Corp.  
 Business-Studio Address.....Cliff Towers  
 Phone Number.....Winfield 0328  
 Transmitter Location.....Scyene Rd.  
 Air Time.....Sunrise-sunset  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....Burke, Kuipers & Mahoney  
 Membership.....NAB  
 President.....Barton R. McLendon  
 General Manager.....Gordon McLendon  
 Station Manager.....C. E. Wilson  
 Commercial Manager.....M. H. Lehmon  
 Program-Production Dir.....Fred Edwards  
 Chief Announcer.....Al Turner  
 Chief Engineer.....Glen Callisan

### K R L D

DALLAS—1926—CBS

Frequency: 1080 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Doily Times Herald  
 Business-Studio Address.....Adolphus Hotel  
 Phone Number.....Central 6811  
 Transmitter Location.....Garland  
 Air Time.....5:30 a.m.-M.  
 News Service.....AP, INS  
 Transcription Service.....Standard, Capitol  
 Representative.....Branham  
 Membership.....NAB, BMB  
 President.....John W. Runyon  
 General Manager.....Clyde W. Remberl  
 Asst. Mgr., Pub. Dir.....J. W. Crocker  
 Commercial Mgr.....William A. Roberts  
 Program Director.....Roy George  
 Chief Announcer.....Ves Box  
 Musical Director.....Hugh Fowler  
 Chief Engineer.....Roy M. Flynn

### K S K Y

DALLAS—1941

Frequency: 660 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....SKY Bcstg. Service

Business-Studio Address.....Hotel Stoneleigh  
 Phone Number.....Central 6193-4, LD800  
 Transmitter Location.....Bruton Rd.  
 Air Time.....Sunrise-sunset  
 News Service.....AP  
 Transcription Service.....Associated  
 Membership.....NAB  
 President, General Manager.....A. L. Chilton  
 Station-Comm. Manager.....R. G. Terrill  
 Program Director.....Leonard Holland  
 Chief Announcer.....Richard F. Parker  
 Musical Director.....James L. Hughes  
 Chief Engineer.....Morris M. Ming

### W F A A

DALLAS—1922

NBC-ABC-TEXAS QUALITY

Frequency: 820 Kc.....Power: 50,000 Watts  
 Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Operated By.....A. H. Belo Corp.  
 Business-Studio Address.....1122 Jackson St.  
 Phone Number.....Riverside 9631  
 Transmitter Location, WFAA-820, Grapevine:  
 WFAA-570, Arlington  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Thesaurus, Lang-Worth,  
 Associated, SESAC  
 Representative.....Edward M. Pety  
 Membership.....NAB, BMB  
 President.....E. M. Dealey  
 General Manager.....Martin B. Campbell  
 Commercial Manager.....Ralph W. Nimmons  
 Sales Prom. Manager.....Robert E. Summers  
 Program Director.....Kelly Maddox  
 Production Director.....Bert Mitchell  
 Publicity Director.....Louis A. Breault, Jr.  
 Musical Director.....Billy Mayo  
 Chief Engineer.....J. Raymond Collins  
 Farm Editor.....Murray E. Cox

### W R R

DALLAS—1920—MBS-TEXAS STATE

Frequency: 1310 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....City of Dallas  
 Business Address.....Municipal Radio Bldg.,  
 State Fair Grounds  
 Phone Number.....T3-6101  
 Transmitter Location.....White Rock Lake  
 Air Time.....Unlimited  
 News Service.....AP  
 Representative.....John Blal  
 Membership.....NAB  
 Chairman.....E. O. Carlwright  
 Managing Director.....Dale Drake  
 Program Director.....Pete Teddlie  
 Publicity Director.....Ruth Jones  
 Musical Director.....Alta Faye  
 Chief Engineer.....D. J. Tucker  
 Farm Editor.....Al Jones

## KDLK

DEL RIO—1947

Frequency: 1230 Kc. Power: 250 Watts  
 Owned By: Del Rio Bcstg. Co.  
 Operated By: J. A. Clements  
 Business Address: P. O. Box 1162  
 Phone Number: 1234  
 Studio-Transmitter Location: Cypress & E. Second Sts.  
 Air Time: Unlimited  
 News Service: UP  
 Representative: Keese & Melville  
 Membership: NAB  
 Gen. Mgr., Pub. Dir.: James A. Clements  
 Commercial Manager: Hal Harlan  
 Prog. Dir., Chief Engineer: Norman Lassetter  
 Chief Announcer: Norm Germani  
 Farm Editor: Chuck Breezy

## KDSX

DENISON—1948

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Grayson Bcstg. Co.  
 Address: P. O. Box 263  
 Phone Number: 3-400  
 News Service: AP  
 Transcription Service: Standard  
 President, Gen. Mgr.: B. V. Hammond, Jr.  
 Prog. Dir., Prom. Mgr.: William H. Burkett  
 Chief Engineer: Fred Weaver

## KDNT

DENTON—1938—KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Harwell V. Shepard  
 Business-Studio Address: Radio Center  
 Phone Number: 276  
 Transmitter Location: 300 W. Ross St.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Thesaurus, Keystone  
 General Manager: Harwell V. Shepard

## KDDD

DUMAS—1947—WESTERN IND.

Frequency: 800 Kc. Power: 250 Watts d.  
 Owned-Oper. By: North Plains Bcstg. Corp.  
 Bus. Studio-Transmitter Address: Hwy. 287, No. edge of Dumas  
 Phone Number: 2-411  
 Air Time: Sunrise-sunset  
 News Service: AP  
 Transcription Service: Standard, Capitol  
 Pres., Chief Engineer: Lucian W. Spencer  
 Gen.-Sta.-Comm. Mgr.: Tom M. Kriiser  
 Prog.-Prod. Dir., Chief Announcer: Ray C. Larson  
 Musical Director: Katherine Vitz  
 Farm Editor: J. B. Wade

## KURV

EDINBURG—1947

Frequency: 710 Kc. Power: 250 Watts d.  
 Owned-Operated By: J. C. Looney  
 Bus. Studio-Transmitter Address: 2 Mi. N. Hi Way  
 Phone Number: 710-1  
 Air Time: Sunrise-sunset  
 News Service: UP  
 Transcription Service: World  
 Representative: Forjice  
 Membership: NAB, BMB  
 Owner: James Cullen Looney  
 Gen.-Sta.-Comm. Mgr.: Allan Dale  
 Program-Production Dir.: Stuart Graymount  
 Publicity Director: Les Brecht  
 Musical Director: Don Peterson  
 Chief Engineer: Warren Chase

## KULP

EL CAMPO—1948

Frequency: 1390 Kc. Power: 500 Watts d.  
 Owned-Oper. By: Wharton County Bcstg. Co.  
 Address: P. O. Box 1390  
 Phone Number: 1390  
 News Service: UP  
 Transcription Service: Lanq-Worth  
 President: Louis T. C. Krueger  
 General Manager: Robert E. Norton  
 Asst. Manager: Robert R. Hathaway  
 Chief Engineer: Joe E. Miller

## KELP

EL PASO—1947—KBS

Frequency: 920 Kc. Power: 1000 Watts d.  
 Owned By: Paso Bcstg. Co.  
 Business-Studio Address: 106 Texas St.  
 Phone Number: 3-3658  
 Transmitter Location: Ascarate  
 Air Time: 6 a.m.-sunset  
 News Service: UP  
 Transcription Service: Capitol, Keystone  
 Representative: John E. Pearson  
 Membership: NAB, BMB  
 President: Lewis O. Seibert  
 Gen.-Comm. Manager: David R. Worley  
 Sta. Mgr., Prog. Dir.: Lloyd Hawkins  
 Publicity Director: Patricia Becker  
 Musical Director: Beatrice Lewis  
 Chief Engineer: Jesse Neil

## KEPO

EL PASO—1948—ABC

Frequency: 690 Kc. Power: 5000 Watts  
 Owned By: W. Texas Bcstg. Co.  
 Operated By: H. J. Griffith  
 Business-Studio Address: 2419 N. Piedras St.  
 Phone Number: 5-2731

Transmitter Location...Hwy. 54, 10 Mi. N.E. of El Paso  
 Air Time .....Unlimited  
 News Service .....UP  
 Transcription Service .....Standard  
 Representative.....Paul H. Raymer  
 Membership .....NAB, BMB  
 Exec. Vice Pres.....Kenyon Brown  
 Station Manager.....Willard L. Kline  
 Commercial Manager.....Larry Clair  
 Prog.-Prod.-Musical Dir.....Gene Procter  
 Chief Engineer.....E. L. Gemoets  
 Farm Editor.....John Hicks

## K R O D

EL PASO—1940

CBS-SOUTHWEST-LONE STAR

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Raderick Bcstg. Corp.  
 Business-Studio Address...2201 Wyoming St.  
 Phone Number .....2-6551  
 Transmitter Location...Hwy. 54, N.E. of city  
 Air Time.....6 a.m.-M.  
 News Service .....AP  
 Transcription Service...Associated, Standard  
 Representative .....Taylor-Borrorff  
 Membership .....NAB, BMB  
 President.....Dorrance D. Roderick  
 V.P., Gen. Mgr.....Val Lawrence  
 Program Director.....Ted Hunt  
 Pub. Dir., Farm Editor.....Bob Canavan  
 Musical Director.....Arthur Brown  
 Chief Engineer.....Edward P. Talbott

## K S E T

EL PASO—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Sunland Bcstg. Co.  
 Bus.-Studio Address.....307 Mills St.,  
 P. O. Box 185  
 Phone Number .....3-2693  
 Transmitter Location.....1901 E. 11th St.  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service.....Lang-Worth, World  
 Representative .....Walker  
 Membership .....NAB  
 President.....Edward D. Hodge  
 General Manager.....Vincent W. McConn  
 Station Manager.....A. E. Mickel  
 Chief Engineer.....Lloyd Hilburn

## K T S M

EL PASO—1929—NBC

Frequency: 1380 Kc.....Power: 1000 Watts d.:  
 500 Watts n.  
 Owned-Oper. By.....Tri-State Bcstg. Co., Inc.  
 Bus.-Studio Address.....801 N. Oregon St.  
 Phone Number .....2-5423  
 Transmitter Location...First Ave., Lower Valley  
 Air Time .....Unlimited

News Service .....UP  
 Transcription Service...Thesaurus, Lang-Worth  
 Representative.....George P. Hollingbery  
 Membership .....NAB, BMB  
 General-Station Mgr.....Karl O. Wyler  
 Comm.-Sales Prom. Mgr.....Roy T. Chapman  
 Prog. Dir., Prod. Mgr.....Jack Chapman  
 Chief Engineer.....Kenneth J. Walton

## K C N C

FORT WORTH—1946

Frequency: 870 Kc.....Power: 250 Watts d.  
 Owned-Oper. By...Blue Bonnet Bcstg. Corp.  
 Bus.-Studio Address.....705½ Main St.  
 Phone Number .....2-7175  
 News Service .....AP  
 Transcription Service...Lang-Worth, Capitol  
 Representative .....Walker  
 President, Gen.-Comm. Mgr.....J. H. Speck  
 Vice President.....Earl A. Cullum  
 Program Director.....Luther Adkins  
 Promotion Manager.....Jerry Hahn  
 Chief Engineer.....Jack Hopkins

## K F J Z

FORT WORTH—1922

MBS-TEXAS STATE

Frequency: 1270 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Texas State Network, Inc.  
 Business-Studio Address...1201 W. Lancaster  
 Phone Number .....3-3474  
 Transmitter Location .....Birdville  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service .....SESAC  
 Representative .....John Blair  
 Membership .....NAB  
 Pres., Sta. Mgr.....Gene L. Cagle  
 Vice-President.....Charles B. Jordan  
 Commercial Mgr.....Clyde D. Pemberlon  
 Program Director.....Walton K. Blanton  
 Chief Engineer.....James T. Peterson

(See Page 634)

## K W B C

FORT WORTH—1946—LIBERTY

Frequency: 970 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Worth Bcstg. Co.  
 Bus.-Studio Address.....Houston & 9th  
 Phone Number .....2-9231  
 Transmitter Location.....Old Denton Rd.  
 Air Time .....Daytime  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative.....William G. Rambeau  
 Membership .....NAB  
 President.....P. W. Seward  
 General Manager.....Forrest Wallace  
 Program Director.....Lewis Love  
 Production Director.....Edward Hogan  
 Chief Engineer.....Melvin Parsons

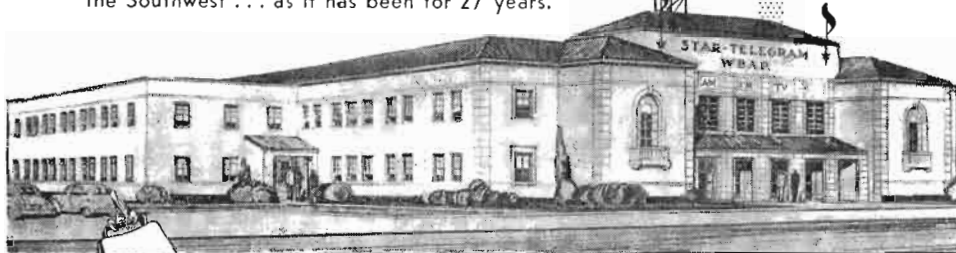
# From Earphones To Television

## 1922 • 1949

From 1922 to 1949—from earphones to television—the Star Telegram's Station WBAP has served successful advertisers best in the Southwest.

More returns per advertising dollar spent . . . more programs . . . more audience . . . more coverage . . . more promotion . . . more sales. These are reasons why WBAP's client list includes all the great industrial names.

On Sept. 29, 1948, WBAP-TV went on the air as the FIRST television station in the Southwest, pioneering the way for this exciting new medium. Radio or television . . . WBAP is your best buy in the Southwest . . . as it has been for 27 years.



**WBAP**  
THE STAR-TELEGRAM STATION

ABC  
570 Kc  
5,000 watts

NBC  
820 Kc  
50,000 watts

Lone Star  
Chain

AM•FM•TV



FORT WORTH, TEXAS

Amon Carter, Pres. George Cranston, Mgr.  
Harold Hough, Dir. Roy Bacus, Com. Mgr.

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

Fort Worth: Detroit: Atlanta: San Francisco: Chicago: New York: Hollywood

# KXOL

FORT WORTH—1947

Frequency: 1360 Kc. Power: 1000 Watts  
 Owned-Oper. By: Fort Worth Bcstg. Co., Inc.  
 Bus. Studio Address: 1216 Pennsylvania Ave.  
 Phone Number: 3-1448-9, 3-1440  
 Transmitter Location: Cor. Piper Lane & Galloway Rd.  
 Air Time: 18 Hrs.  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Representative: John E. Pearson  
 President: F. M. Skinner  
 Gen.-Sta.-Comm. Mgr.: Russ N. Lamb  
 Sales P. om. Mgr.: Herman C. Clark  
 Program Director: Bill Herring  
 Publicity Director: Bob Mayberry  
 Chief Engineer: John R. Crouse

# WBAP

FORT WORTH—1922  
 NBC-ABC-LONE STAR

Frequency: 820 Kc. Power: 50,000 Watts  
 Frequency: 570 Kc. Power: 5000 Watts  
 Owned By: Carter Publications, Inc.  
 Oper. By: Fort Worth Star-Telegram  
 Business Address: 400 W. Seventh  
 Phone Number: 3-1234  
 Studio Address: 3900 Barnett St.  
 Transmitter Location: WBAP-820, Grapevine; WBAP-570, Arlington  
 Air Time: Shares Time  
 News Service: AP  
 Transcription Service: World, Cole  
 Representative: Free & Peters  
 Membership: NAB, BMB, FMA  
 President: Amon Carter  
 General Manager: Harold Hough  
 Station Manager: George Cranston  
 Commercial Manager: Roy Baccus  
 Sales Prom. Manager: Jack Holmes  
 Program Director: Ed Lilly  
 Production Director: A. M. Woodford  
 Publicity Director: Jack Rogers  
 Musical Director: Gene Baugh  
 Chief Engineer: R. C. Stinson  
 Farm Editor: Layne Beaty

# KNAF

FREDERICKSBURG—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Gillespie Bcstg. Co.  
 Business Address: Box 347  
 Phone Number: 311, 369  
 Studio Address: Security State Bank Bldg.  
 Transmitter Location: U. S. Hway. 87  
 Air Time: 7 a.m.-10:15 p.m.  
 News Service: AP  
 Membership: NAB  
 Partners: Walter T. McKay, Arthur Stehling

Sta.-Sales Prom. Mgr.: Harry Van Slycke  
 Commercial Manager: Fred Steadman  
 Prog. Dir., Chief Announcer: Gregg Winters  
 Chief Engineer: Thornton L. Kidd  
 Fa.m Editor: Walter Furman

# KGAF

GAINESVILLE—1947—KBS

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Gainesville Bcstg. Co.  
 Business Address: Training School Rd.  
 Phone Number: 1600  
 News Service: AP  
 Transcription Service: Thesaurus, Standard, Keystone  
 Pres. Gen. Mgr.: Joe M. Leonard, Jr.  
 Program Director: Louis C. Pitchford, Jr.  
 Chief Engineer: Cordell Martin

# KGBC

GALVESTON—1947

Frequency: 1540 Kc. Power: 1000 Watts d.  
 Owned By: The Galveston Bcstg. Co.  
 Operated By: James W. Bradner, Jr.  
 Business-Studio Address: Commerce Bldg.  
 Phone Number: 4329  
 Transmitter Location: E. end Galveston Island  
 Air Time: Daytime  
 News Service: AP  
 Transcription Service: Capitol  
 General Manager: James W. Bradner, Jr.  
 Commercial Manager: Floyd Smith  
 Program Director: Bill Jackson  
 Musical Director: Mary Jean Duncan  
 Chief Engineer: Jesse Simms

# KLUF

GALVESTON—1923—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: The KLUF Bcstg. Co.  
 Business-Studio Address: 300 Haden Bldg.  
 Phone Number: 6676  
 Representative: William G. Rambeau  
 President: George Roy Clough  
 Gen. Comm. Mgr.: L. D. Clough

# KCTI

GONZALES—1946

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Gonzales Bcstg. Co.  
 Business Address: 425 St. George St.  
 Phone Number: 770  
 News Service: AP  
 Transcription Service: Capitol  
 Representative: Gene Grant, Cooke  
 Chief Owners: Lawrence M. Walshak, Frank Wilson, Jr.  
 Gen.-Commercial Mgr.: Lawrence M. Walshak  
 Prom. Mgr., Chief Engr.: Frank Wilson, Jr.

## K S W A

**GRAHAM—1948**

Frequency: 1330 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . Graham Bcstg. Co.  
 Address . . . . . Box 748  
 Phone Number . . . . . 1200  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Pres., Gen. Mgr. . . . . Clay Thompson, Jr.  
 Prom. Comm. Mgr. . . . . Brooks Robertson  
 Program Director . . . . . Joe Venso  
 Chief Engineer . . . . . Vance Newsom

## K G V L

**GREENVILLE—1946**  
**MBS-TEXAS STATE**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Truett Kimzey  
 Business-Studio Address . . . . . Graham-Fagg Bldg.  
 Phone Number . . . . . 2066  
 Transmitter Location . . . . . Wolfe City Hwy.  
 Air Time . . . . . 8 a.m.-M.  
 News Service . . . . . AP  
 Membership . . . . . NAB  
 Owner, General Manager . . . . . Truett Kimzey  
 Station Manager . . . . . Earle Fletcher  
 Comm. Sales Prom. Mgr. . . . . Leo Hackney  
 Program-Production Dir. . . . . James D. Jones  
 Chief Engineer . . . . . Tom Clyce

## K C L W

**HAMILTON—1948**

Frequency: 900 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Hamilton Bcstg. Co.  
 Address . . . . . P. O. Box 511  
 Phone Number . . . . . 500  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 President . . . . . Clyde Weatherby  
 Gen. Prom. Mgr. . . . . William T. Stubblefield  
 Commercial Manager . . . . . Alma Lee Yates  
 Program Director . . . . . Joe C. Caldwell  
 Chief Engineer . . . . . Carl Knello

## K G B S

**HARLINGEN—1941—CBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Harbenito Bcstg. Co.  
 Business Address . . . . . P. O. Box 711  
 Phone Number . . . . . 2200  
 Studio-Transmitter Address . . . . . U. S. Hwy. 83,  
 bel, Harlingen & San Benito  
 Air Time . . . . . 5:30 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, Standard,  
 Capitol  
 Representative . . . . . Burke, Kuipers & Mahonsy  
 Membership . . . . . BMB, FMA

President . . . . . McHenry Tichenor  
 General-Station Mgr. . . . . Troy McDaniel  
 Commercial Manager . . . . . Dave Bennett  
 Program Director . . . . . Frank Parker  
 Musical Director . . . . . Gene Torbett  
 Chief Engineer . . . . . Willis Wilson

## K G R I

**HENDERSON—1947**

Frequency: 1000 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Henderson Bcstg. Co.  
 Business-Studio Address . . . . . Henderson  
 Gen., Comm. Mgr. . . . . C. H. Bruga  
 Promotion Manager . . . . . Bill Boren

## K P A N

**HEREFORD—1948**

Frequency: 860 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Hereford Bcstg. Co.  
 Address . . . . . Box 868  
 Phone Number . . . . . 860  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Pres., Gen. Mgr. . . . . Marshall Formby  
 Secretary . . . . . John Blake  
 Comm. Mgr.-Prog. Dir. . . . . Hal W. Bly Miller  
 Chief Engineer . . . . . Rea Bowman

## K H B R

**HILLSBORO—1948**

Frequency: 1560 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Hill County Bcstg. Co.  
 Business-Studio Address . . . . . 204 E. Franklin St.  
 Phone Number . . . . . 594  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Program Director . . . . . Rober Greable  
 Chief Engineer . . . . . Sam W. Engle

## K A T L

**HOUSTON—1947—LIBERTY**

Frequency: 1590 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Texas Bcstrs., Inc.  
 Business-Studio Address . . . . . 410 Main St.  
 Phone Number . . . . . Preston 3108  
 Transmitter Location . . . . . Post Oak Rd.  
 Air Time . . . . . 24 Hrs.  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Lang-Worth, SESAC  
 Representative . . . . . Weed  
 Membership . . . . . NAB, BMB  
 President . . . . . William Harry Talbot  
 Gen.-Sta. Mgr. . . . . King Howard Robinson  
 Commercial Manager . . . . . William C. Burks  
 Sales Prom. Manager . . . . . Bernard Moses  
 Prog.-Prod. Dir. . . . . William S. Newkirk  
 Publicity Director . . . . . Robert Matthes  
 Musical Director . . . . . Millie Tilly  
 Chief Engineer . . . . . Edward Martin

## KCOH

HOUSTON—1948

Frequency: 1430 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By. . . . . Call of Houston, Inc.  
 Business-Studio Address. . . . . M&M Building  
 Phone Number. . . . . Charter 4-1888  
 News Service. . . . . UP  
 Transcription Service. . . . . World, Associated  
 Representative . . . . . Bozell & Jacobs  
 President. . . . . William A. Smith  
 Vice-Presidents. . . . . E. C. Hughes, Ed Hoffman  
 General Manager. . . . . Lee Hogg  
 Commercial Manager. . . . . William Lightfoot  
 Program Director. . . . . Dick Heltrick  
 Chief Engineer. . . . . H. B. Balch

## KLEE

HOUSTON—1948

Frequency: 610 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By. . . . . W. Albert Lee  
 Business-Studio Address. . . . . Milby Hotel  
 Phone Number. . . . . Preston 1161  
 Transmitter Location. . . . . 1 Mi. from inter-  
 section N. Sherperd & Airline  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service. . . . . World, Associated  
 Representative . . . . . Walker  
 Membership . . . . . NAB, BMB  
 President. . . . . W. Albert Lee  
 General-Station Manager. . . . . Ted Hills  
 Commercial Manager. . . . . John Pace  
 Sales Prom. Manager. . . . . Lou Eastman  
 Program Director. . . . . Guy Savage  
 Production Director. . . . . Gene Myers  
 Publicity Director. . . . . Beverly Kobel  
 Chief Announcer. . . . . Jack Matthews  
 Musical Director. . . . . Glenn Miller  
 Chief Engineer. . . . . Paul Huhndorff  
 Farm Editor. . . . . Jack Timmons

## KNUZ

HOUSTON—1948

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Veterans Bcstg. Co.  
 Business-Studio Address. . . . . 905 Scanlan Bldg.  
 Phone Number. . . . . Beacon 3-8801  
 News Service. . . . . UP  
 Transcription Service. . . . . Lang-Worth, Capitol  
 Representative . . . . . Forjoe  
 President. . . . . Max H. Jacobs  
 Gen., Comm. Mgr. . . . . Dave Morris  
 Program Director. . . . . Walter Colvin  
 Promotion Manager. . . . . Alec Gifford  
 Chief Engineer. . . . . Carlton Woodell

## KPRC

HOUSTON—1925  
 NBC-TEXAS QUALITY

Frequency: 950 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . The Houston Post Co.  
 Business-Studio Address. . . . . Lamar Hotel  
 Phone Number. . . . . Fairfax 7101  
 Transmitter Location . . . . . Deepwater  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service. . . . . Thesaurus, Standard  
 Representative . . . . . Edward Pety  
 Membership . . . . . NAB, BMB  
 President, Owner. . . . . W. P. Hobby  
 General Manager. . . . . Jack Harris  
 Asst. Gen. Mgr. . . . . Jack McGrew  
 Sales Prom. Manager. . . . . Charles C. Dyer, Jr.  
 Production Manager. . . . . Brooke Carroll  
 Publicity Director. . . . . Jane Braunstein  
 Chief Engineer. . . . . Harvey Wheeler  
 News Editor. . . . . Pat Flaherty

## KTHT

HOUSTON—1944  
 MBS-TEX. STATE

Frequency: 790 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . Texas Star Bcstg. Co.  
 Business-Studio Address. . . . . 4000 S. Main St.  
 Phone Number. . . . . Keystone 3-5535  
 Transmitter Location. . . . . Nr. San Jacinto  
 Battlegrounds  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service. . . . . Associated, Capitol  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . BMB, FMA  
 President. . . . . Roy N. Holheinz  
 Gen.-Sta.-Comm. Mgr. . . . . Bill Bennett  
 Sales Prom. Mgr., Pub. Dir. . . . . Lauri Schutt  
 Program Director. . . . . Gene Lewis  
 Chief Engineer. . . . . O. B. Johnson

## KTRH

HOUSTON—1930—CBS

Frequency: 740 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By. . . . . KTRH Bcstg. Co.  
 Business-Studio Address. . . . . Rice Hotel  
 Phone Number. . . . . Preston 4361  
 News Service. . . . . UP  
 Transcription Service. . . . . World  
 Representative . . . . . John Blair  
 President. . . . . B. F. Orr  
 Assistant Manager. . . . . Ray Herndon  
 Sales Manager. . . . . Ray Bright  
 Program Director. . . . . Ted Nabors  
 Promotion Manager. . . . . George McCormick  
 Engineers . . . . . Tom Hiner, Lester Mullan

## K X Y Z

### HOUSTON—1930

#### ABC-LONE STAR

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned-Operated By: Shamrock Bcstg. Co.  
 Business-Studio Address: Gulf Bldg.  
 Phone Number: Capitol 6151  
 Transmitter Location: Deepwater  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Standard, Lang-Worth, London  
 Representative: Free & Peters  
 Membership: NAB, BMB, FMA  
 President: Glenn H. McCarthy  
 General Manager: Reese Reinecker  
 Exec. Vice-President: Fred Nahas  
 Comm.-Sales Prom. Mgr., Prog.-Pub. Director: Terry Lee  
 Prod. Dir., Chief Announcer: Art Finger  
 Musical Director: Ed Badeaux  
 Chief Engineer: Gerald R. Chinski  
 Farm Editor: Bob Gray

## K S A M

### HUNTSVILLE—1938—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Huntsville Bcstg. Co.  
 Bus.-Studio-Transmitter Address: Hwy. 75 S.  
 Phone Number: 666  
 Air Time: 6:30 a.m.-11 p.m.  
 News Service: AP  
 Transcription Service: Capitol, Keystone  
 Membership: NAB  
 President: J. G. Long  
 General Manager: Bryan Powell  
 Sta.-Comm.-Sales Prom. Mgr., Publicity Director: Harvard C. Bailes  
 Program-Production Director: Don Gulihur  
 Chief Announcer, Chief Engineer: John Neatbery, Jr.  
 Musical Dir., Farm Editor: Al Strong

## K E B E

### JACKSONVILLE—1946—KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Bill A. Laurie  
 Bus.-Studio-Transmitter Address: Pierce Lane & Lake St.  
 Phone Number: 2211  
 Air Time: 8:30 a.m.-10 p.m.  
 News Service: UP  
 Transcription Service: Lang-Worth, SESAC, Keystone  
 Membership: NAB, BMB  
 Owner, Gen.-Station Mgr.: Bill A. Laurie  
 Commercial Manager: J. G. Johnson  
 Sales Prom. Mgr., Pub. Dir.: Mrs. Emo Laurie  
 Prog.-Prod. Dir., Chief Announcer: Tommy Perryman

Chief Engineer: William M. McCreary, Jr.  
 Farm Editor: George Womack  
 Continuity Editor: Jerry Spencer

## K T X J

### JASPER—1948

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Jasper Bcstg. Co.  
 Business-Studio Address: Texas Theater Bldg.  
 Phone Number: 580  
 News Service: UP  
 Transcription Service: Capitol, SESAC  
 President: Joe A. Tonahill  
 General Manager: Raymond Dorsey  
 Program Director: Ray C. Sherman  
 Chief Engineer: Lawrence M. Sanders

## K O C A

### KILGORE—1936—KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Oil Capitol Bcstg. Assn.  
 Bus.-Studio Address: 102½ E. North St.  
 Phone Number: 1300  
 Transmitter Location: Martin & Ross Sts.  
 Air Time: 6 a.m.-11 p.m.  
 News Service: AP  
 Transcription Service: Keystone  
 Membership: BMB  
 President: Roy G. Terry  
 Gen.-Sta.-Comm.-Sales Prom. Manager: H. A. Degner  
 Prog.-Prod.-Musical Dir.: H. W. Haygood, Jr.  
 Pub. Dir., Farm Editor: Patsy Eubanks  
 Chief Engineer: Karem O. Soule

## K V E T

### KERRVILLE—1948

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operoled By: Leonard B. Brown  
 Address: P. O. Box 271

## K P E T

### LAMESA—1947—KBS

Frequency: 690 Kc. Power: 250 Watts d.  
 Operated By: Lamesa Bcstg. Co.  
 Business-Studio Address: 408 N. Second St.  
 Phone Number: 690  
 Transmitter Location: 1½ Mi. S.E. Lamesa  
 Air Time: Local sunrise-sunset  
 News Service: UP  
 Transcription Service: Keystone  
 Membership: NAB, BMB  
 Gen.-Sta.-Comm. Mgr.: Kermit Ashby  
 Sales Prom. Mgr.: Clayton Barkhurst  
 Prog.-Prod.-Pub. Dir.: Mrs. O. K. Connor  
 Chief Announcer, Musical Director: Johnnie Thurmon, Jr.  
 Chief Engineer: Eugene Cornelius  
 Farm Editor: Hugh Smith



# KHIT

LAMPASAS—1948

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By. Lampasas Bcstg. Co.  
 Address. P. O. Box 789  
 News Service. UP  
 Transcription Service. SESAC  
 Presidents. Sylvester Lewis,  
 Robert O. Easton

Gen. & Prom. Mgr. Easton R. Pace  
 Commercial Manager. Walter Derwin  
 Program Director. Taylor Spence  
 Chief Engineer. Troy Whitaker

# KPAB

LAREDO—1938—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By. Laredo Bcstg. Co.  
 Business-Studio Address. Hamilton Hotel  
 Phone Number. 2124-5  
 Transmitter Location. 1 Stone Ave.  
 Air Time. 6:30 a.m.-M.  
 News Service. UP  
 Transcription Service. Capitol, Keystone  
 Representative. John E. Pearson  
 Membership. NAB, BMB  
 President. Howard Davis  
 General-Station Mgr. Mark Perkins  
 Commercial Manager. Gordon Lloyd  
 Program Director. James B. Creed  
 Chief Engineer. K. Hulan Smith

# KVOW

LITTLEFIELD—1947

Frequency: 1490 Kc. Power: 250 Watts  
 Owned By. J. C. Rothwell  
 Business Address. Box 192  
 Phone Number. 400  
 Studio-Transmitter Location. Clovis Hwy.  
 Air Time. 6:30 a.m.-10 p.m.  
 News Service. AP  
 Transcription Service. Lang-Worth  
 Membership. NAB  
 President. J. C. Rothwell  
 General Manager. J. B. McShan  
 Commercial Manager. J. C. Dorrell  
 Program Director. Othell W. Wilson  
 Chief Announcer. Wayne Robison  
 Chief Engineer. James Zackery

# KFRO

LONGVIEW—1934  
 ABC-KBS-TEX. STATE

Frequency: 1370 Kc. Power: 1000 Watts  
 Owned-Oper. By. Voice of Longview  
 Bus.-Studio Address. Curtis Bldg.,  
 P. O. Box 792  
 Phone Number. 411  
 Transmitter Location. Marshall Hwy.

Air Time. Unlimited  
 News Service. AP  
 Transcription Service. Lang-Worth, Keystone  
 Representative. Donald Cooke  
 Membership. NAB, BMB  
 President. James R. Curtis

# KLTI

LONGVIEW—1948

Frequency: 1280 Kc. Power: 1000 Watts d.  
 Owned-Operated By. R. G. LeTourneau  
 Address. P. O. Box 1866  
 Phone Number. 4331  
 News Service. INS  
 Transcription Service. Associated  
 President. R. G. LeTourneau  
 General Manager. Merl Saxon  
 Commercial Manager. Lawrence Birdsong  
 Program Director. Richard A. Cousins  
 Chief Engineer. Ken Maxwell

# KCBD

LUBBOCK—1946—MBS

Frequency: 1590 Kc. Power: 1000 Watts  
 Owned-Operated By. Caprock Bcstg. Co.  
 Business-Studio Address. 1803 Broadway  
 Phone Number. 6348  
 Transmitter Location. U. S. Hwy. 87  
 Air Time. Unlimited  
 News Service. AP  
 Transcription Service. World  
 Representative. John E. Pearson  
 Membership. NAB  
 President, General Mgr. Joe H. Bryant  
 Station Manager. Robert L. Snyder  
 Commercial Manager. George T. Dale  
 Publicity Director. C. L. Land  
 Chief Engineer. R. F. Lee  
 Farm Editor. Gene Cooper

# KFYO

LUBBOCK—1927—ABC-LONE STAR

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By. Plains Radio Bcstg. Co., Inc.  
 Business-Studio Address. 914 Ave. J  
 Phone Number. 5567  
 Transmitter Location. 2312 Fifth St.  
 Air Time. 6 a.m.-M.  
 News Service. AP, UP  
 Transcription Service. Capitol  
 Representative. Taylor-Boroff  
 Membership. NAB, BMB  
 President (Amarillo). Gene A. Howe  
 Exec. Gen. Mgr. (Amarillo). O. L. Ted Taylor  
 Resident Gen. Mgr. DeWitt Landis  
 Comm.-Sales Prom. Mgr. Gordon Thompson  
 Program Director. DeWitt Landis  
 Musical Director. Georgia Ledbetter  
 Chief Engineer. W. S. Bledsoe  
 Farm Director. Jack Creel

## KSEL

**LUBBOCK—1946**

Frequency: 950 Kc. . . . . Power: 1000 Watts d.;  
500 Watts n.  
Owned-Operated By . . . . . Lubbock Bcstg. Co.  
Business Address . . . . . Box 1524  
Phone Number . . . . . 6376  
Studio Address . . . . . 208 Ferguson Bldg.  
Transmitter Location . . . . . ¼ Mi. E. of Lubbock  
city limits  
Air Time . . . . . 6 a.m.-1 a.m.  
Transcription Service . . . . . Lang-Worth, Thesaurus,  
Cole  
Representative . . . . . Hal Holman  
President . . . . . Walter G. Russell  
Gen.-Comm. Mgr. . . . . Clyde H. Smith  
Prog. Dir., Chief Announcer . . . . . R. D. Preusch  
Chief Engineer . . . . . Roger V. Hively

## KRBA

**LUFKIN—1938—KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Darrell E. Yates  
Bus.-Studio Address . . . . . 110 S. First St.  
Phone Number . . . . . 272, 1340, Transmitter 234  
Transmitter Location . . . . . 2 Mi. out on Hwy. 59  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth, Cole,  
Keystone  
Representative . . . . . Continental Radio Sales  
Membership . . . . . NAB  
Owner, Gen.-Sta. Mgr. . . . . Darrell E. Yates  
Comm.-Sales P. om, Mgr. . . . . Arthur Greene  
Prog.-Prod. Dir. . . . . Allen Earl Vinson  
Publicity Director . . . . . Helen Campbell  
Chief Engineer . . . . . Ambrose Maxim

## KTRE

**LUFKIN—1947  
MBS-LONE STAR-E. TEX.**

Frequency: 1420 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Forest Capital Bcstg. Co.,  
Inc.  
Business Address . . . . . Box 701  
Phone Number . . . . . 1420  
Studio Address . . . . . 114½ N. First St.  
Transmitter Location . . . . . Hwy. 103  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Transcription Service . . . . . World, Capitol  
Representative . . . . . Taylor-Borroff  
Membership . . . . . NAB, BMB  
President . . . . . R. W. Wortham, Jr.  
Gen.-Sta.-Comm. Mgr. . . . . Richman G. Lewin  
Sales Prom. Mgr. . . . . Kenneth Barfield  
Prog.-Prod.-Pub. Dir., Farm Editor, . . . . . Ray Gordon  
Musical Director . . . . . Royce Christenson  
Chief Engineer . . . . . Fred C. Hill

## KMHT

**MARSHALL—1947  
MBS-TEX. STATE**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Marshall Bcstg. Co.  
Business-Studio Address . . . . . 109 W. Rusk St.  
Phone Number . . . . . 826  
Transmitter Location . . . . . Old Jefferson Hwy.  
Air Time . . . . . 6 a.m.-11 p.m.  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth  
Membership . . . . . NAB  
President . . . . . J. P. Duncan  
General Manager . . . . . C. F. Whitesides, Jr.  
Commercial Manager . . . . . Robert Marlin  
Program Director . . . . . Katie Hyllton  
Chief Announcer . . . . . John Scoggin  
Chief Engineer . . . . . William Lindsay

## KRIO

**McALLEN—1947—MBS-TEX. STATE**

Frequency: 910 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Valley Bcstg. Assn., Inc.  
Business Address . . . . . P. O. Box 1551  
Phone Number . . . . . 1700-1, 1440  
Studio Address . . . . . Hwy. 83, 1½ Mi. E. of city  
Transmitter Location . . . . . 10th St. Rd., nr  
Edinburg  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . AP, UP  
Transcription Service . . . . . Standard, SESAC  
Representative . . . . . J. P. McKinney, Homer Griffith  
Membership . . . . . NAB  
President . . . . . Bryce Ferguson  
General-Station Mgr. . . . . Ingham S. Roberts  
Commercial Manager . . . . . H. R. Halcom  
Prog. Dir., Chief Announcer . . . . . W. J. Dickson  
Chief Engineer . . . . . W. M. Meiners

## KMAE

**McKINNEY—1947—LIBERTY**

Frequency: 1600 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . McKinney Air Enterprises,  
Inc.  
Bus.-Studio Address . . . . . 218 E. Virginia St.  
Phone Number . . . . . 183-4  
Transmitter Location . . . . . 1½ Mi. W. of McKinney  
Air Time . . . . . 6 a.m.-local sunset  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth, Capitol  
Membership . . . . . NAB, BMB  
Pres., Gen.-Sta. Mgr. . . . . George W. Smith, Jr.  
Commercial Manager . . . . . Melvin Belew  
Program Director . . . . . Denise Adkins  
Chief Announcer, Chief  
Engineer . . . . . C. W. Rampy  
Farm Editor . . . . . Page Johnson

## KORC

**MINERAL WELLS—1946—KBS**

Frequency: 1140 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Raymond River  
 Business Address . . . . . Box 31  
 Phone Number . . . . . 319  
 Transcription Service . . . . . Standard, KBS  
 Owner-General Mgr. . . . . Raymond River  
 Commercial Manager . . . . . W. W. Whorton  
 Chief Engineer . . . . . Jerry Hickman

## KCRS

**MIDLAND—1935—ABC-TEX. STATE**

Frequency: 550 Kc. . . . . Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By . . . . . Clarence Scharbauer, Jr.,  
 Ruth Scharbauer  
 Business-Studio Address . . 112 W. Missouri St.,  
 Box 1072  
 Phone Number . . . . . 1080  
 Transmitter Location . . . West Hway. 80, ½ Mi.  
 W. Midland city limit  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Membership . . . . . NAB, BMB  
 Sta.-Sales Prom. Mgr. . . . . J. M. McDonald  
 Commercial Manager . . . . . G. L. McDonald  
 Program Director . . . . . Wayne Harrell  
 Chief Announcer . . . . . David Cole  
 Chief Engineer . . . . . Tom Yates

## KVKM

**MONAHANS—1946**

**MBS-KBS-CACTUS-SOUTHWEST**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Monahans Bcstrs., Inc.  
 Business-Studio Address . . . . . Radio Center  
 Phone Number . . . . . 438-9, 434  
 Transmitter Location . . . . . 1½ Mi. N. of  
 Monahans on W. side of Hway. 87  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Keystone  
 Representative . . . . . Taylor-Boroff  
 Membership . . . . . NAB, BMB  
 Pres., Gen.-Sta. Mgr. . . . . Charles W. Stuckey  
 Comm.-Sales Prom. Mgr. . . . . Larry B. Scheer  
 Prog.-Prod. Dir., Asst. Manager,  
 Chief Announcer . . . . . James E. Wright  
 Publicity Director . . . . . Bill Lee  
 Chief Engineer . . . . . John E. Straight

## KIMP

**MOUNT PLEASANT—1948**

Frequency: 960 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Winston O. Ward

## KOSF

**NACOGDOCHES—1947—KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Kelly Bell  
 Address . . . . . Lufkin Hgwy.  
 Phone Number . . . . . 1230  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, KBS  
 President . . . . . Kelly Bell  
 Gen., Comm. Mgr. . . . . Bob Atherton  
 Program Director . . . . . J. C. Stallings  
 Promotion Manager . . . . . Woodrow Muckelroy  
 Chief Engineer . . . . . Frank Murray

## KSFA

**NACOGDOCHES—1947—LIBERTY**

Frequency: 860 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Nacogdoches Bcstg. Co., Inc.  
 Bus.-Studio Address . . . . . 1509 North St.,  
 P. O. Box 56, N. St. Station  
 Phone Number . . . . . 860  
 Air Time . . . . . Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Membership . . . . . NAB  
 Pres., Gen.-Sta. Mgr. . . . . Wilbur Courtland Fouts  
 Commercial Manager . . . . . Dick Kelly  
 Sales Prom. Mgr., Chief  
 Engineer . . . . . George Middlebrook  
 Prog. Dir., Chief Announcer,  
 Farm Editor . . . . . John Billingsley  
 Musical Director . . . . . Ann Simon

## KECK

**ODESSA—1947**

Frequency: 920 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Ben Nedow  
 Business Address . . . . . P. O. Box 1369  
 Phone Number . . . . . 5791  
 Studio Address . . . . . 120 W. Third  
 Transmitter Location . . . . . Hway. 80  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, Standard,  
 Associated  
 Membership . . . . . NAB, BMB  
 Owner, Gen.-Sta. Mgr. . . . . Ben Nedow  
 Commercial Manager . . . . . Royce A. Collier  
 Sales Prom. Mgr., Prog.-Prod.  
 Director . . . . . Shirley Sporic  
 Chief Announcer . . . . . John Vacca  
 Chief Engineer . . . . . James Kimbrell

## KOSA

**ODESSA—1947—CBS-SOUTHWEST**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Southwestern Bcstg. Corp.  
 Operated By . . . . . Cecil L. Trigg

. . . **T E X A S** . . .

Business-Studio Address . . . . . 115 W. 6th  
 Phone Number . . . . . 4301  
 Transmitter Location . . . . . Crane Hwy.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol, Cole  
 Representative . . . . . Taylor-Boroff  
 Membership . . . . . NAB  
 President . . . . . Paul Moss  
 General-Station Manager . . . . . Cecil L. Trigg  
 Comm.-Sales Prom. Mgr. . . . . Robert Montgomery  
 Program Director . . . . . John Guffey  
 Publicity Director . . . . . William B. Gillett  
 Chief Announcer, Musical Dir. . . . . Jim Thomas  
 Chief Engineer . . . . . James Simpson  
 News Editor . . . . . Ed Costello

## K R I G

**ODESSA—1945—MBS**

Frequency: 1410 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Oil Center Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 111 E. Fifth  
 Phone Number . . . . . 6871  
 Transmitter Location . . . . . So. of City, Hwy. 51  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Walker  
 President . . . . . R. O. Canon  
 General-Station Manager . . . . . J. N. McKean  
 Commercial Manager . . . . . Art Hester  
 Program Director . . . . . Clarence Garnes  
 Chief Engineer . . . . . Paul Farmer

## K O G T

**ORANGE—1947—DIXIE**

Frequency: 1600 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Sabine Area Bcstg. Corp.  
 Business-Studio Address . . . . . 407 10th St.,  
 P. O. Box 551  
 Phone Number . . . . . 4381-2-3  
 Transmitter Location . . . . . 3 Mi. N. of Orange on  
 Hwy. 87  
 Air Time . . . . . 5:45 a.m.-M.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated, Capitol  
 Representative . . . . . Friedenber  
 President . . . . . J. Jacobs  
 V.P., Gen.-Sta. Mgr. . . . . Arthur P. Kay, Jr.  
 Comm.-Sales Prom. Mgr. . . . . Ken Freuden  
 Prog.-Prod.-Pub. Dir.,  
 Farm Editor . . . . . Johnnie S. Foster  
 Musical Director . . . . . Phil Scott  
 Chief Engineer . . . . . Arthur P. Kay, Jr.

## K N E T

**PALESTINE—1936  
 MBS-KBS-LIBERTY**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Palestine Bcstg. Corp.

Business-Studio Address . . . . . 219 Municipal Bldg.  
 Phone Number . . . . . 8686  
 Transmitter Location . . . . . Jacksonville Hwy.  
 Air Time . . . . . 6 a.m.-11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus, Keystone  
 Representative . . . . . Burke, Kuipers & Mahoney  
 President . . . . . Gordon B. McLendon  
 General Manager . . . . . Robert E. Stuart  
 Managing Director . . . . . John H. Hensley  
 Program Director . . . . . Marvin Croin  
 Chief Announcer . . . . . Ralph Thornton  
 Chief Engineer . . . . . Virgil Futch

## K P D N

**PAMPA—1936—MBS-KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . C. H. Hoiles, Harry  
 Hoiles, Jane Hoiles Hardie  
 Business Address . . . . . Box 901  
 Phone Number . . . . . 1100-1  
 Transmitter Location . . . . . East of city limits  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . World, KBS  
 Membership . . . . . NAB, BMB  
 Station Manager . . . . . John Michel  
 Program Director . . . . . Ken Palmer  
 Chief Engineer . . . . . Garth Osborne

## K P L T

**PARIS—1935—ABC-TEX. STATE**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . No. Texas Bcstg. Co., Inc.  
 Operated By . . . . . Aubrey Harris  
 Business Address . . . . . Cor. S. Main & W. Austin  
 Phone Number . . . . . 1124-5-6  
 Studio Address . . . . . Gibraltar Hotel  
 Transmitter Location . . . . . Hwy. 271  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Representative . . . . . John E. Pearson  
 Membership . . . . . NAB  
 President . . . . . A. G., Pat Mayse  
 Gen.-Sales Prom. Mgr., Prod.-Pub.  
 Director . . . . . Aubrey Harris  
 Asst. Manager . . . . . Ann Nipp  
 Commercial Manager . . . . . Robert C. Stone, Jr.  
 Prog. Dir., Chief Announcer . . . . . Tom Seay, Jr.  
 Musical Director . . . . . John Allen  
 Chief Engineer . . . . . Eugene C. McNally  
 Farm Editor . . . . . Roland Denney

## K I U N

**PECOS—1935  
 MBS-KBS-SOUTHWEST**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Jack Hawkins,  
 Barney Hubbs

# T E X A S

Business Address.....316 S. Cedar St.  
 Phone Number.....21  
 Studio Address.....Radio Bldg.  
 Transmitter Location...1 Mi. N. of town, on  
 Old Carlsbad Hwy.  
 Air Time.....7 a.m.-10:30 p.m.  
 News Service.....UP  
 Transcription Service.....Keystone  
 Representative.....Taylor-Boroff  
 Membership.....NAB  
 Pres., Gen.-Sta. Mgr.....Jack Hawkins  
 Comm.-Sales Prom. Mgr.....Don Brooks  
 Prog. Prod. Dir.....W. D. Martin, Jr.  
 Publicity Director.....Barney Hubbs  
 Chief Engineer.....Harry W. Boehnemann

## K E Y E

PERRYTOWN—1948

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....North Plains Bcstg Co.  
 Address.....Box 96  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 President.....Carl Ellis  
 Mgr. & Comml. Mgr.....Irvin R. Buchanan  
 Program Director.....Zeb Williams  
 Chief Engineer.....Bill Mathis

## K V O P

PLAINVIEW—1944—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....W. J. Harpole  
 Business-Studio Address.....Veigle Bldg.  
 Phone Number.....1400  
 Transmitter Location.....Wayland College  
 Grounds  
 Air Time.....6 a.m.-11 p.m.  
 News Service.....AP  
 Transcription Service.....Standard, Keystone  
 Membership.....NAB, BMB  
 Pres., General Mgr.....W. J. Harpole  
 Station Manager.....Rial L. Campbell  
 Comm.-Sales Prom. Mgr.,  
 Publicity Director.....Larry Dorley  
 Program-Production Dir.....Bill Barrett  
 Musical Director.....Billie Joe Ogletree  
 Chief Engineer.....Carl Cook

## K O L E

PORT ARTHUR—1947  
 DIXIE-LIBERTY

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Port Arthur Bcstg. Co.  
 Business Address.....P. O. Box 1126  
 Phone Number.....2-9436-7-8, 2-6454  
 Studio Address.....Payne Bldg., Fourth at  
 Fort Worth Sts.  
 Transmitter Location.....2830 27th St.  
 Air Time.....5:55 a.m.-M.

News Service.....AP  
 Transcription Service.....Lang-Worth  
 Membership.....NAB  
 General-Station Manager.....Socs Vratls  
 Commercial Manager.....Frank Dussenbury  
 Sales Prom. Mgr.....Gray Harrower  
 Program Director.....Mary Anne Petru  
 Prod. Dir., Farm Editor.....Hal Parkes  
 Publicity Director.....Leonora De Grasse  
 Musical Director.....Jerry Oppel  
 Chief Engineer.....Claude Williams

## K P A C

PORT ARTHUR—1934—MBS

Frequency: 1250 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Oper. By.....Port Arthur College  
 Bus.-Studio Address.....1515 Lakeshore Dr.  
 Phone Number.....7458  
 Transmitter Location.....Orange Hwy.  
 Air Time.....Unlimited  
 News Service.....AP  
 Transcription Service.....Standard, World,  
 MacGregor  
 Representative.....Donald Cooke  
 Membership.....NAB  
 President, Gen. Manager.....W. D. Mauldin  
 Station-Comm. Manager.....Marjorie R. Vickers  
 Sales Prom. Mgr.....George Crouchet, Jr.  
 Program Director.....Corinne Enos  
 Production Director.....Harry Norman  
 Publicity Director.....Ruby Brayles  
 Chief Engineer.....Glenn Boatright

## K F R D

ROSENBERG—1948

Frequency: 980 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....Ford Bend County Bcstg. Co.  
 Business-Studio Address.....First Natl Bank Bldg.  
 Trustee.....Julius E. Junker

## K G K L

SAN ANGELO—1928  
 ABC-TEX. STATE

Frequency: 960 Kc.....Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By.....KGKL, Inc.  
 Business-Studio Address.....St. Angelus Hotel  
 Phone Number.....6715  
 Transmitter Location...2 Mi. N.E. of San Angelo  
 Air Time.....Unlimited  
 News Service.....AP  
 Representative.....John E. Pearson  
 Membership.....NAB, BMB  
 President.....H. C. Ragsdale  
 General Manager.....Lewis O. Seibert  
 Commercial Manager.....Robert Bradbury  
 Program Director.....Jeanne Rau

# TEXAS

Publicity Director.....Jane Bosworth  
Chief Announcer.....Joe Darby  
Chief Engineer.....Frank M. Jones

## KTXL

**SAN ANGELO—1947**  
**MBS-LONE STAR**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Wes-Tex Bcstg. Co., Inc.  
Bus.-Studio Address.....1901 W. Beauregard  
Phone Number.....7183  
Transmitter Location.....Robert Lee Rd.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Capitol  
Representative.....Taylor-Borrorff  
Membership.....NAB  
President.....Armistead D. Rust  
Station Manager.....Robert M. Baird  
Program Director.....Don Phillips  
Chief Engineer.....Jack Proctor  
Farm Editor.....W. D. Reese

## KABC

**SAN ANTONIO—1926**  
**ABC-TEX. STATE**

Frequency: 680 Kc.....Power: 50,000 Watts d.;  
10,000 Watts n.  
Owned-Oper. By.....Alamo Bcstg. Co., Inc.  
Business-Studio Address.....Milam Bldg.  
Phone Number.....F-3126  
Transmitter Location.....Leon Valley  
Air Time.....6 a.m.-M.  
News Service.....AP  
Transcription Service.....World  
Representative.....John Blair  
Membership.....NAB, BMB  
President.....Gene L. Cagle  
Station-Comm. Manager.....Bill Michaels  
Sales Prom. Mgr., Pub. Dir.....L. Jerry Spengler  
Program-Production Mgr.....Harold Carr  
Chief Announcer.....James O. Wiggins  
Musical Director.....Margaret Morris  
Chief Engineer.....Joseph B. Haigh  
News-Farm Editor.....John W. Scott

## KCOR

**SAN ANTONIO—1946**

Frequency: 1350 Kc.....Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By.....KCOR, Inc.  
Business-Studio Address.....214 Broadway  
Phone Number.....Cathedral 1301  
Transmitter Location.....Whitby & Oxford Rds.  
Air Time.....6 a.m.-M.  
News Service.....AP, UP

Transcription Service.....Radio Gemas (supplied  
from Mexico City in Spanish)  
Representative.....J. P. McKinney  
Membership.....NAB  
President.....Raoul A. Cortez  
V.P., Gen.-Station Mgr.....Charles F. Harris  
Comm.-Sales Prom. Mgr.....William P. Smythe  
Prog. Dir., Chief  
Announcers.....(English) Marvin N. Broyles;  
(Spanish) Lalo Astol  
Chief Engineer.....Kenneth R. Hyman

## KITE

**SAN ANTONIO—1947**

Frequency: 930 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Charles W. Balthrope  
Business-Studio Address.....315 Transit Tower  
Phone Number.....Fannin 0335  
Transmitter Location.....Dartmouth at  
Stephenson Rd.  
Air Time.....Daytime  
News Service.....AP  
Transcription Service.....London  
Representative.....William G. Rambeau  
General-Station Mgr.....Charles W. Balthrope  
Commercial Manager.....Alex A. Coe  
Program Director.....Alec Chesser  
Chief Engineer.....John Siercovich

## KMAC

**SAN ANTONIO—1926**  
**MBS-TEX. STATE**

Frequency: 1240 Kc. (CP 630 Kc.)...Power: 250  
Watts (CP 5000 Watts)  
Owned-Oper. By.....The Walmac Co.  
Bus.-Studio Address.....222-224 W. Commerce St.  
Phone Number.....Cathedral 6211  
Transmitter Location.....(Present) 318 Ave A;  
(under construction) Hwy. 87, Martinez-  
Converse Rd.  
Air Time.....6 a.m.-1 a.m.  
News Service.....AP  
Transcription Service.....Lang-Worth, Cole,  
MacGregor  
Representative.....John E. Pearson  
Owner, Gen.-Station Mgr.....Howard W. Davis  
Sales Prom. Mgr., Pub. Dir.....Shirley A. Minor  
Prog.-Prod. Director.....Tony Bessan  
Chief Announcer.....Bud Whaley  
Chief Engineer.....Charles L. Brady  
Farm Editor.....Joe Galeener

## WOAI

**SAN ANTONIO—1922**  
**NBC-TEX. QUALITY**

Frequency: 1200 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....Southland Industries, Inc.

# TEXAS

Business-Studio Address.....1031 Navarro St.,  
P. O. Box 2641  
Phone Number.....Garfield 4221  
Transmitter Location.....Selma  
Air Time.....5:45 a.m.-M.  
News Service.....AP, INS, UP  
Transcription Service.....Standard  
Representative.....Edward Petry  
Membership.....BMB  
Pres., Gen.-Sta. Mgr.....Hugh A. L. Hall  
Commercial Mgr.....David A. Keasler, Jr.  
Sales Prom. Mgr.....Arthur L. Forrest  
Program-Production Director.....Jerome Lee  
Publicity Director.....Imogene Stanley  
Musical Director.....Loraine Kneese  
Chief Engineer.....Charles L. Jeffers  
Farm Editor.....William W. Shomette

## KONO

### SAN ANTONIO—1927

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Mission Bcstg. Co.  
Bus.-Studio-Transmitter Address.....317 Arden  
Grove  
Phone Number.....Fannin 5171  
Air Time.....Unlimited  
News Service.....AP, UP  
Transcription Service.....Standard, SESAC,  
World  
Representative.....Forjoe  
Membership.....NAB, BMB  
Owner.....Eugene J. Roth  
General Manager.....Jack L. Pink  
Commercial Manager.....James M. Brown  
Program-Production Dir.....Robert F. Jenkins  
Publicity Director.....Jack Shoemaker  
Chief Announcer.....Ray Hunt  
Musical Director.....Lew Fay  
Chief Engineer.....George Ing  
Farm Editor.....Blake McCreelless

## KTSA

### SAN ANTONIO—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By.....Sunshine Bcstg. Co.  
Business-Studio Address.....Gunter Hotel  
Phone Number.....Garfield 1251  
Transmitter Location.....St. Hedwig Rd.  
Air Time.....6 a.m.-M.  
News Service.....AP, UP  
Transcription Service.....Lang-Worth, SESAC,  
Thesaurus  
Representative.....Taylor-Borhoff  
Membership.....NAB, BMB  
President.....Gene A. Howe  
Genl. Station Mgr.....Edgar T. Bell  
Commercial Manager.....Rex Preis<sup>®</sup>  
Sales Prom. Mgr.-Pub. Dir.....Art Forrest  
Program Director.....N. E. Thompson  
Chief Engineer.....W. G. Egerton

## KCNY

### SAN MARCOS—1948

Frequency: 1470 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Hayes County Bcstg. Co.  
Address.....Box 32  
Phone Number.....888  
News Service.....UP  
Transcription Service.....Capitol  
Pres., Prom. Mgr., Chief Engineer.....Charles L.  
Cain  
General Manager.....Merl Saxon  
Program Director.....Dick Cousins  
Commercial Manager.....Loretta Carley

## KWED

### SEGUIN—1948

Frequency: 1580 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Weldon Lawson  
Business-Studio Address.....434 N. Austin St.

## KRRV

### SHERMAN-DENISON—1936 MBS-TEX. STATE

Frequency: 910 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Red River Valley Bcstg.  
Corp.  
Business Address.....421 N. Crockett St.  
Phone Number.....201  
Studio Address.....421 N. Crockett, Sherman;  
Cor. Fannin & Owing Sts., Denison  
Transmitter Location.....Hwy. 75 bet. Sherman  
& Denison  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....World, Thesaurus  
Representative.....John E. Pearson  
Membership.....NAB, BMB  
President.....G. H. Wilcox  
General Manager.....L. L. Hendrick  
Mgr. Denison Studio.....Orvin Franklin  
Station Dir., Chief Announcer.....R. D. Shoulders  
Chief Engineer.....T. E. Spellman

## KTAN

### SHERMAN—1947—LIBERTY

Frequency: 1500 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Sherman Bcst. Corp.  
Business-Studio Address.....P. O. Box 73  
Phone Number.....2910  
Transmitter Location.....½ Mi. N. of Sherman on  
Hwy. 75  
Air Time.....Daytime  
News Service.....AP  
Transcription Service.....Capitol  
President.....E. T. Fant, Jr.  
General-Station Mgr.....Otis McKinzie

Comm.-Sales Prom. Mgr. . . . . Norman Wright  
 Prog.-Prod.-Musical Dir. . . . . Louise Cobler  
 Publicity Director . . . . . Mary Claycomb  
 Chief Announcer . . . . . Jim Shelton  
 Chief Engineer . . . . . Poul Phillips  
 Farm Editor . . . . . Cecil Magers

## K D W T

**STAMFORD—1947—MBS-KBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . David W. Ratliff  
 Business Address . . . . . Stamford  
 Phone Number . . . . . 840, 886  
 Studio-Transmitter Location . . . . . Avaca Hwy.  
 Air Time . . . . . 7 a.m.-10 p.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Keystone  
 Gen.-Sta.-Comm. Sales Prom. Manager . . . . . David W. Ratliff  
 Prog.-Prod.-Pub. Director . . . . . John Harris  
 Chief Announcer, Musical Dir., Chief Engineer, Farm Editor . . . . . Bill Howze

## K S T V

**STEPHENVILLE—1947—KBS**

Frequency: 1510 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Doyle E. Collup  
 Business Address . . . . . Box 34  
 Phone Number . . . . . 950  
 Studio Address . . . . . 140 S. Belknap  
 Transmitter Location . . . . . Dublin Hwy.  
 Air Time . . . . . 7 a.m.-5:30 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Keystone  
 Membership . . . . . NAB  
 Gen.-Sta. Mgr., Pub. Dir. . . . . Doyle E. Collup  
 Prog.-Musical Dir. . . . . Frances Mohundro  
 Chief Announcer . . . . . J. Pat Narry  
 Chief Engineer . . . . . Doyle E. Collup  
 Farm Editor . . . . . Jack Edwards

## K S S T

**SULPHUR SPRINGS—1947  
 MBS-KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Hopkins County Bcstg. Co.  
 Bus.-Studio Address . . . . . Pully Bldg.  
 Phone Number . . . . . 1230  
 Transmitter Location . . . . . Radio Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, Keystone  
 President . . . . . William A. Edwards  
 Gen.-Sta.-Comm. Mgr. . . . . Vernon R. Montgomery  
 Sales Prom. Manager . . . . . Clovis Pinion  
 Prog. Dir., Chief Announcer . . . . . Walter Lindberg  
 Musical Director . . . . . Don Roberts  
 Chief Engineer . . . . . William E. Bradford, Jr.

## K X O X

**SWEETWATER—1939—MBS-KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Sweetwater Radio, Inc.  
 Operated By . . . . . J. S. McBeath, J. Harley Hubbard  
 Bus.-Studio-Transmitter Address . . . . . Box 570,  
 Roby Hwy.  
 Phone Number . . . . . 4655-6  
 Air Time . . . . . 6:30 a.m.-11 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . Stondord, Cole, KBS  
 President . . . . . J. S. McBeath  
 General-Station Mgr. . . . . J. Harley Hubbard  
 Commercial Manager . . . . . O. B. McCoy  
 Sales Prom. Manager . . . . . Elwood Fritch  
 Prog.-Prod.-Pub. Dir., Chief Announcer, Farm Editor . . . . . Joe M. Yowell  
 Musical Director . . . . . Glenn Kinsey  
 Chief Engineer . . . . . J. T. Allen

## K T A E

**TAYLOR—1948**

Frequency: 1260 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Williamson County Bcstg. Co.  
 Business Address . . . . . Box 191  
 Phone Number . . . . . 1260  
 Studio Address . . . . . 121½ E. 2nd St.  
 Transmitter Location . . . . . Hwy. 95  
 Air Time . . . . . Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . World, SESAC  
 Membership . . . . . NAB  
 Partner, Manager . . . . . Graham Gillis Conoley  
 Sta. Mgr., Prog. Dir. . . . . Jack P. Dubberley  
 Chief Engineer . . . . . Gordon W. Rainey

## K T E M

**TEMPLE—1936—MBS-KBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Bell Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 17 S. Third St.  
 Phone Number . . . . . 5252-3  
 Transmitter Location . . . . . 3 Mi. N. of Temple  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, Keystone  
 Membership . . . . . NAB, BMB  
 President . . . . . Frank W. Mayborn  
 General Manager . . . . . Burton Bishop  
 Commercial Manager . . . . . J. E. Callaway  
 Prog. Dir., Chief Announcer . . . . . Tom Robinson  
 Chief Engineer . . . . . Homer A. Cook

## K C M C

**TEXARKANA—1932  
 ABC-TEX. STATE**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . KCMC, Inc.



• • •

**TEXAS**

• • •

Business Address.....317 Pine St.  
 Phone Number.....3-6151  
 Studio Address.....Gazette News Bldg.  
 Transmitter Location.....Summerhill Rd.  
 Air Time.....6 a.m.-M.  
 News Service.....AP  
 Transcription Service.....Lang-Worth, SESAC,  
 Cole  
 Representative.....Taylor-Borhoff  
 Membership.....NAB, BMB  
 General Manager.....Frank O. Myers  
 Program Director.....Herman Cecil  
 Chief Engineer.....Harvey Robertson

**KTFS**

**TEXARKANA—1946  
 MBS-KBS-RAZORBACK**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Texarkana Bcstg. Co.  
 Bus-Studio Address...409½ State Line Ave.  
 Phone Number.....35-123-4  
 Transmitter Location.....S. Robison Rd.  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....World, Keystone  
 Representative.....J. P. McKinney  
 Membership.....NAB  
 General Manager.....David M. Segal  
 Station Manager.....Les Eugene  
 Commercial Manager.....Martin O. Enger  
 Program Director.....Norman Bale  
 Chief Announcer.....Bob Lawrence  
 Chief Engineer.....Henry N. Fones

**KT LW**

**TEXAS CITY—1948—KBS**

Frequency: 920 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....J. G. Long  
 Business-Studio Address.....2521 Ave. F.  
 Air Time.....Daytime  
 Transcription Service.....Keystone

**KGKB**

**TYLER—1930—MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned By.....E. Texas Bcstg. Co.  
 Operated By.....James G. Ulmer  
 Business-Studio Address.....115 S. College  
 Phone Number.....1106-7  
 Transmitter Location.....Sand Flat Rd.  
 Air Time.....5:30 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Lang-Worth, Keystone  
 Representative.....John E. Pearson, Gene Grant  
 Membership.....NAB, BMB  
 President, Gen.-Station Mgr.....James G. Ulmer

Commercial Manager.....W. E. Moore  
 Sales Prom. Mgr.....E. A. Vasocou  
 Program Director.....John W. Reavley  
 Production Director.....J. Edwin Smith  
 Publicity Director.....Martha Hancock  
 Chief Announcer.....John P. York  
 Musical Director.....Sam R. Matthews  
 Chief Engineer.....Hudson C. Collins

**KRST**

**TYLER—1947**

Frequency: 1530 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Rose Capital Bcstg. Co.  
 Business-Studio Address.....118 W. Dobbs

**KTBB**

**TYLER—1947—LIBERTY-LONE STAR**

Frequency: 600 Kc.....Power: 500 Watts d.  
 Owned-Operated By...Blackstone Bcstg. Co.  
 Business-Studio Address.....Blackstone Hotel  
 Phone Number.....7010-1  
 Transmitter Location.....Morningside Dr.  
 Air Time.....6 a.m.-sunset  
 News Service.....AP  
 Transcription Service.....Thesaurus, Capitol  
 Representative.....Taylor-Borhoff  
 Membership.....NAB, BMB  
 Director.....S. H. Bothwell  
 General-Station Manager.....M. E. Danbom  
 Asst. Mgr., Pub. Dir.....David Bothwell  
 Program Director.....Don Tausch  
 Production Director.....Peter T. Wolf  
 Chief Announcer, Musical Dir.....Dana Adams  
 Chief Engineer.....Robert A. Wileman  
 Farm Editor.....Cy Heaton

**KVOU**

**UVALDE—1947—MBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....Uvalde Bcstrs.  
 Operated By.....Edward J. Harpole  
 Business-Studio Address.....1450 Batesville Rd.  
 Phone Number.....717  
 Air Time.....6:45 a.m.-10 p.m.  
 Transcription Service.....Keystone  
 Representative.....Homer Griffith  
 Membership.....NAB  
 President-General Mgr.....Edward J. Harpole  
 Sta. Mgr., Com. Mgr., Prcg. Dir. Joe Watson, Jr.  
 Publicity Director.....Stan Benson  
 Chief Engineer.....Sam Barker

**KVWC**

**VERNON—1939—MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Northwestern Bcstg. Co.

Business-Studio Address...1813½ Wilbarger  
 Phone Number .....1048-9  
 Transmitter Location...1 Mi. E. Courthouse on  
 Hway, ext. fr. Wilbarger St.  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service.....Capitol, Keystone  
 Representative .....Gene Grant  
 President.....R. H. Nichols  
 General Manager.....W. D. Dixon  
 Commercial Manager.....Jack Petrie  
 Program Director.....Bob Hardison  
 Prod. Dir., Chief Announcer.....Don Husted  
 Chief Engineer.....Herman Ridgway

## KVIC

VICTORIA—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Enterprises, Inc.  
 Business Address.....Box 725  
 Phone Number .....1107  
 Studio-Transmitter Location.....Cuero Hway.  
 Air Time.....5 a.m.-M.  
 News Service .....AP  
 Transcription Service.....Capitol, Keystone  
 Membership .....NAB  
 President, General Mgr.....J. G. Long  
 Sta. Mgr., Prog. Dir.....Robert Tharp  
 Comm. Sales Prom. Mgr.....Jim Trueheart  
 Prod. Dir., Chief Announcer,  
 Farm Editor.....Robert Cutting  
 Musical Director.....Carruth Palmer  
 Chief Engineer.....Robert McCown

## KWTX

WACO—1946—MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....KWTX Bcstg. Co.  
 Business-Studio Address.....108½ So. 6  
 Phone Number .....5770  
 Transmitter Location.....35 Mi. S.W. of 12th  
 an Pierrard Rd.  
 Air Time.....6 a.m.-M.  
 News Service .....AP  
 Transcription Service.....World  
 Representative..J. P. McKinney, Homer Griffith  
 Membership .....NAB  
 President.....Gov. Beauford Jester  
 Gen. Sta. Manager.....M. N. Bostick  
 Commercial Manager.....J. M. Brinegar  
 Sales Prom. Manager.....Rex Bodoin  
 Prog. Dir., Farm Editor.....Gerry Lansing  
 Production Director.....Al Mankin  
 Publicity Director.....C. L. Hinkle  
 Chief Announcer.....Byron Lawrey  
 Musical Director.....Lucille Novich  
 Chief Engineer.....L. R. Grubbs

## WACO

WACO—1922—ABC-TEX. STATE

Frequency: 1460 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Frontier Bcstg. Co.  
 Business-Studio Address.....Amicable Bldg.  
 Phone Number .....9315  
 Transmitter Location.....So. 12th St. Rd.  
 Air Time.....6 a.m.-M.  
 News Service .....AP  
 Representative .....Weed  
 Membership .....NAB  
 President.....Gene Cagle  
 General Manager.....R. Lee Glasgow  
 Commercial Manager.....Stanley E. Wilson  
 Program Director.....Bob H. Walker  
 Chief Engineer.....Jesse Dove

## KRGV

WESLACO—1927—NBC-LONE STAR

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KRGV, Inc.  
 Bus. Studio-Transmitter Address..201 Border St.  
 Phone Number .....375  
 Air Time.....Unlimited  
 News Service.....AP, UP  
 Transcription Service.....Lang-Worth, SESAC  
 Representative .....Taylor-Borroll  
 Membership .....NAB, BMB  
 President.....T. E. Snowden  
 Exec. General Mgr.....O. L. Ted Taylor  
 Station Manager.....Byron W. Ogle  
 Assl. Manager.....Dick Watkins  
 Commercial Manager.....Phil D. Dixon  
 Sales Prom. Manager.....Ted Cressner  
 Program Director.....Dick Hatwell  
 Publicity Director.....Thelma Pearce  
 Chief Engineer.....O. L. Hartwig

## KFDX

WICHITA FALLS—1947  
 ABC-LONE STAR

Frequency: 990 Kc.....Power: 5000 Watts d.:  
 1000 Watts n.  
 Owned-Operated By.....Wichtex Bcstg. Co.  
 Bus. Studio Address.....City National Bank  
 Bldg., P. O. Box 1595  
 Phone Number .....2-8668  
 Transmitter Location.....Iowa Park Rd.  
 Air Time .....Unlimited  
 News Service .....AP  
 Transcription Service.....Lang-Worth, World  
 Representative .....Taylor-Borroll  
 Membership .....NAB, BMB  
 President.....Darrold A. Cannan  
 General Manager.....Charles E. Clough  
 Commercial Manager.....Sid Grayson  
 Sales Prom. Manager.....Clark Jones  
 Program-Production Director...Arthur Busbey  
 Publicity Director.....Mike Carpenter  
 Chief Engineer.....John Adams

. . . **TEXAS-UTAH** . . .

**K T R N**

**WICHITA FALLS—1948**

Frequency: 1290 Kc. . . . . Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By . . . . . Texoma Bcstg. Co.  
President . . . . . Walter D. Cline  
Vice-President . . . . . Houston Harle

**K W F T**

**WICHITA FALLS—1939—CBS**

Frequency: 620 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . KWFT, Inc.  
Business-Studio Address . . . . . Kemp Hotel

Phone Number . . . . . 4182  
Transmitter Location . . . . . 2½ Mi. W.N.E. of  
Resettlement Rd.  
Air Time . . . . . 5:30 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . Standard  
Representative . . . . . Paul H. Raymer  
Membership . . . . . NAB, BMB, FMA  
President . . . . . H. J. Griffith  
Exec. Vice-President . . . . . Kenyon Brown  
Sta. Mgr., Prog. Dir. . . . . Moll M. Johnson  
Comm.-Sales Prom. Mgr.,  
Publicity Director . . . . . A. L. Pierce  
Musical Director . . . . . Lillie Mae Comiskey  
Chief Engineer . . . . . Herbert T. Wiley  
Farm Editor . . . . . Carter McGregor

**UTAH**

*Estimated Population 655,000—Increase +19.0%—Radio Homes 155,100  
Total Families 157,700—Stations in State 17*

**K B U H**

**BRIGHAM CITY—1948—SKYLINE**

Frequency: 800 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By . . . . . Samuel L. Stephens, Sr.  
Bus.-Studio-Transmitter Address . . 948 W. Forest  
St.  
Phone Number . . . . . 948-9  
Air Time . . . . . Sunrise-sunset  
News Service . . . . . UP  
Transcription Service . . . . . Capitol  
Membership . . . . . NAB  
General Manager . . . . . Samuel L. Stephens, Sr.  
Sta. Mgr., Prog.-Prod. Dir. . . . . Leo Higham  
Comm.-Sales Prom. Manager . . . . . Ed Black  
Pub.-Musical Dir., Chief  
Announcer . . . . . Sam Stephens, Jr.  
Chief Engineer, Farm  
Editor . . . . . William E. Bradshaw

**K V N U**

**LOGAN—1938**

**MBS-KBS-INTERMOUNTAIN**

Frequency: 610 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Cache Valley Bcstg. Co.  
Bus.-Studio-Transmitter Address . . 1393 N. Main  
St.  
Phone Number . . . . . 1400-1  
Air Time . . . . . 8 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . World, Keystone  
Representative . . . . . Avery-Knodel  
Membership . . . . . NAB, BMB  
President . . . . . Herschel Bullen  
Gen.-Sta.-Comm.-Sales Prom. Mgr.,  
Publicity Director . . . . . Reed Bullen  
Prog.-Prod.-Musical Dir., Chief  
Announcer . . . . . Don Reber  
Chief Engineer . . . . . Delmont Olesen  
Farm Editor . . . . . Reed Bullen

**K S U B**

**CEDAR CITY—1937—CBS-KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . So. Utah Bcstg. Co.  
Bus.-Studio Address . . . . . El Escalante Hotel  
Phone Number . . . . . 398-9  
Transmitter Location . . . . . Cedar City  
Air Time . . . . . Unlimited  
Transcription Service . . . . . World, Keystone  
Membership . . . . . NAB  
President . . . . . Ivor Sharp  
Gen.-Station Mgr. . . . . Roscoe A. Grover  
Commercial Mgr. . . . . Arthur Higbee  
Chief Announcer . . . . . Forrest Hunter  
Musical Director . . . . . Roy Halverson  
Chief Engineer . . . . . Hirschell Urie  
Farm Editor . . . . . Roscoe A. Grover

**K M U R**

**MURRAY—1948**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Oral J. Wilkinson

**K L O**

**OGDEN—1924**

**MBS-INTERMOUNTAIN**

Frequency: 1430 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Interstate Bcstg. Corp.  
Bus.-Studio Address . . . . . 425 25th St., Hotel Ben  
Lomond  
Phone Number . . . . . 5721

Transmitter Location ..... Kanesville  
 Air Time ..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Avery-Knodel  
 Membership ..... BMB  
 President, General Mgr. .... A. L. Glassmann  
 Station Manager ..... George B. Morgan  
 Comm. Mgr., Prog. Dir. .... Col'in W. Lowder  
 Sales Prcm. Manager ..... Herman Green  
 Publicity Director ..... Al Weeks  
 Chief Announcer, Musical Dir. .... Dean Thueson  
 Chief Engineer ..... Wayne T. Boothe

## KOPP

OGDEN—1947—KBS

Frequency: 730 Kc. .... Power: 1000 Watts d.  
 Owned By ..... James B. Littlejohn  
 Operated By ..... Riley R. Gibson & Associates  
 Business Address ..... P. O. Box 867  
 Phone Number ..... 4223  
 Studio-Transmitter Location ..... W. 12th St.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth, Associated,  
 Keystone  
 President ..... James B. Littlejohn  
 General-Station Mgr. .... Riley R. Gibson  
 Commercial Manager ..... N. Pratt Smith  
 Natl. Sales Mgr. .... Roy W. Sinor  
 Prog. Dir., Farm Editor ..... F. J. Wineriter  
 Chief Engineer ..... Richard T. Sampson

## KVOG

OGDEN—1948

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... United Bcstg. Co.  
 Business Address ..... P. O. Box 325  
 Phone Number ..... 2-7535  
 Studio-Transmitter Location ..... 1538 Gibson Ave.  
 News Service ..... UP  
 Transcription Service ..... Standard  
 President, General Mgr. .... Arch G. Webb  
 Asst. Manager ..... Edward B. Burton  
 Program Director ..... Gil Henry  
 Chief Engineer ..... Gerald W. Peterson

## KOAL

PRICE—1936

MBS-KBS-INTERMOUNTAIN

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Eastern Utah Bcstg. Co.  
 Business-Studio Address ..... P. O. Bcx 591  
 Phone Number ..... Price 200  
 Transmitter Location ..... Price  
 Air Time ..... 6:30 a.m.-11:30 p.m.  
 News Service ..... UP  
 Transcription Service ..... Keystone  
 Membership ..... NAB  
 Pres., Gen.-Sta. Manager ..... Jack Richards  
 Asst. Mgr. .... Carl P. Wolfrom  
 Chief Engineer ..... Leo E. Reid

## KCSU

PROVO—1947

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned By ..... The Central Utah Bcstg. Co.  
 Operated By ..... Harold E. & Frank A.  
 Van Wagenen  
 Business Address ..... P. O. Box 627  
 Phone Number ..... 2802-3  
 Studio-Transmitter Location ..... 12th South &  
 University Avo.  
 Air Time ..... 7 a.m.-M.  
 News Service ..... UP  
 Transcription Service ..... Standard, Capitol  
 Membership ..... NAB  
 Pres., Comm.-Sales Prom.  
 Manage: ..... Frank A. Van Wagenen  
 Gen.-Station Manager,  
 Publicity Director ..... Harold E. Van Wagenen  
 Prog.-Prod.-Musical Dir.,  
 Chief Announcer ..... Orin Parker  
 Chief Engineer ..... Darwin L. Salisbury  
 Farm Editor ..... ElDean Bennell

## KOVO

PROVO—1939

MBS-INTERMOUNTAIN

Frequency: 960 Kc. .... Power: 1000 Watts  
 Owned-Oper. ated By ..... KOVO Bcstg. Co.  
 Business-Studio Address ..... 108 W. Center St.  
 Phone Number ..... 1680  
 Transmitter Location ..... 651 W. 16th So.  
 Air Time ..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Avery-Knodel  
 Membership ..... NAB, BMB  
 President ..... Clifton A. Tolboe  
 General-Station Mgr. .... Arch L. Madsen  
 Commercial Manager ..... Keith N. Scovil  
 Program Director ..... L. H. Curtis  
 Publicity Director ..... Dean Ludlow  
 Musical Director ..... Chris Sanders  
 Chief Engineer ..... Henry Keyes  
 Farm Editor ..... Lovell Killpack

## KSVC

RICHFIELD—1947

Frequency: 690 Kc. .... Power: 1001 Watts d.  
 Owned-Operated By ..... Sevier Valley Bcstg. Co.  
 Business Address ..... Richfield  
 Phone Number ..... 690  
 News Service ..... UP  
 Transcription Service ..... World  
 President ..... William L. Warner  
 Gen.-Commercial Mgr. .... William L. Warner, Jr.  
 Promotion Mgr.-Program Dir. .... Art Tucker  
 Chief Engineer ..... David I. Hansen

# KALL

**SALT LAKE CITY—1945**  
**MBS-INTERMOUNTAIN-KBS**

Frequency: 910 Kc. Power: 1000 Watts  
 Owned-Oper. By: Salt Lake City Bcstg. Co.  
 Business-Studio Address: 248 S. Main St.  
 Phone Number: 4-3561  
 Transmitter Location: 386 W. Gregson  
 Air Time: 6 a.m.-1 a.m.  
 News Service: UP  
 Transcription Service: Associated  
 Representative: Avery-Knodel, Inc.  
 Membership: BMB  
 President: George C. Hatch  
 Exec. Vice-Pres.-Mgr.: Alvin G. Pack  
 Commercial Manager: Thomas H. Anderson  
 Sales Promotion Mgr.: John Brophy  
 Program Director: Craig Rogers  
 Publicity Director: Jack Goodman  
 Musical Director: Earl Donaldson  
 Director of Engineering: W. D'Orr Cozzons  
 Farm Editor: Stan Farnsworth

# KDYL

**SALT LAKE CITY—1922**  
**NBC-UTAH-IDAHO**

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned-Oper. By: Intermountain Bcstg. & Telev. Corp.  
 Business-Studio Address: 143 S. Main  
 Phone Number: 5-2991  
 Transmitter Location: 33rd So. & 9th W.  
 Air Time: 6 a.m.-1 a.m.  
 News Service: INS. UP  
 Transcription Service: World, Thesaurus  
 Representative: John Blair  
 Membership: NAB, BMB  
 Pres., General-Station Mgr.: S. S. Fox  
 Commercial Manager: George A. Provol  
 Program Director: Emerson Smith  
 Publicity Director: Del Leeson  
 Musical Director: Eugene Jeleznik  
 Chief Engineer: John M. Baldwin  
 Farm Editor: Will Wright

# KNAK

**SALT LAKE CITY—1945**

Frequency: 1400 Kc. (CP-1280 Kc.). Power: 250 Watts (CP 10000 Watts d.; 500 Watts n.)  
 Owned-Operated By: Granite District Radio Bcstg. Co.  
 Business-Studio Address: 219 Continental Bank Bldg.  
 Phone Number: 4-3685  
 Transmitter Location: 1016 W. 6th St.  
 Air Time: 6:30 a.m.-2 a.m.  
 News Service: AP  
 Representative: W. S. Grant Co.

President: Howard D. Johnson  
 General-Station Mgr.: Richard F. Connor  
 Commercial Manager: Richard I. Nicholes  
 Program Director: Al Collins  
 Production Manager: Albert R. Collins  
 Publicity Director-Musical  
 Director: Charlotte R. Kapsa  
 Chief Announcer: Eldon Walton  
 Chief Engineer: Myron E. May

# KSL

**SALT LAKE CITY—1924—CBS**

Frequency: 1160 Kc. Power: 50,000 Watts  
 Owned-Oper. By: Radio Service Corp. of Utah  
 Bus.-Studio Address: 10 S. Main St.  
 Phone Number: 5-4641  
 Transmitter Location: Soltair  
 Air Time: 6 a.m.-1 a.m.  
 News Service: AP, UP  
 Transcription Service: World, Associated  
 Representative: Radio Sales  
 Membership: NAB, BMB  
 President: J. Reuben Clark, Jr.  
 Exec. Vice President: Ivor Sharp  
 General Manager: C. Richard Evans  
 Asst. Manager: Ralph W. Hardy  
 Sales Manager: Frank B. McLatchy  
 Prom. Mgr., Pub. Dir.: Ray Bergman  
 Prog.-Prod. Dir.: Eugene Halliday  
 Chief Engineer: Vincent Clayton  
 Farm Director: Elvon Orme

*In* UTAH...  
 THE Popular STATION  
 AM and FM  
 FIRST AND FAR AHEAD IN  
*Television*



Commercial Television pays off in the important Salt Lake metropolitan market.

**KDYL**  
 SALT LAKE CITY  
 UTAH'S NBC STATION

JOHN BLAIR & CO.  
 NATIONAL REPRESENTATIVES

# KUTA

SALT LAKE CITY—1938  
ABC-ROCKY MOUNTAIN

Frequency: 570 Kc. Power: 5000 Watts  
Owned-Oper. By: Utah Bcstg. & Telev. Co.  
Business-Studio Address: 29 S. State St.  
Phone Number: 3-2737  
Transmitter Location: No. Salt Lake  
Air Time: 6 a.m.-1 a.m.  
News Service: AP, UP  
Transcription Service: World, Standard  
Representative: Katz  
Membership: NAB, BMB  
President, General Mgr.: Frank C. Carman  
Sta. Mgr., Prog. Dir.: Ray Fadel  
Commercial Manager: John Schile  
Sales Prom. Mgr., Pub. Dir.: Al Thomas  
Production Director: George Ross  
Chief Announcer: Marshall Small  
Musical Director: Ed Stoker

Chief Engineer: Wendell Bell  
Farm Editor: Harry Warren

# KJAM

VERNAL—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Uintah Bcstg. Co.  
Bus. Studio-Transmitter Address: Hotel Vernal  
Phone Number: 494  
Air Time: 7 a.m.-10 p.m.  
News Service: UP  
Transcription Service: World, Keystone  
Representative: W. S. Grant  
President: James C. Wallentine  
Gen.-Sta. Mgr., Chief Announcer: Lee Walker  
Comm.-Sales Prom. Mgr.: Grant E. Parry  
Prog.-Musical Dir., Chief  
Engineer: E. W. Boelter  
Prod. Dir., Farm Editor: J. D. Jones  
Publicity Director: G. M. Bosworth

# VERMONT

Estimated Population 374,000—Increase +4.1%—Radio Homes 103,800  
Total Families 108,500—Stations in State 7

# WCAX

BURLINGTON—1931—CBS

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Operated By: WCAX Bcstg. Corp.  
Business-Studio Address: 135 Main St.  
Phone Number: Burlington 2000  
Transmitter Location: Colchester  
Air Time: Unlimited  
News Service: UP  
Transcription Service: Associated  
Representative: Weed  
Membership: NAB, BMB  
Pres., Gen.-Station Mgr.: C. P. Hasbrook  
Comm.-Sales Prom. Mgr., Prog.-Pub.  
Director: J. D. Swan  
Prod.-Musical Dir.: Milton Slater  
Chief Announcer: R. L. Burger  
Chief Engineer: James W. Tierney  
Farm Editor: L. F. Killick

Sta. Mgr., Prog. Dir.: Alfred E. Spokes  
Prom. Mgr., Chief Engineer: John C. Quill  
Production Director: Val Carter  
Musical Director: Gerald Gibson

# WSKI

MONTPELIER-BARRE—1947

Frequency: 1240 Kc. Power: 250 Watts  
Owned By: Montpelier-Barre Bcstg. Co.  
Business Address: Union Mutual Bldg., Montpelier  
Phone Numbers: Montpelier 1740, Barre 374  
News Service: AP  
Transcription Service: Lang-Worth  
Representatives: Kettell-Carter, W. S. Grant  
President: B. M. Jacobsen  
General Manager: Paul H. Martin  
Program Director: Robert Bannon

# WJOY

BURLINGTON—1946—ABC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Vermont Bcstg. Corp.  
Bus. Studio-Transmitter Location: 633 Main St.  
Phone Number: Burlington 5400  
Air Time: Unlimited  
News Service: AP  
Transcription Service: Thesaurus  
Representative: William G. Rambeau  
Membership: NAB  
President: David W. Howe

# WHLW

RUTLAND—1947

Frequency: 1000 Kc. Power: 1000 Watts d.  
Owned-Operated By: Herbert L. Wilson  
Bus. Address: 1025 Connecticut Ave., Washington 6, D. C.  
Studio Address: 24½ Center St.  
Transmitter Location: W. Proctor Rd.  
Air Time: Sunrise-sunset  
News Service: AP  
Transcription Service: World, Capitol

## VERMONT-VIRGINIA

Membership ..... NAB  
 President.....Herbert L. Wilson  
 General Manager.....Thomas M. Donlin

### W S Y B

**RUTLAND—1930—MBS-KBS-YANKEE**

Frequency: 1380 Kc.....Power: 1000 Watts  
 Bus. Studio Address.....35 Washington St.  
 Phone Number.....1247  
 Transmitter Location.....Creek Rd.  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Thesaurus, Keystone  
 Representative.....Joseph Hershey McGillvra,  
 Be:tha Bannon

Membership ..... NAB  
 Pres., Comm. Mgr.....Philip Weiss  
 Station Manager.....J. H. Weiss  
 Chief Engineer.....Norval K. Ramson, Jr.

### W W S R

**ST. ALBANS—1941  
 MBS-KBS-GREEN MT.**

Frequency: 1420 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Vermont Radio Corp.  
 Business-Studio Address.....75 N. Main St.  
 Phone Number.....1420  
 Transmitter Location.....Swanton Rd.

Air Time ..... Sunrise-sunset  
 News Service .....UP  
 Transcription Service.....World, Keystone  
 Representative ..... Walker  
 Membership ..... NAB, BMB  
 President ..... Lloyd Squier  
 Gen.-Sta.-Ccomm. Mgr., Farm  
 Editor.....Warren Marsden  
 Prog.-Prod.-Pub. Dir.....Stuart Perry  
 Chief Announcer, Musical Dir.....Eliot Page  
 Chief Engineer.....Theodore Boisvert

### W D E V

**WATERBURY—1931  
 MBS-KBS-YANKEE**

Frequency: 550 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Lloyd E. Squier  
 Business-Studio Address.....8 Stowe St.  
 Phone Number.....400-1  
 Transmitter Location.....Blush Hill  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....World, Keystone  
 Representative ..... Walker  
 Membership ..... BMB  
 Owner, Gen.-Sta.-Comm. Mgr., Lloyd E. Squier  
 Program Director, Chief

Announcer.....Thomas L. Dodd, Jr.  
 Production Director.....Craig S. Parker  
 Chief Engineer.....Harold M. Grout

# VIRGINIA

*Estimated Population 3,029,000—Increase +13.1%—Radio Homes 646,900  
 Total Families 728,000—Stations in State 46*

### W P I K

**ALEXANDRIA—1945**

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Potomac Bcstg. Corp.  
 Business-Studio Address.....523 First St.  
 Phone Number.....Overlook 3000  
 Transmitter Location.....504 Telegraph Rd.  
 Air Time.....Daytime  
 News Service.....AP  
 Transcription Service.....World, Lang-Worth  
 Pres., Gen.-Sta. Mgr., Prog.-Prod.

Director.....Howard B. Hayes  
 V.P., Chief Engineer.....Carl L. Lindberg  
 Comm.-Sales Prom. Mgr.....Henry Z. Ungar  
 Musical Director.....Herbert DeBerry, Jr.

### W A R L

**ARLINGTON—1946**

Frequency: 780 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....No. Virginia Bcstrs., Inc.  
 Bus.-Studio Address.....3102 10th Road No.

Phone Number.....OWens 7800  
 Transmitter Location.....Nr. Bailey's Crossroads  
 Air Time ..... Sunrise-sunset  
 News Service .....UP  
 Transcription Service.....Standard, Capitol  
 Representative ..... Burn-Smith  
 Membership ..... NAB  
 Co-Owners.....R. Kilbourne Castell,  
 Frank U. Fletcher  
 General Manager.....R. W. Baker  
 Commercial Manager.....William W. Jefferay  
 Prog. Dir.....Raymond L. Hutchinson  
 Musical Director.....Millicent Thomas  
 Chief Engineer.....John E. Strong  
 Farm Editor.....Connie B. Gay

### W E A M

**ARLINGTON—1947**

Frequency: 1390 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Harold H. & Meredith Thoms  
 Business-Studio Address.....2030 N. 18th St.  
 Phone Number.....OWens 7100  
 Transmitter Location.....Minor Hill, Falls Church

. . . **VIRGINIA** . . .

Air Time . . . . . 5:30 a.m.-4 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Adam J. Young  
 President, General Mgr. . . . . Harold H. Thoms  
 Station Manager . . . . . Howard Stanley  
 Prog.-Prod. Director . . . . . Matthew Warren  
 Pub.-Musical Director . . . . . Warren F. Matts  
 Chief Engineer . . . . . William Youden  
 Farm Editor . . . . . Sidney Willard

**W K L V**

**BLACKSTONE—1947—MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Frank W. Wagner  
 Business-Studio Address . . . . . Community Bldg.  
 Phone Number . . . . . 478  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard, Lang-Worth  
 President . . . . . F. W. Wagner  
 General Manager . . . . . T. C. Richie  
 Commercial Manager . . . . . E. G. Silverman  
 Program Director . . . . . Dave Hart  
 Promotion Manager . . . . . W. E. Jones  
 Chief Engineer . . . . . D. O. Guthrie

**W C Y B**

**BRISTOL—1946**

Frequency: 690 Kc. . . . . Power: 10,000 Watts d.  
 Owned-Oper. By . . . . . Appalachian Bcstg. Corp.  
 Business Address . . . . . Bristol  
 Phone Number . . . . . North 3560  
 Studio Address . . . . . Hotel Gen. Shelby  
 Transmitter Location . . . . . Washington County  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated, Thesaurus  
 Membership . . . . . NAB, BMB  
 Sec.-Treas., Gen. Mgr. . . . . Robert H. Smith  
 Pres., Sales Mgr. . . . . J. Fey Rogers  
 Asst. Station Mgr. . . . . Grace Almond  
 Production Spvr. . . . . Tom Duná  
 Announcer Spvr., Farm Editor . . . . . Bill Lane  
 Engineering Spvr. . . . . Bob Daugherty

**W F H G**

**BRISTOL—1949—MBS**

Frequency: 880 Kc. . . . . Power: 1000 Watts  
 Owned By . . . . . Blaufox Radio Co., Inc.  
 Business-Studio Address . . . . . Hotel Bristol  
 Phone Number . . . . . 3620  
 Transmitter Location . . . . . Shell Plant Road  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Membership . . . . . NAB  
 General-Station Manager . . . . . M. B. Burnette  
 Commercial Sales Prom. Mgr. . . . . W. L. Nininger  
 Program Dir., Publicity Dir. . . . . W. F. Roney  
 Musical Director-Farm Editor . . . . . Verlin Mays  
 Chief Engineer . . . . . John Hughlett

**W C H V**

**CHARLOTTEVILLE—1933  
 ABC-KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Radio Station WCHV  
 Bus.-Studio-Transmitter Address . . . . . Rose Hill St.  
 Phone Number . . . . . 2500  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol, Keystone  
 Representative . . . . . Joseph Hershey McGillvra  
 Membership . . . . . BMB  
 Owner . . . . . Charles Barham, Jr.  
 Mgr., Pub. Dir. . . . . Randolph Beon  
 Local Comm. Manager . . . . . Robert C. Walker  
 Prod. Dir., Chief  
 Announcer . . . . . R. G. Sketchley, Jr.  
 Musical Director . . . . . James H. Bash  
 Chief Engineer . . . . . Walter W. Gray  
 Farm Editor . . . . . Herb DeBell

**W K E Y**

**COVINGTON—1941—ABC-KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Earl M. Key  
 Business Address . . . . . Box 710  
 Phone Number . . . . . 8351  
 Studio Address . . . . . Main St.  
 Transmitter Location . . . . . Fairlawn  
 Air Time . . . . . 7 a.m.-11:15 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Keystone  
 Membership . . . . . NAB  
 Pres., Gen.-Sta. Mgr. . . . . Earl M. Key  
 Commercial Mgr. . . . . T. Carroll Harrison  
 Prog.-Prod.-Pub. Director . . . . . John Lee Davis  
 Musical Director . . . . . Frank Badders  
 Chief Engineer . . . . . John H. Wilson

**W S V S**

**CREWE—1946—KBS**

Frequency: 650 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . So. Virginia Bcstg. Corp.  
 Business Address . . . . . Crewe  
 Phone Number . . . . . Crewe 5000  
 Studio Addresses . . . . . 117 Carter St., Crewe, Ma'in  
 St., Blackstone, Herald Bldg., Farmville  
 Transmitter Location . . . . . Burkeville  
 Air Time . . . . . Sunrise-sunset  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Keystone  
 Representative . . . . . Rural Radio  
 Membership . . . . . NAB  
 President . . . . . C. S. Willis  
 General-Station Mgr. . . . . Moxey E. Stone  
 Comm.-Sales Prom. Mgr. . . . . Harris Unstead  
 Pub. Dir., Farm Editor . . . . . Bob Maynard  
 Chief Engineer . . . . . C. E. Wilson



## W B T M

### DANVILLE—1930—ABC

Frequency: 1330 Kc. . . . . Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Operated By . . . . . Piedmont Bcstg. Corp.  
Bus.-Studio Address . . . . . Hotel Danville Bldg.  
Phone Number . . . . . 2350  
Transmitter Location . . . . . Sandy Creek,  
Pittsylvania County  
Air Time . . . . . 6:25 a.m.-M.  
News Service . . . . . AP  
Transcription Service . . . . . Lang-Worth, Thesaurus  
Representative . . . . . George P. Hollingbery  
Membership . . . . . NAB  
President . . . . . L. N. Dibrell  
General-Station Mgr. . . . . R. Sanford Guyer  
Asst. Manager . . . . . Edward G. Gardner  
Comm.-Sales Prom. Mgr. . . . . Edward Wilder  
Program Director . . . . . Thomas W. Thompson  
Prod. Dir., Chief Announcer . . . . . Ambert Dail  
Publicity Director . . . . . Herbert Hodge  
Musical Director . . . . . Harry W. Spencer  
Chief Engineer . . . . . Lyle C. Motley  
Farm Editor . . . . . Ray Schreiner

## W D V A

### DANVILLE—1947—MBS

Frequency: 1250 Kc. . . . . Power: 5000 Watts d.;  
1000 Watts n.  
Owned-Oper. By . . . . . Virginia Carolina Bcstg.  
Corp.  
Bus.-Studio Address . . . . . American Natl. Bank  
Bldg.  
Phone Number . . . . . 5300  
Transmitter Location . . . . . Martinsville Rd.  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . World, Capitol,  
SESAC  
Membership . . . . . NAB, BMB  
President . . . . . J. D. Pruitt  
Gen.-Sta.-Comm.-Sales Prom.  
Manager . . . . . Emerson J. Pryor  
Prog.-Prod. Director . . . . . Richard Campbell  
Publicity Director . . . . . Charles Holmes  
Chief Engineer . . . . . Rush Sawyers  
Farm Editor . . . . . Frank Raymond

## W F A X

### FALLS CHURCH—1948

Frequency: 1220 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By . . . . . Lomar A. Newcomb  
Address . . . . . Box L  
Phone Number . . . . . 0900  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
President-Genl. Mgr. . . . . Lamar A. Newcomb  
Commercial Manager . . . . . James E. Hollins  
Program Manager . . . . . Genevieve Newcomb  
Promotion Manager . . . . . Bob Honesworth  
Chief Engineer . . . . . Paul Malik

## W F L O

### FARMVILLE—1946

Frequency: 870 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Colonial Bcstg. Co.  
Business Address . . . . . P. O. Box 238  
Phone Number . . . . . 600  
News Service . . . . . UP  
Transcription Service . . . . . Capitol, Associated  
President . . . . . Carla B. Keys  
Manager . . . . . Charles R. Maillet  
Chief Engineer . . . . . Charles K. Chrismon

## W F V A

### FREDERICKSBURG—1939—ABC-KBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Fredericksburg Bcstg. Corp.  
Business Address . . . . . P. O. Box 269  
Phone Number . . . . . 1261  
Studio Address . . . . . 528 Wolfe St.  
Transmitter Location . . . . . King's Hwy.  
Air Time . . . . . Unlimited  
Transcription Service . . . . . Lang-Worth, Keystone  
Representative . . . . . Burn-Smith  
V.P., General Mgr. . . . . Richard F. Lewis, Jr.  
Station-Comm. Mgr. . . . . Walter F. Harris, Jr.  
Chief Engineer . . . . . William S. Candler

## W F T R

### FRONT ROYAL—1946—MBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Sky-Park Bcstg. Corp.  
Business-Studio Address . . . . . P. O. Box 192  
Phone Number . . . . . 750  
Transmitter Location . . . . . John Marshall Hwy.  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
Membership . . . . . NAB, BMB  
President . . . . . Thomas R. Owens  
Gen.-Sta. Mgr., Pub. Dir., Chief  
Engineer . . . . . Warren S. Bell  
Comm.-Sales Prom. Mgr. . . . . Roy D. Springer  
Prog.-Prod. Dir., Chief Announcer . . . . . Bob Martin

## W B O B

### GALAX—1947—MBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Carroll-Grayson Bcstg. Corp.  
Bus.-Studio-Transmitter Address . . . . . Poplar Knob  
Rd.  
Phone Number . . . . . 300  
Air Time . . . . . Unlimited  
News Service . . . . . AP  
Membership . . . . . NAB, BMB  
President . . . . . Robert V. Morris  
General Manager . . . . . Carl E. Duckett  
Comm. Manager . . . . . Joseph P. Crockett  
Program Director . . . . . Muriel Bell  
Chief Engineer, Farm Editor . . . . . Carl E. Duckett

## W V E C

### HAMPTON—1948—KBS

Frequency: 1050 Kc. Power: 250 Watts d.  
 Owned-Operated By: Peninsula Bcstg. Co.  
 Address: P. O. Box 481  
 Phone Number: 6332  
 News Service: AP  
 Transcription Service: Standard, Associated  
 President-Genl. Mgr.: Thomas P. Chisman  
 Assistant & Commercial Mgr.: Vernon Carter  
 Program Director: Peter Edman  
 Promotion Manager: Edith Lawrence  
 Chief Engineer: James Swafford

Transmitter Location: Boonsboro, Bedford  
 County  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Lang-Worth, Associated  
 Representative: George P. Hollingbery  
 Membership: NAB, BMB  
 President: Edward A. Allen  
 Gen.-Station Mgr.: Philip P. Allen  
 Comm.-Sales Prom. Mgr.: Joseph F. Wright, Jr.  
 Prog.-Prod.-Pub. Dir.: William H. Loren  
 Chief Announcer: Wayne Tyler  
 Musical Director: Miss Jimmie McNeely  
 Chief Engineer: John T. Orth  
 Farm Editor: Eric Lund

## W S V A

### HARRISONBURG—1935—NBC

Frequency: 550 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Shenandoah Valley Bcstg.  
 Corp.  
 Business-Studio Address: Newman Bldg.  
 Phone Number: 550  
 Transmitter Location: 5 Mi. S. of City on  
 U. S. Route 11  
 Air Time: 6 a.m.-local sunset  
 News Service: UP  
 Transcription Service: Thesaurus  
 Membership: NAB, BMB, FMA  
 President: Frederick L. Allman  
 Business Manager: H. A. Wright  
 Comm.-Sales Prom. Mgr., Pub.  
 Director: R. B. Harrington  
 Prog.-Prod.-Musical Dir.: R. H. Johnson  
 Chief Announcer, Farm  
 Editor: Alvin Mullenax  
 Chief Engineer: W. L. Braun

## W W O D

### LYNCHBURG—1947—MBS

Frequency: 1390 Kc. Power: 1000 Watts  
 Owned-Oper. By: Old Dominion Bcstg. Corp.  
 Business Address: P. O. Box 918  
 Phone Number: 7000  
 Studio Address: 10th & Main Sts.  
 Transmitter Location: Boonsboro Rd.  
 Air Time: Unlimited  
 News Service: AP, UP  
 Transcription Service: World  
 Representative: Walker  
 Membership: NAB, BMB  
 President: David Hugh Dillard  
 General Manager: Jack Weldon  
 Commercial Manager: Norman T. Simpson  
 Prog.-Pub. Director: Jay Seibel  
 Prod.-Musical Dir.: Don Jarvis  
 Chief Announcer: Mark Lewis  
 Chief Engineer: Forest J. Pinkerton

## W H A P

### HOPEWELL—1948

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: The Hopewell Bcstg. Co.  
 President: Augustus Robbins, Jr.  
 Chief Engineer: Edward Burwell

## W M V A

### MARTINSVILLE—1941—NBC-KBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Martinsville Bcstg. Co., Inc.  
 Business Address: P. O. Box 831  
 Phone Number: Virginia 2152  
 Studio-Transmitter Location: Figsboro Rd.  
 Air Time: 6 a.m.-11:30 p.m.  
 News Service: AP  
 Transcription Service: Keystone  
 Membership: NAB  
 President: William C. Barnes  
 General-Station Manager: John W. Shultz  
 Commercial Manager: Charles F. Adams  
 Program Director: Barbara H. Zimmerman  
 Musical Director: Paul E. Zimmerman  
 Chief Engineer: Dewey W. Muse

## W R E L

### LEXINGTON—1948

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Rockbridge Bcstg. Co.  
 Business-Studio Address: 130 S. Main St.  
 President: Marshall L. Wilner

## W L V A

### LYNCHBURG—1930—ABC

Frequency: 590 Kc. Power: 1000 Watts  
 Owned-Oper. By: Lynchburg Bcstg. Corp.  
 Bus.-Studio Address: Allied Arts Bldg.  
 Phone Number: 3030

## W G H

### NEWPORT NEWS—1928—ABC

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned-Oper. By: Hampton Roads Bcstg. Corp.  
 Bus.-Studio Address: 500 Portlock Bldg.,  
 Norfolk

# VIRGINIA

Phone Number .....2-7031  
Transmitter Location.....Boat Harbor  
Air Time.....6 a.m.-1 a.m.  
News Service.....AP  
Transcription Service.....Associated  
Representative.....Free & Peters  
Membership.....NAB, BMB  
President.....Raymond B. Bottom  
V.P., Gen.-Sta. Manager...Edward E. Bishop  
Comm.-Sales Prom. Mgr....Edward E. Edgar  
Prog.-Prod.-Pub. Director.....John A. Black  
Musical Director.....Kathryn Wood  
Chief Engineer.....Charles A. Runyon

## WHYU

### NEWPORT NEWS—1947

Frequency: 1270 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Eastern Bcstg. Corp.  
Business-Studio Address.....114 W. 24th St.  
Phone Number.....7-1604  
Transmitter Location.....Respass Beach,  
Churchland  
Air Time.....6 a.m.-sunset  
News Service.....UP  
Transcription Service.....Capitol  
Representative.....Friedenberg  
President, General Mgr.....John Doley  
Sta. Mgr., Prog. Tech. Dir....Frederic F. Clair

## WCAV

### NORFOLK—1947

Frequency: 860 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Cavalier Bcstg. Corp.  
Bus.-Studio Address.....Plume & Granby Sts.  
Phone Number.....2-3266  
Transmitter Location.....W. Norfolk  
Air Time.....Local sunrise-sunset  
News Service.....UP  
Transcription Service...Associated, Standard  
Representative.....Burn-Smith  
Membership.....NAB  
President.....Joseph Light  
Gen.-Sales Prom. Mgr., Pub. Dir....Joe Brown  
Sta.-Asst. Gen. Mgr.....William M. Manrov  
Commercial Manager.....William Laliberte  
Chief Announcer.....Sam Carter  
Technical Dir.....William M. Manrov

## WLOW

### NORFOLK—1946

Frequency: 1410 Kc.....Power: 1000 Watts d.  
Owned By.....Commonwealth Bcstg. Corp.  
Operated By.....Radio Station WLOW  
Business-Studio Address.....Pender Bldg.  
Phone Number.....4-5678  
Transmitter Location.....W. Norfolk  
Air Time.....Sunrise-sunset  
News Service.....UP  
Transcription Service.....Associated, Capitol  
Representative.....Forjoe

President.....E. L. Scott  
V.P., Gen.-Sales Prom.  
Manager.....Robert E. Wasdon  
Station Manager.....W. M. Carpenter  
Commercial Manager.....Don Kelly  
Program Director.....Ray Penner  
Prod.-Musical Dir.....Lee Lively  
Publicity Director.....Dick Gould  
Chife Announcer.....Bob Drepperd  
Chief Engineer.....Jack Siegel  
Farm Editor.....Ralph Wasdon

## WTAR

### NORFOLK—1923—NBC

Frequency: 790 Kc.....Power: 5000 Watts  
Owned By.....Norfolk Newspapers, Inc.  
Operated By.....WTAR Radio Corp.  
Bus.-Studio Address.....National Bank of  
Commerce Bldg.  
Phone Number.....2-5671  
Transmitter Location.....Glen Rock  
Air Time.....Unlimited  
News Service.....AP, UP  
Transcription Service.....Standard  
Representative.....Edward Petry  
Membership.....NAB, BMB  
Pres., Gen.-Sta. Mgr.....Campbell Arnoux  
Comm.-Sales Prom. Mgr.....John W. New  
Program Director.....Joel Carlson  
Production Director.....Clyde Moser  
Chief Announcer.....Blair Eubanks  
Chief Engineer.....John C. Peffer

## WNVA

### NORTON—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Blaufox Radio Co., Inc.  
Bus.-Studio Address.....Coalfield Progress Bldg.  
Phone Number.....700-1, Transmitter: 565  
Transmitter Location.....Josephine  
Air Time.....6 a.m.-10:30 p.m.  
News Service.....AP  
Transcription Service...Lang-Worth, Keystone  
Membership.....NAB  
President, Gen. Mgr.....Richard B. Helms  
Station Manager.....Jack T. Helms  
Comm. Manager.....Bill Holland  
Sales Prom. Mgr., Prog.-Prod.-Pub. Dir.,  
Chief Announcer.....Bill Benesch  
Musical Director.....Stan Kotel  
Chief Engineer.....Gene Tommerdahl

## WSSV

### PETERSBURG—1945—MBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Southside Virginia Bcstg.  
Corp.  
Business-Studio Address.....112 W. Tabb St.  
Phone Number.....3881-2  
Transmitter Location.....E. Bank St.

# VIRGINIA

**Air Time** ..... Unlimited  
**News Service** ..... UP  
**Representative** ..... Burn-Smith  
**P. resident, General Mgr.** ..... Louis H. Peterson  
**Commercial Mgr.** ..... Raymond L. Moss  
**Program Director** ..... Katherine M. Nunnally  
**P. oduction Director** ..... No man Walker  
**Pub. Musical Director** ..... Lou Ross  
**Chief Engineer** ..... Edward F. Echwarz

## W S A P

### PORTSMOUTH—1943—MBS

**Frequency:** 1490 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Portsmouth Radio Corp.  
**Bus. Studio Address** ..... 205 Professional Bldg.  
**Phone Number** ..... 7-2381  
**Transmitter Location** ..... 1318 Spratley St.  
**Air Time** ..... 6 a.m.-1 a.m.  
**News Service** ..... UP  
**Transcription Service** ..... Lang-Worth  
**Representative** ..... Burko, Kuipers & Mahoney  
**Membership** ..... NAB  
**President** ..... Tom E. Gilman  
**Gen. Station Mgr.** ..... B. Walter Huffington  
**Commercial Mgr.** ..... J. L. Norfeet  
**Sales Prom. Mgr., Pub. Dir.** ..... Boyd Harrier  
**Program Director** ..... George L. Brantley  
**Production Director** ..... Jack Laurence  
**Musical Director** ..... Richard Harvey  
**Chief Engineer** ..... Charles R. Sledge

## W P U V

### PULASKI—1946—MBS-KBS

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Southwest Bcstg. Corp.  
**Business Address** ..... Box 351  
**Phone Number** ..... 3-3931  
**Studio-Transmitter Location** ..... Cool Springs  
**Air Time** ..... 6 a.m.-M.  
**News Service** ..... AP  
**Transcription Service** ..... Keystone  
**Representative** ..... Sears & Aver  
**Membership** ..... NAB  
**President** ..... Howard R. Imboden  
**General-Station Mgr.** ..... William R. Murray  
**Commercial Manager** ..... Allan S. Aden  
**Program Director** ..... Lee Mills  
**Publicity Director** ..... Eleanor Imboden  
**Chief Engineer** ..... Fitzgerald McDaniel

## W B B L

### RICHMOND—1924

**Frequency:** 1450 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Grace Covenant  
Presbyterian Church  
**Address** ..... 1627 Monument Ave.  
**Phone Number** ..... 8-4246  
**General Manager** ..... C. H. Liesfield  
**Chief Engineer** ..... R. W. Raabe

## W L E E

### RICHMOND—1945—MBS

**Frequency:** 1450 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Lee Bcstg. Corp.  
**Bus. Studio Address** ..... Broad-Grace Arcade  
**Phone Number** ..... 3-6741  
**Transmitter Location** ..... Colorado Ave. &  
Sumpter St.

**Air Time** ..... Unlimited  
**News Service** ..... AP  
**Transcription Service** ..... Lang-Worth  
**Representative** ..... Forjoe  
**President** ..... Thomas G. Tinsley, Jr.  
**Gen. Sta. Comm. Mgr.** ..... Irvin G. Abeloff  
**Program Director** ..... Harvey Hudson  
**Musical Director** ..... Roberta Morris  
**Chief Engineer** ..... George W. McGuigan, Jr.

## W M B G

### RICHMOND—1926—NBC

**Frequency:** 1380 Kc. .... **Power:** 5000 Watts  
**Owned-Oper. By** ..... Havens & Martin, Inc.  
**Bus. Studio Address** ..... 3301 W. Broad St.,  
P. O. Box 5229

**Phone Number** ..... 5-8611  
**Transmitter Location** ..... Staples Mill Rd. off  
W. Broad St.

**Air Time** ..... 6:30 a.m.-1 a.m.  
**News Service** ..... Transradio  
**Transcription Service** ..... Thesaurus, Lang-Worth  
**Representative** ..... John Blair  
**Membership** ..... NAB  
**Pres., Gen. Sta. Mgr.** ..... Wilbur M. Havens  
**Comm. Sales Prom. Mgr.** ..... Walter A. Bowry, Jr.  
**Prog.-Prod.-Pub. Dir.** ..... Allan J. Phaup, Jr.  
**Chief Engineer** ..... Wilfred H. Wood

## W R N L

### RICHMOND—1937—ABC

**Frequency:** 910 Kc. .... **Power:** 5000 Watts  
**Owned By** ..... Richmond Newspapers, Inc.  
**Operated By** ..... Richmond Radio Corp.  
**Business-Studio Address** ..... 107-111 N. Fourth St.  
**Phone Number** ..... 3-3436  
**Transmitter Location** ..... Wilkinson Rd.  
**Air Time** ..... 5:30 a.m.-1 a.m.; 7 a.m. Sun.  
**News Service** ..... AP  
**Transcription Service** ..... Standard  
**Representative** ..... Edward Petry  
**Membership** ..... NAB, BMB  
**President** ..... D. Tennant Bryan  
**Gen. Sta. Commercial Mgr.** ..... E. S. Whitlock  
**Program Director** ..... Don Martin  
**Chief Engineer** ..... Vincent Wolstenholme

## W R V A

### RICHMOND—1925—CBS

**Frequency:** 1140 Kc. .... **Power:** 50,000 Watts  
**Owned-Oper. By** ..... Larus & Brother Co.

. . .  
**VIRGINIA**  
. . .

Business Address.....Hotel Richmond  
Phone Number.....3-6633  
Studio Addresses..Hotel Richmond, Richmond;  
1506 Colley Ave., Norfolk  
Transmitter Location.....Edgeworth, Henrico  
County  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....World, Lang-Worth,  
Associated  
Representative.....Radio Sales  
Membership.....NAB, BMB  
General Manager.....C. T. Lucy  
Commercial Manager.....Barron Howard  
Promotion Manager.....Jack Stone  
Program Service Mgr.....Samuel S. Carey  
Production Manager.....John B. Tansey  
Public Relation Dir.....Walter R. Bishop  
Musical Director.....Burt T. Repine  
Chief Engineer.....David C. Woods  
Farm Editor.....Alden Aaroe

**WXGI**

**RICHMOND—1947**

Frequency: 740 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Radio Virginia, Inc.  
Bus.-Studio Address.....100 W. Franklin St.  
Phone Number.....7-4684  
Transmitter Location.....German School Rd.,  
Chesterfield County  
Air Time.....Sunrise-sunset  
News Service.....AP  
Transcription Service.....Lang-Worth, Associated  
Representative.....Burn-Smith  
Membership.....NAB, BMB  
President, General Mgr.....D. H. Robertson  
Sta.-Comm.-Sales Prom. Mgr.....Bert Julian  
Prog.-Prod.-Pub. Dir.....Harold Brauer  
Chief Engineer.....Kaye Redd

**WDBJ**

**ROANOKE—1924—CBS**

Frequency: 960 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Times-World Corp.  
Business-Studio Address.....124 W. Kirk Ave.  
Phone Number.....8131  
Transmitter Location.....Colonial Ave.,  
Colonial Heights  
Air Time.....Unlimited  
News Service.....AP, UP  
Transcription Service.....World, Lang-Worth  
Representative.....Free & Peters  
Membership.....NAB, BMB, FMA  
President.....J. P. Fishburn  
General Manager.....R. P. Jordan  
Commercial Manager.....John W. Harkrader  
Program Director.....Paul E. Reynolds  
Studio Director.....Irving Sharp  
Publicity Director.....Clifford B. Huffman  
Musical Director.....Evelyn Nininger  
Chief Engineer.....J. Edward Newman  
News Editor.....John W. Eure

**WROV**

**ROANOKE—1946—MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned By.....Radio Roanoke, Inc.  
Operated By.....Frank E. Koehler  
Bus.-Studio Address..600 Mountain Trust Bldg.  
Phone Number.....3-4444  
Transmitter Location.....Cleveland Ave., S.W.  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Lang-Worth, Capitol  
Membership.....NAB, BMB  
President.....Leo F. Henebry  
Gen.-Sta.-Comm. Mgr.....Frank E. Koehler  
Program-Production Mgr.....Gordon R. Phillips  
Chief Engineer.....Frank A. Hall

**WSLS**

**ROANOKE—1940—ABC**

Frequency: 610 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Roanoke Bcstg. Corp.  
Business-Studio Address.....301 First St., S.W.  
Phone Number.....9227  
Transmitter Location.....2 Mi. N. of Salem &  
6.5 Mi. N.W. of Roanoke  
Air Time.....5:30 a.m.-12:02 a.m.  
News Service.....AP  
Transcription Service.....SESAC, Thesaurus,  
Associated  
Representative.....Weed  
Membership.....NAB, BMB, FMA  
President.....Paul C. Buford  
Exec. Vice President.....James H. Moore  
Asst. Station Mgr.....Horace Fitzpatrick  
Program Director.....Bill Saunders  
Musical Director.....Mavis Overstreet  
Chief Engineer.....J. P. Briggs  
Farm Editor.....Glenwood Howell

**WHLF**

**SOUTH BOSTON—1947—KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Halifax Bcstg. Co.  
Business-Studio Address.....P. O. Box 490  
Phone Number.....567  
Transmitter Location.....Halifax County Fair  
Grounds  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Thesaurus, World,  
Cole, Keystone  
Owner, General Mgr.....John L. Cole, Jr.  
Asst. Sta. Mgr., Prog.-Prod.-Pub.  
Director.....Charles B. Davis  
Comm.-Sales Prom. Mgr.....Bill Fielding  
Chief Engineer.....John R. Doherty

**W T O N**

**STAUNTON—1945—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Charles P. Blackley  
 Business-Studio Address: Morrison Bldg.  
 Phone Number: 1400  
 Transmitter Location: Waynesboro Rd.  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: World  
 Membership: NAB  
 General-Station Mgr.: Charles P. Blackley  
 Comm.-Sales Prom. Mgr.:  
 Publicity Director: Charles E. Seebeck  
 Prog.-Prod. Dir., Chief Announcer:  
 Farm Editor: Fulton A. King  
 Chief Engineer: Rex Houser

**W L P M**

**SUFFOLK—1940—ABC-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Suffolk Bcstg. Corp.  
 Business-Studio Address: 105 Bank St.  
 Phone Number: 1420-1, 1227  
 Transmitter Location: Hwy 460 N.W. of  
 Suffolk  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Thesaurus, Keystone  
 Representative: Sears & Ayer  
 Membership: NAB  
 Pres., Gen.-Sta. Manager: Fred L. Hart  
 Comm. Mgr., Prog. Dir.: William W. Kitchen  
 Sales Prom. Mgr., Pub. Dir.: Earl Hundley  
 Production Director: Fran Joyner  
 Chief Announcer: William Galling  
 Musical Director: Ida M. Barrett  
 Chief Engineer: Veryl W. Rupp  
 Farm Editor: L. E. Pettyjohn

**W A Y B**

**WAYNESBORO—1947—MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Waynesboro Bcstg. Corp.  
 Bus.-Studio Address: 526 Main St.,  
 P. O. Box 938  
 Phone Number: Studio, 999;  
 Transmitter, 998  
 Transmitter Location: Hermitage Rd.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: World, Lang-Worth,  
 Keystone  
 Membership: NAB  
 Gen.-Sta. Mgr., Prog. Dir.: N. Wilbur Kidd  
 Commercial Manager: Edward F. Libby  
 Prod. Dir., Chief Announcer: Paul M. Shue  
 Chief Engineer: Edward R. Goodwin

**W I N C**

**WINCHESTER—1941—ABC-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Richard Field Lewis, Jr.  
 Business Address: Box 605  
 Phone Number: 4855  
 Studio-Transmitter Location: 514 Kerr St.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Lang-Worth, Keystone  
 Membership: NAB, BMB, FMA  
 Owner, Gen. Mgr.: Richard Field Lewis, Jr.  
 Comm. Mgr., Prog. Dir., Farm  
 Editor: John Carl Morgan  
 Sales Prom. Mgr.: Winslow Porter  
 Chief Engineer: Phil Whitney

**WASHINGTON**

*Estimated Population 2,487,000—Increase +43.3%—Radio Homes 658,000  
 Total Families 673,000—Stations in State 41*

**K X R O**

**ABERDEEN—1927  
 MBS-DON LEE-KBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: KXRO, Inc.  
 Bus.-Studio Address: 207½ E. Market St.  
 Phone Number: Aberdeen 4098  
 Transmitter Location: 1308 Coolidge Rd.  
 Air Time: 6:30 a.m.-11 p.m.  
 News Service: UP  
 Transcription Service: Thesaurus, Keystone  
 Representative: W. S. Grant  
 Membership: NAB, BMB

President, General Mgr.: Harry R. Spence  
 Sta.-Comm. Mgr.: Fred G. Goddard  
 Sales Prom. Manager: Roy Johnson  
 Prog.-Prod. Dir., Chief  
 Announcer: A. W. Lindsay  
 Publicity Director: John Duane Johnson  
 Musical Director: James L. Andrews  
 Chief Engineer: P. S. True

**K P U G**

**BELLINGHAM—1948—MBS-DON LEE**

Frequency: 1170 Kc. Power: 1000 Watts  
 Owned-Operated By: KPUG, Inc.

## WASHINGTON

Business-Studio Address.....P. O. Box 855  
Transcription Service.....Associated  
Representative.....Gene Grant  
President, Comm. Mgr.....Jessica L. Longston  
Exec. V. P.....C. V. Zaser

### KVOS

#### BELLINGHAM—1927—ABC-KBS

Frequency: 790 Kc.....Power: 1000 Watts  
Owned-Oper. By.....KVOS, Inc.  
Bus.-Studio Address.....1321 Commercial St.  
Phone Number.....Bellingham 790  
Transmitter Location.....Yew St.  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Lang-Worth, Keystone  
Representative.....Joseph Hershey McGillvra,  
John Keating  
Membership.....NAB, BMB  
President, General Mgr.....Rogan Jones  
Asst. Station Mgr.....Fred Elsethagen  
Commercial Manager.....Glen Beebe  
Program Director.....Roger Patrick  
Chief Engineer.....Ernest E. Harper

### KBRO

#### BREMERTON—1947

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Bremerton Bcst. Co.  
Bus.-Studio-Transmitter Address.....2nd &  
Washington  
Phone Number.....1970  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....World  
Representative.....John Keating  
Membership.....NAB  
President.....Bruce Bartley  
General Manager.....Dick Crombie  
Commercial Manager.....Hal Moan  
Sales Prom. Manager.....Jack Gwyer  
Program Director.....Bob Gleason  
Chief Engineer.....Bert Hallberg

### KELA

#### CENTRALIA-CHEHALIS—1937

##### MBS-DON LEE-KBS

Frequency: 1470 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Central Bcstg. Corp.  
Business Address.....P. O. Box 720, Centralia;  
P. O. Box 827, Chehalis  
Phone Numbers.....Centralia 6-3321,  
Chehalis 721  
Studio Address.....On Hwy. 99 midway bet.  
Centralia & Chehalis  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Keystone  
Representative.....John Keating, W. S. Grant  
Membership.....NAB

President.....J. Elroy McCaw  
Sec.-Treas.....Mabel A. McGwinn  
Gen.-Station Manager.....Joe Chyll  
Publicity Director.....Dudley Gaylord

### KXLE

#### ELLENSBURG—1946

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Central Washington Bcstrs.  
Business-Studio Address.....Box 689  
Phone Number.....2-1240  
Transmitter Location.....Route 1  
Air Time.....6:30 a.m.-10 p.m.  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....Walker, Tracy-Moore  
Membership.....NAB  
President.....Goodwin Chase, Jr.  
Station Manager.....Joe Kendall  
Commercial Manager.....Wendall Kinney  
Chief Announcer, Farm Editor.....Joe Jaeger  
Chief Engineer.....Jack Hemingway

### KRKO

#### EVERETT—1922—MBS-DON LEE-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....The Everett Bcstg. Co., Inc.  
Bus.-Studio-Transmitter Address.....KRKO Bldg.  
Phone Number.....Cedar 1144  
Air Time.....6 a.m.-M.  
News Service.....UP  
Transcription Service.....Keystone  
Representative.....Joseph Hershey McGillvra,  
John Keating  
Membership.....NAB, BMB  
Pres., Gen.-Sta.-Comm. Mgr.....William R. Taft  
Prog.-Prod.-Pub. Dir.....Earl Gerdon  
Chief Engineer.....Dave Foley

### KRKL

#### KIRKLAND—1948

Frequency: 1050 Kc.....Power: 250 Watts, D.  
Owned-Operated By.....F. L. Thornhill  
Business-Studio Address.....Civic Center  
General Manager.....F. L. Thornhill

### KWLK

#### LONGVIEW—1938

##### MBS-DON LEE-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Twin City Bcstg. Corp.  
Business-Studio Address.....14th & Hudson  
Phone Number.....Longview 1500  
Transmitter Location.....Ocean View Hwy.  
Air Time.....6:30 a.m.-M.  
News Service.....UP  
Transcription Service.....Associated, Keystone  
Representative.....W. S. Grant, John Keating

# WASHINGTON

Membership . . . . . NAB, BMB  
President, Gen.-Sta. Mgr. . . . . C. O. Chatterton  
Commercial Manager . . . . . Jim Waggoner  
Program-Production Dir. . . . . Al Emrich  
Publicity Director . . . . . F. Chatterton  
Chief Engineer . . . . . John Holmes  
Farm Editor . . . . . Don Bailey

## KSEM

MOSE LAKE—1947—KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . KSEM, Inc.  
Business Address . . . . . Box 446  
Phone Number . . . . . 234  
Studio-Transmitter Location . . . . . Capistrano Park  
Air Time . . . . . 7 a.m.-10 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . World, Keystone  
Representative . . . . . W. S. Grant  
President . . . . . Jessica L. Langston  
Station-Comm. Mgr. . . . . Don G. Bennett  
Program Director . . . . . Shirley A. Olson  
Chief Announcer . . . . . Clay Bishop  
Chief Engineer . . . . . Roland Kissler  
Farm Editor . . . . . Dave Jones

## KBRC

MOUNT VERNON—1946

Frequency: 1430 Kc. . . . . Power: 500 Watts d.  
Owned-Operated By . . . . . Beckley Radio Co.  
Business-Studio Address . . . . . P. O. Box 240  
Phone Number . . . . . 8955  
Transmitter Location . . . . . ½ Mi. W. of city  
Air Time . . . . . 6 a.m.-sunset  
News Service . . . . . UP  
Transcription Service . . . . . Standard  
Representative . . . . . John Keating  
Membership . . . . . NAB  
General-Station Mgr. . . . . Leo H. Beckley  
Commercial Manager . . . . . Fred Grant  
Prog. Dir., Chief Announcer . . . . . Bud Clark  
Chief Engineer . . . . . Orris Vanerstrom  
Farm Editor . . . . . Marilyn Anderson

## KG Y

OLYMPIA—1922  
MBS-DON LEE-KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Tom Olsen  
Bus.-Studio-Transmitter Address . . . . . Rockway-  
Leland Bldg.  
Phone Number . . . . . 6636  
Air Time . . . . . 8:30 a.m.-11 p.m.  
News Service . . . . . UP  
Transcription Service . . . . . World, Keystone  
Representative . . . . . W. S. Grant  
Membership . . . . . NAB, BMB  
President, Gen.-Station Mgr. . . . . Tom Olsen  
Commercial Manager . . . . . J. Harris Dorr

Sales Prom. Mgr., Prod.-Pub.  
Director . . . . . Elmer J. Holmberg  
Prog.-Musical Dir., Chief  
Announcer . . . . . Larry Dossett  
Chief Engineer . . . . . C. A. Roark  
Farm Editor . . . . . Sam Crawford

## KOMW

OMAK—1947

Frequency: 680 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . KOMW, Inc.  
Business-Studio Address . . . . . Box 151  
Phone Number . . . . . 00  
Transmitter Location . . . . . Omak  
Air Time . . . . . Sunrise-sunset  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth, Capitol  
Representative . . . . . John Keating  
Membership . . . . . BMB  
President . . . . . R. L. McNett  
Station Manager . . . . . Dean Nichols  
Commercial Manager . . . . . Nat Harris  
Sales Asst. . . . . Grover Allen  
Program Director . . . . . Gene Leslie  
Chief Announcer . . . . . Bryon Franz  
Chief Engineer . . . . . Kirk W. Springer

## KPKW

PASCO—1945

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Western Radio Corp.  
Bus.-Studio-Transmitter Address . . . . . W. Chase &  
"A" Sts.  
Phone Number . . . . . 890  
Air Time . . . . . 6 a.m.-M.  
News Service . . . . . UP  
Transcription Service . . . . . Standard  
Pres., General Mgr. . . . . V. B. Kenworthy  
Station Comm. Mgr. . . . . A. L. Anderson  
Sales Prom. Mgr. . . . . Don Davis  
Prog.-Prod.-Pub. Dir., Chief  
Engineer . . . . . Wolter Mott  
Chief Announcer, Musical  
Director . . . . . Carl Swanson  
Farm Editor . . . . . Bob D'Arcy

## KONP

PORT ANGELES—1945—KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Radio Pacific, Inc.  
Bus.-Studio-Transmitter Address . . . . . 313 W. First  
St.  
Phone Number . . . . . 4437  
Air Time . . . . . Unlimited  
News Service . . . . . UP  
Transcription Service . . . . . Keystone  
Representative . . . . . John Keating  
Membership . . . . . NAB  
President, General Mgr. . . . . C. N. Webster  
Chief Engineer . . . . . Howard R. Patrick



**K X R N**

RENTON—1947

Frequency: 1220 Kc. Power: 250 Watts d.  
 Owned-Oper. By.....Interlake Bcstg. Corp.  
 Business Address.....P. O. Box 567  
 Phone Number.....Renton 3424, Lander 8481  
 Studio-Transmitter Location.....7th Ave. at  
 N. Park  
 Air Time.....Sunrise-sunset  
 Transcription Service.....World  
 President, General Mgr.....Robert S. McCaw  
 Sta. Mgr., Prog.-Prod.-Musical  
 Director.....Scott Seifert  
 Comm.-Sales Prom. Mgr.....O. W. Simpson  
 Publicity Director.....C. H. Williams  
 Chief Engineer.....F. C. Cook

**K I N G**

SEATTLE—1927

Frequency: 1090 Kc. Power: 10,000 Watts  
 (CP For 50,000)  
 Owned-Oper. By.....KING Bcstg. Co.  
 Business-Studio Address.....Smith Tower  
 Phone Number.....Main 1090  
 Transmitter Location.....Vashon-Maury Island  
 Air Time.....6 a.m.-12:05 a.m.  
 News Service.....AP, UP  
 Transcription Service.....Lang-Worth, Associated  
 Representative.....Walker  
 Membership.....NAB  
 President.....A. Sockt Bullitt  
 General-Comm. Mgr.....Henry B. Owen  
 Program Director.....Dave Crockett  
 Chief Engineer.....Arthur Shultz  
 Farm Editor.....John McCauley

**K I R O**

SEATTLE—1930—CBS

Frequency: 710 Kc. Power: 50,000 Watts  
 Owned-Oper. By.....Queen City Bcstg. Co.  
 Business-Studio Address.....66 Cobb Bldg.  
 Phone Number.....Seneca 1500  
 Transmitter Location.....Burton  
 Air Time.....18 Hrs.  
 News Service.....AP  
 Transcription Service.....SESAC, Standard  
 Representative.....Free & Peters  
 Membership.....NAB, BMB, FMA  
 President.....Saul Haas  
 Station Manager.....Loren B. Stone  
 Commercial Manager.....William F. Tucker  
 Program Director.....Kenneth Yeend  
 Publicity Director.....Milo Ryon  
 Chief Announcer.....Maury Rider  
 Chief Engineer.....James Hatfield  
 Farm Editor.....Al Bond

**K J R**

SEATTLE—1923—ABC

Frequency: 950 Kc. Power: 5000 Watts  
 Owned By.....Field Enterprises, Inc.  
 Operated By.....Totem Bcstrs., Inc.  
 Business-Studio Address.....Skinner Bldg.  
 Phone Number.....Elliot 5890  
 Transmitter Location.....2600 26th Ave., S.W.  
 Air Time.....18 Hrs.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Avery-Knodel  
 Membership.....NAB, BMB  
 President.....Marshall Field, III  
 General-Station Mgr.....J. Archie Morton  
 Commercial Mgr.....Arthur Gerbel, Jr.  
 Sales Prom. Mgr. Pub. Dir.....Maitland Jordan  
 Program Director.....Roland Bradley  
 Chief Announcer.....Clifford Hansen  
 Chief Engineer.....L. S. Bookwalter  
 Farm Editor.....Bill Moshier

**K O L**

SEATTLE—1922

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Seattle Bcstg. Co.  
 Bus.-Studio Address.....Northern Life Tower  
 Phone Number.....MA, 2312  
 Transmitter Location.....1110 W. Florida  
 Air Time.....6 a.m.-M.  
 News Service.....AP, UP  
 Trcnscription Service.....Capitol, World,  
 Standard  
 Representative.....Headley-Reed  
 Membership.....BMB  
 President.....Archie Taft  
 Commercial Manager.....Archie Taft, Jr.  
 Station Manager.....Oliver A. Runchey  
 Program Director.....John Forrest  
 Publicity Director.....Elizabeth Hinman  
 Chief Announcer.....Wheeler Smith  
 Chief Engineer.....Perry Lind

**K O M O**

SEATTLE—1926—NBC

Frequency: 1000 Kc. Power: 50,000 Watts  
 Owned-Oper. By.....Fisher's Bend Station, Inc.  
 Bus.-Studio Address.....100 4th Ave. No.  
 Phone Number.....SEneca 6000  
 Transmitter Location.....Vashon Island  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Associated, Capitol  
 Representative.....Edward Petry  
 Membership.....NAB, BMB  
 President, General Mgr.....O. W. Fisher  
 Asst. to President.....R. D. McCornack  
 Commercial Manager.....Ray Baker  
 Mgr., Notl. Sales & Sales Serv., Merch.,  
 Prom. Mgr. & Pub. Dir.....Richard E. Green  
 Program Manager.....W. W. Warsen

WASHINGTON

Production Mgr. Frederick J. Patterson
Operations Svprs. Bennett I. Fisher, John Q. Murphy
Chief Engineer F. J. Brott
Develop. Engineer S. D. Bennett
Farm Director George Dunning

KRSC

SEATTLE-1926

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By Radio Sales Corp.
Bus. Studio Address 2939 Fourth Ave. So.
Phone Number Eliot 2480
Air Time 6 a.m.-2 a.m.
News Service AP
Transcription Service Lang-Worth, Associated
Representative Adam J. Young, Jr.
Membership NAB
President P. K. Leberman
General-Station Mgr. Robert E. Priebe
Comm.-Sales Prom. Mgr. A. P. Hunter
Prog.-Prod. Dir., Chief Announcer Ted Bell
Publicity Director Lee Schulman
Musical Director J. F. McCahill
Chief Engineer George Freeman

KTW

SEATTLE-1920

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Oper. By The First Presbyterian Church of Seattle, Wash.
Bus. Studio Address Seventh Ave. & Spring St.
Phone Number Main 2056, Seneca 0644
Air Time Unlimited
News Service AP
President W. T. Whitney
General Mgr. Dr. F. Paul McConkey
Sta. Mgr., Chief Engineer James S. Ross
Comm.-Sales Prom. Mgr.
Program Director Don Bevilacqua

KXA

SEATTLE-1926

Frequency: 770 Kc. Power: 1000 Watts
Owned-Operated By KXA, Inc.
Bus. Studio Address 312 Bigelow Bldg., 4th & Pike
Phone Number Seneca 1000
Transmitter Location Rhodes Dept. Store, 2nd & Union
Air Time Unlimited
News Service UP
Transcription Service Standard
Representative Forjoe
Membership NAB
President Wesley I. Dumm
Exec. Vice-President Lincoln W. Miller
National Sales R. G. McArdle
Program Director Ben Harkins
Chief Engineer John Dubuque

KFIO

SPOKANE-1922

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Spokane Bcstg. Corp.
Bus. Studio-Transmitter Address 526 Riverside Ave.
Phone Number Riverside 8033
Air Time Unlimited
News Service UP
Transcription Service World
President Arthur L. Smith
Gen.-Sta. Comm. Mgr. R. G. McBroom
Prog.-Prod.-Pub.-Musical Dir. John A. Maxson

KGA

SPOKANE-1933-ABC

Frequency: 1510 Kc. Power: 50,000 Watts
Owned-Operated By Louis Wasmer
Bus. Studio Address Radio Central Bldg.
Phone Number MAin 5383
Transmitter Location 4102 S. Regal
Air Time Unlimited
News Service UP
Transcription Service Associated
Representative Edward Petry
Membership NAB
General Manager Harvey Wixson
Program Director Robert E. Plummer
Chief Engineer A. G. Sparling

KHQ

SPOKANE-1922-NBC

Frequency: 590 Kc. Power: 5000 Watts
Owned By Spokane Chronicle Co.
Operated By KHQ, Inc.
Bus. Studio Address Radio Central Bldg.
Phone Number MAin 5131
Transmitter Location 4102 So. Regal
Air Time Unlimited
News Service AP
Transcription Service Capitol, Associated
Representative Katz
Membership NAB, BMB
Pres., Gen.-Sta. Mgr. Richard O. Dunning
Nat'l. Sales-Sales Prom.
Manager Robert H. Wesson
Program Director R. Wallace Brazel
Production Director Herb Hess
Chief Announcer Richard Godon
Chief Engineer John Walker
Farm Editor Glenn C. Lorang

KNEW

SPOKANE-1947-MBS-DON LEE

Frequency: 1430 Kc. Power: 5000 Watts
Owned By Coeur d'Alene Bcstg. Co.
Operated By Radio Station KNEW
Bus. Studio Address Sprague & Wall

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. . . **WASHINGTON** . . .

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Phone Number.....Riverside 8035  
Transmitter Location.....Moran Prairie  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....World  
Representative.....George P. Hollingbery  
Membership.....NAB  
President.....Burl C. Hagadone  
Gen.-Sta. Manager.....Harry Lantry  
Comm.-Sales P om. Mgr.....W. C. Rhodes  
Prog.-Prod.-Pub. Director.....Paul Crain  
Musical Director.....Anthony Pinski  
Chief Engineer.....C. W. Evons  
Farm Editor.....John Fahey

## KREM

SPOKANE—1947

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Cole E. Wylie  
Business-Studio Address.....242 Riverside Ave.  
Phone Number.....MAin 3333  
Transmitter Location.....242 Riverside Ave.  
Air Time.....6:30 a.m.-1 a.m.  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....Forjoe & Co.  
President-Owner, General Station  
Manager.....Cole E. Wylie  
Commercial Manager.....Robert H. Temple

## KXLY

SPOKANE—1922

CBS

PACIFIC NORTHWEST BCSTRS.

Frequency: 920 Kc.....Power: 5,000 Watts  
Owned-Operated By.....Symons Bcstg. Co.  
Business-Studio Address.....Symons Bldg.  
Phone Number.....MAin 1218  
Transmitter Location.....Rt. 3, Spokane, Wash.  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Lang-Worth, MacGregor  
Representative.....Walker, Tracy Moore  
Membership.....NAB  
President, General Manager.....E. B. Craney  
Commercial Manager.....B. E. Woolston  
Sales Promotion Manager.....John Funk  
Program Director.....George McGowan  
Chief Engineer.....George Langford

## KMO

TACOMA—1922

Frequency: 1360 Kc.....Power: 5000 Wotts  
Owned-Oper. By.....Carl E. Haymond  
Bus.-Studio Address.....914½ Broadway  
Phone Number.....MAin 4144  
Transmitter Location.....Colonial Garden Area  
Air Time.....Unlimited  
News Service.....UP

Transcription Service.....Capitol, Standard,  
SESAC  
Representative.....Joseph Hershey McGillvra,  
Duncan Scott, John Keating  
Membership.....NAB  
Owner.....Carl E. Haymond  
General Manager.....Jerry Geehan  
Comm.-Sales Prom. Mgr.....Ray T. McKenzie  
Prog.-Prod. Dir.....Ted Knightlinger  
Chief Announcer.....Don Hopkins  
Musical Director.....Andrea Hovde  
Chief Engineer.....John Boor  
Farm Editor.....Pierce County Agent

## KTBI

TACOMA—1941

KBS

Frequency: 810 Kc.....Power: 100 Watts d.  
Owned-Operated By.....Tacoma Bcstrs., Inc.  
Address.....2715 Center St.  
Phone Number.....BRoadway 2241  
Air Time.....Daytime  
Transcription Service.....Associated, World  
Membership.....NAB, BMB  
President.....Harold J. Quilliam  
Commercial Manager.....King Mitchell  
Chief Engineer.....Walt Eddy

## KVI

TACOMA-SEATTLE—1928

MBS-DON LEE

Frequency: 570 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Puget Sound Bcstg. Co., Inc.  
Business Address.....Camlin Hotel  
Phcne Number.....SEneca 4848, Seattle;  
BRoadway 4211, Tacoma  
Studio Address.....Camlin Hotel, Seattle;  
Rust Bldg., Tacoma  
Transmitter Location.....Ellisport, Vashon Island  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Associated, Lang-Worth,  
Cole  
Representative.....George P. Hollingbery  
Membership.....NAB, BMB  
Pres., Gen.-Sta. Mgr.....Vernice Irwin  
Comm.-Sales Prom. Mgr.....Earl T. Irwin  
Program Director.....Larry Huseby  
Publicity Director.....Bob Hayward  
Chief Engineer.....D. M. McDonough  
Farm Editor.....Harry Long

## KVAN

VANCOUVER—1939

Frequency: 910 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Vancouver Radio Corp.  
Business Address.....Box 610  
Phone Number.....Vancouver 150  
Studio Address.....707½ Main St.

## WASHINGTON

Transmitter Location... Smith Lake, Portland, Ore.  
 Air Time..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service..... World, Standard  
 Representative ..... John Keating  
 Membership ..... NAB, BMB  
 President..... Sheldon F. Sackett  
 General-Station Mgr..... Fred F. Chitty  
 Comm. Manager..... Mark F. DeLaunay  
 Sales Prom. Mgr..... David L. Waite  
 Prog.-Prod.-Musical Dir..... Rickey Bras  
 Pub. Dir., Farm Editor..... George Conner  
 Chief Announcer..... Frank Herron  
 Chief Engineer..... Edgar Means

### K U J

#### WALLA WALLA—1928—DON LEE

Frequency: 1420 Kc..... Power: 5000 Watts  
 Owned-Operated By..... KUJ, Inc.  
 Business-Studio Address..... 55 E. Main St.  
 Phone Number ..... 1230  
 Transmitter Location..... U. S. Hwy 410 & Sudbury Rd.

Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Representative..... W. S. Grant, John Keating  
 Membership ..... NAB, BMB  
 Pres., Gen.-Sta. Mgr..... H. E. Studebaker  
 Comm. Mgr..... (National) Don Wike.  
 (Local) Norval Armes  
 Sales Prom. Mgr..... Don Wike  
 Prog.-Prod.-Pub. Dir., Chief  
 Announcer ..... Howard Rhoads  
 Chief Engineer..... M. L. MacLatterly  
 Farm Editor..... Bob Holer

### K W W B

#### WALLA WALLA—1946 UNITED PACIFIC-KBS

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Wolla Walla Bcstg. Co.  
 Bus. Studio Address..... First & Main Sts.  
 Phone Number ..... 4103  
 Transmitter Location..... Second & Cordiner  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service..... World, Keystone  
 Membership ..... NAB  
 President..... John W. Kendall  
 Gen.-Sta.-Comm. Mgr..... Kenneth K. Williams  
 Promotion Mgr..... Adaline Bussard  
 Program Dir..... Orville Claire Banks  
 Chief Engineer..... Tyrus T. MacFadden

### K P Q

#### WENATCHEE—1929—ABC

Frequency: 560 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Wescoast Bcstg. Co., Inc.

Bus. Studio Address..... KPQ Bldg.  
 Phone Number ..... 2757  
 Transmitter Location..... Wenatchee & Columbia Rivers Junct.  
 Air Time..... 6 a.m.-M.  
 News Service ..... UP  
 Transcription Service..... Associated, World, Cole  
 Representative..... Joseph Hershey McGillvra.  
 John Keating  
 Membership ..... NAB, BMB  
 President ..... Rogan Jones  
 V.P., General-Station Mgr..... James W. Wallace  
 Commercial Mgr..... Pat O'Halloran  
 Sales Prom. Mgr., Prog. Dir..... Bill Green  
 Production Director..... Emerson Elder  
 Publicity Director..... Patricia Clark  
 Musical Director..... Dorothy Lee  
 Chief Engineer..... George Frese  
 Farm Editor..... Bill Hoord

### K W N W

#### WENATCHEE—1948—DON LEE

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Apple-Land Bcstrs., Inc.  
 Bus. Studio-Transmitter Address..... 1119 N. Wenotchee Ave., P. O. Box 1510  
 Air Time..... 6 a.m.-M.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Membership ..... NAB  
 President..... James B. Hatfield  
 Station Manager..... Anthony I. Sternling  
 Sales Prom. Mgr..... Kenneth Waddell  
 Production Dir..... Warren C. Brown,  
 Vera J. Colony  
 Chief Announcer..... Warren C. Brown  
 Chief Engineer..... Robert B. Sutton  
 Farm Editor..... William Yeomans

### K I M A

#### YAKIMA—1944 CBS-COLUMBIA PACIFIC

Frequency: 1460 Kc..... Power: 1000 Watts d.; 500 Watts n.  
 Owned By..... Cascade Bcstg. Co., Inc.  
 Operated By..... A. W. Talbot  
 Bus. Studio Address..... Terrace Heights Blvd.  
 Pncne Number ..... 6104  
 Transmitter Location..... Terroce Heights  
 Air Time..... 5 a.m.-M.  
 News Service ..... AP  
 Transcription Service..... Lang-Worth, Associated  
 Representative ..... Weed  
 Membership ..... NAB, BMB  
 President..... A. W. Talbot  
 Gen.-Sales Prom. Mgr..... R. Lee Black  
 Dir., Station Operations..... Thomas C. Bostic  
 Commercial Mgr..... Herchel Cary  
 Night Spvr., Musical Dir..... Ben Weaver  
 Chief Engineer..... J. Barry Wilkinson  
 Farm Editor..... John Roberts

## WASHINGTON-WEST VIRGINIA

### KIT

**YAKIMA—1929—ABC**

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned By: Valley Bcstrs.  
 Operated By: Carl E. Haymon  
 Business-Studio Address: 414 E. Yakima Ave.  
 Phone Number: 8115  
 Transmitter Location: Washington Ave.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Capitol, SESAC  
 Representative: Joseph Hershey McGillvra,  
 John Keating, Duncan Scott  
 Pres., General Mgr.: Carl E. Haymond  
 Station Manager: James A. Murphy  
 Commercial Mgr.: Harrison A. Miller  
 Sales Prom. Mgr., Pub. Dir.: William B. Hansen  
 Prog.-Prod. Director: James W. Nolan  
 Chief Announcer: Don White  
 Musical Director: William Moody  
 Chief Engineer: H. B. Murphy  
 Farm Editor: Pete Wick

### KYAK

**YAKIMA—1947—MBS-DON LEE**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Yakima Bcstg. Corp.  
 Business Address: P. O. Box 172  
 Phone Number: 2-7143  
 Studio-Transmitter Location: Mead & Fair  
 Aves.  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: World  
 Representative: W. S. Grant  
 Membership: NAB  
 Pres., Gen.-Sta. Mgr.: Robert S. McCaw  
 Comm.-Sales Prom. Mgr.: Seymour O. Spring  
 Prog.-Prod. Dir., Chief Announcer:  
 Chief Engineer: Gordon Allen  
 Pub. Dir., Farm Editor: Anthony Maucione  
 Musical Director: Donald Potwin

# WEST VIRGINIA

*Estimated Population 1,915,000—Increase +0.7%—Radio Homes 416,000  
 Total Families 453,100—Stations in State 31*

### WJLS

**BECKLEY—1939  
 CBS-PERSONALITY**

Frequency: 560 Kc. Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Oper. By: Joe L. Smith, Jr., Inc.  
 Bus.-Studio Address: WJLS Bldg., Main &  
 Kanawha St.  
 Phone Number: 7311  
 Transmitter Location: Routes 19-21, 0.5 Mi.  
 S.E. Beckley  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: Standard, Cole  
 Representative: Burn-Smith  
 Membership: NAB, BMB  
 President: Joe L. Smith, Jr.  
 General-Station Mgr.: Virginia N. Cooper  
 Commercial Manager: George J. Gray  
 Sales Prom. Mgr., Prog.-Pub.  
 Director: Benton B. Boggs  
 Musical Director: Mervyn Amols  
 Chief Engineer: Al J. Ginkel  
 Farm Editor: William R. Barrett

### WWNR

**BECKLEY—1946—MBS**

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

Business-Studio Address: 1565 Harper Rd.  
 Phone Number: 9300-9  
 Transmitter: Willis Farm, 1565 Harper Rd.  
 Air Time: 6 a.m.-12:30 a.m.  
 News Service: AP  
 Transcription Service: Lang-Worth  
 Representative: Joseph Hershey McGillvra  
 President: N. Joe Rahall  
 General-Comm. Mgr.: Tom Douds  
 Program Director: Don Hays  
 Production Dir.: Dennis Hollandsworth  
 Musical Director: Muriel Meade  
 Chief Engineer: James F. Bucy  
 Farm Editor: Roy Lee Harmon

### WHIS

**BLUEFIELD—1928—NBC**

Frequency: 1440 Kc. Power: 5000 Watts  
 Owned-Oper. By: Daily Telegraph Prtg. Co.  
 Business-Studio Address: 623 Commerce St.  
 Phone Number: 7114  
 Transmitter Location: Harry Heights  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: World, Long-Worth  
 Representative: Katz  
 General Manager: P. T. Flanagan  
 Asst. Manager: William Hostetter  
 Program Director: Mel Barnett  
 Prod.-Musical Dir.: Barnes Nash  
 Chief Engineer: P. T. Flanagan

## W C A W

### CHARLESTON—1947 BURGER-MOUNTAINEER

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Capitol Bcstg. Corp.  
 Business Address . . . . . P. O. Box 2791  
 Phone Number . . . . . 37-503  
 Studio-Transmitter Location . . . . . 16th St. &  
 MacCorkle Ave., S.E.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol, Lang-Worth  
 Representative . . . . . Friedenberg  
 Membership . . . . . NAB  
 President . . . . . Garland F. Wilkinson  
 Sta.-Prog. Director . . . . . James M. Flenniken  
 Musical Director . . . . . Ruth Ann Kahn  
 Chief Engineer . . . . . William D. Stone  
 News Editor . . . . . Al Walker

## W C H S

### CHARLESTON—1927—CBS

Frequency: 580 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Charleston Bcstg. Co.  
 Business-Studio Address . . . . . 1016 Lee St.  
 Phone Number . . . . . 28-131  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Branham  
 Membership . . . . . NAB  
 President, Gen. Mgr. . . . . John A. Kennedy  
 Sta.-Comm. Mgr. . . . . John T. Gelder, Jr.  
 Sales Prom. Manager . . . . . Jack Herman  
 Program Director . . . . . Morlon S. Cohn  
 Publicity Director . . . . . Harry M. Brawley  
 Chief Engineer . . . . . William E. Dixon

## W G K V

### CHARLESTON—1939

NBC

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Kanawha Valley  
 Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 208 Dickinson St.  
 Phone Number . . . . . 37-541  
 Transmitter Location . . . . . Coal Branch Heights  
 Air Time . . . . . Unlimited  
 New Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Robert Meeker Assoc., Inc.  
 Membership . . . . . NAB  
 President . . . . . Richard M. Venable  
 General-Station Manager . . . . . John S. Phillips  
 Promotion Manager . . . . . Juanita Barker  
 Promotion Mgr.-Pub. Dir. . . . . Juanita Barker  
 Program Director . . . . . C. P. Vogel, Jr.  
 Chief Engineer . . . . . George Whiteman

## W K N A

### CHARLESTON—1946—ABC

Frequency: 950 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Joe L. Smith, Jr., Inc.  
 Bus.-Studio Address . . . . . 804 Kanawha Blvd.  
 Phone Number . . . . . 39-371  
 Transmitter Location . . . . . Tyler Mountain Rd.  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Weed  
 Membership . . . . . BMB  
 President . . . . . Joe L. Smith, Jr.  
 Gen.-Sta.-Comm. Mgr. . . . . James T. Quirk  
 Sales Prom. Mgr., Prog. Dir. . . . . Frank E. Shaffer  
 Production Dir. . . . . Robert N. Provence  
 Publicity Director . . . . . James Van Sickle  
 Chief Announcer . . . . . Fred L. Scott  
 Musical Director . . . . . Arlene Johnson  
 Chief Engineer . . . . . Taylor Marcum

## W T I P

### CHARLESTON—1946—MBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Chemical City Bcstg. Co.  
 Bus.-Studio Address . . . . . Capitol & Fife  
 Phone Number . . . . . 2-3136-7  
 Transmitter Location . . . . . Stricker Rd.  
 Air Time . . . . . 6 a.m.-1 a.m.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated, Cole  
 Representative . . . . . Forjoe  
 Membership . . . . . NAB  
 President, General Mgr. . . . . Gus Zaharis  
 Station Manager . . . . . Berton Sonis  
 Program Director . . . . . Bob Bower  
 Musical Director . . . . . Jack Mitchell  
 Chief Engineer . . . . . Paul Sullivan

## W B L K

### CLARKSBURG—1937—NBC

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . News Publishing Co. of  
 Wheeling  
 Bus.-Studio Address . . . . . 444½ W. Pike St.  
 Phone Number . . . . . 3040  
 Transmitter Location . . . . . Glen Elk  
 Air Time . . . . . Unlimited  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, SESAC  
 Representative . . . . . Branham  
 Membership . . . . . NAB  
 President . . . . . Austin Wood  
 General Manager . . . . . George H. Clinton  
 Station-Comm. Mgr. . . . . Fred Zimmerman  
 Sales Prom. Mgr. . . . . Richard Duncan  
 Prog.-Prod. Dir., Chief  
 Announcer . . . . . Donald McWhorter  
 Musical Director . . . . . Alpha Rowand  
 Chief Engineer . . . . . Harry S. Brown

WEST VIRGINIA

WHAR

CLARKSBURG—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By... Mountain State Bcstg. Co.
Bus.-Studio-Transmitter Address... 1200 E. Pike St.
Phone Number... 7340
Air Time... 7 a.m.-M.
News Service... UP
Transcription Service... Keystone
Representative... Joseph Hershey McGillvra
Membership... NAB
Owner, Gen.-Station Mgr.... Glacus G. Merrill
Commercial Mgr.... John Bach
Sales Prom. Mgr., Pub. Dir.... Robert Edge
Program Director... Janice Williams
Chief Announcer... Gail Thompson
Chief Engineer... Andrew H. Kovlan

WPDX

CLARKSBURG—1946

Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Oper. By... Clarksburg Bcstg. Corp.
Business-Studio Address... 339 W. Main St.
Phone Number... 6060
Transmitter Location... 3 1/2 Mi. S. of Clarksburg on Weston Rd.
Air Time... Sunrise-sunset
News Service... UP
Transcription Service... World, Capitol
President... O. L. Billingsley
General Manager... R. C. Warden
Sales Mgr.... Joe M. Larosa
Prog. Dir., Farm Editor... Dewitt Wyatt
Production Director... Robert Walsh
Chief Announcer... John Peters
Musical Director... Bill McKay
Chief Engineer... R. D. Hough

WDNE

ELKINS—1948—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By... West Virginia Radio Corp.
Business Address... Washington & Davis Sts., P. O. Box 967
Phone Number... 1300-1
Studio-Transmitter Location... Washington & Davis Sts.
Air Time... Unlimited
News Service... AP
Transcription Service... Standard, Keystone
Membership... NAB
President... H. C. Greer
Station Manager... George J. Kapel
Comm.-Sales Prom. Mgr.... Ambrose F. White
Program Director... Jean Kapel
Publicity Director... Ann Steever
Technical Plant Spvr.... Edmund Sepe

WMMN

FAIRMONT—1927—CBS

Frequency: 920 Kc. Power: 5000 Watts
Owned-Oper. By... Fort Industry Co.
Business-Studio Address... 208 Adams St.
Phone Number... 3100
Transmitter Location... Monongah
Air Time... 4:30 a.m.-12:05 a.m.
News Service... UP
Transcription Service... Lang-Worth
Representative... Katz
Membership... NAB, BMB
President... George B. Storer
General Manager... Allen L. Haid
Commercial Manager... Charles E. Smith
Program Director... Frank Lee
Chief Announcer... William W. Powell
Musical Director... Francis T. Lauzau
Chief Engineer... Joseph C. Strelauski
Farm Editor... Walter Smoot

WWW

FAIRMONT—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By... Fairmont Bcstg. Co., Inc.
Business-Studio Address... Fairmont
Phone Number... 5000-1
Transmitter Location... Palatine Knob, Radio Pk.
Air Time... Unlimited
News Service... AP
Transcription Service... World
Membership... NAB
President... J. Patrick Beacom
Station-Comm. Mgr.... Wip Robinson, III
Promotion Manager... John F. Watkins
Prog. Dir., Chief Announcer... Harry A. Riley
Publicity Director... Jane Windom
Musical Director... C. Robert Hall
Chief Engineer... J. Harvey McCoy

WHTN

HUNTINGTON—1947

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By... Greater Huntington Radio Corp.
Business-Studio Address... 1112 1/2 Fourth Ave.
Phone Number... 3-3453
Transmitter Location... 2 1/2 Mi. S. of Huntington
Air Time... Daytime
News Service... UP
Transcription Service... MacGregor, Associated
Representative... Friedenberg
Membership... NAB
President... A. B. Hyman
General-Station Manager... Meyer Laymon
Program Director... Arnold Silvert
Chief Announcer... Ted Arnold
Musical Director... Mrs. John Skeans
Chief Engineer... Harold F. Sturm

# WPLH

HUNTINGTON—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By. . . . .Huntington Bcstg. Corp.  
 Business-Studio Address. . . . .1105 Fourth Ave.  
 Phone Number . . . . .3-3421  
 Transmitter Location. . . . .16th St., W. & Jackson Ave.  
 Air Time . . . . .Unlimited  
 News Service . . . . .AP  
 Transcription Service . . . . .Capitol  
 Representative . . . . .Transit Radio  
 Membership . . . . .NAB, BMB  
 Pres., General Manager. . . . .Flem J. Evans  
 Asst. Mgr., Program Dir. . . . .Joseph J. Herget  
 Commercial Manager. . . . .Bernard Sammons  
 Sales Prom. Mgr., Pub. Dir. . . . .Lillian Swann  
 Chief Engineer. . . . .William R. Haldane

# WSAZ

HUNTINGTON—1923  
 ABC-WEST VIRGINIA

Frequency: 930 Kc. Power: 5000 Watts d.;  
 1000 Watts n.  
 Owned-Operated By. . . . .WSAZ, Inc.  
 Business-Studio Address. . . . .912½ Third Ave.  
 Phone Number. . . . .Huntington 4106  
 Transmitter Location. . . . .28th St. & Park at C. & O. R. R.  
 Air Time . . . . .Unlimited  
 News Service . . . . .AP  
 Transcription Service. . . . .Lang-Worth, SESAC  
 Representative . . . . .Branham  
 Membership . . . . .NAB, BMB  
 President. . . . .John A. Kennedy  
 General Manager. . . . .Howard L. Chernoff  
 Station-Comm. Mgr. . . . .Marshall Rosene  
 Sales Prom. Manager. . . . .L. H. Rogers, II  
 Prog.-Musical Dir., Farm Editor . . . . .Ted Eiland  
 Prod. Dir., Chief Announcer. . . . .Bert Shimp  
 Publicity Director. . . . .William Tracey  
 Chief Engineer. . . . .Leroy Kilpatrick

# WLOG

LOGAN—1940

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By. . . . .Clarence H. Frey & Robert O. Greever  
 Business Address. Box 720 (mail) 433 Stratton St.  
 Studio-Transmitter Location. . . . .Kanada St.  
 Air Time . . . . .14 hrs. daily  
 News Service . . . . .UP  
 Membership . . . . .NAB, BMB

# WEPM

MARTINSBURG—1946

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By. . . . .Martinsburg Bcstg. Co.

Business Address. . . . .P. O. Box 874  
 Phone Number . . . . .1146  
 Studio Address. . . . .People's Trust Co. Bldg.  
 Transmitter Location. . . . .W. King St. Ext.  
 Air Time. . . . .7 a.m.-11 p.m.  
 News Service . . . . .AP  
 Transcription Service. . . . .World, Cole  
 Representative . . . . .Burn-Smith  
 Membership . . . . .NAB, BMB  
 General Manager. . . . .C. Leslie Golliday  
 Comm. Manager. . . . .Edward W. Dockeney  
 P.rom. Mgr., Prod. Dir., Chief Announcer . . . . .Charles Reznikov  
 Chief Engineer. . . . .Sterling H. Heil  
 Farm Editor. . . . .Edward W. Dockeney

# WMON

MONTGOMERY—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By. . . . .Fayette Associates, Inc.  
 Bus.-Studio-Transmitter Address. . . . .1028 1st Ave.  
 Phone Number . . . . .1340  
 Air Time . . . . .8 a.m.-M.  
 News Service . . . . .AP  
 Transcription Service . . . . .World  
 Membership . . . . .NAB, BMB  
 President. . . . .Arnold M. Vickers  
 Comm.-Sales Prom. Mgr., Publicity Director . . . . .Andrew W. Vickers  
 Prog.-Prod. Dir. . . . .James G. Holmes  
 Chief Engineer. . . . .Campbell J. Craver

# WAJR

MORGANTOWN—1940—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By. . . . .West Virginia Radio Corp.  
 Business-Studio Address. . . . .446 Spruce St.  
 Phone Number . . . . .9488  
 Transmitter Location. . . . .So. Park Hill  
 Air Time . . . . .6:30 a.m.-M.  
 News Service . . . . .AP  
 Transcription Service. . . . .World, Keystone  
 Membership . . . . .NAB, BMB  
 General-Station Mgr. . . . .Ferd Browning, Jr.  
 Commercial Manager. . . . .John J. Johns  
 Production Director. . . . .Willis D. Tennant  
 Publicity Director. . . . .Jo Anne Schenck  
 Chief Engineer. . . . .Clarence Rulong  
 Farm Editor. . . . .Nick Basso

# WOAY

OAK HILL—1946

Frequency: 860 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. . . . .Robert R. Thomas, Jr.  
 Business Address. . . . .Oak Hill  
 Phone Number . . . . .651  
 Studio-Transmitter Location. . . . .1 Mi. So. of Oak Hill on Hway. 21  
 Air Time . . . . .Daytime  
 News Service . . . . .AP  
 Transcription Service . . . . .Capitol



# WEST VIRGINIA

Representative .....Friedenberg  
Membership .....NAB, BMB  
Owner, Gen. Mgr., Musical Dir.  
Chief Engineer.....Robert R. Thomas, Jr.  
Comm.-Sales Prom. Mgr.....Harold B. Shaw  
Prog. Mgr., Prod. Dir., Chief Announcer,  
Farm Editor.....Hugh McPherson

## WCOM

PARKERSBURG—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Parkersburg Bcstg. Co.  
Business-Studio Address.....317 Ninth St.  
Phone Number.....7-4491  
Transmitter Location.....New York Ave.  
Air Time.....7 a.m.-1:05 a.m.  
News Service.....UP  
Transcription Service.....World  
Representative.....Joseph Hershey McGillvra  
Membership.....NAB  
President.....Joseph M. Handlan  
General Mgr.....Richard S. Colterman  
Program Director.....G. R. Abels  
Production Director.....Margaret Stern

## WPAR

PARKERSBURG—1935—CBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Ohio Valley Bcstg. Corp.  
Business-Studio Address.....211 5th St.  
Phone Number.....7-5475  
Transmitter Location.....Route 2  
Air Time.....6:30 a.m.-1:05 a.m.  
News Service.....AP  
Transcription Service.....Thesaurus, SESAC  
Representative.....Branham  
Membership.....NAB  
President.....Austin V. Wood  
Exec. V.P., Sta. Comm.  
Manager.....George H. Clinton  
Program Director.....Shermin Grimm  
Publicity Director.....Barbara O'Brien  
Chief Engineer.....V. G. Brooks

## WLOH

PRINCETON—1947  
KBS-MOUNTAINEER

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Mountain Bcstg. Service,  
Inc.  
Business Address.....P. O. Box 549  
Phone Number.....567  
Studio-Transmitter Location.....Lilly Grove  
Air Time.....Unlimited  
News Service.....UP  
Transcription Service.....Thesaurus, Standard,  
Keystone  
Representative.....Friedenberg  
Membership.....NAB  
President.....F. W. McKensie

Gen. Mgr., Prdg. Dir.....James H. Mayes, Jr.  
Comm.-Sales Prom. Mgr.....James M. Angel  
Publicity Director.....Nancy Crotty  
Chief Announcer.....Tom Hicks  
Musical Director.....Sue Stuckman  
Chief Engineer.....Earl H. Graham

## WRON

RONCEVERTE—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....William E. Blake  
Business Address.....Ronceverte  
Phone Number.....300  
Studio Address.....Shanklin Bldg.  
Transmitter Location.....Charlotte Hts.  
Air Time.....Unlimited  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....Joseph Hershey McGillvra  
Membership.....NAB, BMB  
Owner, Pub. Dir.....William E. Blake  
General Manager.....Rodney B. Walker  
Program Director.....Bertrand F. Mulligan  
Chief Engineer.....Herbert S. Jackson  
Farm Editor.....Vance R. Hatcher

## WBRW

WELCH—1940  
MUTUAL

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....McDowell Service Co.  
Business Address.....Riverside Drive  
Phone Number.....818  
Studio-Transmitter Address.....Riverside Drive  
Air Time.....6:00 a.m.-10:30 p.m.  
Transcription Service.....Standard  
Station Representative.....Forjoe & Co.  
Membership.....NAB, BMB  
President.....J. G. Hunt  
General-Station-Commercial  
Manager.....Ellis Landreth  
Program Director.....John J. Villani  
Chief Engineer.....Howard R. King

## WHAW

WESTON—1948—MBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Lewis Service Corp.  
Business-Studio Address.....Main Ave.  
Phone Number.....1555  
Transmitter Location.....Weston  
Air Time.....7 a.m.-M.  
News Service.....AP  
Transcription Service.....World, Associated  
Representative.....Donald Cooke  
President.....Harold McWhorter  
Gen.-Sta.-Comm. Mgr.....Carl Loose  
Program Director.....A. Les Vassar  
Production Director.....Tom Brooks  
Chief Engineer.....James A. Huff, Jr.

WEST VIRGINIA-WISCONSIN

WKWK

WHEELING—1941

ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned By: Community Bcstg., Inc.
Operated By: Radio Station WKWK
Business-Studio Address: Pythian Building, 16th & Market Sts.
Phone Number: 5320
Transmitter Location: Pythian Building, 16th & Market Sts.
Air Time: 18 hours
News Service: UP
Transcription Service: Standard
Station Representative: Weed
Membership: NAB, BMB
President: Joe L. Smith, Jr.
General-Station-Commercial Manager: John B. Reynolds
Program Director, Production Manager: J. Alan Jasper
Publicity Director: Nancy A. Hilmes
Chief Announcer: Ray Vingli
Chief Engineer: Fred A. Baker

WWVA

WHEELING—1926

CBS

Frequency: 1170 Kc. Power: 50,000 Watts
Owned-Operated By: The Fort Industry Co.

Address: Hawley Bldg.
Phone Number: Wheeling 5383
Transmitter Location: St. Clairsville, Ohio
Air Time: Unlimited
News Service: AP
Transcription Service: Lang-Worth, Cole
Representative: Petry
Membership: NAB, BMB
President: George B. Storer
V.P. in chg. of Operations: Wm. E. Rine
Sales Promotion Mgr.: Howard W. Meagle
Ass't Mgr.-Dir.: Paul J. Miller
Program Director: Paul A. Myers
Chief Engineer: Edwin L. Keim

WBTH

WILLIAMSON—1939—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Williamson Bcstg. Corp.
Business Address: Williamson
Phone Number: 1241
Studio-Transmitter Location: 5 1/2 E. Second Ave.
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: World
Membership: NAB, BMB
President: Mrs. Lewis C. Tierney
Gen.-Sta.-Comm. Mgr.: Alice Shein
Program Director: John T. Blair, Jr.
Chief Engineer: Robert W. Bullio

WISCONSIN

Estimated Population 3,309,000—Increase +5.5%—Radio Homes 888,800
Total Families 910,400—Stations in State 47

WATK

ANTIGO—1947

Frequency: 900 Kc. Power: 250 d.
Owned-Operated By: Antigo Bcstg. Co.
Business-Studio Address: Antigo
Transcription Service: Standard
President: Artemas F. Burner
Manager: G. McElrone
Commercial Manager: Ted Homerding
Program Director: R. Stake
Chief Engineer: Harry Wardwell

Phone Number: 3-6639
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Lang-Worth
Representative: J. P. McKinney
Membership: NAB, BMB
Director of Radio: M. J. Beemster
General Manager: Earl H. Huth
Commercial Manager: W. C. Porsow
Sales Prom. Mgr.: F. Douglas Chingo
Program Director: Robert Petrie
Production Director: Harold Zahorik
Publicity Director: Milton Boehm
Chief Engineer: George Merkl
Farm Editor: Wallace MacBriar

WHBY

APPLETON—1925—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: WHBY, Inc.
Bus.-Studio-Transmitter Address: 600 So. Lawe St.

WATW

ASHLAND—1940—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Upper Michigan-Wisconsin Bcstg. Co., Inc.

## WISCONSIN

Business-Studio Address... Northern State Bank Bldg.  
Phone Number ..... 1680  
Transmitter Location..... Ellis Ave.  
Air Time..... 6:30 a.m.-M.  
News Service ..... UP  
Transcription Service..... Standard, Keystone  
Representative ..... Walker  
Membership ..... NAB, BMB  
President..... William L. Johnson  
Vice Pres., Gen. Mgr..... J. W. Huss  
Station-Comm. Manager..... T. G. Hogan  
Program Director..... Mary Jean Anno  
Chief Announcer..... Arnold Peterson  
Chief Engineer..... Otto Link

### WBEL

BELOIT—1948

Frequency: 1380 Kc.... Power: 1000 Watts d.  
Owned-Oper. By..... Beloit Bcstrs., Inc.  
Business-Studio Address... 335 E. Grand Ave.  
Phone Number..... Col. 1380  
Transmitter Location..... 900 E. Elmwood Ave.  
Air Time ..... Daytime  
News Service ..... AP  
Transcription Service ..... Cole  
President..... William P. Taylor  
General Manager..... Edgar E. Hinkle  
Sec. & Treas..... Russell G. Salter  
Commercial Manager..... Robert Underhill  
Sales Prom. Mgr., Prog.-Pub.  
Director..... W. M. Morton  
Chief Announcer..... James Schweitzer  
Musical Director..... Robert Eicher  
Chief Engineer..... Leo Wilson  
Farm Editor..... Ray Lange

### WGEZ

BELOIT—1948

Frequency: 1490 Kc.... Power: 100 Watts  
Owned-Operated By..... Sidney H. Bliss  
Business-Studio Address .....  
..... 200 E. Milwaukee St. (Janesville)

### WBIZ

EAU CLAIRE—1947—MBS

Frequency: 1400 Kc.... Power: 250 Watts  
Owned-Operated By..... WBIZ, Inc.  
Bus.-Studio-Transmitter Address... 603 Cameron St.  
Phone Number ..... 5111  
Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... World  
President, General Mgr..... James J. Conroy  
Station-Comm. Mgr..... Ray L. Watton  
Sales Prom. Mgr., Prog. Dir.,  
Chief Announcer..... Bruce McLean

Traffic Mgr..... Alvina M. Britz  
Musical Director..... Lee Rice  
Chief Engineer..... Claude V. Thomas

### WEAU

EAU CLAIRE—1937  
NBC-ARROWHEAD-NORTHWEST

Frequency: 790 Kc.... Power: 5000 Watts  
Owned-Operated By..... Central Bcstg. Co.  
Business-Studio Address... 203 S. Barstow St.  
Phone Number ..... 6149  
Transmitter Location..... County Hwy. QQ  
Air Time..... 6 a.m.-M.  
News Service ..... Transradio  
Transcription Service... Associated, Lang-Worth  
Representative ..... George P. Hollingbery  
Membership ..... NAB, BMB  
President ..... Morgan Murphy  
General Manager..... W. C. Bridges  
Station-Comm. Mgr..... Harry S. Hyett  
Sales Prom. Mgr., Prog. Dir.... Ralph Shepard  
Chief Engineer..... T. O. Jorgenson  
Farm Editor..... Carl Johnson

### WRFW

EAU CLAIRE—1948

Frequency: 1050 Kc.... Power: 1000 Watts d.  
Owned-Oper. By..... Chippewa Valley Radio & Telev. Corp.  
Bus.-Studio-Transmitter Address... Rudolph Rd.  
Phone Number ..... 2-1629  
Air Time ..... Local sunrise-local sunset  
News Service ..... AP  
Transcription Service ..... Standard  
Representative ..... Forjoe  
President, Pub. Dir..... Thomas K. Werner  
Gen.-Sales Prom. Mgr..... John E. Kelly  
Sta. Mgr., Prog. Dir., Chief  
Engineer..... Rolph D. Tobin  
Commercial Manager..... Richard Werner  
Musical Director..... Betty I. Tobin

### KFIZ

FOND DU LAC—1922  
MBS-WISCONSIN

Frequency: 1450 Kc.... Power: 250 Watts  
Owned-Operated By..... KFIZ Bcstg. Co.  
Bus.-Studio-Transmitter Address... 18 W. First St.  
Phone Number ..... 356  
Air Time ..... Full Time  
News Service ..... UP  
Membership ..... NAB  
President..... A. H. Lange  
Exec. Vice Pres..... Emery W. Martin  
General Manager..... Lynn N. Fairbanks  
Prog.-Musical Dir..... Lucile Fairbanks  
Chief Engineer..... Wendell S. Meyers

# WISCONSIN

## W D U Z

GREEN BAY—1947—ABC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: Green Bay Bcstg. Co.  
Business-Studio Address: Nicolet Bldg.  
Phone Number: Howard 6300  
Transmitter Location: Cass St., Town of Preble  
Air Time: 6 a.m.-M.  
News Service: INS  
Transcription Service: Lang-Worth  
Representative: Taylor-Borrorff  
Membership: NAB, BMB  
President, Gen. Mgr.: Ben A. Laird  
Station Manager: Robert C. Nelson  
Commercial Manager: Forster M. Cooper  
Prog.-Prod. Director: Dan Arthur  
Pub. Dir., Chief Announcer: John R. Kessenich  
Musical Director: Roy Hessler  
Chief Engineer: Paul C. Tyrrell

## W J P G

GREEN BAY—1947—WISCONSIN

Frequency: 810 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Green Bay Newspaper Co.  
Business Address: Green Bay  
Phone Number: Adams 4400  
Studio Address: 428 Cherry St.  
Transmitter Location: Scray's Hill, De Pere  
Township  
Air Time: 6 a.m.-local sunset  
News Service: AP  
Transcription Service: Standard, Capitol  
Representative: McGeehan & O'Mara  
Membership: NAB, FMA  
President: V. I. Minahan  
General Manager: A. B. Turnbull  
Station Manager: John M. Waller  
Commercial Manager: Glen R. Holznecht  
Program Director: Russ Widae  
Musical Director: Vi Govin  
Chief Engineer: Elmo Reed  
Farm Editor: Les Sturmer

## W T A Q

GREEN BAY—1922—CBS

Frequency: 1360 Kc. Power: 5000 Watts  
Owned-Operated By: WHBY, Inc.  
Business-Studio Address: Bellin Bldg.  
Phone Number: Adams 1  
Transmitter Location: W. De Pere  
Air Time: 5 a.m.-12:05 a.m.  
News Service: AP  
Representative: Weed  
Managing Director: Rev. M. J. Beemster  
General-Station Mgr.: Haydn R. Evans  
Sales Prom. Manager: Lee Stinson  
Prog. Dir., Chief Announcer: Clair Stone  
Prom.-Pub. Director: Karl Gorsche  
Musical Director: Clarence Edges

Chief Engineer: Wallace Stangel  
Farm Editor: Eddy Jason

## W C L O

JANESVILLE—1930  
MBS-KBS-WISCONSIN

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Southern Wisconsin Radio, Inc.  
Business-Studio Address: 200 E. Milwaukee St.  
Phone Number: 2506  
Transmitter Location: 1436 So. Oookhill Ave.  
Air Time: Full Time  
News Service: AP  
Transcription Service: Ward, SESAC, Lang-Worth, Keystone  
Representative: William G. Rambeau  
Membership: NAB, BMB  
President: Sidney H. Bliss  
General Manager: Vern W. Williams  
Asst. Manager: Joseph G. Urban  
Chief Announcer: Don Boyd  
Musical Director: Patricia Jacobson  
Chief Engineer: Wayne Clay  
Farm Editor: Grant A. Ritter

## W L I P

KENOSHA—1947

Frequency: 1050 Kc. Power: 250 Watts d.  
Owned-Operated By: William L. Lipman  
Bus.-Studio-Transmitter Address: 625 57th St.  
Phone Number: 6162  
Air Time: Daytime  
News Service: UP  
Transcription Service: Lang-Worth  
Representative: J. P. McKinney  
Membership: NAB, BMB  
General-Station Mgr.: William L. Lipman  
Comm.-Sales Prom. Mgr.: Hugh Gately  
Program-Publicity Dir.: Richard Driscoll  
Chief Engineer: Orlando Rotunda  
Farm Editor: Leo Porwaniecki

## W K B H

LA CROSSE—1923—NBC

Frequency: 1410 Kc. Power: 5000 Watts  
Owned-Operated By: WKBH, Inc.  
Business-Studio Address: 409 Main St.  
Phone Number: 450  
Transmitter Location: Gillette St. nr. Hwy. 16  
Air Time: 6 a.m.-M.  
News Service: AP  
Transcription Service: World  
Representative: Taylor-Borrorff  
Membership: NAB, BMB  
President, Station Mgr.: Howard Dahl

Program Director.....Berneice Callaway  
 Publicity Director.....Paul Ziemer  
 Chief Engineer.....Al Leeman

## W K T Y

LA CROSSE—1948—MBS

Frequency: 580 Kc.....Power: 1000 Watts  
 Owned-Operated By.....La Crosse Bcstg. Co.  
 Business-Studio Address.....110 N. 4th St.  
 Phone Number.....790  
 Transmitter Location.....On Stoddard Rd. Hwy.  
 53, 4 Mi. So. of La Crosse  
 Air Time.....6 a.m.-M.  
 News Service.....UP  
 Transcription Service.....Cole, MacGregor  
 Representative.....John Blair  
 President.....Cecil Allen  
 Gen.-Sta.-Comm.-Sales Prcm.  
 Manager.....Marvin L. Rosene  
 Prog.-Prod.-Musical Dir.....Ralph D. Willey  
 Chief Engineer.....J. Harold White  
 Farm Editor.....William Mason

## W L C X

LA CROSSE—1947—ABC

Frequency: 1490 Kc.....Power 250 Watts  
 Owned-Operated By.....Bermac Radio, Inc.  
 Business-Studio Address.....State Bank Bldg.  
 Phone Number.....4379  
 Transmitter Location.....Lang Drive  
 Air Time.....6 a.m.-12 M. & 8 a.m.-12 M. Sun.  
 News Service.....UP  
 Transcription Service.....Standard  
 President.....James J. Conroy  
 General Manager.....Milo Knutson  
 Sales Promotion Manager.....Robert Gaumer  
 Prog. Dir.-Production Mgr.....Joe N. Snyder  
 Chief Announcer.....Donald Anderson  
 Chief Engineer.....Albert Hauscher  
 Office & Traffic Manager.....Dorothy Smith

## W L D Y

LADYSMITH—1948

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....O. J. Falge  
 Bus.-Studio-Transmitter Address.....Hwy. 8  
 Phone Number.....584  
 Air Time.....6:30 a.m.-10:15 p.m.  
 News Service.....UP  
 Transcription Service.....World, Cole  
 President, General Mgr.....O. J. Falge  
 Station-Comm. Mgr.....Bart Mestelle  
 Sales Prom. Mgr., Prog.-Prod.-Pub.  
 Director.....C. C. Beck  
 Chief Announcer.....Tom Anderson  
 Musical Director.....Joe Dahlvig  
 Chief Engineer.....Darrel Holbock  
 Farm Editor.....Orin Garwood

## W I B A

MADISON—1926—NBC

Frequency: 1310 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Badger Bcstg. Co.  
 Business-Studio Address.....3800 Regent St.  
 Phone Number.....Fairchild 8800  
 Transmitter Location.....Fitchburg  
 Air Time.....6 a.m.-M.  
 News Service.....AP, UP  
 Transcription Service.....Standard  
 Representative.....Avery Knodel  
 Membership.....NAB, BMB  
 President.....William T. Evjue  
 General Manager.....Kenneth F. Schmitt  
 Business Manager.....Howard A. Johnson  
 Program Director.....Robert N. Dick  
 Publicity Director.....Jeanne Remus  
 Chief Engineer.....Norman Hahn  
 Farm Editor.....Frank Mayfield

## W I S C

MADISON—1948  
 ABC-ARROWHEAD

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Radio Wisconsin, Inc.  
 Bus.-Studio Address.....Commercial State  
 Bank Bldg.  
 Phone Number.....Gilford 7502  
 Transmitter Location.....Seyene Rd., 1 Mi. So.  
 of Madison  
 Air Time.....Unlimited  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....George P. Hollingbery  
 Membership.....BMB  
 President.....Morgan Murphy  
 Executive Director.....W. C. Bridges  
 General Manager.....Ralph O'Connor  
 Commercial Manager.....Robert Kosak  
 Sales Prom. Mgr.....Hank Henriksen  
 Program Director.....Robert Swanson  
 Prod. Dir., Chief Announcer.....Luther Mason  
 Publicity Director.....Joann Markward  
 Musical Director.....Robert Howard  
 Chief Engineer.....W. M. Greely

## W K O W

MADISON—1947—MBS

Frequency: 1070 Kc.....Power: 10,000 Watts d.  
 5,000 Watts n.  
 Business Address.....215 W. Washington Ave.  
 Telephone.....Gilford 7100  
 Transcription Service.....Headley-Read, World  
 News Service.....UP  
 General Manager.....Ralph E. Ammon  
 Sales & Promotional Mgr.....E. R. Peterson  
 Program Director.....William T. Wagner  
 Chief Engineer.....Vincent Vanderheiden

**W O M T**

**MANITOWOC—1926—MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Francis M. Kadow  
 Business-Studio Address Radio Bldg.  
 Phone Number 6015  
 Transmitter Location 3600 Block, Marshall St.  
 Air Time 7 a.m.-M.  
 News Service UP  
 Transcription Service Keystone  
 Representative McGeehan & O'Mara  
 Membership NAB  
 Owner, General Mgr. Francis M. Kadow  
 Asst. Mgr., Prog. Dir. George H. Erdman  
 Comm.-Sales Prom. Mgr. John M. Kadow, Jr.  
 Prod. Dir., Chief Announcer Jack Leon  
 Publicity Director Ralph Norman  
 Musical Director El Roy  
 Chief Engineer W. C. Duben

**W M A M**

**MARINETTE—1939—NBC**

Frequency: 570 Kc. Power: 250 Watts d.;  
 100 Watts n.  
 Owned-Oper. By M. & M. Bcstg. Co., Inc.  
 Bus.-Studio-Transmitter Address Radio Park  
 Phone Number 570-1, 2216  
 Air Time Unlimited  
 News Service UP  
 Representative Robert Meeker  
 Membership NAB, BMB  
 President William E. Walker  
 General-Station Mgr. Joseph D. Mackin  
 Commercial Manager Howard L. Emich  
 Sales Prom. Mgr., Pub. Dir. Richard Dickoff  
 Program Director Pat Kehoe  
 Prod. Dir., Chief Announcer Bob Southard  
 Chief Engineer A. L. Stewart  
 Farm Editor John Bell

**W D L B**

**MARSHFIELD—1947—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Dairyland's Bcstg. Svc., Inc.  
 Bus.-Studio-Transmitter Address 1710 N.  
 Central Ave.  
 Phone Number 1212  
 Air Time 6:30 a.m.-11 p.m.  
 News Service UP  
 Transcription Service World, SESAC, KBS  
 Membership FMA  
 President Lloyd L. Felker  
 General-Station Mgr. R. W. Behling  
 Commercial Manager Duane Allen  
 Sales Prom. Manager Robert Hollenbeck  
 Prog. Dir., Chief Announcer James Tighe  
 Production Director Pierre Monet  
 Pub. Dir., Farm Editor James Holmlund  
 Musical Director Ulamae Knutson  
 Chief Engineer Jerry Boos

**W I G M**

**MEDFORD—1941—MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By George F. Meyer  
 Bus.-Studio-Transmitter Address Medford  
 Phone Number 5147  
 Air Time Unlimited  
 News Service UP  
 Transcription Service SESAC, Keystone  
 Owner, Gen. Mgr., Prog.-Prod.  
 Director George F. Meyer  
 Station Manager Irma Meyer  
 Comm.-Sales Prom. Mgr., Publicity  
 Director Frank Swan  
 Chief Announcer Dick Johnson  
 Chief Engineer Ray Bohnerl

**W L I N**

**MERRILL—1948**

Frequency: 730 Kc. Power: 1,000 Watts d.  
 Owned-Operated By Alvin E. O'Konski  
 Business Address Merrill  
 Transcription Service Lang-Worth, Capitol  
 President Alvin E. O'Konski  
 General Manager Tony Marla  
 Commercial Manager Lew Process  
 Program Director & Prom. Mgr. Joe McCann  
 Chief Engineer Robert Fowler

**W E M P**

**MILWAUKEE—1935**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Milwaukee Bcstg. Co.  
 Bus.-Studio Address 710 N. Plankinton Ave.  
 Phone Number MARquette 8-7722  
 Transmitter Location 5407 W. Martin Dr.  
 Air Time 6 a.m.-2 a.m.  
 News Service UP  
 Transcription Service World  
 Representative Avery-Knodel  
 President Robert M. LaFollette, Jr.  
 General-Station Manager Hugh K. Boice, Jr.  
 Commercial Manager John C. Gaagliano  
 Sales Prom. Manager Tom Dyson  
 Program-Production Dir. Bert Mulvey  
 Chief Announcer Tom Shanahan  
 Musical Director Elmer Ihrke  
 Chief Engineer Roland Paske

**W E X T**

**MILWAUKEE—1947**

Frequency: 1430 Kc. Power: 1000 Watts d.  
 Owned-Operated By WEXT, Inc.  
 Bus.-Studio-Transmitter Address 2501 S. 43rd  
 St.  
 Phone Number Evergreen 3-1430  
 Air Time Local sunrise-sunset  
 News Service UP

# WISCONSIN

Transcription Service ..... Capitol  
 Representative ..... Hal Holman  
 Membership ..... NAB  
 President, General Mgr. .... Gerald A. Bartell  
 Sta. Mgr., Prog.-Prod. Dir. Form

Editor ..... John A. Reddy  
 Commercial Manager ..... James Haig  
 Sales Prom. Mgr. .... Robert W. Chamberlain  
 Publicity Director ..... Rosa B. Evans  
 Chief Announcer ..... Jack Buechler  
 Musical Director ..... Sammy Madden  
 Chief Engineer ..... Ralph Evans

## WFOX

MILWAUKEE—1946

Frequency: 860 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By. .... Wisconsin Bcstg. System,  
 Inc.

Bus.-Studio-Transmitter Address ..... 739 No.  
 Broadway  
 Phone Number ..... Broadway 2-1272  
 Air Time ..... Sunrise-sunset  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Burke, Kuipers & Mahoney  
 Pres., Gen.-Sta.-Comm.-Sales Prom.

Manager ..... Charles J. Lanphier  
 Prog.-Prod.-Pub. Dir. .... Carl Zimmermann  
 Chief Announcer ..... Paul Bartell  
 Musical Director ..... Walter Behl  
 Chief Engineer ..... George Dodge  
 Farm Editor ..... John Vans

## WISN

MILWAUKEE—1922—CBS

Frequency: 1150 Kc. .... Power: 5000 Watts  
 Owned-Operated By. .... Hearst Radio, Inc.  
 Bus.-Studio Address ..... 123 W. Michigan St.  
 Phone Number ..... Division 2-3000  
 Transmitter Location ..... 5001 S. 60th St.  
 Air Time ..... Unlimited  
 News Service ..... INS, UP  
 Transcription Service ..... World  
 Representative ..... Katz  
 Membership ..... NAB

Exec. V.P., Gen.-Sta. Mgr. .... G. W. Grignon  
 Local Sales Manager ..... R. E. Shireman  
 Sales Prom. Mgr., Pub. Dir. .... H. Ellis Saxton  
 Prog.-Prod. Director ..... Jack Raymond  
 Chief Announcer ..... Milt Brandl  
 Musical Director ..... Elmer Krebs  
 Chief Engineer ..... Donald A. Weller  
 Farm Editor ..... Frances X. Haggerty

## WMAW

MILWAUKEE—1948—ABC

Frequency: 1250 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Midwest Bcstg. Co.

Business-Studio Address ..... 723 N. Third St.  
 Phone Number ..... DAly 8-2154  
 Transmitter Location ..... Hales Corners  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, Associated  
 Representative ..... Free & Peters  
 President ..... Clifford C. Randall  
 Gen.-Sta.-Comm. Mgr. .... Jack Bundy  
 Sales Prom. Mgr., Pub. Dir. .... Lou Riepenhoff  
 Program Director ..... Woods O. Dreyfus  
 Production Director ..... Hal Walker  
 Chief Announcer, Farm Editor ..... Joe Andres  
 Musical Director ..... Ralph Herman  
 Chief Engineer ..... Raymond Hast

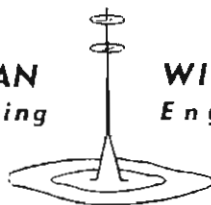
## WMLO

MILWAUKEE—1946

Frequency: 1290 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Cream City Bcstg. Co., Inc.  
 Bus.-Studio Address ..... 2625 W. Wisconsin Ave.  
 Phone Number ..... West 3-1290  
 Transmitter Location ..... Whitefish Bay  
 Air Time ..... 6 a.m.-local sunset  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, Cole  
 Representative ..... Forjoe  
 Membership ..... NAB

**NATHAN**  
*Consulting*

**WILLIAMS**  
*Engineer*



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- AUDIO MEASUREMENTS
- APPLICATIONS

•

20 ALGOMA BLVD.  
 OSHKOSH, WISCONSIN  
 Phone: Blackhawk 22

# WISCONSIN

President ..... Gene Posner  
Gen.-Sta.-Comm. Mgr. .... Jerome Sill  
Program Director ..... Lan Singer  
Musical Director ..... Louis Bashell  
Chief Engineer ..... Paul Mueller

## W T M J

### MILWAUKEE—1927—NBC

Frequency: 620 Kc. .... Power: 5000 Watts  
Owned-Oper. By ..... The Journal Co.  
Business Address ..... 333 W. State St.  
Phone Number ..... MARquette 8-6000  
Studio Address ..... Radio City, 720 E. Capitol Dr.  
Transmitter Location ..... Rt. 4, Box 444,  
Waukesha

Air Time ..... Unlimited  
News Service ..... AP  
Transcription Service ..... Thesaurus  
Representative ..... Edward Petry  
V.P., General Mgr. .... Walter J. Damm  
Asst. General Mgr. .... L. W. Herzog  
Station-Comm. Mgr. .... R. G. Winnie  
Asst. Sta. Mgr., Pub. Dir. .... Bruce Wallace  
Program Manager ..... Frank Bignell  
Comm. Prod. Manager ..... Frank Hart  
Chief Announcer ..... Bob Heiss  
Musical Director ..... Maurice Kipen  
Chief Engineer ..... William Hebal

## W N A M

### NEENAH—1947

Frequency: 1280 Kc. .... Power: 1,000 Watts  
Owned-Operated By .....

..... Neenah-Menasha Bcstg. Co.  
Business-Studio Address ..... 101 East Wisc. Ave.  
Phone Number ..... 2-2871  
Transmitter Location ..... Rt. 1, Neenah  
Air Time ..... 6 a.m.-local sunset  
News Service ..... UP  
Transcription Service ..... Associated  
Representative ..... Rambeau  
Membership ..... NAB, BMB  
V. P., General Manager ..... Don C. Wirth  
Commercial-Sales Promotion  
Manager ..... Fred W. Sample  
Program-Publicity-Director .....  
Production Manager ..... Bud McBain  
Chief Engineer ..... E. W. Fliegel

## W O S H

### OSHKOSH—1941—ABC

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Oshkash Bcstg. Co.  
Business-Studio Address ..... 151 Main St.  
Phone Number ..... Stanley 4580  
Transmitter Location ..... Bowen St. Rd.  
Air Time ..... Unlimited

News Service ..... UP  
Transcription Service ..... World  
Representative ..... Donald Cooke  
Membership ..... NAB, BMB  
Exec. Dir. & Senior Partner ..... Myles H. Johns  
General Manager ..... George Greeley  
Commercial Manager ..... Al Embury  
Sales Prom. Manager ..... William McDonald  
Program Director ..... Sherwood Lorenz  
Production Director ..... Dan Wallace  
Publicity Director ..... Warren Haines  
Chief Announcer ..... Allan Sampson  
Musical Director ..... Pep Babler  
Chief Engineer ..... Glen Wheeler  
Farm Editor ..... Don Christensen

## W I B U

### POYNETTE—1925—KBS-WIS.

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... William C. Forrest  
Bus.-Transmitter Address ..... Route 2  
Phone Number ..... Poynette 98  
Studio Addresses ..... Poynette, Portage, Beaver  
Dam, Madison

Air Time ..... Unlimited  
News Service ..... UP  
Transcription Service ..... Standard, SESAC,  
Keystone  
Representative ..... Burn-Smith  
Pres., Gen.-Sta.-Comm. ....

Manager ..... William C. Forrest  
Sales Prom. Mgr. .... Doris MacPherson  
Prog.-Pub. Director ..... Sarah Forrest  
Chief Announcer ..... Clifford Conohan  
Chief Engineer ..... L. Stanley Sadler

## W R J N

### RACINE—1926—ABC-KBS-WIS.

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Racine Bcstg. Corp.  
Business Address ..... 441 Main St.  
Phone Number ..... Jackson 290-1  
Studio Addresses ..... 441 Main St., Racine; 1225  
W. Mitchell St., Milwaukee

Transmitter Location ..... Victory & Kentucky Sts.,  
Mt. Pleasant  
Air Time ..... 6:15 a.m.-10:15 p.m.  
News Service ..... AP  
Transcription Service ..... Keystone  
Representative ..... Walker  
Membership ..... NAB, BMB  
President ..... Frank R. Starbuck  
General Manager ..... Horry R. LePoidevin  
Station-Comm. Mgr. .... Harold J. Newcomb  
Prog.-Prod. Dir., Chief

Announcer ..... Lyman Merens  
Publicity Director ..... Amelia French  
Musical Director ..... Orson White  
Chief Engineer ..... F. I. Franchant



**W O B T**

**RHINELANDER—1947—MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Oneida Bcstg. Co.  
 Bus.-Studio-Transmitter Address Rhineland  
 Phone Number 1240  
 Air Time Unlimited  
 News Service UP  
 Transcription Service Lang-Worth, Keystone  
 President John R. Tomek  
 General-Comm. Mgr. Clyde D. Lake  
 Program Director Hugh Rowlands  
 Chief Engineer Charles Bresette  
 Farm Editor Clyde Downing

**W J M C**

**RICE LAKE—1939**

**MBS-ARROWHEAD-NORTHWEST**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By WJMC, Inc.  
 Bus.-Studio-Transmitter Address 1615 S. Moin  
 St.  
 Phone Number 550  
 Air Time Unlimited  
 Transcription Service Associated, SESAC  
 Representative George P. Hollingbery  
 Membership BMB, FMA  
 President W. C. Bridges  
 General Manager Greg Rouleau  
 Program Director Harry Willis  
 Publicity Director Richard Moore  
 Chief Engineer Robert Kolsky

**W T C H**

**SHAWANO—1948**

Frequency: 960 Kc. Power: 1,000 Watts d.  
 Owned-Operated By Showano County  
 Leader Pub. Co.  
 Business Address 107 E. Green Bay St.  
 Telephone Number 666  
 News Service UP  
 Transcription Service World  
 President Jeanne Heal  
 General Manager D. W. Hodgins

**W H B L**

**SHEBOYGAN—1924—ABC-WIS.**

Frequency: 1330 Kc. Power: 1000 Watts d.  
 250 Watts n.  
 Owned-Operated By WHBL, Inc.  
 Business-Studio Address 636 Center Ave.  
 Phone Number 4844  
 Transmitter Location Hwy. 141, 1 Mi. So.  
 of city  
 Air Time Unlimited  
 News Service AP  
 Transcription Service World  
 Representative Robert Meeker

Membership NAB, BMB  
 President A. Matt Werner  
 General-Comm. Mgr. G. P. Richards  
 Program Director Glen James  
 Publicity Director Doris Dannie  
 Chief Engineer Herbert J. Mayer

**W T W T**

**STEVENS POINT—1948**

Frequency: 1010 Kc. Power: 250 Watts d.;  
 Owned-Operated By Evans Radio Co.  
 Business-Studio Address 414 Main St.  
 Phone Number 2744-5  
 Transmitter Location 2 Blocks No. of Stevens  
 Point city limits  
 Air Time Sunrise-sunset  
 News Service UP  
 Transcription Service SESAC  
 Representative Hal Holman  
 President Claire Miller  
 General-Station Mgr. S. J. Kelbanowski  
 Comm.-Sales Prom. Mgr. Andy Komasa  
 Prog.-Prod. Chief Announcer Vern Letz  
 Publicity Director Catherine Carew  
 Chief Engineer Justin Stoniker

**W D S M**

**SUPERIOR—1939  
 ABC-NORTHLAND**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Ridson, Inc.  
 Business Address National Bldg.  
 Phone Number Superior: 4451-2; Duluth:  
 Melrose 7234 or Radison 1230  
 Studio Addresses Spalding Hotel, Duluth;  
 Notical Bldg., Superior  
 Transmitter Location Conners Point  
 Air Time 7:25 a.m.-11:35 p.m.  
 News Service AP  
 Transcription Service Capitol, Lang-Worth  
 Representative Free & Peters  
 Membership NAB, BMB  
 President Robert Ridder  
 General-Station Mgr. Carl Bloomquist  
 Commercial Manager Bill Kirby  
 Sales Prom. Mgr., Pub.-Musical  
 Director Harry Gradin  
 Program-Production Dir. Lew Martin  
 Chief Announcer James Payton  
 Chief Engineer Melvin Laskey

**W S B R**

**SUPERIOR—1946—KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By WSBR, Inc.  
 Business Address Superior  
 Phone Number 4405-6  
 Studio-Transmitter Location First & Baxter  
 Ave.  
 Air Time Unlimited

## WISCONSIN-WYOMING

News Service ..... AP  
 Transcription Service ..... Standard, Keystone  
 President, General Mgr. .... James J. Conroy  
 Station-Comm. Mgr. .... Clifford J. Lue  
 Sales Prom. Manager ..... William McGregor  
 Prog. Dir., Chief Announcer .. Robert O. Daniels  
 Production Director ..... Patrick McKenna  
 Pub. Musical Dir., Farm Editor .. James Orngard  
 Chief Engineer ..... James Garrity

### WAUX

**WAUKESHA—1946**

Frequency: 1510 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... Waukesha Bcstg. Co.  
 Business-Studio Address ..... 319 W. Main St.  
 Phone Number ..... 6619  
 Transmitter Location ..... R. 1, Waukesha  
 Air Time ..... Sunrise-sunset  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... McGeehan & O'Mara  
 President ..... Carl Taylor  
 Gen.-Sta.-Comm. Mgr. .... M. Figi  
 Sales Prom. Manager ..... Charles E. Williams  
 Program Director ..... Ralph Andrews  
 Chief Announcer ..... Don Froehlich  
 Chief Engineer ..... Adin Randle

### WSAU

**WAUSAU—1937—NBC**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper By ..... The Journal Co. (The  
 Milwaukee Journal)

Business-Studio Address ..... 125 3rd St.  
 Phone Number ..... 6521  
 Transmitter Location ..... Coates Lane R. R. 3  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Edward Petry  
 Station Manager ..... Ben F. Hovel  
 Commercial Manager ..... J. W. Killeen  
 Program Director ..... R. J. Topinka  
 Musical Director ..... LaVerne Peterson  
 Chief Engineer ..... R. W. Richardt

### WFHR

**WISCONSIN RAPIDS—1940**

**MBS-WIS.**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... William F. Huffman Radio,  
 Inc.  
 Business Address ..... 141 W. Grand Ave.  
 Phone Number ..... 1340  
 Studio Addresses ..... 141 W. Grand Ave., Wis.  
 Rapids; 208 So. Central, Marshfield; Cor.  
 Main & Third, Stevens Point  
 Transmitter Location ..... 1500 Bonow Ave.  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Membership ..... NAB  
 President ..... William F. Huffman  
 V.P., Gen.-Sta. Mgr., Prog.-Prod. Pub.  
 Director ..... George T. Frechette  
 Comm.-Sales Prom. Mgr. .... Bruce G. Beichl  
 Chief Announcer, Farm Editor ..... Arnie Strobe  
 Chief Engineer ..... Bert E. Zieslesch

# WYOMING

*Estimated Population 275,000—Increase +9.6%—Radio Homes 71,300  
 Total Families 73,500—Stations in State 12*

### KSPR

**CASPER—1930**

**MBS-KBS-INTERMOUNTAIN**

Frequency: 1470 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Donald L. Hathaway  
 Business Address ..... Box 930  
 Phone Number ..... 407, 2083  
 Studio-Transmitter Location .. 1st & Lennox Sts.  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Thesaurus, Lang-Worth,  
 Keystone  
 Representative ..... Sears & Ayer  
 Membership ..... NAB, BMB  
 General-Station Mgr. .... Donald L. Hathaway  
 Comm.-Sales Prom. Mgr. .... Frederic W. Hulsmith  
 Program Director ..... Marcus R. Nichols  
 Chief Engineer ..... Duane W. Simons

### KVOC

**CASPER—1946—ABC**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... KVOC Bcstg. Co.  
 Bus.-Studio-Transmitter Address ..... 1540 So.  
 Wolcott St., P. O. Box 2090  
 Phone Number ..... 130  
 Air Time ..... Unlimited  
 News Service ..... AP  
 Membership ..... NAB, BMB  
 President ..... Jack W. Perry  
 General-Station Mgr. .... John R. Bailey, Jr.  
 Comm.-Sales Prom. Mgr. .... Don R. Christophe  
 Program-Production Dir. .... Edward L. Rock  
 Publicity Director ..... Clifford E. Ewing  
 Chief Announcer ..... E. L. Peiss  
 Chief Engineer ..... Gordon L. Schmebl

**K F B C**

CHEYENNE—1940  
ABC-PURPLE SAGE

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Frontier Bcstg. Co.  
Business-Studio Address: Plains Hotel  
Phone Number: Cheyenne 4461  
Transmitter Location: 3rd & Evans Ave.  
Air Time: 6 a.m.-M.  
News Service: UP  
Membership: NAB  
President: Tracy S. McCracken  
Treas., Gen.-Sta. Mgr.: William C. Grove  
Commercial Manager: Frank Flynn  
Sales Prom. Manager: Max Young  
Program Director: Dale Sunderland  
Production Director: Frank White  
Publicity Director: Margarel O'Brien  
Musical Director: Sid McSloy  
Chief Engineer: Harold Roberts

**KODI**

CODY—1947  
WYOMING NETWORK

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Absaroka Bcstg. Co.  
Business-Studio Address: Cody  
Phone Number: 444  
Transmitter Location: 1/2 mi. S. of Cody, Wyo.  
Air Time: 6:30 a.m.-10 p.m.  
News Service: AP  
Transcription Service: World, Lang-Worth  
Membership: NAB  
General Manager: William J. Garlow  
Program Dir.-Chief Engin'r.: Philip H. Barnhart

**KOVE**

LANDER—1948

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Edward J. Breece  
Business Address: 262 W. Eugene St.

**KOWB**

LARAMIE—1947—CBS—  
INTER-MOUNTAIN

Frequency: 1340. Power: 250 Watts  
Owned-Oper. By: The Snowy Range Bcstg. Co.  
Address: P. O. Box 972  
Phone Number: 4888  
News Service: AP  
Transcription Service: Standard  
Representative: Gene Grant  
President: Fred O. Rice  
Gen., Comm. Manager: Clem L. Rawlins  
Program Director: C. Wiles Hallock

Promotion Manager: Paul G. Tobin  
Chief Engineer: Ray W. Hawks

**K P O W**

POWELL—1941  
MBS-KBS-INTERMOUNTAIN

Frequency: 1260 Kc. Power: 1000 Watts  
Owned-Operated By: A. J. Meyer  
Business Address: 243 E. 2nd St.  
Phone Number: 222  
Studio-Transmitter Location: 2 Mi. So. of  
Powell on Willwood Rd.  
Air Time: 6 a.m.-10 p.m.  
News Service: UP  
Transcription Service: SESAC, Cole, Keystone  
Representative: Avery-Knodel  
Membership: NAB, BMB  
Gen.-Sta.-Comm. Mgr., Publicity  
Director: A. J. Meyer  
Program Director: Mary Meyer

**KRAL**

RAWLINS—1947  
ABC-KBS-PURPLE SAGE

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Rawlins Bcstg. Co.  
Business Address: P. O. Box 511  
Phone Number: 1015  
Studio-Transmitter Address: 1/2 Mi. W. of  
Rawlins on U. S. Hwy. 30  
Air Time: 6:30 a.m.-10:30 p.m.  
News Service: AP  
Transcription Service: Keystone  
Membership: NAB  
President: Tracy McCracken  
Gen.-Sta.-Comm. Mgr.: D. A. Fisher  
Sales Prom. Mgr., Pub. Dir.: Wyman Schnepf  
Prog.-Prod. Director: Donna Waeckerlin  
Chief Engineer: Clark Grove

**KWRL**

RIVERTON—1948

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Joseph P. Ernst  
Business Address: Riverton  
General Manager: Joseph P. Ernst

**KVRS**

ROCK SPRINGS—1938  
MBS-KBS-INTERMOUNTAIN

Frequency: 1360 Kc. Power: 1000 Watts d.;  
500 Watts n.  
Owned-Oper. By: Wyoming Bcstg. Co.  
Business-Studio Address: 1307 Wyoming St.

**W Y O M I N G**

Phone Number ..... 93-4  
 Transmitter Location ..... 2 Mi. N. of city  
 Air Time ..... 7 a.m.-11 p.m.  
 News Service ..... AP  
 Transcription Service ..... Standard, Keystone  
 Representative ..... Avery-Knodel  
 Membership ..... NAB, BMB  
 Pres., Gen. Mgr., Program  
   Director ..... Marjorie L. McCracken  
 Comm.-Sales Prom. Mgr. .... Myron Megeath  
 Publicity Director ..... Imogene Parr  
 Chief Announcer ..... Dick Moore  
 Musical Director ..... David Shirley  
 Chief Engineer ..... Archie W. Buchanan

Transmitter Location ..... 1½ Mi. N.W. of Sheridan  
 Air Time ..... Unlimited  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth, Keystone  
 Representative ..... Avery-Knodel  
 Membership ..... NAB, BMB  
 President ..... R. E. Carroll  
 Gen.-Sta. Mgr., Prog. Dir. .... Jim Carroll  
 Comm.-Sales Prom. Mgr. .... Don Tannehill  
 Chief Announcer ..... Norm Wegmet  
 Chief Engineer ..... Bob Crosthwaite

**K W Y O**

SHERIDAN—1934  
 MBS-KBS-INTERMOUNTAIN

Frequency: 1410 Kc. .... Power: 1000 Watts d.;  
 500 Watts n.  
 Owned-Operated By ..... Bighorn Bcstg. Co.  
 Business-Studio Address ..... 21 N. Main  
 Phone Number ..... 601-2

**K W O R**

WORLAND—1946—KBS

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Joseph P. Ernst  
 Address ..... Box 92  
 Phone Number ..... 308  
 News Service ..... AP  
 Transcription Service ..... KBS  
 Owner-General Manager ..... Joseph P. Ernst  
 Commercial Manager ..... Mildred V. Ernst  
 Chief Engineer ..... Joseph P. Ernst

“... we extend felicitations and congratulations to the management and staff of **THE ASSOCIATED PRESS** and our fellow members for their achievement in developing **THE ASSOCIATED PRESS** into the preminent position it now holds throughout the world as a vehicle for gathering and distributing news, and assure them that we are looking forward to doing our part in helping maintain and strengthen the standard of **THE ASSOCIATED PRESS** as a dependable news gatherer in the years to come.”

—Resolution adopted by Arkansas Associated Press  
 Broadcasters on November 14, 1948.

# TERRITORIES AND POSSESSIONS



## ALASKA

### KBYR

ANCHORAGE—1948

Frequency: 1240 Kc. Power: 250 Watts  
 Owned By: Keith Capper  
 Operated By: Aleutian Bcstr.  
 Business Address: Box 1296  
 Phone Number: Black 395, Green 474  
 Studio Address: 4th & B St.  
 Transmitter Location: Spenard Rd.  
 Air Time: Unlimited  
 News Service: UP  
 Transcription Service: MacGregor, Capital  
 Representative: Donald Cooke  
 Membership: NAB  
 President: Keith Capper  
 General Manager: Vern Mack  
 Commercial Manager: Chester Thurston  
 Program Director: Helen Smythe  
 Production Director: Bob Edlund  
 Musical Director: Winfred Curry  
 Chief Engineer: Richard Shoup

### KENI

ANCHORAGE—1948—MBS

Frequency: 550 Kc. Power: 5000 Watts  
 Owned-Oper. By: Midnight Sun Bcstg. Co.  
 Business-Studio Address: Lathrop Bldg.  
 Phone Number: East 150  
 Transmitter Location: 2½ Mi. S.W. of Anchorage  
 Air Time: Unlimited  
 News Service: AP  
 Transcription Service: Thesaurus, Standard  
 Representative: Gilbert Wellington  
 President: Austin E. Lathrop  
 General-Station Mgr.: Alvin O. Bramstedt  
 Comm.-Sales Prom. Mgr.: Robert J. Wells  
 Program Director: Frank O. Brink  
 Prod.-Pub. Dir., Chief  
 Announcer: John W. Borges, Jr.  
 Musical Director: Simeon Oliver  
 Chief Engineer: Jack M. Walden  
 Farm Editor: Ed Stevens

### KFQD

ANCHORAGE—1924—CBS-  
KBS-ALASKA

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Operated By: William J. Wagner  
 Business-Studio Address: 830 Securities Bldg., Seattle, Wash.  
 Phone Number: Seneca 6333  
 News Service: AP  
 Transcription Service: Lang-Worth, KBS  
 Representative: Pan American, Scott  
 Owner: William J. Wagner  
 Manager: Ken Laughlin  
 Commercial Manager: Joe Klaas  
 Program Director: Edward P. Taylor  
 Promotion Manager: R. L. Strock  
 Chief Engineer: Charles Mohler

### KFAR

FAIRBANKS—1939—MBS

Frequency: 660 Kc. Power: 10,000 Watts  
 Owned-Operated By: Midnight Sun Bcstg. Co.  
 Business-Studio Address: Lathrop Building  
 Phone Number: East 380  
 Transmitter Location: Farmers Loop Road  
 Air Time: 7 a.m.-12 M.  
 News Services: AP and UP  
 Transcription Service: Thesaurus  
 Representative: Gilbert A. Wellington  
 Membership: NAB  
 President: Austin E. Lathrop  
 General Station Manager: Alvin O. Bramstedt  
 Commercial Manager: Arvid Erickson  
 Sports & News Editor: Del Day  
 Chief Engineer: A. G. Hiebert

### KFRB

FAIRBANKS—1948—CBS-ALASKA

Frequency: 1290 Kc. Power: 1,000 Watts  
 Owned-Operated By: William J. Wagner

## ALASKA - HAWAII

**Business-Studio Address**  
830 Securities Bldg., Seattle, Wash.  
**Phone Number** ..... Seneca 6333  
**News Service** ..... AP  
**Transcription Service** ..... Lang-Worth  
**Representative** ..... Pan American  
**Owner** ..... William J. Wagner  
**Manager** ..... Claude Ratcliff  
**Commercial Manager** ..... Walter A. Welch  
**Program Director** ..... Harry Balvin  
**Promotion Manager** ..... Herb Hilcher  
**Chief Engineer** ..... Paul C. Johnston

### KINY

#### JUNEAU—1935—CBS-KBS-ALASKA

**Frequency:** 1460 Kc. .... **Power:** 5,000 Watts  
**Owned-Operated By** ..... William J. Wagner  
**Business-Studio Address** .....  
830 Securities Bldg., Seattle, Wash.  
**Phone Number** ..... Seneca 6333  
**News Service** ..... AP  
**Transcription Service** ..... Lang-Worth, KBS  
**Representative** ..... Pan American  
**Owner** ..... William J. Wagner  
**Station Manager** ..... John Ashpaugh  
**Program Director** ..... James Gibson  
**Promotion Manager** ..... Lester A. Scott  
**Chief Engineer** ..... Charles Gray

### KTKN

#### KETCHIKAN—1942 CBS-KBS-ALASKA BCSTG.

**Frequency:** 930 Kc. .... **Power:** 1000 Watts  
**Owned By** ..... Alaska Bcstg. Co.  
**Operated By** ..... William J. Wagner  
**Business Address** ..... 830 Securities Bldg.,  
Seattle 1, Wash.  
**Studio Address** ..... 322 Dock St.  
**Transmitter Location** ..... Stedman St.  
**News Service** ..... AP  
**Transcription Service** ..... Lang-Worth, KBS  
**Representative** ..... Pan American  
**Pres., General Manager** ..... William J. Wagner  
**Station Manager** ..... Jim Fletcher  
**Program Director** ..... Jim Kemp  
**Publicity Director** ..... Bill Lynch  
**Chief Announcer** ..... Ruben Gaines  
**Chief Engineer** ..... Bob Nichols

### KIBH

#### SEWART—1948

**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... William J. Wagner  
**Business-Studio Address** .....  
830 Securities Bldg., Seattle, Wash.  
**Phone Number** ..... Seneca 6333  
**Air Time** ..... Specified Hours  
**Owner** ..... William J. Wagner  
**Station Manager** ..... Bruce Cruikshank  
**Chief Engineer** ..... Charles Young

## HAWAII

### KHBC

#### HILO—1936—CBS-HBS

**Frequency:** 970 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By** ..... Hawaiian Bcstg. System  
**Business Address** ..... P. O. Box 1476  
**Phone Number** ..... 4616-7  
**Studio-Transmitter Location** ..... Piihonua  
**Air Time** ..... 6 a.m.-11 p.m.  
**News Service** ..... UP  
**Transcription Service** ..... World, Standard  
**Representative** ..... Free & Peters  
**Pres., Gen. Mgr.** ..... J. Howard Worrell  
**Sta. Mgr., Prog.-Prd. Dir.** ..... C. Tracy Thrumston  
**Comm.-Sales Prom. Mgr.** ..... Denzil W. Rose  
**Chief Engineer** ..... C. Lynn Rhoads

### KIPA

#### HILO—1947—MBS-DON LEE

**Frequency:** 1110 Kc. .... **Power:** 1,000 Watts  
**Owned-Oper. By** ..... Big Island Bcstg. Co., Ltd.  
**Business-Studio Address** .....  
140 Haili St., P. O. Box 1602

**Phone Number** ..... 2177-8  
**Transmitter Location** ..... 4.5 mi. W. of Hilo  
**Air Time** ..... 6 a.m.-11:05 p.m.  
**News Service** ..... UP  
**Transcription Service** ..... Lang-Worth  
**Representative** ..... Aloha Network  
**General-Station Manager** ..... James E. Jaeger  
**Sales Manager** ..... Hardy Hulchinson  
**Chief Engineer** ..... H. L. Marques

### KGMB

#### HONOLULU—1929—CBS-HBS

**Frequency:** 590 Kc. .... **Power:** 5000 Watts  
**Owned-Oper. By** ..... Hawaiian Bcstg. System,  
Ltd.  
**Bus.-Studio-Transmitter Address** ..... 1534  
Kapiolani Blvd.  
**Phone Number** ..... 9-0914  
**Air Time** ..... Unlimited  
**News Service** ..... UP  
**Transcription Service** ..... World, Standard  
**Representative** ..... Free & Peters  
**Pres., General Mgr.** ..... J. Howard Worrall

Station-Comm. Mgr. . . . . E. Fitz Donnell, Jr.  
 Sales Prom. Manager . . . . . Faye Johnson  
 Program Director . . . . . Louis T. Dwyer  
 Chief Engineer . . . . . Ernest G. Lindemann

**KGU**

HONOLULU—1922—NBC

Frequency: 760Kc. . . . . Power: 2,500 Watts  
 Owned-Operated By . . . Advertiser Pub. Co., Ltd.  
 Address . . . . . P. O. Box 3110  
 Phone Number . . . . . 2311  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Air Time . . . . . 6:15 a.m.-11 p.m.  
 Representative . . . . . The Katz Agency  
 Pres.-Exec.-Gen. Mgr. . . . . Lorrin P. Thurston  
 Station Manager-Chief Engr. . . . . M. A. Mulroney

**KHON**

HONOLULU—1946—MBS-  
 DON LEE-ALOHA NETWORK

Frequency: 1380 Kc. . . . . Power: 5,000 Watts  
 Owned-Operated By . . . Aloha Bcstg. Co., Ltd.  
 Business Address . . . . . P. O. Box 1380  
 Phone Number . . . . . 95295  
 Transmitter-Studio Location . . . . .  
 1810 Mokaneo Lane  
 Air Time . . . . . 6 a.m.-11:30 p.m.  
 News Service . . . . . UP  
 Transcription Service . . . . .  
 Long-Worth, Capitol, Standard, MacGregor  
 Representative . . . . . John Blair  
 Membership . . . . . NAB  
 President . . . . . R. M. Filkin  
 Station Manager . . . . . A. H. Green  
 Commercial Manager . . . . . L. Roy Turner  
 Program Director . . . . . Ken McCoy  
 Chief Engineer . . . . . Ira G. Mercer

**KPOA**

HONOLULU—1946

Frequency: 630 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Island Bcstg. Co.  
 Business-Studio Address . . 1330 S. Beretania St.  
 Phone Number . . . . . 9-5281  
 Transmitter Location . . . . Kapiolani & Date Sts.  
 Air Time . . . . . Unlimited  
 News Service . . . . . INS  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . George P. Hollingbery  
 Membership . . . . . NAB  
 Chief Execs. . . . . J. Elroy McCaw,  
 John D. Keating  
 General-Station Mgr. . . . . John D. Keating  
 Commercial Manager . . . . . Marion Sexton  
 Sales Prom. Manager . . . . . John Connolly  
 Program-Production Dir. . . . . Hal Lewis  
 Publicity Director . . . . . Bob Hazeleaf

Musical Director . . . . . Verne Rosen  
 Chief Engineer . . . . . James R. Bird

**KULA**

HONOLULU—1947—ABC

Frequency: 690 Kc. . . . . Power: 10,000 Watts  
 Owned-Oper. By . . . . . Pacific Frontier Bcstg.  
 Co., Ltd.  
 Bus.-Studio Address . . . . 1585 Kapiolani Blvd.  
 Phone Number . . . . . 9-0926  
 Transmitter Location . . . . Waialae, Kalaniana'ole  
 Hway.  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Avery Knodel  
 Membership . . . . . NAB  
 President . . . . . Harold T. Kay  
 Gen.-Comm. Manager . . . . . Jack A. Burnett  
 Production Director . . . . . Jim Walker  
 Publicity Director . . . . . Frank Valenti

**KTOH**

LIHUE-KAUAI—1940  
 MBS-DON LEE-ALOHA

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Garden Island Publ., Ltd.  
 Bus.-Studio-Transmitter Location . . Lihue, Kauai  
 Phone Number . . . . . Kauai 261, 361  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol, Standard  
 Representative . . . . . John Blair  
 Membership . . . . . NAB  
 General Manager . . . . . Charles J. Fern  
 Station Manager . . . . . Clarence M. Ashman  
 Commercial Manager . . . . . Dwight Mossman  
 Program Director . . . . . Raymond K. Sasaki  
 Chief Engineer . . . . . Katashi Nose

**KMVI**

WAILUKU-MAUI—1946  
 MBS-ALOHA

Frequency: 550 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Maui Publ. Co., Ltd.  
 Business Address . . . . . Box 374  
 Phone Number . . . . . Wailuku 996  
 Studio-Transmitter Location . . Kaahumanu Ave.  
 Air Time . . . . . Unlimited  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth, Standard,  
 Cole  
 Representative . . . . . John Blair  
 Membership . . . . . NAB  
 President . . . . . J. Walter Cameron  
 General Manager . . . . . Ezra J. Crone  
 Sta. Mgr., Prog. Dir. . . . . Richard E. Mawson  
 Comm.-Sales Prom. Mgr. . . . Charles C. Young  
 Publicity Director . . . . . Marshall J. King  
 Chief Engineer . . . . . Herbert L. Foster

# — PUERTO RICO —

## WCMN

ARECIBO—1947

Frequency: 1280 Kc. Power: 1,000 Watts  
Owned-Operated By: Caribbean Bcstg. Corp.  
Business Address: P. O. Box 755  
Phone Number: 589  
President: Aristides Santoni Oliver  
General Manager: Nabal Barreto  
Chief Engineer: Jose Soler

## WKVM

ARECIBO—1945

Frequency: 1070 Kc. Power: 10,000 Wats  
Owned-Operated By: American Colonial Bcstg. Corp.  
Address: P. O. Box 772  
Phone Number: 463  
Pres.-Gen. Mgr.-Chief Engr.: Ralph Perez Perry  
Commercial Manager: Cuco Llop Colon  
Program Director: Francisco L. Inserni  
Promotion Manager: Felix Benet Velez

## WRIA

CAGUAS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Inter-American Radio Corp.  
Business Address: P. O. Box 487  
Phone Number: 678  
Studio Address: Corchado Street  
Transmitter Location: Rio Piedras-Caguas Rd.  
Air Time: 15 hrs. wk. d.; 16 hrs. Sun.  
President: Eduardo Bascoschea  
Gen.-Station Manager: Jose A. Gautier  
Commercial Manager: Leo P. Gautier  
Program Dir.-Production Dir.: Alicia Moreda  
Chief Engineer: Jose Golay

## WVJP

CAGUAS—1947

Frequency: 1110 Kc. Power: 250 Watts  
Operated By: Borinquen Bcstg. Co.  
Business Address: Box 207  
Phone Numbers: 789 & 790  
Studio Address: Calle Ruiz Belvis esq. Acosta  
Transmitter Location: Kil. O Hec. 5—Road No. 5  
Air Time: 17 hrs. daily  
News Service: AP  
Transcription Service: World  
Membership: NAB  
President: Francisco Pereira  
General Manager: Hector Pereira

Station Manager: Federico E. Virella  
Commercial Manager: Jorge Luis Arzuaga  
Sales Promotion Mgrs.: Jorge Luis Arzuaga & Federico E. Virella  
Program Director: Ramon Mojica Sola  
Production Director: Federico E. Virella  
Publicity Directors: Federico E. Virella & Hector Pereira  
Chief Engineer: Pedro Luis Jimenez

## WMDD

FAJARDO—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Madrazo & Diaz  
Business Address: Munoz Rivero esq. Barcelo, P. O. Box 187  
Phone Number: 132  
General Manager: Andrew S. Sweet  
Program Director: Reinaldo Moreira  
Chief Engineer: Carmelo Soto

## WXRf

GUAYAMA—1948

Frequency: 1590 Kc. Power: 1,000 Watts  
Owned-Operated By: Rafael Fuster  
Business Address: Hostos St. #42  
Phone Number: 243  
President: Rafael Fuster  
General Manager: Charles L. Cordero  
Commercial Manager: Raul Acostarubio  
Program Director: Jose Colon  
Chief Engineer: Timoteo Rodriguez Quinones

## WENA

BAYAMON—1947

Frequency: 1560 Kc. Power: 250 Watts  
Owned-Operated By: Ramon Agudo  
Business Address: Box 157  
Phone Number: Bayamon 161  
Studio Address: Barbosa St.  
Transmitter Location: Cataño-Bayamon Rd.  
Air Time: 7 a.m.-11 p.m.  
General Manager: Domingo Diaz Alejandro  
Chief Engineer: Juan A. Arias

## WAEI

MAYAGUEZ—1948

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Mario Acosta  
Business Address: Once de Agosto 82



## WECW

**MAYAGUEZ—1947**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By: Electronic Corp. of P. R.  
 Address . . . . . Box 791

## WKJB

**MAYAGUEZ—1946**

Frequency: 710 Kc. . . . . Power: 1000 Watts d.:  
 500 Watts n.  
 Owned-Operated By: . . . . . Jose A. Bechara, Jr.  
 Business Address . . . . . Box 1293  
 Phone Number . . . . . 983  
 Studio Address . . . . . 59 Minerva St.  
 Transmitter Location . . . . . Guanajibo Ave.,  
 Route 37  
 Air Time . . . . . 6 a.m.-M.  
 News Service . . . . . AP  
 Representative . . . . . Clark Wandless  
 President, General Mgr. . . . . Jose A. Bechara, Jr.  
 Station Manager . . . . . Rafael Izquierdo  
 Comm. Mgr. . . . . Jaime Sanjurjo Piris  
 Sales Prom. Mgr., Prog. Dir. . . . . Arturo Cortez  
 Prod.-Pub. Director . . . . . Alberto Basora  
 Chief Announcer . . . . . Rafael Colon Diaz  
 Musical Director . . . . . Moises Pagan  
 Chief Engineer . . . . . Henry Fischback  
 Farm Editor . . . . . Ivan Letrank

## WORA

**MAYAGUEZ—1947**

Frequency: 1150 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By: . . . . . Radio Americas Corp.  
 Business Address . . . . . P. O. Box 43  
 Phone Number . . . . . 1150-1  
 Studio Address . . . . . 1150 Guanajibo Ave.  
 Transmitter Location . . . . . Off Guanajibo Ave.  
 News Service . . . . . AP  
 Transcription Service . . . . . Martinez Vela  
 Representative . . . . . Melchor Guzman  
 Membership . . . . . NAB  
 President  
 Gen. Mgr. . . . . Moj. Alfred R. de Arellano, Jr.  
 Station Mgr. . . . . Reinaldo Dupont  
 Commercial Mgr. . . . . Mrs. Jose Moran  
 Sales Prom. Manager . . . . . Nestor Figarella  
 Prog.-Prod. Dir. . . . . Ernesto Graziari  
 Publicity Director . . . . . Publicidad Exelsior  
 Chief Announce, Musical Dir. . . . . German Velez  
 Chief Engineer . . . . . Mark Vega

## WPRA

**MAYAGUEZ—1937**

Frequency: 990 Kc. . . . . Power: 10,000 Watts  
 Owned-Operated By: . . . . . Porto Rico Adv. Co.

Address . . . . . Box 869  
 Phone Number . . . . . 269  
 Representative . . . . . Continental  
 President-Gen. Mgr. . . . . Andres Camara  
 Commercial Manager . . . . . Virginia DiCristina  
 Program Director . . . . . Pedro Ojeda  
 Promotion Manager . . . . . Esteban Rosado Balz  
 Chief Engineer . . . . . Luis E. Freyre

## WPAB

**PONCE—1939**

Frequency: 1370 Kc. . . . . Power: 5,000 Watts  
 Owned-Operated By: . . . . .  
 Portorican American Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 17 Leon St.  
 Phone Number . . . . . 783  
 News Service . . . . . AP  
 General Manager . . . . . A. Gimenez Aguayo

## WPRP

**PONCE—1936**

Frequency: 910 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By: . . . . . Voice of Puerto Rico, Inc.  
 Business Address . . . . . Box 430  
 Phone Number . . . . . 1015  
 Studio Address . . . . . Guadalupe & Salud  
 Transmitter Location . . . . . Las Cucharas  
 Air Time . . . . . Unlimited  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NAB  
 President . . . . . Andres Grillasca  
 General Manager . . . . . Ramon Montaner  
 Program Director . . . . . Jose E. Franco  
 Chief Engineer . . . . . José Arzuaga

## WAPA

**SAN JUAN—1947—ABC-MBS**

Frequency: 680 Kc. . . . . Power: 10,000 Watts  
 Owned-Oper. By: . . . . . José Ramón Quiñones  
 Bus.-Studio Address . . . . . 357 Ponce de León Ave.,  
 P. O. Box 4563  
 Phone Number . . . . . 2-1448, 2-4271  
 Transmitter Location . . . . . Guoynabo  
 Air Time . . . . . 6 a.m.-11 p.m.  
 Transcription Service . . . . .  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . NAB  
 Owner . . . . . José Ramón Quiñones  
 General Manager . . . . . Harwood Hull, Jr.  
 Commercial Manager . . . . . Segismundo Quiñones  
 Program Director . . . . . Santiago García  
 Production Director . . . . . Laura Sanabria  
 Publicity Dir. . . . . José Arnaldo Meyners  
 Musical Director . . . . . Félix Santiago  
 Studio Engineer . . . . . Héctor A. Moll  
 Chief Engineer . . . . . José A. Fernández  
 Farm Editor . . . . . Guillermo Atilles García  
 (See Page 692)