

AM RADIO STATIONS

U. S. Station Index

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Frequency — Power

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*Stations Alphabetically
Listed by States—Cities*

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Key Personnel



IT
WOR KS

Every season... every month... every day,
WOR sells *more* products to *more* people
at *less* cost than any other station
in the United States.

WOR — *New York*

Key station of the Mutual Broadcasting System

Index of Standard Stations of U. S.



CKLW — Detroit, Mich.	466	KBOE — Oskaloosa, Ia.	427
KAAA — Red Wing, Minn.	479	KBOK — Waterloo, Ia.	428
KABC — San Antonio, Tex.	650	KBOL — Boulder, Colo.	358
KABI — Ketchikan, Alaska	695	KBON — Omaha, Neb.	500
KABR — Aberdeen, S. D.	620	KBOP — Pleasanton, Tex.	649
KADA — Ada, Okla.	576	KBOR — Brownsville, Tex.	634
KAFP — Petaluma, Calif.	348	KBOW — Butte, Mont.	495
KAFY — Bakersfield, Calif.	337	KBOX — Modesto, Calif.	345
KAGH — Crossett, Ark.	330	KBRC — Mount Vernon, Wash.	670
KAHU — Honolulu, T. H.	696	KBRL — McCook, Neb.	500
KAKC — Tulsa, Okla.	580	KBRO — Bremerton, Wash.	669
KAKE — Wichita, Kan.	433	KBRS — Springdale, Ark.	334
KALB — Alexandria, La.	440	KBST — Big Spring, Tex.	633
KALE — Richland, Wash.	672	KBTA — Batesville, Ark.	329
KALG — Alamogordo, N. M.	511	KBTM — Jonesboro, Ark.	331
KALI — Pasadena, Calif.	347	KBUC — Corona, Calif.	339
KALL — Salt Lake City, Utah	656	KBUD — Athens, Tex.	630
KALT — Atlanta, Tex.	630	KBUH — Brigham City, Utah	655
KAMD — Camden, Ark.	330	KBUN — Bemidji, Minn.	475
KAMQ — Amarillo, Tex.	630	KBUR — Burlington, Ia.	422
KANA — Anaconda, Mont.	495	KBWD — Brownwood, Tex.	634
KAND — Corsicana, Tex.	635	KBWL — Blackwell, Okla.	576
KANE — New Iberia, La.	443	KBYE — Oklahoma City, Okla.	579
KANS — Wichita, Kan.	433	KBYR — Anchorage, Alaska	694
KAOK — Lake Charles, La.	442	KBZY — Grand Rapids, Minn.	477
KAPA — Raymond, Wash.	671	KCAP — Helena, Mont.	496
KAPK — Minden, La.	443	KCBC — Des Moines, Ia.	424
KARE — Atchison-St. Joseph, Kan.	429	KCBD — Lubbock, Tex.	645
KARK — Little Rock, Ark.	332	KCBQ — San Diego, Calif.	350
KARM — Fresno, Calif.	340	KCBS — San Francisco, Calif.	351
KASA — Elk City, Okla.	577	KCFH — Cuero, Tex.	636
KASH — Eugene, Ore.	583	KCHA — Charles City, Ia.	423
KASI — Ames, Ia.	422	KCHE — Cherokee, Ia.	423
KASM — Albany, Minn.	475	KCHI — Chillicothe, Mo.	487
KAST — Astoria, Ore.	582	KCHJ — Delano, Calif.	339
KATE — Albert Lea, Minn.	475	KCHS — Truth Or Consequences, N. M.	514
KATL — Houston, Tex.	642	KCID — Caldwell, Idaho	400
KATO — Reno, Nev.	503	KCIJ — Shreveport, La.	446
KATY — San Luis Obispo, Calif.	353	KCIL — Houma, La.	442
KAUS — Austin, Minn.	475	KCIM — Carroll, Ind.	422
KAVE — Carlsbad, N. M.	511	KCJB — Minot, N. D.	561
KAVL — Lancaster, Calif.	343	KCKN — Kansas City, Mo.	431
KAWT — Douglas, Ariz.	326	KCKY — Coolidge, Ariz.	326
KAYL — Storm Lake, Ia.	428	KCLA — Pine Bluff, Ark.	334
KAYS — Hays, Kan.	430	KCLE — Cleburne, Tex.	634
KBHS — Hot Springs, Ark.	331	KCLF — Clifton, Ariz.	326
KBIG — Avalon, Calif.	337	KCLO — Leavenworth, Kan.	431
KBIO — Burley, Idaho	399	KCLS — Flagstaff, Ariz.	326
KBIS — Bakersfield, Calif.	338	KCLV — Clovis, N. M.	512
KBIX — Mnskoogee, Okla.	578	CKLW — Hamilton, Tex.	642
KBIZ — Ottomwa, Ia.	427	KCLX — Colfax, Wash.	669
KBKH — Pullman, Wash.	671	KCMC — Texarkana, Tex.	653
KBKI — Alice, Tex.	629	KCMJ — Palm Springs, Calif.	347
KBKO — Portland, Ore.	585	KCMO — Kansas City, Mo.	488
KBKR — Baker, Ore.	582	KCNA — Tucson, Ariz.	328
KBKW — Aberdeen, Wash.	668	KCNC — Fort Worth, Tex.	639
KBLA — Burbank, Calif.	339	KCNI — Broken Bow, Neb.	498
KBLF — Red Bluff, Calif.	348	KCNO — Alturas, Calif.	337
KBLI — Blackfoot, Idaho	399	KCNY — San Marcos, Tex.	651
KBMN — Bozeman, Mont.	495	KCOG — Centerville, Ia.	423
KBMW — Wahpeton-Breckenridge, N. D.	561	KCOH — Houston, Tex.	642
KBMY — Billings, Mont.	495	KCOK — Tulare, Calif.	356
KBMX — Coalinga, Calif.	339	KCOL — Ft. Collins, Colo.	360
KBND — Bend, Ore.	582	KCOM — Sioux City, Ia.	427
KBNZ — La Junta, Colo.	361	KCON — Conway, Ark.	330
KBOA — Kennett, Mo.	489	KCOR — San Antonio, Tex.	650

KCOW — Alliance, Neb.	498	KEXO — Grand Junction, Colo.	360
KCOY — Santa Maria, Calif.	354	KEYD — Minneapolis, Minn.	477
KCRA — Sacramento, Calif.	348	KEYE — Perrytown, Tex.	649
KCRB — Chanute, Kan.	429	KEYS — Corpus Christi, Tex.	635
KCRC — Enid, Okla.	577	KEYY — Provo, Utah	656
KCRE — Crescent City, Calif.	339	KFAB — Omaha, Neb.	500
KCRG — Cedar Rapids, Ia.	423	KFAC — Los Angeles, Calif.	344
KCRS — Midland, Tex.	646	KFAL — Fulton, Mo.	487
KCRT — Trinidad, Colo.	362	KFAM — St. Cloud, Minn.	479
KCRV — Caruthersville, Mo.	486	KFAR — Fairbanks, Alaska	694
KCSB — San Bernardino, Calif.	349	KFBB — Great Falls, Mont.	496
KCSJ — Pueblo, Colo.	362	KFBC — Cheyenne, Wyo.	692
KCSU — Provo, Utah	656	KFBI — Wichita, Kan.	433
KCTI — Gonzales, Tex.	641	KFBK — Sacramento, Calif.	349
KCTX — Childress, Tex.	634	KFDA — Amarillo, Tex.	630
KCUL — Fort Worth, Tex.	639	KFDM — Beaufort, Tex.	632
KCVR — Lodi, Calif.	343	KFDR — Grand Coulee, Wash.	670
KDAC — Fort Bragg, Calif.	340	KFDX — Wichita Falls, Tex.	654
KDAL — Duluth, Minn.	476	KFEL — Denver, Colo.	358
KDAS — Malvern, Ark.	333	KFEQ — St. Joseph, Mo.	490
KDB — Santa Barbara, Calif.	354	KFFA — Helena, Ark.	331
KDDD — Dumas, Tex.	637	KFGO — Fargo, N. C.	559
KDEC — Decorah, Ia.	424	KFGR — Forest Grove, Ore.	584
KDET — Center, Tex.	634	KFGT — Fremont, Neb.	498
KDHL — Faribault, Minn.	476	KFH — Wichita, Kan.	434
KDIA — Auburn, Calif.	337	KFI — Los Angeles, Calif.	344
KDIX — Dickinson, N. D.	559	KFIR — North Bend, Ore.	585
KDKA — Pittsburgh, Pa.	604	KFIZ — Fond du Lac, Wisc.	682
KDKD — Clinton, Mo.	487	KFJB — Marshalltown, Ia.	426
KDLA — DeRidder, La.	442	KFJI — Klamath, Ore.	584
KDLK — Del Rio, Tex.	637	KFJZ — Fort Worth, Tex.	639
KDLM — Detroit Lakes, Minn.	476	KFKA — Greeley, Colo.	361
KDLR — Devils Lake, N. D.	559	KFLD — Floydada, Tex.	639
KDMA — Montevideo, Minn.	478	KFLW — Klamath Falls, Ore.	584
KDMS — El Dorado, Ark.	330	KFMA — Davenport, Ia.	424
KDNT — Denton, Tex.	637	KFMB — San Diego, Calif.	350
KDON — Santa Cruz, Calif.	354	KFMJ — Tulsa, Okla.	580
KDRO — Sedalia, Mo.	493	KFMO — Flat River, Mo.	487
KDMO — Carthage, Mo.	486	KFNF — Shenandoah, Ia.	427
KDRS — Paragould, Ark.	334	KFOR — Lincoln, Neb.	499
KDSH — Boise, Idaho	399	KFOX — Long Beach, Calif.	343
KDSJ — Deadwood, S. D.	620	KFPW — Fort Smith, Ark.	330
KDSX — Benison, Tex.	637	KFQD — Anchorage, Alaska	694
KDTH — Dubuque, Ia.	425	KFRB — Fairbanks, Alaska	694
KDWT — Stamford, Tex.	652	KFRC — San Francisco, Calif.	351
KDYL — Salt Lake City, Utah	656	KFRD — Rosenberg, Tex.	649
KDZA — Pueblo, Colo.	362	KFRE — Fresno, Calif.	340
KEAR — San Mateo, Calif.	353	KFRM — Kansas City, Mo.	488
KEBE — Jacksonville, Tex.	644	KFRO — Longview, Tex.	645
KECK — Odessa, Tex.	647	KFRU — Columbia, Mo.	487
KECA — Los Angeles, Calif.	344	KFSA — Fort Smith, Ark.	331
KECC — Pittsburgh, Calif.	348	KFSB — Joplin, Mo.	488
KEEN — San Jose, Calif.	352	KFSD — San Diego, Calif.	350
KEEP — Twin Falls, Idaho.	401	KFTM — Ft. Morgan, Colo.	360
KELA — Centralia Chehalis, Wash.	669	KFTV — Paris, Tex.	648
KELD — El Dorado, Ark.	330	KFUN — Las Vegas, N. M.	512
KELK — Elko, Nev.	502	KFVD — Los Angeles, Calif.	344
KELO — Sioux Falls, S. D.	620	KFVS — Cape Girardeau, Mo.	486
KELP — El Paso, Tex.	637	KFWB — Hollywood, Calif.	343
KELS — Kelso, Wash.	670	KFXD — Nampa, Idaho	400
KELY — Ely, Nev.	502	KFXJ — Grand Junction, Colo.	361
KENA — Mena, Ark.	333	KFXM — San Bernardino, Calif.	349
KENI — Anchorage, Alaska	694	KFYN — Bonham, Tex.	633
KENM — Portales, N. M.	513	KFYO — Lubbock, Tex.	645
KENO — Las Vegas, Nev.	503	KFYR — Bismarck, N. D.	559
KENT — Shreveport, La.	446	KGA — Spokane, Wash.	673
KEPO — El Paso, Tex.	638	KGAE — Salem, Ore.	587
KERB — Kermit, Tex.	644	KGAF — Gainesville, Tex.	641
KERG — Eugene, Ore.	583	KGAK — Gallup, N. M.	512
KERN — Bakersfield, Calif.	338	KGAL — Lebanon, Ore.	584
KERO — Bakersfield, Calif.	338	KGAN — Kingman, Ariz.	326
KERV — Kerrville, Tex.	644	KGAR — Garden City, Kan.	430
KEUN — Eunice, La.	442	RGB — San Diego, Calif.	350
KEX — Portland, Ore.	586	KGBC — Galveston, Tex.	641
		KGBS — Harlingen, Tex.	642

KGBX — Springfield, Mo.	494
KGCU — Mandan, N. D.	561
KGCX — Sidney, Mont.	497
KGDE — Fergus Falls, Minn.	476
KGDM — Stockton, Calif.	355
KGEM — Boise, Idaho	399
KGER — Long Beach, Calif.	343
KGEK — Sterling, Colo.	362
KGEZ — Kallispell, Mont.	497
KGFF — Shawnee, Okla.	580
KGFF — Hollywood, Calif.	343
KGFL — Roswell, N. M.	513
KGFW — Kearney, Neb.	498
KGFX — Pierre, S. D.	620
KGGF — Coffeyville, Kan.	429
KGGM — Albuquerque, N. M.	511
KGHF — Pueblo, Calif.	362
KGHI — Little Rock, Ark.	332
KGHL — Billings, Mont.	495
KGIB — Bremerton, Wash.	669
KGIL — San Fernando, Calif.	351
KGIW — Alamosa, Colo.	358
KGKB — Tyler, Tex.	653
KGKL — San Angelo, Tex.	649
KGLC — Miami, Okla.	578
KGLN — Glenwood Springs, Colo.	360
KGLO — Mason City, Ia.	426
KGLU — Safford, Ariz.	328
KGMB — Honolulu, T. H.	696
KGMC — Englewood, Colo.	360
KGMO — Cape Girardeau, Mo.	486
KGMS — Sacramento, Calif.	349
KGNB — New Braunfels, Tex.	647
KGNC — Amarillo, Tex.	630
KGNO — Dodge City, Kan.	430
KGO — San Francisco, Calif.	351
KGON — Oregon City-Portland, Ore.	585
KGOS — Torrington, Wyo.	693
KGPH — Flagstaff, Ariz.	326
KGRH — Fayetteville, Ark.	330
KGRI — Henderson, Tex.	642
KGST — Fresno, Calif.	340
KGU — Honolulu, T. H.	696
KGVL — Greenville, Tex.	642
KGVO — Missoula, Mont.	497
KGW — Portland, Ore.	586
KGWA — Enid, Okla.	577
KGY — Olympia, Wash.	671
KGYN — Guvmon, Okla.	577
KGYW — Vallejo, Calif.	356
KHAS — Hastings, Neb.	498
KHBC — Hilo, T. H.	695
KHBG — Okmulgee, Okla.	580
KHRR — Hillsboro, Tex.	642
KHIT — Lamposas, Tex.	644
KHT — Los Angeles, Calif.	344
KHMO — Hannibal, Mo.	487
KHON — Honolulu, T. H.	696
KHOZ — Harrison, Ark.	331
KHO — Spokane, Wash.	673
KHSL — Chico, Calif.	339
KHTB — Watsonville, Calif.	357
KHUM — Eureka, Calif.	340
KHUT — Borger, Tex.	633
KJRE — Palo Alto, Calif.	347
KIBH — Seward, Alaska	695
KIBL — Beeville, Tex.	633
KICA — Clovis, N. M.	512
KICD — Spencer, Ia.	428
KICK — Springfield, Mo.	494
KICO — Calexico, Calif.	339
KID — Idaho Falls, Idaho.	400
KIDO — Boise, Idaho	399
KIEM — Eureka, Calif.	340

KIEV — Glendale, Calif.	341
KIFN — Phoenix, Ariz.	327
KIFI — Idaho Falls, Idaho	400
KIFW — Sitka, Alaska	695
KIHN — Hugo, Okla.	578
KIHO — Sioux Falls, S. D.	621
KIHR — Hood River, Ore.	584
KIJV — Huron, S. D.	620
KIKI — Honolulu, T. H.	696
KILA — Hilo, T. H.	695
KILO — Grand Forks, N. D.	559
KIMA — Yakima, Wash.	675
KIMO — Independence, Mo.	487
KIMP — Mount Pleasant, Tex.	647
KIND — Independence, Kan.	431
KINE — Kingsville, Tex.	644
KING — Seattle, Wash.	672
KINY — Juneau, Alaska	694
KIOA — Des Moines, Ia.	424
KIOX — Bay City, Tex.	631
KIPA — Hilo, T. H.	696
KIRO — Seattle, Wash.	672
KIRX — Kirksville, Mo.	489
KISD — Sioux Falls, S. D.	621
KIST — Santa Barbara, Calif.	354
KIT — Yakima, Wash.	675
KITE — San Antonio, Tex.	650
KITO — San Bernardino, Calif.	350
KIUL — Garden City, Kan.	430
KIUN — Pecos, Tex.	648
KIUP — Durango, Colo.	360
KIVY — Crockett, Tex.	636
KIWW — San Antonio, Tex.	650
KIXL — Dallas, Tex.	636
KIYI — Shelby, Mont.	497
KJAM — Vernal, Utah	657
KJAY — Topeka, Kan.	433
KJAN — Atlantic City, Ia.	422
KJBC — Midland, Tex.	646
KJBS — San Francisco, Calif.	351
KJCK — Junction City, Kan.	431
KJCF — Festus, Mo.	487
KJEF — Jennings, La.	442
KJFJ — Webster City, Ia.	429
KJNO — Juneau, Alaska	695
KJR — Seattle, Wash.	672
KJRL — Pocatello, Idaho	401
KJSK — Columbus, Neb.	498
KLAC — Hollywood, Calif.	343
KLAN — Renton, Wash.	671
KLAS — Las Vegas, Nev.	503
KLBM — LaGrande, Ore.	584
KLBS — Houston, Tex.	643
KLCB — Libby, Mont.	497
KLCN — Blytheville, Ark.	329
KLEA — Lovington, N. M.	513
KLFY — Lafayette, La.	442
KLIC — Monroe, La.	443
KLIF — Dallas, Tex.	636
KLIL — Esterville, Ia.	425
KLIQ — Portland, Ore.	586
KLIX — Twin Falls, Idaho.	401
KLIZ — Brainerd, Minn.	475
KLKC — Parsons, Kan.	432
KLMO — Longmont, Colo.	361
KLMR — Lamar, Colo.	361
KLMS — Lincoln, Neb.	499
CLMX — Clayton, N. M.	512
KLO — Ogden, Utah	655
KLOK — San Jose, Calif.	353
KLOU — Lake Charles, La.	443
KLPM — Minot, N. D.	561
KLRA — Little Rock, Ark.	332
KLPR — Oklahoma City, Okla.	579
KLTF — Little Falls, Minn.	477

KLTI — Longview, Tex.	645	KODL — The Dallas, Ore.	583
KLUF — Galveston, Tex.	641	KODY — North Platte, Neb.	500
KLVC — Leadville, Colo.	361	KOEL — Oelwein, Ia.	427
KLVL — Pasadena, Tex.	648	KOFO — Ottawa, Kan.	432
KLVT — Levelland, Tex.	645	KOGT — Orange, Tex.	648
KLWN — Lawrence, Kan.	431	KOH — Reno, Nev.	503
KLWT — Lebanon, Mo.	489	KOIL — Omaha, Neb.	500
KLX — Oakland, Calif.	346	KOIN — Portland, Ore.	586
KLYN — Amarillo, Tex.	630	KOJM — Havre, Mont.	496
KLZ — Denver, Colo.	358	KOKX — Keokuk, Ia.	426
KMA — Shenandoah, Ia.	427	KOL — Seattle, Wash.	672
KMAC — San Antonio, Tex.	650	KOLE — Port Arthur, Tex.	649
KMAE — McKinney, Tex.	646	KOLJ — Quanah, Tex.	649
KMAN — Manhattan, Kan.	432	KOLN — Lincoln, Neb.	499
KMBC — Kansas City, Mo.	489	KOLO — Reno, Nev.	503
KMBL — Junction, Tex.	644	KOLS — Pryor, Okla.	580
KMBY — Monterey, Calif.	346	KOLT — Scottsbluff, Neb.	502
KMCM — McMinnville, Ore.	584	KOMA — Oklahoma City, Okla.	579
KMCO — Conroe, Tex.	635	KOME — Tulsa, Okla.	581
KMED — Medford, Ore.	584	KOMO — Seattle, Wash.	672
KMHL — Marshall, Minn.	477	KOMW — Omak, Wash.	671
KMHT — Marshall, Tex.	646	KONG — Visalia, Calif.	357
KMJ — Fresno, Calif.	340	KONO — San Antonio, Tex.	650
KMLB — Monroe, La.	443	KONP — Port Angeles, Wash.	671
KMMJ — Grand Island, Neb.	498	KOOK — Billings, Mont.	495
KMMO — Marshall, Mo.	489	KOOL — Phoenix, Ariz.	327
KMOD — Modesto, Calif.	346	KOOS — Coos Bay, Ore.	582
KMON — Great Falls, Mont.	496	KOPO — Tucson, Ariz.	328
KMO — Tacoma, Wash.	674	KOPP — Ogden, Utah	655
KMOR — Oroville, Calif.	347	KOPR — Butte, Mont.	495
KMOX — St. Louis, Mo.	491	KORA — Bryan, Tex.	634
KMPC — Los Angeles, Calif.	345	KORC — Mineral Wells, Tex.	647
KMUR — Murray, Utah	655	KORE — Eugene, Ore.	583
KMUS — Muskogee, Okla.	578	KORK — Las Vegas, Nev.	503
KMVI — Wailuku-Maui, T. H.	697	KORN — Mitchell, S. D.	620
KMYC — Marysville, Calif.	345	KOSA — Odessa, Tex.	647
KMYR — Denver, Colo.	359	KOSE — Osceola, Ark.	333
KNAF — Fredericksburg, Tex.	641	KOSF — Nacogdoches, Tex.	647
KNAK — Salt Lake City, Utah	656	KOSY — Texarkana, Ark.	337
KNAL — Victoria, Tex.	653	KOTA — Rapid City, S. D.	620
KNBC — San Francisco, Calif.	351	KOTN — Pine Bluff, Ark.	334
KNBR — North Platte, Neb.	500	KOVC — Valley City, N. D.	561
KNBY — Newport, Ark.	333	KOVE — Lander, Wyo.	692
KNCM — Moberly, Mo.	490	KOVO — Provo, Utah	656
KNEA — Jonesboro, Ark.	332	KOWB — Laramie, Wyo.	692
KNEB — Scottsbluff, Neb.	502	KOWH — Omaha, Neb.	502
KNED — McAlester, Okla.	578	KOWL — Santa Monica, Calif.	355
KNEL — Brady, Tex.	633	KOY — Phoenix, Ariz.	327
KNEM — Nevada, Mo.	490	KPAC — Port Arthur, Tex.	649
KNET — Palestine, Tex.	648	KPAM — Portland, Ore.	586
KNEW — Spokane, Wash.	673	KPAN — Hereford, Tex.	642
KNEX — McPherson, Kan.	432	KPAT — Pampa, Tex.	648
KNGS — Hanford, Calif.	341	KPBM — Carlsbad, N. M.	512
KNOE — Monroe, La.	443	KPBX — Beaumont, Tex.	632
KNOG — Nogales, Ariz.	327	KPDN — Pampa, Tex.	648
KNOR — Norman, Okla.	578	KPDQ — Portland, Ore.	586
KNOW — Austin, Tex.	630	KPET — Lamesa, Tex.	644
KNOX — Grand Forks, N. D.	559	KPHO — Phoenix, Ariz.	327
KNPT — Newport, Ore.	585	KPIG — Cedar Rapids, Ia.	423
KNUJ — New Ulm, Minn.	478	KPKW — Pasco, Wash.	671
KNUZ — Houston, Tex.	643	KPLC — Lake Charles, La.	443
KNX — Los Angeles, Calif.	345	KPLT — Paris, Tex.	648
KOA — Denver, Colo.	359	KPMC — Bakersfield, Calif.	338
KOAL — Price, Utah	655	KPMO — Pomona, Calif.	348
KOAM — Pittsburg, Kan.	432	KPOA — Honolulu, T. H.	696
KOAT — Albuquerque, N. M.	511	KPOC — Pochahontas, Ark.	334
KOB — Albuquerque, N. M.	511	KPOJ — Portland, Ore.	586
KOBE — Las Cruces, N. M.	512	KPOL — Los Angeles, Calif.	345
KOBK — Owatonna, Minn.	479	KPOW — Powell, Wyo.	693
KOCA — Kilgore, Tex.	644	KPQ — Wenatchee, Wash.	675
KOCO — Salem, Ore.	587	KPRL — Paso Robles, Calif.	348
KOCS — Ontario, Calif.	347	KPRO — Riverside, Calif.	348
KOCY — Oklahoma City, Okla.	579	KPRC — Houston, Tex.	643
KODI — Cody, Wyo.	692	KPRK — Livingston, Mont.	497
		KPRS — Kansas City, Mo.	489

KPST — Preston, Idaho	401
KPUG — Bellingham, Wash.	669
KPUY — Puyallup, Wash.	671
KQV — Pittsburgh, Pa.	604
KRAI — Craig, Colo.	358
KRAL — Rawlins, Wyo.	693
KRAM — Las Vegas, Nev.	503
KRBA — Lufkin, Tex.	646
KRBC — Abilene, Tex.	629
KRCO — Prineville, Ore.	587
KRCT — Baytown, Tex.	631
KRDO — Colorado Springs, Colo.	358
KRDU — Dinuba, Calif.	339
KRE — Berkeley, Calif.	338
KREI — Farmington, Mo.	487
KREL — Baytown, Tex.	631
KREM — Spokane, Wash.	673
KREO — Spokane, Wash.	343
KRES — St. Joseph, Mo.	490
KREW — Sunnyside, Wash.	674
KRGV — Westaco, Tex.	654
KRHD — Duncon, Okla.	577
KRIB — Mason City, Ia.	426
KRIC — Beaumont, Tex.	632
KRIG — Odessa, Tex.	648
KRIO — McAllen, Tex.	646
KRIS — Corpus Christi, Tex.	635
KRIZ — Phoenix, Ariz.	327
KRIF — Miles City, Mont.	497
KRKD — Los Angeles, Calif.	345
KRKL — Kirkland, Wash.	670
KRKO — Everett, Wash.	670
KRLC — Lewiston, Idaho	400
KRLD — Dallas, Tex.	636
KRMD — Shreveport, La.	446
KRMG — Tulsa, Okla.	581
KRMO — Monett, Mo.	490
KRMS — Osage Beach, Mo.	490
FRLN — Canon City, Colo.	358
KRLW — Walnut Ridge, Ark.	337
KRNO — San Bernardino, Calif.	350
KRNR — Roseburg, Ore.	587
KRNT — Des Moines, Ia.	425
KROC — Rochester, Minn.	479
KROD — El Paso, Tex.	638
KROF — Abbeville, La.	440
KROG — Sonora, Calif.	355
KROP — Brawley, Calif.	338
KROS — Clinton, Ia.	423
KROW — Oakland, Calif.	346
KROX — Crookston, Minn.	475
KROY — Sacramento, Calif.	349
KRPL — Moscow, Idaho	400
KRRV — Sherman-Denison, Tex.	651
KRSC — Seattle, Wash.	672
KRSN — Los Alamos, N. M.	513
KRTN — Raton, N. M.	513
KRUL — Corvallis, Ore.	583
KRUN — Ballinger, Tex.	631
KRUS — Ruston, La.	446
KRUX — Phoenix, Ariz.	327
KRVN — Lexington, Neb.	499
KRXK — Rexburg, Idaho	401
KRXL — Roseburg, Ore.	587
KSAL — Salina, Kan.	432
KSAM — Huntsville, Tex.	643
KSAN — San Francisco, Calif.	351
KSBB — Salinas, Calif.	349
KSCB — Liberal, Kan.	431
KSCJ — Sioux City, Ia.	428
KSCO — Santa Cruz, Calif.	354
KSD — St. Louis, Mo.	493
KSDN — Aberdeen, S. D.	620

KSDO — San Diego, Calif.	350
KSEI — Pocatello, Idaho	401
KSEK — Pittsburgh, Kan.	432
KSEL — Lubbock, Tex.	645
KSEM — Moses Lake, Wash.	670
KSEO — Durant, Okla.	577
KSET — El Paso, Tex.	638
KSEY — Seymour, Tex.	651
KSFA — Nacogdoches, Tex.	647
KSFE — Needles, Calif.	346
KSFO — San Francisco, Calif.	352
KSGA — Redmond, Ore.	587
KSGM — Ste. Genevieve	493
KSIB — Creston, Ia.	424
KSID — Sidney, Neb.	502
KSIG — Crowley, La.	441
KSII — Gladwater, Tex.	641
KSIL — Silver City, N. M.	514
KSIM — Silkeston, Mo.	493
KSIW — Woodward, Okla.	581
KSIX — Corpus Christi, Tex.	635
KSJB — Jamestown, N. D.	561
KSJO — San Jose, Calif.	353
KSJV — Sanger, Calif.	352
KSJY — Dallas, Tex.	636
KSL — Salt Lake City, Utah	657
KSLM — Salem, Ore.	587
KSLO — Opelousas, La.	445
KSMA — Santa Maria, Calif.	355
KSMN — Mason City, Ia.	426
KSNY — Snyder, Tex.	652
KSO — Des Moines, Ia.	425
KSOK — Arkansas City, Kan.	429
KSON — San Diego, Calif.	350
KSOO — Sioux Falls, S. D.	621
KSOX — Harlingen, Tex.	642
KSPA — Santa Paula, Calif.	355
KSPI — Stillwater, Okla.	580
KSP0 — Spokane, Wash.	673
KSPR — Casper, Wyo.	691
KSPT — Sandpoint, Idaho	401
KSPRO — Santa Rosa, Calif.	355
KSRV — Ontario, Ore.	585
KSST — Sulphur Springs, Tex.	652
KSTA — Coleman, Tex.	634
KSTB — Breckenridge, Tex.	633
KSTL — St. Louis, Mo.	491
KSTN — Stockton, Calif.	355
KSTP — St. Paul-Minneapolis, Minn.	479
KSTT — Davenport, Ia.	424
KSTV — Stephenville, Tex.	652
KSUB — Cedar City, Utah	655
KSUE — Susanville, Calif.	356
KSUN — Bisbee, Ariz.	326
KSUM — Fairmont, Minn.	476
KSVC — Richfield, Utah	656
KSVP — Artesia, N. M.	511
KSWA — Graham, Tex.	641
KSWB — Yuma, Ariz.	329
KSWI — Council Bluffs, Ia.	423
KSWM — Joplin, Mo.	488
KSWO — Lawton, Okla.	578
KSWs — Roswell, N. M.	513
KSYC — Yreka, Calif.	357
KSYL — Alexandria, La.	440
KTAC — Tacoma, Wash.	674
KTAE — Taylor, Tex.	652
KTAN — Sherman, Tex.	651
KTAR — Phoenix, Ariz.	328
KTAT — Frederick, Okla.	577
KTBB — Tyler, Tex.	653
KTBC — Austin, Tex.	631
KTBS — Shreveport, La.	446

KTEL — Walla Walla, Wash.	674	KVIM — New Iberia, La.	443
KTEM — Temple, Tex.	652	KVKM — Monahans, Tex.	647
KTER — Terrell, Tex.	652	KVLC — Little Rock, Ark.	333
KTFI — Twin Falls, Idaho	403	KVLF — Alpine, Tex.	629
KTFS — Texarkana, Tex.	653	KVLH — Pauls Valley, Okla.	580
KTFY — Brownfield, Tex.	634	KVMA — Magnolia, Ark.	333
KTHS — Little Rock, Ark.	333	KVMC — Colorado City, Tex.	635
KTHT — Houston, Tex.	643	KVNC — Winslow, Ariz.	329
KTIL — Tillamook, Ore.	587	KVNI — Coeur D'Alene	400
KTIM — San Rafael, Calif.	354	KVNU — Logan, Utah	655
KTIP — Porterville, Calif.	348	KVOA — Tucson, Ariz.	328
KTJS — Hobart, Okla.	577	KVOC — Casper, Wyo.	691
KTKN — Ketchikan, Alaska	695	KVOD — Denver, Colo.	360
KTKR — Taft, Calif.	356	KVOE — Santa Ana, Calif.	354
KTKT — Tucson, Ariz.	328	KVOG — Ogden, Utah	655
KTLN — Denver, Colo.	359	KVOL — Lafayette, La.	442
KTLW — Texas City, Tex.	653	KVON — Napa, Calif.	346
KTMC — McAlester, Okla.	578	KVOO — Tulsa, Okla.	581
KTMS — Santa Barbara, Calif.	354	KVOP — Plainview, Tex.	649
KTNM — Tucumcari, N. M.	514	KVOR — Colorado Springs, Colo.	358
KTNT — Tacoma, Wash.	674	KVOS — Bellingham, Wash.	669
KTOE — Mankato, Minn.	477	KVOU — Uvalde, Tex.	653
KTOH — Lihue, Kauai, T. H.	696	KVOW — Littlefield, Tex.	645
KTOK — Oklahoma City, Okla.	579	KVOX — Moorhead, Minn.	478
KTOP — Topeka, Kan.	433	KVOZ — Laredo, Tex.	645
KTOW — Oklahoma City, Okla.	579	KVRC — Arkadelphia, Ark.	329
KTRB — Modesto, Calif.	346	KVRH — Salida, Colo.	362
KTRC — Santa Fe, N. M.	513	KVRS — Rock Springs, Wyo.	693
KTRE — Lufkin, Tex.	646	KVSF — Santa Fe, N. M.	513
KTRF — Thief River Falls, Minn.	480	KVSM — San Mateo, Calif.	353
KTRH — Houston, Tex.	643	KVSO — Ardmore, Okla.	576
KTRI — Sioux City, Ia.	428	KVVC — Ventura, Calif.	356
KTRM — Beaumont, Tex.	632	KVWC — Vernon, Tex.	653
KTRN — Wichita Falls, Tex.	654	KVWO — Cheyenne, Wyo.	691
KTRY — Bastrop, La.	441	KWAD — Wadena, Minn.	480
KTSA — San Antonio, Tex.	650	KWAK — Stuttgart, Ark.	337
KTSM — El Paso, Tex.	638	KWAL — Osburn, Idaho	400
KTSW — Emporia, Kan.	430	KWAT — Watertown, S. D.	621
KTRR — Rolla, Mo.	490	KWBB — Wichita, Kan.	434
KTTS — Springfield, Mo.	494	KWBC — Fort Worth, Tex.	639
KTUC — Tucson, Ariz.	328	KWBG — Boone, Ia.	422
KTUL — Tulsa, Okla.	581	KWBE — Beatrice, Neb.	498
KTUR — Turlock, Calif.	356	KWBM — Williston, N. D.	561
KTW — Seattle, Wash.	673	KWBR — Oakland, Calif.	347
KTXC — Big Spring, Tex.	633	KWBU — Corpus Christi, Tex.	635
KTXJ — Jasper, Tex.	644	KWBW — Hutchinson, Kan.	430
KTXL — San Angelo, Tex.	650	KWCB — Searcy, Ark.	334
KTXN — Austin, Tex.	631	KWCJ — Natchitoches, La.	443
KTYL — Mesa, Ariz.	326	KWCO — Chickasha, Okla.	576
KUBA — Yuba City, Calif.	357	KWDM — Des Moines, Ia.	425
KUBC — Montrose, Colo.	361	KWED — Seguin, Tex.	651
KUGN — Eugene, Ore.	583	KWEI — Weiser, Idaho	403
KUIN — Grants Pass, Ore.	584	KWEM — West Memphis, Ark.	337
KUJ — Walla Walla, Wash.	674	KWEW — Hobbs, N. M.	512
KUKI — Ukiah, Calif.	356	KWFC — Hot Springs, Ark.	331
KULA — Honolulu, T. H.	696	KWFT — Wichita Falls, Tex.	654
KULE — Ephrata, Wash.	669	KWGG — Stockton, Calif.	355
KULP — El Campo, Tex.	637	KWGB — Goodland, Kan.	430
KUNO — Corpus Christi, Tex.	635	KWHI — Brenham, Tex.	633
KUOA — Siloam Springs, Ark.	334	KWHK — Hutchinson, Kan.	431
KURV — Edinburg, Tex.	637	KWHN — Fort Smith, Ark.	331
KUTA — Salt Lake City, Utah	657	KWHP — Cushing, Okla.	576
KVAN — Vancouver, Wash.	674	KWHW — Altus, Okla.	576
KVAS — Astoria, Ore.	582	KWIE — Kennewick, Wash.	670
KVBC — Farmington, N. M.	512	KWIK — Pocatello, Idaho	401
KVCV — Redding, Calif.	348	KWIL — Albany, Ore.	582
KVEC — San Luis Obispo, Calif.	353	KWIN — Ashland, Ore.	582
KVEN — Ventura, Calif.	356	KWJB — Globe, Ariz.	326
KVER — Albuquerque, N. M.	511	KWIJ — Portland, Ore.	586
KVET — Austin, Tex.	631	KWK — St. Louis, Mo.	491
KVFD — Ft. Dodge, Ia.	428	KWKC — Abilene, Tex.	629
KVGB — Great Bend, Kan.	430	KWKH — Shreveport, La.	446
KVI — Seattle, Wash.	673	KWKW — Pasadena, Calif.	347
KVIC — Victoria, Tex.	653	KWLK — Longview, Wash.	670

KWLM — Willmar, Minn.	480	WAAF — Chicago, Ill.	405
KWNO — Winona, Minn.	480	WAAT — Newark, N. J.	507
KWNW — Wenatchee, Wash.	675	WABA — Aquadilla, P. R.	697
KWOA — Worthington, Minn.	480	WABB — Mobile, Ala.	322
KWOC — Poplar Bluff, Mo.	490	WABC — New York, N. Y.	523
KWOE — Clinton, Okla.	576	WABG — Greenwood, Miss.	482
KWON — Bartlesville, Okla.	576	WABI — Bangor, Me.	447
KWOR — Worland, Wyo.	693	WABJ — Adrian, Mich.	463
KWOS — Jefferson City, Mo.	488	WABM — Houlton, Me.	448
KWPC — Muscatine, Ia.	427	WABY — Albany, N. Y.	514
KWRC — Pendleton, Ore.	585	WABZ — Albemarle, N. C.	545
KWPM — West Plains, Mo.	494	WACA — Camden, S. C.	613
KWRE — Warrenton, Mo.	494	WACB — Kittanning, Pa.	596
KWRL — Riverton, Wyo.	693	WACE — Chicopee-Springfield, Mass.	457
KWRN — Reno, Nev.	503	WACL — Waycross, Ga.	398
KWRO — Coquille, Ore.	583	WACO — Waco, Tex.	654
KWSD — Mt. Shasta, Calif.	346	WACR — Columbus, Miss.	482
KWSH — Wewaka, Okla.	581	WADC — Akron, O.	562
KWSK — Pratt, Kan.	432	WADE — Wadesboro, N. C.	556
KWSO — Wasco, Calif.	357	WAEB — Allentown, Pa.	588
KWTC — Barstow, Calif.	338	WAEL — Mayaguez, P. R.	697
KWTO — Springfield, Mo.	494	WAFB — Baton Rouge, La.	441
KWTX — Waco, Tex.	654	WAGA — Atlanta, Ga.	386
KWWL — Waterloo, Ia.	428	WAGC — Chattanooga, Tenn.	622
KWYO — Sheridan, Wyo.	693	WAGE — Syracuse, N. Y.	539
KXA — Seattle, Wash.	673	WAGF — Dothan, Ala.	319
KXAR — Hope, Ark.	331	WAGM — Presque Isle, Me.	449
KXEL — Waterloo, Ia.	429	WAIM — Anderson, S. C.	613
KXEO — Mexico, Mo.	490	WAIN — Columbia, Ky.	435
KXGI — Ft. Madison, Ia.	426	WAIR — Winston-Salem, N. C.	558
KXGN — Glendive, Mont.	496	WAIT — Chicago, Ill.	406
KXIC — Iowa City, Ia.	426	WAJR — Morgantown, W. Va.	679
KXIT — Dalhart, Tex.	636	WAKE — Greenville, S. C.	617
KXJK — Forrest City, Ark.	330	WAKN — Aiken, S. C.	613
KXL — Portland, Ore.	587	WAKR — Akron, O.	562
KXLA — Pasadena, Calif.	347	WAKU — Latrobe, Pa.	596
KXLE — Ellensburg, Wash.	669	WALA — Mobile, Ala.	322
KXLF — Butte, Mont.	496	WALB — Albany, Ga.	386
KXLJ — Helena, Mont.	496	WALD — Walterboro, S. C.	619
KXLK — Great Falls, Mont.	496	WALE — Fall River, Mass.	457
KXLL — Missoula, Mont.	497	WALK — Patchogue, N. Y.	536
KXLO — Lewistown, Mont.	497	WALL — Middletown, N. Y.	522
KXLQ — Bozeman, Mont.	495	WALM — Albion, Mich.	463
KXLR — Little Rock, Ark.	333	WALT — Tampa, Fla.	384
KXLW — St. Louis, Mo.	493	WAML — Laurel, Miss.	484
KXLY — Spokane, Wash.	673	WAMS — Wilmington, Del.	370
KXO — El Centro, Calif.	340	WAND — Canton, O.	563
KXOA — Sacramento, Calif.	349	WANE — Ft. Wayne, Ind.	417
KXOB — Stockton, Calif.	356	WANN — Annapolis, Md.	450
KXOC — Chico, Calif.	339	WANS — Anderson, R. I.	613
KXOK — St. Louis, Mo.	493	WANT — Richmond, Va.	665
KXOL — Fort Worth, Tex.	639	WAOV — Vincennes, Ind.	421
KXOX — Sweetwater, Tex.	652	WAPA — San Juan, P. R.	699
KXRA — Alexander, Minn.	475	WAPF — McComb, Miss.	484
KXRJ — Russellville, Ark.	334	WAPI — Birmingham, Ala.	318
KXRO — Aberdeen, Wash.	668	WAPO — Chattanooga, Tenn.	622
KRRX — San Jose, Calif.	353	WAPX — Montgomery, Ala.	323
KXXL — Monterey, Calif.	346	WARA — Attleboro, Mass.	456
KXXX — Colby, Kan.	429	WARC — Rochester, N. Y.	537
KYYZ — Houston, Tex.	643	WARD — Johnstown, Pa.	595
KYA — San Francisco, Calif.	352	WARE — Ware, Mass.	461
KYAK — Yakima, Wash.	675	WARK — Hagerstown, Md.	454
KYCA — Prescott, Ariz.	328	WARL — Arlington, Va.	659
KYJC — Medford, Ore.	585	WARM — Scranton, Pa.	606
KYMA — Yuma, Ariz.	329	WASA — Havre De Grace, Md.	455
KYNO — Fresno, Calif.	341	WASK — Lafayette, Ind.	419
KYOR — Blythe, Calif.	338	WASL — Annapolis, Md.	450
KYOS — Merced, Calif.	345	WATA — Boone, N. C.	546
KYOU — Greeley, Colo.	361	WATC — Gaylord, Mich.	469
KYSM — Mankato, Minn.	477	WATG — Ashland, O.	562
KYUM — Yuma, Ariz.	329	WATH — Athens, O.	562
KYW — Philadelphia, Pa.	601	WATK — Antigo, Wis.	681
WAAA — Winston-Salem, N. C.	557	WATL — Atlanta, Ga.	386
WAAB — Worcester, Mass.	463	WATM — Atmore, Ala.	317

WATN — Watertown, N. Y.	543	WBRD — Ft. Lauderdale, Fla.	374
WATO — Oak Ridge, Tenn.	628	WBRE — Wilkes-Barre, Pa.	608
WATR — Waterbury, Conn.	369	WBRK — Pittsfield, Mass.	460
WATS — Sayre, Pa.	606	WBRM — Marion, N. C.	552
WAIT — Cadillac, Mich.	466	WBRW — Welch, W. Va.	680
WATW — Ashland, Wis.	681	WBRY — Waterbury, Conn.	369
WATZ — Alpena, Mich.	464	WBSC — Bennettsville, S. C.	613
WAUD — Auburn, Ala.	317	WBSM — New Bedford, Mass.	459
WAUG — Augusta, Ga.	389	WBSR — Pensacola, Fla.	382
WAUX — Waukesha, Wis.	690	WBT — Charlotte, N. C.	546
WAVA — Ava, Ill.	403	WBTA — Batavia, N. Y.	515
WAVE — Louisville, Ky.	437	WBTH — Williamson, W. Va.	680
WAVL — Apollo, Pa.	589	WBTM — Danville, Va.	661
WAVU — Albertville, Ala.	317	WBUD — Morrisville, Pa.	599
WAVZ — New Haven, Conn.	368	WBUT — Butler, Pa.	590
WAYB — Waynesboro, Va.	668	WBUX — Daylestown, Pa.	591
WAYN — Rockingham, N. C.	554	WBUY — Lexington, N. C.	552
WAYS — Charlotte, N. C.	546	WBVP — Beaver Falls, Pa.	589
WAYX — Waycross, Ga.	398	WBYS — Canton, Ill.	405
WAZF — Yazoo City, Miss.	486	WBZ-WBZA — Boston-Springfield, Mass.	456
WAZL — Hazleton, Pa.	593	WCAE — Pittsburgh, Pa.	604
WBAC — Cleveland, Tenn.	623	WCAN — Milwaukee, Wis.	686
WBAL — Baltimore, Md.	450	WCAM — Camden, N. J.	506
WBAP — Fort Worth, Tex.	641	WCAO — Baltimore, Md.	452
WBAT — Marion, Ind.	419	WCAP — Lowell, Mass.	459
WBAY — Green Bay, Wis.	682	WCAR — Pontiac, Mich.	473
WBAX — Wilkes-Barre, Pa.	608	WCAU — Philadelphia, Pa.	601
WBBB — Burlington, N. C.	546	WCAV — Norfolk, Va.	663
WBBC — Flint, Mich.	468	WCAW — Charleston, W. Va.	676
WBBM — Chicago, Ill.	406	WCAX — Burlington, Vt.	658
WBBO — Forest City, N. C.	548	WCAZ — Carthage, Ill.	405
WBQQ — Augusta, Ga.	389	WCBA — Corning, N. Y.	518
WBBW — Youngstown, O.	573	WCBC — Anderson, Ind.	416
WBBZ — Ponca City, Okla.	580	WCBD — Chicago-Zion, Ill.	406
WBCK — Battle Creek, Mich.	464	WCBI — Columbus, Miss.	482
WBCM — Bay City, Mich.	466	WCBM — Baltimore, Md.	452
WBCO — Bessemer-Birmingham, Ala.	318	WCBS — New York, N. Y.	523
WBCU — Union, S. C.	619	WCBT — Roanoke Rapids, N. C.	554
WBEC — Pittsfield, Mass.	460	WCCC — Hartford, Conn.	365
WBEJ — Elizabethton, Tenn.	623	WCCM — Lawrence, Mass.	459
WBEL — Beloit, Wis.	681	WCCO — Minneapolis, Minn.	477
WBEN — Buffalo, N. Y.	517	WCCP — Savannah, Ga.	396
WBET — Brockton, Mass.	457	WC DL — Carbondale, Pa.	590
WBEV — Beaver Dam, Wis.	681	WC DT — Winchester, Tenn.	629
WBEX — Chillicothe, O.	563	WCEC — Rocky Mount, N. C.	554
WBGE — Atlanta, Ga.	387	WCED — DuBoise, Pa.	592
WBGR — Jessup, Ga.	395	WCEM — Cambridge, Md.	454
WBHB — Fitzgerald, Ga.	394	WCEN — Mt. Pleasant, Mich.	472
WBHF — Cartersville, Ga.	391	WCFL — Chicago, Ill.	405
WBHP — Huntsville, Ala.	321	WCFV — Clifton Forge, Va.	660
WBID — Henderson, N. C.	550	WC HS — Charleston, W. Va.	676
WBIG — Greensboro, N. C.	549	WCHV — Charlottesville, Va.	660
WBIP — Boonville, Miss.	481	WCHA — Chambersburg, Pa.	591
WBIR — Knoxville, Tenn.	625	WCHN — Norwich, N. Y.	535
WBIS — Bristol, Conn.	365	WCHO — Washington, Court House, O.	572
WBIW — Bedford, Ind.	416	WC HS — Charleston, W. Va.	676
WBIZ — Eau Claire, Wis.	681	WCIL — Carbondale, Ill.	405
WBKV — West Bend, Wis.	690	WCJU — Columbia, Miss.	482
WBLJ — Dalton, Ga.	393	WCKB — Dunn, N. C.	547
WBLK — Clarksburg, W. Va.	677	WC KY — Cincinnati, O.	563
WBLT — Bedford, Va.	659	WC LC — Flint, Mich.	469
WBMD — Baltimore, Md.	450	WC LD — Cleveland, Miss.	481
WBML — Macon, Ga.	395	WC LI — Corning, N. Y.	518
WBMS — Boston, Mass.	456	WC LO — Janesville, Wis.	682
WBNL — Boonville, Ind.	416	WC LT — Newark, O.	570
WBNS — Columbus, O.	566	WCMA — Corinth, Miss.	482
WBNX — New York, N. Y.	523	WCMB — Lemoyne, Pa.	596
WBNY — Buffalo, N. Y.	517	WC MC — Wildwood, N. J.	510
WBOB — Galax, Va.	662	WC MI — Ashland, Ky.	434
WBOC — Salisbury, Md.	455	WC MN — Arecibo, P. R.	697
WBOK — New Orleans, La.	444	WC MW — Canton, O.	563
WBOW — Terre Haute, Ind.	421	WC MY — Ottawa, Ill.	412
WBEX — Chillicothe, O.	563	WC NB — Connersville, Ind.	416
WBPZ — Lock Haven, Pa.	597	WC NC — Elizabeth City, N. C.	548
WBRC — Birmingham, Ala.	318	WC NH — Quincy, Fla.	383

WCNR — Bloomsburg, Pa.	590	WDOV — Dover, Del.	370
WCNT — Centralia, Ill.	405	WDRC — Hartford, Conn.	367
WCNU — Crestview, Fla.	373	WDSC — Dillon, S. C.	615
WCNX — Middletown, Conn.	367	WDSG — Dyersburg, Tenn.	623
WCOA — Pensacola, Fla.	382	WDSM — Superior, Wis.	689
WCOC — Meridian, Miss.	484	WDSR — Lake City, Fla.	378
WCOG — Greensboro, N. C.	549	WDSU — New Orleans, La.	444
WCOH — Newnan, Ga.	396	WDUN — Gainesville, Ga.	394
WCOJ — Coatesville, Pa.	591	WDUZ — Green Bay, Wis.	682
WCOL — Columbus, O.	567	WDVA — Danville, Va.	661
WCOM — Parlersburg, W. Va.	679	WDWD — Dawson, Ga.	393
WCOP — Boston, Mass.	456	WDWS — Champaign, Ill.	405
WCOR — Lebanon, Tenn.	625	WDXB — Chattanooga, Tenn.	622
WCOS — Columbia, S. C.	614	WDXE — Lawrenceburg, Tenn.	625
WCOU — Lewiston, Me.	448	WDXI — Jackson, Tenn.	624
WCOV — Montgomery, Ala.	323	WDYK — Cumberland, Md.	454
WCOW — South St. Paul, Minn.	480	WDZ — Decatur, Ill.	409
WCPA — Clearfield, Pa.	591	WEAB — Greer, S. C.	617
WCPM — Cumberland, Ky.	435	WEAM — Arlington, Va.	659
WCPO — Cincinnati, O.	564	WEAN — Providence, R. I.	612
WCPS — Tarboro, N. C.	555	WEAR — Pensacola, Fla.	383
WCRA — Effingham, Ill.	409	WEAS — Atlanta-Decatur, Ga.	389
WCRB — Waltham, Mass.	461	WEAT — Lake Worth, Fla.	378
WCRI — Scottsboro, Ala.	324	WEAU — Eau Claire, Wis.	681
WCRK — Morristown, Tenn.	627	WEAV — Plattsburg, N. Y.	536
WCRL — Oneonta, Ala.	324	WEBC — Duluth, Minn.	476
WCRO — Johnstown, Pa.	595	WEBJ — Brewton, Ala.	318
WCRS — Greenwood, S. C.	617	WEBK — Tampa, Fla.	385
WCRW — Chicago, Ill.	406	WEBQ — Harrisburg, Ill.	410
WCSC — Charleston, S. C.	613	WEBR — Buffalo, N. Y.	517
WCSH — Portland, Me.	448	WEDC — Chicago, Ill.	406
WCSI — Columbus, Ind.	416	WEDO — McKeesport, Pa.	599
WCSS — Amsterdam, N. Y.	515	WEDR — Birmingham, Ala.	318
WCTA — Andalusia, Ala.	317	WEEB — Southern Pines, N. C.	555
WCTC — New Brunswick, N. J.	508	WEED — Rocky Mount, N. C.	554
WCTT — Corbin, Ky.	435	WEEL — Boston, Mass.	456
WCUE — Akron, O.	562	WEEK — Peoria, Ill.	412
WCUM — Cumberland, Md.	454	WEU — Reading, Pa.	605
WCVA — Culpeper, Va.	661	WEGO — Concord, N. C.	547
WCVI — Connellsville, Pa.	591	WEIM — Fitchburg, Mass.	458
WCVS — Springfield, Ill.	414	WEIR — Weirton, W. Va.	680
WCYB — Bristol, Va.	660	WEKR — Fayetteville, Tenn.	623
WDAD — Indiana, Pa.	595	WEKZ — Monroe, Wis.	686
WDAE — Tampa, Fla.	384	WELC — Welch, W. Va.	680
WDAF — Kansas City, Mo.	489	WELI — New Haven, Conn.	368
WDAK — Columbus, Ga.	391	WELL — Battle Creek, Mich.	464
WDAN — Danville, Ill.	408	WELM — Elmira, N. Y.	518
WDAR — Savannah, Ga.	396	WELO — Tupelo, Miss.	485
WDAS — Philadelphia, Pa.	601	WELP — Easley, S. C.	615
WDAY — Fargo, N. D.	559	WELR — Roanoke, Ala.	324
WDBC — Escanaba, Mich.	468	WELS — Kinston, N. C.	551
WDBJ — Roanoke, Va.	666	WEMP — Milwaukee, Wis.	685
WDBO — Orlando, Fla.	381	WENA — Bayamon, P. R.	697
WDBQ — Dubuque, Ia.	425	WENC — Whiteville, N. C.	557
WDBL — Springfield, Tenn.	628	WENE — Binghamton, N. Y.	517
WDEC — Americus, Ga.	386	WENK — Union City, Tenn.	629
WDEF — Chattanooga, Tenn.	622	WENR — Chicago, Ill.	406
WDEL — Wilmington, Del.	370	WENT — Johnstown, N. Y.	522
WDEV — Waterbury, Vt.	659	WENY — Elmira, N. Y.	518
WDGY — Minneapolis, Minn.	478	WFOA — Evansville, Ind.	417
WDIA — Memphis, Tenn.	626	WEOK — Poughkeepsie, N. Y.	536
WDIG — Dothan, Ala.	319	WFOL — Elyria, O.	568
WDKD — Kingstree, S. C.	618	WFPM — Martinsburg, W. Va.	678
WDLA — Walton, N. Y.	543	WERC — Eire, Pa.	592
WDLB — Marshfield, Wis.	685	WERD — Atlanta, Ga.	387
WDLP — Panama City, Fla.	382	WERE — Cleveland, O.	564
WDMG — Douglas, Ga.	393	WERH — Hamilton, Ala.	321
WDMJ — Marquette, Mich.	472	WERI — Westerly, R. I.	612
WDNC — Durham, N. C.	547	WESA — Charleroi, Pa.	591
WDNE — Elkins, W. Va.	677	WESB — Bradford, Pa.	590
WDOD — Chattanooga, Tenn.	622	WESC — Greenville, S. C.	617
WDOK — Cleveland, O.	564	WEST — Easton, Pa.	592
WDOR — Sturgeon Bay, Wis.	688	WESX — Salem, Mass.	460
WDOS — Oneonta, N. Y.	535	WETB — Johnson City, Tenn.	624

WETO — Gadsden, Ala.	320	WGAT — Utica, N. Y.	541
WEVA — Emporia, Va.	661	WGAU — Athens, Ga.	386
WEVD — New York, N. Y.	523	WGAY — Silver Springs, Md.	455
WEVE — Eveleth, Minn.	476	WGBA — Columbus, Ga.	393
WEW — St. Louis, Mo.	493	WGBB — Freeport, N. Y.	518
WEWO — Laurinburg, N. C.	551	WGBF — Evansville, Ind.	417
WEXL — Royal Oak, Mich.	473	WGBG — Greensboro, N. C.	549
WEYE — Sanford, N. C.	555	WGBI — Scranton, Pa.	606
WFAA — Dallas, Tex.	636	WGBR — Goldsboro, N. C.	549
WFAK — Memphis, Tenn.	626	WGBS — Miami, Fla.	379
WFAI — Fayetteville, N. C.	548	WGCB — Red Lion, Pa.	606
WFAS — White Plains, N. Y.	544	WGCD — Chester, S. C.	614
WFAU — Augusta, Me.	446	WGCM — Gullport, Miss.	483
WFAX — Falls Church, Va.	661	WGEM — Quincy, Ill.	413
WFBC — Greenville, S. C.	617	WGES — Chicago, Ill.	406
WFBG — Altoona, Pa.	588	WGET — Gettysburg, Pa.	593
WFBL — Syracuse, N. Y.	539	WGEZ — Beloit, Wis.	681
WFBR — Baltimore, Md.	452	WGFG — Kalamazoo, Mich.	471
WFBM — Indianapolis, Ind.	418	WGGa — Gainesville, Ga.	394
WFCB — Dunkirk, N. Y.	518	WGGG — Gainesville, Fla.	375
WFDf — Flint, Mich.	469	WGGH — Marion, Ill.	411
WFEA — Manchester, N. H.	504	WGH — Newport News, Va.	663
WFEB — Sylacauga, Ala.	325	WGHN — Grand Haven, Mich.	469
WFEC — Miami, Fla.	379	WGIG — Brunswick, Ga.	390
WFGM — Fitchburg, Mass.	458	WGIL — Galesburg, Ill.	409
WFGN — Gaffney, S. C.	615	WGIV — Charlotte, N. C.	546
WFHG — Bristol, Va.	660	WGKV — Charleston, W. Va.	676
WFHR — Wisconsin Rapids, Wis.	690	WGL — Ft. Wayne, Ind.	417
WFIG — Sumter, S. C.	619	WGLC — Centerville, Miss.	481
WFIL — Philadelphia, Pa.	601	WGLS — Decatur, Ga.	393
WFIN — Finlay, O.	568	WGMS — Washington, D. C.	371
WFKY — Frankfort, Ky.	435	WGN — Chicago, Ill.	406
WFLA — Tampa, Fla.	385	WGNC — Gastonia, N. C.	549
WFLB — Fayetteville, N. C.	548	WGNi — Wilmington, N. C.	557
WFO — Farmville, Va.	661	WGNR — New Rochelle, N. Y.	523
WFMC — Goldsboro, N. C.	549	WGNS — Murfreesboro, Tenn.	627
WFMD — Frederick, Md.	454	WGNy — Newburgh, N. Y.	523
WFMH — Cullman, Ala.	319	WGOV — Valdosta, Ga.	398
WFMJ — Youngstown, O.	575	WGPA — Bethlehem, Pa.	589
WFMW — Madisonville, Ky.	438	WGPC — Albany, Ga.	386
WFNC — Fayetteville, N. C.	548	WGR — Buffalo, N. Y.	517
WFNS — Burlington, N. C.	546	WGRA — Cairo, Ga.	390
WFOB — Fostoria, O.	569	WGRC — Louisville, Ky.	437
WFOM — Marietta, Ga.	395	WGRD — Grand Rapids, Mich.	469
WFOl — Hattiesburg, Miss.	483	WGRM — Greenwood, Miss.	482
WFOX — Milwaukee, Wis.	685	WGRO — Bay City, Mich.	466
WFOY — St. Augustine, Fla.	383	WGRV — Greenville, Tenn.	623
WPPA — Ft. Payne, Ala.	320	WGRY — Gary, Ind.	418
WPPG — Atlantic City, N. J.	506	WGSM — Huntington, N. Y.	521
WPPM — Ft. Valley, Ga.	394	WGSt — Atlanta, Ga.	387
WFRc — Reidsville, N. C.	553	WGSV — Guntersville, Ala.	321
WFRl — Freeport, Ill.	409	WGTA — Summerville, Ga.	397
WFRo — Fremont, O.	569	WGTC — Greenville, N. C.	550
WFRP — Savannah, Ga.	396	WGTL — Kannapolis, N. C.	551
WFRX — West Frankfort, Ill.	415	WGTM — Wilson, N. C.	557
WFTC — Kinston, N. C.	551	WGtN — Georgetown, S. C.	617
WFTL — Ft. Lauderdale, Fla.	375	WGUY — Bangor, Me.	447
WFTM — Maysville, Ky.	438	WGVA — Geneva, N. Y.	519
WFTR — Front Royal, Va.	661	WGVm — Greenville, Miss.	482
WFUL — Fulton, Ky.	435	WGWC — Selma, Ala.	324
WFUN — Huntsville, Ala.	322	WGWD — Gadsden, Ala.	321
WFUR — Grand Rapids, Mich.	469	WGWR — Asheboro, N. C.	545
WFVA — Fredericksburg, Md.	661	WGY — Schenectady, N. Y.	539
WFVG — Fuquay Springs, N. C.	549	WGYV — Greenville, Ala.	321
WFYC — Alma, Mich.	463	WHA — Madison, Wis.	683
WGAA — Cedartown, Ga.	391	WHAi — Greenfield, Mass.	458
WGAC — Augusta, Ga.	389	WHAK — Rogers City, Mich.	473
WGAD — Gadsden, Ala.	321	WHAl — Shelbyville, Tenn.	628
WGAF — Valdosta, Ga.	398	WHAM — Rochester, N. Y.	537
WGAI — Elizabeth City, N. C.	548	WHAN — Charleston, S. C.	614
WGAL — Lancaster, Pa.	596	WHAP — Hopewell, Va.	662
WGAN — Portland, Me.	449	WHAR — Clarksburg, W. Va.	677
WGAP — Maryville, Tenn.	626	WHAS — Louisville, Ky.	437
WGAR — Cleveland, O.	564	WHAT — Philadelphia, Pa.	603

WHA V — Haverhill, Mass.	458	WHTN — Huntington, W. Va.	678
WHAW — Weston, W. Va.	680	WHUB — Cookeville, Tenn.	623
WHAY — New Britain, Conn.	367	WHUC — Hudson, N. Y.	521
WHB — Kansas City, Mo.	489	WHUM — Reading, Pa.	605
WHBB — Selma, Ala.	324	WHUN — Huntingdon, Pa.	595
WHBC — Canton, O.	563	WHVR — Hanover, Pa.	593
WHBF — Rock Island, Ill.	414	WHWB — Rutland, Vt.	658
WHBI — Newark, N. J.	508	WHWL — Nanticoke, Pa.	599
WHBL — Sheboygan, Wis.	688	WHYL — Carlisle, Pa.	590
WHBO — Tampa, Fla.	385	WHYN — Holyoke, Mass.	458
WHBQ — Memphis, Tenn.	626	WHYU — Newport News, Va.	663
WHBS — Huntsville, Ala.	322	WIAC — San Juan, P. R.	700
WHBT — Harriman, Tenn.	624	WIAM — Williamston, N. C.	557
WHBU — Anderson, Ind.	416	wIBA — Madison, Wis.	683
WHBY — Appleton, Wis.	681	WIBB — Macon, Ga.	395
WHCC — Waynesville, N. C.	557	WIBC — Indianapolis, Ind.	418
WHCU — Ithaca, N. Y.	521	WIBG — Philadelphia, Pa.	603
WHDF — Houghton, Mich.	470	WIBM — Jackson, Mich.	471
WHDL — Boston, Mass.	456	WIBR — Baton Rouge, La.	441
WHDL — Olean, N. Y.	535	WIBU — Poynette, Wis.	686
WHEB — Portsmouth, N. H.	505	WIBV — Belleville, Ill.	403
WHEC — Rochester, N. Y.	537	WIBW — Topeka, Kan.	433
WHED — Washington, N. C.	556	WIBX — Utica, N. Y.	541
WHFB — Benton Harbor, Mich.	466	WICA — Ashtabula, O.	562
WHFC — Chicago, Ill.	406	WICC — Bridgeport, Conn.	365
WHGB — Harrisburg, Pa.	595	WICE — Providence, R. I.	612
WHHH — Warren, O.	572	WICH — Norwich, Conn.	368
WHHM — Memphis, Tenn.	626	WICY — Malone, N. Y.	522
WHIL — Medford, Mass.	459	WIDE — Biddford, Me.	447
WHIM — Providence, R. I.	612	WIEL — Elizabethtown, Ky.	435
WHIN — Gallatin, Tenn.	623	WIFM — Elkin, N. C.	548
WHIO — Dayton, O.	567	WIGM — Medford, Wis.	685
WHIP — Mooresville, N. C.	552	WIHL — Hammond, La.	442
WHIR — Danville, Ky.	435	WIKB — Iron River, Mich.	470
WHIS — Bluefield, W. Va.	676	WIKC — Moberly, Mo.	441
WHIT — New Bern, N. C.	553	WIKL — New York, N. Y.	658
WHIZ — Zanesville, O.	575	WIKK — Erie, Pa.	592
WHJB — Greensburg, Pa.	593	WIKY — Evansville, Ind.	417
WHJC — Mewan, W. Va.	678	WIL — St. Louis, Mo.	493
WHK — Cleveland, O.	565	WILD — Birmingham, Ala.	318
WHKC — Columbus, O.	567	WILE — Cambridge, O.	563
WHKK — Akron, O.	562	WILK — Wilkes-Barre, Pa.	609
WHKP — Hendersonville, N. C.	550	WILM — Wilmington, Del.	370
WHKY — Hickory, N. C.	550	WILS — Lansing, Mich.	471
WHLB — Virginia, Minn.	480	WIMA — Lima, O.	569
WHLD — Niagara Falls, N. Y.	535	WIMO — Winder, Ga.	399
WHLF — South Boston, Va.	667	WIMS — Michigan City, Ind.	420
WHLI — Hempstead, N. Y.	521	WINA — Charlottesville, Va.	660
WHLL — Wheeling, W. Va.	680	WINC — Winchester, Va.	668
WHLM — Bloomsburg, Pa.	589	WIND — Chicago, Ill.	408
WHLN — Harlan, Ky.	436	WING — Dayton, O.	568
WHLS — Port Huron, Mich.	473	WINK — Ft. Myers, Fla.	375
WHMA — Anniston, Ala.	317	WINN — Louisville, Ky.	437
WHMP — Northampton, Mass.	460	WINR — Binghamton, N. Y.	515
WHNC — Henderson, N. C.	550	WINS — New York, N. Y.	527
WHO — Des Moines, Iowa	425	WINX — Rockville, Md.	455
WHOB — Gardner, Mass.	458	WINZ — Miami, Fla.	379
WHOC — Philadelphia, Miss.	485	WIOD — Miami, Fla.	380
WHOD — Homestead, Pa.	593	WIOU — Kokomo, Ind.	419
WHOK — Lancaster, O.	569	WIP — Philadelphia, Pa.	603
WHOL — Allentown, Pa.	588	WIPC — Lake Wales, Fla.	378
WHOM — New York, N. Y.	525	WIPR — San Juan, P. R.	699
WHOO — Orlando, Fla.	382	WIRA — Ft. Pierce, Fla.	375
WHOP — Hopkinsville, Ky.	436	WIRB — Enterprise, Ala.	320
WHOS — Decatur, Ala.	319	WIRC — Hickory, N. C.	550
WHOT — South Bend, Ind.	420	WIRE — Indianapolis, Ind.	418
WHOW — Clinton, Ill.	408	WIRJ — Humboldt, Tenn.	624
WHP — Harrisburg, Pa.	595	WIRK — West Palm Beach, Fla.	385
WHPE — High Point, N. C.	550	WIRL — Peoria, Ill.	413
WHRV — Ann Arbor, Mich.	464	WIRO — Ironton, O.	569
WHSC — Hartsville, S. C.	618	WIRY — Plattsburg, N. Y.	536
WHSY — Hattiesburg, Miss.	483	WIS — Columbia, S. C.	614
WHTB — Talladega, Ala.	325	WISC — Madison, Wis.	683
WHTC — Holland, Mich.	470	WISE — Asheville, N. C.	545

WISH — Indianapolis, Ind.	418	WJPS — Evansville, Ind.	417
WISL — Shamokin, Pa.	607	WJQS — Jackson, Miss.	483
WISN — Milwaukee, Wis.	685	WJR — Detroit, Mich.	468
WISR — Butler, Pa.	590	WJRD — Tuscaloosa, Ala.	325
WIST — Charlotte, N. C.	547	WJRI — Lenoir, N. C.	551
WITA — San Juan, P. R.	699	WJTN — Jamestown, N. Y.	521
WITH — Baltimore, Md.	452	WJVA — South Bend, Ind.	421
WITZ — Jasper, Ind.	419	WJVB — Jacksonville Beach, Fla.	378
WIVY — Jacksonville, Fla.	375	WJW — Cleveland, O.	565
WIZE — Springfield, O.	571	WJWL — Georgetown, Del.	370
WJAC — Johnstown, Pa.	595	WJXN — Jackson, Miss.	483
WJAG — Norfolk, Neb.	500	WJZM — Clarksville, Tenn.	622
WJAM — Marion, Ala.	322	WKAB — Mobile, Ala.	322
WJAR — Providence, R. I.	612	WKAI — Macomb, Ill.	411
WJAS — Pittsburgh, Pa.	604	WKAL — Rome, N. Y.	537
WJAT — Swainboro, Ga.	397	WKAM — Warsaw, Ind.	422
WJAX — Jacksonville, Fla.	376	WKAN — Kankakee, Ill.	410
WJAY — Mullins, S. C.	618	WKAP — Allentown, Pa.	588
WJAZ — Albany, Ga.	386	WKAQ — San Juan, P. R.	700
WJBB — Haleyville, Ala.	321	WKAT — Miami Beach, Fla.	381
WJBC — Bloomington, Ill.	403	WKAY — Glasgow, Ky.	436
WJBF — Augusta, Ga.	389	WKBC — North Wilkesboro, N. C.	553
WJBK — Detroit, Mich.	468	WKBH — La Crosse, Wis.	683
WJBO — Baton Rouge, La.	441	WKBI — St. Mary's, Pa.	606
WJBS — Deland, Fla.	374	WKEN — Youngstown, O.	575
WJBW — New Orleans, La.	444	WKBO — Harrisburg, Pa.	595
WJBY — Gadsden, Ala.	321	WKBR — Manchester, N. H.	504
WJCD — Seymour, Ind.	420	WKBS — Oyster Bay, N. Y.	535
WJCM — Sebring, Fla.	384	WKBV — Richmond, Ind.	420
WJDA — Quincy, Mass.	460	WKBW — Buffalo, N. Y.	517
WJDX — Jackson, Miss.	483	WKBZ — Muskegon, Mich.	472
WJEF — Grand Rapids, Mich.	469	WKCT — Bowling Green, Ky.	434
WJEH — Gallipolis, O.	569	WKDA — Nashville, Tenn.	627
WJEE — Hagerstown, Md.	454	WKDK — Newberry, S. C.	618
WJEL — Springfield, O.	571	WKDN — Camden, N. J.	506
WJER — Dover, O.	568	WKEI — Kewanee, Ill.	410
WJET — Erie, Pa.	592	WKEU — Griffin, Ga.	394
WJHL — Johnson City, Tenn.	624	WKEY — Covington, Va.	660
WJHO — Opelika, Ala.	324	WKGN — Knoxville, Tenn.	625
WJHP — Jacksonville, Fla.	375	WKHM — Jackson, Mich.	471
WJIG — Tullahoma, Tenn.	629	WKIC — Hazard, Ky.	436
WJIM — Lansing, Mich.	471	WKID — Urbana, Ill.	415
WJIV — Savannah, Ga.	397	WKIN — Kingsport, Tenn.	625
WJJD — Chicago, Ill.	408	WKIP — Poughkeepsie, N. Y.	537
WJJI — Montgomery Ala.	323	WKJB — Mayaguez, P. R.	697
WJIL — Niagara Falls, N. Y.	535	WKJG — Ft. Wayne, Ind.	417
WJIM — Lewisburg, Tenn.	626	WKKO — Cocoa, Fla.	373
WJKO — Springfield, Mass.	461	WKLA — Ludington, Mich.	471
WJLB — Detroit, Mich.	468	WKLF — Clanton, Ala.	319
WJLD — Homewood, Ala.	321	WKLJ — Sparta, Wis.	688
WJLK — Asbury Park, N. J.	505	WKLK — Cluquet, Minn.	475
WJLS — Beckley, W. Va.	676	WKLO — Louisville, Ky.	438
WJMA — Orange, Va.	664	WKLV — Blackstone, Va.	659
WJMB — Brookhaven, Miss.	481	WKLY — Hartwell, Ga.	394
WJMC — Rice Lake, Wis.	688	WKMH — Dearborn, Mich.	466
WJMJ — Philadelphia, Pa.	604	WKNA — Charleston, W. Va.	676
WJMO — Cleveland, O.	565	WKNB — New Britain, Conn.	367
WJMR — New Orleans, La.	444	WKNE — Keene, N. H.	504
WJMS — Ironwood, Mich.	470	WKNK — Muskegon, Mich.	472
WJMW — Athens, Ala.	317	WKNX — Saginaw, Mich.	473
WJMX — Florence, S. C.	615	WKNY — Kingston, N. Y.	522
WJNC — Jacksonville, N. C.	551	WKOK — Sunbury, Pa.	608
WJNO — West Palm Beach, Fla.	385	WKOP — Binghamton, N. Y.	515
WJOB — Hammond, Ind.	418	WKOY — Wellston, O.	573
WJOC — Jamestown, N. Y.	520	WKOW — Madison, Wis.	684
WJOI — Florence, Ala.	320	WKOX — Framingham, Mass.	458
WJOL — Joliet, Ill.	410	WKOY — Bluefield, W. Va.	676
WJON — St. Cloud, Minn.	479	WKOZ — Kosciusko, Miss.	484
WJOY — Burlington, Vt.	658	WKPA — New Kensington, Pa.	599
WJPA — Washington, Pa.	608	WKPT — Kingsport, Tenn.	625
WJPD — Ishpeming, Mich.	471	WKRC — Cincinnati, O.	564
WJPF — Herrin, Ill.	410	WKRK — Mobile, Ala.	323
WJPG — Green Bay, Wis.	682	WKRM — Columbia, Tenn.	623
WJPR — Greenville, Miss.	482	WKRO — Cairo, Ill.	405
		WKRS — Waukegan, Ill.	415

WKRT — Cortland, N. Y.	518	WLOW — Norfolk, Va.	663
WKRZ — Oil City, Pa.	601	WLOX — Biloxi-Gulfport, Miss.	481
WKSR — Pulaski, Tenn.	628	WLPM — Suffolk, Va.	668
WKST — New Castle, Pa.	599	WLPO — La Salle, Ill.	410
WKTG — Thomasville, Ga.	397	WLRP — New Albany, Ind.	420
WKTM — Mayfield, Ky.	438	WLS — Chicago, Ill.	408
WKTY — La Crosse, Wis.	683	WLSH — Lansford, Pa.	596
WKUL — Cullman, Ala.	319	WLSI — Pikeville, Ky.	439
WKVA — Lewistown, Pa.	597	WLTC — Gastonia, N. C.	549
WKVM — San Juan, P. R.	700	WLVA — Lynchburg, Va.	662
WKWF — Key West, Fla.	378	WLW — Cincinnati, O.	564
WKWK — Wheeling, W. Va.	680	WLYC — Williamsport, Pa.	609
WKXL — Concord, N. H.	504	WLYN — Lynn, Mass.	459
WKXY — Sarasota, Fla.	384	WMAJ — State College, Pa.	607
WKY — Oklahoma City, Okla.	579	WMAK — Nashville, Tenn.	627
WKYB — Paducah, Ky.	439	WMAL — Washington, D. C.	371
WKYR — Keyser, W. Va.	678	WMAM — Marinette, Wis.	684
WKYW — Louisville, Ky.	438	WMAN — Mansfield, O.	570
WKZO — Kalamazoo, Mich.	471	WMAP — Monroe, N. C.	552
WLAC — Nashville, Tenn.	627	WMAQ — Chicago, Ill.	408
WLAD — Danbury, Conn.	365	WMAS — Springfield, Mass.	461
WLAG — La Grange, Ga.	395	WMAY — Springfield, Ill.	414
WLAK — Lakeland, Fla.	378	WMAZ — Macon, Ga.	395
WLAM — Lewiston, Me.	448	WMBC — Macon, Miss.	484
WLAN — Lancaster, Pa.	596	WMBD — Peoria, Ill.	413
WLAP — Lexington, Ky.	436	WMBG — Richmond, Va.	665
WLAQ — Rome, Ga.	396	WMBH — Joplin, Mo.	488
WLAR — Athens, Tenn.	621	WMBL — Morehead, N. C.	552
WLAT — Conway, S. C.	615	WMBM — Miami Beach, Fla.	381
WLAU — Laurel, Miss.	484	WMBN — Petoskey, Mich.	473
WLAV — Grand Rapids, Mich.	470	WMBO — Auburn, N. Y.	515
WLAW — Lawrence, Mass.	459	WMBR — Jacksonville, Fla.	376
WLAY — Muscle Shoals, Ala.	323	WMBS — Uniontown, Pa.	608
WLBB — Carrollton, Ga.	391	WMC — Memphis, Tenn.	626
WLBC — Muncie, Ind.	420	WMCA — New York, N. Y.	527
WLBE — Leesburg, Fla.	378	WMCK — McKeesport, Pa.	599
WLBG — Laurens, S. C.	618	WMDD — Fajardo, P. R.	697
WLBH — Mattoon, Ill.	411	WMDN — Midland, Mich.	472
WLBJ — Bowling Green, Ky.	434	WMEV — Marion, Va.	662
WLBK — De Kalb, Ill.	409	WMEW — Boston, Mass.	456
WLBK — Lebanon, Pa.	596	WMFC — Monroeville, Ala.	323
WLS — Birmingham, Ala.	318	WMFD — Wilmington, N. C.	557
WLBZ — Bangor, Me.	447	WMFG — Hibbing, Minn.	477
WLCK — Campbellsville, Ky.	434	WMFJ — Daytona Beach, Fla.	373
WLCM — Lancaster, S. C.	618	WMFR — High Point, N. C.	551
WLCR — Torrington, Conn.	369	WMFS — Chattanooga, Tenn.	622
WLCS — Baton Rouge, La.	441	WMGA — Moultrie, Ga.	396
WLCC — La Crosse, Wis.	683	WMGM — New York, N. Y.	527
WLDS — Jacksonville, Ill.	410	WMGR — Bainbridge, Ga.	390
WLDY — Ladysmith, Wis.	683	WMGW — Meadville, Pa.	599
WLEA — Hornell, N. Y.	521	WMGY — Montgomery, Ala.	323
WLEC — Sandusky, O.	571	WMIA — Caguas, P. R.	697
WLEE — Richmond, Va.	665	WMID — Atlantic City, N. J.	505
WIET — Toccoa, Ga.	398	WMIE — Miami, Fla.	380
WLEU — Erie, Pa.	592	WMIK — Middleboro, Ky.	438
WLEW — Bad Axe, Mich.	464	WMIL — Milwaukee, Wis.	686
WLEX — Lexington, Ky.	436	WMIN — St. Paul, Minn.	479
WLIB — New York, N. Y.	529	WMIQ — Iron Mountain, Mich.	470
WLIL — Lenoir City, Tenn.	626	WMIS — Natchez, Miss.	485
WLIN — Merrill, Wis.	685	WMIX — Mt. Vernon, Ill.	412
WLIO — East Liverpool, O.	568	WMJM — Cordele, Ga.	393
WLIP — Kenosha, Wis.	683	WMLS — Sylacauga, Ala.	325
WLH — Lowell-Lawrence, Mass.	459	WMLT — Dublin, Ga.	394
WLNA — Peekskill, N. Y.	536	WMMB — Melbourne, Fla.	379
WLNH — Laconia, N. H.	504	WMMN — Fairmont, W. Va.	677
WLOA — Braddock, Pa.	590	WMMT — McMinnville, Tenn.	626
WLOE — Leaksville, N. C.	551	WMMW — Meriden, Conn.	367
WLOF — Orlando, Fla.	382	WMNB — North Adams, Mass.	460
WLOG — Logan, W. Va.	678	WMNC — Morgantown, N. C.	552
WLOH — Princeton, W. Va.	679	WMNE — Menomonie, Wis.	685
WLOI — La Porte, Ind.	419	WMOA — Marietta, O.	570
WLOK — Lima, O.	569	WMOG — Covington, Ga.	393
WLOL — Minneapolis, Minn.	478	WMOD — Moundsville, W. Va.	679
WLOS — Asheville, N. C.	545	WMOG — Brunswick, Ga.	390
WLOU — Louisville, Ky.	437	WMOH — Hamilton, O.	569

WMOK — Metropolis, Ill.	411	WOBT — Rhinelander, Wis.	688
WMON — Montgomery, W. Va.	679	WOC — Davenport, Iowa	424
WMOU — Berlin, N. H.	504	WOCB — West Yarmouth, Mass.	461
WMOX — Meridian, Miss.	484	WOHI — East Liverpool, O.	568
WMOZ — Mobile, Ala.	323	WOHP — Bellefontaine, O.	563
WMPA — Aberdeen, Miss.	481	WOHS — Shelby, N. C.	555
WMPM — Smithfield, N. C.	555	WOKW — Sturgeon Bay, Wis.	689
WMP5 — Memphis, Tenn.	627	WOKY — Milwaukee, Wis.	686
WMRA — Myrtle Beach, S. C.	618	WOKO — Albany, N. Y.	514
WMRC — Greenville, S. C.	617	WOKZ — Alton, Ill.	403
WMRF — Lewistown, Pa.	597	WOL — Washington, D. C.	371
WMRN — Marion, O.	570	WOLF — Syracuse, N. Y.	539
WMRO — Aurora, Ill.	403	WOLS — Florence, S. C.	615
WMRP — Flint, Mich.	469	WOMI — Owensboro, Ky.	439
WMRY — New Orleans, La.	445	WOMT — Manitowoc, Wis.	684
WMSA — Massena, N. Y.	522	WOND — Pleasantville, N. J.	510
WMSC — Columbia, S. C.	615	WONE — Dayton, O.	568
WMSL — Decatur, Ala.	319	WONN — Lakeland, Fla.	378
WMT — Cedar Rapids, Ia.	423	WONS — Hartford, Conn.	367
WMTc — Vanclève, Ky.	440	WONW — Defiance, O.	568
WMTE — Manistee, Mich.	472	WOOD — Grand Rapids, Mich.	470
WMTR — Morristown, N. J.	507	WOOF — Donthan, Ala.	320
WMUR — Manchester, N. H.	505	WOOK — Washington, D. C.	372
WMUS — Muskegon, Mich.	472	WOPA — Oak Park, Ill.	412
WMUU — Greenville, S. C.	617	WOPI — Bristol, Tenn.	621
WMVA — Martinsville, Va.	663	WOR — New York, N. Y.	529
WMVG — Milledgeville, Ga.	395	WORA — Mayaguez, P. R.	699
WMYR — Ft. Myers, Fla.	375	WORC — Worcester, Mass.	463
WNAB — Bridgeport, Conn.	365	WORD — Spartanburg, S. C.	619
WNAC — Boston, Mass.	457	WORK — York, Pa.	611
WNAE — Warren, Pa.	608	WORL — Boston, Mass.	457
WNAG — Grenada, Miss.	483	WORZ — Orlando, Fla.	382
WNAH — Nashville, Tenn.	628	WOSA — Wausau, Wis.	690
WNAM — Neenah, Menasha, Wis.	686	WOSC — Fulton, N. Y.	519
WNAO — Raleigh, N. C.	553	WOSH — Oshkosh, Wis.	686
WNAR — Norristown, Pa.	599	WOTW — Nashua, N. H.	505
WNAT — Natchez, Miss.	485	WOV — New York, N. Y.	533
WNAV — Annapolis, Md.	450	WOW — Omaha, Neb.	502
WNAW — North Adams, Mass.	460	WOWL — Florence, Ala.	320
WNAX — Yankton, S. D.	621	WOWO — Ft. Wayne, Ind.	418
WNBC — New York, N. Y.	527	WOXF — Oxford, N. C.	553
WNBF — Binghamton, N. Y.	515	WPAP — Ponce, P. R.	699
WNBH — New Bedford, Mass.	459	WPAC — Patchogue, N. Y.	536
WNBS — Murray, Ky.	439	WPAD — Paducah, Ky.	439
WNBZ — Saranac Lake, N. Y.	539	WPAG — Ann Arbor, Mich.	464
WNCA — Siler City, N. C.	555	WPAL — Charleston, S. C.	614
WNCC — Barnesboro, Pa.	589	WPAM — Pottsville, Pa.	605
WNDB — Daytona Beach, Fla.	374	WPAQ — Mt. Airy, N. C.	552
WNDR — Syracuse, N. Y.	539	WPAR — Parkersburg, W. Va.	679
WNEB — Worcester, Mass.	463	WPAT — Paterson, N. J.	509
WNEL — San Juan, P. R.	700	WPAW — Pawtucket, R. I.	611
WNER — Live Oak, Fla.	379	WPAX — Thomasville, Ga.	397
WNEW — New York, N. Y.	531	WPAY — Portsmouth, O.	570
WNEX — Macon, Ga.	395	WPAZ — Pottstown, Pa.	605
WNGO — Mayfield, Ky.	438	WPBB — Jackson, Ala.	322
WNHC — New Haven, Conn.	368	WPBC — Minneapolis, Minn.	478
WNJR — Newark, N. J.	507	WPCF — Panama City, Fla.	382
WNLC — New London, Conn.	368	WPDQ — Jacksonville, Fla.	376
WNLK — Norwalk, Conn.	368	WPDR — Portage, Wis.	686
WNMP — Evanston, Ill.	409	WPDx — Clarksburg, W. Va.	677
WNNC — Newton, N. C.	553	WPEN — Philadelphia, Pa.	604
WNNT — Warsaw, Va.	668	WPEO — Peoria, Ill.	413
WNOE — New Orleans, La.	445	WPEP — Taunton, Mass.	461
WNOK — Columbia, S. C.	615	WPFb — Middletown, O.	570
WNOP — Newport, Ky.	439	WPGW — Portland, Ind.	420
WNOR — Norfolk, Va.	663	WPGH — Pittsburgh, Pa.	604
WNOW — York, Pa.	611	WPIC — Sharon, Pa.	607
WNOX — Knoxville, Tenn.	625	WPIK — Alexandria, Va.	659
WNPT — Northport, Ala.	324	WPIN — St. Petersburg, Fla.	383
WNVA — Norton, Va.	664	WPIT — Pittsburgh, Pa.	605
WNXT — Portsmouth, O.	570	WPJB — Providence, R. I.	612
WOAI — San Antonio, Tex.	651	WPKE — Pikesville, Ky.	440
WOAP — Owosso, Mich.	473	WPKY — Princeton, Ky.	440
WOAY — Oak Hill, W. Va.	679	WPLA — Plant City, Fla.	383
WOBS — Jacksonville, Fla.	376	WPLH — Huntington, W. Va.	678
		WPLI — Jackson, Tenn.	624

WPMP — Pascaoula, Miss.	485	WRRF — Washington, N. C.	556
WPNF — Brevard, N. C.	546	WRRZ — Clinton, N. C.	547
WPNX — Phoenix City, Ala.	324	WRSW — Warsaw, Ind.	422
WPOR — Portland, Me.	449	WRTA — Altoona, Pa.	588
WPPA — Pottsville, Pa.	605	WRUF — Gainesville, Fla.	375
WPPA — Mayaguez, P. R.	699	WRUN — Utica-Rome, N. Y.	543
WPRC — Lincoln, Ill.	411	WRVA — Richmond, Va.	666
WPRE — Prairie Du Chien, Wis.	687	WRXO — Roxboro, N. C.	554
WPRO — Providence, R. I.	612	WSAI — Cincinnati, O.	564
WPRP — Ponce, P. R.	699	WSAL — Logansport, Ind.	419
WPRS — Paris, Ill.	412	WSAM — Saginaw, Mich.	474
WPRT — Prestonburg, Ky.	440	WSAN — Allentown, Pa.	588
WPTF — Raleigh, N. C.	553	WSAP — Portsmouth, Va.	664
WPTR — Albany, N. Y.	514	WSAR — Fall River, Mass.	457
WPTW — Piqua, Ohio	570	WSAT — Salisbury, N. C.	554
WPUV — Pulaski, Va.	664	WSAU — Wausau, Wis.	690
WPWA — Chester, Pa.	591	WSAV — Savannah, Ga.	397
WQAM — Miami, Fla.	380	WSAY — Rochester, N. Y.	537
WQAN — Scranton, Pa.	606	WSAZ — Huntington, W. Va.	678
WQBC — Vicksburg, Miss.	485	WSB — Atlanta, Ga.	389
WQUA — Moline, Ill.	411	WSBA — York, Pa.	611
WQXI — Atlanta, Ga.	389	WSBB — New Smyrna Beach, Fla.	381
WQXR — New York, N. Y.	535	WSBC — Chicago, Ill.	408
WRAC — Racine, Wis.	687	WSBT — South Bend, Ind.	421
WRAD — Radford, Va.	664	WSCR — Scranton, Pa.	606
WRAG — Carrollton, Ala.	319	WSDC — Marine City, Mich.	472
WRAK — Williamsport, Pa.	609	WSDR — Sterling, Ill.	415
WRAL — Raleigh, N. C.	553	WSFA — Montgomery, Ala.	323
WRAP — Norfolk, Va.	663	WSFC — Somerset, Ky.	440
WRAW — Reading, Pa.	605	WSFT — Thomaston, Ga.	397
WRAY — Princeton, Ind.	420	WSGC — Elberton, Ga.	394
WRBC — Jackson, Miss.	483	WSGN — Birmingham, Ala.	318
WRBL — Columbus, Ga.	393	WSGW — Saginaw, Mich.	474
WRC — Washington, D. C.	372	WSHB — Stillwater, Minn.	480
WRCO — Richland Center, Wis.	688	WSIC — Statesville, N. C.	555
WRCS — Ahoskie, N. C.	545	WSID — Baltimore, Md.	452
WRDB — Reedsburg, Wis.	687	WSIP — Paintsville, Ky.	439
WRDO — Augusta, Me.	447	WSIR — Winter Haven, Fla.	385
WRDW — Augusta, Ga.	390	WSIV — Pekin, Ill.	412
WREB — Holyoke, Mass.	458	WSIX — Nashville, Tenn.	628
WREC — Memphis, Tenn.	627	WSJS — Winston-Salem, N. C.	558
WREL — Lexington, Va.	662	WSKB — McComb, Miss.	484
WREN — Topeka, Kan.	433	WSKI — Montpelier-Barre, Vt.	658
WREX — Reidsville, N. C.	554	WSKY — Asheville, N. C.	545
WREX — Duluth, Minn.	476	WSLB — Ogdensburg, N. Y.	535
WRFC — Athens, Ga.	386	WSLI — Jackson, Miss.	484
WRFD — Worthington, O.	573	WSLS — Roanoke, Va.	667
WRFS — Alexander City, Ala.	317	WSM — Nashville, Tenn.	628
WRFW — Eau Claire, Wis.	682	WSMB — New Orleans, La.	445
WRGA — Rome, Ga.	396	WSMI — Litchfield, Ill.	411
WRHC — Jacksonville, Fla.	378	WSNJ — Bridgeton, N. J.	506
WRHI — Rock Hill, S. C.	619	WSNW — Seneca, S. C.	619
WRIB — Providence, R. I.	612	WSNY — Schenectady, N. Y.	539
WRIC — Richlands, Va.	664	WSOC — Charlotte, N. C.	547
WRIO — Rio Piedras, P. R.	699	WSOK — Nashville, Tenn.	628
WRJM — Newport, R. I.	611	WSO — Henderson, Ky.	436
WRJN — Racine, Wis.	687	WSOO — Saulte Ste. Marie, Mich.	474
WRJW — Picayune, Miss.	485	WSOY — Decatur, Ill.	409
WRKD — Rockland, Me.	450	WSPA — Spartanburg, S. C.	619
WRLD — Lanett, Ala. (West Point, Ga.)	322	WSPB — Sarasota, Fla.	384
WRMN — Elgin, Ill.	409	WSPC — Anniston, Ala.	317
WRNL — Richmond, Va.	665	WSPD — Toledo, O.	571
WRNO — Orangeburg, S. C.	618	WSPR — Springfield, Mass.	461
WRNY — Rochester, N. Y.	537	WSPT — Stevens Point, Wis.	688
WROB — West Point, Miss.	486	WSRS — Cleveland, O.	566
WROD — Daytona Beach, Fla.	374	WSSB — Durham, N. C.	548
WROK — Rockford, Ill.	413	WSSO — Starkville, Miss.	485
WROL — Knoxville, Tenn.	625	WSSV — Petersburg, Va.	664
WROM — Rome, Ga.	396	WSTC — Stamford, Conn.	368
WRON — Ronceverte, W. Va.	679	WSTP — Salisbury, N. C.	554
WROV — Roanoke, Va.	667	WSTR — Sturgis, Mich.	474
WROW — Albany, N. Y.	514	WSTV — Steubenville, O.	571
WROX — Clarksdale, Miss.	481	WSUN — St. Petersburg, Fla.	383
WROY — Carmi, Ill.	405	WSVA — Harrisonburg, Va.	662
WRR — Dallas, Tex.	637	WSVS — Crewe, Va.	661
		WSWN — Belle Glade, Fla.	373

WSYB — Rutland, Vt.	658	WTXL — Springfield, Mass.	461
WSYD — Mt. Airy, N. C.	552	WTYC — Rock Hill, S. C.	619
WSYR — Syracuse, N. Y.	541	WTYS — Marianna, Fla.	379
WTAC — Flint, Mich.	469	WULA — Eufaula, Ala.	320
WTAD — Quincy, Ill.	413	WUSJ — Lockport, N. Y.	522
WTAG — Worcester, Mass.	463	WUSN — Charleston, S. C.	614
WTAL — Tallahassee, Fla.	384	WUST — Bethesda, Md.	452
WTAM — Cleveland, O.	566	WVAM — Altoona, Pa.	589
WTAN — Clearwater, Fla.	373	WVCG — Coral Gables, Fla.	373
WTAO — Cambridge, Mass.	457	WVCH — Chester, Pa.	591
WTAQ — La Grange, Ill.	410	WVEC — Hampton, Va.	662
WTAR — Norfolk, Va.	663	WVET — Rochester, N. Y.	537
WTAW — College Station, Tex.	635	WVIM — Vicksburg, Miss.	486
WTAX — Springfield, Ill.	415	WVJP — Caguas, P. R.	697
WTBC — Tuscaloosa, Ala.	325	WVJS — Owensboro, Ky.	439
WTBF — Troy, Ala.	325	WVKO — Columbus, O.	567
WTBO — Cumberland, Md.	454	WVLK — Lexington, Ky.	436
WTCH — Shawano, Wis.	688	WVLN — Olney, Ill.	412
WTCJ — Tell City, Ind.	421	WVMC — Mt. Carmel, Ill.	412
WTCM — Traverse City, Mich.	474	WVMI — Biloxi, Miss.	481
WTCN — Minneapolis-St. Paul, Minn.	478	WVNJ — Newark, N. J.	507
WTCO — Campbellsville, Ky.	435	WVOK — Birmingham, Ala.	318
WTEL — Philadelphia, Pa.	603	WVOM — Boston-Brookline, Mass.	457
WTHI — Terre Haute, Ind.	421	WVOP — Vidalia, Ga.	398
WTHT — Hartford, Conn.	367	WVOS — Liberty, N. Y.	522
WTIC — Hartford, Conn.	367	WVOT — Wilson, N. C.	557
WTIK — Durham, N. C.	548	WVOW — Logan, W. Va.	678
WTIL — Mayaguez, P. R.	699	WVPO — Stroudsburg, Pa.	608
WTIM — Taylorville, Ill.	415	WVSC — Somers, Pa.	607
WTIP — Charleston, W. Va.	677	WVVW — Fairmont, W. Va.	677
WTIX — New Orleans, La.	445	WVBZ — Vineland, N. J.	510
WTJH — East Point, Ga.	394	WWCA — Gary, Ind.	418
WTIS — Jackson, Tenn.	624	WWCO — Waterbury, Conn.	369
WTKM — Hartford, Wis.	682	WWDC — Washington, D. C.	372
WTMA — Charleston, S. C.	614	WWEZ — New Orleans, La.	445
WTMC — Ocala, Fla.	381	WWGP — Sanford, N. C.	555
WTMJ — Milwaukee, Wis.	686	WWGS — Tifton, Ga.	398
WTMW — East St. Louis, Ill.	409	WWHG — Hornell, N. Y.	521
WTNC — Thomasville, N. C.	556	WWIN — Baltimore, Md.	452
WTND — Orangeburg, S. C.	618	WWJ — Detroit, Mich.	468
WTNJ — Trenton, N. J.	510	WWL — New Orleans, La.	445
WTNS — Coshocton, O.	567	WWNC — Asheville, N. C.	545
WTNT — Tallahassee, Fla.	384	WWNH — Rochester, N. H.	505
WTOB — Winston-Salem, N. C.	558	WWNR — Beckley, W. Va.	676
WTOC — Savannah, Ga.	397	WWNS — Statesboro, Ga.	397
WTOD — Toledo, O.	571	WWNY — Watertown, N. Y.	544
WTCK — Meridian, Miss.	485	WWOC — Manitowoc, Wis.	684
WTOL — Toledo, O.	572	WWOD — Lynchburg, Va.	662
WTON — Staunton, Va.	667	WWOL — Buffalo, N. Y.	517
WTOP — Washington, D. C.	372	WWON — Woonsocket, R. I.	613
WTOR — Torrington, Conn.	369	WWPA — Williamsport, Pa.	611
WTPR — Paris, Tenn.	628	WWPB — Miami, Fla.	381
WTPS — New Orleans, La.	445	WWPF — Palatka, Fla.	382
WTRC — Elkhart, Ind.	416	WWPG — Palm Beach, Fla.	382
WTRF — Bellaire, Ohio	562	WWRL — Woodside, N. Y.	544
WTRL — Bradentown, Fla.	373	WWSC — Glens Falls, N. Y.	519
WTRR — Sanford, Fla.	383	WWSO — Springfield, O.	571
WTRW — Two Rivers, Wis.	689	WWSR — St. Albans, Vt.	658
WTRY — Troy, N. Y.	541	WWST — Wooster, O.	573
WTSA — Brattleboro, Vt.	658	WWSW — Pittsburgh, Pa.	605
WTSB — Lumberton, N. C.	552	WWSA — Wheeling, W. Va.	680
WTSL — Hanover-Lebanon, N. H.	504	WWWB — Jasper, Ala.	322
WTSP — St. Petersburg, Fla.	383	WWWF — Fayette, Ala.	320
WTSV — Claremont, N. H.	504	WWWR — Russellville, Ala.	324
WTHH — Port Huron, Mich.	473	WWWW — Rio Piedras, P. R.	699
WTIM — Trenton, N. J.	510	WWYO — Pineville, W. Va.	679
WTIN — Watertown, Wis.	689	WXAL — Demopolis, Ala.	319
WTTS — Bloomington, Ind.	416	WXGI — Richmond, Va.	666
WTTT — Coral Gables, Fla.	373	WXKW — Albany, N. Y.	515
WTUS — Tuskegee, Ala.	325	WXLW — Indianapolis, Ind.	419
WTUX — Wilmington, Del.	370	WXRA — Buffalo, N. Y.	518
WTVB — Coldwater, Mich.	466	WXRF — Guayama, P. R.	697
WTVH — Peoria, Ill.	413	WXYZ — Detroit, Mich.	468
WTVL — Waterville, Me.	450	WYVE — Wytheville, Va.	668
WTWA — Thomson, Ga.	398	WZIP — Covington, Ky.	435
WTWN — St. Johnsbury, Vt.	659	WZOB — Ft. Payne, Ala.	320

ALABAMA

Pop. April 1, 1953 (Est.) 3,252,000 — Total Housing Units 850,000
Families April 1, 1953 (Est.) 777,000 — Stations in State 78

WAVU

ALBERTVILLE—1948

Frequency: 630 Kc. Power: 500 Watts d.
Owned-Oper. By Sand Mt. Bcstg. Service
Business-Studio Address P. O. Box 250
Phone Number 639
News Service AP
Transcription Service World
Pres., Gen. Mgr. Pat M. Courington
Commercial Manager Bob H. Riseling
Prog. Dir. Mel Evans
Chief Engineer R. W. Hoffman

WRFS

ALEXANDER CITY—1947—
KEYSTONE

Frequency: 1050 Kc. Power: 1000 Watts
Owned-Operated By Piedmont Service Corp.
Business-Studio Address Main St.
Phone Number 1050
News Service UP
Transcription Service World
Representative Sears & Ayer
Membership NARTB, BAB
President James L. Coley
Gen.-Station-Com. Mgr. Jim Whatley
Dir. of Operations Lem Coley
Prog. Dir. Bob McKinnon
Chief Engineer James W. Whatley

WCTA

ANDALUSIA—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Andalusia Bcstg. Co., Inc.
Address P. O. Box 29
Phone Number 1100
Air Time 5:30 a.m.-10:30 p.m.
News Service AP
Transcription Service World, KBS
Representative Walker
Membership NAB
Exec. V.P., Gen. Mgr. J. Dige Bishop
Chief Engineer Joe Thorpe

WHMA

ANNISTON—1938—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Anniston Bcstg. Co., Inc.
Business-Studio Address Radio Bldg.
Phone Number 2380
Air Time 5:45 a.m.-11:05 p.m.
Transcription Service World
Representative Sears & Ayer
Membership BAB
President Harry M. Ayers
Gen.-Sta. Mgr. Malcolm Street
Commercial Mgr. W. Hall Wray

Program Director Rosamond Ponder
Publicity Director Dewitt Carmichael
Chief Engineer James A. Hudson

WSPC

ANNISTON—1949—MBS

Frequency: 1390 Kc. Power: 5000 Watts d;
1000 Watts n.
Owned-Operated By Model City Bcstg. Co., Inc.
Business Address Jefferson Davis Hotel
Phone 1850-51
Air Time Unlimited
News Service AP
Transcription Service Standard
Representative Walker & Dora-Clayton
Pres., Gen., Sta. Mgr. W. S. Weatherly
Commercial Manager John M. Orrison
Program Director Rosebud Waldrop
Sales Prom. Mgr. Sara F. Jackson
Chief Engineer Winfred B. Kennedy

WJMW

ATHENS—1948

Frequency: 1010 Kc. Power: 250 Watts d.
Owned-Operated By Athens Bcstg. Co., Inc.
Business-Studio Address P. O. Box 386
Phone Number 565
News Service AP
Pres.-Gen.-Comm. Mgr. Homer F. Dunnivant
Pgm., Prom., News Dir. Robert V. Dunnivant
Chief Engineer William G. Mitchell

WATM

ATMORE—1949

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated By Southland Bcstg. Co.
Address Box 205
Phone Atmore 50
Air Time Sunrise-Sunset
News Service UP
President John B. McCrary
Vice-Pres. & Chief Engr. Cyril W. Redbach
General Manager Everett M. McCrary

WAUD

AUBURN—1947—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Auburn Bcstg. Co.
Business Address Box 350
Phone Number 1240-1
Air Time 6 a.m.-Midnight
News Service AP
Transcription Service Associated
Pres., Gen.-Station Mgr. Elmer G. Salter
Pgm., Prod., Pub. Dir. Earl Andrews
Chief Engineer Ted Bellon

WBCO

BESSEMER—BIRMINGHAM—1950
 Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... The Bessemer Bcstg. Co., Inc.
 Business Address... 1720 3rd Ave., N., Bessemer
 Phone... Bessemer 5-5241
 Air Time... 6 a.m.-11 p.m.
 Transcription Service... Langworth
 Pres., Gen. Mgr.... J. E. Lanier
 Prod. Director... Bruce Payne
 Com. Mgr.... Hal Falter
 Chief Engineer... Jack Warden

WAPI

BIRMINGHAM—1922—CBS
 Frequency: 1070 Kc. Power: 10,000 Watts
 Owned-Oper. By... Television Corp.
 Address... 701 Protective Life Bldg.
 Phone Number... 3-8116
 News Service... UP
 Transcription Service... World
 Representative... Radio Sales (CBS)
 Membership... NARTB, BAB
 Chairman of the Board... Edward L. Norton
 President-Gen. Mgr.... Thad Holt
 Manager of Radio Operations... Lionel F. Baxter
 Pro. Dir.... Maury J. Farrell
 Chief Engineer... Norman S. Hurley

WBRC

BIRMINGHAM—1925—NBC
 Frequency: 960 Kc. Power: 5000 Watts
 Owned-Oper. By... Birmingham Bcstg. Co., Inc.
 Address... 1727 1/2 2nd Ave., N.
 Phone Number... 4-7741
 News Service... INS, AP
 Transcription Service... Capitol
 Representative... Paul H. Raymer Co.
 President... Eloise S. Hanna
 Gen. Manager... G. P. Hamann
 Pgm. Dir.... Bob Tamblyn
 Com. Mgr.... H. Callaway

WEDR

BIRMINGHAM—1949
 Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By... Magic City Bcstg. Co.
 Business Address... 1417 Fourth Ave. N.
 Phone Number... 40925
 Partner... J. L. Doss
 Partner... Leah L. Doss
 Gen. Mgr.... John A. Thompson
 Program Director... Carolyn Mardis
 Chief Engineer... John F. Cram

WILD

BIRMINGHAM—1945—MBS
 Frequency: 850 Kc. Power: 10,000 Watts
 Owned-Oper. By... Pilot Bcstg. Corp.
 Address... Essex House
 Phone Number... 53-4977

President... George A. Mattison, Jr.
 Gen. Sta., Com.... Don D. Campbell
 News Service... UP
 Rep.... H.R. Representatives
 Program Director... Charles White McGehee
 Sales Prom. Mgr.... J. B. Roberta
 Pub. Dir.... Mary Sue McWilliam
 Chief Engineer... Ray Lowery

WLBS

BIRMINGHAM—1946
 Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By... WLBS, Inc.
 Address... 216 1/2 21st St. N.
 Phone Number... 54-2541
 President... B. F. J. Timm
 Gen. Mgr.... Ed Rayfield
 Chief Engineer... S. H. Strickland

WSGN

BIRMINGHAM—1926—ABS
 Frequency: 610 Kc. Power: 5000d.; 1000 n.
 Owned-Operated... Birmingham News Co.
 Business Address... P. O. Box 2553
 Phone Number... 4-3434
 Newspaper Affiliation... Birmingham News
 News Service... AP
 Transcription Service... Thesaurus
 Air Time... Full Time
 Representative... John Blair & Co.
 Membership... NARTB, BAB
 Managing Director... Henry P. Johnston
 Manager Sta. Operations... Ray A. Furr
 Sales Manager... Herbert Martin
 Prom., Pub. Dir.... James Chenoweth
 Chief Engineer... J. V. Sanderson

WVOK

BIRMINGHAM—1947
 Frequency: 690 Kc. Power: 50,000 Watts d.
 Owned-Operated By... Voice of Dixie Inc.
 Business Address... P. O. Box 2468
 Phone Number... 6-2924
 Air Time... Daytime
 News Service... UP
 Transcription Service... Capitol
 Representative... Radio Reps., Inc.
 Membership... NARTB
 Pres., Gen. Sta. Mgr.... Iralee W. Benns
 Com. Sales Prom. Mgr.... William J. Brennan
 Chief Engineer... William J. Brennan

WEBJ

BREWTON—1947—MBS-KBS
 Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Brewton Bcstg. Co.
 Phone Number... 1000
 News Service... AP
 Transcription Service... SESAC, Capitol
 Representative... Dora-Clayton
 Pres., Gen. Mgr.... W. Emmett Brooks
 Commercial Manager... C. E. Land
 Program Director... Bolling Brooks
 Chief Engineer... R. D. Craig

WRAG

CARROLLTON—1951—KBS

Frequency: 590 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Pickens County Bcstg. Co.
 Address... Carrollton
 Phone Number... 2364
 News Service... UP
 Transcription Service... World
 Co-Owners... Roth E. Hook, W. E. Farrar
 Gen., Comm. Mgr... Wilton H. Beaver
 Program Director... Peggy Lowe
 Chief Engineer... Herb Guthrie

WKLF

CLANTON—1947—KBS

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Operated By... Southeastern Bcstg. Co.
 Bus. Studio Address... P. O. Box 110
 Phone Number... 448
 News Service... AP
 Transcription Service... World
 Representative... Thomas F. Clarke
 Membership... BAB
 President... Dr. J. Kelley Robinson
 Gen. Station-Pub. Mgr... Robert B. Taber
 Program Director... Helen Parrish
 Chief Engineer... Lester Carter

WFMH

CULLMAN—1950

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Operated By... The Voice of Cullman
 Address... 206 Second Ave. E.
 Phone No. ... 910
 News Service... AF
 Transcription Service... Associated & Thesaurus
 Pres., Partner, Gen. Mgr... B. C. Eddins

WKUL

CULLMAN—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Cullman Bcstg. Co.
 Bus., Studio, Trans. Address... P. O. Box 211
 Phone Number... 864
 News Service... UP
 Pres., Gen. Mgr... Hudson C. Millar, Jr.
 Program Director... Ralph Mann
 Chief Engineer... Arthur Bachmann

WHOS

DECATUR—1948

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By... No. Alabama Bcstg. Co.
 Business-Studio Address... 212 Jackson St.
 Newspaper Affiliation... Decatur Daily
 Phone Number... 991-992
 Air Time... Sunrise-Sunset
 News Service... UP

Partners... Barrett C. Shelton, John J. Jones
 Gen., Comm. Mgr... Louis C. Blizzard
 Pgm. Dir... Bill Williams
 Prom. Mgr... Jim Fouts
 Chief Eng... Alvin Millwood

WMSL

DECATUR—1935—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Tennessee Valley
 Bcstg. Co.
 Address... 703 Bank St.
 Phone Number... 802-803
 News Service... AP
 Transcription Service... World
 Membership... NARTB
 Pres., Gen. Mgr... Frank Whisenant
 Comm., Prom., Pgm. Dir... Robert E. Gleason
 Chief Engineer... Garlan Sandlin

WXAL

DEMOPOLIS—1947—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By... Demopolis Bcstg. Co.
 Business Address... P. O. Box 261
 Phone Number... 400
 News Service... AP
 Transcription Service... Thesaurus
 Pres., General Manager... W. M. Jordan
 Commercial Manager... Henry J. Bley
 Pgm. Dir... A. A. Caldwell
 Chief Engineer... W. M. Jordan

WAGF

DOTHAN—1932—NBC

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Operated By... Dothan Bcstg. Co.
 Address... 204½ E. Main Street
 Phone Number... 2-9100
 Air Time... 6 a.m.-11 p.m.
 News Service... AP
 Transcription Service... World
 Representative... Joseph Hershey McGillvra
 Membership... NARTB
 General Manager... Julian C. Smith
 Comm. Mgr... Fred C. Moseley
 Program Director... J. Arthur Creamer
 Chief Engineer... John T. Hubbard

WDIG

DOTHAN—1947—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Houston Bcasters.
 Business-Studio Address... 107 E. Adams St.
 Phone Number... 3-4100
 News Service... UP
 Representative... Cummings, Reiner
 Pres., Gen. Mgr... Jess Swicegood
 Prog. Dir... Earl Hutto
 Chief Engineer... Charles Lawshe

W O O F**DOTHAN—1948—KBS**

Frequency: 560 Kc. Power: 5000 Watts d.
 Owned-Operated By...Dowlander Bcstg. Co.
 Business-Studio Address...110 So. Foster
 Phone Number2-5609
 News ServiceUP
 Transcription Service...Keystone & SESAC
 RepresentativeThomas F. Clark
 MembershipNARTB
 PresidentR. A. Dowling, Jr.
 General Manager...Agatha Gay
 Commercial Manager...Gus Cotter
 Chief Engineer.....Sol Azar

W I R B**ENTERPRISE—1948**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By...The Wiregrass Bcstg. Co.
 Business AddressEnterprise
 Phone Number30
 News ServiceAP
 Transcription ServiceWorld
 Gen. Mgr.....R. E. James
 Com. Mgr.....Fred S. Watson
 Chief Engineer.....E. E. Vinson

W U L A**EUFAULA—1948—MBS—KBS**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By...Ala.-Ga. Bcstrs., Inc.
 Business-Studio-Trans. Address...Radio Bldg.
 Phone Number745
 Air Time5 a.m.-11 p.m.
 News ServiceUP
 MembershipNARTB, BAB
 Owner.....Edward P. Fussell
 Co-Owner.....J. B. Fussell
 Station Mgr.....Charles B. Gilmore
 Chief Engineer.....Hugh G. Chastain

W W W F**FAYETTE—1949—KBS**

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Operated By...Bankhead Bcstg. Co., Inc.
 AddressJasper
 Phone Number23462
 News ServiceUP
 PresidentW. W. Bankhead
 General Manager...James Reese
 Chief Engineer.....Don Moore

W J O I**FLORENCE—1946—ABC-ABS**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By...Florence Bcstg. Co., Inc.
 Address850 S. Court St.
 Phone Number2608

Pres., Gen. Sta. Mgr.Joe T. Van Sandt
 Commercial Manager.....Harry Hearst
 Sales Prom. Mgr.....Virginia Grey
 Program Director.....Don E. Spry
 Publicity Director.....Tom York
 Chief Engineer.....Paul Shannon

W O W L**FLORENCE—1945—KBS**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By...Radio Muscle Shoals, Inc.
 Bus. Add.....Box 634
 Phone Number42
 News ServiceAP
 Air TimeFull Time
 Representative...Rambeau and Dora Clayton
 MembershipNARTB
 President, Gen. Mgr.....Richard B. Biddle
 Asst. Gen. Mgr.....James L. Garrett
 Commercial Manager...Dora M. Biddle
 Sales Prom. Mgr.....Ruth Adams
 Program Director...Charles Welch
 Publicity Director...Dick Biddle
 Chief Engineer.....Lawrence Rohling

W F P A**FT. PAYNE—1950**

Frequency: 1400 Kc. Power: 250 watts
 Owned-Oper. By...George Gothberg's
 Community Bdcstg. Co.
 Address.....102 So. Gault Ave.
 Phone Number850
 News ServiceAP
 Transcription ServiceWorld
 MembershipNARTB
 PresidentGeorge Gothberg
 Gen. Mgr.....Jerry Carr
 Chief Engineer.....Edward Pierce

W Z O B**FT. PAYNE—1950**

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By...Glenn M. Gravitt
 AddressP. O. Box 255
 Phone Number1096
 News ServiceUP
 Transcription ServiceThesaurus
 General Manager...Glenn M. Gravitt
 Comm., Sales Prom. Mgr...John B. Gravitt
 Chief Engr.....Jess R. Moore

W E T O**GADSDEN—1950**

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Operated By...Gadsden Radio Co.
 Address722 S. 12th St.
 Phone Number69201
 News ServiceAP
 Transcription ServiceCapitol

Representative McGillvra
 Partner, Gen. Mgr. Edwin H. Estes
 Partner Cary L. Graham
 Commercial Manager Morton Lloyd
 Program Director Ray Estes
 Chief Engineer Calvin C. Williamson

WGAD

GADSDEN—1947—ABC—ABS

Frequency: 1350 Kc.
 Power: 5000 Watts d., 1000 n.
 Owned-Oper. By Coosa Bcstg. Co., Inc.
 Address Phillips Bldg.
 Phone Number 5641, 5642
 News Service UP
 Membership NARTB, BAB
 Pres., Gen.-Comm., Sales
 Prom. Mgr. Curtis DeLamar
 Prog., Pub. Director June DeLamar
 Chief Engineer Halley D. Williams

WGWD

GADSDEN—1928—NBC

Frequency: 570 Kc. Power: 1000 Watts d.
 Owned-Oper. By Etowah Bdcstrs., Inc.
 Address Exchange Hotel Bldg.
 Phone Number Montgomery 2-5781
 News Service UP
 Representative Indie Sales
 Membership NARTB, BAB
 President G. W. Covington, Jr.
 Gen. Mgr. Hugh Smith
 Chief Engineer W. G. Anderson

WJBY

GADSDEN—1928—NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Gadsden Bcstg. Co., Inc.
 Address 108 Broad Street
 Phone Number 6-3381
 News Service INS
 Representative Sears & Ayer
 President Bascom H. Hopson
 Gen., Sta. Mgr., Prog. Dir. Sterling Brewer
 Comm. Mgr. Frank Aderholdt, Jr.
 Chief Engineer D. W. Bearden

WGYV

GREENVILLE—1948—ABC-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Greenville Bcstg. Corp.
 Business Address P. O. Box 227
 Phone Number 585
 Air Time 6 a.m.-10 p.m.
 News Service AP
 Transcription Service World
 Gen., Sta., Comm. Mgr. W. H. Miller, Jr.
 Chief Engineer Jim Bell

WGSV

GUNTERSVILLE—1950—KBS

Frequency: 1270 Kc. Power: 1000 Watts d.

Owned-Operated By Gunterville Bcstg. Co.
 Address P. O. Box 32
 Phone Number 4131
 News Service UP
 Transcription Service NBC, Thesaurus
 Membership NARTB
 President H. E. Moore
 Gen., Sta., Comm. Mgr. Edward Z. Carrell
 Program Dir., News Dir. Ray McClendon
 Chief Engineer Lavelle Jackson

WJBB

HALEYVILLE—1949—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Haleyville Bcstg. Co.
 Address P. O. Box 191
 Phone Number 389
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Representative Indie Sales
 President W. P. Theelens
 Gen. Mgr. C. H. Quick
 Prog., Pub. Dir. Jack McNutt
 Chief Engineer Paul Kelly

WERH

HAMILTON—1950

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Operated By Marion County Bcstg. Co.
 Phone Number 3481
 Air Time Sunrise-Sunset
 News Service AP
 Transcription Service Langworth
 Station Representative McGillvra
 Membership NARTB
 Pres., Gen. Mgr. Hugh J. Fite
 Sta., Comm., Prom. Mgr. Raymond L. Hardin
 Chief Engineer Chester A. Christensen

WJLD

HOMEWOOD—1942

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Johnston Bcstg. Co.
 Business Address Box 5767, Birmingham
 Phone No. 54-3466
 News Service AP
 Pres.-Gen. Mgr. George Johnston, Jr.
 Station Manager James Connolly
 Comm., Sales Manager Bill Borthwick
 Chief Engineer Maurice McKinney

WBHP

HUNTSVILLE—1937—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Wilton H. Pollard
 Bus.-Studio Address 318 W. Clinton
 Phone Number 313
 Air Time 6 a.m.-11 p.m.
 President, Gen. Mgr. Wilton I. Pollard
 Prog. Dir. Kathryn Moore
 Chief Engineer James Potter

WFUN

HUNTSVILLE—1946—ABS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By...Huntsville Bcstg. Co., Inc.
 Phone Number2424
 Air Time6 a.m.-M.
 News ServiceUP
 RepresentativeSears & Ayers
 General Manager.....J. B. Falt, Jr.
 Sta. Mgr., Prog. Dir., Chief Engr..John Garrison

WHBS

HUNTSVILLE—1946—ABC

Frequency: 1550 Kc. Power: 5,000 Watts
 Owned-Oper. By...The Huntsville Times Co.
 Phone Number.....2345
 Newspaper Affiliation...Huntsville Times
 News ServiceAP
 Representative.....Henry E. Cummings,
 Gill-Keefe-Perna
 MembershipNARTB
 President.....Henry P. Johnston
 Station Manager.....John F. Neal
 Program Director.....William Meek
 Chief Engineer.....Victor Bankowski

WPBB

JACKSON—1950—KBS

Frequency: 1290 Power: 1000 Watts d.
 Owned-Operated By.....Jackson Bcstg. Co.
 News ServiceAP
 RepresentativeIndie Sales
 Pres., Gen., Comm. Mgr.....T. H. Gaillard, Jr.
 Program Director.....Charles Ballas
 Sales Prom. Mgr.....Guy R. Hester
 Chief Engineer.....John F. B. Yarns

WWWB

JASPER—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By..Bankhead Bcstg. Co., Inc.
 Business Studio Address...Bankhead-Long
 Building
 Phone Number23461
 News ServiceUP
 President.....W. W. Bankhead
 Gen. Mgr.....James E. Ruse
 Com. Mgr.....William C. Edgemon

WRLD

LANETT—1944—ABC-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By...Valley Bcstg., Inc.
 Address.....P. O. Box 312, West Point, Ga.
 Phone Number2-2771
 News ServiceAP
 Transcription ServiceThesaurus
 RepresentativeMcGillvra
 MembershipNARTB, BAB
 President.....J. C. Henderson

General Manager.....C. Jim Murphy
 Program Director.....Aileen Love
 Chief Engineer.....Jay Lamb

WJAM

MARION—1951

Frequency: 1310 Kc. Power: 1000 Watts d.
 Owned-Operated By.....Neely Bcstg. Co.
 AddressMarion
 Phone Number.....7111 or 4881
 Transcription ServiceCapitol
 MembershipNARTB
 News ServiceAP
 General Manager.....L. M. Neely, Jr.
 Station Manager.....Erle W. Hanna

WABB

MOBILE—1948—ABC-MBS

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Oper. By...Mobile Press Register, Inc.
 Business Address.....304 Government St.
 Phone Number3-1551
 Air Time6 a.m.-M.
 News ServiceUP
 Transcription Service.....World
 RepresentativeBranham Co.
 President.....R. B. Chandler
 Executive V.P.....W. J. Hearin, Jr.
 Gen. Mgr.....Dewey H. Long
 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 St.
 Phone Number3-3756
 Air TimeFull Time
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeHeadley-Reed
 PresidentW. O. Pape
 Exec. Vice-Pres.....H. K. Martin
 General Manager.....W. B. Pape
 Local Commercial Manager...A. Treadway
 Program Director.....Al Homan
 Chief Engineer.....R. B. Hurley

WKAB

MOBILE—1947

Frequency: 840 Kc. Power: 1000 Watts d.
 Owned-Operated By...Pursley Bcstg. Service
 Business-Studio Address.....Box 1306
 Phone Number7-6345
 Air TimeLocal sunrise-local sunset
 Transcription Service.....SESAC, Langworth
 Representative.....Forjoe, Dora Clayton
 News ServiceAP
 MembershipNARTB
 General Manager.....Louise P. Pursley
 Sta. Mgr., Pub. Dir.....R. H. Moore

Com. Mgr. Herbert Johnson
 Sales Prom. Mgr. Jim Smith
 Program Director. Mary L. Lemon
 Chief Engineer. Gene Miller

W K R G**MOBILE—1946—CBS**

Frequency: 710 Kc. Power: 1000 Watts
 Owned-Operated By. Giddens & Rester
 Bus.-Studio-Trans. Address. Telegraph Rd.
 Phone Number 2-6789
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative. Adam J. Young, Jr.
 Membership BAB
 Gen., Station Mgr. F. E. Busby
 Program Dir. Edward K. Chapman
 Publicity Director. Shirley Rester
 Chief Engineer. F. E. Couey

W M O Z**MOBILE—1952**

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By. Edwin H. Estes and
 C. L. Graham
 Representative. John E. Pearson
 General Mgr. Edwin H. Estes

W M F C**MONROEVILLE—1952**

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Oper. By. Monroe Bdcstg. Co.
 Phone Number 1220
 News Service AP
 Transcription Service World
 Co.-Owners. William M. Stewart
 and Jimmy Faulkner
 Gen. Mgr. George T. Shurden

W A P X**MONTGOMERY—1947—ABC**

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Operated By. United Bcstg. Co.
 Business, Studio Address. 116 Catoma St.
 Phone Number 3-7589
 News Service AP
 Transcription Service Standard
 Representative. Walker Co.
 Pres., Gen. Mgr. Thomas E. Martin
 Station, Commercial Manager. Hoke Williford
 Sales Promotion Manager. Frank Dudley
 Program Director. Louelle Thorpe
 Publicity Director. Mary Rutherford Smith
 Chief Engineer. Owen Lehr

W C O V**MONTGOMERY—1939—CBS**

Frequency: 1240Kc. Power: 250 Watts
 Owned-Oper. By. Capitol Bcstg. Co.

Business-Studio Address. Exchange Hotel
 Phone Number 2-5781
 News Service UP
 Representative. O. L. Taylor Co.
 Membership NARTB
 President. Oscar P. Covington
 General Manager. Hugh M. Smith
 Commercial Manager. Joe Petranka
 Sales Prom. Mgr. O. M. Teate
 Program Director. Walter Spiro
 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-Studio Address. 115½ Commerce St.
 Transcription Service Thesaurus
 Representative Weed
 President. Joseph G. Mathews
 Chief Engineer. A. Fred Wright

W M G Y**MONTGOMERY—1946**

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By. Dixie Bcstg. Co.
 Business-Studio Address. 4 S. Perry St.
 Phone 2-5245
 News Service UP
 Representative. Forjoe & Co.
 President. Dr. S. D. Suggs
 Gen.-Comm. Manager. Thomas W. Sewell
 Sales Prom. Mgr. Hugh Webb
 Program Director. Dot Conway
 Chief Engineer. John D. Lamar

W S F A**MONTGOMERY—1930—NBC**

Frequency: 1440 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned Oper. By. Montgomery Bcstg. Co., Inc.
 Business Address. P. O. Box 1031
 Phone 8360
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NARTB, BAB
 Pres., Gen. Mgr. Howard E. Pill
 Station Mgr. William W. Hunt
 Nat. Sales Mgr. Lee Gooch
 Publicity Director. Alice Mayfield
 Chief Engineer. Cliff Shelkofsky

W L A Y**MUSCLE SHOALS—1933—MBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned Oper. By. Muscle Shoals Bcstg. Corp.

Business Address P. O. Box 230, Sheffield
 News Service UP
 Representative Devney & Co.
 President Frank M. Farris, Jr.
 General Mgr. W. A. Reeves, Jr.
 Program Director George Manush
 Chief Engineer Lynn V. McMoran

WNPT

NORTHPORT—1951

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By W. Alabama Bdcstg. Co.
 Address P. O. Box 181, Tuscaloosa
 Phone Number Tuscaloosa 3311
 Transcription Service Lang-Worth
 News Service AP
 President W. P. Thielens
 Gen. Mgr. T. H. Todd
 Prog. Dir. James A. Thomson, Jr.

WCRL

ONEONTA—1952

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By Blount County Bcstg. Serv.
 Phone Number 4871
 News Service UP
 Transcription Service Capitol
 Gen. Mgr. E. Glenn Abercrombie
 Prog. Dir. Annette Abercrombie

WJHO

OPELIKA—1940—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned Oper. By Opelika-Auburn Bcstg. Co.
 Bus.-Studio-Trans. Address 1400 Auburn Rd.
 Phone Number 712, 713
 News Service UP
 Transcription Service Thesaurus, World,
 SESAC
 Representative Indie Sales, Inc.
 Membership NARTB, BAB
 Station Manager John C. Cooper, Jr.
 Commercial Manager E. Turk
 Program Director Keith E. Barze
 Publicity Director G. E. Snyder
 Chief Engineer John E. Smollon
 Consulting Engineer Claude Gray

WPNX

PHENIX CITY—1952

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By Community Bdcstg. Co.
 Address 1900 McCann St.
 Phone Number 8-8787
 News Service AP
 President Ray M. Greene
 Exec. V.P. Ted Leeper
 Com. Mgr. Lee Bullis
 Chief Engineer Col. Julius Vessels

WELR

ROANOKE—1949

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By J. W. Bultram
 Address 801 N. Main St.
 Phone 3811
 News Service UP
 Station Representative Clayton
 Pres., Sta., Comm. Mgr. J. W. Bultram
 Program Director Richard Killebrew
 Chief Engineer Leverne Foster

WWWR

RUSSELLVILLE—1949

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Oper. By Bankhead Bcstg. Co., Inc.
 Address Bankhead-Long Bldg., Jasper, Ala.
 Phone Number 647
 News Service UP
 President Walter W. Bankhead
 Gen. Mgr. Hal Kirby
 Pgm. Dir., Chief Engineer James W. Elliott

WCRI

SCOTTSBORO—1950

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By Pat M. Courington
 Address Box 394
 News Service AP
 Transcription Service World
 President Pat M. Courington
 Gen., Comm. Mgr. Eaton P. Govan, Jr.
 Program Director Jo Anne Hale
 Chief Engineer James G. Wallace

WGWC

SELMA—1946—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Dallas Broadcasters, Mc.
 Address P. O. Box 686
 Phone Number 2746
 Air Time Full Time
 Station Representative Hal Holman
 Membership NARTB
 President Oscar Covington
 Gen. Mgr. & Chief Engr. John F. Townshend
 Commercial Manager John Frazier
 Program Director Mrs. J. F. Townshend

WHBB

SELMA—1935—NBC-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Selma Bcstg., Inc.
 Business Address 209 Washington St.
 Phone Number 1233
 President B. H. Hopson
 Gen., Sta., Comm. Mgr. Julien Smith, Jr.
 Program Director Mrs. Douglas Reynolds
 Chief Engineer W. D. Powers, Jr.

WFEB

SYLACAUGA—1944—MBS—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Alabama Bcstg. Co.
 Business-Studio Address.....P. O. Box 358
 Phone Number.....2-3281
 News Service.....UP
 Air Time.....6 a.m.-11 p.m.
 President.....E. E. Forbes, Sr.
 Comm., Sta. Mgr.....George W. Carr
 Chief Engineer.....Maurice Estes

WMLS

SYLACAUGA—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Marble City Bcstg. Co., Inc.
 Business Address.....11½ W. Second St.
 Phone Number.....2-4354
 Air Time.....5:45 a.m.-Sunset
 News Service.....AP
 Representative.....Indie Sales
 Pres., Gen. Manager.....Curtis O. Liles, Jr.
 Commercial Manager.....Marion W. McEwen
 Prog., Pub. Dir.....Robert M. Duck
 Chief Engineer.....William D. Sneed

WHTB

TALLADEGA—1945—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Voice of Talladega, Inc.
 Address.....Bemiston Highway
 Phone Number.....2205
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....World
 Pres., Gen., Sta. Mgr.....R. A. Davidson
 Commercial Manager.....Myron T. Snoddy
 Program Director.....Elizabeth Jean Holmes
 Chief Engineer.....Leon Lloyd

WTBF

TROY—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Troy Bcstg. Corp.
 Address.....College Drive
 Phone Number.....980-1
 News Service.....AP
 Transcription Service.....World
 Membership.....NARTB
 President.....Roy Crow
 Gen. Mgr.....Jess Jordan
 Commercial Mgr.....Robert Tolbert
 Chief Engineer.....Joe W. Gilchrist

WJRD

TUSCALOOSA—1936—NBC

Frequency: 1150 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....Mrs. Wilhelmina Doss

Bus.-Studio Address.....2216 Broad St.
 Phone Number.....4484
 Air Time.....5:30 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Rambeau
 Membership.....NARTB
 Owner.....Wilhelmina Q. Doss
 Gen., Sta. Mgr.....Gene Tibbett
 Comm. Mgr.....Lehman Mayer
 Prog. Dir.....Roy McAllister
 Chief Engineer.....Dave Livingston

WTBC

TUSCALOOSA—1946—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....Tuscaloosa Bcstg. Co.
 Business-Studio Address.....City Hall Bldg.
 Phone Number.....5523
 Transcription Service.....World
 Representative.....Sears & Ayer
 General Manager.....Bert Bank

WTUS

TUSKEEGEE—1952—KBS

Frequency: 580 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Radio Tuskegee, Inc.
 News Service.....UP
 President.....J. L. Youngblood
 Gen. Mgr.....J. A. Bowers

NOW THAT
 YOU CAN
 HAVE THE
BEST,
 WHY BE
 SATISFIED WITH
LESS?

AP

ARIZONA

Pop. April 1, 1953 (Est.) 789,000 — Total Housing Units 243,000
Families April 1, 1953 (Est.) 210,000 — Stations in State 28

K S U N

BISBEE—1933—MBS
ARIZONA NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Carleton W. Morris
Address: P. O. Drawer C, Lowell Station
Phone Number: 9
Studio-Transmitter: Warren Rd.
Transcription Service: World, SESAC
News Service: UP
Membership: BAB
Representative: Blair & Co.
President: Carleton W. Morris
Gen., Sta., Comm. Mgr.: Arlo Woolery
Sales Promotion Manager: Leo Bernard
Program Publicity Director: Ray Helgesen
Chief Engineer: John Harris

K C L F

CLIFTON—1950

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Saguro Bdcstg. Co.
Address: Box 528
Phone Number: 320
News Service: UP
President: Chet Darwin
Gen. Mgr.: Pat Goolsby
Chief Engineer: Verne McKinley

K C K Y

COOLIDGE—1948—CBS
ARIZONA NETWORK

Frequency: 1150 Kc. Power: 1,000 Watts
Owned-Oper. By: Gila Bcstg. Co., Inc.
Address: Roosevelt & Main Streets
Phone Number: 4451
Air Time: 6 a.m.-M.
News Service: UP
Transcription Service: SESAC
Representative: Forjoe & Co.
President: Louis F. Long
Station Manager: Bill Parady
Commercial Manager: Jim Brookbank
Publicity Director: Keith Delano
Chief Engineer: Earl Hickman

K A W T

DOUGLAS—1946—NBC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Carl Morris
Phone Number: 173
Transcription Service: Capitol
Station Representative: Paul Raymer
Membership: NAB
President: Carleton W. Morris
General Manager: Glenn B. Webber

Program Director: Ann Huxtable
Chief Engineer: Sy Winch

K C L S

FLAGSTAFF—1950

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Saunders Bcstg. Co.
Address: 505 N. Beaver St.
Phone Number: 946
Owner, Gen. Mgr.: Charles J. Saunders
Chief Engineer: Charles McNeall

K G P H

FLAGSTAFF—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Frontier Bcstg. Co.
Address: Weatherford Hotel
Phone Number: 51 or 65
News Service: AP
Transcription Service: Capitol
Representative: Forjoe
Membership: NARTB
Pres., Comm., Sales Prom. Mgr.: E. C. Phillippi
General, Station Manager: A. S. Holm
Chief Engineer: Alan J. Gardiner

K W J B

GLOBE—1938—NBC-ABS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Gila Bcstg. Co., Inc.
Address: P. O. Box 2343
Phone Number: 41
News Service: AP
Transcription Service: Thesaurus
Representative: Paul H. Raymer
President: Louis F. Long
General Manager: Paul Merrill
Station Manager: Willard Shoecraft
Comm., Sales Prom. Manager: Eric Manola

K G A N

KINGMAN—1949

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: J. James Glancy
Business Address: P. O. Box 1208
Phone Number: Blue 462
News Service: UP
President: J. J. Glancy
Chief Engineer: William Hinkle

K T Y L

MESA—1947

Frequency: 1310 Kc. Power: 1000 Watts d.,
500 Watts n.
Owned-Oper. By: Harkins Bdcstg. Co.
Address: P. O. Box 885

Phone Number5737
 News ServiceUP
 Transcription ServiceStandard
 Gen. Mgr.....Dwight Harkins
 Commercial Manager.....Lorenzo K. Lisonbee
 Program Director.....Jack Harris
 Publicity Director.....Dick Gilbert
 Chief Engineer.....Ben Smith

KNOG

NOGALES—1948—CBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Border Bcstg. Co., Inc.
 Address Nogales
 Phone Number770
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeO'Connell
 PresidentRobert Marcus
 General Manager.....Samuel Marcus
 Chief Engineer.....Benny Greenhaw

KOOL

PHOENIX—1947
 CBS—RNA

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By...Maricopa Bcsters., Inc.
 Business-Studio Address.....Adams Hotel
 Phone Number.....Alpine 8-6421
 Air Time.....6 a.m.-M.
 News ServiceUP
 Transcription ServiceStandard
 Representative.....George P. Hollingbery
 MembershipNARTB
 PresidentGene Autry
 Gen.-Station Mgr.....Charles H. Garland
 Commercial Manager.....William Connelly
 Sales Prom. & Asst. Mgr.....Thos. Kelland
 Program Director.....Miles Reed
 Publicity Director.....Thomas Kelland
 Chief Engineer.....Miles L. Sheperd

KIFN

PHOENIX—1949

Frequency: 860 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Western Bcstg. Co.
 Address P. O. Box 430
 Phone Number3-6155
 News ServiceUP
 Transcription ServiceSESAC
 Station Representative.....Harlan Oakes
 Pres., Gen. Mgr.....Frank P. Redfield
 Sta. Mgr., Prog. Dir.....Joe D. Alvarado
 Chief Engineer.....Edgar B. Pool

KOY

PHOENIX—1922—MBS, Don Lee

Frequency: 550 Kc.....Power: 5000 d.; 1000 n.
 Owned-Oper. By.....KOY Bcstg. Co.

Address.....840 N. Central Ave., P. O. Box
 2671

Phone Number4-4144
 Air Time24 hrs. wk. d.; 17 hrs. Sun.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeJohn Blair
 MembershipNARTB, BAB
 Pres., Comm. Mgr.....John L. Hogg
 Gen.-Station Mgr.....Albert D. Johnson
 Prog., Pub. Director.....John R. Williams
 Chief Engineer.....Clifford R. Miller

KPHO

PHOENIX—1943—ABC

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Operated By

Meredith Engineering Co., Inc.

Business-Studio Address.....631 N. First Ave.
 Phone Number4-7367
 News ServiceAP
 Transcription ServiceAssociated
 RepresentativePetry
 MembershipNARTB
 PresidentE. T. Meredith, Jr.
 Commercial Manager.....Charles Schlueter
 Program Director.....Francis Murphy
 Publicity Director.....Lee Kerry
 Chief Engineer.....George L. McClanathan

KRIZ

PHOENIX—1950

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Howard M. Loeb
 Address-Trans. Loc.....2345 Buckeye Rd.
 Phone Number4-8436
 Air Time6:00 a.m.-12 M.
 News ServiceUP
 Station RepresentativeBurn-Smith
 Gen., Sta. Manager.....Howard M. Loeb
 Comm., Prom. Mgr.....Sheldon Engel
 Program, Publicity Director.....Bill Lewis
 Chief Engineer.....James E. Groll

KRUX

PHOENIX—1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Arizona Inc.
 Bus.-Studio Address.....1441 N. First St.
 Phone Number2-2371
 News ServiceUP
 Transcription ServiceAssociated
 Owner, Gen. Mgr.....Allerton Cushman
 Station Manager.....Jack C. Goodsell
 Sales Manager.....Charles E. Schleuter
 Program Director.....Herman Ackerman
 Chief Engineer.....Marvin Edwards

K T A R

PHOENIX—1922—NBC-ARIZ. BCSTG.
 Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated By.....KTAR Bcstg. Co.
 Business Studio Address...711 Heard Building
 Phone Number.....4-4161
 Air Time.....6 a.m.-M.
 News Service.....AP
 Trans. Ser.....Thesaurus, Standard, Capitol
 Representative.....Paul H. Raymer
 Membership.....NARTB
 Ch. of Bd.....John J. Louis
 Pres., Gen. Mgr.....Richard O. Lewis
 Commercial Manager.....E. W. Harvey
 Sales Promotion Mgr.....Bob Pollard
 Program Director.....Rol Laughner
 Chief Engineer.....A. C. Anderson

K Y C A

**PRESCOTT—1940
 NBC-ARIZ. BCSTG.**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By.....Southwest Bcstg. Co.
 Business-Studio Address.....P. O. Box 1631
 Phone Number.....244
 News Service.....AP
 Transcription Service.....Thesaurus, Capitol
 Representative.....Paul H. Raymer
 Pres., Gen., Sta. Mgr.....Harold Ritter
 Program Director.....Hollis Hill
 Publicity Director.....Larry Kent
 Chief Engineer.....George Eitel

K G L U

SAFFORD—1938—NBC-ABS

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By.....Gila Bcstg. Co.
 Business-Studio Address.....520 Main St.
 Phone Number.....15
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World & Thesaurus
 Representative.....Paul H. Raymer
 President.....Louls F. Long
 General, Station Manager.....Paul Merrill
 Pgm., Prod. Dir.....Lester McBride
 Comm. Sales Prom. Mgr.....Edward E. Furman
 Chief Engineer.....Geoffrey A. Lapping

K C N A

TUCSON—1946—ABC

Frequency: 580 Kc. Power: 5000 W. d.:
 500 W. n.
 Owned-Operated By.....Catalina Bcstg. Cc.
 Business-Studio Address.....Box 2348
 Phone Number.....2-4664
 Air Time.....5 a.m.-1 a.m.
 News Service.....AP
 Representative.....Hollingbery
 Membership.....NARTB, BAB

President.....Erskine Caldwell
 Gen., Sta. Manager.....Wayne Sanders
 Sales Manager.....Harry Chambers
 Prog., Pub. Director.....William K. Rider
 Chief Engineer.....Tom Epperson

K O P O

TUCSON—1947—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Old Pueblo Bcstg. Co.
 Business-Studio Add.....115 W. Drachman St.
 Phone Number.....4-0431
 Air Time.....5 a.m.-1 a.m.
 News Service.....AP
 Representative.....Forjoe & Co.
 Membership.....NARTB, BAB
 President.....Harold C. Tourea
 General-Station Manager.....E. S. Mittendorf
 Commercial Manager.....S. J. Kossack, Jr.
 Sales Prom. Mgr.....Paul Plunkett
 Prod. Dir.....Cliff Stillinger
 Publicity Director.....Jane Abbott
 Chief Engineer.....Vernard Cimmioyotti

K T K T

TUCSON—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Radio Station KTKT
 Business-Studio Transmitter Add.....500 W. Elm
 Phone Number.....4-1777
 Air Time.....18 hours daily
 Transcription Service.....Standard
 Owner.....Thomas J. Wallace
 Chief Eng., Asst. Mgr.....Thomas J. Wallace, Jr.
 Program Director.....Dona Brown

K T U C

TUCSON—1929—MBS-ARIZ. NET.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.....Tucson Bcstg. Co.
 Business-Studio Address.....900 E. Broadway
 Phone Number.....2-3344
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World, SESAC,
 Associated
 Representative.....John Blair
 Membership.....NARTB, BAB
 Pres. & General Manager.....Lee Little
 Business Manager.....Mac C. Matheson
 Sales Prom. Mgr.....George Bradley
 Program Director.....Pete Tufts
 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.....3-2555

Air Time.....4:55 a.m.-M.
 News ServiceAP
 Transcription Service.....Thesaurus, Capitol
 Representative.....Paul H. Raymer
 MembershipNARTB
 General Manager.....R. B. Williams
 Business Mgr.....Harper M. Phillips
 Commercial Mgr.....John C. Underwood, Jr.
 Program Director.....Ben L. Slack, Jr.
 Chief Engineer.....Ray H. Holsclaw

KVNC

WINSLOW—1952

Frequency: 1010 Kc.....Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By.....Gila Bdcstg. Co.
 Address.....P. O. Box 373
 News Service.....AP, INS
 Transcription Service.....Thesaurus, Standard
 Representative.....Raymer
 President.....L. F. Long
 Gen. Mgr.....O. E. Whelan
 Chief Engineer.....Layman Streeter

KSWB

YUMA—1951—LBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Southwestern Bcstg. Co.
 Address.....P. O. Box 1430
 Phone Number.....3-8341
 Gen. Mgr.....James F. Cox
 Chief Engineer.....Don Peltz

KYMA

YUMA—1950—MBS—ARIZ. NET.

Frequency: 1400 Kc.....Power: 250 W'atts
 Owned-Operated By.....KYMA, Inc.
 Address.....P. O. Box 671
 Phone.....37841
 Air Time.....6 a.m.-11 p.m. (7-11 Sun.)
 News Service.....UP
 Transcription Service.....World
 Representative.....John Blair
 Membership.....NARTB, BAB
 Pres., Gen., Sta. Mgr.....William B. Lindsey
 Comm., Sales Prom. Mgr.....Ted Burrell
 Prog., Pub. Director.....Bov Vache
 Chief Engineer.....Richard J. Smith

KYUM

YUMA—1940—NBC-ABS

Frequency: 560 Kc.....Power: 1000 Watts
 Owned-Operated By.....Yuma Bcstg. Co.
 Business Address.....1901 E. 1st St.
 Phone Number.....3-3305
 Air Time.....5:30 a.m.-M.
 News Service.....AP, UP
 Transcription Service.....Thesaurus & Standard
 Representative.....Paul H. Raymer
 Membership.....NARTB
 President.....R. N. Campbell
 Gen., Sta. Manager.....Ray C. Smucker
 Commercial Manager.....Roy L. Jorgensen
 Sales Prom. Mgr.....Bob Hansen
 Program Director.....Russ Siner
 Publicity Director.....Pat Carrick
 Chief Engineer.....Leavenworth Wheeler

ARKANSAS

*Pop. April 1, 1953 (Est.) 1,963,000 — Total Housing Units 580,000
 Families April 1, 1953 (Est.) 522,000 — Stations in State 43*

KVRC

ARKADELPHIA—1947—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Arkadelphia Bcstg. Co.
 Business-Studio Address.....506 Main St.
 Phone Number.....789
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Representative.....Hil F. Best
 President.....Cecil W. Cupp
 Gen., Sta., Comm. Mgr.....J. M. Moore
 Pgm., Prod. Pub. Dir.....Bill Deaton
 Chief Engineer.....Ray Burns

KBTA

BATESVILLE—1950—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....White River Valley
 Broadcasters, Inc.

Bus., Studio, Transmitter Address....Glenn St.
 & Lock & Dam Road, P. O. Box 255
 Phone.....1112-1113
 Air Time.....5 a.m.-11 p.m. (7 a.m.-11 p.m. Sun.)
 Newspaper Affiliation...Batesville News Review
 News Service.....AP
 Transcription Service.....Thesaurus
 President.....Jared E. Trevathan
 Vice Pres.....W. A. West
 Sec-y-Treas.....J. F. Higginbottom
 Com. Mgr.....Robert R. Blair
 Chief Eng.....J. Andrew Wright

KLCN

BLYTHEVILLE—1921

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Harold L. Sudbury
 Phone Number.....2093
 News Service.....AP

Membership NARTB
 Station Representative John E. Pearson
 Pres., Gen., Comm. Mgr. Harold L. Sudbury
 Sales Promotion Manager J. T. Sudbury
 Program Director Carl Frame
 Chief Engineer Marion Skinner

K A M D

**CAMDEN—1946—MBS-KBS
 RAZORBACK**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Camden Radio Inc.
 Address P. O. Box 5859
 Phone Number 6-5091-2
 Air Time Full Time
 News Service AP
 Transcription Service Associated
 Membership BAB
 President Walter E. Hussman
 General Manager Frank O. Myers
 Station, Commercial Manager Donald Cathey
 Sales Prom., Prog. Dir. Callis Carter
 Chief Engineer Dorris C. Hunter

K C O N

CONWAY—1950—KBS

Owned-Operated By Conway Bcstg. Co.
 Frequency: 1230 Kc. Power: 250 Watts
 Address 903½ Front St.
 Phone Number 189
 Air Time 6 a.m.-11 p.m.
 Transcription Service SESAC, World
 News Service UP
 Pres., Gen., Sta. Mgr. James E. Clayton
 Sales Promotion Mgr. Charles Buice
 Program Director Muriel Cobb
 Chief Engineer Herman G. Stermer

K A G H

CROSSETT—1951—NBC-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Julian Haas
 Address 900 Main St.
 Phone Number 750
 News Service AP
 General Manager Julian Haas
 Program Director Al Shirley
 Chief Engineer Harry Bohm

K D M S

EL DORADO—1950—KBS

Frequency: 1290 Kc. Power: 1,000 Watts d.
 Owned-Operated By KDMS, Inc.
 Address Randolph Hotel
 Phone Number 3-9190
 News Service UP
 Transcription Service Lang-Worth
 Representative Devney
 Pres., Gen. Mgr. David M. Segal
 Station Manager Virgil E. Stone

Program Director Elizabeth P. Perdue
 Commercial Manager George S. Lanham
 Chief Engineer E. C. Gresham

K E L D

EL DORADO—1935—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Radio Enterprises, Inc.
 Business-Studio Address Home Finance Bldg.
 Phone Number 3-6126
 Air Time Full Time
 News Service AP
 Transcription Service World
 Membership NARTB
 Pres., Gen., Sta. Mgr. W. N. McKinney
 Comm., Sls. Prom. Mgr. J. R. Duerson
 Program Director Mrs. D. Pondrom
 Chief Engineer John Long

K G R H

FAYETTEVILLE—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Fayetteville Bcstg. Co., Inc.
 Business-Studio Address 922 Leverett St.
 Phone Number 2-2322
 Air Time 5:30 a.m.-11:30 p.m.
 News Service AP
 Representative Walker
 Membership NARTB
 President Hayden McLroy
 Gen.-Sta.-Sls. Prom. Mgr. Fred J. Stevenson
 Commercial Mgr. Ed. Gideon
 Program Director Wallie Ingalls
 Chief Engineer Harold Lindsey

K X J K

FORREST CITY—1949—KBS

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Operated By Forrest City Bcstg. Co.,
 Inc.
 Address Natl. Bank of East. Arkansas Bldg.
 Phone Number 950
 Air Time Daytime
 News Service AP
 Transcription Service World
 Pres., Gen. Mgr. William Fogg
 Commercial Manager James Pearson
 Program Director Lloyd Denny
 Publication Director Larry Parker
 Chief Engineer Walter Smith

K F P W

FORT SMITH—1930—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Tulsa Bcstg. Co.
 Business Address 2321 N. Albert Pike Rd.
 Phone Number 4105
 News Service AP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 Membership NARTB

President.....John T. Griffin
 General Manager.....John Esau
 Station Manager.....James P. Walker
 Commercial Manager.....L. A. Blust
 Program Director.....H. Harlan Judkins
 Promotion Manager.....George Ketcham
 Chief Engineer.....Paul McCaslin

K F S A

FORT SMITH—1947—ABC

Frequency: 950 Kc.....Power: 1000 Watts d.
 500 Watts n.
 Owned-Oper. By.....Southwestern Pub. Co.
 Business-Studio Address.....920 Rogers Ave.
 Phone Number.....29126
 Air Time.....5:30 a.m.-11 p.m.
 News Service.....AP
 Representative.....John E. Pearson
 President.....Donald W. Reynolds
 Gen., Sta., Comm. Mgr.....Weldon Stamps
 Program Director.....Jerry Winner
 Chief Engineer.....Robert W. Platt

K W H N

FT. SMITH—1947—MBS-WESTERN

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By...KWHN Bcstg. Co., Inc.
 Business-Studio Add...421-423 Garrison Ave.
 Phone Number.....8967
 Air Time.....Full Time
 News Service.....AP
 Representative.....Rambeau
 Secretary-Treasurer.....H. S. Nakdimen
 Sta. Dir., Comm. Mgr.....Parkman R. Feezor
 Pgm., Publ. Dir.....Glenn O'Neal
 Chief Engineer.....Bruce Dennis

K H O Z

HARRISON—1946—KBS
 MBS-RAZORBACK-OZARK-ARK.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Harrison Bcstg. Corp.
 Bus.-Studio Address.....Radio City Addition
 Phone Number.....1240
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Thesaurus
 President.....Roy Milum
 Gen., Sta. Mgr.....R. S. Wheeler, Jr.
 Comm., Sls. Prom. Mgr.....Mel Lynn
 Prog., Prod., Pub. Dir.....Bruce C. Washburn
 Chief Engineer.....Fred E. Ward

K F F A

HELENA—1941—KBS—MBS

Frequency: 1360 Kc.....Power: 1,000 Watts
 Owned-Operated By.....Helena Bcstg. Co.
 Address.....215 York St.
 Phone Number.....4-2361
 News Service.....AP

Transcription Service.....World
 Representative.....Continental Radio Sales
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Sam W. Anderson
 Comm., Prom. Mgr.....Byron Kearby
 Program Director.....Marion Sherrod
 Chief Engineer.....Earl Hodges

K X A R

HOPE—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Hope Bcstg. Co.
 Business Address.....P. O. Box 138
 Phone Number.....7-3601
 News Service.....AP
 President.....A. H. Washburn
 Gen. Mgr., Chief Engineer.....L. B. Tooley
 Program Director.....Carroll A. Wynn

K B H S

HOT SPRINGS—1952

Frequency: 590 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Resort Bdcstg. Co., Inc.
 Address.....113 Third St.
 Phone Number.....388
 News Service.....UP
 Transcription Service.....World
 President.....I. A. Cain
 Gen. Mgr.....Marvin Hull
 Chief Eng.....Clint Norman

K W F C

HOT SPRINGS—1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Spa Bcstg. Co., Inc.
 Business-Studio Address...819½ Central Ave.
 Phone Number.....412-3
 News Service.....AP
 Transcription Service.....Thesaurus
 President.....Walter E. Hussman
 General, Station Manager.....Patt McDonald
 Commercial Manager.....C. J. Dickson
 Program Director.....Jack Ridgeway
 Sls. Prom. Dir.....Ernest Watson
 Publicity Director.....Joyce Cook
 Chief Engineer.....Dalton Sanders

K B T M

JONESBORO—1930—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Regional Bcstg. Co.
 Address.....KBTM Building, Jonesboro
 Phone Number.....5597-5598
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....World
 Pres., Gen., Sta. Mgr.....Jay P. Beard

KNEA

JONESBORO—1950

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Operated By: Radio Jonesboro, Inc.
 Address: Hotel Noble
 Phone Number: 8381
 News Service: UP
 Transcription Service: Associated
 Representative: Gill-Keefe & Perna, Inc.
 President: R. H. Halbert
 General Station Manager: Dick Crane
 Commercial Manager: Harold Gregson
 Program Director: Neal Bunn
 Sales Promotion Manager: Paul Barnett
 Chief Engineer: Wesley Bell

KARK

LITTLE ROCK—1928—NBC

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Oper. By: Arkansas Radio & Equip. Co.
 Address: Radio Ctr., 114 E. Capitol Ave.
 Phone Number: LD 99
 Air Time: Full Time
 News Service: AP, UP
 Transcription Service: World
 Representative: Edward Petry
 Membership: NARTB, BAB
 President: T. H. Barton

General Manager: T. K. Barton
 Sta., Mgr., Prog. Dir.: Douglas J. Ramine
 Comm., Sls. Prom. Mgr.: A. C. Dowden
 Publicity Director: Arnold M. Norman
 Chief Engineer: Dan L. Winn

KGHI

LITTLE ROCK—1927—ABC

Frequency: 1250 Kc. Power: 1,000 Watts a.,
 500 Watts n.
 Owned-Operated By: KGHI Bcstg. Service
 Address: 306 W. 3rd St.
 Phone Number: 27-9166
 Air Time: Unlimited
 Station Representative: George P. Hollingbery
 General Manager: S. C. Vinsonhaler
 Commercial Mgr.: Kermit L. Richardson
 Program Director: Barbara Amsler
 Chief Engineer: V. O. Vandusen

KLRA

LITTLE ROCK—1927—CBS

Frequency: 1010 Kc. Power: 10,000 Watts d.,
 5,000 Watts n.
 Owned-Oper. By: Arkansas Bcstg. Co.
 Business-Studio Address: P. O. Box 550
 Phone Number: 2-5427-8
 Air Time: Full Time



● As a boy, James Watt noted the power of steam rising from a teakettle's spout and went on to become world-famous as an inventor. The term "Watt" to indicate power derives from his name.

Nobody Yet Ever Tuned In a Watt—

We should know . . . we have 10,000 of them going out every day . . . pushing our signal all over Arkansas.

The folks in Arkansas don't know one watt from another . . . but they do know what station brings them—

- CBS Radio programs
- Jahnnie Holmes, Farm Reporter
- The Barnyard Frolic and other top Western entertainers
- Merry-Go-Round and other top-rated DJ shows
- and a host of other programs

They further know what station has the only full-time News Department, with Mark Weaver, Gene Goss and Randy Gover to keep them posted on events.

Local and national advertisers feel the same way about it. They bought more time in 1952 on KLRA than ever before in history!

●
 For the complete
 KLRA story, ask
 any O. L. Taylor
 office

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC · CBS RADIO

KLRA
 LITTLE ROCK

Newspaper Affiliation.....Arkansas Gazette
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....O. L. Taylor Co.
 Membership.....NARTB, BAB
 President.....J. N. Heiskell
 General Manager.....W. V. Hutt
 Sls. Prom. Mgr.....Robert Hicks
 Prog., Prod. Dir.....Harris Owen
 Publicity Director.....Robert Nestlebush
 Chief Engineer.....Kermit F. Tracy

KTHS

LITTLE ROCK—1924

Frequency: 1090 Kc.....Power: 50,000 Watts
 Owned By..Times Pub. Co., Ltd., Shreveport,
 La.

Operated By.....Radio Broadcasting, Inc.
 Business-Studio Address.....KTHS Bldg.
 Phone Number.....1160-1
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Branham
 Membership.....NARTB, BAB
 President.....W. H. Bronson
 General Manager.....B. G. Robertson
 Program Dir.....Jack Wolever
 Chief Engineer.....Cecil L. Suitt

KVLC

LITTLE ROCK—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Operated By..Southwestern Bcstg. Co.
 Business-Studio

Address...Southern Natl. Insurange Bldg...
 Phone Number.....5-5321
 News Service.....UP
 Transcription Service.....Associated
 Representative.....McGillvra
 President.....R. M. Saxon
 General Manager.....Leonard Coe
 Comm., Sta. Manager.....Glen H. Robertson
 Sales Prom. Mgr.....James A. Gatens
 Program Manager.....Frederick H. Schmutz
 Publicity Director.....Ted Dobbs
 Chief Engineer.....Dale Mahurin

KXLR

LITTLE ROCK—1946
 MBS-RAZORBACK

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

Owned-Oper. By.....Ark. Airwaves Co.
 Business Address.....217 E. Third St.
 Phone Number.....2-2155
 News Service.....UP
 Transcription Service.....RCA, Thesaur:as
 Representative.....Pearson
 Membership.....NARTB
 President.....John F. Wells

Gen., Sta. Manager.....Emil J. Pouzar
 Comm., Prom. Manager.....Melton Lancaster
 Prog., Publ. Director.....Roy Nichols
 Chief Engineer.....Earl H. Butler

KVMA

MAGNOLIA—1948—KBS-MBS

Frequency: 630 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Magnolia Bcstg. Co.
 Business-Studio Address..212 N. Jefferson St.
 Phone Number.....630
 News Service.....AP
 Transcription Service.....World
 President.....Joe F. Rushton
 Gen., Sta., Comm. Mgr.....William M. Begley
 Chief Engineer.....Ray Wells

KDAS

MALVERN—1951

Frequency: 1420 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Malvern Bcstg. Co.
 Address.....Young Insurance Bldg.
 Phone Number.....1584
 Transcription Service.....World
 Representative.....Devney
 Pres., Gen. Mgr.....David M. Segal
 Station Manager.....Robert Choate
 Comm. Mgr., Prog. Dir.....Ed Niehay
 Chief Engineer.....John R. Williams

KENA

MENA—1950—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....R. B. Bell
 Address.....S. Rene St.
 Phone.....878
 Transcription Service.....Standard
 News Service.....UP
 Representative.....Continental
 Owner Manager.....R. B. Bell
 Chief Engineer.....O. D. Frederick

KNBY

NEWPORT—1949

Frequency: 1280 Kc.....Power: 1000 Watts d.
 Owned-Operated By....Newport Bcstg. Co.
 Business Address.....Newport
 Phone Number.....749
 News Service.....UP
 President.....Harold Sudbury
 Gen., Sta. Mgr.....Ray Dexter
 Commercial Mgr.....Gene Howe
 Chief Engineer.....Anson Clark

KOSE

OSCEOLA—1949—KBS

Frequency: 860 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Osceola Bcstg. Corp.
 Business Address.....P. O. Box 311
 Phone Number.....860

News Service AP
 Transcription Service World
 Membership NARTB
 President H. F. Ohlendorf
 General Manager Ted Woods
 Commercial Manager Betty G. Woods
 Program Director Hobson Daws
 Chief Engineer H. M. Jones

K D R S

PARAGOULD—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Daily Press, Inc.
 Business Address Box 491
 Phone Number 627
 Air Time 6 a.m.-10 p.m.
 News Service AP
 President Ted Rand
 General Manager Doyne F. Bateman
 Business Manager T. M. Self
 Prog., Publ. Director Russell Schwamb
 Chief Engineer Ted Porter

K C L A

PINE BLUFF—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Radio Engineering Service
 Business-Studio Address 2900 W. 28th St.
 Phone Number 1900
 Air Time 6 a.m.-11 p.m.
 News Service AP
 General Mgr. Kenneth Kesterson
 Commercial Manager Clyde Martin
 Pgm. Dir., Chief Engineer Charles Penix

K O T N

PINE BLUFF—1934—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Universal Bcstg. Corp.
 Address P. O. Box 957
 Phone Number 721
 News Service AP
 Transcription Service Thesaurus
 Pres., Gen. Mgr., Chief Engr. B. J. Parrish
 Prom. Mgr. R. W. Etter
 Program Director Lois Palmer

K P O C

POCAHONTAS—1950

Frequency: 1420 Kc. Power: 1,000 Watts d.
 Owned-Operated By Pocahontas Radio, Inc.
 Address P. O. Box 250
 Phone 500
 News Service UP
 Transcription Service World
 Representative Walker
 Gen. Mgr. Adrian L. White
 Com. Mgr. Hiram Mayo
 Prog. Dir. Bill Nicholson
 Chief Engineer Ken Kennedy

K X R J

RUSSELLVILLE—1947—MBS-KBS
RAZORBACK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Valley Broadcasters, Inc.
 Address Russellville
 Phone Number 299
 News Service AP
 Owner, Gen., Sta. Mgr. C. R. Horne
 Commercial Manager L. L. Bryan
 Sales Prom. Mgr. Don Sammons
 Pgm. Dir., Chf. Engr. W. C. McKenney

K W C B

SEARCY—1951

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Operated By White County Bcstg.
 Co., Inc.
 Address P. O. Box 95
 Phone Number 1281
 News Service AP
 Transcription Service SESAC, Thesaurus
 Representative Hil F. Best
 Membership NARTB
 Pres., Gen. Mgr. Carl N. Dodd
 Sales Prom. Manager Don P. Jones
 Chief Engineer Homer Harris

K U O A

SILOAM SPRINGS—1923—MBS
RAZORBACK

Frequency: 1290 Kc. Power: 5,000 Watts d.
 Owned-Operated By KUOA, Inc.
 Business-Studio Address Siloam Springs
 Phone Number 77
 News Service UP
 Transcription Service RCA, Thesaurus
 Membership NARTB, BAB
 President John E. Brown, Sr.
 Exec. Vice-Pres. Storm Whaley
 Com. Mgr. William George
 Program Director Ralph Kennedy
 Chief Engineer Cecil E. Smith
 (See Page 156)

K B R S

SPRINGDALE—1949—ABC
RAZORBACK

Frequency: 1340 Kc. Power: 250 Watts d., n.
 Owned-Operated By Southwest Pub. Co.
 Address Box 29
 Phone Number 2-2011
 Air Time 5:30 a.m.-11 p.m.
 News Service AP
 Representative Pearson
 President Donald W. Reynolds
 Gen. Mgr. Roy G. Bowman
 Prog. Dir., Chf. Anncr. Jerry Bidle
 Chief Engineer R. L. Stocklos

THE TALE OF TOPS IN RADIO in

ARKANSAS CALIFORNIA OKLAHOMA

KGER

LONG BEACH

LONG BEACH Ranks . . .

40th in Population

30th in Home Furnishing Sales

37th in Automotive Store Sales

35th in Drug Store Sales

39th in Total Retail Sales

TOPS . . .

In Power

*Long Beach's

Most Powerful Station

TOPS . . .

In Listeners

*Most Listened to

Long Beach

Station

KUOA

SILOAM SPRINGS

POPULATION 240,000

FAMILIES 70,000

RADIO FAMILIES 60,000

RETAIL SALES \$145,000,000

FARM INCOME \$90,000,000

KOME

TULSA

POPULATION 810,000

FAMILIES 250,000

RADIO FAMILIES 225,000

RETAIL SALES \$750,000,000

SALES PER

HOUSEHOLD \$3,000.00

In Coverage
*Northwest Arkansas'
Most Powerful Station

In Popularity
*Celebrating 30 Years
on the Air

In Power
*Oklahoma's Most
Powerful
Independent Station

In Sports
*Tulsa Oilers
Oklahoma Sooners
University of Tulsa
Basketball

5000 WATTS EACH

Greater Coverage of Three Great Markets

THE STATIONS OF THE AMERICAN HOME



On the Pacific Coast the PLUS is DON LEE

The Don Lee Radio Network is the only Pacific Coast advertising medium that gives effective advertising coverage of all the metropolitan areas PLUS localized penetration of the many widely-separated "outside" markets!

Low uniform day-and-night rates also make Don Lee the Coast's most economical buy — more homes delivered for each dollar invested!

Your Don Lee or Blair man has convincing proof of both these statements. Ask for it before you earmark another dollar to produce Pacific Coast sales — and be sure you get the Pacific Coast's PLUS value!

Represented Nationally by John Blair & Company

*The Nation's Greatest
Regional Network*



*1313 North Vine Street
Hollywood 28, California*

KWAK

STUTTGART—1948

MBS—KBS—RAZORBACK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Stuttgart Bcstg. Corp.
 Business Address Stuttgart
 Phone Number 23711
 Air Time Full Time
 News Service UP
 Transcription Service Standard, World
 President Beloit Taylor
 Gen.-Station Manager Melvin P. Spann
 Commercial Mgr. Norman Biddulph
 Program Dir. June Spann
 Chief Engineer Newbery
 Consulting Engineer John Mullaney

Commercial Manager Herman Cecil
 Program Director Peter C. Tripp
 Chief Engineer Chas. Mathis

KRLW

WALNUT RIDGE—1951

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Operated By... Southern Baptist College
 Address Walnut Ridge
 Phone Number 980
 News Service UP
 Transcription Service Lang-Worth
 Representative Best
 President Dr. H. E. Williams
 Program Director Bill Thornton
 Chief Engineer Leonard Ringle

KOSY

TEXARKANA—1951—MBS

Frequency: 790 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By... Gateway Bcstg. Co.
 Address P. O. Box 1318
 News Service AP
 Transcription Service Thesaurus, Capitol
 Partners Dr. W. Decker Smith, Joe Davis
 General Manager Tom E. Dillahunt

KWEM

WEST MEMPHIS—1947

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By... KWEM Inc.
 Business-Studio Address 229 Broadway
 Phone Number 463
 News Service UP
 President William H. Keller
 Com. Mgr. Spencer Bedsole
 Chief Engineer Ed Beck

CALIFORNIA

Pop. April 1, 1953 (Est.) 11,330,000 — Total Housing Units 3,627,000
 Families April 1, 1953 (Est.) 3,525,000 — Stations in State 141

KCNO

ALTURAS—1951

Frequency: 570 Kc. Power: 1000 Watts d.
 Owned-Operated By... CONR Inc.
 Address P. O. Box 207
 Phone Number 2531
 News Service UP
 Transcription Service Standard, Capitol,
 SESAC
 Representative Forjoe
 Membership NARTB
 President Rowland H. Dow
 Comm., Prom. Mgr. Philip N. Good
 Chief Engineer Wayne Powers

KBIG

AVALON—1952

Frequency: 740 Kc. Power: 10,000 Watts
 Owned-Operated By... John Poole Bcstg. Co.
 Address 6540 Sunset Blvd.
 Phone Number HE 3205
 Air Time Daytime
 News Service UP
 Transcription Service Capitol
 Representative Robert Meeker Associates
 Membership NARTB
 Pres., Gen. Sta. Mgr., Chf. Engr. John Poole
 Comm., Prom. Mgr. Robert J. McAndrews
 Operations Manager Cliff Gill
 Program Director Alan Lisser

KDIA

AUBURN—1949—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Diamond H. Ranch Bcstrs.
 Business Address P. O. Box 992
 Phone 1078
 Air Time Full Time
 Representative William Hyers
 Pres., Gen. Mgr.,
 Chief Engr. Charles E. Halstead, Jr.

KAFY

BAKERSFIELD—1946—MBS-DON LEE

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Operated By... Bakersfield Bcstg. Co.
 Business-Studio Address 2013 Chester Ave.
 Phone Number 4-6421
 News Service UP
 Transcription Service Capitol
 Representative W. S. Grant

Membership NARTB, BMB
 President.....George B. Crome
 General Manager.....Sheldon Anderson
 Sta., Com. Mgr.....Naum Healy
 Sales Prom. Mgr.....Helen Smythe
 Pgm., Pub. Dir.....Jim McBride
 Chief Engineer.....Ted Froming

KBIS

BAKERSFIELD—1950

Frequency: 970 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Marmat Bcstg. Co.
 Studio Address.....957 Oak St.
 Phone.....4-6093
 Air Time.....Full Time
 Transcription Service.....Associated
 SESAC
 News Service.....AP
 Representative.....Oakes
 Membership.....NARTB, BAB
 Pres., Mgr.....Hal Brown
 Com., Sales Prom. Mgr.....Franklin H. Wilbur
 Pgr., Pub. Dir.....Bob Elias
 Chief Engineer.....James L. Mattly

KERN

BAKERSFIELD—1932—CBS

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By...McClatchy Bdcstg. Co.
 Business-Studio Address..Elk's Club Building
 Phone Number.....8-8431
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Paul H. Raymer
 Membership.....NARTB, BAB
 President.....Eleanor McClatchy
 Station Manager.....Walter Baziuk
 Technician.....Luverne Shatto

KERO

BAKERSFIELD—1946—NBC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Kern County Bcstrs., Inc.
 Business-Studio Address...1420 Truxton Ave.
 Phone Number.....44548
 News Service.....UP
 Air Time.....Full Time
 Transcription Service.....World
 Representative.....Avery Knodel
 Membership.....NARTB, BAB
 Pres., Gen. Mgr., Chief Engineer

Gene De Young
 Commercial Manager.....Ed Uner
 Program Director.....Kenneth Croes
 Publicity Director.....Rod O'Hara

KPMC

BAKERSFIELD—1934—ABC

Frequency: 1560 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Pioneer Mercantile Co.

Address.....307 E. 21st St.
 Phone Number.....8-8157
 News Service.....UP
 Transcription Service.....Thesaurus
 Station Representative..George P. Hollingbery
 President.....F. G. R. Schamblin
 General Manager.....L. A. Schamblin
 Pgm., Dir. Comm. Mgr.....C. C. Sturm
 Prom. Mgr., News Director...P. R. Biermann
 Chief Engineer.....L. P. Jarvis

KWTC

BARSTOW—1947

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By..Mojave Valley Bcstg. Co.
 Business Address.....Box 697
 Phone Number.....4001
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....World
 Representative.....Donald Cooke
 President.....W. T. Brown
 Sta., Com. Mgr.....Harry S. White
 Program Director.....Jim Harvey
 Chief Engineer.....Don Hetzel

KRE

BERKELEY—1923

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By...Central Calif. Bcstrs., Inc
 Address-Trans.....601 Ashby Avenue
 Phone Number.....Ashberry 3-7715
 Air Time.....6 a.m.-12M.
 News Service.....AP
 Membership.....NARTB, BAB
 Transcription Service.....Standard
 Pres., Gen. Sta. Mgr.....Arthur Westlund
 Comm., Prom. Mgr.....Don Hambly
 Program Director.....Les Avery

KYOR

BLTYHE—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated.....Bcstg. Corp. of America
 Business-Studio Address...Riverside
 Phone Number.....2231
 President.....W. L. Gleeson

KROP

BRAWLEY—1946—ABC

Frequency: 1300 Kc.....100Watts d., 250 n.
 Owned-Oper. By.....Bcstg. Corp. of America
 Address.....Del Rio Country Club
 Phone Number.....1300
 Representative.....John E. Pearson Co.
 General Manager.....Fred Carr
 Station Manager.....John Chandler
 Program Director.....Lynn C. Thomas
 Chief Engineer.....Drew Walker

KBLA

BURBANK—1952

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Bdcstrs. of Burbank
 Address 11516 Oxnard St.
 Phone Number Sunset 2-1195
 News Service UP
 Transcription Service Lang-Worth
 President Gordon A. Rogers
 Gen. Mgr. Robert S. Marshall
 Chief Eng. Robert Skiles

KICO

CALEXICO—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Charles R. Love
 Business Address P. O. Box 786
 Phone Number 918
 News Service AP
 President Charles R. Love
 General Mgr. W. A. Geddes
 Comm. Mgr. Don Gillette
 Chief Engineer James Cain

KHSL

CHICO—1935—MBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated Golden Empire Bcstg. Co.
 Address 336 Broadway
 Phone Number 237-8
 News Service UP
 Representative W. S. Grant
 Membership NARTB
 Pres., Gen. Mgr. Mickey McClung
 Station Manager M. F. Woodling
 Commercial Manager J. A. Pero
 Program Director Ed Parker
 Chief Engineer Russell B. Pope

KXOC

CHICO—1949—CBS

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Oper. By KXOC, Inc.
 Address-Trans. Radio Lane
 Phone Number 1013
 Air Time Full Time
 News Service UP
 Transcription Service Standard
 Representative Pearson, Western
 Membership BAB
 President Lincoln Dellar
 Gen., Sta., Comm. Mgr. Donald J. Quinn
 Prog., Prod., Pub. Dir. Neil McIntyre
 Chief Engineer E. W. Berger

KBMX

COLINGA—1950—KBS

Frequency: 1470 Kc. Power: 500 d.
 Owned-Oper. By Pleasant Valley Radio Co.

Address Box 715
 Phone 136
 Transcription Service SESAC
 News Service UP
 President Benjamin M. Bowman
 Gen., Sta., Comm. Mgr. Rea B. Bowman

KBUC

CORONA—1948

Frequency: 1370 Kc. Power: 1000 Watts
 Owned Radio Broadcasting, Inc.
 Business Address Box 368
 Phone Number 1370-1-2
 Air Time Full Time
 News Service UP
 Membership NARTB, BAB
 Representative McGillvra
 Pres., Gen. Mgr. Elmer J. Bucknum
 Sta., Comm. Mgr. Mary Bucknum
 Prom. Mgr., Publ. Dir. Chuck Ferguson
 Program Director Cliff Miller
 Chief Engineer George Farmer

KCRE

CRESCENT CITY—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Del Norte Bcstg. Co.
 Address Box 248
 Phone Number 3061
 News Service AP
 Transcription Service Standard, SESAC
 Pres., Gen. Mgr. Robert E. Grey
 Business Mgr. Peggy Burke

KCHJ

DELANO—1951

Frequency: 1010 Kc. Power: 1000 Watts
 d.
 Owned-Oper. By Charles Herman Johns
 Address P. O. Box 262
 Phone 8676
 Transcription Service SESAC
 News Service UP
 Pres., Gen. Mgr., Chief Eng. Charles H. Johns
 Program Director Jean J. Johns

KRDU

DINUBA—1946

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Radio Dinuba Co.
 Business-Studio Address 110 N. L. St.
 Phone Number 500
 News Service AP
 Pres., Gen., Sta. Mgr. Egon A. Hafer
 Program Director Harold Sparks
 Chief Announcer Jim Bailey
 Chief Engineer Russ Friend

K X O

EL CENTRO—1927—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Valradio Inc.
 Business Address.....South 4th Street
 Phone Number.....1100
 Air Time.....Full Time
 News Service.....UP
 Newspaper Affiliation.....Imperial Valley Pub.
 Co., Brawley News Pub. Co., Indio Date
 Palm
 Transcription Service.....Capitol, Standard,
 SESAC
 Representative.....Paul H. Raymer
 Membership.....NARTB
 President.....Paul A. Jenkins
 Gen., Sta. Mgr., Pub. Dir., Richard T. Sampson
 Commercial Manager.....Belle Hovey
 Prom. Mgr.....Marc Hanan
 Program Director.....Robert Weaver
 Chief Engineer.....Norm Germani

K H U M

EUREKA—1947—ABC-CBS

Frequency: 1240 Kc.....Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By.....Carroll R. Hauser
 Address.....Vance Hotel
 Phone Number.....Hillside 2-5744
 Air Time.....6 a.m.-12M.
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Pearson, Western Radio,
 Tracy Moore
 Pres., Gen., Sta. Mgr.....Carroll R. Hauser
 Commercial Mgr.....Frank M. Smith
 Program Director.....Verne Emmerson

K I E M

EUREKA—1933—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned Opr. By.....Redwood Bdcstg. Co., Inc.
 Address.....Radio Center, E. Sixth St.
 Phone Number.....3-1621
 News Service.....UP
 Representative.....John Blair
 Membership.....NARTB, BAB
 President, Manager.....Wm. B. Smullin
 Commercial Manager.....Don Telford
 Sales Promotion Manager.....Robert Stach
 Program Director.....Paul Corbin
 Chief Engineer.....King Larry

K D A C

FORT BRAGG—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Mendocino Bcstg. Co.
 Address.....Box 616
 Phone Number.....5671

Air Time.....7 a.m.-10 p.m.
 News Service.....AP
 Representative.....Forjoe
 Owner.....Edward Merile
 Gen. Mgr., Chief Eng.....Craig N. Smith

K A R M

FRESNO—1938—ABC

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Oper. By.....KARM
 Business-Studio Address.....1333 Van Ness Ave.
 Phone Number.....4-2966
 News Service.....AP, INS
 Transcription Service.....Standard
 Representative.....Edward Petry
 Membership.....NARTB
 President.....Hattie Harm
 General-Station Manager.....Clyde F. Coombs
 Program Director.....Ed Ropolo
 Chief Engineer.....Elbert Dean

K F R E

FRESNO—1937—CBS

Frequency: 940 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Calif. Inland Bcstg. Co.
 Business-Studio Address.....T. W. Patterson Bldg.
 Phone Number.....4-5001
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....World
 Representative.....Avery-Knodel
 Membership.....NARTB
 Pres., Owner.....Paul R. Bartlett
 Asst. Mgr., Chief Engr.....Keith L. Mealey
 Sales Manager.....Frank D. Woody
 Director of Sls. Svce.....Harry H. Buram
 Program Director.....Ed J. Frech

K G S T

FRESNO—1949

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned-Operated By.....Delle Broadcasting Co.
 Address.....Farmer's Market
 Phone Number.....6-6526 and 4-5459
 Air Time.....6 a.m.-Sunset
 News Service.....UP
 Station Representative.....Forjoe & Co.
 Membership.....NARTB
 Commercial Manager.....Morris Mindel
 Program Dir.....Jeanne Backer

K M J

FRESNO—1925—NBC

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By.....McClatchy Bcstg. Co.
 Business-Studio Address.....1515 Van Ness Ave.
 Phone Number.....3-6277

Air Time.....Full Time
 News Service.....AP, UP
 Newspaper Affiliation.....McClatchy
 Transcription Service.....Associated
 Representative.....Paul H. Raymer
 Membership.....NARTB, BAB
 President.....Eleanor McClatchy
 Station Manager.....William J. Sanford
 Commercial Manager.....Coyle Chambers
 Program Manager.....Joe Tomes
 Sales Prom., Pub. Dir.....Ramsey Elliott
 Chief Engineer.....William N. Wallace

K Y N O

FRESNO—1947—MBS

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Radio KYNO, The Voice
 of Fresno
 Address.....Hotel Fresno
 Phone Number.....2-4163
 Air Time.....5 a.m.-12M.
 News Service.....UP
 Representative.....Hollingbery
 Transcription Service.....Thesaurus
 Membership.....NARTB, BAB
 President.....Robert Schuler
 General, Sta. Manager.....L. E. Chenault
 Commercial Manager.....Leslie Daggett
 Program Director.....Leo Goldman
 Chief Engineer.....Bert Williamson

K I E V

GLENDALE—1932

Frequency: 870 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Cannon System, Ltd.
 Address.....102 N. Glendale Ave.
 Phone Number.....Citrus 1-1133
 News Service.....UP
 President.....David H. Cannon
 General Mgr.....Cal Cannon
 Chief Engineer.....Charles N. Whitten, Jr.

K N G S

HANFORD—1948

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Operated By.....Hanford Sentinel &
 Journal
 Business Address.....P. O. Box 620
 Phone Number.....620
 Air Time.....5 a.m.-M.
 Newspaper Affiliation.....Hanford Sentinel,
 Hanford Journal
 News Service.....INS, UP
 Transcription Service.....Standard
 Representative.....O'Connell
 Gen. Mgr., Chief Engr.....Don C. Reeves
 Commercial Manager.....John Haslam
 Program Director.....Lloyd Chappel

AP SELLS

For Stations and Sponsors —

For instance . . . KLX

"AP news is a top factor in making KLX the most listened-to independent in America's No. 7 market."

GLENN S. SHAW,
 Manager,
 KLX, Oakland, Calif.



*In Los Angeles,
Pick the Radio Station that
Local Advertisers Pick*

KFWB

**980 ON THE DIAL
5,000 WATTS DAY and NIGHT**

KFWB disc jockeys are primarily salesmen with large, loyal and faithful audiences, who will give your sales message sincerity and conviction.

In this center of the motion picture, radio, television and phonograph recording industries, there is a steady stream of celebrity guests to the KFWB microphones to enhance the music programs that have built large and steady listening audiences.

Ask the Branham man in your city for all the details.

KFWB

Leader for 28 Years in Southern California

HARRY MAIZLISH — President

KFWB

HOLLYWOOD—1926

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By...KFWB Broadcasting Corp.
 Business-Studio Add...6419 Hollywood Blvd.
 Phone Number.....HE 5151
 Air TimeUnlimited
 News Service.....UP, INS
 Station RepresentativeBranham
 Pres., Gen., Sta. Mgr.....Harry Maizlish
 Commercial Manager.....Sydney Gaynor
 Business Manager.....Donn P. Davis
 Prog., Prod. Dir.....Dan Russell
 Publicity Director.....Red Doff
 Prom. Advtg. Dir.....Sydney Yallen
 Chief Engineer.....Harry Myers

KGFJ

HOLLYWOOD—1926

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Ben S. McGlashan
 Business-Studio Address...6314 Sunset Blvd.
 Phone Number.....Hillside 0201
 News Service.....UP
 Transcription ServiceAssociated
 Owner.....Ben S. McGlashan
 General Manager.....Thelma Kirchner
 Chief Engineer.....Homer Obuchon

KLAC

HOLLYWOOD—1946

Frequency: 570 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By.....KMTR Radio Corp.
 Address.....1000 Cahuenga Blvd.
 Phone Number.....HUDson 2-7311
 News Service.....INS, UP
 Representative.....Adam J. Young, Jr.
 MembershipBAB
 President.....M. W. Hall
 Exec. V.P. & Sta., Gen. Mgr...Don Fedderson
 Commercial Manager.....Dave Lundy
 Program Director.....Charles Craig
 Publicity Director.....Leo Guild
 Dir. of Engr.....R. W. Conner

KREO

INDIO—1946

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By.....Bcstg. Corp. of America
 Address.....Riverside
 Phone Number6290
 Air Time17 hrs.
 RepresentativeScott, Young
 MembershipNARTB
 President.....William L. Gleeson

KAVL

LANCASTER—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....Antelope Bcstg. Co.
 Address.....P. O. Box 1192
 Phone1000
 Air Time.....Full Time
 Transcription Service.....World, SESAC
 News Service.....UP
 Pres., Gen. Mgr.....W. B. Carter
 Sta., Comm. Mgr.....H. L. Comstock
 Program Manager.....James Turner
 Chief Engineer.....James French

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 8-0628
 News ServiceUP
 Transcription ServiceStandard
 Gen., Sta., Comm., Sales Prom. Mgr.
 Herbert W. Brown
 Program Director.....Marlene Faszer
 Chief Engineer.....George Sampson

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
 News ServiceUP
 Transcription Service.....Lang-Worth, World
 RepresentativeBurn-Smith
 Pres., Gen. Mgr., Pgm. Dir...Hal G. Nichols
 Promotion Manager.....Robert Lamb
 Comm. Mgr., Chief Engr.....L. W. McDowell

KGER

LONG BEACH—1926

Frequency: 1390 Kc. Power: 5,000 Watts
 Owned By...John Brown Schools of Calif., Inc.
 Business-Studio Address...3745 Atlantic
 Phone Number40-7907
 News ServiceAP
 Transcription ServiceThesaurus
 RepresentativeGill-Keefe-Perna
 MembershipNARTB
 President.....Dr. John E. Brown
 General Manager.....Storm Whalley
 Sta., Comm. Mgr., Pgm. Dir.
 Clinton H. Fowler
 Chief Engineer.....Luther Crumbaugh

KECA

LOS ANGELES—1929

Frequency: 790 Kc. Power: 5000 Watts d.,
5000 Watts n.
Owned-Oper. By... American Bcstg. Co., Inc.
Address... 1539 N. Vine St., Hollywood 28, Cal.
Phone Number... HUDson 2-3141
Air Time... Unlimited
News Service... AP, INS, UP
Transcription Service... Lang-Worth
Representative... Edward Pety
President... Robert E. Kintner
Gen. Comm. Mgr... Amos T. Baron
Sales Manager... Matthew E. Barr
Sales Prom. Mgr... Merwyn Travis
Publicity Director... Virginia West
Program Director... Dresser Dahlstead
Chief Engineer... R. G. Denechaud

KFAC

LOS ANGELES—1931

Frequency: 1330 Kc. Power: 5000 Watts
Owned-Oper. By... Los Angeles Bcstg. Co., Inc.
Business-Studio Address... 645 S. Mariposa Ave.
Phone Number... Dunkirk 4-1231
Air Time... Full Time
News Service... AP
Transcription Service... Associated
Representative... Bolling
Membership... NARTB, BMB
Pres.-Gen.-Sta. Mgr... Calvin J. Smith
Program Director... Howard Rhines
Publicity Director... Tom Dixon

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... Dunkirk 2-2121
News Service... AP, UP
Transcription Service... Capitol, World
Representative... Henry I. Christal
Membership... NARTB
Pres. Gen. Mgr... Earle C. Anthony
Sales Prom. Mgr... Ronnie Manders
Commercial Manager... Charles E. Hamilton
Program Director... Pat Kelly
Publicity Director... Mort Cook
Co-Chief Engineers... H. L. Blatterman,
Curtis W. Mason

KFVD

LOS ANGELES—1925

Frequency: 1020 Kc. Power: 5000 Watts
Owned-Operated By... Standard Bcstg. Co.
Business-Studio Add... 338 S. Western Ave.

Phone Number... Dunkirk 8-2345
Air Time... Daytime
News Service... AP, UP
Representative... McGillvra
Membership... BAB
Pres., Gen. Mgr... Frank Burke, Jr.
Comm., Sta. Manager... Vern Lindblade
Pgm., Pub. Dir... Carl Brewster
Chief Engineer... Leonard Reeves

KHJ

LOS ANGELES—1922
MBS-DON LEE

Frequency: 930 Kc. Power: 5,000 Watts
Owned-Oper. By... General Teleradio, Inc.
Address... 1313 N. Vine St., Hollywood
Phone Number... HUDson 2-2133
Air Time... 6 a.m.-M.
News Service... AP, UP
Representative... John Blair
Membership... NARTB, BAB
Pres., Gen. Mgr... Willet H. Brown
Exec. Vice-Pres... Ward D. Ingram
Vice Pres., Sales... Norman Boggs
Sales Prom. Mgr... H. H. Sonnenburg
Program Director... A. J. LaFrano
Publicity Director... Bud Coulson
Chief Engineer... Robert Arne

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LOS ANGELES' MAJOR
Negro Audience

unless you're buying
Hunter Hancock's
"HARLEMATINEE"

THIS TIME

Check
KFVD

LOS ANGELES
Represented by
Joseph Hershey McGillvra, Inc.

KMPC

LOS ANGELES—1927

Frequency: 710 Kc. Power: 50,000 Watts d.;
10,000 Watts n.
Owned-Oper. By.....KMPC—Station of the
Stars, Inc.
Address.....5939 Sunset Boulevard
Phone Number.....Hollywood 9-5341
Air Time.....5:00 a.m.-M.
News Service.....INS, UP
Representative.....H-R Representatives
Membership.....BAB
President.....John Patt
Gen. Mgr. & V.P.....Robert O. Reynolds
V.P. & Asst. Gen. Mgr.....Lloyd C. Sigmon
Nat. Sales Mgr.....Charles Cowling
V.P. in Chg. of Bcsts.....Mark Haas
Dir. of Pub. Affairs.....John Baird
Chief Engineer.....L. C. Sigmon

KNX

LOS ANGELES—1924—CBS (RADIO)
COLUMBIA PACIFIC

Frequency: 1070 Kc. Power: 50,000 Watts
Owned By.....Columbia Bcstg. System, Inc.
Operated By.....CBS Radio Division
Business-Studio Address.....6121 Sunset Blvd.
Phone Number.....Hollywood 9-1212
Air Time.....5:25 a.m.-1:05 a.m.
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....Radio Spot Sales, CBS
Membership.....BAB
General Manager.....William D. Shaw
Sales Manager.....Edwin W. Buckalew
Sales Prom. Mgr.....Sherril W. Taylor
Program Director.....Robert Sutton
Publicity Director.....Lloyd Brownfield
Chief Engineer.....Les Bowman

KPOL

LOS ANGELES—1952

Frequency: 1540 Kc. Power: 5000 Watts
Owned-Oper. By.....Coast Radio Bdcstg. Corp.
Address.....5087 Huntington Dr.
Phone Number.....Capitol 1-6101
News Service.....AP
Transcription Service.....SESAC
Membership.....NARTB
President.....Hugh R. Murchison
Gen. Mgr.....Forrest P. Wallace
Com. Mgr.....Charles T. Hughes
Chief Engineer.....Floyd Hall

KRKD

LOS ANGELES—1927

Frequency: 1150 Kc. Power: 5000 d.; 1000 n.
Owned-Oper. By.....Radio Bctrs., Inc.
Business-Studio Address.....541 So. Spring St.

Phone Number.....Tucker 7111
News Service.....AP, INS
Transcription Service.....World, SESAC
Membership.....NARTB
President.....Frank P. Doherty
General-Station-Comm. Mgr.....Ned Connor
Publicity Director.....Doug Douglas
Pgm. Dir.-Chief Announcer.....Charles Clifton
Chief Engineer.....Willis O. Freltag

KMYC

MARYSVILLE—1940—MBS

Frequency: 1410 Kc. Power: 1,000 Watts
Owner-Oper. Marysville-Yuba City Bctrs., Inc.
Business Address.....P. O. Box 631
Phone Number.....2-2396
Air Time.....Full Time
News Service.....AP
Transcription Service.....World
Representative.....W. S. Grant
Membership.....NARTB, BAB
President.....H. E. Thomas
Gen.-Station Manager.....Joe D. Carroll
Comm. Sales Prom. Mgr.....C. Greenman
Program Director.....W. R. Cleveland
Publicity Director.....John Mayer
Chief Engineer.....Lloyd McQueary

KYOS

MERCED—1936—MBS-DON LEE

Frequency: 1480 Kc. Power: 5000 Watts
Owned-Operated By.....Merced Bcstg. Co.
Business Address.....P. O. Box 717
Phone Number.....1430, 1804
Air Time.....Full Time
News Service.....UP
Representative.....W. S. Grant
Membership.....NARTB
Pres., Gen. Mgr.....Mrs. Hugh McClung
Station Manager.....Charles H. Kinsley, Jr.
Commercial Mgr.....A. J. Krisik
Sales Prom. Mgr.....Edward Blakesley
Publicity Director.....Stan Evans
Chief Engineer.....Russell Pope

KBOX

MODESTO—1951

Frequency: 970 Kc. Power: 1000 Watts
Owned-Operated By.....Stanislaus County
Bctrs. Inc.
Address.....1507 10th St.
Phone Number.....3-7756-7
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Harlan Oakes
Membership.....NARTB, BAB
Pres., Gen., Sta., Comm. Mgr.....Milton Hibdon
Sales Prom. Mgr.....Andrew White
Program Director.....Roy J. Story
Publicity Director.....Carl Groene
Chief Engineer.....Paul Ferrelle

KMOD**MODESTO—1950—ABC**

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Operated By Radio Modesto, Inc.
 Address P. O. Box 941
 Phone 2-1051
 Air Time Full Time
 News Service AP
 Transcription Service World
 Representative Meeker (N. Y.), Moore
 (L. A.), Western Radio (San Fran.)
 Pres., Gen. Sta. Mgr. John H. Schacht
 Comm., Sls. Prom. Mgr. Judd Sturtevant
 Pgm., Publ. Dir. Gene D'Accardo
 News Dir. Gene D'Accardo
 Chief Engineer Pete Onnigian

KTRB**MODESTO—1933**

Frequency: 860 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By KTRB Bcstg. Co., Inc.
 Address Norwegian Ave.
 Phone Number 3-0737
 Air Time 4:45 a.m.—2 p.m.
 News Service INS, UP
 Transcription Service Cole, Standard
 Representative W. S. Grant
 Membership NAB
 Pres., Gen. Station Mgr. William H. Bates, Jr.
 Comm., Sls. Prom. Mgr. Lee Roddy
 Prog. Dir. Don E. Lapan
 News Director Charlie McEwen
 Chief Engineer William H. Bates, Jr.

KMBY**MONTEREY—1949**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Monterey Radio-TV Co.
 Business Address Hotel San Carlos
 Phone Number 2-4541
 President Kenyon Brown

KXXL**MONTEREY—1952**

Frequency: 600 Kc. Power: 500 Watts d.
 Owned-Oper. By S. A. Cisler
 Address P. O. Box 1070
 News Service AP
 Transcription Service Standard, Thesaurus
 President S. A. Cisler
 Gen. Mgr. James Oliver

KWSD**MT. SHASTA—1947**

Frequency: 1340 Kc. Power: 250 Watts d.
 Owned-Oper. By Shasta Cascade Bcstg. Corp.
 Address E. Alma Street
 Phone Number 2124

Air Time 7 a.m.—10 p.m.
 News Service AP
 Transcription Service Thesaurus
 Station Representative Western, Continental,
 (E. Coast), Tracy Moore (L. A.)
 Membership NARTB
 General Manager Arthur Adler
 Station Manager David H. Rees
 Program Director Iola Huntingdon
 Chief Engineer Donald F. Keys

KVON**NAPA—1947**

Frequency: 1440 Kc. Power: 500 Watts
 Owned-Operated By Napa Bcstg. Co.
 Address P. O. Box 427
 Phone Number 6-2023
 Air Time 6:45 a.m.—10:45 p.m.
 News Service UP
 Transcription Service World
 Representative Forjoe
 Pres., Gen. Mgr. Luther E. Gibson
 Sta., Comm. Mgr. Elmer L. Gibson
 Program Director Jack Daugherty
 Publicity Director Marion Devlin
 Chief Engineer Dave Wortman

KSFE**NEEDLES—1952—KBS**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Needles Bcstg. Co.
 Address P. O. Box C-2
 Phone Number 1234
 News Service INS
 Transcription Service Thesaurus
 Partners B. J. Fitzpatrick and
 L. A. Newsome, Jr.
 Chief Eng. Albert Lincoln

KLX**OAKLAND—1922**

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Operated By Tribune Building Co.
 Business Studio Address Tribune Tower
 Phone Number GLencourt 1-0660
 Air Time 6 a.m.—M.
 Newspaper Affiliation Oakland Tribune
 News Service AP
 Transcription Service Standard, Thesaurus
 Representative Burn-Smith
 Membership NARTB, BAB
 President J. R. Knowland, Jr.
 Manager Milton L. Levy
 Publicity Director Jean Williams
 Chief Engineer Roswell S. Smith

KROW**OAKLAND—1925**

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Operated By KROW, Inc.
 Address 464 19th St.

Phone Number.....TWinoaks 3-9600
 Air Time.....Full Time
 News Service.....AP, UP
 Transcription Service.....Standard
 Representative.....Raymer
 Membership.....NARTB, BAB
 President.....Sheldon F. Sackett
 General Manager.....J. G. Paltridge
 Commercial Manager.....Jack Grant
 Program Director.....Russ Coughlan
 Publicity Director.....Don Arlett
 Chief Engineer.....Harry Bartolomei

KWBR
OAKLAND—1920

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned-Operated By...Warner Bros. Radio, Inc.
 Business-Studio Address.....327 22nd St.
 Phone Number.....Higate 4-1212
 Air Time.....Unlimited
 News Service.....UP
 Representative.....For Joe
 General Manager.....S. W. Warner
 Station Manager.....F. Wellington Morse
 Program Director.....Jeane K. Fisher
 Chief Engineer.....Paul Gregg

KOCS
ONTARIO—1946

Frequency: 1510 Kc.....Power: 250 Watts d.
 Owned-Operated By...The Daily Report Co.
 Business-Studio Address.....222 East "B" St.
 Phone Number.....627-54
 Air Time.....Local sunrise—Local sunset
 News Service.....UP
 Transcription Service.....Capitol, SESAC
 Representative.....O'Connell, Western
 President.....Mrs. Jerene Appleby Harnish
 Sta. Mgr.....Marjorie Rogers
 Chief Eng.....R. H. Rogers

KMOR
OROVILLE—1948

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Oroville Bcstrs.
 Address.....P. O. Box 1032
 Phone Number.....1340
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative...Ayres (S.F.), O'Connell (L.A.)
 President.....Joy C. Fearnhead
 Gen., Comm. Mgr.....Herb D. Olson
 Sales Prom. Mgr.....Bill Talbitzer
 Chief Engineer.....George O'Brien

KCMJ
PALM SPRINGS—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...Palm Springs Bcstg. Co.
 Business Address.....Box KK
 Phone Number.....2253

Air Time.....Full Time
 News Service.....AP
 Representative.....Lee O'Connell
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Joseph E. Gamble
 Commercial Manager.....Ort J. Lofthus
 Program Director.....James Hadlock
 Chief Engineer.....Robert Harbison

KIBE

PALO ALTO—1949

Frequency: 1220 Kc.....Power: 1,000 Watts d.
 Owned-Oper. By.....James Blaine Rhodes
 Address.....488 Cowper St.
 Phone Number.....Davenport 3-1341
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Standard
 Membership.....NARTB
 Pres., Gen. Sta. Mgr.....Jay B. Rhodes
 Program Director.....Robert Seaman
 Chief Engineer.....Walter Coleman

KALI

PASADENA—1950

Frequency: 1430 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Consolidated Bcstg. Co.
 Business-Studio Address.....758 E. Colorado
 Phone Number.....RY 1-7149
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Harlan Oakes
 Pres., Gen. Mgr.....Henry Fritzen
 Chief Engineer.....Harvey Fritch

KWKW

PASADENA—1942

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Oper. By...Southern Calif. Bcstg. Corp.
 Address.....800 Sierra Madre Villa
 Phone Number.....Ryan 1-6744
 Air Time.....Unlimited
 News Service.....UP
 Representative.....For Joe
 Membership.....NARTB, BAB
 President.....Marshall S. Neal
 Gen.-Station-Comm. Mgr.....William J. Beaton
 Pgm. Dir., Chief Anncr.....Bill Garr
 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
 Air Time.....24 hrs. daily
 News Service.....AP
 Transcription Service.....World
 Membership.....BAB

President-Gen. Sta. Mgr. Loyal K. King
 Pgm. Dir. Carl Saunders
 Publicity Dir. Marian Atkinson
 Chief Engineer Jack Reader

KPRL

PASO ROBLES—1946—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Leslie Henry Hacker
 Business Studio Address Radio Station KPRL
 Phone Number 204
 Air Time Full Time
 News Service AP
 Representative W. S. Grant
 Comm. Mgr., Pgm., Pub. Dir.

Bernard Schwartz

Sales Prom. Mgr. Dorothy Schwartz
 Gen. Mgr., Chief Engineer Dale Schwartz

KAFP

PETALUMA—1950

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Warner Bros.
 Address Hotel Petaluma
 Phone Number 2-2799
 Transcription Service World, Capitol
 News Service UP
 Co-Owners S. W. Warner and
 Eugene Warner
 Gen. Mgr. Wellington Morse
 Com. Mgr. Howard Heggum
 Prog. Dir. Jackie Lane

KECC

PITTSBURG—1949

Frequency: 990 Kc. Power: 1000 Watts
 Owned-Operated By KECC, Inc.
 Business Address 235 Railroad Ave.
 Phone Number 2-2964
 Air Time Unlimited
 News Service UP
 Transcription Service World, Lang-Worth
 Representative W. S. Grant
 General Mgr. Mel D. Marshall
 Commercial Mgr. John C. McFarland
 Chief Engineer M. R. Scott

KPMO

POMONA—1947

Frequency: 1600 Kc. Power: 500 Watts
 Owned-Oper. By Valley Bdcstg. Co.
 Business-Studio Address 1240 E. Holt St.
 Phone Number Lycoming 2-1293
 News Service UP
 Partner Warner J. Sorenson
 Partner, Gen. Mgr. and
 Chief Eng. Dean H. Wickstrom
 Prog. Dir. Florence E. Wickstrom

KTIP

PORTERVILLE—1946

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By J. F. Tighe
 Business-Studio Address Newcomb & Grand
 Ave., P. O. Box 1312

Phone Number 1450
 Air Time 6 a.m.-10 p.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Cook, Grant
 Membership NARTB
 Gen., Sta. Mgr. Frank Robinson Brown
 Chief Engineer Allan Weaver
 News Editor Kenneth Clifford, Jr.

KBLF

RED BLUFF—1946—LBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Hal K. Shade
 Address Tremont Hotel
 Phone Number 880
 Gen. Mgr. Bill Baumgarten
 Com. Mgr. Gary Morano
 Chief Eng. Don Reickling

KVCV

REDDING—1936—MBS

Frequency: 600 Kc. Power: 1000 Watts
 Owned-Oper. By Golden Empire Bcstg. Co.
 Address Box 717, Merced
 Phone Number 1646
 Air Time Full Time
 News Service UP
 Transcription Service Standard
 Representative W. S. Grant Co.
 Pres., Gen. Mgr. Mrs. Hugh McClung
 Station Manager Fred M. Stuelpnagel
 Commercial Manager H. E. McCarty
 Sales Prom. Mgr. Ted Dooley
 Pgm., Prod. Dir. Lyle Mathys
 Publicity Director Charles Castor
 Chief Engineer Russ Pope

KPRO

RIVERSIDE—1941

Frequency: 1440 Kc. Power: 1000 Watts
 Owned-Oper. By Broadcasting Corp. of
 America
 Business Address P.O. Box 987
 Phone Number Riverside 6290
 Studio-Transmitter 3401 Russell St.
 News Service AP, INS
 Transcription Service World, Capitol
 Representative Scott, Young
 President-General Mgr. W. L. Gleeson

KCRA

SACRAMENTO—1945—NBC

Frequency: 1320 Kc. Power: 5000 W. d.;
 1000 W. n.
 Owned-Oper. By KCRA, Inc.

Business Studio Address.....1010 11th St.
 Phone Number.....Gilbert 2-0758
 Air Time.....6 a.m.-12M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Robert Meeker
 Membership.....BAB
 President-General Mgr.....Ewing C. Kelly
 Commercial Manager.....Jack Kehoe
 Station Mgr.....Howard J. Smiley
 Publicity Director.....Irma Davis
 Program Dir.....John Kuhlman
 Chief Engineer.....Herbert Hartman

KFBK

SACRAMENTO—1922—ABC

Frequency: 1530 Kc.....Power: 50,000 Watts
 Owned-Operated By...McClatchy Bcstg. Co.
 Business Studio Address.....708 Eye St.
 Phone Number.....Gilbert 3-1745
 Air Time.....Full Time
 Newspaper Affiliation.....Sacramento Bee
 News Service.....UP, AP
 Transcription Service.....Thesaurus
 Representative.....Paul H. Raymer
 Membership.....NARTB
 President.....Eleanor McClatchy
 Gen., Sta. Mgr.....Keith B. Collins
 Comm., Sales Prom. Mgr.....Perry Nelson
 Publicity Director.....Louise Schultz
 Program Director.....Harry Warren
 Chief Engineer.....Stam Sronce

KGMS

SACRAMENTO—1952

Frequency: 1380 Kc.....Power: 1000 Watts d.
 Owned-Oper. By...Capitol Radio Enterprises
 Address.....Hotel Senato-
 Phone Number.....Hudson 1-3133
 News Service.....AP
 Transcription Service.....Capitol
 Partners.....Irving J. Schwartz,
 William S. George and Jack F. Matranga
 Chief Engineer.....Richard Hinz

KROY

SACRAMENTO—1937—CBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Harmco, Inc.
 Business-Studio Address...Hotel Sacramento
 Phone Number.....Gilbert 3-2525
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Avery-Knodel
 Pres., Gen. Mgr.....C. L. McCarthy
 Pgm. Dir.....John C. Ickes
 News Director.....Henry Thornley
 Chief Engineer.....William Karpisek

KXOA

SACRAMENTO—1945—MBS

DON LEE

Frequency: 1470 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Sacramento Bcstrs., Inc.
 Business Address.....P. O. Box 94
 Phone Number.....Wabash 5-2717
 News Service.....UP
 Represent.....J. E. Pearson, West. Radio Adv.
 Membership.....NARTB, BAB
 President.....Lincoln Dellar
 General Manager.....Robert W. Dumm
 Program Director.....Dean Seaton
 Chief Engineer.....Ewald Berger

KSBW

SALINAS—1947—MBS

Frequency: 1380 Kc.....Power: 1,000 Watts
 Owned-Operated By.....Salinas Bcstg. Corp.
 Business Address.....P.O. Box 1651
 Phone Number.....8071
 News Service.....AP
 Transcription Service.....Capitol
 Representatives.....Burn-Smith, Western
 Membership.....NARTB, BAB
 Gen., Sta. Mangaer.....John C. Cohon
 Commercial Manager.....W. M. Oates
 Publicity Dir.....Neal Edmondson
 Program Director.....Don Wells
 Chief Engineer.....Fred Begley

KCSB

SAN BERNARDINO—1948

Frequency: 1350 Kc.....Power: 500 Watts
 Owned-Oper. By.....Fred P. D'Angelo
 Business Address.....770 Mill St.
 Phone Number.....8-2245
 News Service.....AP
 Transcription Service.....Thesaurus, SESAC
 Representative.....Forjoe
 Gen., Sta., Comm. Mgr.....Fred P. A'Angelo
 Sales Prom. Mgr.....Fred Hofschneider
 Pgm., Pub. Dir.....Ed Mundy, Jr.
 Chief Engineer.....Jim Tracewell

KFXM

SAN BERNARDINO—1929—MBS

Frequency: 590 Kc.....Power: 1000 Watts
 Owned-Operated By...Lee Bros. Bcstg. Corp.
 Business-Studio Address.....512 Fifth St.
 Phone Number.....4761
 Air Time.....5:30 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Representative.....John Blair
 President.....J. Clifford Lee
 General Manager.....Gene W. Lee
 Com., Sales Prom. Mgr.....Paul H. Martin
 Program Dir.....E. W. Lee
 Publicity Dir.....Betty Iglai
 Chief Engineer.....George Ewing

K I T O

**SAN BERNARDINO—1947—ABC
PACIFIC REG.**

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By: KITO, Inc.
Address: 569 Fourth St.
Phone Number: 7807
Air Time: Unlimited
News Service: UP
Transcription Service: Capitol
Representative: Hollingbery
Pres., Gen., Sta. Mgr.: J. J. Flanigan
Commercial Manager: Arnold Benum
Program Director: Fred Reinhardt
Chief Engineer: Richard Klitzing

K R N O

SAN BERNARDINO—1948

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Western Empire Bcstrs., Inc.
Address: 990 Colton Ave
Phone Number: 8-2771
Air Time: Full Time
News Service: AP
Representative: Donald Cooke-Western
Membership: BAB
President, Comm. Mgr.: James W. Gerrard
V.P., Gen., Sta. Mgr.: Norman H. Rogers
Program Director: Chuck Palmer
Chief Engineer: George W. Brock

K C B Q

SAN DIEGO—1946-ABC

Frequency: 1170 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By: Charles E. Salik
Bus-Studio Address: P. O. Box 1629
Phone Number: Jackson 4103
Air Time: Unlimited
News Service: UP
Transcription: Lang-Worth
Representative: Avery-Knodel
Membership: NARTB, BAB
Pres., Gen. Mgr.: Charles E. Salik
Comm., Sales Prom. Mgr.: Graham H. Moore
Publicity Manager: Billye Tomlinson
Program Director: Harry Mitchell
Chief Engineer: Charles J. Sherburne

K F M B

SAN DIEGO—1941—CBS

Frequency: 550 Kc. Power: 1000 Watts
Owned-Oper. By: Jack Wrather and
Helen Alvarez
Bus-Studio Address: Fifth & Ash Sts.
Phone Number: Main 2114
Air Time: 6 a.m.-M.
News Service: AP, UP
Transcription Service: Capitol, SESAC
Representative: The Branham Co.

Membership: NARTB
Chairman of the Board: John A. Kennedy
General Manager: Howard L. Chernoff
Station Mgr.: Hobby Myers
Program Dir.: Jerry Lee Pecht
Executive Editor: Paul W. White
Publicity Dir.: Lisle F. Shoemaker
Chief Engineer: Thornton Chew

K F S D

SAN DIEGO—1926—NBC

Frequency: 600 Kc. Power: 5000 Watts
Owned-Operated By: Airtan Radio Corp. Ltd.
Business-Studio Address: U. S. Grant Hotel
Phone Number: Franklin 6353
Air Time: 6 a.m.-M.
News Service: INS
Transcription Service: World
Representative: Paul H. Raymer
Membership: NARTB, BAB
President: Thomas E. Sharp
Manager: John C. Merino
Chief Engineer: Leroy Bellwood

K G B

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: 6 a.m.-M.
News Service: AP, UP
Membership: BAB
Gen. Mgr.: Marion R. Harris
Program Director: Matt Long
Chief Engineer: Joe Kline

K S D O

SAN DIEGO—1947

Frequency: 1130 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
Air Time: Full Time
News Service: AP, UP
Representative: Pearson, Bolling, Stubbins
Commercial Manager: Norman Kay
Program Director: Vern Milton
Publicity Director: Sonia Duzant
Chief Engineer: Vern Milton

K S O N

SAN DIEGO—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Fred & Dorothy Rabell
Business Studio Address: 630 F St.
Phone Number: Franklin 5175
News Service: AP
Transcription Service: Associated
Representative: Forjee

Membership NARTB
 General Manager..... Fred Rabell
 Station Manager..... Dorothy Rabell
 Commercial Manager..... John Barrett
 Publicity Director..... Seymour Francis
 Chief Engineer..... Norman Burwell

K G I L
 SAN FERNANDO—1947

Frequency: 1260 Kc.... Power: 1000 Watts d.
 Owned-Oper. By... San Fernando Va. Bcstg. Co.
 Business Address..... 4919 Van Nuys Blvd.
 Phone Number..... State 4-6291
 Air Time..... Full Time
 News Service AP
 Transcription Service Capitol
 Pres., Gen., Sta. Mgr..... F. J. Smalley, Jr.
 Commercial Manager..... Howard P. Gray
 Program Director..... Gene Morgan
 Chief Engineer..... Jay Rice

K C B S
 SAN FRANCISCO—1924—CBS

Frequency: 740 Kc.... Power: 50,000 Watts
 Owned-Operated By... CBS Radio Division Inc.
 Address Palace Hotel
 Phone Number..... YUKON 2-7000
 News Service..... AP, UP, INS
 Transcription Service Lang-Worth
 Representative..... CBS Radio Spot Sales
 Membership BAB
 President (CBS)..... Frank Stanton
 Vice-Pres. & Gen. Mgr..... Arthur Hull Hayes
 Promotion Mgr..... Evelyn Clark Deggendofer
 Program Director..... Pede Worth
 Publicity Director..... William Cullenward
 Chief Engineer..... Alan Cormack

K F R C
 SAN FRANCISCO—1924—MBS

Frequency: 610 Kc.... Power: 5000 Watts
 Owned-Oper. By General Teleradio
 Business-Studio Address... 1000 Van Ness Ave.
 Phone Number Prospect 6-0500
 Air Time..... Unlimited
 News Service..... AP, UP
 Transcription Service World
 Representative..... John Blair
 Membership NARTB
 V.P.-Gen. Mgr..... William D. Pabst
 Commercial Manager..... Merwyn L. McCabe
 Sales Prom. Mgr.-Pub. Dir..... Dink Templeton
 Program Dir.-Prod. Mgr..... Mel Venter
 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..... 420 Taylor St.

Phone Number..... Graystone 4-6565
 Air Time..... 6 a.m.-M.
 News Service..... AP, INS
 Transcription Service..... Standard, Capitol
 Representative Edward Petry
 Membership NARTB
 President (ABC)..... Robert E. Kintner
 General Manager..... James H. Connolly
 Station Manager..... Paul T. Scheiner
 Sales Manager..... John Hansen
 Program Director..... Victor P. Reed
 Chief Engineer..... A. E. Evans

K J B S
 SAN FRANCISCO—1924

Frequency: 1100 Kc.... Power: 1000 Watts d
 Owned-Operated By KJBS Bcstrs.
 Business Studio Address... 1470 Pine St.
 Phone Number..... Ordway 3-4148
 Air Time..... 5 a.m.-Local Sunset
 News Service..... UP, INS
 Representative H-R Representatives
 Membership NARTB, BAB
 Gen. Mgr.-Sta. Mgr..... Edwin P. Franklin
 Comm. Mgr..... Stanley G. Breyer
 Pgm. Dir.-Prod.-Pub. Mgr... Charles F. Pendleton
 Chief Engineer..... Roger Roberts

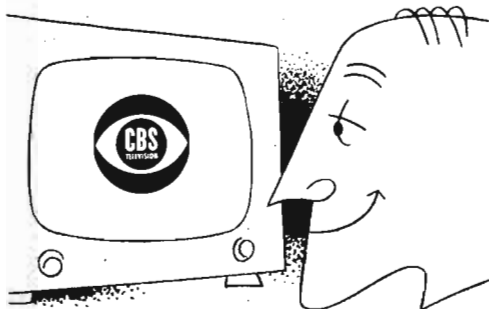
K N B C
 SAN FRANCISCO—1922—NBC

Frequency: 680 Kc.... Power: 50,000 Watts
 Owned-Operated By... National Bcstg. Co.
 Address..... 420 Taylor St.
 Phone Number..... GRAYSTONE 4-8700
 Air Time..... Unlimited
 News Service..... AP, INS, UP
 Transcription Service Thesaurus
 Representative..... NBC Spot Sales
 Membership NARTB, BAB
 President (NBC)..... Frank White
 Gen., Sta. Mgr..... Lloyd E. Yoder
 Asst. Gen. Mgr..... George Greaves
 Commercial Manager..... Alfred W. Crapsey
 Advtg., Prom. Manager..... Dean Moxley
 News, Pub. Dir..... John Thompson
 Chief Engineer..... Curtis Peck

K S A N
 SAN FRANCISCO—1922

Frequency: 1450 Kc.... Power: 250 Watts
 Owned-Oper. By..... Golden Gate Bcstg. Corp.
 Business Address..... 1355 Market St.
 Phone Number..... Market 1-8171
 Air Time..... 6 a.m.-M.
 News Service UP
 Representative..... Western Radio Sales
 Membership NARTB
 President..... S. H. Patterson
 Gen.-Sta.-Comm. Mgr..... Lee C. Mikesell
 Sales Prom., Pub., Pgm. Dir... Clint Sherwood
 Chief Engineer..... Norwood Patterson

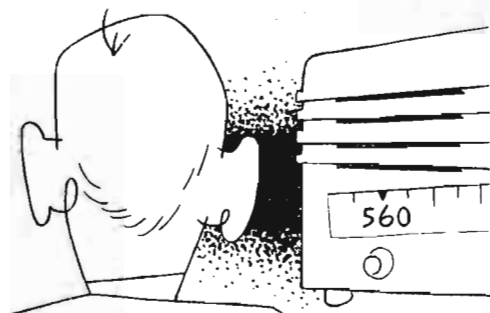
FOR THE EYES AND
EARS OF
NORTHERN CALIFORNIA...



KPIX

TELEVISION CHANNEL 5

Represented nationally by the Katz Agency
Affiliated with CBS and DuMont
Television Networks



RADIO

DIAL 560 **KSFO**

Represented nationally by
Headley-Reed Company

VAN NESS at GREENWICH
SAN FRANCISCO, CALIF.

★ ★ CALIFORNIA ★ ★

KSFO

SAN FRANCISCO—1925

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

Owned-Oper. By...The Associated Bcstrs., Inc.
Bus.-Studio Address...Van Ness at Greenwich
Phone Number...Prospect 6-5100
Air Time...6:15 a.m.-12:15 a.m.
News Service...INS, UP
Transcription Service...Standard; World
Representative...Headley-Reed
Membership...NARTB, BAB
President...Wesley I. Dumm
Gen., Sta. Mgr...Alan L. Torbet
Com. Mgr...Gary Garland
Prom., Pub. Mgr...Gene DeAlessi
Program Dir...Robert Hansen
Dir. of Engineering...A. E. Towne

KYA

SAN FRANCISCO—1926

Frequency: 1260 Kc...Power: 5000 Watts d.
1000 Watts n.

Owned-Operated By...KYA, Inc.
Business Studio Address...Fairmont Hotel
Phone Number...Douglas 2-2536
News Service...UP
Representative...George W. Clark
President...Elroy McCaw
General Manager...Jock Fearnhead
Commercial Manager...Ken Hildebrandt
Chief Engineer...Paul Beck

KSJV

SANGER—1947

Frequency: 900 Kc...Power: 1000 Watts d.

Owned-Oper. By...John Poole Bdcstg. Co.
Business-Studio Address...P. O. Box 247
Phone Number...Sanger 2501
News Service...UP
Transcription Service...World
Representative...Lee O'Connell
Membership...NARTB
President...John H. Poole
Gen., Sta. Mgr...David C. Camp
Com. Mgr...Dick Schunk
Prog. Dir...Walter K. Novell
Publicity Dir...Robert E. Ulrich
Chief Engineer...Russell C. Friend

KEEN

SAN JOSE—1947

Frequency 1370 Kc...Power 1000 Watts

Owned-Operated By...United Bcstg. Co.
Business Studio Address...Hotel De Anza
Phone Number...Cypress 4-0344
Air Time...Full Time
News Service...UP
Representative...W. S. Grant
President...George M. Mardikian

Genl. Mgr.....Floyd Farr
 Commercial Mgr.....Bob Blum
 Sales Prom. Mgr.....Liv Lanning
 Program Dir.....George Snell
 Publicity Director.....John Gardner
 Chief Engineer.....Bill Green

K L O K
 SAN JOSE—1946

Frequency: 1170 Kc....Power: 5000 Watts d.
 Owned-Operated By.....Valley Bcstg Co.
 Business Address.....P. O. Box 967
 Phone Number.....Cypress 3-3445
 News Service.....AP
 Representative.....Pearson
 President-Gen. Mgr.....E. L. Barker
 Commercial Mgr.....Richard E. Ryan
 Program Director.....Ruth Poindexter
 Chief Engineer.....Bill Cunningham

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.....Cypress 3-8030
 Air Time.....Unlimited
 Newspaper Affiliation.....Les Gatos Times,
 Gilroy Dispatch
 News Service.....UP
 Transcription Service.....Standard
 National Sales Mgr.....Harold H. Hoffman
 President.....Patrick H. Peabody
 Gen., Sta. Mgr.....Charles F. Mallory
 Comm., Sales, Prom., Publ. Mgr.
 I. Earl Russell
 Pgm.-Prod. Dir.....Norman Paul
 Chief Engineer.....Edward W. Meece

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.....Cypress 2-5080
 Studio-Transmitter.....Bayshore Hiway
 Air Time.....24 hrs.
 News Service.....UP
 Representative.....Western Radio Sales,
 Tracy Moore
 President-Gen. Mgr.....Joe E. Levitt
 Sta., Commercial Mgr.....Gordon Graham
 Program Director.....Frank G. Kilpatrick
 Chief Engineer.....Frank Glass

K A T Y

SAN LUIS OBISPO—1949—ABC

Frequency: 1340 Kc....Power: 250 Watts
 Owned-Operated By.....KATY
 Address.....P. O. Box 700

Phone Number.....3171
 News Service.....UP
 Representative.....Western
 Membership.....NARTB
 President.....Maynard Marquardt
 Sta., Comm. Mgr.....D. D. MacLeod
 Sales Prom. Mgr.....A. Laurent
 Program Director.....Marjorie Widman
 Publicity Director.....H. Break
 Chief Engineer.....S. G. Freshour

K V E C

SAN LUIS OBISPO—1937
 MBS-DON LEE

Frequency: 920 Kc....Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By.....Christina M. Jacobson
 Business Address.....851 Higuera St.
 Phone Number.....1100-1
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Standard
 Representative.....W. S. Grant
 Membership.....NARTB
 Pres.-Owner.....Christina M. Jacobson
 Gen., Sta. Mgr.....Les Hacker
 Commercial Manager.....Jack Wasson
 Sales Prom., Pub. Mgr.....Robert Wilton
 Program Director.....Ted Warner
 Chief Engineer.....Oscar Wilson

K E A R

SAN MATEO—1947

Frequency: 1550 Kc....Power: 1000 Watts
 Owned-Operated By.....Bay Radio, Inc.
 Business-Studio Address.....3 W. 37th Ave.
 Phone Number.....Fireside 5-4837
 News Service.....AP
 President.....Stephen A. Cisler
 General Manager.....George C. Atkinson
 Commercial Mgr.....Ray Barnett
 Program Director.....Douglas Pledger
 Chief Engineer.....Douglas F. Mariska

K V S M

SAN MATEO—1946

Frequency: 1050 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Hugh H. Smith
 Business Studio Address...279 Baldwin Ave.
 Phone Number.....Diamond 4-2541
 Air Time.....Local sunrise-local sunset
 News Service.....INS, UP
 Transcription Service.....Cole
 Representative.....Walker
 Membership.....NARTB, BAB
 President.....Hugh H. Smith
 General Manager.....Gilbert L. Bond
 Publicity Director.....Edith Hall
 Chief Engineer.....Merwyn F. Planting

KTIM**SAN RAFAEL—1947**

Frequency: 1510 Kc. Power: 1000 Watts d.
Owned-Operated By... Marin Bcstg. Co., Inc.
Business Address..... 1117 Fifth St.
Phone Number..... Glenwood 3-6880
Newspaper Affiliation..... S. R. Independent
Journal

News Service..... UP
Representative..... Western Radio
President..... Roy A. Brown
Gen. Mgr., Chief Engr..... Hugh E. Turner
Commercial Manager..... Ralph De Wall
Program Director..... David Bringham
Publicity Director..... Edith Hale

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 Address..... 105 E. 5th St.
Phone Number..... Kimberly 3-8321
Air Time..... Unlimited
News Service..... UP
Transcription Service..... Capitol, MacGregor
Representative..... Pearson
Pres., Gen. Mgr..... Ernest P. Spencer
Station Manager..... Deane S. Long
Comm., Pub. Mgr..... Donner P. Spencer
Sales Prom. Mgr..... Nancy Reynolds
Program Director..... George M. Dewey
Chief Engineer..... Stanley G. Guenther

KDB**SANTA BARBARA—1921—MBS
DON LEE**

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By..... Lincoln Dellar
Business-Studio-Transmitter..... Radio Square
Phone Number..... 4131
Air Time..... Unlimited
News Service..... UP
Transcription Service..... Standard
Representative..... Western. Pearson
Membership..... BAB
President..... Lincoln Dellar
General Manager..... Joe W. Benes
Program Director..... Fred Hall
Publicity Director..... Fred Wade
Chief Engineer..... Robert Carter

KIST**SANTA BARBARA—1946—NBC**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... Radio KIST, Inc.
Business-Studio Address..... Balboa Bldg.
Phone Number..... 3981
Air Time..... Full Time
News Service..... UP

Transcription Service..... Thesaurus
Representative..... George P. Hollingbery
Membership..... BAB
Pres., Gen., Sta., Pub. Mgr., Harry C. Butcher
Commercial Manager..... James Blomfield
Sales Promotion Mgr..... Michael J. McKeogh
Program Director..... Mary Ann Casey
Chief Engineer..... Ray Kubly

KTMS**SANTA BARBARA—1937—ABC**

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Oper. By... News-Press Publishing Co.
Business-Studio Address... de la Guerra Plaza
Phone Number..... 3911
Air Time..... Full Time
Newspaper Affil. Santa Barbara News-Press
News Service..... AP
Transcription Service..... SESAC
Representative..... Paul H. Raymer
President..... Thomas M. Storke
Vice-President..... Charles A. Storke
Gen., Comm. Mgr..... Al Albinger
Sales Prom., Pub. Dir..... Cliff Badger
Program Director..... Ed Sprague
Chief Engineer..... Leo De Connick

KDON**SANTA CRUZ—1935**

Frequency: 1460 Kc. Power: 5000 Watts
Owned-Oper. By... Charles Blackwood Grant
Business Address..... Box 1490, Salinas
Phone Number..... 2-6464
Air Time..... Full Time
News Service..... UP
Transcription Service..... World, Cole, Capitol
Representative..... For Joe
Membership..... NARTB, BAB
Gen. Mgr..... Charles B. Grant
Station Mgr..... Anne Knowlton
Sales Prom. Mgr..... James Deering
Pgm.-Prod.-Publ. Dir..... Orel Phillips
Chief Engineer..... Omer Wright

KSCO**SANTA CRUZ—1947**

Frequency: 1080 Kc. Power: 1000 d.; 500 n.
Owned-Operated By..... Radio Santa Cruz
Business Address..... P. O. Box 1080
Phone Number..... 1080
News Service..... AP
Membership..... NARTB, BAB
Transcription Service..... Standard, Thesaurus
Mng., Part.-Sta. Mgr.-Chief Engr.

Charles Vernon Berlin

KCOY**SANTA MARIA—1947—ABC**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... News-Press Publishing Co.

Business-Studio Address 114 W. Cook St.
Phone Number 5-2644
Newspaper Affiliation .. Santa Barbara News
 Press
News Service AP
Transcription Service SESAC
Representative Paul H. Raymer
Station Manager W. A. Cook
Program Director Louise Hapgood
Chief Engineer John D. Clowes, Jr.

K S M A

SANTA MARIA—1947—KBS

Frequency: 1240 Kc. **Power:** 250 Watts
Owned-Oper. By Hagerman, Groom
Address 510 W. Morrison
Phone 5-2582
Air Time 6:45 a.m.-M.
News Service UP
Transcription Service Thesaurus
 Partners... James M. Hagerman, John I. Groom
Program Dir. Anthony Kent
Chief Eng. Gale Brady

K O W L

SANTA MONICA—1947

Frequency: 1580 Kc. **Power:** 5000 Watts d.
Owned-Operated By KOWL, Inc.
Address Pico at Ocean
Phone Number Exbrook 4-6761
Air Time Daytime
News Service UP
Representative George W. Clark
Membership BAB
P es., Gen. Mgr. Arthur H. Croghan
Chief Engineer Robert Dze

K S P A

SANTA PAULA—1948—KBS

Frequency: 1400 Kc. **Power:** 250 Watts
Owned-Oper. By Santa Paula Bcstrs. Inc.
Business-Studio Address Santa Paula
Phone Number 940
Pres., Gen. Mgr., Ch. Eng. C. Harvey Haas
Prom., Comm. Mgr. Chas. Martin

K S R O

SANTA ROSA—1937

Frequency: 1350 Kc. **Power:** 1000 Watts
Owned-Oper. By Finley Bcstg. Co.
Bus.-Studio Address Corner Fresno & Finley
Phone Number 110
Air Time Full Time
News Service UP
Representative W. S. Grant
Membership NARTB
President Mrs. Ruth Finley
General-Station Manager Charles P. Scott
Program, Publicity Director Al Pearson
Chief Engineer Verne Hassett

K R O G

SONORA—1949—KBS

Frequency: 1450 Kc. **Power:** 250 Watts
Owned-Oper. By Ken Randolph
Business Address P. O. Box 996
Phone Number 426
Air Time Full Time
News Service AP
Transcription Service Standard, SESAC
Owner, Gen. Mgr. Ken Randolph
Chief Engineer K. Jack Kreutz

K G D M

STOCKTON—1926—CBS

Frequency: 1140 Kc. **Power:** 5000 Watts
Owned-Operated By E. F. Peffer
Business-Studio Address 519 E. Market St.
Phone Number 4-4551
Air Time 6 a.m.-M.
News Service UP
Transcription Service World
Representative John Blair
President-Gen. Mgr. E. F. Peffer
Station-Commercial Mgr. E. Smith
Program Director M. Humphreys
Promotion Director A. Stover
Chief Engineer Paul Leake

K S T N

STOCKTON—1949

Frequency: 1420 Kc. **Power:** 1000 Watts
Owned-Operated By San Joaquin Bcstg. Co.
Business Address Hotel Clark
Phone Number 4-7338
Air Time Unlimited
News Service UP, INS
Representative Hollingbery
Membership NARTB, BAB
General Manager D. M. Greene
Program Director Ellis Lind
Chief Engineer Carl McGee

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
Newspaper Affiliation McClatchy
Air Time Full Time
News Service AP
Transcription Service Thesaurus
Representative Paul H. Raymer
Membership NARTB, BAB
President Eleanor McClatchy
Station Manager Dave Harris
Program Manager James E. Longe
Chief Engineer Frank Nesmith

KXOB

STOCKTON—1947—MBS

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Oper. By.....KKOB, Inc.
 Business-Studio Address.....Hotel Stockton
 Phone Number.....4-7313
 Air Time.....6 a.m.-M.
 News Service.....UP
 Representative.....Avery-Knodel
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Clem J. Randau
 Sta., Comm. Mgr.....Grant Pollock
 Program Director.....Homer Van Derwerker
 Publicity Director.....Ford Warner
 Chief Engineer.....James L. Johnson

KSUE

SUSANVILLE—1948

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By.....Nolan Hollowell,
 James E. McKahan
 Phone Number.....2020
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Capitol, Standard
 Representative.....Tracy Moore
 Membership.....NARTB
 Gen., Sta. Mgr.....Nolan Hollowell
 Comm., Sls. Prom. Mgr.....Leslie E. McLarrin
 Program Director.....Dale M. Dwelley
 Chief Engineer.....Harold C. Houston

KTKR

TAFT—1948—KBS

Frequency: 1310 Kc. Power: 500 Watts d.
 Owned-Operated By.....Taft Bcstg. Co.
 Business Address.....P.O. Box "WW"
 Phone Number.....5-3101
 Air Time.....Day Time
 News Service.....UP
 Pres., Gen., Sta., Comm. Mgr. Kenneth Aitken
 Sls. Prom. Mgr.....Earl Greer
 Program Dir.....Rose Mary Curtis
 Chief Engineer.....Kenneth Aitken

KCOK

TULARE—1946—MBS

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Operated By.....Herman Anderson
 Business Address.....P. O. Box 119
 Phone Number.....6-2866
 Air Time.....Full Time
 News Service.....UP
 Representative.....Forjoe
 Membership.....NARTB, BAB
 President.....Herman Anderson
 General Manager.....Sheldon Anderson
 Commercial Manager.....Stan Simpson
 Sta., Sales Prom. Mgr.....J. Alan Rinehart
 Program Director.....Bob Lee
 Publicity Director.....Jean Hixson
 Chief Engineer.....Don Ferguson

KTUR

TURLOCK—1949—KBS

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Operated By.....Turlock Bcstg. Corp.
 Address.....P. O. Box 526
 Phone Number.....Turlock 43430, 45827
 News Service.....UP
 Transcription Service.....Thesaurus, SESAC
 Representative.....O'Connell
 President.....Wallace Lindskoog
 General Manager.....H. Ansell McMillen
 Program Director.....S. E. Simmons
 Chief Engineer.....Maxon Sayre

KUKI

UKIAH—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By.....Bartley T. Sims
 Address.....P. O. Box 638
 Phone.....1400
 Air Time.....Unlimited
 Representative.....Tracy Moore
 Transcription Service.....Standard
 News Service.....AP
 Pres., Gen., Sta. Mgr.....Mrs. Bartley Sims
 Comm. Sales Prom. Mgr.....Louis DuMoulin
 Program Director.....John Olivera
 Publicity Director.....Phil Trine
 Chief Engineer.....Stanley Ryno

KGWV

VALLEJO—1947

Frequency: 1190 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Calif. Nev. Bcstg. Co.
 Business-Studio Address.....3267 Sonoma Blvd.
 Phone Number.....8-8944
 News Service.....UP
 Representative.....Western
 General Manager.....David McKay
 Station-Commercial Mgr.....Ralph Stillings
 Chief Engineer.....William Roberts

KVEN

VENTURA—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By.....Coast Ventura Co.
 Address.....Sam Pedro & Allesandro
 Phone Number.....Miller 3-8675
 News Service.....UP
 Representative.....Western
 Pres., Gen. Mgr.....Harry M. Engel
 Commercial Manager.....Sydney Held
 Program Director.....Dana Marble
 Sales Prom. Mgr.....Jack Powell
 Chief Engineer.....Donald Brown

KVVC

VENTURA—1947

Frequency: 1590 Kc. Power 1000 Watts
 Owned-Oper. By.....Voice of Ventura County

Business Address.....P.O. Box 1411
 Phone Number.....Miller 3-6185
 Air Time.....6 a.m.-M.
 Representative.....Harlan Oakes
 Membership.....BAB
 President.....Wm. H. Haupt
 Station Manager.....Karl A. Rembe
 Chief Engineer.....Charles Farmer

K O N G
 VISALIA—1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Tulare County Bdcstg.
 Address.....P. O. Box 170
 Phone Number.....4-5811
 Air Time.....Full Time
 News Service.....AP
 Representative.....Forjoe
 Pres., Gen. Mgr.....Knox La Rue
 Program Mgr.....M. K. Starkey
 Chief Engineer.....A. C. Werner

K W S O
 WASCO—1950

Frequency: 1050 Kc.....Power: 1000 Watts d.
 Owned-Operated By...Maple Leaf Bcstg. Co.
 Address.....P. O. Box 366
 Phone.....2145
 Air Time.....Daytime
 Transcription Service...Lang-Worth, SESAC
 News Service.....UP
 Membership.....NARTB
 President.....E. J. Peters
 Gen., Sta. Mgr.....Theodore G. Heinrichs
 Comm., Sale Prom. Mgr.....Jim Hodges
 Chief Engineer.....Bob Robertson
 Pgm., Pub. Dir.....Bob Bann

K H U B
 WATSONVILLE—1937

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Patrick H. Peabody
 Business Address.....P. O. Box 347
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Adam Young
 Membership.....NARTB
 Gen., Sta., Comm. Mgr.....Hal E. Chase
 Program Director.....Irwin Kiel
 Chief Engineer.....Ed Pontes

K S Y C
 YREKA—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.Siskiyou Cty. Bcstg. Co., Inc.
 Address.....Lawrence Lane & S. Oregon St.
 Phone Number.....624

Air Time.....Full Time
 News Service.....AP
 Transcription Service.....World, SESAC
 Representative.....Tracy Moore
 Membership.....NARTB
 President.....E. G. Millbourn
 General Manager.....D. C. Holfinger
 Station Manager.....Jack A. Mitchell
 Commercial Manager.....Keith Vidler
 Chief Engineer.....Bill Maginnis

K U B A
 YUBA CITY—1947

Frequency: 1600 Kc...Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By..Peachbowl Bcstrs., Inc.
 Business Address.....Hotel Marysville
 Phone Number.....3-7309
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Ayers, O'Connell
 President.....Chester V. Ullom
 Gen., Station Manager.....Roger R. Hunt
 Commercial Manager.....Lloyd Klemp
 Sales Promotion Mgr.....Ray Davenport
 Pgm., Pub. Dir.....Ric Ryan
 Chief Engineer.....John J. Rolih

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 correspondents, more
 news bureaus, more
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 service.

COLORADO

Pop. April 1, 1953 (Est.) 1,402,000 — Total Housing Units 441,000
Families April 1, 1953 (Est.) 407,000 — Stations in State 32

KGIW

ALAMOSA—1929—KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: E. L. Allen
Business Address: P. O. Box 179
Phone Number: 26
Air Time: 6 a.m.-10 p.m.
News Service: UP
Transcription Service: Keystone, SESAC
President-General Mgr.: E. L. Allen
Sta.-Comm. Mgr.-Pg.m. Dir.: Lloyd Allen
Sales Prom. Mgr.: Charles Dynes
Chief Engineer: Bill Brokaw

KBOL

BOULDER—1946—COLUMBINE

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Boulder Radio KBOL, Inc.
Address: P. O. Box 146
Air Time: 7 a.m.-11:05 p.m.
News Service: AP
Transcription Service: Standard, Thesaurus
Representative: H.R. Reps.
Membership: NARTB, BAB
President: Herb Hollister
General Manager: Russel Shaffer
Commercial Manager: Gene Palm
Chief Engineer: Blair Dobbins

KRLN

CANON CITY—1946—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Royal Gorge Bcstrs., Inc.
Business-Studio Address: 1615 Central Ave.
Phone Number: 1100
Air Time: 7 a.m.-7 p.m.
News Service: UP
Transcription Service: Keystone, Cole
Pres.-Gen.-Sta. Mgr.: Rav M. Beckner
Chief Engineer: W. D. Wells

KRDO

COLORADO SPRINGS—1947
COLUMBINE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Pikes Peak Bcstg. Co.
Business-Studio Address: Alta Vista Hotel
Phone Number: Main 1125
Air Time: 6:00 a.m.-M.
News Service: AP
Transcription Service: Standard, Lang-Worth
Representative: Avery-Knodel
Membership: NARTB
Pres., Gen. Mgr.: Joseph H. Rohrer
Station Manager: Paul Crozier
Commercial Manager: Harry Hoth
Program Director: Jean Gitz
Prod. Dir., Chief Engr.: Robert Fitzmorris

KVOR

COLORADO SPRINGS—1924—CBS

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By: Voice of the Rockies, Inc.
Address: 800 Exchange Natl. Bank Bldg.
Phone Number: Main 278
Air Time: Unlimited
News Service: UP
Transcription Service: World
Representative: Hollingbery
Membership: NARTB, BAB
Pres., Gen., Comm. Mgr.: J. D. Russell
Sls. Prom., Prod. Mgr.: Cecil Seavey
Sta. Mgr., Prog. Dir.: Isabelle McClung
Publicity Director: Robert Smith
Chief Engineer: H. Cozine Strang

KRAI

CRAIG—1949—COLUMBINE-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By: No. Western Colo. Bcstg. Co.
Business Address: Craig
Phone Number: 707-8
Air Time: Full Time
News Service: UP
Transcription Service: Capitol
Membership: BAB
President: Norman Winder
General Manager: George Cory
Station Manager: Dale G. Moore
Comm., Prom. Mgr.: Bill Finch
Program Director: Elizabeth Conroy
Publicity Director: Glenda Davis
Chief Engineer: Charles Chaney

KFEL

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 4681
Air Time: 24 hrs.
News Service: INS
Transcription Service: Associated
Representative: John Blair
Membership: NARTB, BAB
General Manager: Gene O'Fallon
Managing Director: Frank Bishop
Commercial Mgr.: John McEniry
Prom. Mgr., Publ. Dir.: Gene O'Fallon, Jr.
Program Director: Dale Morgan
Chief Engineer: Rhean Cunningham

KLZ

DENVER—1922—CBS

Frequency: 560 Kc. Power: 5000 Watts
Owned-Operated By: Aladdin Radio & TV, Inc.
Business-Studio Address: Shirley-Savoy Hotel

Phone Number.....MAIn 4271
 Air Time.....5:30 a.m.-M.
 News Service.....AP, INS.
 Transcription Serv.. Standard, Capitol, World
 Representative.....Katz
 Membership.....NARTB, BAB
 Pres., Gen. Sta. Mgr.....Hugh B. Terry
 Commercial Manager.....R. Main Morris
 Sales Prom. Mgr., Pub. Dir.. Roger Rambeau
 Program Director.....Charles C. Roberts
 Chief Engineer.....Harvey E. Wehrman

KMYR

DENVER—1941—COLUMBINE
 INTERMOUNTAIN

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....KMYR Bcstg. Co.
 Address.....Security Life Bldg.
 Phone Number.....MAIn 4161
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Station Representative.....Forjoe & Co.
 Membership.....NARTB, BAB
 President.....F. W. Meyer
 Station Manager.....A. G. Meyer
 Commercial Manager.....Ed Koepke
 Pgm., Prod. Dir.....Lowell Switzer

K O A

DENVER—1924—NBC

Frequency: 850 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Metropolitan TV Co., Inc.
 Business-Studio Address..1625 California St.
 Phone Number.....Main 6211
 Air Time.....Full Time
 News Service.....AP, INS
 Transcription Service..Thesaurus & Associated
 Representative.....Edward Petry & Co.
 Membership.....NARTB, BAB
 President.....William W. Grant
 Gen., Sta. Mgr.....Don Searle
 Sales Promotion Manager.....C. M. Penley
 Program Director.....Earle C. Ferguson
 Publicity Director.....William R. Day
 Chief Engineer.....Robert H. Owen

K T L N

DENVER—1948

Frequency: 1150 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Radio Station KTLN
 Address.....Park Lane Hotel
 Phone Number.....RAce 4636
 Air Time.....4:30 a.m.-Sunset
 News Service.....AP, INS
 Transcription Service.....Capitol

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8th

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GENE O'FALLON

Represented by
**JOHN BLAIR
 and BLAIR-TV**

Representative.....Radio Reps., Inc.
 Owner.....Leonard Coe
 Gen., Sta. Mgr.....John L. Buchanan
 Commercial Manager.....Dean Jarvis
 Sales Promotion Mgr.....Jim Buchanan
 Program Director.....Jack Helling
 Chief Engineer.....O. E. Kelly

KVOD

DENVER—1925—ABC

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By...Colorado Radio Corp.
 Business-Studio Add..Midland Savings Bldg.
 Phone Number.....Tabor 2291
 Air Time.....Full Time
 News Service.....UP
 Transcription Service..Lang-Worth, Associated
 Representative.....Free & Peters
 Membership.....NARTB
 President-Gen. Mgr.....William D. Pyle
 Station Manager.....T. C. Ekrem
 Commercial Manager.....Con Hecker
 Program Director.....V. W. Corbett
 Publicity Director.....Ben H. Stanton
 Chief Engineers.....W. D. Pyle, T. C. Ekrem

KIUP

DURANGO—1935—MBS

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By...San Juan Bcstg. Co.
 Address.....P. O. Box 799
 Phone Number.....117
 News Service.....UP
 Transcription Service...SESAC, Thesaurus,
 World
 Representative.....Holman Co.
 President.....Mike Cummins
 General Manager.....R. E. O'Brien
 Commercial Manager.....Ken Gray
 Promotion Manager.....Lindsey Becker
 Program Director.....Don Husted
 Publicity Director.....Tracey Snelling
 Chief Engineer.....Henry Pollman

KGMC

ENGLEWOOD—1951

Frequency: 1220 Kc....Power: 1000 Watts d.
 Owned-Operated By...Radio Station KGMC
 Address.....3355 S. Broadway
 Phone Number.....Sunset 14481
 News Service.....UP
 Co-owner.....Grady F. Maples
 Co-owner, Prog. Dir., Prom. Mgr...R. B. McAlister
 Commercial Manager.....J. K. Brothers
 Chief Engineer.....D. F. White, Jr.

KCOL

FT. COLLINS—1947—COLUMBINE
 INTERMOUNTAIN

Frequency: 1410 Kc.....Power: 1000 Watts

Owned-Oper. By...Northern Colo. Bcstg. Co.
 Business-Studio Address..1600 La. Porte Ave.
 Phone Number.....2600
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Thesaurus
 Membership.....NARTB, BAB
 President.....Herb Hollister
 General Manager.....Ellis Atteberry
 Commercial Manager.....Bob McClary
 Program Director.....Hollis Hoff
 Chief Engineer.....Cecil Whitchurch

KFTM

FORT MORGAN—1949

Frequency: 1260 Kc.....Power: 500 Watts
 Owned-Oper. By...Morgan County Bcstg. Co.
 Address.....P. O. Box 431
 Phone Number.....1000
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Capitol
 President, Manager.....Robert H. Dolph
 General Manager.....Donnell K. Smith
 Program Director.....Joyce Repp
 Chief Engineer.....Richard Oldfield

KGLN

GLENWOOD SPRINGS—1950—MBS
 WESTERN SLOPE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By...Western Slope Bcstg. Co.
 Address.....P. O. Box C
 Phone Number.....777
 Representative.....Holman
 News Service.....UP
 Pres., Gen. Mgr.....Rex Howell
 Sta., Comm. Prom. Mgr.....Jerry Fitch
 Pgm., Publ. Dir.....Gene Curtis
 Chief Engineer.....Rex Howell

KEXO

GRAND JUNCTION—1948
 COLUMBINE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By...Voice of Western Colo., Inc.
 Address.....2508 North Ave.
 Phone Number.....1230
 Air Time.....6 a.m.-12M.
 News Service.....INS
 Transcription Service...Capitol, Thesaurus,
 World
 Representative.....Harlan Oakes
 Membership.....NARTB, BAB
 President.....D. Spencer Grow
 Gen., Sta. Mgr.....Abbott Tessman
 Comm., Sls. Prom. Mgr.,
 Prog. Dir.....Robert Collins
 Publicity Director.....Mildred Fuller
 Chief Engineer.....Lloyd Wilson

K F X J

GRAND JUNCTION—1926—MBS WESTERN SLOPE-INTERMOUNTAIN

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

Owned-Oper. By... Western Slope Bcstg. Co.
Business-Studio Address... Hillcrest Manor
Phone Number 1300
Air Time 6 a.m.-M.
News Service UP
Transcription Service Standard
Representative Hal Holman
Membership NARTB, BAB
Pres., Gen. Mgr. Rex Howell
Sta., Comm., Sls. Prom. Mgr. E. Anson Thomas
Program Director..... Peg Thomas
Chief Engineer..... R. G. Howell

K F K A

GREELEY—1921

Frequency: 1310 Kc. Power: 1000 Watts
Owned-Oper. By... Mid. Western Bcstg. Co., Inc.
Business-Studio Address... 620—8th Ave.
Phone Number 450-1
Air Time..... Full Time
Representative Hal Holman
News Service UP
Transcription Service... Lang-Worth, Thesaurus,
SESAC
Pres., Gen. Mgr. H. E. Green
Comm., Prom. Mgr. William G. Stewart
Program Director..... Jack Redus
Chief Engineer..... Harry Brewer

K Y O U

GREELEY—1948—KBS-COLUMBINE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... Meroco Bcstg. Co.
Address 2424 6th Avenue
Phone Number 3275
Air Time Unlimited
News Service AP
Representative McGillvra, Inc.
Transcription Service World
Membership BAB
President, Gen. Mgr. Elwood H. Meyer
Program Director..... Glenn E. Stutzman
Chief Engineer..... John T. Roscoe

K B N Z

LA JUNTA—1937—MBS-KBS COLUMBINE

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Otero Broadcasting Co.
Address Radio Building
Phone 42
Air Time..... 6:00 a.m.-12M.
News Service..... UP

Representative Clark
President..... M. S. Morrison
Gen., Sta. Mgr..... R. D. Gerkin
Commercial Manager..... John C. Lee
Program Director..... F. J. Gerkin
Chief Engineer..... Charles Barclay

K L M R

LAMAR—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By... SE Colorado Bcstg. Co.
Address Lamar, Colorado
Phone Number 804
News Service AP
Transcription Service World
President..... Ralph Eaton
Gen., Sta. Mgr..... Everett Shupe
Comm., Prom. Mgr..... Dennis Behan
Program Director..... Kay Roe
Chief Engineer..... Roy Nogrady

K L V C

LEADVILLE—1951—KBS COLUMBINE

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Leadville's Top of the
Nation Station, Inc.
Address..... 520 W. 6th St.
Phone Number 70
Representative Clark
President..... Vir N. James
General Manager..... Donald F. Stephens
Program Director..... Flora Stephens
Chief Engineer..... Donald G. Youmans

K L M O

LONGMONT—1949—KBS

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Operated By... Longmont Bcstg. Co.
Phone Number 1050
News Service UP
Transcription Service Lang-Worth
Pres.-Gen. Mgr. J. P. Dubberley
Comm. Mgr..... Jack Stirling
Program Director..... Richard Boyll
Chief Engineer..... Walter Robinson

K U B C

MONTROSE—1947—KBS COLUMBINE-INTERMOUNTAIN

Frequency: 1260 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By... Uncompaghre Bcstg. Co.
Business-Studio Address... P. O. Box 279
Phone Number 199
Air Time..... 6 a.m.-11 p.m.
News Service UP
Transcription Service Capitol
Representative..... Hil F. Best
Membership NARTB, BAB

President.....F. J. Hartman
 Gen.-Sta. Mgr.....Geo. Cory
 Comm., Sales Prom. Mgr.....Bob Hale
 Program Director.....Laura Colliver
 Chief Engineer.....Charles Chaney

KCSJ

**PUEBLO—1947—MBS-COLUMBINE
 INTERMOUNTAIN**

Frequency: 590 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Star Bcstg. Co., Inc.
 Address.....211 W. 5th St.
 Phone Number.....8522
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Avery-Knodel, Inc.
 Membership.....NARTB
 Pres., Gen. Mgr.....Bob Clinton
 Comm., Sls. Prom. Mgr.....Bob Clinton
 Sta. Mgr., Pgm., Publ. Dir.....Larry Gordon
 Chief Engineer.....Dale Redlingshafer

KDZA

PUEBLO—1947

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Pueblo Radio Co.

Address.....3011 Elizabeth
 Phone Number.....1255
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....McGillvra
 President-Gen. Mgr.....Dee B. Crouch
 Sales Prom. Manager.....Barry Tucker
 Chief Engineer.....Jack Lundquist

KGHF

PUEBLO—1927—ABC

Frequency: 1350 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By...Colorado Bcstg. Co., Inc.
 Address.....Pueblo Savings & Trust Bldg.
 Phone Number.....3877
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World, SESAC
 Representative.....Gill-Perna, Inc.
 Membership.....NARTB, BAB
 President.....Gifford Phillips
 General Manager.....Robert D. Ellis
 Commercial Manager.....Bill Mahoney
 Station Manager.....J. H. McGill
 Chief Engineer.....Willis C. Shanks

KVRH

**SALIDA—1948—KBS
 COLUMBINE-INTERMOUNTAIN**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Vir N. James
 Phone Number.....30
 News Service.....INS
 Representative.....Clark
 Membership.....NARTB, BAB
 Pres., Gen., Comm. Mgr.....Vir N. James
 Program Dir.....Clo B. James
 Chief Engineer.....Philip Parmelee

KGEK

STERLING—1925

Frequency: 1230 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Elmer G. Beehler
 Address.....Fleming Rd.
 Phone Number.....679
 News Service.....UP
 Owner, Gen. Mgr.....Elmer G. Beehler

KCRT

TRINIDAD—1947—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....KCRT, Inc.
 Address.....South Country Club Dr.
 Phone Number.....338
 News Service.....UP
 Transcription Service.....World
 Gen., Sta., Comm. Mgr.....Cal Perley
 Pgm., Publ. Dir.....Martin Mendine
 Chief Engineer.....Earnest M. Cooper

25 Years
 of Blue Ribbon Service

KGHF

PUEBLO, COLORADO

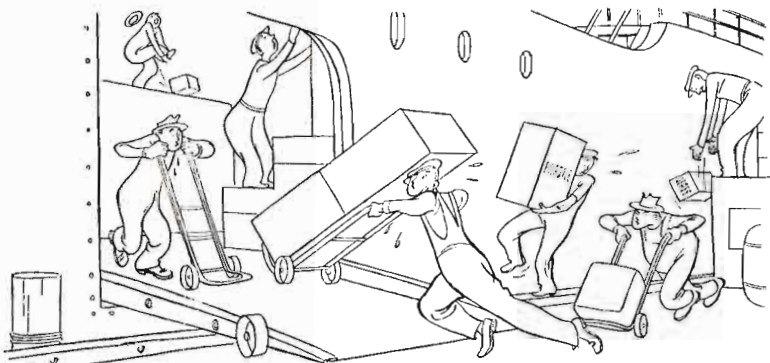
5000 W. ABC

delivering Colorado's second
 leading market night and day

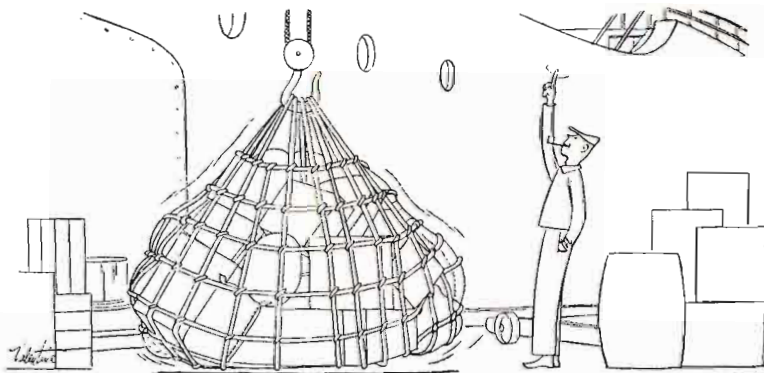
Represented by
GILL-PERNA, Inc.

WHY IS **AP**
THE BEST?

BECAUSE—**AP** has more news
correspondents, more
news bureaus, more
miles of news wire
than any other news
service.



There is always a most efficient way to do a job . . .



For your SELLING job in this top U. S. market use WTIC . . .

because

WTIC DOMINATES
THE PROSPEROUS SOUTHERN
NEW ENGLAND MARKET

CONNECTICUT

Pop. April 1, 1953 (Est.) 2,121,000 — Total Housing Units 617,000
 Families April 1, 1953 (Est.) 578,000 — Stations in State 25

W I C C

BRIDGEPORT—1926—MBS-YANKEE

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

Owned-Oper. By.....Bridgeport Bcstg. Co.
 Address.....114 State St.
 Air Time.....24 hrs.
 News Service.....AP
 Phone Number.....5-4144
 Transcription Service...Associated, Thesaurus
 Representative.....Adam Young & Co.
 Pres., Gen., Sta. Mgr.....Philip Merryman
 Commercial Manager.....Manning Slater
 Sales Promotion Manager.....Jay Hoffer
 Program Director.....Bob Crane
 Chief Engineer.....Ralph Winquist
 (See Page 366)

W N A B

BRIDGEPORT—1941 ABC-CONN. STATE

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WNAB, Inc.
 Business-Studio Address.....991 Broad St.
 Phone Number.....3-3112
 Air Time.....Full Time
 News Service.....UP
 Representative.....Rambeau, Bannan
 President-Chief Engineer.....Harold Thomas
 General, Sta. Manager.....Levon Thomas
 Commercial Manager.....Ray Colonari
 Program Director.....Jack Dahlby
 Publicity Director.....Grace Kaltenbach

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
 Air Time.....Daytime
 News Service.....UP
 Representative.....McGillvra
 President.....Frederick W. Beach
 Gen., Sta., Comm. Mgr.....Cal Kolby
 Program Director.....Bob Gillespie
 Sales Promotion Manager...Amleto Ciccarelli
 Publicity Director.....Sally Easton
 Chief Engineer.....Richard I. Ricci

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.....8-3565

Air Time.....Daytime
 News Service.....AP
 Transcription Service.....World, SESAC
 Representative.....Rambeau
 President.....John P. Previdi
 Gen., Comm. Mgr., Pub. Dir.....Sol Robinson
 Program Director.....Eleanor Kemble
 Chief Engineer.....Rudolph Cehak

W C C C

HARTFORD—1947

Frequency: 1290 Kc.....Power: 500 Watts d.
 Owned-Oper. By...Greater Hartford Bcstg Corp.
 Address.....Hotel Bond
 Phone Number.....5-6648
 Air Time.....Local sunrise-local sunset
 News Service.....UP
 President, Gen. Mgr.....William M. Savitt
 Sec't, Treas.....M. Savitt
 Sta., Comm. Mgr.....Alex Buchan
 Prod. Mgr.....B. LaCoe
 Mchdsg. Mgr.....E. Seltzer
 Traffic Mgr.....Barbara Heintz
 Chief Engineer.....John Ramelka

We

Hartford's
only station
 offering

Cover

music and
 news all

Central

day,

every

day.

Connecticut

"There's T. N. T. on W C C C"
 (Time, News, Temperature, including
 weather every fifteen minutes,
 every weekday.)

1290 K. C.

LENOX JEWELERS and WICC

Present

MRS. CONNECTICUT of 1953



why

WICC

is tops

in the

RICH

BRIDGEPORT

NEW HAVEN

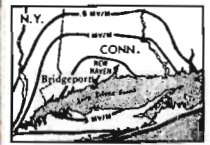
MARKET*

● **WICC Promotion**
Contest produced largest movie house for '52

● **WICC Merchandising**
Complete Sponsor Identification

● **WICC Personalities**
Wallie Dunlap (left), area's highest-rated afternoon deejay.
(2:30-5, Mon.-Fri.)

Bob Crane (right), pulls 65% share of audience.
(6-9 AM, Mon.-Sat.)



* For confirmation of above claim, refer to New Haven Pulse, Jan. '52 and Bridgeport Hooper, March '52.

REPRESENTED
NATIONALLY BY
ADAM YOUNG, JR.

W D R C

HARTFORD—1922—CBS

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Oper. By. The Connecticut Bcast. Co.
 Business-Studio Address. 750 Main St.
 Phone Number 7-1188
 Air Time Full Time
 News Service UP
 Representative Paul H. Raymer
 Membership NARTB
 President. Franklin M. Doolittle
 General Manager. Walter B. Haase
 Comm. Sales Prom. Mgr. William F. Malo
 Program, News Dir. Harvey H. Olson
 Chief Engineer. Henry M. Broderick, Jr.

W O N S

HARTFORD—1935—MBS-YANKEE

Frequency: 1410 Kc. Power: 5,000 Watts
 Owned-Oper. By. Yankee Network Div. of
 General Teleradio, Inc.
 Business-Studio Address. 54 Pratt St. (WONS)
 Phone Number 7-9131
 Air Time Full Time
 News Service UP
 Transcription Service Associated
 Representative H-R Reps, Inc.
 President. Thomas F. O'Neil
 Gen. Managers. Ed. Palen & Frank McGivern
 Sales Promotion Mgr. Al Henry
 Commercial Manager. Cy Kaplan
 Program Director. Crean Patterson
 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 555 Asylum St.
 Phone Number 2-0237
 Air Time Full Time
 News Service AP
 Representative. Everett-McKinney, Bannan
 Membership NARTB
 General Manager. C. Glover DeLaney
 Assistant Manager. R. K. Blackburn
 Commercial Manager. Leonard R. Schoenfeld
 Program Director. Mitchell Betters
 Chief Engineer. Charles S. Masini

W T I C

HARTFORD—1925

Frequency: 1080 Kc. Power: 50,000 Watts
 Owned-Oper. By. Travelers Bcastg. Service
 Business-Studio Address. 26 Grove St.
 Phone Number 5-0801
 Air Time Full Time
 News Service AP, INS
 Transcription Service. Lang-Worth SESAC

Representative Weed
 Membership NARTB, BAB
 President. Jesse W. Randall
 Vice Pres.-Gen. Mgr. Paul W. Morency
 Asst. Gen. Mgr. Chg. Sales. Walter Johnson
 Asst. Sales Mgr. Irwin Cowper
 Program Director Leonard J. Patricelli
 Asst. Program Director. Paul Lucas
 Production Dir. George Bowe
 Director Public Relations. Bernard Mullins
 (See Page 364)

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. 5-5747
 Air Time Daytime
 News Service UP
 President. C. A. Schultz
 General Manager. Alex Buchan
 Commercial Manager. G. A. Kruttschnitt
 Program Director. Leo Finn
 Commercial Manager. R. A. Barrett
 Chief Engineer. John Roache

W C N X

MIDDLETOWN—1948

Frequency: 1150 Kc. Power: 500 Watts d.
 Owned-Oper. By. Middlesex Bcastg. Co.
 Business-Studio Address. 460 Main St.
 Phone Number 7-2565
 Managing Dirs. R. J. O'Brien, W. J. O'Brien
 General Manager. Harold R. Nelson
 Publicity Director. Lou Brooks
 Chief Engineer. Kenneth A. F. Bishop

W H A Y

NEW BRITAIN—1949

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Operated By. Central Conn. Bcastg. Co.
 Business Address. 22 Grove Hill
 Phone Number 3-2721
 Air Time Unlimited
 News Service UP
 Transcription Service. Lang-Worth
 Representative Adam Young, Bannan
 President. Patrick Goode
 Exec. Vice-Pres. Edward D. Taddei
 General Manager. Aldo DeDominicis
 Station Manager. Leo Borin
 Commercial Manager. Thomas Meade
 Program Director. Pete Stoner
 Chief Engineer. Hillis W. Holt

W K N B

NEW BRITAIN—1946

Frequency: 840 Kc. Power: 1000 Watts d.
 Owned-Oper. By. New Britain Bcastg. Co.
 Address. 213 Main St.
 Phone Number. Baldwin 3-3603

Air Time Daytime
 Representative Bolling
 President Julian Gross
 General Manager Peter B. Kenney
 Commercial Manager David Scott
 Program Director Robert Andrews
 Publicity Director Erwin Needles
 Chief Engineer John Shipley

WAVZ

NEW HAVEN—1947

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Operated By WAVZ Bcstg. Corp.
 Business-Studio Address 152 Temple St.
 Phone Number SPruce 7-4761
 Air Time Local sunrise-local sunset
 News Service AP
 Representative Keller
 President Victor W. Knauth
 V.P., Gen., Sta. Mgr. Daniel W. Kops
 Prog. Director Burton Miller
 Publicity Director Jack Nelson
 Chief Engineer Ralph Carrano

WELI

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 UNiversity 5-1133
 Air Time Full Time
 News Service UP
 Transcription Service Lang-Worth
 Representative Headley-Reed
 President H. C. Wilder
 General, Station Manager. . Richard W. Davis
 Comm., Prom. Mgr. Edwin H. Schweitzer
 Publicity Director Rudy Frank
 Program Director Charles H. Wright
 Chief Engineer Fred King

WNHC

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 SP 7-3611
 Air Time Full Time
 News Service AP, INS
 Transcription Service World
 Representative Katz Agency
 Membership NARTB
 President Patrick J. Goode
 General Manager Aldo DeDominicis
 Exec. Vice-Pres. Edward D. Taddei
 Commercial Manager J. Vincent Callanan
 Station Manager Edward C. Obrist
 Program Director Walter Nielson
 Prom. Mgr., Publ. Dir. James W. Evans
 Chief Engineer Vinnie DeLaurentis

WNLC

NEW LONDON—1936 — MBS
 YANKEE, CONN. ST.

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By The Thames Bcstg. Corp.
 Business-Studio Address 281 State St.
 Phone Number 2-4365
 Air Time Unlimited
 Representative Everett-McKinney
 News Service UP
 President-Gen. Sta. Mgr. Gerald J. Morey
 Comm. Sales Prom. Mgr. Leo B. Keegan
 Prog., Publ. Dir. Nelson Brown
 Chief Engineer Gerald J. Morey

WNLK

NORWALK—1948

Frequency: 1350 Kc. Power: 500 Watts
 Owned-Operated By Norwalk Bcstg. Co., Inc.
 Business-Studio Address Main & Wall Sts.
 Phone Number 8-5566
 Air Time Full Time
 News Service UP
 Transcription Service World
 Representative Rambeau
 Pres., Gen. Mgr. James Stolcz
 Program Director John Naylor
 Production Director Milton Warren
 Chief Announcer Richard W. Bounerba

WICH

NORWICH—1946

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Eastern Conn Bcstg. Co.
 Business-Studio Address P. O. Box 629
 Phone Number 7-1613
 Air Time Full Time
 News Service UP
 Transcription Service World
 Membership NARTB
 President-General Mgr. John Deme
 Publicity Director Edward Adler
 Chief Engineer Alexander Dubenetsky

WSTC

STAMFORD—1941
 ABC-CONN. STATE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By W. Conn. Bcstg. Co.
 Business-Studio Address 270 Atlantic St.
 Phone Number 4-7575
 Air Time 6:30 a.m.-M.
 Newspaper Affiliation Stamford Advocate
 News Service UP
 Transcription Service Lang-Worth
 Representative Everett-McKinney
 President Kingsley Gillespie
 Gen.-Sta. Manager Julian Schwartz
 Chief Engineer Fred Muckenhaupt

W L C R

TORRINGTON—1946

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Litchfield Cty. Radio Corp.
 Business-Studio Address: 23 Main St.
 Phone Number: 4174
 Air Time: Local sunrise-local sunset
 News Service: UP
 Transcription Service: World
 Representative: Sears & Ayer
 Pres., Gen. Mgr.: Charles O. Scott
 Sales Prom. Mgr.: Joe Storm
 Program Director: Hugh Franklin
 Chief Engineer: Alfred Pallokot

W T O R

**TORRINGTON—1948
 CONN. STATE—ABC**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Torrington Bcstg. Co., Inc.
 Business-Studio Address: 93 Perkins St.
 Phone Number: 4181
 Air Time: Full Time
 News Service: AP
 Representative: Rambeau
 Station Manager: Edmund Waller
 Commercial Manager: John J. Morris
 Program Director: Richard C. Kilbourn
 Chief Engineer: Arthur Marcus

W A T R

**WATERBURY—1934
 ABC-CONN. STATE**

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By: The WATR Co., Inc.
 Business-Studio Address: 440 Medow St.
 Phone Number: 5-1121
 Air Time: 7 a.m.-M.
 News Service: UP
 Representative: William G. Rambeau
 Membership: NARTB
 President-Gen. Mgr.: Harold Thomas
 Sta.-Comm. Mgr.: Sam Elman
 Sales Prom. Mgr.: Wallace Gordon
 Program Director: Wally King
 Publicity Director: Joseph C. Callan
 Chief Engineer: Russell Jensen

W B R Y

WATERBURY—1934—CBS

Frequency: 1590 Kc. Power: 5000 Watts
 Owned-Oper. By: American-Republican, Inc.
 Business-Studio Address: P. O. Box 1627
 Phone Number: 3-1125
 Air Time: 8:55 a.m.-12:05 a.m.
 News Service: INS
 Transcription Service: World
 Representative: Avery-Knodel
 Kettel-Carter (Boston)
 Membership: NARTB, BAB

President: William J. Pape
 General Manager: James H. Darcy
 Commercial Manager: Harry A. DeVorken
 Station Manager: J. Maxim Ryder
 Program Director: Walter O. Howard
 Prom. Mgr., Publ. Dir.: Robert S. Holczer
 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., Inc.
 Business-Studio Address: 119 W. Main St.
 Phone Number: 4-5141
 Air Time: Full Time
 News Service: AP
 Representative: McGillvra
 President: William G. Wells
 Commercial Manager: Gustave Nathan
 Program Director: Robert C. Crager
 Chief Engineer: Clifford Sloat

HELP

THE

RED

CROSS

DELAWARE

Pop. April 1, 1953 (Est.) 329,000 — Total Housing Units 97,002
Families April 1, 1953 (Est.) 88,000 — Stations in State 6

W D O V

DOVER—1948

Frequency: 1410 Kc. Power: 1000 Watts d.
Owned-Oper. By Del. State Capital
Bcstg. Corp.
Business Address Bradford & Loockerman Sts.
Phone Number 5816
Air Time 6:30 a.m.-Sunset
News Service AP
Representative Rambeau
President Dr. C. F. Freed
Gen., Sta. Mgr., Pgm. Dir. Mildred Carroll
Commercial Manager William S. Freed
Chief Engineer B. Brownell

W J W L

GEORGETOWN—1951

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By Rollins Bcstg., Inc.
Address DuPont Highway
Phone Number 2567
News Service AP
Transcription Service Thesaurus
Representative Pearson
President John W. Rollins
Vice-President O. Wayne Rollins
Gen., Comm. Manager Norman M. Glenn
Air Time 6:00 a.m.-12:30 a.m.
Program Director Bill Jaeger
Chief Engineer Edward Marzoa

W A M S

WILMINGTON—1948—MBS

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By Wilmington Tri-State Bcst.
Co., Inc.
Bus.-Studio Address 321 Delaware Ave.
Phone Number 4-8882
Air Time 6:00 a.m.-12:30 a.m.
News Service AP
Transcription Service Associated
Representative Hollingberry
President Frank S. Carrow
General Manager Edwin A. McKeon
Comm. Mgr. William S. Ewing
Publicity Director Don Mathewson
Program Director Tim Crow
Chief Engineer Perley Tribou

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
Air Time 6:00 a.m.-1 a.m.
News Service UP
Transcription Service World
Representative Robert Meeker
Membership NARTB, BAB
Station Executive Clair R. McCollough
Station Manager J. Gorman Walsh
National Sales Manager J. Robert Gulick
Program Director Harvey C. Smith

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 Full Time
News Service UP
Transcription Service World
Representative Bolling Co.
Membership NARTB, BAB
President-Gen., Sta. Mgr. Ewing B. Hawkins
Comm., Prom. Mgr. Jackson F. Lee
Program Director Warren Keyser
Chief Engineer H. Edwin Kennedy

W T U X

WILMINGTON—1947

Frequency: 1290 Kc. Power: 500 Watts d.
Owned-Oper. By Port Frere Bcstg. Co., Inc.
Business-Studio Address 1326 Market St.
Phone Number Wilmington 5-8821
Air Time Local sunrise-local sunset
News Service AP
Transcription Service Thesaurus
Representative ForJoe
Membership NARTB, BAB
Pres.-Sta. Mgr. Gordon K. MacIntosh
General Mgr. Howard Robinson
Comm. Mgr. Julian A. Todd
Program Director William H. Gehlert
Publicity Director Justina Spagnolo
Chief Engineer Wayne Neuhaus

DISTRICT OF COLUMBIA

*Pop. April 1, 1953 (Est.) 845,000 — Total Housing Units 236,000
Families April 1, 1953 (Est.) 219,000 — Stations in State 7*

W G M S

WASHINGTON, D. C.—1947

Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Oper. By . . . The Good Music Station, Inc.
Address 1125 Vermont Ave., N.W.
Phone Number Executive 3-8676
Transcription Service Associated
News Service AP
Air Time 6:30 a.m. to Sunset
President Morris Rodman
Gen. Comm. Mgr. M Robert Rogers
Program Director Pierson Underwood
Chief Engineer Nick Chaconas

Air Time Full Time
News Service AP
Transcription Service SESAC
Newspaper Affiliation Evening Star
Representative The Katz Agency
Membership NARTB
President S. H. Kauffmann
V.P., General Manager K. H. Berkeley
Ass't General Manager Charles Kelly
Director-Sales Mahlon Glascock
Radio Sales Mgr. Harvey Glascock
Chief Engineer Frank Harvey

W M A L

WASHINGTON, D. C.—1925—ABC

Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By The Evening Star
Bcstg. Co., Inc.
Bus. Studio Add. 4461 Connecticut Ave., N.W.
Phone Number Kellogg 7-1100

W O L

WASHINGTON, D. C.—1924

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Peoples Bcstg. Corp.
Address 1000 Connecticut Ave.
Phone METropolitan 8-0010
Air Time Full Time
Transcription Service SESAC
News Service AP, UP
Membership NARTB

*delivering the nation's 10th market
at the lowest cost per thousand ever!*

for availabilities check Katz or call **WMAL** *cm*
fm
tv

THE EVENING STAR STATIONS
ABC IN WASHINGTON, D. C.

President Murray Lincoln
 General Manager..... Herbert E. Evans
 Station Manager..... Ben E. Wilbur
 Commercial Manager..... Sid Slappey
 Program Director..... George Campbell, Jr.
 Chief Engineer..... Harold Reed

W O O K

WASHINGTON, D. C.—1940

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... United Bcstg. Co.
 Business-Studio..... 8th & Eye Sts., N.W.
 Phone Number..... Republic 8000
 News Service..... UP
 Pres., Gen., Comm. Mgr..... Richard Eaton
 Station Manager..... Arnold B. Fort
 Program Director..... Clifton D. Holland
 Editor..... Arthur A. Snowberger

W R C

WASHINGTON, D. C.—1923—NBC

Frequency: 980 Kc..... Power: 5000 Watts
 Owned-Operated By National Bcstg. Co., Inc.
 Business-Studio Address... 724 14th St., N.W.
 Phone Number..... Republic 4000
 News Service..... AP, INS, UP
 Transcription Service... Thesaurus, Standard
 Representative..... NBC Spot Sales
 Membership..... NARTB, BAB
 President..... (NBC) Joseph McConnell
 Vice-Pres. (Wash.)..... Francis Russell
 General Manager..... Eugene Juster
 Business Manager..... George Sandefer
 Program Director..... Kenneth French
 Sales Prom. Mgr., Pub. Dir..... John Ghilain
 Musical Director..... Fritz Balzer
 Chief Engineer..... Charles College

W T O P

WASHINGTON, D. C.—1927—CBS

Frequency: 1500 Kc..... Power: 50,000 Watts
 Owned-Operated By..... WTOP Inc.
 Business-Studio Address..... Warner Bldg.
 Phone Number..... Metropolitan 8-3200
 Air Time..... Full Time
 News Service..... AP, UP, INS
 Representative..... CBS Radio Spot Sales
 President, Gen. Mgr..... John S. Hayes
 V.P., Comm. Mgr..... George Hartford
 V.P., Program Director..... Lloyd Dennis
 Sales Promotion Mgr..... Haywood Meeks
 Publicity Director..... Cody Pfanstiehl
 V.P., Chief Engr..... Clyde Hunt

W W D C

WASHINGTON, D. C.—1941—MBS

Frequency: 1260 Kc..... Power: 5000 Watts
 Owned-Operated By..... Capital Bcstg. Co.
 Business-Studio Address..... 1627 K St., N.W.
 Phone Number..... Sterling 3-3800
 Air Time..... Full Time
 News Service..... AP, UP
 Transcription Service... Standard Lang-Worth,
 Thesaurus
 Representative..... Blair
 Membership..... NARTB, BAB
 President..... Joseph Katz
 General Manager..... Ben Strouse
 Comm. Manager..... Herman Paris
 Program Director..... Norman Reed
 Sls. Prom., Pub. Dir..... Irving Lichtenstein
 Chief Engineer..... Ross H. Beville

Washington's
BEST



BUY

Ask your John Blair man for the WWDC story!

FLORIDA

Pop. April 1, 1953 (Est.) 2,884,000 — Total Housing Units 966,000
Families April 1, 1953 (Est.) 895,000 — Stations in State 78

WSWN

BELLE GLADE—1947

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Operated By: Seminole Bcstg. Co.
Business Address: P. O. Box 8
Phone Number: 2063
Air Time: Daytime
News Service: UP
Transcription Service: Thesaurus, SESAC, World
Membership: NARTB
President: Dr. R. G. Nelson
V.P., Gen. Mgr.: Mrs. Mary Foy
Sales Manager: Marvin Smith
Program Director: Don Day
Chief Engineer: C. S. Clemans

WTRF

BRADENTOWN—1946—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Trail Bcstg. Corp.
Business Address: Memorial Pier
Phone Number: 37-561
Air Time: Full Time
News Service: AP
Representative: Hil Best
Transcription Service: World
Exec. Vice-Pres.: Howard A. Donahoe
Station Mgr.: George W. Manning
Program Manager: Cole D. Moore
Chief Engineer: Marlen J. Hager, Sr.

WTAN

CLEARWATER—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By: Clearwater Ra. Bcstrs., Inc.
Business Address: Municipal Auditorium
Phone Number: 33084
Air Time: 6:00 a.m.-12 M.
News Service: UP
Transcription Service: World
Representative: McGillvra
President: Otis E. Pruitt
General Station Manager: H. D. Parker
Commercial Manager: F. L. Parker
Program Director: L. H. Falconnier
Chief Engineer: John D. Callan

WKKO

COCOA—1952

Frequency: 860 Kc. Power: 250 Watts d.
Owned-Operated By: Brevard Bcstg. Co.
Address: Box 387
News Service: UP

General Manager: Emerson W. Browne
Program Director: Carl G. Collins, Jr.
Chief Engineer: Davis E. Wilson

WTTT

CORAL GABLES—1949

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Atlantic Shores Bcstg.
Business-Studio Address: 350 Aragon Ave.
Phone Number: 83-4663
General Manager: David H. Freedman

WVCG

CORAL GABLES—1948

Frequency: 1070 Kc. Power: 1000 Watts d.
Owned-Operated By: Peninsular Bcstg. Corp.
Business Address: 223 Aragon Ave.
Phone Number: 48-7411
Air Time: Sunrise to sunset
News Service: AP
Transcription Service: Associated
President-General Mgr.: George W. Thorpe
Commercial Manager: T. Hooke McCallie
Program Director: Robert S. Stevens
Chief Engineer: Daniel McMillin

WCNU

CRESTVIEW—1948—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
Owned-Operated By: Gulfshores Bcstg. Co.
Business-Studio Address: Box 518
Phone Number: 3511
News Service: AP
Transcription Service: World, SESAC
Pres. & Co-owner: D. Grady O'Neal
Sec. & Treas., Co-owner: H. French Brown
General Manager: Sam F. Townsend

WMFJ

DAYTONA BEACH—1935—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: W. Wright Esch
Business-Studio Address: 444 N. Beach St.
Phone Number: 6491
Air Time: 6:30 a.m.-12 M.
News Service: UP
Transcription Service: SESAC
Representative: Joseph Hershey McGillvra
Membership: NARTB, BAB
Station Manager: Ray Clancy
Commercial Manager: John S. Pitts
Program Director: Mildred Mullin
Chief Engineer: Webster K. Ellenwood

WNDB

DAYTONA BEACH—1948

Frequency: 1150 Kc. Power: 1,000 Watts
 Owned-Operated By: News-Journal Corp.
 Business-Studio Address: 128 Orange Ave.
 Phone Number: 2-0531
 Air Time: Full Time
 News Service: AP
 Transcription Service: World
 Representative: John H. Perry
 Membership: NARTB
 Gen.-Sta. Mgr.: Jerry Stone
 Comm., Prom. Mgr.: R. Y. Huffman
 Prog., Publ. Dir.: William R. Steadman
 Chief Engineer: F. A. Scott

WROD

DAYTONA BEACH—1947—NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Daytona Beach Bcstg. Corp.
 Bus. Address: Wilder Blvd. & S. Beach St.
 Phone Number: 4626
 Air Time: Full Time
 News Service: UP
 Transcription Service: Capitol
 Representative: Rambeau
 Pres.-Gen. Mgr.: E. J. Sperry

Commercial Manager: Norman Lemstrom
 Pgm. Dir.: R. C. Fellows
 Chief Engineer: L. M. Menard

WJBS

DELAND—1947—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: John B. Stetson Univ.
 Address: 220 East Hubbard Ave.
 Phone Number: 1490
 News Service: AP
 Transcription Service: Thesaurus
 Gen. Mgr., Prog. Dir.: C. L. Menser
 Station Manager: Lauren Mickle
 Comm., Prom. Mgr.: Robert Walton
 Chief Engineer: Don Hall

WBRD

FT. LAUDERDALE—1950—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By: Broward Bcstg. Co.
 Address: P. O. Box 78
 Phone Number: 2-2563
 News Service: UP
 Representative: Hil F. Best
 President: L. C. Judd
 Gen., Sta. Mgr.: Robert Standart III
 Commercial Mgr.: C. Gravett
 Chief Engineer: Bill Latham

AP SELLS

For Stations and Sponsors—

For instance . . . WNDB

“Featuring AP news every hour provides our best adjacencies. All 60 AP news programs per week are sold, as are all adjacencies. Many sponsors take the adjacencies while waiting to grab the next available 5-minute news program.”

JERRY STONE,
 General Manager,
 WNDB, WNDB-FM, Daytona Beach, Fla.

WFTL

FORT LAUDERDALE—1946

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Gore Pub. Co.
 Bus. Studio Address: 7185 S.E. 15th St.
 Phone Number: 3-2511
 Air Time: Full Time
 News Service: AP
 Transcription Service: World
 Representative: Sears & Ayer
 Membership: NARTB, BAB
 President: J. W. Dickey
 Gen., Sta., Comm. Mgr.: R. L. Bowles
 Program Director: Jack W. Swart
 Chief Engineer: Richard P. Northey

WMYR

FT. MYERS—1952

Frequency: 1410 Kc. Power: 1000 Watts d.
 Owned-Operated By: Robert Hecksher
 Address: 33 East Hanson St.
 Phone Number: 5-1175
 Transcription Service: Lang-Worth
 News Service: UP
 Commercial Manager: Kenneth M. Parke

WINK

FT. MYERS—1940—CBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Ft. Myers Bcstg. Co., Inc.
 Address: Box 1072
 Phone Number: 4-1341
 News Service: AP
 Representative: Donald-Cooke
 Co-Owner: Arthur B. McBride
 Co-o. & V.P.: Daniel Sherby
 Gen. Mgr., Prog. Dir.: A. J. Bauer
 Commercial Manager: Dan Harlacher
 Chief Engineer: James Lacy

WIRA

FORT PIERCE—1946—MBS-NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Indian River Bcstg. Co.
 Business Address: Melody Lane
 Air Time: 6:30 a.m.-11:15 p.m.
 News Service: UP
 Membership: NARTB
 Transcription Service: World
 Pres., Gen. Sta. Mgr.: Douglas Silver
 Program Director: Marjorie B. Silver
 Commercial Manager: J. Kingsley Butt
 Chief Engineer: James Sowinski

WGGG

GAINESVILLE—1948—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Alachua County
 Broadcasting Co., Inc.

Business-Studio: P. O. Box 501
 Phone Number: 5791
 News Service: AP
 Transcription Service: World
 Representative: Best
 Membership: NARTB
 Pres., Gen. Mgr., Ch. Eng.: R. M. Chamberlin
 Commercial Manager: Leon E. Mims
 Program Director: Pierre A. Bejano
 Promotion Manager: Lee Shannon
 Publicity Director: Stanley S. Reich

WRUF

GAINESVILLE—1928—MBS

Frequency: 850 Kc. Power: 5000 Watts
 Owned-Operated By: Univ. of Fla.
 Business-Studio Address: Campus, Univ. of Fla.
 Phone Number: 3261, Ext. 466-7-8
 Air Time: Full Time
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Burn-Smith
 Membership: NORTB, BAB
 General Manager: Garland Powell
 Commercial Manager: John Donovan
 Station Manager: Ray Dantzier
 Chief Engineer: Garvin Combs

WIVY

JACKSONVILLE—1948

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By: WIVY, Inc.
 Business-Studio Address: Springrove Ave.
 Phone Number: 4-7722
 News Service: INS
 Representative: Thomas F. Clark
 Membership: NARTB
 Pres., Gen. Mgr.: Edward J. Oberle
 Sta. Mgr., News Dir.: Alexander Kiersey
 Commercial Manager: Arman Reinke
 Program Director: Richard Webb
 Sls. Prom. Mgr., Pub. Dir.: James Atkins
 Chief Engineer: James Stephens

WJHP

JACKSONVILLE—1940—MBS

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Operated By: Jacksonville Journal Co.
 Business-Studio Address: 50 Laura St.
 Phone Number: 4-7711
 Air Time: 6 a.m.-12M.
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: John H. Perry Associates
 President: John H. Perry, Jr.
 Gen., Sta. Mgr.: Milford A. Reynolds
 Chief Engineer: Beecher Hayford

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
 Air Time. Full Time
 Transcription Service Thesaurus
 Representative John Blair; Harry E. Cummings
 Gen., Sta. Mgr.

Chief Engr. John T. Hopkins, III
 Publ., Pgm. Dir. Marion D. Trowell
 Commercial Manager. J. W. Douglass

W M B R

JACKSONVILLE—1934—CBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Operated By. Florida Bcstg. Co.
 Business-Studio Address. 605 Main St. S.
 Phone Number 9-4475
 Air Time. Full Time
 News Service UP
 Representative Avery-Knodel
 President Frank King
 Comm. Mgr. Charles M. Stone
 Program Director. Jack Newsom
 Production Mgr. Larry Scarborough
 Chief Engineer. Ernest B. Vordermark

W O B S

JACKSONVILLE—1948

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By. So. Radio and Equipt. Co.
 Business-Studio Address. 1036 Mary St.
 Phone Number 98-3411
 Air Time. Sunrise to sunset
 Station Representative. Forjoe
 President E. D. Rivers, Sr.
 General Manager. John Bolling
 Station Manager. Steve Hunter
 Comm., Prom. Mgr. R. L. McQuage

W P D Q

JACKSONVILLE—1942

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Operated By. Jacksonville Bcstg. Corp.
 Phone Number 4-4421
 Studio Address. Gulf Life Bldg.
 Air Time. 5:30 a.m.-1:00 a.m.
 News Service UP
 Transcription Service Capitol
 Station Representative. O. L. Taylor
 President. James R. Stockton

F I R S T
 IN LISTENER PREFERENCE
 IN
 FABULOUS FLORIDA'S
 F I R S T
 CITY OF YEAR-ROUND SALES, AND
 F I R S T
 IN COVERAGE IN NORTH FLORIDA AND
 SOUTH GEORGIA

W - J - A - X

930 kc — 5,000 watts

W - J - A - X - F M

95.1 mg

JACKSONVILLE, FLORIDA'S MUNICIPAL STATIONS

J. D. Kennedy, Commissioner in Charge

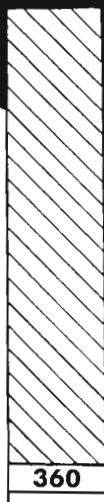
John T. Hopkins III, Manager

AN N B C AFFILIATE

NATIONAL REPRESENTATIVES: JOHN BLAIR & CO. — SOUTHEAST: HARRY E. CUMMINGS

4 to 1

Jacksonville's BEST BUY



360

TOTAL
¼ HRS.

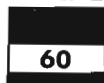
WMBR



240

TOP RATED
¼ HRS.

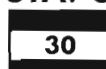
STA. B



60

TOP RATED
¼ HRS.

STA. C



30

TOP RATED
¼ HRS.

STA. D



10

TOP RATED
¼ HRS.

The November Jacksonville Pulse rates WMBR FIRST in 240 quarter-hours from 6:00 AM to Midnight, Monday through Friday. Four times better than any competitor and twice as good as 7 competitors combined.

WMBR Leads Morning, Afternoon and Night.

*Jacksonville
Florida*

WMBR

5,000 Watts • CBS

Represented by CBS Radio Spot Sales

General-Station Manager... Robert R. Feagin
 Asst. Gen. Mgr. Kenneth F. Small
 Sales Prom. Mgr. Gordon W. Pierce
 Program Director. Charles E. Edwards
 Chief Engineer. James R. Donavan

WRHC

JACKSONVILLE—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By WRHC, Inc.
 Address. 247 Margaret St.
 Phone 6-0481
 Air Time 6 a.m.-M.
 Transcription Service Lang-Worth
 Membership NARTB
 Pres., Prom. Mgr. Harold S. Cohn
 Gen., Comm. Mgr. William Fraker
 Program Directors. Freda Sanders,
 A. Kenneth Knight
 Chief Engineer. Frank Thies

WJVB

JACKSONVILLE BEACH—1947—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Oper. By Jacksonville Beach Bcstg. Co.
 Phone Number 5-3674
 Representative Hil F. Best
 Air Time Daytime
 Pres., Gen., Sta. Mgr. J. Lyle Williams, Jr.
 Comm. Prom. Mgr. James M. Bryant
 Program Director. Ted Booth
 Chief Engineer. Daniel M. Long

WKWF

KEY WEST—1945—MBS-KBS

Frequency: 1600 Kc. Power: 500 Watts
 Owned-Operated By John M. Spottswood
 Address. 536 Fleming St.
 Phone Number 2-3222
 Representative. John H. Perry
 Pres., Gen. Comm., Mgr. John M. Spottswood
 Chief Engineer. Charles Lowe

WDSR

LAKE CITY—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Deep South Radioways
 Business-Studio Address. 126 No. Marlon St.
 Phone Number 525
 News Service UP
 Transcription Service Associated
 General Manager. Alfred H. Temple
 Chief Engineer. Richard Dyer

WLAK

LAKELAND—1936—NBC

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Operated By. Lakeland Bcstg. Corp.
 Business Address. P. O. Box 1211
 Phone Number 2127
 Air Time Full Time
 News Service UP

Transcription Service Associated
 Station Representative. John E. Pearson
 Membership NARTB
 Pres., Gen. Mgr. S. O. Ward
 Sta. Mgr., Chief Engr. William P. Lee
 Commercial Manager. Powell Adams
 Program Director. Mary Whistle

WONN

LAKELAND—1949—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Coastal Bcstg. Co.
 Business Address. Lake Hunter Drive
 Phone Number 5117
 Air Time Full Time
 News Service AP
 Transcription Service Capitol
 Representative. Donald Cooke, Inc.
 Pres., Gen., Sta. Mgr. Robert S. Taylor
 Commercial Mgr. Tom Barber
 Program Dir. Ted Covington
 Chief Engineer. Duane McConnell

WIPC

LAKE WALES—1951—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By. Imperial Polk Bcstg.
 Corp.
 Address. P. O. Box 712
 Phone Number 2-9831
 News Service AP
 Transcription Service World
 President Sarkes Tarzian
 Gen. Mgr., Chf. Engr. G. Max Kimbrel
 Commercial Manager. Richard Marsh
 Publicity Director. John Haughee
 Program Director. Joan Kimbrel

WEAT

LAKE WORTH-W. PALM BEACH
 1948—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By. James R. Meachem
 Business Address. P. O. Box 791, Lake Worth
 Phone Number Lake Worth 4422
 Air Time 6:30 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Capitol
 Representative Walker
 General Manager. James R. Meachem
 Commercial Manager. Clifford H. Glick
 Program Director. Bill Gordon
 Chief Engineer. Andrew Keicher

WLBE

LEESBURG—1948—MBS

Frequency: 790 Kc. Power: 1,000 Watts d.
 Owned-Operated By. WLBE, Inc.
 Business-Studio Address. Box 297
 Phone Number Leesburg 552
 Air Time 6 a.m.-11:15 p.m.

News Service UP
 Transcription Service World
 Membership NARTB
 President Paul A. Husebo
 General Manager Wendel F. Husebo
 Program Director Richard R. Coleman
 Chief Engineer J. Allen Brimmer

WNER

LIVE OAK—1949—KBS-FLA. STATE
 Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By John A. Boling
 Business Address P. O. Box 655
 Phone Number 1450
 Air Time Full Time
 News Service UP
 General Manager Norman Protsman
 Program Director Faith Protsman
 Chief Engineer C. S. Parker

WTYS

MARIANNA—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By John H. Phipps Radio Stas.
 Address Tallahassee
 Phone Number 650
 Air Time Full Time
 News Service AP
 President John H. Phipps
 General Manager L. H. Graves
 Station Manager Guy Hamilton
 Chief Engineer Wm. A. Snowden, Jr.

WMMB

MELBOURNE—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Melbourne Bcstg. Corp.
 Business-Studio Address Front St.
 Phone Numbers 574-5
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service SESAC, World
 Membership NARTB
 President Henry G. Dravneek
 General Manager Austin V. Catterton
 Commercial Manager Beverly Fleming
 Sales Prom. Mgr. Victoria C. Martin
 Program Director Barbara W. Bancroft

WFEC

MIAMI—1949

Frequency: 1220 Kc. Power: 250 Watts
 Owned-Oper. By David Haber
 Trans-Address 350 N.E. 71st St.
 Phone Number 89-7534
 Air Time Daytime
 News Service UP
 Gen. Comm. Prom. Mgr. Herbert Schorr
 Sta. Mgr., Prog. Dir. Robert Lyons
 Chief Engineer William Reeder

WGBS

MIAMI—1939—CBS

Frequency: 710 Kc. Power: 50,000 Watts d.,
 10,000 Watts n.
 Owned-Oper. By Storer Bcstg. Co.
 Address 199 Pierce St., Birmingham, Mich.
 Phone Number Midwest 4-7700
 Air Time Full Time
 News Service INS, UP
 Transcription Service Langworth
 Station Representative The Katz Agency Inc.
 Membership NARTB, BAB
 President George B. Storer
 Gen., Sta. Mgr. Miller N. Babcock
 Commercial Manager Francis J. Riordan
 Program Director Ewald Kockritz
 Chief Engineer Edward C. Lockwood

WINZ

MIAMI—1946

Frequency: 940 Kc. Power: 50,000 Watts d.,
 10,000 Watts n.
 Owned-Operated By Hollywood Bcstg.
 Business Address Biscayne Terrace Hotel
 Phone Number 82-6641-3
 News Service AP, INS
 Representative Paul Raymer
 Membership NARTB
 Pres., Gen. Mgr. Rex Rand
 Program Director Denny Kirwan
 Chief Engineer James Sawyer

AP SELLS

For Stations and Sponsors —

For instance . . . WRUF

“I had a hard time persuading Mr. Fred Cone of the Ideal Laundry to use radio. But after he decided on AP newscasts, he had to double the size of his plant within a year.”

MAJOR GARLAND POWELL,
 Director,
 WRUF, Gainesville, Fla.

WIOD

MIAMI—1926—NBC

Frequency: 610 Kc. Power: 5,000 Watts
 Owned-Oper. By . . . Isle of Dreams Bcstg. Corp.
 Business-Studio Address . . . 600 Biscayne Blvd.
 Phone Number 3-6444
 Air Time Full Time
 News Service AP, INS, UP
 Transcription Service RCA, Thesaurus
 Representative Hollingbery
 President Daniel J. Mahoney
 General Manager James M. LeGate
 Commercial Manager Robert L. Fidler
 Program Director Scott Bishop
 Publicity Director Martha Henriquez
 Chief Engineer M. C. Scott

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
 Air Time Full Time

News Service AP
 Transcription Service Associated
 Representative Forjoe
 President E. D. Rivers, Sr.
 Asst. to President Jim Macri
 Commercial Manager K. E. Meer
 Program Director Cy Russell
 Chief Engineer Russell Bennett

WQAM

MIAMI—1920—ABC

Frequency: 560 Kc. Power: 5,000 Watts, d.,
 1,000 Watts, n.
 Owned-Operated By Miami Bcstg. Co.
 Business-Studio Address duPont Bldg.
 Phone Number 2-6121
 News Service AP
 Transcription Service World
 Representative John Blair, Cummings
 Membership NARTB
 President John S. Knight
 Gen., Sta., Comm. Mgr. Owen F. Uridge
 Pgm., Publ. Director Don Fischer
 Chief Engineer Gene Rider

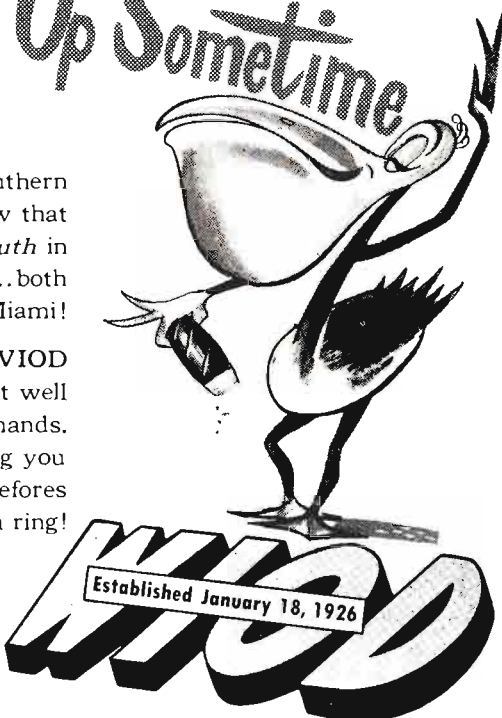
Just Call Me Up Sometime

Published figures issued by Southern Bell Telephone Company show that the Miami district *leads the South* in the number of telephones in use...both New Orleans and Atlanta now trail Miami!

And, for more than 27 years, WIOD has served this fast-growing market well ...keeping pace with "big town" demands. Your Hollingbery man will gladly bring you up-to-date on the whys and wherefores *in a big way!* Give him a ring!



James M. LeGate, *General Manager*
5,000 WATTS • 610 KC • NBC
National Rep., George P. Hollingbery Co.



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
 Air Time..... 24 hrs.
 News Service AP
 Representative Walker
 Asst. Mgr., Pgm., Dir..... M. L. Carter
 Comm., Sls. Prom. Mgr..... Bernard Neary
 Publicity Director..... Bert Y. Johnson
 Chief Engineer..... Jack Wilson

W K A T

MIAMI BEACH—1937—MBS

Frequency: 1360 Kc. Power: 5000 Watts d.
 1000 Watts n.
 Owned-Operated By..... WKAT, Inc.
 Trans.-Address..... 1759 Bay Road
 Phone Number 5-5711
 News Service UP
 Transcription Service Standard
 Representative Headley-Reed
 President..... A. Frank Katzentine
 General Manager..... John I. Prosser
 Commercial Manager..... Walter A. Callahan
 Program Director..... John I. Prosser
 Chief Engineer..... Arthur Smith

W M B M

MIAMI BEACH—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... R. W. Rounsaville
 Address..... c/o WQXI, Atlanta Ga.
 Phone Number..... 5-5588 (M. B.)
 News Service UP
 Representative Dora-Clayton
 Transcription Service Standard
 Sta., Comm. Mgr..... J. E. Vaughn
 Program Director..... Jack Gibson
 Chief Engineer..... Charles A. Hartwick, Jr.

W S B B

NEW SMYRNA BEACH—1951

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Operated By..... Beach Bcstg. Co.
 Address 760
 News Service UP
 Transcription Service Thesaurus
 Gen., Comm. Mgr..... Walter T. Slattery
 Program Director..... James D. King
 Chief Engineer..... Roland W. Jordan

W T M C

OCALA—1939—NBC

Frequency: 1290 Kc. Power: 1000 Watts
 Owned-Operated By... Ocala Bcstg. Co. Inc
 Address 14 S. Magnolia

Phone Number..... MA 2-4127
 Air Time..... Full Time
 Newspaper Affiliation.... Perry Newspapers
 News Service AP
 Transcription Service Lang-Worth
 President..... John H. Perry, Jr.
 Gen., Prom. Mgr., Thomas S. Gilchrist, Jr.
 Commercial Manager..... T. S. Catalano
 Sta. Mgr., Pgm. Dir..... James B. Smith
 Publicity Director..... Ruth Brumball
 Chief Engineer..... William P. Callahan

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. Ivanhoe Blvd.
 Phone Number 6181
 Air Time..... Full Time
 News Service AP, UP
 Transcription Service..... World, Thesaurus,
 Associated
 Representative... John Blair, Harry Cummings
 Membreship NARTB, BAB
 Pres., Gen. Mgr..... Harold P. Danforth
 Sales Dir..... W. G. McBride
 Program Director..... Rosalind Boggs
 Chief Engineer..... J. E. Yarbrough

OUR 29th YEAR

W D B O

Orlando Florida

Serving all of Central Florida

* * *

First in Coverage

First in Audience Preference

(1952 Standard Audience
 Measurement Service and
 December 1952 Pulse)

Represented by

Nationally..... John Blair & Co.

Southeast..... H. E. Cummings
 Jacksonville, Fla.

W H O O**ORLANDO—1947—ABC**

Frequency: 990 Kc. Power: 10,000 Watts d.:
5000 Watts n.
Owned-Oper. By.....WHOO, Inc.
Address.....Fort Gatlin Hotel
Phone Number.....9900
Air Time.....Full Time
News Service.....AP
Transcription Service.....Standard, World
Representative.....Avery-Knodel
President.....Edward Lamb
Gen., Sta., Comm. Mgr.....Carl Hallberg
Program Director.....Dan Daniel
Sales Prom. Mgr.....Tom Sawyer
Publicity Director.....Ruth Bushman
Chief Engineer.....Don Compton

W L O F**ORLANDO—1940—MBS**

Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By.....Hazelwood, Inc.
Business-Studio Address.....Angebilt Hotel
Phone Number.....8163
Air Time.....4:55 a.m.-1:00 a.m.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Paul H. Raymer
Membership.....NARTB, BAB
President.....William Joe Sears
General Manager.....John Thorwald
Comm., Prom. Mgr.....Donn R. Colee
Prom. Mgr., Pub. Dir.....Jackie Loughe
Program Director.....John Hugh
Chief Engineer.....Dodd Daniel

W O R Z**ORLANDO—1946—NBC**

Frequency: 740 Kc. Power: 1000 Watts
Owned-Oper. By.....Central Florida Bcstg. Co.
Bus.-Studio Add.....740 N. Orange Ave.
Phone Number.....2-2451
Air Time.....Full Time
News Service.....AP
Transcription Service.....Capitol
Representative.....Weed
Membership.....NARTB, BAB
President.....Naomi Murrell
Gen., Sta. Mgr.....Eugene D. Hill
Comm., Prom. Dir.....Winston L. Clark
Program Director.....Charles Hunt
Publicity Director.....Gloria McCarty
Chief Engineer.....W. R. Miller

W W P F**PALATKA—1947—ABC-KBS**

Frequency: 800 Kc. Power: 250 Watts d.
Owned-Operated By.....Palatka Bcstg. Co.
Address.....900 River St.
Phone Number.....54555

Air Time.....Daytime
News Service.....UP
Transcription Service.....World
Gen. Sta. Mgr., Chf. Engr.....L. C. McCall
Commercial Manager.....Herb Young
Program Director.....Johnny Gillis

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.....2-1515
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Perry
President, Gen. Mgr.....Charles E. Davis
Program Director.....Florence Hicks
Chief Engineer.....Clyde L. Walkden

W D L P**PANAMA CITY—1940—MBS**

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By.....Panama City Bcstg. Co., Inc.
Business-Studio Address.....West Beach Dr.
Phone Number.....3-1777
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Perry Associates
President.....John H. Perry
General Manager.....C. B. Kelly

W P C F**PANAMA CITY—1949—ABC**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....Bay County Bcstg. Co.
Trans-Address.....300 E. 15th St.
Phone Number.....6176-6177
Pres., Gen. Mgr., Prog. Dir.....E. L. DuKate

W B S R**PENSACOLA—1946—CBS**

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By.....WBSR, Inc.
Business Address.....WBSR Bldg.
Phone Number.....6173
News Service.....AP
Transcription Service.....World
President.....Patt McDonald
V.P., Gen. Mgr.....Don J. Lynch
Commercial Manager.....Bo Mitchell
Program Director.....Jay Reagan
Chief Engineer.....Glynn Nichols

W C O A**PENSACOLA—1926—NBC**

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By.....WCOA, Inc.
Business-Studio Address.....118 E.
Intendencia St.
Phone Number.....4111

Air Time Full Time
 Newspaper Affiliation..... News-Journal
 News Service AP
 Transcription Service..... Lang-Worth
 Representative..... John H. Perry Associates
 President..... John H. Perry, Jr.
 General Manager..... J. Holliday Veal
 Commercial Manager..... Irving Welch
 Publicity Director..... Winnie Smith
 Program Director..... Russell Hirsch
 Chief Engineer..... Harold Heath

WEAR

PENSACOLA—1947—MBS-ABC

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper By..... Gulfport Bcstg. Co.
 Address..... 2nd & Hyer St.
 Phone..... 8-4449
 Air Time..... Full Time
 News Service..... AP
 Pres., Gen., Sta. Mgr..... Mel Wheeler
 Program Director..... Dick Darby
 Prom., Publ. Dir..... Eugene Sudduth
 Chief Engineer..... Jim Smith

WPLA

PLANT CITY—1949—KBS

Frequency: 1570..... Power: 250 Watts d.
 Owned-Operated By..... W. A. Smith
 Address..... P. O. Box 1588
 Phone Number..... 526
 Air Time..... Sunrise-Sunset
 News Service..... UP
 Station Representative..... Best
 President..... W. A. Smith
 Gen., Sta., Comm. Mgr..... George Friend
 Program Director..... Miss Frankie Blackwelder
 Publicity Director..... Joseph J. Wilson
 Chief Engineer..... James L. Derrick

WCNH

QUINCY—1948—MBS

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Quincy Bcstg. Corp.
 Business Address..... Quincy
 Phone Number..... 300
 News Service..... UP
 Transcription Service..... Thesaurus
 Pres., Gen., Sta. Mgr..... A. B. Letson
 Comm., Prom. Mgr..... Jerry Melvin
 Program Director..... Dewey C. Newton
 Chief Engineer..... A. B. Letson

WFOY

ST. AUGUSTINE—1936—CBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Fountain of Youth
 Broadcasting Co.
 Address..... Magnolia Ave.
 Phone Number..... 1622
 Air Time..... Full Time

News Service UP
 Station Representative..... Avery-Knodel
 President..... Mrs. John C. Bell
 Gen., Sta. Mgr..... John E. Bernhard, Jr.
 Program Director..... Mrs. Frankie C. Walker
 Publicity Director..... Alberta Dillon
 Chief Eng., Farm Editor..... Ernest Raistrick

WPIN

ST. PETERSBURG—1947

Frequency: 680 Kc..... Power: 1000 Watts
 Owned-Oper. By..... Fla. W. Coast Bcstrs., Inc
 Address..... Royal Palm Hotel
 Phone Number..... Petersburg 7-0511;
 Air Time..... Daytime
 News Service..... AP
 Station Representative..... Indie Sales
 Membership..... BAB
 President..... Dr. Charles Farrington
 Gen., Comm. Mgr..... Arthur Mundorff
 Station Manager..... Bob Clayton
 Promotion Manager..... Marjorie Blank
 Program Director..... James Carley
 Publicity Director..... Bill Wright
 Chief Engineer..... Manley St. Jean

WSUN

ST. PETERSBURG—1928—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
 News Service..... UP
 Transcription Service..... Associated
 Representative..... Weed
 Membership..... NARTB
 Gen., Sta. Mgr..... George D. Robinson
 Commercial Manager..... Vera New
 Pgm. Dir., Chief Engr..... Louis J. Link

WTSP

ST. PETERSBURG—1939—MBS

Frequency: 1380 Kc..... Power: 5000 Watts
 Owned-Operated By..... Pinellas Bcstg. Co.
 Business-Studio Address..... Times Bldg
 Phone Number..... 7-8108
 News Service..... UP
 Transcription Service..... World, Capitol
 Representative..... H-R
 Membership..... NARTB, BAB
 President..... Nelson Poynter
 General Manager..... F. J. Kelly
 Comm. Mgr..... L. L. Wildman
 Prom., Prog. Dir..... Jack Faulkner
 Chief Engineer..... William D. Mangold

WTRR

SANFORD—1947—KBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Myron A. Rock

Business Address.....Box 1541
 Phone Number.....999
 Air Time.....Full Time
 Representative.....Hil Best
 News Service.....UP
 Gen., Sta. Mgr.....Myron A. Reck
 Commercial Manager.....Roy D. Green
 Program Director.....J. Marion Harman, Sr.
 Chief Engineer.....James S. Williamson, Jr.

WKXY

SARASOTA—1949—KBS

Frequency: 1540 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Sarasota Bcstg. Co.
 Business Address.....P. O. Box 2431
 Phone Number.....Ringling 66651
 Representative.....Hil Best
 News Service.....AP
 Transcription Service.....Lang-Worth, World
 General Manager.....A. G. Fernandez
 Program Director.....Howard O. Ermisch
 Chief Engineer.....Robert L. Kohlmeier

WSPB

SARASOTA—1939—CBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WSPB, Inc.
 Business Address.....City Island
 Phone.....Ringling 6-8811
 Air Time.....6:30 a.m.-12:05 a.m.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....John E. Pearson
 Membership.....NARTB, BAB
 President.....Robert C. Jones, Jr.
 General Manager.....John B. Browning
 Commercial Manager.....J. M. Miller
 Program Director.....David Hale
 Chief Engineer.....James E. Grant

WJCM

SEBRING—1950—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Clearfield Bcstrs., Inc.
 Business Address.....P. O. Box 233
 Phone Number.....81811
 Representative.....Best
 Transcription Service.....Lang-Worth
 News Service.....UP
 President.....W. K. Ulerich
 Gen. Mgr.....William J. Thomas
 Sta., Comm. Mgr.....Jonas Termin
 Program Dir.....Al Frank
 Chief Engineer.....Robert Goshorn

WTAL

TALLAHASSEE—1936—CBS

Frequency: 1270 Kc.....Power: 5000 Watts

Owned-Oper. By.....John H. Phipps Radio
 Stations
 Business Address.....Cherokee Hotel
 Phone Number.....2-1270
 News Service.....AP
 Transcription Service.....World
 Representatives.....Blair, Cummings
 President.....John H. Phipps
 General Manager.....L. Herschel Graves
 Program Director.....Joe Hosford
 Chief Engineer.....W. A. Snowden, Jr.

WTNT

TALLAHASSEE—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Tallahassee Appli. Corp.
 Business-Studio Address.....Duval Hotel
 Phone Number.....2-1450
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Thomas F. Clark
 President.....Frank W. Pepper
 Gen., Sta., Comm. Mgr.....Frank W. Hazelton
 Prom., Publ. Dir.....Lawrence Skipper
 Program Dir.....Ruby S. Meigs
 Chief Engineer.....Charles Clifton

WALT

TAMPA—1946

Frequency: 1110 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....W. Walter Tison tr/as
 Tampa Broadcasting Company
 Address.....401 W. Tyler St.
 Phone.....2-7921
 News Service.....AP
 Transcription Service.....Langworth
 Station Representative.....Pearson
 Pres., Gen., Sta., Comm. Mgr.....W. Walter Tison
 Program Dir.....C. W. Geer
 Publicity Director.....Bob Martin
 Chief Engineer.....J. B. Tison

WDAE

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.....2-2911
 Air Time.....Full Time
 Newspaper Affiliation.....Tampa Daily Times
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Katz
 Membership.....NARTB
 President.....David E. Smiley
 Gen.-Sta.-Comm. Mgr.....L. Spencer Mitchell
 Prog.-Publicity Dir.....Kenneth W. Skelton
 Chief Engineer.....William Pharr Moore

WEBK

TAMPA—1950

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Operated By Hillsboro Bcstg. Co.
 Address 1521 E. Broadway
 Phone Number 4-4177
 News Service INS
 Gen. Mgr., Chf. Engr. Elmo B. Kitts
 Program Director James Willson

WFLA

TAMPA—1925—NBC

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By Tribune Co.
 Business Address P. O. Box 1410
 Phone Number 2-4747
 Air Time 6 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Thesaurus, Lang-Worth
 Representative John Blair, Harry E. Cummings
 Membership NARTB
 Sta.-Gen. Mgr. George W. Harvey
 President John C. Council
 Sales Prom. Mgr., Pub. Dir. Tom Matthews
 Prog. Director Paul M. Jones
 Commercial Mgr. Melvin E. Myer
 Chief Engineer Joseph Mitchell

WHBO

TAMPA—1948

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By Sulphur Springs Bcstrs., Inc.
 Business Address 11,011 Florida Ave.
 Phone Number 37-366
 Air Time Daytime
 News Service AP
 Pres., Gen. Mgr. Harold A. Dunlap
 Sales Prom. Mgr. Cyrus King

WJNO

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 2-3838
 Air Time Full Time
 News Service UP
 Transcription Service World
 Representative Robert Meeker
 Membership NARTB
 President S. K. Russell
 Gen.-Sta. Mgr. H. V. McMillan
 Program Director Vernon Crawford
 Chief Engineer Warren Spencer

WIRK

WEST PALM BEACH—1947—MBS

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

Owned-Operated By Ken-Sell, Inc.
 Business Address 715 S. Flagler Drive
 Phone Number 2-1744
 Air Time Full Time
 News Service INS
 Transcription Service Associated
 Representative Cooke
 Pres., Gen., Sta. Mgr. Joseph S. Field, Jr.
 Pgm. Publ. Dir. James C. Steele, Jr.
 Chief Engineer William P. Heltzman

WSIR

WINTER HAVEN—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Citrus Belt Bcstrs., Inc.
 Business Address P. O. Box 633
 Phone Number 31-313
 Air Time Full Time
 News Service UP
 Representative Devney & Co.
 President Frederick L. Allman
 Gen., Sta. Manager Larry Rollins
 Commercial Manager Earl Sturgeon
 Program Director Richard Eyrich
 Chief Engineer L. Orden Traub

*Serving the fast-growing
 Palm Beach County Area
 for 17 years . . .*

WJNO

"The Voice of the Palm Beaches"

West Palm Beach, Florida

1230 Kc
 AFFILIATE OF THE
CBS RADIO NETWORK

National Representative

ROBERT MEEKER ASSOCIATES, INC.

NEW YORK CITY

CHICAGO

GEORGIA

Pop. April 1, 1953 (Est.) 3,604,000 — Total Housing Units 982,000
Families April 1, 1953 (Est.) 904,000 — Stations in State 79

WALB

ALBANY—1941—MBS

Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By... Herald Publishing Co.
Address... 138 Pine Ave.
Phone Number... 600
News Service... AP
Transcription Service... World
Representative... Burn-Smith
Membership... NARTB, BAB
President... James H. Gray
General Manager... Tom Stillwagon
Commercial Manager... Mrs. Mildred N. Huie
Program Director... Jack Meyer
Publicity Director... Bill Bowick
Chief Engineer... Ben R. Willis

WGPC

ALBANY—1933—CBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Albany Bdcstg. Co.
Business-Studio Address... New Albany Hotel
Phone Number... 1370
Air Time... 6:30 a.m.-12:05 a.m.
News Service... UP
Transcription Service... Associated
Representative... George P. Hollingbery
Membership... NARTB, BAB
President... J. W. Woodruff
Executive Manager... J. W. Woodruff, Jr.
Sta., Comm., Sls., Prom., Pub. Dir... L. M. George
Program Director... Walter H. Flint
Chief Engineer... Redus A. Carlton

WJAZ

ALBANY—1952

Frequency: 1050 Kc. Power: 250 Watts d.
Owned-Oper. By... Southeastern Bcstg. System
Address... No. Slappy Dr.
Phone Number... 1670
News Service... UP
President... James S. Rivers
Station Manager... James O'Donald
Chief Engineer... James McGehee

WDEC

AMERICUS—1947—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... The Americus Bdcstg. Co.
Business-Studio Address... 109½ Windso Ave.
Phone Number... 3681-3682
Air Time... 6 a.m.-M.
News Service... AP
Transcription Service... World
Representative... Dora-Clayton
Membership... NARTB
President... W. G. Pearlman
Gen., Sta. Mgr... Charles C. Smith
Chief Engineer... John Rivard

WGAU

ATHENS—1938—CBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By... J. K. Patrick & Company
Business-Studio Address... Bobbin Mill Road
Phone Number... 1741-2
Newspaper Affiliation... Banner-Herald
Air Time... Full Time
News Service... AP
President... C. A. Rowland, Sr.
Gen., Sta. Mgr... R. Lewis Doster
Commercial Manager... Burl Womack
Program Dir... Mary L. Betts
Chief Engineer... Bill Evans

WRFC

ATHENS—1948

Frequency: 960 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By... Radio Athens, Inc.
Business-Studio Add... 279½ N. Lumpkin St.
Phone Number... 446-7
Air Time... Full Time
News Service... UP
Transcription Service... Associated
Representative... Clayton Agency (Southeast)
Membership... BAB
Pres., Gen., Sta. Mgr... L. H. Christian
Comm., Sales Prom. Mgr... Charles A. McClure
Program Director... Mary Anne Martin
Publicity Director... Ed Thilenius
Chief Engineer... L. D. Drewry

WAGA

ATLANTA—1937—CBS

Frequency: 590 Kc. Power: 5000 Watts
Owned-Operated By... Storer Bcstg. Co.
Bus.-Studio Address... 1018 W. Peachtree St.
Phone Number... Vernon 3553
Air Time... Unlimited
News Service... AP
Transcription Service... Thesaurus
Representative... Katz
Membership... NARTB, BAB
President... George B. Storer, Sr.
V.P., Managing Director... G. C. Jackson
Commercial Manager... Claude H. Frazier
Promotion Manager... Para Lee Brook
Program Director... Don Naylor
Merchandising Manager... David Mayo
Chief Engineer... Hugh Bondy

WATL

ATLANTA—1931

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

Business Address..... Henry Grady Bldg.,
 Phone Number..... Alpine 1515
 Air Time..... Full Time
 News Service..... UP
 Representative..... Walker
 President..... J. W. Woodruff, Sr.
 General Manager..... J. W. Woodruff, Jr.
 Sta., Comm., Sls. Prom. Mgr..
 Prog. Dir..... J. O. Hardin, Jr.
 Chief Engineer..... G. C. Livingston, Jr.

WBGE
 ATLANTA—1947

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... General Bcstg. Co.
 Bus. Studio Address... Georgian Terrace Hotel
 Phone Number..... VErnon 1194
 Air Time..... Full Time
 News Service..... AP
 Representative..... Indie Sales
 Membership..... BAB
 President..... Robert N. Pinkerton
 Commercial Manager..... Frank A. Browne
 Station Manager..... H. S. Langham
 Chief Engineer..... Howard J. Parrish

WERD
 ATLANTA—1949

Frequency: 860 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Radio Atlanta, Inc.
 Business-Studio Add... 274½ Auburn Ave., NE
 Phone Number..... Lamar 0666-7-8
 Representative..... Interstate
 Membership..... NARTB, BAB
 President..... J. B. Blayton, Sr.
 Gen. & Sta. Mgr..... J. B. Blayton, Jr.
 Program Dir..... A. Kenneth Knight
 Chief Engineer..... William F. Kennedy

WGST
 ATLANTA—1923—MBS-ABC

Frequency: 520 Kc..... Power: 5000 Watts d.;
 1000 n.
 Owned-Operated By... Board of Regents, Uni-
 versity System of Ga., behalf Ga. Institute of
 Technology
 Business-Studio Address..... Forsyth Bldg..
 Phone Number..... Walnut 8441
 Air Time..... 5:30 a.m.-12:30 a.m.
 News Service..... AP
 Representative..... Blair; Ayres (Southeast)



YOU GET ALL 3
 ON WGST

MR.
 ATLANTA

C—assures coverage of the 36 counties in Atlanta's retail trade zone.

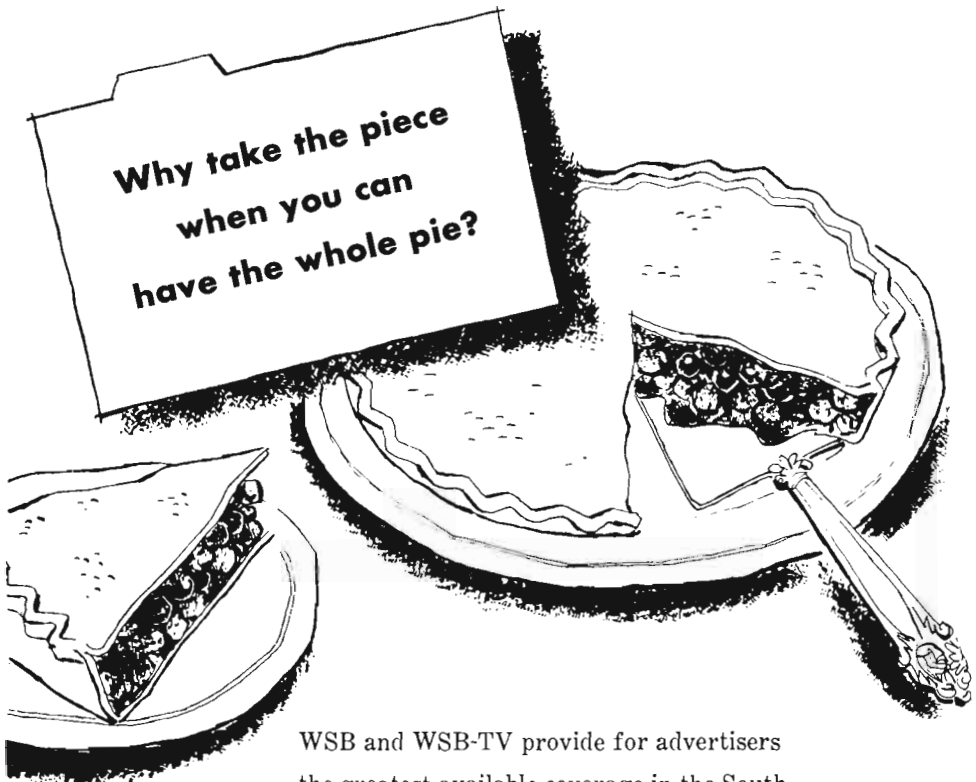
P—means the best in locally produced and net programs from ABC. Shows geared to the likes of Atlanta listeners.

M—guarantees top drawer merchandising support to jobbers, chain and independent retail outlets.

ABC.. ATLANTA
 5,000 Wtts. 920 Kc.

WGST

National Rep.
 JOHN BLAIR
 in Southeast
 JAMES S. AYERS



WSB and WSB-TV provide for advertisers the greatest available coverage in the South. In every survey ever made in Atlanta by any recognized authority these stations have been dominant firsts. In this booming Southland prodigious sales appetites are being satisfied. If you are interested in big portions your effort warrants the strongest advertising support you can obtain.

wsb | **wsb-tv**

The Voice of the South | 50,000 Watts, Channel 2

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Chairman Bd. of Regents.....F. M. Spratlin
 General Manager.....John Fulton
 Asst. Mgr., Chief Engr.....Ben Ackerman
 Sales Promotion Manager.....Paul Sanford
 Pgm., Prod. Dir.....Jack Kelly
 Publicity Director.....Charles Orr

WEAS

ATLANTA-DECATUR—1947

Frequency: 1010 Kc... Power: 10,000 Watts d.
 Owned-Oper. By.....WEAS, Inc.
 Address.....217 W. Ponce de Leon Ave.
 Phone Number.....Dearborn 2521
 News Service.....INS
 Representative.....Forjoe Stars, Inc.
 Membership.....BAB
 President.....W. H. Keller, Jr.
 Station Manager.....Warren Roberts
 Publicity Director.....Imogene Jones
 Program Director.....Ned Lukens
 Chief Engineer.....Les Gradick

WQXI

ATLANTA—1948—MBS

Frequency: 790 Kc... Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....R. W. Rounsaville
 Business-Studio Address.....Peachtree St.
 Phone Number.....CHerokee 2196
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Capitol
 Station Representative.....Hollingbery
 Membership.....NARTB
 General Manager.....R. W. Rounsaville
 Station, Comm. Mgr.....Don Mitchell
 Program Dir.....Bob Corley
 Chief Engineer.....Paul Cram

WSB

ATLANTA—1922—NBC

Frequency: 750 Kc... Power: 50,000 Watts
 Owned-Oper. By... Atlanta Newspapers, Inc.
 Business-Studio Address.....10 Forsyth St.
 Phone Number.....ELgin 6711
 Newspaper Affiliation... Journal, Constitution
 Air Time.....Full Time
 News Service.....AP, UP
 Transcription Service... Associated, Standard
 Representative.....Edward Petry
 Membership.....NARTB, BAB
 President.....George Biggers, Sr.
 General Manager.....John M. Outler, Jr.
 Station Manager.....Frank Gaither
 Sales Promotion Manager... Vincent C. Piano
 Program Director.....Elmo Ellis
 Publicity Director.....Wayne L. Anderson
 Chief Engineer.....C. F. Daugherty

WAUG

AUGUSTA—1952—KBS

Frequency: 1050 Kc..... Power: 250 Watts d.
 Owned-Operated By... Garden City Bcstg. Co.
 Address.....Bon Air Hotel
 Phone Number.....3-4441
 News Service.....AP
 Representative.....Augusta Sales
 Station Manager.....T. L. Morgan
 Commercial Mgr.....Gordon Anderson
 Chief Engineer.....J. W. Faulkner

WBBQ

AUGUSTA—1946—MBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owner.....Savannah Valley Bdcstg. Co.
 Address.....515 Jefferson Davis Avenue
 Phone Number.....4-5441
 Air Time.....Full Time
 News Service.....AP
 Representative.....Walker
 Membership.....BAB
 President.....George G. Weiss
 Gen., Sta., Comm. Mgr.....John W. Watkins
 Sales Prom. Mgr.....John G. Lyon
 Program Director.....Edward H. Dunbar
 Chief Engineer.....Marvin Tarpley

WGAC

AUGUSTA—1940—ABC

Frequency: 580 Kc..... Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By... The Twin States Bcstg. Co.
 Business-Studio Address.....664 Broad St.
 Phone Number.....2-2692
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....RCA
 Representative.....Avery Knodel
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....A. D. Willard, Jr.
 Station Mgr.....Donald MacDonald
 Comm. Mgr. (Local).....Martin E. White
 Program Dir.....Warren Hites
 Chief Engineer.....John Jopling

WJBF

AUGUSTA—1945—NBC

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By... Georgia-Carolina Bcstg. Co.
 Address.....WJBF Bldg.
 Phone Number.....4-2421
 Air Time.....Full Time
 News Service.....UP
 Representative.....Hollingbery
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....J. B. Fuqua
 Station Mgr.....D. M. Kelly, Jr.
 Comm., Sales Prom. Mgr... Steve Manderson
 Chief Engineer.....Ernest Swint

WRDW

AUGUSTA—1930—CBS

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Operated By Radio Augusta, Inc.
 Business-Studio Address Masonic Bldg.
 Phone Number 2-8805
 News Service AP
 Representative McGilvra
 General Manager Hugh K. Tollison
 Commercial Manager John Lane
 Program Director John Harmon
 Publicity Director Marvin Massay
 Chief Engineer Herman Lange

WMGR

BAINBRIDGE—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Decatur Bcstg. Co.
 Address Thomasville Hwy
 Phone Number 777
 Transcription Service World
 General Station Manager Thomas R. Hanssen
 Prom. Pub. Manager Charles W. Dowdy
 Program Director Joe Hill
 Chief Engineer Thomas R. Hanssen

WGIG

BRUNSWICK—1949—ABC

Frequency: 1440 Kc. Power: 1,000 Watts
 Owned-Operated By . . . Brunswick Bcstg. Corp.
 Business-Studio Address 1514 Union St.
 Phone Number 2714
 News Service AP
 Representative McGilvra
 General Manager Hugh K. Tollison
 Commercial Manager John Lane
 Program Director John Harmon
 Publicity Director Marvin Massay
 Chief Engineer Herman Lange

WMOG

BRUNSWICK—1940

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By . . . Coastal Bcstg. Co., Inc.
 Address P. O. Box 572
 Phone Number 1500
 Transcription Service Lang-Worth
 President Alma W. King

WGRA

CAIRO—1950—ABC-KBS-GALS

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . Grady Mitchell Bcstg. Co.

WRDW

AUGUSTA, GA.

Covers

GEORGIA'S 2ND MARKET

(Nation's 92nd!)

★ 208,200 population

★ \$137,813,000

RETAIL SALES

All Figures From Sales Management May 10, 1952

WRDW is the station that most Augusta people listen to most in this rich, rapidly growing market that has no television for 160 miles. These thousands of radio listeners are sold on the Hooper-high CBS and local programs of Augusta's first station . . . WRDW.

The Augusta Market is Growing!

It's growing, even as you read this. The increase of nearby Camp Gordon, the AEC's new H-Bomb plant, and many other varied industries and businesses this rich area is attracting have combined to make a pattern of spectacular, permanent growth. Population has increased 111% since January 1, 1948.

The figures tell the Augusta market story:

Population	208,200
Bank Deposits	\$341,821,278
Retail Sales	137,813,000
Food	32,312,000
Gen'l. Mdse.	21,450,000
Automotive	25,975,000
Home Furnishings	7,106,000
Drug	3,689,000

Represented by Headley-Reed Co.

WRDW

CBS Radio

5000 Watts

Address Bainbridge Rd.
 Phone Number 439
 Transcription Service Standard
 News Service UP
 President Ed Stevens
 General Manager Jim Honey
 Program Director Sara Crew
 Chief Engineer Ilmar Strang

W L B B

CARROLLTON—1947—KBS

Frequency: 1100 Kc. Power: 250 Watts d.
 Owned-Oper. By Carroll Bcstg. Co., Inc.
 Business-Studio Address P. O. Box 116
 Phone Number 980
 News Service UP
 Transcription Service World
 Membership NARTB
 Pres., Gen. Sta. Mgr. Thomas K. Vassy
 Comm., Sales Prom. Mgr. Hiram Bray
 Program Director Chuck Angley
 Chief Engineer Chessley Hooper

W B H F

CARTERSVILLE—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By W. R. Frier
 Phone Number 1200

News Service UP
 Transcription Service Thesaurus
 President, General Manager W. Ryan Frier
 Program Director Martha Sullins
 Chief Engineer H. E. Bridges

W G A A

CEDARTOWN—1941—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Timm Inc.
 Business-Studio Address P. O. Box 807
 Phone Number Cedartown 777
 News Service AP
 Transcription Service World
 Membership NARTB, BAB
 President B. F. J. Timm
 Gen., Sta., Comm. Mgr. G. J. Lund
 Program Director Fred Webb
 Chief Engineer Ken McNaron

W D A K

COLUMBUS—1943—NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radto Columbus, Inc.
 Business-Studio Address Martin Bldg.
 Phone Number 5447
 Air Time Full Time
 News Service AP
 Transcription Service World

AP SELLS

For Stations and Sponsors—

For instance . . . WSAV

“The superior coverage we get from The Associated Press on international, national and regional news, together with the efforts of our own staff, has given us unquestioned leadership in the broadcasting of news, and an important source of revenue.

HARBEN DANIEL,
 President and General Manager,
 WSAV, Savannah, Georgia



REPRESENTED NATIONALLY

BY

GEORGE P. HOLLINGBERY CO.

NEW YORK

HOLLYWOOD

CHICAGO

SAN FRANCISCO

ATLANTA

Station Representative.....Headley Reed
 Membership.....NARTB, BAB
 President-General Manager..Allen M. Woodall
 Sta., Sales Prom. Mgr.....Miles H. Ferguson
 Commercial Manager.....William Massie
 Program, Publicity Director.....Joe Byars
 Chief Engineer.....Max F. Harper

W G B A

COLUMBUS—1947—ABC-MBS

Frequency: 1460 Kc.....Power: 1000 Watts
 Owned-Operated By...Ga.-Ala. Bdcstg. Corp.
 Business-Studio Address...1213½ Broadway
 Phone Number.....3-3603
 Newspaper Affiliation.....Page Papers
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth, RCA
 Representative.....Branham
 Membership.....NARTB
 President.....A. H. Chapman
 General Manager.....Walter M. Windsor
 Commercial Manager.....A. H. Haack, Jr.
 Program Director.....W. L. Gramer
 Chief Engineer.....William R. Atkinson

W R B L

COLUMBUS—1928—CBS

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By...Columbus Bdcstg. Co.
 Business-Studio Address.....1350 - 13th St.
 Phone Number.....2-0601
 Air Time.....Full Time
 News Service.....INS, UP
 Transcription Service.....Associated
 Representative.....George P. Hollingbery
 Membership.....NARTB, BAB
 Executive Manager.....J. W. Woodruff, Jr.
 Station Manager.....G. A. Gingell
 Commercial Manager.....B. Ed Johnson
 Pro., Pub. Director.....Ridley Bell
 Chief Engineer.....J. A. Gamble

W M J M

CORDELE—1940—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By..Southeastern Bcstg. System
 Business-Studio Address...20th Ave. & B St.
 Phone Number.....666
 News Service.....UP
 President.....James S. Rivers
 General Mgr.....William E. Blizard, Jr.
 Sales Prom. Manager.....O. Grady Cooper
 Program Dir.....Bryant Lane
 Chief Engineer.....Bruce Smith

W M O C

COVINGTON—1946

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned-Operated By..The Covington News Inc.
 Business Address.....Monticello St.
 Phone Number.....2275

Newspaper Affiliation....."News"
 News Service.....UP
 President.....Belmont Dennis
 Gen. Mgr., Pub. Dir.....W. Thomas Hay
 Station Manager.....Glenn A. Weber
 Commercial Manager.....Cliff Jenkins
 Program Director.....Jerry Keane
 Chief Engineer.....Allan Mills

W B L J

DALTON—1940—MBS-KEYSTONE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Dalton Bdcstg. Corp.
 Business-Studio Address...111 South Pentz St.
 Phone Number.....1180
 Air Time.....6 a.m.-11:15 p.m.
 News Service.....UP
 Transcription Service.....Thesaurus
 Membership.....NARTB, BAB
 President.....H. C. Kenemer
 Gen. Sta. Mgr.....William B. Davies
 Commercial Manager.....Olin H. Kenemer
 Chief Engineer.....John S. Andrews

W D W D

DAWSON—1948—ABC-KBS

Frequency: 990 Kc.....Power: 1000 Watts D.
 Owned-Operated By.....Dawson Bdcstg. Co.
 Trans.-Bus.-Studio Address...Parrott Road
 Phone Number.....416
 News Service.....UP
 Representative.....Indie Sales
 President.....Ed Stevens
 General Manager.....W. C. Woodall, Jr.
 Program Director.....O. W. Parnacott
 Chief Engineer.....Joe Stephens

W G L S

DECATUR—1949

Frequency: 970 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....DeKalb Bcstg. Co.
 Business-Studio Add...546 N. McDonough St.
 Phone Number.....Crescent 6471
 Newspaper Affiliation....."New Era"
 News Service.....UP
 Transcription Service.....Standard
 President.....Guy W. Rutland, Sr.
 Gen., Sta. Mgr.....Sam W. Kane
 Comm. Sales Prom. Mgr.....Al Ciraldo
 Chief Engineer.....Sam Dillard

W D M G

DOUGLAS—1947

Frequency: 860 Kc.....Power 1000 Watts D.
 Owned-Operated By.....WDMG, Inc.
 Business-Studio Address.....620 E. Ward St
 Phone Number.....584
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....SESAC
 Representative.....Dora-Clayton
 Membership.....NARTB, BAB

President..... B. F. J. Timm
 General Mgr..... Mary Jarrard
 Program Director..... Edw. Lund
 Chief Engineer..... Stanley H. Strickland

WMLT

DUBLIN—1945—MBS-GALS-KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Dublin Bdcstg. Co.
 Business Address..... Franklin St.
 Phone Number..... 871
 News Service..... AP
 Transcription Service..... World
 Representative..... Continental Radio Sales
 President..... George T. Morris
 General Manager..... W. Newton Morris
 Program Director..... W. C. Courson
 Chief Engineer..... Lawrence L. Henry

WTJH

EAST POINT—1949—KBS

Frequency: 1260 Kc..... Power: 1000 Watts d.
 Owned-Oper. By Southeastern Bcstg. Sys., Inc.
 Address..... Dodson Drive
 Phone Number..... Franklin 1473
 News Service..... UP
 President..... James S. Rivers
 Commercial Manager..... R. V. Rogers
 Gen. Mgr., Chief Engineer..... Wm. J. Hill, 3rd

W S G C

ELBERTON—1946—MBS-KBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Elberton Bcstg. Co.
 Address..... Elberton
 Manager..... Melvin C. Gorman

WBHB

FITZGERALD—1949—MBS-KBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Ben Hill Bdcstg. Corp.
 Address..... 601 Roanoke Dr.
 Phone Number..... 2077-8
 Air Time..... 6 a.m.-10:30 p.m.
 News Service..... AP
 Transcription Service..... Capitol
 President..... Otto Oriner
 Gen., Sta., Comm. Mgr..... Al H. Evans
 Prog., Prod., Pub. Dir..... Armine H. Wood
 Prog. Dir., Chief Engr..... Charles E. Player

WFPM

FORT VALLEY—1951—KBS

Frequency: 1150 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Peach Belt Bcstg. Co.
 Address..... Roberta Rd.
 Phone Number..... 84
 News Service..... UP
 Representative..... Indie Sales
 President..... Ed Stevens

General Manager..... Jim Honey
 Station Manager..... Hugh Birdsong
 Commercial Manager..... Kenneth Flynt
 Program Director..... Connie Hall
 Chief Engineer..... Charlie Parish

WDUN

GAINESVILLE—1949

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By Northeast Ga. Bdcstg. Co.
 Business-Studio Address..... 217½ S. Main St.
 Phone Number..... 2341
 Air Time..... Full Time
 News Service..... AP
 Transcription Service..... World
 Representative..... Indie Sales
 Membership..... BAB
 Pres., Gen. Manager..... John W. Jacobs, Jr.
 Station Manager..... Jay Still
 Commercial Manager..... Doris Smith
 Program Director..... Joe Franklin
 Chief Engineer..... Les Brooks

W G G A

GAINESVILLE—1941—MBS-KBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Blue Ridge Bdcstg. Co.
 Business Address..... P. O. Box 654
 Phone Number..... 1600
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Representative..... Dora Dodson Agency
 Pres., Gen. Mgr..... Charles A. Smithgall
 Commercial Manager..... James E. Bailey
 Program Director..... Billy Kinsey
 Musical Dir..... James A. Hartley
 Chief Engineer..... F. Keith Brown

WKEU

GRIFFIN—1933—MBS-KBS

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... WKEU, Inc.
 Address..... P. O. Box 155
 Phone Number..... 5507
 News Service..... AP
 Transcription Service..... Lang-Worth
 President, General Mgr..... A. W. Marshall, Jr.
 Com. Mgr., Pgm. Dir..... G. H. Whitley, Jr.
 Chief Engineer..... W. F. Westmoreland

WKLY

HARTWELL—1947

Frequency: 980 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Louie L. Morris
 Business Address..... Box 189, Hartwell
 Phone Number..... 71
 News Service..... UP
 Transcription Service..... Capitol, World
 President..... Louie L. Morris
 Exec. Vice-Pres..... Max G. Plaender
 Asst. Mgr., Prom. Mgr., Pgm. Dir..... Joe Wilder
 Chief Engineer..... Broadus McLane

W B G R
JESSUP—1949—KBS

Frequency: 1370 Kc. Power: 1000 Watts d.
Owned-Operated By... Altamaha Bcstg. Co.
Address... P. O. Box 147
Phone Number... 2444
Air Time... Sunrise-Sunset
News Service... UP
Transcription Service... Capitol
Representative... Dora-Clayton
Pres., General Manager... W. G. Thomas
Sta., Comm. Mgr... George Thompson
Prog., Pub. Dir... Dennis N. Brown
Chief Engineer... Arthur L. Manning

W L A G

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
Newspaper Affiliation... "Daily News"
Air Time... 6 am.-M.
News Service... UP
Transcription Service... World
Representative... Indie Sales
Membership... NARTB, BAB
President... Roy C. Swank
General-Station-Commercial
Manager... Edwin Mullinax
Sales Prom. Mgr... Faye Scarborough
Program Director... John Boggess
Publicity Director... Tom MacRae
Chief Engineer... James McKay

W B M L

MACON—1940—NBC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By... Middle Georgia Bdcstg.
Co.
Business-Studio Address... 230 Second St.
Phone Number... 3-5454
Air Time... Full Time
News Service... AP
Transcription Service... World
Representative... Headley-Reed
Membership... NARTB, BAB
President... E. G. McKenzie
General Manager... E. F. MacLeod
Commercial Manager... George W. Patton
Program Director... Dick Wiethan
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... 2-2505
Air Time... Daytime
News Service... UP
Representative... Walker

Membership... BAB
Pres., Gen. Mgr... Thomas H. Maxwell
Commercial Manager... Donald C. Frost
Program Director... Gordon Price

W M A Z

MACON—1922—CBS

Frequency: 940 Kc. Power: 10,000 Watts
Owned-Oper. By... Southeastern Bcstg. Co.
Address... Bankers Insurance Bldg.
Phone Number... 2-7373
Air Time... Full Time
News Service... UP
Transcription Service... Lang-Worth
Representative... Katz
Pres., Chief Engineer... George P. Rankin
Gen., Sta. Mgr... Wilton E. Cobb
Sales Prom., Comm. Mgr... Frank Crowther
Publicity Director... Ed Pendleton
Chief Engineer... James D. Lawhon

W N E X

MACON—1945—MBS-ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Macon Bcstg. Co.
Business-Studio Address... Bibb Bldg.
Phone Number... 5-3301
Newspaper Affiliation... "Telegraph & News"
Air Time... 5:45 a.m.-12:35 a.m.
News Service... AP
Transcription Service... Thesaurus
Representative... Branham
President... Ed Lowe
General-Station Manager... Alfred Lowe
Business Manager... Emory G. Stroberg
Commercial Manager... Marion Bragg
Program Director... Mrs. Billie Edwards
Publicity Director... Robert R. Savage
Chief Engineer... Charles A. Walker

W F O M

MARIETTA—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By... F. Wilson & A. Jones
Address... P. O. Box 131
Phone Number... 8-3396
News Service... UP
General Manager... Albert L. Jones
Program Director... Alice Bliss
Chief Engineer... Chuck Strauss

W M V G

MILLEDGEVILLE—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By... Jere N. Moore
Business-Studio Address... P. O. Box 307
Phone Number... 250
Newspaper Affiliation... "Union Recorder"
Air Time... Full Time
News Service... UP
Transcription Service... Capitol
Representative... Irene Griffith
Membership... NARTB

President (Owner).....Jere N. Moore
 Gen., Sta., Comm. Mgr.....Michael T. Landy
 Program Director.....Josephine Ragsdale
 Chief Engineer.....Robbie O. Hattaway

W M G A

MOULTRIE—1939—ABC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....John F. Pidcock
 Business-Studio Address.....Tifton Highway
 Phone Number.....999
 Air Time.....Full Time
 News Service.....UP
 Representative.....McKinney, Ayres
 Owner.....John F. Pidcock
 Station, Comm. Mgr.....Roy F. Zess
 Program Director.....Spence Raulerson
 Chief Engineer.....Homer Sloan

W C O H

NEWNAN—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Newnan Bcstg. Co.
 Business-Studio Address.....11 Court Sq.
 Phone Number.....1400
 News Service.....AP
 Transcription Service.....World
 President.....D. T. Manget
 Gen., Comm. Mgr.....J. O. Hardin
 Chief Engineer.....Walter O. Welch

W L A Q

ROME—1947—ABC

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By.....News Publishing Co.
 Address.....209 Broad St.
 Phone Number.....7767
 Newspaper Affiliation....."News Tribune"
 News Service.....AP
 Transcription Service.....World
 Membership.....NARTB
 President.....Mrs. B. H. Mooney, Sr.
 Gen., Sta., Sales Prom. Mgr.....Lee Mowry, Jr.
 Commercial Manager.....Martha Daniel
 Program Director.....Elizabeth Hardin
 Publicity Director.....William Morris
 Chief Engineer.....Dan Scott

W R G A

ROME—1930—MBS-KBS

Frequency: 1470 Kc.....Power: 5000 Watts
 Owned-Operated By.....Rome Bcstg. Corp.
 Bus. Studio Address.....501 Broad St.
 Phone Number.....2-2411
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Walker
 Membership.....NARTB
 Pres. and Gen. Mgr.....Mather Payne
 Secretary-treasurer.....Charles Smithgall
 Commercial Manager.....Pinkie Talley

Program Director.....Jim Roberts
 Chief Engineer.....R. A. Starr

W R O M

ROME—1946

Frequency: 710 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Coosa Valley Radio Co.
 Business-Studio Address.....121 Broad St.
 Phone Number.....2-0833
 Air Time.....Sunrise-sunset
 News Service.....AP
 Representative.....Dora-Clayton
 President.....Dean Covington
 Gen. Mgr.....Edward N. McKay
 Program Director.....Charlie Doss
 Chief Engineer.....Thomas Robertson

W C C P

SAVANNAH—1946—MBS

Frequency: 1450 Kc.....Power: 700 Watts
 Owned-Operated by.....Dixie Bcstg. Co.
 Business-Studio Address.....P. O. Box 943
 Phone Number.....2-4182
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Walker
 Membership.....NARTB
 Pres., Gen. Mgr.....Carter C. Peterson
 Sta., Comm. Mgr.....Weldon Herrin
 Sales Prom. Mgr.....Charles Lipton
 Program Director.....Charles Beresford
 Publicity Director.....Al Jennings
 Chief Engineer.....William Moats

W D A R

SAVANNAH—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WDAR, Inc.
 Business-Studio Address.....34 E. Bryan St.
 Phone Number.....3-8807
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....Pearson
 Membership.....NARTB-BAB
 Pres., Gen. Mgr.....H. Blair Minick
 Commercial Manager.....H. J. Reimers
 Program Director.....James Partain
 Chief Engineer.....Joseph Testo

W F R P

SAVANNAH—1946—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Georgia Bcstg. Co.
 Business-Studio Address.....219 E. Charlton St.
 Phone Number.....3-9642
 Air Time.....6 a.m.-M.
 News Service.....AP
 Representative.....McKinney-Ayres
 Pres., Gen. Sta. Mgr., Pgm. Dir., John F. Pidcock
 Comm., Sls. Prom., Pub. Mgr., John Williams
 Chief Engineer, News Dir., James M. Wilder

WJIV

SAVANNAH—1950

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By WJIV, Inc.
 Bus. Address 128 W. Taylor St.
 Phone 4-7264
 News Service AP
 Representative For Joe
 President W. H. Keller, Jr.
 Commercial Manager Abe Eisenman
 General Manager J. L. Woods
 Sls. Prom. Mgr. Frank Freeman
 Chief Engineer Robert Rivers

WSAV

SAVANNAH—1939—NBC

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By WSAV, Inc.
 Bus. Studio Address Liberty Natl. Bank Bldg.
 Phone Number 3-0234
 Air Time Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative Blair
 Pres., Gen. Sta. Mgr. Harben Daniel
 Comm., Sales Prom. Mgr. Don Jones
 Program Director Robert Shipley
 Publicity Director Susan Perry

WTOC

SAVANNAH—1929—CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By Savannah Bcstg. Co.
 Business-Studio Address 516 Abercorn St.
 Phone Number 2-0127
 Air Time Full Time
 News Service UP
 Transcription Service Lang-Worth
 Representative Katz
 Membership NARTB
 Pres., Gen., Sta. Mgr. William T. Knight, Jr.
 Commercial Manager Ben Williams
 Sales Promotion Manager Sally B. Myer
 Program Director Dwight J. Bruce
 Publicity Director Ben Quick
 Chief Engineer Kyle E. Goodman

WWNS

STATESBORO—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Statesboro Bcstg. System
 P. O. Box 146
 Phone Number 502
 Air Time Full Time
 News Service UP
 Transcription Service World
 Membership NARTB
 Pres., Gen. Mgr. R. H. Thompson
 Sta., Comm. Mgr. Jim Watson
 Chief Engineer Ernie Golieb

WGTA

SUMMERVILLE—1950

Frequency: 950 Kc. Power: 1000 Watts d.
 Owned-Oper. By Tri-State Bcstg. Co.
 Address Box 213
 Phone Number 295
 News Service UP
 Transcription Service Capitol
 President E. C. Pesterfield
 General Manager William B. Farrar
 Program Director Laurence Keown
 Chief Engineer Charles M. Lowry, Jr.

WJAT

SWAINSBORO—1950

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By Jack & Nancy M. Thompson
 Address P. O. Box 371
 Phone Number 2011
 Transcription Service Lang-Worth, Capitol
 News Service UP
 General Manager Jack A. Thompson
 Sta. Mgr., Chief Engr. John H. (Jack) Wiseley
 Program Director Sal Beaumont

WSFT

THOMASTON—1947—MBS-KBS

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Oper. By Thomaston Bcstg. Co.
 Business-Studio Address P. O. Box 689
 Phone Number 2187
 Newspaper Affiliation "Times" and
 "Free Press"
 Air Time Daytime
 Transcription Service World
 News Service AP
 Membership BAB
 President J. B. Hardy
 General Station Manager S. J. Corswell
 Comm., Sales Prom. Mgr. C. T. Thomas
 Program Director Bill Houle
 Chief Engineer R. D. Wharton

WKTG

THOMASVILLE—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Southern Bcstg. System, Inc.
 Address Bank of Thomas County Bldg.
 Phone Number 1501
 News Service AP
 Air Time Daytime
 Transcription Service World, Thesaurus
 Representative Clark, Clayton
 Pres., Gen. Mgr. W. F. Scott, Jr.
 Sta., Comm. Manager L. T. Porter
 Chief Engineer Bruce E. Singleton

WPAX

THOMASVILLE—1922

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By H. Wimpy
 Business-Studio Address 117 Remington Ave.

Phone Number909
 News ServiceUP
 Transcription ServiceCapitol
 Owner, Gen. Mgr.H. Wimpy
 Commercial Manager.....Al Feinberg
 Chief Engineer.....James Poole

WTWA

THOMSON—1947—MBS-KBS

Frequency: 1240 Kc.Power: 250 Watts
 Owned-Oper. By ..Hickory Hill Bcstg. Co., Inc.
 Business Address.....215 Lumpkin St.
 Phone Number777
 Air TimeFull Time
 News ServiceUP
 Transcription ServiceWorld
 MembershipNARTB, BAB
 President.....Edgar H. Kobak
 Chief Engineer.....Edward W. Williams, Jr.

WWGS

TIFTON—1947—MBS

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Oper. By.....Tilton Bcstg. Corp.
 Address.....Graham Bldg.
 Phone Number.....921
 Air TimeFull Time
 News ServiceUP
 Transcription ServiceCapitol
 Representative.....Thomas F. Clark
 President.....W. A. Graham
 Gen., Comm. Mgr.....James E. Graham
 Program Director.....Carl Wendell
 Chief Engineer.....John Gilmore

WLET

TOCCOA—1941—MBS

Frequency: 1420 Kc.Power: 1000 Watts
 Owned-Operated By.....R. G. Letourneau
 Address.....423 Prather Bridge Rd.
 Phone Number544
 Air Time6 a.m.-Sunset
 News ServiceUP
 Transcription ServiceThesaurus
 Representative.....Thomas F. Clark
 MembershipNARTB
 President.....R. G. Letourneau
 Sta. Mgr., Prog. Dir.Virgle E. Craig
 Comm., Sls. Prom. Mgr.....Roy Gaines
 Chief Engineer.....C. H. Sutton

WGAF

VALDOSTA—1951—ABC

Frequency: 910 Kc.Power: 5000 Watts
 Owned-Operated By.....Valdosta Bcstg. Co.
 Address.....116 W. Hill Ave.
 Phone Number910
 News ServiceAP
 Transcription ServiceThesaurus
 Representative.....John E. Pearson
 Pres., Gen. Mgr.....George B. Cook
 Publicity Director.....Betty McCraney
 Chief Engineer.....N. V. Pieler

WGOV

VALDOSTA—1941—MBS

Frequency: 950 Kc.Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....WGOV, Inc.
 Address.....Daniel Ashby Hotel
 Phone Number1420
 Air Time.....6 a.m.-12 M.
 News ServiceUP
 RepresentativeFor Joe
 President.....Wm. H. Keller, Jr.
 General Mgr.....A. B. Smith
 Program Director.....Jack Jackson
 Sales Prom. Mgr.....Vince Randolph
 Chief Engineer.....Lester Q. Hall

WVOP

VIDALIA—1946—MBS-KBS

Frequency: 970 Kc.Power: 1000 Watts
 Owned-Operated By.....Vidalia Bcstg. Co.
 Address.....Box 391, Mt. Vernon Rd.
 Phone Numbers.....327, 693
 Air TimeDaytime
 News ServiceUP
 Transcription Service.....World, Cole
 MembershipNARTB
 Business Manager.....Howard C. Gilreath
 Prog. Dir., Prom. Mgr.....Robert Smith
 Publicity Director.....R. E. Ledford
 Chief Engineer.....H. L. Dorough

WACL

WAYCROSS—1951

Frequency: 570 Kc.Power: 1000 Watts d.
 Owned-Operated By.....Teletronics Inc.
 Address.....Memorial Drive
 Phone Number3068
 News ServiceAP
 Transcription ServiceLang-Worth
 MembershipBAB
 Pres., Gen. Mgr.....James S. Rivers
 Station Manager.....Robert C. Lay
 Commercial Manager.....J. Lamar Goldwire
 Chief Engineer.....Lloyd E. McKinney

WAYX

WAYCROSS—1936—MBS-KBS-GALS

Frequency: 1230 Kc.Power: 250 Watts
 Owned-Operated By.....Jack Williams
 Business-Studio Address...1600 Carswell Ave.
 Phone Number965
 Newspaper Affiliation“Journal-Herald”
 Air Time.....6:30 a.m.-M.
 News ServiceUP
 Transcription Service.....World, Capitol
 RepresentativeHal Holman
 MembershipNARTB
 President.....Jack Williams
 Sta., Comm. Mgr.....John J. Tobola
 Sales Prom. Mgr.....Tommy Edwards
 Chief Engineer.....Curtis Frazier

W R L D

WEST POINT—1940—ABC-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Valley Bcstg. Co., Inc.
 Business Address... P. O. Box 310
 Phone Number... 2-2771
 Newspaper Affiliation... Valley Daily Times News
 Air Time... 6 a.m.-11 p.m.
 News Service... AP
 Transcription Service... Thesaurus
 Representative... Joseph H. McGillvra
 Membership... BAB
 Pres., Gen. Mgr... J. C. Henderson
 Publicity Director... Dorothy Forester

Sta., Comm. Mgr... Jim Murphy
 Program Director... Aileen Love
 Chief Engineer... Jay H. Lamb

W I M O

WINDER—1952

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Operated By... Winder-Monroe Bcstg.
 Phone Number... 4831
 News Service... UP
 President... W. C. Woodall, Jr.
 Gen., Comm. Mgr... C. H. Grider
 Prog. Dir., Prom. Mgr... R. A. Jones
 Chief Engineer... W. R. Powell

IDAHO

*Pop. April 1, 1953 (Est.) 617,000 — Total Housing Units 191,000
 Families April 1, 1953 (Est.) 174,000 — Stations in State 23*

K B L I

BLACKFOOT—1951

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... William I. Palmer
 Address... Yellowstone Ave.
 Phone Number... 780
 Comm., Sta. Manager... Carl Winther
 Program Director... Vannie Winther
 Chief Engineer... Myron "Mike" May

President... Frank C. Carman
 Gen., Sta. Mgr... Milo J. Petersen
 Commercial Manager... Lou Clemens
 Program Director... Del Lundbom
 Chief Engineer... Le Roy O'Loughlin

K D S H

BOISE—1947—CBS

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Operated By... Boise Valley Bcstrs., Inc.
 Business-Studio Address... 311 N. 10th St.
 Phone Number... 780
 Air Time... 6 a.m.-M.
 News Service... UP
 Transcription Service... Lang-Worth
 Representative... Free & Peters
 Membership... BAB
 Pres., Gen. Mgr... H. Westerman Whillock
 Sta., Comm. Mgr... Earl Glade Jr.
 Local Sales Mgr... George Ganz Jr.
 Chief Engineer... James Johntz Jr.

K I D O

BOISE—1928—NBC

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By... KIDO, Inc.
 Business-Studio Add... Chamber of Comm. Bldg.
 Phone Number... 2-4611
 Air Time... 6 a.m.-12M.
 News Service... UP
 Transcription Service... Thesaurus
 Representative... John Blair
 Membership... NARTB, BAB
 President... Georgia M. Davidson
 General Mgr... Walter E. Wagstaff
 Commercial Mgr... Hugh Shelley
 Program Dir... Jack Link
 Chief Engineer... Harold W. Toedemeier

K B I O

BURLEY—1947

ABC-ROCKY MT. NET

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... KBIO, Inc.
 Business-Studio Address... P. O. Box 461
 Phone Number... 10
 News Service... UP
 Transcription Service... World
 Representative... Donald S. Cooke
 President... Jessica L. Longston
 Commercial Manager... George MacDonald
 Gen., Sta. Mgr... K. Clark
 Program Director... Roy Lamont
 Chief Engineer... Donald Lockwood

K G E M

BOISE—1946—ABC

Frequency: 1140 Kc. Power: 10,000 Watts
 Owned-Oper. By... Idaho Bcstg. & Telev. Co.
 Business-Studio Address... 5601 Cassia
 Phone Number... 4-3511
 Air Time... 6 a.m.-1 a.m.
 News Service... UP
 Transcription Service... World
 Representative... George P. Hollingbery
 Membership... NARTB

KCID

CALDWELL—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Caldwell Bcastg. Co.
 Business-Studio Address P. O. Box 1052
 Phone Number 9-7444
 Air Time 6:30 a.m.-10:30 p.m.
 News Service UP
 Transcription Service World
 Pres., Comm. Mgr. Clair B. Hull
 Sta., Gen. Mgr., Prog. Dir. F. H. Borton
 Chief Engineer Richard Lewis

KVNI

COEUR D'ALENE—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Coeur d'Alene Bcastg. Co.
 Business-Studio Address Blackwell Island
 Phone Number 900
 Newspaper Affiliation The Press
 Air Time 6 a.m.-11 p.m.
 Transcription Service Capitol
 President Burl C. Hagadone
 Gen., Sta., Comm., Prom. Mgr. Wayne E. Olsen
 Pgm., Pub. Dir. Bernard V. Merriman
 Chief Engineer Don Schafer

KID

IDAHO FALLS—1928—CBS

Frequency: 590 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By Idaho Radio Corp.
 Business-Studio Address Park & C St.
 Phone Number 4
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus
 Membership NARTB
 President A. W. Schweider
 General-Station Manager C. N. Layne
 Commercial Manager Leonard Wasden
 Program Director Roy Southwick
 Chief Engineer Carrol Secrist

KIFI

IDAHO FALLS—1946—ABC-MBS
 INTERMOUNTAIN

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Eastern Idaho Bcastg. &
 Television Co.
 Bus-Studio Address No. Yellowstone Hiway
 Phone Number 1054
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative Avery-Knodel
 Membership NARTB
 Pres., Gen. Mgr. J. M. Brady
 Station Manager John R. Taylor
 Program Director Hal Simmons
 Publicity Director Wayne Davis
 Chief Engineer George Stone

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 3-1551
 Air Time Full Time
 News Service UP
 Transcription Service Thesaurus
 Representative Weed and Company
 Membership NARTB, BAB
 General Manager H. E. Studebaker
 Station Manager Donald Thomas
 Commercial Manager Thomas Decker
 Program Director Bill Dodel
 Chief Engineer Gene Wilson

KRPL

MOSCOW—1947—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Interstate Radio, Inc.
 Business Address P. O. Box 396
 Phone Number Moscow 2283
 News Service AP
 Transcription Service SESAC
 Representative Walter Biddick (Pacific Coast)
 Membership NARTB
 President Ted R. Farrier
 Gen., Sta. Mgr., Pgm. Dir. Bert McAllister
 Comm., Sales Prom. Mgr. J. V. Cooney
 Chief Engineer Herbert D. Young

KFXD

NAMPA—1930—MBS
 INTERMOUNTAIN

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Oper. By Frank E. Hurt & Son
 Business Address Box 891
 Phone Number 6-4611
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Capitol
 Representative Avery-Knodel
 President Edward P. Hurt
 General Manager Doyle Cain
 Program Director Shirl Black
 Chief Engineer G. M. Rose

KWAL

OSBURN—1938—MBS

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Operated By Silver Bcastg. Co.
 Business-Studio Address Osburn
 Phone Number 8-2111
 Transcription Service World
 Representative Hal Holman
 Membership NARTB
 President Dr. J. R. Binyon
 Gen., Sta., Comm. Manager R. G. Binyon
 Program Director George Shreve
 Publicity Director Jane Cantrell
 Chief Engineer G. Turner Dreher

KJRL

POCATELLO—1946—CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Radio & Telev. Corp. of Idaho
 Address. 1140 Yellowstone Ave.
 Phone Number. 1240
 Newspaper Affiliation. Idaho State Journal
 News Service. UP
 Transcription Service. Capitol
 Representative. CBS Radio Spot Sales
 Membership. NAB
 Pres., Gen. Mgr. Burl C. Hagadone
 Gen., Comm. Mgr. Louis F. Haller
 Prog., Pub. Dir. Dick Wright
 Chief Engineer. Julian Dennis

KSEI

POCATELLO—1926—NBC

Frequency: 930 Kc. Power: 5000 Watts
 Owned-Operated By. Radio Service Corp.
 Business-Studio Address. Hotel Whitman
 Phone Number. 4000
 Air Time. 6 a.m.-12M.
 News Service. UP
 Transcription Standard. Lang-Worth, Thesaurus
 Representative. Weed and Co.
 Membership. NARTB, BAB
 President. O. P. Soule
 Gen., Comm. Mgr. Henry H. Fletcher
 Publicity Dir. Olive M. Leoney
 Program Director. Ruthe A. Fletcher
 Chief Engineer. Ellis W. Call

KWIK

POCATELLO—1946—ABC-MBS
 INTERMOUNTAIN

Frequency: 1440 Kc. Power: 1000 Watts
 Owned By. Eastern Idaho Bcstg. & TV Co.
 Business-Studio Address. Hotel Bannock
 Phone Number. 3400
 News Service. AP
 Transcription Service. World
 Representative. Avery-Knodel
 Membership. NARTB, BAB
 President. James M. Brady
 Gen., Sta. Mgr. Charles Crabtree
 Commercial Manager. Don W. Burden
 Program Director. Earl Bingham
 Chief Engineer. Delbert Williams

KPST

PRESTON—1948—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Voice of The Rockies, Inc.
 Business-Studio Address. Box 192
 Phone Number. 600
 Transcription Service. Associated
 President. Leon Smith

Gen., Sta. Mgr. Rulon Dunn
 Commercial Mgr. M. S. Stocking
 Chief Engineer. D. A. Nash, Jr.

KRXK

REXBURG—1951

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By. Snake River Radio & TV Co., Inc.
 Address. Box 301
 Phone Number. 700, 701
 News Service. AP
 Transcription Service. Capitol, Thesaurus
 President. Dr. M. F. Rigby
 Gen. Mgr., Chf. Engr. Howard R. Chapman
 Program Director. James G. Clawson

KSPT

SANDPOINT—1949—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By. Bauer Bcstg. Co.
 Business Address. Dover Rd.
 Phone Number. 555
 News Service. UP
 Transcription Service. Standard
 Pres., Gen. Mgr. Norman Bauer
 Program Director. Bill Banks
 Chief Engineer. William Frey

KEEP

TWIN FALLS—1946—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By. Radio Sales Corp.
 Business Address. Blue Lakes Blvd.
 Phone Number. 3002
 Air Time. 6 a.m.-12M.
 News Service. UP
 Membership. BAB
 President. D. Spencer Grow
 Station Manager. Dewain Silvester
 Program Director. Paul Droubay

KLIX

TWIN FALLS—1946—MBS-ABC

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Operated By. Southern Idaho Bcstg. & Television Co.
 Business-Studio Address. Elizabeth Blvd.
 Phone Number. 2820
 Air Time. 4:30 a.m.-1:00 a.m.
 News Service. AP
 Transcription Service. Capitol, MacGregor, Associated
 Representative. Avery-Knodel
 Membership. NARTB, BAB
 V.P., Gen. Sta. Mgr. Frank C. McIntyre
 Commercial Mgr. Juneau H. Shinn
 Program Director. Don Allen
 Sales Promotion Manager. Bob Weggeland
 Chief Engineer. Lloyd James

It's a fact...

Radio reaches and sells more people at far lower cost than any other medium.



It's also a fact...

WGN reaches more homes per week than any other Chicago station*... one reason why more grocery and drug advertisers buy WGN than any other major station in the second largest market in the nation!

*BMB... Study No. 2



Chicago 11
Illinois

50,000 Watts

720

On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

K T F I

TWIN FALLS—1928—NBC

Frequency: 1270 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By.....Radio Bcstg. Corp.
 Business-Studio Address.....241 Main Ave. W.
 Phone Number.....2400
 Air Time.....6 a.m.-12M.
 News Service.....UP
 Transcription Service.....Standard, Lang-Worth
 Representative.....Weed
 Membership.....NARTB, BAB
 President.....O. P. Soule
 Gen.-Station-Comm. Manager...F. M. Gardner
 Sales Prom. Mgr.....K. W. Montgomery
 Program Director.....Jack Farrar
 Chief Engineer.....Marvin Hartley

K W E I

WEISER—1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Bcst. Co.
 Business-Studio Address.....Box 791
 Phone Number.....700
 News Service.....AP
 Transcription Service.....Capitol
 Membership.....BAB
 President.....M. V. Ling
 Commercial Manager.....S. B. Hale
 Sales Prom. Mgr., Ch. Eng....Edwin C. Miller
 Program Director.....Robert Rigler

ILLINOIS

*Pop. April 1, 1953 (Est.) 9,214,000 — Total Housing Units 2,593,000
 Families April 1, 1953 (Est.) 2,579,000 — Stations in State 78*

W O K Z

ALTON—1948—KBS

Frequency: 1570 Kc. Power 1000 Watts
 Owned-Operated By.....WOKZ, Inc.
 Address.....Hotel Stratford
 Phone Number.....3-5506
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Standard
 Station Representative.....Sears & Ayer
 Membership.....BAB
 President.....Edward A. Wheeler
 Gen. Sta., Comm. Mgr.....William R. Tedrick
 Prom. Mgr., Publ. Dir.....Allan Riehl
 Program Director.....Clyde Wiseman
 Chief Engineer.....C. L. Kennedy

News Service.....UP
 Transcription Service.....SESAC
 Co-o., Gen., Comm. Mgr....Leonard M. Johnson
 Co-o., Program Director...Leonard F. Johnson
 Chief Engineer.....Julian Emlen

W I B V

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
 News Service.....AP
 Representative.....Indie Sales
 Membe:ship.....BAB
 President.....John W. Lewis
 Gen. Mgr., Pgm. Dir.....Paul O. Godt
 Comm., Prom. Mgr., Pub. Dir...Clarence Keller
 Chief Engineer.....Marvin Mollering

W M R O

AURORA—1938

Frequency: 1280 Kc.....Power: 250 Watts, d.
 Owned-Operated By.....Martin R. O'Brien
 Business-Studio Address.....184 S. River
 Phone Number.....4215
 News Service.....INS
 Transcription Service.....Lang-Worth
 Pres., Gen., Sta. Mgr.....Martin R. O'Brien
 Comm., Sales Prom. Mgr.....Vincent G. Cofey
 Prog., Publ. Dir.....Jeanne M. Doran
 Chief Engineer.....John Kitner

W J B C

BLOOMINGTON—1924—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....Bloomington Bcstg. Corp.
 Address.....209 E. Washington
 Phone Number.....5281
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Thesaurus, World
 Representative.....Rambeau
 Membership.....NARTB, BAB
 President.....Loring C. Merwin
 General Sta., Manager...Warner C. Tidemann
 Commercial Manager.....Harry Swift
 Program Director.....Gus Grebe
 News Director.....Keith Bright
 Chief Engineer.....Fred L. Bailey

W A V A

AVA—1951

Frequency: 1580 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Johnson & Johnson
 Address.....P. O. Box 18
 Phone Number.....3311

W C F L

LOWEST COST PER THOUSAND
OF ANY 50,000 WATT STATION
IN CHICAGO

FOR DETAILS
CONTACT

PEGGY STONE
Radio-TV Representatives, Inc.
480 Lexington Ave.
New York City

MARTY HOGAN
WCFL
Chicago, Ill.

WKRO**CAIRO—1942—MBS**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By..... Oscar C. Hirsch
 Business Address..... Box 311
 Phone Number..... 1490
 Air Time..... Full Time
 News Service..... UP
 Representative..... John E. Pearson
 Membership..... NARTB, BAB
 Owner-Chief Engr..... Oscar C. Hirsch
 Gen.-Station-Comm. Mgr..... Merrill C. Currier

WBYS**CANTON—1947—KBS**

Frequency: 1560 Kc. Power: 250 Watts, d.
 Owned-Operated By... Fulton Co. Bcstg. Co.
 Business-Studio-Transmitter... East Lynn Limits
 Phone Number..... 1877
 Air Time..... Sunrise-Sunset
 News Service..... AP
 Transcription Service..... World
 President..... H. R. Winsor

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
 News Service..... AP
 Transcription Service..... Thesaurus
 Membership..... NARTB, BAB
 Gen., Sta. Mgr., Chf. Engr..... Paul F. McRoy
 Commercial Manager..... Walter Schafer

WROY**CARMI—1948—KEYSTONE**

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Oper. By..... Carmi Bdcstg Co.
 Address..... 101 South Walnut Street
 Phone Number..... 4161
 News Service..... UP
 Transcription Service.... Lang-Worth, SESAC
 Representative..... Sears & Ayer, Inc.
 Membership..... NARTB, BAB
 President..... Roy Clippinger
 General Manager..... R. W. Cartier
 Commercial Manager..... Jack Wiedemann
 Program Director..... William Baker
 Chief Engineer..... Gene McLin

WCAZ**CARTHAGE—1921**

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Superior Bcstg. Service, Inc.
 Business-Studio Address.... 502 Wabash Ave.
 Phone Number..... 520
 Air Time..... Daytime
 President..... Zola Compton

WCNT**CENTRALIA—1946**

Frequency: 1210 Kc. Power: 1000 Watts, d.
 Owned-Operated By..... Southern Illinois
 Broadcasting Corp.
 Business-Studio-Transmitter..... Centralia
 Phone Number..... 5151
 News Service..... UP
 Transcription Service..... Standard
 President..... C. W. Rodgers
 Gen., Sta., Comm. Mgr..... Merle G. Rogers
 Program Director..... Ken Scott
 Chief Engineer..... Dwight North

WDWS**CHAMPAIGN—1937—CBS**

Frequency: 1400 Kc. Power: 250 Watts
 Owner... The Champaign News Gazette, Inc.
 Business Address..... 48 Main St.
 Phone Number..... 6-1855
 Air Time..... 7 a.m. M.
 News Service..... UP
 Transcription Service..... World
 Representative... Robert Meeke & Associates
 Membership..... NARTB
 President..... Mrs. Helen M. Stevick
 General Manager..... J. A. McDermott
 Station Manager..... Marc Howard
 Chief Engineer..... Robert Schenke

WAAF**CHICAGO—1922**

Frequency: 950 Kc. Power: 1000 Watts, d.
 Owned-Operated By..... Corn Belt Pub., Inc.
 Business Address..... 221 N. LaSalle St.
 Phone Number..... Randolph 6-1932
 News Service..... UP
 Transcription Service..... Standard
 Representative..... Burn-Smith Co., Inc.
 President..... Ward A. Neff
 Vice-President..... W. E. Hutchinson
 Sta., Comm., Prom. Mgr..... Thomas L. Davis
 Prog., Publ. Director..... Bill Bauer
 Chief Engineer..... Carl W. Ulrich

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
 Air Time..... Unlimited
 News Service..... UP
 Transcription Service..... Standard
 Representative..... Radio-TV Reps., Inc.
 Pres., Gen. Mgr..... Arthur F. Harre
 Commercial Mgr..... Marty Hogan
 Program Director..... Robert A. Platt
 Chief Engineer..... Charles E. Willett

WAIT

CHICAGO—1941

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Operated By Radio Station WAIT
 Bus.-Studio Address 75 E. Wacker Dr.
 Phone Number Franklin 2-0660
 News Service UP
 Transcription Service Standard
 Representative Young
 President Gene T. Dyer
 General Manager Earl Withrow
 Program Director Rosemary Pitru
 Chief Engineer Edward W. Jacker

WBBM

CHICAGO—1923—CBS

Frequency: 780 Kc. Power: 50,000 Watts
 Owned By CBS, Inc.
 Operated By CBS Radio Division
 Address 410 N. Michigan Ave.
 Phone Number Whitehall 4-6000
 Air Time Full Time
 News Service AP, UP
 Transcription Service Associated
 Representative CBS Radio Spot Sales
 President Frank Stanton
 Vice-Pres., Gen. Mgr. H. Leslie Atlass
 Asst. Gen. Mgr. Kenneth B. Craig
 Commercial Manager C. G. Johnston
 Program Director Al Bland
 Sales Prom. Mgr. C. W. Doebler
 Chief Engineer J. F. Hovy

WCBD

CHICAGO-ZION—1947

Frequency: 820 Kc. Power: 5000 Watts
 Owned-Oper. By Michael J. Mintern
 Business Address 2714 Enoch Ave., Zion
 Phone Number 521
 Managing Director Michael J. Mintern
 Commercial Manager Carl Q. Lee

WCRW

CHICAGO—1926

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By Clinton R. White
 Address 2756 Pine Grove Ave.
 Phone Number EAstgate 7-6860
 General Manager J. A. White

WEDC

CHICAGO—1926

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Emil Denemark, Inc.
 Address 3860 W. Ogden Ave.
 Phone Number CRawford 7-4100
 Air Time Full Time
 News Service UP
 President Emil Denemark
 Gen.-Station-Comm. Mgr. Frank J. Kotnour

Program, Publicity Director Bill Mack
 Chief Engineer John R. Rimicci

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 ANdover 3-0800
 News Service AP, UP
 Representative ABC Spot Sales
 President (ABC) Robert E. Kitner
 Vice Pres. Gen. Div. ABC John H. Norton, Jr.
 Station Manager Edward Lynch
 Promotion Manager Jim Duffy
 Program Director Burr E. Lee
 Chief Engineer Ed Horstman

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
 News Service UP
 Transcription Service Associated
 General, Station Manager John A. Dyer
 Commercial Mgr. Elizabeth M. Hinzman
 Sales Promotion Maager K. P. Freda
 Program Director Herbert Rudolph
 Chief Engineer William Shunk

WGN

CHICAGO—1924—MBS

Frequency: 720 Kc. Power: 50,000 Watts
 Owned-Operated By WGN, Inc.
 Bus.-Studio Address 441 N. Michigan Ave.
 Phone Number SU 7-0100
 Newspaper Affiliation The Chicago Tribune
 Air Time Full Time
 News Service AP, INS, UP
 Transcription Service Standard
 Representative Hollingberry
 Membership NARTB, BAB
 President Col. Robert R. McCormick
 General Sta. Manager Frank P. Schreiber
 Commercial Manager William A. McGuineas
 Sales Promotion Manager Charles A. Wilson
 Program Director Bruce Dennis
 Publicity Director James Hanlon
 Dir. of Engineering Carl J. Meyers

(See Page 402)

WHFC

CHICAGO—1925

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WHFC, Inc.
 Address 3350 S. Kedzie Ave., Chicago 23, Ill.
 Phone Numbers Cliffside 4-7411,
 Townhall 3-6305
 Air Time Full Time
 News Service AP
 Pres.-Gen. Mgr. Richard W. Hoffman

*The Purpose of Advertising
is to get*

RESULTS

Evidence of WLS position as a result producing medium for advertising is found in the impressive group of advertisers who, like those listed below, use the station consistently year after year. They and many others have found that listener loyalty to WLS extends to the station's advertisers — and that midwest people *buy* the products they hear about on WLS.

Listener loyalty produces advertising results.

Bristol-Myers	9 yrs.	Pioneer Hibred Co.	16 yrs.	Colgate-Palmolive-Peet	10 yrs.
Ralston-Purina	12 yrs.	Chrysler Corp.	8 yrs.	Vick Chemical Co.	14 yrs.
Allied Mills	14 yrs.	Oshkosh Overall Co.	16 yrs.	Murphy Products Co.	21 yrs.
Block Drugs	9 yrs.	Procter & Gamble	16 yrs.	Groves Laboratories	10 yrs.
Campbell Cereal Co.	23 yrs.	Carter Medicine Co.	15 yrs.	Sterling Drug	9 yrs.
Consolidated Products	12 yrs.	Flex-O-Glass	16 yrs.	Keystone Steel &	
Phillips Petroleum	9 yrs.	Lever Bros.	8 yrs.	Wire Co.	21 yrs.
General Foods	9 yrs.	Hulman & Co	13 yrs.	Metropolitan Life Ins.	8 yrs.
Standard Brands	7 yrs.	Little Crow Milling Co.	14 yrs.		

50,000 WATTS
CLEAR CHANNEL



ABC NETWORK
890 KILOCYCLES

The
PRAIRIE
FARMER
STATION

CHICAGO 7

REPRESENTED BY JOHN BLAIR & CO.

Station Manager..... Marie E. Clifford
 Comm., Prom. Mgr..... Flo Summers
 Program Director..... R. Kennedy
 Chief Engineer..... Elmer P. Hayes

WIND CHICAGO—1926

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Johnson Kennedy Radio Corp.
 Bus.-Studio Address.....400 N. Michigan Blvd.
 Phone Number.....Whitehall 4-2170
 Transcription Service.....Standard
 Air Time.....Unlimited
 News Service.....AP, UP
 Representative.....AM Radio Sales
 President, General Manager.....Ralph L. Atlass
 Commercial Manager.....John T. Carey
 Program Director.....H. Leslie Atlass, Jr.
 Sales Promotion Manager.....Walter Rubens, Jr.
 Publicity Director.....Geraldine Hanson
 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 2-5486
 Air Time.....4 a.m.-sundown
 News Service.....UP
 Transcription Service.....Standard, Capitol, Thesaurus, World
 Representative.....Avery-Knodel
 Membership.....NARTB, BAB
 President.....Marshall Field
 General, Station Manager.....Frederick G. Harm
 Comm., Prom. Mgr.....Robert W. Ward
 Program Director.....Peter G. Moon
 Publicity Director.....Dick McNeeley
 Chief Engineer.....Walter F. Myers

WLS CHICAGO—1924—ABC

Frequency: 890 Kc.....Power: 50,000 Watts
 Owned-Operated By.....Agricultural Bcstg. Co.
 Business Address.....1230 Washington Blvd.
 Phone Number.....MO 6-9700
 Air Time.....Mon. thru Fri: 10 hrs., Sat., 19 hrs.
 News Service.....AP, UP, Overseas N.
 Transcription Service.....Standard
 Representative.....John Blair
 Membership.....NARTB
 President.....James E. Edwards
 Gen., Sta. Mgr.....Glenn Synder
 Commercial Manager.....Charles M. Freeman
 Sales, Prom. Mgr.....Warren W. Middleton
 Program Director.....Harold Safford
 Publicity Director.....John Drake
 Chief Engineer.....Thomas Rowe
 (See Page 107)

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
 Air Time.....Full Time
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus
 Representative.....NBC
 Membership.....NARTB
 President.....Joseph McConnell
 V.P.-General Manager.....Harry Kopf
 Commercial Manager.....Rudi Neubauer
 Sales Promotion Manager.....John Keys
 Program Director.....Homer Heck
 Publicity Director.....Chet Campbell
 Chief Engineer.....Howard Lutgens

WSBC CHICAGO—1925

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Station WSBC
 Business-Studio Address.....2400 W. Madison St.
 Phone Number.....Monroe 6-9060
 News Service.....UP
 Transcription Service.....SESAC
 Representative.....Forjoe
 Gen. Mgr., Pgm. Dir.....Robert O. Miller
 Commercial Manager.....Julius Miller

WHOW CLINTON—1947—LINCOLN NET

Frequency: 1520 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Cornbelt Bcstg. Co.
 Business Address.....401½ S. Side Sq.
 Phone Number.....305
 Representative.....Holman
 President.....J. R. Livesay
 V.P., Gen., Sta. Mgr.....Rolland O. Looper
 Comm., Prom. Manager.....James Williams
 Prog., Publ. Director.....Frank C. Jennings
 Chief Engineer.....R. O. Looper

WDAN DANVILLE—1938—CBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Northwestern Pub. Co.
 Address.....17 W. North St.
 Phone Number.....1700
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Everett-McKinney, Inc.
 Membership.....NARTB, BAB
 Gen., Sta., Comm., Prom. Mgr.....Robert J. Burow
 Program, Publicity Dir.....Honore E. Ronan
 Chief Engineer.....T. G. Magin

W D Z

DECATUR—1921

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By...WDZ Bcstg. Co.
 Business-Studio Address...265 S. Park St
 Phone Number...3-9744
 News Service...UP
 Transcription Service...World, Thesaurus
 Representative...Free & Peters
 Membership...NARTB, BAB
 President...Charles C. Caley
 Gen., Sta. Mgr...Frank C. Schroeder, Jr.
 Commercial Manager...Howard G. Bill
 Program Director...William F. Miller

W S O Y

DECATUR—1925—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By...Illinois Bcstg. Co.
 Address...Rt. 48 at N. Jasper St.
 Phone Number...5371
 Air Time...5:30 a.m.-12:05 a.m.
 News Service...AP
 Transcription Service...Lang-Worth, Capitol
 Representative...Weed
 Membership...NARTB, BAB
 President...Frederick W. Schaub
 General Manager...Merrill Lindsay
 Prom., Comm. Mgr...Charles F. Bruce
 Program Director...Jay Giles
 Chief Engineer...Allan Doyle

W L B K

DE KALB—1947

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Oper. By...DeKalb Radio Studios, Inc.
 Business-Studio Address...153 N. Third St.
 Phone Number...2677
 News Service...AP
 Transcription Service...Capitol
 President...George Spitz
 General Manager...R. C. Brown
 Commercial Manager...L. M. Still
 Program Director...William Beauchamp
 Chief Engineer...Robert Senne

W T M V

EAST ST. LOUIS—1935

Frequency: 1490 Kc. Power: 250 Watts
 Owned By-Operated By...On the Air, Inc.
 Business-Studio Address...5th & Broadway
 Phone Number...Upton 4-4390
 News Service...UP
 Transcription Service...SESAC
 Representative...Sears & Ayer
 General Manager...Frank J. Prendergast
 Asst. Manager...Elmer Willrich
 Program Director...Dan Stenqel
 Chief Engineer...Erle E. White

W C R A

EFFINGHAM—1947

Frequency: 1090 Kc. Power: 250 Watts, d.
 Owned-Operated By...Effingham Bcstg. Co.
 Business-Studio Address...110 N. Banker St.
 Phone Number...1090
 Air Time...Daytime
 News Service...UP
 Transcription Service...Capitol
 Membership...NARTB
 President...Joseph E. McNaughton
 General Manager...Jack Armel
 Chief Engineer...G. S. Kregotis

W R M N

ELGIN—1949

Frequency: 1410 Kc. Power: 500 Watts
 Owned-Oper. By...The Elgin Bdcstg Co.
 Address...Fox Hotel
 Phone Number...7700-1
 News Service...UP
 Transcription Service...Lang-Worth
 Representative...Joseph Hershey MvGillvra
 President...Joseph E. McNaughton
 Gen., Sta., Comm. Mgr...Dick Sutter
 Prog. Dir., Chf. Engr...George J. Merker

W N M P

EVANSTON—1946

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Operated By...Evanston Bcstg. Co.
 Business-Studio-Transmitter...2201 Oakton St.
 Phone Number...Greenleaf 5-1590
 Air Time...Sunrise-sunset
 News Service...INS
 Transcription Service...Capitol, Standard
 Membership...NARTB, BAB
 President...Fred S. Newton
 Gen., Sta., Comm. Mgr...Angus D. Pfaff
 Production Director...Lee P. Mehlig
 Chief Engineer...Albert Griffin

W F R L

FREEPORT—1947

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By...Freeport Bcstg. Co., Inc.
 Business-Studio Address...9 N. Chicago Ave.
 Phone Number...State 436
 News Service...AP
 Representative...Sears & Ayer
 Pres., Gen. Mgr., Ch. Engr...Vincent S. Barker
 Commercial Manager...Dave Taylor
 Program Director...Ralph Reynolds

W G I L

GALESBURG—1938

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By...Galesburg Bcstg. Co., Inc.
 Business Address...312 Hill Arcade
 Phone Number...4626
 Newspaper Affiliation...“Daily Register Mail”

Air Time..... 6 a.m.-M.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Wm. G. Rambeau
 President.....Mrs. O. N. Custer
 Sta., Gen. Mgr.....Robert W. Frudeger
 Commercial Mgr.....Roger L. Hoffman
 Program Director.....G. F. Thoma
 Chief Engineer.....H. H. Frederick

W E B Q

HARRISBURG—1923—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Harrisburg Bcstg. Co.
 Business-Studio-Transmitter.....100 E. Poplar St.
 Phone Number.....28
 Air Time.....Full Time
 News Service.....UP
 Membership.....NARTB, BAB
 Gen.-Station-Comm. Mgr.....Inglls M. Taylor
 Sales Prom. Mgr.....Ken Hamilton
 Program Director.....Dorice Turner
 Publicity Director.....Eddie Wise
 Chief Engineer.....Elmer L. Gladson

W J P F

HERRIN—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Orville W. Lyerla
 Business-Studio Address.....P. O. Box 179
 Phone Number.....382
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson
 Membership.....NARTB, BAB
 President.....Orville W. Lyerla
 General Manager.....Charles R. Cook
 Sales Promotion Manager.....Fred Simmons
 Chief Engineer.....Ben Orf

W L D S

JACKSONVILLE—1941

Frequency: 1180 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Jacksonville Radio &
 TV B'csting Corp.
 Business-Studio.....Fox-Illinois Theater Bldg.
 Phone Number.....1180
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....World
 Newspaper Affiliation....."Journal-Courier"
 Representative.....Hal Holman
 Membership.....NARTB, BAB
 President.....Robert A. Fay
 V.-P., Gen., Sta. Mgr.....R. Karl Baker
 Program Director.....T. J. Fairburn
 Chief Engineer.....G. J. Cassens

W J O L

JOLIET—1926

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Joliet Bcstg. Co.
 Business-Studio-Transmitter.....601 Walnut St.
 Phone Number.....4761
 Air Time.....7 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Holman
 Membership.....BAB
 President.....Calvin Wilson
 Gen.-Sta.-Comm. Mgr.....Joseph J. Garvey
 Promotion Manager.....Marion Warner
 Program Director.....Eileen Caron
 Chief Engineer.....Lester DeCosta

W K A N

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.....3-8633
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....World
 Representative.....Hal Holman
 Membership.....NARTB
 President.....Leslie C. Small
 General Manager.....Burrel Small
 Station Manager.....Bruce Brown
 Commercial Manager.....Robert Hawkins
 Program Director.....Orren Allain
 Chief Engineer.....Richard Eckels

W K E I

KEWANEE—1952

Frequency: 1450 Kc.....Power: 100 Watts
 Owned-Operated By.....Kee Bcstg. Co.
 Address.....207 Baker Bldg.
 Phone Number.....4471
 News Service.....AP
 Transcription Service.....Lang-Worth
 Pres., Gen. Mgr., Chf. Engr.....E. D. Scandrett

W T A Q

LA GRANGE—1950

Frequency: 1300 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....The La Grange Bcstg. Co.
 Address.....Box 408
 Phone Number.....928-W
 Air Time.....Daytime
 Gen., Sta. Mgr., Chief Engr.....Russ Salter
 Commercial Manager.....Ralph Faucher

W L P O

LA SALE—1947

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....La Salle County Bcstg. Co.

Bus. Ad. P. O. Box 215
 Phone Number 3100
 Air Time Daytime
 News Service AP
 Transcription Service RCA, Thesaurus
 Membership NARTB, BAB
 President Peter Miller
 General Commercial Mgr. William Holm
 Program Director Donald Frost
 Pub., News Director Laverne Waltman
 Chief Engineer Lawrence McCann

Owned-Operated By George W. Dodds
 Business Address P. O. Box 228
 Phone Number 824
 News Service AP
 Transcription Service Associated
 Representative Sears & Ayer
 Membership BAB
 Pres., Gen. Manager George W. Dodds
 Commercial Manager Raymond L. Hatley
 Prog. Dir., Sta. Mgr. James W. Duncan
 Chief Engineer Orville D. Jackson

W P R C

LINCOLN—1947—KBS

Frequency: 1370 Kc. Power: 500 Watts d.
 Owned-Oper. By Prairie Radio Corp.
 Address P. O. Box 37
 Phone Number 1370
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative Rambeau
 Membership NARTB
 Pres., Gen. Sta. Mgr. Ray F. Knochel
 Commercial Manager Saunders Devine
 Sales Prom. Mgr. Earle Layman
 Program Director William H. Brady
 Publicity Director J. Evans Crowell
 Chief Engineer Donald Thompson

W L B H

MATTOON—1946

Frequency: 1170 Kc. Power: 250 Watts d.
 Owned-Operated By Mattoon Bcstg. Co.
 Bus.-Studio Address 17th & Broadway Ave.
 Phone Number 6464
 Air Time Local sunrise-local sunset
 News Service AP
 Transcription Service Standard
 Representative Holman
 Membership NARTB, BAB
 President, Gen.-Station Mgr. J. R. Livesay
 Commercial Manager Ken Wooddell
 Sales Promotion Manager Dwain Bower
 Program Director Robert Gwess
 Chief Engineer Ray Livesay

W S M I

LITCHFIELD—1950—KBS

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Oper. By Mid-Illinois Bcstg. Co.
 Address Box 72
 Phone Number 100
 News Service AP
 Air Time Daytime
 Membership BAB
 Pres., Gen. Mgr. Hayward L. Talley
 Chief Engineer Ralph T. Day, Jr.

W M O K

METROPOLIS—1951—KBS

Frequency: 920 Kc. Power: 500 Watts d.
 Owned-Oper. By Fort Massac Bcstg. Co.
 Address P. O. Box 721
 Phone Numbers 2106
 Transcription Service Thesaurus
 News Service UP
 Representative Indie Sales, Inc.
 Membership NARTB, BAB
 Gen., Sta., Comm. Mgr. James H. Firmin
 Program Director J. R. Wetherington
 Chief Engineer Carlos Steel

W K A I

MACOMB—1947

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By The Macomb Bcstg. Co.
 Business-Studio Address 113 E. Carroll St.
 Phone Number 1350
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 Membership NARTB
 Pres., Gen. Mgr. Wm. E. Schons
 Sta., Comm. Mgr. Gene Larsen
 Sales Prom. Mgr. Wayne Kennedy
 Program Director Marvin Schulz
 Chief Engineer Victor Anderson

W Q U A

MOLINE—1946—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Quad-City Bcstg. Corporation
 Address Radio Center
 Phone Number 4-6727
 Air Time Full Time
 News Service AP
 Transcription Service Capitol
 Representative Geo. P. Hollingberry Co.
 President Dalton A. LeMasurier
 Gen., Comm. Mgr. G. LaVerne Flambo
 Promotion Manager Louise Murphy
 Program Director Benne Alter
 Chief Engineer Harold Higby

W G G H

MARION—1949

Frequency: 1150 Kc. Power: 500 Watts d.

W V M C

MOUNT CARMEL—1948—KBS

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Oper. By J. R. Brewer & S. P. Bellinger
 Address P. O. Box 184
 Phone Number 1360
 Air Time Daytime
 News Service UP
 Co-owner James R. Brewer
 Co-owner & Gen. Mgr. Stephen P. Bellinger
 Asst. Manager Vernon Nunn
 Program Director Gil Wallace
 Chief Engineer Eugene D. Garrett

W M I X

MT. VERNON—1946

Frequency: 940 Kc. Power: 1000 Watts d.
 Owned-Oper. By Mt. Vernon Radio & Tel. Co.
 Address 121 1/2 N. 9th St.
 Phone Number 3500
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative John E. Pearson Co.
 President John Russell Mitchell
 General, Commercial Manager James E. Muse
 Program Director Willard J. Purser
 Sales Promotion Manager Claude E. Schoen
 Chief Engineer Alva Hulbert

W O P A

OAK PARK—1950

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Village Bcstg. Co.
 Address 408 S. Oak Park Ave.
 Phone Number VI 8-5760
 Transcription Service Associated
 News Service UP
 President William L. Klein
 General Manager Egmont Sonderling
 Program Director Martin Bouhan
 Chief Engineer Sidney Schneider

W V L N

OLNEY—1947—KBS

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Operated By Olney Bcstg. Co.
 Business-Studio Address Olney
 Phone Number 935
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Representative Hal Holman
 Pres., Gen., Sta. Mgr. Marshall H. Poole
 Prom. Mgr., Prog. Dir. Bert DeBarr
 Chief Engineer Paul Hartsey

W C M Y

OTTAWA—1952

Frequency: 1430 Kc. Power: 500 Watts d.
 Owned-Operated By Carl H. Meyer
 Address P. O. Box 687
 Phone Number 551
 News Service UP
 Transcription Service SESAC
 Representative Sears & Ayer
 Pres., Gen. Mgr. Carl H. Meyer

W P R S

PARIS—1951

Frequency: 1440 Kc. Power: 500 Watts d.
 Owned-Operated By Paris Bcstg. Corp.
 Address 2 Mi. W. Paris on State Rd. 133
 News Service AP
 Transcription Service Capitol
 Membership NARTB
 Pres., Gen., Sta., Comm. Mgr. Adlai C. Ferguson Jr.
 Program Director Carl E. Sunkel
 Chief Engineer William Hunt

W S I V

PEKIN—1945—MBN

Frequency: 1140 Kc. Power: 1000 Watts d.
 Owned-Operated By Pekin Bcstg. Co., Inc.
 Business-Studio Address 15 S. Capitol St.
 Phone Numbers 3400-01
 Air Time Daytime
 News Service AP
 Representative Hal Holman
 Membership NARTB, BAB
 Pres., Gen. Mgr. W. Kenneth Patterson
 Commercial Manager James T. Butler
 Publicity Director George Udry
 Program Director Robert R. Snow
 Chief Engineer W. K. Patterson

W E E K

PEORIA—1946—NBC

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By West Central Bcstg. Co.
 Address Commercial Natl. Bank Bldg.
 Phone Number 3-3688
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NARTB, BAB
 President Sen. Robert S. Kerr
 Gen. Mgr. Fred C. Mueller
 Program Director Robert Fransen
 Publicity Director F. R. Oakley
 Chief Engineer Wayne Lovely

W I R L

PEORIA—1948—ABC—MBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By... Illinois Valley Bcstg. Co.
 Business-Studio Address... 115 N. Jefferson Ave.
 Phone Number 4-9239
 Air Time Full Time
 News Service UP
 Transcription Service Associated
 Representative Avery-Knodel
 President Timothy W. Swain
 General, Station Manager Tom Gavin
 Commercial Manager Joe Faulkner
 Prom., Publ. Dir. Lloyd Harvey
 Prog. Dir. Paul C. Brines
 Chief Engineer Rudolph Luukinen

W M B D

PEORIA—1927—CBS

Frequency: 1470 Kc. Power 5000 Watts
 Owned-Operated By Peoria Brcstg Co.
 Address 212 South Jefferson Street
 Phone Number 6-0711
 Air Time Full Time
 News Service AP, UP
 Transcription Service Thesaurus
 Representatives Free & Peters
 Membership NARTB, BAB
 Pres., Gen. Mgr. Charles C. Caley
 Commercial Manager Harold V. Phillips
 Prom. Mgr., Pub. Dir. Robert M. Riley, Jr.
 Program Director Marvin H. Hult
 Chief Engineer A. James Ebel

W P E O

PEORIA—1950

Frequency: 1020 Kc. Power: 1000 Watts d.
 Owned-Oper. By WPEO, Inc.
 Address 225 Main St.
 News Service UP
 Membership NARTB, BAB
 President William Ware
 Gen., Sta., Prom., Comm. Mgr.
 John R. Livingston
 Prog., Pub. Dir. Gordon Joyner
 Chief Engineer Virgil Taylor

W T V H

PEORIA—1952

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By Hilltop Bcstg. Co.
 Address 410 Fayette St.
 Phone Number 6-8771
 Air Time Full Time
 News Service INS
 Transcription Service Cole
 Representative Sears & Fyer
 Pres., Gen. Mgr. Hugh R. Norman

Sta., Comm. Mgr. O. H. Duewall
 Sales Prom. Mgr. Dorris Duewall
 Prog., Publ. Dir. George B. Norman
 Chief Engineer Walter F. Kean

W G E M

QUINCY—1948—ABC

Frequency: 1440 Kc. Power: 1000 Watts
 Owned-Operated By Quincy Bcstg. Co.
 Business-Studio Address Hotel Quincy
 Phone Number 6840
 Air Time Full Time
 Newspaper Affiliation... Quincy Herald Whig
 News Service UP
 Transcription Service World
 Representative Walker
 Membership NARTB, BAB
 President T. C. Oakley
 General Manager Joseph S. Bonansinga
 Program Dir. Paul McClelland
 Chief Engineer Edmund Derhake

W T A D

QUINCY—1926—CBS

Frequency: 930 Kc. Power: 5000 d.:
 1000 n.
 Owned-Operated By Lee Bcstg., Inc.
 Business-Studio Address W.C.U. Bldg.
 Phone Number 6200
 Air Time Full Time
 News Service AP, UP
 Representative Weed & Co.
 Membership NARTB, BAB
 President Lee P. Loomis
 General Manager Walter Rothschild
 Commercial Manager Lloyd Loers
 Sales Prom. Mgr. John Phillips
 Program Dir. Merritt Milligan
 Chief Engineer Urlin Whitman

W R O K

ROCKFORD—1929—ABC

Frequency: 1440 Kc. Power: 1000 Watts d.:
 500 Watts n.
 Owned-Operated By Winnebago
 Newspapers, Inc.
 Bus.-Studio Address Rockford Newstower
 Phone Number 2-6621
 Air Time Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative Headley-Reed
 President E. K. Todd
 General Manager Walter M. Koessler
 Commercial Manager John J. Dixon
 Publicity Dir. Betty L. Thro
 Program Director Maurice P. Owens
 Chief Engineer Morey Nelson

W H B F

ROCK ISLAND—1925—ABC

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By...Rock Island Bcstg. Co.
 Business-Studio Address ...321 18th St.
 Phone Number6-5441
 Air Time..... Full Time
 News Service UP
 Transcription Service..... Standard, World
 Representative Avery-Knodel
 Membership NARTB, BAB
 President..... Ben H. Potter
 Gen. Sta. Mgr..... Leslie C. Johnson
 Comm., Prom. Mgr..... Maurice Corken
 Program Director..... Forest W. Cooke
 Publicity Director..... Fern R. Hawks
 Chief Engineer..... Robert J. Sinnett

W C V S

SPRINGFIELD—1926—ABC-MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By...WCBS, Inc.
 Business-Studio Address...523 E. Capitol Ave.
 Phone Number9855

Air Time..... Full Time
 News Service AP
 Transcription Service World
 Representative..... Sears & Ayer
 Membership BAB
 President..... H. L. Dewing
 Comm., Prom., Gen. Mgr..... C. W. Neeld
 Program Director..... John Gell
 Chief Engineer..... R. Ashenfelter

W M A Y

SPRINGFIELD—1950—NBC

Frequency: 970 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By..... Lincoln Bcstg. Corp.
 Address711 Myers Bldg.
 Phone Number6963
 Air Time..... Full Time
 News Service UP
 Transcription Service Thesaurus
 Representative..... John E. Pearson
 Membership NARTB
 Pres., Gen., Sta., Comm. Mgr. Gordon Sherman
 Program Director..... Syl Binkin
 Prom., Publ. Dir..... Mel Kempe
 Chief Engineer..... Melvin Feldman

THESE FACTUAL DATA* WILL HELP YOU BUY
 THE QUAD-CITY MARKET

A PREFERRED MARKET
 AMONG THE 162 STANDARD
 METROPOLITAN AREAS

82ND

IN POPULATION

74TH

IN RETAIL SALES

67TH

IN BUYING POWER

11TH

IN EFFECTIVE BUYING
 INCOME per CAPITA

THE information presented here permits you to compare the Quad-City Market with the other (161) metropolitan areas — on a recognized reliable basis — Sales Management's Survey. Naturally, we are gratified that the Quad-Cities have earned such favorable ratings. (And that these cities frequently appear among the preferred-cities-of-the-month.)

To take advantage of this desirable, active market your advertising must reach the majority of Quad-Cities' nearly one quarter million people. This you can achieve with time on WHBF Radio and Television.

* Copyright 1952. Sales Management Survey of Buying Power

Enter Quad-Citian homes through the Front Door with

Quad-Cities' favorite
WHBF AM FM TV
 TELCO BUILDING, ROCK ISLAND, ILLINOIS
 Represented by Avery Knodel, Inc.

WTAX

SPRINGFIELD—1930—CBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: WTAX, Inc.
 Address: Route 66 & E. Cook St.
 Phone Number: 2-4441
 Air Time: Full Time
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Weed
 Membership: NARTB, BAB
 Pres., Gen. Mgr.: Oliver J. Keller
 Commercial Manager: O. J. Keller, Jr.
 Sales Promotion Manager: Bill Miller
 Program Director: John W. Midgely
 Chief Engineer: E. C. Swaringen

WSDR

STERLING—1949

Frequency: 1240 Kc. Power 100 Watts
 Owned-Oper. By: Blackhawk Bdstg. Co.
 Address: 218 1st Ave.
 Phone Number: Main 3400
 News Service: UP
 Transcription Service: Capitol, Lang-Worth
 Membership: NARTB
 Pres., Gen. Mgr.: Sam Bartlett
 Comm. Mgr.: Lillian Bartlett
 Program Director: John Rohwer
 Chief Engineer: Ed Fisher

WTIM

TAYLORVILLE—1951

Frequency: 1410 Kc. Power: 1000 Watts d
 Owned-Operated By: Moyer Bcstg. Co.
 Phone Number: 1410
 Transcription Service: Standard, Thesaurus
 Representative: Sears & Ayer
 Co-Owners: Russell Armentrout, Roger Moyer
 Gen., Prom., Comm. Mgr.: Keith Moyer
 Program Director: James C. Hilderbrand
 Chief Engineer: Tom Mathis

WKID

URBANA—1948

Frequency: 1580 Kc. Power 250 Watts d
 Owned-Operated By: Sterling Bcstg. Co.
 Address: P. O. Box 192
 Phone Number: 75431
 Air Time: Daytime
 News Service: UP
 Representative: Joseph Hershey Malgилvra
 Ptnr., Comm., Prom. Mgr.: R. E. J. Snyder
 Ptnr., Prog. Publ. Dir., Chf. Engr.:
 G. W. Phillippe

WKRS

WAUKEGAN—1949

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Operated By: News-Sun Bcstg. Co.
 Business Address: P. O. Box 500
 Phone Number: Delta 6-7900
 News Service: AP
 Transcription Service: Thesaurus, Standard
 Representative: McGillyvra
 President: Frank H. Just
 Gen., Comm. Mgr.: Joseph B. Kirby
 Sales Prom. Mgr.: Charles E. Wilson
 Chief Engineer: Stanley G. Chadwick

WFRX

WEST FRANKFORT—1951

Frequency: 1300 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Pyramid Radio Bcstg. &
 TV Co.
 Address: S. Logan St.
 Phone Number: 1300
 News Service: UP
 Transcription Service: Thesaurus
 Station Manager: Robert O. Veach
 Program Director: Robert Peal
 Chief Engineer: Everett Kennedy

WHY IS AP
 THE BEST?

BECAUSE—AP is faster,
 more complete,
 more accurate
 than any other
 news service.

INDIANA

Pop. April 1, 1953 (Est.) 4,050,000 — Total Housing Units 1,239,000
Families April 1, 1953 (Est.) 1,165,000 — Stations in State 46

W C B C

ANDERSON—1947

Frequency: 1470 Kc. Power: 1000 Watts d.
Owned-Operated By Civic Bdcstg Corp.
Address 204 Tower Bldg.
Phone Number 3-5321
News Service AP
Transcription Service World, M. M. Cole
Membership NARTB
President Paul E. Billheimer
Sta., Comm. Mgr. Mel H. Krehbiel
Program Director Cedric Harger
Chief Engineer Curtis Gordon

W H B U

ANDERSON—1923—CBS-ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Anderson Bcstg. Corp.
Business-Studio 640 Citizens Bank Bldg.
Phone Number 7791
Air Time Full Time
News Service AP
Transcription Service NBC Thesaurus
Representative Bolling Co.
Membership NARTB
President C. Bruce McConnell
General Manager John R. Atkinson

W B I W

BEDFORD—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By Radio Bedford, Inc.
Address Radio Farm, P. O. Box 169
Phone Number 4421-4422
Air Time Full Time
News Service AP
Transcription Service Lang-Worth
Representative W. S. Grant
Pres., Gen. Mgr. William C. Smith, Jr.
Sta., Comm. Mgr. Louis E. Gaines
Program Director Claude Parsons
Chief Engineer Carl J. Finger

W T T S

BLOOMINGTON—1949—ABC

Frequency: 1370 Kc. Power 5000 Watts d.:
500 Watts n.
Owned-Oper. By Sarkes Tarzian, Inc.
Business-Studio Address 537 S. Walnut St.
Phone Number 2-3366
Air Time Full Time
News Service AP
Transcription Service World
Representative Robert Meeker Associates
Membership NARTB, BAB
President Sarkes Tarzian

General Mgr. Glenn Van Horn
Comm., Sales Prom. Mgr. Ray Bartlett
Program Director George Fleetwood
Chief Engineer Gerald Dyer

W B N L

BOONVILLE—1950—KBS

Frequency: 1540 Kc. Power: 250 Watts d.
Owned-Oper. By Boonville Bcstg. Co.
Address Lynville Rd.
Phone Number 980
News Service UP
Transcription Service Cole
Co-O., Gen., Comm. Mgr., Chi. Engr.

H. C. Sanders
Co-O., Asst. Mgr., Pgm. Dir. Norman Hall

W C S I

COLUMBUS—1950

Frequency: 1010 Kc. Power: 250 Watts d.
Owned-Oper. By Syndicate Theatres, Inc.
Address 427 Third St.
Phone Number 3397
Transcription Service Associated, Thesaurus
News Service AP
President Joseph Fineran
General Manager Dick Jewell
Program Director Ernie Kerns
Publicity Director Bob Doll
Chief Engineer Phil Hurlbut

W C N B

CONNEYSVILLE—1948

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated By News Examiner Co.
Business-Studio Address 406 Central Ave.
Phone Number 1950
News Service UP
Transcription Service World
Representative Gill-Keefe & Perna
Secretary G. S. Tatman
General Manager E. M. Jackson
Program Director Ralph T. Underwood
Chief Engineer James C. Wulliman

W T R C

ELKHART—1931—NBC

Frequency: 1340 Kc. Power: 250 Watts
Owner-Oper. By Truth Publishing Corp.
Business-Studio Address 116 S. Second St.
Phone Number 3-1960
Newspaper Affiliation Truth
Air Time 6 a.m.-M.
News Service UP
Representative John E. Pearson Co.
Membership NARTB

Gen., Sta. Mgr.....Donald McFall
 Commercial Mgr.....Don Freed
 Program Director.....Jerry Maloney
 Chief Engineer.....Lester Zellmer

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
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Katz
 President.....Harry M. Bitner, Jr.
 General-Station-Commercial Mgr.....Don Menke
 Sales Prom. Mgr., Prog., Pub. Dir.....Wm. R. Fall
 Chief Engineer.....William Schultz

W G B F

EVANSVILLE—1923—NBC

Frequency: 1280 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....On The Air, Inc.
 Business-Studio Ad.....1001 Diamond Ave.
 Phone Number.....21171
 Representative.....Weed & Co.
 Air Time.....Full Time
 News Service.....UP
 Membership.....NARTB
 President.....Alvin Q. Eades
 General, Station Manager.....Martin L. Leich
 Sales Prom. Manager.....Guy R. Crecelius
 Publicity Director.....Del Greenwood
 Program Director.....Mrs. Pat Roper
 Chief Engineer.....Erwin P. Schoenry

W I K Y

EVANSVILLE—1947

Frequency: 820 Kc.....Power: 250 Watts d.
 Owned-Oper. By...South Central Bcstg. Corp.
 Address.....P. O. Box 148
 Phone Number.....4-8284
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....Thesaurus, Capitol
 Representative.....John E. Pearson Co.
 Pres., Gen.-Sta. Mgr.....John A. Engelbrecht
 Chief Engineer.....George F. Stoltz

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

Transcription Service.....Standard, World
 Representative.....George P. Hollingbery
 President.....Robert S. Davis
 Gen., Sta. Mgr.....Robert J. McIntosh
 Commercial Manager.....Jack McLean
 Sales Prom. Mgr., Pub. Dir.....Bob Wynn
 Program Director.....Verne Paul
 Chief Engineer.....James Jared

W A N E

FT. WAYNE—1948—CBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Radio Fort Wayne, Inc.
 Address.....Fort Wayne Nat'l Bank Bldg.
 Phone Number.....Anthony 6212
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Boiling
 President.....C. Bruce McConnell
 General Manager.....Robert McConnell
 Station Manager.....Charles E. Kennedy
 Local Commercial Manager.....Merlin Smith
 Program Director.....Robert Hill
 Comm. Mgr., Pub. Dir.....Glenn Elliot
 Chief Engineer.....William Wallace Warren

W G L

FT. WAYNE—1924—ABC

Frequency: 1250 Kc.....Power: 1000 Watts
 Owned-Oper. By...News-Sentinel Bcstg. Co., Inc.
 Business-Studio Address...201 W. Jefferson St.
 Phone Number.....Eastbrook 3366
 Air Time.....Full Time
 Newspaper Affiliation.....News-Sentinel
 News Service.....UP
 Transcription Service.....Lang-worth
 Representative.....Headley-Reed
 President.....Helen R. Foellinger
 General Manager.....Pierre Boucheron
 Commercial Mgr.....Merrill C. Johnson
 Prom. Mgr., Pub. Dir.....Richard M. Katt
 Program Director.....Norman Widenhofer
 Chief Engineer.....Don Holzapfel

W K J G

FT. WAYNE—1947—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
 Owner...Northeastern Indiana Bcstg. Co., Inc.
 Business-Studio Add.....220 E. Jefferson St.
 Phone Number.....Anthony 2295
 News Service.....UP
 Transcription Service.....World
 Representative.....Raymer
 President.....Clarence L. Schust
 General Manager.....Edward G. Thoms
 Asst. to Mgr.....Hilliard Gates
 Commercial Manager.....Carl B. Evans
 Program Dir.....Calo O. Mahlock

W O W O

FT. WAYNE—1925—NBC

Frequency: 1190 Kc. Power: 10,000 Watts
 Owner. Westinghouse Radio Stations, Inc.
 Bus. Studio Address. 124 W. Washington Blvd.
 Phone Number. Anthony 2136
 Air Time Unlimited
 News Service UP
 Transcription Service RCA Thesaurus
 Representative. Free & Peters
 Membership BAB
 President. E. V. Huggins
 General Manager. J. E. Baudino
 Commercial Manager Paul E. Mills
 Sales Prom. Mgr. Jess L. Hadsell
 Sales Service Director. Hilda C. Wohrmeyer
 Sta. Mgr. Carl Vandagriff
 Program Director. Guy Harris
 Chief Engineer Bruce H. Ratts

W G R Y

GARY—1950

Frequency: 1370 Kc. Power: 500 Watts d.
 Owned-Oper. By. WGRY, Inc.
 Address Lake Hotel
 Phone Number 5-5151
 News Service UP
 Transcription Service SESAC
 Representative Indie Sales
 Pres., Chief Engineer. George Whitmey
 Gen., Comm., Prom. Mgr. Bob Ross Smith
 Program Director Dan McHugh

W W C A

GARY—1949

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Operated By Lake Bdcstg Co., Inc.
 Address Hotel Gary
 Phone Number 9171
 Air Time Unlimited
 News Service AP
 Membership BAB
 Pres., Gen., Sta. Mgr. Dee O. Coe
 Comm., Sls., Prom. Mgr. Joe Fife
 Program, Publicity Director. Todd Branson
 Chief Engineer Victor Voss

W J O B

HAMMOND—1928

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. South Shore Bcstg. Corp.
 Business-Studio Address. 449 State St.
 Phone Number. Sheffield 8400
 News Service UP
 Representative. Joseph Hershey McGillvra
 Pres., Gen. Mgr. R. C. Adair
 Commercial Manager Ed Rozhon
 Program Director Bill Wobus
 Chief Engineer Jess Peters

W F B M

INDIANAPOLIS—1926—CBS

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By. WFBM, Inc.
 Business-Studio Address 1330 N. Meridian St.
 Phone Number. Lincoln 8506
 News Service. AP, INS
 Representative Katz
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Harry M. Bitner, Jr.
 Commercial Manager. William F. Kiley
 Prom. Mgr., Pub. Dir. David F. Milligan
 Program Dir. Frank O. Sharp
 Chief Engineer. Harold Holland

W I B C

INDIANAPOLIS—1938—MBS

Frequency: 1070 Kc. Power: 50,000 d.;
 10,000 n.
 Owned-Operated By. WIBC, Inc.
 Business-Studio Address. 30 W. Washington St.
 Phone Number. Lincoln 2305
 Air Time Full Time
 News Service. AP, UP
 Transcription Service. Thesaurus, SESAC,
 Cole
 Representative John Blair
 Membership NARTB, BAB
 President, Gen. Mgr. Richard M. Fairbanks
 Asst. Gen. Mgr. R. J. Myers
 Commercial Manager. Gilbert I. Berry
 Program Director William L. Dean
 Chief Engineer Robert W. Minton

W I R E

INDIANAPOLIS—1924—NBC

Frequency: 1430 Kc. Power: 5000 Watts d.
 Owned-Oper. By. Indianapolis Bcstg., Inc.
 Business-Studio Add. 307 N. Pennsylvania St.
 Phone Number. Plaza 1541
 Newspaper Affiliation. Central Newspaper
 News Service. AP, UP
 Transcription Service World
 Representative Free & Peters
 Membership BAB
 President. Eugene C. Pulliam
 V.P., Gen. Mgr. Willard C. Worcester
 Commercial Manager. Daniel C. Park
 Prom. Mgr., Pub. Dir. Ward C. Glenn
 Program Director. M. Wayland Fullington
 Chief Engineer. Eugene E. Alden

W I S H

INDIANAPOLIS—1941—ABC

Frequency: 1310 Kc. Power: 5000 Watts .d;
 1000 n.
 Owned-Oper. By. Universal Bcstg. Co., Inc.
 Business-Studio Address. 1440 N. Meridian St.

Phone Number Plaza 4595
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Thesaurus
 Representative Bolling
 Membership NARTB
 President C. Bruce McConnell
 General Manager Robert B. McConnell
 Sales Prom. Mgr., Pub. Dir. Reid Chapman
 Station Manager William H. Spencer
 Program Director William E. Frosch
 Chief Engineer Stokes Gresham, Jr.

WXLW

INDIANAPOLIS—1948

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Oper. By Radio Indianapolis, Inc.
 Phone Number Hickory 6494
 News Service UP
 Transcription Service Capitol
 Representative John Pearson Co.
 President Lyman S. Ayres
 General Manager Robert D. Enoch
 Program Director G. A. Smith, Jr.
 Chief Engineer Bert Goetzinger

WITZ

JASPER—1948

Frequency: 990 Kc. Power: 1000 Watts d.
 Owned-Operated By Jasper on the Air Inc.
 Address P. O. Box 167
 Phone Number Jasper 678
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service World
 President Dr. Gilbert E. Metzger
 General Sta. Manager F. A. Higgins
 Commercial Manager Dennis J. Keller
 Sales Prom. Mgr. Joe Salvi
 Publicity Director Vita Suefert
 Program Director Pat Bohnert
 Chief Engineer Jim Young

WIOU

KOKOMO—1948—CBS

Frequency: 1350 Kc. Power: 1000 Watts
 Owner North Central Indiana Bcstg. Corp.
 Business-Studio Address 212½ No. Main St.
 Phone Number 6194
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus
 Representative Weed
 Membership NARTB, BAB
 President Richard Blackledge
 V.P., Gen., Sta. Mgr. John Carl Jeffrey
 Program Director William R. Cox
 Publicity Director Robert Bruner
 Chief Engineer Chester Rector

WASK

LAFAYETTE—1942—MBS

Frequency: 1450 Kc. Power: 250 watts
 Owned-Operated By WFAM, Inc.
 Business-Studio Address McCarty Lane
 Phone Number Lafayette 2-4300
 Air Time Full Time
 News Service UP
 Representative Wm. G. Rambeau
 Membership NARTB, BAB
 President O. E. Richardson
 General Manager E. R. Herkner
 Program Director Richard W. Long
 Chief Engineer Harry Garba

WLOI

LA PORTE—1948

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By La Porte Bcstg. Co.
 Business-Studio Address Rumely Hotel
 Phone Number 3734
 News Service AP
 Transcription Service Capitol
 President, Sta. Mgr. Hoyt H. Scott

WSAL

LOGANSPORT—1949—MBS

KEYSTONE

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Logansport Bdg. Corp.
 Address P. O. Box 399
 Phone Number 4261
 Air Time 6 a.m.-M.
 News Service AP
 Membership NARTB, BAB
 General Manager Raymond W. Baker
 Program Director Ira McCormack
 Chief Engineer Earl Nelson

WBAT

MARION—1947—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Marion Radio Corp.
 Business-Studio Address 303½ S. Adams St.
 Phone Number 5500
 Air Time Full Time
 News Service AP
 Transcription Service Standard
 Representative Rambeau
 Membership NARTB
 President John Ramp
 Station Manager William Fowler
 Comm. Mgr. George McRae
 Chief Engineer Charles F. Stinson

WIMS

MICHIGAN CITY—1947

Frequency: 1420 Kc. Power: 1000 Watts d.
500 n.
Owned-Oper. By . . . Northern Indiana Bcsters.,
Inc.
Business-Studio Address 415 Franklin St.
Phone Number 5-5245
News Service UP
Station Representative Wm. G. Rambeau
Pres., Gen., Sta. Mgr. William N. Udell
Commercial Managers . . . Al Halus, Robert Beel
Sales Prom. Mgr. Jean R. La Grange
Program Director Richard Olson
Chief Engineer Robert J. Schilling

WLBC

MUNCIE—1926—CBS

Frequency: 1340 Kc Power: 250 Watts
Owned-Operated By . . Tri City Radio Corp.
Business Address P. O. Box 271
Phone Number 4403
Air Time Full Time
News Service AP
Transcription Service Standard, World
Representative Walker, Hal Holman
Pres., Gen. Sta. Mgr. D. A. Burton
Commercial Manager W. F. Crain
Program Director Lee Allerton
Chief Engineer M. M. Crain

WLRP

NEW ALBANY—1949

Frequency: 1570 Kc. Power: 1000 Watts d.
Owned-Operated By . . Ohio Valley Bcstg., Inc.
Address Box 285
Phone Number 4-2235
Air Time Sunrise-Sunset
News Service UP
Transcription Service Lang-Worth
Pres., Gen., Sta. Mgr. Roy L. Hickox
Comm., Sales Prom. Mgr. Milton Lamm
Program Director Keith Reising
Publicity Director Joe Gillum
Chief Engineer Eugene A. Fischer

WPGW

PORTLAND—1951

Frequency: 1440 Kc. Power: 500 Watts
Owned-Oper. By Glenn West
Address R.R. No. 2
Phone Number 1094
Transcription Service SESAC
Membership NARTB, BAB
Owner, Gen. Mgr. Glenn West
Consulting Engineer Geo. C. Davis

WRAY

PRINCETON—1950

Frequency: 1250 Kc. Power: 1000 Watts d.

Owned-Operated By M. R. Lankford
Address Outer West Broadway
Phone Number 1250
News Service AP
Transcription Service Lang-Worth
Station Representative Indie Sales
President M. R. Lankford
Gen., Comm., Mgr., Chf. Engr.,
Prog. Dir. Bryan Davidson
Publicity Director Peggy Cutright

WKBV

RICHMOND—1926—ABC

Frequency: 1490 Kc Power: 250 Watts
Owned-Operated By . . . Central Bcstg. Corp.
Bus.-Studio-Transmitter Address . . 25 S. Ninth St.
Phone Number 2-1156
Air Time 5:45 a.m.-M.
News Service UP
Transcription Service Thesaurus, SESAC
Representative Robert Meeker
Membership NARTB, BAB
President Allen McCrea
Gen., Sta. Mgr. Lester G. Spencer
Comm., Sls. Prom. Mgr. Roland L. Nusbaum
Program Director Charles L. Mitchell
Chief Engineer L. J. Duning

WJCD

SEYMOUR—1949—KBS

Frequency: 1390 Kc. Power: 500 Watts d.
Owned-Operated By Dr. Azra C. Baker
Address 1534 Ewing St. Rd.
Phone Number 1212
News Service AP
Air Time Daytime
Transcription Service World, Capitol
General Manager Azra C. Baker
Commercial Manager Robert E. Shippee
Program Director Roger W. Bradley
Chief Engineer Arnold Haun

WHOT

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 7-1566
Air Time Full Time
News Service AP
Transcription Service Associated
Representative Bolling
Membership NARTB, BAB
President C. Bruce McConnell
General Manager Robert B. McConnell
Station Manager Frank Crosiar
Commercial Manager C. J. Pajakowski
Program Director Jack Douglas
Chief Engineer Ira D. Kealy

WJVA

SOUTH BEND—1947

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By St. Joseph Valley Bdstg. Corp.
 Address 206 So. Main St., Misawaka, Ind.
 Phone Number 5-8620
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service World
 Representative Burn-Smith
 Membership NARTB, BAB
 Pres., Gen. Mgr. F. R. Householder
 Comm., Sales Prom. Mgr. Charlie Sharpless
 Program Director Vince Doyle
 Chief Engineer Francis J. Bock

WSBT

SOUTH BEND—1922—CBS

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By The South Bend Tribune
 Business-Studio Address Tribune Bldg.
 Phone Number 3-6161
 Newspaper Affiliation South Bend Tribune
 News Service UP
 Transcrip. Serv. RCA Thesaurus, Standard
 Representative Paul H. Raymer
 Membership NARTB, BAB
 President F. A. Miller
 General Manager Robert H. Swintz
 Commercial Manager Neal B. Welch
 Publicity Director Walter A. Sweitzer
 Program Director Robert J. Drain
 Chief Engineer Arthur R. O'Neil

WTCJ

TELL CITY—1948

Frequency: 1230 Kc Power: 250 Watts
 Owned-Operated By James R. Brewer
 Business-Studio Address Tell City
 Phone Number 740
 Owner, Manager James R. Brewer

WBOW

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
 Air Time Full Time
 News Service AP, UP
 Transcription Service Thesaurus
 Representative Weed
 Membership NARTB, BAB
 President Alvin Eades
 Comm., Gen., Sta. Mgr. William F. Rippetoe
 Sales Prom. Manager Bob Rhoads
 Program Director Harry Frey
 Publicity Director Ralph McHargue
 Chief Engineer Howard Stewart

WTHI

TERRE HAUTE—1947—CBS

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Oper. By Wabash Valley Bdg. Corp.
 Address 120 South 7th Street
 Phone Number Crawford 9481
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representation Bolling Co., Inc.
 Membership NARTB, BAB
 President Anton Hulman, Jr.
 Gen., Sta. Mgr. Joseph M. Higgins
 Commercial Manager Dick Forbes
 Sales Promotion Mgr. Lou Froeb
 Program Director Ben Falber, Jr.
 Chief Engineer Don Petit

WAOV

VINCENNES—1940—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Vincennes Sun Co.
 Business Address Grand Hotel
 Phone Number 787

ISOLATED!

. . . MUST BE REACHED FROM WITHIN.

Like an oasis in the desert . . . WTHI serves the vast rich Wabash Valley trading area.

- North, South, East or West . . . no sizeable market exists nearby.
- The major focal point in a diversified market of determined growth.
- A \$12,000,000 industrial building program is now in progress.

And, WTHI is its most powerful sales voice!

Terre Haute's strongest and only Home-Owned station	Represented Nationally by The Bolling Co.
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WTHI
"CBS Radio"

News Service UP
 Transcription Service World
 Representative Free & Peters
 President Eugene C. Pulliam
 Gen., Comm. Mgr. Tom Peden
 Program Director Dick Shaughnessy
 Chief Technician Ralph Baldwin
 Prom. Mgr. Roy Stanley

W K A M
WARSAW—1949

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By Kosciusko Bcstg. Corp.
 Address RR # 1
 Phone Number 65
 News Service AP
 Transcription Service Cole
 Representative Hal Holman Co.

President J. W. Autenrieth, Jr.
 Chief Engineer Howard Wheelock

W R S W
WARSAW—1952

Frequency: 1480 Kc. Power: 500 Watts
 Owned-Oper. By Reub Williams & Sons, Inc.
 Address Times Building
 Phone Number 155
 News Service UP
 Trans. Service Capitol, Lang-Worth, World
 Representative Hoosier
 President Raymond B. Williams
 General Manager C. Reuben Williams
 Comm., Bus. Mgr. William Mollenhour
 Program Dir. Robert Richmond
 Prom. Mgr. Jack Essenberg
 Chief Engineer Fred Gresso

IOWA

*Pop. April 1, 1953 (Est.) 2,732,000 — Total Housing Units 819,000
 Families April 1, 1953 (Est.) 770,000 — Stations in State 50*

K A S I
AMES—1948—KBS

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Operated By Ames Bcstg. Co.
 Business-Studio Address 328½ Main St.
 Phone Number 3460
 Air Time Daytime
 Newspaper Affiliation Ames Daily Tribune
 News Service UP
 Transcription Service Thesaurus
 President W. S. Rupe
 Gen., Comm. Mgr. Arthur A. Skinner
 Program Director R. B. Tillerson
 Chief Engineer Doyle D. Kelso

Address P. O. Box 36
 Phone Number 1590
 Transcription Service World, Thesaurus
 News Service UP, INS
 Representative John E. Pearson
 Membership NARTB, BAB
 President Harold L. Fisher
 Gen., Sta. Mgr. Paul E. Millen
 Commercial Manager Robert Erickson
 Program Director Marilyn Doran
 Chief Engineer Dan Garretson

K B U R
BURLINGTON—1941—ABC

Frequency: 1490. Power: 250 Watts
 Owned-Operated By Burlington Bcstg. Co.
 Business-Studio Address National Bank Bldg.
 Phone Number 680
 Air Time Full Time
 News Service AP
 Transcription Service Standard
 Representative Taylor
 Membership BAB
 Pres., Gen., Sta. Mgr. Gerard B. McDermott
 Prom., Comm. Mgr. David H. Steinle
 Program Director Richard Mosena
 Chief Engineer John Gallino

K J A N
ATLANTIC—1950—KBS

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By George Basil Anderson
 Phone Number 849
 Address 17 West 4th St.
 Representative Continental
 News Service AP
 Transcription Service World, SESAC
 Pres., Gen. Mgr. George Basil Anderson
 Station Manager Ken Stobaugh
 Commercial Manager Frank Miller
 Chief Engineer Bob Falk

K C I M
CARROLL—1950

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By Carroll Broadcasting Co.
 Address 520 N. Adams St.
 Phone Number 3586
 Transcription Service Lang-Worth, Thesaurus
 News Service AP, INS

K W B G
BOONE—1949

Frequency: 1590 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By Boone Bcstg. Co.

Representative Pearson
 Membership NARTB
 General Manager Lynn Bickett
 Commercial Manager Warren Stout
 Program Director Howard Campbell
 Chief Engineer Eugene Reiff

K C R G

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 4-4194
 Newspaper Affiliation Cedar Rapids Gazette
 News Service AP, INS
 Transcription Service World
 Representative Burn-Smith
 Membership NARTB, BAB
 Secretary, Vice-President Joseph F. Hladky
 Sta., Comm. Mgr. Fred W. Wagenvoord
 Sales Prom., Pub. Dir. Edna A. Herbst
 Program Director Ralph Willey
 Chief Engineer Zack Tranmer

K P I G

CEDAR RAPIDS—1950—TALL CORN

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Cedar Rapids Bcstg.
 Business Address Cedar Rapids
 Phone Number 3-8265
 News Service UP
 Transcription Service Capitol
 Representative Pearson
 Vice Pres. Allen H. Embury
 Commercial Manager Gene Carson
 Program Director Jordan Jacks
 Chief Engineer James Duryed

W M T

CEDAR RAPIDS—1922—CBS

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Operated By American Bcstg.
 Stations, Inc.
 Business-Studio Address 807 Barr Bldg.
 Phone Number District 2717
 Air Time Full Time
 News Service AP, INS, UP
 Transcription Service RCA, Lang-Worth
 Representative Katz
 Membership NARTB, BAB
 Co-Owner (Mrs.) Helen S. Mark
 Co-Owner & Exec. V.P. William B. Dolph
 General Manager William B. Quarton
 Commercial Manager Lew Van Nostrand
 Prom., Pub. Dir. Leo F. Cole
 Program Director Douglas B. Grant
 Chief Engineer George Hixenbaugh

K C O G

CENTERVILLE—1949

Frequency: 1400 Kc. Power: 100 Watts

Owned-Operated By Centerville Bdcstg Co.
 Address 1910 South Main St.
 Phone Number 131, 407
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative McGillvra
 Membership NARTB
 President R. K. Beck
 Gen., Sta., Comm. Mgr. A. M. Farber
 Program Director Margaret Ashby
 Chief Engineer Robert K. Reimers

K C H A

CHARLES CITY—1949—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By Inland Bcstg. Corp.
 Business Address Charles City
 Phone Number 787
 Air Time Daytime
 News Service UP
 Transcription Service World
 Representative McGillvra
 President Dean Hollingsworth
 General Manager C. E. Wright
 Program Director Doris La Bounty
 Chief Engineer Loren Koelsing

K C H E

CHEROKEE—1952

Frequency: 1440 Kc. Power: 500 Watts d.
 Owned-Operated By Cherokee Bcstg. Co.
 Address 219½ W. Main St.
 Phone Number 51
 News Service AP
 Transcription Service Thesaurus
 Gen., Comm. Mgr. Russell A. Hickmon
 Prom. Mgr., Prog. Dir. Charles Resnikov
 Chief Engineer Sterling H. Heil

K R O S

CLINTON—1941—MBS-TALL CORN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Clinton Bdcstg Corp.
 Address 246 Fifth Avenue South
 Phone Number 448
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Pearson
 Membership NARTB, BAB
 President W. S. Jacobsen
 Gen., Sta. Mgr. B. M. Jacobson
 Comm., Prom. Manager Darline Gordon
 Prog., Pub. Dir. Ralph Stoeckel
 Chief Engineer Gerald Parker

K S W I

COUNCIL BLUFFS—1947

Frequency: 1560 Kc. Power: 500 Watts d.
 Owned-Operated By Nonpareil Bdcstg. Co.
 Address Nonpareil Bldg.

Phone Number..... Co. Bluffs 4041
 Air Time..... Full Time
 News Service..... AP
 Transcription Service..... Associated, RCA
 Membership..... NARTB
 Pres., Gen. Mgr..... Robert R. O'Brien
 Station Manager..... Harold Hughes
 Commercial Manager..... Harold Abramson
 Sales Promotion Manager..... Royal S. Krause
 Program Director..... R. M. Hallgren
 Publicity Director..... Marge Morris
 Chief Engineer..... Harry Hamilton

K S I B

CRESTON—1946—KBS

Frequency: 1520 Kc... Power: 1000 Watts d.
 Owned-Oper. By... Southwest Iowa Bcstg. Co.
 Address..... Creston
 Phone Number..... 55
 News Service..... INS
 Transcription Service..... Thesaurus
 Membership..... NARTB
 Representative..... Pearson
 President..... Arthur Horning
 Gen., Comm. Mgr..... E. M. Horning
 Commercial, Promotion Manager..... Paul Ranson
 Program, Publicity Director..... Jack Mills
 Chief Engineer..... William Zollman

K F M A

DAVENPORT—1952

Frequency: 1580 Kc... Power: 250 Watts d.
 Owned-Operated By..... KFMA Bcstg. Co.
 Address..... 415 Perry St.
 Phone Number..... 6-4407
 News Service..... UP
 Transcription Service..... Capitol
 Pres., Gen. Mgr..... A. D. Pierce
 Commercial Mgr..... Frank Frost
 Promotion Mgr..... Doris Hanner
 Chief Engineer..... L. W. Andrews

K S T T

DAVENPORT—1946—MBS

Frequency: 1170 Kc... Power: 1000 Watts
 Owned-Operated By... Davenport Bcstg. Co. Inc.
 Business-Studio Address..... 324 Main St.
 Phone Number..... 6-2541
 Air Time..... Full Time
 News Service..... UP
 Transcription Service..... C. P. MacGregor
 Representative..... Sears & Ayer
 President..... Hugh R. Norman
 Station Mgr..... Jerry Dunphy
 Commercial Mgr..... Neil Conklin
 Production Director..... Warren Anderson
 Chief Engineer..... A. M. McGregor

W O C

DAVENPORT—1922—NBC

Frequency: 1420 Kc. Power: 5000 Watts

Owned-Operated By ... Tri-City Bdcstg. Co.
 Address..... 805 Brady Street
 Phone Number..... 3-3661
 Air Time..... Full Time
 News Service..... UP
 Transcription Service..... Thesaurus
 Representatives..... Free & Peters, Inc.
 Membership..... NARTB, BAB
 President..... Col. B. J. Palmer
 V.P. & Treasurer..... D. D. Palmer
 Exec. Vice-Pres..... Ralph Evans
 Secretary..... Wm. D. Wagner
 Manager..... Ernest C. Sanders
 Sales Manager..... Mark Wodlinger
 Program Director..... Charles Freburg
 Asst. Mgr..... Fred A. Reed
 Publicity Director..... Paul Ives
 Chief Engineer..... Paul Arvidson

K D E C

DECORAH—1947—MBS-TALL CORN

Frequency: 1240 Kc... Power: 250 Watts
 Owned-Operated By..... Scenic Bcstg. Co.
 Business-Studio Address..... State Road
 Phone Number..... 1240
 News Service..... AP
 Transcription Service..... Thesaurus
 Representative..... Pearson
 Membership..... NARTB
 Pres., Gen. Co-Mgr..... Verne Koenig
 Gen. Co-Mgr., Comm. Mgr..... Kenneth Bjerke
 Sales Prom. Mgr..... John Hansen
 Chief Engineer..... Arnie Zaruba

K C B C

DES MOINES—1946

Frequency: 1390 Kc... Power: 1000 Watts
 Owned-Oper. By..... Majestic Bcstg. Co.
 Business-Studio Address..... 2323 Grand Ave.
 Phone Number..... 4-3151
 News Service..... UP
 Representative..... Forjoe
 President..... Karl Peters
 General Manager..... Rollo H. Bergeson
 Chief Engineer..... Bob Brown

K I O A

DES MOINES—1948—MBS

Frequency: 940 Kc. Power: 10.000 Watts d.
 5.000 Watts n.
 Owned-Oper. By ... Independent Bdcstg. Co.
 Address..... 10th & Mulberry
 Phone Number..... 2-9191
 Air Time..... 6 a.m.-12 M.
 News Service..... INS, UP
 Transcription Service..... World
 Representative..... A. M. Radio Sales Co.
 President..... Ralph L. Atlas
 General Manager..... Harold W. Cassill
 Program Director..... Lee L. Harris
 Chief Engineer..... Lloyd R. Amoo

K R N T

DES MOINES—1935—CBS

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By.....Cowles Bcstg. Co.
 Business-Studio Address.....715 Locust St.
 Phone Number.....3-2111
 Newspaper Affiliation.....Register-Tribune
 Air Time.....Full Time
 News Service.....AP, UP
 Transcription Service.....Standard
 Station Representative.....The Katz Agency
 Membership.....NARTB
 President.....Gardner Cowles
 General-Station Managr.....Bob Dillon
 Commercial Manager.....Paul Elliott
 Sales Prom. Mgr., Pub. Dir.Joe Hudgens
 Program Director.....Dick Covey
 Chief Engineer.....Charles Quentin

K S O

DES MOINES—1922—ABC

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Operated By.....Murphy Bcstg. Co.
 Business-Studio Address.....800 Farm Bldg.
 Phone Number.....3-0571
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Petry & Co.
 Membership.....NARTB
 President.....Kingsley H. Murphy
 Gen., Comm. Mgr.S. H. McGovern
 Pub., Pgm. Dir.B. C. Baldwin
 Chief Engineer.....F. E. Bartlett

K W D M

DES MOINES—1948

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By.....Des Moines Bcstg. Corp.
 Business-Studio Address.....407 Fifth Ave.
 Phone Number.....2-8363
 Air Time.....Full Time
 News Service.....INS, UP
 Transcription Service.....Cole, SESAC, Associated
 Pres., Comm. Mgr.....George W. Webber
 General Manager.....Robert L. Webber
 Program Director.....Edith D. Webber
 Sales Prom. Mgr.....Joe LaCava
 Chief Engineer.....Werner Schwarz

W H O

DES MOINES—1924—NBC

Frequency: 1040 Kc. Power: 50,000 Watts
 Owned-Operated By.....Central Bcsta. Co.
 Business-Studio Address.....914 Walnut St.
 Phone Number.....3-7147
 Air Time.....Full Time
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus, SESAC

Station Representative.....Free & Peters
 Membership.....NARTB, BAB
 President.....Col. B. J. Palmer
 Vice-Pres. & Treas.....D. D. Palmer
 V. Pres. & Resident Mgr.....Paul A. Loyet
 Exec. V. Pres.....Ralph Evans
 Sales Manager.....Harold Fulton
 Sales Promotion.....John Schweiker
 Program Director.....Jack Kerrigan
 Production Director.....Kenneth Shieler
 News Bureau Manager.....Jack D. Shelly
 Chief Engineer.....Reed E. Snyder

K D T H

DUBUQUE—1941—NBC

Frequency: 1370 Kc. Power: 1000 Watts
 Owner.....Dubuque Telegraph-Herald
 Bus.-Studio Address.....Elghth Ave. & Bluff Sta.
 Phone Number.....3-7351
 Newspaper Affiliation.....Dubuque Telegraph-Herald
 News Service.....AP
 Transcription Service.....World
 Station Representative.....Pearson
 Membership.....NARTB, BAB
 General-Station Manager.....K. S. Gordon
 Commercial Manager.....A. C. Newburgh
 Sales Prom. Mgr.....Wm. Croker
 Program Director.....Arnie Stierman
 Publicity Director.....Gerald McAleece
 Chief Engineer.....Robert I. Hancock

W D B Q

DUBUQUE—1933—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By.....Dubuque Bcstg. Co.
 Business-Studio Address.....505 Main St.
 Phone Number.....3-8241
 Air Time.....6:15 a.m.-M.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Robert Meeker
 Membership.....NARTB
 Exec. V.P., Gen. Sta. Mgr.....James D. Carpenter
 Commercial Mgr.....Harry Hattenbuehler
 Program-Production Dir.....Gleason Kistler
 Prom., Pub. Director.....R. E. Carpenter
 Chief Engineer.....Barker-Helm

KLIL

ESTERVILLE—1952

Frequency: 1340 Kc. Power: 100 Watts
 Owned-Operated By.....Esterville Bcstg. Co.
 Address.....Box 173
 News Service.....AP
 Transcription Service.....Lang-Worth, SESAC
 Pres., Gen. Mgr.....Wm. E. Schons
 Commercial Mgr.....Robert Stenberg
 Prom. Mgr., Prog. Dir.....Marvin Shuly
 Chief Engineer.....Gene Randolph

K V F D

**FT. DODGE—1939—MBS
TALL CORN**

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Northwest Bcstg. Co.
Business-Studio Address Warden Bldg.
Phone Number Walnut 3761
Air Time Full Time
News Service UP, INS
Transcription Service Lang-Worth
Representative Pearson
Membership NARTB, BAB
President, General Manager Edward Breen
Commercial Manager Lester Person
Program Director Drexel Peterson
Chief Engineer David G. Sinclair

K X G I

FT. MADISON—1947

Frequency: 1360 Kc. Power: 500 Watts d.
Owned-Operated By KXGI
Business-Studio Address Marquette Bldg.
Phone Number 1360
Air Time Sunrise to sunset
News Service AP
Transcription Service Lang-Worth
Representative George W. Clark, Inc.
President W. E. Walker
Gen., Sta. Mgr. Greg Rouleau
Comm., Sales, Prom. Mgr. R. M. Moore
Program Director Richard Lawrence
Chief Engineer Wallace Wertz

K X I C

IOWA CITY—1948

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By Johnson County Bcstg. Corp.
Bus.-Studio Address 108½ E. Washington St.
Phone Number 8-1181
News Service INS, UP
Transcription Service World
Representative Wm. G. Rambeau
Membership BAB
President A. James Ebel
Gen., Comm. Mgr. Gene Claussen
Program Director F. M. Broeders
Chief Engineer Elliott Full

K O K X

KEOKUK—1948

Frequency: 1310 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Operated By Keokuk Bdcstg. Co.
Address 4 So. 5th St.
Phone Number 235
Air Time Unlimited
News Service AP
Transcription Service World, Capitol
Membership NARTB, BAB
President H. W. Stadler
Gen., Comm., Prom. Mar. Herb Nel
Program Director Virgil Fortner
Chief Engineer James L. Mott

K F J B

**MARSHALLTOWN—1923—MBS
TALL CORN**

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Marshall Electric Co.
Business-Studio Address 133 E. Main St.
Phone Number 3361
Air Time Full Time
News Service UP
Transcription Service Thesaurus
Representative Pearson
Membership NARTB, BAB
President John W. Norris
General Manager William P. White
Commercial Manager William C. Doll
Prom. Mgr., Prog. Dir. Allan N. Schrock
Chief Engineer Herbert G. Anderson

K G L O

MASON CITY—1937—CBS

Frequency: 1300 Kc. Power: 5000 Watts
Owned-Operated By Lee Radio, Inc.
Business-Studio Address 12½ 2nd St., N.E.
Phone Number 2800
Air Time 5:30 a.m.-12 M.
News Service AP, UP
Transcription Service World
Representative Weed
Membership NARTB, BAB
President Lee P. Loomis
Exec. V.P., Gen. Mgr. Herbert R. Ohrt
Comm. Mgr. C. D. Hilton
Sales Promotion Manager Donald Harrer
Program Director William G. Suter
Prod. Dir., Chief Anncr. Robert Clausen
Publicity Director Ann Good
Chief Engineer Roger E. Sawyer

K R I B

**MASON CITY—1948—MBS
TALL CORN**

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Mason City Bcstg. Co.
Address 5 Second St., S.W.
Phone Number 5400
Representative Pearson
Transcription Service World
News Service AP
Partners Louis Abbott, George &
William Wolf
Gen., Comm. Manager Paul E. Millen
News Director Bob Cavanaugh
Chief Engineer Richard J. Kelley

K S M N

MASON CITY—1947

Frequency: 1010 Kc. Power: 500 Watts d.
Owned-Operated By Mohawk Bcstg. Co.
Business-Studio Address Weir Bldg.
Phone Number 5420

Air Time Sunrise-Sunset
News Service UP
 Membership NARTB
 Transcription Service Associated
 Pres., General-Station Mgr., Robert M. Carson
 Comm., Prom. Manager, Norman W. Rice
 Prog., Pub. Dir., Milton H. Cohen
 Chief Engineer, Hubert J. Marshall

K W P C

MUSCATINE—1947—KBS

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By, Muscatine Bcstg. Co.
 Phone Number 860
 Air Time Sunrise-sunset
News Service UP
 Transcription Service World
 Representative Pearson
 Membership NARTB, BAB
 Comm., Gen., Sta. Mgr., George J. Volger
 Program Director, Marion Templeman
 Chief Engineer, Earl Lewis

K O E L

OELWEIN—1950—TALL CORN

Frequency: 950 Kc. Power: 500 Watts
 Owned-Oper. By, Northeast Iowa Radio Corp.
 Address 4½ W. Charles St.
 Phone Number 120.-1
 Air Time 6 a.m.-M.
 Representative Pearson
 Transcription Service, Thesaurus, Lang-Worth,
 SESAC
News Service INS. UP
 Membership NARTB, BAB
 President, A. E. Schneider
 Gen., Sta. Mgr., W. J. Teich
 Comm. Mgr., Donald McKee
 Sales Prom. Mgr., Len Pajella
 Prog. Dir., Ed Jenkins
 Publicity Dir., Chrystal B. Julien
 Chief Engineer, Burt Murphy

K B O E

OSKALOOSA—1950

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Oper. By, Oskaloosa Bcstg. Co.
 Address P. O. Box 273
 Phone Number 301
 Transcription Service Thesaurus
News Service AP
 Representative McGillvra
 Membership NARTB, BAB
 President, E. W. Wenrick
 General, Sta. Manager, Ken Kilmer
 Chief Engineer, Robert W. Moore

K B I Z

OTTUMWA—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By, KBIZ, Inc.
 Address 2513 N. Court Rd.
 Phone Number 5600
News Service AP
 Transcription Service World
 President, General Mgr., James J. Conroy
 Station Manager, Alice E. Fisher
 Program Director, Larry Shepard
 Chief Engineer, Loyd Hanson

K F N F

SHENANDOAH—1924—MBS

Frequency: 920 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By, Capital Bcstg. Co.
 Address Shenandoah
 Phone Number 1302
News Service AP, INS
 Transcription Service World, SESAC
 Representative Pearson
 Membership NARTB, BAB
 President, C. J. Abbott
 Gen., Comm. Manager, C. Earl Williams
 Program Director, Earl Blakesley
 Chief Engineer, Franz Cherny

K M A

SHENANDOAH—1925—ABC

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By, May Bcstg. Co.
 Address Lowell and Elm
 Phone Number 192
 Air Time Unlimited
News Service AP, UP
 Transcription Service Capitol
 Representative, Avery-Knodel, Inc.
 Membership NARTB
 President, Edward W. May
 General Manager, Owen Saddler
 Station Manager, Anthony Koelker
 Comm. Mgr., H. O. Peterson
 Sales Prom. Mgr., H. B. Arkoff
 Program Director, Warren Nielson
 Publicity Dir., Allen R. Johnston
 Chief Engineer, R. J. Schroeder

K C O M

SIOUX CITY—1949

Frequency: 620 Kc. Power: 1000 Watts
 Owned-Operated By, KCOM Bcstg. Co.
 Address 620 Insurance Exchange Bldg.
 Phone Number 8-0628
 Air Time Unlimited
News Service UP
 Transcription Service Standard
 Representative Pearson
 President & Manager, Dietrich Dirks
 Comm., Prom. Mgr., Sheldon Singer
 Prog. Dir., Chief Eng., E. P. Bouchier

K S C J

SIOUX CITY—1927—ABC

Frequency: 1360 Kc. Power: 5000 Watts
 Owned-Operated By Perkins Bros. Co.
 Business-Studio Address 415 Douglas St.
 Phone Number 5-7993
 News Service AP
 Transcription Service Lang-Worth. World
 SESAC

Representative George P. Hollingbery
 Membership NARTB
 President W. R. Perkins
 Station-Commercial Mgr. E. T. Flaherty
 Program Director Elizabeth Sammons
 Publicity Director Jean Harraday
 Chief Engineer Ernest Kruger

K T R I

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
 News Service UP
 Transcription Service Thesaurus
 Representative O. L. Taylor Co.
 President John C. Kelly
 Gen., Sta., Comm. Mgr. James Mitchell
 Sales Prom. Dir. Lennon Kelly
 Program Director Bob Hansen
 Chief Engineer Glenn Larson

K I C D

SPENCER—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Iowa Great Lakes Bcstg. Co.
 Address Box 631
 Phone Number 1240
 News Service AP, UP
 Transcription Service Standard, Associated
 Representative Pearson
 Membership NARTB
 Pres., Gen., Comm. Mgr. Ben B. Sanders
 Program Director Mason Dixon
 Chief Engineer Eldon Kanago

K A Y L

STORM LAKE—1948

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Operated By Cornbelt Bcstg. Co.
 Phone Number 1490
 News Service AP
 Transcription Service World, Capitol,
 Standard
 Membership NARTB, BAB
 President O. J. Grau
 Gen., Sta., Comm. Mgr. James J. McCord
 Program Director P. R. Benson
 Chief Engineer Howard L. Carlson

K B O K

WATERLOO—1946

Frequency: 1090 Kc. Power: 1000 Watts d.
 Owned-Oper. By Waterloo Bcstg. Co.
 Address 620½ Lafayette St.
 Phone Number 6851
 Representative McGillvra
 News Service UP
 General Manager John M. Printup
 Chief Engineer Archie Erickson

K W W L

WATERLOO—1947—MBS

Frequency: 1330 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated By Black Hawk Bcstg Co.
 Address Hotel Russell Lamson
 Phone Number 4405
 News Service AP
 Representative Headley-Reed
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Ralph J. McElroy
 Commercial Manager Donald E. Inman
 Sales Prom. Mgr. Virgil D. Clark
 Program Mgr. Warren Mead
 Publicity Dir. Raymond C. Starr
 Chief Engineer Leon H. Braun

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KEN KILMER,
 Manager,
 KBOE, Oskaloosa, Iowa

KXEL

WATERLOO—1942—ABC

Frequency: 1540 Kc. Power: 50,000 Watts
 Owned-Oper. By Josh Higgins Bcstg. Co.
 Address Highway 20 East
 Phone Number 3-3371, 3-3372
 News Service INS
 Transcription Service SESAC
 Representative Avery-Knodel
 Membership NARTB
 President, Gen. Station Manager. Joe DuMond
 Comm., Sales Prom. Mgr. A. J. DuMond
 Program Dir. Emlyn Owen
 Chief Engineer. Don Kassner

KJFJ

WEBSTER CITY—1950

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By Land O'Corn Bcstg. Co.
 Address East Hiway 20
 Phone Number 1500
 Newspaper Affiliation "Freeman-Journal"
 News Service AP
 Transcription Service Thesaurus, Capitol
 Membership NARTB
 President Charles V. Warren
 Gen. Mgr. Wayne J. Hatchett
 Comm. Mgr. Cleve Foster
 Pgm. Dir. G. D. Warland
 Chief Engineer. Wayne Olsen

KANSAS

*Pop. April 1, 1953 (Est.) 2,010,000 — Total Housing Units 629,000
 Families April 1, 1953 (Est.) 580,000 — Stations in State 37*

KSOK

ARKANSAS CITY—1947

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By The KSOK Bcstg. Co.
 Phone Number 2666
 News Service AP
 Transcription Service Lang-Worth
 President Oscar S. Stauffer
 General Manager. S. C. Thompson
 Program Director. George Carroll
 News Director. Arlan Young
 Chief Engineer. Edward H. Howe

KARE

ATCHISON-ST. JOSEPH—1939

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Oper. By Griffith-Buenning Bdstg. Co.
 Address Fifth & Kansas Ave., Atchison
 Phone Number 2447 Atchison
 Air Time 5:45 a.m.-12 M.
 News Service AP
 Transcription Service Standard
 Partners J. M. Griffith & P. H. Buenning
 Comm. Mgr. Robert Nelson
 Publicity Director. Edna Shelly
 Sales Prom. Mgr. Paul H. Buenning
 Chief Engineer. L. H. Winegardner

KCRB

CHANUTE—1952—KBS

Frequency: 1460 Kc. Power: 1000 Watts d.
 Owned-Operated By Cecil W. Roberts
 Address Plummer & Beech Sts.
 Phone Number 434
 News Service UP
 Representative Conwell
 Owner. Cecil W. Roberts

Gen. Mgr., Chf. Engr. Jerrell Henry
 Sales Manager. Les Brecht
 Program Director. Dorothy Henry

KGGF

COFFEYVILLE—1930—ABC

Frequency: 690 Kc. Power: 10,000 Watts d.,
 5000 Watts n.
 Owned-Oper. By The Midwest Bcstg. Co., Inc.
 Business-Studio Address 8th & Elm
 Phone Number 1843-4
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative Weed
 Membership NARTB
 Pres., Gen. Mgr. Richard M. Seaton
 Sales Prom., Sta. Mgr.,
 Pub. Dir. Robert L. Pratt
 Commercial Manager E. B. Spoonamore
 Program Dir. Richard S. Embody
 Chief Engineer. J. S. Jaminet

KXXX

COLBY—1947

Frequency: 790 Kc. Power: 5000 Watts d.
 Owned-Oper. By Western Plains Bcstg. Co.
 Address 380 W. 4th St.
 Phone Number 790
 Air Time Daytime
 News Service UP
 Transcription Service SESAC, Thesaurus
 Representative Headley-Reed
 President Don Searle
 V.P., Mgr. Ed Mason
 Commercial Mgr. William A. Martin
 Promotion Mgr. Quint McCredie
 Chief Engineer. V. L. Lynch

K G N O

DODGE CITY—1930

Frequency: 1370 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By.....Dodge City Bcstg. Co.
Business Address.....705 Second St.
Phone Number.....1370
Air Time.....6 a.m.-11 p.m.
Newspaper Affiliation.....Dodge City Daily Globe
News Service.....**AP**
Transcription Service.....World
Representative.....**Art Hagg**
Membership.....NARTB, BAB
President.....J. C. Denious
General Manager.....W. Elliott
Program Director.....Herschel Holland
Chief Engineer.....Frank Miller
Sales Prom. Mgr.....Ruth Peterson

K T S W

EMPORIA—1939—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By.....Emporia Bcstg. Co., Inc.
Business Address.....Broadview Hotel
Phone Number.....3450
Air Time.....**Unlimited**
News Service.....**AP, UP**
Transcription Service.....Thesaurus
President.....Robert Reed
V.P., Gen. Mgr.....Max B. Bicknell
Secretary.....Vic Hiatt
Commercial Manager.....John Wilks
Program Director.....Jim Deay
Publicity Director.....Wilma Slattery
Chief Engineer.....Everett Thompkins

K G A R

GARDEN CITY—1949

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Oper. By.....Ark Valley Bcstg. Co., Inc.
Business-Studio Address.....Box 878
Phone Number.....3041
News Service.....**UP**
Transcription Service.....**Associated**
Representative.....Hal Holman Co.
Membership.....NARTB
President.....Dr. H. C. Sartorius
General Manager.....Dale E. Kern
Program Director.....Marjorie Nickum
Chief Engineer.....Robert Breeding

K I U L

GARDEN CITY—1935—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By.....Telegram Publishing Co., Inc.
Business-Studio Address.....Garden City
Phone Number.....3251
Newspaper Affiliation....."Daily Telegram"
News Service.....**AP**
Transcription Service.....World

President.....**Robert B. Reed**
Gen., Sta. Manager.....Robert Wells
Commercial Manager.....Doug Hough
Program Director.....Tony Jewell
Publicity Director.....Ann Conrad
Chief Engineer.....Gene Conjurske

K W G B

GOODLAND—1947

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By.....James E. Blair
Business-Studio Address.....Goodland
Phone Number.....331
News Service.....**UP**
Transcription Service.....Capitol, Cole
Owner, General Mgr.....James E. Blair
Commercial Mgr.....Bert Blair
Chief Engineer.....Lyle Fick

K V G B

GREAT BEND—1937—NBC

Frequency: 1590 Kc. Power: 5000 Watts
Owned-Operated By.....**KVGB, Inc.**
Business-Studio Address.....2103 Forest
Phone Number.....4317
Air Time.....Full Time
News Service.....**AP**
Newspaper Affiliation....."Daily Tribune"
Transcription Service.....Thesaurus
Representative.....John E. Pearson
Membership.....NARTB
President.....Helen T. Coogan
V.P., Gen., Sta. Mgr.....Grover C. Cobb
Asst. Mgr.....Sherwood R. Parks
Sales Manager.....Bill J. Jarvis
Program Director.....Ray H. Beals
Chief Engineer.....Chester A. Wallack

K A Y S

HAYS—1948—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....KAYS, Inc.
Phone Number.....4-2578
Address.....2450 Hall St.
Air Time.....Full Time
Newspaper Affiliation.....Hays Daily News
News Service.....**AP**
Transcription Service.....Thesaurus, Lang-Worth
Membership.....NARTB, BAB
President.....Frank Motz
Gen., Sta., Comm. Mgr.....Bob Schmidt
Program Director.....Jim Ayres
Publicity Director.....Janie Roth
Promotion Manager.....Bud Ryan
Chief Engineer.....Glen Barnett

K W B W

HUTCHINSON—1935—NBC

Frequency: 1450 Kc. Power: 250 Watts

Owned-Oper. By... Nation's Center Bcstg. Co.
 Business-Studio Address... Box 1026
 Phone Number... 24486
 Air Time... Full Time
News Service... AP
 Transcription Service... World
 Representative... Walker
 Membership... NARTB
 President... Bess Marsh Wyse
 General Manager... Harold E. King
 Commercial Manager... Kainor Carson
 Program Director... Jack Fallon
 Publicity Director... Bob Evans
 Chief Engineer... James Riley

KWHK

HUTCHINSON—1946

Frequency: 1260 Kc... Power: 1000 Watts d.;
 500 n.
 Owned-Operated By... KWHK Bcstg. Co., Inc.
 Business-Studio Address... 18 W. 5th St.
 Phone Number... 3-100
 Air Time... Full Time
News Service... AP
 Representative... Everett-McKinney
 President... James E. Murray
 Gen., Comm. Mgr... Vern Minor
 Program Director... Jim Murray, Jr.
 Chief Engineer... Millard Clary

KIND

INDEPENDENCE—1947

Frequency: 1010 Kc... Power: 250 Watts d.
 Owned-Operated By... Central Bcstg., Inc.
 Bus. Studio-Transmitter... Professional Bldg.
 Phone Number... 1010
News Service... AP
 Membership... BAB
 Pres., Gen. Mgr... J. Nelson Rupard
 Chief Engineer... James Teats

KJCK

JUNCTION CITY—1949—KBS

Frequency: 1420 Kc... Power: 1000 Watts d.
 Owned-Oper. By... Ralph L. Weir, Jr.
 Address... 724 No. Washington St.
 Phone Number... Junction City 1477
 Air Time... Daytime
News Service... UP
 Transcription Service... World
 Membership... NARTB, BAB
 Owner, Gen. Mgr... R. L. Weir, Jr.
 Comm., Sls. Prom. Mgr... James Platt
 Program Director... Ken Thomas
 Chief Engineer... John Webb

KCKN

KANSAS CITY—1925

Frequency: 1340 Kc... Power: 250 Watts
 Owned-Operated By... KCKN Bcstg. Co.
 Business Address... 300 Walltower Bldg.

Phone Number... Victor 3864
 Air Time... Full Time
 Newspaper Affiliation... The Kansas
 News Service... AP, UP
 Transcription Service... Lang-Worth, Standard
 Representative... Capper Publications
 Membership... NARTB
 President... W. A. Bailey
 General Manager... Ben Ludy
 Sta., Comm., Prom. Mgr... Joe Story
 Program Director... George Stump
 Chief Engineer... Lewis Dickensheets

KLWN

LAWRENCE—1951

Frequency: 1320 Kc... Power: 500 Watts d.
 Owned-Operated By... Lawrence Bcstrs. Inc.
 Address... Lawrence
 Phone Number... 3431
News Service... UP
 Transcription Service... Lang-Worth
 Representative... W. S. Grant
 Membership... NARTB, BAB
 Gen., Sta. Mgr... Arden Booth
 Program Director... Ed Hundley
 Chief Engineer... Hal Carlson

KCLO

LEAVENWORTH—1948—KBS

Frequency: 1410 Kc... Power: 500 Watts d.
 Owned-Oper. By... Midwest Bcstg. Sys.
 Address... 418 Cherokee
 Phone Number... 3620—3621
 Air Time... Day Time
News Service... UP
 Transcription Service... Lang-Worth
 Representative... Hil F. Best
 President... Cecil W. Roberts
 Gen., Sta., Comm. Mgr... William C. Whitlock
 Sales Prom. Mgr... Bob Buis
 Program Director... Chester Kozak
 Chief Engineer... David L. Reed

KSCB

LIBERAL—1948

Frequency: 1270 Kc... Power: 1000 Watts d.
 Owned-Oper. By... Seward County Bcstg. Co.
 Business Address... P. O. Box 311
 Phone Number... 3891
 Air Time... Day Time
News Service... UP
 Transcription Service... Lang-Worth
 Representative... Hil F. Best
 Membership... NARTB, BAB
 President... Alf M. Landon
 General Manager... Leon S. Salathiel
 Commercial Manager... Roy Pearce
 Program Director... Larry Filkins
 Chief Engineer... Wayne Pash

KMAN**MANHATTAN—1950**

Frequency: 1350 Kc. Power: 500 Watts d.
 Owned-Oper. By.....Manhattan Bcstg. Co.
 Address.....114 No. 4th St.
 Phone Number.....4451
 Transcription Library.....Thesaurus, SESAC
 Newspaper Affil....."Daily Mercury-Chronicle"
 News Service.....AP
 President.....Fred A. Seaton
 Gen., Sta. Manager.....Warren L. Mowder
 Comm., Prom. Manager.....Marvin W. Houtz
 Program Director.....Sam Blessing
 Chief Engineer.....Herbert P. Lavin

KNEX**McPHERSON—1949—LBS**

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Operated By.....McPherson Bcstg. Co.
 Address.....P. O. Box 186
 Phone Number.....1540
 News Service.....AP
 Transcription Service.....SESAC
 President.....Ewart Mills
 General Manager.....Henry Dais
 Commercial Mgr.....Vance Archer
 Chief Engineer.....Claude Hughes
 Consulting Engineer.....Ted Heithecker

KOFO**OTTAWA—1949**

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Operated By.....Ottawa Bcstg. Co.
 Transmitter Address.....P. O. Box 46
 Phone Number.....1045
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Capitol, Lang-Worth
 Pres., Gen. Mgr.....J. N. Jobes
 Sta. Mgr., Pub. Dir.....Herbert M. Jobes
 Prom., Comm. Mgr.....Thomas F. Ruble
 Prog. Dir., Chief Eng.....Daniel W. Coltrane

KLKC**PARSONS—1948**

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By.....Community Bcstg. Co.
 Business-Studio Address.....1904 Broadway
 Phone Number.....4050
 Air Time.....Sunrise-Sunset
 Newspaper Affiliation.....The Sun
 News Service.....AP
 Transcription Service.....Thesaurus
 President.....Clyde M. Reed, Jr.
 General Manager.....Raeburn D. Drenner
 Chief Engineer.....Clomer Warford

KOAM**PITTSBURG—1937—NBC**

Frequency: 860 Kc. Power: 10,000 Watts d.,
 5,000 n.
 Owned-Oper. By.....The Pittsburg Bcstg. Co., Inc.
 Business Address.....P. O. Box 603
 Phone Number.....2165
 Air Time.....5:45 a.m.-M.
 News Service.....AP
 Representative.....John E. Pearson
 Membership.....NARTB
 President.....E. V. Baxter
 Gen., Sta., Comm. Mgr.....R. E. Wade
 Chief Engineer.....Leo Stafford

KSEK**PITTSBURG—1947**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....KSEK Bcstg. Co., Inc.
 Business-Studio Address.....Box 610
 Phone Number.....742
 Air Time.....Full Time
 News Service.....AP
 Newspaper Affiliation.....Headlight & Sun
 Transcription Service.....Thesaurus
 Representative.....Cooke
 Membership.....BAB
 President.....O. S. Stauffer
 General Manager.....Thad M. Sandstrom
 Commercial Manager.....Dale S. Helmers
 Chief Engineer.....Paul A. Winders

KWSK**PRATT—1952**

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By.....Pratt Bcstg. Co.
 Address.....P. O. Box 385

KSAL**SALINA—1937—MBS**

Frequency: 1150 Kc. Power: 5000 Watts
 Owned-Operated By.....KSAL, Inc.
 Bus. Studio Address.....201 W. Iron Ave.
 Phone Number.....3701
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth, Standard
 Representative.....John E. Pearson
 Membership.....NARTB, BAB
 President.....R. J. Laubengayer
 Station Mgr.....R. V. Jensen
 Prom. Mgr., Publ. Dir.....C. R. Lamer
 Program Director.....Al Thompson
 Chief Engineer.....Donald Engelhardt

KJAY

TOPEKA—1949

Frequency: 1440 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By S. H. Patterson
Address 908 Kansas Ave.
Phone Number 3-1336
Air Time Full Time
News Service INS
Representative Forjoe
President S. H. Patterson
Station Director Norwood J. Patterson
General Manager Wilber Upchurch
Program Director Roy Vernon
Chief Engineer Gale Totten

KTOP

TOPEKA—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Charles B. Axton
Address Topeka
Phone Number 4-3444
Air Time Full Time
News Service AP
Transcription Service Associated
Representative John E. Pearson Co.
Owner, Gen., Sta. Mgr. C. B. Axton
Commercial Manager Allan Curnutt
Asst. Manager Marie M. McKinney
Program Director Jack Warren Ostrode
Chief Engineer Willard H. Peterson

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
News Service AP, UP
Transcription Service Lang-Worth, Standard
President H. S. Blake
General-Station Manager Ben Ludy
Commercial Manager Hilton Hodges
Program Director Maude Carlson
Chief Engineer Lewis Dickensheets

WREN

TOPEKA—1926—ABC

Frequency: 1250 Kc. Power: 5000 Watts
Owned-Operated By WREN, Bcstg. Co., Inc.
Business-Studio Address 411 W. 10th St.
Phone Number 2-0505
Air Time Full Time
News Service UP
Transcription Service World
Representative Weed

Membership NARTB, BAB
President Alf M. Landon
Business Manager Fred L. Conger
Sales Promotion Manager Gerald K. Barker
Program Director Max Falkenstein
Technical Spvrs. Albert J. Meyer

KAKE

WICHITA—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By KAKE Bcstg. Co., Inc.
Bus. Studio Address 420 W. Douglas Ave.
Phone Number 4-9369
News Service AP
Transcription Service World
Representative Radio Reps. Inc.
V.P., General Manager Jack Todd
Commercial Manager Martin Bass
Program Director Graeme Fletcher
Chief Engineer Harold Newby

KANS

WICHITA—1936—NBC

Frequency: 1480 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Operated By Taylor Radio & TV
Business-Studio Address 1015 N. Broadway
Phone Number 4-2387
Air Time Full Time
News Service AP, UP
Transcription Service Associated
Representative O. L. Taylor Co.
Membership NARTB
President O. L. Ted Taylor
General Manager Archle J. Taylor
Commercial Manager Dudley Tichenor
Sales Promotion Manager Rusell L. Lowe
Program Director Justin Bradshaw
Chief Engineer Max Miller

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
Air Time 6 a.m.-M.
News Service UP
Transcription Service World
Representative Avery-Knodel
Membership NARTB, BAB
President Howard Lane
Gen., Sta. Mgr. Hale Bondurant
Promotion Manager Clarence Sewell
Program Dir. George Wells
Publicity Director Marie MacDonald
Chief Engineer K. W. Pyle

K F H

WICHITA—1922—CBS

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Operated By . . . Radio Station KFH Co.
 Business-Studio Address KFH Bldg.
 Phone Number 2-4491
 Air Time Full Time
 Newspaper Affiliation "Eagle"
 News Service UP, AP
 Transcription Service Lang-Worth, Capitol
 Representative Edward Petry
 Membership NARTB, BAB
 President John Rigby
 V.P., Gen. Mgr. Frank V. Webb
 Sales Promotion Manager Beulah Roth
 Program Director Thomas Bashaw
 Publicity Director Marjory Bassett
 Chief Engineer Virgil Hinshaw

K W B B

WICHITA—1950

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Oper. By . . . Wichita Beacon Bcstg. Co.
 Address 2829 Salina Ave.
 Phone Number 7-1265
 Air Time 6 a.m.-M.
 Transcription Service Capitol, Thesaurus
 News Service AP
 Representative Pearson
 Membership NARTB, BAB
 President Louis Levand
 General Manager J. Milton Hall
 Comm. Mgrs. John Merrell, Dale E. Kern
 Program Director Chick Martin
 Chief Engineer Ralph McClellan

KENTUCKY

*Pop. April 1, 1953 (Est.) 3,117,000 — Total Housing Units 825,000
 Families April 1, 1953 (Est.) 765,000 — Stations in State 46*

W C M I

ASHLAND—1935—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By . . . Ashland Bdcstg. Co., Inc.
 Address 120 20th Street
 Phone Number 3010
 Air Time 6 a.m.-12:05 a.m.
 News Service UP
 Trans. Service World, Thesaurus, SESAC
 Representative John E. Pearson
 Membership NARTB, BAB
 President Gilmore N. Nunn
 Sta., Prom. Mgr., Pub. Dir. W. R. Martin
 Comm. Gen. Mgr. Charles C. Warren
 Program Director George Marshall
 Chief Engineer Clarence W. Weaver

W K C T

BOWLING GREEN—1947—ABC

Frequency: 930 Kc. Power: 1000 Watts d.
 500 Watts n.
 Owned-Oper. By . . . Daily News Bdcstg. Co.
 Address Box 727
 Phone Number 4325
 Air Time 5:30 a.m.-12 M.
 News Service UP
 Newspaper Affiliation Park City Daily News
 Transcription Service Thesaurus
 Representative J. H. McGillvra Inc.
 President J. Ray Gaines
 Sta., Gen. Mgr. Al Temple
 Comm., Prom. Mgr. James H. Topmiller, Jr.
 Program Director Jack Eversole
 Publicity Director Nada Cherry
 Chief Engineer Haro Durham

W L B J

BOWLING GREEN—1938—MBS

Frequency: 1410 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By . . . Bowling Green Bcstg. Co.
 Address 901 Lehman
 Phone Number 3212
 Air Time Full Time
 News Service AP
 Transcription Service World
 Representative Burn-Smith
 Membership NARTB
 Pres., Gen., Sta. Mgr. Ken D. Given
 Commercial Manager Robert Proctor
 Sales Prom. Mgr. Georgia Bates
 Publicity Director William Kuznitsof
 Program Director Helen Given
 Chief Engineer Rondal L. Miller

W L C K

CAMPBELLSVILLE—1951

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Taylor Bcstg. Co.
 Address P. O. Box 248
 Phone Number 380
 News Service UP
 Transcription Service Lang-Worth, Cole
 Pres., Gen. Mgr. Redman Turner
 Commercial Manager Lindsey Harden
 Program Director Dean Harden
 Asst. Mgr., Chf. Engr. James B. Crawley

W T C O

CAMPBELLSVILLE—1948—KBS

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By South Central Kentucky
 Bcstg. Co., Inc.
 Business-Studio Address 203 E. Main St.
 Phone Number 250
 Air Time Daytime
 News Service UP
 Transcription Service World, SESAC
 President H. T. Parrott
 Gen., Sta. Mgr., Prog. Dir. James Shacklette
 Sales Promotion Mgr. Frank Hayden
 Chief Engineer Harvey Kingsbury

W A I N

COLUMBIA—1951—KBS

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By Tri-County Bcstg. Corp.
 Address Columbia
 Phone Number 4111
 News Service UP
 Trans. Ser. MacGregor, Thesaurus
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. S. C. Bybee
 Comm., Prom. Mgr. Lanier Burchett
 Chief Engineer Lewis Owens

W C T T

CORBIN—1947—MBS-KBS

Frequency: 680 Kc. Power: 1000 Watts
 Owned-Oper. By Corbin Times-Tribune, Inc.
 Business Address Kentucky Ave. & Monroe St.
 Phone Number 123-4, 1071
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World, Keystone
 President J. Springer Robinson
 General Manager John L. Crawford
 Station Manager Kenneth Turner
 Commercial Manager S. G. Hembree
 Chief Engineer Russell Henson

W Z I P

COVINGTON—1947—KBS

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By WZIP, Inc.
 Bus.-Studio Address Sixth & Madison Aves.
 Phone Number JUniper 5300
 Air Time Daytime
 News Service AP
 Membership NARTB, BAB
 Pres., Gen., Comm. Mgr. Arthur L. Eilerman
 Program Director E. C. Toleman
 Publicity Director Walter Rehbaum
 Chief Engineers H. DeArmond, E. C. Toleman

W C P M

CUMBERLAND—1951—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Blanford Radio Co.
 Address S. Main St.
 President R. B. Helms
 Sta., Comm. Mgr. Murray Woroner
 Program Director Jean Estep
 Chief Engineer J. Francke Fox

W H I R

DANVILLE—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Commonwealth Bcstg. Corp.
 Address P. O. Box 234
 Phone Number Danville 1230
 Air Time Full Time
 News Service UP
 Transcription Service World
 Representative Hal Holman Co.
 Membership NARTB, BAB
 Pres., Comm. Mgr. W. T. Isaac
 V.P., Pgm. Dir. David B. Highbaugh
 Chief Engineer Henry C. Lovell

W I E L

ELIZABETHTOWN—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Elizabethtown Bcstg. Co.
 Address P. O. Box 347
 Phone Number 5151
 Air Time Full Time
 Transcription Service Associated
 News Service UP
 Membership NARTB, BAB
 President J. W. Hodges
 Gen., Sta. Mgr. Walter T. Gaines
 Chief Engineer Thomas Moore Baldwin

W F K Y

FRANKFORT—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Frankfort Bcstg. Co., Inc.
 Phone Number 48281
 Air Time 5 a.m.-11 p.m.
 News Service UP
 Representative Burn-Smith
 Pres., Gen. Mgr. Ken Hart
 Sales Prom. Mgr., Prog. Dir. Robert Beasley
 Publicity Director Mary Flynn
 Chief Engineer Dick Goddard

W F U L

FULTON—1951

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By Ken-Tenn Bcstg. Corp.
 Address P. O. Box 482
 Phone Number 1270
 News Service UP
 Transcription Service Thesaurus
 President Dr. R. W. Bushart
 Gen. Mgr., Pgm. Dir. Jack A. Dill
 Chief Engineer Eugene Moore

WKAY

GLASGOW—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Glasgow Bcstg. Co., Inc.
 Phone Number 2141
 News Service UP
 Transcription Service SESAC
 President Gordon E. Brown
 Gen., Sta. Mgr. C. H. Hulse
 Commercial Manager J. M. Barrick
 Sales Prom. Mgr. Freeman Cherry
 Program Director Caroline Biggers
 Chief Engineer C. H. Hulse

WHLN

HARLAN—1941—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Blanfox Radio Co., Inc.
 Address S. Main St.
 Phone Number 625
 Air Time Full Time
 News Service UP
 Transcription Service Thesaurus
 Representative Burn-Smith
 Membership NARTB, BAB
 President, Gen. Mgr. R. B. Helms
 Program Director Nell Bradford
 Comm., Sta. Mgr. J. T. Morgan
 Chief Engineer J. Francke Fox, Jr.

WKIC

HAZARD—1947—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By BMG Bcstg. Corp.
 Address Peoples Bank Building
 Phone Number Main 720
 Air Time Full Time
 News Service AP
 Newspaper Affiliation Hazard Herald
 Transcription Service World
 Representative Hil F. Best
 President Fred B. Bullard
 Gen., Sta. Manager Richard H. Goodlette
 Chief Engineer Marvin E. Young
 Program Director Charles W. Metcalf
 Comm., Prom. Manager Bob Mansfield

WSON

HENDERSON—1941—MBS-KBS

Frequency: 860 Kc. Power: 500 Watts d.
 Owned-Oper. By Henderson Bcstg. Co., Inc.
 Bus.-Studio Address Zion Rd.
 Phone Number 3923
 News Service UP
 Transcription Service World
 Representative Meeke
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Hecht S. Lackey
 Sales Prom. Mgr. Ewing Graham
 Program Director Martin E. Schaeffer
 Chief Engineer Bob Cleveland

WHOP

HOPKINSVILLE—1940—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Hopkinsville Bcstg. Co., Inc.
 Phone Number 1025
 Studio-Transmitter Location Cadiz Rd.
 Air Time 5 a.m.-11:05 p.m.
 News Service UP
 Transcription Service RCA
 Representative Meeker
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. F. E. Lackey
 Commercial Manager Katherine Peden
 Sales Prom. Mgr., Prog. Dir. Margaret Wyatt
 Chief Engineer Leo Y. Wilson

WLAP

LEXINGTON—1922—ABC

Frequency: 630 Kc. Power: 5000 Watts d.
 1000 n.
 Owned-Operated By American Bcstg. Corp.
 (Not ABC)
 Business-Studio Address Radio Bldg.
 Phone Number 3-2727
 Air Time Full Time
 News Service UP
 Transcription Service World
 Representative John E. Pearson
 Membership NARTB, BAB
 President Gilmore N. Nunn
 V.P.-General Manager J. E. Willis
 Program Director Henry Allin
 Publicity Director Joe DeLong
 Chief Engineer Henry C. Locklar

WLEX

LEXINGTON—1946—KBS

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. By Central Ky. Bcstg. Co.
 Business Address Campbell House
 Phone Number 3-0433
 Air Time Unlimited
 Trans. Service Lang-Worth, MacGregor
 Representative Forjoe
 News Service AP
 President J. D. Gay, Jr.
 Secy.-Treas. Guthrie Bell
 Gen., Com. Mgr. J. L. Brownell, Sr.
 Chief Engineer William Yount

WVLK

LEXINGTON—1947—MBS

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By Bluegrass Bcstg. Co., Inc.
 Address Phoenix Hotel
 Phone Number 2-7177
 News Service AP
 Transcription Service Thesaurus
 Representative Burn-Smith
 President Garvice D. Kincaid
 V.P., Gen. Mgr. Donald J. Horton

Secy., Sta. Dir. Ted Grizzard
 Commercial Manager Lynn E. Knox
 Promotion Manager George T. Webb
 Program Director O. C. Halyard, Jr.
 Chief Engineer Paul Dunbar

WAVE

LOUISVILLE—1933—NBC

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Operated By WAVE, Inc.
 Business Address 334 E. Broadway
 Phone Number Wabash 2201
 Air Time Unlimited
 Transcription Service Thesaurus, Standard
 Representative Free & Peters
 Membership NARTB, BAB
 President George W. Norton, Jr.
 General-Station Manager Nathan Lord
 Commercial Manager La Velle Waltman
 Sales Prom. Mgr. Charles Hill
 Program Director James Caldwell
 Chief Engineer Wilbur Hudson

WGRC

LOUISVILLE—1936—MBS

Frequency: 790 Kc. Power: 5000 d. 1000 n.
 Owned-Operated By Northside Bcstg. Corp.
 Bus.-Studio Address Ky. Home Life Bcstg.
 Phone Number Wabash 8871
 Air Time Full Time
 News Service UP
 Transcription Service Lang-Worth
 Representative Walker
 Membership NARTB
 Pres., Comm. Mgr. J. Porter Smith
 Gen. Mgr. Charles L. Harris
 Pgm. Dir. Ward Hatcher
 Chief Engineer W. J. Morrison

WHAS

LOUISVILLE—1922—CBS

Frequency: 840 Kc. Power: 50,000 Watts
 Owned-Oper. By WHAS, Inc.
 Address 525 W. Broadway
 Phone Number WABash 2211
 Air Time Full Time
 News Service AP
 Newspaper Affil. Courier-Journal, "Times"
 Transcription Service Lang-Worth
 Representative Henry I. Christal Co.
 President Barry Bingham
 Director Victor A. Sholis
 Asst. Director Neil D. Cline
 Sales Director John M. Fouts
 Sales Prom. Mgr. William Loader
 Chief Engineer Orrin W. Towner
 Program Director Sam Gifford

WINN

LOUISVILLE—1940

Frequency: 1240 Kc. Power: 250 Watts

Owned-Oper. By ... Kentucky Bcstg. Corp., Inc.
 Bus.-Studio Address Earle Hotel
 Phone Number WABash 5148
 Air Time 7 a.m.-M.
 News Service UP
 Trans. Service World, MacGregor
 Representative The Taylor Co.
 Membership NARTB
 Pres., Gen., Sta. Mgr. Harry McTigue
 Commercial Manager ... Chas. A. Schacht, Jr.
 Program Director George Partridge
 Sales Prom. Mgr. Helen E. Roberts
 Chief Engineer Melvin Scarsdale

WLOU

LOUISVILLE—1948

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By ... Robert W. Rounsaville
 Business-Studio Address 2549 S. Third St.
 Phone Number Calhoun 3680
 Air Time Daytime
 News Service AP
 Representative Pearson
 President, Gen. Mgr. R. W. Rounsaville
 Station Mgr. William R. Wagner
 Prom., Comm. Mgr. Lee Smith
 Program Director Johnny Martin
 Chief Engineer Steve Dawson

**A \$152 MILLION DOLLAR
 NEGRO MARKET**

IS INEXPENSIVELY YOURS . . . WHEN
 YOU SELL THROUGH THESE TWO
 NEGRO-PROGRAMMED SOUTHERN
 STATIONS!

**W
 L
 O
 U**

160,000 Negroes, with a buying
 power of \$52 million plus, make
 up a powerful market you can't
 afford to overlook! Buy it indi-
 vidualy, or in combination with
 WMBM at special package rates!

LOUISVILLE, KENTUCKY

**W
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150,000 Negroes, plus a tremen-
 dous audience in the Bahamas
 and along the North Cuban coast
 constitute the rich \$100 million
 market of Miami's Negro Inde-
 pendent. Write for special pack-
 age rates now!

MIAMI BEACH, FLORIDA

National Representative:
FORJOE AND COMPANY

Southern Representative:
DORA-CLAYTON AGENCY, INC.

WKLO**LOUISVILLE—1948—ABC**

Frequency: 1080 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By... Mid-America Bcstg. Corp.
Business-Studio Address... Henry Clay Hotel
Phone Number... Clay 4441
Air Time... Full Time
Representative... John Blair & Co.
News Service... UP
Transcription Service... Associated
President... Emanuel Levi
Sta., Gen. Mgr... Joe Eaton
Commercial Manager... Russell J. Pirkey
Program Director... Mary Louise Moore
Chief Engineer... D. C. Summerford

WKYW**LOUISVILLE—1946**

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By... Radio Kentucky, Inc.
Bus.-Studio Address... 431 W. Jefferson St.
Phone Number... CLay 4811
Air Time... Daytime
News Service... AP
Transcription Service... Standard, Capitol
Representative... Burn-Smith
President... F. Eugene Sandford
Gen., Sta. Manager... Edwin E. S. Weldon
Commercial Manager... H. Parker Smith
Program Director... Harry Lockhart
Chief Engineer... Clovis Sadler

WFMW**MADISONVILLE—1948—KBS**

Frequency: 730 Kc. Power: 250 Watts d.
Owned-Oper. By Messenger Bdctsg. Co., Inc.
Address... Box 387
Phone Number... 1885
Air Time... Sunrise-Sunset
Newspaper Affiliation... Madison Publishing
News Service... UP
Trans. Service... Capitol, Thesaurus, Standard
Representative... Continental
President... Edgar Arnold, Sr.
Sta., Gen. Mgr... H. W. Wells
Prom., Comm. Mgr... Elmer L. Kelley, Jr.
Program Director... Richard T. Harris
Chief Engineer... Evers Mick

WKT M**MAYFIELD—1946**

Frequency: 1050 Kc. Power: 1000 Watts d.
Owned-Oper. By... Mayfield Bcstg. Co.
Phone Number... 48
Studio Address... Mayfield Hotel

Air Time... Sunrise-sunset
News Service... UP
Transcription Service... Thesaurus
Representative... Sears & Ayer
Membership... NARTB
President... Frank O. Evens
Gen., Sta., Comm. Mgr... Wayne Morgan
Program Director... Joe MacNeilly
Publicity Director... Frances Finks
Chief Engineer... Joseph M. Hargrove

WNGO**MAYFIELD—1947**

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Oper. By... West Ky. Bcstg. Co., Inc.
Phone Number... 1597
Air Time... Full Time
News Service... AP
Transcription Service... Capitol
Membership... NARTB, BAB
President... H. M. Suthard
General Mgr... T. E. Brewer
Commercial Mgr... Carl Leigh
Program Director... O. L. Davis
Promotion Mgr... Bob Lee
Chief Engineer... Ben Dixon

WFT M**MAYSVILLE—1948—MBS**

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By... Standard Tobacco Co., Inc.
Bus. Address... 626 Forest Ave.
Phone Number... 1400
Air Time... 6 a.m.-M.
News Service... UP
Transcription Service... World
Membership... NARTB, BAB
President... Charles P. Clarke
General Mgr... John W. Betts
Commercial Mgr... Horace Simpson
Program Director... Gene Waters
Chief Engineer... Harvey Cross

WMIK**MIDDLEBORO—1948—KBS**

Frequency: 560 Kc. Power: 500 Watts d.
Owned-Oper. By... Cumberland Gap Bcstg.
Phone Number... 980
Air Time... Day Time
Representative... Holman
Transcription Service... RCA
News Service... UP
Membership... BAB
President... Dr. U. G. Brummelt
General Mgr... H. Webster Taylor
Comm., Prom. Mgr... Maurice K. Henry
Chief Engineer... Tal England

WNBS

MURRAY—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Murray Bcstg. Co.
 Address P. O. Box 548
 Phone Number 1340
 News Service AP
 President H. T. Waldrop
 Manager Edward Griffin
 Comm. Mgr., Prog. Dir. Troy Glidwell
 Chief Engineer Otis Cohoon

WNOP

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 7100-1
 Air Time Sunrise-sunset
 News Service UP
 President, Comm. Mgr. James G. Lang
 Station Manager Ann Rolles Lang
 Program Director Doug Nunn
 Chief Engineer Joshua Burtz

WOMI

OWENSBORO—1938—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Owensboro Bcstg. Co., Inc.
 Business Address Livermore & Byers
 Phone Number 3-1558
 Air Time 6 a.m.-M.
 News Service AP
 Newspaper Affiliations... Messenger, Inquirer
 Transcription Service Thesaurus
 Representative Burn-Smith
 Membership NARTB, BAB
 President Lawrence W. Hager
 Gen.-Sta. Mgr. Hugh O. Potter
 Program Director Mrs. Cliffordean Potter
 Chief Engineer Harold I. Peters

WVJS

OWENSBORO—1946

Frequency: 1420 Kc. Power: 1000 Watts
 Owned-Oper. By... Owensboro On The Air, Inc.
 Business-Studio Address 324 Allen St.
 Phone Number 3-3521
 News Service UP
 Transcription Service World
 Representative William G. Rambeau
 Membership NARTB
 President V. J. Steele
 General Manager Malcolm Greep
 Commercial Manager John T. Rutledge
 Sales Prom. Mgr. Leola C. Hayden
 Program Director Larry Adams
 Chief Engineer Robert Earl Jagoe

WKYB

PADUCAH—1946—NBC

Frequency 570 Kc. ... Power: 1000 Watts d.,
 500 n.
 Owned-Oper. By WKYB, Inc.
 Business-Studio Address 504 Kentucky Ave.
 Phone Number 2-1678
 Air Time Full Time
 News Service AP
 Transcription Service World
 Representative Pearson
 Membership NARTB, BAB
 Pres., Gen. Mgr. E. J. Paxton, Jr.
 Commercial Manager S. Livingston
 Program Dir. Joe P. Knight
 Chief Engineer C. G. Sims

WPAD

PADUCAH—1930—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By .. Paducah Bcstg. Co., Inc.
 Address 4th & Bway—Taylor Bldg.
 Phone Number 2-8231
 Air Time 5 a.m.-12 M.
 News Service UP
 Trans. Serv. Lang-Worth
 Representative Meeker
 Membership NARTB, BAB
 Pres., Gen. Sta. Mgr. Pierce E. Lackey
 Prog., Pub. Dir. Ray Moffield
 Chief Engineer U. C. Morris

WSIP

PAINTSVILLE—1949—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Ptnrs.: T. A. Silvert,
 E. Chandler.
 Address Meade Bldg.
 Phone Number 1196
 News Service UP
 Transcription Service Thesaurus
 Gen., Sta. Manager Ted Arnold Silvert
 Chief Engineer Eugene Baldrige

WLSI

PIKEVILLE—1949

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Operated By Cumberland Pub. Co.
 Address Pikeville
 Phone Number 456
 Air Time Day Time
 Newspaper Affiliation Daily News
 News Service UP
 Transcription Service Lang-Worth
 President W. J. Ward
 Gen., Comm. Mgr., Pgm. Dir. Roy E. Alexander
 Chief Engineer Guy N. Ferrell

WPKÉ

PIKESVILLE—1949—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By E. Ky. Bdcstg. Corp.
 Phone Number 1280
 News Service AP
 Transcription Service SESAC
 Representative Continental
 President Clyde Childers Jr.
 Program Director Al Kahn
 Comm. Gen. Mgr. Edward Damron
 Chief Engineer Edwin Meek

WPRT

PRESTONBURG—1952

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Oper. By Kentucky Mt. Bcstg. Co.
 News Service UP
 Transcription Service MacGregar
 President D. C. Stephens
 Gen. Prom. Mgr. Rex Osborne
 Chief Engineer Edwin P. Healy

WPKY

PRINCETON—1950—MBS-KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By Princeton Bcstg. Co.
 Address U. S. Highway 62
 Phone 2072
 News Service AP
 Owner, Gen. Mgr. Leslie Goodaker

Program Dir. Mrs. Leslie Goodaker
 Commercial Manager James H. Johnson
 Chief Engineer Marvin Mahoney

WSFC

SOMERSET—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Southeastern Bcstg. Corp.
 Address P. O. Box 526
 Phone Number 1240-41
 Air Time Full Time
 News Service UP
 Transcription Service World
 Representative Colton
 Pres., Gen., Sta. Mgr. Mike Layman
 Commercial Manager Donald Orwin
 Program Director John A. Harnett
 Chief Engineer Ralph F. Denton

WMTC

VANCLEVE—1948

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Kentucky Mt. Holiness Assn.
 Bus-Studio Address Vanclave
 Phone Number Vanclave 3 (Jackson exch.)
 Air Time Daytime
 News Service AP
 Transcription Service World
 Representative Continental
 President Dr. Lela G. McConnell
 General-Station-Comm. Mgr. Wilfred Fisher
 Program Director Violet Person
 Chief Engineer Kenneth Amspaugh

LOUISIANA

*Pop. April 1, 1953 (Est.) 2,819,000 — Total Housing Units 784,000
 Families April 1, 1953 (Est.) 715,000 — Stations in State 45*

KROF

ABBEVILLE—1948

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Oper. By Abbeville Bcstg. Serv. Inc.
 Business Address P. O. Box 620
 Phone Number 960
 Transcription Service World
 Membership NARTB
 Secy. Treas. Gen. Mgr. George P. Martin
 Program Director Ebba Lou Martin
 Chief Engineer George P. Martin

Owned-Oper. By Alexandria Bdcstg. Co., Inc.
 Address 6th and Johnston
 Phone Number 3-2543
 News Service AP, UP
 Trans. Serv. World, McGregor
 Representative Weed & Co.
 Membership NARTB, BAB
 President Walter H. Allen
 Gen. Mgr. Willard L. Cobb
 Commercial Manager Walter D. Melson
 Prom. Mgr., Publ. Dir. Vivian Close
 Prog. Dir. Alex Marchand
 Chief Engineer Jesse R. Sexton

KALB

ALEXANDRIA—1935—ABC

Frequency: 580 Kc. Power: 5,000 Watts d.
 1,000 Watts n.

KSYL

ALEXANDRIA—1947—NBC

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Oper. By KSYL, Inc.

Address.....Hwy 71 at Bolton Ave.
 Phone Number 6611-12
 Air Time Full Time
 News Service AP
 Transcription Service Lang-Worth
 Representative Everett-McKinney
 Membership NARTB, BAB
 Pres., Comm. Mgr..... Milton Fox
 General Manager..... Virgil G. Evans
 Program Director..... Bruce Rainey
 Prom. Mgr..... Terrie Shute Raye
 Chief Engineer..... Thomas Marhefka

KTRY

BASTROP—1948—KBS

Frequency: 730 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Morehouse Bcstg. Co.
 Bus. Studio Address... 217 S. Washington St.
 Phone Number 1400
 News Service UP
 Transcription Service..... World. Associated
 General Manager..... Bill Davis
 Commercial Manager G. I. Johnson
 Chief Engineer S. E. Eckhardt

WAFB

BATON ROUGE—1948—MBS

Frequency: 1460 Kc.....Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By.....Modern Bcstg. Co.
 Address 929 Government St.
 Phone Number 4-8571
 Air Time Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative Adam Young
 Membership NARTB, BAB
 President..... Louis J. Prejean
 V.P., Gen. Mgr..... T. E. Gibbons
 Commercial Manager..... Ron Lifteral
 Prog. Director..... John Ferguson
 Chief Engineer..... Donald K. Allan

WIBR

BATON ROUGE—1948

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Community Bcstg. Co.
 Address P. O. Box 1226
 Phone Number 49493
 News Service UP
 Trans. Serv. Lang-Worth & Standard
 Representative Walker
 Gen. Mgr..... Robert Earle
 Commercial Manager..... Roger Davison
 Chief Engineer E. E. Case

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
 Air Time Unlimited
 News. Affil..... State Times, Morning Advocate
 News Service..... AP, UP
 Transcription Service World
 Representative..... George P. Hollingbery
 Membership BAB
 President..... Douglas L. Manship
 V.P., General Mgr..... J. Roy Dabadie
 Sales Manager..... Charles C. Garvey
 Pgm., Pub. Director..... Ralph H. Sims
 Chief Engineer..... Pat Weathersby

WLCS

BATON ROUGE—1946—ABC

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By..... Air Waves, Inc.
 Business Address..... 204 North St.
 Phone Number 24411
 Air Time Full Time
 News Service..... AP, INS
 Transcription Service Associated
 Representative Wm. G. Rambeau
 Membership NARTB, BAB
 President..... R. F. Cangelosi
 General Manager..... Earl Smith
 Commercial Manager..... Lamar Simmons
 Prog. Dir..... Herman Nelson
 Publ. Dir..... Mark O'Brien
 Chief Engineer..... Edward Van Valkenburg

WIKC

BOGALUSA—1947—NBC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By. Enterprise Publishing Co.
 Business Address..... Rio Grande St.
 Phone Number 36
 News Service AP
 Transcription Service World
 President..... William C. Moss
 General Manager..... Curt Siegelin
 Commercial Manager..... John H. Knight
 Prog. Dir..... Bernie Behrendt
 Chief Engineer..... Donald Quave

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
 Newspaper Affiliation..... "Daily Signal"
 News Service AP
 Membership NARTB
 President..... Max Thomas
 Gen. Mgr., Chief Eng... B. Hillman Bailey, Jr.
 Station Mgr..... Mary Grace St. John
 Commercial Manager..... Edmond M. Klein
 Chief Engineer..... G. L. Newman, Jr.

KDLA

DeRIDDER—1950—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Operated By Sabine Bcstg. Co.
 Address Box 46
 Phone Number 7600
 Air Time Daytime
 News Service UP
 Transcription Service MacGregor
 Co-Owners Cyril W. Reddoch,
 John B. McCrary
 Commercial Manager Ralph L. Hooks
 Program Director Ted Thompson
 Publ. Dir. Ed Jones
 Chief Engineer Klien Evans

KEUN

EUNICE—1952

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Tri-Parish Bcstg. Co.
 Address Box 789
 Phone Number 3041
 News Service AP
 Transcription Service World
 President Vincent Riehl
 General Manager John A. Chauvin
 Commercial Manager Chris Duplechain
 Program Director Roger Duhon
 Chief Engineer Billy Bland

WIHL

HAMMOND—1947

Frequency: 730 Kc. Power: 250 Watts d.
 Owned-Oper. By Cefalu Radio Station
 Bus-Studio Address 205 E. Thomas St.
 Phone Number 960
 News Service AP
 Owners Nicholas Cefalu, A. V. Cefalu
 Gen., Sta. Comm., Prom. Mgr. J. K. Ferris
 Program Director George Bonnell
 Chief Engineer J. R. Webb

KCIL

HOUMA—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Charles W. Lamar, Jr.
 Business Address Baton Rouge, La.
 News Service AP
 Transcription Service World, SESAC
 Membership NARTB, BAB
 Owner Charles W. Lamar Jr.
 General Manager Frank E. King, Jr.
 Comm., Sis. Prom. Mgr. Raymond A. Saadi
 Prog. Dir. Sam Eaton
 Chief Engineer Lee E. Emmons

KJEF

JENNINGS—1950

Frequency: 1290 Kc. Power: 500 Watts d.

Owned-Oper. By Jennings Bcstg. Co., Inc.
 Address 1521 Lake Arthur Ave.
 Phone Number 1155
 News Service UP
 Membership NARTB
 President Maxwell J. Thomas
 Gen. Mgr. Clovis L. Bailey
 Sta. Mgr. Jacqueline Todd Bertrand
 Comm. Mgr. Gerald Dugas
 Sales Prom. Mgr. Mildred Rhodriguez
 Prog. Dir. Albert W. Viquerie
 Chief Engineer Edgar E. Barton, Jr.

KLFY

LAFAYETTE—1950—MBS

Frequency: 1420 Kc. Power: 250 Watts d.:
 500 W. n.
 Owned-Oper. By Camellia Bcstg. Co.
 Address P. O. Box 367
 Phone Number 8-9494-5
 Transcription Service World, Capitol
 News Service UP
 Membership NARTB, BAB
 President Paul H. De Clonet
 General Manager William A. Patton
 Program Director John H. Selleck
 Prom., Pub. Dir. Sid Crocker
 Chief Engineer William H. Bland, Jr.

KVOL

LAFAYETTE—1935—NBC

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Oper. By Evangeline Bcstg. Co., Inc.
 Business-Studio Address P. O. Box 1070
 Phone Number 5-6426-7
 Newspaper Affiliation "Daily Advertiser"
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Meeker
 Membership NARTB, BAB
 General Manager George H. Thomas
 Sta. Mgr. Evan H. Hughes
 Commercial Manager Thomas G. Pears
 Prog. Dir. Don Metz
 Chief Engineer Louis Pilcher

KAOK

LAKE CHARLES—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By KAOK, Inc.
 Address P. O. Box 1399
 Phone Number 6-7541
 News Service UP
 Transcription Service Associated
 Representative Forjee
 President Jules J. Paglin
 Co-Mgr., Prom. Mgr. Tom Gresham
 Co-Mgr., Prog. Dir. Roy Rhodes
 Station Director Stanley W. Ray, Jr.
 Chief Engineer Levance Carson

KLOU

LAKE CHARLES—1947—CBS

Frequency: 1580 Kc. Power: 1000 Watts
 Owned-Oper. By: The Pelican Bcstg. Co., Inc.
 Bus. Studio Address: 203 W. Clarence St.
 Phone Number: 6-7277
 Air Time: 6 a.m.-M.
 News Service: AP
 Transcription Service: Thesaurus
 Representative: Pearson
 Pres., Gen. Manager: John L. Vath
 Managing Dir.: Sara M. Anderson
 Publicity Dir.: Josephine Moss
 Program Director: Sid Morse
 Chief Engineer: Ernest J. Vincent

KPLC

LAKE CHARLES—1935—NBC

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Oper. By: Calcasieu Bcstg. Co.
 Business Address: P. O. Box 1521
 Phone Number: 2713
 Air Time: 5:30 a.m.-M.
 News Service: AP, UP
 Transcription Service: World
 Representative: Weed
 President: T. B. Lanford
 Gen., Sta. Mgr.: David Wilson
 Commercial Manager: P. E. Mills, Jr.
 Sales Promotion Manager: R. M. White
 Program Director: A. B. Craft, Jr.
 Publicity Director: Margaret Kunzweiler
 Chief Engineer: A. B. Craft

KAPK

MINDEN—1952

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By: Parish Bcstg. Co.
 Address: Lakeshore Dr.
 Phone Number: 1985
 News Service: UP
 General Manager: Van F. Marshall
 Commercial Mgr.: Paul Howard
 Prom. Mgr., Prog. Dir.: Laura Dial
 Chief Engineer: Joel E. Wharton

KLIC

MONROE—1949—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Dr. Frank Cerniglia
 Address: Strauss Bldg
 Phone Number: 3-4617
 News Service: UP
 Pres., Sta. Mgr.: Dr. Frank Cerniglia
 Comm., Prom. Mgr.: (Mrs.) Marian A. Baker
 Program Director: John Lacy

KMLB

MONROE—1931

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

Owned-Oper. By: Liner's Bcstg. Station, Inc.
 Business Address: Hotel Frances
 Phone Number: 25
 News Service: AP
 Transcription Service: Thesaurus
 Representative: O. L. Taylor
 Gen., Sta. Mgr.: Charles Price
 Comm., Prog. Mgr.: James Plaisance
 Prom., Pub. Dir.: I. Elliget
 Chief Engineer: O. L. Morgan

KNOE

MONROE—1944—NBC

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Operated By: James A. Noe
 Business-Studio Address: Bernhardt Bldg.
 Phone Number: 8155
 Air Time: Full Time
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Headley-Reed
 Membership: NARTB, BAB
 President: James A. Noe
 Gen., Sta. Mgr.: Paul H. Goldman
 Commercial Manager: Earl Morin
 Program Director: Irving Zeidman
 Chief Engineer: Jack Ratliff

KWCJ

NATCHITOCHES—1947

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Natchitoches Bcstg. Co.
 Business-Studio Address: Box 232
 Phone Number: 2353
 President: Dr. William H. Pierson

KANE

NEW IBERIA—1946—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: New Iberia Bcstg. Co.
 Address: Box 383
 Phone Number: 2-6726
 News Service: AP
 Transcription Service: Capitol
 Membership: BAB
 General Manager: George H. Thomas
 Station Manager: Dierrell Hamm
 Commercial Manager: A. Hall Allen
 Program Director: Donald Bonin
 Chief Engineer: Merle Case

KVIM

NEW IBERIA—1950

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Queen City Bcstg. Co.
 Address: P. O. Box 50
 Phone Number: 2121
 Transcription Service: Associated
 Membership: NARTB, BAB
 President: P. M. Cochran
 Gen., Sta. Mgr.: John H. Coco



★ ★ LOUISIANA ★ ★

Program Director..... Alice Lee
 Sales Prom. Mgr..... Jay Burnett
 Chief Engineer..... William H. Bland

W B O K

NEW ORLEANS—1950

Frequency: 800 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... WBOK, Inc.
 Address..... 505 Baronne St.
 Phone Number..... Tulane 5363
 News Service..... UP
 Representative..... Forjoe
 President..... Jules J. Paglin
 Gen., Sta. Mgr..... Stanley W. Ray, Jr.
 Comm. Mgr..... Fred Schwarz
 Program Director..... Earl Davis
 Chief Engineer..... John Rhodes

W D S U

NEW ORLEANS—1923—NBC

Frequency: 1280 Kc..... Power: 5000 Watts
 Owned-Operated By..... WDSU Bcstg. Corp.
 Business-Studio Address..... 520 Royal St.
 Phone Number..... Tulane 4371
 Air Time..... 6 a.m.-12:30 a.m.
 News Service..... AP, UP
 Transcription Service..... Capitol, World
 Representative..... John Blair
 Membership..... NARTB, BAB
 President..... Edgar B. Stern, Jr.
 Exec. V.P. & Gen. Mgr..... Robert Swezey
 V.P. & Comm. Mgr..... Louis Read
 Program Dir..... William Ellwell
 Prom. Dir..... Marion Annenberg
 Chief Engineer..... Lindsey Riddle

W J B W

NEW ORLEANS—1926

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By..... Louise C. Carlson
 Business-Studio Address..... Cigali Bldg.
 Phone Number..... Ma. 3488
 Air Time..... Unlimited
 News Service..... AP
 Representative..... W. G. Rambeau
 Membership..... NARTB
 Pres., Gen. Mgr..... Louise C. Carlson
 Sta., Comm. Manager..... Ed. Carlson
 Prom. Mgr..... George Stimmel
 Program Dir..... Jim Landry
 Chief Engineer..... Frank J. Recely
 Publicity Dir..... Jesse Lee Cave

W J M R

NEW ORLEANS—1945

Frequency: 990 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Supreme Bcstg Co., Inc.
 Address..... Jung Hotel, 1500 Canal Street
 Phone Number..... Canal 0356-0357
 Air Time..... Sunrise-Sunset
 News Service..... UP
 Representative..... Bolling

President Chester Owens
 Exec. V.P. George A. Mayoral
 V.P. & Gen. Mgr. James E. Gordon
 Comm., Prom. Mgr. Patrick J. Shannon
 Program Dir. Tom Abbott
 Publicity Dir. Bonnie Kroll
 Chief Engineer Max Mipro

W M R Y

NEW ORLEANS—1950

Frequency: 600 Kc. Power: 500 Watts d.
 Owned-Oper. By Southland Bcstg. Co.
 Address 2107 Dryades St.
 Phone Number Tulane 4841
 Representative Gill-Keefe-Perna
 News Service UP
 Membership NARTB
 President Lester Kamin
 General Manager Mort Silverman
 Program Dir. Larry McKinley
 Chief Engineer Samuel Perkins

W N O E

NEW ORLEANS—1925—MBS

Frequency: 1060 Kc. Power: 50,000 d.; 5000 n.
 Owned-Operated By James A. Noe
 Business-Studio Address St. Charles Hotel
 Phone Number Express 2173
 Air Time Unlimited
 News Service UP
 Transcription Service SESAC
 Representative H-R
 Membership NARTB, BAB
 Owner James A. Noe
 Gen., Sta. Mgr., Prom. Dir. Benton Paschall
 Comm. Mgr. Paul Berille
 Prog. Dir. Eldon Durand
 Publicity Dir. Bill Elliott
 Chief Engineer Ray Boyd

W S M B

NEW ORLEANS—1925

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Operated By WSMB, Inc.
 Business-Studio Address. Maison Blanche Bldg.
 Phone Number Magnolia 5921
 President N. L. Carter
 General Manager Jack O'Meallie

W T I X

NEW ORLEANS—1951

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Royal Bcstg. Corp.
 Address 624 Canal St.
 Phone Number CA 7250
 Air Time Full Time
 News Service UP
 Membership NARTB
 President General Hufft
 Gen., Sta. Mgr. William Ellwell

Commercial Manager A. J. Hollander
 Sales Prom. Mgr. Edna May Ellwell
 Program Director Marilyn Barnett
 Chief Engineer Morris Jones

W T P S

NEW ORLEANS—1948

Frequency: 940 Kc. Power: 1000 d.; 500 n.
 Owned-Oper. By The Times Picayune
 Business Address 615 Howard Ave.
 Phone Number Canal 5561
 Transcription Service Associated
 Representative Branham
 President John F. Tims
 General Mgr. H. F. Wehrmann
 Prog. Dir. Robert Smith
 Prom. Mgr. Martin Burke
 Chief Engineer George DeBlieux

W W E Z

NEW ORLEANS—1947

Frequency: 690 Kc. Power: 5000 Watts
 Owned-Operated By WWEZ Radio Inc.
 Bus.-Studio Address Hotel New Orleans
 Phone Number Canal 3521
 News Service UP
 Representative Hollingbery
 President A. J. Chilton
 General Manager Joe A. Oswald
 Program Dir. Ken Elliott
 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
 News Service UP, AP
 Transcription Service Standard, Thesaurus
 Representative Katz
 Membership NARTB
 President Rev. Patrick Donnelly
 General Manager W. H. Summerville
 Comm. Manager Larry Baird
 Publicity Manager Ray Liuzza
 Program Director E. M. Hoerner
 Chief Engineer J. D. Bloom, Jr.

K S L O

OPELOUSAS—1947—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By KSLO Bcstg. Co.
 Studio Address KSLO Bldg.
 Phone Number 2633
 Air Time Full Time
 News Service UP
 Transcription Service World
 Representative Sears & Ayer

Membership NARTB, BAB
 Pres., Gen. Mgr. W. Eugene Jones
 Commercial Manager J. R. Womack
 Sales Prom. Mgr. Stanley G. Young
 Program Director Wandell Allegood
 Chief Anncr., News Dir. Floyd Cormier
 Chief Engineer Richard M. Cole

K R U S

RUSTON—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Ruston Bcstg. Co.
 Bus. Studio Address 105 E. N. Railroad Ave.
 Phone Number 1490
 Air Time Full Time
 News Service UP
 Newspaper Affiliation "Daily Leader"
 Owner, Gen. Mgr. C. E. Faulk, Jr.
 Station Manager Kenneth L. Whitaker
 Program Director Bill Carter
 Chief Engineer James L. Span

K C I J

SHREVEPORT—1950

Frequency: 980 Kc. Power: 5000 Watts d.
 Owned-Oper. By Southland Bcstg. Co.
 Address 205 Milam St.
 Representative Young
 President Lester Kamin
 Gen., Comm. Mgr. John H. Pace
 Chief Engineer N. L. Keys

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 Bldg.
 Phone Number 3-3681
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Walker
 Membership NARTB
 Pres., Gen. Mgr. Frank H. Ford
 Commercial Manager Frank H. Ford, Jr
 Prom., Pub. Dir. Bill Monroe

K R M D

SHREVEPORT—1928—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Radio Station KRMD
 Bus. Studio Address New Jefferson Hotel
 Representative Weed
 Manager G. V. Wilson
 Station Director W. L. Switzer
 Program Director Elizabeth V. Alford
 Chief Engineer Carl W. Goulden

K T B S

SHREVEPORT—1922—NBC

Frequency: 710 Kc. Power: 10,000 Watts d.,
 5,000 Watts n.
 Owned-Oper. By Radio Station KTBS, Inc.
 Address 312 East Kings Hwy
 Phone Number 7-3644
 Air Time 5 a.m.-12 M.
 News Service AP, UP
 Representative Petry
 Transcription Service Associated
 Membership NARTB
 Pres., Gen. Mgr. E. Newton Wray
 Comm. Mgr. Alex Chesley
 Pub., Sales Prom. Mgr. Carol Vinson
 Prog. Dir. Cecil E. Bland, Jr.
 Chief Engineer C. H. Maddox

K W K H

SHREVEPORT—1925—CBS

Frequency: 1130 Kc. Power: 50,000 Watts
 Owned-Operated By International Bcstg. Corp.
 Business-Studio Address Commercial Bldg.
 Phone Number 2-8711
 Newspaper Affiliation Shreveport Times
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Lang-Worth
 Representative Branham
 Membership NARTB, BAB
 President William H. Bronson
 Exec. V.P., Gen. Mgr. Henry B. Clay
 Commercial Manager Fred Watkins, Jr.
 Prom. Mgr., Pub. Dir. James T. Briggs
 Program Director Horace Logan
 Chief Engineer W. E. Antony

MAINE

*Pop. April 1, 1953 (Est.) 963,000 — Total Housing Units 314,000
 Families April 1, 1953 (Est.) 285,000 — Stations in State 15*

W F A U

AUGUSTA—1946—MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Twin City Bcstg. Co., Inc.

Address 160 Bangor St.
 Phone Number 3-3838
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Standard, World
 Representative Forjoe

President Faust Couture
 Gen. Sta. Mgr. Norman G. Gallant
 Comm. Mgr. Harry Simons
 Sales Prom. Mgr. Lynn Chase
 Program Director. Richard Norton
 Publicity Director. Louise Ware Patterson
 Chief Engineer. Paul Grave

WRDO

AUGUSTA—1932—NBC-MAINE
 NERN

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By WRDO, Inc.
 Address 175 Water Street
 Phone Number 3-4735
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Thesaurus
 Representative Weed, Bannan
 Membership NARTB, BAB
 President Adeline B. Rines
 Gen., Sta., Prom. Mgr. Jack S. Atwood
 Commercial Manager Donald K. Powers
 Publ. Pgm. Dir. Leslie R. Hubley
 Chief Engineer. Harold T. Dinsmore

WABI

BANGOR—1924—ABC-MBS

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Oper. By Community Bcstg. Service
 Business-Studio Address. 57 State St.
 Phone Number 6446
 Air Time Full Time
 News Service AP
 Representative ... Everett-McKinney, Kettell-Carter
 Co-O., President. Horace E. Hildreth
 Co-O., Gen. Mgr. Murray Carpenter
 Comm. Mgr. Lee Gorman
 Program Dir. Richard Bronson
 Chief Engineer. Walter Dickson

WGUY

BANGOR—1947—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By. Guy Gannett Bcstg. System
 Address. P. O. Box 702
 Phone Number 7354
 Air Time. 6:30 a.m.-12 M.
 News Service UP
 Representative Avery-Knodel
 President. Guy P. Gannett
 General Manager. Creighton E. Gatchell
 Station Manager. Samuel G. Henderson, Jr.
 Program Director. Clifton E. Reynolds
 Chief Engineer. Roger W. Hodgkins

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
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus
 Representative. Weed, Bertha Bannan
 Membership NARTB, BAB
 President Adeline Rines
 General Manager. Edward E. Guernsey
 Program Director. Irving S. Hunter
 Promotion Manager. George Chapman
 Chief Engineer. John Wibby

WIDE

BIDDEFORD—1948—MBS-YANKEE

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Biddeford Bdcstg. Corp.
 Address 234 Main St.
 Phone Number 4-4566
 Air Time Full Time
 News Service UP
 Transcription Service. World
 Membership NARTB
 Pres., Gen. Mgr. Arthur Deters
 Station Manager. Chris Drivas
 Chief Engineer Arthur Deters



WIDE

BIDDEFORD-SACO, ME.
 MBS-YANKEE

Since it went on the air November 6, 1948, it has been growing steadily in acceptance as a proven sales medium in this industrial-recreational marketing area. WIDE's proven daytime service area covers a population of 201,781 . . . During the spring and summer months the population increases enormously because WIDE is located in the heart of Maine's richest resort area . . . Old Orchard Beach, Kennebunk Beach, Pine Point and many others. Here, too, are located the famous textile plants of Pepperell, Bates and Saco-Lowell with large year-round payrolls.

ARTHUR A. DETERS
 President and Gen. Mgr.

W A B M

HOULTON—1950—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Aroostook Bdcstg. Corp.
 Phone Number 2257
 Air Time Full Time
 News Service AP
 Transcription Service Thesaurus
 President Harry E. Umphrey
 General Manager Harold D. Glidden
 Sta., Comm. Mgr. Ted Coffin
 Chief Engineer Robert W. MacIntosh

W C O U

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 4-6921
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Serv. Standard, SESAC, World
 Representative Forjoe
 President Faust Couture
 General-Station Mgr. John C. Libby
 Comm. Mgr. Oscar J. Normand
 Pgm., Pub. Dir. Herb Fontaine
 Chief Engineer Herbert Wiles

W L A M

LEWISTON—1947—ABC

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Oper. By Lewiston-Auburn Bcstg.
 Business-Studio Address 129 Lisbon St.
 Phone Number 4-5401
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Thesaurus
 Representative Everett-McKinney
 President, Station Mgr. Elden H. Shute, Jr.
 General Mgr.-Treas. Frank S. Hoy
 Comm., Sales Prom. Mgr. Gerald T. Higgins
 Prog., Pub. Dir. F. Parker Hoy
 Chief Engineer Leslie R. Hall

W C S H

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
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Thesaurus
 Representative Weed, Bertha Bannan
 Membership NARTB, BAB
 President Adeline B. Rines

If you want sales in Maine
 Buy **LEWISTON-AUBURN**

1st IN PAYROLLS 1951 RETAIL SALES \$70,597,000

BUY 5000 WATT
W L A M

ABC NETWORK "MAINE'S VOICE OF PROGRESS"

1st IN SHARE
 OF AUDIENCE



MORNINGS
 8:00 a.m. to 12 Noon
 43.1%

AFTERNOONS
 12 Noon to 6:00 p.m.
 43.0%

EVENINGS
 6:00 p.m. to 8:00 p.m.
 40.9%



Represented Nationally
 by Everett-McKinney, Inc.

C. E. HOOPER, INC. Survey
 LEWISTON-AUBURN, ME., FEB., MAR., APR. 1951

Represented
 in New England by
 Kettell-Carter

General Manager William H. Rines
 Station Manager Linwood T. Pitman
 Commercial Manager Albert W. Smith
 Prog. Dir. Arthur Owens
 Chief Engineer Daniel B. Smith

W G A N
 PORTLAND—1938—CBS

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By.. Guy Gannett Bcstg. Services
 Business-Studio Address.... 390 Congress St.
 Phone Number 2-7423
 Air Time 6 a.m.-12:05 a.m.
 News Service AP, UP
 Representative Avery-Knodel
 Membership NARTB
 President Guy P. Gannett
 General Manager Creighton E. Gatchell
 Commercial Manager. Richard E. Bates
 Pgm., Pub. Dir. Francis H. Farnum, Jr.
 Chief Engineer..... Roger W. Hodgkins

W P O R
 PORTLAND—1946—ABC-YANKEE
 MBS

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

Owned-Operated By..... Oliver Bcstg. Corp.
 Business-Studio Address..... Chapman Bldg.
 Phone Number 3-8111
 Air Time Full Time
 News Service AP
 Transcription Service Standard
 Representative Everett-McKinney
 Louis J. Borgatti
 Pres., Sta., Gen. Mgr. Harold H. Meyer
 Commercial Manager..... William J. Mullen
 Sales Prom. Mgr..... I. McAdoo
 Program Director..... Raymond Mercier
 Chief Engineer Roger S. Perry

W A G M
 PRESQUE ISLE—1931—MBS
 YANKEE—ME.B.S.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By... Aroostook Bcstg. Corp.
 Business-Studio Address 180 State St.
 Phone Number 8821
 Air Time Unlimited
 News Service AP
 Transcription Service Thesaurus
 President Harry Umphrey

American Broadcasting Company	Yankee Network	Mutual Broadcasting System
		
<p><i>Portland's favorite station . . .</i></p>	<p><i>. . . ask anyone!</i></p>	
<p>Rep. Everett-McKinney, Inc. Boston—L. J. Borgatti</p>	<p>Hal Meyer, President</p>	

General Manager.....Harold D. Glidden
 Commercial Manager.....Forrest Craig
 Pgm. Dir.....Richard B. Marshall
 Chief Engineer.....Lester E. Hughes

WRKD

ROCKLAND—1952—ABC

Frequency: 1460 Kc.....Power: 250 Watts
 Owned-Oper. By.....Knox Bcstg. Co.
 Address.....496 Main St.
 Phone Number.....74 K
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Standard
 Reps.....Everett-McKinney, Kettell-Carter
 President.....Carleton D. Brown
 Station Manager.....Paul R. Huber
 Commercial Mgr.....A. Sherman Butter

Commercial Manager.....A. Sherman Rutter
 Chief Engineer.....Donald S. Winslow

WTVL

WATERVILLE—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Kennebec Bcstg. Co.
 Business-Studio Address.....36 Silver St.
 Phone Number.....2700-1
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Standard
 Representative Everett-McKinney, Kettell-Carter
 Membership.....NARTB, BAB
 Pres., Gen.-Station Mgr.....Carleton D. Brown
 Commercial Manager.....Harold I. Vigue
 Program Dir.....Alvo Martin
 Chief Engineer.....Don Sutherland

MARYLAND

*Pop. April 1, 1953 (Est.) 2,466,000—Total Housing Units 694,000
 Families April 1, 1953 (Est.) 639,000—Stations in State 23*

WANN

ANNAPOLIS—1946

Frequency: 1190 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Annapolis Bcstg. Corp.
 Business-Studio Address.....25 School St.
 Phone Number.....Annapolis 2500
 Air Time.....Local sunrise-local sunset
 President, General Mgr.....Morris H. Blum
 Chief Engineer.....Arthur P. Dietz

Transcription Service.....Capitol, Thesaurus
 Representative.....McGillvra
 President.....Albert H. MacCarthy
 Sta., Gen. Mgr.....Earle L. Boyles
 Comm., Prom. Mgr.....Norman Bergholm
 Prog. Dir.....John Hanly
 Publicity Dir.....Frank D. Grosser
 Chief Engineer.....Arnold Seltzer

WASL

ANNAPOLIS—1946

Frequency: 810 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Chesapeake Radio Corp.
 Business Address.....P. O. Box 1551
 Phone Number.....9211
 News Service.....AP
 Transcription Service.....World
 Membership.....BAB
 Pres., Gen. Mgr.....Robert L. Blalock
 Comm., Prom. Manager.....Patrick W. Larkin
 Program Director.....M. E. Blalock
 Publicity Director.....John Drew
 Chief Engineer.....Joseph H. Griscom, Jr.

WBAL

BALTIMORE—1925—NBC

Frequency: 1090 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Hearst Corp. (Radio & TV
 Div.)
 Address.....2610 North Charles St.
 Phone Number.....Hopkins 3000
 Air Time.....Unlimited
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus
 Representative.....Edward Pety & Co., Inc.
 V.P. and Exec. Dir.....Charles B. McCabe
 V.P., & Gen. Mgr.....D. L. Provost
 V.P., (Engineering).....John Wilner
 Station Manager.....Leslie H. Peard, Jr.
 Dir. Pub. Affairs & Educ.....Arnold Wilkes
 Program Director.....Victor F. Campbell
 Program Manager.....William N. Rock
 Local Sales Manager.....J. M. Kennedy
 Pub. Mgr.....Thomas J. White, Jr.
 Chief Engineer.....William C. Bareham

WNAV

ANNAPOLIS—1949—KBS

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned-Oper. By.....The Capital Bcstg. Co.
 Address.....P. O. Box 829, Admiral Hqts.
 Phone Number.....2639
 Air Time.....6 a.m.-12 M.
 News Service.....AP

WBMD

BALTIMORE—1947

Frequency: 750 Kc.....Power: 1000 Watts d.

YOU GET MORE COVERAGE

38,000 Square Miles! 496,810 Radio families!

WHEN YOU BUY

RADIO BALTIMORE

WBAL

50,000 Watts · NBC in Maryland



Nationally Represented by
EDWARD PETRY & CO.

Owned-Operated By.....Key Bcstg. Corp.
 Business-Studio Address.....879 Park Ave.
 Phone Number.....Mulberry 7095
 News Service.....AP
 Representative.....Joseph Hershey McGillvra
 President.....George E. Hull
 General Mgr.....H. Shelton Earp, Jr.
 Program Director.....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 N. Charles St.
 Phone Number.....Mulberry 0600-1-2-3-4
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....Paul H. Raymer
 Membership.....NARTB
 Pres., Sta., Gen. Mgr.....L. W. Milbourne
 Comm., Prom. Mgr.....Robert M. Richmond
 Program Dir.....George L. Filling
 Chief Engineer.....Martin L. Jones

WCBM

BALTIMORE—1924—MBS

Frequency: 680 Kc.....Power: 10,000 d.; 5000 n.
 Owned-Oper. By.....Baltimore Bcstg. Corp.
 Bus.-Studio Address.....Harford & North Aves.
 Phone Number.....Belmont 8400
 Air Time.....Full Time
 News Service.....AP, INS
 Transcription Service.....Lang-Worth
 Representative.....Taylor
 Membership.....NARTB
 President, Comm. Manager.....John Elmer
 Gen., Sta., Comm. Mgr.....G. H. Roeder
 Chief Engineer.....G. Porter Houston

WFBR

BALTIMORE—1922—ABC

Frequency: 1300 Kc.....Power: 5000 Watts
 Owned-Oper. By.....The Baltimore Radio Show
 Address.....10 E. No. Ave.
 Phone Number.....Mulberry 1300
 Air Time.....6 a.m.-12 M.
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....John Blair & Co.
 Membership.....NARTB
 President.....Robert S. Maslin
 V.P., Gen. Mgr.....John E. Surrick
 V.P., & Treasurer.....J. H. L. Trautfelner
 V.P. Charge of Adv.....Robert S. Maslin, Jr.
 Dir. of Sales, Comm. Mgr.....Wm. S. Pirie, Jr.
 Program Dir.....Bert Hanauer
 Chief Engineer.....William Q. Ranft

WITH

BALTIMORE—1941

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Maryland Bcstg. Corp.
 Business-Studio Address.....7 E. Lexington St.
 Phone Number.....Lexington 7808
 Air Time.....24 Hrs.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Forjoe
 Membership.....BAB
 Pres., Gen.-Sta. Mgr.....Thomas G. Tinsley, Jr.
 Comm., Sales Prom. Mgr.....Robert C. Embry
 Program Dir.....Nedra Jeanne Berryman
 Publicity Director.....Mae Hughes
 Chief Engineer.....James S. Duff

WSID

BALTIMORE—1947

Frequency: 1010 Kc.....Power: 1000 Watts, d.
 Owned-Operated By.....United Bcstg. Co.
 Business-Studio Address.....912 N. Charles St.
 Phone Number.....Saratoga 8250
 News Service.....UP
 President.....Richard Eaton
 Gen., Sta., Comm.....
 Prom. Mgr.....Albert R. Lamphear
 Prog., Publ. Dir.....Helen Wherley
 Chief Engineer.....Leroy Reckling

WWIN

BALTIMORE—1951

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Belvedere Bcstg. Co.
 Address.....5740 Reistertown Rd.
 Phone Number.....Mohawk 4400
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Indie Sales
 President.....Thomas F. McNulty
 Gen. Mgr.....Lenore Feldman
 Program Director.....Chester Kiser
 Chief Engineer.....Joseph Sporney

WUST

BETHESDA—1951—MET. NET

Frequency: 1120 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Broadcast Management, Inc.
 Address.....1348 You St., Wash., D. C.
 Phone Number.....HO 0011
 News Service.....UP
 Transcription Service.....Quality
 P es., Gen. Mgr.....Harold F. Sheffers
 Comm., Prom., Pub. Mgr.....Leslie W. Smith
 Chief Engineer.....Richard Reagan

... no if-and-or-but about it, the big

Bargain

in Baltimore is

WITH



ask your Forjoe man to prove it!

WCEM**CAMBRIDGE—1947—MBS**

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Oper. By The Shore Bcstg Co.
 Phone Number 1580
 News Service AP
 Transcription Service World
 President John W. Downing
 Gen. Mgr. Charles J. Truitt
 Sta. Mgr., Pub. Dir. Thomas H. Maguire, Jr.
 Comm., Prom. Mgr. Anna Flowers
 Prog. Dir. Bette B. Robbins
 Chief Engineer Jerrold P. Merritt

WCUM**CUMBERLAND—1948—CBS**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By The Tower Realty Co.
 Address P. O. Box 360
 Phone Number 5400-1
 Air Time 6:30 a.m.-11:30 p.m.
 News Service AP
 Transcription Service Thesaurus
 Representative Forjoe
 President Karl F. Steinmann
 Station Manager M. Campbell, Jr.
 Commercial Manager Roy S. Knotts
 Sales Prom. Mgr. Eldred Steinman
 Chief Engineer Paul E. Custer

WDYK**CUMBERLAND—1949—ABC—MBS**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Western Md. Bcstng.
 Address 450 Byrd Avenue
 Phone Number 5001
 Air Time Daytime
 News Service UP
 Transcription Service Standard
 Representative Radio Representatives, Inc.
 President Richard A. Raese
 Sta., Mgr., Prog. Dir. James M. Martinson
 Commercial Manager Floyd V. Cozad
 Prom. Mgr., Publ. Dir. Robert Calvert
 Chief Engineer George Sokol, Jr.

WTBO**CUMBERLAND—1928—NBC**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Maryland Radio Corp.
 Address Commercial Bank Bldg.
 Phone Number 299
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Branham

Membership NARTB
 Pres., Gen., Sta. Mgr. Charles E. Smith
 Comm., Sales Prom. Mgr. Ray Miller
 Pgm. Dir. Michael Hurst
 Pub. Dir. Robert Rosamond
 Chief Engineer Phil Malone

WFMD**FREDERICK—1936—CBS**

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By Monocacy Bcstg. Co.
 Business-Studio Address Winchester Hall
 Phone Number MONument 3-6104, 5
 Air Time 5 a.m.-M.
 News Service AP
 President Laurence Leonard
 General Manager Alan W. Long
 Program Director Evelyn Leonard
 Sales Prom., Pub. Mgr. Amelia Weinberg
 Chief Engineer Howard Fisher

WARK**HAGERSTOWN—1947—ABC**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By United Bcstg. Co., Inc.
 Business-Studio Address 128 S. Prospect St.
 Phone Number 4500
 Air Time 6 a.m.-M.
 News Service UP
 Membership NARTB
 President Richard Eaton
 Managing Director Albert R. Lanphear
 General Manager Samuel E. Phillips, Jr.
 Prog. Dir., Farm Editor Hunter Reams
 Publicity Director Betty Bupp
 Chief Engineer G. Harold Brewer

WJBJ**HAGERSTOWN—1932—MBS-ABC**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Hagerstown Bcstg. Co., Inc.
 Business-Studio Address Franklin Court
 Phone Number 2323
 Air Time 6 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Thesaurus
 Representative Walker
 Membership NARTB
 Pres., Gen. Mgr. Grover C. Crilley
 Sta., Prom., Mgr. William H. Paulsgrove
 Commercial Mgr. Clarence Myers
 Pgm. Dir. Robert Lesher
 Publicity Director Marie Hobson
 Chief Engineer George McIntire

WASA

HAVRE DE GRACE—1948

Frequency: 1330 Kc. Power: 1000 Watts d.
 Owned-Oper. By Chesapeake Bcstg. Corp.
 Address P. O. Box 97
 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
 Pgm., Pub. Dir. W. E. Baekey, Jr.
 Chief Engineer Charles E. Veazie

WINX

ROCKVILLE—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Operated By United Bcstg. Co.
 Address Route 240, Rockville
 Phone Number Rockville 4357
 Air Time Sunrise-Sunset
 News Service UP
 President Richard Eaton
 Gen., Sta. Mgr. Bruce Collier
 Promotion Manager Phyllis Johnson
 Prog. Dir. Bob Cossman
 Chief Engineer Arthur A. Snowberger

WBOC

SALISBURY—1940—MBS

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By The Peninsula Bcstg. Co.
 Bus.-Studio Address Radio Park
 Phone Number 6131
 Air Time 6 a.m.-12:30 a.m.
 News Service AP
 Transcription Service World
 Representative Burn-Smith
 President John W. Downing
 Gen., Sta., Comm. Mgr. Charles J. Truitt
 Program Director John W. Downing, Jr.
 Chief Engineer Jack W. Ward

W G A Y

SILVER SPRING—1946—MET. NET

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By Tri-Suburban Bcstg. Corp.
 Business Address 11306 Kemp Mill Rd.
 Phone Number Shep. 1050
 Air Time Daytime
 News Service AP
 Representative Forjoe, Indie Sales
 Membership NARTB, BAB
 President John W. Kluge
 Gen.-Sta. Mgr. Joseph L. Brechner
 Comm., Sls., Prom. Mgr. James E. Crismond
 Pub., Pgm. Dir. Ernest Tannen
 Chief Engineer Arthur McDougall

TODAY, AS 10 YEARS AGO, INDUSTRY LEADERS SAY:

WBOC

ONE OF AMERICA'S FINER RADIO STATIONS

At RADIO PARK, SALISBURY, MD.

OUT-OF-TOWN STUDIOS: SEAFORD, DEL., POCOMOKE CITY, MD.

SHARE OF AUDIENCE
 (Mon. thru Fri. Average)
 Source: J. A. Ward, Inc.
 9 AM - 12 Noon 69.5%
 12 Noon - 6 PM 71.6%
 6 PM - 10 PM 72.0%

MARKET DATA
 Source: Sales Management
 Population 301,700
 Radio Homes 82,500
 Retail Sales \$333,484,000

AT THE CENTER OF THE STORIED DEL-MAR-VA PENINSULA

John W. Downing, President
 Charles J. Truitt, Gen. Mgr.

National Representatives:
 Burn-Smith Co., Inc.

MASSACHUSETTS

Pop. April 1, 1953 (Est.) 4,928,000—Total Housing Units 1,416,000
Families April 1, 1953 (Est.) 1,315,000—Stations in State 51

WARA

ATTLEBORO—1950

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Oper. By Attleboro Radio Assn.
Address Bronson Bldg.
Phone Number 1320
Air Time Full Time
Representative Bannan
Transcription Service Thesaurus
News Service UP
President Howard H. Sweet
General Manager J. Ottmar
Station Manager Keith S. Field
Commercial Mgr. William A. Dawson, Jr.
Program Director David P. Mohr
Chief Engineer Charles Lynch

WBMS

BOSTON—1946

Frequency: 1090 Kc. Power: 1000 Watts d.
Owned-Oper. By WBMS, Inc.
Business-Studio Add. Hotel Shelton
Phone Number Copley 7-3005
Air Time Sunrise-sunset
News Service UP
Representative Forjoe & Co.
President John Laux
General Manager Norman Furman
Commercial Mgr. Zangwil Lasker
Sales Prom. Mgr. Irving Wermont
Program Director Ken Malden
Publicity Director Gerald McCarthy
Chief Engineer Donald Snider

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-Studio Add. 1170 Soldiers Field Rd.
Phone Number ALgonquin 4-5670
News Service AP, UP, INS
Transcription Service Thesaurus
Membership BAB
Representative Free & Peters
President E. V. Huggins
V.P., Gen. Mgr. J. E. Baudino
Station Manager W. C. Swartley
Sales Manager C. M. Meehan
Promotion Manager John Stilll
Program Manager Avner Rakov
Chief Engineer W. H. Hauser
Publicity Director Joseph Cullinane

WCOP

BOSTON—1935

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Oper. By WCOP Bdcstg. Co.
Business-Studio Address 485 Boylston St.
Phone Number Copley 7-0123
Air Time Full Time
News Service AP, INS
Gen. Sta. Mgr. Roy V. Whisnand
Natl. Sales Mgr. A. N. Armstrong
Program Director Irvin E. Dierdorff, Jr.
Chief Engineer Roland C. Hale

WEEI

BOSTON—1924—CBS-RADIO

Frequency: 590 Kc. Power: 5000 Watts
Owned-Oper. By CBS Radio Division
Business-Studio Address 182 Tremont St.
Phone Number Hubbard 2-2323
Air Time Full Time
News Service AP, UP
Transcription Service Lang-Worth
Representative CBS Radio Spot Sales
Membership BAB
General Manager Harvey J. Struthers
Commercial Mgr. Emmett J. Heerd, Jr.
Sales Promotion Mgr. Charles B. H. Vaill
Program Director Raymond G. Girardin
Publicity Director Marie H. Houlahan
Chief Engineer Harold A. Dorschug

WHDH

BOSTON—1926

Frequency: 850 Kc. Power: 50,000 Watts
Owned-Oper. By Matheson Radio Co.
Bus-Studio Address 6 St. James Ave.
Phone Number HAncock 6-5500
Newspaper Affiliation Herald-Traveler Corp.
Air Time Full Time
News Service AP
Representative John Blair
Membership NARTB, BAB
President Robert B. Choate
Managing Director William B. McGrath
Commercial Manager Arthur T. Brush
Program Director George M. Perkins
Sales Prom. Mgr., Pub. Dir. William E. Shea
Chief Engineer Philip K. Baldwin

WMEX

BOSTON—1934

Frequency: 1510 Kc. Power: 5000 Watts
Owned-Oper. By The Northern Corp.
Business-Studio Address 70 Brookline Ave.
Phone Number Commonwealth 6-3900

Air Time Full Time
 News Service INS
 Transcription Service Lang-Worth, SESAC
 Pres., Prog. Dir. John E. Rellly
 General Station Manager William S. Pote
 Commercial Manager Lawrence Flynn
 Sales Promotion Manager Marie Mason
 Publicity Director Mary Saunders
 Chief Engineer William Ferruzzi

W N A C

BOSTON—1922—MBS-YANKEE

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Oper. By. Yankee Net. Div., General
 Teleradio, Inc.
 Bus.-Studio Address 21 Brookline Ave.
 Phone Number Commonwealth 6-0800
 News Service Reuters, INS, UP
 Representative H-R Reps.
 President Tom O'Neil
 Exec. V.P., Gen. Mgr. Linus Travers
 Vice President George Steffy
 Commercial Manager Tom Bateson
 Sales Prom. Mgr. George Nallberg
 Program Director Dave Cox
 Publicity Director Phyllis Doherty
 Chief Engineer I. B. Robinson

W O R L

BOSTON—1950

Frequency: 950 Kc. Power: 5000 Watts d.
 Owned-Oper. By. Pilgrim Bcstg. Co.
 Address 92 State St.
 Phone Number Lafayette 3-4000
 Air Time Sunrise-Sunset
 News Service AP
 Representative Bolling Co.
 President Joseph A. Dunn
 Gen., Sta., Comm. Mgr. Arthur E. Haley
 Program Director Norm Prescott
 Publicity Director Polly Haddad
 Chief Engineer John Parker

W V O M

BOSTON-BROOKLINE—1948

Frequency: 1600 Kc. Power: 5000 Watts
 Owned-Oper. By. The Boston Bcstg. Corp.
 Address 1 Harvard Street
 Phone Number Beacon 2-5650
 Air Time Full Time
 Representative McGillvra
 News Service UP
 General Manager Benjamin Bartzoff
 Commercial Manager Ken Strong
 Chief Engineer Jerome Bartzoff

W B E T

BROCKTON—1946

Frequency: 1460 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Enterprise Publishing Co.

Business-Studio Address 60 Main St.
 Phone Number Brockton 7062
 News Service AP
 Representative Bannan, Colton
 Membership NARTB, BAB
 Gen., Sta. Mgr. Charles A. Fuller
 Commercial Mgr. Earle G. Clement
 Program Director Kenneth A. Wheeler
 Technical Dir. Mark L. MacAdam

W T A O

CAMBRIDGE—1948

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Oper. By. Middlesex Bcstg. Corp.
 Address 439 Concord Ave.
 Phone Number Elliot 4-0500
 Air Time Day Time
 News Service AP
 Representative Indie Sales
 President Frank J. Lyman, Jr.
 General Manager F. C. Bailey
 Program Dir. Edward Penney
 Chief Engineer Norman J. Graham

W A C E

CHICOPEE-SPRINGFIELD—1946

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Operated By. Regional Bcstg. Co.
 Business Address Hotel Bridgeway
 Phone Number Springfield 6-1323.
 Air Time Sunrise-sunset
 News Service AP
 Representative Indie Sales
 Membership NARTB, BAB
 President David Hayes
 Sta., Comm., Gen. Mgr. Ralph J. Robinson
 Program Dir. Charles J. O'Malley
 Chief Engineer H. R. Glinka

W A L E

FALL RIVER—1948—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. Narragansett Bcstg. Co.
 Address 374 Central St.
 Phone Number 4-1400
 News Service UP
 Representative Walker, Kettell-Carter
 Pres., Gen. Mgr. George L. Sisson, Jr.
 Chief Engineer Roland Berube

W S A R

FALL RIVER—1921—ABC

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Oper. By. Fall River Bcstg. Co., Inc.
 Business-Studio Address Academy Bldg.
 Phone Number 7-9477
 Newspaper Affiliation Herald News, Inc.
 Air Time Full Time
 News Service UP
 Transcription Service Thesaurus

Representative. Headley-Reed, Bertha Bannan
 Membership NARTB
 President Frank W. Miller
 Treas., Gen. Mgr. Melvin Lahr
 Commercial Manager Neil Sullivan
 Publicity Director John Crowley
 Program Dir. Angus Bailey
 Chief Engineer John Pavao

WEIM

FITCHBURG—1941—MBS-YANKEE

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Oper. By WEIM, Fitchburg, Inc.
 Business-Studio Address 717 Main St.
 Phone Number 3-3766
 Air Time Unlimited
 News Service AP
 Representative Walker
 Membership NARTB, BAB
 Pres., Gen. Sta. Mgr. Henry G. Molina, Jr.
 Commercial Mgr. James W. Chalmers
 Program Dir. David Rodman
 Chief Engineer Ted Kallin

WFGM

FITCHBURG—1950

Frequency: 1580 Kc. Power: 1000 Watts d.
 Owned-Oper. By Wachusett Bcstg. Co.
 Address 455 Main St.
 Phone Number 3-4897
 Representative Devney, Bannan
 News Service INS
 Membership NARTB, BAB
 Pres., Gen. Mgr. Ansel E. Gridley
 Program Director Tal Hood
 Chief Engineer Donald L. Coleman

WKOX

FRAMINGHAM—1947

Frequency: 1190 Kc. Power: 1000 Watts d.
 Owned-Operated By WKOX, Inc.
 Bus.-Studio Address Mt. Wayte Ave.
 Phone Number Framingham 7409
 News Service UP
 Transcription Service World
 Representative Kettell-Carter
 General Manager Richard E. Adams
 Commercial Manager Lewis F. Sargent
 Program Director William B. Sherman
 Chief Engineer Francis Bartol

WHOB

GARDNER—1946—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Gardner Bcstg. Corp.
 Business Number Green St., Gardner
 Phone Number 1490
 Air Time Full Time
 News Service AP
 Representative Borgatti, Inc.

President W. J. Barkley
 General Manager Wm. Rust
 Station Manager Al Maffie
 Chief Engineer Melvin Miller

W H A I

GREENFIELD—1938—MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By John W. Haigis
 Business-Studio Address 354 Main St.
 Phone Number 430L-2
 Air Time Full Time
 News Service AP
 Transcription Service World
 Representative Bertha Bannan, Walker
 Membership NARTB
 President John W. Haigis, Sr.
 Gen., Sta. Mgr. John W. Haigis, Jr.
 Commercial Manager H. W. Nichols
 Sales Prom. Mgr., Pub. Dir. Thomas J. Kelly
 Program Director Ira I. Hewey
 Chief Engineer Leland F. Wheeler

W H A V

HAVERHILL—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Haverhill Gazette Co.
 Business-Studio Address 30 How St.
 Phone Number 4-4733
 Air Time Full Time
 Newspaper Affiliation Haverhill Gazette Co.
 News Service UP
 Representative Kettell-Carter
 Membership BAB
 Pres., Gen. Mgr. John T. Russ
 Station Manager Robert L. Kimel
 Commercial Mgr. John J. Kirby
 Program Director Kenneth Ash
 Chief Engineer David Cate

W H Y N

HOLYOKE—1941—MBS-YANKEE

Frequency: 560 Kc. Power: 1000 Watts
 Owned-Oper. By Hampden—Hamshire Corp.
 Address 180 High St.
 Phone Number Holyoke 8238
 Newspaper Affiliation Transcript-Telegram
 News Service UP
 Transcription Service Lang-Worth
 Representative Branham
 Membership NARTB, BAB
 Sta., Gen. Mgr. Charles N. DeRose
 Commercial Manager Patrick J. Montague
 Chief Engineer Alexander Paley

W R E B

HOLYOKE—1950—KBS

Frequency: 930 Kc. Power: 500 Watts d.
 Owned-Oper. By Valley Bcstg. Corp.
 Address 323 High St.
 Phone Number 2-3296

Transcription Service.....Associated. SESAC
 News ServiceAP
 MembershipBAB
 PresidentSigward Holmes
 Gen., Sta., Comm. Mgr.....John J. Broderick
 Pgm. Dir., Prom. Mgr.....Gerald Loughman
 Publicity Director.....Larry Therrien
 Chief Engineer.....Arthur P. Beaton

W C C M

LAWRENCE—1947

Frequency: 800 Kc.Power: 1000 Watts d.
 Owned-Oper. ByLawrence Bdcstg. Co.
 Address.....278 Essex Street
 Phone Number.....Lawrence 3-7171-2
 Air TimeSunrise-Sunset
 News ServiceAP
 Representative.....Bannan, Indie Sales
 Pres., Gen., Sta. Mgr.....Geo. H. Jaspert
 Comm., Sales Prom. Mgr..Daniel Ruggles, III
 Prog. Dir.....Ernest La Branche
 Chief Engineer.....John David Bodel

W L A W

LAWRENCE—1937—ABC

Frequency: 680 Kc.Power: 50,000 Watts
 Owned-Oper. ByHildreth & Rogers Co.
 Business-Studio Address.....Essex St.
 Phone Number.....Lawrence 4171
 Newspaper AffiliationEagle-Tribune
 Air Time6 a.m.-12:05 a.m.
 News ServiceUP, INS
 Transcription ServiceThesaurus
 Representative.....O. L. Taylor Co.
 MembershipNARTB
 President.....Irving E. Rogers
 Gen., Sta. Mgr.....Lambert B. Beeuwkes
 Commercial Manager.....Nona Kirby
 Program Dir.....Frederick P. Laffey
 Sales Prom. Mgr.....Kerby Cushing
 Publicity Director.....Fred A. Sullivan
 Chief Engineer.....George A. Hinckley

W C A P

LOWELL—1951

Frequency: 980 Kc.Power: 1000 Watts d.
 Owned-Operated By.....Northeast Radio Inc.
 Address.....243 Central St.
 Phone Number4-0404
 News ServiceUP
 PresidentIsrael Cohen
 Gen., Sta. Mgr.....William J. Warren
 Program Director.....Ugo San Antonio
 Chief Engineer.....Theodore Cohen

W L L H

LOWELL-LAWRENCE—1934

MBS-YANKEE

Frequency: 1400 Kc.Power: 250 Watts
 Owned-Oper. ByMerrimac Bdcstg. Co.

Phone Number8715, Lawrence 2-2146
 Air Time6:00 a.m.-11:30 p.m.
 News ServiceUP
 Transcription ServiceAssociated
 PresidentGerald Harrison
 V. P.Carl S. Wheeler
 Sta. Mgr.Dana W. Fitzgerald
 Program Director.....Tom Clayton
 Commercial ManagerHaskell Bloomberg
 Chief EngineerAnthony G. Michaels

W L Y N

LYNN—1947

Frequency: 1360 Kc.Power: 1000 Watts d.
 Owned-Oper. ByPuritan Bcst. Service, Inc.
 Business-Studio Address.....7 Willow St.
 Phone Number.....LY. 5-6200
 Air Time6:00 a.m.-Sunset
 News ServiceUP
 Pres., Gen. Mgr.....Theodore Feinstein
 Sta., Comm. Mgr., Prog. Dir.....Hank Forbes
 Chief Engineer.....Russell Bassett

W H I L

MEDFORD—1952

Frequency: 1430 Kc.Power: 500 Watts d.
 Owned-Operated ByConant Bcstg. Co.
 Address99 Revere Beach Pkwy.
 Phone Number.....Mystic 8-2250
 News ServiceUP
 Transcription ServiceThesaurus
 Pres., Gen. Mgr.....Sherwood J. Tarlow
 Commercial Mgr.....Joseph Kruger
 Program Director.....Dave Maynard
 Chief Engineer.....Sal Fulchino

W B S M

NEW BEDFORD—1949

Frequency: 1230 Kc.Power: 100 Watts
 Owned-Oper. ByBay State Bcstg. Co.
 AddressPope's Island
 Phone Number3-1767
 RepresentativeThe Bolling Co.
 MembershipNARTB
 News ServiceUP
 PresidentJoseph P. Duchaine
 General Manager.....Otto F. A. Arnold
 Commercial Manager.....Richard C. Evans
 Program Director.....Chris Clark
 Chief Engineer.....Brownell Brightman

W N B H

NEW BEDFORD—1921—MBS

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Oper. ByE. Anthony & Sons, Inc.
 Business-Studio Address.....432 County Sts.
 Phone Number8-5228
 Air TimeFull Time
 News ServiceAP
 Newspaper affiliationStandard-Times
 Representative....Walker Co., Bertha Bannan

Station Manager J Thomas Mathers
 Commercial Manager..... Arnold Briden
 Program Director..... James Gleason
 Chief Engineer..... David Dodd

W M N B

NORTH ADAMS—1947

Frequency: 1230 Kc. Power: 200 Watts
 Owned-Oper. By... Northern Berkshire Bcstg. Co.
 Bus.-Studio-Transmitter Address... 466 Curran
 Phone Number 1230
 Air Time Full Time
 News Service AP
 Transcription Service World
 Representative McGillvra
 Membership NARTB
 Pres., Gen. Mgr. J. Gordon Keyworth
 Program Manager..... Larry Truesdale
 Chief Engineer..... J. Gordon Keyworth

W N A W

NORTH ADAMS—1949

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Operated By..... Cecil F. Clifton
 Address 20 State Street
 Phone Number 860
 News Service UP
 Transcription Service..... Associated. Cole
 Owner..... Mrs. Cecil F. Clifton
 Program Director..... Carman S. Tubby
 Chief Engineer..... Calvin Curtis

W H M P

NORTHAMPTON—1950

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By... Pioneer Valley Bcstg. Co.
 Address..... 78 Main St.
 Air Time..... Full Time
 News Service AP
 Representative Louis Borgatti
 President..... John H. Williams
 Gen., Sta., Comm.,
 Prom. Mgr..... Alexander W. Milne
 Program Director..... Joseph T. Fennessey
 Chief Engineer..... Harold Schumacher

W B E C

PITTSFIELD—1947—ABC-UBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Oper. By... Western Mass. Bcstg. Co.
 Business-Studio Address..... 30 Eagle St.
 Phone Number 8292
 Air Time Full Time
 News Service AP
 Transcription Service Capitol
 Representative Everett-McKinney, Kettell-
 Carter

Newspaper Affil... Berkshire Evening Eagle
 Membership NARTB
 President..... L. K. Miller
 Gen., Sta., Comm.,
 Prom. Mgr..... W. Wendell Budrow
 Pgm., Publ. Dir..... Robert Henabery
 Chief Engineer..... Walton Ayer

W B R K

PITTSFIELD—1938—MBS-YANKEE

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Operated By..... Greylock Bcstg. Co.
 Business-Studio Address..... 8 Bank Row
 Phone Number 2-1553
 Air Time Full Time
 News Service UP
 Transcription Service Associated
 Representative Walker, Morgatti
 Membership NARTB, BAB
 President Leon Podolsky
 Sta., Gen. Mgr. John T. Parsons
 Commercial Manager... Norman T. Simpson
 Sales Promotion Manager... Robert H. Burbank
 Pub., Pgm. Dir..... Richard Bolender
 Chief Engineer..... Leonard Lavendol

W J D A

QUINCY—1947

Frequency: 1300 Kc..... Power: 1000 Watts d.
 Owned-Oper. By... South Shore Bcstg. Co., Inc.
 Business-Studio Address..... Box 373
 Phone Number..... Mayflower 9-1300
 News Service AP
 Transcription Service World
 Pres., Gen., Sta., Comm., Prom. Mgr.,
 Chf. Engr..... James D. Asher
 Program Director..... Charles Glass

W E S X

SALEM—1939

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... North Shore Bcstg. Co.
 Business-Studio Address..... Salem
 Phone Number 5670
 Transcription Service World
 President..... Joseph H. Tobin
 Gen., Sta. Mgr..... William C. Asher
 Comm., Sales Prom. Mgr..... Tom Lester
 Prog., Pub. Dir..... Duane Hatch
 Chief Engineer..... Philip Campbell

W B Z A - W B Z

(Synchronous Operation)

SPRINGFIELD-BOSTON—1921

NBC-NERN

(See Boston Listing)

WJKO

SPRINGFIELD—1948

Frequency: 1600 Kc. 5 KW d.
 Owned-Oper. By Springfield Bdcstg. Co.
 Address 137 State St.
 Phone Number 2-7487
 Air Time Day Time
 News Service UP
 Representative Gill-Keefe & Perna
 President Gerson Askinas
 Gen. Mgr., Pgm. Dir. C. M. Manitsas
 Sales Manager E. G. Hewinson, Sr.

WMAS

SPRINGFIELD—1932—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By WMAS, Inc.
 Business-Studio Address 101 West St.
 Phone Number Springfield 7-1414
 News Service UP
 Transcription Service Associated
 Representative Edward Petry
 Membership NARTB
 President Gerald Harrison
 Station Manager Robert Donahue
 Commercial Manager Robert Feldman
 Sales Prom. Mgr. Paul Peltier
 Chief Engineer John Michnovex

WSPR

SPRINGFIELD—1936—ABC

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Operated By WSPR, Inc.
 Business Address 63 Chestnut St.
 Phone Number 6-2757
 Air Time Full Time
 News Service AP
 Representative George P. Hollingbery
 Membership NARTB
 Pres., Gen. Mgr. Alan C. Tindal
 Commercial Manager J. H. Ferguson, Jr.
 Sales Prom. Mgr., Pub. Dir. Howard S. Keeffe
 Program Director Wayne H. Latham
 Chief Engineer George Townsend

WTXL

SPRINGFIELD—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Telecolor Corp.
 Phone Number 9-4768
 Air Time 6:40 a.m.-12 M.
 News Service INS
 Transcription Service World
 Representative Walker
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. L. A. Reilly
 Commercial Manager Holland D. Cameron
 Oper.. Mgr., Chief Engr. J. L. Spates

WPEP

TAUNTON—1949

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By Silver City Bcstg. Co.
 Address 74 Broadway
 Phone Number 4-7528
 Air Time Day Time
 Transcription Service Lang-Worth
 News Service UP
 President J. Marshall McGregor
 General Manager James Milton Hammond
 Sta. Mgr., Prog. Dir. Joseph G. Quill
 Commercial Manager Edwin Stawniak
 Chief Engineer Lawrence Prado

WCRB

WALTHAM—1948

Frequency: 1330 Kc. Power: 1000 Watts d.
 Owned-Oper. By Charles River Bcstg. Co.
 Business-Studio Address 834 Main St.
 Phone Number Wæ 5-7080
 Air Time Daytime
 News Service UP
 Representative Bannan
 President, Gen. Mgr. Theodore Jones
 Program Director David B. Tucker
 Chief Engineer J. H. Bonney

WARE

WARE—1948

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Oper. By Central Bdcstg. Co.
 Business-Studio Address Ware
 Phone Number 1250
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative Borgatti, Radio Reps.
 Gen., Sta. Mgr. T. M. Colton
 Commercial Mgr. Howard L. Chase
 Chief Engineer Joseph Bigda

WOCB

WEST YARMOUTH—1940
 MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By E. Anthony & Sons
 Phone Number Hyannis 502
 Address South Sea Avenue
 Air Time 7 a.m.-11:30 p.m.
 Representative Walker, Bertha Bannan
 President Basil Brewer
 General Manager Dan B. Gaylord
 Station Manager Paul Stiles
 Program Director Joyce Johnson
 Chief Engineer Frank L. Lynch

*The
busiest
stations in
America's
automotive
center*



Today there are
1 1/2-million radio
homes and 1/2-mil-
lion auto radios in

the Detroit market. Best way to reach them, day and night, is through WWJ. For 32 years, it's the station Detroiters have looked to for the best in programs, and advertisers for the best in results. *At lowest cost, too!* WWJ costs less than the average cost-per-thousand for radio time in Detroit . . . *14.5% less according to Pulse ratings!* To get your share of the 4-billion dollars retail business done in Detroit, employ Detroit's first radio station . . . WWJ.



Shortest distance between your visual sales message and the 800,000 TV sets in Detroit is through WWJ-TV, first TV station in Michigan. *Proof?* Whenever Detroit's 3 TV stations telecast the same event . . . conventions, elections, speeches, sports . . . ratings give WWJ-TV a greater audience than both other stations combined! *More proof?* Throughout the year, WWJ-TV carries most of the top-rated weekly shows! *Still more proof?* WWJ-TV is the busiest station in television. Besides its 10 hours of NBC network shows, WWJ-TV often exceeds 19 live shows in 7 hours of local programming daily in its new building, containing the largest and finest facilities in America!

WWJ . . . AM . . . FM . . . TV

BASIC NBC Affiliate

AM—960 KC
5000 WATTS

FM—87.1 MC

CHANNEL 4

W A A B

WORCESTER—1931—ABC

Frequency: 1440 Kc. Power: 5000 Watts
 Owned by W.A.A.B, Inc.
 Business-Studio Address 34 Mechanic St.
 Phone Number 2-5611
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Standard
 Representative Everett-McKinney, Bannan
 Membership NARTB
 President George F. Wilson
 Commercial Mgr. George J. Kapel
 Program Dir. Don Stevens
 Chief Engineer Felix Bonvouloir

W N E B

WORCESTER—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By New England Bcstg. Co.
 Address 405 Main St.
 Phone Number 6-4672
 Air Time 6 a.m.-12 M.
 News Service UP
 Representative Bolling
 President Paul C. Lytle
 Gen. Mgr. John J. Hurley
 Commercial Mgr. Edward T. McCann, Jr.
 Chief Engineer Vernon P. Wilson

W O R C

WORCESTER—1927—MBS-YANKEE

Frequency: 1310 Kc. Power: 1000 Watts
 Owned-Operated By Radio Worcester
 Business-Studio Address 4 Walnut St.
 Phone Number 5-3101
 Air Time 7 a.m.-M.
 News Service AP
 Representative Headley-Reed
 President C. George Taylor
 Gen., Sta., Mgr. Kenneth M. Cooper
 Comm. Mgr. Thomas M. Donlin
 Chief Engineer Carroll Philbrook

W T A G

WORCESTER—1924—CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By WTAG, Inc.
 Business-Studio Address 18 Franklin St.
 Phone Number 5-4321
 Air Time 6 a.m.-12:05 a.m.
 Newspaper Affiliation Telegram & Evening Gazette
 News Service AP
 Transcription Service World, Associated
 Representative Paul H. Raymer
 Membership NARTB, BAB
 Vice-Pres., Gen. Mgr. Robert W. Booth
 Station Manager Herbert L. Krueger
 Commercial Manager Robert J. Brown
 Sales Promotion Manager Bernard J. La Plante
 Prod., Pgm. Dir. A. J. Brissette
 Publicity Director A. C. Fuller
 Chief Engineer E. A. Browning

MICHIGAN

Pop. April 1, 1953 (Est.) 1,669,000—Total Housing Units 1,990,000
 Families April 1, 1953 (Est.) 1,834,000—Stations in State 68

W A B J

ADRIAN—1946

Frequency: 1500 Kc. Power: 250 Watts d.
 Owned-Oper. By James Gerity, Jr.
 Address Treat Rd.
 Phone Number 9000
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Capitol
 Membership NARTB, BAB
 Owner James Gerity, Jr.
 General Manager O. Wm. Myers
 Commercial Manager David L. Norton
 News, Pgm. Dir. Larry Payne
 Chief Engineer Elwood Brown

W A L M

ALBION—1952

Frequency: 1540 Kc. Power: 250 Watts d.

Owned-Oper. By Calhoun Bcstg. Co.
 Address Hawes Bldg.
 Phone Number 6120
 President J. C. Bedient
 General Manager M. H. Wirth
 Program Director Lewis Shroyer
 Chief Engineer Clare Brown

W F Y C

ALMA—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By W.F.Y.C, Inc.
 Address 408½ Gratiot Ave.
 Phone Number 95
 News Service UP
 Trans. Service Lang-Worth, World
 President L. R. Kamperman
 V.P., Gen. Mgr. Robert W. Cessna
 Chief Engineer Harold Frisbee

WATZ**ALPENA—1946—MBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By.....Midwestern Bcstg. Co.
 Business Address.....Alpena
 Phone Number.....1049
 Air Time.....7 a.m.-11 p.m.
 News Service.....AP
 Representative.....Hal Holman
 President.....Les Blederman
 General Manager.....Drew McClay
 Chief Engineer.....William Kiker

WHRV**ANN ARBOR—1947—ABC**

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By.....Huron Valley Bcstrs., Inc.
 Business Address.....4230 Packard Rd.
 Phone Number.....2-4573
 News Service.....AP
 Transcription Service.....World
 Representative.....Walker
 Membership.....NARTB, BAB
 President.....J. F. Hopkins
 General Manager.....Steve Filipiak
 Com. Mgr.....James H. Hopkins
 Chief Engineer.....James Allen

WPAG**ANN ARBOR—1945**

Frequency: 1050 Kc. Power: 1,000 Watts d.
 Owned-Operated By.....Washtenaw Bcstg. Co.
 Bus.-Studio Address.....3rd Floor, Hutzel Bldg.
 Phone Number.....2-5517
 News Service.....AP
 Transcription Service.....Standard
 Representative.....McGillvra
 Membership.....NARTB
 President.....Arthur E. Greene
 Gen. Sta. Manager.....Edward F. Baughn
 Commercial Manager.....Kenneth MacDonald
 Program Director.....Roger A. Shepard
 Chief Engineer.....D. N. Bowdish

WLEW**BAD AXE—1950**

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Operated By.....Port Huron Bcstg. Co.
 Address.....932 Military St., Port Huron
 Phone Number.....2-8536
 Representative.....Gill-Keefe-Penna
 Transcription Service.....Standard
 News Service.....UP
 Membership.....NARTB
 Gen. Mgr.....John Wismer
 Sta. Com. Mgr.....Jim Muehlenbeck
 Prog. Dir.....Dick Estell
 Chief Engineer.....Don Clotier

WBCK**BATTLE CREEK—1948—MBS**

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Operated By.....Michigan Bcstg. Co.
 Address.....402 Security Natl. Bank Bldg.
 Phone Number.....3-5555
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Burn-Smith
 P es., General Manager.....Robert H. Holmes
 Commercial Manager.....F. K. Doyle
 Program Director.....E. F. Cahill
 Chief Engineer.....Robert Willbur

WELL**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.....7173
 Air Time.....6 a.m.-11:30 p.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....McGillvra
 Membership.....NARTB, BAB

WELL**BATTLE CREEK**

*Battle Creek's top-rated
 station*

and the best buy
 because . . .

- 26 years of making friends—
and sales
- Covers retail trading area of
198,299
- Affiliated with American Bcstg.
Company

Represented nationally by
JOS. HERSHEY MCGILLVRA

250W • 1400 **WELL**



J

the
GREAT VOICE
of the
GREAT
LAKES

R



General 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 Wenonah Hotel
 Phone Number 7551-2
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative George P. Hollingbery
 Membership BAB
 President Harley D. Peet
 Gen. Station-Comm. Mgr. Hugh A Giesel
 Program Director Charles E. Anthony
 Chief Engineer Ralph H. Carpenter

W G R O

BAY CITY—1949—KBS

Frequency: 1260 Kc. Power: 500 Watts d.
 Owned-Oper. By Griner-Dillon Bcstg. Co.
 Phone Number 3-1260

Air Time Daytime
 News Service AP
 Transcription Service Thesaurus
 Representative Sears & Ayer
 Membership BAB
 President James Gerity, Jr.
 Vice-Pres. O. William Myers
 Station Manager Harley West
 Program Director Phil Sanford
 Chief Engineer Edward Dillon

W H F B

BENTON HARBOR—1947

Frequency: 1060 Kc. Power: 1000 Watts d.
 Owned-Oper. By Palladium Publ. Co.
 Address Fairplain Ave.

Phone Number 5-2113
 Air Time Sunrise-Sunset
 News Service AP
 Transcription Service RCA, World
 Representative Hal Holman
 Membership NARTB, BAB
 President Stanley R. Banyon
 Vice-Pres. W. J. Banyon
 Gen. Sta. Mgr. J. P. Scherer
 Commercial Manager Ted Vernasco
 Sales Prom. Mgr. Dwight Edmunds
 Program Director John Pershing Chase
 Chief Engineer Munson Robinson

W A T T

CADILLAC—1945—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Midwestern Bcstg. Co.

Business-Studio Address . P.O. Box 219, Cadillac
 Phone Number 1270
 News Service AP
 Transcription Service SESAC, KBS
 Representative Hal Holman
 Pres., Gen. Mgr. Les Biederman
 Station Manager Art Nyhus
 Commercial Manager M. L. Chandler
 Chief Engineer Bill Kikel

W T V B

COLDWATER—1949

Frequency: 1590 Kc. Power: 5000 Watts
 Owned-Oper. By Twin Valley Bdcstrs, Inc.

Address Box 32
 Phone Number 1230
 Air Time Full Time
 News Service AP
 Trans. Service World, Associated, Cole
 Representative McGillvra
 Membership BAB
 President George Hosek
 Gen., Stat. Mgr., Chief Eng. E. Harold Munn, Jr.
 Program Director James C. Macklem

W K M H

DEARBORN—1946

Frequency: 1310 Kc. Power 5000 Watts d.
 1000 n.

Owned-Operated By WKMH, Inc.
 Address 15001 Michigan Ave.
 Phone Number Tiffany 6-8500
 Transmitter Willow Run Express Hway.
 News Service INS, UP
 Transcription Service Lang-Worth
 Representative Headley-Reed
 Membership NARTB, BAB
 Pres., Sta., Gen. Mgr. Fred A. Knorr
 Comm., Prom. Mgr. George M. Miller
 Program Director Verna Borsodi
 Production Director Clare Linn
 Chief Engineer Jerrold Martin

C K L W

DETROIT-WINDSOR—1932
MBS-CBC

Frequency: 800 Kc. Power: 50,000 Watts
 Owned-Oper. By Western Ontario Bcstg. Co.,
 Ltd., Essex Bcstrs., Inc.

Business Address . 3300 Guardian Bldg., Det.
 Phone Number Woodward 1-7200
 Air Time 24 Hrs.
 News Service INS, UP
 Transcription Service World, Thesaurus
 Representative All Canada Facilities,
 Adam J. Young, Jr.
 Membership NARTB
 President, General Mgr. J. E. Campeau
 Sta. Mgr., Chief Engr. W. J. Carter
 Commercial Manager E. Wilson Wardell
 Sales Prom. Mgr. S. C. Ritchie
 Publicity Director Art Gloster

MUTUAL

CKLW

**LOWEST COST
MAJOR
STATION BUY
IN THE
DETROIT AREA**

COMPARE the Coverage
with the Cost and you'll discover why
this greater "dollar distance" buy
is ringing more cash registers
than ever before for
advertisers.

CKLW covers a
17,000,000 population
area in five important
states!

**50,000
WATTS
800 KC.**

Adam J. Young Jr., Inc.
National Representative

Guardian Building

Detroit 26, Mich.

J. E. Campeau, Pres.

W J B K

DETROIT—1926

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Storer Bcstg. Co.
 Business-Studio Address 500 Temple Ave.
 Phone Number Temple 3-7900
 Air Time 24 Hours
 News Service INS
 Representative Katz Agency
 Membership NARTB, BAB
 President George B. Storer
 Vice-Pres., Managing Dir. Gayle V. Grubb
 Commercial Manager Harry Lipson
 Sales Promotion Manager Peter Storer
 Program Director Richard Fischer
 Publicity Director Beverly Holden
 Chief Engineer Paul O. Frincke

W J L B

DETROIT—1926

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Booth Radio & TV Stas.
 Business Address Booth Bldg.
 Phone Number Woodward 5-2000
 News Service AP
 Membership BAB
 Representative Forjoe
 Pres., Gen. Mgr. John L. Booth
 Station Manager Eric V. Hay
 Sales Prom. Mgr. Edwin E. Nyy
 Chief Engineer Edward H. Clark

W J R

DETROIT—1927—CBS

Frequency: 760 Kc. Power: 50,000 Watts
 Owned-Oper. By WJR, The Goodwill Sta., Inc.
 Address Fisher Bldg.
 Phone Number Trinity 5-4440
 Air Time 24 Hours
 News Service AP, INS, UP
 Trans. Service Thesaurus, World
 Membership NARTB, BAB
 President John F. Patt
 V.P. & Gen. Mgr. Worth Kramer
 Sec'y-Treas. William G. Siebert
 Advt. & Pub. Rel. Dir. James Quello
 Sales Manager Elmer O. Wayne
 Program Director Franklin Mitchell
 Production Director Norman White
 V.P. in charge of News George Cushing
 V.P. in chge of Engr. George Leydorf
 (See Pages 264, 465)

W W J

DETROIT—1920—NBC

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By The Evening News Assn.
 Address 615 W. Lafayette
 Phone Number Woodward 2-2000

Newspaper Affiliation "Detroit News"
 Air Time 24 Hours
 News Service AP, UP
 Trans. Serv. Lang-Worth & Thesaurus
 Representative George P. Hollingberry Co.
 Membership NARTB
 General Manager Edwin K. Wheeler
 Station Manager Don DeGroot
 General Program Mgr. M. C. Wissman
 General Engr. Mgr. E. J. Love
 Public Affairs Manager James Eberle
 Pgm. & Prod. Mgr. Charles Penman
 Chief Engineer Carl Wesser
 Promotion Manager Jack Albert
 (See Page 462)

W X Y Z

DETROIT—1925—ABC

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By WXYZ, Inc.
 Business Address 1700 Mutual Bldg.
 Phone Number Woodward 3-8321
 Air Time 6:30 a.m.-1 a.m.
 News Service AP, INS
 Representative John Blair
 President James G. Riddell
 Commercial Manager Harold Christian
 Sales Prom. Mgr. William Morgan
 Chief Engineer Charles Kocher

W D B C

ESCANABA—1941—MBS

Frequency: 680 Kc. Power: 1000 Watts
 Owned-Operated By Delta Bcstg. Co.
 Business-Studio Address P. O. Box 419
 Phone Number 3190-1
 Air Time 6:30 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Walker
 Gen., Comm. Mgr. George D. Lindenthal
 Sta., Mgr., Pgm. Dir. Robert Wagner
 Production Director John Hagerman
 Chief Engineer Jack W. Foster

W B B C

FLINT—1947—MBS

Frequency: 1330 Kc. Power: 1000 Watts
 Owned-Oper. By Booth Radio & TV Stations.
 Bus.-Studio Address 3076 E. Bristol Rd.
 Phone Number Detroit, Woodward 2-0220;
 Flint, 9-8886
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative Weed
 Membership BAB
 President John Lord Booth
 General Manager W. Gerald Schroeder
 Chief Engineer G. Elwood Ryan

WCLC

FLINT—1952

Frequency: 1470 Kc. Power: 1000 Watts
 Owned-Operated By: Adelaide L. Carrell
 Address: 1623 Utica Ave.
 Phone Number: 43381
 News Service: AP
 Transcription Service: World
 Man. Dir., Comm. Mgr.: Adelaide L. Carrell

WFDF

FLINT—1922—ABC

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By: The Trebit Corp.
 Address: Garland at First Ave.
 Phone Number: 2-7158
 Air Time: Full Time
 News Service: AP
 Transcription Service: Standard, Thesaurus
 Representative: Katz
 Membership: NARTB, BAB
 President: Harry M. Bitner, Sr.
 Gen., Sta. Mgr.: Lester W. Lindow
 Sales Prom. Mgr.: Marvin Levey
 Program Director: Elmer A. Knopf
 Publicity Director: Donald Wyant
 Chief Engineer: Gerald Wolpert

WMRP

FLINT—1946—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By: Methodist Radio Parish, Inc.
 Address: 3217 Lapeer St.
 Phone Number: 3-5112
 Air Time: Daytime
 News Service: UP
 Transcription Service: Standard
 Representative: Best
 President: Victor Longfield
 Gen., Sta. Mgr.: William H. Morford
 Commercial Manager: Richard Carter
 Chief Engineer: Homer Blumerich

WTAC

FLINT—1946—NBC

Frequency: 800 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
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Paul H. Raymer
 President: George W. Trendle
 General Mgr.: H. Allen Campbell
 Sta., Comm. Mgr.: J. R. McKinley
 Program Dir.: Laurence Arnold
 Chief Engineer: Frank Folsom

WATC

GAYLORD—1950—BUNYAN

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Midwestern Bcstg. Co.
 Address: Paul Bunyan Bldg., Traverse City
 Phone Number: Traverse City 2700
 Representative: Holman
 Transcription Service: Standard
 News Service: AP
 President: Les Biederman
 General Manager: Mitch Gordon
 Commercial Manager: Gerald Crittenden
 Program Director: Ken Haven
 Chief Engineer: William Kiker

WGHN

GRAND HAVEN—1951

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Grand Haven Bcstg. Co.
 Address: Grand Haven

WFUR

GRAND RAPIDS—1947

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Furniture City Bcstg. Corp.
 Address: 430 Federal Square Bldg.
 Phone Number: Gl. 6-9541
 Trans. Loca.: 501 Garfield Ave., N.W.
 Air Time: Sunrise-sunset
 News Service: AP
 Transcription Service: Associated
 Representative: Hil F. Best
 Pres., Gen., Sta. Mgr.: William Kuiper
 Commercial Manager: H. J. Swlerenga
 Program Director: Henry Bosch
 Chief Engineer: Jack Timmer

WGRD

GRAND RAPIDS—1947

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Operated By: Music Bcstg. Co.
 Business-Studio Add.: 35 Lafayette Ave., N.E.
 Phone Number: 9-4111
 Air Time: 6 a.m.-local sunset
 News Service: AP
 Representative: Gill-Keefe-Perna
 Pres., Gen., Sta. Mgr.: Paul F. Eichhorn
 Program Director: John Speer
 Publicity Dir.: Frederick Stover
 Chief Engineer: Richard Groenevelt

WJEF

GRAND RAPIDS—1945—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Felzer Bdcstg. Co.
 Address: Pantlind Hotel
 Phone Number: Glendale 6-8512
 Air Time: 6:30 a.m.-12:05 M.
 News Service: AP

Transcription Service Thesaurus
 Representative Avery-Knodel, Inc.
 Membership NARTB, BAB
 Pres., Gen. Mgr. John E. Fetzer
 Pub. Dir., Sta. Mgr. Martin Giaimo
 Station Manager. Martin Giaimo
 Dir. of Public Affairs Dr. Willis F. Dunbar
 Chief Engineer Carl E. Lee

W L A V

GRAND RAPIDS—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Versluis Radio &
 Television, Inc.
 Address 6 Fountain St., N.E.
 Phone Number GLEndale 6-5461
 Air Time 6:30 a.m.-1 a.m.
 News Service UP
 Transcription Service Standard
 Representative John E. Pearson
 Membership BAB
 President Leonard A. Versluis
 Vice-Pres. & Gen. Mgr. Hy M. Steed
 Program Director Bob Kirby
 Chief Engineer Lee Stevens

W O O D

GRAND RAPIDS—1924—NBC

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By Grandwood Bdcstg. Co.
 Address ... 1408 Grand Rapids Natl. Bank Bldg.
 Phone Number 9-4125
 Air Time 5:30 a.m.-1 a.m.
 News Service AP
 Transcription Service World
 Representative Katz Agency
 Membership NARTB, BAB
 President H. M. Bitner, Sr.
 Gen., S'ca., Comm. Mgr. Willard Schroeder
 Program Director Frank Sisson
 Publicity Director David Hoyle
 Chief Engineer Louis Bergenroth

W H T C

HOLLAND—1948

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Holland Bcstg. Co.
 Business-Studio Address 5 E. Eighth St.
 Phone Number 9482
 Air Time Full Time
 News Service AP
 Transc. Serv. World, Lang-Worth, Thesaurus
 Representative Best
 Membership NARTB
 President W. A. Butler
 Comm., Gen., Sta. Mgr. Sandy Meek
 Program Director Larry Collins
 Publicity Director William Young
 Chief Engineer John Klungle

W H D F

HOUGHTON—1929—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By ... Upper Michigan Bcstg. Co.
 Address Douglass Hotel
 Phone Number Houghton 1
 Air Time 7 a.m.-11:15 p.m.
 News Service AP
 Transcription Service World
 Representative Walker
 Membership NARTB
 Chief Owner G. L. Burgan
 General Manager Albert W. Payne
 Program Director Earl Norden
 Chief Engineer George L. Burgan

W M I Q

**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
 News Service UP
 Transcription Service Thesaurus
 President Frank J. Russell
 General Manager Russell J. Staffeld
 Commercial Manager William C. Johnson
 Chief Engineer Paul F. Antck

W I K B

IRON RIVER—1949—MBS—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned By WIKB, Inc.
 Operated By Upper Mich.-Wisc. Bcstg. Co.
 Phone Number 102-3
 Air Time 6:55 a.m.?1:55 p.m.
 Transcription Service Thesaurus
 Representative Walker
 President H. H. Frailing
 General Manager James F. Kauper
 Prod., Pgm. Dir. Bob Serenson
 Chief Engineer Eugene Kaari

W J M S

IRONWOOD—1931—MBS

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
 Air Time 7 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Walker
 President William L. Johnson
 Station Manager Donald R. Hoover
 Program Director Laura Johnson
 Chief Engineer Arne Dahlbacka

W J P D

**ISHPEMING—1947—PBN-GOEBEL
KBS**

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ishpeming Bcstg. Co.
Business-Studio Address.....Jenks Block
Phone Number.....1892
Air Time.....7 a.m.-11:00 p.m.
News Service.....AP
Transcription Service.....World
Pres., Gen., Sta. Mgr.....J. P. Deegan
Publicity Director.....Carl B. Tupala
Program Director.....Paul C. Crowley
Chief Engineer.....Bernard R. Maloney

W I B M

JACKSON—1927—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....WIBM, Inc.
Address.....2511 Kibby Road
Phone Number.....6121
Air Time.....6:30 a.m.-M.
News Service.....AP
Representative.....Forjoe
Transcription Service.....Thesaurus, Lang-Worth
President.....Roy Radner
Station Manager.....William Cizek
Prog. Dir., Chief Announcer.....Jack Underwood
Chief Engineer.....Charles Wirtanen

W K H M

JACKSON—1951—MBS

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Operated By.....Jackson Bcstg. & Tele.
Corp.
Address.....441 Wildwood
Phone.....4-7181
Air Time.....6 a.m.-1 a.m.
News Service.....UP
Transcription Service.....World
Representative.....Headley-Reed
Pres., Gen. Mgr.....Fred A. Knorr
Managing Director.....Walter Patterson
Sales Prom. Mgr.....Marcus Sharpe
Program Director.....Robert Thaw
Chief Engineer.....Paul Wright

W G F G

KALAMAZOO—1947—ABC-NBC

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Station WGFG
Business-Studio Address.....State Theatre Bldg.
Phone Number.....4-0111
News Service.....UP
Representative.....H-R Reprs., Inc.
Gen., Comm. Manager.....Howard D. Steere
Sta. Mgr., Prog. Dir.....Emil J. Popke, Jr.
Chief Engineer.....Carl Stephens

W K Z O

KALAMAZOO—1923—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Fetzer Bcstg. Co.
Business Address.....124 W. Michigan Ave.
Phone Number.....3-1223
Air Time.....6 a.m.-12:05 a.m.
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Avery-Knodel
Membership.....NARTB, BAB
President, Gen. Mgr.....John E. Fetzer
Sales Service Director.....John W. O'Harrow
Program Director.....Harry E. Travis
Director Public Affairs.....Dr. Willis F. Dunbar
Chief Engineer.....Francis L. Morse

W I L S

LANSING—1946

Frequency: 1320 Kc...Power: 5000 Watts d-
1000 Watts n.
Owned-Operated By.....Lansing Bcstg. Co.
Bus.-Studio Address.....407 N. Washington
Phone Number.....2-1655
Air Time.....6 a.m.-1 a.m.
News Service.....AP
Transcription Service.....Lang-Worth, Capitol
Representative.....O. L. Taylor
Pres., Gen. Mgr.....W. A. Pomeroy
Asst. Mgr., Chief Eng.....John C. Pomeroy
Commercial Manager.....Walter L. Dennis
Sales Prom. Mgr., Publ. Dir.....Walter Braeger
Pgm., Prod. Dir.....Alex Dillingham

W J I M

LANSING—1934—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....WJIM, Inc.
Bus.-Studio Address.....Bank of Lansing Bldg.
Phone Number.....2-1333
Air Time.....Full Time
News Service.....UP
Transcription Service.....World, Standard
Representative.....H-R Reprs., Inc.
Membership.....NARTB
Pres., Gen. Mgr.....Harold F. Gross
Station Manager.....Howard K. Finch
Commercial Manager.....Roger S. Underhill
Program Director.....Irene Ginther
Chief Engineer.....C. E. Wallace

W K L A

LUDINGTON—1944—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Raymond A. Plank
Address.....204 East Ludington Ave.
Phone Number.....1450

Air Time Unlimited
 Transcription Service AP
 Representative Burn-Smith
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Raymond A. Plank
 Comm., Sls. Prom. Mgr. Jerry Breen
 Program Director Tom Matthews
 Publicity Director Don Hack
 Chief Engineer Chas. Hagerman

W M T E

MANISTEE—1951

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Manistee Radio Corp.
 Address Radio Road
 Phone Number 1340
 News Service AP
 Transcription Service Lang-Worth
 Representative Best
 V.P., Gen. Mgr. E. J. Powell
 Commercial Manager Edward Owens
 Program Director John Sullivan
 Chief Engineer Tony Carroll

W S D C

MARINE CITY—1950

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Operated By Radio St. Clair, Inc.
 Address 5300 Marine City Hwy.
 Phone Number 3471
 News Service INS
 President Jerry Coughlin
 General Manager John S. Bell
 Commercial Manager Harry Coughlin
 Chief Engineer Robert Burr

W D M J

MARQUETTE—1931—MBS KBS—NORTHERN

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By Lake Superior Bcstg. Co., Inc.
 Business-Studio Address 4th & Wash. St.
 Phone Number 616
 News Service UP
 Transcription Service Thesaurus
 Membership NARTB
 General Manager Leo G. Brott
 Station Manager E. W. Wallace
 Commercial Manager Robert Luke
 Chief Engineer Gordon Brozek

W M D N

MIDLAND—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Rich Publ. House, Inc.
 Transmitter Address 298 S. Sweede Rd.
 Phone Number 4000
 Newspaper Affiliation Midland Daily News
 Air Time 6 a.m.-M.
 News Service AP

Transcription Service Lang-Worth, Thesaurus
 President Phillip T. Rich
 Gen., Sta., Comm. Mgr. J. A. Sturgeon
 Program Director Louis Sexton
 Chief Engineer Peter A. Wolfe

W C E N

MT. PLEASANT—1949—KBS

Frequency: 1150 Kc. Power: 1000 Watts d.
 500 Watts n.
 Owned-Oper. By Paul A. Brandt
 Address 112½ E. Bway
 Phone Number 33-171, 21-501
 Air Time 6 a.m.-M.
 News Service AP
 Trans. Serv. SESAC, Standard
 President Paul A. Brandt
 General Manager Bob Clayton
 Program Director Jim Bailey
 Chief Engineer Gilbert Roberts

W K B Z

MUSKEGON—1926—ABC

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Oper. By Ashbacker Radio Corp.
 Business-Studio Address 432 Apple Ave.
 Phone Number 2-6051
 Air Time 6 a.m.-M.
 News Service AP
 Trans. Serv. Thesaurus
 Representative Meeke
 Membership NARTB
 Pres., Gen. Mgr. Arch Shawd
 Program Director Robert Johnson
 Publicity Director B. L. Bennett
 Chief Engineer George Krivitsky

W K N K

MUSKEGON—1949—MBS

Frequency: 1600 Kc. Power: 5000 Watts
 Owned-Oper. By Nicholas W. Kuris
 Address Federal Square
 Phone Number 32126
 News Service UP
 Representative Best
 Pres., Gen. Mgr. Nicholas W. Kuris
 Program Director Evelyn Johnson
 Chief Engineer P. L. Reynolds

W M U S

MUSKEGON—1947

Frequency: 1090 Kc. Power: 1000 Watts d.
 Owned-Oper. Greater Muskegon Bcstrs., Inc.
 Business-Studio Address 517 W. Giles Rd.
 Phone Number 4-1672
 Air Time Daytime
 News Service UP
 Representative Hal Holman
 President R. Bunker Rogoski

Gen., Sta., Comm. Mgr. Dalton C. Hille
 Prog., Pub. Dir. William J. Merchant
 Chief Engineer Sam Lombardi

WOAP

OWOSSO—1948

Frequency: 1080 Kc. Power: 250 Watts d.
 Owned-Operated By Cwosso Bcstg. Co.
 Phone Number 980
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative Joseph Hershey McGillvra
 President J. E. Campbell
 General Manager M. H. Wirth
 Sta., Comm. Prog. Mgr. Merrill Walker
 Chief Engineer M. Carson

WMBN

PETOSKEY—1946

MBS-KBS-BUNYAN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Midwestern Bcstg. Co.
 Business-Studio Address Petoskey
 President Les Biederman
 General Manager Ralph Pierson
 Commercial Manager Merten Carpenter
 Program Director Ken Haven
 Chief Engineer William Kiker

WCAR

PONTIAC—1939

Frequency: 1130 Kc. Power: 1000 Watts d.
 Owned-Operated By WCAR, Inc.
 Address 2146 S. Telegraph Rd.
 Phone Number Federal 3-7141
 Air Time Local sunrise-local sunset
 News Service AP, INS
 Transcription Service Associated
 Representative John E. Pearson
 Pres., Gen. Mgr. H. Y. Levinson
 Commercial Manager William G. Lenhard
 Program Director Frank E. Firmschild
 Chief Engineer Wayne N. Cook

WHLS

PORT HURON—1938—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Port Huron Bdcstg. Co.
 Address 932 Military St.
 Phone Number 28536
 Air Time 6 a.m.-1 a.m.
 News Service UP
 Transcription Service World, Standard
 Representative Gill-Perna
 Membership NARTB, BAB
 Gen., Sta., Comm. Mgr. John F. Wismer
 Comm., Prom., Publ. Mgr. John L. Shepard
 Program Director Ernest O. Ferriby
 Chief Engineer George Carroll

WTTH

PORT HURON—1947—ABC

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By The Times Herald Co.
 Address 903 Sixth St.
 Phone Number 5171
 Newspaper Affiliation "Times-Herald"
 Air Time 6 a.m.-M.
 News Service AP
 Trans. Serv. Standard, Thesaurus
 Representative Weed & Company
 Membership NARTB, BAB
 President Louis A. Weil
 General Manager F. Granger Weil
 Commercial Manager Gaylord H. Forbes
 Assistant Manager Alice Anderson
 Program Director Dick Somerville
 Chief Engineers Walter Parry, Kenneth Kunze

WHAK

ROGERS CITY—1949

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Operated By Rogers City Bcstg. Co.
 Address Moltke Dr.
 Phone Number 7751
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 Representative Best
 Pres., Gen., Mgr., Chief Engr. Harvey A. Klann
 Prom., Comm. Mgr. Albert Klann
 Program Director H. E. Bregé

WEXL

ROYAL OAK—1926

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Royal Oak Bcstg. Co.
 Business Address 212 W. Sixth St.
 Phone Number Lincoln 4-2200
 Air Time 6 a.m.-2 a.m.
 News Service AP, INS
 Membership NARTB
 Pres., Gen. Mgr. Jacob B. Sparks
 Sta., Comm. Mgr. Gordon A. Sparks
 Sales Manager Ernest Holder
 Chief Engineer Garnet G. Sparks

WKNX

SAGINAW—1947

Frequency: 1210 Kc. Power: 1000 Watts d.
 Owned-Oper. By Lake Huron Bdcstg. Corp.
 Address 221 So. Wash. Ave.
 Phone Number 3-4471
 Air Time Sunrise-Sunset
 News Service UP
 Representative Gill-Perna
 Membership NARTB, BAB
 Pres., Gen. Mgr. William J. Edwards

Vice-President.....Alvin M. Bentley
 Secy.-Treas., Sta. Mgr.....Howard H. Wolfe
 Sales, Prom., Pub. Director.....Henry Scott
 Program Director.....Robert Dyer
 Chief Engineer.....Max W. Thomas

WSAM

SAGINAW—1935—NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Saginaw Bdcstg. Co.
 Address.....Radio Building
 Phone Number.....2-8161
 Air Time.....6:30 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Standard Radio
 Representative.....Headley-Reed Co.
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Milton L. Greenebaum
 Asst. to Mgr.....Raymond G. Ulbrich
 Production Director.....Richard Hallwood
 Publicity Director.....James Rockwell
 Chief Engineer.....Harold McCullen

WSGW

SAGINAW—1950—MBS

Frequency: 790 Kc.....Power: 1000 Watts

Owned-Oper. By...Booth Radio & TV Stations
 Address.....Mason Bldg.
 Phone Number.....3-4456
 Representative.....Pearson
 Transcription Service.....NBC Thesaurus
 News Service.....AP
 Pres., Mngg. Dir.....John L. Booth
 Vice-Pres. & Gen. Mgr.....Robert W. Phillips
 Prog., Pub. Director.....Fred Krell
 Chief Engineer.....Harold Volz, Jr.

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.....208 Ashmun St.
 Phone Number.....3000
 News Service.....AP
 Transcription Service.....Thesaurus, SESAC
 President, General Manager...Stanley R. Pratt
 Sta., Comm. Mgr.....Richard Y. Burnett
 Program Director.....Ed Krieger
 Publicity Director.....Bruce Martyn
 Chief Engineer.....William F. Morris

WSTR

STURGIS—1951—KBS

Frequency: 1460 Kc.....Power: 500 Watts d.
 Owned-Operated By.....WSTR, Inc.
 Address.....P. O. Box 67
 Phone Number.....1199
 News Service.....AP
 Transcription Service.....Thesaurus, World
 Representative.....McGillvra
 President.....Dr. Clarence H. Snyder
 General Manager.....E. Harold Munn Jr.
 Sta., Comm. Manager...Charles R. Palmquist Jr.
 Program Director.....Charles L. Jones
 Chief Engineer.....Paul M. Winchester

WTCM

TRAVERSE CITY—1941
 MBS—BUNYAN—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Midwestern Bdcstg. Co.
 Address.....Paul Bunyan Bldg.
 Phone Number.....2700-1
 Representative.....Hal Holman Co.
 General Manager.....Les Biederman
 Commercial Manager.....R. E. Detwiler
 Program Director.....Ken Haven
 Chief Engineer.....W. H. Kiker

IN ANSWER TO THE QUESTION:
 "WHAT RADIO STATION
 DO YOU LISTEN TO MOST
 AT YOUR HOUSE?*"

MORE PEOPLE IN
 SAGINAW - BAY CITY

SAID **"WSAM"**
 THAN ANY OTHER STATION!

FOR THE **BEST** PROGRAMS
 WITH THE **MOST** LISTENERS
 AT THE **LEAST** COST

CHOOSE

A.M. **WSAM** F.M.

RADIO BLDG.

*SAGINAW MICHIGAN
 DETAILS OF THIS SURVEY, BY A DETROIT
 AGENCY, AVAILABLE UPON REQUEST

MINNESOTA

Pop. April 1, 1953 (Est.) 3,148,000—Total Housing Units 926,000
Families April 1, 1953 (Est.) 836,000—Stations in State 46

K A S M

ALBANY—1950

Frequency: 1150 Kc. Power: 500 Watts d.
Owned-Oper. By Stearns Co. Bcstg. Co.
Phone Number 1150
Transcription Service Lang-Worth
News Service UP
President William Blattner
General Sta. Manager Urban J. Keppers
Comm. Mgr. Rolland Lawnsbury
Chief Engineer Clyde A. Weivoda

K A T E

ALBERT LEA—1937—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owner Albert Lea-Austin Bdcstg. Co., Inc.
Address 332 South Broadway
Phone Number 2338
News Service UP
Transcription Service Thesaurus
Representative Meeker
Membership NARTB
President Bennett O. Knudson
General Manager Anson Van Alstyne
Program Director Marie Prosser
Chief Engineer Robert Holt

K X R A

ALEXANDER—1949

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Alexandria Bcstg. Co.
Address Alexandria
Phone Number 1000
News Service UP
Transcription Service Lang-Worth
Representative Lawson
Pres., Gen. Mgr. R. C. Brown
Commercial Manager Everette Q. Walters
Program Director Kenneth Bechtel
Chief Engineer Kenneth Olson

K A U S

AUSTIN—1948—MBS

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Oper. By Cedar Valley Bcstg. Co., Inc.
Business-Studio Address 405A N. Main St.
Phone Number 8836
Air Time 6 a.m.-M.
News Service AP
Transcription Service World
Representative Pearson
Membership NARTB
President Harry Smith
Gen. Sta. Mgr. L. L. McCurnin
Pgm., Pub. Director Tom Steensland
Sales Prom. Mgr. Ken Soderberg
Chief Engineer Glen Klein

K B U N

BEMIDJI—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Butler Bcstg. Co., Inc.
Business-Studio Address 419½ Beltrami Ave.
Phone Number 1900
Air Time 7 a.m.-11:30 p.m.
News Service UP
Transcription Service SESAC
Representative Lawson
Membership BAB
Pres., Gen. Sta. Mgr. Edward W. Butler
Pgm., Prod. Dir. Gwentyth Butler
Chief Engineer Delwyn Graze

K L I Z

BRAINERD—1946—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Brainerd Bcstg. Co.
Business Address 2700 E. Oak St.
Phone Number 2853
Air Time Unlimited
News Service AP
Transcription Service Capitol
Representative Walker
Membership NARTB, BAB
President, General Manager E. T. O'Brien
Program Director Lucille Grosse
Sta., Comm., Prom. Mgr. Earl R. Johnsen
Publicity Director Miriam Hylland
Chief Engineer James Peterson

W K L K

CLOQUET—1950—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Cloquet Bcstg. Co.
Address 124½ Ave. C.
Phone Number 1450
News Service UP
Transcription Service Lang-Worth
Representative Continental
General Manager Dale R. Peterson
Commercial Manager Richard A. Rall
Sales Promotion Manager Beverly Norgren
Chief Engineer Darrel Gander

K R O X

CROOKSTON—1948

Frequency: 1260 Kc. Power: 1000 Watts d.
500 Watts n.
Owned-Operated By Crookston Bcstg. Co.
Business-Studio Address Eagles Bldg.
Phone Number 1050
News Service UP

Transcription Service.....Thesaurus, World
 Representatives ..Donald Cook, Gene Grant,
 Lawson & Assoc.
 President..... D. A. McKenzie
 Gen. Mgr., Chf. Engr..... William J. Kiewel

K D L M

DETROIT LAKES—1951

Frequency: 1360 Kc..... Power: 1000 Watts d.
 Owned-Operated By..Detroit Lakes Bcstg. Corp.
 Address..... 1360 Richwood Rd.
 Phone Number..... 1100
 News Service..... AP
 Transcription Service..... World
 Representative..... Lawson
 President..... R. C. Brown
 General Manager..... Gordon Hutton
 Commercial Manager..... Phil Solberg
 Program Director..... Pat Banta
 Chief Engineer..... Sumner Rasmussen

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 2-2628
 Air Time..... 24 Hours
 News Service..... AP
 Transcription Service..... Lang-Worth
 Representative..... Avery-Knodel
 Membership..... NARTB, BAB
 Pres., Gen. Mgr..... Dalton Le Masurier
 Sta., Comm. Manager..... Odin S. Ramsland
 Sales Prom. Mgr..... Dale Cowle
 Program Director..... Jack Gordon
 Chief Engineer..... Robert A. Deltman

W E B C

**DULUTH—1924
 NBC-ARROWHEAD**

Frequency: 1320 Kc..... Power: 5000 Watts
 Owned-Oper. By.. Head of the Lakes Bcstg. Co.
 Business-Studio Address..... WEBC Bldg.
 Phone Number..... Melrose 2-2873
 News Service..... UP
 Transcription Service..... SESAC, World
 Representative..... Hollingbery
 President..... Morgan Murphy
 General Manager..... W. C. Bridges
 Commercial Manager..... Clifford J. Lue
 Program Director..... Earl Henton
 Chief Engineer..... Norman Gill

W R E X

DULUTH—1948—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..... 7-2911
 News Service..... UP
 Transcription Service..... Capitol
 Representative..... Weed
 Membership..... NARTB
 General Manager..... Robert J. Rich
 Program Director..... Dennis Murphy
 Chief Engineer..... Cliff Erkillia

W E V E

EVELETH—1947—MBS-KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Carl Bloomquist
 Address..... WEVE Building
 Phone Number..... 1340
 Air Time..... Unlimited
 Transcription Service..... Standard
 Representative..... Orville Lawson
 Membership..... NARTB
 President..... Carl Bloomquist
 General Manager..... Arthur F. Nelson
 Program Director..... Robert Daniels
 Chief Engineer..... Joe Cerar

K D H L

FAIRBAULT—1948

Frequency: 920 Kc..... Power: 1000 Watts
 Owned-Oper. By..... KDHL Bdcstg. Co.
 Business-Studio Address... 213 Central Ave.
 Phone Number..... 2312
 Air Time..... 6 a.m.-M.
 News Service..... AP
 Transcription Service..... Capitol
 Representative..... Lawson
 General Mgr..... Herbert H. Lee
 Commercial Mgr..... Palmer Dragsten
 Women's Director... Mera Ballis Freydenlund
 Sta. Mgr., Chief Engineer... John E. Hyde, Jr.

K S U M

FAIRMONT—1949—MBS

Frequency: 1370 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Fairmont Bdcstg. Co.
 Address..... 306 North Park St.
 Phone Number..... 1370
 Air Time..... 5:30 a.m.-12 M.
 News Service..... AP
 Representative..... Rambeau Lawson
 Trans. Serv..... Thesaurus
 Membership..... NARTB, BAB
 President..... Leo J. Seifert
 General Manager..... Frank Endersbe
 Program Director..... Robert Colburn
 Chief Engineer..... Lawrence Lawson

K G D E

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

Frequency: 1250 Kc..... Power: 1000 Watts

Owned-Operated By.....Fergus Radio Corp.
 Business-Studio Address.....Fergus Falls
 Phone Number3986
 Air Time6 a.m.-M.
 News ServiceAP
 RepresentativeWalker
 MembershipNARTB
 Secy-Treas., Exec. Dir.....Harold L. Dell
 Station ManagerDon L. Albertson
 Asst. Mgr.....Frederic T. Dell
 Chief Engineer.....Harold E. Allen

KBZY

GRAND RAPIDS—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Itasca Bcstg. Co.
 Phone Number198
 Air Time6:30 a.m.-11 p.m.
 MembershipNARTB
 Pres., General Manager...Robert D. Kennedy
 Program Director.....Bud Germ
 Chief Engineer.....Ross A. Fessenmeyer

WMFG

HIBBING—1935—NBC-ARROWHEAD

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By...Head of the Lakes Bcstg. Co.
 Business-Studio Address.....5th & Howard
 Phone Number3-7531
 Air Time.....6 a.m.-11:05 p.m.
 News ServiceUP
 Transcription Service.....World. SESAC
 Representative.....George P. Hollingbery
 MembershipNARTB, BAB
 PresidentMorgan Murphy
 General Manager.....W. C. Bridges
 Sta., Commercial Mgr.....Oscar H. Peterson
 Pgm., Prod., Pub. Dir.....Ruth E. Coe
 Chief Engineer.....Norman Gill

KLTF

LITTLE FALLS—1950—KBS

Frequency: 960 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Little Falls Bcstg. Co.
 Address.....105½ Broadway E.
 Phone Number367
 News ServiceUP
 Transcription Service.....Lang-Worth
 Pres., Gen. Mgr.....John H. Lemme
 Sta., Prom. Manager.....Wayne L. King
 Commercial Manager.....Richard J. Rudeck
 Program Director.....Sumner Sabean

KTOE

MANKATO—1950—ABC

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Oper. By...Minnesota Valley Bcstg. Co.
 Phone Number4537
 News ServiceUP
 RepresentativePearson
 President.....H. W. Linder

Gen., Sta. Manager.....D. O. Linder
 Commercial Manager.....Willard Smith
 Program Director.....Wayne Will
 Chief Engineer.....Steve Wolf

KYSM

MANKATO—1938 NBC-NORTHWEST

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By.....F. B. Clements & Co.
 Business-Studio Address.....101 N. Second St.
 Phone Number4673
 Air Time6 a.m.-1 a.m.
 News ServiceAP
 Transcription Service.....Thesaurus
 RepresentativeMeeker
 MembershipNARTB, BAB
 Gen.-Station-Comm. Mgr.....John F. Meagher
 Sales Promotion Manager.....Bob DeHaven
 Prom. Pgm. Dir.....Bob Gardner
 Publicity Director.....Phil Harding
 Chief Engineer.....James Houts

KMHL

MARSHALL—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Harry W. Linder
 Business-Studio Address.....KMHL Bldg.
 Phone Number2282
 Air Time.....6 a.m.-M.
 News ServiceUP
 Representative.....John E. Pearson
 Owner.....Harry W. Linder
 General Manager.....Gilmore F. Frayseth
 Program Director.....Bill Farrell
 Chief Engineer.....Russ Nelson

KEYD

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
 Air Time.....6 a.m.-Sun-down
 News ServiceAP
 Transcription Service.....Standard
 Representative.....Rambau
 MembershipNARTB, BAB
 President.....Henry Klages
 Sta., Gen. Mgr.....Lee L. Whiting
 Commercial Manager.....Ray Tenpenny
 Production Director.....Harry Zimmerman
 Chief Engineer.....Harvey V. Headen

WCCO

MINNEAPOLIS—1924 CBS Radio

Frequency: 830 Kc.....Power: 50,000 Watts
 Owned By.....Midwest Radio-Television, Inc.

Business-Studio Address . . . 625 Second Ave. S.
 Phone Number . . . Main 1202
 Air Time . . . 5 a.m.-1 a.m.
 News Service . . . AP, UP, INS
 Transcription Service . . . Lang-Worth
 Representative . . . CBS Radio Spot Sales
 Sta., Gen. Mgr. . . Eugene Wilkey
 Membership . . . BAB
 Sta., Gen. Mgr. . . Larry Haeg
 Commercial Manager . . . Phil Lewis
 Sales Prom., Mgr. . . C. H. Smith
 Program Director . . . Bob McKinsey
 Publicity Director . . . Fred Heywood
 Chief Engineer . . . J. J. Beloungy

W D G Y

MINNEAPOLIS—1923

Frequency: 1130 Kc. Power: 50,000 Watts d.;
 25,000 Watts n.
 Owned-Oper. By . . . Twin Cities Bcstg. Corp.
 Business-Studio Address . . . Hotel Nicollet
 Phone Number . . . Bridgeport 2271
 Air Time . . . 5:30 a.m.-1 a.m.
 News Service . . . AP
 Transcription Service . . . Standard
 Representative . . . Avery-Knodel
 Membership . . . NARTB
 Pres., Gen., Sta. Mgr. . . Clarence T. Hagman
 Commercial Manager . . . Samuel N. Nemer
 Program Director . . . Don O'Brien
 Chief Engineers . . . Kenneth Olson,
 Kenneth Larson

W L O L

MINNEAPOLIS—1940—MBS

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By . . . Independent Bcstg. Co.
 Business-Studio Address . . . 1730 Hennepin Ave.
 Phone Number . . . Atlantic 0406, Midway 4043
 Air Time . . . Unlimited
 News Service . . . UP
 Representative . . . A. M. Radio Sales
 President . . . Ralph L. Atlass
 Gen., Sta. Mgr. . . Marvin L. Rosene
 Commercial Manager . . . Wayne "Red" Williams
 Prom., Pgm. Director . . . Boyd W. Lawlor
 Publicity Director . . . Kay Runyon
 Studio Engineer . . . Gene Brautgam
 Transmitter Engineer . . . Merle Bjork

W P B C

MINNEAPOLIS—1949

Frequency: 980 Kc. Power: 500 Watts d.
 Owned-Oper. By . . . People's Bcstg. Co.
 Address . . . 1133 Stinson Blvd
 Phone Number . . . Granville 4356, Prior 3181
 Air Time . . . Daytime
 News Service . . . UP
 Transcription Service . . . Lang-Worth
 Representative . . . Sears & Ayer, Inc.
 Pres., Gen., Sta. Mgr. . . W. V. Stewart

Commercial Manager . . . Merle Forland
 Pgm., Prod., Pub. Dir. . . Becky Ann Stewart
 Chief Engineer . . . Leroy Myri

W T C N

MINNEAPOLIS-ST. PAUL—1934

ABC

Frequency: 1280 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By . . . Minnesota Television
 Public Service Corp.
 Business-Studio Address . . . 50 S. Ninth St.
 Phone Number . . . Lincoln 0552
 News Service . . . AP, UP
 Transcription Service . . . Associated
 Representative . . . Free & Peters
 Membership . . . NARTB
 President . . . Robert Butler
 Gen., Sta. Manager . . . Edward G. Smith
 Commercial Manager . . . Kendall M. Light
 Program Director . . . Judy Bryson
 Publicity Director . . . Nancy Siebel
 Chief Engineer . . . Myron N. Fleming

K D M A

MONTEVIDEO—1951—ABC

Frequency: 1450 Kc. Power: 100 Watts
 Owned-Operated By . . . Midwest Bcstg. Corp.
 Address . . . West Hwy. 212
 Phone . . . 125
 Air Time . . . Unlimited
 Representative . . . Pearson
 Pres., Gen. Mgr. . . H. Willard Linder
 Chief Engineer . . . Richard Berkman

K V O X

MOORHEAD—1937

MBS-GREAT NORTHERN

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By . . . KVOX Bcstg. Co.
 Bus.-Studio Address . . . 403 Center Ave.
 Phone Number . . . 3-1522
 Air Time . . . 6:30 a.m.-M.
 News Service . . . UP
 Transcription Service . . . World
 Representative . . . Walker, Lawson
 Membership . . . NARTB
 President . . . E. J. McKellar
 General-Station Manager . . . M. M. Marget
 Comm., Sls. Prom. Mgr. . . Robert L. Owens
 Program Director . . . Dewey Bergquist
 Chief Engineer . . . Don Geiken

K N U J

NEW ULM—1949

Frequency: 860 Kc. Power: 1000 Watts d.
 Owned-Oper. By . . . KNUJ, Inc.
 Address . . . 304½ N. Minn. St.
 Phone Number . . . 905
 Air Time . . . Daytime

News Service AP
 Transcription Service..... Lang-Worth, World.
 Membership BAB
 President..... W. K. Mickelson
 Gen. Mgr., Chief Engr..... Jack H. Duncan

K O B K

OWATONNA—1950—KBS

Frequency: 1390 Kc..... Power: 500 Watts d.
 Owned-Operated By..... Owatonna Bcstg. Co.
 Address 307 Vesterby
 Phone Number 2359
 News Service UP
 Transcription Service Lang-Worth
 Membership BAB
 Pres., Comm. Mgr., Pub. Dir..... Myles H. Johns
 U. P., Sta. Mgr., Prog. Dir..... Ted Nelson
 Chief Engineer..... James Neill

K A A A

RED WING—1949

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Oper. By Red Wing Bdcstg. Co.
 Address Red Wing
 Phone Number 3512
 Air Time 6 a.m.-Local Sunset
 News Service AP
 Transcription Service..... World, Capitol
 President Fred C. Clarke
 Gen., Sta. Mgr..... Maxine Jacobs
 Comm. Mgr..... James Bailey
 Prod., Pgm. Dir..... Peter Lyman
 Publicity Director..... John Williams
 News Director..... Donald Willie

K R O C

**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
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative Meeker
 Membership NARTB, BAB
 President..... Mrs. G. P. Gentling
 General Manager G. David Gentling
 Sta. Mgr., Pgm. Dir..... Cal Smith
 Commercial Manager..... Warren Miller
 Sales Promotion Director... Willard Lampman
 Chief Engineer..... Bob Cross

K F A M

ST. CLOUD—1937—NBC

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Times Publ. Co.
 Address Weber Bldg.

Phone Number 3330, 3331
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Thesaurus
 Representative Pearson
 Membership NARTB, BAB
 Pres., Gen. Mgr. Frederick C. Schilplin
 Commercial Manager John F. Green
 Program Director..... Betty May
 Chief Engineer Robert Witschen

W J O N

ST. CLOUD—1950—ABC

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Granite City Bcstg. Co.
 Address St. Cloud Hotel
 Phone Number 1240
 Representative Rambeau
 Transcription Service World
 News Service UP
 President..... Max H. Lavine
 General Station Manager..... W. C. Porsow
 Commercial Manager..... Paul T. Zaborik
 Program Director..... Wallace MacBriar
 Prom., Pub. Director..... Herm Schneider
 Chief Engineer..... Carl Wilford

W M I N

ST. PAUL—1950

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... WMIN Bcstg. Co.
 Business-Studio Address... 538 Hamm Bldg.
 Phone Number..... Garfield 1361
 Air Time Unlimited
 News Service AP
 Representative Forjoe
 Pres., Com. Mgr..... N. L. Bentson
 General Manager..... Frank M. Devaney
 Program Director..... Norman Page
 Publicity Director..... Harry Settegren
 Chief Engineer..... Warren B. Fritze

K S T P

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

Frequency: 1500 Kc..... Power: 50,000 Watts
 Owned By KSTP, Inc.
 Bus.-Studio Address..... 3415 University Ave.
 Phone Number..... Prior 2717
 Air Time 6 a.m.-1 a.m.
 News Service AP, UP
 Transcription Service..... Thesaurus, World,
 Lang-Worth, Cole
 Representative Edward Petry
 Membership NARTB
 President, Gen. Mgr..... Stanley E. Hubbard
 Nat. Sales Mgr..... Karl A. Plain
 Exec. V.P., Treas..... K. M. Hance
 Program Director..... C. Brooks Henderson
 Promotion-Publicity Director... Joe Cook
 Acting Chief Engineer..... Joseph Kahnke

WCOW

SOUTH ST. PAUL—1951

Frequency: 1590 Kc. Power: 5000 Watts d.
 Owned-Oper. By South St. Paul Bcstg. Co.
 Address W.COW Radio Bldg.
 Phone Number LaSalle 1371
 News Service AP, UP
 Membership NARTB
 Transcription Service SESAC
 Exec. Director Antonio Tedesco
 General Manager Albert S. Tedesco
 Station Manager John MacKnight
 Commercial Manager Victor Tedesco
 Program Director Donald S. Doty
 Chief Engineer Robert Muchlo

WSHB

STILLWATER—1949—KBS

Frequency: 1220 Kc. Power: 250 Watts
 Owned-Operated By St. Croix Bcstg. Co.
 Address 126 S. Main St.
 Phone Number 46, 47
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 Representative Donald Cook, Inc.
 President William F. Johns, Jr.
 Gen. Sta. Mgr. Richard Power
 Commercial Manager James McLaughlin
 Publicity Director Anita E. Albrecht
 Chief Engineer Elmer Christianson

KTRF

THIEF RIVER FALLS—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Henry K. Arneson
 Address 1313 North Main Ave.
 Phone Number 13, 14
 Air Time 6 a.m.-12 M.
 Transcription Service World
 Representative Bulmer & Johnson, Inc.
 Station Manager Don Olson
 Program Director Alverda Noel
 Sales Promotion Manager Glenn Simpson
 Chief Engineer Henry J. Bothman

WHLB

**VIRGINIA—1936—NBC
 ARROWHEAD, NORTHWEST**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Head of the Lakes Bcstg.
 Address 17th St., N.
 Phone Number Virginia 2000
 Air Time 6 a.m.-11:05 p.m.
 News Service UP
 Transcription Service World, SESAC
 Representative Hollingbery, Bulmer & Johnson
 President J. Morgan Murphy
 General Manager Walter Bridges

Sta., Comm., Sls. Prom. Mgr. H. J. Parise
 Publicity Director Alys Mae McBride
 Chief Engineer Norman Gill

KWAD

WADENA—1948—MBS

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By Associated Bcstrs., Inc.
 Bus. Studio Address First Natl. Bank Bldg.
 Phone Number 920-1
 Air Time 6 a.m.-12 M.
 Transcription World
 Representatives Bulmer & Johnson
 President C. V. Phillips
 General Manager Carl E. Holt
 Program Director Jim Buchan
 Chief Engineer Milton La Due

KWLM

WILLMAR—1940—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Lakeland Bcstg. Co.
 Business-Studio Address 1340 N. 7th St.
 Phone Number 1340
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Cole
 Representative John E. Pearson
 Membership NARTB, BAB
 President, Gen. Mgr. H. W. Linder
 Commercial Manager Jack Lynch
 Program Director Joe Martinson
 Chief Engineer Francois Peterson

KWNO

WINONA—1938—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Winona Radio Service
 Business-Studio Address 216 Center St.
 Phone Number 3314
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative John E. Pearson
 Membership NARTB
 President M. H. White
 General Manager Ken Marsh
 Commercial Manager H. Rod Hurd
 Chief Engineer Lewis Denes

KWOA

WORTHINGTON—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Worthington Bcstg. Co., Inc.
 Address Hotel Thompson
 Air Time Sunrise-sunset
 Representative Bulmer & Johnson
 Membership NARTB
 President R. W. Olson
 General Manager R. E. Shepard
 Commercial Manager Arne Karhu

MISSISSIPPI

Pop. April 1, 1953 (Est.) 2,210,000—Total Housing Units 613,000
Families April 1, 1953 (Est.) 579,000—Stations in State 45

WMPA

ABERDEEN—1952

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Prairie Bdcstg. Co.
Address: P. O. Box 402
Phone Number: 1050
News Service: UP
Representative: Stars, Inc.
Transcription Service: Lang-Worth
President: T. A. Richardson
General Manager: Hal Benson
Program Director: J. M. Verges
Promotion Director: Matty Brescia

WLOX

BILOXI—GULFPORT—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: WLOX Bcstg. Co.
Address: Buena Vista Hotel
Phone Number: 5581-2
Air Time: 24 hrs.
News Service: UP
Representative: William G. Rambeau
Membership: NARTB, BAB
President: James S. Love, Jr.
Gen.-Station Mgr.: Ray Butterfield
Commercial Manager: Thomas B. Majure
Program Director: Hugh Smith
Chief Engineer: T. B. Majure

WVMI

BILOXI—1950

Frequency: 570 Kc. Power: 1000 Watts d.
Owned-Oper. By: Radio Associates
Address: P. O. Box 152
Phone Number: 6961
Air Time: Daytime
Representatives: Natl. Time Sales, Dora Clayton
Transcription Service: Thesaurus, Lang-Worth
News Service: UP
Pres., Gen., Mgr.: Odes E. Robinson
Station Manager: Gene Tibbett
Commercial Manager: Albert J. Thompson
Prog., Pub. Director: Robert Campbell
Chief Engineer: Robert Ware

WBIP

BOONEVILLE—1950—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Booneville Bcstg. Co.
Address: Highway No. 45-S
Phone Number: 678
Air Time: 5:30 a.m.-10:00 p.m.
Newspaper Affiliation: The Independent
News Service: UP

Representative: Continenta Radio Sales
President, Gen. Mgr.: E. O. Roden
Sta. Comm., Sales Prom. Mgr.: V. K. Wroten
Program Director: Wynez Wroten
Publicity Director: Jack Gardner

WJMB

BROOKHAVEN—1948

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Brookhaven Bcstg. Co.
Address: W. Chicksaw St.
Phone Number: 1298
News Service: AP
Air Time: 6 a.m.-11 p.m.
Transcription Service: World
Membership: NARTB, BAB
Pres., Sta., Gen. Mgr.: Tullius Brady
Chief Engineer: Larry Young

WGLC

CENTREVILLE—1952—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Oper. By: Southern Bdcstg. Co.
News Service: UP
Transcription Service: Capitol
Phone Number: 4001
Pres., Gen. Mgr.: A. Sansing
Comm. Mgr., Prog. Dir.: P. Simpkins
Chief Engineer: Aubrey Felder

WROX

CLARKSDALE—1943—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: Birney Ines, Jr.
Address: Columbus, Miss.
Air Time: Full Time
News Service: AP
Transcription Service: RCA Thesaurus
General Manager: Bob McRaney
Pgm. Dir., Chief Anncr.: Jack Cristil
Station Manager: P. B. Hinman
Chief Engineer: C. D. Graves

WCLD

CLEVELAND—1949

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Cleveland Bcstg. Co., Inc.
Address Trans.: Highway 61
Phone Number: 990
News Service: AP
Station Representative: McGillvra
President: Lowry Tims
General Manager: Fred Rand
Program Director: Ray A. Curtis
Chief Engineer: Richard Bullock

WCJU**COLUMBIA—1946—KBS-MBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Lester Williams, WCJU, Inc.
 Address P. O. Box 472
 Phone Number 755
 Air Time Full Time
 Newspaper Affiliation The Progress
 News Service AP
 Transcription Service World
 Pres., Gen. Manager Lester Williams
 Station Manager Charles E. Newman, Jr.
 Program Director Bill Barrett
 Chief Engineer Ray Tolar

WACR**COLUMBUS—1950—MISS.**

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Oper. By Miss. Bcstg. Co.
 Address WACR Bldg.
 Phone 768
 Transmitter Location 1800 14th Ave. N.
 Air Time Sunrise-Sunset
 Transcription Service Standard
 News Service UP
 Pres., Gen. Mgr. Withers Gavin

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

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Birney Imes, Jr.
 Business-Studio Address Columbus
 Phone Number 1430
 News Service AP
 Transcription Service Thesaurus
 Representative McGillvra
 President Birney Imes, Jr.
 Gen., Sales Prom. Mgr. Bob McRaney
 Station Manager James Eatherton
 Program Director Martha Puckett
 Chief Engineer Thomas McFerrin

WCMA**CORINTH—1945—MBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Corinth Bcstg. Co., Inc.
 Business-Studio Address Ray Bldg.
 Phone Number 5575
 News Service UP
 Transcription Service World
 Representative Burn-Smith
 Membership NARTB
 President Dr. Frank M. Davis
 General Manager Aaron B. Robinson
 Sta., Pub. Manager John E. Bell
 Program Director Tom Weaver
 Commercial Manager Joe P. Van Dyke
 Chief Engineer James D. Anderson

WGVM**GREENVILLE—1949**

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Operated By Cotton Belt Bcsting Co.
 Bus. Studio Address 118 So. B'way
 Phone Number 4559
 Air Time 6 a.m.-Sunset
 News Service UP
 Transcription Service Lang-Worth
 Representative Devney, Melville
 Pres., General Manager David M. Segal
 Comm. Sta. Mgr. Edward M. Guss
 Program Director Wallace D. Hoy
 Prod., Pub. Dir., Chief Anncr. Jack Baruth
 Sales Prom. Mgr., Pub. Dir. Jack Stull
 Chief Engineer Welton H. Jetton

WJPR**GREENVILLE—1939—MBS-KBS**

Frequency: 1330 Kc. Power: 1000 Watts d.
 500 Watts n.
 Owned-Oper. By Radio Services Co.
 Business-Studio Address 107 So. Poplar St.
 Phone Number 9040-9049
 News Service AP
 Transcription Service World
 Representative Sears & Ayer
 Gen. Sta. Mgr. Emmett H. McMurry
 Commercial Manager Frank W. Baldwin
 Program Director Thomas Tiller
 Chief Engineer Percy L. Kuhn

WABG**GREENWOOD—1950**

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By Greenwood Bcstg. Co.
 Address P. O. Box 414
 Phone 3010
 Air Time 5 a.m.-M.
 News Service AP
 Transcription Service World
 Pres., Gen. Mgr. Cy Bahakel
 Commercial Manager Tom Reardon
 Chief Engineer Wayne A. Oliver

WGRM**GREENWOOD—1937
NBC-KBS-MBS**

Frequency: 1240 Kc. Power: 250 Watts
 Operated By P. K. Ewing
 Phone Number 1900-1
 Studio-Transmitter Location Walnut St.
 Air Time 6 a.m.-12 M.
 News Service UP
 President P. K. Ewing
 General Manager F. C. Ewing
 Commercial Manager Don Neil
 Chief Engineer Louis Pierce

W N A G
GRENADA—1949—MBS-KBS
MID-SOUTH

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... Birney Imes, Jr.
 Phone Number1400
 Air Time..... Full Time
 Representative Mid-South Network
 President..... Birney Imes, Jr.
 General Manager..... Bob McRaney
 Sta., Comm. Mgr. Monroe Looney
 Chief Engineer..... Barney Loebe

W G C M
GULFPORT—1929—ABC
AND KEYSTONE

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By..... WGCM Bcstg. Co.
 Address Hewes-Martin Bldg.
 Phone Number1110
 Air Time..... 6 a.m.-M.
 News Service AP
 Transcription Service World
 Station Representative..... Sears & Ayer, Inc.
 Owner & Gen. Mgr..... Hugh O. Jones
 Station Manager..... C. Edwin Vann
 Commercial Manager..... Mrs. O. L. Owens
 Publicity Director..... Jack Starr
 Chief Engineer..... Charles T. Hook

W F O R
HATTIESBURG—1925
NBC-KBS-REBEL

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By..... Forrest Bcstg. Co.
 Address 302 Hemphill St.
 Phone Number1866
 Air Time..... 5:30 a.m.-11:05 p.m.
 News Service UP
 Transcription Service World
 Station Rep..... George P. Hollingbery Co.
 President..... C. J. Wright, Sr.
 General, Station Manager..... C. J. Wright, Jr.
 Program Director..... David L. Waite
 Sales Prom. Mgr..... E. M. Jenkins
 Publicity Director..... F. M. Smith
 Chief Engineer..... B. B. McLemore

W H S Y
HATTIESBURG—1948—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Hub City Bcstg. Co. Inc.
 Address Highway 11 North
 Phone Number3180
 News Service AP
 Station Representative..... Wm. G. Rambeau
 Membership NARTB, BAB
 President, Gen. Mgr..... Charles W. Holt
 Sales Promotion Manager..... Bob Robinson

Station Manager..... Connie Holt
 Commercial Manager..... William R. England
 Program Director..... Bob Pattillo
 Publicity Director..... Olga Hagler
 Chief Engineer..... Charles Sharpling

W J D X
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 Number2-1183
 Air Time..... Unlimited
 News Service UP
 Transcription Service..... Thesaurus, MacGregor,
 Lang-Worth, Cole, Capitol, World
 Representative..... George P. Hollingbery
 Membership NARTB
 General Manager..... Wiley P. Harris
 Commercial Manager..... Frank Gentry
 Program Director..... Howard Langfitt
 Chief Engineer..... Percy G. Root

W J Q S
JACKSON—1946—CBS-MISS.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... Mississippi Bcstg. Co., Inc.
 Business-Studio Address..... Edwards Hotel
 Phone Number3-9681
 Air Time..... 6 a.m.-M.
 News Service UP
 Transcription Service Standard
 President, General Manager... Withers Gavin

W J X N
JACKSON—1945

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By..... Jackson Bcstg. Co.
 Address Radio Ranch, Box 786
 Phone Number2-6673
 News Service AP
 Air Time..... Full Time
 Representatives Forjoe, Clayton
 Pres., Gen. Mgr..... James T. Ownby

W R B C
JACKSON—1946—MBS

Frequency: 620 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By... Rebel Bcstg. Co., Inc.
 Business-Studio Address..... 125 So. Lamar
 Phone Number5-1562
 Air Time..... Full Time
 News Service AP
 Transcription Service Associated
 Representative..... Branham
 Membership NARTB
 Gen., Comm. Mgr..... J. W. Carlier
 Program Director..... Forrest Cox
 Chief Engineer..... G. G. Benson

W S L I

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
 Air Time 5:30 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative Weed
 Membership NARTB, BAB
 President W. R. Newman
 General-Station Manager L. M. Sepaugh
 Commercial Manager F. E. Wilkerson, Jr.
 Program Director B. K. Smith
 Chief Engineer C. A. Perkins

W K O Z

KOSCIUSKO—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Cy N. Bahakel
 Business Address P. O. Box 392
 Phone Number 782
 Air Time Full Time
 News Service AP
 Transcription Service World
 President, General Manager Cy N. Bahakel
 Program Director Erlene Leach
 Comm. Mgr., Prog. Dir. Mims Boswell, Jr.
 Chief Engineer Wayne A. Oliver

W A M L

LAUREL—1932—NBC-KBS-REBEL

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By . . . New Laurel Radio Station
 Business-Studio Address P. O. Box 950
 Phone Number 5601
 News Service AP
 Transcription Service World
 Representative George P. Hollingbery
 Membership NARTB, BAB
 President Harold Matison
 Gen., Prom. Manager Granville Walters
 Commercial Manager M. M. Caver
 Program Director Stanley Walters
 Chief Engineer Clyne Graves

W L A U

LAUREL—1946—ABC-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By . . . Southland Bcstg. Co.
 Phone Number 7227-8
 Air Time Full Time
 News Service UP
 Representative McGillvra
 Membership BAB
 President C. T. McCallum
 Gen., Sta. Mgr. Norma H. Leggett
 Commercial Manager Teck Jones
 Sales Prom. Mgr. J. L. Collins
 Program Director David Kane
 Chief Engineer Jimmy Hilburn

W M B C

MACON—1947—MISS.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By . . . Mississippi Bcstg. Co., Inc.
 Address WMBC Bldg.
 Phone Number 310
 Air Time 6 a.m.-M.
 News Service UP
 President, General Manager . . . Withers Gavin

W A P F

McCOMB—1948—KBS

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Operated By . . . S. W. Bcstg. Co. of Miss.
 Address Pike Hotel, Box 604
 Phone Number 1884
 News Service UP
 Transcription Service Lang-Worth
 Pres., Gen. Mgr. Louis Alford
 Commercial Manager Bill Tyler
 Sales Promotion Manager Mack Smith
 Program Director Carl Austin
 Publicity Director Bonnie Sanders
 Chief Engineer, Sta. Mgr. Phillip Brady

W S K B

McCOMB—1939

Frequency: 1250 Kc. Power: 5000 Watts d.;
 500 Watts n.
 Owned-Operated By Lester Williams
 Address P. O. Box 111
 Phone Number 2080
 News Service AP
 Transcription Service Capitol
 Representative Dora Clayton, Rambeau
 General Manager Lester Williams
 Station Manager Jack Sanders
 Commercial Manager Wayne Walker
 Program Director Herbert Taylor
 Chief Engineer Robert L. Sanders

W C O C

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 7714
 Air Time 5:50 a.m.-12:10 a.m.
 News Service UP
 Transcription Service Standard
 President, General Manager . . . Withers Gavin

W M O X

**MERIDIAN—1946
 MBS-KBS-MIDSOUTH**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Birney Imes, Jr.

Phone Number 2-0171
 News Service **AP**
 Representative Mid-South Network
 President Birney Imes, Jr.
 General Manager Bob McRaney
 Station Manager Joseph W. Carson
 Commercial Mgr. Eddie Holladay
 Chief Engineer Robert K. Wall

WTOK

MERIDIAN—1946—ABC-REBEL

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Meridian Bcstg. Co.
 Address Citizens Nat'l Bank Bldg.
 Phone Number 3-1441
 Air Time Full Time
 News Service **INS**
 Transcription Service **SESAC**
 Representative Headley-Reed Co.
 Pres., Gen., Sta. Mgr. Robert F. Wright
 Comm., Sales Prom. Mgr. William B. Crooks
 Program Director Cecil Germany
 Publicity Director George Shannon
 Chief Engineer Joe H. Saxon

WMIS

NATCHEZ—1941—NBC-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Natchez Bcstg. Co.
 Business-Studio Address Box 330
 Phone Number 8211
 Air Time Full Time
 News Service **UP**
 Membership **NARTB**
 President P. K. Ewing
 Gen., Sta. Manager P. K. Ewing, Jr.
 Sales Prom., Comm. Mgr. Ervin Parks
 Program Director H. J. Jennings
 Publicity Director Oak Duke
 Chief Engineer George W. Wilson

WNAT

NATCHEZ—1949—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Old South Bcstg. Co.
 Phone Number 4621
 News Service **UP**
 President Mrs. Laurie G. Ratcliffe
 General Manager Paul Schilling
 Commercial Manager Bill Hess
 Chief Engineer Jack Thornhill

WPMP

PASCAGOULA—1951—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Operated By Crest Bcstg. Co., Inc.
 Address P. O. Box 348
 Phone Number 83
 News Service **UP**
 Transcription Service World

Pres., Gen. Mgr. William R. Guest, Jr.
 Sta., Comm. Mgr. Felix Adams, Jr.
 Program Director Lee Smith
 Chief Engineer Donovan Murphy

WHOC

PHILADELPHIA—1948—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By William Howard Cole
 Address P. O. Box 26
 Phone Number 740
 News Service **UP**
 Transcription Service Capitol
 Gen., Comm. Mgr. William Howard Cole
 Program Director Mrs. Wm. H. Cole
 Publicity Director Mrs. Kate Hemphill

WRJW

PICAYUNE—1949—KBS

Frequency: 1320 Kc. Power: 5000 d.
 Owned-Operated By Mosely Brothers
 Address Picayune
 Phone Number 510
 Air Time Daytime
 News Service **AP**
 General Manager Jimmie Willson
 Prog. Dir., Chief Eng. Archie Rushing, Jr.

WSSO

STARKVILLE—1948—KBS

MID SOUTH

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Starkville Bcstg. Co.
 Business-Studio Address Starkville
 Phone Number 1230
 News Service **AP**
 Transcription Service Capitol
 Pres., Gen., Comm. Mgr. Joe Phillips
 Program Director Martha L. Pearson

WELO

TUPELO—1944—MBS-MID SOUTH

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Tupelo Bcstg. Co.
 Business-Studio Address Welo Bldg.
 Phone Number 1400
 Air Time Full Time
 News Service **AP**
 Transcription Service Capitol, Thesaurus
 Station Manager Bob Evans
 Commercial Manager E. L. Bowen, Jr.
 Chief Engineer LeRoy Green

WQBC

VICKSBURG—1931—MBS

Frequency: 1420 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Delta Bcstg. Co., Inc.
 Business-Studio Address Post-Herald Bldg.

Phone Number312
 Newspaper Affiliation.....Post, Herald
 News ServiceAP
 Transcription ServiceCapitol
 Representative.....Sears & Ayer
 MembershipNARTB
 President.....L. P. Cashman
 General-Station Mgr.....Mary Van Cashman
 Commercial Manager.....L. L. Miller
 Program Director.....Charlotte Kahn
 Chief Engineer.....Waverley Conway

Sales Prom. Mgr.....Frank Haines
 Chief Engineer.....Harold Townsend

WROB
WEST POINT—1947
MBS-MID SOUTH-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Bob McRaney, Sr.
 Studio AddressWROB Bldg.
 Transmitter AddressForrest St.
 Phone Number807

WVIM
VICKSBERG—1948

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Miss., Inc.
 Business-Studio Address.....Box 76
 Phone Number1920
 Air Time.....Full Time
 Transcription ServiceThesaurus
 Representative.....Indie Sales, Inc.
 President.....James T. Ownby
 Sta., Gen. Mgr.....Frank Holifield
 Commercial Manager.....Virginia Harrell

WAZF
YAZOO CITY—1946—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WAZF, Inc.
 Phone Number1300-1
 Air Time.....5:55 a.m.-10:15 p.m.
 News ServiceUP
 Pres., Gen. Sta. Mgr.....Guy Corley
 Commercial Manager.....Al Lyons
 Prod. Program Director.....Fred Rand
 Chief Engineer.....D. A. Flinspach

MISSOURI

Pop. April 1, 1953 (Est.) 4,184,000—Total Housing Units 1,276,000
Families April 1, 1953 (Est.) 1,109,000—Stations in State 54

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 Number5-5511
 Air Time.....Full Time
 News ServiceUP
 Representative.....John E. Pearson
 President.....Oscar C. Hirsch
 Station Manager.....Ralph L. Hirsch

Owned-Oper. By.....Carthage Bcstg. Co.
 Address.....1201 E. Chestnut
 Phone Number.....2648, 2623
 Air Time.....Full Time
 News ServiceAP
 Transcription Service.....Capitol, Keystone
 RepresentativeMcGillvra
 MembershipNARTB
 Station Manager.....L. C. McKenney
 Commercial Manager.....J. I. Dalv
 Sales Promotion Manager.....Edith Snyder
 Program Director.....Leon Crocker
 Chief Engineer.....George Province

KGMO

CAPE GIRARDEAU—1952

Frequency: 1220 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Cape County Bcstg. Co.
 Address.....46 N. Henderson
 Phone Number3843
 General Manager.....Richard C. Brandt
 Program Director.....William C. Brandt
 Commercial Manager.....Robert L. Schultz
 Chief Engineer.....William M. Bryan

KCRV

CARTHURSVILLE—1950

Frequency: 1370 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Pemisot Bcstg. Co.
 Address.....106 W. 3rd St.
 Phone Number965
 Transcription Service.....Thesaurus, World
 News ServiceUP
 President.....J. E. Taylor
 Gen., Sta. Mgr.....Robert L. Harrison
 Commercial Manager.....A. Simmons
 Program Director.....Harry A. Moreland
 Chief Engineer.....Earl Neal, Jr.

KDMO

CARTHAGE—1947—KBS

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

KCHI

CHILLICOTHE—1950—KBS

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Oper. By. Cecil W. Roberts
 Address Farmington, Mo.
 Phone Number 710
 News Service UP
 Representative Hil F. Best
 President Cecil W. Roberts
 General, Station Manager Howard G. Rion
 Commercial Mgr., Pgm. Dir. R. Wayne Cox
 Chief Engineer Donald P. O'Brien

KDKD

CLINTON—1951

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By Clinton Bcstg. Co., Inc.
 Address P. O. Box 113
 Phone Number 233
 News Service UP
 Transcription Service World
 Representative Devney
 Pres., Gen. Mgr. David M. Segal
 Commercial Manager Bill E. Brown
 Chief Engineer Marvin Landon

KFRU

COLUMBIA—1925—ABC-MSN

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By KFRU, Inc.
 Business Address U. S. 40 at U. S. 63
 Phone Number 4141
 Air Time 6:30 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth, World
 Membership NARTB, BAB
 President H. J. Waters, Jr.
 General Manager Mahlon R. Aldridge, Jr.
 Comm., Sales Prom. Mgr. F. J. LeGrand
 Program Director Shirley Bauderer
 Chief Engineer Robert Haigh

KREI

FARMINGTON—1947

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By Cecil W. Roberts
 Phone Number 710
 Studio Burks Rd. & Webster St.
 Air Time Sunrise-sunset
 News Service UP
 President Cecil W. Roberts
 General Manager F. P. (Ted) Graves
 Chief Engineer Bill Westbrook

KJCF

FESTUS—1951

Frequency: 1010 Kc. Power: 250 Watts d.
 Owned-Operated By Jefferson County Radio
 & TV Co.

News Service UP
 General Manager Donald M. Donze
 Chief Engineer Russell Seals, Jr.

KFMO

FLAT RIVER—1947—MBS

GRIESE DIECK

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Lead Belt Bcstg. Corp.
 Business-Studio Address Flat River
 Phone Number 1000
 Air Time Full Time
 News Service UP
 Representative John E. Pearson
 Membership BAB
 President, General Manager Oscar C. Hirsch
 Station-Comm. Mgr. James F. Collins
 Program, Publicity Director Virginia Collins
 Chief Engineer Gilbert Collins

KFAL

FULTON—1950

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By Mo. Central Bcstrs.
 Address 5th and Market
 Phone Number 1400
 News Service UP
 Transcription Service Standard
 Membership NARTB, BAB
 General Manager Robert W. Nickles
 Comm., Prom. Mgr. L. Reed Holt
 Program Director Roger P. Fox
 Chief Engineer J. J. Patterson

KHMO

HANNIBAL—1941—MBS

Frequency: 1070 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By Courier-Post Publishing Co.
 Business-Studio Address 102½ S. Main St.
 Phone Number 3450
 Air Time 5:30 a.m.-12 M.
 News Service AP
 Transcription Service RCA Thesaurus
 Representative John E. Pearson
 Membership NARTB, BAB
 Gen.-Sta.-Sales Prom. Mgr. Wayne W. Cribb
 Commercial Manager P. H. Cunningham
 Program, Pub. Dir. Gene Hoenes
 Chief Engineer Ben Parrish

KIMO

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 9815
 Air Time Daytime
 Newspaper Affiliation Independence Daily
 News, Pictorial Shopper

News Service AP
 Membership NARTB
 General Manager Craig Siegfried
 Sta., Comm., Pgm. Mgr. Harry L. Becker
 Sales Prom. Mgr. Robert Dawson
 Publicity Director Harold Ensley
 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 6-3137
 Air Time Full Time
 Newspaper Affiliation News Tribune Co.
 News Service AP
 Transcription Service Thesaurus
 President R. C. Goshorn
 Gen., Sta. Comm. Mgr. Catherine Roer
 Program Director Ralph L. Rose
 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. 1027 Main
 Phone Number 1310
 News Service UP
 Transcription Service World
 Representative Meeker
 Membership NARTB
 President Harry Easley
 V.P., Gen. Mgr. W. H. Clark
 Program Director Ed Johnson
 Chief Engineer Ralph Meador

K S W M

JOPLIN—1946—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Air Time, Inc.
 Address 1928 W. 13 St.
 Phone Number 7260
 News Service UP
 Transcription Service World
 Representative William G. Rambeau
 Membership NARTB
 Pres., Gen. Mgr., Chf. Engr.
 Austin A. Harrison
 Sta. Mgr., Pgm. Dir. Ronald Robson
 Comm., Prom. Mgr. John D. Whitt

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
 Air Time Full Time

News Service AP
 Transcription Service Thesaurus
 Representative Sears & Ayer
 Membership NARTB
 Pres., Gen., Sta. Mgr. D. J. Poynor
 Comm. Mgr. M. E. Dunn
 Sales Prom. Mgr. David Gregg
 Program Director Golda Shaunce
 Chief Engineer Jack Langford

K C K N

KANSAS CITY—1925

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By KCKN Bcstg., Inc.
 Business-Studio Address. 300 Walthow Bldg.
 Phone Number Victor 3864
 News Service AP, UP
 Transcription Service Langworth, Standard
 Representative Capper Publications, Inc.
 President W. A. Bailey
 General Manager Ben Ludy
 Commercial Manager Joe Story
 Program Director George Stump
 Chief Engineer Lewis Dickensheets

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.
 Address 125 E. 31st St.
 Phone Number Jefferson 6789
 Air Time Full Time
 News Service AP
 Transcription Service Thesaurus, Associated
 Representative Katz
 Membership NARTB, BAB
 President Tom L. Evans
 General Manager E. K. Hartenbower
 Asst. Manager C. E. Breazeal
 Commercial Manager R. W. Evans
 Sales Prom. Mgr., Pub. Dir. F. C. Strawn
 Program Director S. B. Tremble
 Chief Engineer Karl Troeglen

K F R M

KANSAS CITY—1947

Frequency: 550 Kc. Power: 5000 Watts d.
 Owned-Operated By Midland Bcstg. Co.
 Business-Studio Address. 222 W. 11th St.
 Phone Number HA. 2650
 Air Time Daytime
 News Service AP, UP
 Transcription Service World, Lang-Worth
 Representative Free & Peters
 Membership NARTB, BAB
 President Arthur B. Church
 V.P., Managing Dir. George J. Higgins
 Sales Promotion Manager Harold W. Storm
 Program Director Rod B. Cupp
 Chief Engineer Ray Moler

K M B C

KANSAS CITY—1921—CBS

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By Midland Bcastg. Co.
 Address 222 W. 11th St.
 Phone Number HArrison 2650
 Air Time 5:55 a.m.-12:05 a.m.
 News Service AP, UP
 Transcription Service World
 Representative Free & Peters
 Membership NARTB, BAB
 President Arthur B. Church
 V.P., Managing Director George J. Higgins
 Sales Promotion Mgr. Harold W. Storm
 Program Director Rod Cupp
 Chief Engineer Ray Moler

K P R S

KANSAS CITY—1952

Frequency: 1590 Kc. Power: 1000 Watts d.
 Owned-Oper. By Twin City Adv. Agency
 Address 2814 E. 23rd St.
 Phone Number Humbolt 3100
 News Service AP
 General Manager Edward H. Pate
 Commercial Manager Richard Pitts
 Program Director Eugenia Pate
 Chief Engineer Andrew R. Carter

W D A F

KANSAS CITY—1922—NBC

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Oper. By The Kansas City Star Co.
 Business-Studio Address 3030 Summitt St.
 Phone Number HArrison 1200
 Air Time Full Time
 News Service AP
 Transcription Service Standard, Thesaurus
 Representative H. I. Christal
 President Roy A. Roberts
 General Manager H. Dean Fitzer
 Station Manager V. S. Botton
 Commercial Manager Manne Russo
 Prom., Pgm., Publ. Dir. Harry J. Kaufmann
 Chief Engineer J. A. Flaherty

W H B

KANSAS CITY—1922—MBS

Frequency: 710 Kc. Power: 10,000 Watts d.;
 5,000 Watts n.
 Owned-Operated By WHB Bcastg. Co.
 Business-Studio Address Scarritt Bldg.
 Phone Number HArrison 1161
 News Service AP
 Transcription Service Associated
 Representative John Blair & Co.
 Pres., Comm. Mgr. Donald Dwight Davis
 Gen., Sta. Mgr. John T. Schilling
 Promotion Manager Dwight Davis
 Program Director Richard Smith
 Chief Engineer Henry Goldenberg

K B O A

KENNETT—1947

Frequency: 830 Kc. Power: 1000 Watts a.
 Owned-Operated By Kennett Bcastg. Corp.
 Business-Studio Kennett
 Phone Number 8-4616
 Air Time Daytime
 News Service AP
 Transcription Service Capitol
 Membership NARTB
 President, General Manager Paul C. Jones
 Station Manager C. H. Harrison
 Commercial Manager Joe Bankhead
 Program Director John T. Reeder
 Chief Engineer Robert H. Conner

K I R X

KIRKSVILLE—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By North Mo. Bcastg. Co.
 Business-Studio Address Kirksville
 Phone Number 5-3781
 Air Time Full Time
 News Service AP
 Transcription Service Thesaurus
 Gen., Sta., Comm. Prom. Mgr. Samuel A. Burk
 Program Director Warren Hewitt
 Chief Engineer Charles Porter

K L W T

LEBANON—1948—MBS

Frequency 1230 Kc. Power: 250 Watts
 Owned-Operated By Lebanon Bcastg. Co.
 Bus.-Studio Address 221 E. Commercial St.
 Phone Number 1015
 Air Time 6a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 President Robert C. Fields
 General Manager O. R. Wright
 Commercial Manager Jack A. Sellers
 Program Director Thomas H. Miller
 Chief Engineer E. L. Hendry

K M M O

MARSHALL—1949

Frequency: 1300 Kc. Power: 500 Watts d.
 Owned-Operated By KMMO, Inc.
 Address Marshall
 Phone Number 40
 Air Time Daytime
 News Service UP
 Transcription Service Thesaurus
 General Manager J. M. Silvey
 Sta., Comm., Prom. Mgr. Harold Douglas
 Pgm., Publ. Dir. Fred Linder
 Chief Engineer Bill Williams

K X E O

MEXICO—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Audrain Bcstg. Corp.
 Phone Number: 2340-1
 Address: Box 260
 Air Time: 6:00 a.m.-12 M.
 News Service: AP
 Representative: John E. Pearson
 Membership: NARTB, BAB
 President: John Badaracco
 Gen., Sta. Mgr.: W. Earl Dougherty
 Sales Promotion Manager: Bob Sharon
 Chief Engineer: Bob Bruner

K N C M

MOBERLY—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Moberly Bcstg. Co.
 Phone Number: 1600
 Representative: Conwell
 Transcription Service: Lang-Worth, Thesaurus
 News Service: AP
 Owner, Gen. Mgr.: Jerrell A. Shepherd
 Commercial Manager: John Conwell
 Program Director: James Lipsey
 Chief Engineer: T. J. Carr

K R M O

MONETT—1950—KBS

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Oper. By: Carthage Bcstg. Co.
 Address: 1201 E. Chestnut
 Phone Number: 990
 Transcription Service: Capitol
 News Service: AP
 Representative: McGillyra
 Sta. Mgr., Pgm. Dir.: Floyd Stewart
 Comm., Prom. Mgr.: Marion Pilant
 Chief Engineer: George Province

K N E M

NEVADA—1949—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Cecil W. Roberts
 Address: Farmington, Mo.
 Air Time: Full Time
 News Service: UP
 Transcription Service: SESAC
 Representative: Hal Best
 President: Cecil W. Roberts
 Gen., Sta., Comm. Mgr.: Duane W. Hoisington
 Chief Engineer: Bob McKune

K R M S

OSAGE BEACH—1952

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owner, President: Robert M. Smith
 News Service: AP

Transcription Service: Lang-Worth
 General Manager: Ed Gardiner
 Program Director: M. T. Gardiner
 Chief Engineer: Wally Clark

K W O C

POPLAR BLUFF—1938—KBS

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Oper. By: Poplar Bluff Bcstg. Co., Inc.
 Transmitter Address: KWOC Bldg.
 Phone Number: 3922
 Air Time: 6:00 a.m.-10 p.m.
 News Service: UP
 Transcription Service: SESAC, World
 Representative: John E. Pearson
 President, General Manager: A. L. McCarthy
 Gen. Mgr., Prod. Dir.: Jerry J. Higley
 Chief Engineer: Donald M. Lidenton

K T T R

ROLLA—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper By: "Show-Me" Bcstg. Co.
 Address: P. O. Box 567
 Phone Number: 380
 Air Time: 5:30 a.m.-M.
 News Service: AP
 Transcription Service: World
 Pres., Gen., Sta. Mgr.: Luther W. Martin
 Pgm., Pub. Dir.: Wilson C. Burkhead
 Sales Prom. Mgr.: Mel Lee
 Chief Engineer: Martin M. Mitchum

K F E Q

ST. JOSEPH—1923—MBS

Frequency: 680 Kc. Power: 5000 Watts
 Owned-Operated By: KFEQ, Inc.
 Business-Studio: KFEQ Bldg.
 Phone Number: 3-2528
 Air Time: 5:30 a.m.-12 M.
 News Service: AP
 Transcription Service: World
 Representative: Headley-Reed
 Pres., Gen., Sta. Mgr.: Barton Pitts
 Commercial Manager: Glenn G. Griswold
 Prom. Mgr., Pub. Dir.: J. Ted Branson
 Program Director: E. C. Schirmer
 Chief Engineer: J. Wesley Koch

K R E S

ST. JOSEPH—1946

Frequency: 1550 Kc. Power: 5000 Watts
 Owned-Oper. By: Missouri Valley Bcstg. Corp.
 Business-Studio Address: 113 S. 7th St.
 Phone Number: 4-5346
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Transcription Service: Thesaurus
 Representative: Forjoe
 Membership: NARTB, BAB

President Basil L. Kaufmann
 Gen., Sta., Comm. Mgr. Robert S. Hix
 Program Director William A. Vaughan
 Publicity Director Frank Smith
 Chief Engineer Harry L. Teegarden

K M O X

ST. LOUIS—1925—CBS-RADIO

Frequency: 1120 Kc. Power: 50,000 Watts
 Owned By Columbia Bcstg. System, Inc.
 Operated By CBS Radio Division
 Business-Studio Address 401 So. 12th St.
 Phone Number Central 8240
 Air Time Full Time
 News Service AP, UP
 Transcription Service Associated,
 Lang-Worth, Muzak
 Representative CBS Radio Spot Sales
 Membership BAB
 President Adrian Murphy
 Gen., Sta. Mgr. Gene Wilkey
 Commercial Manager Robert Hyland, Jr.
 Sales Prom. Mgr. John T. Curry
 Program Director Mark Russell
 Publicity Directmor. P. S. Anderson
 Chief Engineer Harry Harvey

K STL

ST. LOUIS—1948

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By Radio St. Louis, Inc.
 Address 6 N. 7th St.
 Phone Number MAin 0600
 Air Time Daytime
 News Service UP
 Representative Forjoe
 Membership NARTB, BAB
 Pres., Gen. Mgr. William E. Ware
 Asst. Manager Dick J. Kasten
 Commercial Manager William A. Knight
 Program Director Tony Glenn
 Sales Prom. Mgr. James D. Neiswander
 Publicity Director Dolores J. Ryan
 Chief Engineer Edward B. Bench, Jr.

KWK

ST. LOUIS—1927—MBS

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By KWK, Inc.
 Bus-Studio Address 12th & Cole St.
 Phone Number Main 9100
 Air Time 5:30 a.m.-M.
 Newspaper Affiliation St. Louis Globe-
 Democrat
 News Service AP
 Representative Katz
 President, General Mgr. Robert T. Convey
 Station Manager Ray E. Dady
 Commercial Manager V. E. Carmichael
 Program Director John W. Tinnea
 Prom., Publ. Director Fred J. Mueller
 Chief Engineer N. J. Zehr



WHY IS AP
 THE BEST?

BECAUSE—AP

is faster,

more complete,

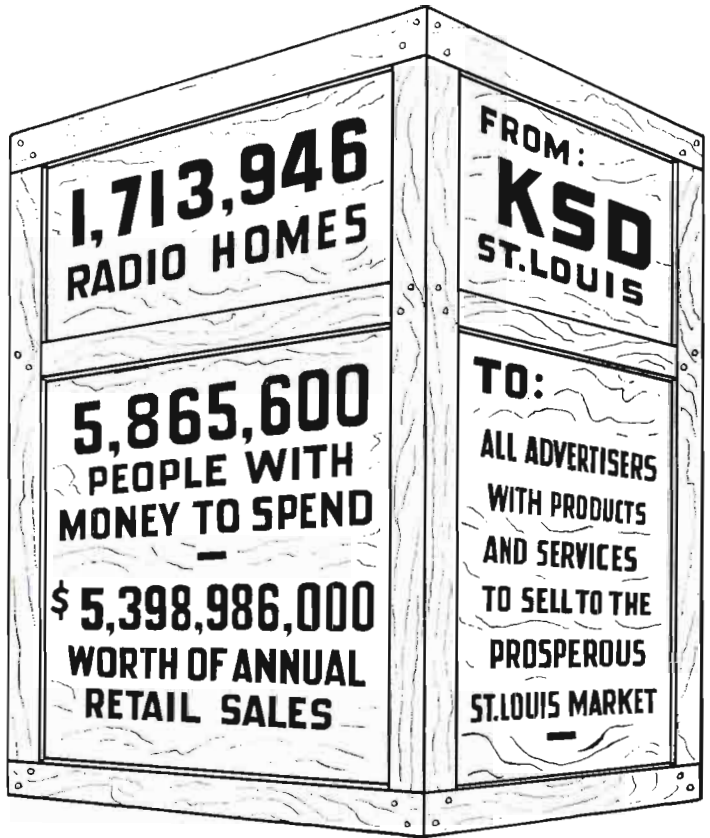
more accurate

than any other

news service.



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PACKAGE
OF THE
ST. LOUIS
MARKET**



**KSD has the LARGEST daytime
half-millivolt coverage area of
any radio station in ST. LOUIS!*

KSD

**5000 WATTS ON 550 KC
DAY AND NIGHT**

THE ST. LOUIS POST-DISPATCH RADIO STATION

National Advertising Representative: FREE & PETERS, Inc.

NBC NETWORK · AP NEWS · TELEVISION AFFILIATE: KSD-TV

K S D

ST. LOUIS—1922—NBC

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Oper. By...The Pulitzer Publishing Co.
 Business-Studio Address...1111 Olive St.
 Phone Number...Main 1111
 News Service...AP
 Transcription Service...World, Thesaurus
 Representative...Free & Peters
 Membership...NARTB
 President...Joseph Pulitzer
 General Manager...George M. Burbach
 Sales Manager...Arthur J. Casey
 Program Director...Harold Grams
 Commercial Manager...Edward W. Hamlin
 Promotion Manager...David Pasternak
 Chief Engineer...J. E. Risk

K X L W

ST. LOUIS—1947

Frequency: 1320 Kc. Power: 1000 Watts d.
 Owned-Oper. By...St. Louis County Bcstg. Co.
 Bus.-Studio Address...8135 Forsythe Blvd.
 Phone Number...Delmar 1320
 News Service...UP
 Transcription Service...Lang-Worth
 Representative...Bolling
 Membership...NARTB, BAB
 President...John W. Kluge
 General Manager...Les Ware
 Commercial Manager...Edward W. Pape
 Program Director...George Wood
 Chief Engineer...Wallace E. St. Vrain

K X O K

ST. LOUIS—1938—ABC

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Oper. By...KXOX, Inc.
 Business-Studio Address...12th & Delmar
 Phone Number...CHestnut 6000
 News Service...AP, UP
 Transcription Service...Associated, Standard
 Representative...John Blair
 Membership...NARTB
 President...Elzey Roberts
 General Manager...C. L. Thomas
 Asst. to Gen. Mgr...Bruce Barrington
 Sales Manager...V. N. Springgate
 Sales Promotion Manager...Foster H. Brown
 Program Director...Elmer Muschany
 Publicity Director...Mary Williamson
 Chief Engineer...Arthur F. Rekart

W E W

ST. LOUIS—1921

Frequency: 770 Kc. Power: 1000 Watts d.
 Owned-Oper. By...The St. Louis University
 Address...3642 Lindell Blvd.
 Phone Number...FRanklin 5665
 News Service...UP
 Transcription Service...Lang-Worth

Representative...Gill-Keefe & Perna
 President (St. Louis U.)

Very Rev. Paul C. Reinert, S.J.

General Manager...Geo. A. Volz
 Commercial Manager...Ray Korpowicz
 Program Director...Lambert Kaimen
 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...Hotel Chase
 Phone Number...Rosedale 6200
 Air Time...Full Time
 News Service...AP
 Transcription Service...Lang-Worth
 Representative...John E. Pearson
 Pres., Gen. Mgr...L. A. Benson
 Station Manager...R. M. Hetherington
 Commercial Manager...Nick Pagliara
 Program Director...Edward M. Galloway
 Publicity Director...Marilyn Rohan
 Sales Prom. Mgr...Le Chapman
 Chief Engineer...L. A. Benson

K S G M

STE. GENEVIEVE—1947—KBS

Frequency: 980 Kc. Power: 500 Watts
 Owned-Oper. By...Donze Enterprises, nc.
 Bus.-Studio Address...410 Merchant St.
 Phone Number...580
 Air Time...6 a.m.-10 p.m.
 News Service...UP
 President, General Manager...Elmer L. 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
 Representative...Forjoe
 President...Milton J. Hinlein
 General Manager...Herbert W. Brandes
 Commercial Manager...James F. Glenn
 Chief Engineer...Robert J. Smith

K S I M

SIKESTON—1948

Frequency: 1400 Kc. Power: 250 Watts
 Owner-Oper...Sikeston Community Bcstg. Co.
 Bus.-Studio-Transmitter Address...Hway. 60 W.
 Phone Number...1
 News Service...AP
 Transcription Service...Standard
 President...Lyman R. Bowman, Jr.
 Sta., Comm., Prom. Mgr...Richard L. Watkins, Jr.
 Commercial Manager...John W. Shain
 Chief Engineer...Ralph L. Hirsch

KGBX

SPRINGFIELD—1926—NBC

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By Springfield Bcstg. Co.
 Bus. Studio Address 605 Boonville Ave.
 Phone Number 4-2822
 Air Time Full Time
 News Service AP
 Transcription Service Thesaurus
 Representative George P. Hollingbery
 Membership NARTB
 President T. W. Duvall
 Gen., Sta. Mgr. J. Gordon Wardell
 Commercial Manager Homer Tindle
 Program Director Carl Fox
 Pub., Prom. Dir. Dudley Morris
 Chief Engineer E. Dennis White

KICK

SPRINGFIELD—1949—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Kickapoo Prairie Bcstg. Co.
 Address 610 College St.
 Phone Number 4-1561
 Air Time Full Time
 News Service UP
 Transcription Service Standard. SESAC
 Representative McGilvra
 Membership BAB
 President Floyd W. Jones
 General Manager L. C. McKenney
 Commercial Manager Richard Bradley
 Asst. Mgr., Pgm. Dir. Welcome Stanton
 Sales Prom. Mgr. Robert Vinyard
 Publicity Director Richard Hatline
 Chief Engineer Charles Grayston

KTTT

SPRINGFIELD—1941—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Independent Bcstg. Co.
 Address P. O. Box 1716 S. S. S.
 Phone Number 2-7474
 Air Time Full Time
 News Service AP
 Transcription Service World
 Representative Sears & Ayer
 Membership NARTB

President J. H. G. Cooper
 General Manager G. Pearson Ward
 Commercial Manager Bob Burke
 Program Director Wendel Smith
 Chief Engineer William F. Curry

KWTO

SPRINGFIELD—1933—ABC

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Operated By Ozarks Bcstg. Co.
 Business-Studio Address 606 St. Louis St.
 Phone Number 2-4422
 Air Time 5 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative John E. Pearson
 Membership NARTB
 Pres., Gen. Mgr. Ralph D. Foster
 Asst. Gen. Mgr. Leslie L. Kennon
 Commercial Manager Raymond M. Keltner
 Program Director Lou Black
 Publicity Director Bill Bailey
 Chief Engineer Fritz Bauer

KWRE

WARRENTON—1949—KBS

Frequency: 730 Kc. Power: 500 Watts d.
 Owned-Operated By W. T. Zimmerman
 Address Warrenton
 Phone Number 398
 News Service UP
 Transcription Service RCA
 Representative Continental, Conwell Co.
 Pres., Gen. Mgr. W. T. Zimmerman
 Commercial Manager Leo Waters
 Chief Engineer Bob Roberts

KWPM

WEST PLAINS—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Robert F. Neathery
 Address E. Abe Taylor Blvd.
 Phone Number 700
 News Service AP
 Transcription Service Standard
 General Manager Robert F. Neathery
 Commercial Manager Fritze Williams Dixon
 Program Director John Billingsley
 Consulting Engineer Fred Grimwood

GIVE to the RED CROSS

MONTANA

Pop. April 1, 1953 (Est.) 630,000—Total Housing Units 196,000
Families April 1, 1953 (Est.) 180,000—Stations in State 25

KANA ANACONDA—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Mosby's, Inc.
Business Address Box 1470, Missoula
Phone Number Missoula 7668
News Service UP
Transcription Service Lang-Worth
Membership BAB
President A. J. Mosby
Program Director Helen M. Ryan
Comm. Mgr., Ch. Engr. E. G. Rinn

KBMY BILLINGS—1946 MBS-INTERMOUNTAIN

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Billings Bcstg. Co.
Business Address Box 2124
Phone Number 3-3838
Air Time 6 a.m.-12 M.
News Service AP
Transcription Service Associated, Lang-Worth
Representative Avery-Knodel
Membership NARTB, BAB
President Rockwood Brown
Gen. Sta. Mgr. Ken Nybo
Comm., Sales, Prom. Mgr. LeRoy Swecker
Pgm., Pub. Dir. Charles Du Bois
Chief Engineer Theodore Hildebrand

KGHL BILLINGS—1928—NBC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By Northwestern Auto Supply Co.
Business-Studio Address 5th & N. B'way
Phone Number 2-2222
News Service UP
Trans. Serv. World, Standard, SESAC
Representative Katz
Membership BAB
President Col. Walter E. Schott
Gen., Comm. Mgr. Edward Yocum
Station Manager V. Braunberger
Sls. Prom. Mgr. Ward Crowley
Program Director Harry Turner
Publicity Director Warren Marshall
Chief Engineer Jeff A. Kiichli

KOOK BILLINGS—1951—CBS

Frequency: 970 Kc. Power: 5000 Watts
Owned-Oper. By The Montana Network
Address P. O. Box 1712
Phone Number 9-5970
News Service AP

Transcription Service Thesaurus
Representative Weed
Membership NARTB
President C. L. Crist
Station Manager V. V. "Bud" Clark
Commercial Manager Jerry Moen
Program Director Ed Peiss
Chief Engineer Grant French

KBMN BOZEMAN—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Penn Engrg. Co.
Address Box 691
Phone Number 2105
Transcription Service Associated
News Service UP
Membership NARTB
President Mrs. Lura B. Penwell
General Manager G. Norman Penwell
Commercial Manager Dan Snyder
Pub., News Dir. Ralph Evans
Chief Engineer Ed Kolman

KXLQ BOZEMAN—1939—NBC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By KRBM Bcsters, Inc.
Business Address Bozeman
Phone Number 1420
News Service AP, UP
Transcription Service Lang-Worth
Representative Walker
Pres., General Mgr. Ernest A. Neath
Commercial Manager T. H. Peterson
Program Director Beverly Coulston
Publicity Director James M. Gidley
Chief Engineer James G. Rufus

KBOW BUTTE—1947

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Copper City Radio Co.
Address 720 Yale Ave.
Phone Number 7429
President Frank Reardon

KOPR BUTTE—1948—ABC-MBS INTERMOUNTAIN

Frequency: 550 Kc. Power: 1000 Watts
Owned-Operated By Copper Bcstg. Co.
Business-Studio Address Hotel Finlen
Phone Number 6546
Air Time 6 a.m.-11:30 p.m.
News Service UP
Transcription Service World
Representative Avery-Knodell

President..... Frank C. Carman
 General Manager..... Ed Cooney
 Commercial Manager..... G. W. Chance
 Program Director..... Jim Harrold
 Chief Engineer..... Jim Foster

KXLF

BUTTE—1929—NBC

Frequency: 1370 Kc..... Power: 5000 Watts
 Owned-Operated By..... KGIR, Inc.
 Address..... Box 1956
 Phone Number..... 2-2344
 News Service..... AP, UP
 Transcription Service..... MacGregor
 Representative..... Walker; Pacific No. West
 Pres., Gen. Mgr..... E. B. Craney
 Station, Comm. Mgr..... Arne E. Anzjon
 Promotion Manager..... Frank Field
 Publicity Director..... Vern Totten
 Chief Engineer..... W. J. Provis

KXGN

GLENDAVE—1948

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Lewis Wiles Moore
 Address..... 314 McDougal
 Phone Number..... 537-J
 Transmitter Location..... S. Pearson Ave.
 News Service..... AP
 Transcription Service..... Capitol
 Owner..... Lewis Wiles Moore
 General Manager..... Daniel C. Palen
 Commercial Manager..... M. M. Schlasner
 Program Director..... Jaqueline Bartram
 Chief Engineer..... Don Powers

KFBB

GREAT FALLS—1922—CBS

Frequency: 1310 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Buttrey Bcst., Inc.
 Bus.-Studio Address..... 607 First Natl. Bank Bldg.
 Phone Number..... 4377
 News Service..... UP
 Transcription Service..... World
 Representative..... Weed
 Membership..... NARTB, BAB
 President..... J. P. Wilkins
 Commercial Manager..... W. C. Blanchette
 Chief Engineer..... Wilbur L. Myhre

KMON

GREAT FALLS—1948—MBS
 ABC-INTERMOUNTAIN

Frequency: 560 Kc..... Power: 5000 Watts
 Owned-Oper. By..... Montana Farmer Bcstg. Co.
 Business Address..... Tribune Bldg.
 Phone Number..... 4382
 Air Time..... Unlimited
 News Service..... AP

Transcription Service..... Lang-Worth
 Representative..... Avery-Knodel
 President..... Lester Cole
 Gen., Prom. Mgr..... Robert H. Warner
 Commercial Manager..... Frank W. Kraull
 Program Director..... Mel Hallock
 Chief Engineer..... Eugene B. Bunker

KXLK

GREAT FALLS—1947—NBC-Z NET

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Operated By..... Great Falls Bcstg. Co.
 Bus.-Studio-Transmitter Address..... Smelter Ave.
 Phone Number..... 2-2453
 Representative..... Walker
 President..... Barclay Craighead
 General Manager..... T. L. Frayling
 Chief Engineer..... Eugene Kirkkola

KOJM

HAVRE—1947—MBS

Frequency: 610 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... No. Montana Bcstg. Co.
 Business-Studio Address..... Box 70
 Phone Number..... 1096-7
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... Capitol
 Representative..... Cooke, Inc., Avery-Knodel
 President..... O. R. Rubie
 General, Sta. Mgr..... Charlotte H. Brader
 Commercial Manager..... Lyle Leeds
 Program Director..... James R. Saenger
 Publicity Director..... Carl Lawrence
 Chief Engineer..... George H. Bauer

KCAP

HELENA—1949—MBS-KBS

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Lewis & Clark Bcstg. Corp.
 Address..... 1705 Jerome Pl.
 Phone Number..... 4030
 News Service..... UP
 President..... E. P. Maronick
 General Manager..... K. O. MacPherson
 Commercial Manager..... C. E. Sullivan
 Chief Engineer..... Dean Mack

KXLJ

HELENA—1937—NBC-Z BAR

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Peoples Forum of the Air
 Address..... P. O. Box 797
 Phone Number..... 1240
 News Service..... UP
 President..... A. T. Hibbard
 General Manager..... Barclay Craighead
 Commercial Manager..... Carl Argabrite
 Program Director..... Gene Hogan
 Chief Engineer..... Ralph Gassler

KGEZ

KALISPELL—1927

Frequency: 600 Kc. Power: 1000 Watts
 Owned-Operated By: Donald C. Treloar
 Business-Studio Address: 7 Main St.
 Phone Number: 331-2
 Air Time: Unlimited
 News Service: UP
 Transcription Service: World, SESAC, Standard
 Membership: NARTB, BAB
 Pres., Gen. Sta. Mgr.: Donald C. Treloar
 Sales Prom. Mgr.: Robert Bennett
 Prog., Prod. Dir.: Norm Fisher
 Chief Engineer: Paul Johnston
 Consulting Engineer: Al Sparling

KXLO

**LEWISTOWN—1947—MBS
 INTERMTN. NET**

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: W. G. Kelly
 Bus.-Studio-Transmitter Address: E. Main St.
 Phone Number: 1210
 News Service: UP
 Transcription Service: World
 President: William G. Kelly
 General Manager: Marlin T. Obie
 Chief Engineer: David Sather

KLCB

LIBBY—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Lincoln County Bcstrs. Inc.
 Address: P. O. Box 636
 General Manager: O. G. Coburn
 Commercial Manager: Mary Elizabeth Coburn
 Chief Engineer: William R. McCoy

KPRK

**LIVINGSTON—1947—MBS
 INTERMTN.**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Yellowstone Amuse. Co.
 Business Address: Box 691
 Transcription Service: World
 Pres., Gen. Mgr.: Paul B. McAdam
 Commercial Manager: Jack Hinman
 Program Director: Gerald Tyo
 Chief Engineer: Edwin Woods

KRJF

**MILES CITY—1941—KBS
 MBS-INTERMOUNTAIN**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By: Star Printing Co.
 Business Address: 15 N. Sixth St.
 Phone Number: 1340
 Newspaper Affiliation: "Daily Star"
 News Service: UP

President: Sarah Scanlon
 Membership: NARTB, BAB
 President: Sarah Scanlon
 Gen., Sta. Mgr.: Ian A. Elliot
 Commercial Manager: Fred B. Hunnes
 Sales Prom. Mgr.: James G. Backlin
 Program Director: Earl L. Dahlstrom
 Publicity Director: Thomas Biedrzycki
 Chief Engineer: Edwin Olmstead

KGVO

MISSOULA—1931—CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By: Mosby's, Inc.
 Bus.-Studio Address: Radio Central Bldg.
 Phone Number: 2155
 Air Time: 6 a.m.-11:30 p.m.
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Gill-Keefe-Perna
 Membership: NARTB, BAB
 Pres., Gen.-Sta. Mgr.: A. J. Mosby
 Commercial Manager: Roy Vance
 Program Director: Don Bradley

KXLL

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
 Air Time: 6 a.m.-M.
 News Service: AP, UP
 Representative: Walker
 Pres., Gen., Sta. Mgr.: Pat M. Goodover
 Commercial Mgr.: Bob Gillis
 Program Director: Bill Strothman
 Chief Engineer: Bruce Hamilton

KIYI

SHELBY—1946—KBS-MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Tri County Radio Corp.
 Phone Number: 560
 News Service: UP
 Representative: Cooke
 Membership: NARTB
 President: John J. Hurley
 General Manager: John Lyon
 Chief Engineer: George Potter

KGCX

SIDNEY—1926—MBS

Frequency: 1480 Kc. Power: 5000 Watts
 Owned-Operated By: E. E. Krebsbach
 Phone Number: 408
 News Service: AP, UP
 Transcription Service: Capitol, Associated
 Representative: Lawson
 Pres., Gen. Mgr.: E. E. Krebsbach
 Station Manager: Keith Krebsbach
 Chief Engineer: O. H. Halvorson

NEBRASKA

Pop. April 1, 1953 (Est.) 1,412,000—Total Housing Units 419,000
Families April 1, 1953 (Est.) 381,000—Stations in State 24

K C O W

ALLIANCE—1949

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... Sandhills Bcstg. Corp.
Trans. Address... 1030 W. 3rd St.
Phone Number... 1300
Air Time... 6:30 a.m.-10:30 p.m.
News Service... UP
Transcription Service... World
Representative... McGillvra
Membership... NARTB
President... Hansford Jaggers
General Manager... Gene Ackerley
Program Director... Erv Jensen

K W B E

BEATRICE—1949—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By... Blue Valley Bcstg. Co.
Address... 112½ North 6th St.
Phone Number... 1245
News Service... AP
Transcription Service... Cole
Thesaurus
Representative... Gill-Keefe-Perna
Membership... NARTB
Comm., Sales Prom. Mgr... Bud Pertz
Program Director... Larry Prybyl
Publicity Director... Marge McGavren
Chief Engineer... Wilbur R. Emerson

K C N I

BROKEN BOW—1949

Frequency: 1280 Kc. Power: 1000 Watts
Owned-Oper. By... Custer County Bstg. Co.
Address... Box 561
Air Time... Unlimited
Mgr., Chief Engr... Bud Crawford
Commercial Manager... Georgia A. Crawford

K J S K

COLUMBUS—1948—KBS

Frequency: 900 Kc. Power: 1000 Watts d.
Owned-Oper. By... George Basil Anderson
Business Address... Box 460
Phone Number... 5154
Air Time... Sunrise-sunset
News Service... AP
Representative... Biddick, Continental
Transcription Service... World. SESAC,
Thesaurus
Pres., Gen. Sta. Mgr... George Basil Anderson
Commercial Manager... Milo Kincaid
Program Director... Florence L. Anderson
Chief Engineer... Max Reeves

K F G T

FREMONT—1939—MBS

Frequency: 1340 Kc. Power: 100 Watts
Owned-Oper. By... Walker Newspapers, Inc.
Business-Studio Address... 118 E. 5 St.
Phone Number... 1060
Membership... NARTB, BAB
Pres., Gen. Mgr... Lester A. Walker
Station Manager... James D. Milliken, Jr.

K M M J

GRAND ISLAND—1925—ABC

Frequency: 750 Kc. Power: 1000 Watts d.
Owned-Oper. By... Town & Farm Co., Inc.
Business-Studio Address... Division at Cedar
Phone Number... 703-4
Air Time... Daytime
News Service... UP
Transcription Service... SESAC, Thesaurus
Representative... H-R
President... Don Searle
V.P. & General Manager... Bill Martin
V.P. & Regional Sales Mgr... Rex Lathen
Program Director... Ed. Meyer
Sales Promotion Manager... Quintin McCredie
Chief Engineer... U. L. Lynch

K H A S

HASTINGS—1940—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By... Nebraska Bcstg. Co.
Trans. Address... Tribune Bldg.
Phone Number... 2-5101
Air Time... 6 a.m.-12 M.
News Service... INS
Transcription Service... Thesaurus
Membership... NARTB
President... Fred A. Seaton
Gen., Sta. Mgr... Duane L. Watts
Commercial Manager... Raymond Bartlett
Pub., Prod., Prog. Dir... Lloyd O. Thomas
Chief Engineer... Duane B. Allison

K G F W

KEARNEY—1930—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By... Central Neb. Bcstg. Corp.
Business-Studio Address... Federal Annex Bldg.
Phone Number... Business, 2-3541
News Service... UP
Transcription Service... World
Representative... Hal Holman
Pres., Sta. Mgr... John W. Yeager, Jr.
Sales Prom. Mgr... Lyle Richardson
Program Director... Elen Selah
Chief Engineer... Jack Lewis

KRVN

LEXINGTON—1950

Frequency: 1010 Kc. Power: 25,000 Watts d.
 Owned-Oper. By: Nebraska Rural Radio
 Address: 104 W. 8th St.
 Phone Number: 716
 Transcription Service: Standard
 News Service: AP
 Membership: NARTB
 President: Jay A. Person
 General Manager: Max Brown
 Commercial Manager: Dan Bellus
 Program Director: Gary Schroeder
 Chief Engineer: Robert Bitner

KFOR

LINCOLN—1924—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Cornbelt Bcstg. Corp.
 Business-Studio Address: Sixth Fl., Stuart Bldg.
 Phone Number: 2-6965
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Capitol, Standard
 Representative: Edward Petry
 Membership: NARTB, BAB
 President: James Stuart
 Gen., Sta. Mgr.: George X. Smith
 Commercial Manager: Robert Methany
 Prom., Pub. Dir.: Ken Greenwood

Program Director: Avrun Bondarin
 Chief Engineer: Charles W. Winkler

KLMS

LINCOLN—1949

Frequency: 1480 Kc. Power: 1000 Watts
 Owned-Operated By: Lincoln Bcstg. Corp.
 Address: 130 N. 16th St.
 Phone Number: 2-7579
 President: Howard A. Shuman
 General Manager: J. Russell Joynt

KOLN

LINCOLN—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Cornhusker Radio & Television Corp.
 Business-Studio Address: 212 Federal Securities Bldg.
 Phone Number: 2-7218
 Air Time: 8 a.m.-M.
 News Service: AP
 Transcription Service: World
 Representative: Pearson
 President: E. M. O'Shea
 V.P., Gen. Mgr.: Harold E. Anderson
 Comm., Sales Prom. Mgr.: Otis H. Seegler
 Program Director: William L. Lucas
 Publicity Director: Twila Walker
 Chief Engineer: M. J. Korinek



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654 MADISON AVE., NEW YORK, N. Y.

KWBE

BEATRICE,
NEBRASKA . . .

KBRL

McCOOK—1947—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By The McCook Bcstg. Co.
 Bus.-Transmitter Address Hwy. 83 & "J" St.
 Phone Number 1450
 Air Time 6:30 a.m.-10:30 p.m.
 News Service AP
 Transcription Service Standard
 Representative McGillyvra
 Membership NARTB, BAB
 Pres., Gen. Mgr. and Chief Engineer
 Le Roy W. Lenwell
 Program Director Gilbert Mitchell

WJAG

NORFOLK—1922

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By Huse Publ. Co.
 Bus.-Studio Address 527 Norfolk Ave.
 Phone Number 20
 Newspaper Affiliation "Daily News"
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Representative Walker
 Membership NARTB, BAB
 President E. F. Huse
 Station Manager Bob Thomas
 Commercial Manager Vernon Stedry
 Program Director Glen Hixson
 Prom. Mgr., Pub. Dir. Evans Meier
 Chief Engineer Frank Wiedenbach

KNBR

NORTH PLATTE—1952

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Oper. By John Townsend
 Address 212 N. Jeffers St.
 Phone Number 174
 News Service UP
 Transcription Service Thesaurus, SESAC
 Representative Indie Sales
 Owner John Townsend
 General Manager Emil Odean

KODY

NORTH PLATTE—1930—NBC-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station KODY
 Bus.-Studio-Transmitter Address 1521 W. 12th
 Phone Number 382
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Lang-Worth, World
 Representative Meeker
 Membership NARTB
 Gen., Sta. Mgr. John Alexander
 Program Director Bill Wood
 Commercial Manager Joe di Natale
 Chief Engineer Jay Blakesley

KBON

OMAHA—1942—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Inland Bcstg. Co.
 Business-Studio Add. 676 World Ins. Bldg.
 Phone Number Jackson 8282
 Air Time 6:30 a.m.-12 M
 News Service AP
 Transcription Service Thesaurus
 Representative Pearson
 Membership NARTB
 Pres., Gen. Mgr., Chief Eng. Paul R. Fry
 Station Manager Richard E. Welna
 Commercial Manager Ernest S. Priesman

KFAB

OMAHA—1924—CBS

Frequency: 1110 Kc. Power: 50,000 Watts
 Owned-Operated By KFAB Bcstg. Co.
 Business-Studio Address 620 Farnam Bldg.
 Phone Number Ja. 3420
 Newspaper Affiliation "Journal & Star"
 (Lincoln)
 Air Time 24 Hrs.
 News Service AP
 Transcription Service SESAC
 Representative Free & Peters
 Membership NARTB
 Chairman of Board Joe W. Seacrest
 President Fred S. Sidles
 Gen., Sta. Mgr. Harry Burke
 Commercial Mgr. Harold Soderlund
 Prom., Pub. Mgr. Don Shoemaker
 Program Director Lyell Bremser
 Chief Engineer Art Stewart
 News Director Carl Uhlarik
 Musical Director Alene McKinney
 Transmitter Engineer Art Stewart
 Farm Editor W. E. Macdonald
 Consulting Engineer George Davis

KOIL

OMAHA—1925—ABC

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By Central States Bcstg. Co.
 Business-Studio Address 511 So. 17th St.
 Phone Number Jackson 7626
 Air Time Full Time
 News Service AP, INS
 Transcription Service Capitol, Standard
 Representative Edward Petry
 Membership NARTB, BAB
 President James Stuart
 Gen., Sta. Comm. Mgr. Arden E. Swisher
 Sales Promotion Manager Jack Keiner
 Pgm., Pub. Dir. Bill Talbot
 Chief Engineer Charles W. Winkler

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GEORGE X. SMITH,
Vice-President and Manager,
KFOR, Lincoln, Nebraska

K O W H

OMAHA—1922

Frequency: 660 Kc. Power: 500 Watts d.
 Owned-Oper. By... Mid-Continent Bcstg. Co.
 Business-Studio Address... 15th & Farnam
 Phone Number... Atlantic 2228
 News Service... AP
 Transcription Service... Lang-Worth
 Representative... Bolling
 Membership... NARTB
 President... Robert H. Storz
 Sta., Gen. Manager... Todd Storz
 Sales Promotion... G. William Armstrong
 Program Director... Virgil Sharpe
 Publicity Director... J. F. O'Niell
 Chief Engineer... Dale Moudy

W O W

OMAHA—1923—NBC

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By... Meredith WOW, Inc.
 Business-Studio Address... 280 Insurance Bldg.
 Phone Number... Webster 3400
 Air Time... Unlimited
 News Service... AP
 Transcription Service Standard. World. SESAC
 Representative... John Blair
 Membership... NARTB
 Chariman of Board... Fred Mohen
 President... E. T. Meredith, Jr.
 General Manager... Frank P. Fogarty
 Sales Manager... Bill Wiseman
 Program Director... Ray Olson
 Chief Engineer... William J. Kotera

K N E B

SCOTTSBLUFF—1948—MBS
 INTERMOUNTAIN

Frequency: 970 Kc. Power: 1000 Watts d.,
 500 Watts n.

Owned-Oper. By... Platte Valley Bcstg. Corp.
 Business-Studio Address... Golden Rule Bldg.
 Phone Number... 1620
 Air Time... 5:30 a.m.-12:30 a.m.
 News Service... AP
 Transcription Service... Capitol, Lang-Worth
 Representative... Hal Holman
 Membership... NARTB
 President... John R. Jirdon
 General-Station Mgr... Russ M. Stewart
 Comm., Prom. Manager... Byron Joachim
 Program Director... Duke Whitfield
 Publicity Director... Jim Kithcart
 Chief Engineer... Leslie A. Proctor

K O L T

SCOTTSBLUFF—1930—CBS

Frequency: 1320 Kc. Power: 5000 d., 1000 n.
 Owned-Operated By... The Hilliard Co.
 Address... 1517½ Bway
 Phone Number... 856
 Air Time... 6 a.m.-12 M.
 News Service... UP
 Representative... Gill-Keefe-Perna
 Membership... NARTB, BAB
 Pres., Gen.-Sta. Mgr... L. L. Hilliard
 Commercial Manager... Tony Kehl
 Program Director... Viril Davis
 Chief Engineer... Harland A. Morrison

K S I D

SIDNEY—1952—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Sidney Bcstg. Co.
 Address... Legion Park
 Phone Number... 5503
 News Service... UP
 Representative... McGillvra
 Pres., Chief Eng... W. C. Grove
 Gen., Com. Mgr... Max Young
 Program Director... Marilyn Harper

NEVADA

*Pop. April 1, 1953 (Est.) 173,000—Total Housing Units 58,000
 Families April 1, 1953 (Est.) 51,000—Stations in State 10*

K E L K

ELKO—1948—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Elko Bcstg. Co.
 Address... P. O. Box 790
 Phone Number... 260
 Ar Time... Full Time
 News Service... UP
 President... Chris Sheerin
 General Manager... John J. Gammick
 Program Director... Bob Vizina
 Chief Engineer... Roy Gallagher

K E L Y

ELY—1950

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... White Pine Bcstg. Co.
 Address... Box 1088
 Phone Number... 2077
 Transcription Service... World
 News Service... INS
 Co-Mgr., Chief Engr... D. I. Hansen
 Co-Manager... D. V. Bradley

KENO

LAS VEGAS—1940—ABC

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Operated By Nevada Bcstg. Co.
 Business Address Box 1310
 Phone Number 1400
 Air Time 5 a.m.-1:30 a.m.
 News Service INS
 Representative W. S. Grant
 Pres., Gen. Sta. Manager Maxwell Kelch
 Commercial Mgr. Thompson Magowan
 Prog., Prod., Pub. Dir. Ken O'Connell
 Chief Engineer R. O. Dow

KLAS

LAS VEGAS—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Las Vegas Bctrs., Inc.
 Address Desert Inn, P. O. Box 1510
 Phone Number 4646
 Air Time Full Time
 Representative Weed & Co.
 Membership BAB
 Pres., Gen. Mgr. Fred Stoye
 Commercial Manager Carl Paige
 Sales Promotion Manager Maxine Lunt
 Program Director John Ryken
 Publicity Director Jewel Woods
 Chief Engineer Gregg Gelhart

KORK

LAS VEGAS—1951—NBC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Vegas Valley Bcstg. Co.
 Address Hotel Thunderbird
 Phone Number 6500
 News Service UP
 Representative Geo. P. Hollingbery
 President David McKay
 Station Manager Roland B. Vaile
 Chief Engineer Bill Binford

KRAM

LAS VEGAS—1946—MBS-KBS
 INTERMOUNTAIN

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By Boulder City Bcstg. Co.
 Address P. O. Box 1712
 Phone Number 920
 Air Time Full Time
 News Service UP
 Transcription Service World
 Station Representative Avery-Knodel
 President Edward J. Jansen
 Commercial Manager Lester Seiffer
 Program Director Martin Black
 Publicity Director Patricia Healy
 Chief Engineer Fred Young

KATO

RENO—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Sierra Bcstg. Co.
 Business-Studio Address Box 2231,
 Mapes Hotel
 Phone Number 2-4501
 Air Time Full Time
 Representative John E. Pearson, Western
 Transcription Service MacGregor
 Membership NARTB, BAB
 Pres., Chief Engr. R. K. Wittenberg
 Sta., Gen. Mgr. Robert L. Stoddard
 Commercial Manager Robert S. Hughes

KOH

RENO—1928—NBC

Frequency: 630 Kc. Power: 5000 Watts d.,
 1000 n.
 Owner McClatchy Bcstg. Co.
 Business-Studio Address 143 Stevenson St.
 Phone Number 3-5106
 Air Time Day Time
 News Service UP
 Newspaper Affiliation McClatchy Papers
 Transcription Service Capitol
 Representative Paul H. Raymer
 Membership NARTB, BAB
 President Eleanor McClatchy
 Station Manager Hewitt Kees
 Program Director Bruce Branson
 Chief Engineer Wesley Craig

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
 Air Time 6 a.m.-M.
 News Service UP
 Representative George P. Hollingbery
 Membership NARTB, BAB
 President Dave McKay
 General-Station Manager H. G. Wells
 Commercial Manager Howard Doyle, Jr.
 Sales Prom. Mgr. Gene McKenna
 Program Director William Ruff
 Publicity Director Marjorie Newton
 Chief Engineer Merle Peterson

KWRN

RENO—1947—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By KWRN, Inc.
 Business-Studio Address Box 76
 Phone Number 3-6156
 Air Time Full Time
 News Service UP
 Membership BAB
 Pres., Gen. Mgr. Franz J. Robischon
 Commercial Manager Franl McLaurin
 Chief Engineer Walt Rees

NEW HAMPSHIRE

Pop. April 1, 1953 (Est.) 567,000—Total Housing Units 193,000
Families April 1, 1953 (Est.) 158,000—Stations in State 12

W M O U

BERLIN—1946—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. White Mtns., Bcstg. Co.
Address 40 Main Street
Phone Number 1797-8
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth
Representative Kettell-Carter, Radio Reps.
Membership NARTB, BAB
President John W. Guider
General Manager Wendell C. MacKenzie
Chief Engineer Herschel M. Howe

W T S V

CLAREMONT—1948—ABC
GRANITE

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Granite State Bcstg. Co.
Trans. Address 155 Front St., Manchester
Phone Number 4-4075
News Service UP
Representative Borgotti
President William J. Barkley
General Manager Ralph Gottlieb
Comm. Sta. Mgr. F. Richard Hill
Program Director J. V. Shaw
Chief Engineer A. Davis

W K X L

CONCORD—1946—CBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Capitol Bcstg. Co.
Business-Studio Address Eagle Hotel
Phone Number 4180
Air Time Full Time
News Service AP
Representative Adam Young, Kettell-Carter
President Henry R. Silver
Station Manager Tom Frank
Commercial Manager William C. Engel
Sales Prom. Mgr. Harold Learned
Chief Engineer Robert Wright

W T S L

HANOVER-LEBANON—1950
GRANITE

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Granite State Bcstg. Co., Inc.
Address 155 Front St.
Phone Number 1040
Representative Bolling
News Service UP
President William J. Barkley
General Manager Henry Lewis
Chief Engineer William Heiser

W K N E

KEENE—1926—CBS

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Oper. By WKNE Corp.
Address 17 Dunbar St.
Phone Number 2080
Air Time Full Time
News Service UP
Transcription Service World
Representative Meeker, Kettell-Carter
Membership NARTB, BAB
President Joseph K. Close
Gen. Sta., Comm. Mgr. Frank B. Estes
Sales Prom. Mgr., Pub. Dir. Ted B. Sawyer
Program Director Howard E. Wheelock
Chief Engineer Ernest Roberge

W L N H

LACONIA—1922—MBS-KBS
YANKEE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Northern Bcstg. Corp.
Business-Studio Address 635 Main St.
Phone Number 2-300
Air Time Unlimited
News Service AP
Representative Kettell-Carter, Grant
President Genevieve Wingate
Gen. Sta. Mgr. Arthur Rothafel
Commercial Manager Sydney Clarke
Program Director Irving W. Kaiser
Chief Engineer Walter Avery

W F E A

MANCHESTER—1932—CBS

Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By N. H. Bcstg., Inc.
Business-Studio Address 286 Franklin St.
Phone Number 5-5491
Air Time Full Time
News Service AP
Transcription Service Lang-Worth
Representative Adam J. Young, Jr.
Kettell-Carter
President Morris Silver
Gen. Sta. Mgr. Warren H. Journey
Commercial Manager Saul Gross
Program Director Francis Finning
Chief Engineer Reginald Schow

W K B R

MANCHESTER—1946
GRANITE STATE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Granite State Bcstg., Inc.
Address 155 Front St.

Phone Number44075
 Air Time.....6 a.m.-11:30 p.m.
 President.....W. J. Barkley
 Program Director.....William Carlisle
 Chief Engineer.....Royston 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.....5-5788
 News Service.....UP
 Air Time.....6 a.m.-M.
 Transcription Service.....World
 Representative.....Weed
 Membership.....NARTB, BAB
 President.....Hon. Francis P. Murphy
 Sta., Comm. Gen. Mgr.....Hervey Carter
 Program Director.....Bernie Mack
 Chief Engineer.....Vincent Chandler

WOTW

NASHUA—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Nashua Bcstg. Corp.
 Bus.-Studio-Transmitter Location.....Lund Rd.
 Phone Number.....5000
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....World
 Representative.....Bertha Bannan, Walker
 Pres., Gen. Mgr.....Arthur A. Newcomb
 Pres., Pgm. Dir.....Paul Keefe

Publicity Director.....Al Carter
 Chief Engineer.....Harry Hanfield

WHEB

PORTSMOUTH—1932—MBS

Frequency: 750 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....WHEB, Inc.
 Phone Number.....4080
 Air Time.....Daytime
 News Service.....AP
 Transcription Service.....World
 Representative.....Kettel-Carter, Walker
 Pres., Gen. Mgr.....Charles M. Dale
 Commercial Manager.....Jack Kane
 Sales Promotion.....Walt Emery
 Program Dir.....Lucien Dumont
 Chief Engineer.....Anthony Vaccaro

WWNH

ROCHESTER—1948

GRANITE STATE

Frequency: 930 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Stafford Bcstg. Corp.
 Address.....Rochester Hill Rd.
 Phone Number.....1400-1
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Representative.....Borgati
 Membership.....NAB
 Pres., Gen. Mgr.....A. J. K. Mallin
 Commercial Mgr.....M. C. Ball
 Program Dir.....George Michael
 Station Manager.....H. Martin
 Commercial Manager.....M. Chester Ball
 Program Director.....Alan Jasper
 Chief Engineer.....F. De Falco

NEW JERSEY

*Pop. April 1, 1953 (Est.) 5,113,000—Total Housing Units 1,517,000
 Families April 1, 1953 (Est.) 1,392,000—Stations in State 19*

WJLK

ASBURY PARK—1926

Frequency: 1310 Kc.....Power: 250 Watts
 Owned-Operated By.....Asbury Park Press, Inc.
 Address.....Press Plaza
 Phone Number.....Asbury Park 2-3000
 Air Time.....6:30 a.m.-11:30 p.m.
 News Service.....AP
 Transcription Service.....Associated
 Membership.....NARTB, BAB
 President.....Wayne D. McMurray
 General Manager.....Ernest W. Lass
 Station Manager.....Thomas B. Tighe
 Commercial Manager.....Margaret Curtis
 Program Director.....Everett Rudloff
 Chief Engineer.....Frank Huber

WMID

ATLANTIC CITY—1947—ABC-MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Mid-Atlantic Bcstg. Co., Inc.
 Business-Studio Address.....Senator Hotel
 Phone Number.....4-1340
 Air Time.....7 a.m.-2 a.m.
 News Service.....AP
 Transcription Service.....Associated
 Representative.....Forjoe
 President.....Richard Endicott
 Gen., Sta. Mgr.....David H. Freedman
 Program Director.....Vincent Lindner
 Publicity Director.....Louis Neigut
 Chief Engineer.....Earl Godfrey

W F P G

ATLANTIC CITY—1940—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By... Neptune Bcstg. Corp.
 Business Address... Steel Pier
 Phone Number... 5-2188
 News Service... UP
 Representative... John E. Pearson
 President... Fred Weber
 General Manager... Blair Thron
 Commercial Mgr... R. E. Truex
 Sales Prom. Mgr... Jessie Morris
 Program Dir... Ed Davis
 Publicity Director... Brad Sherman
 Chief Engineer... Earl Godfrey

W O N D

(Full Listing on Page 510)

W S N J

BRIDGETON—1937

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By... Eastern States Bcstg. Corp.
 Address... Carl's Corner
 Phone Number... 2930
 Transcription Service... Thesaurus
 President... Russell S. Henderson
 Vice-Pres., Gen. Mgr... Paul Alger

Commercial Manager... Jerry Alden
 Pgm., Pub. Dir... Joe McCulley
 Chief Engineer... Ed Bold

W K D N

CAMDEN—1926

Frequency: 1310 Kc. Power: 250 Watts
 Owned-Operated By... City of Camden, Inc.
 Business-Studio Address... City Hall
 Phone Number... Emerson 5-5600
 Air Time... 6 a.m.-M.
 Transcription Service... Standard
 Representative... Kennedy Co.
 Membership... NARTB
 Director... Willard C. Schriver
 Gen. Comm. Mgr... John Cleary
 Sales Prcm. Mgr... Joseph Hale
 Program Director... Jack LaMar
 Publicity Director... Jack Silin
 Chief Engineer... John Zander

W C A M

CAMDEN—1948

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By... So. Jersey Bcstg. Co.

New Jersey's Complete
 Broadcasting Facility . . .

W F P G

TV
 CHANNEL
 46

NBC CBS
 ABC
 DU MONT

FIRST in program operation with
 RCA's first factory-built UHF trans-
 mitter. 38 national advertisers
 placed their network and film
 shows on WFPG-TV in the first two
 months.

W F P G $\frac{AM}{FM}$ 1450
 CBS

More network programs, more pub-
 lic service, more baseball, more
 news . . . from the tallest structure
 in New Jersey, south of Newark—
 our 458-foot tower.

W F P G *Atlantic
 City*

There's no

SHORT-CUT

to AMERICA'S



5th MARKET

North Jerseyans spend

4 Billion \$\$ yearly at home.

Sell them at

home on

WNJR

RADIO STATION OF NEWARK NEWS

5,000 WATTS FULL TIME

Market 3-2700

91 Halsey St., Newark 2, N. J.

ORtlandt 7-8070

TOPS IN MUSIC, NEWS, SPORTS

★ ★ NEW JERSEY ★ ★

Business Address.....Radio Park
 Phone Number.....EM 5-7200
 Air Time.....Daytime
 Transcription Service.....Associated
 Membership.....NARTB
 Pres., Gen. Mgr.....Ranulf Compton
 Station Manager.....Gordon Giffen
 Program Director.....Jerry Williams
 Publicity Director.....Jim Eadline
 Chief Engineer.....Robert L. Easley

W M T R

MORRISTOWN—1948

Frequency: 1250 Kc....Power: 1000 Watts d.
 Owned-Operated By...Morristown Bcstg. Co.
 Address.....10 Park Place
 Phone Number.....MO 4-5700
 Transcription Service.....Associated
 Membership.....NARTB
 President.....George S. Croy
 Station Mgr.....Kenneth A. Croy
 Commercial Mgr.....Henry Behre
 Program Director.....Bob Vesel
 Chief Engineer.....Rudolph C. Prow

W A A T

NEWARK—1921

Frequency: 970 Kc....Power: 5000 d., 1000 n.
 Owned-Operated By.....Bremer Bcstg. Corp.
 Business-Studio Address...Television Center
 Phone..Mitchell 2-6400; BARclay 7-3260 (N. Y.)
 Air Time.....7 a.m.-1 a.m.
 News Service.....AP
 Representative.....Weed
 President, Gen. Mgr.....Irving R. Rosenhaus
 V.P., National Sales.....E. S. Lennon
 Program Director.....George Green
 Publicity Director.....Roland Trenchard
 V.P., Engineering.....Frank V. Bremer

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
 Newspaper Affiliation.....Newark News
 Air Time.....7 a.m.-M.
 News Service.....UP
 Transcription Service.....Standard
 President.....Edward W. Scudder, Jr.
 Gen., Sta., Comm. Mgr....Harry D. Goodwin
 Pub. Dir., Sales Prom. Mgr....Arnold Snyder
 Program Director.....Steven Van Gluck
 Chief Engineer.....Peter Testan

W V N J

NEWARK—1948

Frequency: 620 Kc....Power: 5000 Watts
 Owned-Operated By.....Newark Bcstg. Corp.

W

V

N

J

620 on your dial

The most for your

dollar in the

metropolitan area

NEWARK, N. J.

STRONG LOCAL NEWS
and good music keep local
listeners tuned to

WCTC



WCTC SIGNAL COVERAGE AREA

Population — 371,000

Retail Sales — \$359 Million
(1952-53 Consumer Markets)

SOMERVILLE	HIGHLAND PARK
PLAINFIELD	NEW BRUNSWICK
BOUND BROOK	SAYREVILLE
S. PLAINFIELD	SOUTH RIVER
PERTH AMBOY	SOUTH AMBOY
METUCHEN	PRINCETON

**You'll miss most of this Central
Jersey Population unless your
message is on WCTC.**

New Brunswick
'Phone Charter 7-1450

★ ★ NEW JERSEY ★ ★

Business-Studio Address.....45 Central Ave.
Phone Number.....Mitchell 3-7600
News Service.....UP
Transcription Service.....World
V.P., Gen.-Comm Mgr.....Ivon B. Newman
Program Director.....Helen Sutton
Chief Engineer.....Bernard Kellom

W H B I

NEWARK—1922

Frequency: 1280 Kc.....Power: 2500 Watts d.;
1000 Watts n.

Owned-Operated By....May Radio Best. Corp.
Business-Studio Address.....100 Shipman St.
Phone Number.....Mitchell 2-7354
Air Time.....Unlimited
Pres., Gen. Mgr.....James L. Shearer
Sta., Comm. Mgr.....William Masi
Publicity Director.....Marie E. Masi
Chief Engineer.....Harold Michaels

WCTC

NEW BRUNSWICK—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Chanticleer Bcstg. Co.
Business-Studio Address.....385 George St.

AP SELLS

For Stations and Sponsors—

For instance . . . WJLK

“We feature AP news every hour. It is the backbone of our local programming and time sales. Our listener ratings show that a local independent which does a good news job can outpull networks in the local market!”

THOMAS B. TIGHE,
Station Manager,
WJLK, Asbury Park, N. J.

Phone Number.....Charter 7-1450
 Air Time.....7 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World
 Membership.....NARTB
 President.....James L. Howe
 Station Manager.....Robert Williams
 Commercial Manager.....Kenneth Leslie
 Program Director.....Barbara M. Bauer
 Chief Engineer.....Victor Takack

W P A T
PATERSON—1941

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Oper. By..North Jersey Bcstg. Co., Inc.
 Business-Studio Address.....66 Hamilton St.
 Phones.....Armory 4-3400, PE. 6-2945 (N. Y.)
 Newspaper Affiliation....Passaic Daily News
 Air Time.....24 Hrs.
 News Service.....AP, UP
 Transcription Service..Associated, Thesaurus
 Lang-Worth
 President.....Richard Drukker
 General Manager.....D. J. Wright
 Business Manager.....Charles W. Parker
 Nat. Sales Mgr.....Roy H. Holmes
 Pub. Rel. Dir.....Charles Scully
 Chief Engineer.....Earl F. Lucas

ESTIMATED
 FAMILIES
 FOR
 1953
 SEE PAGE 298

increased

RESULTS

for advertisers

PROVE

conclusively that

W P A T

is the outstanding buy
 in the important
 New York—New Jersey market

5000 watts Paterson, N. J. **930** KC

WOND

PLEASANTVILLE—1950

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Pioneer Bcstrs., Inc.
 Address Old Turnpike
 Phone Number 3971
 Transcription Service Standard, Thesaurus
 News Service AP
 President Charles Rupp
 General Manager John Struckell
 Chief Engineer Milton Thurlow

WBUD

TRENTON—1947

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Operated By Morrisville Bcstg. Co.
 Address 108 N. Broad St.
 Phone Number 4-7191
 News Service AP
 Transcription Service World
 Membership BAB
 President Verna S. Hardin
 General Manager Richard M. Hardin
 Chief Engineer William A. Brewer

WTNJ

TRENTON—1928

Frequency: 1300 Kc. Power: 250 Watts d.
 Owned-Operated By WOAX, Inc.
 Address 416 Bellevue Ave.
 Phone Number 8149
 President Erling C. Olsen

WTTM

TRENTON—1942—NBC

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Operated By Peoples Bcst. Corp.
 Business-Studio Address 541 E. State St.
 Phone Number 5-8515-6-7-8
 Air Time 7 a.m.-12:05 a.m.
 News Service AP
 Representative For Joe
 Membership NARTB, BAB
 President M. D. Lincoln
 General Manager F. L. Bernstein
 Publicity Director Fred Walker
 Chief Engineer Theodore P. Kilmer

In ATLANTIC CITY

it's the

WONDerful music station

for sensational

RESULTS

9 out of 10 families* in Atlantic County

listen to

WOND

It's listener loyalty to top personalities on programs of music, news and sports geared to local tastes. That's why most Atlantic advertisers and more national sponsors are using

WOND

Studios—Pleasantville, N. J.
 John G. Struckell, Gen. Mgr.

New York Sales Office
 1564 Broadway — JUDson 6-5517
 Don Rich, Rep.

*Advertest Research

WWBZ

VINELAND—1946

Frequency: 1630 Kc. Power: 1000 Watts
 Owned-Operated By Community Bcstg. Serv.
 Address 633 Wood St.
 Phone Number Vineland 7-1360
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative Kennedy, Gill-Keefe-Perna
 President Joseph M. Bullock
 Gen., Sta., Prom. Mgr. Fred M. Wood
 Commercial Manager John Serra
 Program Director Dorothy H. Carlson
 Chief Engineer Charles Hughes

WC MC

WILDWOOD—1951

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Operated By Francis J. Matrangola
 Phone Number 2-7751
 Owner Francis J. Matrangola

NEW MEXICO

Pop. April 1, 1953 (Est.) 726,000—Total Housing Units 201,000
Families April 1, 1953 (Est.) 182,000—Stations in State 27

KALG

ALAMOGORDO—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By William Wayne Phelps
Address Box 268
Phone Number 211
Air Time Full Time
News Service UP
Membership NARTB, BAB
Gen., Sta. Mgr. Wayne Phelps
Chief Engineer Harry Albers

KGGM

ALBUQUERQUE—1927—CBS

Frequency: 610 Kc. Power: 5000 Watts
Owned-Oper. By New Mexico Bcstg. Co.
Business Address Kimo Bldg.
Phone Number 3-4543
Air Time 5:30 a.m.—12 M.
News Service UP, AP
Transcription Service World
Representative Weed & Co.
President A. R. Hebenstreit
Program Director Robert Van Driel
Chief Engineer Leonard F. Dodds

KOAT

ALBUQUERQUE—1946—ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By Alvarado Bcstg. Co., Inc.
Business-Studio Address 122 S. Tulane
Phone Number 5-7501
Air Time 19½ hrs.
News Service UP
Trans. Service Associated, Lang-Worth
Representative Rambeau
President Herbert W. Wimberly
General Manager A. M. Caldwell
Chief Engineer Donald Delaney

KOB

ALBUQUERQUE—1920—NBC

Frequency: 770 Kc. Power: 50,000 Watts d.;
25,000 Watts n.
Owned-Oper. By Albuquerque Bcstg. Co.
Bus.-Studio Address 234 Fifth St., S.W.
Phone Number 3-4411
Air Time Full Time
News, Service AP, INS
Transcription Service SESAC
Representative Branham
Membership BAB
Pres., Gen. Mgr. Wayne Coy
General Manager J. I. Myerson
Commercial Manager Rolf Nielson
Sales Prom. Mgr. A. E. Mickel

Program Director Michael Dillon
Chief Engineer George S. Johnson

KVER

ALBUQUERQUE—1947—MBS
INTERMOUNTAIN

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By KVER Bcstg. Co.
Address 317 N. Broadway, Box 1388
Phone Number 3-1744
Air Time 5 a.m.—M.
Transcription Service Thesaurus
News Service AP
Representative Avery Knodel
Membership NARTB, BAB
President Helen A. Price
V.P., Sta. Mgr. Bert Arnold
Commercial Manager Morton L. Payne
Program Director Lowell Christison
Publicity Director Sue Little
Chief Engineer Willfred Smith

KSPV

ARTESIA—1946—KBS-MBS
INTERMOUNTAIN

Frequency: 990 Kc. Power: 1000 Watts d.
250 n.
Owned-Operated By Artesia Bcstg. Corp.
Business-Studio Address Box 38
Phone Number 650
Air Time 6 a.m.—11 p.m.
News Service UP
Transcription Service Standard
Representative Avery Knodel
Membership NARTB
President Martin Yates III
Gen., Sta. Mgr. David M. Button
Commercial Manager Bob Hess
Chief Engineer Rcnald Austin

KAVE

CARLSBAD—1936—CBS-SWN

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Carlsbad Bcstg. Corp.
Business-Studio Address 601 No. Canal St.
Phone Number 5-4101
Air Time 6 a.m.—M.
News Service AP
Representative Taylor Co.
President Val Lawrence
General-Station Mgr. Norman R. Loose
Commercial Manager Richard E. Doyle
Sales Prom. Mgr. Richard Miner
Program Director Alexander Pitcaithley
Chief Engineer Harland Nifong

K P B M

CARLSBAD—1950

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Operated By: Coronado Bcstg. Co.
 Address: 313 W. Mermod
 Phone Number: 5-5373
 Transcription Service: Lang-Worth
 News Service: AP
 Representative: McGillvra
 Pres., Gen. Mgr.: Maurice F. McEvoy
 Commercial Manager: Darrell A. Swayze
 Program Director: Tom Collins
 Chief Engineer: Vic Daley

K L M X

CLAYTON—1949

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Ari-Ne-Mix Bcstg.
 Address: Box 7, Fair Grounds
 Phone Number: 616
 Transcription Service: Thesaurus
 News Service: UP
 President: Arthur Jernigan
 Gen., Sta. Mgr., Pgm. Dir.: Frank Vale
 Commercial Manager: James Morris
 Chief Engineer: Robert Waters

K C L V

CLOVIS—1952—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: New-Tex Bdcstg.
 Address: 2112 Thornton St.
 Phone Number: 4401
 News Service: UP
 Transcription Service: Capitol
 Representative: Pearson
 Pres., Gen. Mgr.: Wallace Simpson
 Commercial Manager: Joe Collins
 Chief Engineer: Clayton Fuchs

K I C A

CLOVIS—1931—MBS

Frequency: 980 Kc. Power: 1000 Watts
 Owned-Operated By: Hugh DeWitt Landis &
 R. B. McAlister
 Address: 520 Pile St.
 Phone Number: 5511
 Air Time: Full Time
 News Service: AP
 Transcription Service: Associated, World
 Station Representative: Hal Holman
 Membership: BAB
 Gen., Sta. Mgr.: DeWitt Landis
 Commercial Manager: C. O. Kendrick
 Pgm., Pub. Dir.: Harold Cook
 Chief Engineer: Vernon Hughes

K V B C

FARMINGTON—1951—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Valley Bcstg. Co.
 Address: Box 1117
 Phone Number: 789
 News Service: UP
 Transcription Service: Lang-Worth
 Pres., Gen. Mgr., Chf. Engr.: Marvin E. Bowles
 Commercial Manager: G. H. McKinnon
 Chief Engineer: Harold Furstenberg

K G A K

GALLUP—1946

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Thunderbird Bcstg. Co.
 Address: P. O. Box 1150
 Phone Number: 1300
 News Service: UP
 Transcription Service: Lang-Worth
 Station Representative: McGillvra
 Pres., Gen. Mgr., Pgm. Dir.: Merle H. Tucker
 Chief Engineer: Robert Adamson

K W E W

HOBBS—1938

MBS-KBS-SOUTHWEST

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: KWEW, Inc.
 Business-Studio Address: P. O. Box 787
 Phone Number: Hobbs 3-3137
 News Service: UP
 Transcription Service: MacGregor, Lang-Worth
 Representative: Taylor
 President: Mrs. Theresa Whitmore
 General Manager: Harry McAdams
 Commercial Manager: Phil McGee
 Chief Engineer: Roy Evans

K O B E

LAS CRUCES—1947—MBS

INTERMOUNTAIN

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Mesilla Valley Bcstg. Co.
 Bus. Studio Address: 902 N. Main St.
 Phone Number: 1121
 News Service: UP
 President: M. B. Thompson
 General Manager: L. S. Sleppy
 Chief Engineer: Howard L. Maudlin

K F U N

LAS VEGAS—1941—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Southwest Bcstg. Inc.

Business Address.....Box 710
 Phone Number.....12
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Hil F. Best
 Pres., Gen.-Station Mgr.....Ernest N. Thwaites
 Chief Engineer.....A. F. Schultz

KRSN

LOS ALAMOS—1949—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Alvarado Bcstg. Co.
 Address.....Community Center
 Phone Number.....2-4422
 Air Time.....Full Time
 Representative.....William Rambeau
 Transcription Service.....Associated
 News Service.....UP
 President.....H. W. Wimberly
 General Manager.....A. M. Cadwell
 Sta., Comm. Mgr.....Bob Porton
 Pgm. Dir., Sls. Prom. Mgr.....William Spaek, Jr.
 Publicity Director.....John F. McCormick
 Chief Engineer.....John L. Lockhart

KLEA

LOVINGTON—1952—KBS

Frequency: 1050 Kc.....Power: 250 Watts
 Owned-Oper. By.....Prosperity Land Bcstg. Co.
 Address.....P. O. Box 1286
 Phone Number.....8911
 Air Time.....Day Time
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Clyde Melville
 President.....David R. Worley
 Commercial Manager.....Gilbert Haugen
 Publicity Director.....Bobby Stone
 Chief Engineer.....John Fuselier

KENM

PORTALES—1950

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Plains Bcstg. Co.
 Address.....Box 1019, Roswell
 Phone Number.....600
 News Service.....UP
 Transcription Service.....Lang-Worth, MacGregor
 President.....Theresa Whitmore
 General Manager.....G. F. Roberts
 Commercial Manager.....Ed Fitzpatrick
 Chief Engineer.....William McCreary

KRTN

RATON—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Southwest Bcsters, Inc.
 Business Address.....Box 767
 Phone Number.....875

Air Time.....7 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Hil F. Best
 Pres., Gen. Manager.....Ernest N. Thwaites
 Station Manager.....Stanley K. Brown
 Chief Engineer.....A. F. Schultz

KGFL

ROSWELL—1927—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KGFL, Inc.
 Business-Studio Address.....Box 1019
 Phone Number.....2000
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth, World,
 MacGregor
 Representative.....Taylor Co.
 Membership.....NARTB
 President.....Mrs. Theresa Whitmore
 Sec'y-Treas.....W. E. Whitmore, Jr.
 Commercial Manager.....G. F. Roberts
 Chief Engineer.....E. C. Rader

KSWS

ROSWELL—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....McEvoy Bcstg. Co.
 Bus.-Studio Address.....401 N. Richardson
 Phone Number.....2400
 News Service.....AP
 Transcription Service.....Associated
 Representative.....McGillvra
 Pres., Gen. Mgr.....Paul B. McEvoy
 Commercial Manager.....Jack Schafer
 Program Director.....Mary L. Jones
 Chief Engineer.....Ray R. Summersgill

KTRC

SANTA FE—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio de Santa Fe
 Address.....210 E. Marcy St.
 Phone Number.....3-6335
 News Service.....UP
 Transcription Service.....Associated
 Pres., Gen. Mgr.....J. Gibbs Spring
 Sta., Comm. Mg.....Hugh M. Gray
 Chief Engineer.....Acton Tillery

KVSF

SANTA FE—1935—CBS

Frequency: 1260 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Sante Fe Bcstg. Co.
 Business-Studio Address.....759 Cerillos Rd.
 Phone Number.....3-7319
 Representative.....Weed
 President.....A. R. Hebenstreit
 Gen., Comm. Mgr.....Ivan R. Head
 Chief Engineer.....E. J. Vanderwood

KSIL**SILVER CITY—1946—CBS**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By S. W. N. Mex Bcstng.
 Bus. Studio-Transmitter Address 17th & Cactus
 Air Time 6 a.m.-11:15 p.m.
 News Service AP
 Representative Taylor
 Pres., Gen., Comm. Mgr. A. Carl Dunbar
 V.P., Sta., Prom. Mgr., Dir. James H. Duncan
 Chief Engineer H. H. Smith

KCHS**TRUTH OR CONSEQUENCES—1946****KBS**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By O. L. and Gladycy P. Dennis

Address Box 351
 Phone Number 161
 News Service UP
 Representative Continental Radio Sales
 General Manager O. L. Dennis
 Station Manager Gladycy P. Dennis
 Chief Engineer Sam Bradley

KTNM**TUCUMCARI—1941—MBS**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Quay County Bcstg. Co.
 Business Address Box 668
 Phone Number 100
 Air Time 6 a.m.-10:30 p.m.
 News Service UP
 Gen., Sta. Mgr. Lloyd Hawkins
 Comm., Prom. Mgr. Richard S. Fox
 Program Director Richard Dale Wood

NEW YORK

*Pop. April 1, 1953 (Est.) 15,725,000—Total Housing Units 4,675,000
 Families April 1, 1953 (Est.) 4,354,000—Stations in State 98*

WABY**ALBANY—1933**

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Eastern N. Y. Bcstng.
 Business-Studio 80 Braintree St.
 Phone Number 2-3353
 Air Time 7 a.m.-11:30 p.m.
 News Service UP
 Representative Rambeau
 President David Kyle
 Gen., Sta. Mgr. Edward L. Trudeau
 Comm., Sales Prom. Mgr. Alix Blake
 Program Director Toni Brady
 Chief Engineer Tom Stapleton

Owned-Oper. By Patroon Brcdstg. Co., Inc.
 Address Hotel Ten Eyck
 Phone Number 5-3345
 News Service AP, INS
 Transcr. Service Associated, SESAC
 Station Representative Weed and Co.
 Membership NARTB, BAB
 President J. Myer Schine
 General Manager O. R. J. Bellamy
 Commercial Mgr. Jack Charles
 Program Director Howard W. Maschmeier
 Chief Engineer Dwelle S. Hoag

WOKO**ALBANY—1925—UBS**

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Oper. By Gov. Dongan Bcstg. Corp.
 Business-Studio Address 136 State St.
 Phone Number 3-6638
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Representative McGillvra
 President, General Mgr. James T. Healey
 Commercial Manager J. I. Walsh
 Program Director Frank Panny
 Chief Engineer Al Sardi

WROW**ALBANY—1947—MBS**

Frequency: 590 Kc. Power: 5,000 Watts d.;
 1,000 Watts n.
 Owned-Oper. By Hudson Valley Br. Co., Inc.
 Address 248 State Street
 Phone Number 3-2225
 Air Time 6 a.m.-M.
 News Service INS, UP
 Transcription Service Thesaurus
 Station Representative The Bolling Co.
 Membership NARTB, BAB
 General Manager Harry L. Goldman
 Sta. Mgr., Pgm., Pub. Dir. Johnny Lee
 Comm., Sales Prom. Mgr. Harry Littler
 Chief Engineer Charles Heisler

WPTR**ALBANY—1948**

Frequency: 1540 Kc. Power: 50,000 Watts

W X K W

ALBANY—1948—ABC

Frequency: 850 Kc. Power: 10,000 Watts
 Owned-Oper. By Champlain Valley Bcstg.
 Business-Studio Address 444 Broadway
 Phone Number 6-7676
 Air Time 6:00 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Capitol
 Representative Katz
 President, Gen. Mgr. Stephen R. Rintoul
 Station Manager George Wetmore
 Commercial Manager Eugene Fitzpatrick
 Sales Prom. Mgr. Walter J. Maxwell
 Program Director Walter C. Neals
 Chief Engineer Paul Krutz

W C S S

AMSTERDAM—1948

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Community Service Bcst.
 Bus.-Studio-Transmitter Address Upper Locust
 Phone Number 4000
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative McGillvra
 President Ted Aber
 General Manager Alex Sherwood
 Commercial Manager Ray Mahoney
 Program Director Raymond J. Cheney
 Chief Engineer Guy Rauer

W M B O

AUBURN—1926—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By WMBO, Inc.
 Business-Studio Address 141 Genesee St.
 Phone Number 2-3511
 Newspaper Affiliation "Advertiser"
 Air Time Unlimited
 News Service AP
 Transcriptoin Service World, SESAC
 Representative Thomas F. Clark
 Membership NARTB, BAB
 President William O. Dapping
 General Manager Frederick L. Keesee
 Program Director Robert B. Morgan
 Chief Engineer Herbert House

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
 Air Time 6:30 a.m.-M.
 News Service AP

Transcription Service Lang-Worth, World
 Pres., Gen.-Station Mgr. Edmund R. Gamble
 Commercial Manager Charles L. Snow
 Program Director Bud Mason
 Publicity Director William Stokes
 Chief Engineer Fred Callendar

W I N R

BINGHAMTON—1946—NBC

Frequency: 680 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By Southern Tier Radio Service
 Business-Studio Address Court House Square
 Phone Number 4-4318
 Air Time 6 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative George P. Hollingbery
 Membership NARTB
 President Donald Kramer
 General Manager George J. O'Connor
 Commercial Manager H. R. Nicholson
 Pgm., Pub. Dir. Charles Bishara
 Chief Engineer A. A. Kelley

W K O P

BINGHAMTON—1947—MBS

Frequency: 1360 Kc. Power: 100 Watts d.,
 500 n.
 Owned-Oper. By The Binghamton Bcstrs., Inc.
 Business-Studio Address 34 Chenango St.
 Phone Number 2-3437
 Air Time 5.30 a.m.-1 a.m.
 News Service AP
 Transcription Service World
 Representative Burn-Smith
 Membership NARTB, BAB
 Pres., Gen.-Sta. Mgr. Andrew Jarema
 Prom., Comm. Manager Jay Hanshaw
 Program Director Wally Buman
 Chief Engineer Charles Hallinan

W N B F

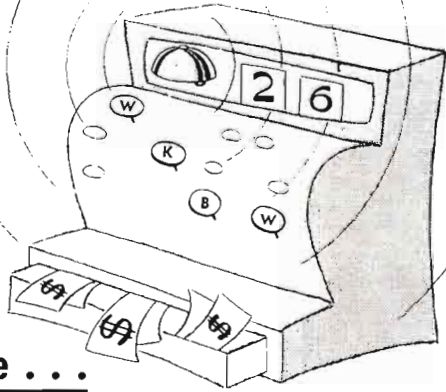
BINGHAMTON—1927—CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Operated By Clark Associates, Inc.
 Business Address P. O. Box 48
 Phone Number Binghamton 2-3461
 News Service UP
 Transcription Service Thesaurus
 Representative Bolling
 Membership NARTB, BAB
 President John C. Clark
 General Manager Cecil D. Mastin
 Treasurer L. L. Rogers
 Commercial Manager S. N. Heslop
 Sales Prom. Mgr., Pub. Dir. E. R. McCloskey
 Prog., Prod. Dir. E. M. Scala
 Chief Engineer L. H. Stantz

SATURATION

SELLS GOODS

IN BUFFALO and WESTERN NEW YORK



Pitch your sales message . . .

. . . NOT once a week; NOT five times a week . . .

BUT 26 TIMES A WEEK!

adjacent to newscasts

WKBW offers alert advertisers **SATURATION!**

The most successful advertising technique is "Telling your sales story to as many people, as many times as you can, within the limits of a sound budget." This is the WKBW SATURATION FORMULA which is bringing increased sales results for WKBW advertisers; and we have the renewals to prove it. Call Avery-Knodel or WKBW.

WKBW offers you **MORE THAN TWICE** **AS MANY LISTENERS** **FOR YOUR DOLLAR!**

No matter what your yardstick is for buying radio time . . . Nielsen . . . Pulse . . . coverage maps . . . or special local surveys, you'll find a WKBW SATURATION CAMPAIGN gives you **MORE THAN TWICE AS MANY LISTENERS** for your advertising dollar. That's why your sales results will be **MORE THAN TWICE AS GOOD!** For details about this and other WKBW saturation campaigns call Avery-Knodel or WKBW.

50,000 WATTS
AVERY-KNODEL, INC.
National Representatives

WKBW

BUFFALO'S MOST POWERFUL STATION

BASIC ABC
CLINTON H. CHURCHILL
Founder, President
and General Manager

WENE

BINGHAMTON—ENDICOTT—1947
ABC

Frequency: 1430 Kc. Power 5000 Watts
Owned-Oper. By Otaway Stations, Inc.
Business-Studio Address 909 E. Main
Phone Number 5-3351
Air Time 6 a.m.-12:05 a.m.
News Service UP
Transcription Service Associated
Representative Radio Reps. Inc.
Membership NARTB, BAB
President James H. Ottaway
Managing Director F. H. Brinkley
Station Manager S. W. Ryder
Sales Prom., Comm. Mgr. Norman F. Flynn
Pgm., Pub. Dir. Harold E. Graves
Chief Engineer Sheldon W. Weyland

WBEN

BUFFALO—1930—NBC

Frequency: 930 Kc. Power: 5000 Watts
Owned-Operated By WBEN, Inc.
Address Hotel Statler
Phone Number MOhawK 0930
Newspaper Affiliation "Evening News"
Air Time 5:30 a.m.-1 a.m.
News Service AP, INS, UP
Transcription Service Thesaurus, Lang-Worth
Representative Henry I. Christal
Membership NARTB, BAB
President Edward H. Buller
Vice-President A. H. Kirchhofer
General Manager C. Robert Thompson
Station Manager Frank W. Kelly
Sales Manager C. E. Daly
Asst. Radio Sales Mgr. Robert J. Conway
Program Director William R. Rich
Publicity Director Joseph A. Haeifner
Chief Engineer Ralph 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 Mohawk 1400
News Service AP, UP
President Roy L. Albertson
General Manager Howard Schellenberg
Chief Engineer Thomas L. Vines

WEBR

BUFFALO—1924—MBS

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By WEBR, Inc.
Business-Studio Address 23 North St.
Phone Number Lincoln 7133

Newspaper Affiliation "Courier-Express"
Air Time 5:30 a.m.-2 a.m.
News Service AP, INS, UP
Transcription Service Associated
Representative Katz
Membership NARTB, BAB
President William J. Connors, III
General Manager William Doerr
Commercial Manager Carl J. Kirchhofer
Pgm., Prom. Mgr. Wm. Schweitzer
Chief Engineer Frank B. Ridgeway

WGR

BUFFALO—1922—CBS

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By WGR Bcstg. Corp.
Business-Studio Address Rand Bldg.
Phone Number Washington 3100
Air Time 5:50 a.m.-1:05 a.m.
News Service UP
Representative Free & Peters
Membership NARTB, BAB
Chairman of Board Leo J. Fitzpatrick
Pres., Gen. Mgr. I. R. Lounsberry
Comm. Mgr. (National spot) F. R. Greene
Commercial Manager (Local) Nat Cohen
Sales Promotion Manager R. McPherson
Program Director Robert Strigl
Chief Engineer K. B. Hoffman

WWOL

BUFFALO—1947

Frequency: 1120 Kc. Power: 1000 Watts d.
Owned-Operated By Greater Erie Broad. Co.
Address 315 Main St.
Phone Number MO 1200
News Service INS, UP
Representative Forjoe
Owner Leon Wyszatycki
General Manager Ted Wyszatycki
Commercial Manager Jack Greenfield
Program Director Joe A. Rico
Chief Engineer Frank Sai

WKBW

BUFFALO—1925—ABC

Frequency: 1520 Kc. Power: 50,000 Watts
Owned-Operated By WKBW, Inc.
Business Address Radio Center, 1430 Main St.
Phone Number Grant 5101
Air Time 5:30 a.m.-2 a.m.
News Service UP
Transcription Service World
Representative Avery-Knodel
Pres., Gen. Mgr. Clinton H. Churchill
Sta., Comm. Mgr. Roger M. Baker
Sales Promotion Alfred E. Anscombe
Program Director James McGrath
Chief Engineer Leroy Fiedler

W X R A

BUFFALO—KENMORE—1948

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Operated By: W. New York Broad. Co.
 Address: 1515 Niagara Falls Blvd., Amherst
 Phone Number: AMherst 1160
 News Service: AP, UP
 Transcription Service: Associated
 Station Representative: Wm. G. Rambeau
 Gen., Comm. Mgr.: Thaddeus Podbielniak
 Sales Prom., Pub. Dir.: Bradley D. Steiger
 Program Director: James J. Frieling
 Chief Engineer: Roger W. Fleming

W C B A

CORNING—1949

Frequency: 1350 Kc. Power: 1000Watts d.
 Owned-Operated By: Wellsboro Corning Broad. Adv. Inc.
 Address: Pine St.
 Phone Number: 65451
 News Service: UP, World
 Representative: McGillvra, Inc.
 Pres., Gen. Mgr.: Paul L. Carpenter
 Program Director: Robert J. Vrzal

W C L I

CORNING—1950—ABC

Frequency: 1450 Kc. Power: 250 Watts d.
 Owned-Oper. By: Elmira-Corning Bcstg.
 Address: 114 Walnut St.
 Phone Number: 6-4651
 Transcription Service: Thesaurus
 Representative: Meeker
 News Service: AP
 President: E. S. Underhill, Jr.
 General Manager: Walter Valerius
 Sta., Comm. Mgr.: Gordon Jenkins
 Program Director: George P. Droelle, Jr.
 Publicity Director: Robert Shaddock
 Chief Engineer: Allen N. Bell

W K R T

CORTLAND—1947

Frequency: 920 Kc. Power: 1000 Watts d.,
 500 n.
 Owned-Operated By: Radio Cortland, Inc.
 Business Studio Address: 27 N. Main St.
 Phone Number: 2990
 Air Time: 6 a.m.-11:15 p.m.
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Gill-Keefe-Perna
 Membership: BAB
 President: Leighton A. Hope
 General Manager: William L. Thompson
 Program Dir.: William J. Griffiths
 Chief Engineer: William Barron

W F C B

DUNKIRK—1949

Frequency: 1410 Kc. Power: 500 Watts
 Owned-Operated By: Dunkirk Broad. Corp.
 Address: 316 Main St.
 Phone Number: 7756-7-8
 Air Time: 6:00 a.m.-1:00 a.m.
 News Service: UP
 Transcription Serv.: Thesaurus, Lang-Worth,
 World
 Membership: NARTB, BAB
 Pres., Gen. Mgr., Sta. Mgr.: Alois A. Schmidt
 Commercial Manager: B. F. Goodrich
 Program Director: Robert Gifford
 Chief Engineer: J. T. Grace

W E L M

ELMIRA—1947—CBS

Frequency: 1400 Kc. Power: 250 Watts
 Owner: Elmira Corning Bcstg. Corp.
 Business-Studio Address: 222 E. Market St.
 Phone Number: Elmira 2-1400
 Air Time: 6 a.m.-M.
 News Service: AP
 Transcription Service: Thesaurus
 Membership: NARTB
 President: E. S. Underhill, Jr.
 Sta. Gen. Manager: Walter Valerius
 Commercial Manager: Ross Beatty
 Program Director: Kenneth C. Powell
 Chief Engineer: Allen Bell

W E N Y

ELMIRA—1939—NBC-MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Elmira Star-Gazette, Inc.
 Bus.-Studio Address: Mark Twain Hotel
 Phone Number: 5181
 Transmitter Location: Milton St.
 Air Time: 6 a.m.-1 a.m.
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Everett & McKinney
 Membership: NARTB, BAB
 General Manager: Dale L. Taylor
 Scales Manager: Phil Cameron
 Production Director: Ted Hodge
 Chief Engineer: Thurlow A. Greene

W G B B

FREEPORT—1924

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By: Harry H. Carman
 Business-Studio Address: 44 So. Grove St.
 Phone Number: Freeport 9-1400

Air Time.....7 a.m.-12 m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Pres., Gen., Sta. Mgr. & Chief Engineer
 Harry H. Carman
 Commercial Manager.....Murray C. Evans
 Program Director.....A. Cheesman
 Publicity Director.....Herbert Clock

W O S C
 FULTON—1949

Frequency. 1300 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Cassill Radio Corp.
 Address.....Pontiac Hotel, Oswego
 Phone Number.....Fulton 2-2255
 Air Time.....Sunrise to Sunset only
 News Service.....UP
 Transcription Service.....Thesaurus
 Membership.....NARTB
 Station Representative.....Devney
 Pres., Gen. Mgr.....A. L. Richardson
 Station Manager.....Jack Burgess
 Program Director.....Edward Reich
 Chief Engineer.....Robert N. Blair

W G V A
 GENEVA—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Star Bcstg. Co., Inc.
 Address.....Geneva Federal Savings Bldg.
 Phone Number.....6691
 Air Time.....Full Time
 News Service.....AP
 Representative.....Cooke
 Transcription Service.....Lang-Worth
 President.....M. R. Forman
 V.P., Gen. Mgr.....Thomas L. Brown
 Program Director.....Alex Lamutis
 Chief Engineer.....R. Carleton Greene

W W S C
 GLENS FALLS—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Gt. Northern Radio Co.
 Address.....13 Warren St.
 Phone Number.....2-6518
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Thesaurus
 Station Representative.....Rambeau
 Membership.....NARTB, BAB
 Pres., Gen., Sta. Mgr.....Martin R. Kariq
 Sales Prom., Pub. Mgr.....Robert Krieger
 Program Director.....Carl W. Mattinson
 Chief Engineer.....Joseph Thomas

FOR
 IMPORTANT
 TELEPHONE
 NUMBERS
 IN
 NEW YORK,
 LOS ANGELES,
 CHICAGO,
 WASHINGTON
 SEE PAGE
 100



*One Station — **WHLI** — dominates
L. I.'s rich growing NASSAU COUNTY*

	POPULATION	RETAIL SALES	AUDIENCE SHARE (daytime)
1948	525,000	\$602,000,000	14.9
1952	950,000	\$794,860,000	27.5
% increase	80%	32%	84 ⁰ / ₀

WHLI has a larger audience, daytime, in the Major Long Island Market, than any network station or combination of independent stations.

Big Bonus Coverage

(Nassau, parts of Queens, Suffolk and Brooklyn)

Population—2,304,567

Net Income—over \$4 billion

Retail Sales—over \$2 billion

DATA SOURCES: Sales Management — 1952;
Conlan Survey — 1952.

REPRESENTED BY RAMBEAU

A M 1100
F M 98.3

**H E M P S T E A D
L O N G I S L A N D, N. Y.**

PAUL GODOFKY, President

*the voice of
long island*

WHLI

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
 News Service..... UP
 Transcription Service..... Associated, World.
 Thesaurus
 Representative..... Rambeau
 Membership..... BAB
 Pres., Gen. Mgr..... Paul Godofsky
 V.P., Sales..... Joseph A. Lenn
 Publicity Director..... George Ball
 V.P., Chief Engineer..... Frank E. Knaack

WLEA

HORNELL—1951

Frequency: 1480 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... Hornell Bcstg. Corp.
 Business-Studio Address..... P. O. Box 60
 Phone Number..... 1420
 News Service..... UP
 Transcription Service..... Capitol
 Representative..... Gill-Keefe-Perna
 Membership..... NARTB
 Pres., Gen. Mgr..... Maxwell V. McCarthy
 Comm., Sales Prom. Mgr..... Louis A. Perrone
 Publicity Director..... Blanche Stuart Scott
 Chief Engineer..... George W. Stidstone

WWHG

HORNELL—1946

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Operated By..... W. H. Greenhow Co.
 Address..... 85 Canisteo St.
 News Service..... AP
 Transcription Service..... World, Associated
 Representative..... McGillvra
 General Manager..... Louis G. Buisch
 Station Manager..... Donald J. Curran
 Commercial Manager..... Sheffield Davis
 Chief Engineer..... Howard Huff

WHUC

HUDSON—1947—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By..... Colgren Bcstg. Co.
 Address..... Union Turnpike
 Phone Number..... 8-3341
 News Service..... UP
 Transcription Service..... World
 Representative..... McGillvra
 Membership..... NARTB
 General Manager..... John Kearney
 Commercial Manager..... Robert Strakos
 Prog., Prod. Director..... James P. Cranna
 Chief Engineer..... Charles Weiler

WGSM

HUNTINGTON—1951

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... Huntington-Montauk Bcstg.
 Co., Inc.
 Address..... 237 New York Ave.
 Phone Number..... 46740
 News Service..... UP
 Transcription Service..... Thesaurus, World
 Membership..... BAB
 President..... Byron T. Sammis
 Gen., Comm. Mgr..... Edward J. Fitzgerald
 Program Director..... Walter Neiman
 Publicity Director..... Don MacLachlan
 Chief Engineer..... William Naramore

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 4-6301
 Air Time..... Sunrise-sunset
 News Service..... UP
 Transcription Service..... Associated
 Membership..... NARTB, BAB
 General Manager..... Michael R. Hanna
 Comm., Prom. Mgr..... Earl S. Cobey
 Program Director..... Joseph A. Short
 Publicity Director..... Sam Woodside
 Chief Engineer..... True McLean

WJOC

JAMESTOWN—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts d.
 Owned-Operated By..... Air Waves, Inc.
 Trans.-Bus.-Studio Address..... 415 W. Fourth St.
 Phone Number..... 5-108
 Air Time..... 5:55 a.m.-12 M.
 News Service..... AP
 Representative..... Gill-Keefe-Perna
 Membership..... NARTB, BAB
 Pres., Gen. Sta. Mgr..... Harold P. Kane
 Program Director..... William Winn
 Commercial Manager..... Richard F. Rose
 Chief Engineer..... Burton O. Waterman

WJTN

JAMESTOWN—1924—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By..... James Bcstg. Co., Inc.
 Bus.-Studio Address..... Hotel Jamestown
 Phone Number..... 7-151
 Air Time..... 6 a.m.-M.
 News Service..... UP
 Transcription Service..... Associated, McGregor
 Representative..... William G. Rambeau
 Membership..... NARTB, BAB
 President..... Jay E. Mason

Gen. Sta.-Comm. Simon Goldman
 Program Director George Pileeger
 Publicity Dir. Jess Price
 Chief Engineer Harold J. Kratzert

WENT

JOHNSTOWN—GLOVERSVILLE
 1944—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Sacandaga Bcstg. Corp.
 Business-Studio Address. 8 W. Fulton St.
 Phone Number 4-7175
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Gill-Keefe-Perna
 President George Bissell
 General Manager Dale Robertson
 Commercial Manager Jack Charles
 Program Director Robert Dingman
 Chief Engineer Richard Stewart

WKNY

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. Plainfield St., Ulster Township
 Air Time Full Time
 News Service UP
 Transcription Service World
 Representative Meeker
 President Joseph K. Close
 General Station Mgr. Robert M. Peebles
 Program Director Robert L. Sabin
 Publicity Director Richard McCarthy
 Chief Engineer E. T. Robarge

WVOS

LIBERTY—1947

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Sullivan County Bcstg. Co.
 Business Address. P. O. Box 156
 Phone Number 1680-1
 Air Time 6:58 a.m.-12 M.
 News Service UP
 Pres., Gen. Mgr., Prog. Dir. S. D. Lubin
 Commercial Manager, Prog. Dir. H. G. Borwick
 Chief Engineer K. Foster

WUSJ

LOCKPORT—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Union-Sun & Journal, Inc.
 Trans.-Address 320 Michigan St.

Phone Number 3-5944
 Air Time 7 a.m.-11 p.m.
 News Service AP
 Transcription Service World
 Newspaper Affil. "Union Sun & Journal"
 Representative Joseph H. McGillvra, Inc.
 Membership NARTB
 President Egbert D. Corson
 General Manager Jack Gelzer
 Program Director Tom Jolls
 Chief Engineer William Renaud

WICY

MALONE—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper By. North Country Bcstg. Co.
 Trans.-Address 65 Woodward St.
 Phone Number 187
 Air Time 7 a.m.-11:15 p.m.
 News Service UP
 Transcription Service Capitol
 Representative Indie Co.
 Pres., Gen. Sta. Mgr. Mitchell C. Tackley
 Commercial Manager Alice M. Tackley
 Prom., Pgm., Pub. Dir. Donald J. Payne
 Chief Engineer Adolf F. Stromer

WMSA

MASSENA—1945—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. The Brockway Co.
 Business Address. Central Bldg.
 Phone Number 990
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Associated
 Representative Weed
 Membership NARTB, BAB
 President John B. Johnson
 General Manager Louis Saiff, Jr.
 Station-Comm. Mgr. Thomas R. McHugh
 Program Director James H. Nash
 Chief Engineer Michael Tarkulch

WALL

MIDDLETOWN—1942

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. The Community Bcstg. Corp.
 Business-Studio Address. 62 North St.
 Phone Number 3119
 Air Time 6:45 a.m.-10 p.m.
 News Service AP
 Transcription Service Thesaurus
 Pres., Gen., Comm. Mgr. James M. Patt
 Program Director Jerry Wax
 Chief Engineer Charles B. Lissner

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
 News Service AP
 Membership BAB
 Pres., Gen. Mgr. George W. Bingham
 Commercial Manager Joseph Rake
 Sls. Prom., Pgm. Mgr. John J. Kuhn
 Chief Engineer Marvin S. Seimes

W G N R

NEW ROCHELLE—1950

Frequency: 1460 Kc. Power: 500 Watts d.
 Owned-Oper. By New Rochelle Bcstg. Service
 Address 524 North Ave.
 Phone Number 6-1460
 Transcription Service Lang-Worth
 News Service UP
 Pres., Gen. Mgr. Julian H. Gins

WABC

NEW YORK—1921—ABC

Frequency: 770 Kc. Power: 50,000 Watts
 Owned-Oper. By American Bcstg. Co., Inc.
 Business Address 30 Rockefeller Plaza
 Phone Number SU 7-5000
 Air Time 24 hours
 News Service AP, INS, UP
 Representative Edward Petry & Co.
 President Robert E. Kintner
 Station Manager Hartley Samuels
 Commercial Manager Mike Renault
 Publicity Director Phillip Bernstein
 Program Manager William Berns
 Sales Prom. Mgr. Willis Parsons
 Chief Engineer William Trevarthen

W B N X

NEW YORK—1927

Frequency: 1380 Kc. Power: 5000 Watts
 Owned-Operated By WBNX Bcstg. Co., Inc.
 Bus.-Studio Address 260 E. 161st St., Bronx
 Phone Number ME1rose 5-0333
 News Service AP
 Transcription Service SESAC
 Representative King
 President A. L. Haskell
 V.P., Sta.-Gen. Manager William I. Moore
 Program Director Edward Ervin
 Production Director Frank Johnson

W C B S

**NEW YORK—1924—CBS
 RADIO**

Frequency: 880 Kc. Power: 50,000 Watts

Owned By Columbia Bcstg. System, Inc.
 Operated By CBS Radio Division
 General Studio Address 485 Madison Ave.
 Phone Number PLaza 1-2345
 Air Time Unlimited
 News Service AP, INS, UP
 Transcription Service Capitol
 Representative CBS Radio Spot Sales
 Membership BAB
 President of CBS Frank Stanton
 General Manager Carl Ward
 Sales Manager Bill Miller
 Commercial Manager Mike Campbell
 Sales Prom. Mgr. Don Foley
 Program Director Sam Slate
 Production Director D. Gordon Graham
 Publicity Director Bob Blake

W E V D

NEW YORK—1927

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By Debs Memorial Radio Fund
 Business-Studio Address 117 W. 46th St.
 Phone Number PLaza 7-0880
 News Service AP
 President Adolph Held

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
 WEVD 117-119 West 46th St.
 New York 36

WHOM

AM . FM

*Effectively Reaches New York's
Specialized Markets with Millions
of Impressions at a Few Pennies
a Thousand !!! Result-Getting
Economical Buys in Hundreds of
Thousands of Italian, Spanish,
German, Polish, and Negro Homes!!!*

WHOM

AM . FM

136 W. 52nd Street

New York 19, N. Y.

Gen.-Sta.-Comm. Mgr.....Henry Greenfield
 Program-Publicity Dir.....George Field
 Chief Engineer.....Charles Brown

Business Address.....136 W. 52nd St.
 Phone Number.....Circle 6-3900
 Newspaper Affiliation.....Il Progresso Italo-
 Americano
 News ServiceUP
 Air Time.....6 a.m.-2 a.m.
 PresidentFortune Pope
 V.P., Chge. Sales.....Charles Baltin
 Program DirectorRalph Constantino
 Chief Engineer.....George Steiger

W H O M

NEW YORK—1930

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Operated By.....Il Progresso Italo-
 Americano Publishing Co.

The Red Cross Needs



Your Unstinting Assistance

G I V E !



WINS

50,000 watts in the world's
richest market, new york

crosley broadcasting corporation

WINS

NEW YORK—1932

Frequency: 1010 Kc. Power: 50,000 Wtts
 Owned-Operated By: Crosley Bcstg. Corp.
 Address: 28 W. 44th St.
 Phone Number: BRyant 9-6000
 Air Time: Unlimited
 News Service: INS, UP
 Representative: WLW Crosley Sales
 Transcription Service: Associated
 Membership: NARTB
 President: Robert E. Dunville
 General Manager: Harry Folts
 Business Manager: Harry G. Kirwan
 Publicity Director: Joseph G. Besch
 Program Director: Robert Crier
 Chief Engineer: Paul von Kunitz

WMCA

NEW YORK—1925

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By: WMCA, Inc.
 Business-Studio Address: 1657 Broadway
 Phone Number: Circle 6-2200
 Air Time: 6 a.m.-3 a.m.
 News Service: AP
 Transcription Service: World
 Representative: AM Radio Sales
 President: Nathan Straus
 General Manager: M. M. Fleischl
 Program Director: Leon Goldstein
 Prom., Pub. Dir.: William H. Yourry II
 Sales Mgr.: John J. McSweeney
 Chief Engineer: James McCafferty

WMGM

NEW YORK—1922

Frequency: 1050 Kc. Power: 50,000 Watts
 Owned-Oper. By: Marcus Loew Booking Agcy.
 Business-Studio Address: 711 Fifth Ave.
 Phone Number: MUrray Hill 8-1000
 Air Time: Full Time
 News Service: UP
 Representative: Radio Reps.
 Director: Bertram Lebharr, Jr.
 General Manager: Frank Roshrenbeck
 Sales Manager: Arthur M. Tolchin
 Program Director: Raymond Katz
 Publicity Director: Jo Ranson
 Chief Engineer: Paul Fuelling

WNBC

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

News Service: AP, INS, UP
 Transcription Service: Thesaurus
 Representative: NBC Spot Sales
 Membership: NARTB, BAB
 President: Frank White
 General, Station Manager: Ted Cott
 Commercial Manager: Robert Leder
 Promotion Manager: Jay Smolin
 Program Director: Steve White
 Publicity Director: Phil Dean
 Chief Engineer: John M. Flynn

NOW THAT
 YOU CAN
 HAVE THE
 BEST,
 WHY BE
 SATISFIED WITH
 LESS?
 AP

WLIB

1000 WATTS

1190 ON THE DIAL

*"the Only Station
with Studios in Harlem*


New York's No. 1 Station in the
Metropolitan Negro Market*

Originates the Walter White Show
now nationally syndicated

Also serving 700,000 English-Speaking
Jewish Families

You can reach 2,000,000 people for
as little as 7½ cents per 1000
listeners—PULSE

Write or wire for availabilities



* Listened to by
more of New York's
1,012,883 Negroes
than any other sta-
tion—PULSE

WLIB

207 East 30th St.
New York 16, N. Y.
ORegon 9-2720

HARRY NOVIK — General Manager

WLIB

NEW YORK—1942

Frequency: 1190 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....New Bcstg. Co., Inc.
 Business-Studio Address.....207 E. 30th St.
 Phone Number.....ORegon 9-2720
 Air TimeSunrise-sunset
 News ServiceAP
 RepresentativeForJoe
 PresidentMorris S. Novik
 Gen., Sta. Mgr.....Harry Novik
 Program Director.....Nat Rudich
 Publicity Director.....Mike Jablons
 Chief EngineerJohn J. Bubbers

WOR

NEW YORK—1922—MBS

Frequency: 710 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....General Teleradio, Inc.
 Business-Studio Address.....1440 Broadway
 Phone Number.....LONgacre 4-8000
 Air Time.....Full Time
 News Service.....AP, UP
 Transcription Service.....Associated
 Representative.....H-R Reps.
 Membership.....NARTB, BAB
 President.....Thomas F. O'Neil
 General Manager.....Wm. H. Fineshriber, Jr.
 V.P. in Chg. Pgms.....Julius F. Seebach, Jr.
 Commercial Mgr.....William Crawford
 Sales Prom. Mgr.....James Tyler
 Publicity Director.....Francis X. Zuzulo
 Engineering V.P.....Earl Johnson

(See Page 300)

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

More than ever...
Greater New York's
favorite station
for MUSIC and NEWS

The call letters 'WNEW' are rendered in a large, bold, three-dimensional font. Each letter is a thick, rectangular block with a black front face and a light gray, textured back face, giving them a strong sense of depth and volume. They are arranged in a slightly staggered, horizontal line.

50,000 Watts day

10,000 Watts night

1130 | ON YOUR DIAL

24 HOURS A DAY

W N E W

NEW YORK—1934

Frequency: 1130 Kc...Power: 50,000 Watts d.;
 10,000 Watts n.
 Owned-Operated By.....WNEW, Inc.
 Business-Studio Address.....565 Fifth Ave.
 Phone Number.....PLaza 3-3300
 Air Time24 Hours

Transcription ServiceLang-Worth
 RepresentativeJohn Blair
 President.....William S. Cherry, Jr.
 Exec. V.P., Gen. Mgr.....Bernice Judis
 V.P., Sales Director.....Ira Herbert
 Promotion Manager.....Kenneth Klein
 Program Director.....William Kaland
 Publicity Director.....Alan E. Brandt
 Co-ordinator of Operations.....John Jaeger
 Chief Engineer.....Max Welner

FOR THE
WHLI Story
 AND
 PERSONNEL ROSTER
 SEE
 PAGES 520-521

The Italian Influence

In the world of fashions, as in films, food, furniture and American industry and the arts in general, Italian creativeness continues to play a more and more important role in satisfying our demands for better living.

The Italian influence on fashions in clothes, motor cars, home decoration and cuisine has received wide spread publicity and recognition in the past few months.

To you the advertiser, this has a special meaning. More than two million Americans of Italian origin live in and around New York. To them, WOV is the link between the old world and the new. And it is upon this tremendous group that the Italian Influence makes its first and most penetrating impact.

When planning your advertising in New York give careful consideration to the intimate association between WOV and the largest Italian-speaking community in the world.

Originators of
*Audited
Audiences*

WOV
NEW YORK

5000 WATTS

Representatives:
John E. Pearson Co.

Gown by FONTANA, Rome

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

W O V

NEW YORK—1926

Frequency: 1280 Kc.....Power: 5000 Watts
 Owned-Operated By.....Wodaam Corp.
 Business-Studio Address.....730 Fifth Ave.
 Phone Number.....Circle 5-7979
 Air Time21 hrs.
 News ServiceAP

Transcription Service Standard....MacGregor
 RepresentativePearson
 President.....Richard E. O'Dea
 General Manager.....Ralph N. Weil
 Commercial Manager.....Joseph N. Curl
 Sales Promotion Mgr.....Carroil Forbes
 Program Director.....Arnold Hartley
 Publicity Director.....Ruth Thompson
 Chief Engineer.....Emile Hill

COMPLETE EDITORIAL INDEX

STARTS ON
 PAGE 5



COMPLETE ADVERTISING INDEX

STARTS ON
 PAGE 25

we want to blow our own horn and yours too

- 1 . . . WQXR is America's leading good music station.
 - 2 . . . WQXR gives its advertisers a half-million pre-selected homes in the nation's No. 1 market.
 - 3 . . . Nearly 300 advertisers found WQXR a profitable medium in 1952.
 - 4 . . . The good music of WQXR is so much in demand outside Metropolitan New York that 17 stations in Connecticut, Pennsylvania and up-state New York rebroadcast most of its programs.
- There's more to brag about—let us tell you how WQXR can blow your horn, too.

WQXR *1560 on AM Dial—96.3 on FM Dial*
The Radio Station of The New York Times

"always the best in music"

229 West 43rd Street • New York 36, New York • LACKAWANNA 4-1100



W Q X R

NEW YORK—1936

Frequency: 1560 Kc. Power: 10,000 Watts
 Owned-Operated By: Interstate Bcstg. Co.
 Business-Studio Address: 229 W. 43rd St.
 Phone Number: LA. 4-1100
 Air Time: 6:30 a.m.-1 a.m.
 News Service: N. Y. Times (Owner)
 Transcription Service: Associated, SESAC
 Representative: Paul H. Raymer
 President: Arthur Hays Sulzberger
 Exec. V.P., Gen. Mgr.: Elliott M. Sanger
 V.P. Sales Mgr.: Norman S. McGee
 Station Mgr.: James Kovach
 Sales Prom. Dir.: Mary Rice Anderson
 Program Director: Eleanor N. Sanger
 Publicity Director: Eleanore "Pat" Hurley
 Chief Engineer: L. J. Kleinklaus

W H L D

NIAGARA FALLS—1940—RRN

Frequency: 1270 Kc. Power: 5000 Watts d.
 Owned-Oper. By: The Niagara Falls Gazette
 Publishing Co.
 Business-Studio Address: Hotel Niagara
 Phone Number: 8421
 News Service: UP
 Transcription Service: Associated, Standard
 Representative: Headley-Reed
 Membership: NARTB
 V.P., Gen.-Station Mgr.: Earl C. Hull
 Commercial Manager: Richard G. Robbins
 Program Director: Tony Allen
 Chief Engineer: Robert Wilson

W J J L

NIAGARA FALLS—1947

Frequency: 1440 Kc. Power: 1000 Watts d.
 Owned-Oper. By: John J. Laux
 Phone Number: 5266
 Air Time: Day Time
 News Service: UP
 Transcription Service: SESAC
 Representative: Pearson
 President: John J. Laux
 Gen., Comm. Mgr.: Tom W. Talbot
 Program Director: Skip Letcher
 Chief Engineer: Gustav Czaplak

W C H N

NORWICH—1952

Frequency: 970 Kc. Power: 500 Watts d.
 Owned-Oper. By: Radio Norwich, Inc.
 Address: 14 S. Broad St.
 Phone Number: 4-2218
 News Service: UP
 Pres., Gen. Mgr.: William J. Hall
 Chief Engineer: William A. Bush

W S L B

OGDENSBURG—1940—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: St. Lawrence Bcstg. Corp.
 Address: Ogdensburg
 Phone Number: 500
 Studio-Transmitter Location: 2315 Knox St.
 News Service: UP
 President: Joseph R. Brandy
 General Manager: Harold J. Frank
 Program Director: Hal Gilman
 Chief Engineer: Ellsworth Hall

W H D L

OLEAN—1928—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: WHDL, Inc.
 Address: 3219 State St.
 Phone Number: 4149
 Air Time: Full Time
 Newspaper Affiliation: Times Herald
 News Service: AP
 Transcription Service: Associated
 Representative: Everett & McKinney
 Membership: NARTB, BAB
 President: E. B. Fitzpatrick
 General-Station Mgr.: John R. Henzel
 Commercial Manager: James F. Hastlins
 Program Director: Donald W. Merriman
 Chief Engineer: Otis Atherton

W D O S

ONEONTA—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By: Ottoway Stations, Inc.
 Bus.-Studio Address: 104 Chestnut St.
 Phone Number: 2470
 Air Time: 6 a.m.-M.
 News Service: AP
 Newspaper Affiliation: Daily Star
 Transcription Service: Associated
 Representative: Radio Reps.
 Membership: BAB
 President: James H. Ottaway
 General Manager: Eugene J. Brown
 Managing Director: Francis H. Brinkley
 Station Manager: Ernest F. Oliver
 Program Director: Howard Atwell
 Publicity Director: Lee Hickling
 Chief Engineer: Wiley Bates

W K B S

OYSTER BAY—1948

Frequency: 1520 Kc. Power: 250 Watts d.
 Owned-Oper. By: Key Bcstg. System Inc.
 Phone Number: Oyster Bay 6-2500;
 News Service: UP
 Transcription Service: MacGregor
 Pres., Gen. Mgr., Chief Engr.:
 R. Lee Hollingsworth

WALK

PATCHOQUE—1952

Frequency: 1370 Kc. Power: 500 Watts d.
 Owned-Oper. By Suffolk Bcstg. Corp.
 Address P. O. Box 230
 Phone Number 408
 News Service AP
 Newspaper Affiliation Suffolk Cons. Press
 Transcription Service Associated, Capitol
 Membership NARTB
 Pres., Gen. Mgr. Nils E. Segerdahl
 Commercial Manager W. K. Macy, Jr.
 Program Director Jack Ellsworth
 Publicity Director Valborg Segerdahl
 Chief Engineer George Chandler

WPAC

PATCHOQUE—1951

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By Patchogue Bcstg. Co.
 Address 2 E. Main St.
 Phone Number 3-4600
 News Service AP
 Transcription Service World
 Membership NARTB
 Pres., Gen. Mgr. Lee Morrison
 Sta., Comm. Mgr. Herbert Morrison
 Sales Prom. Mgr. Don Lombardy
 Program Director Stan Allan
 Publicity Director Dick Hodkin
 Chief Engineer Morion Morrison

WLNA

PEEKSKILL—1947

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Oper. By Highland Bcstg. Corp.
 Trans. Address Radio Terrace
 Phone Number 7-2454
 News Service UP
 Transcription Service SESAC, World
 Membership NARTB, BAB
 President Peter C. Housekeeper
 General Manager Irving E. Cottrell
 Sales Promotion Mgr. Francis Lough

WEAV

PLATTSBURG—1934—ABC

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By Plattsburg Bcstg. Corp.
 Studio Address 153 Margaret St.
 Phone Number 1600
 Air Time 6 a.m.-11:30 p.m.
 News Service UP
 Transcription Service Langworth
 Representative Gill-Perma
 Membership NARTB, BAB
 Pres., Gen. Mgr. George F. Bissell
 Asst. Sta. Mgr. Jan King
 Chief Engineer Larry Lapanne

WIRY

PLATTSBURG—1950—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Clinton Cty. Bdcstg. Corp.
 Trans. Loca. Address 301-03 Cornelia St.
 Phone Number 2800
 Air Time 6:30 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Associated
 Representative W. S. Grant Co., Inc.
 Membership NARTB, BAB
 Pres., Gen., Comm. Mgr. Joel H. Scheier
 Sales Prom. Mgr. Martin D. Mannix
 Program Director Betty Kraus
 Chief Engineer John M. Nazak

WEEK

POUGHKEEPSIE—1949

Frequency: 1390 Kc. Power: 1000 Watts, d.
 Owned-Operated By Mid-Hudson Bcsts. Inc.
 Business-Studio Address 385 Main St.
 Phone Number 8300
 News Service UP
 Transcription Service Thesaurus
 Representative Everett-McKinney

1000 W **WEAV** 960 KC

ABC • PLATTSBURG, N. Y.

SELLS THE RICH Champlain Valley, including rich
 Clinton, Essex, and Franklin Counties . . .
 . . . a fast growing, fertile market for your
 product's sales.
 . . . a natural test market.

Retail Sales Almost Tripled in 10 Years

250 W **WENT** 1340 KC

CBS • GLOVERSVILLE-JOHNSTOWN, N. Y.

The 'Local', 'Most Popular' Station Throughout
 rich Fulton and Montgomery Counties. Has
 dominated listening in Gloversville-Johnstown and
 surrounding area. Throughout the week more
 families in this area listen to WENT . . . making
 WENT a natural for your sales messages beamed
 to the prosperous families in this rich 2-county
 market.

*WENT means consistently high listenership and
 best results for advertisers.*

*WENT can sell the rich Gloversville-Johnstown
 area for you.*

GILL-PERNA, INC.

National Representative

Membership NARTB, BAB
 Pres., Gen. Mgr. Arthur J. Eary, Jr.
 Commercial Manager Don Kynaston
 Program Director Richard Crans
 Chief Engineer John P. Burke

WKIP

POUGHKEEPSIE—1940—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Dutchess County
 Broadcasting Corp.

Business-Studio Address Nelson House
 Phone Number 6800
 Air Time Full Time
 News Service AP
 Transcription Service Associated
 Membership NARTB, BAB
 Pres., Gen. Mgr. George W. Bingham
 Commercial Manager Richard A. Dwelley
 Program Director John Kuhn
 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
 Phone Number HAmilton 8920
 Air Time Full Time
 News Service AP
 Representative Rayermer
 President, Gen. Mgr. S. W. Townsend
 Sta., Comm. Mgr. Ralph Wallace
 Prog. Dir., Sls. Prom. Mgr. Edward Merritt, Jr.
 Publicity Director Bebe Grau
 Chief Engineer Robert Emch

WHAM

ROCHESTER—1922—NBC

Frequency: 1180 Kc. Power: 50,000 Watts
 Owned-Operated By Stromberg-Carlson Co.
 Business Address 201 Humboldt St.
 Phone Number Culver 7240
 Air Time 5:15 a.m.-12:30 a.m.
 News Service UP
 Transcription Service World
 Representative George P. Hollingbery
 Membership NARTB
 V.P., Gen. Mgr. William Fay
 Commercial Manager John W. Kennedy, Jr.
 Program Director Charles W. Siverson
 Publicity Director Armin N. Bender
 Chief Engineer Kenneth Gardner
 (See Page 538)

WHEC

ROCHESTER—1925—CBS

Frequency: 1460 Kc. Power: 5000 Watts
 Owned-Operated By WHEC, Inc.
 Business-Studio Address 40 Franklin St.

Phone Number Baker 6740
 News Service AP
 Transcription Service SESAC
 Representative Everett McKinney
 Membership NARTB, BAB
 President Frank E. Gannett
 Executive V.P. Clarence Wheeler
 General Manager Gunnar O. Wiig
 Commercial Manager Le Moine C. Wheeler
 Program Director William J. Adams
 Chief Engineer Bern C. O'Brien

WRNY

ROCHESTER—1946

Frequency: 680 Kc. Power: 250 Watts d.
 Owned-Oper. By Rochester: Bcstg. Co., Inc.
 Business-Studio Address 191 East Ave.
 Phone Number Hamilton 9775
 News Service AP
 Transcription Service Associated
 President S. J. Bachman
 Gen., Sta. Mgr. W. Eccles Huff
 Program Director Russell A. Browne
 Commercial Manager Robert A. Kelley
 Chief Engineer Leo Halpin

WSAY

ROCHESTER—1936

Frequency: 1370 Kc. Power: 1000 Watts
 Owned-Oper. By Federal Bcstg. System, Inc.
 Business-Studio Address 328 Main St. E.
 Phone Number Baker 4870
 Air Time Unlimited
 News Service INS
 Representative Walker
 Pres., Gen. Mgr. Gordon P. Brown
 Station Director John Hill
 Commercial Manager Russell K. Schmidt

WVET

ROCHESTER—1947—MBS

Frequency: 1280 Kc. Power: 5000 Watts
 Owned-Oper. By Veterans Bdcstg. Inc.
 Address 17 Clinton Ave So.
 Phone Number HAmilton 4820
 Air Time Unlimited
 News Service UP
 Transcription Service Associated
 Representative The Bolling Co., Inc.
 Pres., Gen. Mgr., Chf. Engr. Ervin F. Lyke
 Commercial Manager E'mer J. Walz
 Sales Prom. Manager Arthur Murrellwright
 Program Director Paul C. Louther

WKAL

ROME—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Copper City Bcstg. Corp.
 Business-Studio Address Capitol Theatre Bldg.
 Phone Number 36167

ROCHESTER, N. Y.

is not just a city...

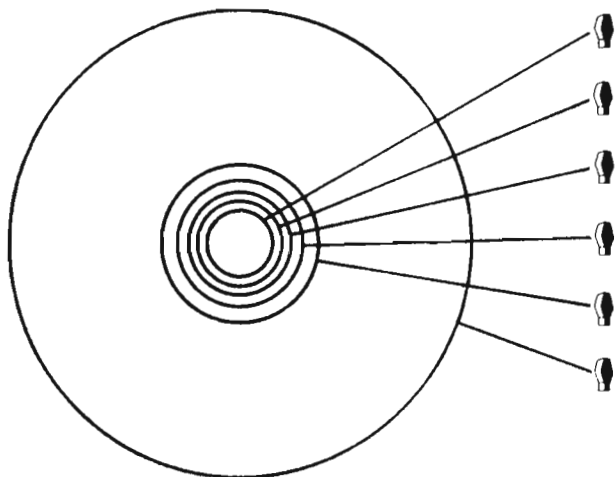
It's a trading area
of 2,114,948



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!



Coverage of Station A

Coverage of Station B

Coverage of Station C

Coverage of Station D

Coverage of Station E

Coverage of Station

WHAM



WHAM ★ **ROCHESTER RADIO CITY**
"The Stromberg-Carlson Station"

AM — FM — TV

N.B.C. AFFILIATE • GEO. P. HOLLINGBERY CO. • NAT'L REP.

Air Time 6:30 a.m.-12 M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Donald Cooke, Inc.
 President Myron J. Kallet
 General Manager Charles King
 Commercial Manager Joseph Treia
 Program Director Louis Barile
 Sales Prom. Mgr. George Bolton
 Chief Engineer James Delaney

W N B Z

SARANAC LAKE—1927—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Upstate Bcstg. Corp.
 Business-Studio Address 88 Main St.
 Phone Number 1320
 Air Time 7:30 a.m.-11:15 p.m.
 News Service AP
 Transcription Service Langworth
 Representative Wm. G. Rambeau
 Membership NARTB
 Pres., Gen. Mgr. Jacques DeMattos
 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 7-2261
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Lang-Worth, Thesaurus
 Representative Henry I. Christal
 Membership NARTB, BAB
 Mgr. of Bcstg. R. B. Hanna, Jr.
 Station Operations Mgr. R. W. Welpott
 Supervisor of Sales Robert F. Reid
 Supervisor of Prod. B. S. Krause
 Spvr. Prom., Pub. George L. Peck
 Spvr. of Programs A. G. Zink
 Mgr. of Engineering W. J. Purcell
 Chief Engineer A. C. Knapp

(See Page 540)

W S N Y

SCHENECTADY—1942

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Western Gateway Bcstg.
 Business-Studio Address 619 State St.
 Phone Number 3-3622
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Membership BAB
 President, Gen. Mgr. Winslow Leighton
 Comm., Sls. Prom. Mgr. Thomas Seeley
 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.
 Phone Number 2-0277
 Air Time Full Time
 News Service AP
 Representative O. L. Taylor
 President Frank G. Revoir
 General Manager Doug Johnson
 Program Director George Drisko
 Chief Engineer Donald F. Langham

W F B L

SYRACUSE—1922—CBS

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Oper. By Onondaga Radio Bcstg.
 Bus.-Studio Address 433 S. Warren St.
 Phone Number 2-1147
 Air Time Full Time
 News Service UP
 Transcription Service Cole
 Representative Free & Peters
 Membership NARTB, BAB
 President Oscar F. Soule
 Gen., Sta. Mgr. Samuel Woodworth
 Commercial Mgr. Charles Phillips
 Sales Prom. Mgr. Robert G. Soule
 Sls. Prom. Mgr., Pub. Dir. Hendrick Soule
 Program Manager Raymond Gantler
 Chief Engineer James Kelly

W N D R

SYRACUSE—1947

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Oper. By Syracuse Bcstg. Corp.
 Address 306 So. Salina St.
 Phone Number 2-6101
 V.P., Comm. Mgr. Franklin H. Small

W O L F

SYRACUSE—1940

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Civic Bcstg. Corp.
 Bus.-Studio Address Kirkpatrick & Van
 Renssellar Sts.
 Phone Number 2-7211
 Air Time Full Time
 News Service AP
 Transcription Service Standard
 Representative Walker
 President, General Mgr. T. Sherman Marshall
 Sta. Mgr., Prog. Dir. Hamilton M. Woodle
 Chief Engineer Don Muir

ONLY ONE STATION

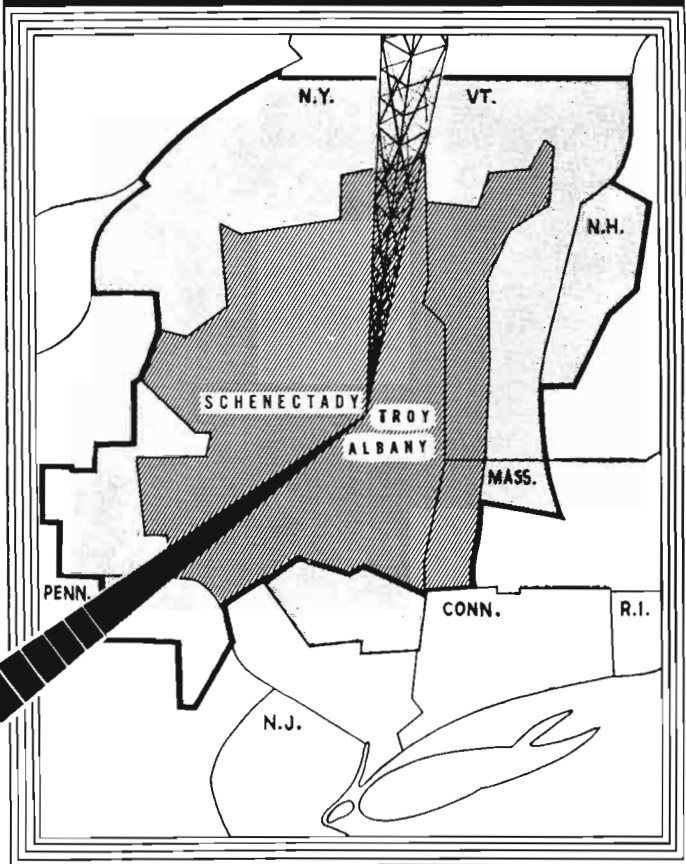
COVERS



The SEVENTEENTH STATE*

- 22 cities
- 458 towns
- 53 counties
- 2,846,300 citizens
- 878,130 radio families
- only NBC station
- more goods purchased than 36 states
- more spendable income than 32 states

1.1952 B.A.B.



*a compact market of 53 counties in Eastern New York and Western New England whose effective buying income is exceeded by only 16 states

WGYY

A GENERAL ELECTRIC STATION

THE CAPITAL OF THE 17TH STATE

Studios in Schenectady, N. Y.

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL
NEW YORK — CHICAGO — SAN FRANCISCO

WSYR

SYRACUSE—1922—NBC

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By..... Central N. Y. Bcstg.
 Phone Number 3-7111
 Bus-Studio Address..... 224 Harrison St.
 Air Time..... 5 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Headley-Reed
 Membership NARTB, BAB
 Pres., Gen. Mgr..... E. R. Vadeboncoeur
 Director of Sales..... W. R. Alford, Jr.
 Sales Promotion Manager... Caley Augustine
 V.P., Pgm. Dir..... Bill Rothrum
 V.P., Chief Engineer..... Armand Bell Isle

(See Page 542)

WTRY

TROY—1940—CBS

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Oper. By..... Troy Bcstg. Co., Inc.
 Business-Studio Address..... 92 Fourth St.
 Phone No. Albany 4-2500, Ashley 4-1100
 Air Time..... 6 a.m.-1 a.m.
 News Service UP
 Transcription Service Capitol
 Representative Headley-Reed
 Membership NARTB, BAB
 President H. C. Wilder
 General Manager..... W. W. Carter
 Commercial Manager..... E. M. Sleighel
 Sales Prom. Mgr., Pub. Dir... James F. Baker, Jr.
 Program Director..... Randolph English
 Chief Engineer..... A. H. Chismark

WGAT

UTICA—1947

Frequency: 1310 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By..... Central Bcstg. Co.
 Phone Number 2-9231
 Bus-Studio Add., Trans. Loc. Kellogg Rd.,
 New Hartford
 Air Time..... Full Time
 News Service AP
 Representative Meeker
 Pres., Gen. Mgr..... J. Eric Williams
 Promotion Manager..... Lloyd P. Walsh
 Publicity Director..... C. D. Williams
 Program Director..... N. W. Bush
 Chief Engineer..... Elbert T. Bailey

WIBX

UTICA—1925—CBS

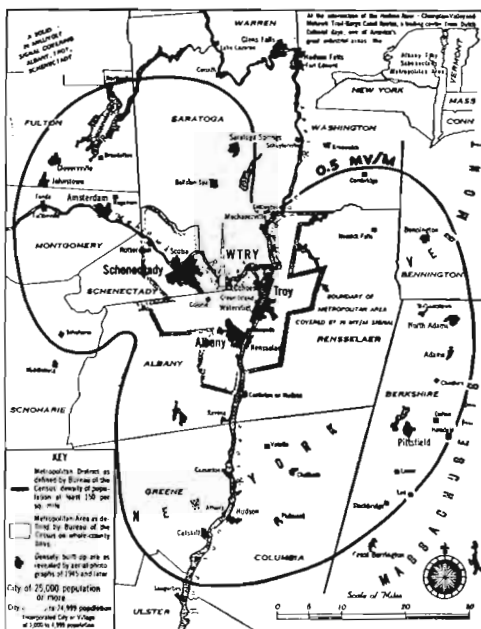
Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By WIBX, Inc.
 Address First Bank Bldg.
 Phone Number 2-2101
 Air Time Unlimited

WTRY

*wraps up and
 delivers...*

the

**ALBANY-TROY
 SCHENECTADY
 market**



WTRY keeps the lead on the 1952 Pulse.

WTRY'S rates are half the No. 2 station's.

WTRY is a spectacular "best buy".

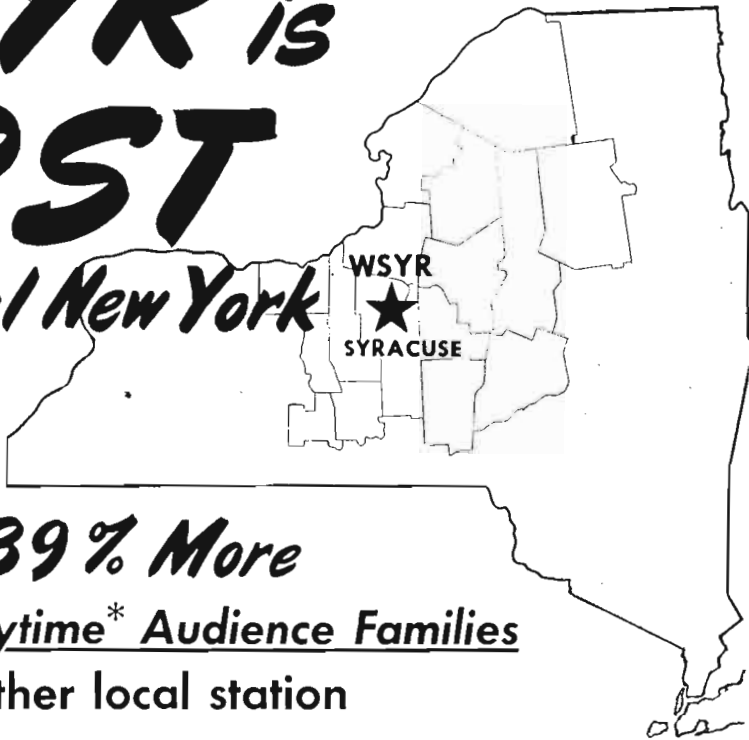
CBS 5000 WATTS
 980 KC.

Represented by Headley-Reed Co.

Any way you look at it...

WSYR is FIRST

in Central New York



Up to 239% More
Weekly Daytime* Audience Families
than any other local station

According to SAMS 1952

29.8% more than Station A
72.7% more than Station B
194.4% more than Station C
239.1% more than Station D

According to Nielsen 1952

47.0% more than Station A
55.0% more than Station B
157.5% more than Station C
212.2% more than Station D

There it is—the leadership revealed by BMB in 1947 still continues.
WSYR is your advertising buy in rich Central New York.

**And the nighttime figures show approximately the same leadership*

Write, Wire, Phone or Ask Headley-Reed

WSYR ACUSE
570 KC

**WSYR-AM-FM-TV—the Only Complete Broadcast Institution
in Central New York. NBC Affiliate**

News Service UP
 Transcription Service World
 Reps..... Colton, Bannan, Biddick, Clark
 Membership NARTB, BAB
 Pres., Gen. Mgr. ... Mrs. Margaret B. Stevens
 Exec. V.P., Sta. Mgr., Pgm. Dir. ... Elliott Stewart
 Production Director ... Betty Cushing Griffin
 Comm. Mgr., Pub. Dir. Nathan W. Cook
 Merchandising Mgr. F. C. Bowen
 V.P., Secretary Gladys P. Moore
 Chief Engineer John T. Dowdell

WRUN

UTICA-ROME—1947—ABC

Frequency: 1150 Kc. Power: 5000 Watts d.:
 1000 Watts n.
 Owned-Oper. By The Rome Sentinel Co.
 Business-Studio Address 158 Genesee St.
 Phone Number 2-5111
 Air Time 6:30 a.m.-12:05 a.m.
 News Service AP
 Transcription Service Associated
 Representative Avery-Knodel
 President Bradley C. Barnard
 General Manager Fritz S. Updike
 Program Director Edward M. Stemmler
 Sta., Comm. Mgr. Richard A. Clark
 Publicity Manager Margaret Barnard
 Transmitter Supervisor George S. Woods

WDLA

WALTON—1951—KBS

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Oper. By Delaware County Bcstg.
 Corp.
 Address Route 206
 Phone Number 1270
 News Service UP
 President E. Ogden Bush
 General Manager Arthur C. Kyle, Jr.
 Commercial Manager Ernest C. Winkler
 Program Director H. C. Fisher
 Chief Engineer Gene Robinson

WATN

WATERTOWN—1941—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Watertown Bcstg. Corp.
 Bus.-Studio Location 118 Washington St.
 Phone Number 2424
 Air Time 7 a.m.-12:15 a.m.
 News Service AP
 Transcription Service Standard
 Membership NARTB
 Pres., Gen. Mgr. G. Harry Righter



NOW THAT
 YOU CAN
 HAVE THE
 BEST,
 WHY BE
 SATISFIED WITH
 LESS?

AP



W W N Y

WATERTOWN—1941

Frequency: 790 Kc. Power: 1000 Watts
 Owned-Operated By The Brockway Co.
 Business-Studio Address Hotel Woodruff
 Phone Number 4120
 News Service UP
 Transcription Service World, Associated
 Representative Weed
 Membership NARTB, BAB
 President John B. Johnson
 General-Comm. Mgr. Louis Saiff, Jr.
 Chief Engineer M. B. Davis

W F A S

WHITE PLAINS—1932

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Westchester Bcstg. Corp.
 Bus.-Studio Address 8 Church St.
 Phone Number White Plains 9-6400
 Air Time Unlimited
 News Service AP

Trans. Service Associated, Capitol, SESAC
 Representative Headley-Reed
 Membership NARTB
 President Valentine E. Macy, Jr.
 Gen.-Sta. Mgr., Chief Engineer Frank A. Seitz
 Sales Prom. Mgr. John H. Hade
 Program Director Randall Kaler

W W R L

WOODSIDE—1926

Frequency: 1600 Kc. Power: 5000 Watts
 Owned-Oper. By Long Island Bcstg. Corp.
 Bus.-Studio-Transmitter Address 41-30 58th St.
 Phone Number Newtown 9-3300
 Air Time Full Time
 News Service AP
 Transcription Service Associated
 President W. H. Reuman
 Station Manager Edith Dick
 Sales Prom. Mgr. Selvin Donneson
 Program Director Fred Barr
 Publicity Director Walt Kaner
 Chief Engineer Benton R. Bartlett

**YEAR by YEAR
 MORE Business
 MORE Listeners**

On this pioneer station in the quality music field . . . available to serve you in Westchester's \$¾ billion market.

Ask for a copy of our current Conlan!

WFAS and WFAS-FM

**8 Church Street
 White Plains, N. Y.**

Represented by
Headley-Reed Company

New York, N. Y.

WWRL

New York

5,000 WATTS

**Powerfully Selling America's Greatest
 Market at the Lowest Cost**



**TOPS in New York
 for**

**Spanish—German
 Czechoslovakian
 and the**

NEGRO MARKET



1600 Kc NEWTOWN 9-3300

NORTH CAROLINA

Pop. April 1, 1953 (Est.) 4,277,000—Total Housing Units 1,064,000
Families April 1, 1953 (Est.) 1,025,000—Stations in State 100

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
News Service UP
Transcription Service World
President Charles H. Jenkins
Gen. Comm. Mgr. P. G. Sewell
Program 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 No. 2nd St.
Phone Number 1100
News Service AP
Representative Dodson
President S. R. Williams
General Manager W. J. Page
Commercial Manager J. T. Newman
Program Director L. W. Kinard
Chief Engineer J. D. Brooks

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 2187
Air Time 5 a.m.-sunset
News Service UP
Transcription Service Associated
President Roy Cox
Gen., Sta., Comm. Prom. Mgr. J. R. Marlowe
Pgm., Publ. Dir. A. B. Brown

WISE

ASHEVILLE—1939—NBC

Frequency: 1310 Kc. Power: 5000 W. d.
1000 n.
Owned-Operated By. Radio Station WISE, Inc.
Address 100 College St.
Phone Number 3-5381-3
Air Time Unlimited
News Service AP
Representative Bolling Co.
Membership NARTB
Pres., Gen. Sta. Mgr. Harold H. Thoms
Commercial Mgr. Loyd B. Leonard
Sales Prom. Manager. Floye Bowers

Program Director Art Borgesen
Publicity Dir. Skeeter Moore
Chief Engineer John Randolph

WLOS

ASHEVILLE—1947—ABC

Frequency: 1380 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Operated By. Skyway Bcstg. Co.
Business-Studio Address Battery Park Hotel
Phone Number 2-2431
Air Time Full Time
News Service UP
Transcription Service World
Representative Taylor Co.
Executive Vice President Charles B. Britt
Station Manager Charles E. Newcomb
Commercial Manager George Roesler
Prom., Publ. Dir. Margaret Hall
Program Director William L. Robertson
Chief Engineer William M. Chambers

WSKY

ASHEVILLE—1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Radio Asheville, Inc.
Business-Studio Address 12 Church St.
Phone Number 3-4451
Air Time 6:30 a.m.-M.
News Service AP
Representative Rambeau
President Carl R. Bamford
Gen.-Sta. Mgr. Zeb Lee
Commercial Manager Hal Edwards
Sls. Prom. Mgr., Pub. Dir. J. W. Young
Program Director Frank Messer
Chief Engineer Bill Clements

WWNC

ASHEVILLE—1927—CBS-MBS

Frequency: 570 Kc. Power: 5000 Watts
Owned-Oper. By. Asheville Citizen-Times Co.
Business-Studio Address 14 O'Henry Ave.
Phone Number 5611
Air Time Full Time
Newspaper Affiliation Asheville Citizen-
Times
News Service AP, UP
Transcription Service Associated
Representative Headley-Reed
Membership NARTB, BAB
President Don S. Elias
General Manager Cecil B. Hoskins
Commercial Manager James A. Hagan
Program Director William F. Melia
Chief Engineer William H. Hamrick

WATA

BOONE—1950—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Wilkes Bcstg. Co.
 Address: Box 72
 Phone Number: 467
 Air Time: Full Time
 News Service: AP
 President: Doris B. Brown
 General Manager: Ralph Tugman
 Commercial Manager: Betty Jo Miller
 Sales Prom. Mgr.: Roland B. Potter
 Program Director: William R. Craig
 Publicity Director: Jay Corrington
 Chief Engineer: Bill K. Phillips

WPNF

BREVARD—1950—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Pisgah Bcstg. Co., Inc.
 Phone Number: 3-2611
 News Service: AP
 News. Affil.: "Transylvania Times"
 Representative: Continental Radio Sis.
 President: Ed M. Anderson
 Gen. Comm. Mgr.: Jack Hammette
 Sales Prom. Mgr.: Dave Sherrill
 Chief Engineer: William Pascal

WBBB

BURLINGTON—1941—MBS-KBS

Frequency: 920 Kc. Power: 5000 Watts d.
 Owned-Operated By: Alamance Bcsta. Co., Inc.
 Business-Studio Address: 318 1/2 S. Main St.
 Phone Number: 6-6376
 News Service: AP
 Transcription Service: Associated
 Representative: Joseph Hershey McGillvra
 Membership: NARTB
 General Manager: E. Z. Jones
 Commercial Manager: Robert Ray
 Program Director: Ed Brooks
 Sales Prom. Mgr.: Roy Springer
 Production Director: Robert Thompson
 Publicity Director: Doris Rickard
 Chief Engineer: Berry Tysor

WFNS

BURLINGTON—1946

Frequency: 1150 Power: 1000 Watts d.
 Owned-Oper. By: Burlington-Graham Bdcstg Co.
 Address: 113 W. Andrews St.
 Phone Number: 4261
 News Service: UP
 Transcription Service: World
 Representatives: Sears & Ayer, Clayton
 Membership: NARTB
 President: L. E. Neese
 Gen., Sta. Mgr.: G. C. Starnes

Commercial Manager: Wally Mack
 Sales Promotion Mgr.: Joe Sansone
 Pgm., Publ. Dir.: Bob Neimyer
 Chief Engineer: Charles D. Chandler

WAYS

CHARLOTTE—1942—ABC-N.C.

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
 Air Time: Unlimited
 News Service: UP
 Representative: Bolling Co.
 Membership: NARTB
 President: George W. Dowdy
 Gen., Sta. Mgr.: J. P. Poston
 Program Director: J. B. Clark
 Commercial Manager: E. T. Belmont
 Sales Prom. Mgr.: Ken McClure
 Chief Engineer: B. C. Stewart

WBT

CHARLOTTE—1922—CBS

Frequency: 1110 Kc. Power: 50,000 Watts
 Owned-Oper. By: Jefferson Standard Bdcstg.
 Address: Wilder Building
 Phone Number: 3-8833
 Air Time: Full Time
 News Service: AP, UP
 Transcription Service: Associated, World
 Representative: CBS Radio Spot Sales
 Membership: NARTB
 President: J. M. Bryan
 General Manager: Charles H. Crutchfield
 Asst. Gen. Mgr.: Larry Walker
 Commercial Manager: Keith S. Byerly
 Sales Prom. Mgr.: Robert Covington
 Program Director: Robert L. Rierson
 Publicity Director: Nelson Benton
 Chief Engineer: M. J. Minor

WGIV

CHARLOTTE—1947

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Charlotte Radio & TV Corp.
 Business Address: 2520 Toomey Ave.
 Phone Number: 2-6669, 5-4829
 Air Time: Daytime
 News Service: AP
 Representative: ForJoe
 Membership: NARTB, BAB
 Pres., Gen. Mgr.: Francis M. Fitzgerald
 Promotion Manager: Eric C. Dehlin
 Commercial Manager: John G. Surratt
 Program Director: C. E. Friar
 Station Manager: Henry G. Grad
 Sales Promotion Mgr.: James Fokes
 Publicity Director: Julian Barber
 Chief Engineer: S. K. Lineberger

WIST

CHARLOTTE—1951—MBS

Frequency: 930 Kc. Power: 5000 d; 1000 n.
 Owned-Oper. By Bcstg. Co. of South
 Address Liberty Life Bldg.
 Phone Number 6-3511
 News Service AP
 Transcription Service Thesaurus
 Representative Free & Peters
 President B. C. Hipp
 General Manager G. R. Shafto
 Managing Director Guy Vaughan
 Program Director Fred Vinroot
 Chief Engineer John N. Parker

WSOC

CHARLOTTE—1933—NBC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio Station WSOC, Inc.
 Address 1925 N. Tryon St.
 Phone Number 2-7138
 News Service AP
 Representative Headley Reed
 Membership NARTB, BAB
 Pres., Gen. Sta. Mgr. E. J. Gluck
 Commercial Mgr. Bomar A. Lowrance
 Sales Prom. Mgr., Pub. Dir. John Dunnagan
 Program Director Armand F. Bodie
 Chief Engineer L. L. Caudle, Jr.

WRRZ

CLINTON—1947

Frequency: 880 Kc. Power: 1000 Watts d.
 Owned-Oper. By Radio Station WRRZ, Inc.
 Bus. Studio Address Butler Bldg.
 Phone Number 2354
 President W. R. Roberson, Sr.

WEGO

CONCORD—1943

Frequency: 1410 Kc. Power: 1000 Watts d.
 Owne-Oper. By Cabarrus Bdcstg. Co.
 Business-Studio Address P. O. 527
 Phone Number 2-6000
 News Service AP
 Transcription Service Thesaurus
 President A. W. Huckle
 General Manager Elizabeth Huckle
 Pgm., Comm., Prom. Dir. Howard McCurry
 Chief Engineer James M. Wise

WCKB

DUNN—1946—KBS

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By No. Car. Cent. Bcstrs.
 Business Address Box 431
 Phone Number 3133-4
 Air Time Daytime
 News Service UP

Transcription Service Lang-Worth
 Membership BAB
 President Lefton A. Tart, Sr.
 Sta., Gen. Mgr. A. Lincoln Faulk
 Commercial Manager Carl Lamm
 Sales Prom. Mgr. Hershell Barbour
 Program Director E. L. Burwell
 Publicity Director Alan Compton
 Chief Engineer Joseph Kotlas

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 6155
 Air Time Full Time
 News Service UP
 Transcription Service Associated
 Representative Paul H. Raymer
 Membership NARTB
 President C. C. Council
 V.P., Gen. Comm. Mgr. J. Frank Jarman
 Cfice Manager Sue Germino
 Commercial Manager C. James Woodhouse
 Program Director E. R. Higgins, Jr.
 Chief Engineer G. W. Bartlett

AP SELLS

For Stations and Sponsors —

For instance . . . WCPS

“Our success is due largely to well-written, well-prepared AP news copy. AP is as valuable to us as our right arm!”

J. T. SNOWDEN, JR.,
 General Manager,
 WCPS, Tarboro, N. C.

WSSB

DURHAM—1948—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Public Information Corp.
 Address: 211 Rigsbee Ave.
 Phone Number: 6919-6910
 Air Time: 6 a.m.-12 M.
 News Service: INS
 Transcription Service: Capitol
 President: Tom Sawyer
 General Manager: Thomas O. McCaffrey
 Commercial Manager: William R. Kirby, Jr.
 Program Director: Ed Coles
 Chief Engineer: Edward Norman

WTIK

DURHAM—1946—ABC

Frequency: 1310 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By: Durham Bcstg Enter., Inc.
 Address: 205½ W. Main St.
 Phone Number: 6101
 News Service: AP
 Transcription Service: World, Capitol
 Representative: Pearson
 General Manager: Floyd Fletcher
 Commercial Manager: Tom Mitchell
 Program Director: Charlie Cash
 Chief Engineer: Arlis White

WCNC

ELIZABETH CITY—1939

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Albemarle Bcstg. Co., Inc.
 Address: E. Colonial Ave.
 Phone Number: 4370
 President: Joseph A. Gill

WGAI

ELIZABETH CITY—1947

Frequency: 560 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By: WGAI Radio Co., Inc.
 Business-Studio Address: Kramer Bldg.
 Phone Number: 4371-2
 Air Time: 6 a.m.-11 p.m.
 News Service: AP
 Transcription Service: World
 President: Herbert Peele
 Gen., Sta. Mgr.: C. Alden Baker
 Comm. Mgr., Pgm. Dir.: Bob Thomas

WIFM

ELKIN—1951—MBS

Frequency: 1540 Kc. Power: 250 Watts d.
 Owned-Oper. By: Yadkin Valley Bcstg. Co.
 Address: 1141 Elk Spur St.
 Phone Number: 739
 Air Time: Daytime

News Service: UP
 Transcription Service: Capitol
 Representative: Continental
 Sta. Mgr., Chief Engr.: John A. Hinshaw
 Commercial Manager: Claude White
 Program Director: Joe Foster

WFAI

FAYETTEVILLE—1951—CBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Rollins Bcstg., Inc.
 Bus-Studio Add.: Huske Bldg.
 Phone Number: 2-8131
 Air Time: Full Time
 News Service: AP
 Transcription Service: RCA Thesaurus
 President: John W. Rollins
 Vice President: O. Wayne Rollins
 Gen., Sta. Mgr.: James H. Mayes, Jr.
 Prom., Publ. Dir.: Covey Yarborough
 Program Director: Ted Austin
 Chief Engineer: Bill Erickson

WFLB

FAYETTEVILLE—1948—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Fayetteville Bcstrs., Inc.
 Phone Number: 2-7136
 Air Time: 5:30 a.m.-M.
 News Service: AP
 Representative: Burn-Smith
 General Manager: L. W. Allen
 Commercial Manager: C. M. Gaylord
 Program Director: W. H. Farris, Jr.
 Chief Engineer: W. D. Bailey

WFNC

**FAYETTEVILLE—1940
 MBS—TOBACCO NET**

Frequency: 1390 Kc. Power: 5000 W. d.,
 1000 W. n.
 Owned-Oper. By: Cape Fear Bcstg. Co.
 Business-Studio Address: 114 Anderson St.
 Phone Number: 2-4848
 Air Time: Full Time
 News Service: UP
 Representative: Walker
 President: T. K. Weyher
 Gen., Sta. Manager: Victor W. Dawson
 Commercial Manager: Tom Harrell
 Program Director: Mac Stamps
 Chief Engineer: John Ikner

WBBO

FOREST CITY—1947

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Rutherford County Radio
 Co., Inc.
 Address: Forest City
 Phone Number: 3205
 News Service: AP

Transcription Service Thesaurus
 Pres., Gen. Mgr. Ed M. Anderson
 Sta., Comm. Mgr. Fred Blanton
 Sales Prom. Mgr., Prog. Dir. Jane Smith
 News Dir., Farm Editor. Lu Kampe
 Chief Engineer. Merton Iwerks

W F V G

FUQUAY SPRINGS—1949—KBS

Frequency: 1460 Kc. Power: 1000 Watts
 Owned-Oper. By WFVG Bdcstg. Co.
 Address P. O. Box 416
 Phone Number 333
 News Service AP
 President J. M. Stephenson
 General Manager Marshall T. Pack
 Commercial Manager Auburn C. Hayes
 Program Director Walter Pearson
 Chief Engineer Harry Stephenson

W G N C

GASTONIA—1939—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Catherine T. McSwain
 Bus-Studio Address Dallas Rd.
 Phone Number 8501
 Air Time Full Time
 News Service UP
 Transcription Service Lang-Worth
 Representative Continental Radio Sales
 Owner Catherine T. McSwain
 General Manager Pat McSwain
 Commercial Manager F. C. Abernathy
 Program Director Fred Gray
 Chief Engineer W. C. Groves, Jr.

W L T C

GASTONIA—1948

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Oper. By Gastonia Bcstg. Serv., Inc.
 Address P. O. Box 1010
 Phone Number 5-1079
 News Service UP
 Transcription Service World
 Representative Thomas F. Clark
 Pres., Gen. Mgr. James B. Petty
 Commercial Manager Boyce C. Morrow
 Program Director E. Holder
 Chief Engineer W. C. Groves

W F M C

GOLDSBORO—1951—KBS

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Southern Radio & TV Corp.
 Address 117 Bypass
 Phone Number 963
 News Service UP
 President Hayden Stuart
 General Manager William R. Murray
 Program Director Charles S. Carter
 Chief Engineer William W. Bridges

W G B R

GOLDSBORO—1939—ABC

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Oper. By E. Carolina Bdcstg. Co., Inc.
 Address P. O. Box 1024
 Phone Number 3730
 Air Time Full Time
 News Service AP
 Transcription Service Thesaurus
 President A. T. Hawkins
 General Manager V. Gerald Balkcum
 Chief Engineer Daniel B. Trueblood
 Commercial Manager Nat Royster
 Program Director Norman D. Satterthwaite

W B I G

GREENSBORO—1926—CBS

Frequency: 1470 Kc. Power: 5000 Watts
 Owned-Oper. By North Carolina Bcstg. Co.
 Phone Number 6125
 Studio Address O. Henry Hotel Bldg.
 Air Time Full Time
 News Service AP
 Transcription Service Thesaurus, World
 Representative George P. Hollingsbery
 Pres., Gen. Sta. Mgr. Allen Wannamaker
 Commercial Mgr. William P. Mitchell
 Prom., Publ. Dir. Virginia Neese
 Program Director Dan Griffin
 Chief Engineer Jim Miller

W C O G

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
 Air Time Full Time
 News Service UP
 Representative The Bolling Co.
 Membership NARTB, BAB
 President George W. Dowdy
 General Manager Virgil V. Evans
 Commercial Manager B. George Barber, Jr.
 Program Director Robert W. Stroh
 Publicity Director Jeri Gore
 Chief Engineer Ernest Pate, Jr.

W G B G

GREENSBORO—1942—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Greensboro Bcstg. Co., Inc.
 Business-Studio Address P. O. Box 2280
 Phone Number 3-3631
 Air Time Full Time
 News Service UP
 Transcription Service Lang-Worth
 Representative Burn-Smith
 Membership NARTB

Pres., Gen., Sta., Comm. Mgr.
Ralph M. Lambeth
Prom., Publ. Dir. Earl O. Sullivan
Program Director Marie Craven
Chief Engineer Fred S. Smith

WGTC

GREENVILLE—1940
TOBACCO—MBS

Frequency: 1590 Kc. . . Power: 5000 Watts d.,
1000 Watts n.
Owned-Oper. By . . . Carolina Bdcstg. Sys., Inc.
Address P. O. Box 898
Phone Number 3182
Air Time Full Time
News Service UP
Transcription Service World,
Capitol Associated
Representative John E. Pearson Co.
Membership NARTB
President Earl McD. Westbrook
Gen., Sta. Mgr. A. Hartwell Campbell
Sales Prom. Mgr. Carl McKinney
Commercial Manager John G. Clark, Jr.
Program Director Tom I. Moore, Jr.
Publicity Director Ruth Webb
Chief Engineer Hank Tribley

WBID

HENDERSON—1952

Frequency: 1450 Kc. Power: 250 Watts
Owner-Operator Nathan Frank
Address 219 South Williams St.
Phone Number 4091
President, Gen. Mgr. Nathan Frank
Program Director Allen McCellan

WHNC

HENDERSON—1945—MBS

Frequency: 890 Kc. Power: 1000 Watts d.
Owned-Oper. By Henderson Radio Corp.
Bus.-Studio Address Norlina Road
Phone Number 7137
Air Time Daytime
News Service AP
Transcription Service Thesaurus, Cole,
Lang-Worth, Keystone, Capitol
President S. S. Stevenson
Gen., Sta., Comm. Mgr. Nathan Frank
Program Director Tommy Powell
Publicity Director Bob Harrison
Chief Engineer James Mayo

WHKP

HENDERSONVILLE—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Radio Hendersonville, Inc.

Phone Number 9062
Air Time 5:45 a.m.-M.
News Service AP
Transcription Service McGregor
Representative Donald Cooke
President Beverly Middleson
Station Manager Kermit Edney
Commercial Manager Robert Smith
Chief Engineer Charles Rentrow

WHKY

HICKORY—1939—ABC

Frequency: 1290 Kc. . . Power: 5000 Watts d.,
1000 Watts n.
Owned-Oper. By . . . Catawba Valley Bcstg. Co.
Address Radio Bldg.
Phone Number 2294
Representative Walker
Transcription Service World
News. Affil. "Daily Record"
Membership NARTB
News Service UP
President Carl V. Cline
Gen., Sta. Mgr., Ch. Eng. Edmund S. Long
Commercial Manager James K. Willis
Prog., Pub. Director Stowe W. Hoyle

WIRC

HICKORY—1948

Frequency: 630 Kc. . . Power: 1000 Watts d.
Owned-Oper. By Foothills Bdcstg., Inc.
Address 329 1st Ave.
Phone Number 2124
Air Time Daytime
News Service AP
Transcription Service Lang-Worth
Representative John E. Pearson
Membership NARTB
President Margaret A. Smith
Gen., Sta. Mgr. E. H. Smith, Jr.
Commercial Manager Lee Douglas
Prom., Publ. Dir. Dorothea Chisholm
Program Director Mattie I. Padgett
Chief Engineer Elmer H. Troutman

WHPE

HIGH POINT—1947—KBS

Frequency: 1070 Kc. Power: 1000 Watts d.
Owned-Oper. By . . . High Point Enterprise, Inc.
Business-Studio Address 307 N. Main St.
Phone Number 3466
Air Time Daytime
News Service AP
Transcription Service World
Membership NARTB, BAB
Co-Owner R. B. Terry
Co-Owner D. A. Rawley
Sta., Comm. Mgr. Walter Hester
Program Director Nick Lawrence
Chief Engineer Yancy Cecil

WMFR

HIGH POINT—1935—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... Radio Station WMFR, Inc.
 Business Studio Address... 164 S. Main
 Phone Number 4593
 Air Time Full Time
 News Service UP
 Transcription Service Lang-Worth
 Representative Burn-Smith
 Membership NARTB, BAB
 Pres., Gen. Station Mgr. Frank S. Lambeth
 Commercial Manager Frank Smith
 Prom., Publ. Dir. Gerald D. Sullivan
 Program Director Gary Davis
 Chief Engineer Robert Moore

WJNC

JACKSONVILLE—1945
 MBS-TOBACCO

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Lester L. Gould
 Address Box "E"
 Phone Number 707-708
 Air Time Full Time
 News Service UP
 Transcription Service World
 Representative Pearson
 Membership NARTB, BAB
 Pres., Gen. Sta. Mgr. Lester L. Gould
 Commercial Manager Rodric L. Jones
 Sales Prom. Mgr. H. N. Fisher
 Chief Engineer Rod O. Dorsey

WGTL

KANNAPOLIS—1946

Frequency: 870 Kc. Power: 1000 Watts d.
 Owned-Oper. By Fred H. Whitley, Inc.
 Address Box 997
 Phone Kannapolis 2255
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth, World
 Membership NARTB
 Pres., Gen. Mgr. Fred H. Whitley
 Chief Engineer Foy Hinson

WELS

KINSTON—1950—KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Farmers Bstg. Service, Inc.
 Address 1400 W. Vernon St.
 Phone Number 5151
 Air Time Daytime
 News Service UP
 Transcription Service Capitol
 Representative Devney
 President E. L. Scott

Gen., Prom. Mgr. Jack P. Hanks
 Commercial Manager Leland Nelson
 Program Director Robert Mongold
 Chief Engineer Ed Landry

WFTC

KINSTON—1937—ABC-CBS

Frequency: 960 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By Kinston Bcstg. Co.
 Address 204 East King St.
 Phone Number 4111
 Air Time Full Time
 News Service UP, AP
 Transcription Service Lang-Worth
 Representative Burn-Smith
 Membership BAB
 Pres., Gen. Sta. Mgr. William S. Page
 Commercial Mgr. J. Harold Vester
 Program Director Catherine Cooke
 Publicity Director Carl B. Caudill, Jr.
 Chief Engineer David E. Hardison

W E W O

LAURINBURG—1947—KBS
 TOBACCO

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Oper. By Scotland Bcstg. Co.
 Bus. Studio Address State Bank Bldg.
 Phone Number 770
 News Service AP, UP
 Transcription Service Thesaurus
 Membership NARTB, BAB
 President Edwin Pate
 General Manager J. R. Dalrymple, Jr.
 Commercial Manager W. S. Brown
 Program Director Paul Wynn
 Chief Engineer Truman N. Brock

WLOE

LEAKSVILLE—1946—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Douglas L. Craddock
 Address Box L, Blvd. St.
 Phone Number 701-2
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service World
 Membership NARTB
 Pres., Gen. Sta. Mgr. Douglas L. Craddock
 Program Director J. K. Thomas
 Chief Engineer Eldred Winn

WJRI

LENOIR—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By John P. Rabb
 Address 107 West Ave.
 Phone Number 4-5361
 Air Time 6 a.m.-12 M.
 News Service UP

Transcription Service Lang-Worth
 Pres., Gen. Mgr. John P. Rabb
 Commercial Manager F. Kent Atwater
 Program Director K. Rabb
 Chief Engineer Joe Graybeal

WBUY

LEXINGTON—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Davidson County Bcstg. Co.
 Business Address P. O. Box 359
 Phone Number 2716
 Air Time Full Time
 News Service AP
 Membership NARTB
 Partners Greely N. & Omar G. Hilton
 Station Manager C. Robert Ray
 Commercial Mgr. Robert Raker
 Program Director
 Chief Engineer Fred Honeycutt

WTSB

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 6055
 News Service AP
 Transcription Service World
 Representative Continental Radio Sales
 General Manager James MacNeil

WBRM

MARION—1949

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By Lake City Bcstg. Corp.
 Address 13½ W. Court St.
 Phone Number 7221
 News Service UP
 Pres., Gen. Mgr. W. P. Erwin
 Commercial Mgr. J. C. Pleasant
 Program Director J. L. Reynolds, Jr.
 Chief Engineer Hubert C. Martin

WMA P

MONROE—1947—KBS

Frequency: 1060 Kc. Power: 250 Watts d.
 Owned-Operated By Union Bcstg. Corp.
 Business Address P. O. Box 382
 Phone Number 1060
 News Service UP
 Transcription Service World
 President Dick Marable
 Chief Engineer Robert I. Smith

WHIP

MOORESVILLE—1950—KBS

Frequency: 1350 Kc. Power: 1000 Watts
 Owned-Operated By Wayne M. Nelson

Address Mooresville, N. C.
 Phone Number 3-4301
 Air Time Daytime
 News Service UP
 Transcription Service Capitol
 Pres., Gen. Manager Wayne M. Nelson
 Chief Engineer E. M. Stanton, Jr.
 Consulting Engineer George C. Davis

WMBL

MOREHEAD CITY—1947

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Oper. By Carteret Bcstg. Co., Inc.
 Address Box 740
 Phone Number 6-3188
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World
 Representative McGillivra
 Membership NARTB
 Pres., Gen. Mgr. Grover C. Munden
 Sales Prom. Mgr. Charles Markey
 Commercial Manager Jimmy Wallace
 Prog. Dir., Chf. Eng. Ray Cummins

WMNC

MORGANTON—1947—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Nathan J. Cooper
 Phone Number 1100
 Air Time 6 a.m.-M.
 News Service AP
 Pres., Gen. Mgr. Nathan J. Cooper
 Com. Mgr., Chf. Eng. Frank A. Ballew
 Program Director Madelyn V. Patton

WPAQ

MT. AIRY—1948—KBS

Frequency: 740 Kc. Power: 1000 Watts d.
 Owned-Operated By Ralph D. Epperson
 Phone Number 1400-1
 Air Time Daytime
 News Service AP
 Transcription Service Standard
 Representative Thomas Clark
 Membership NARTB
 Pres., Gen.-Sta. Mgr. Ralph D. Epperson
 Commercial Manager Lucy Bowman
 Sales Prom. Mgr. Bill Belton
 Program Director Ruby Wray
 Publicity Director Joe Johnson
 Chief Engineer Arnold Bruce Flemming

WSYD

MOUNT AIRY—1951—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Mount Airy Bcstrs., Inc.
 Address P. O. Box 216

Phone Number581
 Pres., Gen. Mgr., Chief Engineer
 Robert H. Epperson
 Commercial Manager.....Erastus F. Poore
 Program Director.....Jim Harrelson

W H I T

NEW BERN—1942—MBS-TOBACCO

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Radio Station WHIT
 AddressUS Hwy 17 So.
 Phone Number4450-4024
 Air Time6 a.m.-11:30 p.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeJohn E. Pearson
 Owner.....Harmon L. Duncan
 Gen. Sta.-Comm. Mgr.Ray D. Williams
 Sales Prom. Mgr.....George Nelson
 Chief Engineer.....Stuart Hall

W N N C

NEWTON—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By...Newton Conover Bcstg. Co.
 Business Address.....West A St.
 Phone Number930
 Transcription ServiceSESAC
 MembershipNARTB
 News ServiceUP
 President (Owner).....Charles Turner
 Gen., Sta. Mgr.....George C. Yarbrough
 Comm., Prom. Mgr.James W. Batts
 Program Director.....Moe Fox
 Chief Engineer.....Dennis Long

W K B C

NORTH WILKESBORO—1947—KBS

Frequency: 810 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Wilkes Bcstg. Co.
 Phone Number633
 News ServiceAP
 Transcription ServiceThesaurus
 Pres., Gen. Mgr.....Doris B. Brown
 Comm.-Sales Prom. Mgr.....Roland B. Potter
 Program Director.....Claude Raney
 Chief Engineer.....Walter Harrold

W O X F

OXFORD—1949

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Oxford Bcstg. Corp.
 Address.....P. O. Box 1111
 Phone Number4167
 Transcription ServiceCapitol
 News ServiceAP
 President.....Frank W. Hancock
 General Manager.James F. Flanagan
 Commercial Manager.....Mike Hight
 Promotion Manager.....Bob Smith
 Chief Engineer.....Howard Harrell

W N A O

RALEIGH—1948—ABC

Frequency: 850 Kc.....Power: 10,000 Watts d.
 5000 Watts n.
 Owned-Oper. By...News & Observer Pub. Co.
 Address219 So. McDowell St.
 Phone Number2-0321
 Air Time.....Full Time
 News ServiceUP
 News. Affil.....News & Observer Publ. Co.
 Transcription ServiceWorld
 RepresentativeWeed & Co.
 PresidentJosephus Daniels, Jr.
 General ManagerFrank Daniels
 Station Manager.....G. F. Albright
 Commercial Manager.....Guy Zwahlen
 Program Director.....Audrey Schroy
 Publicity Director.....Hal Stanley
 Chief Engineer.....E. J. Reopelle

W P T F

RALEIGH—1924—NBC

Frequency: 680 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....WPTF Radio Co.
 Business-Studio Address.....Insurance Bldg.
 Phone Number8311
 Air Time.....5:30 a.m.-12:05 a.m.
 News Service.....AP, UP
 Transcription ServiceLang-Worth
 Representative.....Free & Peters
 MembershipNARTB
 President.....S. B. Coley
 V.P., Gen. Sta. Mgr.....Richard H. Mason
 Sales Manager.....R. W. Youngsteadt
 Program Manager.....Graham B. Poyner
 Dir. of Adv. & Prom.....Henry T. Vaden
 Chief Engineer.....Henry Hulick, Jr.

W R A L

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 Number6411
 Air Time.....Full Time
 News ServiceAP
 Representative.....Forjoe & Co.
 MembershipNARTB, BAB
 President.....A. J. Fletcher
 General Manager.....Fred Fletcher
 Comm., Prom. Mgr.....Herb Pearson
 Program Director.....George Hall
 Chief Engineer.....Virgil D. Duncan

W F R C

REIDSVILLE—1947—KBS

Frequency: 1600 Kc.....Power: 1000 Watts
 Owned-Oper. By...Piedmont Carolina Bcstg.
 Business-Studio Address....Box 990, Gilmer St.

Phone Number 4361-2
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Thesaurus
 Membership NARTB
 President H. T. Williams
 Gen., Sta. Mgr. Stephen F. Woodson
 Commercial Manager..... Forrest Bedell
 Program Director..... Alfred Nelson
 Publicity Director..... Jim Mead
 Chief Engineer..... Jack Sexton

WREV

REIDSVILLE—1948

Frequency: 1220 Kc. Power: 250 Watts d.
 Owned-Oper. By Reidsville Bcstg. Co.
 Address 114½ N. Scales St.
 Phone Number 7051
 Transcription Library Standard
 News Service UP
 Representative Continental
 Pres., Gen., Sta., Comm., Prom. Mgr.
 William M. Oliver. Sr.
 Pgm., Pub. Dir. Mrs. Katye Price Oliver
 Chief Engineer William M. Oliver, Jr.

WCBT

ROANOKE RAPIDS—1939—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By WCBT, Inc.
 Address 251 Roanoke Ave.
 Phone Number 7-2545
 News Service UP
 Transcription Service Lang-Worth, SESAC
 Pres., Mgr. J. Winfield Crew, Jr.
 Station Manager Jerry Elliott
 Comm. Mgr., Pgm. Dir. Donald O. Collins
 Chief Engineer Ed. McLeod

WAYN

ROCKINGHAM—1946

Frequency: 900 Kc. Power: 1000 Watts a.
 Owned-Operated By WAYN, Inc.
 Bus.-Studio-Trans. Address Rockingham
 Phone Number 4041
 News Service UP
 Transcription Service Capitol
 Pres., Gen. Mgr. Wayne M. Nelson
 Res., Sta. Mgr. William Futterer
 Chief Engineer William Henley

WCEC

ROCKY MOUNT—1947

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Operated By E. Caro. Elec.
 Bus.-Studio Address 115 N. Church St.
 Phone Number 23109
 Air Time Daytime
 News Service AP

Transcription Service Associated
 Representative Pearson
 Membership NARTB
 President Josh L. Horne
 General Manager Mel Warner
 Commercial Manager Ray Thompson
 Program Director Ray Wilkinson
 Chief Engineer Grover Taylor

WEED

ROCKY MOUNT—1933—ABC

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Operated By W. A. Wynne
 Address Nashville Hiway
 Phone Number 8149
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service RCA Thesaurus
 Representative Burn-Smith
 Gen.-Sta. Manager W. A. Wayne
 Commercial Mgr. R. E. Horner
 Program Dir. Eunice Snipes
 Chief Engineer Joe R. Morris

WRXO

ROXBORO—1949

Frequency: 1430 Power: 1000 Watts d.
 Owned-Operated By Roxboro Bcstg. Co.
 Address Box 130
 Phone Number 6013
 News Service UP
 President H. W. Winstead, Jr.
 Gen., Sta., Comm. Mgr. H. S. Taylor
 Program Director John Mauti
 Chief Engineer Lloyd Perkins

WSAT

SALISBURY—1947—ABC

Frequency: 1280 Kc. Power 1000 Watts d.
 Owned-Oper. By Mid-Carolina Bcstg. Co.
 Business-Address Drawer 99
 Phone Number 276
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Membership NARTB
 President Charles H. Wentz
 Gen., Sta. Mgr. W. F. Fleming
 Commercial Manager R. M. Hunt
 Program Director George Allen
 Chief Engineer Elbert Sherman

WSTP

SALISBURY—1939—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Piedmont Bcstg. Corp.
 Bus.-Studio Address Center Theatre Bldg.
 Phone Number 2121
 Newspaper Affiliation "Evening Post"
 Air Time 6 a.m.-M.

News Service AP
 Representative Burn-Smith
 Membership NARTB
 President..... Bryce P. Beard, Sr.
 Gen., Sta., Prom. Mgr..... Alex P. Beard
 Pgm., Publicity Dir..... Russ McIntire
 Comm. Mgr..... Katherine F. Murphy
 Chief Engineer..... Carl B. Watson

WEYE

SANFORD—1952

Frequency: 1290 Kc.... Power: 1000 Watts d.
 Owned-Operated By..... Waldo W. Primm
 Address..... 519 Cross St.
 Phone Number 1269
 News Service AP
 Transcription Service..... Associated, SESAC
 General Manager..... W. W. Primm
 Program Director..... W. M. Primm

WWGP

SANFORD—1946

Frequency: 1050 Kc.... Power: 1000 Watts d.
 Owned-Oper. By..... Sandhills Bcstg. Corp.
 Address..... 137 So. Steele, Box 651
 Phone Number 860
 Air Time Sunrise-sunset
 News Service UP
 Transcription Service World
 President..... J. C. McIver
 Gen., Sta., Prom., Pub. Mgr.
 Harry C. Barfield
 Comm., Pgm. Mgr..... Del Carty
 Chief Engr. Edward O. Koprivier

WOHS

SHELBY—1946—MBS-KBS

Frequency: 730 Kc.... Power: 250 Watts
 Owned-Oper. By..... Western Carolina Radio
 Business Address..... Box 1401, Shelby
 Phone Number 6313
 Air Time Daytime
 News Service UP
 Transcription Service SESAC
 Membership NARTB
 President, Gen. Mgr..... Robert M. Wallace
 Commercial Mgr..... Max P. Butler
 Program Director..... Hugh Dover
 Chief Engineer..... Edwin Patterson

WNCA

SILER CITY—1952

Frequency: 1570 Kc.... Power: 1000 Watts d.
 Owned-Operated By..... Chatam Bdcstg. Co.
 Address..... P. O. Box 212
 Phone Number 617
 News Service UP
 Transcription Service..... Lang-Worth, SESAC
 General Manager..... H. Tom Morris
 Commercial Manager..... Bob Bullington

WMPM

SMITHFIELD—1950

Frequency: 1270 Kc.... Power: 1000 Watts d.
 Owned-Oper. By..... Selma-Smithfield Bcstg. Co.
 Address Buffalo Rd.
 Phone Number 2434
 News Service UP
 Transcription Service Capitol
 Co-own., Gen. Mgr..... John S. Townsend
 Co-Owner J. Fred Horton
 Commercial Manager..... C. I. Parrish

WEEB

SOUTHERN PINES—1947—MBS

Frequency: 990 Kc.... Power: 1000 Watts d.
 Owned-Oper. By..... The Sandhill Community
 Bcstrs., Inc.
 Business Address..... 113-115 E. Broad St.
 Phone Numbers..... 2-2942, 2-8171
 News Service AP
 Transcription Service Associated
 Membership NARTB, BAB
 Pres., Gen. Mgr..... Jack S. Younts
 Comm., Prom. Mgr..... Joe A. Warren
 Program Director..... Elizabeth M. Younts
 Chief Engineer..... Melvin Kushner

WSIC

STATESVILLE—1947—CSN-MBS

Frequency: 1400 Kc.... Power: 250 Watts d.
 Owned-Oper. By..... Statesville Bcstg. Co.
 Address Box 1189
 Phone Number 9078
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative Continental Radio Sales
 Membership NARTB, BAB
 President..... Dr. James W. Davis
 Gen., Sta., Comm. Mgr..... Charles D. Melton
 Pgm., Pub. Di..... Tom Lawrence
 Chief Engineer..... T. K. Abernethy

WCPS

TARBORO—1946—TOB. SPORTS

Frequency: 760 Kc.... Power: 1000 Watts d.
 Owned-Oper.... Coastal Plains Bcstg. Co., Inc.
 Bus.-Studio Address..... Edgecombe Bank Bldg.
 Phone Number 2191-2
 Air Time Daytime
 News Service AP
 Transcription Service World
 Representative Dora-Clayton
 Membership NARTB
 President..... V. E. Fountain
 Gen., Sta. Mgr..... J. T. Snowden, Jr.
 Commercial Manager..... J. Porter MacNair
 Production Director..... Alfred Vickers
 Publicity Director..... Sybil Spain
 Chief Engineer..... G. Lee Hodges

WTNC

THOMASVILLE—1947

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned By.....The Thomasville Bcstg. Co.
 Address.....P. O. Box 750
 Phone Number.....2701
 News Service.....UP
 Transcription Service.....SESAC
 President.....George W. Lyles, Sr.
 Gen. Sta., Comm. Mgr.....Harold Harrison
 Chief Engineer.....James McAden

WADE

WADESBORO—1947

Frequency: 1210 Kc. Power: 1000 Watts d.
 Owned-Oper. By.....R. P. Lyon & Son
 Bus. Studio Address.....Radio Bldg.
 Phone Number.....620
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Walker
 President.....R. P. Lyon
 General Mgr.....J. A. Ballard
 Commercial Mgr.....James E. Ward

Program Director.....Peggy L. Mitchell
 Publicity Dir.....W. A. Kiker
 Chief Engineer.....Kenneth Read

WHED

WASHINGTON—1948—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By.....Beaufort Bcstg. Co.
 Phone Number.....278
 Air Time.....17¼ Hrs.
 Transcription Service.....Lang-Worth
 Representative.....Continental
 Membership.....NARTB
 President.....Lee B. Wynne
 Sta. Manager.....William R. Abeyounis
 Program Director.....Charlie Yates
 Chief Engineer.....John Wilroy

WRRF

WASHINGTON—1942—ABC

Frequency: 930 Kc. Power: 5000 Watts d.
 1000 Watts n.
 Owned-Oper. By.....Tar Heel Bcstg. System, Inc.
 Bus. Studio Add.....Bank of Washington Bldg.
 Phone Number.....403
 Air Time.....6 a.m.-1:15 p.m.

AP SELLS

For Stations and Sponsors—

For instance . . . WENC

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WARD A. COLEMAN,
 General Manager,
 WENC, Whiteville, N. C.

News Service AP
 Transcription Service Thesaurus
 Representative Walker
 Membership NARTB
 President W. R. Roberson, Jr.
 Gen. Sta. Manager T. H. Patterson
 Comm., Prog. Mgr. Merrill Daniels
 Sales Prom. Mgr. Bob West
 Chief Engineer L. E. Hiland

WHCC

WAYNESVILLE—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By WHCC, Inc.
 Business-Studio Address Main St.
 Phone Number 680
 Gen., Comm. Mgr. James B. Childress
 Chief Engineer Frank Wilbur

WENC

WHITEVILLE—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Whiteville Bcstg. Co., Inc.
 Business-Studio Address P. O. Box 700
 Phone Number 120
 Representative Clark
 President Josiah Maulsby
 General Manager Ward A. Coleman
 Commercial Manager Jerry Honeycutt
 Chief Engineer Steve Hart

WIAM

WILLIAMSTON—1951

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By Martin Co. Bcstg.
 Address 110 S. Smithwick St.
 Phone Number 2478
 News Service UP
 Co-owner James Gray, Sr.
 Co-owner Charles Gray
 Gen., Prom., Comm. Mgr. R. B. Armstrong
 Program Director Carl B. Armstrong
 Chief Engineer James E. Kitchengs

WGNI

WILMINGTON—1946—MBS TOBACCO

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By New Hanover Bcstg. Corp.
 Business Address 211 N. 2nd St.
 Phone Number 2-2493
 Air Time 6:30 a.m.-12 M.
 News Service UP
 Representative Pearson
 President J. S. Brody
 General Manager Allen B. Jones
 Commercial Manager Tommy Thompson
 Program Director Paul Parker
 Chief Engineer Arthur L. Madeley

WMFD

WILMINGTON—1935—ABC

Frequency: 630 Kc. Power: 1000 Watts
 Owned-Operated By R. A. Dunlea
 Phone Number 4840
 Address P. O. Box 696
 Air Time Unlimited
 News Service UP
 Representative Burn-Smith
 Membership NARTB, BAB
 Pres., Gen. Sta. Mgr. R. A. Dunlea
 Commercial Manager C. O'Shields
 Program Director Bruce Buchanan
 Sls. Prom. Mgr., Pub. Dir. R. A. Dunlea, Jr.
 Chief Engineer E. I. Herring, Jr.

WGTM

WILSON—1937—CBS

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Oper. By Watson Industries, Inc.
 Bus.-Studio Address Herring Ave. Ext.
 Phone Number 2188-9
 Air Time 5:30 a.m.-12 M.
 News Service UP
 Transcription Service Thesaurus
 Representative Walker
 Membership NARTB, BAB
 President Penn Thomas Watson
 General Manager Henry Sullivan
 Program Director Bill Bunn
 Chief Engineer W. H. Malone

WVOT

WILSON—1948—MBS-TOBACCO

Frequency: 1420 Kc. Power: 1000 Watts d.:
 500 Watts n.
 Owned-Oper. By Wilson Radio Co., Inc.
 Address Wilson
 Phone Number 5157
 News Service AP
 President H. W. Anderson
 Gen., Sta. Mgr. Harry Severance
 Commercial Mgr. P. O. Barnes
 Sales Prom. Mgr. Lynda Thomas
 Program Director Joel Lawhon
 Chief Engineer Dan Williams

WAAA

WINSTON-SALEM—1950

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Oper. By Community Bcstg.
 Service, Inc.
 Address Atlantic Bldg.
 Phone Number 2-4121
 President Roger Page, Jr.

IN NORTH
CAROLINA

WSJS

DELIVERS

A 15-COUNTY MARKET

with

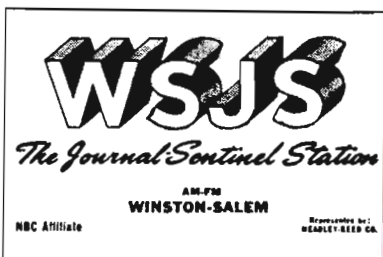
\$580,950,000*

Retail Sales

* Sales Management 1952
Survey of Buying Power

MORE VALUE for your

ADVERTISING DOLLAR



★ NORTH CAROLINA ★

WAIR

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
Air Time 6 a.m.-12:15 p.m.
News Service AP
Transcription Service World, Capitol
Representative Walker
Membership NARTB, BAB
Pres., Gen. Mgr. George D. Walker
Station Mgr. Jack Weldon
Comm., Prom. Mgr. Pat Taylor
Pub. Dir. Lawrence Patrick
Program Director Joan Williams
Chief Engineer Lee King

WSJS

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 5-2311
Air Time Unlimited
News Service UP
Transcription Service Lang-Worth
Representative Headley-Reed
Membership NARTB, BAB
President Gordon Gray
V.P., Managing Dir. Harold Essex
Sales Manager Harry B. Shaw
Program Manager Robert Ester
Publicity Director Jean Eisenhower
Chief Engineer Phil Hedrick

WTOB

WINSTON-SALEM—1947-MBS-CBS

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Op. By Winston-Salem Bcstg. Co., Inc.
Address P. O. Box 2798
Phone Number 34353
Air Time 5:30 a.m.-1 a.m.
News Service AP
Transcription Service Thesaurus
Representative The Taylor Co.
President James W. Coan
Gen.-Comm. Manager John G. Johnson
Sales Prom. Manager Charles Brunt
Program Director Owen Spann
Publicity Director Jack Wiggins
Chief Engineer Ben Vogler

NORTH DAKOTA

Pop. April 1, 1953 (Est.) 627,000—Total Housing Units 178,000

Families April 1, 1953 (Est.) 161,000—Stations in State 14

KFYR

BISMARCK—1925—NBC

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By Meyer Bcstg. Co.
Bus.-Studio Address 202½ Fourth St.
Phone Number 468
News Service UP
Transcription Service Thesaurus
Representative John Blair
Membership NARTB, BAB
President Etta H. Meyer
Exec. V.P., Station Mgr. F. E. Fitzsimonds
Comm.-Sales Prom. Mgr. R. W. MacLeod
Program Director Cal Culver
Publicity Director Jack Swenson
Chief Engineer Ivar Nelson

(See Page 560)

KDLR

DEVILS LAKE—1925

MBS-GREAT NORTHERN—KBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By KDLR, Inc.
Bus.-Studio Address 1025 3rd St.
Phone Number 1090
Air Time Unlimited
News Service UP
Transcription Service World, SESAC
Representative Lawson
President, General Manager Bert Wick
Commercial Manager Paul R. Lange
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 119 2d Ave. W.
Phone Number 4113
Air Time 6 a.m.-M.
News Service AP
Trans. Service Standard, SESAC, World
Membership NARTB, BAB
President Dr. P. J. Weir
Gen.-Sta. Mgr. Orville F. Burda
Commercial Manager E. A. Spear
Program Director Lauren D. Haacke
Sales Prom. Manager William C. Mason
Publicity Director Dick Severson
Chief Engineer Benjamin G. Lockerd

KFGO

FARGO—1948—ABC

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By Northern States Bcstg. Co.

Business-Studio Address 421½ N.P. Avenue
Phone Number Fargo 2-3291
News Service AP
Transcription Service Standard
Representative Bolling, Inland
President W. R. Haggart
Gen., Sta., Comm. Mgr. Charles G. Burke
Program Director Albert F. Horriagan
Publicity Director Charles G. Burke
Chief Engineer Olaf Gabrielson

WDAY

FARGO—1922—NBC

Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By WDAY, Inc.
Business-Studio Address Black Bldg.
Phone Number 5357
Air Time 6 a.m.-12
News Service AP, UP
Transcription Service Thesaurus
Representative Free & Peters
Membership NARTB, BAB
President, Gen. Mgr. E. C. Reineke
Station Manager Jack Dunn
Commercial Manager Tom Barnes
Sales Promotion Manager Roy Pedersen
Program Director Ken Kennedy
Technical Director Julius Hetland
Chief Engineer Juline Savold

KILO

GRAND FORKS—1941—CBS

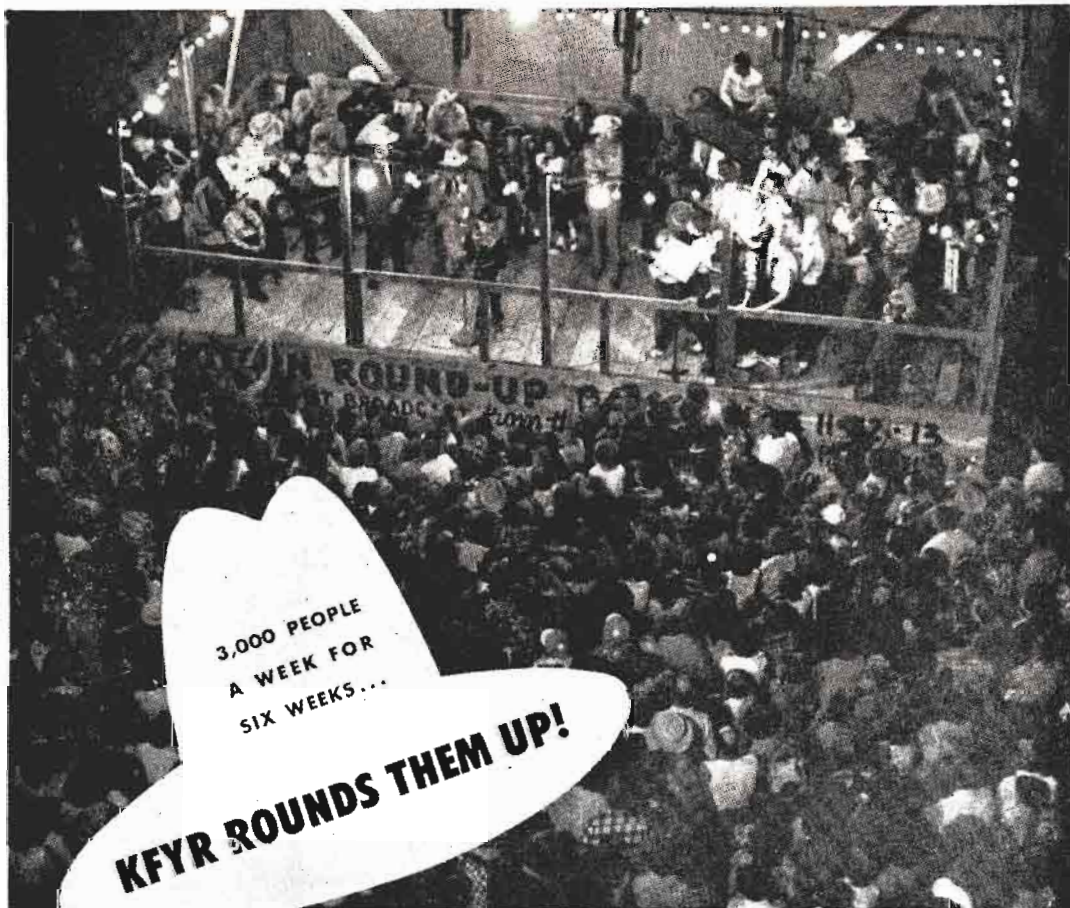
Frequency 1440 Kc. Power: 1000 d.; 500n.
Owned-Oper. By Grand Forks Herald, Inc.
Bus.-Studio Address First Natl. Bank Bldg.
Phone Number 4-5321
Air Time Unlimited
News Service AP
Newspaper Affiliation "Herald"
Transcription Service Thesaurus
Representative Avery-Knodel
Membership NARTB
Pres., Gen. Mgr. M. M. Oppegard
Commercial Manager Herman Livingston
Program Director M. C. Gorham
Chief Engineer A. F. Petrich

KNOX

GRAND FORKS—1947—MBS

KBS—GREAT NORTHERN

Frequency: 1400 Kc. Power: 250 Watts
Owned By Community Radio Corp.
Address Grand Forks
Phone Number 4-4611
News Service UP
Transcription Service World
Representative Natl. Time Sales



Out Where the West Begins . . .

KFYR...

★ . . . pays off extra dividends as the result of an intense listener loyalty built up by over 27 years of outstanding local programming.

★ . . . gives you the nation's largest arga coverage in the heart of the rich Northwest farm market.

★ . . . the Number One station in the country's largest wheat producing state — the nation's fourth largest spending families.

Radio Has No Competition!

Who said Television? Out here it's live talent that counts—packed in by KFYR's always persuasive salesmanship! When Bismarck held its Western Roundup Days, KFYR sponsored an outdoor talent show every Tuesday night for six weeks . . . with between 2,000 and 3,000 people each week, jamming the pavement to see the entertainment. Thousands more listened over the air.

If you've got TV-jeebies, check on this terrific market where RADIO IS STILL KING . . . where you can be sure of PLUS ACTION for every RADIO advertising dollar.

KEYD KFYR

5000 WATTS • BISMARCK, NO. DAK.

NBC AFFILIATE — REP. BY JOHN BLAIR

President.....Carroll E. Day
 General Manager.....Elmer Hanson
 Program Director.....Robert Whyte
 Promotion Manager.....Jack French
 Chief Engineer.....Clifford Thomfords

K S J B

JAMESTOWN—1939—CBS

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Oper. By.....N. Dak. Bcstg. Co., Inc.
 Address.....Jamestown
 Phone Number.....1600
 News Service.....UP
 Representative.....Weed & Co.
 Pres., Gen. Manager.....John W. Boler
 Sta., Comm. Manager.....William L. Hurley
 Sales Prom. Mgr.....Jud Milton
 Program Director.....Donald Kingsley
 Chief Engineer.....Robert E. Ridgway

K G C U

MANDAN—1925—MBS

Frequency: 1270 Kc.....Power: 1000 d.; 250n.
 Owned-Oper. By.....Mandan Radio Assn.
 Bus.-Studio Address.....Mandan
 Phone Number.....561
 Air Time.....6 a.m.-12 p.m.
 News Service.....AP
 Transcription Service.....Lang-Worth, Associated
 Representative.....Walker
 Membership.....NARTB, BAB
 President.....W. S. Russell
 Gen., Sta., Comm. Mgr.....Paul C. Gussner
 Program Director.....Merritt Bushee
 Chief Engineer.....Ray Barnett

K C J B

MINOT—1950—CBS-DRN

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Oper. By.....No. Dakota Bcstg. Co.
 Address.....15-A West Central Ave.
 Phone Number.....51-161
 Representative.....Weed
 News Service.....UP
 Pres., Gen. Mgr.....John W. Boler
 Commercial Manager.....G. H. McKinnon
 Sales Prom. Mgr.....Charles L. Hinshaw
 Program Director.....Hal Kennedy
 Chief Engineer.....Joseph Main

K L P M

MINOT—1929—ABC
 GREAT NORTHERN

Frequency: 1390 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....Minot Bcstg. Co.
 Business-Studio Address.....118-A So. Main

Phone Number.....41-146
 Air Time.....6 a.m.-12 M.
 News Service.....AP, UP
 Transcription Service.....World
 Representative.....Walker, Lawson
 President, Gen. Mgr.....John B. Cooley
 Sta. Mgr., Chief Engineer.....C. W. Baker

K O V C

VALLEY CITY—1936—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....KOV, Inc.
 Business-Studio Address.....Valley City
 Phone Number.....408-W
 Air Time.....Full Time
 News Service.....UP
 Pres., Gen., Comm. Mgr.....Robert E. Ingstad
 Program Director.....Russ Kaber
 Publicity Director.....Bob Jensen
 Chief Engineer.....Charles Sjostrom

K B M W

WAHPETON-BRECKENRIDGE—1948
 KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Interstate Bdcstg. Corp.
 Address.....519 Dakota Ave., Wahpeton
 Phone Number.....2-5567-8
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Standard
 Membership.....NARTB
 President.....Kline E. Bower
 General Manager.....R. L. Owens
 Station Manager.....R. H. Printup
 Commercial Manager.....Geo. Kaufman
 Program Director.....Clayton Kulseth
 Chief Engineer.....Harold Grant

K W B M

WILLISTON—1948—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....KWBM Bcstg. Co.
 Address.....Box 198, Williston
 Phone Number.....35-371
 News Service.....UP
 Transcription Service.....World
 General Manager.....Charles L. Scofield
 Commercial Manager.....James C. Carson
 Sales Promotion Manager.....R. F. Skumavc
 Chief Engineer.....W. A. Sebastian

OHIO

Pop. April 1, 1953 (Est.) 8,400,000—Total Housing Units 2,428,000
Families April 1, 1953 (Est.) 2,352,000—Stations in State 74

WADC

AKRON—1925—CBS

Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By Allen T. Simmons
Bus. Studio Address WADC Bldg.
Phone Number Jefferson 6165
Air Time 5:30 a.m.-1:05 a.m.
News Service UP
Transcription Service Standard, World
Representative George P. Hollingbery
Owner-Operator Allen T. Simmons
Assistant Manager Robert B. Wilson
Sales Prom. Mgr. Secrest Williams
Program Director Harold H. Hageman
Publicity Director Doc Williams
Chief Engineer Lawrence Hennigan

WAKR

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
Newspaper Affiliation Beacon Journal
Air Time Full Time
News Service UP
Transcription Service Associated
Representative Weed
Membership NARTB
President, Gen. Mgr. S. Bernard Berk
Station Manager Roger G. Berk
Comm.-Sales Prom. Mgr. Keith Baldwin
Pgm., Pub. Dir. A. R. Cooper
Chief Engineer Irwin L. Knopp

WCUE

AKRON—1949

Frequency: 1150 Kc. Power: 1000 Watts d.
Owned-Oper. By Akron Bcstg. Corp.
Address Palace Theatre Arcade
Phone Number Fr. 7114
Representative Forjoe
News Service UP
Transcription Service Associated
Membership BAB
President, Gen. Mgr. Tim Elliot
Sales Prom. Mgr. Lou Gorbach
Program Director Jack Clifton
Publicity Director Jim Smith
Chief Engineer George V. Paul

WHKK

AKRON—1944—MBS

Frequency: 640 Kc. Power: 1000 Watts
Owned-Oper. By WHKK Bcstg. Co.

Business-Studio Address 51 W. State St.
Phone Number Bl. 7101
Air Time 6 a.m.-sunset
News Service AP
Transcription Service Thesaurus, SESAC
Representative Meeker Assoc.
President, Co-Mgr. Philip R. Herbert
V.P., Co-Mgr. Jackson B. Maurer
Comm.-Sales Manager Cecil Green
Program Dir. B. R. Blake
Chief Engineer B. V. Berg

WATG

ASHLAND—1947—MBS-BUCKEYE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Ashland-Mansfield Rd.
Phone Number 2-1573
Transcription Service Thesaurus
News Service AP
Co-Owners Robert Beer, Edgar Koehl
President J. Cherpak
General Manager C. Green
Program Director Richard Leidy
Chief Engineer Richard Matthes

WICA

ASHTABULA—1937

Frequency: 970 Kc. Power: 5000 Watts d.
1000 n.
Owned-Operated By WICA, Inc.
Business-Studio Address 221 Center St.
Phone Number 26-221, 27-181
Air Time Full Time
News Service UP
Transcription Service World
Representative McGillvra
President, Gen. Mgr. D. C. Rowley
Station Manager W. W. Walrath
Commercial Manager D. W. Fassett
Program Director John C. Strasen
Chief Engineer F. N. Bernato

WATH

ATHENS—1950

Frequency: 1540 Kc. Power: 1000 Watts d.
Owned-Oper. By Andrew Kovlan & James
Sinyard
Address P. O. Box 502
Phone Number 3-1369
News Service UP
Gen. Mgr., Chief Engr. Andrew Kovlan
Comm., Sls. Prom. Mgr. J. D. Sinyard
Program Director Vernon Cover

WTRF

BELLAIRE—1947—MBS

Frequency: 1290 Kc. Power: 1000 Watts d.

Owned-Operated By... The Tri-City Bcstg. Co.
 Bus.-Studio-Transmitter Address... The Skyline
 Phone Number 1515
 News Service AP
 Transcription Service Associated
 Representative Walker
 Membership NARTB, BAB
 President Thomas Bloch
 V.P., Gen. Manager..... Robert W. Ferguson
 Commercial Manager..... Albert T. Fisher
 Program Director..... Frank Curtis
 Sales Prom. Mgr., Publ. Dir..... Helen Gaynor
 Chief Engineer..... Howard Daubenmeyer

WOHP

BELLEFONTAINE—1952

Frequency: 1390 Kc..... Power: 500 Watts d.
 Owned-Oper. By... Lake Erie Radio & TV Corp.
 Address..... P. O. Box 344
 Phone Number 6681
 General Manager Patrick Shannon
 Program Director..... R. J. Klemme
 Chief Engineer..... M. J. Lamb

WILE

CAMBRIDGE—1948—KBS

Frequency: 1270 Kc..... Power: 1000 Watts a.
 Owned-Oper. By... Land O'Lakes Bcstg. Corp.
 Business-Studio Address..... 917 Beatty Ave.
 Phone Number 4-5605
 Air Time..... 6:30 a.m.-local sunset
 News Service AP
 Transcription Service World
 President..... H. D. McClelland
 V.P., Gen. Mgr..... Howard A. Donahoe
 Comm. Mgr..... Bruce Meighen
 Program Director..... David C. Lorimer
 Chief Engineer..... A. G. Engel

WAND

CANTON—1947—KBS

Frequency: 900 Kc..... Power: 500 Watts d.
 Owned-Operated By... Magic Wand Bcstg. Co.
 Address 106 High Ave. N.W.
 Phone Number 68396
 Representative Hil F. Best
 President..... P. C. Wilson
 General Manager..... J. Wilson

WCMW

CANTON—1946

Frequency: 1060 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Stark Bcstg. Corp.
 Bus.-Studio Address..... Hills & Dales Rd.
 Phone Number..... 5-9475
 News Service AP
 Transcription Service Thesaurus
 Representative McGillvra
 Membership BAB

Pres., Gen. Mgr..... S. L. Huffman
 Station Manager..... Clark L. Dozer
 Commercial Manager..... Ronald Stranathan
 Chief Engineer..... W. Waecht

WHBC

CANTON—1925—ABC

Frequency: 1480 Kc..... Power: 5000 Watts
 Owned-Operated By..... Ohio Bcstg. Co.
 Business-Studio Address..... 550 S. Market St.
 Phone Number 6-7166
 Air Time..... 6 a.m.-1 a.m.
 News Service AP
 Newspaper Affiliation Brush-Moore
 Newspapers
 Transcription Service Associated
 Representative Taylor Co.
 Membership NARTB, BAB
 President..... Roy D. Moore
 General Manager..... Gordon G. Strong
 Director of Radio..... Eugene Carr
 Station Manager..... Robert C. Fehlman
 Commercial Manager..... Paul E. Gilmore
 Sales Prom. Mgr., Pub. Dir..... Joseph Gilmore
 Program Director..... Robert Breen
 Chief Engineer..... Kenneth L. Sliker

WBEX

CHILlicothe—1947—ABC-KBS

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated By..... Shawnee Bcstg. Co.
 Business-Studio Address..... 27 E. Second St.
 Phone Number 3-2244
 Air Time..... Full Time
 News Service AP
 Transcription Service World
 Representative..... W. S. Grant
 Membership NARTB
 President John Halliday
 General Manager..... Truman Morris
 Sta., Sales Prom. Mgr..... William R. Mnich
 Program Director..... James W. Tidd
 Chief Engineer..... H. W. Dornhuber

WCKY

CINCINNATI—1929

Frequency: 1530 Kc..... Power: 50,000 Watts
 Owned-Operated By..... L. B. Wilson, Inc.
 Bus.-Studio Address..... Hotel Sheraton Gibson
 Phone Number..... Cherry 6565
 Transmitter Location..... near Crescent Springs,
 Ky.
 Air Time..... 24 Hrs.
 News Service INS
 Transcription Service..... Standard, Associated
 Representative Thomas Welstead
 Membership BAB
 President, General Manager..... L. B. Wilson
 Sta.-Comm. Manager, Chief
 Engineer..... C. H. Topmiller
 Sales Prom. Mgr., Pub. Dir..... Bob Fleming

WCPO

CINCINNATI—1937—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Scripps-Howard Radio, Inc.
 Phone Number Capitol 0777
 Studio Address 2345 Symmes St.
 Air Time Full Time
 News Service UP
 Transcription Service Lang-Worth
 Representative Branham
 Membership NARTB
 President Jack R. Howard
 General Manager M. C. Watters
 Station Director W. Earl Corbett
 Publicity Director Nancy John
 Chief Engineer Paul Adams

WKRC

CINCINNATI—1922—CBS

Frequency: 550 Kc. Power: 5000 Watts d.
 1000 Watts n.
 Owned-Oper. By Radio Cincinnati, Inc.
 Address-Trans. Hotel Alms
 Phone Number Woodburn 0550
 News Service AP
 Newspaper Affiliation Times-Star
 Transcription Service Lang-Worth
 Representative Katz
 Membership NARTB
 President Hulbert Taft, Jr.
 General Manager David Taft
 Sales Prom. Mgr., Pub. Dir. W. B. Hines
 Commercial Manager Hubbard Hood
 National Sales Mgr. Kenneth W. Church
 Program Director Paul Shumate
 Chief Engineer George Wilson

WLW

CINCINNATI—1922—NBC-MBS

Frequency: 700 Kc. Power: 50,000 Watts
 Owned-Oper. By Crosley Bcstg. Corp.
 Subs. of Avco Mfg.
 Address 140 W. Ninth St.
 Phone Number Cherry 1822
 Air Time Full Time
 News Service INS, UP
 Transcription Service Thesaurus
 Membership NARTB, BAB
 Chairman of Board James D. Shouse
 Pres., General Mgr. R. E. Dunville
 V.P. in Charge Sales Harry Mason Smith
 Dir. Client Service Fred Gregg
 Program Director William P. Robinson
 Publicity Director Gilbert Kingsbury
 Chief Engineer R. J. Rockwell

WSAI

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
 Air Time 6 a.m.-M.
 News Service UP, AP
 Transcription Service Lang-Worth
 Representative Avery-Knodel
 President George B. Storer
 Managing Dir. J. Robert Kerns
 Commercial Mgr. Robert H. Boulware
 Program Director Charles Black
 Publicity Director Vonne Monsell
 Chief Engineer Jonas Heiser

WDOK

CLEVELAND—1950

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Operated By Civic Bcstrs., Inc.
 Address 1515 Euclid Ave.
 Phone Number Main 1-3370
 Air Time Full Time
 News Service UP, INS
 Representative McGillvra
 Transcription Service SESAC, World
 Pres., Gen. Mgr. R. Morris Pierce
 General Manager Harry Camp
 Commercial Manager Albert Narosny
 Sales Prom. Mgr. Wayne Mack
 Program Director Charles Hoover
 Chief Engineer Ralph Quay

WERE

CLEVELAND—1948

Frequency: 1300 Kc. Power: 5000 Watts d.
 5000 Watts n.
 Owned-Operated By Cleveland Bcstg. Inc.
 Address 1501 Euclid Ave.
 Phone Number Superior 1-9600
 Air Time 5:30 a.m.-1:00 a.m.
 News Service AP, INS
 Transcription Service Lang-Worth, World
 Membership NARTB
 President Ray T. Miller
 Gen., Comm. Mgr. Richard M. Klaus
 Program Director Ed Stevens
 Sales Promotion Manager W. T. Aspell
 Chief Engineer Harry Dennis

WGAR

CLEVELAND—1930—CBS

Frequency: 1220 Kc. Power: 50,000 Watts
 Owned-Operated By WGAR Bcstg. Co.
 Address Hotel Statler
 Phone Number Prospect 1-0200
 Air Time 6:00 a.m.-1:10 a.m.

News Service.....INS, UP
 Transcription ServiceWorld
 Representative....Christal, Radio Time Sales
 MembershipNARTB, BAB
 President.....John F. Patt
 General Manager.....Carl E. George
 Sect.-Treas.Elmer Krause
 Commercial Manager.....John Garfield
 Sales Promotion Manager.....Julius Glass
 Program Director.....Reg Merridew
 Publicity Director.....Robert Smith
 Chief Engineer.....Bob Fox

W H K

CLEVELAND—1921—MBS

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By.....United Bcstg. Co.
 Business-Studio Address...5000 Euclid Avenue
 Phone Number.....Express 1-5000
 Air TimeUnlimited
 News ServiceAP
 Transcription ServiceAssociated
 RepresentativeHeadley-Reed
 MembershipNARTB
 President.....Sterling Graham
 General ManagerK. K. Hackathorn
 Commercial Manager.....W. K. Brusman
 Sales Prom. Manager.....John Wyman
 Program Director.....C. M. Hunter
 Publicity Director.....William Gannon
 Chief Engineer.....R. H. DeLany

W J M O

CLEVELAND—1947

Frequency: 1540 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Friendly Bcstg. Co.
 Address.....2157 Euclid Ave.
 Phone NumberSUperior 1-4424
 News ServiceUP
 Transcription ServiceLang-Worth
 PresidentRichard Eaton
 General Manager.....A. Lanphear
 Chief Engineer.....C. C. Courtney

W J W

CLEVELAND—1932—ABC

Frequency: 850 Kc.....Power: 5000 Watts
 Owned-Operated By.....WJW, Inc.
 Business-Studio Address...1375 Euclid Ave.
 Phone NumberSUperior 1-0108
 Air TimeFull Time
 News ServiceUP
 Transcription ServiceAssociated
 RepresentativeH-R Representatives, Inc.
 President.....William M. O'Neil
 Vice-PresidentLawrence Webb
 General Manager.....William Lemmon
 Commercial Manager.....Harold W. Waddell
 Program Director.....Bruce MacDonald
 Chief Engineer.....Gerald G. Roberts

AP SELLS

For Stations and Sponsors —

For instance . . . WING

“Due to the tremendous success of AP news at WING, we brought our station WIZE in Springfield, Ohio, into AP membership so it could get AP service.”

ADNA H. KARNS,
 Vice-President and General Manager,
 WING, Dayton, Ohio



WSRS

CLEVELAND—1947

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: WSRS, Inc.
 Bus.-Studio-Transmitter Address: 2156 Lee Rd.
 Phone Number: ERievew 1-2005
 Air Time: 24 hrs.
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: Forjoe & Co.
 Membership: NARTB, BAB
 Pres., Gen. Sta. Mgr., Pgm. Dir.: S. R. Sague
 Commercial Mgr.: Jack D. Kelly
 Sales Promotion Manager: Will Dougherty

WTAM

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 1-0942
 Transmitter Location: Brecksville
 Air Time: 5:30 a.m.-2:00 a.m.
 News Service: AP, UP
 Transcription Service: Thesaurus
 Representative: NBC Spot Sales

Membership: NARTB
 President (NBC): Frank White
 General Manager: Hamilton Shea
 Program Director: Norman Cloutier
 Sales Manager: Wm. P. Dix, Jr.
 Adv. & Prom. Mgr.: Clement G. Scerback
 Dir. Pub. Affairs: J. E. Hines
 Engineer-in-Charge: S. E. Leonard

WBNS

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
 Air Time: Full Time
 News Service: AP
 Representative: John Blair
 Membership: NARTB, BAB
 General Manager: Richard A. Borel
 Commercial Manager: W. I. Orr
 Sales Prom. Director: Jim Yeran
 Program Director: Geer Parkinson
 Publicity Director: Marge Ruddock
 Chief Engineer: Lester H. Nafzger

LOOKING FOR A SOCKO STATION TO TEST YOUR MERCHANDISING?

IN THE CLEVELAND MARKET

WSRS

The Family Station!!

CLEVELAND'S ONLY NEWS STATION
 ON THE AIR... 24 HOURS DAILY
 'ROUND THE CLOCK

LOCAL NEWS EVERY SIXTY
 MINUTES ON THE HALF
 HOUR 'ROUND THE CLOCK

WSRS

CLEVELAND

TEST YOUR PRODUCT IN A GREAT TESTING
 MARKET AT THE LOWEST COST PER THOUSAND!

WCOL

COLUMBUS—1922—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By: Air Trails, Inc.
 Business-Studio Address: E. Broad & Young St.
 Phone Number: MAin 4581
 Transmitter Location: 555 W. Goodale St.
 News Service: AP
 Transcription Service: World
 Representative: H-R Reprs., Inc.
 Membership: NARTB, BAB
 President: Charles Sawyer
 Exec. V.P.: J. P. Williams
 General Manager: Adna H. Karns
 Station Manager: Neal A. Smith
 Program Director: William L. Belaney
 Commercial Manager: John Doty
 Publicity Director: Martha Hoskins
 Chief Engineer: Harold E. Beard

WHKC

COLUMBUS—1921—MBS

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Operated By: United Bcstg. Co.
 Business-Studio Address: 5000 Euclid
 Phone Number: Express 1-5000
 Air Time: 6 a.m.-1 a.m.
 Newspaper Affiliation: "Plain Dealer"
 News Service: INS, UP
 Transcription Service: Lang-Worth
 Representative: Paul H. Raymer
 Membership: NARTB
 President: Sterling Graham
 Gen., Sta. Mgr.: Carl M. Everson
 Comm.-Sales Prom. Mgr.: H. H. Hoessly
 Program Director: John B. Moses
 Publicity Director: Ann Duffy
 Chief Engineer: William C. Minor

WVKO

COLUMBUS—1951—BUCKEYE

Frequency: 1580 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Sky Way Bcstg. Corp.
 Address: 274 S. 3rd St.
 Phone Number: Main 5247
 News Service: UP
 Transcription Service: Associated, Capitol
 Membership: NARTB
 Representative: Forjoe
 President: Gustav Hirsch
 Gen., Sta. Manager: Bert Charles
 Comm., Sales Prom. Mgr.: Charles W. Arthurs
 Program Director: Bert Charles
 Publicity Director: Rita Bender
 Chief Engineer: William Hammett

WTNS

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
 Air Time: Sunrise-sunset
 News Service: UP
 Membership: NARTB
 Membership: NARTB, BAB
 Pres., Gen. Mgr.: Bruce Wallace
 Comm. Mgr., Pub. Dir.: James Sigman
 Program Director: Stanley Robinson
 Chief Engineer: Eugene Wiggins

WHIO

DAYTON—1935—CBS

Frequency: 1290 Kc. Power: 5000 Watts
 Owned-Oper. By: Miami Valley Bcstg. Corp.
 Business-Studio Address: 45 S. Ludlow St.
 Phone Number: Adams 2261
 News Service: AP, INS, UP
 Newspaper Affiliation: "Daily News"
 Representative: Hollingbery
 Membership: NARTB
 President: James M. Cox, Jr.
 General Manager: Robert H. Moody
 Sls. Prom. Mgr.: W. E. Wolaver
 Program Director: Wade H. Alley
 Publicity Director: Ernest L. Gay
 Chief Engineer: Ernest L. Adams

AP SELLS

For Stations and Sponsors —

For instance . . . WHK

"Our salesmen like the idea of selling news that carries the prestige of the world's biggest news agency."

J. B. MAURER,
 Sales Manager,
 WHK, Cleveland, Ohio

WING

DAYTON—1924—ABC

Frequency: 1410 Kc. Power: 5000 Watts
 Owned-Oper. By: Great Trails Bcstg. Co.
 Business-Studio Address: 121 N. Main St.
 Phone Number: HEMlock 3773
 Transmitter Location: E. David Rd.
 Air Time: 5 a.m.-1:30 a.m.
 News Service: AP
 Transcription Service: World
 Representative: H. R. Representative, Inc.
 President: Charles Sawyer
 Exec. V.P.: John Pattison Williams
 General Manager: Adna Karns
 Program Director: Charles G. Reeder
 Chief Engineer: Howard Ryan

WONE

DAYTON—1949

Frequency: 980 Kc. Power: 5000 Watts
 Owned-Operated By: Skyland Bcstg. Corp.
 Address: 5 S. Jefferson St.
 Phone Number: Michigan 6501
 Air Time: Full Time
 News Service: AP
 Transcription Service: Capitol
 Representative: Headley-Reed
 Pres., Gen. Mgr.: Ronald B. Woodyard
 Station Manager: C. J. Thornquest
 Commercial Manager: Louis G. Froelich

WONW

DEFIANCE—1949

Frequency: 1280 Kc. Power: 500 Watts d.
 Owned-Oper. By: Tri-State Bcstg. Co.
 Address: U. S. Route 24
 Phone Number: 32224
 Air Time: 6 a.m.-M.
 News Service: UP
 Transcription Service: Associated
 Representative: Devney
 President: Richard W. Crowell
 General Manager: Glenn R. Thayer
 Program Director: Paul R. Murphy

WJER

DOVER—1950

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Dover Bcstg. Co., Inc.
 Address: 210 Blvd.
 Phone Number: 42-125
 Transcription Service: World, Thesaurus
 News Service: UP
 President: Agnes J. Reeves Greer
 Station Manager: W. B. Steis
 Commercial Manager: John C. Needs
 Program Director: Ed Paulin
 Chief Engineer: Don Graff

WLIO

EAST LIVERPOOL—1948

Frequency: 1570 Kc. Power: 1000 Watts d.
 Owned-Operated By: Pottery Bcstg. Co.
 Address: 6th and Walnut
 Phone Number: Main 5190
 Air Time: 7 a.m.-sunset
 News Service: AP
 Representative: Schepp-Reiner
 Membership: NARTB, BAB
 President: Earl D. Eisenhower
 General, Comm. Manager: Paul B. Saliner
 Associate Prog. Dir.: H. Fryar, R. Keith
 Chief Engineer: George T. Kelly

WOHI

EAST LIVERPOOL—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: East Liverpool Bcstg. Co.
 Address: 516 Market St.
 Phone Number: Main 1490
 News Service: AP
 Transcription Service: World
 Representative: W. S. Grant Co., Inc.
 President, Gen. Manager: Richard V. Beatty
 Comm., Prom. Mgr.: George T. Farrall
 Sta. Mgr., Prog. Dir.: Bob Metcalfe
 Chief Engineer: Mike Battle

WEOL

ELYRIA—1948

Frequency: 930 Kc. Power: 1000 Watts
 Owned-Oper. By: Elyria-Lorain Bcstg. Co.
 Address: Elyria Savings and Trust Bldg.
 Phone Number: 2255
 Air Time: 6 a.m.-12 M.
 News Service: UP
 President: Roy W. Ammel
 Gen.-Sta.-Comm. Mgr.: Maurice J. Condon
 Sales Prom. Manager: Douglas Lillico
 Program Director: Donald C. Kirk
 Publicity Director: Jack O'Brien
 Chief Engineer: Gerald McCasland

WFIN

FINDLAY—1941

Frequency: 1330 Kc. Power: 1000 Watts d.
 Owned-Operated By: The Findlay Publ. Co.
 Bus.-Studio Address: 101½ W. Sandusky St.
 Phone Number: 1330
 News Service: INS, UP, AP
 Transcription Service: Thesaurus
 Newspaper Affil.: "Republican-Courier"
 Membership: NARTB, BAB
 Representative: McGillvra
 President: R. L. Heminger
 Gen., Sta., Comm. Mgr.: Harold H. Heminger
 Sls. Prom. Mgr.: Allen P. Dudley
 Program Director: Allen P. Dudley
 Chief Engineer: Edgar C. Smith

WFOB
FOSTORIA—1952

Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Oper. By: Seneca Radio Corp.
Address: P. O. Box 589
Phone Number: 5665
News Service: UP
Transcription Service: Capitol, SESAC
President: Andrew Emerine
General Manager: Mel Murray
Commercial Manager: Roger Wise
Chief Engineer: Farrell Elsea

WFRQ
FREMONT—1950

Frequency: 900 Kc. Power: 500 Watts d.
Owned-Oper. By: Wolfe Bcstg. Corp.
Address: 905 W. State St.
Phone Number: Main 3401
Transcription Service: Thesaurus, Standard
Representative: Hil F. Best
News Service: UP
Membership: NARTB, BAB
President: Robert F. Wolfe
Commercial Manager: J. Weddell Kerr
Program Director: Frank Swartz
Chief Engineer: Allen Kauble

WJEH
GALLIPOLIS—1950—KBS

Frequency: 990 Kc. Power: 250 Watts d.
Owned-Oper. By: Ohio Valley on the Air, Inc.
Address: Box 244
Phone Number: 1160-1
News Service: UP
Transcription Service: World
Representative: Grant
Membership: NARTB
President: John E. Halliday
General Manager: Truman A. Morris
Promotion Manager: Marianne Campbell
Sls. Prom. Mgr.: D. P. Robinson
Program Director: William Watterson, Jr.
Chief Engineer: Charles Husson

WMOH
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
Air Time: 6:00 a.m.-11 p.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: W. S. Grant
Membership: NARTB
President: Robert J. Briede
General Manager: Robert L. Odson
Program Director: Norm Keller

Publicity Director: Lu Bassett
Commercial Manager: Ray Motley
Chief Engineer: Girard Caine

WIRO
IRONTON—1951—NBC-KBS
Frequency: 1230 Kc. Power: 250 Watts
Owner: Iron City Bcstg. Co.
Address: Radio Plaza
Phone Number: 360
Air Time: Full Time
Transcription Service: SESAC
Representative: McGillvra
Membership: NARTB
President: T. M. Nelson
Gen. Sta. Mgr.: C. E. McElroy
Commercial Manager: Patrick Shannon
Chief Engineer: C. A. Baker

WHOK
LANCASTER—1948
Frequency: 1320 Kc. Power: 500 Watts d.
Owned-Oper. By: Hocking Valley Bcstg. Corp.
Address-Trans. Loc.: Memorial Dr.
Phone Number: 4500
News Service: UP
Transcription Service: Thesaurus
Representative: McGillvra
Pres., Gen. Mgr.: Dr. Nelson Embrey
Sta., Comm. Mgr.: Donald W. White
Program Director: Roy Stingley
Publicity Director: Don W. White
Chief Engineer: Richard Roundhouse

WIMA
LIMA—1948—ABC
Frequency: 1150 Kc. Power: 1000 Watts
Owned-Oper. By: N.W. Ohio Bcstg. Corp.
Business-Studio Address: 223 N. Main St.
Phone Number: 32660
News Service: AP
Representative: Weed
Membership: NARTB
President: G. E. Hamilton
General Sta. Mgr.: R. W. Mack
Commercial Mgr.: C. B. Heller
Program Dir.: Easter Straker
Chief Engineer: A. J. F. Smith

WLOK
LIMA—1936—NBC
Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: WLOK, Inc.
Business Address: Nat'l Bank Bldg.
Phone Number: 6-3411
Transcription Service: World
Membership: NARTB
News Service: UP
Representative: H-R Reps., Inc.

President.....L. A. Pixley
 Gen., Sta. Mgr.....Robert O. Runnerstrom
 Program Director.....Lee Lemon
 Commercial Manager.....Lyle Lee
 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...144½ Park Ave. W.
 Phone Number.....4235-6
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....World
 Representative.....The Taylor Co.
 Membership.....NARTB, BAB
 Pres., Gen.-Sta.-Comm. Mgr.....J. M. O'Hara
 Sales Prom. Manager.....Carl Kindt
 Prog.-Pub. Dir.....Robert James
 Chief Engineer.....William Morrison

W M O A

MARIETTA—1946—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Marietta Bcstg. Co.
 Business Address.....P. O. Box 201
 Phone Number.....1690
 News Service.....UP
 Transcription Service.....SESAC
 Representative.....McGillvra
 Membership.....NARTB
 President.....William G. Wells
 General Manager.....R. Sanford Guyer
 Commercial Manager.....Fred Reynolds
 Program Director.....Tom Butscher
 Chief Engineer.....Charles E. Clark

W M R N

MARION—1940—ABC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....The Marion Bcstg. Co.
 Business Address.....P. O. 518
 Phone Number.....2-6666-7
 Air Time.....6:30 a.m.-M.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Horace Stovin, Canada
 Membership.....NARTB, BAB
 Pres., Gen.-Sta. Mgr.....Robert T. Mason
 Commercial Manager.....R. T. Mason, Jr.
 Sls. Prom. Mgr., Pub. Dir.....Majorie Williams
 Chief Engineer.....Francis Joseph Peters

W P F B

MIDDLETOWN—1947

Frequency: 910 Kc.....Power 1000 Watts d.
 100 Watts n.
 Owned-Operated By.....Paul F. Braden

Address-Trans. Loc.....Lebanon-Coles Rd.
 Phone Number.....2-3625
 Air Time.....5:00 a.m.-1 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Membership.....NARTB, BAB
 Pres., Gen., Sta. Mgr.....Paul F. Braden
 Commercial Manager.....Ranny Daly
 Pro., Pub. Dir.....Jack Kistler
 Chief Engineer.....Larry Beckwith

W C L T

NEWARK—1946

Frequency: 1430 Kc.....Power: 500 Watts d.
 Owned-Operated By...Advocate Printing Co.
 Address.....Newark, Ohio
 Phone Number.....4007
 Air Time.....6:45 a.m.-Sunset
 News Service.....AP
 Newspaper Affiliation.....The Advocate
 Transcription Service.....Thesaurus
 Representative.....Meeker Associates
 Membership.....NARTB, BAB
 President.....Frank W. Spencer
 Station Manager.....Thomas A. Rogers
 Commercial Mgr.....Robert Pricer
 Program Director.....Richard Welsbacher
 Chief Engineer.....Benjamin Windle

W P T W

PIQUA—1947—OSN

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Oper.....Miami County Bcstg. Co., Inc.
 Address-Trans.....1625 W. Covington Ave.
 Phone Number.....1420-1
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....World
 Pres., Gen., Comm. Sta. Mgr., Richard E. Hunt
 Sls. Prom. Mgr., Pub., Prog. Dir., Robert Bubb
 Chief Engineer.....Bob Blaney

W N X T

PORTSMOUTH—1951—ABC

Frequency: 1260 Kc.....Power: 1000 Watts
 Owned-Operated By...Portsmouth Bcstg. Co.
 Address.....Masonic Temple Bldg.
 Phone Number.....2-1961
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Everett-McKinney
 Pres., Gen., Sta., Comm. Mgr. Marshall Rosene
 Program Director.....Dean Sturm
 Publicity Director.....Thelma Henderson
 Chief Engineer.....Russell Newman

W P A Y

PORTSMOUTH—1935—CBS

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

Owned-Oper. By.....The Scioto Bcstg. Co.
 Bus.-Studio-Trans. Address....1009 Gallia St.
 Phone Number3-2111
 Air Time.....6 a.m.-12 M.
 News ServiceAP
 Newspaper Affiliation.....The Times
 Transcription ServiceAssociated
 Representative.....The Taylor Co.
 MembershipNARTB, BAB
 President.....Roy D. Moore
 Station Mgr.....Gerald F. Boyd
 Commercial Manager.....Floyd M. Jackson
 Program Director.....E. G. Sheridan
 Publicity Director.....Ruth Stewart
 Chief Engineer.....Maurice L. Myers

W L E C

SANDUSKY—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By....Lake Erie Bcstg. Co.
 Address.....Cleveland Rd. & Huntington
 Phone Number5170
 Air Time.....6a.m.-M.
 News ServiceUP
 Transcription Service.....World, Thesaurus
 RepresentativeHal Holman
 MembershipNARTB, BAB
 Pres., General-Station Mgr.....Jay Wagner
 Commercial Manager.....Ralph S. Silver, Jr.
 Program Director.....Robert Hinners
 Sales Prom. Mgr.....Kathryn Heiser
 Chief Engineer.....Jay Leibach

W I Z E

SPRINGFIELD—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By...Radio Voice of Springfield
 Trans.-Address117 W. High St.
 Phone Number3-4955
 News ServiceAP
 Transcription ServiceWorld
 Representative.....H. R. Representative, Inc.
 PresidentCharles Sawyer
 Sta., Comm. Manager.....Arthur L. Martin
 Pro., Pub. Dir.....John McEnaney
 Chief Engineer.....Victor L. Bushong

W J E L

SPRINGFIELD—1947

Frequency: 1600 Kc.....Power: 500 Watts d.
 Owned-Oper. By....Champion City Bcstg. Co.
 Business Address.....120 S. Limestone
 Phone Number3-4676
 News ServiceINS
 RepresentativeMcGillivra
 Transcription ServiceThesaurus
 President.....George R. Walker
 Gen., Sta. Mgr.....Chester R. Hinkle
 Commercial Manager.....Vince Shannon
 Sales Prom. Mgr., Pro. Dir.....Bob Jenkins
 Publicity Director.....Velma Owens
 Chief Engineer.....Fred Eckardt

W W S O

SPRINGFIELD—1947—KBS

Frequency: 1210 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....Radio Springfield, Inc.
 Address.....Chamber of Commerce Bldg.
 Phone Number3-6488
 News ServiceAP
 Air TimeSunrise-Sunset
 Representative.....Gill-Keefe & Perna
 Transcription ServiceM. M. Cole
 PresidentBradley Kincaid
 V.P., Gen. Mgr.....R. K. Wood
 Program Director.....Ford Rush, Jr.
 Chief Engineer.....Vernon B. Yeich

W S T V

STEUBENVILLE—1940—MBS—
 OHIO NET

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....WSTV, Inc.
 Bus.-Studio Address....Exchange Realty Bldg.
 Phone Number2-6265-6-7
 Air Time.....Full Time
 News ServiceUP
 Transcription ServiceWorld
 RepresentativePearson
 President.....Jack N. Berkman
 Gen.-Comm.-Sta. Mgr.....John J. Laux
 Sales Prom. Mgr.....Joseph M. Troesch
 Pgm., Pub. Dir.....Roy Briscoe
 Chief Engineer.....Charles S. Shepherd

W S P D

TOLEDO—1921—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned-Oper. By....Storer Broadcasting Co.
 Bus.-Studio Address.....136 Huron St.
 Phone NumberAdams 3175
 Air Time.....Full Time
 News Service.....INS, UP
 MembershipNARTB, BAB
 Transcription Service.....World, Lang-Worth
 RepresentativeKatz
 President.....George B. Storer
 Gen., Sta. Mgr.....Allen L. Haid
 Comm. Mgr.....Westford F. Shannon
 Program Director.....Emerson Kimble
 Sales Prom. Mgr., Pub. Dir...Richard Gourley
 Chief Engineer.....William M. Stringfellow

W T O D

TOLEDO—1946

Frequency: 1560 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Unity Corp.
 Business-Studio Address....515 Madison Ave.
 Phone Number.....Garfield 5551
 Air Time.....Day Time

News Service AP
 Transcription Service Lang-Worth
 Representative Headley-Reed
 Membership NARTB
 President Edward Lamb
 Gen., Sta., Prom., Comm. Mgr. Sunne Miller
 Program Director Richard Rice
 Chief Engineer Robert Sowers

WTOL

TOLEDO—1938—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Community Bcstg. Co.
 Trans.-Address Bell Bldg.
 Phone Number Adams 3291
 Air Time Full Time
 News Service AP, UP
 Representative Paul H. Raymer
 Membership NARTB
 President Frazier Reams
 Gen.-Station Mgr. Thomas S. Bretherton
 Commercial Manager Morton Neipp
 Sales Prom. Mgr., Pub. Dir. Bob Krieghoff
 Program Director Karl R. Nelson
 Chief Engineer Harold Holmes

WHHH

WARREN—1941—MBS

Frequency: 1440 Kc. Power: 5000 Watts
 Owned-Oper. By Warren Tribune Radio
 Station, Inc.
 Business-Studio Address 108 Main St.
 Phone Number 2212-9
 Newspaper Affiliation The Tribune Co.
 Air Time 6:45 a.m.-M.
 News Service AP
 Transcription Service Associated, SESAC
 President Helen Hart Hurlbert
 General Manager Carl J. Raymond
 Publicity Director Lewis W. Sirigas
 Chief Engineer Robert E. Hardy

WCHO

WASHINGTON COURT HOUSE—
 1952—KBS

Frequency: 1250 Kc. Power: 500 Watts d.
 Owned-Oper. By Court House Bdcstg. Co.
 Address 113½ S. Main St.
 Phone Number 5-6211
 News Service AP
 Transcription Service Thesaurus, SESAC

AP SELLS

For Stations and Sponsors—

For instance . . . WHK

"For reliability, I stick with AP—especially on the tough stories that break fast. And salutes to AP's Cleveland Bureau for fast action on our requests and questions!"

WAYNE SKAKEL,
 News Editor,
 WHK, Cleveland, Ohio

Pres., Gen. Mgr. L. Morse Weimer
 Program Director Art Layne
 Station Manager Robert Mayer
 Chief Engineer Carl Ebbert

WKOV
WELLSTON—1952

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By S. H. Kovalan
 Address P. O. Box 190
 Phone Number 546
 News Service UP
 Transcription Service
 Representative
 President M. D. Lincoln
 General Manager Herbert E. Evans
 Commercial Manager Harry Bruce
 Sales Prom. Mgr., Pub. Dir. Phil Sheridan
 Program Director Bob Geis
 Chief Engineer Harold Schaff

WWST
WOOSTER—1947

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Oper. By Wooster Republican Ptg. Co.
 Phone Number 760-1
 News Service AP
 Transcription Service Capitol, World
 Membership BAB
 General Manager Quentin W. Wotty
 Program Director R. E. Heeter
 Chief Engineer Burton L. Bowman

WRFD
WORTHINGTON—1947

Frequency: 880 Kc. Power: 5000 Watts d.
 Owned-Oper. By Peoples Bcstg. Corp.
 Address 246 N. High St.
 Phone Number Fletcher 4711
 News Service AP
 Transcription Service Thesaurus
 Representative Geo. W. Clark, Inc.
 President M. D. Lincoln
 General Manager Herbert E. Evans
 Commercial Manager Harry Bruce
 Sales Prom. Mgr., Pub. Dir. Phil Sheridan
 Program Director Bob Geis
 Chief Engineer Harold Schaff

WBBW
YOUNGSTOWN—1949

Frequency: 1240 Kc. Power: 250 Watts
 Owner Mahoning Valley Bcstg. Corp.
 Address Warner Theatre Bldg.
 Phone Number Riverside 44421
 Air Time Full Time
 News Service AP
 Transcription Service Lang-Worth
 Station Representative Forjoe & Co.
 Membership NARTB

WRFD Reaches "R.F.D. Ohio" At Much Less Cost!

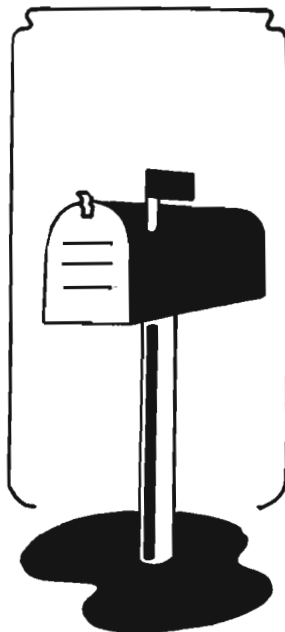
It was a great step forward when the United States Post Office instituted Rural Free Delivery. It meant that folks in the rural areas of America could be reached almost as easily as those living in the cities and towns! Yes, Rural Free Delivery was a great advance, but here's an even better, much less expensive way to reach buyers in Ohio's BILLION DOLLAR RURAL MARKET! Put your sales message on WRFD—the station that farmers depend upon and listen to for the best in farm features and programs plus well produced entertainment! WRFD gives you deeper penetration at LOWER COST than any other advertising medium! Ohio's Rural Radio Station SELLS Ohio's Rural Market! For the complete WRFD story, telephone the studios (Franklin 2-5342) or get in touch with our national representative.

WRFD — WORTHINGTON, OHIO — PEOPLES BROADCASTING CORP.

WRFD

5,000 WATTS AT 880 KC.

GEORGE W. CLARK, INC.—NATIONAL REP.



NBC . . . NBC-TV . . . NBC . . . NBC-TV . . . NBC . . . NBC-TV

IRON and STEEL

turn into

GOLD

IN YOUNGSTOWN, OHIO

by advertising on

WFMJ

TV ★ ★ ★ AM ★ ★ ★ FM

These Stations Make Advertising PAY

★

**YOUNGSTOWN STEEL MILLS ARE
OPERATING AT 106%**

★

*America's 3rd Largest Steel Center
America's 30th Population Area*

★

Call

HEADLEY-REED CO.

National Representatives

or

W F M J

101 W. Boardman St., Youngstown, O.

Telephone 3-4121

NBC AFFILIATE

Day and Night

RADIO

5000

WATTS

50,000 Watts FM

175 kw

TV TOWER

1000

FEET

by Aug. 1953

Interim Tower 300 ft.

ASSOCIATED PRESS AND UNITED PRESS NEWS WIRES

President, Ch. Eng.....John Cherpack, Jr.
 Vice-Pres., Gen.-Comm. Mgr.....Gene Trace
 Program Director.....Tony Ross
 Publicity Director.....Marilyn Noble

W F M J

YOUNGSTOWN—1939

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Operated By.....WFMJ Bcstg. Co.
 Business-Studio Address.....101 W. Boardman
 Phone Number 3-4121
 Air Time 6 a.m.-1:05 a.m.
 News Service.....AP, UP
 Transcription Service.....Thesaurus, Standard
 RepresentativeHeadley-Reed
 MembershipNARTB
 Pres., Gen., Sta. Mgr...William F. Maag, Jr.
 Comm., Sales Prom. Mgr...Leonard E. Nasman
 Program DirectorRonald W. Richards
 Chief Engineer.....Frank A. Dieringer

W K B N

YOUNGSTOWN—1926—CBS

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WKBN Bcstg. Corp.
 Phone Number2-1145
 Air Time.....Full Time
 Address.....3930 Sunset Blvd.
 News Service.....UP, AP
 Newspaper Affiliation.....Plain Dealer
 Transcription Service.....World, Lang-Worth
 Representative.....Paul H. Raymer
 MembershipNARTB, BAB
 Pres., Gen. Mgr....Warren P. Williamson, Jr.
 Station Manager.....J. Lothair Bowden
 Promotion Mgr.....Howard Rempes
 Program Director.....Don Brice
 Chief Engineer.....B. T. Wilkins

W H I Z

ZANESVILLE—1924—NBC

Frequency: 1240 Kc.....Power: 250 Watts
 Owner...Southeastern Ohio Bcstg. System, Inc.
 Business-Studio Address...Lind Arcade Bldg.
 Phone Number2-5431
 Newspaper Affiliation...Zanesville Publ. Co.
 News Service.....AP, UP
 Transcription ServiceStandard
 Representative.....John E. Pearson
 MembershipNARTB, BAB
 PresidentClay Littick
 Sales Prom. Mgr., Pub. Dir.....Bill Eberle
 Gen., Station Manager.....Vernon A. Nolte
 Dir. of Sales.....Nate Milder
 Chief Engineer.....William A. Hunt

AP SELLS

For Stations and Sponsors —

For instance . . . WHK

“AP’s reputation for fast, accurate service makes it easy when I go to a client to renew a newscast contract. Half my selling job is done by having AP.”

JOSEPH A. BERES,
 Account Executive,
 WHK, Cleveland, Ohio



OKLAHOMA

Pop. April 1, 1953 (Est.) 2,264,000—Total Housing Units 719,000
Families April 1, 1953 (Est.) 626,000—Stations in State 45

K A D A

ADA—1934—ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: KADA Bcstg., Inc.
Business Address: Box 642
Phone Number: 12-3
Address: No. Broadway
Air Time: 6 a.m.-12 M.
News Service: AP
Transcription Service: Standard
Representative: The Taylor Co.
Membership: NARTB, BAB
President: Dr. C. C. Morris
General Manager: Billy T. Hoover
Station Manager: Brown Morria
Prod., Music Dir.: Zelma Dean Woods
Program Director: Nadine Mullinax
News Director: Charles Seybert
Chief Engineer: George Miller

K W H W

ALTUS—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Altus Bcstg. Co., Inc.
Business Address: 205 N. Main
Phone Number: 1405
Air Time: 7 a.m.-10 p.m.
News Service: AP
Representative: Hil F. Best
Newspaper Affiliation: "Times-Democrat"
Membership: NARTB
Pres., Gen. Mgr.: Frank E. Wimberly
Chief Engineer: Ernest Baucum

K V S O

ARDMORE—1935—ABC
OKLA. NET

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: John F. Easley
Bus.-Studio Address: 112 N. Washington
Phone Number: 3030
Air Time: Full Time
News Service: AP
Newspaper Affiliation: Daily Ardmoreite
Transcription Service: World, SESAC
Representative: The Taylor Co.
General Manager: Albert Riesen
Comm. Mgr.: J. E. Riesen
Program Director: Dolly Dutton
Publicity Director: Galy Varnell
Chief Engineer: William E. Kolb

K W O N

BARTLESVILLE—1941—MBS

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By: Bartlesville Bcstg. Co.
Bus.-Studio Address: Union Natl. Bank Bldg.
Phone Number: 1400
Air Time: Full Time
News Service: AP
President, Gen., Sta. Mgr.: J. Fred Case
Comm., Prom. Mgr.: John Collins
Chief Engineer: Roger Billings

K B W L

BLACKWELL—1952

Frequency: 1580 Kc. Power: 250 Watts d.
Owned-Operated By: Star Bcstg. Co., Inc.
Phone Number: 309
News Service: AP
Transcription Service: Thesaurus
General Manager: R. L. McCarrell
Chief Engineer: Charles Hobbs

K W C O

CHICKASHA—1946—MBS-KBS

Frequency: 1560 Kc. Power: 1000 Watts d.;
250 Watts n.
Owned-Oper. By: Washita Valley Bcstg. Corp.
Address: KWCO Bldg.
Phone Number: 2899
Air Time: Full Time
News Service: UP
Co-own., Gen. Mgr., President: P. D. Jackson
Commercial Manager: Hoyt Caldwell
Program Director: Lorine Null
Sls. Prom. Mgr.: Lorine Null
Chief Engineer: Neal M. Allen

K W O E

CLINTON—1949

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Operated By: Western Okla. Bcstg. Co.
Address: Box 706
Phone Number: 617
News Service: UP
Transcription Service: SESAC
Station Representative: Hil F. Best
General Manager: V. M. Preston
Commercial Manager: Leo Tremblay
Prom. Mgr., Prog. Dir.: Lew Preston
Chief Engineer: Hubert Gaston

K W H P

CUSHING—1952

Frequency: 1600 Kc. Power: 1000 Watts d.
Owned-Operated By: W. H. Payne
Address: 203 N. Harrison
Phone Number: 922
News Service: AP
Transcription Service: Thesaurus

General Manager.....William H. Payne
 Commercial Manager.....Jerry Watson
 Program Director.....DeWitt Waites
 Promotion Manager.....LoRena Payne
 Chief Engineer.....Charles F. Hebard

K R H D

DUNCAN—1947—MBS

Frequency: 1350 Kc.....Power: 250 Watts d.
 100 n.
 Owned-Operated By.....Duncan Bcstg. Co.
 Address.....Box 1192
 Phone Number.....1350
 Air Time.....Unlimited
 News Service.....UP
 Transcription Service.....World
 Membership.....NARTB
 President.....R. H. Drury
 Gen., Sta., Comm. Mgr.....Leo Morris
 Sales Prom. Mgr.....Bill Brubaker
 Pgm. Dir.....Henry Mattison
 Publicity Dir.....John Moen
 Chief Engineer.....Dale Bishop

K S E O

DURANT—1947—KBS

Frequency: 750 Kc.....Power: 250 Watts d.
 Owned-Operated By...Democrat Printing Co.
 Address.....Democrat Bldg.
 Phone Number.....2200
 News Service.....AP
 Transcription Service.....Standard
 Partners.....R. F. Story, Bennett Story
 General Manager.....Leroy Moses
 Chief Engineer.....Leonard Brown

K A S A

ELK CITY—1932—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Southwest Bcstg. Co.
 Address.....North Randall St.
 Phone Number.....731
 Manager.....Lonnie J. Preston
 Program Director.....Alice Howenstine
 Chief Engineer.....G. K. Fenter

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
 Phone Number.....447
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....World
 News. Affil. "Morning News." "Daily Eagle"
 Representative.....O. L. Taylor Co.
 Membership.....NARTB
 President.....Milton B. Garber

General Manager.....Guy B. Farnsworth
 Commercial Mgr.....H. P. Hale
 Program Director.....B. Napier
 Publicity Director.....Cecil E. Hill
 Chief Engineer.....Murray D. Coleman

K G W A

ENID—1949—MBS

Frequency: 960 Kc.....Power: 1000 Watts
 Owned-Oper. By...Public Bcstg. Service, Inc.
 Address.....115½ E. Broadway
 Phone Number.....4230
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Rambeau
 President.....George Hutchison
 Gen., Sta., Prom. Mgr.....H. J. Godschalk
 Comm. Mgr., Pgm., Publ. Dir.....Tom Belcher
 Chief Engineer.....William Teitzel Jr.

K T A T

FREDERICK—1948—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Frederick Bcstg. Co.
 Address.....Main & Grand
 Phone Number.....1010
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Capitol
 Representative.....Hil F. Best
 General Manager (Ptnr.).....J. D. Jones, Jr.
 Program Director.....Mary Wheeler
 Comm. Mgr., Pub. Dir.....Evelyn Jones
 Chief Engineer.....J. D. Jones, Jr.

K G Y N

GUYMON—1948

Frequency: 1220 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Plains Bcstg. Co.
 Business-Studio Address.....P. O. Box 38
 Phone Number.....888
 News Service.....UP
 Transcription Service.....World, Thesaurus
 Membership.....NARTB, BAB
 Representative.....Hil F. Best
 President, Gen. Mgr.....T. M. Raburn, Jr.
 Commercial Manager.....Ed Slater
 Chief Engineer.....Herbert L. Noyes

K T J S

HOBART—1947—KBS

Frequency: 1420 Kc.....Power: 250 Watts d.
 Owned-Operated By.....T. J. Shriner
 Address.....315 E. 11th St.
 Phone Number.....1070
 News Service.....AP
 President, Ch. Eng.....T. J. Shriner
 Program Director.....Mary Jo Shriner

KIHN

HUGO—1948

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Little Dixie Bcstg. Co.
 Address P. O. Box 248
 Phone Number 1140
 News Service AP
 Transcription Service SESAC
 President George Malone
 Gen. St. Mgr. Elzie B. Parker
 Chief Engineer Dalton E. Jones

KSWO

LAWTON—1941
 ABC-OKLA. NET

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By Okla. Quality Bcstg. Co.
 Bus. Studio Address 406½ D Ave.
 Phone Number 1380
 Air Time Unlimited
 News Service UP
 Transcription Service Lang-Worth
 Representative The Taylor Co.
 Membership NARTB, BAB
 President R. H. Drewry
 General, Sta. Manager Allan Page
 Commercial Mgr. Neil Ashlock
 Sales Prom. Mgr., Pub. Dir. Bill McReynolds
 Program Director Morgan Roberts
 Chief Engineer Bill Buford

KNED

McALESTER—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Operated By Pittsburg Bcstg. Co., Inc.
 Address Aldridge Hotel
 Phone Number 1460
 News Service UP
 Transcription Service Capitol, Thesaurus
 Pres., Gen. Mgr. Ray Van Hooser
 Commercial Manager Phil Reed
 Program Director Juanita Van Hooser
 Chief Engineer Dexter Ferry

KTMC

McALESTER—1946—ABC-OKLA.

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By McAlester Bcstg. Co.
 Business-Studio Address Box 157
 Phone Number 2411
 News Service AP
 Representative The Taylor Co.
 President William Young
 Commercial Manager Bob Baggett
 General Manager James O. Wilson, Jr.
 Chief Engineer Harold Duncan

KGLC

MIAMI—1948—KBS-WESTERN

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Operated By Miami Bcstg. Co.
 Address Box 511
 Phone Number 3303
 Air Time Full Time
 News Service UP
 Transcription Service Standard, Lang-Worth
 Representative Adam Young
 Membership NARTB, BAB
 President M. K. Hutts
 General Manager Charles L. Unger, Jr.
 Program Director Bill York
 Chief Engineer Louis Stone

KBIX

MUSKOGEE—1936—ABC-OKLA.

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Okla. Press Pub. Co.
 Address 214-216 Wall St.
 Phone Number 74
 Air Time 6 a.m.-12 M.
 News Service UP
 Newspaper Affiliation Daily Phoenix, Times
 Democrat
 Transcription Service Thesaurus
 Representative The Taylor Co.
 President Tams Bixby, Jr.
 Station Manager Walter W. Weber
 Commercial Manager Paul Perry
 Program Director Howard Whitely
 Chief Engineer Eugene Edwards

KMUS

MUSKOGEE—1948—MBS
 GRASS ROOTS

Frequency: 1380 Kc. Power: 1000 d., 500 n.
 Owned-Oper. By Eastern Okla. Bcstg. Corp.
 Business-Studio Address 412½ Court St.
 Phone Number 656
 News Service UP
 Transcription Service World, Standard
 Representative Pearson
 President R. M. Mountcastle
 Gen., Station Mgr. Jimmie Barry
 Program Director George Overton
 Chief Engineer James Keitel

KNOR

NORMAN—1949—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Cleveland County
 Bcstg. Co.
 Address P. O. Box 542
 Phone Number 474
 News Service UP

Transcription Service World
 Gen. Mgr. (Ptnr.)..... William S. Morgan
 Comm. Mgr. Tol Dickenson
 Program Director..... Gene Stansberry
 Chief Engineer..... Gene Morris

President..... John Toole Griffin
 General-Station Mgr..... J. J. Bernard
 Sales Prom. Mgr..... Ben H. Holmes
 Commercial Manager..... Raymond Ruff
 Program Director..... Mack Fuller
 Chief Engineer..... M. W. Thomas

K B Y E

OKLAHOMA CITY—1946

Frequency: 890 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... State Bcstg. Co.
 Bus.-Studio Address..... 9th & Broadway
 Phone Number 3-2323
 President Kenyon Brown

K L P R

OKLAHOMA CITY—1947

Frequency: 1140 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... Byrne Ross
 Business Address..... 128½ W. Commerce St.
 Phone Number 3-6358
 News Service AP
 Membership NARTB, BAB
 Owner, Pres., Gen. Mgr..... Byrne Ross
 Prom. Comm. Mgr..... Fred Farha
 Program Director..... Mrs. Kathleen Burkett
 Chief Engineer..... Jay Davis

K O C Y

OKLAHOMA CITY—1922

Frequency: 1340 Kc..... Power: 250 Watts
 Owned-Oper. By..... Plaza Court Bcstg. Co.
 Business-Studio Address... Plaza Court Bldg.
 Phone Number..... Forest 5-4333
 Air Time..... 6 a.m.-M.
 News Service AP
 Representative Pearson
 Membership NARTB
 Pres., Gen. Mgr..... M. H. Beenebrake
 Sta., Comm Manager..... George Collison
 Program Director..... John D. Harrison
 Chief Engineer..... Howard Hollars

K O M A

OKLAHOMA CITY—1931—CBS

Frequency: 1520 Kc..... Power: 50,000 Watts
 Owned-Operated By..... KOMA, Inc.
 Business-Studio Address... 7300 Lincoln Blvd.
 Phone Number..... Victor 3-6641
 Air Time..... 5:30 a.m.-12:30 a.m.
 News Service AP
 Transcription Service... Standard, Lang-Worth
 Representative Avery-Knodel
 Membership NARTB

K T O K

OKLAHOMA CITY—1927—ABC

Frequency: 1000 Kc..... Power: 5000 Watts
 Owned-Operated By..... KTOK, Inc.
 Business-Studio Address..... 1800 W. Main
 Phone Number 3-8352
 Air Time..... 6 a.m.-M.
 News Service AP, UP
 Transcription Service World
 Representative..... O. L. Taylor Co.
 President Wendell Mayes
 General Manager..... E. L. Colbourn
 Program Director..... Dick Kirchner
 Chief Engineer..... Clifford Easum

K T O W

OKLAHOMA CITY—1948

Frequency: 800 Kc..... Power: 250 Watts d.
 Owned-Operated By..... Sooner Bcstg. Co.
 Business-Studio Address... Liberty Bank Bldg.
 Phone Number 2-6367
 News Service AP
 Representative Rambeau
 Membership NARTB
 President Ralph Ball
 Gen., Sta. Mgr..... Rex M. Lester, Jr.
 Commercial, Sales Prom. Mgr.... Ross Baker
 Pgm., Pub. Dir..... Bill Bryan
 Chief Engineer..... John Witt

W K Y

OKLAHOMA CITY—1920—NBC

Frequency: 930 Kc..... Power: 5000 Watts
 Owned-Oper. By..... WKY Radiophone Co.
 Bus.-Studio Address..... 500 E. Britton Rd.
 Phone Number..... TRinity 8-2161
 Air Time..... Unlimited
 News Service AP, UP
 Newspaper Affiliation... Oklahoman, Times
 Transcription Service Standard
 Representative Katz
 Membership NARTB
 President..... E. K. Gaylord
 Manager..... P. A. Sugg
 Commercial Manager..... Robert E. Chapman
 Program Director..... Paul Brawner
 Public Rel. Mgr..... Ray Scales
 Chief Engineer..... H. J. Lovell

K H B G

OKMULGEE—1937—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Okmulgee Bcstg. Corp.
 Business Address 114½ East 7th St.
 Phone Number 3646
 News Service AP
 Representative Pearson
 Membership NARTB
 President Don Reynolds
 Gen., Sta. Mgr. John R. Trotter
 Program Director Gladys LeGrand
 Chief Engineer John Brennehan

K V L H

PAULS VALLEY—1947—KBS

Frequency: 1470 Kc. Power: 250 Watts d.
 Owned-Operated By KVLH Bcstg. Co.
 Business Trans. Address P. O. Box 610
 Phone Number 1470
 Air Time Day Time
 News Service UP
 Transcription Service Capitol
 Representative Hil F. Best
 President James T. Jackson
 General Manager Phil Crenshaw
 Sales Prom. Mgr. J. J. Gray
 Chief Engineer George Rountree

W B B Z

PONCA CITY—1928—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By The Ponca City Publ. Co.
 Address 1801 E. Oklahoma
 Phone Number 6607-8
 Air Time Full Time
 Newspaper Affiliation The News
 News Service AP
 Transcription Service World
 Membership NARTB, BAB
 President Clyde E. Muchmore
 Sta., Gen. Mgr. Cy Casper
 Commercial Mgr. M. E. Sheid
 Pgm. Dir. William G. Maugans
 Publicity Director Gareth Muchmore
 Chief Engineer W. Carroll Blewster

K O L S

PRYOR—1950—KBS

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By Lakes Area Bcstg. Co.
 Address Fifth & S. Mill Sts.
 Phone Number 1263
 Transcription Service SESAC
 News Service AP
 Gen., Sta. Mgr. L. L. Gaffaney

Commercial Manager Mrs. L. L. Gaffaney
 Program Director Merle Caldwell
 Chief Engineers R. L. Padgett, Tom Graves

K G F F

SHAWNEE—1930

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KGFF Bcstg. Co., Inc.
 Address Hotel Aldridge
 Phone Number 4390
 Air Time Unlimited
 News Service AP
 Newspaper Affiliation Stauffer Publ. Inc.
 Transcription Service World
 President Oscar S. Stauffer
 Gen., Sta. Manager Wilford C. Dickson
 Commercial Manager Fred Davis
 Program Director Jerry Ziegler
 Chief Engineer Delbert Grady

K S P I

STILLWATER—1947—MBS

Frequency: 780 Kc. Power: 250 Watts d.
 Owned-Oper. By Stillwater Publishing Co.
 Business Address P. O. Box 231
 Phone Number 311
 Air Time Sunrise-sunset
 News Service UP
 Newspaper Affiliation News-Press
 Transcription Service World
 Representative Thomas Clark
 President C. R. Bellatti
 General Manager L. F. Bellatti
 Program Director J. R. Bellatti
 Chief Engineer Paul McCollum

K A K C

TULSA—1946

Frequency: 970 Kc. Power: 1000 Watts d.
 500 n.
 Owned-Oper. By Public Radio Corp.
 Bus.-Studio Address 412 E. Fifth St.
 Phone Number 4-2401
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 President-Treas. S. E. Avey
 V.P., General Manager James L. Neal
 Sales Promotion Manager Rusty Kirk
 Program Director John B. Wheeler
 Chief Engineer M. M. Donley

K F M J

TULSA—1946—MBS

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Operated By Fred Jones Bcstg. Co.
 Business-Studio Address 1242 S. Boston

Phone Number 5-5555
 News Service UP
 Representative Indie Sales
 Membership NARTB, BAB
 President Fred Jones
 General Manager Lawson Taylor

K O M E
 TULSA—1398

Frequency: 1300 Kc. Power: 5000 d., 1000 n.
 Owned-Oper. By Oil Capital Sales Corp.
 Business-Studio Address Kome Bldg.
 Phone Number 3-4121
 News Service AP
 Transcription Service World
 Representative Pearson
 President John E. Brown Jr.
 Exec. Vice-Pres. Storm Whaley
 General Manager Riley R. Gibson
 Chief Engineer Roy Brown

K R M G
 TULSA—1949—ABC

Frequency: 740 Kc. Power: 50,000 Watts d.,
 25,000 n.
 Owned-Operated By All Oklahoma Bcstg. Co.
 Business-Studio Address 311 So. Denver Ave.
 Phone Number 5-3291
 Transcription Service Capitol
 Air Time Full Time
 Representative John Blair
 News Service AP
 Membership NARTB
 President Robert S. Kerr
 General Manager Robert B. Jones, Jr.
 Sta., Comm. Mgr. Frank S. Lane
 Sales Prom. Mgr. Ann Fellows
 Program Director David E. Wilson
 Chief Engineer William H. Bradley

K T U L
 TULSA—1934—CBS

Frequency: 1430 Kc. Power: 5000 Watts
 Owned-Operated By Tulsa Bcstg. Co.
 Business Address Boulder-on-the-Park
 Phone Number 2-3191
 Air Time 5:30 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Avery-Knode
 Membership NARTB, BAB
 President John T. Griffin
 V.P. & Gen. Mgr. John Esau
 Commercial Mgr. L. A. Blust, Jr.
 Sales Prom. Mgr. George Ketcham
 Program Director Karl Janssen
 Chief Engineer Robert Snider

K V O O
 TULSA—1925—NBC

Frequency: 1170 Kc. Power: 50,000 Watts
 Owned-Oper. By Southwestern Sales Corp.
 Bus.-Studio Address Philtower Bldg.
 Phone Number 2-3281
 Air Time 24 hrs.
 News Service UP, INS
 Transcription Service Standard, World
 Representative Edward Petry
 President W. G. Skelly
 V.P., General Mgr. William B. Way
 Commercial Manager Gustav K. Brandborg
 Sales Prom. Mgr. N. T. McClarin
 Program Director Joe O'Neill
 Production Director John Henry
 Chief Engineer Watt Stinson

K W S H
 WEWAKA—1951—ABC-KBS

Frequency: 1260 Kc. Power: 1,000 Watts
 Owned-Operated By Tri Cities Bcstg. Co., Inc.
 Address Box 1260
 Phone Number 1280-1261
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Standard
 Representative Taylor
 Membership NARTB
 President Dr. C. C. Morris
 General Manager Bill Hoover
 Station Manager Pat Murphy
 Commercial Manager Roy Judge
 Program Director Don Owen
 Publicity Director Romane Bailes
 Chief Engineer Warren W. Abbott

K S I W
 WOODWARD—1947—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Woodward Bcstg. Co.
 Address Trans. Loc. 22 & Cedar Sts.
 Phone Number 1450
 Air Time 6 a.m.-10:15 p.m.
 News Service AP
 Transcription Service Capitol, Thesaurus
 Representative Continental
 Membership NARTB, BAB
 Pres., Gen. Mgr. Edward A. Ryan
 Sales Prom. Mgr. Paul F. Kelly
 Program Director Lenora W. Ryan
 Chief Engineer George Archer
 Chief Announcer Mark Gaston

OREGON

Pop. April 1, 1953 (Est.) 1,601,000—Total Housing Units 529,000
Families April 1, 1953 (Est.) 506,000—Stations in State 47

KWIL

ALBANY—1941—MBS-DON LEE

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By... Central Willamette Bcstg.
Bus.-Studio-Trans. Loc.... Queen Ave. & Elm
Phone Number 1234-5
Air Time..... 6 a.m.-M.
News Service UP
Transcription Service World
Newspaper Affiliation..... "Democrat Herald"
Representative John Keating
Membership NARTB, BAB
President..... R. R. Cronise
General Manager..... Chet Wheeler
Publicity Director..... Ken McCoy
Commercial Manager..... Johnny Birrel
Station Manager..... Warren Stoffer
Sales Prom. Mgr..... Mal Waltman
Program Director..... LeRoy Jolley
Publicity Director..... Ken McCoy
Chief Engineer, Farm Editor. Herbert Davidson

KWIN

ASHLAND—1946

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By... Rogue Valley Bcstg. Co.
Address..... 1160 Helman Rd.
Phone Number 2-1351
Air Time..... 6:30 a.m.-11 p.m.
Trustee..... H. R. Morris

KA ST

ASTORIA—1936—MBS-KBS
DON LEE

Frequency: 1370 Kc. Power: 1000 Watts
Owned-Operated By..... Astoria Bcstg. Co.
Bus.-Studio Address..... 1006 Taylor Ave.
Phone Number 95
News Service AP
Transcription Service Standard
Representative Art Moore
Membership BAB
President..... Robert B. Chessman
Gen., Sta. Mgr..... R. D. Holmes
Program Director..... Mrs. Mary Ristola
Commercial Manager..... Irving Steinbock
Chief Engineer..... Jay Bruce Whitwell

KVAS

ASTORIA—1950

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By..... Clatsop Video Bcstrs.
Address..... 612 Commercial St.

Phone Number 41
Representative Moore
Transcription Service World
News Service UP
Membership NARTB
President..... L. E. Parsons

KBKR

BAKER—1939—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By..... Inland Radio, Inc.
Bus.-Studio Address..... 2030 Auburn Sts.
Phone Number 140
News Service UP
Transcription Service World
Membership NARTB
President..... Lee W. Jacobs
Gen., Comm. Mgr..... Kenneth B. Lockwood
Program Dir..... Kenneth Holden
Chief Engineer..... Walt Bobisud

KBND

BEND—1938—MBS

Frequency: 1110 Kc. Power: 1000 Watts
Owned-Oper. By... Central Oregon Bcstg. Co.
Bus.-Studio Address..... Coble Bldg.
Phone Number 848
Air Time..... 6 a.m.-11 p.m.
News Service UP
Transcription Service World
Representative W. S. Grant
Membership NARTB
Gen., Sta. Mgr..... Frank H. Loggan
Comm. Mgr..... Doug Gaines
Pgm. Dir..... Kessler Cannon
Publicity Director..... Jack Thornton
Chief Engineer..... Robert Dickinson

KOOS

COOS BAY—1928—MBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..... KOOS, Inc.
Address..... 505 Hall Bldg.
Phone Number 4321-4331
Air Time..... Day Time
News Service UP, AP
Newspaper Affiliation Times
Reps. Keating, Forjoe
President..... Sheldon F. Sackett
General Manager..... Fred F. Chitty
Station Manager..... Phil Waters
Program Director..... John Tasnady
Chief Engineer..... Nate Olson

KWRO

COQUILLE—1948—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: KWRO, Inc.
 Address: P. O. Box 396
 Phone Number: 3961
 Air Time: Full Time
 News Service: AP
 Transcription Service: Capitol, World
 Representative: Keating
 Sect.-Treas.: W. E. Walsh
 Manager: George Stratton
 Commercial Manager: Lynn C. Thomas
 Chief Engineer: Floyd Nichols

KRUL

CORVALLIS—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Pacific States Radio Co.
 Address Trans. Lot: 1221 So. 15th St.
 Phone Number: 3-3322
 Air Time: Full Time
 News Service: AP
 Transcription Service: Capitol
 Representative: Keating
 President: I. C. Haley
 Gen., Sta. Mgr., Pub. Dir.: Loyal H. Vickers
 Comm., Sales Prom. Mgr.: Jack Gallant
 Program Director: John Hodge
 Chief Engineer: Bob Cowart

KODL

THE DALES—1900—KBS

Frequency: 1230 Kc. Power: 250 d., 100 n.
 Owned-Oper. By: Western Radio Corp.
 Trans. Address: Scenic Dr. nr. Sorosis Pk.
 Phone Number: 2300
 Air Time: Full Time
 News Service: UP
 Transcription Service: Thesaurus
 Pres., General Manager: V. B. Kenworthy
 Station Manager: Paul E. Walden
 Program Director: Monte DeVon
 Chief Engineer: Doug'as Whipple

KASH

EUGENE—1947—ABC

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By: Radio Air Ways, Inc.
 Address: P. O. Box 1600
 Phone Number: 5-3357
 Air Time: 5:30 a.m.-12:30 a.m.
 News Service: UP
 Transcription Service: Capitol, SESAC
 Representative: Donald Cooke
 Pres., Gen., Sta. Mgr.: E. L. Kincaid
 Commercial Manager: Paul N. Plank
 Program Director: Laura Plank
 Asst. Mgr., Pub. Dir.: Clare Mattingly
 Chief Engineer: Norville M. Packard

KERG

EUGENE—1949—CBS

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By: Guard Pub. Co.
 Address: P. O. Box 506
 Phone Number: 5-4304
 Air Time: 6 a.m.-M.
 News Service: AP
 Newspaper Affiliation: "Register-Guard"
 Transcription Service: Standard
 Representative: Weed & Co.
 Membership: NARTB, BAB
 President: Alton F. Baker
 Gen., Sta. Mgr.: L. W. Trommlitz
 Commercial Manager: Herb Michael
 Publicity Director: Jack Craig
 Prom. Mgr., Prog. Dir.: Robert Fulton
 Chief Engineer: Calvert Applegate

KORE

EUGENE—1927—MBS-DON LEE

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Lane Bcstg. Co.
 Business Address: P. O. Box 1032
 Phone Number: 4-4214
 Air Time: 6 a.m.-M.
 News Service: UP
 Transcription Service: World
 Representative: Everett-McKinney
 Membership: NARTB
 Director: Glenn McCormick
 General Mgr.: Lee Bishop
 Commercial Mgr.: Virgil Parker
 Program-Production Dir.: Robert Eubanks
 Publicity Dir.: Virgil Parker
 Chief Engineer: Floyd Vikea

KUGN

EUGENE—1946—NBC

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Operated By: KUGN, Inc.
 Business Address: P. O. Box 590
 Phone Number: 4-6216
 Air Time: 6 a.m.-M.
 News Service: AP
 Transcription Service: Lang-Worth
 Representative: McHugh, Meeker
 Membership: NARTB
 President: C. H. Fisher
 Sta. Manager: S. W. McCready
 Commercial Manager: E. W. Karl
 Program Director: Reg Roos
 Sales Prom. Mgr.: Robert Hilyer
 Chief Engineer: George Hathaway

K F G R

FOREST GROVE—1950

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By: Irving G. Schmidtke
 Address: Rt. 2, Box 245
 Phone Number: 6091
 Transcription Service: Standard, SESAC
 News Service: AP
 Pres., Gen., Sta. Mgr.: Irving V. Schmidtke
 Commercial Manager: John L. Elder
 Prog., Pub. Dir.: Allen E. Hoffard

K U I N

GRANTS PASS—1939—MBS
 DON LEE

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Southern Oregon Bcstg. Co.
 Business Address: P. O. Box 148
 Phone Number: 4477
 Air Time: 6 a.m.-11 p.m.
 News Service: AP
 Transcription Service: World, McGregor
 Representative: W. S. Grant
 Membership: NARTB, BAB
 President: A. E. Voorhies
 General Manager: E. A. Malone
 Commercial Mgr.: M. K. Ball
 Program Director: Dave Allen
 Chief Engineer: N. L. Williams

K I H R

HOOD RIVER—1950

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Ore.-Wash. Bcstrs.
 Address: P. O. Box 207
 Phone Number: 8561
 General Mgr., Ptnr.: C. H. Fisher
 Partner: C. O. Fisher
 Station Manager: Don McCutcheon
 Chief Engineer: James H. Platz

K F J I

KLAMATH FALLS—1923—MBS
 DON LEE

Frequency: 1150 Kc. Power: 5000 d., 1000 n.
 Owned-Oper. By: KFJI Bcstrs., Inc.
 Address: P. O. Box 692
 Phone Number: 22551
 Air Time: 6 a.m.-12 M.
 News Service: UP
 Transcription Service: World
 Representative: W. S. Grant, Keating
 Membership: NARTB
 President: W. D. Miller
 Gen., Sta., Comm. Mgr.: Dick Maguire
 Prog., Pub. Dir.: Bob McVay
 Chief Engineer: William P. Grimes

K F L W

KLAMATH FALLS—1946—ABC-CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Herald Publ. Co.
 Address: P. O. Box 941
 Phone Number: 8115
 Air Time: 6 a.m.-M.
 News Service: AP
 Transcription Service: Standard
 Representative: Everett McKinney
 Membership: NARTB, BAB
 President: Frank Jenkins
 General Manager: Bud Chandler
 Commercial Manager: Aaron Boe
 Chief Engineer: Gilbert Walter

K L B M

LA GRANDE—1938

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Inland Radio, Inc.
 Address: Old Oregon Trail
 Phone Number: 2201
 News Service: UP
 Transcription Service: Lang-Worth
 Membership: NARTB, BAB
 President: Lee Jacobs
 Gen., Comm. Manager: Ken Lillard
 Chief Engineer: Danny Bridges

K G A L

LEBANON—1950—KBS

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Linn County Bcstrs., Inc.
 Address: P. O. Box 341
 Phone Number: 8631
 News Service: AP
 President, Gen. Mgr.: W. Gordon Allen
 Station Manager: Nate Bridges
 Commercial Manager: Robert M. Bruce
 Program Director: Madeline Allen
 Chief Engineer: Danny Bridges

K M C M

McMINNVILLE—1949—KBS

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Oper. By: Yamhill Bcstrs.
 Address: P. O. Box 207
 Phone Number: 3811
 Transcription Service: Lang-Worth
 News Service: AP
 President: Jack B. Bladine
 General Manager: Louis F. Gillett
 Commercial Manager: Glasco Branson
 Chief Engineer: Milt Muir

K M E D

MEDFORD—1922—NBC

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

Owned-Operated By.....Radio Medford, Inc.
 Address.....P. O. Box 1306
 Phone Number.....2-4000
 Air Time.....Full Time
 News Service.....UP
 Transcription Service...Thesaurus, MacGregor
 Station Representative.....Meeker Assoc.
 President.....Vern Robinson
 General, Sta. Manager.....Jennings Pierce
 Commercial Manager.....Bill Hansen
 Sls. Prom. Mgr., Publ. Dir.....Norm Oberst
 Program Director.....Russ Jamison
 Chief Engineer.....Ray Johnson

KYJC

MEDFORD—1947—ABC-CBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Medford Printing Co.
 Trans. Address.....Barnett Rd.
 Phone Number.....2-5277
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Newspaper Affiliation.....Mail Tribune
 Representative.....Grant
 President.....Robert W. Ruhl
 Gen., Sta. Mgr.....Jimmy Dunlevy
 Comm., Sales Prom. Mgr.....Tom MacLeod
 Pgm. Dir.....John Ahern
 Publicity Director.....Betty Brugman
 Chief Engineer.....Dick Woods

KNPT

NEWPORT—1948

Frequency: 1310 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Yaquina Radio, Inc.
 Business Address.....Box 276
 Phone Number.....560
 News Service.....AP
 Transcription Service.....World
 Representative.....Wm. A. Ayres
 President, Station Manager.....Tom R. Becker
 Commercial Manager.....Dan Kirch
 Sales Prom. Mgr., Prog. Dir.....Ed Warmoth
 Chief Engineer.....Tony Bryan

KFIR

NORTH BEND—1951

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Bay Bcstg. Co.
 Address.....1937 Union Ave.
 Phone Number.....5-7361
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Standard
 Representative.....W. S. Grant & Co.
 Pres., Gen. Mgr.....Josephine Bjornson
 Commercial Manager.....William Kraus
 Station Manager.....Glenn Nickell
 Sales Prom. Mgr.....Wallace Cooper
 Chief Engineer.....Arthur Schuldt

KSRV

ONTARIO—1946

Frequency: 1380 Kc.....Power: 1000 Watts
 Owned-Operated By.....Inland Radio, Inc.
 Address.....Box 540
 Phone Number.....212
 Air Time.....6 a.m.-M.
 News Service.....UP
 Representative.....Oregon Trail
 Transcription Service.....World, Standard
 Membership.....NARTB
 President.....Lee W. Jacobs
 V.P., Gen. Mgr.....Gordon L. Capps
 Commercial Manager.....Robert Humphreys
 Program Director.....Ned Leibman
 Chief Engineer.....Charles E. Harland

KGON

OREGON CITY-PORTLAND—1947

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Clackamas Bcstrs.
 Business Address.....Box 391
 Phone Number.....1-5475
 Air Time.....24 hrs.
 Studio-Transmitter.....Super Hiway, N.
 News Service.....AP
 Transcription Service.....World, Associated
 Representative.....Robt. Meeker
 Membership.....NARTB, BAB
 President.....Dr. John H. Fitzgibbon
 Comm., Prom., Gen. Mgr.....Irwin S. Adams
 Program Director.....Sonora Hoffman
 Chief Engineer.....Edward G. Saxe

KWRC

PENDLETON—1941

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Western Radio Corp.
 Business Address.....P. O. Box 178
 Phone Number.....1425
 News Service.....UP
 Pres., Gen. Mgr.....V. B. Kenworthy
 Station Manager.....Ted A. Smith
 Program Director.....Denman Dayton
 Chief Engineer.....Larry Lester

KBKO

PORTLAND—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Mercury Bcstg. Co.
 Bus.-Studio Address...3908 N.E. Sandy Blvd.
 Phone Number.....MU 1290
 Representative.....Forjoe
 News Service.....UP
 Pres., Gen. Mgr.....Thomas Kelly
 Commercial Manager.....Charles D. Wheeler
 V.P., Program Director.....Ric Thomas
 Chief Engineer.....James Strickland

KEX**PORTLAND—1926—ABC**

Frequency: 1190 Kc. Power: 50,000 Watts
 Owned-Operated By: Westinghouse Radio
 Address: 1230 SW Main St.
 Phone Number: Capital 1881
 Air Time: 5:30 a.m.-2:00 a.m.
 News Service: UP, INS
 Transcription Service: Associated
 Membership: BAB
 Station Representative: Free & Peters Inc.
 President: E. V. Huggins
 General Manager: Joseph E. Baudino
 Station Manager: J. B. Conley
 Commercial Manager: Robert H. Prigmore
 Sales Promotion Manager: Charles L. Burrow
 Program Director: Mel Bailey
 Chief Engineer: Tom Ely

KOIN**PORTLAND—1925—CBS**

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Oper. By: Mt. Hood Radio-TV Bcstg. Corp.
 Business Address: P. O. Box 1031
 Phone Number: ATwater 3333
 Air Time: 6 a.m.-M.
 News Service: AP, INS, UP
 Transcription Service: World, Thesaurus
 Representative: Avery-Knodel
 Membership: NARTB, BAB
 President: C. Howard Lane
 Gen. Mgr.: Harry H. Buckendahl
 Promotion Director: George Wann
 Program Manager: Ted W. Cooke
 Nat'l Adv. Mgr.: J. L. Palmer
 Dir. of Engineering: Louis S. Bookwalter

KPAM**PORTLAND—1951**

Frequency: 1410 Kc. Power: 1000 Watts d.
 Owned-Operated By: Bcstrs. Oregon Ltd.
 Address: P. O. Box 1230
 Phone Number: ATwater 0106
 News Service: AP
 Transcription Service: Associated, World
 Pres., Comm., Gen. Mgr.: Stanley M. Goard
 Program Director: Douglas Ducklow
 Chief Engineer: Charles K. Dickson

KGW**PORTLAND—1922—NBC**

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Oper.: Pioneer Bcstrs. Inc.
 Bus. Studio Address: 1320 S.W. Broadway
 Phone Number: BEacon 6364
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Transcription Service: Lang-Worth, World
 Representative: Edward Petry
 Membership: NARTB

Pres., Sta. Mgr.: H. Quenton Cox
 General Manager: S. I. Newhouse, Jr.
 Commercial Manager: J. N. Wassan
 Program Director: Donald Whitman
 Chief Engineer: Harold C. Singleton

KLIQ**PORTLAND—1948**

Frequency: 1290 Kc. Power: 1000 Watts d.
 Owned-Operated By: Mercury Bdcstg. Co.
 Address: 3908 N.E. Sandy Blvd.
 Phone Number: Webster 1290
 Pres., Gen. Mgr.:
 Prog. Dir.: Gordon E. Bambrick

KPDQ**PORTLAND—1947**

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Operated By: John W. Davis
 Bus. Studio-Trans. Address: 1008 S.W. 6th Ave.
 Phone Number: CA 9209
 News Service: AP
 Transcription Service: Associated
 Pres., Gen. Mgr.: John W. Davis
 Commercial Manager: Dave Jack
 Program Director: Bob Beattie
 Chief Engineer: Jack Adkins

KPOJ**PORTLAND—1932—MBS**

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By: Journal Publ. Co.
 Phone Number: Broadway 3484
 Studio Address: 1019 S.W. 10th
 Air Time: 6 a.m.-M.
 News Service: UP
 Newspaper Affiliation: Oregon Journal
 Transcription Service: Thesaurus
 Representative: John Blair
 Membership: NARTB
 President: P. L. Jackson
 General-Station Manager: R. M. Brown
 Commercial Manager: Robert C. La Bonte
 Sales Prom. Mgr., Publ. Dir.: Isabell Hoyt
 Program Director: Jack Moys
 Publicity Director: Robert Whitely
 Chief Engineer: Richard R. Pooley

KWJJ**PORTLAND—1927**

Frequency: 1080 Kc. Power: 10,000 Watts
 Owned-Oper. By: KWJJ Bcst. Co.
 Bus. Studio Address: 1011 S.W. 6th Ave.
 Phone Number: Atwater 4393
 Air Time: 6 a.m.-M.
 News Service: UP
 Representative: Weed & Co.
 Pres., Gen., Sta. Mgr.: Rod F. Johnson
 Prog. Dir.: Jerry Speerstra
 Prom. Mgr., Pub. Dir.: Ben Crosby
 Chief Engineer: Les Windes

KXL**PORTLAND—1926**

Frequency: 750 Kc. Power: 10,000 Watts
 Owned-Operated By KXL Bcstrs.
 Business-Studio Address Orpheum Bldg.
 Phone Number BR. 6451
 News Service UP, AP
 Transcription Service Associated
 Representative Walker
 Pres., Gen., Comm. Mgr. H. S. Jacobson
 Program Director George Anthony
 Chief Engineer Ralph Mifflin

KRCO**PRINEVILLE—1950**

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Oper. By Radio Central Oregon
 Address P. O. Box 188
 Phone Number 6-239
 Representative Gene Grant
 Membership NARTB, BAB
 News Service UP
 Pres., Gen. Mgr. Norbert A. Mikscho
 Sta. Mgr., Ch. Eng. C. R. Matheny
 Commercial Manager Hal Newhouse

KSGA**REDMOND—1952—ABC**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Redmond Bcstg. Co.
 Address P. O. Box 1240
 Representative Forjoe
 General Manager F. G. Lieser
 Sales Prom. Mgr., Prog. Dir. Jack Leutjen
 Chief Engineer Al Horton

KRNR**ROSEBURG—1935—DON LEE-CBS**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By News Review Co.
 Address 211 N. Main St.
 Phone Number 3-5551
 Air Time 6 a.m.-11:30 p.m.
 News Service AP
 Transcription Service Standard
 Newspaper Affiliation News Review Co.
 Representatives Keating, Grant
 Membership NARTB, BAB
 President Frank Jenkins
 Station Manager Leroy Hiatt
 Commercial Mgr. Warren Ward
 Program Director Lyle Fenner
 Chief Engineer Max Dick

KRXL**ROSEBURG—1950**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Umpqua Bcstrs., Inc.

Address P. O. Box 847
 Phone Number 3-4464
 President Donn Radabaugh
 Gen., Sta. Manager Iris Rice Helliwell
 Commercial Manager Lon D. Hunt
 Chief Engineer G. A. Oliver

KGAE**SALEM—1952**

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Operated By KGAE, Inc.
 Address Box 768
 News Service AP
 Pres., Gen. Mgr. W. Gordon Allen
 Program Director Jack Till
 Chief Engineer John Truhan

KOCO**SALEM—1947**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Loring Schmidt
 Address Trans. Loca. 1426 Edgewater St.
 Phone Number 3-3100
 Air Time Full Time
 News Service UP
 Transcription Service Capitol, Associated,
 Representative William G. Rambeau
 General Manager Loring Schmidt
 Program Director Carl Ritchie
 Commercial Manager S. P. Smith
 Chief Engineer Robert Suing

KSLM**SALEM—1934—MBS**

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Operated By Oregon Radio, Inc.
 Business Address P. O. Box 631
 Phone Number 3-4831
 Representative Everett, McKinney
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World, Lang-Worth
 Membership NARTB, BAB
 President, Gen. Mgr. Glenn McCormick
 Sales Prom., Sta. Mgr. Dave Hoss
 Commercial Manager Bill Ross
 Publicity Director Herb Smith
 Chief Engineer Clyde Carlton

KTIL**TILLAMOOK—1947—KBS**

Frequency: 1590 Kc. Power: 250 Watts
 Owned-Oper. By Tillamook Bcstg. Co., Inc.
 Business Address Star Route W.
 Phone Number 1122
 Representative Continental
 President F. H. Guyton
 Manager Tom Hoover
 Chief Engineer Larry Brunos

PENNSYLVANIA

Pop. April 1953 (Est.) 11,072,000—Total Housing Units 3,060,000
Families April 1, 1953 (Est.) 2,853,000—Stations in State 113

W A E B

ALLENTOWN—1949—ABC
QUAKER

Frequency: 790 Kc. Power: 1000 Watts
Owned-Oper. By: WAEB, Inc.
Address: Center Square
Phone Number: 4-9364
Air Time: 6 a.m.-1 a.m.
News Service: UP
Representative: George P. Hollingbery Co.
President: Howard Wasserman
General Manager: Milton Laughlin
Program Director: Thomas A. Earley
Chief Engineer: William Gottshall

W H O L

ALLENTOWN—1948—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Allentown Bcstg. Corp.
Phone Number: Allentown 4-4801
Air Time: 7 a.m.-M.
News Service: UP
Transcription: Thesaurus
Representative: Robert Meeker
Membership: NARTB, BAB
President: Charles G. Helwig
Sta. Mgr., Pgm. Dir.: J. F. Chambers
Publicity Dir.: Marten Musket
Chief Engineer: Gerald B. Werst

W K A P

ALLENTOWN—1947

Frequency: 1320 Kc. Power: 1000 Watts
Operated By: WKAP, Inc.
Bus. Studio Address: P. O. Box 689
Phone Number: Hemlock 3-3166
Air Time: 6 a.m.-1 a.m.
News Service: AP
Transcription Service: Associated
Representative: Weed
President: N. Joe Rahall
Sta., Gen. Mgr.: O. R. Davies
Program Director: Marshall Cleaver
Chief Engineer: C. Frank Cordaro

W S A N

ALLENTOWN—1923—NBC

Frequency: 1470 Kc. Power: 5000 Watts
Owned-Oper. By: Lehigh Valley Bcstg. Co.
Bus. Studio Address: 39-41 N. Tenth St.
Phone Number: 4-9511
Air Time: 6:30 a.m.-12:05 a.m.
News Service: AP
Transcription Service: World
Representative: Headley Reed

General Manager: B. Bryan Musselman
Comm. Mgr.: Olivia P. Musselman
Dir. of Programs: George Y. Snyder
Chief Engineer: Reuel H. Musselman

W F B G

ALTOONA—1924—NBC

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Gable Bcstg. Co.
Address: 1320 11th Ave.
Phone Number: 6467
Air Time: Full Time
News Service: AP
Transcription Service: World
Representative: H-R Reprs., Inc.
Membership: NARTB
President: George P. Gable
General Manager: John M. Snyder
Chief Engineer: George Burgoon

W R T A

ALTOONA—1947—ABC-MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Thompson Bcstg. Co.



WHOL

ALLENTOWN, PA. CBS

*Serving a progressive and prosperous area of diversified manufacturing plants; rich farms and splendid educational institutions; WHOL should definitely be your choice in the Allentown-Bethlehem market . . . 3rd in Pennsyl-
vania . . . 42nd in the Nation.*

The last census showed approximately 403,000 residents in the area served by WHOL. Retail sales in 1951 amounted to more than \$350,000,000 . . . and farm dollars exceeded \$28,000,000. You certainly want some of this business for your client's products, and WHOL can deliver it to you.

CHAS. G. HELWIG, Esq.
President

Rep. ROBERT MEEKER

Address.....1421 12th Ave.
 Phone Number.....6646
 Air Time.....Full Time
 News Service.....UP
 Transcription Service.....Associated
 Representative.....Robert Meeker
 Membership.....NARTB
 Pres., Gen. Sta. Mgr.....Roy F. Thompson
 Comm., Prom. Mgr.....William Clear
 Program Director.....Dorothy M. Thompson
 Publicity Dir.....S. Carlton Ayers
 Chief Engineer.....George R. Burgoon

W V A M
ALTOONA—1948—CBS

Frequency: 1430 Kc.....Power: 1000 Watts
 Owned-Oper. By.....General Bcstg. Corp.
 Address.....Box 151
 Phone Number.....8127
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Weed & Co.
 Membership.....NARTB
 President.....Emanuel S. Leopold
 Gen., Sta., Prog. Manager.....Robert G. Waller
 Comm., Prom. Mgr.....Will Union
 Chief Engineer.....Irvin Metzger



WHLM
BLOOMSBURG, PA.

The 1951 retail sales in the area serviced by WHLM amounted to \$147,346,000. Add to this \$21,847,900 of farming dollars and you get a pretty fair idea why we say, "Time Buyers, you can't afford to pass up the selling power of WHLM."

Located in WHLM's primary coverage area are the famous Mance Carpet Company, American Car & Foundry, Wise Potato Chips and Merck Drug Company, to mention just a few with good, big payrolls.

HARRY L. MAGEE
 Owner and Operator

WAVL
APOLLO—1947

Frequency: 910 Kc.....Power: 1000 Watts, d.
 Owned-Oper. By.....Tri-Borough Bcstg. Co.
 Air Time.....Daytime
 News Service.....UP
 General Manager.....Cecil F. Clifton
 Chief Engineer.....H. E. Smith

WNCC
BARNSBORO—1950—KBS

Frequency 950 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....No. Cambria Bcstrs.
 Phone Number.....1010
 Transcription Service.....Thesaurus, World
 News Service.....UP
 Pres., Pub. Mgr.....Harris G. Breth
 General Manager.....W. J. Thomas
 Sta., Comm., Prom. Mgr.....William R. Raihall
 Prog. Dir.....Lee Stauffer
 Chief Engineer.....Dyle Miller

WBVP
BEAVER FALLS—1948

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WBVP, Inc.
 Business-Studio Address...1216 Seventh Ave.
 Phone Number.....4100
 Air Time.....Unlimited
 News Service.....UP, AP
 Transcription Service.....Standard, World
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Frank R. Smith, Jr.
 Sta., Comm. Prom. Mgr.....Thomas B. Price
 Program Director.....Charles H. Wilson
 Chief Engineer.....Gerald Cushing

WGPA
BETHLEHEM—1946

Frequency: 1100 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....The Bethlehems' Globe
 Bus.-Studio Address.....426 Brodhead Ave.
 Phone Number.....University 6-8074-5
 Air Time.....Sunrise-sunset
 News Service.....UP
 Transcription Service.....Capitol, Thesaurus
 Membership.....NARTB, BAB
 General Manager.....Ellis Service
 Station Manager.....Arthur C. McCracken
 Comm., Sales Prom. Mgr.....Frank Collie
 Prod., Pgm. Dir.....Stefan George
 Chief Engineer.....Edwin L. Rybak

WHLM
BLOOMSBURG—1951

Frequency: 690 kc.....Power: 1000 Watts a.
 Owned-Operated By.....Bloom Radio

Address Hotel Magee
 Phone Number 1800-1
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service..... Lang-Worth, World
 Membership NARTB
 President Harry Magee
 Sta. Mgr. Robert R. Williams
 Comm. Mgr. L. J. Campbell
 Sales Prom. Mgr. Fran Saunders
 Prog. Dir. James K. Stock
 Publicity Dir. Ray Calabrese
 Chief Engineer. Anthony Hogg

WCNR

BLOOMSBURG—1946

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... The Columbia-Montour
 Bcstg. Corp.
 Bus.-Studio Address..... 38 W. Main St.
 Phone Number 1700
 Air Time Daytime
 News Service AP
 Transcription Service Associated
 Membership NARTB
 President Robert R. Eyerly
 Gen. Mgr. Ed Darlington
 Chief Engineer..... Robert Fulton

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 1-1100
 News Service UP
 Membership NARTB
 President, Gen. Mgr. William G. Matta
 Commercial Manager..... George Matta
 Sales Prom. Mgr. Anna C. Weber
 Program Dir. Russell Linhart
 Publicity Dir. Ann Popovich
 Chief Engineer..... Elmer L. Heess

WESB

BRADFORD—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By. WESB
 Business Address..... 43 Main St.
 Phone Number 3173
 Air Time 7 a.m.-12 M. (8 a.m.-12 M.-Sun.)
 News Service AP
 Transcription Service World
 Representative Burn-Smith
 Membership NARTB
 Gen. Mgr., Sls. Prom., Pub. Dir., J. M. Cleary
 Commercial Manager..... James Ponder
 Program Dir. Lloyd P. Gordon
 Chief Engineer..... Dean Merry

WBUT

BUTLER—1948

Frequency: 1580 Kc. Power: 500 Watts d.
 Owned-Oper. By..... Eagle Printing Co.
 Phone Number 75-778
 Transcription Service Thesaurus
 News Service AP
 President John L. Wise
 Sta., Comm. Mgr. Philip B. Hirsch
 Sales Prom. Mgr. Vernon L. Wise, Jr.
 Program Director..... Joseph Laconi
 Chief Engineer..... Gerald L. Coleman

WISR

BUTLER—1941—TRI-STATE-KBS

Frequency: 680 Kc. Power: 250 Watts d.
 Owned-Oper. By The Butler Bcstg. Co., Inc.
 Business-Studio Address... 357 N. Main St.
 Phone Number 4701-2
 Transmitter Location..... McKinley Ave. Ext.
 Air Time 6:30 a.m.-Sunset
 News Service UP
 Membership NARTB, BAB
 President Joel W. Rosenblum
 News Dir., Sta. Mgr. Robert Kaufman
 Program Director..... Warren Ihlenfeld
 Chief Engineer..... Paul Rex

WC DL

CARBONDALE—1950—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Carbondale Bcstg., Co., Inc.
 Address..... 127 Salem Rd.
 Phone Number..... Carbon. 1230
 Air Time..... Full Time
 News Service UP
 Transcription Service..... SESAC, World
 Representative Donald Cooke, Inc.
 Membership NARTB
 President William H. Ware
 Gen., Sta. Mgr. John R. Kreiger
 Comm. Mgr. Frank T. Bailey
 Program Director..... Anthony P. Perry
 Chief Engineer..... Robert G. Adams

WHYL

CARLISLE—1948

Frequency: 1380 Kc. Power: 1000 Watts d.
 Owned-Oper. By..... Richard Field Lewis, Jr.
 Business Address..... Holly Pike
 Phone Number..... Carlisle 1785
 News Service UP
 General Mgr. Winslow T. Porter
 Program Dir. Clinton H. Morse
 Chief Engineer..... Jack Simmons

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
 Air Time ... Sunrise-sunset
 News Service ... AP
 Transcription Service ... Capitol, Standard
 Representative ... Forjoe
 Membership ... NARTB
 Pres., Gen. Manager ... John S. Booth
 Commercial Manager ... Earl P. Strine
 Program Director ... Allen Saunders
 Chief Engineer ... James McCurdy

WESA

CHARLEROI—1947—KBS

Frequency: 940 Kc. Power: 250 Watts d.
 Owned-Oper. By ... Monongahela Valley Bcstg.
 Business-Studio Address ... Fifth St.
 Phone Number ... 3-6551
 Air Time ... Local sunrise-local sunset
 News Service ... AP
 Transcription Service ... Thesaurus
 Membership ... NARTB
 President ... Dr. A. S. Sickman
 Gen. Mgr. ... C. R. Duvall
 Program Dir. ... George Gailey
 Chief Engineer ... Silvio Garafalo

WPWA

CHESTER—1947

Frequency: 1590 Kc. Power: 1000 Watts
 Owned-Operated By ... Lou Poller
 Business Address ... Chester
 Phone Number ... 4-4321
 Air Time ... Full Time
 News Service ... AP
 Transcription Service ... Standard
 Representative ... Forjoe
 Gen., Sta. Mgr. ... Lou Poller
 Commercial Manager ... Cy Swingle
 Program Director ... Jeff Scott
 Sales Prom. Mgr. ... Mort Rosenman
 Publicity Director ... Rhona Lloyd
 Chief Engineer ... Harry Simmington

WVCH

CHESTER—1948

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
 Air Time ... Sunrise-sunset
 News Service ... UP
 Pres., Gen., Comm. Mgr. ... James M. Tisdale
 Program Director ... Robert A. Hibbert, Jr.
 Chief Engineer ... James M. Tisdale

WCPA

CLEARFIELD—1947

Frequency: 900 Kc. Power: 1000 Watts d.
 Owned-Oper. By ... Clearfield Bdcsters, Inc.
 Address ... 215 Church St.
 Phone Number ... 5-5541
 Air Time ... Sunrise-Sunset
 Newspaper Affiliation ... Clearfield Progress
 News Service ... UP
 Transcription Service ... Thesaurus, Lang-Worth
 Membership ... NARTB, BAB
 President ... W. K. Ulerich
 Gen., Prom. Mgr. ... W. J. Thomas
 Sta., Comm. Mgr. ... Joseph Milsop
 Program Dir. ... Margaret Nemeth
 Chief Engineer ... Lewellyn Duck

WCOJ

COATESVILLE—1949—QUAKER

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Oper. By ... Chester Co. Bcstg. Co.
 Address ... 703 E. Chestnut St.
 Phone Number ... 2100
 Transcription Service ... SESAC
 News Service ... UP
 Pres., Gen. Mgr. ... William S. Halpern
 Promotion Manager ... Donald Kimes
 Program Dir. ... Del Shook
 Secy., Chief Engr. ... Louis N. Seltzer

WCVI

CONNELLSVILLE—1947

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By ... Connelville Bcstrs., Inc.
 Bus.-Studio Address ... 124 W. Crawford Ave.
 Phone Number ... Connelville 2700
 Air Time ... 7 a.m.-12 M.
 News Service ... UP
 Transcription Service ... SESAC, World
 Membership ... NARTB, BAB
 President ... Raymond Galiardi
 Gen., Sta. Mgr. ... Jack Craddock
 Chief Engineer ... Paul Queer

WBUX

DOYLESTOWN—1948—KBS

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By ... Charles M. Meredith
 Business-Studio Address ... 203 Juniper St.
 Phone Number ... Quakertown 517
 Newspaper Affiliation ... "Free Press"
 News Service ... AP
 Transcription Service ... World
 Representative ... Indie Sales, Inc.
 Membership ... BAB
 Gen., Sta., Comm. Mgr. ... William A. Lynch
 Sales Prom. Mgr. ... Raymond J. Ritz
 Program Director ... Robert Fretz
 Chief Engineer ... Paul Fireman

WCED

DUBOIS—1940—CBS-LBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Tri-County Bcstg. Co.
 Business-Studio Address 80 N. Park Pl.
 Phone Number 1700
 Newspaper Affiliation "Courier-Express"
 News Service UP
 Transcription Service SESAC
 Representative McGillvra
 President Harold Gray
 General Mgr. Jason S. Gray
 Commercial Manager George Williams
 Pgm. Dir. Ed Paul
 Prom., Pub. Manager Ken Johnston
 Chief Engineer Bernard Gurewich

WEST

EASTON—1936—NBC-MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Associated Bcstrs., Inc.
 Bus.-Studio Address 516 Northampton St.
 Phone Number 6131
 Air Time Full Time
 News Service UP
 Transcription Service World
 Representative Robert Meeker

5000 WATTS
 DAY
 AND
 NIGHT

WERC

NBC
 AFFILIATE
 1260 KC

ERIE'S LEADING
 REGIONAL STATION

PROOF CHECK THE SURVEYS
 FOR BEST \$ VALUE

ASK WEED & COMPANY
 Phone: 46367

Membership NARTB
 Station Executive Clair R. McCollough
 Station Manager Elwood C. Anderson
 Natl. Sales Manager J. Robert Gulick
 Program Director Eugene Bethman
 Technical Director J. E. Mathiot

WERC

ERIE—1941—NBC-QUAKER

Frequency: 1260 Kc. Power: 5000 Watts
 Owned-Oper. By Presque Isle Bcstg. Co.
 Bus.-Studio Address 121 W. 10 St.
 Phone Number 46367
 Air Time Full Time
 News Service UP
 Transcription Service Capitol
 Representative Weed
 President Jacob A. Young
 General Manager Charles E. Denny
 Commercial Manager Arthur M. Ingram
 Program Director C. Roy Ward
 Chief Engineer Ken Hestor

WIKK

ERIE—1948—ABC

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By Community Service Bcstg.
 Bus.-Studio Address 1021 State St.
 Phone Number 23-248
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 President Edward Lamb
 Gen., Sta. Mgr. Charles R. Kinney
 Comm. Mgr. Edward Smith
 Prom., Pub. Dir. Jack Shumaker
 Program Dir. Raymond Burke
 Chief Engineer Gene Liggott

WJET

ERIE—1951

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Operated By Jet Bcstg. Co.
 Address 1635 Ash St.
 Phone Number 4-6013
 News Service AP
 Pres., Gen. Mgr. Myron Jones
 Commercial Manager Lou Skelly
 Prog. Dir. Shirley Hatfield
 Chief Engineer Harvey Shellito

WLEU

ERIE—1933

MBS-QUAKER-PENN-ATL. NET

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Commodore Perry
 Bcstg. Service
 Bus.-Studio-Trans. Add. Commerce Bldg.
 Phone Number 23-327, 22-129
 Air Time Unlimited
 News Service AP

President.....Dr. P. B. Cook
 Program Director.....Robert Eaton
 Chief Engineer.....Hoyt H. Stout

WGET

GETTYSBURG—1950—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Times & News Pub. Co.
 Address.....Harrisburg Rd.
 Phone Number.....850
 Air Time.....6 a.m. 12:05 a.m.
 News Service.....AP
 Transcription Service.....World
 Membership.....NARTB, BAB
 Gen., Sta., Comm. Mgr.

Murray L. Goldsborough

Program Director.....C. W. Baker, III
 Chief Engineer.....Lester Blair

WHJB

GREENSBURG—1934

Frequency: 620 Kc.....Power: 1000 Watts d.,
 500 n.
 Owned-Oper. By.....Pittsburgh Radio Supply
 House
 Business-Studio Address...128 N. Penn Ave.
 Phone Number.....Greensburg 3740
 Air Time.....7 a.m.-12:30 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 President.....H. Kenneth Brennen
 General-Comm. Mgr.....G. J. Podyyn
 Program Director.....Glen Grayson
 Chief Engineer.....L. L. Allen

WHVR

HANOVER—1948—MBS

Frequency: 1280 Kc...Power: 1000 Watts d.,
 500 Watts n.
 Owned-Operated By.....Radio Hanover, Inc.
 Address.....Hanover Trust Bldg.
 Phone Number.....3831
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Kennedy Co.
 Pres., Sta. Gen. Mgr.....John D. Bare
 Comm., Prom. Mgr.....H. Vernon Ferster
 Prog., Pub. Dir.....Mack Edwards
 Chief Engineer.....Philip Rohrbaugh

WAZL

HAZLETON—1932—NBC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Hazleton Bcstg. Co.
 Bus.-Studio Address.....708 Hazleton Natl.
 Bank Bldg.

Phone Number.....5400-1
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....World
 Representative.....Robert Meeker
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Victor C. Diehm
 Sales Prom. Mgr.....Thomas Tito
 Program Director.....Bill Graham
 Publicity Dir.....Betty Mulligan
 Chief Engineer.....Elwood Tito

WHOD

HOMESTEAD—1948

Frequency: 860 Kc.....Power: 250 Watts d.
 Owned-Operated By...Steel City Bcstg. Corp.
 Bus.-Studio Address.....105 E. Eighth Ave.
 Phone Number.....HO 1-0172
 Air Time.....Sunrise-sunset
 News Service.....UP
 Representative.....Interstate
 President.....Anthony S. Ortale
 General-Comm. Mgr.....Roy Ferree
 Station Mgr.....Leonard Walk
 Publicity Dir.....Sid Dickler
 Chief Engineer.....James Herbert



WAZL

HAZLETON, PA. NBC-MBS

WAZL is uniquely located at the southern end of Luzerne County and its coverage reaches into Carbon, Schuylkill and Columbia counties. This brings Hazleton's metropolitan buying population to 127,000.

Hazleton enjoys the rare distinction of having a higher effective buying income per family than the U. S. average... \$6,570.00 per family and they use it to buy the products advertised on WAZL. Here is a station that will delight to you 70% of the radio listening audience from 8:00 in the morning until 10:30 at night.

VICTOR C. DIEHM
 President and Gen. Mgr.
 Rep. ROBERT MEEKER

MARCH 1952
HARRISBURG, PA.

HOOPER STATION LISTENING INDEX

TIME	WHP	STATION A	STATION B	STATION C
8:00 AM-12:00 NOON	60.2	11.3	18.9	7.3
MON. THRU FRI. 12:00 NON-6:00 PM	65.3	12.4	10.8	7.2
SUNDAY 12:00 NON-6:00 PM	43.7	15.6	20.0	14.7
SUN. THRU SAT. EVE 6:00 PM-10:30 PM	57.3	15.3	15.3	15.3
TOTAL RATED TIME PERIODS	59.6	15.7	14.7	14.7

10 TIMEBUYERS-
*a 1953 Reminder
 of 1952's top Hooperated
 Station in Harrisburg*



It's a wonderful combination, says Mr. 580. CBS and WHP and the highest ratings . . . in the top quality market in Pennsylvania . . . with the highest per capita income . . . with retail sales 192% of average.

So if you want sales in Pennsylvania's Central South area—including Lancaster, York and Lebanon—WHP's got 'em. Get 'em today through Bolling!

WHP
 HARRISBURG, PA.

THE KEY STATION
 OF THE KEYSTONE STATE

5000 W 580 KC

Represented by BOLLING

CBS RADIO NETWORK

W H G B

HARRISBURG—1945—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... Kendrick Bcstg. Co., Inc.
 Bus.-Studio-Trans. Address... 112 Market St.
 Phone Number 4-4988
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Capitol
 Representative Weed
 Membership NARTB, BAB
 Pres., Gen. Mgr. Herbert Kendrick
 Station Manager Jack Hooper
 Pub. Dir. Red McCarthy
 Chief Engineer William Kuntz

W H P

HARRISBURG—1924—CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Operated By WHP, Inc.
 Business-Studio Address 216 Locust St.
 Phone Number 4-3211
 Air Time Unlimited
 News Service AP, UP
 Transcription Service Standard, Associated
 Representative The Bolling Co.
 Membership NARTB
 Gen.-Sta.-Comm. Mgr. A. K. Redmond
 Sales Prom. Mgr. Beatrice Pottleiger
 Program Director Dick Redmond
 Publicity Dir. John Price
 Chief Engineer E. Daniel Leibensperger

W K B O

HARRISBURG—1922—NBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Keystone Bcstg. Corp.
 Bus.-Studio Address 31 N. Second St.
 Phone Number 4-0191
 Air Time Full Time
 News Service UP
 Transcription Service World
 Representative Robert Meeker
 Membership NARTB, BAB
 Station Executive Clair R. McCollough
 Station Manager Henry M. Traugh
 Natl. Sales Mgr. J. Robert Gulick
 Program Director Don Wear
 Technical Director J. E. Mathiot

W H U N

HUNTINGDON—1947—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... Joseph F. Biddle Publ. Co.
 Bus.-Studio Address 400 Washington St.
 Phone Number 1291
 Newspaper Affiliation "Daily News"
 News Service UP
 Transcription Service SESAC, World
 Representative Indie Sales
 President John H. Biddle

General Manager William E. Germann
 Progra Dir. Darleen Frazer
 Chief Engineer Ernest A. Craig

W D A D

INDIANA—1945—CBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Indiana Broadcast Inc.
 Address Indiana Theatre Bldg.
 Phone Number 5-5511
 Air Time 6:30 a.m.-12:05 a.m.
 News Service UP
 Representative McGillvra
 Pres., Gen. Mgr. T. K. Cassel
 Station Manager Winsor Brown
 Comm. Mgr. Tony Rand
 Chief Engineer Stanley Graziadio

W A R D

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 6 a.m.-2 a.m.
 News Service UP
 Transcription Service World
 Representative Weed
 Membership NARTB
 President Paul Short
 General Manager George D. Gartland
 Station Manager Robert R. Nelson
 Chief Engineer Millard C. Coleman

W C R O

JOHNSTOWN—1947—ABC-MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Century Bcstg. Corp.
 Bus.-Studio Address Fort Stanwix Hotel
 Phone Number 9-8583
 Air Time 6 a.m.-1 a.m.
 News Service INS
 Representative Radio Reps
 President John J. Keel
 General Manager Stewart W. Phillips
 Sales Prom. Mgr. Ray Lehman
 Chief Engineer Arthur Vrooman

W J A C

JOHNSTOWN—1925—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By WJAC, Inc.
 Bus.-Studio Address 329 Main St.
 Phone Number 4-1267
 Newspaper Affiliation Tribune-Democrat
 News Service AP
 Transcription Service Lang-Worth
 Representative Young
 Membership NARTB
 President W. W. Krebs

Station Manager.....John P. Foster
 Comm. Mgr.....Park Claycomb
 Publicity Director.....Edward T. Bunn
 Chief Engineer.....Theodore E. Campbell

W A C B

KITTANNING—1948

Frequency: 1380 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....The Armstrong County
 Bcstg. Corp.
 Bus.-Studio Address.....325 Market St.
 Phone Number.....43-1381
 Air Time.....Sunrise-Sunset
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Rambeau
 Membership.....NARTB, BAB
 President.....J. B. Moore
 General Manager.....Edward J. Hirshberg
 Station Manager.....Clyde W. Cranmer
 Commercial Manager.....Jack W. Stull
 Program Dir.....Charles N. Moyer
 Chief Engineer.....Joseph Pelletier

W G A L

LANCASTER—1922—NBC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....WGAL, Inc.
 Business-Studio 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.....NARTB
 President.....Clair R. McCollough
 Station Manager.....Maynard W. Thomas
 Nat. Sales Mgr.....J. Robert Gulick
 Program Mgr.....Kenneth Kreider
 Technical Director.....J. E. Mathiot

W L A N

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
 Air Time.....6 a.m.-12:35 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth, Capitol
 Representative.....Headley-Reed
 Membership.....NARTB
 Pres., Gen., Comm. Mgr.....Frank H. Altdoerffer
 Prom., Pub. Mgr.....John F. Rineman
 Program Dir.....Ted Pollack
 Chief Engineer.....Roamn T. Sherman

W L S H

LANSFORD—1952

Frequency: 1401 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Miners Bcstg. Service, Inc.
 Address.....P. O. Box D
 Phone Number.....1440
 News Service.....UP
 Transcription Service.....Associated
 President.....Joseph L. Maguire
 Station Manager.....John W. Angst
 Commercial Manager.....J. C. Lindvay
 Chief Engineer.....Milton W. Seltzer

W A K U

LATROBE—1951

Frequency: 1570 Kc.....Power: 250 Watts d.
 Owned-Operated By.....Clearfield Bcstrs. Inc.
 Address.....Depot St.
 Phone Number.....2348
 Transcription Service.....Thesaurus, World
 President.....W. K. Ulenick
 General Manager.....W. J. Thomas
 Chief Engineer.....Bernard Guidos

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.....2-7651
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....World
 Representative.....Burn-Smith
 Membership.....NARTB
 President.....H. Raymond Stadiem
 General Manager.....Lester P. Etter
 Station Manager.....Julian F. Skinnell
 Comm. Mgr.....Philip J. Reilly
 Prog. Dir.....Henry Homan
 Chief Engineer.....M. Leonard Savage

W C M B

LEMOYNE—1948—MBS

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Rossmoyne Corp.
 Bus.-Studio Address.....Lemoyne Theater Bldg.
 Phone Number.....Harrisburg 4-3005
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Donald Cooke
 Membership.....NARTB
 President.....Edgar T. Shepard, Jr.
 Gen., Sta. Manager.....Ed K. Smith
 Commercial Manager.....Rudy O. Marcoux
 Sales Prom. Mgr.....Gilbert Brown
 Program Director.....John Archer
 Publicity Director.....Pete Wambach
 Chief Engineer.....J. Howard Bair

WKVA

LEWISTOWN—1949—ABC

Frequency: 920 Kc. Power: 1000 Watts a.
 Owned-Operated By: Central Pa. Bcstg. Co.
 Address: 7 N. Wayne St.
 Phone Number: 6771
 Air Time: Daylight
 News Service: UP
 Transcription Service: World
 Representative: Gill-Keefe-Perna
 President: Randall Leopold
 Sta., Gen. Mgr.: Robert L. Wilson
 Comm. Mgr.: Don Raffensberger
 Pgm. Dir.: Lynn Bloom
 Publicity Director: Read Gray
 Sales Prom. Mgr.: Robert Hyle
 Chief Engineer: Robert Stelzer

WMRF

LEWISTOWN—1941—NBC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Lewistown Bcstg. Co.
 Business-Studio Address: Monument Square
 Phone Number: 6757
 Air Time: 6 a.m.-M.

News Service: AP
 Transcription Service: Standard
 Representative: Burn-Smith
 Membership: NARTB
 President: J. S. Woods
 Gen., Sta. Manager: T. W. Metzger
 Commercial Manager: Ralph Parker
 Prom., Pub. Director: James Keyes
 Chief Engineer: Kenneth Callahan

WBPZ

LOCK HAVEN—1946—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By: Lock Haven Bcstg. Corp.
 Bus.-Studio Address: 132½ E. Main St.
 Phone Number: 4038
 Air Time: Full Time
 News Service: AP
 Transcription Service: Thesaurus, World
 Representative: Joseph Hershey McGillvra
 Membership: NARTB, BAB
 President: Donald C. Welch
 General-Station Manager: Harris Lipetz
 Comm., Prom. Mgr.: John Wynne
 Prog., Publ. Director: Dave King
 Chief Engineer: Kenneth C. Caum

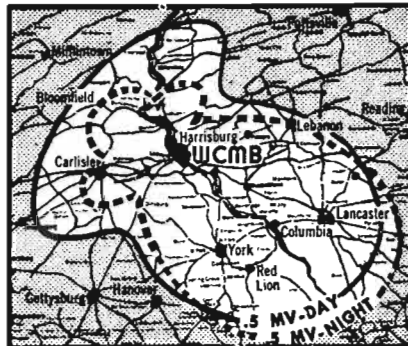
HARRISBURG

means

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- ★ **BIG BUSINESS**, Sales Are Climbing Up and Up.



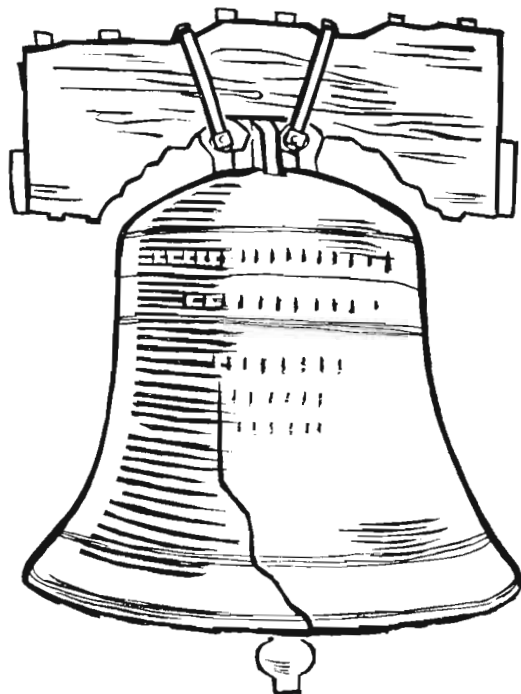
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CBS Radio Network

Affiliate

Represented by CBS Radio Spot Sales

WCAU-TV

Channel 10

CBS-TV Network

Affiliate

Represented by CBS TV Spot Sales

THE PHILADELPHIA BULLETIN STATIONS

W E D O

McKEESPORT—1946

Frequency: 810 Kc. Power: 1000 Watts d.
 Owned-Operated By: Tri-City Bcstg. Co.
 Business-Studio Address: Box 810
 Phone Number: McKeesport 4-7167.
 Homestead 1-3113
 Air Time: Local sunrise-local sunset
 News Service: AP
 Trans. Service: Thesaurus
 Pres., Gen. Mgr.: Edward J. Hirshberg
 Sta. Mgr.: Robert E. Badger
 Chief Engineer: Wilkes E. Hurley

W M C K

McKEESPORT—1947

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Oper. By: Mon-Yough Bcstg. Co.
 Business-Studio Address: 516 Market St.
 Phone Number: 8-8888
 Air Time: Full Time
 News Service: UP
 Representative: McGillvra
 Transcription Service: Lang-Worth, World
 President: Robert M. Cox
 Gen., Comm. Mgr.: Gene Kline
 Pgm. Dir.: Pat Haley
 Station Manager: Sam Vidnovic
 Chief Engineer: Charles White

W M G W

MEADVILLE—1947—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Meadville Bdcstg. Serv., Inc.
 Address: 1st National Bank Bldg.
 Phone Number: 46-723
 Air Time: 6:30 a.m.-12 M.
 News Service: UP
 Transcription Service: World
 Membership: NARTB, BAB
 President: H. C. Winslow
 Gen., Sta. Manager: Robert Trace
 Commercial Manager: Fran Richmond
 Program Director: Evelyn Anderson
 Chief Engineer: Jack Harvey

W B U D

MORRISVILLE—1947

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Oper. By: Morrisville Bcstg. Co.
 Business Address: 108 N. Broad St.
 Phone Number: 4-7191
 Air Time: 7 a.m.-12 M.
 News Service: AP
 Transcription Service: World
 President: Verna S. Hardin
 General Manager: Richard M. Hardin
 Commercial Manager: William Garry
 Program Director: William F. Hildenbrand
 Promotion Manager: Nan Rednor
 Chief Engineer: William A. Brewer

W H W L

NANTICOKE—1946

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By: Radio Anthracite, Inc.
 Business-Studio Address: 38 E. Main St.
 Phone Number: Nanticoke 1332
 News Service: UP
 Transcription Service: Capitol
 Representative: Forjoe
 President: Henry W. Lark
 General Manager: Jones Evans

W K S T

NEW CASTLE—1938—MBS-QUAKER

Frequency: 1280 Kc. Power: 1000 Watts
 Owned-Operated By: WKST, Inc.
 Bus.-Studio Address: Cathedral Bldg.
 Phone Number: 5501
 Air Time: Full Time
 News Service: UP
 Transcription Service: World
 Representative: Meeker
 President, General Mgr.: S. W. Townsend
 Sta., Comm. Mgr.: A. W. Graham
 Sales Prom. Mgr.: William Sommer
 Program Dir.: Harry Reith
 Publicity Dir.: Al Francis
 Chief Engineer: Donald Dout

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: 3588
 News Service: UP
 Transcription Serv.: Lang-Worth, MacGregor,
 SESAC, M. M. Cole
 Representative: Continental Radio Sales
 President: C. R. Cooper
 Gen. Mgr., Pgm. Dir.: E. J. Kroen
 Commercial Manager: Melvin Goldberg
 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 8-7600
 Air Time: Sunrise-Sunset
 News Service: AP
 Transcription Service: SESAC
 Representative: Walker
 Membership: NARTB
 President: Farris E. Rahall
 Gen. Mgr.: Ogden R. Davies
 Nat. Sales Mgr.: John M. Banzhoff
 Loc. Sales Mgr.: Joseph A. Pace
 Chief Engineer: Julius Kosik

AIR TIME WITH AN ECHO

Throughout the important Philadelphia Retail Trading Area—the scene of American industry's greatest expansion in recent years—the WFIL stations give a power boost to your consumer impressions via the most complete promotion-merchandising plan in town.

Check the services offered—and weigh the important difference.

Air time with an ECHO can make your product the star of the stores.

The WFIL echo can be amplified to suit you best.

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Represented by
THE KATZ AGENCY

- Air Announcements
- Newspaper Advertising
- Direct Mail
- Transportation Cards
- Billboards
- Magazine Advertising
- Publicity Service

plus

- Actual Product Displays in 41 Food Fair Supermarkets
- Actual Product Displays in 167 A & P Stores
- Exclusive Merchandising Cooperation with more than 1800 Drug Stores represented by the Philadelphia Association of Retail Druggists and Affiliated Groups.

WFIL
WFIL-TV

The Philadelphia Inquirer Stations

WKRZ

OIL CITY—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... WKRZ, Inc.
 Business-Studio Address... 201 Fair Bldg.
 Phone Number... 4-1269
 News Service... UP
 Transcription Service... World
 Pres., Gen. Mgr. Kenneth E. Rennekamp
 Sta., Comm. Mgr. Catherine McLaughlin
 Promotion Manager... Olivia T. Rennekamp
 Program Director... Gilbert McQuiston
 Chief Engineer... Gene Robinson
 Publicity Director... Patrick Nuhfer

KYW

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
 Air Time... Full Time
 News Service... INS, UP
 Transcription Service... Thesaurus
 Representative... Free & Peters
 Membership... BAB
 President... E. V. Higgins
 General Manager... Joe Baudino
 Station Manager... Franklin A. Tooke
 Commercial Manager... R. H. Teter
 Prom. Mgr., Publ. Dir... Paul I. Woodland
 Program Director... Gordon Davis
 Chief Engineer... I. N. Eney

WCAU

PHILADELPHIA—1923—CBS

Frequency: 1210 Kc. Power: 50,000 Watts
 Owned-Oper. By... The Philadelphia Bulletin
 Address... City & Monument Ave.
 Phone Number... GGreenwood 7-8300
 Air Time... Unlimited
 News Service... AP, INS, UP
 Transcription Service... Lang-Worth
 Representative... CBS Radio Spot Sales
 Membership... NARTB, BAB
 Pres., Gen. Mgr. Donald W. Thornburgh
 V.P., Asst. Gen. Mgr. Jos. L. Tinney
 Commercial Manager... John S. DeRussy
 V.P., Prog. Director... Jos. T. Connolly
 V.P., Prom. Dir... Robert N. Pryor
 V.P., Director of Engr... John G. Leitch
 (See Page 598)

WDAS

PHILADELPHIA—1922

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... Max M. Leon, Inc.
 Business-Studio Address... 223 Arch St.
 Phone Number... MArket 7-8484
 News Service... AP

Representative... Forjoe
 President... Max M. Leon
 Gen., Comm. Mgr... Robert A. Klein
 Program Director... Fred H. Greene
 Prom. Mgr... Louis Palens
 Publicity Dir... M. Leonard Matt
 Chief Engineer... Frank W. Unterberger

WFIL

**PHILADELPHIA—1922
 ABC-QUAKER**

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By... Philadelphia Inquirer Div.
 of Triangle Publications, Inc.
 Business-Studio Address... 46th & Market
 Phone Number... EVergreen 2-4700
 Air Time... Unlimited
 News Service... UP
 Transcription Service... Associated
 Representative... Katz
 Membership... NARTB, BAB
 General Manager... Roger W. Clipp
 Operations Asst. to Gen. Mgr.
 John D. Scheuer, Jr.
 Comm. Mgr... George A. Koehler
 Promotion Mgr... Joe Zimmermann
 Program Dir... Felix Meyer
 Publicity Dir... John J. Hyland
 Chief Engineer... Henry Rhea

NOW THAT
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 BEST,
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Here's the reason why
more top National Advertisers
than ever before
used WIP in Philadelphia
last year...

RESULTS!

MUTUAL BROADCASTING SYSTEM



5000 WATTS



PHILADELPHIA'S PIONEER VOICE

National Representatives
EDWARD PETRY & CO., INC.

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
 Air Time: Full Time
 News Service: UP
 Representative: Radio Reps.
 President: Paul F. Harron
 Vice-Pres.: Joseph Lang
 Gen.-Sta.-Comm. Mgr.: Edward D. Clery
 Sales Prom., Publ. Dir.: Rupe Werling
 Program Director: Doug Arthur
 Technical Director: John H. Henninger
 Chief Engineer: George Hooper

Membership: BAB
 Pres., Gen., Sta. Mgr.: Benedict Gimbel, Jr.
 Dir. of Sales: Ralph Brent
 Loc. Sales Mgr.: Clyde Spitzner
 Program Director: Murray Arnold
 Prom. Mgr., Pub. Dir.: Edward Wallis
 Technical Director: Clifford C. Harris

WTEL

PHILADELPHIA—1925

Frequency: 860 Kc. Power: 250 Watts
 Owned-Oper. By: Foulkrod Radio Engineering Co.
 Business-Studio Address: 4312 N. Broad St.
 Phone Number: Gladstone 5-1310
 Pres., Pgm. Dir.: E. Douglass Hibbs
 Station Manager: Henry N. Cocker
 Chief Engineer: John Field

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
 Air Time: Unlimited
 News Service: AP, UP
 Transcription Service: World
 Representative: Edward Petry

WHAT

PHILADELPHIA—1929

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Independence Bcstg. Co.
 Business-Studio Address: 1505 Walnut St.
 Phone Number: Rittenhouse 6-2058
 Air Time: 7 a.m.-1:30 a.m.
 News Service: AP

WIBG

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CARRIED MORE NATIONAL SPOT BUSINESS IN THE PAST YEAR THAN EVER BEFORE IN OUR HISTORY — AND WE STARTED BACK IN '25.

10,000 WATTS OF SPORTS, NEWS AND MUSIC

Pres., Gen., Comm. Mgr. William A. Banks
 Prom., Sta. Mgr. Dolly Banks
 Pgm., Pub. Dir. Annette Oromaner
 Chief Engineer Arnold Goldman

W J M J

PHILADELPHIA—1948

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Operated By Patrick J. Stanton
 Business-Studio Address 2043 Locust St.
 Phone Number LOcust 4-2300
 Air Time Daytime
 News Service AP
 Transcription Service SESAC
 Representative McGillvra
 Gen., Sta. Mgr. Patrick J. Stanton
 Comm., Prom. Manager Charles Stahl
 Publicity Director Jo Oris
 Prog. Dir. Michael Deegan
 Chief Engineer Alec Felton Iles

W P E N

PHILADELPHIA—1929

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By William Penn Bcstg. Co.
 Business-Studio Address 2212 Walnut St.
 Phone Number LOcust 4-6000
 Air Time 24 hrs.
 News Service AP, UP
 Representative Gill-Keele-Perna
 Membership BAB
 President William Sylk
 Gen., Sta., Comm. Mgr. William B. Caskey
 Program Director Jules Rind
 Prom. Mgr., Publicity Dir. Sam Elber
 Chief Engineer Charles W. Burtis

K D K A

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 1-4200
 Air Time Unlimited
 News Service AP, UP
 Representative Free & Peters
 Membership BAB
 President E. V. Higgins
 V.P., General Manager Joseph E. Baudino
 Station Manager L. R. Rawlins
 Commercial Manager George D. Tons
 Promotion Manager David N. Lewis
 Program Manager Robert E. White
 Publicity Manager Lee Curran
 Chief Engineer Theodore C. Kenney

K Q V

PITTSBURGH—1919—MBS

CBS (As of June, 1953)

Frequency: 1410 Kc. Power: 5000 Watts
 Owned-Oper. By Allegheny Bcstg. Corp.

Bus.-Studio Address 800 Chamber of
 Commerce Bldg.

Phone Number Atlantic 1-9100
 Air Time Unlimited
 News Service UP
 Transcription Service World
 Representative Weed
 President Earl F. Reed
 Gen., Sta. Mgr. J. F. Murray
 Comm. Mgr. Chris Salmon
 Prom., Pub. Dir. Owen Simon
 Program Dir. John Gibbs
 Chief Engineer James J. Schultz

W C A E

PITTSBURGH—1922—ABC

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Operated By WCAE, Inc.
 Bus.-Studio Address Carlton House
 Phone Number Atlantic 1-6900
 Air Time 5:45 a.m.-1 a.m.
 News Service INS
 Representative Katz
 Membership NARTB, BAB
 Pres., General Manager Leonard Kapner
 Sta. Mgr., Prog. Dir. R. Clifton Daniel
 Commercial Manager Carl M. Dozer
 Prom. Mgr., Pub. Dir. Edward Brown
 Chief Engineer James Greenwood

W J A S

PITTSBURGH—1921—CBS

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By Pittsburgh Radio Supply
 House, Inc.
 Bus.-Studio Address 411 Seventh Ave.
 Phone Number Grant 1-4860
 Air Time 6 a.m.-12:30 a.m.
 News Service UP
 Transcription Service Lang-Worth
 Representative Hollingbery
 Pres., Gen. Mgr. H. K. Brennen
 Comm.-Sales Prom. Mgr. John H. Buchheit
 Program Director James M. Hughes
 Publicity Director Cal T. Mara
 Chief Engineer Walter W. McCoy

W P G H

PITTSBURGH—1947

Frequency: 1080 Kc. Power: 1000 Watts d.
 Owned-Operated By Pittsburgh Bcstg. Co.
 Bus.-Studio Address 220 N. Highland Ave.
 Phone Number EMerson 1-5000
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth
 President George M. Harton
 Station Manager Christian Kenfield
 Commercial Manager Howard Lazarus
 Chief Engineer Ralph L. Ketterer

WPIT

PITTSBURGH—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Operated By: WPIT, Inc.
 Bus.-Studio Address: 211 Smithfield St.
 Phone Number: Atlantic 1-1900
 Air Time: Sunrise-sunset
 News Service: UP
 Representative: Forjoe
 President: John J. Laux
 V.P., Gen., Sta., Comm. Mgr.: Don Ioset
 Chief Engineer: Mike Komichak

WWSW

PITTSBURGH—1931

Frequency: 970 Kc. Power: 5000 Watts
 Owned-Oper. By: WWSW, Inc.
 Bus.-Studio Address: Sheraton Hotel
 Phone Number: GRant 1-5200
 Air Time: Full Time
 News Service: UP
 Representative: John Blair
 Membership: NARTB
 President, Gen. Manager: O. M. Schloss
 Station Manager: Ben W. Muros
 Prom. Mgr., Publ. Dir.: Harold J. Goldstein
 Chief Engineer: Henry R. Kaiser

WPAZ

POTTSTOWN—1951

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Operated By: Pottstown Bcstg. Co.
 Address: 247 High St.
 Phone Number: 5000
 News Service: UP
 Transcription Service: Thesaurus
 Representative: Rambeau
 Membership: NARTB
 Pres., Gen., Sta. Mgr.: Herbert Scott
 Commercial Manager: Clifford M. Chafey
 Sales Prom. Mgr.: David M. Platt
 Publicity Dir.: Lynn George
 Chief Engineer: Ralph E. P. Mellon

WPAM

POTTSVILLE—1947—MBS
 QUAKER

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Miners Bcstg. Serv., Inc.
 Bus.-Studio Address: 106 S. Centre St.
 Phone Number: Pottsville 5050
 Air Time: 6:30 a.m.-M.
 News Service: UP
 Transcription Service: Associated
 Representative: Everett-McKinney
 President: Joseph L. Maquire
 General Mgr.: Louis H. Murray
 Comm. Mgr.: Frank L. Tamulonis
 Promotion Mgr.: John C. Gallagher
 Program Dir.: Lou Murray
 Chief Engineer: Milton Seltzer

WPPA

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 1744
 News Service: AP
 Transcription Service: World
 Membership: NARTB
 Owner, Gen. Mgr.: A. V. Tidmore
 Commercial Manager: Ralph L. Price, Jr.
 Program Director: Edward Romance
 Chief Engineer: A. V. Tidmore

WEEU

READING—1932
 ABC—QUAKER

Frequency: 850 Kc. Power: 1000 Watts
 Owned By: Reading Eagle Co.
 Business-Studio Address: 431 Penn St.
 Phone Number: 6-7335
 Air Time: 6:15 a.m.-12 M.
 Newspaper Affiliation: "Eagle Times"
 News Service: UP
 Transcription Service: Associated
 Representative: Headley-Reed
 Membership: NARTB, BAB
 President: Hawley Quier
 Gen., Sta. Mgr.: Thomas Martin
 Comm., Prom. Manager: K. Richard Creitz
 Prog., Pub. Dir.: George Carroll
 Chief Engineer: David J. Miller, Jr.

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
 Air Time: 6 a.m.-12 M.
 News Service: AP
 Representative: H.R. Repts.
 Membership: BAB
 Pres., Gen., Sta. Mgr.: Humboldt J. Greig
 Vice-President: Richard G. Fichthorn
 Sales Mgr.: Dick Paisley
 Prom. Mgr.: Art Heim
 Program Director: Alan Lane
 Chief Engineer: Joseph McCormack
 Consulting Engineer: A. Earl Cullum, Jr.

WRAW

READING—1922—NBC-MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Reading Bcstg. Co., Inc.
 Business-Studio Address: 19 N. Fifth St.
 Phone Number: Reading 7173
 Air Time: 6:30 a.m.-1 a.m.
 News Service: UP

Transcription Service World
 Representative Robert Meeker
 Membership NARTB
 Station Executive Clair R. McCollough
 Station Manager Frank J. Voss
 Natl. Sales Mgr. J. Robert Gulick
 Progra Director Ben Vernon
 Technical Director J. E. Mathiot

W G C B
 RED LION—1950

Frequency: 1440 Kc. Power: 1000 Watts d.
 Owned-Oper. By Rev. John M. Norris
 Phone Number 3-3471
 Transcription Service SESAC
 News Service UP
 Representative Kennedy
 Membership NARTB
 President Rev. John M. Norris
 General Manager John H. Norris
 Station Manager Vincent A. Freeman
 Program Director Stanley D. Deppen
 Chief Engineer Gary Russel

W K B I

ST. MARYS—1950—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Elk Cameron Bcstg. Co.
 Address 41 Erie Ave.
 Phone Number 2321
 Transcription Service Standard
 News Service AP
 Membership NARTB, BAB
 General Manager C. H. Simpson
 Commercial Manager R. H. Knouse
 Program Director John A. Fay
 Promotion Manager Vesta B. Smith
 Chief Engineer Kenneth H. Bowers
 Publicity Director Herbie Martin

W A T S

SAYRE—1950—KBS

Frequency: 1470 Kc. Power: 1000 Watts d.
 Owned-Oper. By Susquehanna Val. Bcstg. Co.
 Address 110 N. Elmer Ave.
 Phone Number Turner 2-2401
 Transcription Service Thesaurus, World
 Representative Indie Sales
 News Service UP
 Owner T. K. Cassel
 General Manager Shaun F. Murphy
 Commercial Mgr. Walter D. Knowles
 Program Director Gene Edwards
 Chief Engineer Benjamin A. Franklin

W A R M

SCRANTON—1940—ABC

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Oper. By Union Bdcst. Co.
 Address Bowman Bldg.
 Phone Number 4-1148

Air Time 6 a.m.-1 a.m.
 News Service UP
 Representative Hollingbery Co.
 Transcription Service Thesaurus
 President Martin F. Memolo
 Gen., Sta. Manager William M. Dawson
 Sales Prom. Mgr., Pub. Dir. Mary Lynott
 Program Director Joseph H. Salsburg
 Chief Engineer Roswell J. Parker

W G B I

SCRANTON—1925—CBS

Frequency: 910 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Scranton Bcstrs., Inc.
 Business-Studio Address 1000 Wyoming Ave.
 Phone Number 2-0296
 Air Time 6 a.m.-1:05 a.m.
 News Service AP
 Transcription Service World
 Representative John Blair
 Membership NARTB
 President Mrs. M. E. Megargee
 Vice-President Mrs. Douglas Holcomb
 Gen., Comm., Sales Prom. Mgr.
 George D. Coleman
 Station Manager Robert E. McDowell
 Program Director Frank Monaghan
 Chief Engineer Kenneth R. Cooke

W Q A N

SCRANTON—1923

Frequency: 630 Kc. Power: 500 Watts d.
 Owned-Oper. By The Scranton Times
 Address Trans. Loca. 149 Penn. Ave.
 Phone Number 5151
 Air Time Sunrise-Sunset
 News Service UP, AP
 Transcription Service Standard
 Representative The Bolling Co.
 Membership NARTB, BAB
 Gen., Sta., Prom. Mgr. Cecil Woodland
 Comm. Mgr. Frank McCaffery
 Program Director Robert R. Flanagan
 Publicity Dir. William Pierce
 Chief Engineer Gino Ricciardelli

W S C R

SCRANTON—1947—NBC

Frequency: 1320 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By Lackawanna Valley Bcstg.
 Co.
 Business-Studio Address 116 Adams Ave.
 Phone Number 7-3388
 Air Time Full Time
 News Service AP
 Transcription Service Lang-Worth
 Representative Headley-Reed
 Pres., Gen., Comm. Mgr. David M. Baltimore
 Prom. Mgr., Prog., Publ. Dir. Barry Sherman
 Chief Engineer Willard Shimski

WISL

SHAMOKIN—1948—MBS
QUAKER

Frequency: 1480 Kc. Power: 1000 Watts
Owned-Oper. By..... Radio Anthracite, Inc.
Bus. Studio Address..... Rock & Sunbury Sts.
Phone Number 8-6831
Air Time 6 a.m.-M.
News Service AP
Transcription Service Lang-Worth
Representative Forjoe
Membership NARTB
President Henry W. Lark
General Manager..... Charles R. Petrie
Comm. Mgr..... Stanley Binkowski
Program Director..... Dick Owen
Publicity Dir..... Kenne Barber
Chief Engineer..... Ray Williard

WPIC

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
News Service UP
Transcription Service..... Associated, World
Representative..... Adam J. Young, Jr.
Pres., Gen. Mgr..... John Fahnlins, Jr.
Program Director..... Marc McCulloch

Publicity Director..... Evelyn L. Keller
Chief Engineer..... A. C. Heck

WVSC

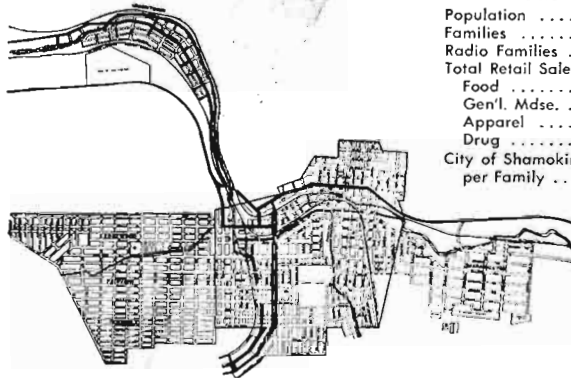
SOMERSET—1951—KBS

Frequency: 990 Kc. Power: 250 Watts d.
Owned-Operated By..... Somerset Bcstg. Co.
Address P. O. Box 231
Phone Number 4186
News Service UP
Transcription Service Standard
Representative Indie Sales
Membership NARTB, BAB
Gen., Comm. Mgr..... T. H. Oppegard
Station Mgr..... Carl R. Lee
Program Director..... Ernest E. Mark
Chief Engr., Sta. Mgr..... Carl R. Lee

WMAJ

STATE COLLEGE—1945—MBS

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By..... Centre Bcstrs., Inc.
Bus. Studio Address..... P. O. Box 888
News Service AP
Transcription Service World
Co-Owner..... R. J. Kennard
Co-Owner..... W. K. Ulerich
Commercial Manager..... Miriam Krebs
Program Director..... W. J. Morris
Chief Engineer..... Douglas Beman



1951-'52 Consumer Markets Estimates of WISL's enormous market:

Population	259,800
Families	75,900
Radio Families	71,540
Total Retail Sales	\$161,194,000
Food	42,984,000
Gen'l. Mdse.	15,628,000
Apparel	12,611,000
Drug	4,085,000
City of Shamokin Retail Sales per Family	\$4,963

Active Industries in Shamokin and Vicinity:
sheet metal products.....brewing
meat packing.....drug products
paper products.....hosiery mills
dress and shirt factories.....cellulose
silk and cloth weaving..railroad shops
mining...drugs...building materials
dyeing and processing.....furniture

ONE STREET IN SHAMOKIN, PENNSYLVANIA divides almost 40,000 PEOPLE in TWO political sub-divisions

The growth shown by SRDS statistics in the WISL area of Pennsylvania —(Where WISL dominates) is due to new or expanding industrial activity by such firms as Merck & Co., (drugs); Cluett-Peabody Co., (Arrow shirts); Westinghouse, (Radio & TV); Empire State Choir Co. (furniture); Sunbury Wire Rope Manufacturing Co.; Shamokin Woolens; Pur-O-lator, to name a few.

The eastern quarter of WISL's coverage is mainly anthracite mining, while the north, south, and west quarters cover widely diversified industry and rich farming territories.

The industrialization of this area is due to the favorable conditions found here—good industrial sites, ample power (electricity, coal, gas)—unlimited good water, available labor, fine shipping facilities, recreational and cultural opportunities and community cooperation.

Be sure your distribution and sales grow with the area. Cover this entire territory through WISL—The Station That Produces results.

SHAMOKIN, PENNSYLVANIA

... AND 4 RICH PENNSYLVANIA COUNTIES*
WITHIN WISL'S PRIMARY COVERAGE AREA.
REPRESENTED BY: FORJOE & CO.

A QUALITY STATION IN A QUALITY MARKET
SHAMOKIN, Pennsylvania
VIRTUAL OUTLET FOR 1000 WATTS
4 MILLION RETAIL TRADE INCREASE
SHOWN BY WISL MARKET AREA

WVPO**STROUDSBURG—1948**

Frequency: 840 Kc. Power: 250 Watts d.
 Owned-Operated By: Pocono Bcstg., Inc.
 Business-Studio Address: 578 Main St.
 Phone Number: Stroudsburg 1102
 Newspaper Affiliation: "Daily Record"
 Air Time: Sunrise-Sunset
 News Service: UP
 Transcription Service: Associated
 Representative: Radio Reps.
 President: James H. Ottaway
 General Manager: Merle C. Ostrom
 Comm. Mgr.: Chester S. Miller
 Station Manager: Elton Hall
 Managing Director: Francis H. Brinkley
 Program Director: Joseph Webster
 Chief Engineer: Ernest Transue

WKOK**SUNBURY—1933—ABC
QUAKER**

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
 Membership: NARTB
 President: Harry H. Haddon
 Gen., Sta. Manager: Homer R. Smith
 Commercial Manager: C. Donald Walther
 Program Director: Michael J. Kane
 Prom., Pub. Director: Nelson Futch
 Chief Engineer: John W. Keller

WMBS**UNIONTOWN—1937
CBS—QUAKER**

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By: Fayette Bdcstg. Corp.
 Address: F. T. & T. Bldg.
 Phone Number: 8-3900, 8-3909
 Air Time: 7 a.m.-12:05 a.m.
 News Service: UP
 Transcription Service: SESAC
 Representative: Meeker Asso., Inc.
 Pres., Gen. Mgr.: J. C. Burwell
 Sta., Comm. Mgr.: H. C. Burwell
 Sales Promotion Manager: Ed Hamlyn
 Program Dir.: C. H. Underwood
 Publicity Dir.: James Gismond
 Chief Engineer: William Henzly

WNAE**WARREN—1946—QUAKER**

Frequency: 1310 Kc. Power: 1000 Watts d.
 Owned-Oper. By: N. Allegheny Bdcstg. Co.

Address: Warren
 Phone Number: 3033
 Air Time: Sunrise-Sunset
 News Service: AP
 Transcription Service: Thesaurus
 Membership: NARTB, BAB
 Pres., Gen. Mgr.: David Potter
 Commercial Manager: James W. Potter
 Program Director: Leroy Schneck
 Chief Engineer: Homer M. Haines

WJPA**WASHINGTON—1942—MBS**

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By: Washington Bcstg. Co.
 Bus. Address: George Washington Hotel
 Phone Number: 4870
 News Service: UP
 Transcription Service: World
 Representative: Joseph Hershey McGillvra
 Membership: NARTB
 President: William S. Yard
 Gen. Prom. Manager: John L. Merdian
 Commercial Mgr.: Peter Stanton
 Managing Director: A. Boyd Siegel
 Program Director: Richard C. Stephens, Jr.
 Publicity Director: James Saxon
 Chief Engineer: Chris E. Langhurst

WBAX**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
 Air Time: 6:45 a.m.-M.
 News Service: UP
 Transcription Service: Associated
 Representative: Burn-Smith
 President: John H. Stenger, Jr.
 General Manager: John H. Stenger, III
 Program Director: Ed Kuzma
 Chief Engineer: John H. Stenger, Jr.
 Asst. Chief Engr.: Milan J. Krupa

WBRE**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
 Air Time: 6:30 a.m.-1 a.m.
 News Service: AP
 Transcription Service: World
 Representative: Headley-Reed
 Membership: NARTB, BAB
 Pres., Gen. Mgr.: Louis G. Baltimore
 Station Mgr.: David M. Baltimore
 Commercial Mgr.: A. C. Baltimore
 Program Director: Franklin D. Coslett
 Chief Engineer: Charles Sakoski, Sr.

WILK

WILKES-BARRE—1946
ABC-QUAKER

Frequency: 980 Kc. Power: 5000 Watts d.,
1000 Watts n.
Owned-Oper. By. Wyoming Valley Bcstg. Co.
Bus. Studio Address. 88 No. Franklin St.
Phone Number 4-4666
Air Time Full Time
News Service AP
Transcription Service Lang-Worth, Thesaurus
Representative Avery-Knodel
Membership NARTB, BAB
President Dr. I. C. Morgan
Exec. V.P., Gen. Mgr. Roy E. Morgan
Station Mgr. Thomas P. Shelburne
Commercial Manager Jerry Butler
Program Director Hal Berg
Promotion Manager Malcolm Dale
Chief Engineer Theodore French
Publicity Director Dorothy Albee

WLYC

WILLIAMSPORT—1951

Frequency: 1050 Kc. Power: 1,000 Watts d.
Owned-Operated By. Lycoming Bcstg. Co.

Address 331 Pine St.
Phone Number 24676
News Service AP
Transcription Service Thesaurus
Representative Donald Cooke, Inc.
Gen., Sta. Mgr. James H. Fitzpatrick
Commercial Manager Royal Worth
Program Director Morris F. Doty
Promotion Manager George R. Long
Publicity Director Curt E. Beyer

WRAK

WILLIAMSPORT—1930—NBC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By WRAK, Inc.
Address 244 West 4th St.
Phone Number 2-6116
Air Time 6:30 a.m.-12:05 a.m.
News Service AP
Transcription Service Associated
Representative Everett McKinney
Membership NARTB, BAB
Pres., Gen. Mgr. George E. Joy
Comm. Mgr. J. Wright Mackey
Pgm. Mgr. Leon E. Kelly
Promotion Manager Everett W. Rubendall
Chief Engineer Glen L. Sherman

IN NORTH CENTRAL PENNA.



The right combination for a
REAL selling campaign in the
Williamsport market.

NATIONAL REPRESENTATIVE
EVERETT-McKINNEY, INC.
NEW YORK · CHICAGO
LOS ANGELES

Since 1930, The Pioneer Broadcasters in Williamsport

* * *

COVERAGE

5000 watts (full time)
on 630 kc, blanketing
NEW ENGLAND'S SEC-
OND LARGEST MARKET,
and also covering the
rich Fall River-New
Bedford, Mass., mar-
keting area with a sig-
nal greater than 2 mv.

* * *

AUDIENCE

An active audience,
loyal to a BALANCED
schedule of TOP-RATED
CBS and local programs
—programs designed
for PRIMARY listening
attention. Important
because—listeners who
really LISTEN, are buy-
ers who really BUY!

* * *

more

New Englanders

listen to WPRO

than any other

Rhode Island

station.

*to reach the
most buyers,*

BUY BASIC..



WPRO AM
& FM

PROVIDENCE · 630 KC · 5000 W

REPRESENTED BY RAYMER

W W P A

WILLIAMSPORT—1949—CBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Williamsport Radio Bcstg.
 Assoc., Inc.
 Address... 330 Government Pl.
 Phone Number... 7119
 Air Time... 6:30 a.m.-12:05 a.m.
 News Service... UP
 Transcription Service... World
 Representative... Burn-Smith
 Membership... NARTB, BAB
 President... Harry J. W. Kiessling
 Gen., Sta. Manager... Woodrow W. Ott
 Program Director... Louis C. Cate
 Sales Prom. Mgr... Phil Lane
 Publicity Dir... John B. Willman
 Chief Engineer... Carl Steinbacher

Chief Engineer... Willis N. Weaver
 Publicity Director... J. Edward Schwalm

W O R K

YORK—1932—NBC-MBS

Frequency: 1350 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By... York Bcstg. Co.
 Business-Studio Address... 13 S. Beaver St.
 Phone Number... 6629
 News Service... UP
 Transcription Service... Thesaurus
 Representative... Robert Meeker
 Station Executive... Clair R. McCollough
 Station Manager... Clare I. Miller
 Natl. Sales Mgr... J. Robert Gulick
 Program Director... Glenn M. Brillhart
 Technical Director... J. E. Mathiot

W N O W

YORK—1948—KBS

Frequency: 1250 Kc. Power: 1000 Watts d.
 Owned-Operated By... Helm Coal Co.
 Business-Studio Address... 25 S. Duke St.
 Phone Number... 8-2911, 8-2952
 Air Time... 6 a.m.-local sunset
 News Service... AP
 Transcription Service... Associated
 Representative... Robert S. Keller, Inc.
 Membership... NARTB, BAB
 General Manager... Lowell W. Williams
 Commercial Manager... John O. Border
 Program Director... H. E. Daugherty
 Sales Promotion Manager... Edwin L. Jay

W S B A

YORK—1942—ABC—QUAKER

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By... Susquehanna Bdctsg. Co.
 Address... 53 N. Duke St.
 Phone Number... 82676 - 81308
 Air Time... 5:55 a.m.-12:30 a.m.
 News Service... AP
 Transcription Service... World
 Representative... Radio Reps. Inc.
 Membership... NARTB, BAB
 President... Louis J. Appell
 General Manager... Walter J. Rothensies
 Comm., Sales Prom. Mgr... Philip K. Eberly
 Program Director... Fred Shaffer
 Chief Engineer... Llewellyn Jones

RHODE ISLAND

*Pop. April 1, 1953 (Est.) 833,000—Total Housing Units 246,000
 Families April 1, 1953 (Est.) 222,000—Stations in State 11*

W R J M

NEWPORT—1948—KBS

Frequency: 1540 Kc. Power: 1000 Watts d.
 Owned-Oper. By... The Aquidneck Bcstg. Corp.
 Business-Studio Address... 217 Reservoir Rd.
 Phone Number... 4673
 Air Time... Daytime
 News Service... AP
 Transcription Service... World
 Representative... Deveny & Co.
 President... Columbus O'Donnell
 V.P., Gen., Comm. Mgr... Wallace A. Walker
 Chief Engineer... Jos. Britto

W P A W

PAWTUCKET—1949—KBS

Frequency: 1380 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Roger Williams Bcstg. Co.
 Address... 34 N. Union St.
 Phone Number... 5-9000
 Transcription Service... MacGregor
 News Service... UP
 President... Dominick Hysko
 Gen., Comm. Mgr... Allen Jones
 Program Director... Charles Stevens
 Chief Engineer... John Costa

WEAN

PROVIDENCE—1922—MBS-YANKEE

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By General Teleradio, Inc.
 Business-Studio Address Crown Hotel
 Phone Number Temple 1-0800
 Air Time Full Time
 News Service UP
 Transcription Service Associated
 Representative H-R Reps.
 President William O'Neil
 Gen., Sta. Mgr. Mowry Lowe
 Program Director Nancy Hogan
 Publicity Director John Regan
 Chief Engineer Harry Tilley

WHIM

PROVIDENCE—1947

Frequency: 1110 Kc. Power: 1000 Watts d.
 Owned-Oper. By Intercity Bcstg. Co.
 Business-Studio Address 144 Westminister St.
 Phone Number Union 1-4211
 Air Time 6 a.m.-6 p.m.
 News Service AP
 Representative Headley-Reed
 President, Gen.-Sta. Mgr. Robert T. Engles
 Program Director C. George Taylor
 Chief Engineer Carroll Philbrook

WICE

PROVIDENCE—1947

Frequency: 1290 Kc. Power: 500 Watts d.
 Owned-Oper. By Narragansett Bay B. Co.
 Address 1111 N. Main St.
 Phone Number Jackson 1-6565
 Air Time Sunrise-Sunset
 News Service UP
 Representative Rambeau
 President Louis A. R. Pieri
 Gen., Sta. Mgr. Sumner Pearl
 Sales Prom., Comm. Mgr. James Keough
 Publicity Director George Patrick Duffy
 Chief Engineer Oliver R. Adams

WJAR

PROVIDENCE—1922—NBC

Frequency: 920 Kc. Power: 5000 Watts
 Owned-Operated By The Outlet Co.
 Business-Studio Address 176 Weybosset St.
 Phone Number Gaspee 1-8521
 Air Time Full Time
 Transcription Service World
 News Service AP
 Representative Weed, Bannan
 Membership NARTB
 Vice Pres., Treas. George O. Griffith
 General Mgr. John J. Boyle
 Sales, Program Director Sothern Abbott
 Chief Engineer Thomas C. J. Prior

WPJB

PROVIDENCE—1941—ABC

Frequency: 1420 Kc. Power: 5000 Watts
 Owned Providence Journal Co.
 Address 75 Fountain St.
 Phone Number Dexter 1-0600
 Air Time 6 a.m.-M.
 News Service AP, UP
 Newspaper Affiliation The Journal Co.
 Transcription Service World
 Station Representative Taylor, Borgatti
 Membership NARTB
 President George P. Metcalf
 General Manager H. William Koster
 Sales Promotion Manager Arthur E. Lathrop
 Program Director Harmon H. Hyde
 Chief Engineer George W. Sharpe

WPRO

PROVIDENCE—1924—CBS

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Oper. By Cherry & Webb Bcstg. Co.
 Bus-Stud. Add. 24 Mason St., WPRO Bldg.
 Phone Number Plantations 1-9776
 Air Time Full Time
 News Service AP, UP
 Transcription Service Thesaurus
 Representative Paul H. Raymer
 Membership NARTB
 President William S. Cherry, Jr.
 General-Comm Mgr. Arnold F. Schoen, Jr.
 Program Director John A. Owen
 Chief Engineer John V. Ferri

(See Page 610)

WRIB

PROVIDENCE—1947

Frequency: 1220 Kc. Power: 1000 Watts d.
 Owned-Oper. By R. I. Bcstg. Co.
 Bus-Studio Address Narragansett Hotel
 Phone Number Union 1-4512
 Air Time Sunrise-local sunset
 News Service UP
 Transcription Service Associated
 Representative Forjoe
 President Frank Rao
 General Manager Nicholas Ruggieri
 Program Director Don Rogers
 Chief Engineer Fred Weiss

WERI

WESTERLY—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned Oper. By Radio Westerly, Inc.
 Address 34 Main St.
 Phone Number 2263
 Air Time Full Time
 News Service UP
 Transcription Service Lang-Worth

Representative Walker, Bannon
 President Richard G. Moore
 Gen., Sta., Comm. Mgr. Warren M. Greenwood
 Prog., Publ. Director.....Brud Warren
 Promotion Manager.....Vin Collie

W W O N

WOONSOCKET—1946—MBS

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

Owned-Oper. ByWoonsocket Bcstg. Co.
 Business-Studio Address..... 99 Main St.
 Phone Number1240
 News ServiceAP
 Transcription Service World
 President.....Mrs. Andrew P. Palmer
 General Manager.....Mitchell F. Stanley
 Chief Engineer.....Harold Belknap

SOUTH CAROLINA

*Pop. April 1, 1953 (Est.) 2,213,000—Total Housing Units 562,000
 Families April 1, 1953 (Est.) 525,000—Stations in State 46*

W A K N AIKEN—1952

Frequency: 990 Kc.....Power: 1000 Watts d.
 Owned-Oper. By Aiken Electronics Adv. Corp.
 AddressOld Augusta Hwy.
 Phone Number.....Graniteville 187
 News Service AP
 Transcription Service..... World, Capitol
 Membership NARTB
 President.....B. T. Whitmire
 General Manager.....John Mare
 Vice-Pres.....J. P. Williamson
 Sta. Mgr., Prog. Dir.....Randy Davidson
 Chief Engineer.....J. C. Atkinson

W A I M ANDERSON—1935—CBS PALMETTO NET

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Wilton E. Hall
 Address-Trans. Loca.1 Martin St.
 Phone Number 3800-1-2
 Air Time..... Full Time
 News ServiceINS
 Newspaper Affiliation...Independent, Daily
 Mail
 Transcription Service.... World, Lang-Worth
 Representative ...Burn-Smith, Dora—Clayton
 President.....Wilton E. Hall
 General Manager.....Glenn P. Warnock
 Prom., Comm. Mgr.....G. P. Browne
 Sales Prom. Mgr.....V. Barath
 Program DirectorRay Barath
 Chief Engineer.....John Willis

W A N S ANDERSON—1949—MBS-KBS

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated By.....Carolina Bcstrs.
 AddressBox 211
 Phone Number 3262
 Transcription Service Standard
 RepresentativeDevney, Ayers
 Membership NARTB

News ServiceUP
 President.....C. B. Johnson
 General Manager.....R. E. Liverance
 Commercial Manager.....Robert S. Fant
 Sales Promotion ManagerRobert Fant
 Program Director.....Carroll Lee
 Chief EngineerAlfred W. Pratt

W B S C BENNETTSVILLE—1947—MBS

Frequency: 1550 Kc...Power: 10,000 Watts d.:
 5,000 Watts n.
 Owned-Oper. By.....Bennettsville Bcstg. Co.
 Business-Studio AddressBox 639
 Phone Number1080
 Air Time Full Time
 News ServiceAP
 Representative....Joseph Hershey McGillvra
 PresidentJohn W. Orvin
 Gen., Comm. Mgr.....Malcolm A. Young
 Prog., Publ. Director.....Neil Terrell
 Chief Engineer.....John Gronert

W A C A CAMDEN—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Camden Bcstg. Co.
 AddressCamden
 Phone Number80
 News ServiceUP
 Transcription Service World
 President.....Haygood S. Bowden
 General Manager.....Tom Richards
 Commercial Manager.....Chuck Ballard
 Chief Engineer.....Joe Toher

W C S C CHARLESTON—1930—CBS

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Oper. ByWCSC, Inc.
 AddressFrancis Marion Hotel
 Air Time Full Time
 News ServiceUP
 Transcription Service World

Representative Free & Peters
 Membership NARTB, BAB
 Pres., Gen. Sta. Mgr. John M. Rivers
 Commercial Manager Roland Weeks
 Program Director Russell Long
 Publicity Director Alma D. Davis
 Chief Engineer Wilbur Albee

W H A N

CHARLESTON—1945—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Charleston Bcstg. Co.
 Business Address 152 Market St.
 Phone Number 3-1643
 News Service UP
 Transcription Service Capitol
 Representative Burn-Smith
 General Manager E. H. Keown
 Commercial Manager G. R. Connor
 Chief Engineer William P. Birchfield

W P A L

CHARLESTON—1947

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By Palmetto Bdcstrs., Inc.
 Business-Studio Address 149 Wentworth St.
 Phone Number 3-6428-9
 Representative Fo Joe, Dora-Clayton
 Membership NARTB
 President George G. Weiss
 General Manager Laurens Moore
 Sta., Comm. Mgr. Bob Chrystie
 Sales Prom. Mgr. Walt Hanna
 Program Director Louise Withrock
 Publicity Director R. Schwartz
 Chief Engineer A. H. Messer

W T M A

CHARLESTON—1939—NBC

Frequency: 1250 Kc. Power: 5000 d.; 1000 n.
 Owned-Oper. By Atlantic Coast Bcstg. Co.
 Business Address 133 Church St.
 Phone Number 2-2961
 Air Time Full Time
 News Service AP
 News Affil. Evening Post, News & Courier
 Transcription Service Associated
 Representative John Blair
 Membership NARTB
 President Edward Manigault
 Gen., Sta. Mgr. Douglas M. Bradham
 Comm. Mgr. Grange S. Cuthbert, Jr.
 Program Director Newton S. Smyth
 Chief Engineer Gordon Knight

W U S N

CHARLESTON—1946—MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Southern Bcstg. Co.
 Address Box 154

Phone Number 2-2652
 News Service UP
 Air Time 6 a.m.-M.
 Representative Radio Reps.
 Pres., Gen., Sta., Comm. Mgr.

J. Drayton Hastie
 Promotion Manager Ben Hutto
 Program Director Henry Hoppe
 Publicity Director Clayton Schutt
 Chief Engineer Walter Nelson

W G C D

CHESTER—1948—MBS—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Craig Bdcstg. Co.
 Address 138 Main St., Press-Radio Bldg.
 Phone Number 1171 & LD995
 Air Time 6 a.m.-11:30 p.m.
 News Service AP
 President A. B. Craig
 General Mgr. M. J. Craig
 Com. Mgr., Pgm. Dir. Arthur Cornwall
 Promotion Director James Kennedy

W C O S

COLUMBIA—1939—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Radio Columbia
 Address Cornel Arms Bldg.
 Phone Number 2-2177
 Air Time Full Time
 News Service AP
 Transcription Service World
 Representative Headley-Reed
 Membership NARTB, BAB
 Pres., Gen. Mgr. Charles W. Pittman
 Commercial Manager Law Epps
 Program Director Stewart Spencer
 Chief Engineer Robert D. Lambert, Jr.

W I S

COLUMBIA—1930—NBC

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Bcstg. Co. of the South
 Business-Studio Address 1111 Bull St.
 Phone Number 3-6431
 Air Time Full Time
 News Service AP
 Transcription Service SESAC, Thesaurus
 Representative Free & Peters
 Membership NARTB, BAB
 President B. Calhoun Hipp
 General Manager G. Richard Shafto
 Station Manager J. Dudley Saumenig
 Local Sales Mgr. W. Miller Montgomery
 Program Director Frank Harden
 Chief Engineer Herbert G. Eidson, Jr.

WMSC

COLUMBIA—1945—CBS

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By Marseco Bcstg. Corp.
 Business-Studio Address 1127 Lady St.
 Phone Number 2-8659
 News Service UP
 Transcription Service Lang-Worth, Associated
 Representative H.R. Representatives
 Membership NARTB, BAB
 Pres., Gen., Sta., Comm. Mgr. C. Wallace Martin
 Publicity Director Don Clark
 Program Director Grenville Seibels
 Chief Engineer John C. Cosby

WNOK

COLUMBIA—1947—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Palmetto Radio Corp.
 Address 1811 Main St., Box 5307
 Phone Number 39401
 News Service AP
 Representative Raymer
 Membership NARTB, BAB
 General Manager H. Moody McElveen
 Sales Prom. Mgr. Pat Conder
 Commercial Manager W. C. Bochman
 Program Director David Campbell
 Publicity Director Roy O. Darby
 Chief Engineer Don Willoughby

WLAT

CONWAY—1945—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Coastal Bcstg. Co.
 Business-Studio Address P. O. Box 497
 Phone Number 340
 Representative Joseph Hershey McGillvra

WDSC

DILLON—1946

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. By Border Bcstg. Co., Inc.
 Address Box 231
 Phone Number 470-1
 Air Time Sunrise-Sunset
 News Service UP
 Transcription Service Thesaurus
 Membership NARTB, BAB
 Pres., Gen. Sta. Mgr. Joseph Martin
 Commercial Manager Adelaide C. Monroe
 Sales Prom. Mgr. Lee Lumpkin
 Program Director J. E. Murff, Jr.
 Publicity Director Ella Rauch
 Chief Engineer Ray Allen

WELP

EASLEY—1951—KBS

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By Pickens County Bcstg. Co.
 Address Box 522
 Phone Number 9388
 Transcription Service Capitol
 News Service AP
 Representative Indie Sales
 Membership BAB
 President J. Lake Williams
 General Manager Robert O. Moran
 Commercial Manager Cleatus Brazzell
 Chief Engineer H. O. McDonald, Jr.

WJMX

FLORENCE—1947—ABC

Frequency: 970 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By Atlantic Bcstg. Co., Inc.
 Business Address P. O. Box 1211
 Phone Number 6351
 Air Time Full Time
 News Service UP
 Transcription Service World. Thesaurus
 Representative Walker
 President Eugene E. Stone
 Gen., Sta. Mgr. Paul H. Benson, Jr.
 Chief Engineer Frank Jenne

WOLS

FLORENCE—1937—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Florence Bcstg. Co., Inc.
 Business-Studio Address 151 S. Dargan St.
 Phone Number 3271-2
 Air Time Full Time
 News Service UP
 Transcription Service SESAC
 Representative Joseph Hershey McGillvra
 Membership NARTB
 Pres., Gen. Mgr. Melvin Purvis
 Station Manager A. P. Skinner
 Commercial Manager Dick Jones
 Chief Engineer W. A. Pritchett

WFGN

GAFFNEY—1948—KBS

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By Cherokee Radio Co., Inc.
 Address P. O. Box 759
 Phone Number 4795-6
 News Service UP
 Transcription Service Lang-Worth, SESAC
 President A. Ray Godshall
 Gen., Sta. Mgr. Morton E. Green
 Comm., Prom. Manager Mrs. E. Stacy
 Program Director V. Gertz
 Publicity Director J. Hambright
 Chief Engineer J. E. Parker

Your Best Buy (as always) in South Carolina's Leading Market is **WFBC** Greenville . . .

Here's **NEW*** proof

WFBC

With a daytime audience of **122,520** homes

Leads

Station "B" by 70%

Station "C" by 111%

Station "D" by 319%

Station "E" by 503%

WFBC

. . . And with a nighttime audience of **86,670** homes

Leads

Station "B" by 79%

Station "C" by 230%

(Stations "D" and "E" do not broadcast at night)

WFBC

In audience growth from **1949** to **1952**

Is Up

In Daytime 26.4%

In Nighttime 24.2%

**Full NBC Service For the Greenville,
Spartanburg and Anderson Markets**

* New data given here is from the 1952
nation-wide Survey by A. C. Nielsen Co.
Figures for 1949 were from BMB. Detailed
information will be given gladly on request.



WFBC
5000 Watts 19 Hours Daily
and WFBC-FM
93.7 Channel • 60,000 Watts
GREENVILLE, S. C.
THE NEWS-PIEDMONT STATION

Represented Nationally by AVERY-KNODEL, INC.

WGTN

GEORGETOWN—1949—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Georgetown Bcstg. Co.
 Address, Trans. Loc. 216 Fraser St.
 Phone Number 3-3421
 Pres., Gen. Manager J. B. Delzell
 Commercial Manager Al Webster
 Chief Engineer A. O. Nix

WAKE

GREENVILLE—CBS-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Piedmont Bcstg. Co., Inc.
 Address 400 Mayberry St.
 Phone Number 5-7406
 Air Time Full Time
 News Service INS
 Transcription Service Associated
 Representative Pearson
 President V. D. Ramseur
 Gen. Mgr., Prog. Dir. J. F. McDonough
 Publicity Director Inez Anders
 Chief Engineer H. A. Morris

WESC

GREENVILLE—1947

Frequency: 660 Kc. Power: 5000 Watts d.
 Owned-Operated By Greenville Bcstg. Co.
 Business-Studio Address 1 College St.
 Phone Number 2-8241
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Lang-Worth
 Representative Rambeau
 Membership NARTB
 President (Mrs.) Scott Russell
 General Manager W. Ennis Bray
 Commercial Manager C. B. Goodyear
 Program Director David Moss
 Chief Engineer F. B. Bailey

WFBC

GREENVILLE—1933—NBC

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Oper. By Greenville News Piedmont
 Business-Studio Address Poinsett Hotel
 Phone Number 2-7616-7
 Air Time Full Time
 Newspaper Affiliation News-Piedmont Co.
 News Service UP
 Transcription Service Thesaurus
 Representative Avery-Knodel
 President B. H. Peace, Jr.
 General Manager B. T. Whitmire
 Commercial Mgr. R. Q. Glass, Jr.
 Sales Prom. Mgr., Pub. Dir. P. H. Chapman
 Program Director Norvin Duncan
 Chief Engineer William Garrison

WMRC

GREENVILLE—1940—ABC

Frequency: 1440 Kc. Power: 5000 Watts
 Owned-Operated By Textile Bcstg. Co.
 Bus.-Studio Address Prevost Bldg.
 Phone Number 3-2751
 Air Time Unlimited
 News Service AP
 Transcription Service World
 Representative Weed & Co.
 Membership NARTB
 President R. A. Jolley, Sr.
 Gen., Sta., Comm. Mgr. Ken Beachboard
 Program Director William T. Arrington
 Publicity Director Lidie Walters
 Chief Engineer George D. Tate

WMUU

GREENVILLE—1949

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By Bob Jones Univ.
 Address Greenville
 Phone Number 2-6711
 Air Time Day Time
 News Service AP, INS
 Transcription Service SESAC, Associated
 Membership BAB
 President Dr. Bob Jones, Jr.
 General Manager R. K. Johnson
 Station Manager Jim Ryerson
 Commercial Manager Glen Schunk
 Sales Prom. Mgrs. K. Ouellette, J. Baehre
 Program Director Paul Schultz
 Publicity Director Bob Osterberg
 Chief Engineer Paul Matthew

WCRS

GREENWOOD—1941—NBC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Grenco, Inc.
 Address P. O. Box 868
 Phone Number 4300
 News Service AP
 Transcription Service Thesaurus, Associated
 Representative Thomas Clark
 President Douglas Featherstone
 Gen. Mgr., Prog. Dir. Dan Crosland
 Commercial Manager Ralph Norman
 Chief Engineer Charlie Sparks

WEAB

GREER—1949—KBS

Frequency: 800 Kc. Power: 250 Watts d.
 Owned-Oper. By Greer Bcstg. Co.
 Address P. O. Box 151
 Phone Number 1057-8
 Air Time Daytime
 News Service UP
 Transcription Service Lang-Worth
 Co.-O., Gen., Comm. Mgr. E. A. Burch

Co-Owner.....W. Ryan Frier
 Program Director.....Betty Beers
 Chief Engineer.....Joe Cole

W H S C

HARTSVILLE—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By.....Hartsville Bcstg. Co., Inc.
 Business-Studio Address.....College Ave.
 Phone Number.....1450
 Air Time.....Full Time
 News Service.....AP
 Representative.....McGillvra
 Transcription Service.....Capitol
 President.....Charles H. Campbell
 General Manager.....Raymond Caddell
 Commercial Manager.....Gerald Quick
 Chief Engineer.....Donald A. Brien

W D K D

KINGSTREE—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Palmetto Bcstg. Co.
 Address.....Kingstree
 Phone Number.....6761
 News Service.....AP
 Transcription Service.....World
 General Manager.....E. G. Robinson, Jr.
 Program Director.....T. J. Robinson
 Chief Engineer.....D. H. I. Owens

W L C M

LANCASTER—1951

Frequency: 1360 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Royal Bcstg. Co.
 Address.....103 S. Catawba St.
 Phone Number.....1406
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Thesaurus. World
 Pres., Gen. Mr.....Milton D. Scarboro
 Comm., Sales Prom. Mgr.....D. C. Phillips
 Program Director.....Joann McManus
 Publicity Director.....Claudine Watson
 Chief Engineer.....Robert Shikenjanski

W L B G

LAURENS—1948—KBS

Frequency: 860 Kc.....Power: 250 Watts d.
 Owned-Operated By.....WLBG, Inc.
 Business Address.....Box 642, Laurens
 Phone Number.....2-2331
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Transcription Service.....World
 President.....James C. Todd
 General Manager.....Richards Todd
 Program Director.....Carrol Sexton
 Sls. Prom. Mgr.....Steve Stevenson
 Chief Engineer.....Jack Taylor

W J A Y

MULLINS—1949—KBS

Frequency: 1280 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Mullins & Marion Bcstg. Co.
 Phone Number.....390 (Marion, 3901 (Mullins)
 Air Time.....Daytime
 News Service.....UP
 Transcription Service.....Langworth
 President.....W. G. Smith
 Gen., Sta., Comm. Mgr.....James F. Ramsey
 Pgm., Pro. Dir.....Kenneth Gasque
 Chief Engineer.....George Magera

W M R A

MYRTLE BEACH—1948

Frequency: 1450 Kc.....Power: 750 Watts
 Owned-Oper. By.....Elizabeth Evans
 Address.....Ocean Forest Hotel
 Phone Number.....5061
 Air Time.....Full Time
 Pres., Gen. Mgr.....Elizabeth Evans
 Commercial Manager.....S. W. Monroe
 Program Director.....Crosby Brunson
 Chief Engineer.....W. C. Evans
 Promotion Manager.....Tom Garner

W K D K

NEWBERRY—1946—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By.....Newberry Bcstg. Co., Inc.
 Address, Trans.....11 Radio Dr., Box 211
 Phone Number.....143
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....Thesaurus
 Pres., Gen., Sta. Mgr.....James F. Coggins
 Comm., Sales Prom. Mgr.....Emory Bedenbaugh
 Publ. Dir.....Marcia Coggins
 Chief Engineer.....Ray Gilliam

W R N O

ORANGEBURG—1946—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....WRNO, Inc.
 Bus. Addr.-Trans. Loc.....Orangeburg, S. C.
 Phone Number.....1420
 Air Time.....Unlimited
 News Service.....AP
 Transcription Service.....Thesaurus
 Membership.....BAB
 President.....Charles S. Henery
 Gen., Sta. Mgr., Prog. Dir.....Frank B. Best, Jr.
 Commercial Mgr.....Norman M. Mathews
 Chief Engineer.....Gus Browning

W T N D

ORANGEBURG—1948

Frequency: 920 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....WTND, Inc.

Phone Number1600
 Air TimeDaytime
 News ServiceINS
 Transcription ServiceWorld
 RepresentativeThos. F. Clark
 Gen., Sta. Mgr., Pres.J. I. Sims
 Program DirectorRichard R. Rhame
 Commercial ManagerEd Paulling
 Chief EngineersLarry W. Styles,
 Perry Herrington

WRHI

ROCK HILL—1944—MBS-KBS

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Oper. ByYork Co. Brcdg. Co.
 AddressRock Hill Nat. Bk. Bldg.
 Phone No.2085, 2077 (Studio); 5767 (Trans.)
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeMcGillvra
 MembershipNARTB
 Gen. Mgr., Chf. Eng.James S. Beaty, Jr.
 Sta. Mgr., Prog. Dir.Wm. C. Beaty
 Commercial ManagerHarper S. Gault

WTYC

ROCK HILL—1948

Frequency: 1150 Kc.Power: 1000 Watts d.
 Owned-Oper. ByTri-County Bcstg. Co.
 Bus.-Studio AddressRobert Marshall Hotel
 Phone Number3175
 Air TimeDaytime

WSNW

SENECA—1949—KBS

Frequency: 1150 Kc.Power: 1000 Watts d.
 Owned-Oper. ByBlue Ridge Bcstg. Co., Inc.
 AddressSeneca
 Phone Number8234
 News ServiceUP
 Transcription ServiceLang-Worth. World
 Pres., Gen. Mgr.J. A. Gallimore
 Program DirectorMrs. J. A. Gallimore
 Commercial ManagerCharles Gwynn
 Chief EngineerHerbert Hosea

WORD

SPARTANBURG—1940—NBC

Frequency: 910 Kc.Power: 1000 Watts
 Owned-Oper. ByThe Spartan Radiocstg. Co.
 Business-Studio Address291 E. Main St.
 Phone Number3-2711
 Air TimeFull Time
 News ServiceAP
 RepresentativeHollingbery
 MembershipNARTB, BAB
 PresidentWalter J. Brown
 General ManagerJohn W. Kirkpatrick
 Commercial ManagerJohn C. Carrington
 Program DirectorBen Greer
 Chief EngineerClyde J. Burdette

WSPA

SPARTANBURG—1929—CBS

Frequency: 950 Kc.Power: 5000 Watts
 Owned-Operated ByBcsting. Co. of the So.
 Business-Studio Address224 E. Main St.
 Phone Number33621
 News ServiceUP
 Air TimeFull Time
 Transcription ServiceStandard
 RepresentativeBlair, Cummings
 MembershipNARTB
 Managing DirectorRoger A. Shaffer
 Commercial ManagerRoss M. Holmes
 Program DirectorEd McGrath
 Publicity DirectorJane Dalton
 Chief EngineerH. R. Beckholt

WFIG

SUMTER—1940—MBS

Frequency: 1340 Kc.Power: 250 Watts
 Owned-Oper. ByRadio Station WFIG, Inc.
 Business-Studio AddressRadio Center Bldg.
 Phone Number1340
 News ServiceAP
 Transcription ServiceWorld
 RepresentativeJoseph Hershhey McGillvra
 Pres., Comm. Mgr.Fulton B. Creech
 General ManagerT. Doug Youngblood
 Commercial Mgr.William H. Moore, Jr.
 Program DirectorPaul Reidy
 Chief EngineerRichard Elam

WBCU

UNION—1949—ABC

Frequency: 1460 Kc.Power: 1000 Watts
 Owned-Oper. ByUnion-Carolina Brcstg. Co.
 Address210 East Main St.
 Phone Number1200
 Air Time6:00 a.m. to 12:00 M.
 News ServiceUP
 Transcription ServiceThesaurus
 Station Repr.Continental
 PresidentE. H. Hughes
 General ManagerEdward L. B. Osborne
 Program DirectorEthel Lancaster
 Chief EngineerT. W. Weathers

WALD

WALTERBORO—1947—MBS

Frequency: 1490 Kc.Power: 250 Watts
 Owned-Oper. ByWalte-boro Bcstg. Co.
 Studio AddressBox 12
 Phone Number3861
 News ServiceAP
 PresidentR. M. Jefferies
 Gen. Mgr., Chf. Engr.Louis M. Neale, Jr.
 Program DirectorLouise Long

SOUTH DAKOTA

Pop. April 1, 1953 (Est.) 675,000—Total Housing Units 196,000
Families April 1, 1953 (Est.) 178,000—Stations in State 13

K A B R

ABERDEEN—1952

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By...Aberdeen Bcstg. Svc.
Address.....Hwy. No. 281 N.
Phone2686
News ServiceUP
Pres., Gen. Mgr., Chief Eng.....D. T. Hunt

K S D N

ABERDEEN—1948—MBS

Frequency: 930 Kc. Power: 1000 Watts
Owned-Oper. By.....Aberdeen News Co.
Phone Number4573
Air Time6 a.m.—12 M.
News ServiceAP
RepresentativeWeed
President.....Henry J. Schmitt
Sta., Gen. ManagerByron McElligott
Commercial Manager.....Russa Osborne
Program Director.....E. C. Pieplow
Chief Engineer.....George Crocker

K D S J

DEADWOOD—1947—MBS

Frequency: 980 Kc. Power: 1000 Watts
Owned-Oper. By...John, Eli & Harry Daniels
AddressP. O. Box 462
Phone Number186
Transcription ServiceWorld
News ServiceUP
MembershipNARTB
Gen. Mgr., Chief Engr.....Eli Daniels
Commercial ManagerHarry Daniels
Program Director.....Bonnie Laughlin
Chief AnnouncerBill Lynn

K I J V

HURON—1947

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By...James Valley Bcstg. Co., Inc.
Bus.-Studio Address.....1726 Dakota Ave., S.
Phone Number765
Transcription ServiceThesaurus
MembershipNARTB
Pres., Gen. Mgr., Chief Eng....Max F. Staley
Comm. Mgr.....Dwight Coursey
Program Dir.....Dale Larson

K O R N

MITCHELL—1947—MBS
GOLDEN PHEASANT

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By....Michell Bcstg. Assn.

Bus.-Studio Address.....217-219 N. Main
Phone Number621
Air Time.....6 a.m.—M.
News ServiceUP
Transcription ServiceLang-Worth
MembershipNARTB
Pres., Gen., Sta. Mgr.Raymond V. Eppel
Comm., Sales Prom. Mgr.....B. Harland Ohde
Chief Engineer.....J. R. Doherty

K G F X

PIERRE—1936—KBS

Frequency: 630 Kc. Power: 200 Watts d.
Owned-Oper. By.....Estate of Dana McNeil
Bus.-Studio Address.....203 W. Summit Ave.
Air Time9:30 a.m.—Sunset
Phone Number2351
Air Time.....9:30 a.m.—sunset
News ServiceUP
RepresentativeLawson
President.....Ida A. McNeil
Chief Engineer.....Selwyn Ronning

K O T A

RAPID CITY—1936—CBS

Frequency: 1380 Kc. Power: 5000 Watts
Owned-Oper. By...Black Hills Bcstg. Co. of
Rapid City
Business Address1819 W. St. Joe St.
Phone Number2000
Air TimeFull Time
News ServiceUP
Representative.....Headley-Reed, Bulmer &
Johnson
Transcription Service.....World, Capitol
MembershipNARTB, BAB
President.....Robert J. Dean
Gen., Sta., Comm. Mgr.Abner H. George
Chief Engineer.....A. E. Griffiths

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.
Phone Number4-5841
Air Time.....5:45 a.m.—1 a.m.
News ServiceUP
Transcription ServiceCapitol, Standard
RepresentativeTaylor
MembershipNARTB, BAB
President, Gen. Mgr.....Joe Floyd
Station Manager.....Evans Nord
Pgm., Prod. Dir.Jim Burt
Publicity Director.....Dave Dedrick
Chief Engineer.....Lester Froke

KIHO

SIoux FALLS—1948—MBS

Frequency: 1270 Kc. Power: 1000 Watts
 Owned-Oper. By Big Sioux Bcstg. Co., Inc.
 Address 218 South Main Ave.
 Phone Number 4-7736
 News Service UP
 Representative Paul H. Raymer Co.
 President Dr. J. D. Conner
 General Manager David J. Kempkes
 Commercial Manager Richard C. Morenus
 Program Director Fred W. Schweikher

KISD

SIoux FALLS—1948—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By KISD, Inc.
 Bus. Studio Address 311 S. Phillips Ave.
 Phone Number 4-5571
 Transmitter Location W. 12th St.
 News Service AP
 President H. R. Alton
 Gen. Mgr., Prog. Dir. Verl Thomson
 Commercial Manager Gabe Caffrey
 Sales Prom. Mgr. Helen Achatz
 Publicity Dir. Bud Bird
 Chief Engineer Duane Decker

KSOO

SIoux FALLS—1927

Frequency: 1140 Kc. Power: 10,000 Watts d.;
 5,000 Watts n.
 Owned-Oper. By Sioux Falls Bcstg. Asso., Inc.
 Address 317 S. Phillips Ave.
 Phone Number 4-7545
 Air Time 5:30 a.m.-1:00 a.m.
 News Service AP
 Transcr. Service RCA, Thesaurus
 Station Representative Avery-Knode, Inc.
 Membership NARTB
 President Morton Henkin

Vice President George R. Hahn
 Station Manager George "Bill" Rohn
 Commercial Manager Rollie R. Williams
 Program Director Ray Loftness
 Sales Prom. Mgr. E. C. Stangland
 Chief Engineer Max Pierce

KWAT

WATERTOWN—1926—KBS

Frequency: 950 Kc. Power: 1000 Watts
 Owned-Oper. By Midland Natl. Life Ins. Co.
 Address Watertown
 Phone Number 777
 Air Time Full Time
 News Service UP
 Transcr. Service Standard
 Representative Orville Lawson, Walker
 Membership NARTB, BAB
 President John Ehrstrom
 Gen. Mgr., Publ. Dir. Thomas L. Young
 Comm., Sales Prom. Mgr. Ross Case
 Program Dir. Doug Marlow
 Chief Engineer Francis Alwin

WNAX

YANKTON—1923—CBS

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By Cowles Bcstg. Co.
 Bus. Studio Address WNAX Bldg.
 Phone Number 442
 Air Time 5:30 a.m.-M.
 Newspaper Affiliation Des Moines Register
 and Tribune
 News Service AP, UP
 Transcription Service Capitol
 Representative Katz
 Membership NARTB, BAB
 President Gardner Cowles, Jr.
 Gen., Sta. Manager Robert R. Tincher
 Commercial Manager Donald D. Sullivan
 Prom., Pub. Mgr. Richard T. Harris
 Program Director Herb Howard
 News Director Arthur J. Smith
 Chief Engineer Clifton M. Todd

TENNESSEE

*Pop. April 1, 1953 (Est.) 3,415,000—Total Housing Units 930,000
 Families April 1, 1953 (Est.) 875,000—Stations in State 60*

WLAR

ATHENS—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Athens Bcstg. Co.
 Business-Studio Address N. Jackson St.
 Phone Number 1450
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus
 President Lowell F. Arterburn

General Manager Buell J. Charles
 Program Director John Redwine
 Commercial Manager Leonard Dawson
 Chief Engineer J. W. Turner

WOPI

BRISTOL—1929—NBC

(See Also Bristol, Va.)
 Frequency: 1490 Kc. Power: 250 Watts

Owned-Oper. By... Radiophone Bcstg. Station,
WOPI, Inc.
Business-Studio Address..... 310 State St.
Phone Number South 3730
Air Time 5:30 a.m.-12:05 a.m.
News Service AP
Transcription Service Lang-Worth
Representative Burn-Smith
Membership NARTB, BAB
Pres., Gen., Sta. Mgr. W. A. Wilson
Comm., Prom. Mgr. James C. Wilson
Publicity Director Walsa McQueen
Chief Engineer George Guertin

WAGC

CHATTANOOGA—1945—MBS

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Oper. By..... Tenn. Valley Bcstg. Co.
Address Hotel Patten
Phone Number 7-1128
Air Time 5:55 a.m. to 12 M.
News Service AP
Transcription Service Langworth
Station Repr. Rambeau
General Manager Vann Campbell
Comm. Mgr. Cliff Bowers
Program Director Marie Schlieff
Chief Engineer George McMurtrie

WAPQ

CHATTANOOGA—1936—NBC

Frequency: 1150 Kc.... Power: 5000 Watts d.:
1000 Watts n.
Owned-Oper. By..... WAPQ Bcstg. Service
Business-Studio Address..... Read House
Phone Number 6-6141
Air Time 5:00 a.m.-12M.
News Service AP
Transcription Service Thesaurus
Representative Avery-Knodel
Membership NARTB, BAB
Pres., Gen., Sta. Mgr. R. G. Patterson
Comm. Mgr. B. J. Bush
Program Director Frances Harley
Sales Prom. Mgr. R. N. Krepps
Publicity Dir. Helen Patterson
Chief Engineer..... B. B. Barnes

WDEF

CHATTANOOGA—1941—ABC

Frequency: 1370 Kc..... Power: 5000 Watts
Owned-Oper. By..... WDEF Bcstg. Co.
Bus. Studio Address 420 Volunteer Bldg.
Phone Number 6-5664
Air Time 5:30 a.m.-M.
News Service UP
Transcription Service Capitol
Representative Branham
Membership NARTB

President..... Carter M. Parham
Gen., Sta., Comm. Mgr. Ken Flenniken
Program Director..... Morrie Quave
Chief Engineer..... B. C. Baker

W D O D

CHATTANOOGA—1925—CBS

Frequency: 1310 Kc..... Power: 5000 Watts
Owned-Oper. By..... W D O D Bcstg. Corp.
Address..... Hamilton Natl. Bank Bldg.
Phone Number 6-5117
Air Time 5:30 a.m.-12:30 a.m.
News Service..... AP, UP
Transcription Service Standard, World
Representative..... Paul H. Raymer
Membership NARTB
Pres., Gen., Sta. Mgr. Earl W. Winger
Commercial Manager.... Norman A. Thomas
Publicity Dir. Gene Allen Carr
Program Director..... Frank A. Hubbs
Chief Engineer W. Roy Owens

WDXB

CHATTANOOGA—1948

Frequency: 1490 Kc..... Power: 250 Watts
Owned-Oper. By..... WDXB, Inc.
Address Dome Bldg.
Phone Number 6-1114
Representative Forjoe
News Service AP
President Joseph Bloom
Vice-President..... David E. Cohen
General Manager..... J. M. Brown
Chief Engineer..... Byron E. Fincher

WMFS

CHATTANOOGA—1951

Frequency: 1260 Kc.... Power: 1000 Watts d.
Owned-Operated By..... WMFS, Inc.
Address 215 W. Ninth St.
Phone Number 6-4146
News Service INS
Representative Pearson
President Brody Timm
Gen., Sta. Mgr. Russell E. Oilhaus
Comm., Prom. Mgr. Dale Smith
Publicity Dir. Mrs. Evelyn Cato
Chief Engineer..... Glenn Channells

WJZM

CLARKSVILLE—1941—MBS-KBS

Frequency: 1400 Kc..... Power: 250 Watts
Owned-Oper. By..... Campbell & Sheftall
Business-Studio Address 411 Madison St.
Phone Number 6414
News Service AP
Transcription Service..... Capitol
Membership NARTB, BAB
Pres., Gen.-Sta. Mgr. E. T. Campbell

Commercial Manager Parry Sheftall
 Prom. Mgr., Pgm. Dir. Clay Cline, Jr.
 Publicity Dir. David J. Muhlstein
 Chief Engineer John Bailey

W B A C

CLEVELAND—1945—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Robert W. Rounsaville
 Business-Studio Address. Box 677
 Phone Number 62
 Air Time 6:00 a.m.-10:30 p.m.
 News Service UP
 General Manager. R. W. Rounsaville
 Station Manager. Thad F. Fitch
 Program Director. Mike Dodd
 Chief Engineer. William D. Stuart

W K R M

COLUMBIA—1946—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. The Middle Tennessee
 Bcstg. Co., Inc.
 Bus.-Studio-Transmitter Address. P. O. Box 71
 Phone Number 1340
 Air Time 5 a.m.-M.
 News Service AP
 Transcription Service World
 Membership NARTB, BAB
 Pres., Gen.-Sta.-Comm. Mgr. R. M. McKay, Jr.
 Sales Prom. Mgr. Mel Dugger
 Publ., Pgm. Dir. Al Knott
 Chief Engineer Cameron McKay

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 789
 Transmitter Location. 807 Hickory St.
 News Service UP
 Representative. Continental Radio Sales
 Membership NARTB, BAB
 General Manager. M. L. Medley
 Station Director. Joe Mabry
 Publicity Director. Stacey Mott
 Chief Engineer. G. W. Daughtery

W D S G

DYERSBURG—1946
 MBS-KBS-MID-SOUTH

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. State Gazette Bcstg. Co., Inc.
 Address Box 58
 Phone Number 77
 Air Time 6 a.m.-11 p.m.
 Transcription Service World
 News Service AP
 President. Russel M. D. Bruce
 General Manager. Frank Armstrong

Commercial Manager Tom Armistead
 Program Dir. Bill Ward
 Publicity Dir. Shirley Jones
 Chief Engineer Dave Ross

W B E J

ELIZABETHTON—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Robert Rounsaville &
 George Clark
 Business-Studio Address. Elk Ave.
 Phone Number 2-1241
 News Service UP
 Senior Partner & Mgr. R. W. Rounsaville
 Comm., Sta. Manager. Frazier Cochrane
 Comptroller. S. A. Wade
 Program Dir. Art Selley
 Publicity Dir. John H. Mullaney
 Chief Engineer. Condon Bowers, Jr.

W E K R

FAYETTEVILLE—1948—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By. Fayetteville Bcstg. Co.
 Business-Studio Address. Box 625
 Phone Number 1240
 President. John R. Crowder
 General Manager. James Porter Clark
 Station Manager. Jim Tate
 Program Director. Teddy Barnes
 Chief Engineer. Ernest Tucker

W H I N

GALLATIN—1948

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Sumner County Bcstg. Co.
 Address Gallatin
 Phone Number 1010
 Transmitter Location. Highway 109
 News Service UP
 Representative. Indie Sales, Inc.
 Membership NARTB, BAB
 President A. B. Perkins
 Gen., Sta., Prog. Mgr. J. B. Thomas
 Commercial Manager. Charles Brewer
 Chief Engineer. Maxwell R. Bennett

W G R V

GREENEVILLE—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Radio Greeneville, Inc.
 Address Radio Bldg.
 Phone Number 4147
 News Service UP
 Transcription Service Capitol
 Pres., Gen. Mgr. Paul Metcalfe
 Commercial Manager. Hugh Pickel
 Program Director. Lynn Peters
 Chief Engineer. Laile Hampton

W H B T

HARRIMAN—1947—MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By...The Harriman Bcstg. Co., Inc.
 Bus.-Studio AddressHarriman
 Phone Number661
 Air Time6:15 a.m.-11:15 p.m.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeContinental
 MembershipBAB
 Owner, Gen. Mgr.F. L. Crowder
 Comm., Sales Prom. Mgr.Walter Scarbrough
 Pgm. Dir., Chief Ann.Carl Williams
 Chief EngineerGene Davidson

W I R J

**HUMBOLDT—1949—MID-SOUTH
 KBS**

Frequency: 740 Kc. Power: 250 Watts d.
 Owned-Oper. By...Gibson Co. Bcstg. Co., Inc.
 Address210 N. 22nd Ave.
 Phone Number740
 Air TimeDaytime
 News ServiceUP
 Transcription ServiceThesaurus
 PresidentJ. F. Warmath
 Gen., Sta. Mr.Howard E. Byrum
 Comm. Mgr.Carroll Wilson
 Chief EngineerGerald Hicks

W D X I

JACKSON—1948—MBS—KBS

Frequency: 1310 Kc. Power: 5000 Watts d.,
 1000 n.
 Owned-Operated ByDixie Bcstg. Co.
 Business-Studio AddressWilliams Bldg.
 Phone Number7-9611
 Air TimeUnlimited
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeBurn-Smith
 MembershipNARTB, BAB
 Pres., Gen. Mgr.Aaron B. Robinson
 Comm., Sta. ManagerBill Winsett
 Sales Prom. Mgr.Jack Murphy
 Program DirectorJames W. Hoppers
 Publicity DirectorLawrence Dunne
 Chief EngineerJames S. Thomas

W P L I

JACKSON—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By...George Arthur Smith
 Address201½ N. Market St.

Phone Number7-8541
 Air TimeFull Time
 News ServiceUP
 Transcription ServiceCapitol
 RepresentativeMcGillvra
 PresidentGeorge Arthur Smith
 Prog. Dir., Gen. Mgr.H. O. Parish, Jr.
 Chief EngineerDave Jordan

W T J S

JACKSON—1931—ABC-MID-SOUTH

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By...The Sun Publishing Co.
 Bus.-Studio AddressJackson
 Phone Number7-3316
 Air Time5 a.m.-M.
 News ServiceAP
 Transcription ServiceWorld, Thesaurus
 RepresentativeBranham
 MembershipNARTB, BAB
 Exec. V.-P.A. A. Stone
 Station ManagerFrank S. Proctor
 Publicity Dir.Peggy McKinnie
 Studio DirectorSam D. Lollar
 Chief EngineerRobert M. Gordon

W J H L

JOHNSON CITY—1938—ABC

Frequency: 910 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Operated ByWJHL, Inc.
 Business-Studio Address145 W. Main St.
 Phone Number2780
 Air Time6 a.m.-M.
 News ServiceAP, UP
 Transcription ServiceLang-Worth
 RepresentativeJohn E. Pearson
 MembershipNARTB
 PresidentW. H. Lancaster
 Gen., Sta., Comm. Mrg.Hanes Lancaster, Jr.
 Sales Prom. Mgr., Pub. Dir.Ken Matthews
 Program Dir.Robert Walker
 Chief EngineerO. K. Garland

W E T B

JOHNSON CITY—1947

Frequency: 790 Kc. Power: 1000 Watts d.
 Owned-Oper. By...E. Tennessee Bcstg. Co.
 Business AddressPress Bldg.
 Phone Number2993
 Air Time6 a.m.-sunset
 Newspaper Affiliation“Press Chronicle”
 News ServiceAP
 RepresentativeMcGillvra
 Transcription ServiceWorld
 MembershipNARTB, BAB
 PresidentCarl A. Jones
 Station ManagerBud Kelsey
 Prog., Pub. DirectorBernard Burleson
 Chief EngineerE. B. Jones

W K I N

KINGSPORT—1951—KBS

Frequency: 1320 Kc. Power: 1000 Watts d.
Owned-Operated By: Cy N. Bahakel
Address: 338 E. Center St.
Pres., Gen. Mgr.: Cy N. Bahakel

W K P T

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
Transcription Service: Thesaurus, World
Representative: Donald Cooke
Membership: NARTB, BAB
President: C. P. Edwards, Jr.
Gen., Sta. Manager: Paul L. Overbay
Commercial Mgr.: Phil Weaver
Program Dir.: Martin Karant
Publicity Dir.: Jim Davis
Chief Engineer: Thomas Phillips

W B I R

KNOXVILLE—1941—ABC

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By: Radio Station WBIR, Inc.
Business-Studio Address: 618 S. Gay St.
Phone Number: 4-3321
Air Time: 5:30 a.m.-M.
Transcription Service: Thesaurus
Representative: Bolling
Membership: NARTB, BAB
President: Gilmore N. Nunn
Gen., Sta., Com. Mgr.: John P. Hart
Program Director: Neal Branch
Chief Engineer: J. Rex Horton

W K G N

KNOXVILLE—1947—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: WKGN Bcstg. Co.
Bus.-Studio Address: Park Natl. Bank Bldg.
Phone Number: 4-0766
Air Time: 6 a.m.-M.
News Service: AP
Transcription Service: Lang-Worth
Representative: Forjoe
Membership: NARTB
Pres., Gen., Sta. Mgr.: Clarence Beaman
Comm. Mgr.: Guy L. Smith
Publicity Director: R. C. Wolfe
Chief Engineer: Milton L. Jones

W N O X

KNOXVILLE—1921—CBS

Frequency: 990 Kc. Power: 10,000 Watts
Owned-Oper. By: Scripps-Howard Radio, Inc.

Business-Studio Address: 110-112 S. Gay St.
Phone Number: 3-3171
Air Time: 5 a.m.-1:05 a.m.
Newspaper Affiliation: "News Sentinel"
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 Dir.: C. A. McMahon
Chief Engineer: Ray Evans

W R O L

KNOXVILLE—1927—NBC

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By: Mountcastle Bcstg. Co.
Business-Studio Address: 612 Gay St.
Phone Number: 2-7111
Transmitter Location: Holston Hills
Air Time: 20 hrs.
News Service: UP
Transcription Service: World
Representative: Avery-Knodel
Membership: NARTB, BAB
President: Paul Mountcastle
Gen., Sta. Mgr.: W. H. Linebaugh
Commercial Manager: J. T. McCloud
Program Dir.: J. H. Reese
Prom., Pub. Director: Wayne Hudson
Chief Engineer: Fred Andrews

W D X E

LAWRENCEBURG—1951—MBS KEYSTONE

Frequency: 1370 Kc. Power: 500 Watts d.
Owned-Oper. By: Lawrenceburg Bcstg. Co.
Address: Locke Bldg.
Phone Number: 4411
News Service: UP
Transcription Service: SESAC, World
Representative: Burn-Smith
President: Aaron B. Robinson
General Manager: George Eubanks
Program Director: Ken Marston
Publicity Dir.: Frances Baxter
Promotion Manager: Bud Sawyer
Chief Engineer: Noble G. Morgan

W C O R

LEBANON—1949—KBS

Frequency: 900 Kc. Power: 250 Watts d.
Owned-Operated By: Lebanon Bcstg. Co., Inc.
Address: Cumberland Ave.
Phone Number: 1540
News Service: UP
Station Manager: Theo. F. Ezell, Jr.
Comm. Mgr.: Michael R. Freeland
Program Director: Jack Hendrickson
Chief Engineer: William Johnston

WLIL

LENOIR CITY—1950

Frequency: 730 Kc. Power: 500 Watts d.
 Owned-Oper. By Arthur Wilkerson Lumber Co.
 Address 406 E. Broadway
 Phone Number 1095
 Transcription Service SESAC
 News Service UP
 Owner, Gen. Mgr. Arthur Wilkerson

WJJM

LEWISBURG—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Estate of James J. Murray
 Address East Hill
 Phone Number 780
 News Service AP
 Comm., Gen. Mgr. Louis D. Lingner
 Chief Engineer J. E. Sowell

WGAP

MARYVILLE—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned By Aluminum Cities Bcstg. Co.
 Address 503 Blount Natl. Bank Bldg.
 Phone Number 2490-1
 Membership NARTB
 Air Time 5 a.m.-12 M.
 News Service AP
 Transcription Service Thesaurus
 Co-owners F. H. Corbett, H. C. Weaver
 Gen., Sta. Mgr. F. H. Corbett
 Commercial Manager Walter Moore
 Program Dir. Joe F. Wheeler
 Chief Engineer Curtis Lamarr

WMMT

McMINNVILLE—1947—MBS

KEYSTONE

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By McMinnville Bldg. Co., Inc.
 Address McMinnville
 Phone Number 401
 President Dr. Sam J. Albritton

WDIA

MEMPHIS—1947

Frequency: 730 Kc. Power: 250 Watts d.
 Owned By Bluff City Bcstg. Co.
 Operated By John Pepper, Bert Ferguson
 Business-Studio Address 2074 Union Ave.
 Phone Number 36-2703
 Air Time Daytime
 News Service UP
 Representative Pearson, Dora-Clayton
 Membership NARTB, BAB
 Gen. Mgr. Bert Ferguson
 Commercial Manager Harold F. Walker

Program Director Christine Spindel
 Publicity Dir. Henry N. Fones
 News Dir. Marie Wathen

WFAK

MEMPHIS—1951

Frequency: 1480 Kc. Power: 1000 Watts d.
 Owned-Oper. By Chickasaw Bcstg. Co.
 Address 215 Madison Ave.
 Phone 37-8833
 Transcription Service SESAC, Lang-Worth
 News Service INS
 President E. C. Krausnick, Jr.
 V.P., Gen. Mgr. Charles DeVois
 Commercial Manager Dick Palmere
 Program Director Ted Roney
 Chief Engineer Ben Enoch

WHBQ

MEMPHIS—1925—MBS

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Harding College,
 Searcy, Ark.
 Bus.-Studio Address Hotel Chisca
 Phone Number 8-6868
 Air Time Full Time
 News Service UP
 Transcription Service Associated
 Representative Weed & Co.
 Membership NARTB, BAB
 Gen., Sta. Mgr. John Cleghorn
 Comm. Mgr. Bill Grumbles
 Pgm., Dir. Gordon Lawhead
 Sales Prom. Mgr. Frank Willis
 Publicity Dir. Mark Forrester
 Chief Engineer Welton Roy
 Consulting Engr. McIntosh & Englis

WHHM

MEMPHIS—1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Mid-South Bcstg. Corp.
 Business-Studio Address Sterick Bldg.
 Phone Number 37-4422
 Air Time 6 a.m.-12 M.
 News Service UP
 Representative Forjoe
 Membership NARTB
 President P. E. Furlow
 Gen., Sta. Mgr. C. K. Beaver
 Commercial Manager Alan Avery
 Program Dir. Jay Black
 Chief Engineer William Marsh

WMC

MEMPHIS—1923—NBC
SOUTH CENTRAL QUALITY

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By Memphis Publishing Co.
 Bus.-Studio Address Goodwyn Institute Bldg.

Phone Number 8-7464
 Air Time Unlimited
 News Service UP
 Transcription Service...Thesaurus, Lang-Worth
 Representative Branham
 Membership NARTB
 President Enoch Brown
 Gen., Sta. Mgr..... H. W. Slavick
 Commercial Mgr..... Earl Moreland
 Program Director..... Wilson Mount
 Production Director..... Ott Roush
 Publicity Director..... Walter E. Frase
 Chief Engineer..... E. C. Frase, Jr.

W M P S
MEMPHIS—1925—ABC

Frequency: 680 Kc...Power: 10,000 Watts d.;
 5000 Watts n.
 Owned-Operated By..... WMPS, Inc.
 Business-Studio Address..... Radio Center
 Phone Number 5-2663
 Air Time 5 a.m.-12:05 a.m.
 News Service UP
 Transcription Service Standard
 Representative Radio Representatives
 Membership NARTB
 Pres., Gen. Mgr..... Harold R. Krelstein
 Station Mgr..... George B. Faulder
 Sales Prom. Mgr..... W. B. Rudner
 Program Dir..... W. E. Crump
 Publicity Dir..... Virginia Waters
 Chief Engineer..... J. E. Deaderick

W R E C
MEMPHIS—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Oper. By..... WREC Bcstg. Service
 Business-Studio Address..... Hotel Peabody
 Phone Number 5-1313
 News Service UP
 Transcription World, Lang-Worth, SESAC
 Representative Katz
 Owner, General Manager... Hoyt B. Wooten
 Commercial Manager..... Hollis R. Wooten
 Program Director..... Roy Wooten
 Chief Engineer..... Wilson Roney

W C R K
MORRISTOWN—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By..... Cherokee Bcstg. Corp.
 Bus.-Studio-Transmitter Address... Brown Ave.
 Phone Number 1450
 News Service AP
 Transcription Service Lang-Worth
 Representative Hal Holman
 President..... Herbert S. Walters
 Gen., Comm. Mgr..... Howell Ashford
 Program Director..... John Frank McCrary
 Chief Engineer..... James R. Redden

W G N S

MURFREESBORO—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By..... WGNS, Inc.
 Address..... P. O. Box 456
 Phone Number 1450
 News Service AP
 Representative Holman
 Transcription Service World
 News Service UP
 Membership NAB
 Pres., Gen. Mgr..... Cecil Elrod, Jr.
 Program Director..... John D. Hood
 Chief Engineer..... Will Dunn

W K D A

NASHVILLE—1947

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By..... Capitol Bcstg. Co.
 Bus.-Studio Address...1st American Natl. Bank
 Bldg.
 Phone Number 4-0511
 Air Time..... 5 a.m.-1 a.m.
 News Service AP
 Transcription Service..... Capitol, Standard
 Representative Bolling
 Membership NARTB
 (Partners) Owners T. B. Baker, Jr. &
 A. G. Beaman
 General Manager..... T. B. Baker, Jr.
 Program Director..... Alfred G. Kengott, Jr.
 Chief Engineer..... Oscar C. Griffin, Jr.

W L A C

NASHVILLE—1926—CBS

Frequency: 1510 Kc.....Power: 50,000 Watts
 Owned-Oper. By...Life & Casualty Insurance
 Co. of Tennessee
 Bus.-Studio Address... Third Natl. Bank Bldg.
 Phone Number 6-0161
 Air Time 5 a.m.-1 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Katz
 Membership NARTB, BAB
 Gen. Mgr..... F. C. Sowell
 Commercial Manager..... E. G. Blackman
 Promotion Manager..... Frank Gonzales
 Program Director..... Paul Oliphant
 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.
 Address Maxwell House
 Phone Number 4-3411
 Transmitter Location..... Hydes Ferry Rd.

Air Time.....5 a.m.-12 M.
 President.....Frank W. Mayborn
 Gen. Sta. Mgr.....George B. Faulder
 Sales Prom. Mgr.....Clarence L. Waggoner
 Chief Engineer.....Charles W. Stokely

W N A H

NASHVILLE—1949—KBS-LBS

Frequency: 1360 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Hermitage Bcstg. Corp.
 Address.....James Robertson Hotel
 Phone Number.....4-7611
 Pres., Gen., Comm. Mgr.....Van T. Irwin, Jr.
 Program Director.....Donn C. McInturif
 Chief Engineer.....Harold Motlow

W S I X

NASHVILLE—1927—ABC

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Oper. By Jack and Louis R. Draughon
 Address.....Nashville Trust Building
 Phone Number.....5-5431
 Air Time.....6:00 a.m. to 12:00 M.
 News Service.....AP
 Transcription Service.....World
 Station Representative..George P. Hollingbery
 Membership.....NARTB, BAB
 Gen., Sta. Mgr.....Louis R. Draughon
 Comm., Prom. Manager.....E. S. Tanner
 Prog., Pub. Dir.....Jim McKinney
 Chief Engineer.....Charles R. Duke

W S M

NASHVILLE—1925—NBC

Frequency: 650 Kc.....Power: 50,000 Watts
 Owned-Operated By..Nat'l Life & Acc. Ins. Co.
 Bus-Studio Address.....301 7th Ave. N.
 Phone Number.....6-7181
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus
 Representative.....Edward Petry
 President.....John H. DeWitt, Jr.
 Commercial Manager.....Irving C. Waugh
 Dir. of Publicity.....Wm. R. McDaniel
 Program Director.....Jack Stapp
 Chief Engineer.....George A. Reynolds

W S O K

NASHVILLE—1951

Frequency: 1470 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Nashville Bcstg. Co.
 Address.....419 Fourth Ave. N.
 Phone Number.....42-0489
 Representative.....Forjoe
 Pres., Gen., Sta. Mgr.....H. C. Young, Jr.
 Com., Prom. Mgr.....Norman Stewart
 Program Director.....Bill Fields
 Chief Engineer.....Arthur Visches

W A T O

OAK RIDGE—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....WATO, Inc.
 Address.....Municipal Market Bldg.
 Phone Number.....Oak Ridge 5-3536
 Air Time.....Unlimited
 News Service.....AP
 Membership.....NARTB
 President.....Marshall H. Pengra
 Gen., Sta. Mgr.....Samuel P. Thrower, Jr.
 Program Dir.....Lionel Schwan
 Chief Engineer.....Marvin Paul

W T P R

PARIS—1947—KBS-DIXIE

Frequency: 710 Kc.....Power: 250 Watts d.
 Owner.....Paris Bcstg. Co.
 Address.....Poplar St.
 Phone Number.....1700
 General Manager.....J. M. Cecil
 Commercial Manager.....B. C. Kilgore
 Chief Engineer.....Don Somerville

W K S R

PULASKI—1947

Frequency: 1420 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....The Richland Bdcstg. Co.
 Address.....Jones Bldg.
 Phone No.....1066-67
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Transcription Service.....World, SESAC
 Membership.....NARTB, BAB
 President.....W. K. Jones
 Comm., Sales Prom. Mgr.....Wallace Beecham
 Pgm. Dir., Chief Anncr.....George Martin
 Chief Engineer.....N. G. Morgan

W H A L

SHELBYVILLE—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By..Shelbyville Bcstg. Co., Inc.
 Phone Number.....1400
 News Service.....UP
 V.P., Gen. Mgr.....Charles Christian
 Chief Engineer.....Tim Marsh

W D B L

SPRINGFIELD—1950—KBS

Frequency: 1430 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Springfield Bcstg. Co., Inc.
 Address.....P. O. Box 464
 Phone Number.....1287
 Transcription Service.....World
 News Service.....UP
 Gen., Sta. Mgr.....Walter A. Duke
 Comm. Mgr.....Howard M. Peters
 Program Di.....Lester Ketchersid
 Chief Engineer.....Ann Duke

WJIG
TULLAHOMA—1948

Frequency: 740 Kc. Power: 250 Watts d.
Owned-Oper. By Raymond L. Prescott, Jr.
Business Address West End Drive
Phone Number 2607-8
Air Time Sunrise-sunset
News Service UP
Transcription Service World
Pres., Gen. Mgr. Col. Raymond L. Prescott, Jr.
Comm. Mgr. Mrs. Raymond L. Prescott, Jr.
Program Dir. Gene Bennett
Chief Engineer William C. Spraggins

WENK
UNION CITY—1946—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Union City Bcstg. Co.
Phone Number 1240-1
Air Time 5 a.m.-11 p.m.

News Service UP
Transcription Service World
Representative Burn-Smith, Keller
President Aaron B. Robinson
Sta. Mgr., Pub. Dir. Louis C. Wrather
Sales Prom., Comm. Mgr. Edwin A. Kallenberg
Program Director Mrs. Lee Smith
Chief Engineer Charles Holland

WC DT

WINCHESTER—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Arthur D. Smith, Jr.
Address Box 1103
Phone Number 2201
Air Time Full Time
News Service UP
Pres., Gen., Prom. Mgr. Arthur D. Smith, Jr.
Commercial Manager Harry W. Sullivan
Program Director Jack Jones
Chief Engineer Frank Spencer

TEXAS

*Pop. April 1, 1953 (Est.) 8,157,000—Total Housing Units 2,410,000
Families April 1, 1953 (Est.) 2,161,000—Stations in State 183*

K R B C

ABILENE—1936—ABC—TEXAS

Frequency: 1470 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By Reporter Bcstg. Co.
Business Address Windsor Hotel
Phone Number 4-6255
Air Time 6 a.m.-M.
News Service AP
Transcription Service Associated
Representative John E. Pearson
President Mrs. Eva M. Hanks
General-Station Mgr. Howard Barrett
Commercial Manager John Mingus
Sales Prom. Manager Forest Lane
Chief Engineer Troy Mallon

K W K C

ABILENE—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Oper. By Citizens Bcstg. Co.
Bus.-Studio Address 25th & Butternut Sts.
Phone Number 4-7286
Air Time 18 hrs.
News Service AP, UP
Transcription Service World
Representative Taylor
Membership NARTB
President W. P. Wright
Gen., Sta. Mgr. A. C. Etter
Commercial Manager Tyler Stewart

Program Director Leonard Johnson
Chief Engineer Forest Tipton

K B K I

ALICE—1947—MBS

Frequency: 1070 Kc. Power: 1000 Watts
Owned-Operated By Alice Bcstg. Co.
Business Address Box 731
Phone Number 2070
Air Time Full Time
News Service AP
Transcription Service World
Representative Pearson
President E. G. Lloyd, Jr.
Gen., Sta. Mgr. A. C. Lloyd, Jr.
Commercial Manager Bob Grimes
Sales Prom. Mgr. Irma Salas
Program Dir. J. Allen Frye
Publicity Director Gloria Sanchez
Chief Engineer S. L. Spencer

K V L F

ALPINE—1947—MBS-KBS-CACTUS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Big Bend Bcstrs.
Business Address P. O. Box 779
Phone Number 37
News Service UP
Representative Hil F. Best
Transcription Service Thesaurus

President.....Barney H. Hubbs
 General Manager.....Jack Hawkins
 Station Manager.....Gene Hendryx
 Program Director.....Bill Hubbs
 Chief Engineer.....Earl McCall

K A M Q

AMARILLO—1947—MBS

Frequency: 1010 Kc. Power: 1000 Watts d.,
 500 Watts n.
 Owned-Oper. By.....Top of Texas Bcstg. Co.
 Address.....1301 Polk St.
 Phone Number.....2-6543
 Representative.....Forjoe
 Transcription Service.....Thesaurus
 News Service.....AP
 Gen., Sta. Mgr.....R. D. Houck
 Commercial Manager.....Jess Richardson
 Program Director.....Webb Smith
 Publicity Director.....Johnny Hathcock
 Chief Engineer.....Stewart Parsons

K F D A

AMARILLO—1939—ABC

Frequency: 1440 Kc.... Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....Amarillo Bcstg. Co., Inc.
 Business-Studio Address.....Box 1400
 Phone Number.....6-5343
 News Service.....UP
 Transcription Service.....World
 Representative.....Branhan Co.
 Membership.....NARTB
 President.....Wendall Mayes
 Sec.-Treas.....Charles B. Jordan
 Sta., Comm. Mgr.....Leslie E. Smith
 Program Director.....Bill Fairley
 Publicity Director.....Ruth Halt
 Chief Engineer.....W. B. Spiller

K G N C

AMARILLO—1922—NBC

Frequency: 710 Kc.... Power: 10,000 Watts
 Owned-Oper. By.....Plains Radio Bdcstg. Co.
 Address.....P. O. Box 751
 Phone Number.....3-4242
 Air Time.....Full Time
 News Service.....UP, AP
 Transcription Service.....Lang-Worth, M. M. Cole
 Representative.....Taylor Co.
 Membership.....NARTB
 President.....B. E. Walker
 Gen., Sta. Mgr.....Tom Kritser
 Sales Promotion Mgr.....Beverly Smith
 Comm. Mgr., Prog. Dir.....Bob Watson
 Publicity Director.....Marianne Johnson
 Chief Engineer.....W. H. Torrey

K L Y N

AMARILLO—1949—CBS

Frequency: 940 Kc.... Power: 1000 Watts
 Owned-Oper. By.....Plains Empire Bdcstg. Co.
 Address.....1014 West Seventh
 Phone Number.....2-6773
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....John Blair & Co.
 Membership.....NARTB, BAB
 President.....R. G. Hughes
 Gen., Comm. Mgr.....Howard Roberson
 Publicity Director.....Mae Dorsey
 Chief Engineer.....Gene Fennimore

K B U D

ATHENS—1948

Frequency: 1410 Kc.... Power: 250 Watts d.
 Owned-Oper. By.....Henderson County Bcstg. Co.
 Business Address.....Box 309
 Phone Number.....2277
 Transmitter Location.....Highway 19
 Air Time.....Daytime
 News Service.....UP
 Sta., Gen. Mgr.....J. B. McNutt, Jr.
 Consulting Engr.....Merl Saxon

K A L T

ATLANTA—1950

Frequency: 900 Kc.... Power: 1000 Watts d.
 Owned-Oper. By.....Ark-La-Tex Bcstg. Co.
 Phone Number.....681
 Transcription Service.....Capitol
 News Service.....UP
 President.....Herman H. Wommack, Jr.
 Gen., Sta. Mgr.....David A. Wommack
 Commercial Manager.....A. N. Dowd
 Program Director.....Norm Bale
 Chief Engr.....James L. Waites

K N O W

AUSTIN—1926—ABC-TSN

Frequency: 1490 Kc.... Power: 250 Watts
 Owned-Oper. By.....Pioneer Bcstg. Co., Inc.
 Bus.-Studio Address.....520 Capital Natl. Bank
 Bldg.
 Phone Number.....2-6213
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Pearson
 Membership.....NARTB
 President.....Wendell W. Mayes
 Station Manager.....Louis R. Cook
 Program Director.....Norwood McLendon
 Chief Engineer.....James E. Lewis

K T B C

AUSTIN—1939—CBS

Frequency: 590 Kc. Power: 5000 Watts d.
1000 Watts n.
Owned-Oper. By Texas Bcstg. Corp.
Bus.-Studio Address P. O. Box 717
Phone Number 2-2424
Air Time 6 a.m.-12 M.
News Service UP
Transcription Service World
Representative Taylor Co.
President Claudia T. Johnson
Gen., Sta. Mgr. J. C. Kellam
Sales Manager Sam Plyler
Sales Prom. Mgr. Harry Voelker
Program Director Richard S. Pryor
Chief Engineer A. B. Hearn

K T X N

AUSTIN

Frequency 1370 Kc. Power: 1000 Watts d.
Owned-Oper. By Radio KTXN, Inc.
Address P. O. Box 1102
Phone Number 74476
Representative Harlan G. Oakes
President Ed C. James
Gen., Sta. Mgr. Frank Stewart
Commercial Manager Harry O'Connor
Sales Promotion Manager Larry Jones
Program Director Lilia Guzman
Chief Engineer Paul Lindhorn

K V E T

AUSTIN—1946

Frequency: 1300 Kc. Power: 1000 Watts
Owned-Oper. By Austin Bcstg. Co.
Business-Studio Address 113 West 8th
Phone Number 8-8521
Air Time Full Time
Transmitter Location Bull Creek Rd.
News Service UP
Transcription Service Lang-Worth
Representative Forjoe
Membership NARTB
President John B. Connally
General Manager Willard Deason
Commercial Manager Charles Howell
Pub., Pgm. Dir. Dave Smith
Chief Engineer Willis Morter

K R U N

BALLINGER—1947—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Runnels County Bcstg. Co.
Address Zappe Bldg.
Phone Number 3151
Air Time Full Time
News Service AP
Representative Best
President Walter G. Russell
Gen., Comm. Mgr. R. F. McGarvey
Program Director Helen Hampton
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 Box 1391
Phone Number 4642-3
Air Time Full Time
News Service UP
Transcription Service World
President J. G. Long
General Manager Bryan Powell
Station Manager Ve non Townsend
Commercial Manager Boyd Porter
Program Director Bob French
Chief Engineer Van Parr

K R C T

BAYTOWN—1947—KBS

Frequency: 650 Kc. Power: 250 Watts d.
Owned-Operated By Bay Bcstg. Co.
Address Box 629
Phone Number 8251
News Service AP
President W. B. Bates
Gen. Mgr., Chf. Engr. Neil K. Mallory

K R E L

BAYTOWN—1947

Frequency: 1360 Kc. Power: 1000 Watts
Owned-Oper. By Tri-Cities Bcstg. Co.
Business Address P. O. Box 419
Phone Number 8211-2
News Service UP
Transcription Service World
Representative Richard O'Connell
President Robert Matherne
Gen. Mgr. William M. Lightfoot
Commercial Manager Ford Robertson
Sales Prom. Mgr. R. D. Hendon
Program Director Mary Lightfoot
Chief Engineer Mack S. Malpee

K F D M

BEAUMONT—1924—ABC

Frequency: 560 Kc.....Power: 5000 Watts
 Owned-Oper. By Beaumont Bdcstg. Corp.
 Address P. O. Box 2950, 1420 Calder Ave.
 Phone Number 2-7758
 Air Time..... 6 a.m.-M.
 News Service UP
 Transcription Service Lang-Worth
 Representative Free & Peters, Inc.
 Membership NARTB
 President D. A. Cannan
 Gen., Sta., Comm. Mgr. C. B. Locke
 Pub. Dir., Sales Prom. Mgr. H. F. Caldwell
 Chief Engineer Harold W. Bartlett

K P B X

BEAUMONT—1947

Frequency: 1380 Kc.....Power: 1000 Watts d.
 Owned-Oper. By..... KPBX Bcstg., Inc.
 Address..... 2295 Calder Ave.
 Phone Number 2-0201
 Representative Forjoe
 News Service AP
 Transcription Service Capitol
 Trustee Joe B. Carrigan

Sta., Comm., Prom. Mgr..... Les Ryder
 Program Director..... Virginia W. Ryder
 Chief Engineer..... Fred Reiner

K R I C

BEAUMONT—1938

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..... The Enterprise Co.
 Bus. Studio-Trans. Address. 3130 Blanchette St.
 Phone Number 4-9421
 Air Time..... 6 a.m.-M.
 News Service AP
 Transcription Service World
 Newspaper Affiliation. "Enterprise & Journal"
 Representative Branham
 President..... O. Eugene Davis
 Vice-Pres., Gen. Mgr..... E. C. Davis
 Station Manager..... Charles Baskerville
 Commercial Manager..... John Edwin Henry
 Program Director..... Karl Von Leuwen
 Chief Engineer..... Marvin I. Easterwood

K T R M

BEAUMONT—1947

Frequency: 990 Kc.....Power: 1000 Watts
 Owned-Operated By..... KTRM, Inc.
 Business-Studio Address..... 230 Orleans St.

**Hit Three Great Markets
 with One Effort**

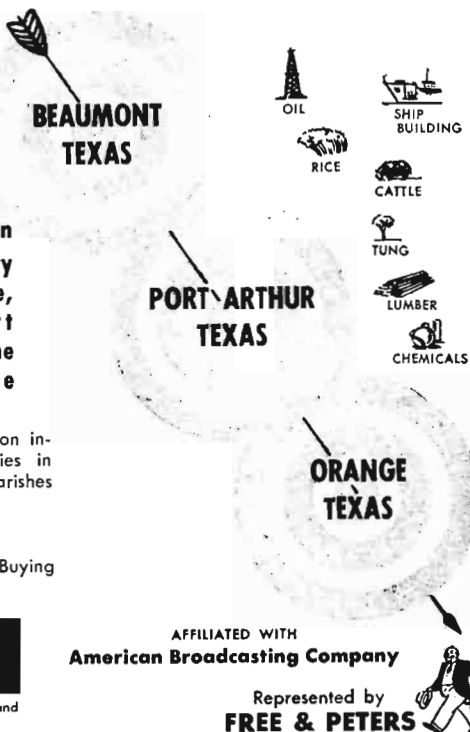
KFDM
 BEAUMONT, TEXAS

... ONE station
 delivering a 3-city
 market—Orange,
 Beaumont, Port
 Arthur—plus the
 fabulous Sabine
 area.

- ★ 886,900—combined population in-
 cluding 12 counties in
 Texas and 12 parishes
 in Louisiana.
- ★ 243,000—Radio Families
- ★ \$705,076,000—Retail Sales
- ★ 916,671,000—Net Effective Buying
 Income

5000 watts • 560 kilocycles

Source: 1952-53 Consumer Markets and
 1952 Survey of Buying Power



AFFILIATED WITH
American Broadcasting Company

Represented by
FREE & PETERS



Phone Number 2-8478
 Air Time 5 a.m.-12:30 a.m.
 News Service UP
 Transcription Service World
 Representative Adam Young
 Membership NARTB
 Pres., Gen.-Sta. Mgr. Jack Neil
 Comm., Prom. Manager Bill McRae
 Program Director Roy Shotts
 Chief Engineer Ben F. Hughes

KIBL

BEEVILLE—1949

Frequency: 1490 Kc. Power: 250 Watts d.,
 250 Watts n.
 Owned-Oper. By Bee Bdcstg. Co.
 Address P. O. Box 650
 Phone Number 1490
 Air Time Full Time
 News Service AP
 Transcription Service Thesaurus
 General Manager John D. Rossi
 Program Director Bill Bennett
 Chief Engineer Harry W. Wardell

KBST

**BIG SPRING—1936—ABC
 TEXAS STATE**

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Big Spring Bcstg. Co.
 Bus.-Studio Address 702 Johnson St.
 Phone Number 1500
 Air Time Full Time
 News Service AP
 Transcription Service Standard
 Representative Pearson, Assoc. Radio Sta.
 Pres., Gen., Sta. Mgr. William J. Wallace
 Commercial Manager William L. Cox
 Pub., Pgm. Dir. J. N. Young, Jr.
 Sales Prom. Mgr. Jack Wallace
 Chief Engineer Andrew M. Jones

KTXC

BIG SPRING—1949—KBS

Frequency: 1400 Kc. Power: 100 Watts
 Owned-Oper. By Big State Bdcstg. Co.
 Address Big Spring City Park
 Phone Number 3300
 Air Time Full Time
 Transcription Service World
 News Service UP
 Representative Hil F. Best
 Pres., Gen. Mgr. V. T. Anderson

KFYN

BONHAM—1948

Frequency: 1420 Kc. Power: 250 Watts d.
 Owned-Operated By Bonham Publ. Co.
 Bus.-Studio Address 903 E. 9th St.
 Phone Number 915
 Air Time Sunrise-sunset

News Service UP
 Transcription Service World
 President T. Frank Stewart
 Commercial Manager Lee Dacus
 Program Director Faye Thornton
 Promotion Manager Ed Tolson
 Chief Engineer Tommy Tomlinson

KHUZ

BORGER—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By KHUZ, Inc.
 Business Address Box 110
 Phone Number 1600
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Trans. Serv. World, SESAC
 Membership NARTB
 President R. G. Hughes
 Manager Jack Roberts
 Commercial Manager Louis Roberts
 Chief Engineer Herman Kreiger

KNEL

BRADY—1935—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By G. L. Burns
 Business-Studio Address Brady
 Phone Number 7777
 Air Time Full Time
 News Service AP
 Representative Hil F. Best
 Pres., Gen. Manager G. L. Burns
 Commercial Manager J. S. Sloane
 Program Director Gene Burns
 Chief Engineer Cecil Nelln

KSTB

BRECKENRIDGE—1947—KBS

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Oper. By Stephens County Bcstg. Co.
 Business-Studio Address Miller Bldg.
 Phone Number 1430
 News Service AP
 Transcription Service Lang-Worth
 Representative Best, Melville
 Pres., Gen. Mgr. R. W. Chapman
 Comm. Mgr., Prog. Dir. Sidney Foster
 Chief Engineer I. E. Smith

KWHI

BRENHAM—1947

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Oper. By Tom S. Whitehead
 Business Address 108½ Main St.
 Phone Number 3611
 News Service UP
 Transcription Service World, SESAC
 Pres., Gen. Mgr. Tom S. Whitehead
 Commercial Manager J. C. Price
 Chief Engineer Bill Horn

KTFY

BROWNFIELD—1949—KBS

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Oper. By Terry Cty. Bdcstg. Co.
 Address Drawer 1032
 Phone Number 1000
 Air Time Daytime
 News Service UP
 Transcription Service Standard. World
 Membership NARTB, BAB
 Pres., Sta., Gen. Comm. Mgr. Mike A. Barrett
 Sales Prom. Mgr., Publ. Dir. Sid McIntosh
 Program Director Dick Aker
 Chief Engineer C. R. Scott

KBOR

BROWNSVILLE—1949

Frequency: 1600 Kc. Power: 1000 Watts d.
 Owned-Oper. By Brownsville Bcstg. Co.
 Address Box 472
 Phone Number 2-5677
 Air Time 6 a.m.-12
 News Service UP
 Trans. Service World, Thesaurus
 Representative Best
 Pres., Gen. Mgr. M. J. Wilson
 Commercial Manager Vance C. Wilson
 Prom. Mgr., Pgm., Pub. Dir. O. E. Fowler
 Chief Engineer Willis A. Wilson

KBWD

BROWNWOOD—1941—MBS

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
 Air Time Full Time
 News Service AP
 Representative Pearson
 Pres., Gen. Mgr., Pgm. Dir. W. Mayes, Jr.
 Commercial Manager Joe B. Foster
 Sales Prom. Mgr. Bill Jamar
 Publicity Director Barbara Taylor
 Chief Engineer A. W. Stewart

KORA

BRYAN—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Bryan Bcstg. Co.
 Bus.-Studio Address 604 Varisco Bldg.
 Phone Number 3-1240
 Air Time 6 a.m.-M.
 Pres., Ch. Eng., Gen. Mgr. David C. Jones, Jr.
 Commercial Manager M. Ralph Weedon
 Program Director Mike Mistovich

KDET

CENTER—1949—KBS

Frequency: 930 Kc. Power: 1000 Watts d.
 Owned-Operated By Center Bcstg. Co., Inc.
 Address 205 Austin St.
 Phone Number 1199
 News Service UP
 Transcription Service Associated
 Representative Hil F. Best
 Membership BAB
 Pres., Pgm. Dir. Tolbert E. Foster
 Gen., Sta. Mgr. Tom E. Foster
 Commercial Mgr. Jack Bell
 Chief Engineer Harlan Riley

KCTX

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 1085-6
 Air Time Local sunrise-sunset
 Representative Hil F. Best
 President R. Malone Hagan
 Gen., Sta. Manager George D. Cowan
 Sales Prom. Mgr. Glen Reeves
 Program Director LeRoy Carter
 Publicity Director Nelle Carter
 Chief Engineer William V. Queen

KCLE

CLEBURNE—1947

Frequency: 1120 Kc. Power: 250 Watts d.
 Owned-Oper. By Marti, Inc.
 Address 919 N. Main
 Phone Number 1025
 News Service AP
 Representative Hil F. Best
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. George W. Marti
 Commercial Mgr. J. B. Bryson
 Sales Prom. Mgr. Frank H. Hardgrove
 Program Director D'Voe Lee
 Publicity Director Fred A. Allen
 Chief Engineer Walter C. Lacy

KSTA

COLEMAN—1947—KBS

Frequency: 1000 Kc. Power: 250 Watts d.
 Owned-Oper. By Coleman County Bcstg. Co.
 Business Address Box 432
 Phone Number 8406
 News Service UP
 Transcription Service SESAC. World
 Representative Melville
 President H. H. Jackson
 Gen., Sta. Mgr. Floyd Shelton
 Comm. Mgr. Dan C. Guthrie
 Pgm. Dir. Bill Fox
 Chief Engineer Jean Larson

W T A W

COLLEGE STATION—1922

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By A. & M. College of Tex.
 Bus. Studio Address College Station
 Phone Number 66724
 Air Time 6 a.m.-local sunset
 News Service AP
 Sta. Mgr. Richard L. Webb
 Commercial Manager Elsie Patranella
 Pgm. Dir. John Scogin
 Sta. Mgr. Richard L. Webb
 Chief Engineer Jerry Marryman

K V M C

COLORADO CITY—1950

Frequency: 1320 Kc. Power: 500 Watts d.
 Owned-Oper. By Colorado City Bcstg. Co.
 Address P. O. Box 990
 Phone Number 1320
 News Service AP
 Transcription Service Thesaurus, Capitol
 Representative Best
 Owner Eldon Mahon
 General Manager Charles Diegel
 Commercial Manager Richard Dean
 Chief Engineer Porter Richardson

K M C O

CONROE—1951

Frequency: 900 Kc. Power: 500 Watts d.
 Owned-Oper. By Montgomery County
 Bcstg. Co.
 Address P. O. Box 1464
 Phone Number 1190
 News Service UP
 Transcription Service Standard, Thesaurus
 President Reagan Smith
 Station Manager James C. Dorrell
 Sales Manager David L. Oglesby
 Program Director Hal H. Coley
 Promotion Manager James O. McCorquodale
 Chief Engineer John W. Neathery, Jr.

K E Y S

CORPUS CHRISTI—1941

Frequency: 1440 Ks. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Operated By Nueces Bcstg. Co.
 Address Centre Theatre Bldg.
 Address P. O. Box 1460
 Transcription Service World
 Representative O. L. Taylor
 Membership NARTB
 Gen., Comm. Manager Aubrey Jackson
 Manager, Prog. Dir. Allan Dale
 Publicity Director Carol Ann Burg
 Chief Engineer Harold Griffith

K R I S

CORPUS CHRISTI—1935—NBC-TQN

Frequency: 1360 Kc. Power: 1000 Watts
 Owned-Oper. By Gulf Coast Bcstg. Co.
 Address P. O. Box 840
 Phone Number 46354
 Air Time Full Time
 News Service AP
 Transcription Service Standard
 Representative Free & Peters
 Pres., Gen. Mgr. T. Frank Smith
 Commercial Manager William Eikner
 Program Director Charles Nethery
 Promotion Manager Dick Watkins
 Chief Engineer Don Morris

K S I X

CORPUS CHRISTI—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Corpus Christi Bdstg. Co., Inc.
 Address Show Room Bldg.
 Phone Number 2-9242
 Air Time Full Time

K U N O

CORPUS CHRISTI—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By KUNO, Inc.
 Address-Trans. Loca. P. O. Box 4286
 Phone 4-5203
 Air Time Unlimited
 Transcription Service Associated
 Membership NARTB
 President Leslie C. Smith
 Gen. Mgr. B. T. Blackmon, Jr.
 Commercial Manager Peggy Lindsay
 Program Director H. E. Barreca
 Chief Engineer A. D. Hayslip

K W B U

CORPUS CHRISTI—1944

Frequency: 1030 Kc. Power: 50,000 Watts d.
 Owned-Oper. By Texas Baptist Convention
 Address Baptist Bldg.
 Representative Branham
 News Service AP
 Pres., General Manager Carr P. Collins
 Sta., Sales Prom., Comm. Mgr. Harry H. Hayes
 Program Director George Wilcox
 Chief Engineer Nestor Cuesta

K A N D

CORSICANA—1937

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Alto, Inc.
 Bus. Studio Address State Natl. Bank Bldg.
 Phone Number 2486
 News Service UP

Transcription Service..... World, Thesaurus
 Representative Branham
 Pres., Gen. Mgr..... Luther A. Johnson, Jr.
 V.P., Prog. Dir..... Perry Taylor

KIVY
CROCKETT—1949

Frequency: 1570 Kc..... Power: 250 Watts d.
 Owned-Oper. By..... Pioneer Bcstg. Co.
 Address Crockett
 Phone Number 222
 News Service AP
 Transcription Service..... Lang-Worth, World
 News Service UP
 Prog. Director..... Bill Carter
 Gen. Mgr., Chief Engr..... Hamilton H. Callen

KCFH
CUERO—1949

Frequency: 1600 Kc..... Power: 500 Watts d
 Owned-Oper. By..... A. M. Respondek
 Address Cuero
 Phone Number 700
 Air Time Daytime
 Pres., Gen. Mgr., Chief Engr... A. M. Respondek

KXIT

DALHART—1948—KBS

Frequency: 1410 Kc.... Power: 500 Watts d.
 Owned-Operated By..... Dalrad Associates
 Address Dalhart
 Phone Number 740
 News Service UP
 Representative Best
 Transcription Service Lang-Worth
 Gen., Sta., Comm. Mgr..... Ken Bishop
 Program Director..... Ed Hussman
 Chief Engineer, Prom. Mgr..... Bill Smith

KIXL
DALLAS—1947

Frequency: 1040 Kc.... Power: 1000 Watts d.
 Owned-Operated By... Variety Bcstg. Co. Inc.
 Business-Studio Address... 1401 S. Akard St.
 Phone Number..... Riverside 4521
 News Service AP
 Transcription Service..... Standard, World
 Representative Forjoe
 President Lee Segall
 General Manager..... T. W. Massey
 Chief Engineer..... Bob E. Tripp

KLIF
DALLAS—1948

Frequency: 1190 Kc..... Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By Trinity Bdcstg. Corp.
 Business-Studio Address..... 2104 Jackson St.
 Phone Number..... RAndolph 7121

Air Time 24 hrs.
 News Service UP
 Representative H-R Reps.
 President..... B. R. McLendon
 General Manager..... Gordon McLendon
 Sta., Comm. Mgr..... Bill Weaver
 Program Director..... Hal Bakke
 Publicity Director..... Les Vaughan
 Chief Engineer..... Glenn Callison

KRLD
DALLAS—1926—CBS

Frequency: 1080 Kc..... Power: 50,000 Watts
 Owned-Operated By..... KRLD Radio Corp.
 Address Herald Square
 Phone Number..... RAndolph 6811
 Air Time Full Time
 News Service..... UP, INS
 Transcription Service..... Standard, SESAC
 Newspaper Affiliation..... "Times Herald"
 Representative Branham
 Membership NARTB
 President..... Clyde W. Rembert
 Commercial Mgr..... William A. Roberts
 Sales Prom. Mgr., Publ. Dir..... A. J. Putnam
 Program Director..... Ted Parrino
 Chief Engineer..... Bill B. Honeycutt

KSKY
DALLAS—1941

Frequency: 660 Kc..... Power: 1000 Watts d.
 Owned-Operated By..... SKY Bcstg. Service
 Business-Studio Address..... Hotel Stoneleigh
 Phone Number..... RAndolph 6193
 Air Time Sunrise-sunset
 News Service UP
 Membership NARTB
 President..... A. L. Chilton
 Gen., Prom. Manager..... R. G. Terrill
 Commercial Manager R. L. Kanatzar
 Program Director..... Leonard Holland
 Chief Engineer..... Morris M. Ming

WFAA
DALLAS—1922—NBC-ABC
TEXAS QUALITY

Frequency: 820 Kc..... Power: 50,000 Watts
 Frequency: 570 Kc..... Power: 5000 Watts
 Owned-Operated By... Dallas Morning News
 Business-Studio Address..... 1122 Jackson St.
 Phone Number..... Riverside 9631
 Air Time Unlimited
 News Service..... AP, UP
 Trans. Serv. Lang-Worth
 Representative Edward M. Petry
 Membership NARTB, BAB
 President..... E. M. Dealey
 Supervisor..... Martin B. Campbell
 Station Manager..... Alex Keese

Commercial Manager.....George K. Utley
 Sales Prom. Mgr.....Mrs. Winona Portwood
 Program Director.....Karl Lambertz
 Publicity Director.....Harry Koenigsberg
 Chief Engineer.....William C. Ellis

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.
 Phone Number.....Tenison 6101
 News Service.....AP
 Transcription Service.....Associated
 Representative.....John Blair
 Membership.....NARTB, BAB
 Gen., Comm. Mgr., Chief Engr., Durward Tucker
 Prog. & Sales Coordinator.....Pete Teddlie
 Program Director.....Richard Workman

K D L K

DEL RIO—1945—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Del Rio Bcstg. Co.
 Business Address.....P. O. Box 1162
 Phone Number.....1745
 News Service.....UP
 Transcription Service.....Standard
 General Manager.....Don R. Howard
 Program Director.....Edward Williams
 Chief Engineer.....Pat Jeter

K D S X

DENISON—1948

Frequency: 950 Kc.....Power: 500 Watts
 Owned-Oper. By.....Radio Sta. KDSX
 Address.....Hotel Denison
 Phone Number.....3400
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Rambeau
 Co-Owners.....B. V. Hammond, Jr.,
 L. L. Hendrick
 Program Director.....Allen Hundley
 Chief Engineer.....Franklin Bailey

K D N T

DENTON—1938

Frequency: 1440 Kc.....Power: 1000 Watts d.:
 500 Watts n.
 Owned-Operated By.....Harwell V. Shepard
 Address.....Radio Center
 Phone Number.....Central 4144
 News Service.....UP
 Transcription Service.....Thesaurus
 Owner & Manager.....Harwell V. Shepard

K D D D

DUMAS—1948

Frequency: 800 Kc.....Power: 250 Watts d.
 Owned-Oper. By.....North Plains Bcstg. Corp.
 Address.....Box 337
 Phone Number.....2-5000
 Air Time.....Sunrise-sunset
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Hil F. Best
 President.....Lucian M. Spencer
 Gen., Sta., Comm. Mgr.....Ken Duke
 Prom. Mgr., Pub. Dir.....Al Tremble
 Program Director.....Bill Lask

K U R V

EDINBURG—1947

Frequency: 710 Kc.....Power: 250 Watts d.
 Owned-Operated By.....J. C. Looney
 Address.....Edinburg
 Phone Number.....710
 Air Time.....Sunrise-Sunset
 News Service.....UP
 Transcription Service.....McGregor
 Representative.....ForJoe
 Membership.....NARTB
 President.....James Cullen Looney
 Gen. Mgr.....Albert C. Ryan
 Sales Prom. Mgr.....Lloyd Barham
 Program Director.....Bryant Arbuckle
 Chief Engineer.....Irvan Williams

K U L P

EL CAMPO—1948

Frequency: 1390 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....Wharton County Bcstg. Co.
 Business Address.....515 E. Jackson St.
 Phone Number.....1390
 Air Time.....6 a.m.-Local Sunset
 News Service.....UP
 Transcription Service.....Lang-Worth
 President.....Culp Krueger
 General Manager.....Bob Hathaway
 Sales Prom. Mgr.....Ruth Hilton
 Chief Engineer.....Joe Miller

K E L P

EL PASO—1947

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Trinity Bcstg. Corp.
 Address.....Hills Bldg.
 Phone Number.....3-3650
 Representative.....Pearson
 President.....B. R. McLendon
 General Manager.....Joe Roddy, Jr.
 Commercial Manager.....Don Brooks
 Program Director.....Ralph Webb, Jr.
 Chief Engineer.....Ed Duty

KEPO

EL PASO—1948—ABC

Frequency: 690 Kc. Power: 10,000 Watts
 Owned-Oper. By: KEPO, Inc.
 Address: 2419 N. Piedras St.
 Phone Number: 5-2731
 Air Time: Full Time
 News Service: UP
 Transcription Service: Standard, Lang-Worth
 Representative: Avery Knodel, Inc.
 Membership: NARTB, BAB
 Pres., Gen. Mgr.: Miller C. Robertson
 Sta., Comm. Mgr.: Willard L. Kline
 Prom. Mgr., Prog., Pub. Dir.: Cecil Sansbury
 Chief Engineer: E. L. Gemoets

KROD

EL PASO—1940—CBS

Frequency: 600 Kc. Power: 5000 Watts
 Owned-Oper. By: Redick Bcstg. Corp.
 Business-Studio Address: 2201 Wyoming St.
 Phone Number: 2-6551
 News. Affil.: The Times
 News Service: AP
 Transcription Service: Capitol

Representative: Taylor Co.
 Membership: NARTB, BAB
 Chairman: Dorrance D. Roderick
 Pres., Gen., Comm. Mgr.: Val Lawrence
 Promotion Manager: T. Wiseheart
 Program Director: Ted Hunt
 Chief Engineer: Edward P. Talbott

KSET

EL PASO—1949—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By: Rio Grande Bcstg. Co.
 Address: 904 Magoffin
 Phone Number: 326-23
 Representative: McGillvra
 Transcription Service: Capitol
 News Service: AP
 President: Fred Harvey
 General Manager: George R. Thady
 Commercial Manager: Don Brooks
 Program Director: Juanita Wells
 Promotion Manager: Sheldon Turner
 Chief Engineer: Frederick Sheehan

KTSM

EL PASO—1929—NBC

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

AP SELLS

For Stations and Sponsors—

For instance . . . KONO

“KONO continually shows extremely high Hooper Ratings against 4 networks and 3 other stations. This speaks for the quality of AP news service, supplemented by our own local coverage. AP meets our every need for national and regional coverage.”

BOB A. ROTH, SR.,
 Commercial Manager,
 KONO, San Antonio, Texas

Owned-Oper. By.....Tri-State Bcstg. Co., Inc.
 Bus.-Studio Address.....801 N. Oregon St.
 Phone Number.....2-5423
 Air Time.....6 a.m.-11:30 p.m.
 News Service.....UP
 Transcription Service.....Thesaurus, World
 Representative.....George P. Hollingbery
 Membership.....NARTB
 Pres., Gen. Mgr.....Karl O. Wyler
 Commercial Manager.....Roy T. Capman
 Prom. Mgr., Pub. Dir.....Karl O. Wyler, Jr.
 Program Director.....Jack Chapman
 Chief Engineer.....Kenneth J. Walton

KFLD

FLOYDADA—1951—KBS

Frequency: 900 Kc.....Power: 250 Watts d.
 Owned-Operated By...West Texas Bcstrs. Inc.
 Address.....Floydada
 Phone Number.....901
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Continental, Kellar
 Membership.....NARTB, BAB
 President.....Ed Holmes
 Gen., Sta., Comm. Mgr.....W. Robison
 Program Director.....Carl Minor
 Chief Engineer.....Jack Clark

KCNC

FORT WORTH—1947

Frequency: 870 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Blue Bonnet Bcstg. Corp.
 Bus.-Studio Address.....705 Main St.
 Phone Number.....Fortune 7175
 Air Time.....Daytime
 News Service.....UP
 Membership.....NARTB
 Pres., Gen. Mgr.....J. H. Speck
 Commercial Manager.....Herman Clark
 Program Director.....Walt Jones
 Asst. Mgr., Chf. Engr.....Chester Grubbs

KCUL

FORT WORTH—1946

Frequency: 1540 Kc. ...Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By.....East-West Bdcstg. Co.
 Address.....3607 Camp Bowie Blvd.
 Phone Number.....Sunset 6555
 Air Time.....Full Time
 News Service.....AP
 Representative.....Burn-Smith
 Transcription Service.....Thesaurus

Pres., Gen., Sta. Mgr.....Jas. G. Ulmer
 Commercial Manager.....Bill Hightower
 Sales Promotion Manager.....W. E. Moore
 Program Director.....Herb Golombeck
 Chief Engineer.....R. L. McAlister

KFJZ

FORT WORTH
 MBS-TEXAS STATE

Frequency: 1270 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Tarrant Bcstg. Co.
 Business-Studio Address.....1201 W. Lancaster
 Phone Number.....Ed 3474
 News Service.....AP
 Transcription Service.....World
 Representative.....John Blair
 Membership.....BAB
 Pres., Gen. Mgr.....Gene L. Cagle
 Comm. Mgr.....Clyde D. Pemberton
 Pgm. Dir.....Hal Thompson
 Chief Engineer.....James T. Peterson

KWBC

FORT WORTH 1946

Frequency: 970 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Worth Bcstg. Co.
 Bus.-Studio Address.....Box 7116
 Phone Number.....VA 1278
 News Service.....UP
 Representative.....Rambeau
 President.....Judge P. W. Seward
 General Manager.....Lewis Love
 Commercial Manager.....Pat McFathers
 Sales Prom. Mgr.....Charles Lewis
 Program Director.....Dean McClain
 Publicity Director.....Charles D. Hobbie
 Chief Engineer.....Melvin Parsons

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.....Edison 1448
 Air Time.....6 a.m.-M.
 News Service.....AP
 Representative.....John E. Pearson
 Pres., Gen., Sta. Mgr.....E. Fletcher
 Commercial Manager.....Jack Reed
 Prog., Pub. Dir.....Al Gram
 Chief Engineer.....John R. Crouse



... IT ISN'T NECESSARY!

WBAP Offers the BEST in Coverage, Market, Facilities, Programming!

Here's the TV story of WBAP!

FACILITIES—finest in the Southwest! 78,000 square feet of floor space, three studios, engineering and maintenance shops and storage rooms, a 502 foot tower 1138 feet above sea level!

COVERAGE—Sixteen fabulous counties surrounding Fort Worth and Dallas—the WBAP-TV market—foremost in the South, ahead of Houston and Miami! In addition, WBAP-TV offers the advertiser a BONUS VALUE—dominance of the extensive non-metropolitan audience as well.

MARKET—WBAP-TV delivers a \$1 1/2 Billion Market—the No. 1 Market in the South! In the WBAP-TV Primary Area of 16 counties, total buying income amounted to \$1,950,527,870 during 1951. Over 700,000 viewers in this wealthy region have money to spend for merchandise of every kind. And note this—WBAP-TV's proven response area includes 30 wealthy Texas counties with a total population of 1,797,000 and total retail sales of \$2,059,150,000.

No doubt about it—you'll find TOP facilities, TOP coverage, and the South's No. 1 Market—delivered by WBAP-TV!

Here's the AM-FM story of WBAP!

The Fort Worth-Dallas area, the No. 1 Market in the South, plus most of the Great Southwest is blanketed by WBAP with top quality local programs and shows from NBC, ABC and independent producers. Top Hooper ratings prove—it's WBAP for quick, certain sales results in this booming, bustling market.

In the combined Tarrant-Dallas County market area alone, total buying income was \$1,751,959,000 during 1951. Total retail sales during the same period were \$1,356,542,000.

WBAP facilities are the finest in the business—six studios, each with its own control room, color scheme and acoustical design, a master control room capable of handling ten programs at one time plus a completely equipped recording room housing Ampex Tape Recorders and RCA Disc Type Recorders. Field recording equipment also is available.

Check these latest BMB figures:

WBAP-820: 50,000 watts, clear channel . . . daytime BMB 976,380 families, 291 counties, 8 states; nighttime BMB: 1,078,200 families, 511 counties, 16 states.

WBAP-570: 5000 watts . . . daytime BMB 656,850 families, 193 counties, 2 states; nighttime BMB 581,810 families, 190 counties, 2 states.

Look to WBAP-AM-FM-TV for the BEST in coverage, facilities, market and programming.



STUDIO 1 . . . TELEVISION



STUDIO C . . . RADIO



RECORDING ROOM



For additional details write WBAP, 3900 Barnett, Fort Worth, Texas or see your Free & Peters man.

WBAP
AM-FM-TV
820 - 570 - Channel 5



STAR TELEGRAM STATION

PORT WORTH, TEXAS

FREE & PETERS INC. Exclusive National Representatives

AFFILIATED with
ABC • NBC

AMON CARTER, Chairman

AMON CARTER JR., President

HAROLD HOUGH, Director

GEORGE CRANSTON, Manager

ROY RACUS, Commercial Manager

W B A P

FORT WORTH—1922

NBC-ABC-TQN

Frequency: 820 Kc. Power: 50,000 Watts
 Frequency: 570 Kc. Power: 5000 Watts
 Owned-Oper. By. Carter Publications, Inc.
 Business Address. 3900 Barnett St.
 Phone Number. Ft. Worth LO-1981
 Air Time. Full Time
 News Service. AP
 Trans. Service. Associated, Cole, World
 Representative. Free & Peters
 Membership. NARTB
 Bd. Chairman. Amon Carter, Sr.
 President. Amon Carter, Jr.
 Director. Harold Hough
 General Manager. George Cranston
 Commercial Manager. Roy Bacus
 Program Director. Ed Lally
 Promotion Manager. Thaine Engle
 Chief Engineer. R. C. Stinson

K N A F

FREDERICKSBURG—1947—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By. Gillespie Bcstg. Co., Inc.
 Business-Studio Address. P. O. Box 347
 Phone Number. 311
 Air Time. Full Time
 News Service. AP
 Representative. Hil F. Best
 President, Co-o. Walter T. McKay
 V.P., Co-o. Mrs. Merle Moore
 Chf. Engr., Comm., Gen. Mgr. Norbert A. Fritz

K G A F

GAINESVILLE—1947—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By. Gainesville Bcstg. Co.
 Address. Box 222
 Phone Number. 248, 1600
 Air Time. Sunrise-Sunset
 News Service. AP
 Transcription Service. Standard, Ullman
 President. Joe M. Leonard, Sr.
 General Manager. Joe M. Leonard, Jr.
 Comm. Mgr. Earl Leonard
 Program Director. Frank Fancher
 Chief Engineer. Cordell Martin

K G B C

GALVESTON—1947

Frequency: 1540 Kc. Power: 1000 Watts d.
 250 n.
 Owned-Oper. By. The Galveston Bcstg. Co.
 Business-Studio Address. P. O. Box 1138
 Phone Number. 3-4329
 Air Time. 6:30 a.m.-M.
 News Service. AP
 Transcription Service. SESAC

Station Representative. John E. Pearson
 Membership. NARTB, BAB
 General Mgr. James W. Bradner, Jr.
 Commercial Manager. Orland O. Dodson
 Prog. Dir., Ch. Eng. C. P. Gilmore

K L U F

GALVESTON—1922

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By. The KLUF Bcstg. Co.
 Business-Studio Address. 300 Haden Bldg.
 Phone Number. 5-6676
 Air Time. Unlimited
 News Service. UP
 Representative. William G. Rambeau
 Pres., Gen. Mgr. Geo. Ray Clough
 Program Director. Braden E. Clough
 Chief Engineer. Lee Clough

K S I J

GLADEWATER—1949

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Oper. By. Gladewater Bdcstg. Co.
 Address. T. W. Lee Bldg.
 Phone Number. 2181
 News Service. AP
 News. Affil. Daily Mirror
 Transcription Service. Capitol
 Representative. Hil F. Best
 President. T. W. Lee
 Gen., Sta. Mgr. D. C. Reeh
 Commercial Manager. Robert Keith
 Sales Prom. Mgr. Tom Perryman
 Program Director. Thomas Reeh
 Chief Engineer. Lloyd Johnson

K C T I

GONZALES—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By. Gonzales Bcstg. Co.
 Business Address. 425 St. George St.
 Phone Number. 770
 Air Time. Full Time
 News Service. AP
 Transcription Service. SESAC
 Representative. Gene Grant, Cooke
 Gen. Comm. Mgr. Lawrence M. Walshak
 Prom. Mgr., Pgm. Dir., Chief Engr. Frank Wilson, Jr.

K S W A

GRAHAM—1948

Frequency: 1330 Kc. Power: 500 Watts d.
 Owned-Oper. By. Southwestair, Inc.
 Address. Box 1050
 Phone Number. 1200
 News Service. UP
 President. Clay E. Thompson, Jr.
 Gen., Comm. Mgr., Chf. Engr. H. V. Newsom
 Program Director. Eugene Turner

K G V L**GREENVILLE—1946**
MBS-TEXAS STATE-KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Truett Kimzey
 Address: Box 1015
 Phone Number: 2066
 Air Time: 18 hrs.
 News Service: AP
 Representative: Pearson
 General Manager: Leo Hackney
 Program Director: James D. Jones
 Chief Engineer: Stafford E. Davis

K C L W**HAMILTON—1948**

Frequency: 900 Kc. Power: 250 Watts d.
 Owned-Oper. By: Hamilton Bcstg. Co.
 Bus.-Studio Address: Box 592
 Phone Number: 500
 News Service: UP
 Transcription Service: Thesaurus
 Membership: NARTB
 President: Clyde Weatherby
 Gen., Sta., Comm. Mgr.: L. H. Smith
 Prom. Mgr., Prog. Dir.: A. B. Scott
 Chief Engineer: Carl Knelly

K G B S**HARLINGEN—1941—CBS**

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Harbenito Bcstg. Co., Inc.
 Phone Number: 2200
 Air Time: Full Time
 News Service: UP
 Transcription Service: Associated, Standard
 Representative: Pearson
 President: McHenry Tichenor
 Gen., Sta. Manager: Troy McDaniel
 Commercial Manager: Dave Bennett
 Chief Engineer: Al Beck

K S O X**HARLINGEN—1951—MBS**

Frequency: 1530 Kc. Power: 50,000 Watts d.;
 10,000 Watts n.
 Owned-Operated By: Roy Hofheinz
 Address: Houston, Tex.
 News Service: UP
 Representative: H.R. Reps.
 President: Roy Hofheinz
 General Manager: Cleve Griffin
 Commercial Manager: Jack Crowenwett
 Program Director: Johnny Goodman
 Publicity Director: Pat Davis
 Chief Engineer: Harold Jones

K G R I**HENDERSON—1947**

Frequency: 1000 Kc. Power: 250 Watts a.
 Owned-Oper. By: Henderson Bcstg. Co.
 Business-Studio Address: Box 1111
 Phone Number: 4528
 News Service: UP
 Representative: Best
 Transcription Service: World, SESAC
 President: Roy B. Cannon
 Manager: Cliff Crawford
 Program Director: John T. Cauley
 Chief Engineer: John M. Bolin

K P A N**HEREFORD—1948—KBS**

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Oper. By: Marshall Formby
 Address: P. O. Box 868
 Phone Number: 860
 Representative: Best
 Transcription Service: Standard
 News Service: UP
 President: Marshall Formby
 Gen. Sta. Mgr.: Clint Formby
 Commercial Manager: Joe Martin
 Chief Engineer: Dennis Surber

K H B R**HILLSBORO—1948**

Frequency: 1560 Kc. Power: 250 Watts d.
 Owned-Operated By: Hill County Bcstg. Co.
 Phone Number: 594
 Membership: BAB
 President: Ray J. Williams

K A T L**HOUSTON—1947**

Frequency: 1590 Kc. Power: 5000 Watts
 Owned-Oper. By: Texas Bdcsters., Inc.
 Address: 412 Main St.
 Phone Number: Preston 3108
 Air Time: 24 Hours
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: IMS
 Membership: NARTB, BAB
 President: William H. Talbot
 Gen., Sta. Mgr.: King H. Robinson
 Program Director: Johnny Edwards
 Chief Engineer: Edward Martin

K C O H**HOUSTON—1948**

Frequency: 1430 Kc. Power: 1000 Watts d.
 Owned-Oper. By: William A. Smith
 Business-Studio Address: 1 Main St.

Phone Number Charter 1888
 Air Time Daytime
 Representative Clarke
 President William A. Smith
 General Manager Robert C. Meeker
 Program Director Val Springer
 Commercial Manager Robert Biggerstaff
 Chief Engineer Harold Rench

KLBS

HOUSTON—1948

Frequency: 610 Kc. Power: 5000 Watts
 Owned-Oper. By Trinity Bcstg. Corp.
 Business-Studio Address Milby Hotel
 Phone Number Preston 1161
 Air Time Full Time
 News Service UP
 Transcription Service World
 Membership NARTB
 President B. R. McLendon
 General Manager Ray A. Lewis
 Commercial Manager Bill Hall
 Program Director Webb Hunt
 Chief Engineer Harold Weinzel
 Asst. Gen. Mgr. Glenn Douglas

KNUZ

HOUSTON—1948

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Veterans Bcstg. Co.
 Business-Studio Address 4701 Caroline St.
 Phone Number Keystone 2581
 Air Time 24 Hours
 News Service UP
 Transcription Service Lang-Worth
 Representative Forjoe
 Membership WARTB
 President Max H. Jacobs
 Gen., Sta. Mgr. David Morris
 Commercial Manager Jack Healy
 Prog. Dir., Sls. Prom. Mgr. Ken Grant
 Publicity Director S. Dixon
 Chief Engineer O. C. Crossland

KPRC

HOUSTON—1925

NBC—T. Q. N.

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By The Houston Post Co.
 Address Lamar Hotel
 Phone Number FAirfax 7101
 News Service AP
 Transcription Service Thesaurus
 Representative Edw. Petrv & Co.
 President W. P. Hobby
 Vice-Pres., Gen. Mgr. Jack W. Harris
 Commercial Manager Jack McGrew
 Promotion Manager Marsh Callaway
 Program Director Frances Sullivan
 Chief Engr. Harvey T. Wheeler

KTHT

HOUSTON—1944—MBS

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By Roy Hoheinz
 Bus.-Studio Address 4005 Travis St.
 Phone Number Keystone 5535
 Air Time 5:30 a.m.-12 M.
 News Service UP
 Representative H-R Reps.
 President Roy N. Hoheinz
 Gen., Comm., Sta. Mgr. Bill Bennett
 Prom. Mgr., Pub. Dir. Lauri Schutt
 Program Director Tim Osborne
 Chief Engineer O. B. Johnson

KTRH

HOUSTON—1930—CBS-TEXAS

Frequency: 740 Kc. Power: 50,000 Watts
 Owned-Operated By KTRH Bdcstg. Co.
 Phone Number Preston 4361
 News Service AP, INS
 News, Affil. The Chronicle
 Transcription Service World
 Representative John Blair
 President B. F. Orr
 Station Manager Ray Herndon
 Promotion Mgr. Helen Bender
 Program Director Tom Jacobs
 Engineers Tom Hiner, Lester Mullan

KXYZ

HOUSTON—1930—ABC

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By Shamrock Bdcstg.
 Address Gulf Bldg.
 Phone Number CAPitol 6151
 Air Time Unlimited
 News Service AP, UP
 Newspaper Affiliation Citizen Newspapers
 Transcription Service World, Capitol
 Representative Free & Peters, Inc.
 Membership NARTB, BAB
 President Glenn H. McCarthy
 V.P., Gen. Mgr. Fred Nahas
 Sta., Comm. Manager Ted Hills
 Program Director Ken Bagwell
 Publicity Director Rita Zenzen
 Chief Engineer Gerald R. Chinski

KSAM

HUNTSVILLE—1938—KBS-MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By M. B. Carthen, T. F. Lott
 Address Highway 75 So.
 Phone Number 30
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol, SESAC
 Membership NARTB

President..... M. B. Cauthen
 Gen., Sta. Mgr..... Ted Lott
 Comm., Sales Prom. Mgr..... Roy Greer
 Chief Engineer..... Albert W. Strong

K E B E

JACKSONVILLE—1947—KBS

Frequency: 1400 Kc..... Power: 250 Watts
 Owned-Oper. By..... Bill A. Laurie
 Phone Number..... 2211
 Air Time..... 6:30 a.m.-10 p.m.
 News Service..... AP
 Transcription Service..... Lang-Worth
 Gen. Mgr..... Bill A. Laurie
 Station Manager..... Mrs. B. A. Laurie
 Commercial Manager..... J. D. Spencer
 Chief Engineer..... Eugene R. Kintz

K T X J

JASPER—1948

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Jasper Bcstg. Co.
 Address..... Texas Theatre Bldg.
 Phone Number..... 580
 President..... Joe Fisher

K M B L

JUNCTION—1951

Frequency: 1450 Kc..... Power: 100 Watts
 Owned-Operated By..... Kimble County Bcstg. Co.
 Phone Number..... 70
 Owner, Mgr..... Farrell M. Brooks

K E R B

KERMIT—1950

Frequency: 600 Kc..... Power: 1000 Watts d.
 Owned-Oper. By..... Kermit Bcstg. Co., Inc.
 Address..... Hw. 302
 Phone Number..... 3481
 Transcription Service..... Thesaurus, SESAC
 News Service..... UP
 President..... George H. Cook
 General Manager..... H. J. Porter
 Program Director..... Ray Boyd Kilman
 Chief Engineer..... Truitt C. Howard

K E R V

KERRVILLE—1948

Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Oper. By..... Kerrville Bdcstg. Co.
 Address..... P. O. Box 791
 Phone Number..... 990 and 999
 News Service..... AP
 Transcription Service..... Thesaurus, Capitol
 Membership..... NARTB
 President..... Hal Peterson
 Gen., Sta. Mgr..... William G. Feild
 Prog., Pub. Dir..... Carl Woodard
 Chief Engineer..... James B. Lamb

K O C A

KILGORE—1936—KBS

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Oper. By..... Radio Sta. KOCA, Inc.
 Address..... Box 989
 Phone Number..... 2001
 Air Time..... Full Time
 News Service..... AP
 Transcription Service..... World
 President..... Roy G. Terry
 Gen., Sta. Mgr..... H. A. Degner
 Sls. Prom. Mgr..... J. F. Davis
 Program Director..... Bob Dupape
 Chief Engineer..... Karem O. Soule

K I N E

KINGSVILLE—1948

Frequency: 1330 Kc..... Power: 1000 Watts d.
 Address..... 205 E. King St.
 Phone Number..... 1317
 Address..... 205 E. King St.
 Air Time..... Day Time
 News Service..... UP
 Representative..... Hil F. Best
 Membership..... NARTB
 President..... James H. Clement
 General Manager..... Ben A. Glusing
 Comm., Sta. Mgr..... Eston R. Pace
 Program Director..... Jerry Fullerton
 Chief Engineer..... R. T. Whitaker

K P E T

LAMESA—1947—KBS

Frequency: 690 Kc..... Power: 250 Watts
 Operated By..... Lamesa Bcstg. Co.
 Business Address..... 502 S. First
 Phone Number..... 4707 and 2404
 Air Time..... 6 a.m.-11 p.m.
 News Service..... AP
 Transcription Service..... World
 Membership..... NARTB
 Gen.-Sta. Mgr..... Bob Bradbury
 Commercial Mgr..... Clayton Barkhurst
 Sales Prom. Mgr..... Paul Singer
 Program Dir..... Frances Singer
 Publicity Dir..... Bob Harris
 Chief Engineer..... Roland Ovelett

K H I T

LAMPASAS—1948

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Oper. By..... Lampasas Bcstg. Corp.
 Address..... P. O. Box 228
 Phone Number..... 721
 President..... Lee H. Gupon

KVOS

LAREDO—1952—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Border Bcstrs., Inc.
 Address P. O. Box 1498
 Phone Number 3-4396
 News Service UP
 Representative Continental
 President W. J. Harpole
 General Manager Burney Jones
 Commercial Manager Bill Douthitt
 Program Director Evelyn Jones
 Chief Engineer Frank Manuel

KLVT

LEVELLAND—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Herald Bcstg. Co.
 Address P. O. Box 866
 Phone Number 1030
 News, Affil. "Hockley County Herald,"
 "Daily News Sun"
 News Service AP
 Transcription Service World, Thesaurus
 Station Representative Melville
 President Forrest Weimhold
 General Manager V. King
 Membership BAB
 Commercial Manager V. Larsen

KVOW

LITTLEFIELD—1947—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Southwestern Bcstrs.
 Business Address Box 192
 Phone Number 192
 News Service AP
 Transcription Service SESAC
 President J. C. Rothwell
 General Manager J. B. McShan
 Program Director Othell W. Whitson
 Chief Engineer Herbert Rains

KFROLONGVIEW—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 1370, 411
 Air Time Unlimited
 News Service AP
 Transcription Service Lang-Worth
 Representative Donald Cooke
 Membership NARTB, BAB
 President James R. Curtis

KLTI

LONGVIEW—1948

Frequency: 1280 Kc. Power: 1000 Watts d.
 Owned-Operated By LeTourneau Radio Corp.
 Address P. O. Box 1866
 Phone Number 4331
 News Service UP
 Transcription Service Associated, Standard
 Representative Pearson
 Membership NARTB
 President R. G. LeTourneau
 Gen., Sta. Mgr. Arthur L. Greene
 Com. Prom. Mgr. Alvin E. Vinson
 Prog., Pub. Dir. George D. Womack
 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 5-6348
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World
 Representative John E. Pearson
 Membership NARTB, BAB
 President, General Mgr. Joe H. Bryant
 Assistant Manager Robert L. Snyder
 Commercial Manager George L. Tarter
 Prom., Pub. Dir. Leroy L. Land
 Program Dir. Robert L. Sanders
 Chief Engineer Frank Lee

KFYO

LUBBOCK—1927—ABC

Frequency: 790 Kc. Power: 5000 Watts d.,
 1000 Watts n.
 Owned-Oper. By Plains Radio Bcstg. Co., Inc.
 Business-Studio Address 914 Ave. J
 Phone Number 5-5567
 Air Time 6 a.m.-M.
 News Service AP, UP
 Trans. Serv. Standard, Capitol, Thesaurus
 Representative Taylor Co.
 Membership NARTB
 Vice Pres. Parker F. Prouty
 Sta. Mgr. Gordon Thompson
 Program Dir. John Kennedy
 Publicity Dir. Jerry Henderson
 Chief Engineer Scott Bledsoe

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 3-0484
 Air Time 6 a.m.-M.
 News Service AP
 Transcription Service Lang-Worth
 Representative Wm. G. Rambeau & Co.
 Membership NARTB, BAB
 President Walter G. Russell
 General Manager David P. Pinkston
 Commercial Mgr. M. M. Rochester
 Program Director Wesley Youngblood
 Chief Engineer John R. Bell

K R B A

LUFKIN—1938—KBS-ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By Darrell E. Yates
 Address 110 S. First St.
 Phone Number 3-6661
 Representative Continental Radio Sales
 Owner, Promotion Manager... Darrel E. Yates
 Chief Engineer Ambrose Maxim

K T R E

LUFKIN—1947—MBS

Frequency: 1420 Kc. Power: 1000 Watts d.
 1000 Watts n.
 Owned-Oper. By Forest Capitol Bcstg. Co.
 Address P. O. Box 701
 Phone Number 3-3771
 Air Time 5:25 a.m.-M.
 News Service AP
 Transcription Service World
 Representative Taylor Co.
 Membership NARTB, BAB
 President R. W. Wortham, Jr.
 Gen., Sta., Comm. Mgr. Richman G. Lewin
 Comm., Prom. Mgr. Murphy Martin
 Program Director Royce Christenson
 Publicity Dir. Ernestene Burroughs
 Chief Engineer Fred C. Hill

K M H T

MARSHALL—1947

MBS—TEX. STATE—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Marshall Bcstg. Co.
 Business-Studio Address 109 W. Rusk St.
 Phone Number 7826-7
 Air Time 6 a.m.-11 p.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Pearson
 President F. M. Skinner
 General Manager Earl Fletcher
 Station Manager Myrl Stein
 Comm. Mgr. John Strength, Jr.
 Program Dir. George Warwick
 Chief Engineer R. L. Clay

K R I O

McALLEN—1947—ABC

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By Frontier Bcstg. Co., Inc.
 Business Address P. O. Box 1551
 Phone Number 6-5454
 Air Time 6 a.m.-11:30 p.m.
 News Service AP
 Representative Weed
 President Gene L. Cagle
 Gen. Manager Stanley Wilson
 Program Dir. Normand Mann
 Chief Engineer Wm. Meiners

K M A E

McKINNEY—1947

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 Times 6:30 a.m.-sunset
 News Service AP
 Transcription Service World
 Pres., Gen. Mgr. George W. Smith, Jr.
 Station Manager Miss Denise Adkins
 Comm., Sales Prom. Mgr. Melvin Belew
 Consulting Engineer C. W. Rampy

K C R S

MIDLAND—1935—ABC

TEXAS STATE

Frequency: 550 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By Clarence Scharbauer, Jr.,
 Ruth Scharbauer
 Business-Studio Address Box 1072
 Phone Number 2-4393
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service Thesaurus
 Representative John E. Pearson
 Membership NARTB
 President Clarence Scharbauer, Jr.
 Gen., Sta. Mgr. Wallace R. Jackson
 Comm. Mgr. Eleanor McDonald
 Prog., Pub. Dir. Dean Baker
 Sales Prom. Mgr. Robert L. Warren
 Chief Engineer Tom Yates

K J B C

MIDLAND—1950—KBS

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By Jack Cecil
 Address Box 1658
 Phone Number 4-5152
 News Service UP

Representative Best
 Pres., Gen. Mgr., Chief Engr. Jack Cecil
 Commercial Manager Mareen White
 Sales Promotion Manager Bill Bennington
 Program Director Kieth Ward
 Publicity Director Deltha Elliot

KORC

MINERAL WELLS—1946—KBS

Frequency: 1140 Kc. Power: 250 Watts d.
 Owned-Operated By J. Elroy McCaw
 Address 1615 S.E. 14th Ave.
 Phone Number 319
 News Service AP
 President J. Elroy McCaw
 Gen., Comm., Prom. Mgr. Vic Rugh
 Chief Engineer W. M. McCreary, Jr.

KVKM

MONAHANS—1947—MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Monahans Bcstrs., Inc.
 Address Radio Center
 Phone Number 438
 News Service UP
 Transcription Service World
 Representative Hil F. Best
 Membership NARTB
 General Manager J. R. Rucker
 Commercial Manager Joe Collins
 Program Director Bert Mitchell
 Chief Engineer Don Bassman

KIMP

MOUNT PLEASANT—1948

Frequency: 960 Kc. Power: 1000 Watts d.
 Owned-Oper. By Mt. Pleasant Bcstg. Co.
 Business Address Box 990
 Phone Number 915
 News Service AP
 Transcription Service Standard
 Membership NARTB, BAB
 President, General Mgr. Winston O. Ward
 Program Director Ruby Stanley
 Chief Engineer Cliff Taylor

KOSF

NACOGDOCHES—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Kelly Bell
 Address Allen Bldg., Midland
 Phone Number 1230
 News Service UP
 Transcription Service World
 Membership NARTB, BAB
 President Kelly Bell
 General Manager J. C. Stallings
 Comm. Mgr. Frank Murray
 Program Director R. C. Atherton
 Chief Engineer Frank Murray

KSFA

NACOGDOCHES—1947

Frequency: 860 Kc. Power: 1000 Watts
 Owned-Oper. By Nacogdoches Br. Co., Inc.
 Address 2107 North St.
 Phone Number 860
 Air Time Daytime
 News Service AP
 Transcription Service Thesaurus
 Pres., Gen., Sta., Comm. Mgr. Wilbur C. Fouts
 Sales Promotion Manager Sara Jane Moon
 Prog., Comm. Dir. Mrs. Betty Barnett
 Chief Engineer Leroy Morgan

KGNB

NEW BRAUNFELS—1950

Frequency: 1420 Kc. Power: 1000 Watts d.
 Owned-Oper. By Comal Bcstg. Co.
 Address 184 Castell
 Phone Number 1612
 Transcription Service Thesaurus
 News Service AP
 President Charles W. Scruggs
 General Manager F. T. Wilson
 Pgm., News Dir. Howard Edwards
 Chief Engineer G. R. Coker

KECK

ODESSA—1947

Frequency: 920 Kc. Power: 1000 Watts d.
 500 Watts n.
 Owned-Operated By Ector County Bcstg. Co.
 Business Address Box 1369
 Phone Number 6-5791-2
 Air Time Unlimited
 News Service AP
 Transcription Service Standard
 Representative ForJoe
 Owner, Gen., Sta. Mgr., Pub. Dir. Ben Nedow
 Commercial Manager Sol Scherman
 Prod., Prg. Director Roy Elsner
 Chief Ann., News Editor Tom Rollins
 Chief Engineer Glenn Cook, Jr.

KOSA

ODESSA—1947—CBS-SOUTHWEST

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Odessa Bcstg. Corp.
 Business-Studio Address 115 W. 6th
 Phone Number 6-4301
 Air Time Unlimited
 News Service AP
 Transcription Service Capitol
 Representative Taylor Co.
 Membership NARTB
 Pres., General Manager Cecil L. Trigg
 Commercial Manager Jay Mehaffey
 Sales Prom. Mgr. Ed Costello
 Program Manager John Vacca
 Publicity Director Charlie King
 Chief Engineer James Simpson

K R I G

ODESSA—1945—MBS-KBS

Frequency: 1410 Kc. Power: 1000 Watts
 Owned-Oper. By Oil Center Bcstg. Co., Inc.
 Address Crane Hwcy.
 Phone Number 6-6871-2
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Hil F. Best
 President R. O. Canon
 General Manager Jack W. Hawkins
 Promotion Manager Joe Wallace
 Commercial Manager Spec Gammon
 Station Manager Marguerite Larue
 Program Director Jack Lee
 Chief Engineer Jody Singleton

K O G T

ORANGE—1948—KBS

Frequency: 1600 Kc. Power: 1000 Watts
 Owned-Oper. By Sabine Area Brcstg. Corp.
 Address Lucas Bldg.
 Phone Number 6-2021
 News Service UP
 Transcription Service Associated
 President M. L. Jacobs
 General Manager Ed Lovelace
 Commercial Manager Frank Dusenbury
 Program Director Jerome Oppel
 Sales Prom. Mgr. Harry Harrison
 Chief Engineer S. J. Woodworth

K N E T

PALESTINE—1936—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Palestine Bcstg. Corp.
 Business-Studio Address P. O. Box 649
 Phone Number 8686
 Air Time 6:30 a.m.-10 p.m.
 News Service UP
 President B. A. Laurie
 Chief Engineer J. W. Krieger

K P A T

PAMPA—1951

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By J. C. Daniels
 Address N. Hobart
 Phone Number 2511
 News Service UP
 Transcription Service Capitol
 Representative Pearson
 President J. C. Daniels
 General Manager Tom Capps
 Program Director Al Goodnight
 Chief Engineer Edward Murphree

K P D N

PAMPA—1936—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By W. Hasse, C. Palmer
 Address Hughes Bldg.
 Phone Number 1100
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service World
 Membership NARTB, BAB
 Gen., Sta. Manager Coy Palmer
 Comm. Mgr. Kay Fancher
 Chief Engineer Garth W. Osborn

K F T V

PARIS—1950—KBS

Frequency: 1250 Kc. Power: 500 Watts d.
 Owned-Operated By Lamar Bcstg. Co., Inc.
 Address First Nat'l Bank Bldg.
 Phone Number 166
 News Service UP
 Transcription Service SESAC
 Representative Best
 Pres., Comm. Mgr. D. W. Brawner
 Gen., Sta. Mgr. James F. Hendrix
 Chief Engineer Travis Fodge

K P L T

PARIS—1936—ABC—TEXAS STATE

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By No. Star Bcstg. Co., Inc.
 Phone Number 1124-5-6
 Address Hwcy. 124
 Air Time 5:30 a.m.-11 p.m.
 News Service AP
 Representative John E. Pearson
 Pres., Gen. Mgr. Fred Kincaid
 Commercial Manager Bob Prichard
 Sales Prom. Mgr. Bill Hogue
 Program Dir. Bill Davis
 Publicity Dir. Marion Wagner
 Chief Engineer Paul H. Daniels

K L V L

PASADENA—1950

Frequency: 1480 Kc. Power: 1000 Watts d.
 Owned-Oper. By Felix H. Morales
 Address Pasadena State Bank Bldg.
 Phone Number Grand 2-1361
 President, Gen. Mgr. Felix H. Morales
 Station Mgr. C. B. Rice
 Comm. Mgr. Alberto Rodriguez
 Program Director Victor Lara Ortegen
 Chief Engineer Eugene C. McNally

K I U N

PECOS—1935—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts

Owned-Oper. By.. Jack Hawkins, Barney Hubbs
 Business-Studio Address.....306 S. Sedar St.
 Phone Number.....999-8
 Transmitter Location.....1 Mi. N. of Town
 Air Time.....6:30 a.m.-10:30 p.m.
 News Service.....UP
 Representative.....Hil F. Best
 General Manager.....Jack Hawkins
 Commercial Manager.....David Martin
 Program Director.....W. D. Martin, Jr.
 Publicity Dir.....Barney Hubbs
 Consulting Chf. Engr....Harry W. Boehnemann

KEYE

PERRYTOWN—1948—MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Great Plains Bcstg. Co.
 Address.....Box 917
 Air Time.....6 a.m.-10:30 p.m.
 Membership.....NARTB
 President.....Carl Ellis
 Gen., Sta., Comml. Mgr.....Irvin R. Buchanan
 Sales Prom. Mgr.....Jerry Drennan
 Program Director.....Zeb Williams
 Chief Engineer.....Coy Thompson

KVOP

PLAINVIEW—1944—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....KVOP, Inc.
 Business-Studio Address.....Veigel Bldg.
 Phone Number.....1400
 News Service.....AP
 Membership.....NARTB
 President.....W. J. Harpole
 Gen., Sta. Manager.....Kermit Ashby
 Commercial Mgr.....Bill Harrell
 Program Dir.....Doug Sewell
 Chief Engineer.....Hugh Smith

KBOP

PLEASANTON—1951—KBS

Frequency: 1380 Kc.....Power: 1000 Watts d.
 Owned-Operated By.....Atascosa Bcstg. Co.
 Phone Number.....4871
 Transcription Service.....World. SESAC
 Representative.....Best
 News Service.....INS
 General Manager.....Ben L. Parker
 Commercial Manager.....Cloyd Royal
 Chief Engineer.....Mona Parker

KOLE

PORT ARTHUR—1947

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By.....Port Arthur Bcstg. Co.
 Business Address.....P. O. Box 1126
 Phone Number.....2-9436
 Ptnr., Gen. Mgr., Chf. Engr.....Socs Vratls

KPAC

PORT ARTHUR—1934—MBS

Frequency: 1250 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Oper. By.....Port Arthur College
 Bus.-Studio Address.....1500 Procter St.
 Phone Number.....5-7458
 Air Time.....6 a.m.-12 M.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Pearson
 Membership.....NARTB
 Sta., Gen. Manager.....Marjorie R. Vickers
 Comm. Mgr.....George Crouchel, Jr.
 Sales Prom. Mgr.....Corrine Enos
 Program Dir.....Jane Crouch
 Publicity Director.....Mack Newberry
 Chief Engineer.....M. Glenn Boatright

KOLJ

QUANAH—1951—KBS

Frequency: 1150 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Orville L. Jenkins
 Address.....Box 566
 Phone Number.....654
 News Service.....AP
 Gen., Sta. Mgr.....Orville L. Jenkins
 Commercial Manager.....Helen Norris
 Prog. Dir. & Ch. Eng.....Richard O. Dormier

KFRD

ROSENBERG—1948

Frequency: 980 Kc.....Power: 1000 Watts d.
 Owned-Oper. By.....Ford Bend Bcstg. Co.
 Business Address.....P. O. Box 832
 Phone Number.....980
 Air Time.....6 a.m.-Sunset
 News Service.....UP
 Transcription Service.....Lang-Worth
 Gen., Comm., Sales Prom. Mgr.. Jim Hairgrove
 Chief Engineer.....Frank Wood

KGKL

SAN ANGELO—1928—ABC

Frequency: 960 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....KGKL, Inc.
 Business-Studio Address.....P. O. Box 850
 Phone Number.....6715
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Representative.....John E. Pearson
 Membership.....NARTB
 President.....H. C. Ragsdale
 General Manager.....Lewis O. Seibert
 Program Director.....Franklin Rainey
 Chief Engineer.....William Poteet

K T X L

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. Beaugard
Phone Number... 7183
News Service... UP
Representative... Taylor
President... Armistead D. Rust
General Manager... Robert McClellan
News Dir., Comm. Mgr... Walton Foster
Chief Engineer... Robert Benson

K A B C

SAN ANTONIO—1926—ABC

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... Fannin 3126
Air Time... 5 a.m.-12 M.
News Service... AP
Membership... BAB
Representative... John Blair
President... Gene L. Cagle
Station Manager... Bill Michaels
Comm. Mgr... Bill Joekel
Prog., Prom. Director... Jim Wiggins
Chief Engineer... Joseph B. Haigh

K C O R

SAN ANTONIO—1946

Frequency: 1350 Kc. Power: 5000 Watts d.:
1000 Watts n.
Owned-Operated By... KCOR, Inc.
Business-Studio Address... KCOR Bldg.
Phone Number... Cathedral 1301
News Service... UP
Representative... O'Connell
President, Gen. Mgr... Raoul A. Cortez
Station Mgr... Joe Harry
Program Dir... Lalo Astol
Publicity Dir... Bill Lamar
Chief Engineer... Kenneth Hyman

K I T E

SAN ANTONIO—1947

Frequency: 930 Kc. Power: 1000 Watts d.
Owned-Operated By... Radio Station KITE
Business-Studio Address... 310 Transit Tower
Phone Number... Fannin 0335
News Service... AP, UP
Transcription Service... Lang-Worth
Representative... Pearson
Membership... BAB
Pres., Gen. Mgr... Charles W. Balthrope
Asst. Sta. Mgr... Alex A. Coe
Chief Engineer... John Siercovich

K I W W

SAN ANTONIO—1948

Frequency: 1540 Kc. Power: 250 Watts d.
Owned-Oper. By... Good Neighbor Bcstg. Co.
Address... 518 W. Houston St.
Phone Number... Fannin 5254
Air Time... Daylight
Representative... McGillvra
President... Joe Olivares
Station Manager... L. E. Richards
Commercial Manager... Gene Johnson
Chief Engineer... L. E. Richards

K M A C

SAN ANTONIO—1926—MBS

Frequency: 630 Kc. Power: 5,000 Watts
Owned-Oper. By... The Walmac Co.
Address... KMAC Bldg.
Phone Number... Belmont 3-6211
Representative... Hollingbery
Pres., Gen., Comm. Mgr... Howard W. Davis
Sales Promotion Manager... Sam Young
Program Director... A. S. (Tony) Bessan
Chief Engineer... Al Knight

K O N O

SAN ANTONIO—1927

Frequency: 860 Kc. Power: 5000 d., 1000 n.
Owned-Operated By... Mission Bcstg. Co.
Address... 317 Arden Grove
Phone Number... Fannin 5171
Air Time... 24 hrs.
News Service... AP
Transcription Service... Capitol
Representative... Forjoe
Membership... NARTB, BAB
Pres., Owner... Eugene J. Roth
General Manager... Jack L. Pink
Commercial Manager... Bob Roth
Program Director... Robert F. Jenkins
Publicity Director... Jack Roth
Chief Engineer... George Ing

K T S A

SAN ANTONIO—1922—CBS

Frequency: 550 Kc. Power: 5000 Watts
Owned-Operated By... Sunshine Bcstg. Co.
Business-Studio Address... Ave. E. & 3rd St.
Phone Number... Garfield 1251
News Service... AP, UP
Transcription Service... Associated, MacGregor
Representative... Free & Peters
President... Frank G. Huntress, Jr.
Genl., Comm. Mgr... Charles D. Lutz
Program Director... H. H. Carr
Chief Engineer... W. G. Egerton

WOAI

SAN ANTONIO—1922—NBC-TQN

Frequency: 1200 Kc.; Power: 50,000 Watts d.n.
 Owned-Oper. By... Southland Industries, Inc.
 Address 1031 Navarro St.
 Phone Number Garfield 4221
 Air Time Unlimited
 News Service AP, INS, UP
 Transcription Service World
 Representative Edward Petry & Co., Inc.
 Membership BAB
 President Hugh A. L. Halff
 Gen., Sta. Manager Arden X. Pangborn
 Commercial Manager Rex Preis
 Sales Promotion Manager Dallas Wyant
 Publicity Director Imogene Stanley
 Chief Engineer Charles L. Jeffers

KCNY

SAN MARCOS—1948—KBS

Frequency: 1470 Kc. Power: 250 Watts d.
 Owned-Oper. By Central Brcstg. Co.
 Address P. O. Box 32
 Phone Number 888
 Transcription Service Lang-Worth
 Station Representative Hil F. Best
 President Edw. C. James
 General Mgr. Tom C. Fleet
 Comm. Mgr. Princess J. Fleet
 Sales Prom. Mgr. Charles P. Riley
 Program Dir. Tom Loy
 Chief Engineer Charles Sinzel

KWED

SEGUIN—1948

Frequency: 1580 Kc. Power: 1000 Watts d.
 Owned-Oper. By Seguin Bdcstg. Co.
 Business-Studio Address 200 S. Camp St.
 Phone Number 1580
 Air Time Daytime
 News Service UP
 Membership NARTB
 Representative Hil F. Best
 General Manager Garfield Kiel
 Comm., Sta. Mgr. Stan McKenzie
 Prog. Dir., Chief Announcer... Henry Lehnhoff
 Chief Engineer Louis Sowder

KSEY

SEYMOUR—1950

Frequency: 1230 Kc. Power: 100 Watts
 Owned-Oper. By W. C. Moss, Jr.
 Address Seymour
 Phone Number 2525
 News Service AP
 Transcription Service Lang-Worth
 Representative Hil F. Best
 Pres., Gen., Comm. Mgr. W. C. Moss, Jr.
 Program Dir. Elizabeth Moss
 Chief Engineer Luke M. Stribling

KRRV

**SHERMAN-DENISON—1936
 MBS-TEX STATE**

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By Red River Valley Bcstg. Corp.
 Address Box 94 (Denison)
 Box 665 (Sherman)
 Phone Number... 423 (Denison); 201 (Sherman)
 Representative Pearson
 Transcription Service Associated World
 News Service UP
 President G. H. Wilcox
 General Manager.. Tom E. Spellman (Sherman)
 Al Donaldson (Denison)
 Commercial Manager George Myers
 Program Director Earl Ellington
 Chief Engineer Tom Johns

KTAN

SHERMAN—1947—KBS

Frequency: 1500 Kc. Power: 250 Watts d.
 Owned-Operated By Sherman Bcst. Corp.
 Business-Studio Address Box 661
 Phone Number 2910
 Air Time Daytime



News Service AP
 Membership BAB
 Representative Hil F. Best
 President Charles Cain
 Sta., Comm. Mgr. William A. Jaco
 Sec'y-Treas. Jessie Mae Cain
 Program Director. James Shelton
 Chief Engineer. Charles Cain

KSNY

SNYDER—1949

Frequency: 1280 Kc. Power: 500 Watts d.
 Owned-Oper. By Snyder Bdcstg. Co.
 Address Box 661
 Phone Number 2910
 News Service UP
 Pres., Gen. Mgr. J. T. Hughes
 Commercial Manager. Mrs. Nat Chapman

KDWT

STAMFORD—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By David W. Ratliff
 Phone Number 1400 or 866
 Air Time 7 a.m. to 10 p.m.
 News Service AP
 Pres., Gen., Sta. Mgr. David W. Ratliff
 Comm., Prom. Mgr. George Morey
 Prog., Pub. Dir. Billye Watson
 Chief Engineer. M. O. Harrison

KSTV

STEPHENVILLE—1947

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Oper. By Galen O. Gilbert &
 J. R. Kincaid
 Address P. O. Box 102
 Phone Number 950
 Transcription Service Standard
 News Service UP
 Gen., Sta., Comm. Mgr. Galen O. Gilbert
 Sales Prom. Mgr. John Dyer
 Prog., Pub. Dir. Jack Reeves
 Chief Engineer. Floyd Jeter

KSST

SULPHUR SPRINGS—1947
 MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Hopkins County Bcstg. Co.
 Bus-Studio Address Radio Rd.
 Phone Number 1230
 Air Time 6 a.m.-10:15 p.m.
 Pres., Gen. Mgr. Bill Bradford
 Commercial Manager. Clovis Pinion
 News Director. Margaret Thomas
 Chief Engineer. William E. Bradford, Jr.
 Program Director. Lona Ruth Long

KXOX

SWEETWATER—1939—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Radio & News, Inc.
 Bus-Studio-Transmitter Address Box 570
 Phone Number 4655-6
 Air Time 6:15 a.m.-11 p.m.
 News Service UP
 Representative Hil F. Best
 President J. S. McBeath
 Gen., Sta. Manager. J. Harley Hubbard
 Comm., Sales Prom. Mgr. Elwood Fritch
 Program Dir. Dale Wood
 Chief Engineer. J. T. Allen

KTAE

TAYLOR—1948

Frequency: 1260 Kc. Power: 1000 Watts d.
 Owned-Oper. By KTAE, Inc.
 Business Address 121 E. Second St.
 Phone Number 1260
 News Service UP
 Transcription Service World
 Pres., Gen. Mgr. Graham Gillis Conoley
 Commercial Manager. John M. Wehby
 Prod., Pgm., News Dir. R. S. Heller
 Chief Engineer. Gordon W. Rainey
 Promotion Manager. Bob Mitchell

KTEM

TEMPLE—1936—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By Bell Bcstg. Co., Inc.
 Business-Studio Address 17 S. Third St.
 Phone Number 3-5252
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service Thesaurus
 Membership NARTB, BAB
 President Frank W. Mayborn
 General Manager. Burton Bishop
 Chief Engineer Curtis M. Casey

KTER

TERRELL—1950

Frequency: 1570 Kc. Power: 250 Watts d.
 Owned-Oper. By Terrell Bcstg. Corp.
 Address Terrell
 Phone Number 1710
 Transcription Service SESAC, Thesaurus
 News Service UP
 Membership NARTB, BAB
 Pres., Gen. Mgr. Paul A. Wnorowski
 Pub., Prom. Mgr. Lee Dacus
 Program Dir. Bill Collins
 Chief Engineer. Fred Wnorowski

KCMC

TEXARKANA—1932
ABC-TEX. STATE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....KCMC, Inc.
Business-Studio Address.....317 Pine St.
Phone Number.....3-6151
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Serv....Lang-Worth, Associated
Representative.....Taylor
Membership.....NARTB, BAB
General Manager.....Frank O. Myers
Program Director.....Donald Myers
Chief Engineer.....Harvey Robertson

KTFS

TEXARKANA—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....KTFS, Inc.
Bus.-Studio Address.....Radio Center Bldg.
Phone Number.....3-5123
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....World
Transcription Service.....Devney
Membership.....NARTB
General Manager.....David M. Segal
Commercial Manager.....Tom Alford
Program Director.....Les Eugene
Chief Engineer.....Fred Parks

KT LW

TEXAS CITY—1948—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Long Radio Enterprises
Business-Studio Address.....Bay City
Phone Number.....Texas City 5-4418
News Service.....UP
President.....John G. Long
Gen., Sta. Mgr.....Joe Brown
Commercial Manager.....Edson Foster
Program Director.....Guy H. Popham, Jr.
Chief Engineer.....Burl N. Campbell

KGKB

TYLER—1930—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Lucille Buford Lansing
Bus.-Studio Address.....115 South College
Phone Number.....23875
Air Time.....5:30 a.m.-M.
Transcription Service.....AP
Transcription Service.....World
Representative.....Pearson
Membership.....NARTB
President.....Lucille Buford
General Manager.....Marshall Pengra
Program Dir.....Gerald Lansing
Chief Engineer.....Hudson C. Collins

KTBB

TYLER—1947—TSN

Frequency: 600 Kc.....Power: 500 Watts d.
1000 Watts n.
Owned-Operated By...Blackstone Bcstg. Co.
Business-Studio Address...Blackstone Hotel
Phone Number.....4-7278
News, Affil....."Courier Times Telegraph"
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Taylor Co.
Membership.....NARTB, BAB
Director.....S. H. Bothwell
General Mgr.....M. E. Danbom
Comm., Prom. Mgr.....Herbert Golombeck
Program Dir.....Don Jackson Tausch
Publicity Dir.....David H. Bothwell
Chief Engineer.....R. A. Wileman

KVOU

UVALDE—1947—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....E. J. & W. J. Harpole
Address.....1450 Batesville Rd.
Phone Number.....717
News Service.....UP
Membership.....BAB
General Manager.....Edward J. Harpole
Station Mgr.....Bob Hicks
Comm., Prom. Mgr.....Joe Watson, Jr.
Program Dir.....Sally Adams
Chief Engineer.....Les Miller

KVWC

VERNON—1939

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Northwestern Bcstg. Co.
Business-Studio Address.....1813 Wilbager
General Manager.....W. R. Hixon

KNAL

VICTORIA—1949

Frequency: 1410 Kc.....Power: 500 Watts
Owned-Operated By.....Victoria Bcstg. Co.
Address.....Box 642
Phone Number.....1410
News Service.....UP
Trans. Serv.....Capitol, SESAC, Thesaurus
Representative.....Hil F. Best
President.....A. B. Alkerk
Gen., Comm., Prom. Mgr.....Robert Tharp
Program Director.....Sam Sitterle
Chief Engineer.....Douglas Smith

KVIC

VICTORIA—1940—MBS-KBS

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

Owned-Oper. By.....KVIC Bcstg. Co.
 Business Address.....Box 725
 Phone Number.....1106-7
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....World
 Membership.....BAB
 President.....J. G. Long
 Gen., Comm. Mgr., Pub. Dir., William C. Burks
 Sales Prom. Mgr., Hans Felix Breitbarth
 Program Dir., Wilburn H. Jackson
 Chief Engineer.....Ed Lamprecht

K W T X

WACO—1946—MBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....KWTX Bcstg. Co.
 Business-Studio Address.....P. O. Box 3128
 Phone Number.....3-7331
 News Service.....AP
 Transcription Service.....World
 Representative.....Everett McKinney
 Membership.....NARTB
 Gen., Sta. Manager.....M. N. Bostick
 Commercial Manager.....J. M. Brinegar
 Sales Prom. Mgr., Rex Bodoin
 Program Dir., Bob Walker
 Chief Engineer.....L. R. Grubbs

W A C O

WACO—1922—ABC

Frequency: 1460 Kc.....Power: 1000 Watts
 Owned-Operated By.....Frontier Bcstg. Co.
 Business Address.....3620 Franklin Ave.
 Phone Number.....2-6571
 Air Time.....6a.m.-M.
 News Service.....AP
 Representative.....Weed
 Membership.....NARTB
 General Manager.....R. Lee Glasgow
 Program Dir., Douglas S. Rains
 Chief Engineer.....Jesse H. Dove

K R G V

WESLACO—1927—NBC-TQN

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Taylor Radio & TV Corp.
 Bus.-Studio-Transmitter Address..201 Border St.
 Phone Number.....375
 Air Time.....5:45 a.m.-12 M.
 News Service.....AP, UP
 Transcription Service.....World, SESAC
 Representative.....Taylor Co.
 Membership.....NARTB
 President.....O. L. Ted Taylor
 General Manager.....Byron W. Ogle
 Sales Prom. Mgr., Ted Cressner

Program Director.....James D. Cook
 Chief Engineer.....O. Lewis Hartwig

K F D X

WICHITA FALLS—1947—ABC

Frequency: 990 Kc.....Power: 10,000 Watts d.,
 1,000 Watts n.
 Owned-Oper. By ..Wichtex Radio and Tel. Co.
 Address.....City Natl. Bldg.
 Phone Number.....2-8668
 Air Time.....5:30 a.m. to 12 M.
 News Service.....UP
 Transcription Service.....World, SESAC
 Station Representative.....Taylor Co.
 Membership.....NARTB
 Pres., Gen. Mgr., Darrold A. Cannan
 Station Manager.....John White
 Commercial Manager.....Mott M. Johnson
 Program Director.....Warren Silver
 Chief Engineer.....John Adams

K T R N

WICHITA FALLS—1949—MBS

Frequency: 1290 Kc.....Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By.....Texoma Bcstg. Co.
 Address.....917½ Scott St.
 Phone Number.....2-5214
 News Service.....AP
 Representative.....Pearson
 Pres., Gen. Manager.....Boyd Kelley
 Commercial Manager.....Sid Grayson
 Program Director.....Bill Edgar
 Chief Engineer.....Bob Harmon

K W F T

WICHITA FALLS—1939—CBS

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By..Rowley-Brown Bcstg. Co.
 Business-Studio Address.....P. O. Box 420
 Phone Number.....4181
 Air Time.....5:30 a.m.-11:30 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....NARTB, BAB
 President, General Manager...Kenyon Brown
 Station Manager.....Charles E. Clough
 Comm. Sales Prom. Manager.....A. L. Pierce
 Program Director.....Blaine Cornwell
 Chief Engineer.....Herbert T. Wiley

UTAH

Pop. April 1, 1953 (Est.) 712,000—Total Housing Units 202,000
Families April 1, 1953 (Est.) 188,000—Stations in State 18

K B U H

BRIGHAM CITY—KBS

Frequency: 800 Kc. Power: 250 Watts d.
Owned-Operated By Wade Ebeling
Address 948 W. Forrest St.
Phone Number 948
Air Time Sunrise-sunset
News Service UP
Membership BAB
Pres., Gen., Comm. Mgr. Wade Ebeling
Sales Prom. Mgr. Thomas Mehan
Prog., Pub. Dir. Melvin Richardson
Chief Engineer Samuel Stevens

K S U B

CEDAR CITY—1937—CBS

Frequency: 590 Kc. Power: 1000 Watts
Owned-Oper. By So. Utah Bcstg. Co.
Address 189 N. Main St.
Phone Number 398-9
Air Time Full Time
News Service UP
Transcription Service World
Reps. Bonneville, CBS Spot Sales
Membership NARTB, BAB
President Ivor Sharp
General Manager Arthur Higbee
Sales Mgr. W. V. Lowe
Program Director Robert Heyborne
Chief Engineer Richard Gunn

K V N U

LOGAN—1938

MBS-INTERMOUNTAIN-KBS

Frequency: 610 Kc. Power: 1000 Watts
Owned-Oper. By Cache Valley Bcstg. Co.
Address 1393 N. Main St.
Phone Number 1400
Air Time 6:00 a.m. to 12:00 p.m.
News Service UP
Transcription Service World
President Herschel Bullen
Gen., Sta. Mgr. Reed Bullen
Comm., Sales Prom. Mgr. W. W. Kirkland
Program Director Morgan White
Chief Engineer Wm. Jones

K M U R

MURRAY—1948

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Murray Bcstg. Service
Address 4646 So. State St.
Phone Number 9-9822
Air Time 6 a.m.-1 a.m.
News Service UP
Transcription Service Lang-Worth

Membership NARTB
President Oral J. Wilkinson
Gen., Sta. Manager Howard Pingree
Program Director Mitzi Patterson
Chief Ann., Engr. Fred Weibell

K L O

OGDEN—1924

MBS-INTERMOUNTAIN

Frequency: 1430 Kc. Power: 5000 Watts
Owned-Oper. By Interstate Bcstg. Corp.
Address 425 25th St. Hotel Ben Lomond
Phone Number 5721
Air Time Full Time
News Service UP
Transcription Service World
Representative Avery-Knodel
Membership NARTB, BAB
President Edris Glasmann
General Manager A. L. Glasmann
Station Manager Collin W. Lowder
Commercial Manager W. Kimball Ward
Publicity Director Bruce Thornton
Chief Engineer Robert V. Beadles

K O P P

OGDEN—1947—KBS

Frequency: 730 Kc. Power: 1000 Watts d.
Owned-Oper. By KOPP, Inc.
Address W. 12th St.
Transcription Service Lang-Worth
President G. Stanley Brewer
General Manager King Harmon

K V O G

OGDEN—1948

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By United Bcstg. Co.
Business Address 1538 Gibson Ave.
Phone Number 2-7535
Representative Biddick
Transcription Service Capitol
News Service AP
Pres., Gen., Comm. Mgr. Arch G. Webb
Chief Engineer Al Condrey
Station Manager David B. Affleck

K O A L

PRICE—1936

MBS-INTERMOUNTAIN—KBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Eastern Utah Bcstg. Co.
Address Price
Phone Number Price 200
Representative Avery-Knodel
Pres., Gen. Comm. Mgr. Jack Richards
Sls. Prom. Mgr., Pgm. Dir. Carl P. Wolfrom

KCSU

PROVO—1947—ROCKY MT.-ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Central Utah Bcstg. Co., Inc.
 Address P. O. Box 550
 Phone Number 2802
 Representative Hollingbery
 News Service UP
 Co-owner, Pres., Gen. Mgr. Frank A. Van Wagenen
 Co-owner, V.P., Prom. Mgr. Harold E. Van Wagenen
 Chief Engineer Dallin H. Oaks

KEYY

PROVO—1949

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Mid Utah Bcstg. Co.
 Address 307 So. 17th W.
 Phone Number 4060
 Air Time Full Time
 Transcription Service Thesaurus
 Representative Continental
 President Spencer D. Grow
 Gen., Sta. Manager Garn Carter
 Commercial Manager Edwin M. Ellis
 Sales Prom. Mgr. John Crawford
 Program Director James Sauls
 Publicity Director Ron Balie
 Chief Engineer Francis Boyer

KOVO

PROVO—1939
 MBS-INTERMOUNTAIN

Frequency: 960 Kc. Power: 5000 Watts
 Owned-Operated By KOVO Bcstg. Co.
 Business-Studio Address 108 W. Center St.
 Phone Number 1680
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Avery-Knodel
 Membership NARTB, BAB
 President Clifton A. Tolboe
 General-Station Mgr. Arch L. Madsen
 Commercial Manager L. H. Curtis
 Pgm. Dir. James H. Lawrence
 Chief Engineer Lovell A. Killpack

KSVC

RICHFIELD—1947
 INTERMOUNTAIN

Frequency: 690 Kc. Power: 1000 Watts d.
 Owned-Operated By Sevier Valley Bcstg. Co.
 Business Address 690 Tower Lane
 Phone Number 620
 Air Time Sunrise-Sunset
 News Service UP

Transcription Service World
 Representative Avery Knodel
 President Homer Bandlely
 Gen., Sta. Mgr. Frank Peacock
 Comm., Sales Prom. Mgr. Art Tucker
 Program Director Hal Edwards
 Chief Engineer Ralph Ross

KALL

SALT LAKE CITY—1945
 MBS-INTERMOUNTAIN

Frequency: 910 Kc. Power: 1000 Watts
 Owned-Oper. By Salt Lake City Bcstg. Co.
 Business-Studio Address 146 S. Main St.
 Phone Numbers 4-3561
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Representative Avery-Knodel, Inc.
 Membership NARTB, BAB
 Pres., Gen. Mgr. George C. Hatch
 Sta., Comm. Mgr. Thomas H. Anderson
 Prom., Publ. Mgr. John Brophy
 Program Director Kay Richins
 Chief Engineer W. D'Orr Cozzens

KDYL

SALT LAKE CITY—1922
 NBC

Frequency: 1320 Kc. Power: 5000 Watts
 Owned-Oper. By Intermountain Bcstg. &
 Telev. Corp.
 Business-Studio Address 143 S. Main
 Phone Number 5-2991
 Air Time Unlimited
 News Service UP
 Transcription Service Associated, Thesaurus
 Representative John Blair
 Pres.-General Mgr. S. S. Fox
 National Sales Dir. Holly Moyer
 Exec. Vice-Pres. Easton Woolley
 Program Director Mildred Baker
 Publicity Dir. Del Leeson
 Chief Engineer John M. Baldwin

KNAK

SALT LAKE CITY—1945

Frequency: 1280 Kc. Power: 1000 Watts d.:
 500 n.
 Owned-Operated By Granite District Radio
 Bcstg. Co.
 Business-Studio Address 1042 So. 6th W.
 Phone Number 4-3685
 News Service UP
 Representative Forjoe
 President Howard D. Johnson
 General Manager Thomas M. Ivory
 Commercial Manager Marvin R. Briggs
 Program Director Eldon Walton
 Chief Engineer Lyle Wahlquist

K S L

SALT LAKE CITY—1922—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
 Air Time. 6 a.m.-1 a.m.
 News Service. AP, UP
 Transcription Service. World, SESAC
 Representative. CBS Radio Spot Sales
 Membership NARTB, BAB
 President. J. Reuben Clark
 Exec. Vice Pres. Ivor Sharp
 Manager. Eugene M. Halliday
 Sales Manager. Frank McLatchy
 Program Director. Joseph A. Kjar
 Promotion Manager. A. Wayne Baker
 Chief Engineer. Curtis Neilson

Business-Studio Address. 29 S. State St.
 Phone Number 3-2737
 Air Time. 6 a.m.-12 M.
 News Service UP
 Transcription Service. Standard
 Representative Hollingbery
 Membership NARTB, BAB
 President, General Mgr. Frank C. Carman
 Sta. Mgr., Prog. Dir. Ray Fadel
 Comm., Sales Prom. Manager. John Schile
 Pub. Dir. Al Thomas
 Chief Engineer. C. Wendell Bell

K J A M

VERNAL—1947—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By. Vintah Bcstg. Co.
 Address 120 E. Main St.
 Phone Number 494
 News Service UP
 President. James C. Wallentine
 Gen. Mgr., News Dir. Lee Walker
 Commercial Manager. Grant E. Parry
 Program Director. Buchanan Fulmore
 Chief Engineer. Wallace D. Raker

K U T A

SALT LAKE CITY—1938—ABC

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Oper. By. Utah Bcstg. & Telev. Co.

Your Key
 to a billion
 dollar ^{plus} empire
 in the Mountain West



KSL Radio and only
 KSL Radio with its
 50,000 watts
 can effectively take
 your product to
 Mountain West buyers
 for less than
 12c per thousand.
*family prospects.**

KSL RADIO SALT LAKE CITY, UTAH

REPRESENTED BY CBS RADIO SPOT SALES

*BMB - 50% to 100%: 1952 SALES MANAGEMENT

VERMONT

Pop. April 1, 1953 (Est.) 402,000—Total Housing Units 124,000
Families April 1, 1953 (Est.) 104,000—Stations in State 10

W T S A

BRATTLEBORO—1950—GRANITE

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By Granite State Bcstg. Co.
Address Putney Rd.
Phone Number 1700
Representative Rambeau
News Service UP
President Theodore Feinstein
Gen., Sta., Com. Mgr. P. C. Terhune
Program Director Harold Shaw
Publicity Director Loren C. Smith
Chief Engineer Edward D. Somes

W C A X

BURLINGTON—1927—CBS

Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By WCAX Bcstg. Corp.
Business-Studio Address 135 Main St.
Phone Number Burlington 3-3437
Air Time Unlimited
News Service UP
Transcription Service World
Representative Weed
Membership NARTB, BAB
President, Gen. Mgr. C. P. Hasbrook
Sta.-Mgr. J. D. Swan
Commercial Manager T. B. Braine
Chief Engineer James W. Tierney

W J O Y

BURLINGTON—1946—ABC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Oper. By Vermont Bcstg. Corp.
Bus.-Studio-Transmitter Location 633 Main St.
Phone Number 4-5774
Transcription Service Thesaurus
Air Time Full Time
News Service AP
Representative William G. Rambeau
Membership BAB
President David W. Howe
Prog., Pub. Dir. Richard Burt
Sta., Comm. Mgr. Alfred E. Spokes
Chief Engineer John C. Quill

W S K I

MONTPELIER-BARRE—1947

Frequency: 1240 Kc. Power: 250 Watts
Owned By Montpelier-Barre Bcstg. Co.
Business Address Union Mutual Bldg.
Phone Number Montpelier 1740
Air Time Full Time
News Service AP
Representatives Borgatti, W. S. Grant
Membership BAB
Pres., Gen., Comm. Mgr. C. W. Grinnell

Sales Prom. Mgr. John W. Millar
Program Director Robert Bannon
Publicity Director Harry C. Perrigo
Chief Engineer Gerald Marcotte

W I K E

NEWPORT—1952

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Memphremagog Bcstg. Co.
Phone 832-3
Transcription Service World
News Service UP
Reps. McGillvra, Kettel-Carter
Pres., Gen. Mgr. E. D. Finney
Prog. Dir., Ch. Eng. D. A. Thurston

W H W B

RUTLAND—1949

Frequency: 1000 Kc. Power: 1000 Watts
Owned-Oper. By Central Vt. Bcstg. Corp.
Address 24½ Center St.
Phone Number 3200
Air Time Day Time
News Service AP
Phone Number 3200
Transcription Service Capitol
Representative Kettel-Carter
Pres., Gen., Sta. Mgr. Vena M. Bates
Program Director Shirley Neilson
Publicity Director Thomas Kibbe
Chief Engineer Willard H. Buttles

W S Y B

RUTLAND—1930

Frequency: 1380 Kc. Power: 1000 Watts
Owned-Oper. By Philip Weiss Music Co.
Bus.-Studio Address 35 Washington St.
Phone Number 1247
Air Time Unlimited
Representative Joseph Hershey McGillvra
Station Manager J. H. Weiss

W W S R

ST. ALBANS—1940—YANKEE

Frequency: 1420 Kc. Power: 1000 Watts d.
Owned-Oper. By Vermont Radio Corp.
Business-Studio Address 75 N. Main St.
Phone Number 1390
Air Time daytime
News Service UP
Transcription Service World
Representative Walker, Bannon
President-Gen. Mgr. Lloyd Squier
Sta., Comm., Sales Prom. Mgr. Richard W. Hill
Publicity Director C. Stuart Perry
Program Director Raymond Turner
Chief Engineer Theodore Boisvert

WTWN

ST. JOHNSBURY—1949

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Twin State Bcstrs. Inc.
 Address... Concord Ave.
 Phone Number... 2344
 Air Time... Full Time
 News Service... UP
 Transcription Service... Thesaurus, World
 Representative... McGillvra, Kettel-Carter
 Membership... NARTB, BAB
 Pres., Gen. Mgr... E. Dean Finney
 Program Director... Guy O. Austin
 Chief Engineer... Gerald D. Johnson

WDEV

WATERBURY—1931—MBS

Frequency: 550 Kc. Power: 1000 Watts
 Owned-Oper. By... Lloyd E. Squier
 Address... 8 Stowe St.
 Phone Number... 400-J
 Air Time... 6:00 a.m.-12 M.
 News Service... UP
 Transcription Service... World
 Representative... Walker
 Owner, Gen.-Sta. Mgr... Lloyd E. Squier
 Comm. Mgr., Pgm. Dir... Thomas L. Dodd, Jr.
 Program Director... Craig S. Parker
 Chief Engineer... Warren Chase

VIRGINIA

Pop. April 1, 1953 (Est.) 3,486,000—Total Housing Units 910,000
 Families April 1, 1953 (Est.) 821,000—Stations in State 59

WPIK

ALEXANDRIA—1945

Frequency: 730 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Potomac Bcstg. Corp.
 Address... Virginia Theatre Bldg.
 Phone Number... Overlook 3-3000
 Membership... NARTB, BAB
 News Service... AP
 Pres., Gen., Comm. Mgr... Carl L. Lindberg
 Station Manager... Art Keller
 Traffic Manager... Barbara Power
 Program Director... Phil Long
 Publicity Director... Mary V. Lindberg
 Technical Supervisor... B. A. Terrier

Address... Radio Bldg.
 Phone Number... Jackson 7-7100
 Air Time... 5:00 a.m.-1:00 a.m.
 News Service... AP
 President... Harold H. Thoms
 General Manager... George Oleson
 Publicity Director... Buddy Kling
 Program Director... John Cooley
 Chief Engineer... Cliff Inman

WBLT

BEDFORD—1950—MBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By... Bedford Bcstg. Co.
 Address... P. O. Box 406
 Phone Number... 8245
 News Service... AP
 Transcription Service... Thesaurus
 Pres., Gen. Mgr., Chf. Engr... A. P. Marsh, Jr.
 Commercial Manager... R. A. Owen
 Program Director... R. A. Scott, Jr.

WARL

ARLINGTON—1947

Frequency: 780 Kc. Power: 1000 Watts d.
 Owned-Oper. By... No. Virginia Bcstrs., Inc.
 Bus.-Studio Address... 5232 Lee Hwy.
 Phone Number... Jackson 7-7800
 Air Time... Sunrise-sunset
 News Service... UP
 President... Lou Poller
 General Manager... Cy Blumenthal
 Program Director... Ray Armand
 Publicity Director... George Crump
 Chief Engineer... Stephen Hart

WKLV

BLACKSTONE—1947—MBS

Frequency: 1490 Kc. Power: 250 watts
 Owned-Oper. By... Blackstone Bdcstg. Corp.
 Phone Number... 478
 Address... Community Bldg.
 Air Time... 6 a.m.-11 p.m.
 News Service... AP
 President... H. L. Umstead
 Station Manager... Dennie Perkinson
 Publicity Director... Frank Elliott
 Chief Engineer... Theodore Bonn, Jr.

WEAM

ARLINGTON—1947

Frequency: 1390 Kc. Power: 5000 Watts
 Owned-Oper. By... Arlington Fairfax Bcstg. Co.

WCYB

BRISTOL—1946

(See Also Bristol, Tenn.)

Frequency: 690 Kc. Power: 10,000 Watts d.
 Owned-Oper. By... Appalachian Bcstg. Corp.
 Address ... Front & Cumberland Sts.
 Phone Number ... North 3560
 Air Time ... Daytime
 News Service ... AP, UP
 Transcription Service... World, Cole, Associated
 Membership ... NARTB, BAB
 President, Gen. Mgr. ... Robert H. Smith
 V.P., Sales Mgr. ... J. Fey Rogers
 Chief Engineer ... R. V. Robinson

WFHG

BRISTOL—1946—MBS-CBS

Frequency: 980 Kc. Power: 1000 Watts
 Owned-Oper. By... Bristol Bcstg. Co.
 Address ... Valley Drive
 Phone Number ... 3620
 News Service ... UP
 Transcription Service ... Thesaurus
 Representative ... Walker
 Membership ... NARTB
 Pres., Gen. Mgr. ... W. C. Nininger
 Commercial Manager ... Jack Martin

WCYB

Serving the Tri-Cities

Bristol, Va.-Tenn., Kingsport
 and Johnson City, Tenn.

from
 Bristol

10,000 Watts — 690 Kc.

Clear Channel

Represented by

GILL-PERNA, Inc.

Program Director... O. L. Gee
 Chief Engineer... John Hughlett

WCHV

CHARLOTTEVILLE—1933—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By... Barham & Barham
 Bus. Studio-Transmitter Address... Rose Hill Dr.
 Phone Number ... 2-5121
 Air Time ... Full Time
 News Service ... AP
 Transcription Service ... World
 Representative ... Walker
 Managing Director... Charles Barham, Jr.
 Gen., Comm. Manager... Robert C. Walker
 Prog., Pub. Dir. ... R. G. Sketchby
 Promotion Manager... Charles Smith
 Chief Engineer ... Walter W. Gray

WINA

CHARLOTTEVILLE—1949

Frequency: 1280 Kc. Power: 1000 Watts, d.
 Owned-Oper. By... Charlottesville Bcstg. Corp.
 Address ... P. O. Box 1230
 Phone Number ... 2-6177
 Air Time ... Daytime
 News Service ... UP
 Transcription Service ... Standard
 Membership ... NARTB
 Pres., Gen., Comm. Mgr. Thos. W. Carruthers
 Pgm. Dir., Sta. Mgr. ... Charles W. Freeman
 Chief Engineer ... Lawrence Kennedy

WCFV

CLIFTON FORGE—1950—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... Clifton Forge Bcstg. Corp.
 Address ... P. O. Box 214
 Phone Number ... 2147
 Transcription Service ... Standard, SESAC
 News Service ... AP
 Membership ... NARTB
 President ... W. G. Matthews, Jr.
 Gen., Sta., Com. Manager... Sidney H. Tear
 Promotion Director... John Echols
 Chief Engineer ... Grover H. Fulk

WKEY

COVINGTON—1941—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By... Earl M. Key
 Business Address ... Main St. at Bridge
 Phone Number ... 8351
 Air Time ... 7 a.m.-11:15 p.m.
 News Service ... UP
 Representative ... Devney
 Transcription Service ... Thesaurus
 Membership ... NARTB, BAB
 Pres., Gen. Mgr. ... Earl M. Key
 Commercial Mgr. ... Kenneth L. Bryant
 Program Director... John Lee Davis
 Chief Engineer ... Clinton J. Lewis

WSVS
CREWE—1947

Frequency: 800 Kc. Power: 1000 Watts d.
Owned-Oper. By So. Virginia Bcstg. Corp.
Business Address 117 Carter St.
Phone Number Crewe 5000
News Service AP
Transcription Service World
Representative BAB
President Calvin S. Willis
General Manager John E. Sadler
Commercial Manager W. Brown Hoffer
Program Director Frank H. Watkins
Chief Engineer C. E. Wilson

WCVA
CULPEPER—1949—KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Culpeper Bcstg. Co.
Address Hendricks Ave.
Phone Number 8338
Air Time Unlimited
News Service UP
Transcription Service Standard
President Ira C. Hopkins
Gen., Comm. Mgr. John T. Rogers
Program Director Woody Powell
Chief Engineer Benny Jones

WBTM
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
Air Time Full Time
News Service AP
Transcription Service World
Representative George P. Hollingbery
Membership NARTB
President L. N. Dibrell
General Manager Edward G. Gardner
Comm. Mgr. John Holland
Prog. Dir., Sales Prom. Mgr. Milton Adams
Chief Engineer Lyle C. Motley

WDVA
DANVILLE—1947—MBS

Frequency: 1250 Kc. Power: 5000 Watts d.;
1000 Watts n.
Owned-Oper. By Va. Carolina Bcstg. Corp.
Address American Natl. Bank Bldg.
Phone Number 5300
Air Time 4:00 a.m.-2:00 a.m.
News Service UP
Transcription Service Lang-Worth
Representative Burn-Smith, Dora-Clayton
Membership NARTB, BAB
President J. D. Pruitt
General Manager Emerson J. Pryor
Commercial Mgr. Stover Morris, Jr.
Program Director Richard Campbell

WEVA
EMPORIA—1952

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By Stone Bcstg. Co.
Address Washington St. & Delaware Ave.
Phone 2133
Transcription Service Associated
News Service AP
Pres., Gen. Mgr. M. E. Stone
Commercial Manager H. L. Umstead
Chief Engineer E. A. Short, Jr.

WFAX

FALLS CHURCH—1948

Frequency: 1220 Kc. Power: 250 Watts d.
Owned-Operated By Lamar A. Newcomb
Address Box L
Phone Number 0900
News Service UP
Pres., Gen. Mgr. Lamar A. Newcomb
Program Director Genevieve Main
Chief Engineer Richard Fanning

WFLO

FARMVILLE—1947

Frequency: 870 Kc. Power: 1000 Watts d.
Owned-Operated By Colonial Bcstg. Co.
Business Address 118 W. Third St.
Phone Number 870
News Service UP
Transcription Service Capitol, Thesaurus
Representative Clark
General Manager Carla B. Keys
Station Manager Charles R. Maillet
Commercial Manager Ray Ryan
Sales Prom. Mgr. John D. Wilson
Program Director John Calhoun
Chief Engineer Charles K. Chrismon

WFVA

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
Manager Walter F. Harris, Jr.
Chief Engineer John Burrets

WFTR

FRONT ROYAL—1948—MBS

Owned-Oper. By Sky Park Bcstg. Corp.
Address P. O. Box 192
Phone Number 750
News Service UP
President E. H. Stokes
Gen., Comm. Mgr. Kenneth Gordon
Program, News Director Tom Gibson
Chief Engineer Claude F. Jones

WBOB

GALAX—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By..Carroll-Grayson Bcstg. Corp.
 Address.....Poplar Knob Rd.
 Phone Number.....2921
 Air Time.....6 a.m.-11:30 p.m.
 News Service.....AP
 Membership.....NARTB
 President.....Robert V. Morris
 Gen., Sta. Manager.....Joseph P. Crockett
 Program Director.....Muriel Bell
 Commercial Manager.....Brice J. Parks
 Chief Engineer.....W. Edward Boyer

WVEC

HAMPTON—1948

Frequency: 1490 Kc. Power: 250 Watts d.
 Owned-Operated By.....Peninsula Bcstg. Co.
 Studio-Trans. Address...Hampton-Buckroe Rd.
 Phone Number.....6332
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....World
 Representative.....Wm. G. Rambeau
 Membership.....NARTB, BAB
 President.....Thomas P. Chisman
 General Manager.....Harrol A. Brauer, Jr.
 Comm. Manager.....Charles L. Coker, Jr.
 Pgm., Pub. Dir.....L. W. Kliewer
 Chief Engineer.....James E. Swafford

WSVA

HARRISONBURG—1935—NBC

Frequency: 550 Kc. Power: 1000 Watts
 Owner-Oper...Shenandoah Valley Bcstg. Corp.
 Business-Studio Address.....Rawley Pike
 Phone Numbers.....550, 875
 Air Time.....Full Time
 News Service.....UP
 Representative (Eastern).....Devney & Co.
 Membership.....NARTB, BAB
 President.....Frederick L. Allman
 Sales Prom., Comm. Mgr...Robert B. Harrington
 Program Director.....Richard H. Johnson
 Production Director.....Charles McGinley
 Chief Engineer.....Warren L. Braun

WHAP

HOPEWELL—1949

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By..The Hopewell Bcstg. Co.
 Business Address.....P. O. 621
 Phone Number.....801
 Air Time.....6:00 a.m.-12 a.m.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Donald S. Cook

President.....Augustus Robbins, Jr.
 General Manager.....Charles M. Mark
 Sta. Mgr., Prog. Dir., Ch. Eng.....Larry Kay
 Comm., Prom. Mgr., Pub. Dir...Nancy Johnson

WREL

LEXINGTON—1948—NBC-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By...Rockbridge Bcstg. Co.
 Bus-Studio Address...First Nat'l Bank Bldg.
 Phone Number.....Lexington 6000
 Air Time.....Full Time
 News Service.....AP
 Representative.....Indie Sales
 Transcription Service.....Thesaurus
 President.....Marshall L. Wilmer
 Gen., Sta., Comm. Mgr.....Milton B. Henson
 Program Director.....Andrew Peterson
 Chief Engineer.....James I. Bray, Jr.

WLVA

LYNCHBURG—1930

Frequency: 590 Kc. Power: 1000 Watts
 Owned-Oper. By.....Lynchburg Bcstg. Corp.
 Address.....925 Church St.
 Phone Number.....2-1242
 Air Time.....6:00 a.m.-12 M.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....George P. Hollingbery
 Membership.....NARTB, BAB
 President.....Edward A. Allen
 Gen., Sta. Manager.....Philip P. Allen
 Commercial Manager.....Joseph F. Wright, Jr.
 Sales Prom. Mgr.....C. A. Larsen
 Prog. Publ. Dir.....Warren Uital
 Chief Engineer.....John T. Orth

WWOD

LYNCHBURG—1947—MBS

Frequency: 1390 Kc. Power: 1000 Watts
 Owned-Oper. By...Old Dominion Bcstg. Corp.
 Address.....P. O. Box 918
 Phone Number.....2-3441
 Air Time.....Unlimited
 News Service.....AP, UP
 Transcription Service.....World, Thesaurus
 Representative.....Walker
 Membership.....NARTB, BAB
 President.....David Hugh Dillard
 Gen., Sta. Mgr.....Wm. T. Howard, Jr.
 Commercial Manager.....Richard E. Gooch
 Prog., Pub. Dir.....Graydon V. Olive, Jr.
 Chief Engineer.....Forest J. Pinkerton

WMEV

MARION—1948—ABC-KBS

Frequency: 1010 Kc. Power: 1000 Watts d.
 Owned-Oper. By..Mountain Empire Bcstg. Corp.
 Address.....Park Boulevard

Phone Number 3-9001
 Air Time Daytime
 News Service AP
 Transcription Service World
 Representative Cooke
 Membership NARTB
 President L. Preston Collins
 Gen.-Comm. Mgr. Robert C. Wolfenden
 Pgm. Dir. Mrs. R. C. Wolfenden
 Chief Engineer Edward Surface

W M V A

MARTINSVILLE—1941—NBC-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By ..Martinsville Bcstg. Co., Inc.
 Address Chatham Heights
 Phone Number Virginia 2152
 News Service AP
 President S. S. Walker
 General Manager John W. Shultz
 Comm.-Sls. Prom. Mgr. Charles F. Adams
 Program Director Barbara Zimmerman
 Chief Engineer B. E. Boyer

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.
 Phone Number Norfolk-2-7031
 News Service AP
 News. Affil. Daily Press, Times-Herald
 Transcription Service Associated
 Representative Free & Peters
 Membership NARTB
 President Raymond B. Bottom
 Gen.-Sta. Manager Edward E. Bishop
 Comm. Mgr. Edward E. Edgar
 Prog. Director Robert J. McBride
 Chief Engineer Alois Braun

W H Y U

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 3-1631
 Air Time daytime
 News Service UP
 Transcription Service Capitol
 President John Doley
 General Manager Frederic F. Clair
 Commercial Manager E. Patterson
 Program Dir. Tom Bradshaw, Jr.
 Chief Engineer Percy C. Magoun

W C A V

NORFOLK—1947

Frequency: 850 Kc. Power: 1000 Watts
 Owned-Operated By Cavalier Bcstg. Corp.
 Bus.-Studio Address Helena Bldg.

Phone Number 2-3268
 News Service UP
 Representative Indie Sales, Inc.
 Membership NARTB
 President Mrs. Joseph Light
 General Manager William M. Manrov
 Program Director Jack Lynn
 Chief Engineer W. M. Manrov

W L O W

NORFOLK—1946—

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By ..Commonwealth Bcstg. Corp.
 Bus.-Studio Addr. 21st & Manteo Sts.
 Phone Number 4-5678
 Air Time 24 hrs. daily
 News Service UP
 Representative ForJoe
 President E. L. Scott
 General Manager Wm. Carpenter
 Station Manager Joseph B. Matthews
 Program Director Robert Drepperd
 Tech. Dir., Chf. Engr. Jack Siegel

W N O R

NORFOLK—1949

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Norfolk Bcstg. Co.
 Address 1019 Boissevain Ave.
 Phone Number 27071
 Air Time 24 hrs.
 News Service AP
 Transcription Service Lang-Worth
 Representative Walker
 President Louis H. Peterson
 Gen. Comm. Mgr. Earl Harper
 Program Mgr. Jack Black
 Sales Prom. Mgr. Dave Pritchard
 Publicity Director Tom Matthews
 Chief Engineer Howard Sheets

W R A P

NORFOLK—1952

Frequency: 1050 Kc. Power: 500 Watts
 Owned-Operated By Rollins Bcstg., Inc.
 Address 300 Portlock Bldg.
 Phone Number 4-8307
 News Service AP
 President John W. Rollins
 General Manager Glen A. Harmon
 Chief Engineer Glen Frazier

W T A R

NORFOLK—1923—NBC

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By WTAR Radio Corp.
 Bus.-Studio Address 720 Boush St.
 Phone Number 56711
 Air Time Full Time
 News Service AP

News Affil. Norfolk Newspapers, Inc.
 Transcription Service Standard
 Representative Edward Petry
 Membership NARTB, BAB
 Pres., Gen. Mgr. Campbell Arnoux
 Sales Manager Robert M. Lambe
 Promotion Manager Fred Lowe
 Program Director William Johnson
 Program Director Joel Carlson
 Chief Engineer Dick Lindell

WNVA

NORTON—1946—MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Blainox Radio Co., Inc.
 Bus. Studio Address Harlan, Ky.
 Phone Number 625
 News Service AP
 Transcription Service World
 Membership NARTB, BAB
 President Richard B. Helms
 Gen., Sta. Mgr. Jack T. Helms
 Comm. Mgr., Pgm. Dir. Wally Doglass
 Chief Engineer Gene Thommerdahl

WJMA

ORANGE—1949—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By James Madison Bcstg. Corp.
 Address P. O. Box 271
 Phone Number 7263
 Air Time Full Time
 News Service UP
 Transcription Service SESAC
 Membership NARTB
 President W. A. Sherman, Jr.
 Gen., Comm. Mgr. Alfred W. Walthall
 Program Director Jim Simmons
 Publicity Director Ann G. Butler
 Chief Engineer W. F. Wilkerson

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
 Air Time 6:30 a.m.-M.
 News Service AP
 Transcription Service Standard
 Membership NARTB
 President Louis H. Peterson
 Sta., Com. Manager Ray L. Moss
 Program Director N. W. Andrews
 Chief Engineer W. C. King, Jr.

WSAP

PORTSMOUTH—1943

Frequency: 1350 Kc. Power: 5000 Watts
 Owned-Oper. By Portsmouth Radio Corp.
 Bus. Studio Address 205 Professional Bldg.
 Phone Number 7-3488
 Air Time 6:00 a.m.-1 a.m.
 News Service UP
 Transcription Service Thesaurus
 Representative Burn-Smith
 President Tom E. Gilman
 Gen. Sta. Comm. Mgr. Jack Norfleet
 Chief Engineer John Brigman

WPUV

PULASKI—1946—NBC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Southwest Bcstg. Corp.
 Address Dora Highway
 Phone Number 3-3931
 Air Time Full Time
 News Service AP
 Transcription Service World
 Representative Sears & Ayer
 Pres., Gen. Mgr. Mason C. Deaver
 Commercial Manager Larry Schoenfeld
 Program Director Maruma R. Deaver
 Chief Engineer John A. Columbus

WRAD

RADFORD—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Rollins Bcstg., Inc.
 Phone Number 2461
 Air Time Full Time
 Transcription Service Thesaurus, Associated
 Representative Pearson
 Membership NARTB, BAB
 News Service AP
 President John W. Rollins
 Gen., Sta., Comm. Mgr. Wendell H. Siler
 Sales Prom. Mgr. Ben Johnson, Jr.
 Program Director Alfred L. Mills
 Chief Engineer Fitzgerald McDaniel

WRIC

RICHLANDS—1951

Frequency: 1050 Kc. Power: 1000 Watts d.
 Owned-Oper. By Clinch Valley Bcstg. Corp.
 Address Box 218
 Phone Number 450
 Transcription Service Thesaurus, SESAC
 News Service AP
 Membership NARTB, BAB
 President J. Powell Royal, Jr.
 Gen., Sta. Mgr., Chf. Eng. Max M. Blakemore
 Program Director Harry D. Taylor
 Comm., Prom. Mgr. Joe J. Webb

WANT

RICHMOND—1951

Frequency: 990 Kc.....Power: 1000 Watts
 Owned-Oper. By..United Bcstg. Co. of Virginia
 Address.....513 E. Main St.
 Phone Number.....38368
 President.....Richard Eaton
 General Manager.....Richard Scheele
 Program Manager.....Michael Novello
 Chief Engineer.....Silas Bell

WLEE

RICHMOND—1945—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
 Owned-Operated By.....Lee Bcstg. Corp.
 Bus.-Studio Address.....Broad-Grace Arcade
 Phone Number.....3-6741
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Forjoe
 President.....Thomas G. Tinsley, Jr.
 Sta., Gen.-Comm. Mgr.....Irvin G. Abeloff
 Program Director.....Harvey Hudson
 Chief Engineer.....George W. McGutgan, Jr.

WMBG

RICHMOND—1926—NBC

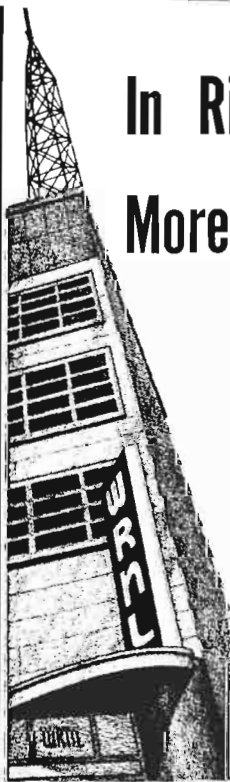
Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Havens & Martin, Inc.
 Bus.-Studio Address.....3301 W. Broad St.
 Phone Number.....5-8611
 News Service.....UP
 Air Time.....Full Time
 Representative.....Bolling Co.
 Membership.....BAB
 Pres., Gen.-Sta. Mgr.....Wilbur M. Havens
 Sls. Prom. Mgr., Pub. Dir.....Robert Montgomery
 Commercial Manager.....Walter A. Bowry, Jr.
 Prog. Dir.....Jack Lewis
 Chief Engineer.....James Kyle

WRNL

RICHMOND—1937—ABC

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Oper. By..Richmond Newspapers, Inc.
 Business-Studio Address..107-111 N. Fourth St.
 Phone Number.....3-3436
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....Standard, Thesaurus
 Representative.....Edward Petry
 Membership.....NARTB, BAB

**THE
 BEST
 BUY
 FOR
 YOU
 IN
 '52-
 WRNL**



In Richmond, Virginia, There's
 More **SELL** on **WRNL!**

Here's your sure-fire selling formula for fifty-two! First, take an outstanding market (Richmond, Va.) — then pour on some good

Radio Advertising — be sure to get complete coverage (WRNL, of course). Yes, WRNL gives you a ready-to-buy audience with the WRNL listening habit!

910 KC 5 KW
 ABC AFFILIATE
 RICHMOND
 VIRGINIA

WRNL

NATIONAL
 REPRESENTATIVES
 EDWARD PETRY
 & COMPANY, INC.

President.....D. Tennant Bryan
 Station Manager.....E. S. Whitlock
 Sales Manager.....Joseph Sierer
 Program Director.....Don Martin
 Publicity Director.....Morris Kenig
 Chief Engineer.....Vincent Wolstenholme

W R V A

RICHMOND—1925—CBS

Frequency: 1140 Kc.....Power: 50,000 Watts
 Owned-Oper. By.....Larus & Brother Co.
 Business Address.....Hotel Richmond
 Phone Number.....3-6633
 Transmitter Location.....Edgeworth
 News Service.....UP
 Transcription Service.....World, Lang-Worth
 Representative.....Radio Sales
 Membership.....NAB
 General Manager.....C. T. Lucy
 Commercial Manager.....Barron Howard
 Promotion Manager.....Jack Stone
 Sales Manager.....James D. Clark
 Program Service Mgr.....Samuel S. Carey
 Production Manager.....John B. Tansey
 Public Relation Dir.....Walter R. Bishop
 Chief Engineer.....David C. Woods

W X G I

RICHMOND—1947

Frequency: 950 Kc.....Power: 1000 Watts d.

Owned-Operated By.....Radio Virginia, Inc.
 Bus.Studio Address.....100 W. Franklin St.
 Representative.....Indie Sales
 President.....Douglas H. Robertson
 Gen., Sta., Comm. Mgr.....David M. Wilburn
 Program Director.....Dee Deering
 Chief Engineer.....Clark Leaghty

W D B J

ROANOKE—1924—CBS

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Times-World Corp.
 Address.....124 W. Kirk Ave.
 Phone Number.....8131
 Air Time.....6 a.m.-12:05 a.m.
 News Service.....AP, UP
 News. Affil.....Times, World News
 Transcription Service.....World
 Representative.....Free and Peters, Inc.
 Membership.....NARTB, BAB
 President.....J. P. Fishburn
 General Manager.....Ray P. Jordan
 Commercial Manager.....John W. Harkrader
 Program Director.....Paul E. Reynolds
 Production Director.....Charles A. Bailou
 Publicity Director.....Benton B. Boggs
 Chief Engineer.....J. Edward Newman

AP SELLS

For Stations and Sponsors—

For instance . . . WLPM

“We have no trouble keeping sponsors of AP news happy. They always stay on the air longer than any others. Sponsors perk up when you mention an available AP newscast. And our Sales Department agrees unanimously that AP news is the easiest thing they have to sell!”

FRED L. HART,
 WLPM, Suffolk, Virginia

WROV

ROANOKE—1946—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By: Radio Roanoke, Inc.
 Bus.-Studio Address: 600 Mountain Trust Bldg.
 Phone Number: 3-4444
 Air Time: Unlimited
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Burn-Smith
 Membership: NARTB, BAB
 President: Leo F. Henebry
 Gen.-Sta.-Comm. Mgr.: Frank E. Koehler
 Asst. Mgr., Prog. Dir.: Gordon R. Phillips
 Chief Engineer: J. W. Robertson

WSLS

ROANOKE—1940—NBC

Frequency: 610 Kc. Power: 1000 Watts
 Owned-Oper. By: Shenandoah Life Stations, Inc.
 Business-Studio Address: Shenandoah Bldg.
 Phone Number: 9227
 Air Time: Unlimited
 News Service: AP
 Transcription Service: Thesaurus
 Representative: Avery-Knodel
 Membership: NARTB, BAB
 President: Paul C. Buford

Exec. Vice President: James H. Moore
 Chief Engineer: J. P. Briggs
 Commercial Manager: Horace Fitzpatrick

WHLF

SOUTH BOSTON—1947—KBS—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Halifax Bcastg. Co.
 Address: Webster St.
 Phone Number: 2-9988
 News Service: AP
 Transcription Service: World
 Membership: BAB
 Gen.-Sta.-Comm. Mgr.: John L. Cole, Jr.
 Pgm., Prod., Publ., Mus. Dir.: Ella L. Poindexter
 Chief Engineer: Arthur A. Moran

WTON

STAUNTON—1945—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: Charles P. Blackley
 Business-Studio Address: Morrison Bldg.
 Phone Number: 5-5555
 Air Time: Full Time
 Membership: NARTB
 General-Station Mgr.: Charles P. Blackley
 Comm.-Sales Prom. Mgr.: Charles F. Seebeck
 Program Director: Fulton A. King
 Chief Engineer: Rex C. Houser

WROV

LEADS IN RETAIL ADVERTISING IN

ROANOKE

Because . . .

LOWEST RATES!

260-TIME RATE

Spots	Sta. "A"	WROV	Sta. "B"
20-sec.			
Class A	9.75	4.65	7.50
20-sec.			
Class B	6.75	3.04	5.06
20-sec.			
Class C	5.75	2.86	3.75
1-min.			
Class A	12.00	5.72	9.00
1-min.			
Class B	8.75	3.76	6.37
1-min.			
Class C	6.75	3.58	4.50

A
B
C

RADIO NETWORK

Because . . .

HIGHEST RATINGS!

HOOPER, DEC. '51-FEB. '52

Time	Sta. 'A'	WROV	Sta. 'B'
8 a.m.-12 noon	57.6	26.7	15.5
12 noon-6 p.m.	69.3	20.3	10.4
6 p.m.-8 p.m.	71.3	11.8	10.2
8 p.m.-10 p.m.	63.5	14.7	18.5

M
B
S

RADIO NETWORK

Because . . .

CONSISTENT RESULTS!

Local business has increased each year for the past five years. 1952 is at an all-time high. (Still rates are the same as in 1946).

WROV — Roanoke, Va.

FOR AVAILABILITIES CALL
 BURN SMITH COMPANY, INC., or
 FRANK KOEHLER, GEN. MGR., WROV, ROANOKE

W L P M
SUFFOLK—1940—ABC

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Suffolk Bcstg. Corp.
Business-Studio Address: Radio Bldg.
Phone Number: 2394
Air Time: Unlimited
News Service: AP
Transcription Service: Thesaurus
Representative: Sears & Ayer
Pres., Gen. Manager: Fred L. Hart
News Director: Earl Hundley
Publicity Director: Lee Williams
Chief Engineer: Veryl W. Rupp

W N N T
WARSAW—1949

Frequency: 690 Kc. Power: 250 Watts d.
Owned-Oper. By: No. Neck & Tidewater
Bcstg. Co.
Address: Warsaw
Phone Number: 690
News Service: UP
Pres.-Gen. Mgr.: Grayson Headley
Commercial Manager: Catherine P. De Shazo
Chief Engineer: Kenneth Lueck

W A Y B

WAYNESBORO—1947—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By: Waynesboro Bcstg. Corp.
Address: 526 Main St.
Phone Number: 6066

Air Time: Full Time
News Service: AP
Transcription Service: Lang-Worth
Membership: NARTB
President: Judson T. Phillips
Gen., Sta., Comm. Mgr.: N. Wilbur Kidd
Program Director: Richard A. Rhodes
Chief Engineer: Donald D. Curtis

W I N C

WINCHESTER—1941—NBC-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By: Richard Field Lewis, Jr.
Business Address: Box 605
Phone Number: 4855
Air Time: 6 a.m.-11:30 p.m.
News Service: UP
Transcription Service: Associated
President: Richard Field Lewis, Jr. (Licensee)
Prom. Mgr., Pgm., Prod. Dir.: John Morgan
Chief Engineer: Phil Whitney

W Y V E

WYTHEVILLE—1949—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.
Owned-Oper. By: Wythe County Bcstg. Co.
Address: P. O. Box 534
Phone Number: 840-1
News Service: AP
Membership: NARTB, BAB
Transcription Service: Lang-Worth, Capitol
Representative: Devney
General Manager: A. M. Gates, Jr.
Chief Engineer: Jack Fleming

WASHINGTON

*Pop. April 1, 1953, (Est.) 2,534,000—Total Housing Units 819,000
Families April 1, 1953 (Est.) 792,000—Stations in State 54*

K B K W
ABERDEEN—1949

Frequency: 1450 Kc. Power: 250 Watts
Owned-Oper. By: KBKW, Inc.
Address: 701 E. Heron St., Aberdeen, Wash.
Phone Number: 1015, 1016
Air Time: 6 a.m.-11 p.m.
News Service: AP
Transcription Service: World
Representative: Forjoe
Membership: BAB
President: Archie Taft, Jr.
Gen., Sta. Mgr.: Don G. Bennett
Commercial Manager: Lloyd Daviscourt
Sales Prom. Mgr.: Norman Loftus
Program Director: Arthur Lindsay
Chief Engineer: John Berg

K X R O

ABERDEEN—1927—MBS—DON LEE
KBS

Frequency: 1320 Kc. Power: 1000 Watts
Owned-Oper. By: KBKW, Inc.
Address: 207½ E. Market St.
Phone Number: Aberdeen 4098
Air Time: 7 a.m.-11:15 p.m.
News Service: UP
Representative: W. S. Grant Co.
Membership: NARTB, BAB
President: Harry R. Spence
Sta., Gen. Mgr.: Fred G. Goddard
Pgm., Prod. Dir.: Stanley Craft
Chief Engineer: Philip True

K P U G

BELLINGHAM—1948—MBS-KBS

Frequency: 1170 Kc.....Power: 1000 Watts
 Owned-Operated By.....KPUG, Inc.
 Business Address.....P. O. Do: 655
 Telephone 6200
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeCooke
 PresidentJessica L. Longston
 Station Mgr.....James Hamstreet
 Comm. Mgr.....Alex DeSchweinitz
 Prom. Mgr.....Dick Rapp
 Program Dir.....Jeanne Smith
 Chief Engineer.....Donald R. Pinney

K V O S

BELLINGHAM—1927—ABC

Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Operated By.....KVOS, Inc.
 Bus.-Studio Address.....1321 Commercial St.
 Phone Number.....Bellingham 790
 News ServiceUP
 Transcription ServiceMacGregor, World
 RepresentativeMeeker
 MembershipNARTB, BAB
 PresidentRogan Jones
 Gen., Comm. Mgr.....Jack Clarke
 Sales Prom. Mgr.....Fred Elsethagen
 Prog., Pub. Dir.....Dave Mintz
 Chief Engineer.....Ernest Harper

K B R O

BREMERTON—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Bremerton Broadcast Co.
 AddressBox 1803
 Phone Number7-3995
 News ServiceAP
 Transcription ServiceStandard
 MembershipBAB
 Owner & Pres.....Bruce Bartley
 Gen., Sta. Mgr.....Loren B. Stone
 Comm., Prom. Mgr.....Gil Jacobsen
 Program Dir.....Bob Gleason
 Chief Engineer.....Al Stewart

K G I B

BREMERTON—1950

Frequency: 1540 Kc....Power: 1000 Watts d.
 Owned-Oper. By.....Kitsap G.L. Bcstrs., Inc.
 Address.....124 N. Callow St.
 Phone Number7-3757
 Transcription ServiceStandard
 News ServiceUP
 President.....G. A. Weyland
 General Manager.....James Munro
 Chief Engineer.....Paul Crittenden

K E L A

**CENTRALIA-CHEHALIS—1937-MBS
 KEYSTONE-DON LEE**

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 8-3321
 Air Time.....6 a.m.-M.
 News ServiceUP
 Transcription ServiceWorld
 Representative..John Keating, John E. Pearson
 MembershipNARTB, BAB
 President.....J. Elroy McCaw
 Sec.-Treas.....Mabel A. McGwinn
 Gen., Sta., Comm. Mgr.....Joe Chytil
 Program Dir.....Del Spencer
 Publicity Dir.....Robert Cleland
 Chief Engineer.....Lloyd Hannah

K C L X

COLFAX—1950—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Oper. By...Whitman County Bcstrs.
 AddressAlmota Road
 Phone Number780
 News ServiceAP
 PresidentBradley Kincaid
 General Manager.....E. Pournelle
 Program Director.....Ruth Pournelle
 Chief Engineer.....David Dodd

K X L E

ELLENSBURG—1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By..Central Washington Bcstrs.
 Bus. Add. Trans. Loc.....Box 600
 Phone Number2-1488
 Air Time.....6:30 a.m.-11 p.m.
 News ServiceUP
 Transcription ServiceCapitol
 RepresentativeMcGillyvra
 MembershipBAB
 President.....Goodwin Chase, Jr.
 Gen., Sta. Manager.....Joe Kendall
 Comm., Prom. Mgr., Ch. Eng..Darrell K. Burns
 Program Dir.....Joe Kendall
 Publicity Dir.....Ron Forsell

K U L E

EPHRATA—1950

Frequency: 730 Kc.....Power: 250 Watts d.
 Owned-Oper. By...Columbia Basin Bcstg. Co.
 Phone Number730
 Co-OwnerKirby Billingsley
 Co-Owner.....Robert E. Billingsley

K R K O

EVERETT—1920—MBS-DON LEE

Frequency: 1380 Kc. Power: 1000 Watts
 Owned-Oper. By The Everett Bcstg. Co., Inc.
 Address P. O. Box 916
 Phone Number Cedar 1144
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World, SESAC
 Representative Joseph Hershey McGillvra
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. William R. Taft
 Sales Manager Warren Johnson
 Traffic Dir. Nancy Spaeth
 Chief Engineer Dave Foley

K F D R

GRAND COULEE—1950—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Columbia River Bcstrs., Inc.
 Address Box 395
 Phone Number 140
 Air Time 15 Hrs.
 News Service UP
 Representative Northwest, Art Moore
 Membership NARTB, BAB
 Pres., Gen. Mgr. J. W. England
 Program Dir. Robert Anderson
 Chief Engineer Ray Groff

K E L S

KELSO—1949

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By N.W. Public Services, Inc.
 Address P. O. Box 90
 News Service UP
 President Roscoe A. Day, Jr.
 General Manager Claire O. Banks
 Commercial Manager Paul H. Shoat
 Program Director Lowell Gibson
 Chief Engineer Fred Fowler

K W I E

KENNEWICK—1949

Frequency: 610 Power: 1000 Watts
 Owned-Oper. By KWIE, Inc.
 Address 11 S. Cascade St.
 Phone Number 6967
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Associated
 Representative Art Moore, Robert Meeker
 Membership NARTB
 Pres., Gen. Mgr. Harold A. Clark
 Comm. Mgr., Chief Eng. C. J. McCredie
 Program Director Marvin E. Johnston

K R K L

KIRKLAND—1948

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Oper. By Eastside Bdcstg. Co.

Address Trans. Loca. Civic Center
 Phone Number 22-1201
 Transcription Service Capitol
 Presidents L. N. Ostrander, W. A. Chamness
 General Manager G. A. Wilson
 Program Director Florence Ferry
 Chief Engineer R. H. Waldron

K W L K

LONGVIEW—1938—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Twin City Bcstg. Corp.
 Bus.-Studio Add. Natl. Bank of Commerce Bldg.
 Phone Number Longview 1500
 Air Time Full Time
 News Service UP
 Transcription Service World
 Representative W. S. Grant, Art Moore
 Membership NARTB, BAB
 President, Gen. Mgr. C. O. Chatterton
 Station Mgr. Bob L. Moran
 Commercial Manager J. F. Carlson
 Program Director Ellen Hammond
 Chief Engineer Ralph Brown

K S E M

MOSES LAKE—1947—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By KSEM, Inc.
 Address Box 276
 Phone Number 234
 Air Time 7 a.m.-10 p.m.
 News Service UP
 Transcription Service World
 Representative Donald Cooke
 Membership NARTB
 President Jessica Jongsten
 Gen. Mgr. Robert Pollack
 Station Mgr. Alan Miller
 Comm. Mgr. Hanford Choate
 Program Dir. Dean Rhodes
 Chief Engineer Roland Kissler

K B R C

MOUNT VERNON—1946

Frequency: 1430 Kc. Power: 500 Watts
 Owned-Operated By Beckley Radio Co.
 Bus.-Studio Add.-Trans. Loca. P. O. Box 240
 Phone Number 8955
 Air Time 6 a.m.-10 p.m.
 News Service UP
 Transcription Service World
 Representative Art Moore
 Membership NARTB, BAB
 Pres., Gen., Sta. Mgr. Leo H. Beckley
 Commercial Manager H. R. Leander
 Pgm. Dir., Chief Ann. Tom Haveman
 Chief Engineer Walter Bierke

K G Y

OLYMPIA—1922—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By Tom Olsen
 Address Trans. Loca. Rockway Leland Bldg.
 Phone Number 6636
 Air Time 6 a.m.-11 p.m.
 News Service UP
 Transcription Service World, SESAC
 Representative George Clark
 Membership NARTB, BAB
 General Manager Tom Olsen
 Sta., Comm., Prog. Mgr. Elmer J. Holmberg
 Pgm., Prod., Publ. Dir. Don Jones
 Chief Engineer Charles A. Roark

K O M W

OMAK—1947

Frequency: 680 Kc. Power: 1000 Watts d.
 Owned-Operated By KOMW, Inc.
 Business-Studio Address Box 151
 Air Time Daytime
 News Service AP
 Transcription Service Lang-Worth
 Representative John Keating
 Membership BAB
 President R. L. McNett
 General Manager Dean Nichols
 Commercial Manager Grover D. Allen
 Program Dir. Mary Jane Armstrong
 Chief Engineer Leonard Fleisher

K P K W

PASCO—ABC

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Western Radio Corp.
 Address Chase & "A" Sts.
 Phone Number 3337
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Capitol
 Pres., Gen. Mgr. V. B. Kennworthy
 Sta., Prom. Mgr. W. J. Hunt
 Comm. Mgr. William White
 Prog. Dir., Chief Eng. Walter Mott

K O N P

PORT ANGELES—1945—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Radio Pacific, Inc.
 Bus.-Studio-Transmitter Address 313 W. First
 Phone Number 4200
 Air Time 6:45 a.m.-10:30 p.m.
 News Service UP
 Transcription Service World
 Representative John Keating
 Pres., General Mgr. C. N. Webster
 Station Manager Keith Patterson
 Chief Engineer Frederick Fields

K B K H

PULLMAN—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By Bayton & Hicks
 Address P. O. Box 356
 Phone Number 1-5251
 News Service UP
 Transcription Service Lang-Worth
 Gen., Sta. Mgr. J. Ronald Bayton
 Comm. Mgr., Prog. Dir. John R. Puckett
 Prom. Mgr., Chief Eng. B. J. Bayton

K P U Y

PUYALLUP—1951

Frequency: 1450 Kc. Power: 100 Watts
 Owned-Operated By Radio Station KPUY
 Address 1510 Linden Drive
 Phone Number 5-7711
 News Service UP
 Transcription Service Associated
 Owner., Gen., Comm. Mgr. Clarence E. Wilson
 Promotion Mgr. Don Neal
 Program Dir. Beverly Heckle
 Publicity Dir. Pete Hanson
 Chief Engineer Bill Luckhurst

K A P A

RAYMOND—1950

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Pacific Bcastg. Corp.
 Address P. O. Box 288
 Phone Number 1010
 Air Time 6 a.m.-12 M.
 News Service AP
 Station Representative Western
 Membership NARTB, BAB
 President Joe Chytil
 Gen., Sta., Comm. Mgr. Hugh McPherson
 Sales Promotion Manager Dwight Smart
 Program Director Fred W. Hepner
 Chief Engineer Robert McNamara

K L A N

RENTON—1947

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By Interlake Bdcstg. Corp.
 Address Trans. Loca. N. 7th & Park Ave.
 Phone Number Renton 5-3424
 Air Time Full Time (Ex. Sunday)
 News Service UP
 Transcription Service Cole, World
 Representative Forjoe
 Membership NARTB, BAB
 Pres., Gen. Mgr. H. E. Ridalls
 Commercial Manager Bill Simpson
 Program Director George Edgar
 Chief Engr. F. C. Cook

KALE

RICHLAND—1950

Frequency: 960 Kc. Power: 1000 Watts
 Owned-Oper. By: KALE, Inc.
 Address: P. O. Box 367
 Phone Number: 4-3180
 Representative: George Clark
 Transcription Service: Lang-Worth
 Membership: NARTB, BAB
 News Service: UP
 President: R. S. McCaw
 Gen. Sta. Mgr.: L. G. Dix
 Commercial Manager: Ralph Nachtmann
 Prom., Pub. Dir.: Bob Jones
 Program Dir.: Bob Concie
 Chief Engineer: Joseph Muench

KING

SEATTLE—1927

Frequency: 1090 Kc. Power: 50,000 Watts
 Owned-Oper. By: KING Bcstg. Co.
 Address: Smith Tower
 Phone Number: Mutual 1090
 Representative: Blair
 News Service: UP
 Membership: NARTB, BAB
 President: Mrs. A. Scott Bullitt
 V.P., Gen. Mgr.: Otto P. Brandt
 Commercial Manager: John Eichhorn
 Program Director: Hal Moan
 Publicity Director: Mel Anderson
 Chief Engineer: Arthur A. Shultz

KIRO

SEATTLE—1935—CBS

Frequency: 710 Kc. Power: 50,000 Watts
 Owned-Oper. By: Queen City Bcstg. Co.
 Bus.-Studio Address: 1530 Queen Anne Ave.
 Phone Number: Alder 9800
 News Service: UP
 Transcription Service: Thesaurus
 Representative: Free & Peters
 Membership: BAB
 President: Saul Haas
 Comm. Manager: William F. Tucker
 Program Director: Kenneth Yeend
 Publicity Director: Warren McCloy
 Chief Engineer: James Hatfield

KJR

SEATTLE—1922—ABC

Frequency: 950 Kc. Power: 5000 Watts
 Owned-Oper. By: Mt. Rainier Radio & Television Bcstg. Corp.
 Business-Studio Address: Skinner Bldg.
 Phone Number: Elliot 5890
 Air Time: Unlimited
 News Service: UP

Transcription Service: World
 Representative: Avery-Knodel
 Membership: NARTB, BAB
 President: C. Howard Lane
 General-Station Mgr.: J. Archie Morton
 Comm. Mgr.: Paul E. Moore
 Promotion Mgr.: Mait Jordan
 Pgm. Director: Homer Pope
 Chief Engineer: Don M. Anderson

KOL

SEATTLE—1922

Frequency: 1300 Kc. Power: 5000 Watts
 Owned-Oper. By: Seattle Bcstg. Co.
 Bus.-Studio Address: 1100 W. Florida St.
 Phone Number: MA. 2312
 Air Time: 6 a.m.-M.
 News Service: UP
 Transcription Service: World
 Representative: Bolling
 Membership: BAB
 President: Archie Taft
 Sta., Gen. Mgr.: Archie Taft, Jr.
 Promotion Manager: Hugh Feltis
 Program Director: Robert Harris
 Chief Engineer: Perry Lind

KOMO

SEATTLE—1926—NBC

Frequency: 1000 Kc. Power: 50,000 Watts
 Owned-Oper. By: Fisher's Blend Station, Inc.
 Bus.-Studio Address: 100 4th Ave. No.
 Phone Number: Seneca 6000
 Air Time: 18 hrs.
 News Service: UP
 Transcription Serv.: Associated, Lang-Worth
 Representative: Edward Pety
 Membership: NARTB, BAB
 President, General Mgr.: O. W. Fisher
 V.P., Gen. Mgr.: W. W. Warren
 V.P., Com. Manager: Ray Baker
 Sales Promotion Mgr.: W. J. Hubbach, Jr.
 Program Manager: F. J. Patterson
 Chief Engineer: F. J. Brott

KRSC

SEATTLE—1926

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Operated By: Wash. Telecasters, Inc.
 Add., Trans. Loca.: 2939 Fourth Ave. So.
 Phone Number: ELiot 2480
 Air Time: Full Time
 News Service: AP
 Transcription Service: Lang-Worth
 Membership: NARTB, BAB
 President: Jessica L. Longston
 Gen. Sta. Mgr.: R. E. Pollock
 Program Director: Ted Bell
 Chief Engineer: Verle Jones

KTW

SEATTLE—1920

Frequency: 1250 Kc. Power: 1000 Watts
 Owned-Oper. By... The First Presbyterian
 Church of Seattle, Wash.
 Phone Number... Mutual 1250
 President... W. T. Whitney
 Sta., Gen. Mgr... Don Bevilacqua
 Chief Engineer... James S. Ross
 Program Dir... A. G. Atworth, Jr.

KVI

SEATTLE—1928—MBS

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Oper. By... Puget Sound Bcstg. Co., Inc.
 Business Address... Camlin Hotel
 Phone Number... Seneca 4848
 Air Time... 6 a.m.-12 M.
 News Service... AP
 Transcription Service... Thesaurus
 Representative... George P. Hollingbery
 Membership... NARTB, BAB
 Pres., Gen. Mgr... Vernice Irwin
 Chief Owner... Laura M. Doernbecher
 Commercial Mgr... Earl T. Irwin
 Program Dir... Harry Long
 Chief Engineer... D. M. McDonough

KXA

SEATTLE—1926

Frequency: 770 Kc. Power: 1000 Watts d.
 Owned-Operated By... KXA, Inc.
 Bus.-Studio Address... 320 Second Ave., W.
 Phone Number... Alder 8600
 Air Time... 5 a.m.-Local Sunset
 News Service... AP
 Representative... Rambeau
 Membership... NARTB, BAB
 President... Wesley I. Dumm
 Gen., Sta. Mgr... Hugh A. Smith
 Commercial Manager... R. G. McArdle
 Chief Engineer... John Dubuque

KSPQ

SPOKANE—1922

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Williams and Berthoff
 Address, Trans. Loca... Realty Bldg.
 Phone Number... Riverside 8033
 News Service... UP
 Co-Owner... Delbert Berthoff
 Co-Owner... Gene Williams
 Chief Engineer... E. P. Antosyn

KGA

SPOKANE—1926—ABC

Frequency: 1510 Kc. Power: 50,000 Watts
 Owned-Operated By... Corp. of Gonzaga U.

Bus.-Studio Address... Radio Central Bldg.
 Phone Number... MADison 5383
 Transmitter Location... Moran Prairie, Rt. 3
 Air Time... 6 a.m.-12 M.
 News Service... UP
 Representative... Edward Petry
 President... Rev. Francis E. Corkery, S. J.
 General Manager... Harvey Wixson
 Program Director... Hub Warner
 Chief Engineer... B. B. Boardman

KHQ

SPOKANE—1922—NBC

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Operated By... KHQ, Inc.
 Bus.-Studio Address... Radio Central Bldg.
 Phone Number... MADison 5131
 Air Time... 19 hrs.
 News Service... AP
 Transcription Service... World
 Representative... Richard O. Katz
 Pres., Gen. Mgr... Richard O. Dunning
 Station Manager... Chas. E. Lohnes
 Commercial Manager... W. C. Rhodes
 Program Manager... Birney Blair
 Program Director... R. H. Godon
 Chief Engineer... A. G. Sparling

KNEW

SPOKANE—1947—MBS

Frequency: 790 Kc. Power: 5000 Watts
 Owned-Oper. By... Inland Empire Bcstg. Co.
 Bus.-Studio Address... Sprague at Wall
 Representative... Weed
 Pres., Gen. Mgr... Burl C. Hagadone
 Station Manager... C. E. Rodell
 Program Director... Paul Crain
 Chief Engineer... Vincent L. Hoffart

KREM

SPOKANE—1947

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By... Louis Wasmer
 Address... Radio Central Bldg.
 Phone Number... MADison 3333
 Transmitter Location... 4101 S. Regal St.
 News Service... AP
 Transcription Service... Associated
 Representative... Bolling
 Pres., Gen., Sta. Mgr... Louis Wasmer
 Manager... Robert H. Temple
 Program Director... E. A. Moseley
 Chief Engineer... William Patterson

KXLY

SPOKANE—1922—CBS-PNB

Frequency: 920 Kc. Power: 5,000 Watts
 Owned-Operated By... Symons Bcstg. Co.
 Address... Television Center
 Phone Number... MAIN 1218

Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....MacGregor
Representative.....Walker, PNB
President.....E. B. Craney
General Manager.....Clay Osborne
Commercial Manager.....B. E. Woolston
Program Director.....A. DeVries
Chief Engineer.....George Langford

Address.....1701 S. 11th St.
Phone.....Market 7181
Transcription Service.....Associated, Lang-Worth
News Service.....AP
Representative.....Weed
Manager.....Lan Higgins
Commercial Manager.....Larry Carino
Program Director.....R. G. Boardway
Chief Engineer.....Max H. Bice

K R E W

SUNNYSIDE—1950

Frequency: 1230 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Cole E. Wylie
Address.....Sunnyside
Phone Number.....7-2277
News Service.....AP
Representative.....Forjoe
Membership.....NARTB, BAB
President.....Cole E. Wylie

K M O

TACOMA—1922

Frequency: 1360 Kc.....**Power:** 5000 Watts
Owned-Oper. By.....KMO, Inc.
Bus-Studio Address.....P. O. Box 1651
Phone Number.....MAin 4144
Air Time.....6 a.m.-12 p.m.
News Service.....UP
Transcription Service.....Thesaurus, Standard
Representative.....Branham
Membership.....NARTB, BAB
President.....Carl E. Haymond
V.P., Gen., Sta. Mgr......Jerry Geehan
Comm. Mgr......Raymond T. McKenzie
Prom., Pub. Dir......Eugene W. Dryden
Program Dir......Richard D. Weeks
Chief Engineer.....John Boor

K T A C

TACOMA—1941

Frequency: 810 Kc.....**Power:** 1000 Watts
Owned-Operated By.....Tacoma Bcstrs., Inc.
Address.....2715 Center St.
Phone Number.....BRoadway 2241
Air Time.....18 hrs.
News Service.....UP
Transcription Service.....World
Representative.....McGillvra
Membership.....NARTB
President.....Harold J. Quilliam
Station Manager.....T. R. Knightlinger
Commercial Manager.....Don Hopkins
Chief Engineer.....R. C. Velo

K T N T

TACOMA—1952

Frequency: 1400 Kc.....**Power:** 250 Watts
Owned-Operated By.....Tribune Publ. Co.

K V A N

VANCOUVER—1939

Frequency: 910 Kc.....**Power:** 1000 Watts
Owned-Oper. By.....Vancouver Radio Corp.
Studio Address.....707½ Main St.
Phone.....3-4717, TW 7323
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service.....World
Representatives.....Keating, O'Connell
Membership.....BAB
President.....Sheldon F. Sackett
General-Station Mgr......Fred F. Chitty
Comm. Mgr......Walter P. Rossman
Sales Prom. Mgr......Al Bauer
Prog., Pub. Dir......George W. Conner
Chief Engineer.....Edgar Means

K T E L

WALLA WALLA—1946—ABC

Frequency: 1490 Kc.....**Power:** 250 Watts
Owned-Oper. By.....Walla Walla Bdcstg. Co.
Address.....Book Nook Bldg.
Phone Number.....4103
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Representative.....Grant
Pres., Gen. Mgr......Jack Keating
Commercial Manager.....Don Harris
Chief Engineer.....Bevin Roth

K U J

WALLA WALLA—1928—MBS
 DON LEE

Frequency: 1420 Kc.....**Power:** 5000 Watts
Owned-Operated By.....KUJ, Inc.
Business-Studio Address.....55 E. Main St.
Phone Number.....1230
Air Time.....Full Time
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Weed
Membership.....NARTB, BAB
Pres., Gen. Mgr......H. E. Studebaker
Sta. Comm. Mgr......Don Wike
Program Director.....Martin Tobin
Chief Engineer.....M. L. MacLafferty

K P Q

WENATCHEE—1929—ABC

Frequency: 560 Kc. Power: 5000 Watts
 Owned-Oper. By Wescoast Bcstg. Co., Inc.
 Bus.-Studio Address 2nd & Columbia Sts.
 Phone Number 2757
 Air Time 6 a.m.-M.
 News Service UP
 Transcription Service World
 Representative Robert Meeker
 Membership BAB
 President Rogan Jones
 Sta., Gen. Mgr. James W. Wallace
 Prom., Comm. Mgr. Pat O'Halloran
 Pgm., Prod. Director Emerson Elder
 Publicity Director Charlotte Tochterman
 Chief Engineer George Frese
 Chief Announcer Bill Denton
 Consulting Engineer Bill Foss

K W N W

WENATCHEE—1948—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Wenatchee Broadcasters
 Address P. O. Box 1510
 Phone Number 2468-2469
 Air Time 6 a.m.-12 M.
 Transcription Service Standard
 News Service AP
 Representative McGillvra
 General Mgr. Stuart S. Maus
 Sta., Comm. Mgr. Mark A. Sorley
 Chief Engineer Warren Brown

K I M A

YAKIMA—1944—CBS

Frequency: 1460 Kc. Power: 1000 Watts d.
 500 Watts n.
 Owned-Oper. By Cascade Bdcstg. Co.
 Address P. O. Box 702
 Phone Number 6197
 News Service AP
 Transcription Service Lang-Worth, Associated
 Representative Weed & Co.
 Membership NARTB, BAB
 President A. W. Talbot
 Gen., Prom. Mgr. R. Lee Black
 Sta. Mgr., Prog. Dir. Thomas C. Bostic
 Publicity Dir. Helen A. Turnell
 Chief Engineer J. Barry Watkinson

K I T

YAKIMA—1929—ABC—NBC

Frequency: 1280 Kc. Power: 5000 Watts d.
 1000 Watts n.
 Owned-Operated By KIT, Inc.

Business-Studio Address 414 E. Yakima Ave.
 Phone Number 8115
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service Capitol
 Representative Branham
 Membership BAB
 President Carl E. Haymond
 Station Manager James A. Murphy
 Com., Prom. Mgr. Jack H. Goetz
 Production Director Jas. W. Nolan
 Chief Engineer H. B. Murphy

K Y A K

YAKIMA—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Yakima Bcstg. Co.
 Address P. O. Box 172
 Phone Number 2-7143
 Transcription World
 News Service UP
 Membership NARTB, BAB
 President Robert S. McCaw
 Station Manager W. W. Boone
 Commercial Manager I. N. Prell
 Program Director Gerald Webb
 Chief Engineer Donald E. Gardner

WHY IS **AP**
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 correspondents,
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 any other news
 service.

WEST VIRGINIA

Pop. April 1, 1953 (Est.) 2,106,000—Total Housing Units 547,000
Families April 1, 1953 (Est.) 498,000—Stations in State 40

WJLS

BECKLEY—1939—CBS

Frequency: 560 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Oper. By Joe L. Smith, Jr., Inc.
Bus.-Studio Address WJLS Building
Phone Number7311
Air TimeUnlimited
News ServiceUP
RepresentativeWeed
MembershipNARTB
Pres., Gen. Mgr. Joe L. Smith, Jr.
Station Manager Virginia N. Cooper
Sales Prom. Mgr., Pub. Dir. W. R. Barrett
Program Dir. W. S. Jackson
Chief Engineer Al J. Ginkel

WWNR

BECKLEY—1946—MBS

Frequency: 620 Kc. Power: 1000 Watts d.,
500 Watts n.
Owned-Operated By Rahall Bcstg. Co.
Business-Studio Address 1565 Harper Rd.
Phone Number9309
Air Time18 hrs.
News ServiceAP
Representative Walker
President N. Joe Rahall
General Manager R. H. Booth
Chief Engineer Robert Ramsey

WHIS

BLUEFIELD—1928—NBC

Frequency: 1440 Kc. Power: 5000 Watts
Owned-Oper. By Daily Telegraph Prtg. Co.
Business-Studio Address 623 Commerce St.
Phone Number7114
Air TimeUnlimited
News ServiceAP
Transcription Service World, Cole
RepresentativeKatz
Vice President Hugh I. Shott, Jr.
Gen., Sta. Mgr., Chief Eng. P. T. Flanagan
Pgm., Pub. Dir. William Hostetter

WKOY

BLUEFIELD—1948—MBS

Frequency: 1240 Kc. Power: 250 Watts
Owned-Oper. By WKOY, Inc.
Address West Virginian Hotel
Phone Number7405
Air Time6 a.m.-12 M.
News ServiceUP
Representative Devney & Co.
Pres., Gen., Sta. Comm. Mgr. J. Lindsley Alley
Program Director Emma Sue Phelps
Chief Engineer Roy Yost

WCAW

CHARLESTON—1947

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Capitol Bcstg. Corp.
Business Address P. O. Box 2791
News ServiceUP
Transcription Service Lang-Worth
Representative McGillvra
Pres., Gen. Mgr. Garland F. Wilkinson
General Manager Selma Pierson
Commercial Manager James H. Tomblin
Program Director Al Walker
Chief Engineer William Stone

WCHS

CHARLESTON—1927—CBS

Frequency: 580 Kc. Power: 5000 Watts
Owned-Oper. By The Tierney Co.
Address 1111 Virginia St. E.
Phone Number28-131
Air TimeFull Time
News ServiceAP, UP
Representative Branham
Membership NARTB, BAB
President Lewis C. Tierney
V.P., Gen. Mgr. John T. Gelder, Jr.
Comm. Mgr. John L. Sinclair, Jr.
Prom., Pub. Dir. Frank E. Shaffer
Program Director Morton S. Cohn
Chief Engineer William E. Dixon

WGKV

CHARLESTON—1938—NBC

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By The Kanawha Valley
Bdcstg. Co.
Address 210 Dickinson St.
Phone Number3-7541
Air Time6 a.m.-3 a.m.
News ServiceAP
Transcription Service Associated
Representative Robert Meeker Assos., Inc.
Pres., Gen. Mgr. R. M. Venable
Program Director Phil Vogel
Sales Prom. Mgr. Charles High
Publicity Dir. Joe Farris
Chief Engineer Harry R. Bowen

WKNA

CHARLESTON—1946

Frequency: 950 Kc. Power: 5000 d., 1000 n.
Owned-Oper. By Joe L. Smith, Jr., Inc.
Bus.-Studio Address 804 Kanawha Blvd.
Phone Number39-971

Air Time.....5:30 a.m.-12 M.
 News ServiceAP
 RepresentativeWeed
 Pres., Gen. Mgr.Joe L. Smith, Jr.
 General Manager.....George J. Gray
 Chief Engineer.....A. J. Ginkel

WTIP

CHARLESTON—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. By...Chemical City Bcstg. Co.
 Bus.-Studio Address.....Capitol & Fife
 Phone Number23-136
 Air Time.....6 a.m.-12 M.
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeForjoe
 MembershipNARTB, BAB
 PresidentGus Zaharis
 Gen., Sta. Mgr.....Berton Sonis
 Comm. Mgr.....Mel S. Burka
 Program DirectorJoseph J. Herget
 Chief Engineer.....Paul Sullivan

WBLK

CLARKSBURG—1937—NBC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By....Ohio Valley Bcstg. Corp.
 Address.....444½ W. Pike St.
 Phone Number4-7571
 News ServiceUP
 Transcription ServiceThesaurus
 RepresentativeBramham
 MembershipBAB
 PresidentAustin Wood
 General Manager.....George H. Clinton
 Sta., Comm., Pub. Mgr.....Fred Zimmerman
 Prog., Prom. Director.....Carl Loose
 Chief Engineer.....Harry S. Brown

WHAR

**CLARKSBURG—1946—MBS-KBS
 ABC**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Oper. By...Mountain State Bcstg. Co.
 Address Trans. Loca.....Radio Plaza
 Phone Number4-5525-8
 News ServiceUP
 Representative....Joseph Hershey McGillvra
 MembershipNARTB
 Pres., Gen., Mgr.....Glacus G. Merrill
 Commercial Manager.....F. T. Gregg
 Program DirectorJames Harper
 Publicity Dir.....Robert Edge
 Chief Engineer.....Beryl Snyder

WPDX

CLARKSBURG—1947

Frequency: 750 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Clarksburg Bcstg. Corp.
 Business-Studio Address.....339 W. Main St.
 Phone Number4-6425
 News ServiceAP
 Transcription ServiceWorld
 President.....O. L. Billingsley
 Gen., Sta. Mgr.....R. C. Warden
 Comm., Sales Prom. Mgr.....Joe M. Larosa
 Prog., Pub. Dir.....Dewitt Wyatt
 Chief Engineer.....R. D. Hough

WDNE

ELKINS—1948—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Oper. ByW. Va. Radio Corp.
 Address.....P. O. Box 967, Elkins
 Phone Number1300
 Air Time.....Full Time
 News ServiceUP
 Transcription ServiceWorld
 President.....Mrs. A. J. R. Greer
 Sta. Mgr., Ch. Eng.....T. B. Greenhaw
 Program Director.....James W. Kramer

WMMN

FAIRMONT—1928—CBS

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Oper. By.....Storer Bcstg. Co.
 Address.....208 Adams Street
 Phone Number3100
 Transmitter LocationMonongah
 Air Time.....5 a.m.-12:05 a.m.
 News ServiceUP
 Transcription ServiceStandard
 RepresentativeKatz Agency
 MembershipNARTB, BAB
 President.....George B. Storer
 General ManagerLee B. Wailes
 Station Manager.....A. G. Ferrise
 Program Director.....William W. Powell
 Chief Engineer.....Harry W. Jackson

WVWV

FAIRMONT—1946—MBS-ATLANTIC

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By.....Fairmont Bcstg. Co., Inc.
 Bus.-Studio Address.....108 Gaston Ave.
 Phone Number5000
 Air Time.....6:45 a.m.-1:15 a.m.
 News ServiceAP
 Transcription ServiceSESAC
 President.....J. Patrick Beacom
 Gen., Sta. Mgr.....Numa Fabre, Jr.
 Comm., Prom. Manager...Robert Drummond
 Program Dir.....Larry Dietz
 Chief Engineer.....Ray Stanford

WHTN

HUNTINGTON—1947

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned-Oper. Greater Huntington Radio Corp.
 Business-Studio Address 1112½ Fourth Ave.
 Phone Number 3-3453
 Air Time Daytime
 News Service UP
 Transcription Service Thesaurus
 President A. B. Hyman
 Gen. Comm. Mgr. John S. Phillips
 Program Director Raymond Anderson
 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
 Air Time 6 a.m.-12 M.
 News Service AP
 Transcription Service Capitol
 Representative Walker
 Membership NARTB
 Gen. Sta. Comm. Mgr. F. J. Evans
 Program Director Naseeb Tweel
 Sales Prom. Manager Curtis S. Clark
 Publicity Dir. June Manning
 Chief Engineer Alvin V. Jayne

WSAZ

HUNTINGTON—1923—ABC

Frequency: 930 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By WSAZ, Inc.
 Business-Studio Address 201 Ninth St.
 Phone Number 38-401
 Air Time 6 a.m.-1 a.m.
 News Service AP
 Transcription Service Lang-Worth
 Representative Katz
 Membership NARTB
 President Col. J. H. Long
 General Manager Lawrence H. Rogers
 Sta., Comm. Mgr. C. T. Garten
 Prom., Pub. Dir. Charles Dinkins
 Program Director Bert Shimp
 Chief Engineer Leroy Kilpatrick

WKYR

KEYSER—1952

Frequency: 1270 Kc. Power: 1000 Watts d.
 Owned-Operated By Glacus G. Merrill
 Address Box 1526, Clarksburg
 President Glacus G. Merrill

WLOG

LOGAN—1940

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By C. H. Frey, R. O. Greever
 Address 445 Stratton St.
 Phone Number 540
 News Service UP
 Partner Clarence H. Frey
 Partner Robert O. Greever

WVOW

LOGAN—1952—KBS

Frequency: 1290 Kc. Power: 5000 Watts d.;
 1000 Watts n.
 Owned-Operated By Logan Bcstg. Corp.
 Address Consolidated Bus Terminal Bldg.
 Phone 2356
 Transcription Service Lang-Worth
 News Service UP
 Representative McGillvra
 President C. M. Browning
 Gen. Comm. Mgr. H. V. Diefenbach
 Program Director C. T. Snowdon
 Promotion Manager Robert Gaynor
 Chief Engineer Barney Tilley, Jr.

WPEM

MARTINSBURG—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Martinsburg Bcstg. Co.
 Business Address P. O. Box 874
 Phone Number 5252
 Air Time 17 hrs.
 News Service AP
 Transcription Service World
 Representative McGillvra
 Membership NARTB
 Partners C. Leslie Golliday and C. M. Zinn
 Program Director Eunice J. Schneider
 Chief Engineer Ralph Thomas

WHJC

MATEWAN—1951

Frequency: 1360 Kc. Power: 1000 Watts d.
 Owned-Operated By Three State Bcstg. Co.
 Address Radio Hill
 Phone Number 4771
 Air Time Daytime
 News Service UP
 Transcription Service SESAC
 Membership NARTB
 President Fred Morningstar
 General Manager Fred Staples
 Commercial Mgr. Roy Hatfield
 Program Dir. Jack Collette
 Chief Engineer Leonard Dykema

W M O N

MONTGOMERY—1946—MBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... Fayette Associates, Inc.
 Address... 1028 1st Ave.
 Phone Number... 620
 Air Time... 6 a.m.-M.
 News Service... AP
 Transcription Service... World
 President... Arnold M. Vickers
 Sta., Prog., Pub. Mgr... Andrew W. Vickers
 Chief Engineer... Campbell J. Craver

W A J R

MORGANTOWN—1941—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... West Virginia Radio Corp.
 Business-Studio Address... 446 Spruce St.
 Phone Number... 9488
 Air Time... 6:30 a.m.-M.
 News Service... UP
 Transcription Service... World
 Membership... NARTB
 President... Agnes J. Reeves Greer
 Station Mgr... John W. Johns
 Comm., Prom. Mgr... George J. Shean
 Program Dir... Jack Fleming
 Chief Engineer... Al Novak

W M O D

MOUNDSVILLE—1950—KBS

Frequency: 1370 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Radio Moundsville
 Address... P. O. Box 308
 Phone Number... 1730
 News Service... UP
 President... Robert W. Munn
 Gen., Prom. Manager... John T. Taylor
 Program Dir... George W. Wright
 Chief Engineer... Jerry Boles

W O A Y

OAK HILL—1946

Frequency: 860 Kc. Power: 5000 Watts d.
 Owned-Oper. By... Robert R. Thomas, Jr.
 Business Address... Oak Hill
 Phone Number... 651
 News Service... AP
 Transcription Service... Capital, Thesaurus
 Membership... NARTB
 Pres., Gen. Mgr... Robert R. Thomas, Jr.
 Chief Engineer... James Bucy

W C O M

PARKERSBURG—1947—ABC

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Oper. By... Parkersburg Bcstg. Co.
 Address... 317 Ninth St.
 Phone Number... 7-4491

News Service... AP
 Transcription Service... World
 Representative... McGillvra
 President... Joseph M. Handlam
 Gen., Sta., Mgr... A. N. Archer
 Chief Engineer... William Collins

W P A R

PARKERSBURG—1935—CBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By... Ohio Valley Bcstg. Corp.
 Business-Studio Address... 211½ 5th St.
 Phone Number... 7-5475
 News Service... UP
 Transcription Service... Thesaurus
 Representative... Branham
 Membership... NARTB, BAB
 President... Austin V. Wood
 Gen., Sta., Comm. Mgr... George H. Clinton
 Sales Prom. Mgr... Lawrence V. Murphy
 Program Dir... Sherman Grimm
 Publicity Director... Hazel N. Mercer
 Chief Engineer... V. G. Brooks

W W Y O

PINEVILLE—1949

Frequency: 970 Kc. Power: 1000 Watts d.
 Owned-Oper. By... Wyoming Bcstg. Co., Inc.
 Address... Box 184
 Phone Number... 2711
 Air Time... 6 a.m.-Sunset
 News Service... UP
 Transcription Service... Lang-Worth, Cole
 President... R. D. Bailey
 Sta., Com. Mgr... Edward Hawley
 Program Director... Don W. Reed
 Chief Engineer... William D. Stone

W L O H

PRINCETON—1947—ABC-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By... Mountain Bcstg. Service
 Phone Number... 2151
 Studio-Trans. Loca... Lilly Grove
 Air Time... Unlimited
 News Service... UP
 Transcription Service... Lang-Worth
 Membership... NARTB
 Partner and President... Harold P. Hunnicutt
 Partner and Treas... Dewey Bailey
 Gen., Sta. Mgr... Melvin F. Barnett
 Commercial Manager... James M. Angel
 Program, News Director... Al Rich
 Chief Engineer... Earl H. Graham

W R O N

RONCEVERTE—1947—NBC—KBS

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By... Blake Bcstg. Co.

Address Franklin Bldg.
 Representative Joseph Hershey McGillvra
 Membership NARTB
 Pres., Gen. Mgr. William E. Blake
 Program Director Clyde M. Hopper
 Chief Engineer Hugh I. Shott II

WEIR

WEIRTON—1950

Frequency: 1430 Kc. Power: 1000 Watts
 Owned-Oper. By Tri-State Bcstg. Co.
 Address 3992 Main St.
 Phone Number 2815
 Transcription Service ... Associated, Thesaurus
 News Service AP
 Representative Rambeau
 President Thomas E. Millsop
 General Manager Edward J. Hirschberg
 Station Manager W. H. McCroba
 Com., Prom. Mgr. Van Lane
 Chief Engineer Frank W. Schaefer

WBRW

WELCH—1940—MBS—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By ... McDowell Service Co.
 Address 10 Riverside Drive
 Phone Number 818
 News Service AP
 Transcription Service Thesaurus
 Membership NARTB
 President J. G. Hunt
 Prom., Gen., Comm. Mgr. Ellis Landreth
 Prog., Pub. Dir. John J. Villani

WELC

WELCH—1950

Frequency: 1150 Kc. Power: 1000 Watts d.
 Owned-Oper. By Pocahontas Bcstg. Co.
 Address Premier Mountain
 Phone Number 1150
 News Service UP
 Representative McGillvra
 Transcription Service Capitol
 Membership NARTB
 President Sam Sidote
 General Manager Tom Hicks
 Comm. Mgr. Van B. Darby
 Chief Engineer Howard R. King

WHAW

WESTON—1948—KBS-MBS

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Oper. By Lewis Service Corp.
 Address P. O. Box 431
 Phone Number 1555
 News Service UP
 Transcription Service Associated
 Representative Donald Cooke, Inc.
 Pres., Gen. Mgr. Harold McWhorter
 Comm., Prom. Mgr. Glenn Short

Program Director Don McWhorter
 Chief Engineer Roscoe J. Bailey

WHLL

WHEELING—1949

Frequency: 1600 Kc. Power: 5000 Watts d.
 Owned-Operated By Wheeling Bcstg. Co.
 Address Box 989
 Phone Number 6700
 News Service UP
 Transcription Service Gill-Keefe-Perna
 Pres., Gen. Mgr. K. H. Forney
 Commercial Manager Paul Miles
 Program Director James Smith

WKWK

WHEELING—1941—ABC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Community Bcstg., Inc.
 Trans. Add. ... Pythian Bldg, 16th & Market Sts.
 Phone Number 5320
 News Service UP
 Station Representative Weed
 Pres., Gen. Manager John B. Reynolds
 Commercial Manager Alfred C. Ihlenfeld
 Program Director ... Nancy A. Himes Vieweg
 Chief Engineer Fred A. Baker

WWVA

WHEELING—1926—CBS

Frequency: 1170 Kc. Power: 50,000 Watts
 Owned-Oper. By Storer Broadcasting Co.
 Address Hawley Bldg.
 Phone Number Wheeling 5383
 Air Time Full time
 News Service AP
 Transcription Service Lang-Worth
 Representative John Blair
 Membership NARTB, BAB
 President George B. Storer
 General Manager Lee B. Wailes
 Station Manager Wm. E. Rine
 Publicity Dir. Howard W. Meagle
 Assistant Manager 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
 Air Time Unlimited
 News Service UP
 Transcription Service Thesaurus
 Membership NARTB, BAB
 President Clarence Lovitch
 Gen.-Sta.-Comm. Mgr. Alice Shein
 Program Director John T. Blair, Jr.
 Chief Engineer Robert W. Bullio

WISCONSIN

Pop. April 1, 1953 (Est.) 3,558,000—Total Housing Units 1,068,000
Families April 1, 1953 (Est.) 963,000—Stations in State 64

WATK

ANTIGO—1948

Frequency: 900 Kc. Power: 250 Watts d.
Owned-Oper. By Antigo Bcstg. Co.
Business-Studio Address 936 Superior St.
Transcription Service Lang-Worth
President Artemas F. Burner
Commercial Manager Donald Burns
Chief Engineer Robert Fowler

WHBY

APPLETON—1924—MBS
WISCONSIN

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By WHBY, Inc.
Bus.-Studio Address 600 So. Lawe St.
Phone Number 3-6639
Air Time 6 a.m.-M.
News Service AP
Transcription Service World
Representative Meeker
Comm. Gen. Sta. Mgr. Earl H. Huth
Sales Promotion Manager Allan Sampson
Program Director Greg McElrone
Publicity Director Lewis Process
Chief Engineer George Merkl

WATW

ASHLAND—1940—MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Oper. By Upper Michigan-Wisconsin
Broadcasting System, Inc.
Address Ironwood
Phone Number 20
Air Time 5:55 a.m.-11:55 p.m.
Transcription Service Thesaurus
Representative Walker
Membership NARTB
President William L. Johnson
Commercial Manager Donald Hoover
Station Manager Todd Hogan
Sales Prom. Mgr., Prod. Dir. Arnold Peterson
Pgm., Pub. Dir. Mary Jean Anno
Chief Engineer Otto Link

WBEV

BEAVER DAM—1951

Frequency: 1430 Kc. Power: 1000 Watts d.
Owned-Operated By Beaver Dam Bcstg. Co.
Address Radio Park
Phone Number 4443
News Service UP
Transcription Service Thesaurus
Membership NARTB, BAB
President William E. Walker
General Mgr. Charles R. Dickoff

Comm. Mgr. W. B. Walker
Sales Prom. Mgr. Eugene Walker
Program Dir. John Saxe
Chief Engineer Alister Alexander

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 College 1380
Air Time 5:30 a.m.-Local Sunset
News Service AP
Transcription Service Thesaurus
President Lloyd Burlingham
General Mgr. L. O. Fitzgibbons
Station Mgr. Hazel M. Fitzgibbons
Commercial Manager Joe Moen
Prom., Pub. Dir. Roland Spongberg
Chief Engineer Leo Wilson

WGEZ

BELOIT—1948—MBS-WISCONSIN

Frequency: 1490 Kc. Power: 250 Watts
Owned-Oper. By Beloit Bcstg. Co.
Business-Studio Address Hotel Hilton
Phone Number College 6024
Air Time 6 a.m.-11 p.m.
News Service AP
Transcription Service World
Representative George W. Clark
President Sidney H. Bliss
Gen., Sta., Prom. Mgr. John H. Rhodes
Commercial Manager Gene Steinhorst
Program Dir. Bob Rathe
Publicity Dir. Ruth N. Barr
Chief Engineer Stanley Holmes

WBIZ

EAU CLAIRE—1947—MBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By WBIZ, Inc.
Bus.-Studio-Transmitter Address 609 Cameron
St.
Phone Number 5111-2
Air Time 6:30 a.m.-12 M.
News Service UP
Representative McGillvra
President, General Mgr. James J. Conroy
Station Manager Stan Torgerson
Comm., Prom. Mgr. Paul Albrecht
Program Dir. Dean Osmundson
Chief Engineer Lee Gunderson

WEAU

EAU CLAIRE—1937—NBC

Frequency: 790 Kc. Power: 5000 Watts

Owned-Operated By.....Central Bcstg. Co.
 Business-Studio Add.....203 S. Earstow St.
 Phone Number.....6149
 News Service.....UP
 Transcription Service.....Lang-Worth, World
 Representative.....Hollingbery
 Membership.....NARTB
 President.....W. C. Bridges
 Gen., Comm. Mgr.....Harry S. Hyett
 Sales Prom. Mgr., Pgm. Dir.....Robert E. Nelson
 Chief Engineer.....T. O. Jorgenson

W R F W

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.....Daytime
 News Service.....AP
 Transcription Service.....Capitol
 Representative.....Forjoe
 President.....Thomas K. Werner
 Gen. Mgr., News Dir.....John E. Kelly
 Pgm. Dir., Chief Anncr....Robert Froemming
 Commercial Manager.....Richard Werner

K F I Z

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.....6:30 a.m.-10 p.m.
 News Service.....UP
 Transcription Service.....World
 Membership.....NARTB
 Exec. Vice Pres.....Emery W. Martin
 General Manager.....Lynn N. Fairbanks
 Program Director.....Lucille Fairbanks
 Chief Engineer.....Wendell S. Meyers

W B A Y

GREEN BAY—1925—CBS

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Norbertine Fathers
 Phone Number.....Adams 1
 News Service.....AP
 Representative.....Weed
 Managing Director.....Rev. M. J. Beemster
 General-Station Mgr.....Haydn R. Evans
 Sales Prom. Manager.....Lee Stinson
 Program Director.....Rodger Mueller
 Publicity Director.....Karl Gorsche
 Chief Engineer.....Wallace Stangel

W D U Z

GREEN BAY—1947—ABC

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

Owned-Oper. By.....Green Bay Bcstg. Co.
 Business-Studio Address.....225 N. Adams St.
 Phone Number.....Howard 6300
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Lang-Worth, World
 Representative.....John E. Pearson
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Ben A. Laird
 Station Manager.....Robert G. Nelson
 Commercial Manager.....Robert A. Vandersteen
 Program Director.....Don Arthur

W J P G

GREEN BAY—1947—WISCONSIN

Frequency: 1440 Kc....Power: 1000 Watts d.:
 500 Watta n.
 Owned-Oper. By....Green Bay Newspaper Co.
 Business Address.....P. O. Box 620
 Phone Number.....Howard 6400
 Air Time.....6 a.m.-12 M.
 Newspaper Affiliation....."Press-Gazette"
 News Service.....AP
 Transcription Service.....Standard, Thesaurus
 Representative.....McGillvra
 Membership.....NARTB
 President.....V. I. Minahan
 General Manager.....A. B. Turnbull
 Station Manager.....John M. Walter
 Commercial Manager.....Glen R. Holznecht
 Program Dir.....Jack Stelling
 Publicity Dir.....James Bartlett
 Chief Engineer.....Elmo Reed

W T K M

HARTFORD—1950

Frequency: 1540 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Kettle Moraine Bcstg. Co.
 Address.....Hartford
 Phone Number.....61
 Transcription Service.....SESAC
 News Service.....UP
 Membership.....NARTB
 Pres., Gen. Mgr.....Walter Zastrow
 Sta., Prom., Pub. Dir.....Don Zastrow
 Comm. Mgr., Prog. Dir.....Redd Hall
 Chief Engineer.....Herbert Jordan

W C L O

JANESVILLE—1930

MBS-WISCONSIN

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Oper. By....Southern Wisconsin Radio,
 Inc.
 Business-Studio Address...200 E. Milwaukee St.
 Phone Number.....3316
 Air Time.....6 a.m.-11 p.m.
 News Service.....AP
 Transcription Service.....World
 Newspaper Affiliation....."Daily Gazette"
 Representative.....George W. Clark, Inc.
 Membership.....NARTB, BAB

President.....Sidney H. Bliss
 Gen., Sta. Mgr.....V. W. Williams
 Commercial Manager.....Charles W. Bessire
 Prom., Pgm., Pub. Dir.....Ralph Schroeder
 Chief Engineer.....Wayne Clay

WLIP

KENOSHA—1947

Frequency: 1050 Kc.....Power: 250 Watts
 Owned-Operated By.....Kenosha Bcstg. Co.
 Bus.-Studio-Transmitter Address....625 57th St.
 Phone Number.....6162
 Air Time.....Sunrise-Sunset
 News Service.....AP
 Transcription Service.....World
 Representative.....Everett-McKinney
 Membership.....BAB
 General Manager.....William L. Lipman
 Station Manager.....Hugh Gately
 Program Director.....Jerome Golden
 Chief Engineer.....Casimir Lubinski

WKBH

LA CROSSE—1923—NBC

Frequency: 1410 Kc.....Power: 5000 Watts
 Owned-Operated By.....WKBH, Inc.
 Business-Studio Address.....409 Main St.
 Phone Number.....2-4678
 Air Time.....6 a.m.-M.
 News Service.....AP
 Transcription Service.....World
 Representative.....The Taylor Co.
 Membership.....NARTB, BAB
 President, Station Mgr.....Howard Dahl
 Program Director.....Berneice Callaway
 Chief Engineer.....Al Leeman

WKTY

LA CROSSE—1948—ABC

Frequency: 580 Kc.....Power: 1000 Watts
 Owned-Oper. By.....La Crosse Bcstg. Co.
 Business-Studio Address.....112 N. 4th St.
 Phone Number.....2-6042
 Air Time.....6 a.m.-M.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Weed
 Membership.....NARTB
 V. P., Gen. Mgr.....Verl Bratton
 Prom., Prog. Dir.....John Bondeson
 Chief Engineer.....George W. Egli

WLCX

LA CROSSE—1947—MBS

Frequency: 1490 Kc.....Power 250 Watts
 Owned-Operated By.....Bermac Radio, Inc.
 Business-Studio Address.....State Bank Bldg.
 Phone Number.....4-4521
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Representative.....McGillvra

President.....James J. Conroy
 Gen., Sta. Mgr.....Milo G. Knutson
 Comm. Mgr.....Roy E. Nicholson
 Prom., Pub. Dir.....Catherine Guillaume
 Program Dir.....Rosemary Castor
 Chief Engineer.....Phillip Euhling

WLDY

LADYSMITH—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Flambeau Bcstg. Co.
 Bus.-Studio-Transmitter Address....Ladysmith
 Phone Number.....584
 Air Time.....6 a.m.-12 M.
 News Service.....UP
 Transcription Service.....World
 Representative.....Thomas Clark
 Membership.....NARTB, BAB
 President.....O. J. Falge
 Gen., Sta., Prom., Comm. Mgr....A. T. Shields
 Pub. Dir.....Corinne Kopp
 Program Dir.....Joseph Dahlvig
 Chief Engr., News Dir.....Jeff Evans

WHA

MADISON—1922—WISCONSIN

Frequency: 970 Kc.....Power: 5000 Watts d.
 Owned-Operated By.....Univ. of Wisconsin
 Address.....Radio Hall
 Phone Number.....5-2988
 News Service.....UP
 Director.....H. B. McCarty
 Program Director.....William Harley
 News Director.....Roy Vogelman
 Chief Engineer.....John H. Stiehl

WIBA

MADISON—1925—NBC

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated By.....Badger Bcstg. Co.
 Business-Studio Address.....3800 Regent St.
 Phone Number.....3-5311
 Transmitter Location.....Fitchburg
 News Service.....AF
 Transcription Service.....Thesaurus
 News. Affil....."Capital Times," "Wisc. State
 Journal"
 Representative.....Avery-Knodel
 Membership.....NARTB
 President.....William T. Evjue
 General Manager.....Kenneth F. Schmitt
 Commercial Manager.....Howard A. Johnson
 Program Director.....Robert N. Dick
 Publicity Director.....Joyce Wickware
 Chief Engineer.....Norman Hahn

WISC

MADISON—1948—MBS
 ABC-ARROWHEAD

Frequency: 1480 Kc.....Power: 1000 Watts
 Owned-Oper. By.....Radio Wisconsin, Inc.

Address Comm. State Bank Bldg.
 Phone Number 7-2588
 Air Time 6 a.m.-12 M.
 News Service UP
 Transcription Service World
 Representative George P. Hollingbery
 President Morgan Murphy
 General Manager Ralph O'Connor
 Comm., Prom. Mgr. Richard S. Nickeson
 Program Director Morton Wagner
 Publicity Dir. Beverly White
 Chief Engineer W. M. Greely

WKOW

MADISON—1948—CBS

Frequency: 1070 Kc. Power: 10,000 Watts d.,
 5,000 Watts n.
 Owned-Oper. By Monona Bcstg. Co.
 Address 215 W. Washington Ave.
 Phone Number 7-2261
 Air Time Full Time
 News Service UP
 Transcription Service Capitol
 Representative Headley Reed
 President Stewart Watson
 Gen., Comm. Mgr. Michael Henry
 Program Director Audrey Johnson
 Chief Engineer Vince Vanderheiden

WOMT

MANITOWOC—1926—MBS-WISC.

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Francis M. Kadow
 Business-Studio Address Radio Bldg.
 Phone Number 5015
 Transmitter Location Easy St.
 Air Time Full Time
 News Service UP
 Transcription Service World
 Representative Indie Sales, Inc.
 Membership NARTB
 President, Gen. Mgr. Francis M. Kadow
 Program Director George H. Erdman
 Sales Prom. Mgr. L. J. Splitt
 Chief Engineer W. F. Duben

WWOC

MANITOWOC—1952

Frequency: 980 Kc. Power: 1000 Watts d.
 Owned-Operated By Manitowoc Bcstg. Co.
 Address Box 101
 Phone 7763
 News Service AP
 Transcription Service Thesaurus
 Representative McGillyvra
 Ptnr., Gen. Mgr. Edward Allen, Jr.
 Ptnr., Chief Engineer Edward Jacker

WMAM

MARINETTE—1939—NBC

Frequency: 570 Kc. Power: 250 Watts d.;
 100 Watts n.

THE LITTLE STATION
 WITH THE

BIG WALLOP!



NBC AFFILIATE

WMAM

J. D. Mackin, General Manager

MARINETTE
 WISCONSIN

MENOMINEE
 MICHIGAN

Represented Nationally by George W. Clark*, Inc.

Owned-Oper. By M. & M. Bcstg. Co., Inc.
 Bus.-Studio-Transmitter Address Radio Park
 Phone Number 2-6631
 Air Time Unlimited
 News Service UP
 Transcription Service Standard
 Representative George W. Clark
 Membership BAB
 President William E. Walker
 General Manager Joseph D. Mackin
 Commercial Manager Howard L. Emich
 Sales Prom. Mgr. Ed Maxwell
 Program Director Pat Kehoe
 Chief Engineer Al Alexander

W D L B

MARSHFIELD—1946—KBS

Frequency: 1450 Kc. Power: 250 Watts
 Own-Oper. By Dairyland's Bcstg. Serv., Inc.
 Add. Trans. Loca. 1710 N. Central Ave.
 Phone Number 1450
 Air Time 6:30 a.m.-11 p.m.
 News Service UP
 Transcription Service Capitol, SESAC
 Membership NARTB, BAB
 President Lloyd L. Felker
 Gen., Sta. Mgr., Pub. Dir. Robert W. Behling
 Comm. Mgr. Roger Thomsen
 Sales Prom. Mgr. Ron Smith
 Program Dir. Paul Olsen
 Chief Engineer Jerry Boos

W I G M

MEDFORD—1941—MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By WIGM, Inc.
 Bus.-Studio-Transmitter Address Medford
 Phone Number 5147
 News Service UP
 Transcription Service SESAC
 Representative Continental
 Pres., Gen. Mgr. Charles H. Nelson
 Program Director Richard Johnson
 Chief Engineer Ray Bonhart

W M N E

MENOMONIE—1951—KBS

Frequency: 1360 Kc. Power: 500 Watts d.
 Owned-Operated By Capitol City Bcstg. Co.
 Address 603½ Broadway
 Phone Number 1156
 Transcription Service Lang-Worth
 News Service UP
 President William F. Johns, Jr.
 Gen., Sta., Comm. Mgr. Dr. Wendell Hansen
 Sales Prom. Mgr. James Bailey
 Prog., Pub. Dir. Douglas Weikley
 Chief Engineer Glen Reed

W L I N

MERRILL—1948—MBS

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Operated By Alvin E. O'Konski
 Business Address Merrill
 Phone Number 1444
 Air Time 6:30 a.m.-12 M.
 News Service AP, UP
 Membership NARTB, BAB
 Transcription Service Standard, Capitol, Cole
 Representative Rambeau
 President, Gen. Mgr. Alvin E. O'Konski
 Chief Engineer Chris Zercher

W E M P

MILWAUKEE—1935

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By Milwaukee Bcstg. Co.
 Bus. Address 710 N. Plankinton Ave.
 Phone Number MARquette 8-7722
 Air Time 24 Hours
 News Service UP
 Representative Headley Reed
 Membership NARTB, BAB
 President Glenn D. Roberts
 Gen., Sta. Manager Hugh K. Boice, Jr.
 Commercial Manager John C. Gagliano
 Sales Prom. Manager Lou Riepenhoff
 Program Director Tom Shanahan
 Chief Engineer Rolland Paske

W F O X

MILWAUKEE—1946

Frequency: 860 Kc. Power: 250 Watts d.
 Owned-Oper. By Wisconsin Bcstg. System, Inc.
 Address 208 E. Wisconsin Ave.
 Phone Number Broadway 2-1272
 News Service AP
 Representative George Clark, Inc.
 Pres., Gen. Mgr. Charles J. Lamphier
 Station Manager George DeGrace
 Program Director Charles La Force
 Chief Engineer George Dodge

W I S N

MILWAUKEE—1922—CBS

Frequency: 1150 Kc. Power: 5,000 Watts
 Owned-Oper. By Hearst Corporation
 Address 540 N. Plankinton Ave.
 Phone Number Division 2-3000
 Air Time 6 a.m.-12 M.
 News Service INS, UP
 Transcription Service World
 Representative The Katz Agency
 Membership NARTB
 President Charles McCabe
 Manager Harry D. Peck

Comm. Mgr. R. E. Shireman
 Sales Prom. Mgr. Gerald S. Cohen
 Program Director Jack Raymond
 Chief Engineer Donald A. Weller

W C A N

MILWAUKEE—1948—ABC

Frequency: 1250 Kc. Power: 5000 Watts
 Owned-Oper. By Midwest Bcstg. Co.
 Business-Studio Address 723 N. Third St.
 Phone Number Broadway 6-2154
 Air Time 18 hrs.
 News Service UP
 Representative O. L. Taylor
 President Lou Poller
 Gen., Sta., Comm. Mgr. Alex Rosenman
 Prog., Pub. Dir. Burt Levine
 Chief Engineer Herbert Eckstein

W M I L

MILWAUKEE—1947

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
 Air Time Day Time
 News Service UP
 Transcription Service SESAC, Cole
 Representative Forjoe
 Membership NARTB, BAB
 President Gene Posner
 Gen. Mgr. Jerome Sill
 Program Director Arthur H. Vogel
 Chief Engineer Gino Monaco

W O K Y

MILWAUKEE—1950

Frequency: 920 Kc. Power: 1000 Watts d.
 Owned-Oper. By Bartell Bcstgers, Inc.
 Bus., Studio Address Empire Bldg.
 Phone Number Broadway 1-8428

W T M J

MILWAUKEE—1927—NBC

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Oper. By The Journal Co.
 Business Address 720 E. Capitol Dr.
 Phone Number Broadway 1-6000
 Air Time 19 hrs.
 News Service AP
 Representative Christal
 V.P., General Mgr. Walter J. Damm
 Asst. Gen. Mgr. R. G. Winnie
 Station Manager George Comte
 Research & Devel. Co-ordinator L. W. Herzog
 Sales Manager Neale V. Bakke
 Mgr., Engineering Philip B. Laeser
 Mgr., Pub. Serv. & Prom. Bruce Wallace
 Traffic Manager Fran Bignell

W E K Z

MONROE—1951

Frequency: 1260 Kc. Power: 500 Watts d.
 Owned-Operated By Green County Bcstg. Co.
 Address P. O. Box 460
 Phone Number 1260
 Transcription Service Capitol
 News Service AP
 President Kenneth Stuart
 Gen., Sta. Mgr. Grant A. Ritter
 Program Director Stan Neuberger
 Chief Engineer Rex Eyler

W N A M

NEENAH—MENASHA—1947

Frequency: 1280 Kc. Power: 1,000 Watts
 Owner Neenah-Menasha Bcstg. Co.
 Bus., Studio Add. 101 E. Wisconsin Ave.
 Phone Number 2-2871
 Air Time 6 a.m.-12 M.
 News Service UP
 V. P., General Manager Don C. Wirth
 Chief Engineer E. W. Fliegel

W O S H

OSHKOSH—1941—ABC-KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By Oshkosh Bcstg. Co.
 Transmitter Location 1235 Bowen St.
 Phone Number Stanley 4580
 Transcription Service Capitol
 Representative Pearson
 Pres., Pgm. Dir. Wm. F. H. Johns, Jr.
 General Manager Bill Jones
 Chief Engineer Don Zuehike

W P D R

PORTAGE—1952

Frequency: 1350 Kc. Power: 1000 Watts d.
 Owned-Operated By Portage Bcstg. Co.
 Address Box 53
 Phone 1200
 President W. T. Comstock
 General Manager Warren Anderson
 Commercial Manager E. P. Phelps
 Program Director Keith Pettack
 Chief Engineer Walter Wisnicky

W I B U

POYNETTE—1925—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By William C. Forrest
 Bus., Transmitter Address Poynette
 Phone Number Poynette 98
 News Service UP
 Transcription Service Standard, SESAC
 Pres., Gen., Sta. Mgr. William C. Forrest
 Program Dir. Sarah A. Forrest
 Chief Engineer L. Stanley Sadler

WPRE

PRARIE DU CHIEN—1952

Frequency: 1280 Kc.....Power: 500 Watts d.
 Owned-Operated By.....Prarie Bcstg. Co.
 AddressBox 36
 Phone637
 News ServiceUP
 PresidentEdwin Erdman
 Gen., Comm. Mgr.,
 Chief Engineer.....W. C. Schlaugat, Jr.
 Program Director.....J. W. Hassebrook

WRAC

RACINE—1950—KBS

Frequency: 1460 Kc.....Power: 500 Watts d.
 Owned-Oper. By.....WRAC, Inc.
 Address423 Main St.
 Phone Number2-1627
 News ServiceUP
 Representative.....Sears & Ayer
 MembershipNARTB
 President.....C. M. Martin
 Sta., Prog. Mgr.....Bob Martin
 Comm. Mgr.....Marty Geertz
 Publicity Dir.....Dick Fitzgerald
 Chief Engineer.....Ray Doane

WRJN

RACINE—1926—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Oper. By.....Wisc. Network Corp.
 Business Address.....441 Main St.
 Phone Number4-3311
 News ServiceAP
 Representative.....Walker
 Newspaper Affiliation“Journal-Times”
 MembershipNARTB, BAB
 President.....J. D. McMurray
 General Manager.....Harry R. LePoidevin
 Station ManagerHarold J. Newcomb
 Commercial ManagerGerald D. Nelson
 Program Director.....Lyman Merens
 Promotion Manager.....Amelia French
 Chief Engineer.....F. Lee Dechant

WRDB

REEDSBURG—1952

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....William C. Forrest
 AddressReedsburg
 Phone1037L
 General Manager.....C. W. Peck

AP SELLS

For Stations and Sponsors—

For instance . . . WFHR

“Our income from AP news has been substantial year after year. Many news sponsors have been with us ever since WFHR went on the air more than 11 years ago. AP news sells easily, to national as well as local advertisers. We were among the first AP radio stations. And still feel AP is the best in the business.”

GEORGE T. FRECHETTE,
 General Manager,
 WFHR, Wisconsin Rapids, Wis.

W O B T

RHINELANDER—1947—MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By Onelda Bcstg. Co.
 Business Address Rhineland
 Phone Number 1240
 News Service UP
 Representative McGillvra
 Transcription Service Thesaurus
 President James Cleary
 Gen., Comm. Mgr., Prog. Dir. Bruce G. Beichl
 Sales Prom. Mgr. Robert Frye
 Program Director John Wadd
 Chief Engineer Charles Marvin

W J M C

RICE LAKE—1938—MBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Oper. By WJMC, Inc.
 Address Trans. Loca. 1615 S. Main
 Phone Number 550
 News Service UP
 Transcription Service World, SESAC
 Representative Hollingbery
 President W. C. Bridges
 Commercial Manager Russell J. Brown
 Program Director Bob Topinka
 Chief Engineer Robert Kolsky

W R C O

RICHLAND CENTER—1949

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By Richland Bcstg. Co.
 Address P. O. Box 192
 Phone Number 20
 News Service UP
 Trans. Serv. SESAC, Lang-Worth, Thesaurus
 Membership NARTB, LAB
 President Arthur Overgaard
 Gen., Comm. Mgr. T. R. Kelley
 Chief Engineer Pete Athanas

W T C H

SHAWANO—1948

Frequency: 960 Kc. Power: 1,000 Watts d.
 Owner Shawano County Leader Pub. Co.
 Business-Studio Address 107 E. Green Bay St.
 Telephone Number 666
 Representative Lawson
 News Service UP
 Transcription Service World
 General Manager Mrs. Jeanne Donald
 Station Mgr. David W. Hodgins
 Chief Engineer Clifford G. Graff

W H B L

SHEBOYGAN—1924—ABC-WIS.

Frequency: 1330 Kc. Power: 1000 Watts d.;
 250 Watts n.
 Owned-Operated By WHBL, Inc.
 Bus.-Studio Address P. O. Box 27
 Phone Number 4844-5
 Air Time 7 a.m.-11 p.m.
 News Service AP
 Transcription Service Associated
 Exec. V.P. C. E. Broughton
 Comm. Mgr. John Harvey
 Publicity Dir. Doris Domnie
 Program Director Glen James
 Chief Engineer Herbert J. Mayer

W K L J

SPARTA—1951—KBS

Frequency: 990 Kc. Power: 250 Watts d.
 Owned-Oper. By Sparta-Tomah Bcstg. Co.
 Address 124 S. Water St.
 Phone Number 3307
 Transcription Service SESAC, Associated
 News Service UP
 Membership NARTB
 Pres., Gen. Mgr. Jon F. Lohmer
 Comm. Mgr. Howard Nordine
 Sales Prom. Mgr. Orion Samuelson
 Program Dir. Andy Carsen
 Chief Engineer Marvin Moberly

W S P T

STEVENS POINT—1948

Frequency: 1010 Kc. Power: 250 Watts d.;
 Owned-Oper. By Stevens Pt. Bcstg. Co.
 Business-Studio Address 414 Main St.
 Phone Number 2744
 News Service UP
 Transcription Service SESAC
 Representative Hal Holman
 President W. F. Johns, Sr.
 General Manager A. L. Mayer
 Program Director Joe Cotter
 Chief Engineer R. Tellekson

W D O R

STURGEON BAY—1948

Frequency: 910 Kc. Power: 500 Watts d.
 Owned-Oper. By Door County Bcstg. Co. Inc.
 Address 15th & Utah
 Phone Number 593
 Transcription Service Thesaurus
 News Service AP
 Pres., Gen. Mgr. Edward Allen, Jr.
 Commercial Manager Jack Baker
 Program Director Dolores Allen
 Chief Engineer Joseph Genovese

W O K W

STURGEON BAY—1951

Frequency: 1050 Kc. Power: 250 Watts d.
 Owned-Operated By . . . Door County Radio Co.
 Address Rhode Island St.
 Phone Number 1050
 News Service UP
 President Sumner Harris
 Station Manager Herbert H. Graefe
 Chief Engineer Jack Schaefer

W D S M

SUPERIOR—1939—ABC

Frequency: 710 Kc. Power: 5000 Watts
 Owned-Operated By Ridson, Inc.
 Business Address 921 Tower Ave.
 Phone Number Superior: 4451
 News Service UP
 News. Affil. "Herald & News Tribune"
 Transcription Service Standard
 Representative Free & Peters
 Membership NARTB
 President Robert Ridder
 General Manager Rodney A. Quick
 Comm. Mgr. William (Kirby) Lukoskie
 Program Director Lew Martin
 Chief Engineer Melvin Laskey

W T R W

TWO RIVERS—1951—KBS

Frequency: 1590 Kc. Power: 500 Watts d.
 Owned-Operated By . . . Two Rivers Bcstg. Co.
 Address 1817 Washington
 Phone Number 324
 Transcription Service Capitol
 News Service UP
 President Wendell Hansen
 Gen. Mgr. Norman C. Haagenson
 Comm. Mgr. Howard Luebke
 Chief Engineer Elmer Johnson

W T T N

WATERTOWN—1950—KBS

Frequency: 1580 Kc. Power: 250 Watts d.
 Owned-Oper. By . . . Watertown Radio, Inc.
 Address 104 W. Main St.
 Phone Number 2215
 Transcription Service Thesaurus
 Representative Schepp-Reiner
 Membership NARTB
 Pres., Gen. Mgr. Carl V. Kolata
 Program Dir. Arnold Kane
 Chief Engineer Leonard Benson

AP SELLS

For Stations and Sponsors—

For instance . . . WKBH

"Our fifteen minute AP news shows have an average of 52.7% of the La Crosse listening audience for ALL weekday broadcasts from 8:00 AM to 10:00 PM. AP spot coverage is fast, AP features are bright, and AP prestige is important to listeners and sponsors alike."

HOWARD DAHL,
 President and General Manager,
 WKBH, La Crosse, Wisconsin

W A U X

WAUKESHA—1947—KBS

Frequency: 1510 Kc. Power: 250 Watts d.
 Owned-Operated By Waukesha Bcstg. Co.
 Business-Studio Address 319 W. Main St.
 Phone Number 6636
 Air Time Sunrise-sunset
 News Service AP
 Transcription Service Thesaurus
 Representative Holman
 Membership NARTB
 President Norman E. Schley
 Gen., Sta. Mgr. Mig Figi
 Commercial Manager... Charles E. Williams
 Prog. Dir. Donald Froehlich
 Chief Engineer Adin Randall

W O S A

WAUSAU—1948—MBS

Frequency: 550 Kc. Power: 5000 Watts
 Owned-Operated By Alvin E. O'Konski
 Address Wausau
 Phone 1444-5
 Representative Rambeau
 Transcription Service... Capitol, Standard, Cole
 News Service AP, UP
 General Manager Harold Ladin
 Commercial Manager... Danworth Turner
 Program Director Jack Larkin
 Promotion Manager... Leon Gabriel
 Chief Engineer Chris Zercher

W S A U

WAUSAU—1937—NBC

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper By The Journal Co. (The
 Milwaukee Journal)
 Business-Studio Address..... 714 Fifth St.
 Phone Number 6521
 Air Time 17 hrs.
 News Service AP
 Transcription Service Thesaurus

Representative Meeker
 Station Manager Ben F. Hovel
 Membership BAB
 President John R. Tomek
 Gen. Mgr. Richard R. Tomek
 Station Mgr. Richard D. Dudley
 Comm. Mgr. Edward Hagen
 Sales Prom. Mgr. James Frey
 Program Director George Bundner
 Publicity Dir. Don Debyle
 Chief Engineer Roland W. Richardt

W B K V

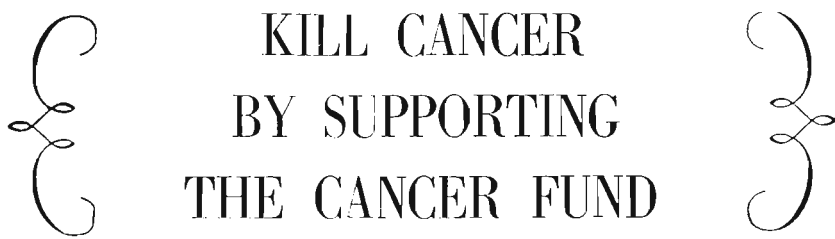
WEST BEND—1950

Frequency: 1470 Kc. Power: 500 Watts d.
 Owned-Oper. By West Bend Bcstg. Co.
 Address Decorah Rd. & Indiana Ave.
 Phone Number 1640
 Transcription Service Thesaurus
 News Service UP
 President Carl H. Rhode
 Gen. Mgr. August C. Berkholtz
 Comm., Prom. Mgr., Ch. Eng. ... Paul J. Mueller
 Program Dir. Roy Ambrose
 Chief Engineer Paul J. Ripple

W F H R

**WISCONSIN RAPIDS—1940
 MBS-WIS.**

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Oper. By... William F. Huffman Radio
 Business Address 141 W. Grand Ave.
 Phone Number 1340
 Air Time 6:30 a.m.-10:30 p.m.
 News Service AP
 Transcription Service World
 Representative Devney & Son
 Membership NARTB, BAB
 President Louise F. Huffman
 Gen., Sta., Mgr., Prom. Dir.. Geo. T. Frechette
 Commercial Manager... L. J. Zuraski
 Prog., Pub. Dir. James Tighe
 Chief Engineer Gordon Miller



KILL CANCER

BY SUPPORTING

THE CANCER FUND

WYOMING

*Pop. April 1, 1953 (Est.) 309,000—Total Housing Units 94,000
Families April 1, 1953 (Est.) 87,000—Stations in State 14*

K S P R

CASPER—1930
MBS-INTERMOUNTAIN

Frequency: 1470 Kc..... Power: 1000 Watts
Owned-Operated By..... Donald L. Hathaway
Business Address..... Box 930
Phone Number..... 3-5777
Air Time..... Full Time
News Service..... UP
Transcription Service..... World, Associated
Representative..... Sears & Ayer
Membership..... NARTB, BAB
Owner, Pres., Mgr..... Donald L. Hathaway
Commercial Manager... Frederic W. Hulsmith
Program Director..... Marcus R. Nichols
Publicity Director..... James Wade
Chief Engineer..... Duane W. Simons

K V O C

CASPER—1946—ABC

Frequency: 1230 Kc..... Power: 250 Watts
Owned-Operated By..... KVOc Bcstg. Co.
Bus.-Studio-Transmitter Address..... 1540 So.
Wolcott St.

Phone Number..... 2-4511
Air Time..... Full Time
News Service..... AP
Transcription Service..... Lang-Worth
Representative..... McGillvra
Membership..... NARTB
President..... Duane Simons
Station Manager..... William F. Shotts
Commercial Manager..... I. E. Shahan
Program Director..... Ethel Buckley
Chief Engineer..... John Mursu

K V W O

CHEYENNE—1952—MBS
INTERMOUNTAIN

Frequency: 1370 Kc..... Power: 1000 Watts d.
Owned-Operated By..... Great West Co.
Address..... Box 926
Phone..... 2-6433
Transcription Service..... Lang-Worth
News Service..... AP
Representative..... Avery-Knodel
President..... Wm. T. Kemp
Gen. Mgr., Chief Eng..... Frank Toomey
Station Manager..... Don Veta
Nat'l Sales Mgr..... Lynn Meyer

KVWO

MUTUAL
INTERMOUNTAIN

Cheyenne
Wyoming

1370 Kc

Covering Wyoming's Capitol and the Tri-State Area
with the Greatest Power 1,000 Watts

Represented Nationally by Avery-Knodel, Inc.
San Francisco, New York, Chicago, Los Angeles,
Dallas, Atlanta

Intermountain Network
Lynn Meyer
National Sales Manager
146 South Main
Salt Lake City, Utah

WILLIAM T. KEMP, President

K F B C

CHEYENNE—1940—ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Frontier Bcstg. Co.
 Business-Studio Address.....Plains Hotel
 Phone Number.....4-4461
 Air Time.....Full Time
 News Service.....UP
 Representative.....McGillvra
 Membership.....NARTB, BAB
 News. Affil. Wyoming Eagle, Wyoming State
 Tribune
 President.....Tracy S. McCracken
 General Manager.....William C. Grove
 Commercial Manager.....Charles Cahill
 Sales Prom. Mgr.....Dave Young
 Program Director.....Mae Sunada
 Publicity Director.....Margaret O'Brien
 Chief Engineer.....R. C. Pfannschmid

K O D I

CODY—1947—ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Absaroka Bcstg. Co.
 Address.....P. O. Box 762
 Phone Number.....444
 Air Time.....Full Time
 News Service.....AP
 Transcription Service.....World
 Representative.....McGillvra
 News. Affil.....The Times
 Membership.....NARTB
 President.....Paul Stock
 Gen., Sta., Comm. Mgr.....Chuck Wilson
 Program Director.....C. Allen
 Chief Engineer.....Bill Ross

K O V E

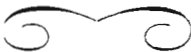
LANDER—1948—KBS—MBS
 INTERMOUNTAIN

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Edward J. Breece
 Business Address.....P. O. Box 436
 Phone Number.....488
 Air Time.....6 a.m.-11 p.m.
 News Service.....UP
 News. Affil.....Wyoming State Journal
 Representative.....Continental
 President.....Edward J. Breece
 Sta., Gen. Mgr.....Jack L. Breece
 Comm., Prom. Mgr.....Dorothy L. Reed
 Program Director.....Robert Allen
 Publicity Director.....Marlene Young
 Chief Engineer.....Gary Fehlauer

K O W B

LARAMIE—1948—ABC

Frequency: 1340 Kc.....Power: 250 Watts d.
 Own.-Oper. By Snowy Range Bdcstg. Co., Inc.
 Address.....Box 972
 Phone Number.....4888
 Air Time.....Full Time
 News Service.....AP
 Representative.....McGillvra
 President.....F. O. Rice
 General Manager.....Carroll Mohr
 Sta. Mgr., Pgm. Dir.....L. O. Smith
 Comm., Sales Prom. Mgr.....J. C. Steele
 Consulting Engineer.....Warren Mallory



FOR

STATION

REPRESENTATIVES,

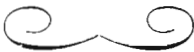
IMPORTANT

TELEPHONE

NUMBERS

SEE

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K P O W

POWELL—1941

MBS-KBS-INTERMOUNTAIN

Frequency: 1260 Kc. Power: 1000 Watts
 Owned-Operated By: A. J. Meyer
 Address: Box 879
 Phone Number: 222
 Air Time: Full Time
 News Service: UP
 Transcription Service: Thesaurus
 Representative: Avery-Knodel
 Commercial Mgr.: Ken Doty
 Gen., Sta. Mgr.: Al Meyer
 Program Director: Agnes Fields
 Chief Engineer: J. S. Kilness

K R A L

RAWLINS—1947—ABC

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Rawlins Bcstg. Co.
 Address: Rawlins
 Phone Number: 1003
 Air Time: Full Time
 News Service: AP
 Representative: Joseph Hershey McGillvra
 Membership: NARTB
 President: Tracy S. McCracken
 Gen., Sta., Comm. Mgr.: Jack C. Vagner
 Program Director: Anita Phisterer
 Chief Engineer: Gordon E. Clarke

K W R L

RIVERTON—1948—ABC

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By: Joseph P. Ernst
 Address: 1314 Charles St., Worland
 Phone Number: 760
 Representative: Joseph Hershey McGillvra
 News Service: AP
 Membership: NARTB, BAB
 President, Ch. Eng.: Joseph P. Ernst
 General Manager: Mrs. Mildred Ernst
 Station Manager: Mrs. Cleo Berry
 Commercial Manager: Bud Moore
 Program Director: Bob Lee

K V R S

ROCK SPRINGS—1938

MBS-INTERMOUNTAIN

Frequency: 1360 Kc. Power: 1000 Watts d.;
 500 Watts n.
 Owned-Oper. By: Wyoming Bcstg. Co.

Address: Box 1067
 Phone Number: 93
 Representative: Avery-Knodel
 Air Time: Full Time
 News Service: AP
 Transcription Service: Standard
 President: D. G. Richardson
 General Manager: Dwight Fisher
 Commercial Manager: Laurel Moseby
 Program Director: Imogene Parr
 Chief Engineer: Dave Wood

K W Y O

SHERIDAN—1934—MBS
 INTERMOUNTAIN

Frequency: 1410 Kc. Power: 1000 d., 500 n.
 Owned-Operated By: Bighorn Bcstg. Co.
 Business-Studio Address: 21 N. Main
 Phone Number: 601
 Air Time: 6 a.m.-11 p.m.
 News Service: UP
 Transcription Service: Lang-Worth
 Representative: Avery-Knodel
 Membership: NARTB
 Pres., Gen., Sta. Mgr.: Jim Carroll
 Comm.-Sales Prom. Mgr.: Don Tannehill
 Pub., Pgm. Dir.: Bob Wilson
 Chief Engineer: Bob Crosthwaite

K G O S

TORRINGTON—1950—ABC

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Oper. By: Joseph P. Ernst
 Phone Number: 733
 News Service: UP
 Membership: NARTB
 President: Joseph P. Ernst
 Sta., Comm., Prom. Mgr.: Alice Grange
 Chief Engineer: Leo Haukkala

K W O R

WORLAND—1946

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By: Joseph P. Ernst
 Address: Box 409
 Phone Number: 733
 Air Time: Full Time
 News Service: AP
 Membership: NARTB, BAB
 President, Ch. Eng.: Joseph P. Ernst
 Gen., Comm. Manager: Mildred V. Ernst
 Publicity Director: Stanley Shustar

TERRITORIES AND POSSESSIONS



ALASKA

KB Y R

ANCHORAGE—1948

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Aleutian Bcstrs.
Business-Studio Address P. O. Box 1960
Phone Number 3-4433

K E N I

**ANCHORAGE—1948-MBS-ABC-NBC
DON LEE**

Frequency: 550 Kc. Power: 5000 Watts
Owned-Oper. By Midnight Sun Bcstg. Co.
Business Address Box 879
Phone Number 20301
Air Time 6:15 a.m.-12 M.
News Service AP, UP
Transcription Service Associated
Representative Wellington Fletcher
President Miriam Dickey
Gen., Sta. Manager A. G. Hiebert
Commercial Manager William Stewart
Publ. Pgm., Prod. Dir. Harold Knutson
Publicity Dir. F. M. Quilleash
Chief Engineer Jack M. Walden

K F Q D

ANCHORAGE—1924—CBS

Frequency: 600 Kc. Power: 5000 Watts
Owned-Oper. By W. J. Wagner
Address 830 Securities Bldg., Seattle
Phone Number Seneca 6333
Air Time 6:30 a.m.-12 M.
News Service AP
Transcription Service Lang-Worth
Representative Alaska Radio Sales; Scott
Pres., Gen. Mgr. Wm. J. Wagner
Commercial Manager John Phillips
Program Director Gerald Mathis
Publicity Director George Ernst
Chief Engineer Chas. Mohler

K F A R

**FAIRBANKS—1939—MBS-NBC-ABC
DON LEE**

Frequency: 660 Kc. Power: 10,000 Watts
Owned-Operated By Midnight Sun Bcstg. Co.
Business-Studio Address Lathrop Building
Phone Number 2125
Air Time Full Time
News Services AP and UP
Representative Fletcher, Wellington
President Miriam L. Dickey
General Manager Alvin O. Bramstedt
Commercial Manager Arvid Erickson
Program Director Richard Greuel
Chief Engineer Jorgen Twieten

K F R B

FAIRBANKS—1948—CBS

Frequency: 790 Kc. Power: 5000 Watts
Owned-Oper. By W. J. Wagner
Address 830 Securities Bldg., Seattle
Phone Number Seneca 6333
Air Time 6:30 a.m.-12 M.
News Service AP
Transcription Service Lang-Worth
Representative Alaska Radio Sales; Scott
Pres., Gen. Mgr. Wm. J. Wagner
Comm. Mgr. Juanita Underwood
Program Dir. Dale Haviland
Chief Engineer W. R. Nichols

K I N Y

JUNEAU—1935—CBS

Frequency: 1290 Kc. Power: 5000 Watts
Owned-Oper. By W. J. Wagner
Address 830 Securities Bldg., Seattle
Phone Number Seneca 6333
Air Time Unlimited
News Service AP
Transcription Service Lang-Worth
Representative Alaska Radio Sales; Scott
Pres., Gen. Mgr. Wm. J. Wagner
Sta., Prog. Manager Richard Peter
Comm. Mgr. William Vernon
Chief Engineer Charles Gray

KJNO

JUNEAU—1952—ABC-MBS-NBC

Frequency: 630 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By..... Aurora Bcstrs., Inc.
Address..... 123 Third St.
Phone..... 508
Transcription Service..... Associated
News Service..... AP
Representative..... Wellington, Fletcher
President..... Austin Cooley
General Manager..... Del Day
Commercial Manager..... Lee Meyer
Chief Engineer..... Matt Gormley

Phone Number..... Seneca 6333
News Service..... AP
Air Time..... Unlimited
Transcription Service..... Lang-Worth
Representative..... Alaska Radio Sales; Scott
Pres., Gen. Mgr..... William J. Wagner
Station Manager..... Dorothy Bussanich
Program Director..... Edward Hammond
Chief Engineer..... Richard Nicholas

KABI

KETCHIKAN—1952—ABC-MBS-NBC

Frequency: 580 Kc. Power: 1000 Watts d.;
500 Watts n.
Owned-Operated By..... Aurora Bcstrs., Inc.
Address..... 211 Heckman Bldg.
Phone..... 0610
Transcription Service..... Associated
News Service..... AP
Representative..... Wellington, Fletcher
President..... Austin G. Cooley
General Manager..... Roall Erickson
Commercial Manager..... John Funk
Chief Engineer..... Matt Gormley

KIBH

SEWARD—1948—CBS

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By..... William J. Wagner
Address..... 830 Securities Bldg., Seattle
Phone Number..... Seneca 6333
News Service..... AP
Transcription Service..... Lang-Worth
Representative..... Alaska, Scott
Pres., Gen. Mgr..... William J. Wagner
Station Mgr..... James B. Lawson
Program Dir..... Allen Hendricks
Chief Engineer..... David Hassinger

KTKN

KETCHIKAN—1935—CBS

Frequency: 930 Kc. Power: 1000 Watts
Owned-Oper. By..... William J. Wagner
Address..... 830 Securities Bldg., Seattle

KIFW

SITKA—1949—CBS

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By..... William J. Wagner
Address..... 830 Securities Bldg., Seattle
Phone Number..... Seneca 6333
News Service..... AP
Air Time..... 5 p.m.-12 M.
Transcription Service..... Lang-Worth
Representative..... Alaska Radio Sales; Scott
Pres., Gen. Mgr..... William J. Wagner
Pgm. Dir., Sta. Mgr..... Wm. Maynard
Chief Engineer..... Lawrence Brady

HAWAII

KHBC

HILO—1936—CBS

Frequency: 970 Kc. Power: 1000 Watts
Owned-Oper. By..... Hawaiian Bcstg. System, Ltd.
Business Address..... P. O. Box 1476
Phone Number..... 4616
Newspaper Affiliation..... Honolulu Star Bulletin
Air Time..... 6 a.m.-11 p.m.
News Service..... UP
Transcription Service..... Capitol
Representative..... Free & Peters
President..... J. Howard Worrall
Gen. Mgr., Chief Eng..... C. R. Evans
Asst. Gen. Mgr..... Wayne Kearl
Publicity Director..... Meg Thompson
Program Director..... A. Hansen
Promotion Manager..... Faye Johnson

KILA

HILO—1951—MBS

Frequency: 850 Kc. Power: 1000 Watts
Owned-Operated By..... Island Bcstg. Co.
Address..... Box 1595
Phone Number..... 5313
News Service..... UP
Representative..... Hollingbery
Transmitter Location..... Seward
Air Time..... 3.30 p.m.-12 M.
News Service..... AP
Transcription Service..... Lang-Worth
Representative..... Alaska Radio Sales; Scott
Gen. Mgr., Chief Eng..... James E. Jaeger
Program Dir..... Mickey Abe

KIPA

HILO—1947

Frequency: 1110 Kc. Power: 1,000 Watts
 Owned-Oper. By: Big Island Bcstg. Co., Ltd.
 Business-Studio Address: 140 Iaili St.
 Phone Number: 2177
 Representative: Grant
 President, Manager: A. H. Green

KAHU

HONOLULU—1950

Frequency: 920 Kc. Power: 1000 Watts
 Owned-Oper. By: Rural Bcstg. Co., Ltd.
 Address: 1639 Kapiolani Blvd.
 Phone Number: 412835
 News Service: AP
 President: Dr. Timothy I. Wee
 Gen., Sta., Comm. Mgr.: Harry En Chu
 Program Dir.: Curt Butler

KGMB

HONOLULU—1929—CBS

Frequency: 590 Kc. Power: 5000 Watts
 Owned-Oper. By: Hawaiian Bcstg. System, Ltd.
 Address: 1534 Kapiolani Blvd.
 Phone Number: 9-0914
 Air Time: Full Time
 News Service: UP
 Transcription Service: Capitol
 Newspaper Affiliation: "Star-Bulletin"
 Representative: Free & Peters
 President: J. Howard Worrall
 V.P., Gen. Mgr., Chf. Eng.: C. R. Evans
 Asst. Gen. Mgr.: Wayne Kearl
 Publicity Director: Meg Thompson
 Program Director: Arthur Hansen
 Promotion Mgr.: Faye Johnson

KGU

HONOLULU—1922—NBC

Frequency: 760 Kc. Power: 2,500 Watts
 Owned-Operated By: Advertiser Pub. Co., Ltd.
 Phone Number: 5-2977
 Air Time: 6:30 a.m.-11:30 p.m.
 News Service: UP
 Representative: Katz
 Membership: NARTB
 President: Lorin P. Thurston
 General Mgr.: William O. Paine
 Commercial Mgr.: George C. Mansfield
 Publicity Director: Lee D. Hirshland
 Chief Engineer: M. A. Mulrony

KHON

HONOLULU—1946
 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
 News Service: UP
 Trans. Serv.: Capitol, Lang-Worth
 Representative: Grant
 President: R. M. Fitkin
 Chief Engr., Sta. Mgr.: Ira G. Mercer
 Comm. Mgr.: John D. Allison
 Program Dir.: Wright Esser
 Publicit Dir.: Buck Buchwach

KIKI

HONOLULU—1946—MBS

Frequency: 810 Kc. Power: 1000 Watts
 Owned-Oper. By: KIKI, Ltd.
 Address: 320 Ward Ave.
 Phone Number: 63456
 Representative: Weed
 Transcription Service: Lang-Worth
 News Service: AP
 Pres., Gen. Mgr., Chief Engr.: Royal V. Howard
 General Mgr.: Clair A. Weidenaar
 Comm. Mgr.: Peter Simmons
 Sales Prom. Mgr.: Fran King
 Program Dir.: Candy Vroman
 Publicity Dir.: Eddie Anderson
 Chief Engineer: Stan Anderson

KPOA

HONOLULU—1951

Frequency: 630 Kc. Power: 5000 Watts
 Owned-Operated By: Island Bcstg. Co.
 Business-Studio Address: 575 Kamoku St.
 Phone Number: 95236
 News Service: UP
 Representative: George P. Hollingbery
 Partners: J. Elroy McCaw, John D. Keating
 Gen., Prom., Comm. Mgr.: Fin Hollinger
 Program Dir.: Will Silva
 Chief Engineer: Robert Lang

KULA

HONOLULU—1947—ABC

Frequency: 690 Kc. Power: 10,000 Watts
 Owned. Oper. By: Pacific Frontier Bcstg. Co., Ltd.
 Address: P. O. Box 1479
 Phone Number: 71933
 Air Time: 18 hrs.
 News Service: INS
 Representative: Adam Young Jr.
 President: Mrs. Alice P. Mayo
 Gen., Comm. Mgr.: Jack A. Burnett
 Sta. Mgr., Prog. Dir.: Ted R. Scott
 Publicity Dir.: Paul Yamamoto
 Chief Engineer: C. W. Evans

KTOH

LIHUE, KAUAI—1940—ALOHA

Frequency: 1490 Kc. Power: 250 Watts

Owned-Oper. By... Garden Island Publ., Ltd.
 Bus-Studio-Transmitter Location... Lihue, Kauai
 Box 1748
 Phone Number... Kauai 361, 961
 Air Time... 5:30 a.m.-10 p.m.
 News Service... UP
 Transcription Service... Standard
 General Manager... Charles J. Fern
 Station Manager... Martin H. Sebastian, Jr.
 Commercial Manager... Dwight Mossman
 Program Director... Raymond K. Sasaki
 Chief Engineer... Katashi Nose

K M V I

WAILUKU-MAUI—1947—ALOHA

Frequency: 550 Kc.....Power: 1000 Watts

Owned-Oper. By.....Maui Publ. Co., Ltd.
 Address Trans. Loca..... Wailuku-Maui
 Phone Number981
 Air Time..... 5:30 a.m.-11:15 p.m.
 News ServiceUP
 Transcription Service Standard
 Representative Grant
 Membership NARTB
 President.....J. Walter Cameron
 General Manager..... Ezra J. Crane
 Sta. Mgr., Prog. Dir.....Richard E. Mawson
 Commercial Manager Frank Kovacic
 Publicity Dir..... W. J. Belknap
 Chief Engineer..... Neil Arveschoug

————— PUERTO RICO —————

W A B A

AQUADILLA—1951

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..... L. Hector Reichard
 Address Box 188

W C M N

ARECIBO—1947

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Oper. By Caribbean Bdcstg Corp.
 Address..... Antonio R. Barcelo St.
 Phone Number..... (Studios) 589
 Membership NARTB
 President Aristides Santoni
 General Manager..... Nabal Barreiro
 Commercial Mgr..... Francisco López Oronoz
 Program Dir..... Digna Olivero Pabón
 Chief Engineer José Soler

W E N A

BAYAMON—1947

Frequency: 1560 Kc.....Power: 250 Watts
 Owned-Operated By..... Bayamon Bcstg. Co.
 Phone Number..... Bayamon 161

W M I A

CAGUAS—1947

Frequency: 1450 Kc.....Power: 250 Watts
 Owner..... Inter-American Radio Corp.
 Business Address..... Box 487
 Gen. Mgr., Chief Eng.... Eduardo Biacochea
 Station Mgr..... A. Velez
 Comm., Prom. Mgr..... C. Miner
 Program Dir..... Juan Pimentel

W V J P

CAGUAS—1947

Frequency: 1110 Kc.....Power: 250 Watts

Owned-Oper. By Borinquen Bdcstg. Co.
 Address..... P. O. Box 207
 Phone Number789

W M D D

FAJARDO—1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Oper. By..... Madrazo & Diaz
 Address P. O. Box 187
 Phone Number789

W X R F

GUAYAMA—1948

Frequency: 1590 Kc.....Power: 1,000 Watts
 Owned-Operated By..... Rafael Fuster
 Business-Studio Address... Calle Hostos No. 42
 Phone Number 243
 Gen., Sta., Comm. Mgr.... Charles L. Cordero
 Pgm., Prod. Dir..... Jose Colon Melendez
 Chief Engineer..... J. H. Conesa

W A E L

MAYAGUEZ—1948

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..... Mario Acosta
 Business Address..... Iglesia No. 12
 Phone Number799
 Owner-Manager Mario Acosta
 Program Dir..... Angel Ramos
 Publicity Dir..... Laura A. Cuebas
 Chief Engineer..... Jesus M. Aviles

W K J B

MAYAGUEZ—1946

Frequency: 710 Kc.....Power: 1000 d.; 500 n.
 Owned-Operated By..... Jose A. Bechara, Jr.
 Business Address..... Minerva St. 54
 Phone Number983
 President..... Jose A. Bechara

WAPA

(San Juan, P.R.)

ONE OF THE ISLAND'S MOST POPULAR RADIO STATIONS!

IN the last survey sponsored by The Puerto Rican Broadcasters Association, The Puerto Rican Association of Advertising Agencies, and The Puerto Rican Association of Advertisers, WAPA comes out as one of the TOP stations in the island of Puerto Rico, ranking second place.

The reason: WAPA broadcasts "soap operas", News, variety shows, local and American baseball. WAPA carries 28 daily programs with a minimum rating of 5% or more.

For Complete Information, Rates, Availabilities, Etc., Contact:

**WAPA — P.O. Box 4563,
San Juan, Puerto Rico**

or

**MELCHOR GUZMAN CO., INC.
45 Rockefeller Plaza
New York 20, N. Y.**

Exclusive Advertising Representatives for United States and Canada

WORA

MAYAGUEZ—1947

Frequency: 1150 Kc. Power: 1000 Watts
 Owned-Oper. By Radio Americas Corp.
 Phone Number 1150
 Studio Address 1150 Guanajibo Ave.
 Air Time 6 a.m.-M.
 Pres., Gen. Mgr. Alfred R. de Arellano, Jr.
 Sta., Comm. Mgr. Reinaldo Dupont
 Sales Prom. Mgr. Blanca L. De Martinez
 Program Dir. Angel Kivera Graciani
 Chief Engineer Marcos Vega Pagán

WPRA

MAYAGUEZ—1937

Frequency: 990 Kc. Power: 10,000 Watts
 Owned-Oper. By Puerto Rico Adv. Co.
 Address Box 869
 Phone Number 869

WTIL

MAYAGUEZ—1950

Frequency: 1300 Kc. Power: 1000 Watts
 Owned-Operated By Mayaguez Radio Corp.
 Address Post & Palmer Sts.
 Phone Number 1290
 President Alberto Sanabria
 Commercial Manager Gilbert Mamary
 Chief Engineer Rafael Rodriguez Santiago

WPAB

PONCE—1939

Frequency: 550 Kc. Power: 5000 Watts;
 1000 Watts n.
 Owned-Operated By Portorican American Bcstg. Co., Inc.
 Bus.-Studio Add. P. O. Box 786, 164 Villa St.
 Phone Number 783, 1177
 News Service AP
 Representative Inter-American Pub'l, Inc.
 Membership NARTB
 Pres., Gen. Mgr. A. Gimenez Aguayo
 Commercial Manager Radames Mayoral
 Program Director Eliseo Borrero
 Chief Engineer Pedro E. Conesa

WPRP

PONCE—1936

Frequency: 910 Kc. Power: 5000 Watts
 Owned-Oper. By Voice of Puerto Rico, Inc.
 Business Address Box 430
 Phone Number 1015, 1752, 1821
 Representative Guzman, Co., Inc.
 President Arturo Valledejuly
 General Manager Fransisco M. Susoni

Commercial Manager Antonio Miro
 Program Director Luis A. Diaz
 Chief Engineer Julio M. Conesa

WRIO

RIO PIEDRAS—1949

Frequency: 1320 Kc. Power: 1000 Watts
 Owned-Oper. By The Master Bdcstg. Corp.
 Address P. O. Box 335—Hato Rey
 Phone Number Hato Rey 1096

WWW

RIO PIEDRAS—1949

Frequency: 1520 Kc. Power: 250 Watts
 Owned-Oper. By Frank A. Gaudia
 Address P. O. Box 935
 Phone Number 1098
 Owner Frank A. Gaudia

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.
 Phone Number 3-0100
 Transcription Service Lang-Worth
 Representative Melchor Guzman
 Membership NARTB
 President José Ramón Quiñones
 Gen., Sta. Mgr. Harwood Hull, Jr.
 Commercial Manager Segismundo Quiñones
 Sales Prom. Mgr., Pub. Dir. Jose E. Franco
 Program Dir. Emilio Medrano
 Chief Engineer Jose Arzuaga

WIPR

SAN JUAN—1949

Frequency: 940 Kc. Power: 10,000 Watts
 Owned-Oper. By Dept. of Education
 Address 1310 Ponce de Leon Ave.
 Phone Number 2-3218
 Transcription Service World
 President Mariano Villaronga
 Station Director Jose A. Buitrago
 Program Director Francisco Arrivi
 Chief Engineer Pedro Luis Jimenez

WITA

SAN JUAN—1947

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Oper. By Electronic Enterprises, Inc.
 Address P. O. Box 3726
 Studio Director Fermin F. Bonni

WIAC

SAN JUAN—1947

Frequency: 740 Kc. Power: 10,000 Watts
 Owned-Oper. By Radio Station WIAC
 Address P. O. Box 4504
 Phone Number 2-0014
 Gen. Sta. Mgr. Thomas Muniz
 Commercial Manager Bolivar Perez Rios
 Program Director Roberto Perez Navarro
 Publicity Director Manuel Morales
 Chief Engineer Albert D. Sears

WKAQ

SAN JUAN—1922—CBS

Frequency: 580 Kc. Power: 5000 Watts
 Owned-Oper. By El Mundo Bcstg. Corp.
 Business Address P. O. Box 9007
 Phone Number 2-2023
 Newspaper Affiliation "El Mundo"
 Air Time 6 a.m.-12 M.
 Transcription Service Associated
 News Service UP
 Representatives Inter-American Publ., Inc.
 Membership NARTB
 Pres., Gen. Mgr. Angel Ramos
 General Mgr. Raphael Fornier
 Comm. Mgr. V. Lamas, Jr.

Program Dir. Esther Palés
 Chief Engineer Rafael J. Acosta

WKVM

SAN JUAN—1946

Frequency: 1070 Kc. Power 25,000 Watts d.
 Frequency: 810 Kc. Power: 25,000 Watts d.
 Address 1000 Ponce de Leon Ave.
 Phone 3-0840
 Representative Young
 Pres., Gen. Mgr. R. P. Perry
 Commercial Manager F. Santiago
 Chief Engineer Rafael Rodriguez

WNEL

SAN JUAN—1934

Frequency: 860 Kc. Power: 5000 Watts
 Owned-Oper. By WNEL, Inc.
 Address 960 Ponce de Leon Ave.
 Phone Number 2-1300
 Representative Pan-American
 Membership NARTB
 Pres., Gen. Mgr. Juan Piza
 Station Mgr. Roberto Bocanegra
 Comm. Mgr. Rodulfo Blanco
 Sales Prom. Mgr. Camilo Fraticelli
 Program Dir. Blanco A. Rivero
 Chief Engineer Victor Cifuentes

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- * ALKA SELTZER
- * OMEGA
- * BILLETTE
- * BALLANTINE
- * JELLO
- * HEINZ
- * RAY - O - VAC
- * RHEINGOLD
- * KRISTO DENIA
- * KLIM - BORDEN
- * DON O
- * CHESTERFIELD
- * SCHLITZ
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WIAC Box 4504 San Juan, P. R.
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 35-30 81st St., Jackson Hgts., L. I., New York

NON-COMMERCIAL AM STATIONS

As Listed By The Federal Communications Commission, Jan. 1, 1953

<i>City</i>	<i>Call Letter</i>	<i>Licensee</i>	<i>Freq. (Kc.)</i>	<i>Power (Watts)</i>
Los Angeles, Cal.	KFSG	Echo Park Evangelistic Assn.....	1150	2500 d; 1000 n
Pasadena, Cal.	KPPC	Pasadena Presbyterian Church..	1240	100
Denver, Colo.	KPOF	Pillar of Fire.....	910	5000 d; 1000 n
Chicago, Ill.	WMBI	The Moody Bible Inst.....	1110	5000
Urbana, Ill.	WILL	University of Illinois.....	580	5000 d
West La Fayette, Ind.	WBAA	Purdue University	920	5000 d; 1000 n
Ames, Iowa	WOI	Iowa State College.....	640	5000 d
Boone, Iowa	KFGQ	Boone Biblical College.....	1260	250 d
Decorah, Iowa	KWLC	Luther College	1240	250
Iowa City, Iowa	WSUI	The State U. of Iowa.....	910	5000
Lawrence, Kans.	KFKU	University of Kansas.....	1250	5000
Manhattan, Kans.	KSAC	Kansas State College.....	580	5000 d; 500 n
East Lansing, Mich.	WKAR	Michigan State College.....	870	5000 d
Lapeer, Mich.	WMPG	The Liberty St. Gospel Church..	1230	250
Minneapolis, Minn.	KTIS	Nwstrn. Schools	900	1000 d
Minneapolis, Minn.	KUOM	University of Minn.....	770	5000 d
Northfield, Minn.	WCAL	St. Olaf College.....	770	5000 d
Clayton-St. Louis, Mo.	KFUO	Lutheran Church-Mo. Synod....	850	5000 d
Zaraphath, N. J.	WAWZ	Pillar of Fire.....	1380	5000
Brooklyn, N. Y.	WBBR	Watch Tower Soc.....	1330	5000
New York, N. Y.	WNYC	City of N. Y.....	830	1000
Troy, N. Y.	WHAZ	Rensselaer Polytechnic Inst....	1330	1000
Grand Forks, N. D.	KFJM	U. of North Dakota.....	1440	1000 d
Columbus, Ohio	WOSU	The Ohio State of U.....	820	5000
Norman, Okla.	WNAD	U. of Oklahoma.....	640	1000 d
Corvallis, Ore.	KOAC	Oregon State College.....	550	5000
Portland, Ore.	KBPS	Benson Polytechnic School.....	1450	250
Grove City, Pa.	WSAJ	Grove City College.....	1340	100
Vermillion, S. D.	KUSD	University of South Dakota....	690	1000
Richmond, Va.	WBBL	Grace Covenant Presb. Church..	1480	5000
Pullman, Wash.	KWSC	State College of Wash.....	1250	5000
Auburndale, Wisc.	WLBL	Wisconsin State Radio Council..	930	5000
Madison, Wisc.	WHA	University of Wisconsin.....	970	5000 d

STATE BROADCASTER ASSOCIATIONS

Alabama Broadcasters Association

P. O. Box 477, University, Alabama
 Meetings: Semi-annual (March and October)
 Elections: March meeting
 Members: 67
 President.....Thomas E. Martin,
 W APX, Montgomery
 Vice-Pres. Malcolm Street, WHMA, Anniston
 Secy.-Treas.....Mrs. Wilhelmina Doss,
 WJRD, Tuscaloosa
 Legislative Chmn.....D. E. Dunn,
 WSFA, Montgomery

Arizona Broadcasters Association

KOY, Phoenix, Arizona
 Meetings: Annual (December)
 Elections: December
 Members: 21
 President....Albert Johnson, KOY, Phoenix
 Vice-Pres....Wayne Sanders, KCNA, Tucson
 Secy.-Treas....Frank Redfield, KFN, Phoenix

Arkansas Broadcasters Association

KELD, El Dorado, Arkansas
 Meetings: Semi-annual
 Elections: March
 Members: 43
 President.....William V. Hutt,
 KIRA, Little Rock
 Vice-President.....W. N. McKinney,
 KELD, El Dorado
 Secy.-Treas.....Ted Woods,
 KOSE, Osceola

California State Radio and Television Broadcasters Association

T. W. Patterson Bldg., Fresno 21, California
 Meetings: Annual
 Elections: October
 Members: 69
 President....Paul R. Bartlett, KFRE, Fresno
 Vice-Pres.....Robert O. Reynolds,
 KMPG, Los Angeles
 Vice-Pres.....Lloyd E. Yoder,
 KNBC, San Francisco
 Secy.-Treas.....L. A. Schamblin,
 KPMC, Bakersfield
 Legislative Chmn.....Philip G. Lasky,
 KPIX, San Francisco

Colorado Broadcasters Association

KMYR, Security Life Bldg., Denver 2, Colo.
 Meetings: Annual
 Elections: Every two years
 Members: 31
 President.....Al Meyer, KMYR, Denver
 Vice-Pres....R. E. O'Brien, KIUP, Durango
 Secy.-Treas.....Russel W. Shaffer,
 KBOL, Boulder

Florida Association of Broadcasters, Inc.

P. O. Box 1315, Coral Gables, Florida
 Meetings: Semi-Annual
 Elections: June
 Members: 78
 President.....George W. Thorpe,
 WVCG, Coral Gables
 Vice-Pres.....Hershel Graves,
 WTAL, Tallahassee
 Vice-Pres.....Jerry Stone,
 WNDB, Daytona Beach
 Secy.-Treas....John Brownin, WSPB, Sarasota
 Legislative Chmn.....James Legate,
 WIOD, Miami

Georgia Association of Broadcasters

P. O. Box 732, Thomasville, Georgia
 Meetings: Three times a year
 Elections: Spring meeting (April or May)
 President.....W. F. Scott, Jr.,
 WKTC, Thomasville
 Vice-Pres....Shed Carswell, WSFT, Thomaston
 Secy.-Treas...."Mac" MacLeod, WBML, Macon

Idaho Broadcasters Association

311 North 10th Street, Boise, Idaho
 Meetings: Semi-annual (May and November)
 Elections: November
 Members: 19
 President....Earl J. Glade, Jr., KDSH, Boise
 Vice-Pres....Henry Fletcher, KSEI, Pocatello
 Secy.-Treas.....Florence Gardner,
 Legislative Chmn.....Walt Wagstaff,
 KIDO, Boise

Illinois Broadcasters Association

212 South Jefferson St., Peoria, Ill.
 Meetings: Semi-annual
 Elections: February
 Members: 65

President..Charles C. Caley, WMBD, Peoria
Vice-Pres.....Leslie C. Johnson,
WHBF, Rock Island
Secy-Treas..Charles R. Cook, WJPF, Herrin
Legislative Chmn.....Oliver Keller,
WTAX, Springfield

Indiana Broadcasters Association, Inc.

307 N. Pennsylvania St., Indianapolis, Ind.
Meetings: Four times a year
Elections: March
Members: 43
President.....O. E. Richardson,
WASK, Lafayette
Vice-Pres.....Dee O. Coe, WWCA, Gary
Vice-Pres.....Harry Bitner,
WFBM, Indianapolis
Secy-Treas.....Dan C. Park,
WIRE, Indianapolis

Iowa Broadcasters Association

WMT, Paramount Theatre Bldg.,
Cedar Rapids, Iowa
Meetings: Annual (July or August) or more
Elections: Annual meeting
Members: 36
President.....William B. Quarton,
WMT, Cedar Rapids
Vice-Pres.....Edward Breen,
KVFD, Fort Dodge
Secy-Treas.....George J. Volger
KWPC, Muscatine
Legislative Chmn.....W. W. Wood,
WHO, Des Moines

Kansas Association of Radio Broadcasters

KSAL, Salina, Kansas
Meetings: Annual
Elections: Annual meetings
Members: 37
President.....Ben Ludy, WIBW, Topeka
Vice-Pres..Grover Cobb, KVGB, Great Bend
Secy-Treas.....Ray Jensen, KSAL, Salina
Legislative Chmn..Ray Jensen, KSAL, Salina

Kentucky Broadcasters Association

WFTM, Maysville, Kentucky
Meetings: Semi-annual
Elections: Fall meeting
Members: 38
President.....J. W. Betts, WFTM, Maysville
Vice-Pres.....Joe Eaton, WKLO, Louisville
Vice-Pres.....Ken Given
WLBj, Bowling Green
Secy-Treas.....Hugh O. Potter
WOML, Owensboro
Legislative Chmn.....F. E. Lackey,
WHOP, Hopkinsville

Louisiana Association of Broadcasters

P. O. Box, 1070, Lafayette, Louisiana
Meetings: Semi-annual
Elections: Fall
Members: 40

President.....George H. Thomas,
KVOL, Lafayette
Vice-Pres.....David Wilson,
KPLC, Lake Charles
Secy-Treas.....B. Hillman Bailey, Jr.,
KSIG, Crowley
Legislative Chmn.....Roy Dabadie,
Baton Rouge

Maine Broadcasters Association

WTVL, Waterville, Maine
Meetings: Four times a year
Elections: November
Members: 14
President...Faust Couture, WCOU, Lewiston
Vice-Pres...Jack Atwood, WRDO, Augusta
Secy-Treas.....Carleton Brown,
WTVL, Waterville
Legislative Chmn.....Frank Hoy,
WLAM, Lewiston

Maryland-D.C. Radio and Television Broadcasters Association

10 E. North Avenue, Baltimore, Maryland
Meetings: Semi-annual
Elections: Fall meeting
Members: 24
President.....John E. Surrick
WFBR, Baltimore
Vice-Pres.....Charles J. Truitt,
WBOC, Salisbury
Secy-Treas.....Charles E. Smith,
WTBO, Cumberland
Legislative Chmn.....Jake Embry,
WITH, Baltimore

Michigan Association of Broadcasters

WELL, Battle Creek, Michigan
Meetings: Semi-annual
Elections: Novmeber meeting
Members: 61
President.....D. E. Jayne,
WELL, Battle Creek
Vice-Pres.....Don DeGroot, WWJ, Detroit
Secy-Treas...W. A. Pomeroy, WILS, Lansing
Legislative Adviser.....Jordan Jenkins,
502 Hollister Bldg., Lansing

Minnesota Broadcasters Association

KYSM, Mankato, Minnesota
Meetings: Semi-annual
Elections: November-December
Members: 44
President.....John F. Meagher,
KXSM, Mankato
Vice-Pres.....F. Van Konynenberg,
WCTN, Minneapolis
Secy-Treas..M. M. Marget, KVOX, Moorhead
Legislative Chmn.....G. D. Gentling,
KROC, Rochester

Mississippi Broadcasters Association

WAML, Laurel, Mississippi
Meetings: Annual

Elections: Annual meeting
 Members: 43
 President...L. M. Sepaugh, WSLI, Jackson
 Vice-Pres.....Charles Wright, Jr.,
 WFOR, Hattiesburg
 Secy.-Treas.Granville Walters,
 WAML, Laurel

Missouri Broadcasters Association

KTTS, Springfield, Missouri
 Meetings: Semi-annual
 Elections: Fall meeting
 Members: 40
 President.....Glenn C. Griswold,
 KFEQ, St. Joseph
 Vice-Pres.....S. E. Sloan, KLV, St. Louis
 Secy.-Treas.....G. Pearson Ward,
 KTTS, Springfield
 Legislative Chmn.....Bruce Barrington,
 KXOK, St. Louis

Montana Radio Stations, Inc.

KOPR, Finlen Hotel, Butte, Montana
 Meetings: Annual
 Elections: January
 Members: 23
 President.....Ed Cooney, KOPR, Butte
 Vice-Pres.....Ken Nybo, KBMY, Billings
 Secy.-Treas.....Norman Penwell,
 KBMN, Bozeman

Nebraska Broadcasters Association

WJAG, Norfolk, Nebraska
 Meetings: Annual
 Elections: Annual
 Members: 23
 President.....LeRoy W. Lenwell,
 KBRL, McCook
 Vice-Pres.....Gene Ackerley,
 KCOW, Alliance
 Secy.-Treas...Bob Thomas, WJAG, Norfolk
 Legislative Chmn.....Hap Anderson,
 KOLN, Lincoln

Nevada State Broadcasters Association

P. O. Box 821, Reno, Nevada
 Meetings: Annual
 Elections: Annual
 Members: 9
 President.....H. G. Wells, KOLO, Reno
 Vice-Pres.....Fred Stoye, KLAS, Las Vegas
 Secy.-Treas...Robert Stoddard, KATO, Reno
 Legislative Chmn.....Fred Stoye,
 KLAS, Las Vegas

New Jersey Broadcasters Association

P. O. Box 166, Bridgeton, New Jersey
 Meetings: Semi-annual (May and October)
 Elections: October
 Members: 18
 President....Paul Alger, WSNJ, Bridgeton
 Vice-Pres.Ranulf Compton,
 WKDN, Camden
 Secy.-Treas.....Thomas B. Tighe,
 WJLK, Asbury Park

North Carolina Association of Broadcasters, Inc.

Drawer 1140, Southern Pines, N. C.
 Meetings: Semi-annual
 Elections: Fall meeting
 Members: 75
 President.....T. H. Patterson,
 WRRF, Washington
 Vice-Pres.....Cecil B. Hoskins,
 WVNC, Asheville
 Secy.-Treas.....J. S. Younts,
 WEEB, Southern Pines
 Legislative Chmn.....Richard H. Mason,
 WPTF, Raleigh

Ohio Association of Radio and Television Broadcasters

44 East Broad, Columbus 15, Ohio
 Meetings: Semi-annual
 Elections: Spring meeting
 Members: 76
 President.....Robert C. Fehlman,
 WHBC, Canton
 Vice-Pres.....Adna Karns, WING, Dayton
 Secy.-Treas.....L. A. Pixley, WLOK, Lima
 Legislative Chmn.....Dick Borel,
 WBNS, Columbus

Oklahoma Radio Broadcasters Association

Box 699, Lawton, Oklahoma
 Meetings: Semi-annual (or more)
 Elections: January
 Members: 24
 President.....Allan Page, KSWO, Lawton
 Vice-Pres.....Cy Casper,
 WBBZ, Ponca City
 Secy. Treasurer.....Guy Farnsworth,
 KCRC, Enid
 Legislative Chmn.....Bill Hoover,
 KADA, Ada

Oregon State Broadcasters Association

KEX, Portland, Oregon
 Meetings: Semi-annual
 Elections: Annual
 Members: 40
 President.....Bud Chandler,
 KFLW, Klamath Falls
 Vice-Pres....Bill McCreedy, KUGN, Eugene
 Secy.-Treas...Joe Schertler, KEX, Portland
 Legislative Chmn.....Dick Brown,
 KPOJ, Portland

Pennsylvania Association of Broadcasters

WFIL, Widener Bldg., Philadelphia 7, Pa.
 Meetings: Annual
 Elections: May
 Members: 108
 President.....Roger W. Clipp,
 WFIL, Philadelphia
 Vice-Pres.....William Thomas,
 WCPA, Clearfield
 Secretary.....David Bennett,
 WKBO, Harrisburg
 Treasurer...James Murray, KQV, Pittsburgh

South Carolina Broadcasters Association

Charleston, South Carolina

Meetings: Semi-annual
Elections: January meeting
Members: 49
President.....Walter J. Brown,
WORD, Spartanburg
Vice-Pres.....James F. Coggins,
WKDK, Newberry
Secy.-Treas.....T. Doug Youngblood,
WFIG, Sumter

South Dakota Broadcasters Association

KSDN, Aberdeen, South Dakota

Meetings: Semi-annual
Elections: April
Members: 12
President.....B. . McElligott,
KSDN, Aberdeen
Vice-Pres.....Ray Eppel, KORN, Mitchell
Secy.-Treas.....Keith Nighbert,
KUSD, Vermillion
Legislative Chmn.....Morton Henkin,
KSOO, Sioux Falls

Southern California Broadcasters Association, Inc.

Equitable Bldg., Hollywood & Vine
Hollywood 28, California

Meetings: Monthly
Elections: May meeting
Members: 64
President.....Calvin J. Smith
KFAC, Los Angeles
Vice-Pres.....Frank Burke, Jr.,
KFVD, Los Angeles
Secy.-Treas.....Thelma Kirschner,
KGFJ, Hollywood

Tennessee Association of Broadcasters

407 Chamber of Commerce Bldg.,
Nashville, Tennessee

Meetings: Semi-annual
Elections: December meeting
Members: 46
President.....Earl W. Winger,
WDOD, Chattanooga
Vice-Pres.....Henry W. Slavick,
WMC, Memphis
Secy.-Treas.....Ruth W. Clinard,
WMAK, Nashville
Legislative Chmn.....John Parry Sheftall,
WJZM, Clarksville

Texas Association of Broadcasters

P. O. Box 1116, Austin, Texas

Meetings: Semi Annual
Elections: October
Members: 86
President...J. M. McDonald, KCRS, Midland
Vice-Pres....Gillis Conoley, KTAE, Taylor
Secy.-TreasurerWillard Deason,
KVET, Austin

Legislative Chmn.....Willard Deason,
KVET, Austin

Utah Broadcasters Association

29 S. State, Salt Lake City, Utah

Meetings: Quarterly
Elections: January
Members: 22
PresidentArch Madsen,
KOVO, Provo
Vice-PresidentGeorge Hatch,
KALL, Salt Lake City
Secy.-Treas.....Arch Webb, KVOC, Ogden
Legislative Chmn.....Easton Woolley,
KDYL, Salt Lake City

Virginia Association of Broadcasters, Inc.

WRVA, Richmond, Virginia

Meetings: Annual
Elections: Annual meeting
Members: 44
President.....James H. Moore,
WLSL, Roanoke
Vice-President.....Robert H. Smith
WCYB, Bristol
Secy.-Treas.....Frank E. Koehler,
WROV, Roanoke
Legislative Chmn.....C. T. Lucy,
WRVA, Richmond

Washington State Association of Broadcasters

Carl Downing, Manager, Legislative Bldg.,
Olympia, Washington

Meetings: Semi-annual
Elections: Spring
Members: 39
President.....Leo H. Beckley,
Mount Vernon
Vice-Pres....Loren Stone, KBRO, Bremerton
Secy.-Treas...Allen Miller, KWCS, Pullman
Legislative Chmn.....Tom Olson,
KGY, Olympia

West Virginia Broadcasters Association

WBTH, Williamson, West Virginia

Meetings: Semi-annual
Elections: Spring
Members: 34
President.....John T. Gelder
WCHS, Charleston
Vice-President.....William E. Rhone,
WWVA, Wheeling
Secy.-Treas..Alice Shein, WBTH, Williamson

Wisconsin Broadcasters Association

Nicolet Bldg., Green Bay, Wisconsin

Meetings: Semi-annual
Elections: First Tuesday in October
Members: 54
President...Ben A. Laird, WDUZ, Green Bay
Vice-Pres.....Bruce Wallace,
WTMJ, Milwaukee
Secretary....Verl Bratton, WKTY, LaCrosse
Treasurer....Jeanie Heal, WTCH, Shawano