

**WSMB—New Orleans—1925**

Frequency: 1350 Kc.....Power: 50 Kw.  
 Owned .....WSMB, Inc.  
 Address .....Maison Blanche Bldg.  
 Tel.: MA 5921.....ABC  
 Representative .....Hollingbery  
 President.....Harold E. Anderson  
 General Mgr.....M. Franklyn Warren  
 Chief Engineer.....Harold Nebe

**WTIX—New Orleans—1951**

Frequency: 690 Kc.....Power: 5,000 Watts  
 Owned-Oper. By.....Storz Broadcasting Co.  
 Address.....624 Canal St.  
 Tel.: MA 3562.....Independent  
 Station Representative .....Young  
 President.....Todd Storz  
 V.P., General Mgr.....Fred Berthelson  
 Program Dir.....Larry Wilson  
 Promotion Mgr.....Marshall Pearce  
 Chief Engineer.....Carlos A. Schmid

**WYFE—New Orleans—1958**

Frequency: 600 Kc.....Power: 1 Watt d.  
 Owned By.....WWOM, Inc.  
 Address.....4006 Canal St.  
 Tel.: AUdubon 4424.....Independent  
 President.....Connie B. Gay  
 Station Mgr.....Clay Morgan

**WWL—New Orleans—1922**

Frequency: 870 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....Loyola U. of South  
 Tel.: JACKson 5-2194.....CBS  
 Representative .....Katz  
 President.....Rev. Patrick J. Donnelly, S.J.  
 General Manager.....John L. Vath  
 Sales Promotion Manager.....W. Romaine  
 Program Director.....W. J. Brengel  
 Publicity Director.....Raymond Eberhardt  
 Chief Engineer.....J. D. Bloom

**KREH—Oakdale—1953**

Frequency: 900 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Louisiana Bcstg. Service  
 Address.....P.O. Box 71  
 Tel.: 900.....KBS  
 General Manager.....R. L. Hooks  
 Chief Engineer.....L. Hargrove

**KWCL—Oak Grove—1958**

Frequency: 1280 Kc.....Power: 500 Watts, d.  
 Owned By.....Carroll Bcstg. Co.  
 Address.....South Jackson St.  
 Tel.: GARden 8-2389.....KBS  
 General Mgr., Chief Eng.....Chas. Farrell  
 Program Director.....Larry Robinson

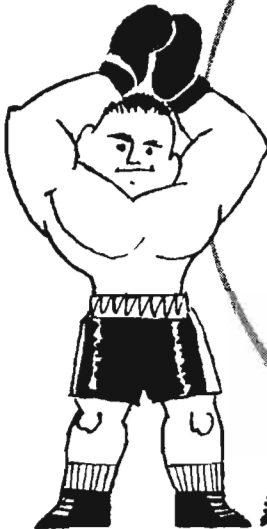
**WSMB  
 RADIO  
 DOMINATES!**

**NEW ORLEANS, LOUISIANA**

- AUTHENTIC NEWS COVERAGE
- FAMILY PROGRAMMING
- OUTSTANDING EXPERIENCED AIR SALESMEN
- CREATIVE SELLING
- COMPLETE MERCHANDISING

**FOUNDERS CORP.**

One of the Founder's groups of Stations, including KPOA, Honolulu: WFBL, Syracuse, New York: WSMB New Orleans, Louisiana



## LOUISIANA

### KSLO—Opelousas—1947

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: KSLO Bcstg. Co.  
Address: KSLO Building  
Tel.: 2633 ABC-KBS  
Representative: Sears & Ayer  
General Mgr.: W. Eugene Jones  
Commercial Manager: A. B. Reed, Jr.  
Prog. Dir.: W. Allegood  
Chief Engineer: Don Murphy

### KCLP—Rayville—1957

Frequency: 990 Kc. Power: 250 Watts, d.  
Owned By: John Touchstone  
Address: Box 535  
Tel.: 4855 KBS  
Gen. Mgr.: David E. Chapman

### KRUS—Ruston—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: Ruston Bcstg. Co.  
Address: Box 533  
Tel.: AL 5-2530 KBS  
Newspaper Affil.: Leader  
President: C. E. Faulk, Jr.  
Gen. Manager: William Carter  
Chief Engineer: C. P. Demaree

### KBCL—Shreveport—1957

Frequency: 1220 Kc. Power: 250 Watts  
Owned By: Good Music, Inc.  
Address: P.O. Box 727  
Tel.: 3-1606 Independent  
Station Reps.: Melville; Geo. T. Hopewell  
President: Alvin Childs  
General, Station Mgr.: Joe Monroe  
Commercial Manager: Tom Ward  
Program Director: Mary Lou O'Brien  
Chief Engineer: Joel E. Wharton

### KCIJ—Shreveport—1950

Frequency: 1050 Kc. Power: 250 Watts d.  
Owned-Operated By: Southwest Bcstrs. Inc.  
Business Address: 2730 Talbot  
Tel.: 3-8107 KBS  
Representative: Gill-Perna  
President: Roy Fish  
Commercial Manager: C. J. Purgerson  
Station Manager: Samuel R. David  
Program Publicity Dir.: E. V. Roberts  
Sales Prom. Mgr.: W. B. Sepaugh, Jr.  
Chief Engineer: Benny Culbertson

### KEEL—Shreveport—1923

Frequency: 710 Kc. Power 10 Kw. d.; 5 Kw. n.  
Owned-Oper. By: Foster & Associates  
Address: 1500 N. Market  
Tel.: 5-8692 Independent  
Pres.: Gordon B. McLendon  
Chief Engineer: Rudy Johnson

### KENT—Shreveport—1947

Frequency: 1550 Kc. Power: 1 Kw. d., 500 W. n.

Owned-Oper. By: Charles, Stafford & Rykken  
Business-Studio Address: 311 Milam Bldg.  
Tel.: 3-3681 MBS, NBC  
Representative: Walker-Rawalt  
General, Commercial Mgr.: Ken A. Weaver  
Prom., Pub. Dir.: Bill Monros  
Chief Engineer: L. J. Carlson

### KJOE—Shreveport—1954

Frequency: 1480 Kc. Power: 1 Kw. d.  
Owned: Ray Armand Bcstg. Co.  
Address: 529½ Crockett St.  
Tel.: 2-0732 Independent  
Station Representative: Chuck Bernard Co.  
Owner, Gen. Mgr.: Ray Armand Koviz  
Commercial Mgr.: Sam Styles  
Station Dir.: Barbara Ward  
Chief Eng.: N. L. Keys

### KOKA—Shreveport—1957

Frequency: 980 Kc. Power: 5000 Watts d.  
Owned-Oper. By: John McLendon & Assoc.  
Business Address: P.O. Box 3605  
Tel.: 2-3122 Independent  
Sta. Rep.: Pearson  
President: John McLendon  
General Mgr.: Jim Lofkin

### KRMD—Shreveport—1928

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated by: Radio Station KRMD  
Business Address: Jefferson Hotel Bldg.  
Tel.: 3-6171 ABC  
Representative: Weed  
President: T. B. Lanford  
General, Prom. Mgr.: Thomas A. Gresham  
Commercial Manager: Donald Sams  
Program Director: Joseph H. Keith  
Chief Engineer: Dub Wilkinson

### KWKH—Shreveport—1925

Frequency: 1130 Kc. Power: 50,000 Watts  
Owned-Operated By: International Bcstg. Corp.  
Bus.-Studio Address: Commercial Building  
Tel.: 2-8711 Independent  
Newspaper Affiliation: Shreveport Times  
Representative: Christal Co.  
President: William H. Bronson  
Exec. V.P., Gen. Mgr.: Henry B. Clay  
Commercial Manager: Jack Timmons  
Prom. Mgr., Pub. Dir.: James T. Briggs  
Prog. Director: Frank Page  
Tech. Dir.: W. E. Antony  
Chief Engineer: O. S. Droke

### KBSF—Springhill—1954

Frequency: 1460 Kc. Power: 1000 Watts  
Owned: Springhill Broadcasting Co.  
Address: Box 597  
Tel.: LE 9-4616 KBS  
Representative: Hil F. Best  
President: Roy M. Fish  
General Mgr.: John K. Hill  
Chief Engineer: Robert Wainwright

**KIKS—Sulphur-Lake Charles  
1955**

Frequency: 1310 Kc. Power: 500 W. d.  
Owned-Operated By Lake Bcstg. Co.  
Address Box 895  
Tel.: Jackson 7-5266. Independent  
Sta. Reps. O'Connell; Clarke-B own; Reilly  
General Manager Dale D. Mahurin  
Station Manager Cecil E. Bland, Jr.  
Commercial Manager Carroll A. Wynn  
Program Director Ray Brown  
Chief Engineer Bill Ramsey

**KTLD—Tallulah—1954**

Frequency: 1360 Kc. Power: 500 Watts  
Owned By Howard E. Griffith  
Address Box 1360  
Tel.: 1360 **KBS**  
General Sta. Mgr. Howard E. Griffith  
Commercial Mgr. Chris C. Kimball, Jr.  
Program Director Mrs. Pearle C. Luckett

**KTIB—Thibodaux—1953**

Frequency: 630 Kc. Power: 500 W., d.  
Owner Delta Bcstrs., Inc.  
Address 701 W. 5th St.  
Tel.: Hillcrest 7-9006. Independent  
President F. H. Block  
General Mgr. Ray Saadi  
Commercial Manager James Eisner  
Sales Promotion Manager Marie Bergeron  
Chief Engineer Lee Martin

**KVPI—Ville Platte—1953**

Frequency: 1050 Kc. Power: 250 Watts d.  
Owned-Oper. By Ville Platte Bcstg. Co.  
Address Box 566  
Tel.: 5888 **KBS**  
President Lionel B. Deville  
Gen., Comm. Mgr. Chris Duplechain  
Chief Engineer J. L. Sylvester

**KLVI—Vivian—1957**

Frequency: 1600 Kc. Power: 500 Watts, d.  
Owned By Joel E. Wharton  
Address P. O. Box 1069  
Tel.: 9200 Independent  
Gen. Mgr., Chief Eng. J. E. Wharton  
Program Dir. Mrs. J. E. Wharton

**KUZN—West Monroe—1956**

Frequency: 1310 Kc. Power: 1 Kw., d.  
Owned Howard E. Griffith  
Address 218½ Trenton St.  
Tel.: FAirfax 2-1491. Independent  
Representative Weed  
Gen. Sales Prom. Mgr. Ollie Bales

**KEVL—White Castle—1955**

Frequency: 1590 Kc. Power: 1000 Watts d.  
Owned-Oper. By Big League Bcstg. Co.  
Address P.O. Box 457  
Tel.: 5116 **KBS**  
Owner Chas. E. Schwing, Jr.

**KVCL—Winnfield—1955**

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Operated By Winn Bcstg. Co.  
Address Box 548  
Tel.: 5822 **KBS**  
Gen. Mgr., Ch. Engr. Edward R. Hall  
Program Dir. Charles Christie

**KMAR—Winnesboro—1957**

Frequency: 1570 Kc. Power: 500 Watts, d.  
Owned Franklin Bcstg. Co.  
Address Box 312  
Tel.: Winnesboro 5141. Independent  
Representative Continental Radio Sales  
Gen. Mgr. Si Willing  
Prog. Mgr. Buddy Martin  
Chief Engineer C. Graves

Pop.: 1,009,000  
Families: 283,500  
Radio Homes: 273,000

**MAINE**

TV Homes: 248,000  
AM Stas. in State: 25  
TV Stas. in State: 6

**WFAU—Augusta—1946**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Twin City Bcstg. Co., Inc.  
Business Address 160 Bangor St.  
Tel.: MAyfair 3-3878. Independent  
Station Reps. O'Connell, Wheeler, McGavren  
President Faust Couture  
Gen., Sta. Mgr. Norman C. Gallant  
Commercial Prom. Mgr. Richard McLennan  
Program Director Mona Toothaker  
Publicity Director Alayne Allen  
Chief Engineer Joseph Roy

**WRDO—Augusta—1932**

Frequency: 1400 Kc. Power: 250 Watts

Owned-Oper. By WRDO, Inc.  
Address 175 Water Street  
Tel.: MA 3-4735. **NBC**  
Representative Weed  
President William H. Rines  
Station Manager Leslie R. Hubley  
Chief Engineer Harold T. Dinsmore

**WABI—Bangor—1924**

Frequency: 910 Kc. Power: 5000 Wath.  
Owned-Oper. By Community Bcstg. Service  
Business-Studio Address 57 State St.  
Tel.: 6446. **ABC**  
Representative Hollingbery, Kettell-Carter  
President Horace A. Hildreth

# MAINE

V.P., Gen. Mgr. . . . . Walter L. Dickson  
Sta. Program Dir. . . . . John F. MacRae  
Comm., Sales Prom. Mgr. . . Charles M. Sias, Jr.  
Chief Engineer . . . . . Ed Winchester

## WGUY—Bangor—1947

Frequency: 1250 Kc. . . . . Power: 5000 Watts d.  
Owned-Operated By . . . . . Bangor Bcstg. Corp.  
Address . . . . . 26 Central St.  
Tel.: 7354 . . . . . Independent  
Sta. Representatives . . . . . O'Connell, McGavren  
President . . . . . Melvin Stone  
General Manager . . . . . James P. Hinchey  
Program Director . . . . . Robert Dow  
Chief Engineer . . . . . James Golden

## WLBZ—Bangor—1926

Frequency: 620 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . Maine Bcstg. Co.  
Address . . . . . P.O. Box 921  
Tel.: BA 2-4656 . . . . . NBC  
Station Representative . . . . . Weed  
President . . . . . William H. Bines  
Station Mgr. . . . . Edward E. Guernsey  
Program Dir. . . . . Edward Owen  
Chief Engineer . . . . . John H. Wibby

## WMMS—Bath—1957

Frequency: 730 Kc. . . . . Power: 500 W., d.  
Owned By . . . . . Winslow T. Porter  
Address . . . . . 195 Front St.  
Tel.: HI 3-5542 . . . . . Independent  
Pres., Gen. Sta. Mgr. . . . . Winslow T. Porter  
Commercial Mgr. . . . . Stanley S. Milton  
Program Director . . . . . Mark Roman  
Publicity Director . . . . . Lewis Colby  
Chief Engineer . . . . . Dr. Harry F. Hinckley

## WIDE—Biddeford—1948

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Biddeford-Sarco Bcstg. Corp.  
Address . . . . . 234 Main St.  
Tel.: Atlantic 4-4566 . . . . . Independent  
Station Representative . . . . . Walker-Rawalt  
Pres., Gen. Mgr. . . . . J. Alan Jasper  
Station Mgr. . . . . Howard B. Martin  
Commercial Mgr. . . . . M. Chester Ball  
Program Director . . . . . Sandy McDonald

## WCME—Brunswick—1955

Frequency: 900 Kc. . . . . Power: 500 Watts  
Owned By . . . . . Strawbridge & McKeen  
Address . . . . . River Road  
Tel.: PA 5-5507 . . . . . Independent  
Representative . . . . . Walker-Rawalt  
President, Program Dir. . . . . Roger H. Strawbridge  
General, Comm. Mgr. . . . . Jack H. Stelling  
Chief Engineer . . . . . Melville Whitcomb

## WQDY—Calais—1959

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Croix Bcstg. Co. Inc.  
Address . . . . . 281 Main St.  
Tel.: GLone 4-7545 . . . . . Independent

Sta. Rep. . . . . Walker-Rawalt  
V.P., General Mgr. . . . . John H. Vondell, Jr.  
Commercial Manager . . . . . John P. Foster  
Program Director . . . . . Patrick A. McLaughlin  
Chief Engineer . . . . . John A. Bonse

## WFST—Caribou—1956

Frequency: 600 Kc. . . . . Power: 5 Kw., d.  
Owned . . . . . Northern Bcstg. Co.  
Address . . . . . Box 65  
Tel.: GYpsy 6-3731 . . . . . Independent  
Sta. Reps. . . . . Wheeler; O'Connell, McGavren  
V.P., Gen. Sta. Mgr. . . . . Elby Stevens  
Commercial Mgr. . . . . Al Knight  
Promotion Dir. . . . . Dick Meyer  
Chief Engineer . . . . . G. D. Johnson

## WDEA—Ellsworth—1958

Frequency: 1350 Kc. . . . . Power: 1000 Watts  
Owned By . . . . . Coastal Broadcasting Co. Inc.  
Address . . . . . Christian Ridge Road  
Tel.: NOrmandy 7-2523 . . . . . Independent  
Station Representative . . . . . Walker-Rawalt  
President . . . . . Milton C. Chapman  
General, Station Mgr. . . . . Donald E. Knowles  
Comm., Prom. Mgr. . . . . Donald C. Graffam  
Program, Publicity Dir. . . . . William T. McCarthy  
Chief Engineer . . . . . Richard T. Laffin

## WHOU—Houlton—1950

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Strawbridge & McKeen  
Address . . . . . 1340 North Rd.  
Tel.: 2257 . . . . . NBC-ABC  
Representative . . . . . Webb  
Exec. V.P. . . . . Leon P. Gorman, Jr.  
Sta. Mgr. . . . . Ted Coffin

## WCOU—Lewiston—1938

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Twin City Bcstg. Co., Inc.  
Business-Studio Address . . . . . 223 Lisbon St.  
Tel.: 4-6921 . . . . . Independent  
Sta. Reps. . . . . O'Connell; Wheeler; McGavren  
Pres., Pub. Dir. . . . . Faust Couture  
Gen., Sta. Mgr. . . . . John C. Libby  
Commercial Manager . . . . . Oscar J. Normand  
Program Director . . . . . Janet Lavenger  
Chief Engineer . . . . . Carl P. Rounds

## WLAM—Lewiston—1947

Frequency: 1470 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Lewiston-Auburn Bcstg. Corp.  
Business-Studio Address . . . . . 129 Lisbon St.  
Tel.: 4-5401 . . . . . ABC  
Sta. Reps. . . . . Everett, McKinney; Kettell-Carter  
Pres., Gen. Mgr. . . . . F. Parker Hoy  
Station Manager . . . . . Harold Dutch  
Comm. Prom. Mgr. . . . . Romeo E. Sanscoucy  
Program Director . . . . . Robert D. Mowers  
Publicity Director . . . . . Frederick H. Gage  
Chief Engineer . . . . . Herbert Wiles

## WCSH—Portland—1925

Frequency: 970 Kc. . . . . Power: 5000 Watts

Owned-Oper. By...Maine Radio & TV Co.  
 Business-Studio Address.....157 High St.  
 Tel.: SP 2-0181.....NBC  
 Representative.....Weed  
 President.....William H. Rines  
 Sta., Comm. Mgr.....Benjamin A. Hubley  
 Sales Prom. Mgr.....George Paradis  
 Publicity Director.....Linwood T. Pitman  
 Chief Engineer.....Charles R. Brown

**WGAN—Portland—1938**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Guy Gannett Bcstg. Services  
 Business-Studio Address.....390 Congress St.,  
 Tel.: SP 2-4661.....CBS  
 Newspaper Affil.....Gannett Publishing  
 Representative.....Avery-Knodel, Foster  
 President.....Jean Gannett Williams  
 Vice-Pres., Gen. Mgr....Creighton E. Gatchell  
 Sta. Mgr.....Francis H. Farnum, Jr.  
 Publicity Director.....John M. Havey  
 Prog. Dir.....C. R. Sanford  
 Chief Engineer.....Roger W. Hodgkins

**WLOB—Portland—1956**

Frequency: 1310 Kc.....Power: 1 Kw., d.  
 Owned.....Casco Bcstrs. Corp.  
 Business Address.....645 Congress St.  
 Tel.: SP 5-2336.....Independent  
 Sta. Reps.....O'Connell, Wheeler; McGavren  
 President.....Sherwood J. Tarlow  
 General Station Manager....Melvin L. Stone  
 Commercial Manager.....David L. Royte  
 Sales Promotion Manager....Robert Jordan  
 Program Director.....Howard Leonard  
 Publicity Director.....Ralph Barnes  
 Chief Engineer.....T. Richard Dunn

**WPOR—Portland—1946**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...Hildreth Bcstg. Co.  
 Business-Studio Address.....477 Congress St.  
 Tel.: SP 3-8111.....ABC  
 Rep. ....Kettel-Carter, Hollingbery  
 President.....Horace A. Hildreth  
 General Manager.....Walter A. Dickson  
 Station, Publicity Mgr....Raymond G. Mercier  
 Comm. Prom Mgr.....William Mullen  
 Program Dir.....Walter J. Norton  
 Chief Engineer.....Joseph Williams

**WAGM—Presque Isle—1931**

Frequency: 950 Kc.....Power: 5000 Watts  
 Owned-Operated By...Aroostook Bcstg. Corp.  
 Address.....489 Main St.  
 Tel.: 9-2461.....MBS-NBC  
 Representative.....Hollingbery, Kettel-Carter  
 President.....Horace A. Hildreth  
 Exec. V.P.....W. L. Dickson  
 Chief Engineer.....Lester E. Hughes

**WRKD—Rockland—1952**

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

Address.....493 Main St.  
 Tel.: LRic 4-8451.....ABC  
 Representative.....Kettel-Carter  
 President.....Carleton D. Brown  
 Station, Prod. Mgr.....Paul R. Huber  
 Commercial Mgr.....Terrence Economy  
 Chief Engineer.....Miles Lamson

**WRUM—Rumford—1953**

Frequency: 790 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Rumford Bcstg. Co.  
 Address.....89 Congress St.  
 Tel.: 1057.....KBS  
 Sta. Reps.....O'Connell, Wheeler; McGavren  
 President.....Melvin L. Stone  
 General Manager.....Kenneth J. Ellis  
 Commercial Manager.....Jack D. Battey  
 Chief Engineer.....Joseph Caron

**WSME—Sanford—1957**

Frequency: 1220 Kc.....Power: 1 Kw., d.  
 Owned.....York Bcstg. Co.  
 Address.....Box 1220  
 Tel.: 1574.....Independent  
 Sta. Reps....Wheeler; O'Connell; McGavren  
 President.....Melvin L. Stone  
 Gen. Mgr.....John A. Carlson  
 Chief Engineer.....Richard B. Parker

**WGHM—Skowhegan—1956**

Frequency: 1150 Kc.....Power: 5 Kw. d.  
 Owned By.....Pineland Broadcasting Co.  
 Address.....61 Water St.  
 Tel.: Greenwood 4-2727.....KBS  
 Sta. Reps....Wheeler; O'Connell; McGavren  
 President.....Melvin L. Stone  
 Gen. Comm. Mgr.....Harry K. Heustis  
 Program Dir.....Robert Quелlette  
 Publicity Dir.....Katherine Leakos  
 Chief Engineer.....Lewellyn Greenlaw

**WKTQ—South Paris—1955**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Oxford Bcstg. Co.  
 Business Address.....1450 Alpine St.  
 Tel.: PI 3-2311.....Independent  
 Pres., Comm. Mgr.....Gerald T. Higgins  
 Station Mgr.....Eldon H. Shute, Jr.  
 Chief Engineer.....R. Dean Sequin

**WTVL—Waterville—1946**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By...Kennebec Bcstg. Co.  
 Business-Studio Address.....36 Silver St.  
 Tel.: TR 3-3311.....ABC  
 Representative....Hollingbery, Kettel-Carter  
 Pres., Gen. Station Mgr....Carleton D. Brown  
 Commercial Manager.....Harold L. Vique  
 Program Dir.....Kendrick Chase  
 Sales Prom., Publicity Dir.....Paul McClay  
 Chief Engineer.....Don Sutherland

Pop.: 3,140,000  
Families: 854,000  
Radio Homes: 816,000

# MARYLAND

TV Homes: 780,000  
AM Stas. in State: 33  
TV Stas. in State: 4

## WAMD—Aberdeen—1957

Frequency: 970 Kc. Power: 500 Watts, d.  
Owned By: Harford Cty. Bcstg. Co.  
Address: P. O. Box 485  
Tel.: 2070 Independent  
Pres., Gen. Mgr.: J. L. Allen  
Commercial Mgr.: Robert D. Huntley  
Program Dir.: R. H. Gray  
Publicity Dir.: Regina Allen  
Chief Engineer: J. A. McAulay

## WANN—Annapolis—1947

Frequency: 1190 Kc. Power: 10000 Watts d.  
Owned-Operated By: Annapolis Bcstg. Corp.  
Address: P.O. Box 631  
Tel.: CO 3-2500 Independent  
Sta. Representative: John E. Pearson  
Pres., Gen. Mgr.: Morris H. Blum  
Chief Engineer: M. W. Pittman

## WABW—Annapolis—1946

Frequency: 810 Kc. Power: 250 Watts d.  
Owned-Oper. By: ABW Bcstrs.  
Business Address: P. O. Box 1551  
Tel.: CO 3-9211 Independent  
Gen. Mgr.: Len Frankel

## WNAV—Annapolis—1948

Frequency: 1430 Kc. Power: 1000 Watts  
Owned-Operated By: Capital Bcstg. Co.  
Address: Admiral's Drive  
Tel.: CO 3-2639 Independent  
Representative: Headley-Reed  
President: Henry Rau  
Station Manager: Bill W. Fillingham  
Program Director: Betty Straubel  
Chief Engineer: Lloyd Smith

## WBAL—Baltimore—1925

Frequency: 1090 Kc. Power: 50,000 Watts  
Owned: Hearst Corp. (Radio & TV. Div.)  
Address: 2610 North Charles St.  
Tel.: HO 7-3000 Independent  
Representative: Chrystal  
V.P. & Gen. Mgr.: D. L. Provost  
Station Mgr.: Thomas S. Carr  
Asst. Sta. Mgr.: Alfred E. Burke  
Sales Promotion Mgr.: Henry Hines  
Chief Engineer: W. D. Barham

## WBMD—Baltimore—1947

Frequency: 750 Kc. Power: 1000 Watts d.  
Owned-Operated By: Key Bcstg. Corp.  
Business-Studio Address: 879 Park Ave.  
Tel.: MU 5-7095 Independent  
President: George E. Hull  
Gen., Sta., Comm. Mgr.: H. Shelton Earp, Jr.  
Program Dir.: Joseph Powers  
Chief Engineer: Leo W. Karns

## WCAO—Baltimore—1922

Frequency: 600 Kc. Power: 5000 Watts  
Owned-Oper. By: Plough Bcstg. Co., Inc.  
Business-Studio Address: 1102 N. Charles St.  
Tel.: MU 5-0600 Independent  
Representative: Radio-TV Reps.  
President: Harold R. Krelstein  
V.P., Gen. Mgr.: Byron Millenson  
Sales Manager: C. Carroll Larkin  
Program Director: Robert S. Larimer

## WCBM—Baltimore—1924

Frequency: 680 Kc. Power: 10,000 d.; 5000 n.  
Owned-Oper. By: Baltimore Bcstg. Corp.  
Bus.-Studio Address: Community House  
Tel.: BE 5-8400 CBS  
Sta. Representative: P. G. & W.  
President: John Elmer  
Exec. V.P., Gen. Mgr.: G. H. Roeder  
Sales Director: John K. Healy  
Asst. Mgr., Prog. Dir.: Charles A. Roeder  
Chief Engineer: G. Porter Houston

## WEBB—Baltimore—1955

Frequency: 1360 Kc. Power: 5000 Watts  
Owned-Operated By: 1360 Bdcstg Co., Inc.  
Business Address: 3113 W. North Ave.  
Tel.: WI 7-1245 Independent  
Station Representative: Bernard Howard  
Executive, V.P.: Samuel E. Feldman  
Commercial Manager: Bentley A. Stecher  
Program Director: Wiley Daniels  
Sales Prom. Mgr.: Mary H. Rawlings  
Chief Engineer: Clifford Inman

## WFBR—Baltimore—1922

Frequency: 1300 Kc. Power: 5000 Watts  
Owned-Oper. By: The Baltimore Radio Show  
Address: 13 E. 20th St.  
Tel.: MU 5-1300 Independent  
Representative: John Blair & Co.  
President: Robert S. Maslin  
General Station Mgr.: Robert B. Jones, Jr.  
Commercial Manager: Dudley Tichenor  
Sales Prom., Pub. Dir.: Mrs. Cleo Wright  
Program Director: Ralph Phillips  
Chief Engineer: William R. Hoos

## WITH—Baltimore—1941

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Maryland Bcstg. Corp.  
Business-Studio Address: 7 E. Lexington St.  
Tel.: LE 9-7808 Independent  
Rep.: Select Sta. Reps., Clarke Brown  
Pres., Gen. Mgr.: Thomas G. Tinsley, Jr.  
Station Manager: Robert C. Embry  
Chief Engineer: Ed Hawkins

**WSID—Baltimore—1947**

Frequency: 1010 Kc. Power: 1000 Watts, d.  
Owned-Operated By.....United Bcstg. Co.  
Business-Studio Address.....912 N. Charles St.  
Tel.: SA 7-8250.....Independent  
Representative.....UBC, Oakes, Dora-Clayton  
President.....Richard Eaton  
General Manager.....Marvin Mirvis  
Chief Engineer.....W. C. Mullen

**WWIN—Baltimore—1951**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.....Belvedere Bcstg. Co.  
Address.....1119 N. Charles St.  
Tel.: SARatoga 7-3555.....ABC  
President.....Thomas F. McNulty  
General. Comm. Mgr.....Edward R. Newman  
Program Publicity Dir.....William N. Rock  
Chief Engineer.....Norman K. Buker

**WCEM—Cambridge—1947**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By.....The Shore Bcstg Co.  
Address.....Queen Anne Ave.  
Tel.: 1580.....KBS  
Pres., Gen. Mgr.....G. P. Richards  
Sta., Commercial Mgr.....Sam Cannon, Jr.  
Prog. Dir.....Bette B. Robbins  
Chief Engineer.....Bill Price

**WCUM—Cumberland—1948**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By.....Allegany Cty. Bcstg. Corp.  
Business Address.....P.O. Box 360  
Tel.: PARkview 4-5400.....CBS  
Representative.....Thomas F. Clark  
President. Gen. Mgr.....H. M. Seavey  
Chief Engineer.....R. D. Brokloff

**WTBO—Cumberland—1928**

Frequency: 1450 Kc. Power: 250 Watts  
Owned.....Cumberland Valley Bcstg. Co.  
Address.....Box 510  
Tel.: PA 2-6666.....NBC  
Representative.....Branham  
Pres., Gen., Sta. Mgr.....A. William German  
Prog. Mgr., Pub. Dir.....Les Ford  
V.P., Comm. Mgr.....Floyd V. Cozad  
Chief Engineer.....R. Wirgman

**WAYE—Dundalk—1955**

Frequency: 860 Kc. Power: 500 W. d.  
Owned-Operated By.....Erway Bcstg. Corp.  
Address.....1901 St. Paul St., Baltimore 18  
Tel.: CHESApeake 3-3886.....Independent  
Sta. Representative.....John E. Pearson  
President.....Guy S. Erway  
General. Comm. Mgr.....R. J. Bennett  
Chief Engineer.....Duane Cornett

**WFMD—Frederick—1936**

Frequency: 930 Kc. Power: 1000 Watts  
Owned-Operated By.....Monocacy Bcstg. Co.  
Address.....1 West Seventh St.  
Tel.: MO 3-4181.....CBS  
Station Representative.....Gill-Perna  
President.....Laurence Leonard  
Commercial Prom. Mgr.....Dick Wheat  
Program Director.....Lou Garris, Jr.  
Chief Engineer.....Russell Bassett

**WFRB—Frostburg—1958**

Frequency: 740 Kc. Power: 250 Watts d.  
Owned By.....Western Md. Bcstg. Co.  
Address.....P.O. Box 74  
Tel.: OVerbrook 9-8871.....KBS  
General Mgr., Ch. Eng.....D. C. Loughry  
Commercial Mgr.....D. Hellegas  
Asst. Mgr.....J. H. Raines  
Program Director.....Robert Kerr

**WARK—Hagerstown—1947**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....United Bcstg. Co. of W. Mo.  
Address.....128 S. Prospect St  
Tel.: RE 3-4500.....CBS  
Representative.....United, Devney  
President.....Richard Eaton  
Gen., Sta. Mgr.....S. E. Phillips  
Prog. Dir.....Richard Collyer  
Sales Prom. Mgr.....Ed Wolfkill  
Chief Engineer.....G. Harold Brewer

**WJEJ—Hagerstown—1932**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By.....Hagerstown Bcstg. Co., Inc.  
Business-Studio Address.....Franklin Court  
Tel.: RE 9-2323.....MBS-ABC  
Representative.....Burn-Smith  
Pres., Gen. Mgr.....Grover C. Crilley  
Sta., Comm., Sls., Prom. Mgr.....W. H. Paulsgrove  
Prog., Pub. Dir.....Robert Leasher  
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  
Tel.: 800.....Independent  
President, General-Station Mgr.....Jason T. Pate  
Comm.-Sales Prom. Mgr.....Charles W. Irwin  
Program, Publicity Dir.....John H. Little  
Chief Engineer.....Albert Edelenbos

**WKIK—Leonardtown—1953**

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Southern Md. Bcstrs. Inc.  
Address.....P.O. Box 8  
Tel.: GR 5-2211.....Independent  
President.....J. L. Blttner  
Comm., Sls. Prom. Mgr.....W. C. Redd

**WPTX—Lexington Park—1953**

Frequency: 920 Kc. Power: 500 Watts, d.

## MARYLAND-MASSACHUSETTS

Owned ..... WPTX, Inc.  
 Address ..... Daugherty Bldg.  
 Tel.: VO 2-1031 ..... KBS  
 President ..... S. Ades  
 Station Manager ..... Edward P. Lenaway

### WDMV—Pocomoke City—1955

Frequency: 540 Kc. .... Power: 500 W. d.  
 Owned-Operated By ..... Eastern Shore Bcstg. Co.  
 Address ..... Box 210  
 Tel.: EL 5-1515 ..... Independent  
 Representative ..... Rollins  
 Owner ..... Erny Tannen  
 General Mgr. .... Curt White  
 Program Dir. .... Ron Smith  
 Chief Engineer ..... Paul Lewellyn

### WINX—Rockville—1951

Freq.: 1600 Kc. .... Power: 1 Kw. d., 500 Watts n.  
 Owned-Oper. By ..... Montgomery Cty. Bcstg. Co.  
 Address ..... 8 Baltimore Rd.  
 Tel.: POplar 2-4357 ..... Independent  
 President ..... Richard Eaton  
 General Mgr. .... Pierce D. Eaton  
 Chief Engineer ..... John Edwards

### WBOC—Salisbury—1940

Frequency: 960 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By ..... The Peninsula Bcstg. Co.  
 Bus. Studio Address ..... Radio TV Park  
 Tel.: Pioneer 9-6131 ..... Independent  
 Representative ..... Burn-Smith  
 President ..... John W. Downing  
 Gen., Sales Prom. Mgr. .... Charles J. Truitt  
 Program Director ..... John W. Downing, Jr.  
 Chief Engineer ..... Jack W. Ward

### WICO—Salisbury—1956

Frequency: 1320 Kc. .... Power 1000 Watts. d.  
 Owned ..... Delmarva Broadcasting Corp.  
 Address ..... 700 E. Main St.  
 Tel.: Pioneer 2-3212 ..... KBS  
 Station Representative ..... Forjoe  
 President ..... Robert C. Doyle  
 General Manager ..... B. C. Hardgreaves  
 Commercial Mgr. .... Frank Adams

### WJDY—Salisbury—1958

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

Owned-Operated By ..... Salisbury Bcstg. Co.  
 Business Address ..... 106 W. Circle Ave.  
 Tel.: Pioneer 2-5191 ..... Independent  
 Station Representative ..... United Broadcasting  
 Pres., Gen. Mgr. .... Norman Glenn  
 Sales Promotion Mgr. .... Johnny Williams  
 Publicity Director ..... Ed Vaughn  
 Chief Engineer ..... Herb Kravitz

### WGAY—Silver Spring—1946

Frequency: 1050 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... WGAY, Inc.  
 Business Address ..... 4000 Albermarle St., N.W.  
 Wash., D.C.  
 Tel.: EMerson 3-8110 ..... Independent  
 Station Representative ..... Grant Webb  
 Pres. Bd. Ch. .... Connie G. Gay  
 General Manager ..... Ed Winton  
 Sta., Comm. Mgr. .... Ted Dorf  
 Program Director ..... Don Tucker  
 Chief Engineer ..... Jim Petty

### WAQE—Towson—1955

Frequency: 1570 Kc. .... Power: 1000 W., d.  
 Owned-Oper. By ..... WTOW, Inc.  
 Address ..... 26 West Pennsylvania Ave.  
 Tel.: VA 5-9660 ..... Independent  
 Sta. Representative ..... Forjoe  
 Pres., Gen. Mgr. .... John S. Booth  
 Commercial Mgr. .... Robert Bailey  
 Station Mgr. .... Charles Gerber  
 Program Dir. .... Mel Quinn  
 Chief Engineer ..... George Klimes

### WTTR—Westminster—1953

Frequency: 1470 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Carroll County Bcstg. Corp.  
 Address ..... Box 28  
 Tel.: TI 8-5511 ..... KBS  
 V.P., Gen., Comm. Mgr. .... Russell H. Morgan

### WDON—Wheaton—1953

Frequency: 1540 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... Everett L. Dillard  
 Address ..... 2647 University Blvd. W.  
 Tel.: LOkwood 5-0747 ..... KBS  
 Pres., Gen. Mgr. .... Everett L. Dillard  
 Station Manager ..... Jean M. Dillard  
 Sales Promotion Manager ..... Kathryn Epstein  
 Chief Engineer ..... Eugene Jaraskinske

Pop.: 5,315,000

Families: 1,568,000

Radio Homes: 1,655,000

## MASSACHUSETTS

TV Homes: 1,441,000

AM Stas. in State: 57

TV Stas. in State: 6

### WARA—Attleboro—1950

Frequency: 1320 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Attleboro Radio Assn.  
 Address ..... 8 N. Main St.  
 Tel.: ATtleboro 1-1320 ..... Independent  
 Representative ..... Foster & Creed  
 President ..... Howard H. Sweet

General Manager ..... J. Ottmar  
 Station Manager ..... Keith S. Field  
 Commercial Mgr. .... Wm. A. Dawson, Jr.  
 Chief Engineer ..... Raymond Arnold

### WBOS—Boston—1947

Frequency: 1800 Kc. .... Power: 5000 Watts



# MASSACHUSETTS

Owned-Oper. By...Champion Bcstg. Sys., Inc.  
 Address.....790 Commonwealth Ave.  
 Tel.: BE 2-5650.....Independent  
 President.....Herbert Hoffman  
 Gen., Sta. Mgr.....Ralph Weinman  
 Commercial Mgr.....Harry Goodman  
 Chief Engineer.....Frederick Keller

## WBZ-WBZA

Boston-Springfield—1921  
 (Synchronous Operation)

Frequency: 1030 Kc.....Power: WBZ, 50,000  
 Watts; WBZA, 1000 Watts

Owned.....Westinghouse Bcstg. Co.  
 Address.....122 E. 42 St., N.Y.C., N.Y.  
 Tel.: MU 7-0808.....Independent  
 Station Representative.....AM Radio Sales  
 President.....D. H. McGannon  
 General Manager.....Paul G. O'Friel  
 Commercial Mgr.....John O. Gilbert II  
 Sales Promotion Manager...John L. Williams  
 Program Director.....Melvin M. Bailey  
 Publicity Director.....Edward L. Pearle  
 Chief Engineer.....W. H. Hauser  
 OWNERS OF: KPX, SAN FRANCISCO, CALIF; WOWO,  
 FORT WAYNE, IND.; WBZ-TV, BOSTON, MASS.;  
 KYW, CLEVELAND, O.; KYW-TV, CLEVELAND, O.;  
 KEX, PORTLAND, ORE.; KDKA, PITTSBURGH, PA.;  
 KDKA-TV, PITTSBURGH, PA.; WIND, CHICAGO,  
 ILL.; WJZ-TV, BALTIMORE, MD.; WBZ-FM, BOS-  
 TON, MASS.; KDKA-FM, PITTSBURGH, PA.; KYW-  
 FM, CLEVELAND, O.; KEX-FM, PORTLAND, ORE.

## WCOP—Boston—1935

Frequency: 1150 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Plough Bdcsg. Corp.  
 Bus.-Studio Address.....234 Clarendon St.  
 Tel.: CO 7-0123.....Independent  
 Representative.....Radio-TV Reps.  
 President.....Harold Krelstein  
 Gen., Sta. Mgr.....Roy V. Whisnand

## WCRB—Boston—1948

Freq.: 1330 Kc.....Power: 5 Kw. d.; 1 Kw. n.  
 Owned.....Charles River Bcstg. Co.  
 Business Address.....Sheraton Plaza Hotel  
 Tel.: Copley 7-7080.....Independent  
 Station Representative...Broadcast Time Sales  
 Pres., Gen. Mgr.....Theodore Jones  
 V.P. Sales Mgr.....Leonard V. Corwin  
 Sta. Mgr.....Richard L. Kaye  
 Chief Engineer.....James Godfrey

## WEEI—Boston—1924

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....CBS  
 Business-Studio Address.....182 Tremont St.  
 Tel.: HU 2-2323.....CBS  
 Representative.....CBS Radio Spot Sales  
 Gen. Mgr.....Thomas Y. Gorman  
 Sales Mgr.....Robert Sinnott  
 Chief Engineer.....Warren J. Stevens

## WEZE—Boston—1922

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Air Trails Bcstg.  
 Address.....10 Arcade, Statler Office Bldg.  
 Tel.: Liberty 2-1717.....NBC

Representative.....Hollingbery  
 President.....Charles Sawyer  
 Exec. V.P.....J. P. "Pat" Williams  
 Vice Pres.....Alex Buchan  
 Gen., Comm. Mgr.....Arthur E. Haley  
 Chief Engineer.....George Jowdy

## WHDH—Boston—1926

Frequency: 850 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....WHDH, Inc.  
 Bus-Studio Address.....6 St. James Ave.  
 Tel.: HA 6-5500.....Independent  
 Newspaper Affil.....Herald-Traveler  
 Representative.....John Blair  
 V.P., Managing Dir.....William B. McGrath  
 V.P., Sales Dir.....Alexander M. Tanger  
 Program Mgr.....John M. Day

## WILD—Boston—1945

Frequency: 1090 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....William F. Johns, Jr.  
 Business Add.....400 Commonwealth Ave.  
 Tel.: CO 7-1303.....Independent  
 Station Representative.....Bob Dore  
 Commercial Manager.....Perry J. Brown  
 Program Manager.....Ken Malden  
 Publicity Director.....Lois Waldman  
 Chief Engineer.....Donald Snider

## WMEX—Boston—1934

Frequency: 1510 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Richmond Brothers  
 Business-Studio Address...70 Brookline Ave.  
 Tel.: CO 6-3900.....Independent  
 Representative.....Forjoe  
 President.....Maxwell E. Richmond  
 General Mgr.....Robert Richmond  
 Program Dir.....Mel Miller  
 Chief Engineer.....Morton L. Bardfield

## WNAC—Boston—1922

Frequency: 680 Kc.....Power: 50 Kw.  
 Owned.....RKO General  
 Bus.-Studio Address.....21 Brookline Ave.  
 Tel.: CO 6-0800.....MBS  
 Representative.....H.R. Reps.  
 President.....Norman Knight  
 Exec. V.P., Gen. Mgr.....George Steffy  
 V.P., Comm. Mgr.....Tom Bateson  
 Nat. Sales Mgr.....Proctor Jones  
 Sales Prom. Mgr.....George Hallberg  
 Program Director.....John D. Maloy  
 Publicity Director.....Phyllis Doherty  
 Chief Engineer.....L. B. Robinson

## WORL—Boston—1950

Frequency: 950 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....Pilgrim Broadcasting Co.  
 Address.....705 Beacon Street  
 Tel.: CO 7-3800.....Independent  
 Representative.....Headley Reed Co.  
 President.....Joseph A. Dunn  
 Commercial Manager.....Art Moger  
 Station Manager, Prog. Dir.....Bill Givens  
 Sales Prom. Mgr.....Marie F. Gately  
 Chief Engineer.....John Parker

# MASSACHUSETTS

## WTAO—Boston—1948

Frequency: 740 Kc. Power: 250 Watts d.  
Owned-Oper. By Middlesex Bcstg. Corp.  
Address: 439 Concord Ave.  
Tel.: Elliot 4-0500  
ABC  
Station Representative: Waiker-Rawalt  
President: Frank J. Lyman, Jr.  
General. Comm. Mgr.: William A. Queen  
Program Director: Billy Dale  
Chief Engineer: Earl Ellsworth

## WBET—Brockton—1946

Frequency: 1460 Kc. Power: 1000 Watts d.  
Owned-Oper. By Enterprise Publishing Co.  
Business-Studio Address: 60 Main St.  
Tel.: JU 6-1460  
Independent  
Newspaper Affiliation: Enterprise Times  
Representative: Walker-Rawalt  
General Manager: Charles A. Fuller  
Sta., Comm. Mgr.: Earle G. Clement  
Program Director: M. Sothorn Abbott  
Chief Eng.: Charles O. Nowell

## WACE—Chicopee-Springfield 1946

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Operated By Regional Bcstg. Co.  
Bus. Address: Radio Center, 326 Chicopee St.  
Tel.: LY 4-6654  
Independent  
Station Representative: Indie Sales  
President: John S. Begley  
Gen. Mgr.: Ralph J. Robinson  
Prog. Dir.: Sy Levy  
Chief Engineer: Myles Brennan

## WALE—Fall River—1948

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Narragansett Bcstg. Co.  
Address: 18 N. Main St.  
Tel.: OS 4-3535  
MBS  
Representative: O'Connell, Wheeler  
Manager: George L. Sisson, Jr.  
Commercial Mgr.: Markey Gosciminski  
Prog. Dir.: Ann Kenney  
Chief Engineer: J. R. Sisson

## WSAR—Fall River—1921

Frequency: 1480 Kc. Power: 5000 Watts  
Owned-Oper. By K & M Publishing Co.  
Bus.-Studio Address: Box 927  
Tel.: OS 7-9477  
Independent  
Newspaper Affiliation: Herald News, Inc.  
Representative: Headley-Reed, Kettell-Carter  
President: Frank W. Miller  
General Manager: Lincoln W. N. Pratt  
Commercial Manager: Cornelius Sullivan  
Program Director: J. Joseph Welch  
Chief Engineer: Arnold Molloy

## WEIM—Fitchburg—1941

Frequency: 1280 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By Radio Fitchburg, Inc.

Business-Studio Address: 717 Main St.  
Tel.: Diamond 3-3766  
MBS  
President: Norman Knight  
General, Comm. Mgr.: James A. Fitzgerald, Jr.  
Program Director: John Richards  
Publicity Director: Esther Kieley  
Chief Engineer: Ted Kalin

## WFGM—Fitchburg—1949

Frequency: 960 Kc. Power: 1000 Watts  
Owned-Oper. By Wachusett Bcstg. Corp.  
Address: 170 Prichard St  
Tel.: Diamond 3-4897  
Independent  
Station Rep.: Everett-McKinney; Foster, Creed  
President: David M. Myers  
General, Sta. Mgr.: James W. Chalmers  
Publicity Dir.: Dick Ziegler  
Chief Engineer: Donald L. Coleman, Jr.

## WKOX—Framingham—1947

Frequency: 1190 Kc. Power: 1000 Watts d.  
Owned-Operated By WKOX, Inc.  
Bus.-Studio Address: 100 Mt. Wayte Ave.  
Tel.: TR 3-7409  
Independent  
Representative: Kettell-Carter, Grant Webb  
Gen. Mgr.: Richard E. Adams  
Program Dir.: Carl B. Duncan  
Chief Engineer: Frank Bartel

## WGAW—Gardner—1946

Frequency: 1340 Kc. Power: 250 Watts  
Owned: Gardner Bcstg. Co.  
Business Address: Green St.  
Tel.: 1340  
Independent  
Representative: Nona Kirby, Webb  
Pres. & Gen. Mgr.: Charles E. Asher  
Treasurer: James D. Asher  
Program Director: William Kennedy  
Chief Engineer: Gordon Wiley

## WSBS—Great Barrington—1956

Frequency: 860 Kc. Power: 250 Watts  
Owned-Oper. By J. Leo Dowd  
Business Address: Stockbridge Rd, Rt. 7  
Tel.: Great Barrington 1567  
Independent  
Station Representative: Webb  
Pres., Gen. Mgr.: John T. Parsons  
Commercial Manager: Elizabeth Thompson  
S-1's Promotion Manager: Dan Christopolis  
Prog., Pub. Dir.: Alan D. Vaber  
Chief Engineer: John Seeley

## WHAI—Greenfield—1938

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Haigis Bdcstg. Corp.  
Business-Studio Address: 486 Main St.  
Tel.: PR 4-4301  
MBS  
Representative: Walker-Rawalt  
Pres., Gen., Sta. Mgr.: John W. Haigis, Jr.  
Commercial Mgr.: Harry J. Frank  
Program Director: Ira I. Hewey  
Chief Engineer: Delwin D. Shattuck

**WHAV—Haverhill—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By WHAV, Inc.  
 Business-Studio Address 30 How St.  
 Tel.: DR 4-4733 Independent  
 Station Representative Kettell-Carter; Webb  
 President Henry R. Silver  
 Treas., General Mgr. Edward Cellin  
 Asst. Station Mgr. Alan Noyes  
 Program Director Bob Douglas  
 Sales Prom. Mgr. Aldo Carter  
 Chief Engineer Harry White

**WREB—Holyoke—1950**

Frequency: 930 Kc. Power: 500 Watts d.  
 Owned-Oper. By Valley Bcstg. Corp.  
 Address 225 High St.  
 Tel.: Jefferson 2-3296 KBS  
 Representative Breen & Ward  
 General Manager Edmund F. Wakelin  
 Program Director David H. Foerster

**WCCM—Lawrence—1947**

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Lawrence Bdcstg. Co.  
 Address 9 Valley Street  
 Tel.: MU 3-7171 Independent  
 Station Representative Bob Dore  
 Pres., Gen. Mgr. Geo. H. Jaspert  
 Comm., Prom. Mgr. John Canty  
 Program Director Hugh Anthony  
 Publicity Director Tony Lupo  
 Chief Eng. Norman Round

**WCAP—Lowell—1951**

Frequency: 980 Kc. Power: 1000 Watts d.  
 Owned-Operated By Northeast Radio Inc.  
 Address 243 Central St.  
 Tel.: GLenview 4-0404 Independent  
 Sta. Reps. Everett-McKinney; Kettell-Carter  
 Pres., Gen. Mgr. Israel Cohen  
 Commercial Manager Maurice Cohen  
 Program Director Dan Gillette  
 Chief Engineer Ted Cohen

**WLLH—Lowell-Lawrence  
1934**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Merrimac Bdcstg. Co.  
 Address 39 Kearney Sq., Lowell  
 Tel.: GL 8-8715 (Lo) Independent  
 Representative Bolling  
 President Gerald Harrison  
 General Manager Albert N. Armstrong, Jr.  
 Program Director Tom Clayton  
 Chief Engineer C. Parker

**WLYN—Lynn—1946**

Frequency: 1360 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Puritan Bcst. Service, Inc.  
 Business Address 156 Broad St.  
 Tel.: LY 5-6200 Independent  
 Station Representative Walker-Rawalt  
 President Theodore Feinstein

General Manager Robert H. Acker, Jr.  
 Commercial Manager Harry D. Goodwin  
 Program Director Stephen E. Smith  
 Chief Engineer Carl W. Graeize

**WSRO—Marlborough—1958**

Frequency: 1470 Kc. Power: 1000 Watts  
 Owned By County Broadcasting Corp.  
 Address Curtis Ave.  
 Tel.: HU 5-1470 KES  
 Station Representative Foster-Creed  
 President, Gen. Mgr. Lewis F. Sargent  
 Station Manager William F. Galvin  
 Program Director Richard L. Beach  
 Chief Engineer Kenneth Rockwell

**WHIL—Medford—1952**

Frequency: 1430 Kc. Power: 5000 Watts d.  
 Owned-Operated By Conant Bcstg. Co.  
 Address 93 Revere Beach Pkwy.  
 Tel.: EXport 6-1430 Independent  
 Station Representative O'Connell  
 Pres., Gen. Mgr. Sherwood J. Tarlow  
 Station Manager Joseph Kruger  
 Commercial Manager Edward O'Donald  
 Program Director Kenneth A. Manly  
 Publicity Director Bob Walsh  
 Chief Engineer Albert Fulchino

**WMRC—Milford—1956**

Frequency: 1490 Kc. Power: 100 Watts  
 Owned Milford Bcstg. Corp.  
 Address Opera House Bldg  
 Tel.: GReenleaf 3-1490 KBS  
 Gen., Comm. Mgr. Ted B. Sawyer

**WBSM—New Bedford—1949**

Frequency: 1420 Kc. Pow.: 5 Kw. d., 1 Kw. n.  
 Owned Bay State Broadcasting Co.  
 Address Pope's Island  
 Tel.: WYman 8-5228 Independent  
 Representative Bolling Co.  
 President Joseph P. Duchaine  
 Gen. Mgr. Otto F. A. Arnold  
 Comm. Mgr. Richard G. Evans  
 Prog. Dir. Hal Peterson

**WNBH—New Bedford—1921**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By E. Anthony & Sons, Inc.  
 Business-Studio Address 432 County St.  
 Tel.: WYman 8-5228 Independent  
 Newspaper Affiliation Standard-Times  
 Station Rep. Walker-Rawalt; Foster, Creed  
 President Basil Brewer  
 General, Comm. Mgr. Roger Bower  
 Publicity Director Jack Delaney  
 Program Director Stan Lipp  
 Chief Engineer Herve Leduc

**WNBP—Newburyport—1957**

Frequency: 1470 Kc. Power: 500 Watts, d.  
 Owned Tri-City Bcstg. Co.

## MASSACHUSETTS

Business Address.....Traffic Circle  
Tel.: HO 2-6654.....Independent  
Station Representative.....Walker-Rawalt  
President.....Theodore Feinstein  
Gen. Mgr.....J. Thomas Mathers  
Station Mgr., Prog. Dir.....Mary I. MacKenzie

### WMNB—North Adams—1947

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By...Northern Berkshire Bcstg. Co.  
Address.....466 Curran Highway  
Tel.: MO 3-6567.....Independent  
Station Representatives.....Devney; Nona Kirby  
President, Ch. Eng.....J. Gordon Keyworth  
Commercial Manager.....Richard J. O'Brien  
Program Director.....James F. Finnen

### WHMP—Northampton—1950

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By...Pioneer Valley Bcstg. Co.  
Address.....78 Main St.  
Tel.: JU 4-4275.....Independent  
Representative.....Nona Kirby, Webb  
President.....John H. Williams  
Gen., Sta., Comm. Mgr....Alexander W. Milne

### WCAT—Orange—1956

Frequency: 1390 Kc.....Power: 1000 W., d.  
Owned-Oper. By.....Ralph Mellon  
Address.....P. O. Box 334, Athol, Mass.  
Tel.: Churchill 9-3232.....Independent  
Representative.....Grant Webb  
President, Gen. Mgr.....Ralph Mellon

### WBEC—Pittsfield—1947

Frequency: 1420 Kc.....Power: 1000 Watts  
Owned-Oper. By...Western Mass. Bcstg. Co.  
Business-Studio Address.....33 Eagle St.  
Tel.: Hillcrest 8-8292.....ABC  
Newspaper Affiliation.....Berkshire Eagle  
Rep.....Everett-McKinney, Foster & Creed  
President.....L. K. Miller  
Gen., Sta. Mgr.....W. Wendell Budrow  
Comm., Publicity Mgr.....Ted Muller  
Program Director.....Charles W. Paine  
Chief Engineer.....Robert Johnson

### WBRK—Pittsfield—1938

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Greylock Bcstg. Co.  
Business-Studio Address.....8 Bank Row  
Tel.: Hillcrest 2-1553.....MBS  
Station Representative.....Walker-Rawalt  
President.....Joseph K. Close  
Gen., Sta. Mgr.....Walter Kearsey  
Comm., Prom. Mgr.....Martin Schechter  
Program Dir.....William Nickum  
Chief Engineer.....George R. Burgoon

### WPLM—Plymouth—1955

Frequency: 1390 Kc.....Power: 5000 Watts d.  
Owned-Oper. By...Plymouth Rock Bdcstg. Co.  
Address.....Route #3  
Tel.: Pilgrim 6-1390.....Independent

Station Representative...Kirby; Breen & Ward  
Pres., Gen. Mgr.....John T. Campbell  
Station, Comm. Mgr.....Arthur E. Pratt  
Program Dir.....John Chandler  
Sales Prom. Mgr.....Edward Marvin  
Publicity Dir.....Bud Markie  
Chief Engineer.....Sulo E. Lehtonen

### WJDA—Quincy—1947

Frequency: 1300 Kc.....Power: 1000 Watts d.  
Owned-Oper. By...South Shore Bcstg. Co., Inc.  
Address.....29 Brackett St.  
Tel.: Granite 9-1300.....Independent  
Pres., Gen., Sta. Mgr.....James D. Asher  
Commercial Manager...Kenneth P. Fallon, Jr.  
Program Director.....Winslow Bettinson  
Chief Engineer.....Arthur F. Lane

### WESX—Salem—1939

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By...North Shore Bcstg. Corp.  
Address.....Box 710  
Tel.: PI 4-5670.....Independent  
President, Gen. Mgr.....James D. Asher  
Comm. Mgr.....George R. Eckels  
Station Manager.....Robert Clement  
Program Director.....Vern Williams

### WESO—Southbridge-Webster 1955

Frequency: 870 Kc.....Power: 1000 Watts d.  
Owned.....WESO Broadcasting Corp.  
Address.....291 Main Street  
Tel.: PO 4-4381.....Independent  
Representative.....Webb, Foster-Creed  
President.....Peter A. Bordes  
General Manager.....Hamilton S. Stewart

### WHYN—Springfield—1941

Frequency: 560 Kc.....Power: 1000 Watts  
Owned-Oper. By...Hampden-Hampshire Corp.  
Address.....1300 Liberty St.  
Tel.: RE 7-1414.....Independent!  
News, Affil.....Holyoke Transcript-Telegram  
Representative.....Branham, Wheeler  
President.....William Dwight  
Gen., Sta. Mgr.....Charles N. De Rose  
Comm., Publicity Dir.....Zack Land  
Chief Engineer.....Harold Schumacher

### WMAS—Springfield—1932

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....WMAS, Inc.  
Business-Studio Address.....101 West St.  
Tel.: RE 7-1414.....Independent  
Representative.....Bolling  
President.....Gerald Harrison  
Sta., Sales Prom. Mgr.....Robert Donahue  
Comm. Mgr.....Erwin Needles  
Prog. Dir.....Roland Dumas  
Chief Eng.....John Michnovetz

**WSPR—Springfield—1936**

Frequency: 1270 Kc. Power: 1000 Watts  
 Owned-Operated By: WSPR, Inc.  
 Business Address: 63 Chestnut St.  
 Tel.: RE 2-4182. Independent  
 Representative: Hollingbery, Kettell-Carter  
 Pres., Gen. Mgr.: Alan C. Tindal  
 Commercial Manager: Jack Sullivan  
 Station Manager: Paul Monson  
 Program Director: Jerry Forbes  
 Chief Engineer: Valentino Partyka

**WTYM—Springfield—1949**

Frequency: 1600 Kc. Power: 5000 Watts d.  
 Owned-Oper. By: Executive Bcstg. Corp.  
 Business Address: Box 898  
 Tel.: RRepublic 3-4187. MBS  
 Station Representative: Masla  
 President: Stanley M. Ulanoff  
 General Sta. Mgr.: Arthur Tacker  
 Commercial Mgr.: Harvey Sheldon  
 Program Director: George Wildey

**WTXL—West Springfield 1949**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Telecolor Corp.  
 Address: 34 Sylvan St.  
 Tel.: RE 9-4768. ABC  
 Station Representative: Walker-Rawalt  
 Pres., Gen. Mgr.: L. A. Reilly  
 Commercial Manager: Holland D. Cameron  
 Station Mgr., Chief Engineer: J. L. Spates

**WPEP—Taunton—1949**

Frequency: 1570 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Silver City Bcstg. Corp.  
 Address: 174 Broadway  
 Tel.: 1250. MBS  
 Pres., Gen. Mgr.: J. Marshall McGregor  
 Sta. Mgr., Prog. Dir.: Joseph G. Quill  
 Comm. Mgr.: Henry J. Murray  
 Chief Engineer: Lawrence Prado

**WARE—Ware—1947**

Frequency: 1250 Kc. Power: 1000 Watts  
 Owned-Oper. By: Central Bcstg. Corp.  
 Business-Studio Address: 56 Main St.  
 Tel.: WA 1250. MBS  
 Representative: Breen & Ward; Wheeler  
 President: Sherwood J. Tarlow  
 Gen., Sta. Mgr.: Richard H. Vaughan  
 Commercial Mgr.: Steven J. Atanian  
 Sales Prom. Mgr.: Herbert Vining  
 Chief Engineer: Glen C. Walton

**WDEW—Westfield—1957**

Frequency: 1570 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Westfield Bcstg. Co.  
 Business-Studio Address: 249 Union St.  
 Tel.: LO 2-2307. Independent  
 Station Representative: Breen-Ward  
 President: Harold Martin  
 General, Sta. Mgr.: Richard M. Brescia

Commercial Mgr.: John Mahar  
 Sales Prom. Mgr.: Thomas Ferris  
 Publicity Director: Shirley A. Tierney  
 Chief Engineer: J. Lawrence Spinks

**WOCB—West Yarmouth—1940**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: E. Anthony & Sons  
 Address: South Sea Ave.  
 Tel.: Spring 5-0500. MBS  
 Newspaper Affil.: Standard Times  
 Station Rep.: Walker-Rawalt; Foster & Creed  
 President: Basil Brewer  
 Station Manager: Paul Stiles  
 Program Dir.: G. W. Stidstone  
 Chief Engineer: Frank L. Lynch

**WAAB—Worcester—1931**

Frequency: 1440 Kc. Power: 5000 Watts  
 Owned By: Waterman Bcstg. Corp.  
 Bus. Address: 34 Mechanic St.  
 Tel.: PL 2-5611. Independent  
 Representative: Eastman; Kettel-Carter  
 Pres., Gen. Mgr.: Bernard E. Waterman  
 Comm. Mgr.: C. Kaminski  
 Program Director: Phil Christie  
 Chief Engineer: George Capalbo

**WNEB—Worcester—1946**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: New England Bcstg. Co.  
 Address: 405 Main St.  
 Tel.: PL 6-4672. Independent  
 Representative: Bolling  
 President, Gen. Mgr.: John J. Hurley  
 Comm. Sta. Mgr.: Robert F. Nims  
 Program Director: George Downey  
 Chief Engineer: Bernard E. Berard

**WORC—Worcester—1925**

Freq.: 1310 Kc. Power: 5000 Wts. d., 1000 n.  
 Owned-Oper. By: WORC, Inc.  
 Address: Bancroft Hotel  
 Tel.: SW 9-0581. Independent  
 Sta. Reps.: Avery-Knodel; Wheeler  
 Pres., Gen. Mgr.: Robert F. Bryar  
 Sta., Comm. Mgr.: A. Abbott Coblentz  
 Program Dir.: Bud Clain  
 Sales Prom. Mgr.: Alvin M. Saide  
 Chief Engineer: Gordon Dyer

**WTAG—Worcester—1924**

Frequency: 580 Kc. Power: 5000 Watts  
 Owned-Operated By: WTAG, Inc.  
 Business-Studio Address: 20 Franklin St.  
 Tel.: PL 5-4321. Independent  
 Newspaper Affil.: Telegram & Gazette  
 Representative: Henry L. Christal Co.  
 President: Robert W. Booth  
 Vice Pres., Gen. Mgr.: Herbert L. Krueger  
 Nat. Sls. Mgr.: Richard L. Gravel  
 Station Sales Prom. Head: Mrs. Pierrina M. Rohde  
 Prod., Pgm. Dir.: A. J. Brissette  
 Chief Engineer: E. A. Browning

Pop.: 8,246,000  
Families: 2,375,000  
Radio Homes: 2,368,000

# MICHIGAN

TV Homes: 2,175,000  
AM Stas. in State: 95  
TV Stas. in State: 15

## WABJ—Adrian—1946

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Gerity Bcstg. Co.  
Address 108 S. Main St.  
Tel.: CO 5-7123 Independent  
Station Rep. Pearson  
President James Gerity, Jr.  
Gen., Sta. Mgr. Donald J. Dean  
Program Director Winston Hoehner  
Chief Engineer Robert Bassett

## WALM—Albion—1952

Frequency: 1260 Kc. Power: 1000 Watts  
Owned-Oper. By Calhoun Bcstg. Co.  
Business Address 101½ N. Superior  
Tel.: NAtional 9-3945 KBS  
General Manager C. Wayne Wright  
Program Director Jim Beasley  
Chief Engineer Ken Griewahn

## WOWE—Allegan—1958

Frequency: 1580 Kc. Power: 250 Watts, d.  
Owned By Allegan Cty. Bcstg., Inc.  
Address 233 Hubbard  
Tel.: 834 KBS  
General Manager Keith Weldy

## WFYC—Alma—1948

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned-Oper. By WFYC, Inc.  
Business Address 5310 N. State Rd.  
Tel.: 95 Independent  
Station Representative Hollingbery; Hopwell  
President Wayne G. Harris  
General Manager Gilbert E. Thomas  
Station Manager David W. Sommerville  
Sales Promotion Manager Gilbert E. Thomas  
Program Director Richard Crowley  
Chief Engineer Bruce H. Rigg

## WATZ—Alpena—1946

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Midwestern Bcstg. Co.  
Business Address M-32 West  
Tel.: Elmwood 4-8400 NBC  
Representative Holman  
President Les Biederman  
Station Manager Drew McClay

## WHRV—Ann Arbor—1946

Frequency: 1600 Kc. Power: 1000 Watts  
Owned-Operated By Zanesville Publish. Co.  
Business Address 4230 Packard Road  
Tel.: NOrmandy 2-4573 MBS  
Newspaper Affil. Time Record; Time Signal  
President Clay Littick  
General Manager Allan Land  
Comm. Prom. Mgr. Jos Labaito  
Station Manager Bob C. Wagner  
Prog. Dir. Donald A. Herman  
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.  
Tel.: NO 2-5517 Independent  
Station Rep. Everett-McKinney  
Pres., Gen. Mgr. Edward F. Baughn  
Program Director Albert Samborn  
Sales Prom. Mgr. Kenneth MacDonald  
Chief Engineer Bernard Ressler

## WLEW—Bad Axe—1950

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Thumb Broadcasting Co.  
Address 935 S. Van Dyke Rd.  
Tel.: 1010 CBS-KBS  
Rep. Gill-Perna, Michigan Spot Sales  
Gen. Mgr. John Wismer  
Station Manager Jim Muehelbeck

## WBCK—Battle Creek—1948

Frequency: 930 Kc. Power: 1000 Watts  
Owned-Operated By Michigan Bcstg. Co.  
Address Security Natl. Bank Bldg.  
Tel.: WO 3-5555 NBC  
Representative Hollingbery  
President Robert H. Holmes  
General Mgr. E. F. Cahill  
Chief Engineer Harley Hammond

## WELL—Battle Creek—1925

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Southern Mich. Bcstg.  
Address Michigan National Bank Bldg.  
Tel.: WO 4-7173 ABC  
Station Rep. Everett-McKinney  
President Fred A. Knorr  
Gen. Comm. Mgr. P. J. Haller  
Program Director Ronald E. Mell  
Chief Engineer David M. Decker

## WBCM—Bay City—1925

Freq.: 1440 Kc. Power: 1 Kw. d., 500 W., n.  
Owned-Operated By Michigan Bcstg. Co.  
Business-Studio Address Wagonah Hotel  
Tel.: TW 3-7551 ABC  
Representative George P. Hollingbery  
President Robert H. Holmes  
Station Comm. Mgr. Leo A. Jylha  
Prog., Pub. Dir. Devere E. Logan, Jr.  
Chief Engineer Wes Thompson

## WWBC—Bay City—1956

Frequency: 1250 Kc. Power: 1000 Watts d.  
Owned By Water Wonderland Bcstg. Co.  
Business Address 306 Phoenix Bldg.  
Tel.: TW 3-4588 Independent  
Station Representative Masla  
President Patrick J. Trahan  
Gen., Comm. Mgr. Charles E. Anthony

Commercial Manager..... Lee E. Droeger  
 Prog., Sales Prom. Mgr.... Robert F. Benkelman  
 Publicity Director..... Kay D. Reid  
 Chief Engineer..... Ralph H. Carpenter

**WHFB—Benton Harbor—1947**

Frequency: 1060 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Palladium Publ. Co.  
 Business Address..... Fairplain Ave.  
 Tel.: WA 5-2113..... Independent  
 Newspaper Affil..... Palladium, Herald Press  
 Station Rep.... Everett-McKinney; Mich. Spot Sls.  
 President ..... Stanley R. Banyon  
 Gen., Sta. Mgr..... J. P. Scherer  
 Commercial Manager..... John Hagerman  
 Sales Prom. Mgr..... Dwight Edmunds  
 Program Director..... Bob Richards  
 Chief Engineer..... M. U. Robinson

**WBRN—Big Rapids—1953**

Frequency: 1460 Kc. .... Power: 1 Watts, d.  
 Owned-Oper. By..... WBRN, Inc.  
 Address..... P. O. Box 825  
 Tel.: 648..... KBS  
 Representative ..... Hil F. Best  
 Pres., Gen. Mgr..... Spencer Denison  
 Chief Engineer..... Garnet Zimmerman

**WATT—Cadillac—1945**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By... Midwestern Bcstg. Co.  
 Business-Studio Address..... U. S. 131, South  
 Tel.: PR 5-7831..... NBC  
 Sta. Rep..... Venard Rintoul, McConnell  
 President ..... Les Biederman  
 Sta. Program Dir..... Merritt L. Chandler  
 Commercial Manager..... Jack Toepp  
 Sales Promotion Manager..... Milo Ash  
 Chief Engineer..... Bill Kiker

**WCER—Charlotte—1956**

Frequency: 1390 Kc. .... Power: 1 Kw., d.  
 Owned..... Eaton County Bcstg. Co.  
 Address..... Box 269  
 Tel.: 1390..... Independent  
 Pres., Gen. Mgr..... Roy W. McLean  
 Comm., Sta. Mgr..... Brod Martindale  
 Chief Engineer..... Gerald D. Adams

**WCBY—Cheboygan—1954**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned..... Straits Bcstg. Co.  
 Address..... Mackinaw Ave.  
 Tel.: MA 7-2341..... Independent  
 Representative ..... Best  
 President, Gen. Mgr..... Richard E. Hunt  
 Station Manager..... A. M. Gordon  
 Program Director..... John King  
 Chief Engineer..... Norbert C. Poeppelman

**WTVB—Coldwater—1949**

Freq.: 1590 Kc. Power: 5 Kw. d., 500 Watts n.  
 Owned-Oper. By ... Twin Valley Bdcstrs, Inc.  
 Address..... U.S. 27

Tel.: BRoadway 9-9119..... Independent  
 Sta. Reps... Donald Cooke; Michigan Spot Sales  
 President, Gen. Mgr..... E. Harold Munn, Sr.  
 Commercial Manager..... Normand Moore  
 Chief Engineer..... Virgil Royer

**WKMH—Dearborn—1946**

Freq.: 1310 Kc..... Power: 5 Kw.  
 Owned-Oper. By... Knorr Broadcasting Corp.  
 Address..... 15001 Mich. Ave.  
 Tel.: TI 6-8500..... Independent  
 Representative ..... Petry  
 Pres., Gen. Mgr..... F. A. Knorr  
 Sta. Mgr..... John J. Carroll  
 Commercial Manager..... John O. Gilbert II  
 Chief Engineer..... Jerrold L. Martin

**CKLW—Detroit—1932**

Frequency: 800 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By... Western Ontario Bcstg. Co.,  
 Address..... 3300 Guardian Bldg., Detroit 26  
 Tel.: WO 1-7200..... MBS, CBC  
 Representative ..... Eastman  
 President, General Mgr..... J. E. Campeau  
 Dir., Oper..... S. C. Ritchie  
 Commercial Manager..... Richard Nason  
 Sales Promotion Manager..... George Snyder  
 Program Director..... John Gordon  
 Publicity Director..... Art Gloster  
 Chief Engineer..... Stewart Clark

**TO BE SURE —  
 YOU NEED THE BEST!**

YOU CAN GET THE BEST,  
 WHY SETTLE FOR LESS?



# MICHIGAN

## WCAR—Detroit—1939

Freq.: 1130 Kc. Power: 50 Kw. d., 10 Kw., n.  
Owned.....WCAR, Inc.  
Address.....500 Temple Ave.  
Tel.: TE 3-8100.....Independent  
Representative.....AM Radio Sales Co.  
President, Gen. Mgr.....H. Y. Levinson  
Exec. V.P.....Wayne N. Cook  
Promotion Mgr.....Susan L. Gray  
Production Mgr.....Larry Bova  
Chief Engineer.....James Balmer

## WJBK—Detroit—1925

Freq.: 1500 Kc. Power: 10 Kw. d., 1 Kw. n.  
Owned-Operated By.....Storer Bcstg. Co.  
Bus.-Studio Address.....7441 Second Blvd.  
Tel.: TR 3-7400.....Independent  
Representative.....Katz Agency  
President.....George B. Storer, Sr.  
V.P., Mgr. Dir.....Harry R. Lipson  
Gen. Sales Mgr.....Herbert J. Weber, Jr.  
Merchandising Manager.....Nancy Mackenzie  
Program Director.....Frank Gaal  
Chief Engineer.....Joseph Haigh  
OWNERS OF: WJBK-FM-TV, DETROIT; WSPD-AM-FM-TV, TOLEDO; WAGA-TV, ATLANTA; JWV-AM-FM-TV, CLEVELAND; WYVA-AM-FM, WHEELING, W. VA.; WGBS-AM-FM, MIAMI, FLA.; WIGB-AM-FM, PHILA., PA.; KPOP, LOS ANGELES; WITI-TV, MILWAUKEE.

## WJLB—Detroit—1926

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.....Booth Bcstg. Co.  
Business Address.....3100 D. Broderick Tower  
Tel.: Woodward 5-2000.....Independent  
Sta. Reps.....Howard; Pearson  
President.....John L. Booth  
Gen. Mgr.....Thomas J. Warner  
Sta. Mgr.....Edwin E. Nye  
Chief Engineer.....E. Ryan

## WQTE—Detroit—1959

Frequency: 560 Kc. Power: 500 Watts. d.  
Owned By.....560 Broadcasting Corp.  
Address.....1260 Library  
Tel.: WO 2-0900.....Independent  
Station Representative.....Paul H. Raymer  
President, Sta. Mgr.....Ross Mulholland  
General Comm. Mgr.....Richard E. Jones  
Chief Engineer.....Irv. Laing

## WJR—Detroit—1922

Frequency: 760 Kc. Power: 50,000 Watts  
Owned-Oper. By. WJR, The Goodwill Sta., Inc.  
Business Address.....Fisher Bldg.  
Tel.: TR 5-4440.....Independent  
Representative.....Christal  
President.....John F. Patt  
Exec. V.P., & Gen. Mgr.....Worth Kramer  
V.P., Sect.....F. Silbey Moore  
Oper. Mgr.....James H. Quello  
Sales Prom. Mgr.....Jack Brussel  
Program Mgr.....Reginald P. Merridew  
Chief Engineer.....A. Friedenthal

## WWJ—Detroit—1920

Frequency: 950 Kc. Power: 5000 Watts

Owned-Oper. By.....The Evening News Assn.  
Address.....622 W. Lafayette  
Tel.: WO 2-2000.....NBC  
Newspaper Affiliation.....Detroit News  
Rep. Peters, Griffin & Woodward, McDermott  
President.....Warren S. Booth  
General Manager.....Edwin K. Wheeler  
Station Mgr.....Robert J. McIntosh  
Asst. Gen. Mgr.....Don DeGroot  
Sales Prom. Mgr.....Glenn Kyker  
Sales Mgr.....Denman F. Jacobson  
Business Mgr.....Henry C. Rogers  
Prog. Development Mgr.....Frank Steltenkamp  
Gen. Eng. Mgr.....E. J. Love

## WXYZ—Detroit—1925

Frequency: 1270 Kc. Power: 5000 Watts d.  
Owned-Oper. By.....WXYZ, Inc.  
Address.....20777 W. Ten Mile Rd.  
Tel.: KENwood 4-7000.....ABC  
Representative.....John Blair  
Sales Manager.....Robert Baldrice  
Sales Prom. Mgr., Pub. Dir.....Sam Somora  
Program Director.....Robert Baker  
Chief Engineer.....Charles Kocher

## WLST—Escanaba—1958

Frequency: 600 Kc. Power: 1 Watt  
Owner.....Lake Mich. Bcstg. Co.  
Address.....600 Ludington St.  
Tel.: State 6-4118.....ABC  
President.....Frank J. Russell, Jr.  
General Mgr.....William C. Johnson  
Station Mgr.....John Merrick

## WBBC—Escanaba—1941

Frequency: 680 Kc. Power: 1000 Watts  
Owned-Operated By.....Delta Bcstg. Co.  
Address.....P.O. Box 419  
Tel.: State 6-6144.....Independent  
Pres., Gen. Mgr.....George D. Lindenthal  
Station Manager.....F. J. Lindenthal  
Publicity Director.....Wm. J. Duchaine  
Chief Engineer.....Henry C. Olsen

## WAMM—Flint—1955

Frequency: 1420 Kc. Power: 500 W. d.  
Owned-Oper. By.....Binder-Coxter-Durham, Inc.  
Business Address.....740 S. Saginaw St.  
Tel.: Cedar 9-8631.....Independent  
Representative.....Gill-Perna  
President, Gen. Mgr.....Philip R. Munson  
Commercial Mgr.....Ronald L. Craig  
Station Mgr.....Clarence E. Rhodes  
Program Dir.....Ruth Perry  
Prom., Publicity Dir.....Irv. Chimovitz  
Chief Engineer.....Walter Wiersbicki

## WTRX—Flint—1947

Frequency: 1330 Kc. Power: 5Kw., d., 1 Kw., n.  
Owned-Operated By.....Booth Bcstg. Co.  
Bus.-Studio Address.....3076 E. Bristol Rd.  
Tel.: CE 9-8686.....ABC  
Representative.....Weed



**President**.....John Lord Booth  
**General Mgr.**.....Ken Chapin  
**Program Director**.....Dorothy Rattliif  
**Sales Prom. Mgr.**.....Noble Gravelin  
**Publicity Director**.....John Nogaj  
**Chief Engineer**.....Charles Wallace

**WFDF—Flint—1922**

Frequency: 910 Kc. Power: 5 Kw., d., 1 Kw., n.  
 Owned-Operated By.....The Trebit Corp.  
 Address.....Garland at First Ave.  
 Tel.: CE 2-7158.....NBC  
 Representative.....Katz  
 President.....Harry M. Bitner, Jr.  
 Gen., Sta. Mgr.....Elmer A. Knopf  
 V.P., Asst. Sect.....Marvin Levey  
 Chief Engineer.....Gerald Woipert

**WKMF—Flint—1953**

Frequency: 1470 Kc. Power: 5 Kw., d., 1 Kw., n.  
 Owned.....Knorr Bcstg. Corp.  
 Address.....112 W. Water St.  
 Tel.: Cedar 9-7608.....CBS  
 Sta. Representative.....Daren F. McGavren  
 President.....Fred A. Knorr  
 Managing Director.....W. Eldon Garner  
 Program Director.....Doug Smith  
 Chief Engineer.....George Parker

**WMRP—Flint—1946**

Frequency: 1570 Kc.....Power: 1 Kw.  
 Owned-Oper. By.....Methodist Radio Parish, Inc.  
 Address.....3217 Lapeer St.  
 Tel.: CE 3-5112.....KBS  
 Station Representative.....Sears & Ayer  
 President.....Arthur Howard  
 Gen. Mgr.....William H. Morford  
 Program Director.....Everett Smith  
 Chief Engineer.....Robert Swayze

**WTAC—Flint—1946**

Freq.: 600 Kc.....Power: 1 Kw., d., 500 W., n.  
 Owned By.....L. & P. Bcstg. Corp.  
 Address.....P.O. Box 929  
 Tel.: OW 4-4146.....Independent  
 Station Representative.....Hollingbery  
 General Manager.....David C. Croninger  
 Commercial Manager.....Glenn H. Allen, Jr.  
 Sales Promotion Manager.....Ruth Kekel  
 Program Director.....R. Edward Berryman  
 Chief Engineer.....Robert Garner

**WBFC—Fremont—1954**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Paul A. Brand  
 Address.....P. O. Box 231  
 Tel.: 415.....KBS  
 Representative.....Hil F. Best  
 President.....Paul A. Brand

**WATC—Gaylord—1950**

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Midwestern Bcstg. Co.  
 Address.....Paul Bunyan Bldg., Traverse City  
 Tel.: WI 7-7675.....Independent  
 Sta. Reps.....Venard, Rintoul & McConnell

**Pres., Gen. Mgr.**.....Les Biederman  
**Commercial Mgr.**.....Robert E. Detwiler  
**Station Mgr.**.....Harry Travis  
**Chief Engineer**.....William K. Kiker

**WGHN—Grand Haven—1956**

Frequency: 1370 Kc.....Power: 500 Watts, a  
 Owned.....Grand Haven Broadcasting Co.  
 Address.....228 Washington St.  
 Tel.: 5397.....Independent  
 Station Representative.....John E. Pearson  
 President.....H. F. Wuk  
 General. Program Mgr.....Bob Kirby  
 Comm. Prom. Mgr.....Hy M. Steed  
 Publicity Director.....Gordon Huizengo  
 Chief Engineer.....Dick Clarke

**WFUR—Grand Rapids—1947**

Frequency: 1570 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Furniture City Bcstg. Corp.  
 Address.....399 Garfield Ave., S.W.  
 Tel.: GL 6-9541.....Independent  
 Pres., Gen., Sta. Mgr.....William Kuiper, Sr.  
 Commercial Manager.....Peter Vanden Bosch  
 Sls. Prom., Pub. Dir.....William Kupier, Jr.  
 Chief Engineer.....Gilbert Waite

**WGRD—Grand Rapids—1947**

Frequency: 1440 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Regional Bcstrs. of Mich.  
 Business-Studio Add., 35 Lafayette Ave., N.E.  
 Tel.: GL 9-4111.....Independent  
 Representative.....Gill Perna  
 General Mgr.....Glenn R. Le Pard  
 Chief Engineer.....Richard Groenevelt

**WJEF—Grand Rapids—1945**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Fetzer Broadcasting Co.  
 Address.....187 Monroe, N.W.  
 Tel.: GL 6-8512.....CBS  
 Station Representative.....Avery-Knodel  
 President.....John E. Fetzer  
 Station Mgr.....Roger L. Hoffman  
 Chief Engineer.....Bruce Glycadgis

**WLAV—Grand Rapids—1940**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....Stevens-Wismer Bcstg., Inc.  
 Address.....161 Ottawa Northwest  
 Tel.: GL 6-5461.....ABC  
 Station Representative.....Daren F. McGavren  
 President.....John Wismer  
 General Manager.....John J. Shepard  
 Program Director.....Jock Bliss  
 Chief Engineer.....Lee Stevens

**WMAX—Grand Rapids—1954**

Frequency: 1480 Kc.....Power: 1000 Watts d.  
 Owner.....WMAX, Inc.  
 Address.....Keith Theater Bldg.  
 Tel.: GL 6-8621.....Independent  
 Representative.....Radio-TV Reps  
 General Manager.....Chas. A. Sprague  
 Commercial Mgr.....Joe Hooker  
 Chief Engineer.....Lou Bergenroth

## MICHIGAN

### WOOD—Grand Rapids—1924

Frequency: 1300 Kc. Power: 5000 Watts  
Owned-Oper. By Wood Bcstg., Inc.  
Address 120 College Ave.  
Tel.: GL 9-4125. NBC  
Representative Katz Agency  
Pres., Gen. Mgr. Willard Schroeder  
Sales Manager Michael O. Lareau  
Program Director John Shaw  
Prom. Mgr. Clark Grant  
Chief Engineer Charles Robison

### WMPL—Hancock—1957

Frequency: 920 Kc. Power: 1 Kw., d.  
Owned Copper Country Bcstg. Co.  
Business Address Hotel Scott  
Tel.: 3155. KBS  
Pres., Ch. Eng. Francis Locatelli  
Station Manager John Oakvik  
Sales Promotion Manager Burton Ervast  
Program Dir. Norman Koski

### WBCH—Hastings—1958

Frequency: 1220 Kc. Power: 250 Watts, d.  
Owned By Barry Bcstg. Co. Inc.  
Address 1909 Bedford Road  
Tel.: Windsor 5-3478. Independent  
President, Gen. Mgr. Robert S. Greenhoe  
Program, Prom. Dir. Ken Radant  
Publicity Director Dave McIntyre  
Chief Engineer Fran Bowles

### WCSR—Hillsdale—1955

Frequency: 1340 Kc. Power: 100 W.  
Owned-Operated By Baw Beese Bcstg., Inc.  
Address 92½ Broad St.  
Tel.: HE 7-4444. KBS  
Rep. Gill-Perna, Mich. Spot Sls.  
President Ruth Keister  
V.P. & Mgr. Russell Holcomb

### WHTC—Holland—1948

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Holland Bcstg. Co.  
Address Hotel Warm Friend  
Tel.: EX 2-3121. MBS  
Representative Best  
President W. A. Butler  
Gen. Mgr. Sandy Meek  
Commercial Manager Hal Franken  
Program Director Bill Gargano  
Chief Engineer Juke Van Oss

### WJBL—Holland—1956

Frequency: 1260 Kc. Power: 500 Watts  
Owned Ottawa Bcstg. Corp.  
Business Address James St.; Box 808  
Tel.: EX 6-5281. Independent  
Station Representative Holman  
President Bernard Brookema  
Gen., Sta. Mgr. Jerome C. Grysen  
Sales Mgr. R. E. Smits  
Program Director Clarence Walters  
Chief Engineer John L. Klungle

### WHDF—Houghton—1929

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Upper Michigan Bcstg. Co.  
Address Douglas Hotel  
Tel.: 1. NBC  
Representative Walker-Rawalt  
Owner, Ch. Eng. G. L. Burgan  
General Manager Albert W. Payne

### WHGR—Houghton Lake—1954

Frequency: 1290 Kc. Power: 5 Kw.  
Owned Sparks Bcstg. Co.  
Address 3431 Houghton Lake Dr.  
Tel.: GR 8-3040. Independent  
Representative Hil F. Best  
President J. B. Sparks  
Sect. Treas. Gordon A. Sparks  
Comm., Prog. Mgr. Robert D. Dittmer  
Chief Engineer Garnet G. Sparks

### WHMI—Howell—1957

Frequency: 1350 Kc. Power: 500 Watts, d.  
Owned Wirth Bcstg. Co.  
Address 201½ W. Grand River Ave.  
Tel.: 1062. Independent  
Representative Best  
President, Ch. Eng. M. H. Wirth  
Commercial Mgr. L. Bekkering  
Program Dir. J. Thiel

### WCHB—Inkster—1956

Frequency: 1440 Kc. Power: 1 Kw., d.  
Owned Bell Bcstg. Corp.  
Address 32790 Henry Ruff Rd.  
Tel.: CR 8-1440. Independent  
Sta. Reps. Bob Dore; Dora Clayton  
President Dr. Haley Bell  
Gen., Comm. Mgr. Frank M. Seymour  
Program Dir. George White  
Publicity Dir. Offield Dukas  
Chief Engineer Clarence Ringo

### WION—Ionia—1952

Frequency: 1430 Kc. Power: 500 Watts d.  
Owned-Oper. By Ionia Bcstg. Co.  
Address Box 143  
Tel.: 2300. Independent  
Representative Best  
President Monroe MacPherson, Sr.  
Gen. Mgr. Monroe MacPherson, Jr.  
Program Dir. Bud Lindeman  
Sales Prom. Mgr. Gaylon Johnson  
Chief Engineer J. Irving Grove

### WMIQ—Iron Mountain—1947

Frequency: 1450 Kc. Power: 250 Watts  
Owned Iron Mountain-Kingsford Bcstg. Co.  
Address 211 East Ludington Street  
Tel.: 2031. ABC  
President Frank J. Russell  
Gen., Sta., Comm., Prom. Mgr. W. C. Johnson

### WIKB—Iron River—1949

Frequency: 1230 Kc. Power: 250 Watts

Owned By.....Iron Co. Bcstg.  
 Address.....Iron River Natl. Bank Bldg.  
 Tel.: COngress 5-4104.....Independent  
 Representative.....Hil F. Best  
 President.....Edwin Phelps, Sr.  
 Gen. Sta., Comm. Mgr.....Edwin Phelps, Jr.  
 Chief Engineer.....James Swanson

**WJMS—Ironwood—1931**

Frequency: 630 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Upper Mich.-Wis. Bcstg. Co.  
 Bus.-Studio Address.....134 E. McLeod Ave.  
 Tel.: 20.....KBS  
 Sta. Rep.....Thomas F. Clark  
 President, Gen. Mgr.....William L. Johnson  
 Comm. Prom. Mgr.....Robert Olson  
 Program Dir.....Joseph Blake  
 Publicity Dir.....Dick Daly  
 Chief Engineer.....Arne Dahlbecka

**WJAN—Ishpeming—1959**

Frequency: 970 Kc.....Power: 5000 Watts, d.  
 Owned By.....Tri-City Broadcasters  
 Address.....P.O. Box 313  
 Tel.: HUdson 6-4441.....Independent  
 Station Representative.....Holman  
 President, Gen. Mgr.....R. G. Blmquist  
 Commercial Mgr.....Eldon W. Wallace  
 Program Director.....Don Ryan

**WJPD—Ishpeming—1947**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Ishpeming Bcstg. Co.  
 Address.....120 Division St.  
 Tel.: HU 6-9937.....KBS  
 President.....Mrs. J. P. Deegan  
 General Manager.....Carl Loose  
 Commercial Mgr.....Len Manzoline  
 Program Director.....Carl Pellenonpaa  
 Chief Engineer.....L. Roncoglionq

**WIBM—Jackson—1925**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Booth Broadcasting Co.  
 Address.....2511 Kibby Rd.  
 Tel.: SState 2-7176.....ABC  
 Station Representative.....Weed  
 President.....John L. Booth  
 General, Comm. Mgr.....Robert B. Lees  
 Program Director.....Tom O'Connor  
 Publicity Director.....Wayne Sapp  
 Chief Engineer.....Harold Davis

**WKHM—Jackson—1951**

Frequency: 970 Kc.....Power: 1000 Watts  
 Owned.....Jackson Bcstg. & Tele. Corp.  
 Address.....441 Wildwood  
 Tel.: SState 4-7181.....CBS  
 Sta. Reps.....McGavren; Michigan Spot Sales  
 President.....Fred A. Knorr  
 General Manager.....Walter Patterson  
 Commercial Manager...Nathan H. Alberstein  
 Station Manager.....Edwin R. Huse  
 Program Director.....Ed Hardy  
 Chief Engineer.....Paul Wright

**WKLZ—Kalamazoo—1956**

Frequency: 1470 Kc.....Power: 500 W. d.  
 Owned.....The Circle Corporation  
 Address.....2315 Schipper's Lane  
 Tel.: Flreside 3-2542.....MBS  
 Station Representative.....Radio-TV Reps.  
 Pres., Gen., Comm. Mgr.....Joseph F. Butler  
 Sta. Mgr., Ch. Eng.....Ralph E. Patterson  
 Program Director.....Ron Newhouse  
 Sales Prom. Mgr.....John J. Stewart  
 Publicity Director.....Joseph F. Butler

**WKMI—Kalamazoo—1953**

Freq.: 1360 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Steere Bcstg. Co.  
 Business-Studio Address...State Theatre Bldg.  
 Tel.: FI 4-0111.....Independent  
 Representative.....Broadcast Time Sales  
 Pres., Gen. Mgr.....Howard D. Steere  
 Station Manager.....Emil J. Popke, Jr.  
 Commercial Manager.....F. K. Doyle  
 Prog. Dir.....Dan Daniels  
 Publicity Director.....Vince Ford  
 Chief Engineer.....Kenneth Farrance

**WKZO—Kalamazoo—1923**

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Fetzer Bcstg. Co.  
 Business Address.....590 W. Maple St.  
 Tel.: FI 5-2101.....CBS  
 Representative.....Avery-Knodel  
 President.....John E. Fetzer  
 Exec. V.P. & Mgr. Dir.....Carl E. Lee  
 Sta. Comm. Mgr.....Otis T. Gaston  
 Program Director.....Charles T. Lynch  
 Publicity Director.....W. J. Hunt  
 Chief Engineer.....Arthur E. Covell

**WILS—Lansing—1947**

Freq.: 1320 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Lansing Bcstg. Co.  
 Bus. Address.....407½ N. Washington Ave.  
 Tel.: IV 5-1655.....Independent  
 Station Rep.....Venard, Rintoul, McConnell  
 President.....John C. Pomeroy  
 General, Comm. Mgr.....Edwin L. Byrd  
 Program Director.....David L. Froh  
 Sales Prom., Pub. Dir....Richard M. Pomeroy  
 Chief Engineer.....John Whitacre

**WJIM—Lansing—1934**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Gross Telecasting, Inc.  
 Address.....2820 East Saginaw  
 Tel.: IV 2-1333.....CBS  
 President, Gen. Mgr.....Harold F. Gross  
 Station Mgr.....Howard W. Coleman  
 Comm. Mgr.....Keith Oliver  
 Sales Prom. Mgr.....Ned Ryan  
 Chief Engineer.....Carl Onken

**WKLA—Ludington—1944**

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

## MICHIGAN

Owned-Operated By.....Ludington Bcstg. Co.  
Address.....East Ludington Ave.  
Tel.: VI 3-3438.....ABC  
Representative.....Best  
Pres., Gen. Mgr.....Ray A. Plank  
Commercial Mgr.....Donald M. Hack  
Program Dir., Ch. Eng.....Charles J. Hagerman  
Sales Prom. Mgr.....Gordon J. Anderson

### WMTE—Manistee—1951

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Manistee Radio Corp.  
Address.....Radio Road  
Tel.: Parkview 3-9906.....Independent  
President, Gen. Mgr.....James R. Sumbler  
Comm. Mgr.....Edward H. Owens  
Program Director.....Ken Kott  
Chief Engineer.....Chas. Hagerman

### WDOG—Marine City—1950

Frequency: 1590 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Radio St. Clair, Inc.  
Business Address.....5300 Marine City Hwy.  
Tel.: RO 2-1111.....Independent  
President.....Jerry Coughlin  
Gen., Sta. Mgr.....John S. Bell  
Chief Engineer.....Robert E. McIntosh

### WDMJ—Marquette—1931

Frequency: 1320 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Lake Superior Bcstg. Co., Inc.  
Bus. Studio Address.....Mining Journal Bldg.  
Tel.: CA 6-3524.....ABC-KBS  
Newspaper Affil.....Mining Journal  
Sta. Representative.....Weed  
President.....Frank J. Russell, Jr.  
General Mgr.....William Johnson  
Program, Sta. Mgr.....C. C. Beck  
Commercial Mgr.....Robert Sands  
Sales Prom. Mgr.....R. J. Luke  
Chief Engineer.....Paul Anick

### WAGN—Menominee—1952

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Men-Mar Bcstg. Co.  
Business Address.....Glickman Bldg., 1st St.  
Tel.: UN 3-5551.....KBS  
President.....L. G. Glickman  
General Mgr.....Vernon Vecker  
Program Director.....Barbara Johnson  
Chief Eng.....Loren B. Koesling

### WMDN—Midland—1948

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Rich Publ. House, Inc.  
Address.....2500 Swede Rd.  
Tel.: TE 9-9988.....Independent  
Station Rep.....Hil F. Best  
President.....Phillip T. Rich  
General Mgr., Ch. Eng.....Peter A. Wolf

### WBRB—Mount Clemens—1956

Frequency: 1430 Kc.....Power: 500 Watts. d.  
Owned.....WBRB, Inc.

Address.....234 S. Gratiot  
Tel.: HO 3-5876.....Independent  
Station Representative.....Donald Cooke  
General Manager.....Milton Maltz  
Chief Engineer.....Gerry Meir

### WCEN—Mt. Pleasant—1949

Freq.: 1150 Kc.....Power: 1 Kw. d., 500 W. n.  
Owned.....Paul A. Brandt  
Address.....Mt. Pleasant, Mich.  
Tel.: SP 3-3171.....KBS  
Representative.....Hil F. Best  
President.....Paul A. Brandt  
Sta., Comm. Mgr.....Dick Wood

### WMAB—Munising—1956

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....Munising-Alger Bcstg. Co.  
Address.....First Nat. Bank Bldg.  
Tel.: 518.....KBS  
Representative.....Best  
Gen. Mgr.....Charles Symon  
Sta., Sales Prom. Mgr.....Theodore H. Ouellette  
Program Director.....Richard Gomuski  
Chief Engineer.....Donald Carlyon

### WKBZ—Muskegon—1926

Frequency: 850 Kc.....Power: 1000 Watts  
Owned-Oper. By.....WKBZ Radio Corp.  
Business-Studio Address.....432 Apple Ave.  
Tel.: 2-6051.....ABC  
Sta. Representative.....Everett McKinney  
President.....F. L. Allman  
General, Sta. Mgr.....Harold W. Waddell  
Commercial Mgr.....Justin Gudelsky  
Program, Prod. Mgr.....C. P. Hoover  
Publicity Dir.....Bill Bennett  
Chief Engineer.....George Krivitzky

### WMUS—Muskegon—1947

Frequency: 1090 Kc.....Power: 1000 Watts d.  
Owned-Oper. Greater Muskegon Bcstrs., Inc.  
Business-Studio Address.....517 W. Giles Rd.  
Tel.: 4-1672.....KBS  
Station Rep.....Hil-Best.  
President.....R. B. Rogoski  
V.P., Gen. Mgr.....Dalton C. Hille

### WTRU—Muskegon—1949

Frequency: 1600 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Regional Bcstg. of Mich.  
Address.....875 E. Summit St.  
Tel.: 3-2126.....Independent  
Representative.....Gill-Perna  
General Manager.....Glenn R. LePard  
Program Director.....William J. Merchant  
Chief Engineer.....Richard Gruenevelt

### WNIL—Niles—1956

Frequency: 1290 Kc.....Power: 500 Watts. d.  
Owned.....Niles Bcstg. Co.  
Address.....416 Sycamore St.

Tel.: MU 3-5432.....KBS  
 Newspaper Affiliation.....Daily Star  
 Station Representative.....Continental  
 President.....Lawrence J. Plym  
 General, Sta. Mgr.....James H. Mitchell  
 Comm. Prom. Mgr.....Charles Frey  
 Chief Engineer.....Mathew Pierzchala

**WOAP—Owosso—1948**

Frequency: 1080 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Owosso Bcstg. Co.  
 Address.....Owosso  
 Tel.: SA 5-8196.....Independent  
 Newspaper Affiliation.....Argus Press  
 Station Representative.....Devney  
 President.....J. E. Campbell  
 General, Comm. Mgr.....Merrill Walker  
 Chief Engineer.....Mel Wirth

**WMBN—Petoskey—1946**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Midwestern Bcstg. Co.  
 Address.....Bunyan Bldg., Traverse City  
 Tel.: WI 7-7675.....NBC  
 Station Rep.....Venard, Rintoul & McConnell  
 Pres., Gen. Mgr.....Les Biederman  
 Station Mgr.....Ralph Pierson  
 Commercial Mgr.....Robert E. Detwiler  
 Chief Engineer.....William H. Kiker

**WPON—Pontiac—1954**

Frequency: 1460 Kc.....Power: 500 Watts  
 Owned-Operated By.....Chief Pontiac Bcstg. Co.  
 Business Address.....7 S. Perry St.  
 Tel.: FE 8-0444.....Independent  
 Station Rep.....Venard, Rintoul & McConnell  
 President.....Edward E. Wilson  
 Gen. Sta. Mgr.....William J. Hart  
 Chief Engineer.....Karl Kuck

**WHLS—Port Huron—1938**

Frequency: 1450 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Stevens-Wismer Bcstg. Co.  
 Address.....932 Military St.  
 Tel.: YU 2-8536.....CBS  
 Representative.....Michigan Spot Sales  
 General Manager.....John F. Wismer  
 Station Mgr.....Thomas G. Sicklesteel  
 Comm. Mgr.....Arthur Aymen  
 Chief Engineer.....Harold Oliver

**WTHH—Port Huron—1947**

Frequency: 1380 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....The Times Herald Co.  
 Address.....606 Water St.  
 Tel.: Yukon 5-5171.....ABC  
 Newspaper Affil.....Times-Herald  
 General Manager.....R. S. Sommerville  
 Program Director.....Lee Van Dam  
 Chief Engineer.....George Carroll

**WHAK—Rogers City—1949**

Frequency: 960 Kc.....Power: 5000 Watts d.  
 Owned-Operated By.....Rogers City Bcstg. Co.

Address.....Moltke Drive  
 Tel.: 7751.....Independent  
 Pres., Gen. Sta. Mgr.....Harvey A. Klann  
 Comm. Mgr.....Albert Klann  
 Program Director.....Harry E. Bregé

**WEXL—Royal Oak—1923**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Sparks Bcstg. Co.  
 Business Address.....2201 Woodward Hts. Blvd.  
 Tel.: LI 4-2200.....Independent  
 Pres., Gen. Mgr.....Jacob B. Sparks  
 Station Mgr., Program Mgr.....Gordon A. Sparks  
 Sales Manager.....Ernest Holder  
 Chief Engineer.....Garnet Sparks

**WKNX—Saginaw—1947**

Frequency: 1210 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....Lake Huron Bcstg. Corp.  
 Address.....221 So. Wash. Ave.  
 Tel.: PL 3-4471.....Independent  
 Representative.....Gill-Perna  
 Pres., Gen. Mgr.....William J. Edwards  
 Vice-President.....Alvin M. Bentley  
 Station Manager.....Howard H. Wolfe  
 Commercial Mgr.....Frank Brogger  
 Program Director.....Dave Kushler  
 Chief Engineer.....Max W. Thomas

**WSAM—Saginaw—1940**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Knorr Bcstg. Corp.  
 Address.....2435 Holland Ave.  
 Tel.: PL 2-8161.....NBC  
 Rep.....Headley-Reed Co., Mich. Spot Sales  
 President.....Fred A. Knorr  
 Station Manager.....George M. Millar  
 Chief Eng.....Lee Ncrden

**WSGW—Saginaw—1950**

Frequency: 790 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Booth Broadcasting Co.  
 Address.....400 Mason Bldg.  
 Tel.: PL 3-4456.....CBS  
 Sta. Reps.....Pearson; Weed  
 President.....John L. Booth  
 General, Comm. Mgr.....Robert W. Phillips  
 Program Director.....Fred Krell  
 Chief Engineer.....Harold Volz, Jr.

**WSJM—St. Joseph—1956**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WSJM, Inc.  
 Address.....414 State St.  
 Tel.: YU 3-3992.....MBS  
 Sta. Representative.....Hal Holman  
 President.....William E. Walker  
 General Mgr.....Robert E. Brown  
 Station Mgr.....James A. Lindsay  
 Program Dir.....Hal Crater  
 Chief Engineer.....Ken Tetzloff

**WOIA—Saline—1958**

Frequency: 1290 Kc.....Power: 500 Watts

## MICHIGAN-MINNESOTA

Owned By.....Lester Broadcasting Corp.  
 Address.....3001 Brassow Road  
 Tel.: NOrmandy 3-0569.....Independent  
 Station Representative.....Weed  
 President, Gen. Mgr.....Herbert W. Lester  
 Station Manager.....Dan Q. Minter, Jr.  
 Comm. Publicity Mgr.....Steve Filipiak  
 Chief Engineer.....Charles Richmond

Representative.....Hil F. Best  
 General Manager.....E. Harold Munn Jr.  
 Station Manager.....Frank B. Cummins

### WSOO—Sault Ste. Marie—1940

Freq.: 1230 Kc.....Power: 250 W.  
 Owned-Operated By.....Hiawathaland Bcstg. Co.  
 Business-Studio Address.....208 Ashmun S.  
 Tel.: ME 2-2231.....Independent  
 President.....Stanley R. Pratt  
 General Manager.....Russell Staffield

### WIOS—Tawas City—1958

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned By.....Roger S. Underhill  
 Address.....Route #2  
 Tel.: FOrest 2-3417.....KBC  
 Owner.....R. S. Underhill  
 Station Mgr.....Richard A. Egli  
 Chief Engineer.....Lou Ozak

### WSTR—Sturgis—1951

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Walter Wonderland  
 Address.....P. O. Box 70  
 Tel.: 1199.....Independent

### WTCM—Traverse City—1941

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Midwestern Bdcstg. Co.  
 Address.....Paul Bunyan Bldg.  
 Tel.: Windsor 7-7675.....NBC  
 Sta. Rep.....Venard, Rintoul & McConnell  
 Pres., Gen. Mgr.....Les Biederman  
 Sta., Comm. Mgr.....Robert E. Detwiler  
 Chief Engineer.....William H. Kiker

Pop.: 3,350,000	<h1>MINNESOTA</h1>	TV Homes: 835,000
Families: 974,000		AM Stas. in State: 61
Radio Homes: 955,000		TV Stas. in State: 9

### KASM—Albany—1950

Frequency: 1150 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Stearns Cty. Bcstg. Co.  
 Address.....Albany  
 Tel.: 5-3005.....KBS  
 Station Representative.....Continental  
 President.....William Blattner  
 General Manager.....Urban J. Keppers  
 Commercial Manager.....Lee Krause  
 Program Director.....Celestine Hanauka  
 Publicity Director.....Cliff Mitchell  
 Chief Engineer.....Charles Gilbert

Address.....1315 Broadway  
 Tel.: RO 3-3131.....KBS-ABC  
 Representative.....Donald Cooke  
 Pres., Comm., Sales Prom. Mgr...E. Q. Walters  
 Station Manager.....Kenneth A. Tessmer  
 Publicity Director.....Ercel L. Aga  
 Chief Engineer.....Louis LeDue

### KATE—Albert Lea—1937

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....Albert Lea Bcstg.  
 Address.....332 South Broadway  
 Tel.: FRanklin 3-2338.....ABC  
 President.....Hart Cardozo  
 Vice-Pres.....Richard Power  
 Gen. Mgr.....E. A. Van Alstyne  
 Commercial Manager.....Margaret Haley  
 Program Director.....Lucille Studer  
 Sales Prom. Mgr.....Tom Golden  
 Chief Engineer.....Donald Franz

### KANO—Anoka—1956

Frequency: 1470 Kc.....Power: 1000 Watts d.  
 Owned By.....Anoka Broadcasting Co.  
 Business Address.....Route 1  
 Tel.: HArrison 1-2600.....KBS  
 President.....John H. Lemme  
 Gen., Sta. Mgr.....Charles J. McCartney  
 Comm. Prom. Mgr.....James Freden  
 Program, Publicity Dir.....Frederick Lindholm  
 Chief Engineer.....Rodney Person

### KXRA—Alexandria—1949

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

### KAUS—Austin—1948

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Black Hawk Bcstg. Co.  
 Business-Studio Address.....Hwy. 105 South  
 Tel.: HE 3-8836.....MBS  
 Representative.....Avery Knodel  
 President.....R. J. McElroy  
 General Manager.....Thomas Young  
 Program Director.....Stan Styonicki  
 Publicity Director.....Marge Nelson  
 Chief Engineer.....Leo Chenier

**KQAQ—Austin—1960**

Frequency: 970 Kc. Power: 5000 Watts  
 Owned By.....KQAQ, Inc.  
 Address.....P.O. Box 481  
 Tel.: Hemlock 7-4511.....Independent  
 Sta. Representative.....John E. Pearson  
 President, Gen. Mgr.....Lester Gould  
 Commercial, Prom. Mgr.....Jimmy Delmont  
 Program Dir.....Kay King  
 Chief Engineer.....Floyd Bartlett

**KBUN—Bemidji—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned.....Paul Bryan Broadcasting Co.  
 Business Address.....511 Beltrami Ave.  
 Tel.: Plaza 1-4120.....Independent  
 Sta. Representative.....Everett-McKinney  
 President.....Bea H. Potter Jr.  
 Gen., Sta. Mgr.....James A. Hambacher  
 Program Dir.....Ray Foslid, Jr.  
 Chief Engineer.....Robert Pro

**KBMO—Benson—1956**

Frequency: 1290 Kc. Power: 500 Watts, d.  
 Owned.....KEMO Bcstg. Co.  
 Address.....1205 Pacific Ave.  
 Tel.: VI 2-4601.....KBS  
 President.....George J. McCarthy  
 General Sta. Mgr.....Robert D. Zellmer  
 Comm. Prom. Mgr.....George B. McClellan  
 Chief Engineer.....Julien Meyer

**KLIZ—Brainerd—1946**

Frequency: 1380 Kc. Power: 1 Kw., d.  
 Owned-Operated By.....Brainerd Bcstg. Co.  
 Business Address.....2700 E. Oak  
 Tel.: 2853.....Independent  
 Station Representative.....Walker-Rawalt  
 President.....E. T. O'Brien  
 Sta., Comm. Mgr.....Earl R. Johnsen  
 Program, Publicity Dir.....Roger Johnson  
 Chief Engineer.....Don Koenig

**KBMW—Breckenridge—1948**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....Interstate Bdcstg. Corp.  
 Address.....P.O. Box 249  
 Tel.: Midway 2-4141.....KBS  
 Station Representative.....Devney  
 Pres., Gen. Mgr.....Robert E. Ingstad  
 Comm. Mgr.....N. Brant  
 Chief Engineer.....H. G. Unkenholz

**WKLK—Cloquet—1949**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....Cloquet Bcstg. Co.  
 Address.....P.O. Box 429  
 Tel.: TR 9-6725.....KBS  
 President.....Walter F. Stock  
 General Manager.....Henry Newby  
 Program Director.....Stuart Howe  
 Commercial Manager.....Richard Johnson  
 Publicity Director.....Richard DeFore  
 Chief Engineer.....Sidney Markusen

**KROX—Crookston—1948**

Freq.: 1260 Kc. Power: 1 Kw. d., 500 Watts n.  
 Owned-Operated By.....Crookston Bcstg. Co.  
 Business Address.....Box 620  
 Tel.: AT 1-1140.....KBS  
 Rep.....Donald Cooke, Tracy Moore  
 President, Prog. Dir.....Jerome A. Dahlberg  
 General, Sta. Mgr.....William J. Kiewel  
 Sales Prom., Comm. Mgr.....E. R. Melbye  
 Chief Engineer.....Earl Handyside

**KDLM—Detroit Lakes—1951**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....Detroit Lakes Bcstg. Co.  
 Address.....1340 Richmond Rd.  
 Tel.: Victor 7-5624.....Independent  
 Sta. Representative.....John E. Pearson  
 President.....Herbert Gross  
 General Manager.....Al G. Leighton  
 Program Director.....Bob Barker  
 Chief Engineer.....W. Wilson

**KDAL—Duluth—1936**

Frequency: 610 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Red River Bcstg. Co., Inc.  
 Business-Studio Address.....10 E. Superior  
 Tel.: RA 2-2628.....CBS  
 Representative.....Avery-Knodel  
 President.....D. Le Masurier  
 Gen. Mgr.....Odin S. Ramsland  
 Sales Manager.....Rex H. Hudson  
 Exec. V.P. Chg. Engr.....Robert Dettman

**“Leadership  
 in Quality Radio”**

King  
 Queen  
 Ace  
 Queen

**5000 Watts — 970 KC**

“Best Rated Cards in the Deck”

Lester L. Gould  
 President &  
 General Manager

John E. Pearson Co.  
 National Rep.

P.O. Box 481, Austin, Minnesota  
**HEmlock 7-4511**

# MINNESOTA

## WEBC—Duluth—1924

Frequency: 560 Kc. Power: 5000 Watts  
Owned-Oper. By WEBC, Inc.  
Business-Studio Address WEBC Bldg.  
Tel.: RA 2-2873 Independent  
Representative Hollingbery  
President, Gen. Mgr. George H. Clinton  
V.P., Sta. Mgr. Richard Hustead  
Program Dir. Dave Duluth  
Sales Prom. Mgr. Wesley Hauck  
Chief Engineer V. G. Brocks

## WELY—Ely—1954

Frequency: 1450 Kc. Power: 250 Watts  
Owner WELY Corp.  
Address Box 540  
Tel.: 744 KBS-MBS  
President, Gen. Mgr. Vincent L. Hallett  
Chief Engineer Larry McAdams

## WEVE—Eveleth—1947

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Carl Bloomquist  
Address WEVE Bldg.  
Tel.: SHERwood 1-5922 MBS-KBS  
President Carl Bloomquist  
General, Sta. Mgr. Ray E. Kent  
Sales Prom. Mgr. Baldino Rodorigo  
Chief Engineer Joseph J. Cerar

## KSUM—Fairmont—1948

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Oper. By KSUM Broadcasting Co.  
Address 306 North Park St.  
Tel.: 1370 Independent  
President John E. Hyde, Jr.  
Chief Engineer Larry Lawson

## KDHL—Faribault—1947

Frequency: 920 Kc. Power: 1000 Watts  
Owned-Oper. By KDHL Bdcstg. Co.  
Business-Studio Address 213 Central Ave.  
Tel.: Edison 4-4345 Independent  
General Mgr. J. E. Hyde, Jr.  
Commercial Mgr. Palmer Dragsten

## KOTE—Fergus Falls—1926

Freq.: 1250 Kc. Power: 1 Kw. d., 500 W. n.  
Owned By Northland Bcstg. Corp.  
Address Box 494  
Tel.: Regent 6-6996 Independent  
Sta. Reps. Pearson; Wayne-Evans  
President Carroll Crawford  
General Comm. Mgr. George Brooks  
Program. Prom. Mgr. Ev Ohl  
Publicity Dir. Shirley Vanderwerff  
Chief Engineer Lee Wilson

## KOZY—Grand Rapids—1948

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By Itasca Bcstg. Co.  
Address 213 W. First Ave.  
Tel.: FA 6-3446 MBS-KBS  
General Manager Robert D. Kennedy

## WMFG—Hibbing—1935

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Hibbing Broadcasting Co.  
Address 807 W. 37 St.  
Tel.: AMherst 3-7531 NBC  
Sta. Reps. Bolles; Reilly; O'Connell  
Pres., Gen. Mgr. Harold J. Parise  
Program Director Bob Aro  
Commercial Mgr. Les Rutstein  
Sales Prom. Mgr. Rudy Offre  
Chief Engineer Fran Betera

## KDUZ—Hutchinson—1953

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned North American Broadcasting Co.  
Address Box 32  
Tel.: 1555 KBS  
Representative Best  
President Albert S. Tedesco  
General, Sta. Mgr. Heinz R. Fruck  
Comm. Program Dir. Lorraine Lhotka  
Sales Prom. Mgr. Dean Holt  
Chief Engineer Darrel Gander

## KLFD—Litchfield—1959

Frequency: 1410 Kc. Power: 500 Watts  
Owned By Meeker County Radio  
Address 218 South Sibley  
Tel.: OXford 3-3212 Independent  
President, Gen. Mgr. Frank W. Endersbe  
Commercial Mgr. Ma:lin Schlottman  
Program Director Paul Castner  
Chief Engineer Larry Lawson

## KLTF—Little Falls—1950

Frequency: 960 Kc. Power: 500 Watts d.  
Owned-Oper. By Little Falls Bcstg. Co.  
Address 105½ Broadway E.  
Tel.: Medford 2-5414 KBS  
Pres., Gen. Sta. Mgr. John H. Lemme  
Commercial Manager Richard J. Rudeck  
Chief Engineer Gordon Lommen

## KTOE—Mankato—1950

Freq.: 1420 Kc. Power: 5 Kw.  
Owned-Oper. By Minnesota Valley Bcstg. Co.  
Address Box 550  
Tel.: 6563 ABC  
Representative Pearson  
President H. W. Linder  
General, Sta. Mgr. Don Linder  
Program Director Wayne Willard  
Chief Engineer Steve Wolf

## KYSM—Mankato—1938

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By F. B. Clements & Co.  
Address 101 N. Second St.  
Tel.: 4673 NBC  
Representative Meeker  
Gen., Sta., Comm. Mgr. Robert E. DeHaven  
Program Director Charles F. Pasek  
Sales Prom. Mgr. Lloyd L. Spangenburg  
Chief Engineer James J. Houts



**KMHL—Marshall—1946**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Harry W. Linder  
 Business-Studio Address.....KMHL Bldg.  
 Tel.: 2282.....ABC  
 Representative.....John E. Pearson  
 Owner.....Harry W. Linder  
 General Manager.....Gilmore F. Frayseth  
 Chief Engineer.....George Pouliot

**KEVE—Minneapolis—1948**

Frequency: 1440 Kc.....Power: 5000 Watts d.  
 Owned-Operated By.....Western Bcstg.  
 Address.....917 N. Lilac Drive  
 Tel.: LI 5-5601.....MBS  
 Representative.....Weed  
 President.....R. M. Purcell  
 General Mgr.....Robert Rock  
 Chief Engineer.....Denvy Doty

**KRSI—Minneapolis—1958**

Frequency: 950 Kc.....Power: 1000 Watts  
 Owned By.....Radio Suburbia, Inc.  
 Address.....4500 Excelsior Blvd.  
 Tel.: Walnut 6-1677.....Independent  
 Representative.....Radio-TV Rep.  
 Pres., Gen. Mgr.....William E. Schons  
 Chief Engineer.....Jim Eshelman

**WCCO—Minneapolis—1924**

Frequency: 830 Kc.....Power: 50,000 Watts  
 Owned By.....Midwest Radio-Television, Inc.  
 Business-Studio Address.....625 Second Ave. S.  
 Tel.: FE 2-1202.....CBS  
 Newspaper Afil. Star-Tribune; Press-Dispatch  
 Representative.....CBS Radio Spot Sales  
 Exec. Vice President.....F. Van Konyenburg  
 Gen., Sta. Mgr.....Larry Haeg  
 Commercial Mgr.....Phil Lewis  
 Program Director.....Hank Basayne  
 Sales Prom. Dir.....C. Kraufman  
 Publicity Dir.....Gordon Mikkelson  
 Chief Engineer.....Kermit Sueker

**WDGY—Minneapolis—1923**

Freq.: 1130 Kc.....Power: 50 Kw. d., 25 Kw. n.  
 Owned-Oper. By.....The Storz Bcstg. Co.  
 Address.....609 Second Ave., S.  
 Tel.: FE 5-2271.....Independent  
 Representative.....John Blair  
 President.....Todd Storz  
 General, Sta. Mgr.....C. B. Clarke, Jr.  
 Program Dir.....Don Kelly  
 Publicity Director.....Leann Lokken  
 Chief Engineer.....Kenneth Olson

**WLOL—Minneapolis—1940**

Frequency: 1330 Kc.....Power: 5000 Watts  
 Owned-Operated By.....BFR Bcstg. Co.  
 Address.....870 Northwestern Bank Bldg.  
 Tel.: FE 3-0406.....Independent

Representative.....AM Radio Sales  
 President.....Larry Bentson  
 Gen., Comm. Mgr.....Wayne Williams  
 Program Director.....Dan Allan  
 Sales Prom., Publicity Dir.....Bill Ficker  
 Chief Engineer.....Bryce Ekberg

**WPBC—Minneapolis—1949**

Frequency: 980 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....People's Bdcstg. Co.  
 Address.....1133 Stinson Blvd.  
 Tel.: ST 9-4356.....Independent  
 Station Representative.....Daren McGavren  
 Pres., Gen., Sta. Mgr.....W. V. Stewart  
 Sales Prom. Mgr.....Jack I. Moore  
 Program Director.....Becky Ann Stewart  
 Publicity Director.....Elizabeth Gahre  
 Chief Engineer.....Joe Coval

**WTCN—Minneapolis—1931**

Freq.: 1280 Kc.....Power: 5 Kw. d.; 1 Kw. n.  
 Owned By.....Twin State Bcstg.  
 Address.....2925 Dean Blvd.  
 Tel.: WA 7-8881.....ABC  
 Station Representative.....Katz  
 President.....Weston C. Pullen, Jr.  
 General Manager.....Paul Hoffman  
 Station Manager.....Arlhur M. Swift  
 Commercial Manager.....Jack Cosgrove  
 Program Director.....Howard Coleman  
 Chief Engineer.....Warren Fritze

**KDMA—Montevideo—1951**

Frequency: 1460 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Midwest Bcstg. Corp.  
 Address.....Box 471  
 Tel.: AM 9-8815.....ABC  
 Representative.....Pearson  
 Pres.....H. W. Linder  
 Gen. Mgr.....Willard Linder  
 Sta. Mgr.....Byron Zurn  
 Comm. Mgr.....Fred Ehen  
 Chief Engineer.....Jim Wood

**KVOX—Moorhead—1937**

Frequency: 1280 Kc.....Power: 1 Kw.  
 Owned-Operated By.....KVOX Bcstg. Co.  
 Address.....P. O. Box 437  
 Tel.: CEdar 3-1522.....MBS  
 Representative.....Devney  
 President.....E. J. McKellar  
 General, Comm. Mgr.....R. L. Owens  
 Program Dir.....Rod Lucier  
 Chief Engineer.....Erwin Liefeld

**KMRS—Morris—1956**

Frequency: 1570 Kc.....Power: 1 Kw., d.  
 Owned.....Western Minn. Bcstg. Co.  
 Address.....Morris, Minn.  
 Tel.: 68.....Independent  
 Representative.....Donald Cooke  
 President.....Cliff Hedberg  
 Gen., Comm. Mgr.....George Brooks

# MINNESOTA

## KNUJ—New Ulm—1949

Frequency: 860 Kc. Power: 1000 Watts d.  
Owned-Oper. By: KNUJ, Inc.  
Address: 304½ N. Minnesota St.  
Tel.: 905. KBS  
General Manager: George E. Korenchen

## KDIO—Ortonville—1956

Frequency: 1350 Kc. Power: 1 kw., d.  
Owned By: Tri-State Bcstg. Co.  
Address: Box 696  
Tel.: 680. Independent  
Station Rep.: Cooke  
Pres., Chief Eng.: Richard Schultz  
Gen., Comm. Mgr.: W. F. McCormick  
Program Dir.: D. P. Egert

## KRFO—Owatonna—1950

Frequency: 1390 Kc. Power: 500 Watts d.  
Owned-Oper. By: Owatonna Bcstg. Co.  
Address: 301 N. Cedar St.  
Tel.: 5541. KBS  
President, Gen. Mgr.: Duane Allen  
Comm., Prom. Mgr.: Arnold K. Schumann  
Sta. Mgr., Chief Eng.: Jerald J. Boos

## WCMP—Pine City—1957

Frequency: 1350 Kc. Power: 1 Kw., d.  
Owned: Pine County Bcstg. Co.  
Address: Box 578  
Tel.: 767. KBS  
Station Representative: Continental  
President: Richard K. Power  
Gen. Mgr.: Robert P. Schuller  
Program Director: Lyle R. Nelson  
Chief Engineer: Mitch Dupre

## KLOH—Pipestone—1955

Frequency: 1050 Kc. Power: 1000 Watts, d.  
Owned-Operated By: Pipestone Radio Corp.  
Address: 118 W. Main St.  
Tel.: 1050. KBS  
Representative: Continental  
President: C. B. Thomas  
Gen. Sta. Mgr.: Ron Overlander  
Chief Engineer: Clarence Aushan

## KCUE—Red Wing—1955

Frequency: 1250 Kc. Power: 1000 Watts, d.  
Owned: Hiawatha Valley Bcstg. Co., Inc.  
Address: Route 4  
Tel.: DU 8-3511. Independent  
Pres., Gen. Mgr.: E. G. Elston  
Chief Engineer: Lawrence Doslall

## KLGR—Redwood Falls—1954

Frequency: 1490 Kc. Power: 100 Watts  
Owned-Oper. By: Harry W. Linder  
Address: 209 S. Washington St.  
Tel.: ME 7-2989. Independent  
Representative: Pearson  
General Manager: H. W. Linder

## KROC—Rochester—1935

Frequency: 1340 Kc. Power: 250 Watts  
Owned: Southern Minnesota Bcstg. Co.  
Address: 100 1st Avenue Bldg.  
Tel.: AT 9-3924. NBC  
Representative: Meeker, Harry S. Hyett  
President: Mrs. Gregory P. Gentling  
General Manager: G. David Gentling  
Commercial Manager: Robert Fick  
Sales Prom. Publicity: Mrs. Gen. Holmes  
Program Director: Tom Bachrach  
Chief Engineer: Robert Gross

## KWEB—Rochester—1957

Frequency: 1270 Kc. Power: 500 Watts, d.  
Owned By: Olmsted Cty. Bcstg. Co.  
Address: Northwestern Nat. Bk. Bldg.  
Tel.: Atlas 2-9465. AEC  
Station Rep.: Bolles; O'Connell  
President: W. John Grandy  
General, Comm. Mgr.: W. E. McClenahan  
Publicity Dir.: Vern Arthur  
Chief Engineer: Dale Hamilton

## KFAM—St. Cloud—1938

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Times Publ. Co.  
Address: 25 Sixth Ave., N.  
Tel.: Blackburn 1-3121. NBC  
Newspaper Affiliation: Times  
Representative: Pearson  
President: Frederick C. Schilplin  
General Sta. Mgr.: John Murphy  
Comm. Program Mgr.: Jack Lund  
Sales Prom. Mgr.: John Lawrence  
Chief Engineer: Robert Witschen

## WJON—St. Cloud—1950

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: Granite City Bcstg. Co.  
Address: Box 270  
Tel.: BL 1-4422. Independent  
Pres., Gen., Sta. Mgr.: John Haerle  
Commercial Mgr.: Van Vander Ark  
Program Dir.: Art Blaske  
Chief Engineer: Guy LeMont

## KRBI—St. Peter—1957

Frequency: 1310 Kc. Power: 1 Kw., d.  
Owned By: D. W. Seehafer & R. C. Johnson  
Address: 1031 Grace St.  
Tel.: 1310. Independent  
General Manager: D. W. Seehafer

## KSTP—St. Paul—Minneapolis 1928

Frequency: 1500 Kc. Power: 50,000 Watt  
Owned By: KSTP, Inc.  
Bus. Studio Address: 3415 University Ave  
Tel.: Midway 5-2724. NBC  
Representative: Edward Petr  
President: Stanley E. Hubbat

**MINNESOTA-MISSISSIPPI**

General Manager.....Stanley S. Hubbard  
 Radio Sales Mgr.....Byron Anderson  
 Sales Prom. Mgr.....William Davey  
 Program Director.....D. Brooks Hendersen  
 Chief Engineer.....William S. Sadler

**KDWB—St. Paul—1959**

Frequency: 630 Kc.. Power: 5 Wts. d., 5 Wts. n.  
 Owned By.....KDWB Bcstg. Corp.  
 Address.....P.O. Box 630  
 Tel.: PR 6-1501.....Independent  
 Station Representative.....Avery-Knodel  
 President.....Robert M. Purcell  
 General Manager.....John M. McRae  
 Sales Manager.....Richard J. Quas  
 Program Director.....Don F. French  
 Chief Engineer.....Allan Kennedy

**WMIN—St. Paul—1936**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Franklin Bcstg. Co.  
 Address.....611 Frontenac Place  
 Tel.: MI 5-7757.....Independent  
 V.P., Gen. Mgr.....Wm. F. Johns, Jr.

**WAVN—Stillwater—1949**

Frequency: 1220 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....St. Croix Bcstg. Co.  
 Address.....104 N. Main St.  
 Tel.: Hemlock 9-1220.....KBS  
 Pres., Gen., Sta. Mgr.....Richard K. Power  
 Chief Engineer.....Elmer L. Christensen

**KTRF—Thief River Falls  
1947**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....KTRF Radio Corp.  
 Address.....Box 69  
 Tel.: MURdock 1-1230.....Independent  
 Station Representative.....Evans  
 Pres., Gen. Mgr.....Don Olsen  
 Chief Eng.....Fred Franklin

**WHLB—Virginia—1936**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Virginia Bcstg. Co.  
 Address.....P.O. Box 75  
 Tel.: SH 1-2233.....NBC  
 Station Representative.....Hollingsbery; Hurley  
 Pres., Gen. Mgr.....Harold J. Parise  
 Program Director.....Bob Aro  
 Chief Engineer.....Fran Befera

**KWAD—Wadena—1948**

Frequency: 920 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....KWAD Broadcasting Co.  
 Bus.-Studio Address.....First Natl. Bank Bldg.  
 Tel.: MEdford 1-1803.....MBS  
 President.....Robert E. Ingstad  
 Chief Eng.....Harold Allen

**KWLM—Willmar—1940**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Lakeland Bcstg. Co.  
 Address.....Box 393  
 Tel.: BE 5-1340.....ABC  
 Representative.....John E. Pearson  
 President, Gen. Mgr.....H. W. Linder  
 Sta. Mgr.....Willard Linder  
 Commercial Manager.....Jack Lynch  
 Chief Engineer.....Francois Peterson

**KAGE—Winona—1957**

Frequency: 1380 Kc.....Power: 1000 Watts  
 Owned By.....Winona Bcstg. Co.  
 Business Address.....118 W. 4th St.  
 Tel.: 2867.....KBS  
 President.....Albert S. Tedesco  
 Station Manager.....Frank L. Haas  
 Sales Promotion Mgr.....Jack Ortmann  
 Program Director.....Joe Orłowski  
 Chief Engineer.....Vern Potvin

**KWNO—Winona—1938**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Winona Radio Service  
 Business-Studio Address.....216 Center St.  
 Tel.: 3313.....ABC  
 Newspaper Affiliation.....Daily News  
 Representative.....John E. Pearson  
 President.....M. H. White  
 Station Manager.....C. E. Williams  
 Commercial Manager.....H. Rod Hurd  
 Chief Engineer.....Gene Gappa

**KWOA—Worthington—1947**

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Worthington Bcstg. Co., Inc.  
 Address.....Hotel Thompson  
 Tel.: 2-7301.....Independent  
 Representative.....Wayne-Evans  
 President.....R. W. Olson  
 General Manager.....R. E. Shepard  
 Comm. Mgr.....Arne Karhu  
 Chief Engineer.....Clint Knapp

Pop.: 2,380,000  
 Families: 590,000  
 Radio Homes: 573,000

**MISSISSIPPI**

TV Homes: 360,000  
 AM Stas. in State: 72  
 TV Stas. in State: 6

**WMPA—Aberdeen—1952**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Aberdeen  
 Address.....Box 402  
 Tel.: EM 9-4561.....Independent  
 Representative.....Best

General Mgr.....Ray Tolar  
 Prog. Dir.....Frances Tolar

**WAMY—Amory—1955**

Frequency: 1580 Kc.....Power: 5 Kw., d.  
 Owned.....Charles C. Boren, Jr.

# MISSISSIPPI

Address ..... Box 268  
Tel.: CL 6-5911..... MBS  
Representative ..... Everett-McKinney  
Commercial Manager..... Jimmy Wells  
Program Director..... Elsie Sanderson  
Chief Engineer..... A. D. Wiygul

## WBLE—Batesville—1953

Frequency: 1290 Kc....Power: 1000 Watts d.  
Owned-Oper. By.....Panola Bcstg. Co.  
Address.....Drawer No. 73  
Tel.: 7266.....KBS  
Representative.....Hil F. Best  
President, Gen. Mgr.....Harold B. McCarley  
Chief Engineer.....Alfred E. Jennings

## WLOX—Biloxi—Gulfport 1948

Frequency: 1490 Kc....Power: 250 Watts  
Owned-Operated By.....WLOX Bcstg. Co.  
Address.....Buena Vista Hotel  
Tel.: ID 6-5581.....MBS  
Representative ..... Holman  
General Manager.....Ray Butterfield  
Commercial Manager.....Thomas B. Majure  
Program Director.....Mary Miques

## WVMI—Biloxi—1950

Frequency: 570 Kc....Power: 1000 Watts d.  
Owned-Oper. By.....Radio Associates  
Address.....P. O. Box 152  
Tel.: ID 2-7001.....Independent  
Station Representative.....National Time Sales  
Pres., Gen., Sta. Mgr.....Odes E. Robinson  
Program Director.....William M. Collins  
Prom., Publicity Dir.....James Duncan  
Chief Engineer.....Charles Copper

## WBIP—Booneville—1950

Frequency: 1400 Kc....Power: 250 Watts  
Owned-Oper. By.....Booneville Bcstg. Co.  
Address.....P.O. Box 352  
Tel.: PA 8-5301.....KBS  
Gen. Mgr.....E. O. Roden

## WCHJ—Brookhaven—1955

Frequency: 1470 Kc....Power: 1000 Watts d.  
Owned-Operated By...Rural Broadcasting Co.  
Address.....P.O. Box 644  
Tel.: 1076.....Independent  
Gen., Comm., Prom. Mgr.....W. M. Jones  
Station Mgr.....Doug Mathis  
Chief Engineer.....Leo Freeman

## WJMB—Brookhaven—1948

Frequency: 1340 Kc....Power: 250 Watts  
Owned-Operated By...Brookhaven Bcstg. Co.  
Address.....W. Chickasaw St.  
Tel.: 1298.....KBS  
Pres., Gen. Mgr.....Tullius Brady

## WDOB—Canton—1953

Frequency: 1370 Kc....Power: 1 Kw. d.  
Owned-Oper. By...Madison County Bcstg. Co.

Address ..... Box 182  
Tel.: 1370.....KBS  
Representative .....Indie  
President.....R. E. Hook  
General Mgr.....H. Shadd

## WGLC—Centreville—1951

Frequency: 1580 Kc....Power: 250 Watts d.  
Owned-Oper. By.....Davis & McCraine  
Business Address.....P.O. Box 205  
Tel.: 4001.....KBS  
Pres., Gen. Mgr.....Frederick A. W. Davis  
Chief Engineer.....Jim Wilson

## WKDL—Clarksdale—1955

Frequency: 1600 Kc....Power: 1000 Watts d.  
Owned-Operated By....Coahoma Bcstg. Co.  
Address.....P.O. Box 267  
Tel.: MA 4-4908.....Independent  
President.....W. T. Salmon  
General Mgr.....R. L. Hunnicutt, Jr.

## WROX—Clarksdale—1944

Frequency: 1450 Kc....Power: 250 Watts  
Owned-Operated By...Clarksdale Bcstg Co.  
Business Address.....Alcazar Hotel Bldg.  
Tel.: MAin 4-2795.....MBS, KBS  
Station Rep.....Everett-McKinney  
General Manager.....Bob Evans  
Sta., Comm. Mgr.....Tom Reardon  
Sales Prom., Prog. Dir.....Helen Sugg  
Chief Engineer.....C. D. Graves

## WCLD—Cleveland—1949

Frequency: 1490 Kc....Power: 250 Watts  
Owned.....Radio Cleveland, Inc.  
Address.....H'way 61 So.  
Tel.: VI 3-4091.....Independent  
Station Representative.....Devney  
V.P., Gen. Mgr.....George C. Shurden

## WDSK—Cleveland—1958

Frequency: 1410 Kc....Power: 1000 Watts  
Owned By.....L. A. Feduccia  
Address.....Highway 61 North  
Station Representative.....Continental  
Tel.: Victor 3-5221.....Independent  
Sta. Mgr., Chief Eng.....L. A. Feduccia  
Commercial Mgr.....Ed Dunn  
Program Dir.....Billie Wolfe Johnson

## WCJU—Columbia—1946

Frequency: 1450 Kc....Power: 250 Watts  
Owned-Oper. By.....WCJU, Inc.  
Address.....P. O. Box 472  
Tel.: RE 6-2616.....MBS-KBS  
Newspaper Affiliation.....The Progress  
Pres., Gen. Manager.....Lester Williams

## WACR—Columbus—1947

Frequency: 1050 Kc....Power: 1 Kw. d.  
Owned.....J. W. Eatherton  
Address.....WACR Bldg.  
Tel.: FA 8-1050.....Independent

Pres., Gen. Mgr. .... James Eatherton  
 Comm., Prom. Mgr. .... Sydney Thewatt  
 Program Director. .... Frank H. Scheffer  
 Publicity Director. .... Judith Atkins  
 Chief Engineer. .... L. J. Aldridge

**WCBI—Columbus—1940**

Frequency: 550 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned. .... Columbus Bcstg. Co., Inc.  
 Address. .... P.O. Box 271  
 Tel.: FA 8-7271. .... MBS-KBS  
 Newspaper Affili. .... Commercial Dispatch  
 Representative. .... Everett-McKinney  
 President. .... B. Imes, Jr.  
 General Mgr. .... Bob Evans  
 Station, Prom. Mgr. .... Ray Crummy  
 Asst. Sta. Mgr. .... Mrs. Ruby J. Latham  
 Program Director. .... Rick Moore  
 Chief Engineer. .... Tom McFerrin

**WCMA—Corinth—1945**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Corinth Bcstg. Co., Inc.  
 Business-Studio Address. .... Ray Bldg.  
 Tel.: AT 6-5575. .... KBS  
 Station Rep. .... Venard, Rintoul & McConnell  
 President. .... Aaron B. Robinson  
 General, Comm. Mgr. .... John E. Bell  
 Program Director. .... Mrs. Louise W. Berlin  
 Chief Engineer. .... James D. Anderson

**WCRR—Corinth—1956**

Frequency: 1330 Kc. .... Power: 500 Watts, d.  
 Owned-Operated By. .... L. C. Moore & W. I. Dove  
 Business Address. .... 614½ Waldron  
 Tel.: Atlantic 6-6691. .... Independent  
 Representative. .... Best  
 President. .... Luther C. Moore  
 General, Sta. Mgr. .... Carl Welch  
 Comm., Prom. Mgr. .... B. G. Glenn  
 Program Director. .... Norman G. Anderson  
 Publicity Director. .... Beatrice Nichols  
 Chief Engineer. .... W. M. Essary

**WMAG—Forest—1955**

Frequency: 860 Kc. .... Power: 500 Watts d.  
 Owned-Operated By. .... Scott County Bcstg. Co.  
 Address. .... P. O. Box 188  
 Tel.: Gibson 3-7001. .... KBS  
 President. .... R. E. Hook  
 Gen. Mgr., Ch. Eng. .... Hugh Hughes  
 Comm. Sta. Mgr. .... Willie Weems  
 Program Director. .... Tom Estes  
 Sales Prom. Mgr. .... Billy Strebeck  
 Publicity Dir. .... Barbara Goodwin

**WDDT—Greenville—1956**

Frequency: 900 Kc. .... Power: 1 Kw., d.  
 Owned-Operated By. .... WDDT Radio Co.  
 Address. .... 207 Main Street  
 Tel.: Edison 2-0526. .... Independent  
 Station Representative. .... Everett-McKinney  
 General Manager. .... Ross Charles  
 Station Manager. .... W. H. Deans  
 Program Director. .... Tom Roane  
 Chief Engineer. .... Joe Gunter

**WGVM—Greenville—1948**

Frequency: 1260 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By. .... Mid America Bcstg. Co.  
 Bus-Studio Address. .... 118 So. B'way  
 Tel.: EDison 4-4559. .... Independent  
 Sta. Reps. .... Devney; Melville, Crennan  
 Pres., General Manager. .... David M. Segal  
 Station Manager. .... Edward M. Guss  
 Commercial Manager. .... Jack R. Stull  
 Program Director. .... Wallace D. Hoy  
 Chief Engineer. .... Joseph C. Gunter

**WJPR—Greenville—1939**

Freq.: 1330 Kc. .... Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By. .... Radio Service Co.  
 Business-Studio Address. .... 120 So. Poplar St.  
 Tel.: EDison 5-1441. .... MBS  
 Representative. .... Bogner & Martin  
 Gen. Sta. Mgr. .... Emmett H. McMurry  
 Commercial Manager. .... Frank W. Baldwin  
 Program Dir. .... Harry E. Jones  
 Sales Prom., Publicity Dir. .... Mildred Flowers  
 Chief Engineer. .... Percy L. Kuhn

**WABG—Greenwood—1949**

Freq.: 960 Kw. .... Power: 1 Kw. d., 500 w. n.  
 Owned-Oper. By. .... Greenwood Bcstg. Co.  
 Business Address. .... 206 W. Claiborne St.  
 Tel.: Gladstone 3-5232. .... ABC  
 President. .... Cy N. Bahakel  
 General Manager. .... Don Neil  
 Sta., Comm. Mgr. .... Izas Bahakel  
 Program Director. .... Colleen Fulgham  
 Chief Engineer. .... Billy Brunt

**WGRM—Greenwood—1937**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... P. K. Ewing  
 Address. .... P.O. Box 553  
 Tel.: Gladstone 3-5441. .... NBC-KBS  
 General Manager. .... F. C. Ewing  
 Commercial Mgr. .... Lew Sadler  
 Chief Eng. .... Louis Pierce

**WNAG—Grenada—1948**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Grenada Bcstg. Co.  
 Business Address. .... P.O. Box 920  
 Tel.: 1400. .... MBS  
 Newspaper Affiliation. .... Commercial Dispatch  
 Station Representative. .... Everett-McKinney  
 President. .... Birney Imes, Jr.  
 General Manager. .... Bob Evans  
 Comm. Mgr., Program Dir. .... Ken Berryhill  
 Sales Mgr. .... Harold Penn  
 Chief Engineer. .... Jimmie Pinnix

**WGCM—Gulfport—1928**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... E. O. Roden & Assoc.  
 Address. .... 15th Ave and 22nd St.  
 Tel.: UN 3-3522. .... ABC  
 Station Representative. .... Best  
 President. .... E. O. Roden  
 General, Sta. Mgr. .... James E. Reese

## MISSISSIPPI

Commercial Mgr. .... Ossie Owens  
Program, Publicity Dir. .... Tom Meek  
Chief Engineer .... Charles A. Rauer

### WROA—Gulfport—1955

Frequency: 1390 Kc. .... Power: 1 Kw., d.  
Owned By .... Chas. W. Dowdy  
Address .... 1313 28th Ave.  
Tel.: UN 3-7133 ..... Independent  
Pres., Gen. Mgr. .... John B. Caraway

### WBKH—Hattiesburg—1954

Frequency: 950 Kc. .... Power: 5 Kw. d.  
Owned .... Deep South Radio, Inc.  
Address .... 305 Bay Street  
Tel.: JU 2-1986 ..... Independent  
Sta. Representative .... Devney  
Gen. Mgr. .... F. M. Smith  
Comm. Mgr. .... Gerald Howell  
Prog. Director .... Phil Snow  
Chief Engineer .... James N. Watson

### WFOR—Hattiesburg—1925

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Operated By .... Sheridan, Inc.  
Address .... 302 Hemphill St.  
Tel.: JU 4-5432 ..... NBC  
President .... B. W. Curry, Jr.  
General Manager .... E. M. Jenkins  
Commercial Manager .... Bud Norval  
Program Director .... Keith Glatzer  
Chief Engineer .... J. N. Watson

## WJQS

Jackson Mississippi  
**MUSIC AND NEWS**  
**GOOD MUSIC ONLY**

More Adult Listeners  
Than Any Other  
Mississippi Station

Representatives:

Devney, Inc. — James S. Ayers

LEW HEILBRONER, Gen. Mgr.

### WHSY—Hattiesburg—1948

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Operated By ... Hub City Bcstg. Co. Inc.  
Address .... P.O. Box 1008  
Tel.: JU 3-1741 ..... ABC  
Representative .... Clark  
President, Gen. Mgr. .... Charles W. Holt  
Commercial Mgr. .... Bob French  
Station, Prom. Mgr. .... Frank B. Zalnoski  
Program Dir. .... Ron Myer

### WXXX—Hattiesburg—1957

Frequency: 1310 Kc. .... Power: 1 Kw., d.  
Owned .... Radio Broadcast, Inc.  
Address .... 1031 Broadway Drive  
Tel.: JU 2-2591 ..... Independent  
Representative .... Indie Sales  
President .... Dave A. Matison, Jr.  
Manager .... J. C. Walker  
Commercial Mgr. .... Andy Still  
Station Mgr. .... Jimmy Swan  
Program Dir. .... Bill Dore  
Sales Prom. Mgr. .... Fred Sands  
Publicity Dir. .... Pauline Everett  
Chief Engineer .... C. C. Vogel

### WMDC—Hazlehurst—1953

Frequency: 1220 Kc. .... Power: 250 Watts d.  
Owned .... Southwestern Bcstg. Co. of Miss.  
Address .... Highway 51 N.  
Tel.: 869 ..... KBS  
President, Gen. Mgr. .... Louis Alford  
Comm. Prom. Mgr. .... Mal Jones  
Sta. Mgr., Ch. Eng. .... A. M. Smith  
Program, Publicity Dir. .... Bob Prather

### WCPC—Houston—1955

Frequency: 1320 Kc. .... Power: 5 Kw. d.  
Owned-Oper. By .... WCPC Bcstg. Co.  
Address .... Box 552  
Tel.: GL 6-3528 ..... KBS  
Gen., Sta. Mgr. .... Robin H. Mathis  
Comm. Mgr., Prog., Pub. Dir. .... Ralph C. Mathis  
Chief Engineer .... John B. Skelton, Jr.

### WDLT—Indianola—1953

Frequency: 1380 Kc. .... Power: 500 watts d.  
Owned By .... Radio Cleveland, Inc.  
Address .... 134 Baker St.  
Tel.: 500 ..... KBS  
Station Representative .... Devney  
President .... J. R. Denton  
Gen. Mgr., Ch. Eng. .... Geo. Shurden

### WJQS—Jackson—1947

Frequency: 1400 Kc. .... Power: 250 Watts  
Owned-Oper. By .... Dumas Milner Bcstg. Co.  
Address .... King Edward Hotel  
Tel.: Fleetwood 4-5653 ..... MBS  
Sta. Representative .... Devney, Ayers  
President .... Howard S. Cohoon  
Gen., Mgr. .... Lewis Heilbroner  
Asst. Sta., Mgr. .... Verne Freeman  
Program Director .... Bill Slaton  
Chief Engineer .... Les Hodges

**WJDX—Jackson—1929**

Frequency: 620 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned.....Lamar Life Broadcasting Co.  
 Address.....715 S. Jefferson  
 Tel.: Fleetwood 2-2691.....NBC  
 Representative.....Hollingbery  
 President.....P. K. Lutken  
 Gen., Sta. Mgr.....Fred L. Beard  
 Comm. Mgr.....Frank Gentry  
 Sales Prom. Mgr., Pub. Dir.....Chuck Allen  
 Prog. Dir.....Forrest Cox  
 Chief Engineer.....Percy G. Root

**WJXN—Jackson—1940**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned.....Jackson Bcstg. Co., Inc.  
 Address.....916 Foley  
 Tel.: FL 2-6673.....Independent  
 Sta. Representative.....Masla  
 President.....James T. Ownby  
 V.P., Gen. Mgr.....Gayle Swofford  
 Comm. Prom. Mgr.....John Bomer  
 Program Dir.....Bob Rall  
 Chief Engineer.....E. E. Peterson

**WOKJ—Jackson—1954**

Frequency: 1590 Kc. Power: 5 Kw.  
 Owned-Operated By.....Dixieland Bcstg. Co.  
 Business Address.....1017 Lynch St.  
 Tel.: Fleetwood 4-4096.....Independent  
 Station Representative.....Pearson  
 President.....John McLendon  
 Station Manager.....Al Evans  
 Program Director.....Ross Wilder  
 Chief Engineer.....John Wessler

**WRBC—Jackson—1947**

Freq.: 1300 Kc. Power: 5 Kw. d., 1 Kw., n.  
 Owned-Operated By.....Rebel Bcstg. Co., Inc.  
 Business-Studio Address.....125½ So. Lamar  
 Tel.: Fleetwood 5-1562.....Independent  
 Representative.....Beaver  
 President.....Tom Wright  
 General Mgr.....R. McGregor  
 Chief Engineer.....William K. Phillips

**WSLI—Jackson—1938**

Frequency: 930 Kc. Power: 5000 Watts  
 Owned-Operated By.....Capitol Bcstg. Co.  
 Address.....P. O. Box 8187  
 Tel.: FI 4-2512.....ABC  
 Newspaper Affil. Daily News, Clarion Ledger  
 Representative.....Weed  
 General Manager.....L. M. Sepaugh  
 Station Manager.....Richard Voorhis  
 Commercial Manager.....Maurice Wray  
 Sales Promotion Mgr.....John L. Stuckey  
 Program Director.....Al Simmons  
 Publicity Director.....Bill Peeler  
 Chief Engineer.....C. A. Perkins

**WKOZ—Kosciusko—1947**

Frequency: 1350 Kc. Power: 5 Kw., d.

Owned-Oper. By.....Kosciusko Bcstg. Co.  
 Address.....109 W. Jefferson  
 Tel.: 782.....ABC  
 President.....Cy N. Bahakel  
 General Manager.....Mims Boswell, Jr.

**WAML—Laurel—1932**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned By.....New Laurel Radio Station Inc.  
 Address.....Box 398  
 Tel.: 5601.....NBC  
 President.....Harold Mattson  
 Gen., Sta. Mgr.....Frank W. Sumrall  
 Commercial Manager.....M. M. Caver  
 Program, Prom. Dir.....Dave Kane  
 Publicity Director.....Len Maith  
 Chief Engineer.....Walter Hitt

**WLAU—Laurel—1946**

Frequency: 1430 Kc. Power: 5000 Watts d.  
 Owned-Operated By.....Southland Bcstg. Co.  
 Address.....437 N. Magnolia St.  
 Tel.: 8-7227.....ABC  
 Station Representative.....Devney  
 President, Gen. Mgr.....Gene Tibbett  
 Program Director.....Jim Gibbon  
 Chief Engineer.....Dudley Carter

**WNSL—Laurel—1957**

Frequency: 1260 Kc. Power: 1 Kw., d.  
 Owned.....Voice of the New South, Inc.  
 Address.....116 Beacon St.  
 Tel.: 8-7224.....Independent  
 Sta. Representative.....Grant Webb  
 Gen. Mgr.....Granville Walters  
 Comm. Mgr.....Teck Jones  
 Chief Engineer.....Glenn Holland

**WESY—Greenville—1958**

Frequency: 1580 Kc. Power: 1000 Watts  
 Owned By.....Miss.-Ark. Broadcasting Co.  
 Address.....110 N. Poplar  
 Tel.: EDison 2-0770.....Independent  
 Gen., Prog. Mgr.....Paul Artman  
 Commercial Manager.....Miller Abraham  
 Chief Engineer.....Ottis W. Rushing

**WLSM—Louisville—1953**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Louisville Bcstg. Corp.  
 Address.....P.O. Box 111  
 Tel.: 1000.....Independent  
 Station Representative.....Walker-Rawall  
 Station Manager.....Herbert Guthrie

**WMBC—Macon—1947**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....Confederate Bcstg. Co.  
 Business Address.....Piney Woods Rd.  
 Tel.: 132.....KBS  
 Station Rep.....Hil Best  
 Pres., Gen. Mgr.....Ned Butler  
 Chief Engineer.....Bill White

# MISSISSIPPI

## WSJC—Magee—1957

Frequency: 1280 Kc. Power: 500 W. d.  
Owned.....SE Miss. Bcstg. Co.  
Business Address.....Box 426  
Tel.: 3513.....KBS  
General Manager.....Marvin L. Mathis  
Program Director.....Jimmy Tugwell  
Chief Engineer.....Hulon Mathis

## WAPF—McComb—1948

Frequency: 980 Kc. Power: 1000 Watts d.  
Owned-Operated By..S. W. Bcstg. Co. of Miss.  
Address.....Pike Hotel  
Tel.: 1884.....KBS  
Co-Owners.....Phillip Brady, Louis Alford,  
Mack Smith

## WHNY—McComb—1939

Freq.: 1250 Kc. Power: 5 Kw. d., 500 W. n.  
Owned-Oper. By.....Bcstrs. Service, Inc.  
Address.....P. O. Box 111  
Tel: 2080.....Independent  
Representative.....Thomas F. Clark Co.  
President.....Charles W. Holt  
General Manager.....Carroll Hines  
Commercial Manager.....Edward Yarborough  
Sales Prom Mgr.....Travis Myers  
Program Director.....Dean Strickland  
Chief Engineer.....Earl B. Neal

## WCOC—Meridian—1926

Frequency: 910 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By...Mississippi Bcstg. Co., Inc.  
Business-Studio Address..North Three Ft. Bldg.  
Tel.: 2-7714.....CBS  
President, General Manager...Withers Gavin

## WDAL—Meridian—1958

Frequency: 1330 Kc. Power: 1 kw., d.  
Owned By.....Southwestern Bcstg. Co.  
Address.....P. O. Box 125  
Tel.: 3-4891.....Independent  
Station Rep.....Indie Sales  
General Mgr.....A. M. Smith  
Station, Ch. Eng.....Dan Hollingsworth  
Commercial Mgr.....Mrs. Harold Page  
Program Dir.....Earl Aycock  
Publicity Dir.....Claude Gray

## WMOX—Meridian—1945

Frequency: 1240 Kc. Power: 250 Watts  
Owned By.....Radio Station WMOX  
Address.....P. O. Box 1511  
Tel.: 2-0171.....MBS  
Newspaper Affil.....Commercial Dispatch  
Station Rep.....Everett-McKinney; Beaver  
Owner.....Birney Imes, Jr.  
General Manager.....Bob Evans  
Comm. Sta. Mgr.....Monroe Looney  
Program Director.....Richard Hollingsworth  
Chief Engineer.....Steve Burkes

## WOKK—Meridian—1947

Frequency: 1450 Kc. Power: 1 Wt. d; 250 n.

Owned-Oper. By.....New South Bcstg. Corp.  
Address.....Box 528  
Tel.: 2-6133.....Independent  
Station Representative.....Webb  
President, Prog. Dir.....F. E. Holladay  
General, Prom. Mgr.....J. Carson  
Chief Engineer.....R. K. Wall

## WQIC—Meridian—1957

Frequency: 1390 Kc. Power: 5000 Watts, d.  
Owned By.....Alexander L. Royal  
Business Address.....Box 1509  
Tel.: 23106.....Independent  
Station Representative.....Forjoe  
Pres., Gen. Mgr.....A. L. Royal, Sr.  
Station Manager.....A. L. Royal, Jr.  
Program Director.....Sherman Johnson  
Chief Engineer.....O. Burkes

## WMIS—Natchez—1941

Frequency: 1240 Kc. Power: 250 Watts  
Owned By.....Natchez Broadcasting Co.  
Address.....City Bank Building  
Tel.: 2-2522.....NBC-KBS  
Pres., Gen., Sta. Mgr.....P. K. Ewing, Jr.

## WNAT—Natchez—1949

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....Old South Bcstg. Co.  
Address.....Eola Hotel  
Tel.: 4621.....Independent  
General Manager.....Ervin Parks  
Chief Engineer.....M. C. Tyrone

## WNAU—New Albany—1955

Frequency: 1470 Kc. Power: 500 Watts, d.  
Owned-Oper. By.....New Albany Bcstg. Co.  
Address.....202 Bankhead St.  
Tel.: 4361.....KBS  
Gen., Sta. Mgr., Chief Eng....V. Keith Wroten  
Comm., Sls. Prom. Mgr.....Daniel L. Skilton

## WBKN—Newton—1958

Frequency: 1410 Kc. Power: 500 Watts  
Owned By.....E. L. Burns  
Business Address.....110 S. Main  
Tel.: 70.....Independent  
General Manager.....Gerald Howell  
Chief Eng.....M. Howard

## WSUH—Oxford—1955

Frequency: 1420 Kc. Power: 1000 Watts, d.  
Owned-Oper. By.....Colonel Rebel Radio  
Address.....University Ave., East  
Tel.: 1133.....KBS  
Gen., Comm. Mgr.....C. H. Quick  
Sales Prom., Publicity Dir.....Lou Landrum  
Chief Engineer.....Mitchell Self

## WPMP—Pascagoula—1951

Frequency: 1580 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Crest Bcstg. Co., Inc.  
Address.....P. O. Box 391  
Tel.: SO 2-3113.....KBS-ABC



Representative ..... Hil F. Best  
 President..... William R. Guest, Jr.  
 Gen., Sta. Mgr..... Walter L. Smith  
 Prog. Dir., Ch. Engr..... Edward D. Quave

**WHOC—Philadelphia—1948**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... William Howard Cole  
 Address ..... Box 26  
 Tel.: 740..... Independent  
 Representative ..... Hil F. Best  
 President, Manager... William Howard Cole  
 Chief Eng..... Paul M. Miller

**WRJW—Picayune—1949**

Frequency: 1320 Kc..... Power: 5000 W. d.  
 Owned-Oper. By..... Tung Bcastg. Co.  
 Business Address..... P.O. Box 358  
 Tel.: SY 8-4835..... KBS  
 President ..... H. R. McIntosh  
 Gen., Sales Prom. Mgr..... Herb Withhauer  
 Prog. Dir., Ch. Engr..... Arnold Taylor

**WSSO—Starkville—1948**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Starkville Bcastg. Co.  
 Business-Studio Address..... WSSO Bldg.  
 Tel.: 1230..... KBS  
 Pres., Gen., Comm. Mgr..... Joe Phillips  
 Program Director..... Charlotte Myrick  
 Chief Engineer..... Travis Palmer

**WELO—Tupelo—1944**

Freq.: 580 Kc..... Power: 1 Kw. d.; 500 W. n  
 Owned-Operated By..... Tupelo Bcastg. Co  
 Business Address..... S Spring St  
 Tel.: VI 2-7658..... MBS-KBS  
 Newspaper Affiliation... Columbus Dispatch  
 Representative ..... Everett-McKinney  
 President..... Burney Imes, Jr.  
 General Manager..... Bob Evans  
 Sta., Comm. Mgr..... E. L. Bowen  
 Program Director..... Jack Cristil  
 Chief Engineer..... LeRoy Green Sr.

**WTUP—Tupelo—1954**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Lee Bcastg. Co.  
 Address..... East Main St.  
 Tel.: VI 2-3301..... ABC  
 Station Representative..... Hil F. Best  
 President..... E. O. Roden  
 Commercial Mgr..... D. E. Hooper  
 Station Mgr..... T. L. Estess  
 Program. Ch. Eng..... Cal Douglas

**WQBC—Vicksburg—1931**

Freq.: 1420 Kc..... Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By... Delta Bcastg. Co., Inc.

Address..... Eve Post Bldg.  
 Tel.: 312..... MBS-KBS  
 Newspaper Affil..... Evening Post  
 Representative..... Bogner & Martin  
 President..... L. P. Cashman  
 General-Station Mgr..... Mary-Van Cashman  
 Commercial Manager..... L. L. Miller  
 Program Director..... Virginia Estornelle  
 Chief Engineer..... Waverley Conway

**WVIM—Vicksburg—1948**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Radio Miss., Inc.  
 Business-Studio Address..... 906 Clay St.  
 Tel.: 3901..... Independent  
 Representative..... Hopewell; Dora-Clayton  
 General Mgr..... John F. Shea

**WABO—Waynesboro—1954**

Frequency: 990 Kc..... Power: 250 Watts, d.  
 Owner..... New Laurel Radio Sta., Inc.  
 Address ..... Box 168  
 Tel.: Redwood 5-4700..... KBS  
 President ..... Harold Matison  
 General Manager..... Frank Sumrall

**WROB—West Point—1947**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... Bob McRaney, Sr.  
 Address ..... West Point  
 Tel.: 1250..... MBS  
 Representative ... Everett-McKinney, Keystone  
 Station Manager..... John E. King, Jr.  
 Chief Engineer..... Clyde McPherson

**WONA—Winona—1958**

Frequency: 1570 Kc..... Power: 1000 Watts  
 Owned By..... Southern Electronics, Inc.  
 Address..... P.O. Box 310  
 Tel.: 918..... MBS-KBS  
 Sta. Representative..... Everett-McKinney  
 President, Gen. Mgr..... Bob McRaney  
 Station, Comm. Mgr..... Bob Chisholm  
 Program Dir..... Pauline Ward  
 Sales Prom. Mgr..... Ed Foresythe  
 Chief Engineer..... William F. White

**WAZF—Yazoo City—1947**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned By..... WAZF, Inc.  
 Business Address..... 321½ S. Main St.  
 Tel.: 1300..... KBS  
 Representative..... Hil F. Best  
 Pres., Gen. Mgr..... David B. Highbaugh  
 Station, Comm. Mgr..... Frank Holifield  
 Program Director..... Don Wealer  
 Chief Engineer..... Colon Johnston



## *SELL "The Family Board of Directors" With Your Local Meredith Station*

Yes . . . this situation, one of many, offers advertisers immediate consideration by the family board of directors. Acceptance of the well-established Meredith Station by discriminating advertisers results from creative selling and merchandising, sound rate structures, and programming designed for total audience appeal. The Meredith Station manager or the rep welcome your requests for the latest market data . . . and will give you the facts on audience loyalty, coverage area and low cost circulation.

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WOW  
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KCMO-TV  
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KPHO-TV  
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THE KATZ AGENCY  
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THE KATZ AGENCY  
JOHN BLAIR & CO.—BLAIR TV  
JOHN BLAIR & CO.

*Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines*

Pop.: 4,739,000  
Families: 1,447,500  
Radio Homes: 1,399,000

# MISSOURI

TV Homes: 1,271,000  
AM Stas. in State: 77  
TV Stas. in State: 16

## KWRT—Boonville—1953

Frequency: 1370 Kc. Power: 1 Kw. d.  
Owner: Wm. R. Tedrick  
Business Address: KWRT Bldg.  
Tel.: Tuxedo 2-6505. Independent  
Representative  
Owner, Gen. Mgr.: W. R. Tedrick  
Program Director: Audrey M. Tedrick  
Comm., Pub. Dir.: Richard A. Norris  
Chief Engineer: Donald E. Shepard

## KBHM—Branson—1956

Frequency: 1220 Kc. Power: 1 Kw. d.  
Owner: Shepherd of the Hills Bcstg. Co.  
Business Address: 111 W. Pacific  
Tel.: Edison 4-3133. KBS  
Station Representative: Best: Magic Circle  
Co-owners: L. C. McKenney, Rob. Neathery  
Sta. Mgr., Pub. Dir.: Orville Barton  
Comm., Sales Prom. Mgr.: Gene Gideon  
Program Director: Mrs. Pat Snyder  
Chief Engineer: Leland Ebert

## KGHM—Brookfield—1955

Frequency: 1470 Kc. Power: 500 Watts d.  
Owned By: Green Hills Bcstg. Co.  
Address: 308 N. Main  
Tel.: 1800. KBS  
Gen. Mgr.: Keith Morris

## KFVS—Cape Girardeau—1925

Freq.: 960 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Operated By: Hirsch Bcstg. Co.  
Business-Studio Address: 324 Broadway  
Tel.: ED 5-5511. Independent  
Representative: Headley-Reed  
President, Gen. Mgr.: Oscar C. Hirsch  
Sta. Mgr.: Ralph L. Hirsch

## KGMO—Cape Girardeau—1952

Frequency: 1220 Kc. Power: 250 Watts d.  
Owned-Oper. By: KGMO Radio-TV Inc.  
Business Address: Box 247  
Tel.: EDgewater 5-8228. Independent  
Station Representative: Webb  
Pres., Gen. Mgr.: William C. Brandt  
Sta., Comm. Mgr.: John J. Brandt  
Sales Promotion Mgr.: Jack Kohrumel

## KAOL—Carrollton—1959

Frequency: 1430 Kc. Power: 590 Watts. d.  
Owned By: Homeland Enter., Inc.  
Address: 215 S. Main St.  
Tel. 27. KBS  
General Manager: Fred Phaby  
Program Director: Lawson Phaby  
Chief Engineer: C. Bolinger

## KDMO—Carthage—1947

Frequency: 1490 Kc. Power: 250 Watts

Owned-Oper. By: Carthage Bcstg. Co.  
Address: 1201 E. Chestnut  
Tel.: Fleetwood 8-2648. KBS  
Sta. Representative: Keystone  
President, Gen. Mgr.: J. J. Daly  
Comm., Program Mgr.: Leon H. Crocker  
Chief Engineer: George F. Province

## KCRV—Caruthersville—1950

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Pemiscot Bcstg. Co.  
Address: 106½ W. 3rd St.  
Tel.: 965. KBS  
Station Representative: Hopewell  
President: J. Eric Taylor  
Gen., Sta., Comm. Mgr.: Ed Dyer, Jr.  
Program Director: Harry Moreland  
Chief Engineer: Al Lawrence

## KCHR—Charleston—1953

Frequency: 1350 Kc. Power: 1000 Watts d.  
Owned-Oper. By: South Mo. Bcstg. Co.  
Address: South Main St.  
Tel.: Murray 2-4451. KBS  
Pres., Gen. Mgr., Chief Eng.: Kermit Barker

## KCHI—Chillicothe—1950

Frequency: 1010 Kc. Power: 250 Watts d.  
Owned-Oper. By: Cecil W. & Jane Roberts, Inc.  
Address: P.O. Box 719  
Tel.: Mission 6-4173. Independent  
General Manager: Cecil W. Roberts  
Station Manager, Ch. Eng.: Howard G. Rion

## KDKD—Clinton—1951

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned: Osage Broadcasting Corp.  
Address: Box 113  
Tel.: 233. Independent  
Representative: Indie Sales  
Gen. Mgr.: William R. Tedrick  
Chief Engineer: Stuart W. Underwood

## KBIA—Columbia—1955

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned-Operated By: Cecil Roberts  
Business Address: P.O. Box 412  
Tel.: GI 2-4401. KBS  
Representative: Best  
General Mgr.: Fred Morse  
Chief Engineer: James Belknap

## KFRU—Columbia—1925

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: KFRU, Inc.  
Address: P. O. Box 89  
Tel.: GI 3-4141. ABC  
Newspaper Affiliation: Daily Tribune  
Station Rep.: Webb  
President: H. J. Waters, Jr.

**FACT:**

The prestige of your station depends, to a large degree, on the quality of its news programs.

**FACT:**

The quality of the news programs depends on the source which gathers and distributes the news.

**FACT:**

There is no better source than **THE ASSOCIATED PRESS**, whose unmatched facilities and talent assure you of the best in day-to-day coverage and handling of the news.

**CONCLUSION:** *You Can Get The Best.  
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50 Rockefeller Plaza  
New York 20, N. Y.

General Manager.....Mahlon R. Aldridge  
 Commercial Manager.....Gregory Reeser  
 Sta., Prom., Mgr.....F. L. Le Grand  
 Program, Publicity Dir.....David Ormiston  
 Chief Engineer.....Robert Haigh

### **KDEX—Dexter—1955**

Frequency: 1590 Kc....Power: 1000 Watts d.  
 Owned-Operated By...Stoddard Ct. Bcstg. Co.  
 Address.....Box 380  
 Tel.: 1400.....Independent  
 Representative.....Sears and Ayer  
 General Manager.....Jerome B. Zimmer  
 Commercial Mgr.....Welcome Stantin  
 Program Director.....Duane Williams  
 Sales Prom. Mgr.....Don Fenimore  
 Sta. Mgr., Chief Eng.....L. D. Speidel

### **KREI—Farmington—1947**

Frequency: 800 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Midwest Bcstg. System  
 Address.....P.O. Box 270  
 Tel.: Plateau 6-5125.....KBS  
 Station Rep.....Hil F. Best  
 President, Gen. Mgr.....Cecil W. Roberts  
 Comm. Sta. Mgr.....R. D. Rapp  
 Chief Engineer.....James Roberts

### **KJCF—Festus—1951**

Frequency: 1010 Kc....Power: 250 Watts d.  
 Owned.....Garrett Bcstg., Inc.  
 Address.....P. O. Box 192  
 Tel.: YE 7-3810.....KBS  
 General Manager.....Donald M. Donze  
 Chief Engineer.....Russell Seals, Jr.

### **KFMO—Flat River—1947**

Frequency: 1240 Kc....Power: 250 Watts  
 Owned By.....Lead Belt Bcstg. Co.  
 Business-Studio Address.....Flat River  
 Tel.: GE 1-2000.....Independent  
 President.....Oscar C. Hirsch  
 Gen., Sta. Mgr.....James F. Collins  
 Prog., Pub. Dir.....Virginia Collins

### **KFAL—Fulton—1950**

Frequency: 900 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....R. W. Nickles  
 Address.....5th and Market  
 Tel.: Midway 2-3341.....Independent  
 Station Representative.....Pearson  
 Owner, Gen. Mgr.....R. W. Nickles  
 Comm. Mgr.....L. Reed Holt  
 Program Director.....M. A. Lee  
 Chief Engineer.....R. D. Archibald

### **KHMO—Hannibal—1941**

Freq.: 1070 Kc....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Mark Twain Bcstg.  
 Address.....413 Broadway  
 Tel.: 3450.....Independent  
 Representative.....Hollingbery  
 President.....Jerrell Shepherd  
 General Manager.....A. E. Dahl  
 Station Manager.....James F. Jae, Jr  
 Commercial Manager...William Stephenson

Program Director.....Jim Loyd  
 Sales Prom. Mgr.....Max Heimer  
 Publicity Director.....Joe Gross  
 Chief Engineer.....Ralph Deatherage

### **KANS—Independence—1947**

Frequency: 1510 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....KIMO, Inc.  
 Address.....43 Blue Ridge Center, K. City, Mo.  
 Tel.: Fleming 3-8600.....Independent  
 Sta. Representative.....Meeker Co.  
 President.....Glenn Griswold  
 V.P., General Manager.....Cal Perley  
 Station Mgr., Comm.....Gerald Hauscr  
 Program Mgr.....Jack Call  
 Chief Engineer.....Marvin Bredemier

### **KLIK—Jefferson City—1954**

Frequency: 950 Kc....Power: 5 Kw., d.  
 Owned.....KUK Bcstg., Inc.  
 Address.....410 E. Capital  
 Tel.: 5-4136.....Independent  
 Station Representative.....Headley-Reed  
 Exec. Vice Pres.....Ted Nelson  
 General Manager.....Glen M. George  
 Commercial Mgr.....Stan Grieve  
 Chief Engineer.....Ed Scarr

### **KWOS—Jefferson City—1937**

Frequency: 1240 Kc....Power: 250 Watts  
 Owned-Operated By.....Capital Bcstg. Co.  
 Bus.-Studio Address.....Monroe at Capitol  
 Tel.: 6-3137.....KBS-MBS  
 Station Representative.....Grant Webb  
 President.....William H. Weldon  
 General Manager.....R. L. Rose  
 Station Manager.....Wm. R. Natsch, Jr.  
 Program Director.....Curtis Brown  
 Chief Engineer.....Leroy S. Hackmann

### **KFSB—Joplin—1948**

Freq. 1310 Kc....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Four States Bcsters, Inc.  
 Business Address.....405 Schifferdecker  
 Tel.: Mayfair 4-1310.....Independent  
 Newspaper Affiliation.....Southwestern Weekly  
 Representative.....Meeker  
 President.....Harry Easley  
 Gen. Sta., Mgr.....W. H. Clark  
 Program Director.....Ed Johnson  
 Chief Engineer.....Lloyd Frazier

### **KODE—Joplin—1946**

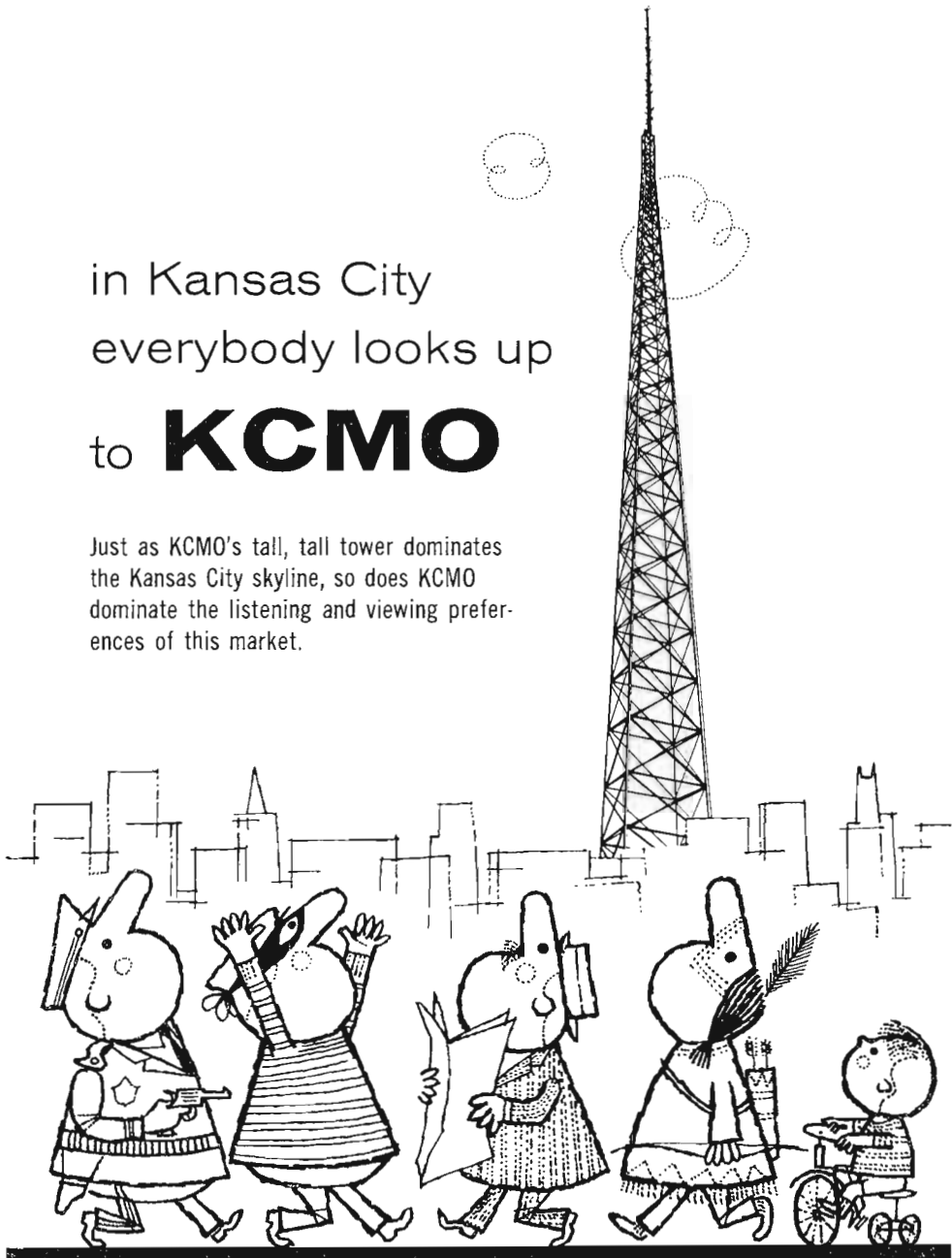
Frequency: 1230 Kc....Power: 250 Watts  
 Owned-Operated By.....WSTV, Inc.  
 Address.....1928 W. 13 St.  
 Tel.: MA 3-7260.....CBS  
 President.....Jack Berkman  
 General Manager.....D. T. Knight  
 Commercial Manager.....Merle Dunn  
 Sales Prom., Pub. Dir.....William Harned  
 Program Director.....Jay Corrington  
 Chief Engineer.....Jack Langford

### **WMBH—Joplin—1928**

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

in Kansas City  
everybody looks up  
to **KCMO**

Just as KCMO's tall, tall tower dominates the Kansas City skyline, so does KCMO dominate the listening and viewing preferences of this market.



**Radio**

— 810 on the dial.  
50,000 watts by day,  
10,000 by night.

**Television**

— channel 5  
— from America's tallest  
self-supported TV tower.

**FM**

at 94.9 meg.  
Kansas City's only  
fine music station.



CBS RADIO AND TELEVISION

Owned-Operated By.....Radio Joplin  
 Business Address.....Box 906  
 Tel.: MA 4-4330.....MBS  
 Pres., Gen., Sta. Mgr.....Don O'Brien  
 Chief Engineer.....Al Tour Tillott

**KCMO—Kansas City—1936**

Freq.: 810 Kc.....Power: 50 Kw. d., 10 Kw. n.  
 Owned-Operated By.....Meredith Pub. Co.  
 Address.....125 E. 31st St.  
 Tel.: JE 1-6789.....CBS  
 Representative.....Katz  
 General Manager.....E. K. Hartenbower  
 Station Manager.....R. W. Evans  
 Program Director.....John Pearson  
 Prom., Publicity Dir.....F. C. Strawn  
 Chief Engineer.....Karl Troeglen

**KFRM—Kansas City—1947**

(See Concordia, Kansas)

**KMBC—Kansas City—1921**

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....KMBC Bcstg. Co.  
 Address.....11th and Central Sts.  
 Tel.: HARRISON 1-2650.....ABC  
 Representative...Peters, Griffin, Woodward  
 President.....Donald D. Davis  
 Exec. V.P., Gen. Mgr.....John T. Schilling  
 V. P., Sales Manager.....George J. Higgins  
 Station Manager, Prog. Dir.....Dick Smith  
 Promotion Mgr.....Joe Redmond  
 Chief Engineer.....Henry E. Goldenberg

**KPRS—Kansas City—1949**

Frequency: 1590 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Twin City Adv. Agency  
 Address.....2814 E. 23rd St.  
 Tel.: HU 3-3100.....Independent  
 Station Rep. ....John E. Pearson  
 General Manager.....Edward H. Pate

**KUDL—Kansas City—1953**

Frequency: 1380 Kc.....Power: 1 Kw. d.  
 Owned.....Heart of America Bcstrs.  
 Address.....1012 Baltimore  
 Tel.: BA 1-0077.....Independent  
 Station Representative.....Adam Young  
 President.....H. Scott Killgore  
 V. P. Gen. Mgr.....Irving Schwartz  
 Program Director.....Jack Barr  
 Chief Engineer.....Don Warnock

**WDAF—Kansas City—1922**

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Operated By....Natl.-Missouri TV Inc.  
 Business Address.....Signal Hill  
 Tel.: PL 3-4567.....Independent  
 Representative.....H. I. Christal  
 President.....Charles L. Glett  
 V.P., General Mgr.....William A. Bates  
 Asst. to Gen. Mgr.....Jay Barrington  
 Nat. Comm. Mgr.....Donald J. Gibson  
 Promotion Manager.....Jud Woods  
 Program Manager.....George Moore  
 Chief Engineer.....James Schmidt

**WHB—Kansas City—1922**

Freq.: 710 Kc.....Power: 10 Kw. d., 5 Kw. n.  
 Owned-Operated By.....Storz Bcstg. Co.  
 Address.....10th & McGee Sts.  
 Tel.: BA 1-8300.....Independent  
 Station Representative.....John Blair Co.  
 President.....Todd Storz  
 V.P. Gen. Mgr.....George W. Armstrong  
 Sta. Operations Mgr.....Donald A. Loughane  
 Program Director.....C. E. Clark  
 Publicity Dir.....A. A. Zimmerman  
 Dir. of Eng.....Robert Tilton

**KBOA—Kennett—1947**

Frequency: 830 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Kennett Bcstg. Corp.  
 Business Address.....P.O. Box 428  
 Tel.: TUXEDO 8-4616.....Independent  
 Pres., Gen. Mgr.....Paul C. Jones  
 Station Manager.....John T. Reeder  
 Comm. Mgr.....Joe Bankhead  
 Chief Eng.....R. H. Conner

**KIRX—Kirksville—1947**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....Community Broadcasters, Inc.  
 Business Address.....KIRX Bldg.  
 Tel.: MO 5-3781.....KBS-ABC  
 Pres., Gen. Mgr.....Samuel A. Burk  
 Commercial Manager.....J. J. Dougherty

**In Kansas City**

**it's the  
 MODERN  
 SOUND  
 for  
 SOUND  
 SELLING**

**KUDL**  
 1380  
**RADIO**

H. SCOTT KILLGORE, President ADAM YOUNG  
 IRV SCHWARTZ, Vice President INC.  
 & General Manager National Rep.

## MISSOURI

Program Director.....Robert Carlson  
Publicity Director.....Ruth Miller  
Chief Engineer.....Charles P. Porter

### KLWT—Lebanon—1947

Frequency 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Lebanon Bcstg. Co.  
Bus.-Studio Address.....221 E. Commercial St.  
Tel.: Keystone 2-3981.....KBS  
President.....O. R. Wright  
General Mgr.....Jack Sellers  
Sales Mgr.....Tom Miller  
Chief Eng.....Eugene Clay

### KLEX—Lexington—1956

Frequency: 1570 Kc.....Power: 250 Watts  
Owned-Oper. By.....Lexington Bcstg Co.  
Address.....P. O. Box 358  
Tel.: Alpine 9-3232.....Independent  
Station Representative.....Grant Webb  
Owner, Gen. Mgr., Ch. Eng., Ralph E. Meador  
Program, Publicity Dir.....Ed Luehrman

### KTCB—Malden—1954

Frequency: 1470 Kc.....Power: 1 Kw., d.  
Owned.....Tri-County Bcstg. Co.  
Address.....N. Hwy. 25  
Tel.: 851.....KBS  
President.....J. D. Craft  
General, Sta. Mgr.....Richard J. Wiethan  
Commercial Mgr.....Grant Stanford  
Program Director.....James R. Haynes  
Chief Engineer.....George Longdo

### KMMO—Marshall—1949

Frequency: 1300 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....KMMO, Inc.  
Address.....Marshall  
Tel.: GArden 6-4422.....Independent  
President.....F. V. Heinkle  
General Manager.....J. M. Silvey  
Commercial Mgr.....Marvin Hemme  
Station Mgr.....Harold Douglas  
Program Dir.....Fred Miller  
Publicity Dir.....W. Judd Wyatt  
Chief Engineer.....Bill Williams

### KNIM—Maryville—1953

Frequency: 1580 Kc.....Power: 250 W. d.  
Owned.....Clark Bcstg. Co.  
Business Address.....P.O. Box 278  
Tel.: 730.....KBS  
President.....Harold Eck  
Gen. Mgr., Ch. Engr.....Wayne J. Hatchett

### KXEO—Mexico—1948

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Audrain Bcstg. Corp.  
Address.....1705 E. Liberty  
Tel.: JU 1-2340.....MBS  
President.....J. B. Arthur  
V. P. General Mgr.....W. Earl Dougherty  
Commercial Mgr.....Harold Gamm  
Chief Engineer.....P. J. Null, Jr.

### KNCM—Moberly—1950

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Moberly Bcstg. Co.  
Address.....Box 396  
Tel.: Amherst 3-1600.....Independent  
President.....Jerrell A. Shepherd  
Station Manager.....Jim Lipsey  
Chief Engineer.....R. Deatherage

### KRMO—Monett—1950

Frequency: 990 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Monett Bcstg. Co.  
Address.....N. Central Ave.  
Tel.: BE 5-5220.....KBS  
Station Representative.....Magic Circle  
General Manager.....L. C. McKenney  
Station Manager.....Floyd Stewart  
Commercial Manager.....Marion Piant  
Sales Promotion Manager.....Maynard Sloan  
Program Director.....Noel Moody  
Publicity Director.....Carolyn Crane  
Chief Engineer.....Jack Allen

### KLRS—Mountain Grove—1954

Frequency: 1360 Kc.....Power: 1000 Watts d.  
Owner.....KLRS Bcstg. Co.  
Business Address.....Route 4  
Tel.: 650.....KBS  
Representative.....Hil F. Best  
President.....Floyd W. Jones  
Gen. Mgr., Prog. Dir.....John W. Billingsley  
Chief Engineer.....Emory T. Caudill

### KBTN—Neosho—1955

Frequency: 1420 Kc.....Power: 500 Watts d.  
Owned.....So. Missouri Invest. Corp.  
Address.....212½ E. Main St.  
Tel.: GL 1-1420.....Independent  
Pres., Gen. Mgr.....W. M. Harlow  
Comm. Prom. Mgr.....W. Al Rails  
Program, Publicity Dir.....Marie Harlow  
Chief Engineer.....George Province

### KNEM—Nevada—1949

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Radio KNEM, Inc.  
Address.....P. O. Box 15  
Tel.: NOrmand 7-3113.....KBS  
Pres., Ch. Engr.....Kenneth E. White  
Commercial Manager.....Virgil Kachel

### KRMS—Osage Beach—1952

Frequency: 1150 Kc.....Power: 1 Kw. d.  
Owned.....Central Missouri Bcstg. Co.  
Address.....P. O. Box 125  
Tel.: FI 8-2411.....KBS  
Sta. Representative.....Richard Bradley  
President, Gen. Mgr.....Jim Risner  
Program Dir.....Ella Mae Risner  
Chief Engineer.....M. F. Spurgeon



**KYPO—Potosi—1959**

Frequency: 1280 Kc. Power: 500 Watts. d.  
Owned By.....Franklin Cty. Bcstg. Co.  
Business Address.....P.O. Box 426  
Tel.: Hemlock 8-1280.....Independent  
Station Rep.....Hil F. Best  
President.....Les Ware  
Station Mgr.....Herbert Hausman  
Program Director.....Geo. Lackey  
Chief Engineer.....Nor Neilson

**KWOC—Poplar Bluff—1938**

Frequency: 930 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By...Poplar Bluff Bcstg. Corp.  
Address.....428 Vine St.  
Tel.: SU 5-3922.....KBS  
General Manager.....A. L. McCarthy

**KTTR—Rolla—1947**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper By....."Show-Me" Bcstg. Co.  
Address.....P. O. Box 567  
Tel.: EM 4-2525.....KBS  
Pres., Gen., Sta. Mgr.....Luther W. Martin  
Comm. Mgr.....Ward C. Rimhart  
Prog. Dir.....Norma Fleming  
Promotion Mgr.....Murl Nash  
Chief Engineer.....Martin M. Mitlum

**KSGM—Ste. Genevieve—1947**

Frequency: 980 Kc. Power: 500 Watts  
Owned-Oper. By.....Donze Enterprises, nc.  
Business Address.....410 Merchant St.  
Tel.: Tuxedo 3-2980.....Independent  
Newspaper Affil. ....Monitor  
President, General Manager...Elmer L. Donze  
Program Director.....Mrs. E. L. Donze  
Publicity Director.....Jim Schott  
Chief Engineer.....Murel L. Rose

**KADY—St. Charles—1958**

Frequency: 1460 Kc. Power: 5000 Watts  
Owned By.....KADY, Inc.  
Address.....P. O. Box 6155, St. Louis  
Tel.: Randolph 4-1460.....Independent  
Representative.....Broadcast Time Sales  
Pres., Gen. Mgr.....William R. Cady, Jr.  
Sta., Program Mgr.....Don Levitan  
Commercial Mgr.....Betty Harris  
Sales Prom. Mgr.....Nicholas Pagliara  
Publicity Dir.....Patsy Gibbs  
Chief Engineer.....Jack A. Chenoweth

**KFEQ—St. Joseph—1923**

Frequency: 680 Kc. Power: 5000 Watts  
Owned-Oper. By.....KFEQ Bcstg. Co.  
Business Address.....40th & Faraon  
Tel.: Adams 3-2528.....Independent  
Sta. Representative.....Headley-Reed  
President.....Jessie D. Fine  
V.P., Gen. Mgr.....Ted Nelson  
Sales Manager.....Ted Griffin  
Program Director.....Gene Milsteen  
Chief Engineer.....John Carroll

**KRES—St. Joseph—1946**

Frequency: 1550 Kc. Power: 5000 Watts  
Owned-Oper. By.....MacRay Radio & TV Corp.  
Business Address.....404 S. 8th  
Tel.: AD 4-6346.....MBS  
Representative.....Clark  
President.....Jock MacGregor  
V.P., General Mgr.....Raymond J. Cheney  
Program Director.....Ted Stade  
Chief Engineer.....Don O'Brian

**KUSN—St. Joseph—1949**

Frequency: 1270 Kc. Power: 1000 Watts d.  
Operated By.....KUSN Corp.  
Address.....8th & Frederick  
Tel.: Adams 3-2577.....Independent  
Station Representative.....Pearson  
President, Gen. Mgr.....Frederick P. Reynolds  
Vice Pres., Program Dir.....Warren Rhyner  
Chief Engineer.....Fred Chitwood

**KATZ—St. Louis—1955**

Freq.: 1600 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Laclede Radio  
Business Address.....273 Arcade Bldg.  
Tel.: CH 1-6000.....Independent  
Station Representative.....Continental  
President.....O. Wayne Rollins  
Gen., Sta. Mgr.....Robert Lyons  
Chief Engineer.....Charles O. Rick

**KMOX—St. Louis—1925**

Frequency: 1120 Kc. Power: 50,000 Watts  
Owned By.....Columbia Bcstg. System, Inc.  
Address.....1144 Hampton Ave.  
Tel.: Mission 7-5500.....CBS  
Representative.....CBS Radio Spot Sales  
V. P., General Manager.....Robert Hyland  
Sales Mgr.....Tony Bello  
Program Dir.....Larry Cooper  
Sales Prom. Mgr.....Alice Koch  
Publicity Dir.....Bob Rehg  
Chief Engineer.....Lawrence Burrows

**KSD—St. Louis—1922**

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Oper. By.....The Pulitzer Publishing Co.  
Business-Studio Address.....1111 Olive St.  
Tel.: MA 1-1111.....NBC  
Newspaper Affil.....St. Louis Post Dispatch  
Representative.....NBC Spot Sales  
President.....Joseph Pulitzer, Jr.  
General Manager.....Harold Grams  
Comm. Manager.....E. L. Franciscus  
Station Manager.....Arthur J. Casey  
Program Director.....Sterling Harkins  
Sales Prom, Publicity Dir.....Don Burnes  
Chief Engineer.....J. E. Risk

**KSTL—St. Louis—1948**

Frequency: 690 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Radio St. Louis, Inc.  
Address.....P. O. Box 1440  
Tel.: BR 1-6090.....Independent  
Representative.....Forjoe

# MISSOURI

Pres., Gen., Sta. Mgr. . . . . Dick J. Kasten  
 Commercial, Prom. Mgr. . . . . Art Ford  
 Program Director . . . . . Bill Vietmeier  
 Publicity Director . . . . . Doris Jennemann  
 Chief Engineer . . . . . Ralph Howard

## KWK—St. Louis—1927

Frequency: 1380 Kc. . . . . Power: 5000 Watts d.  
 Owned By . . . . . Milwaukee Bcstg. Co.  
 Business Address . . . . . 800 N. 12th  
 Tel.: MAin 1-1380 . . . . . Independent  
 Station Representative . . . . . Headley-Reed  
 President . . . . . A. M. Spheeris  
 General Mgr. . . . . William L. Jones, Jr.  
 Commercial Mgr. . . . . Don Hamel  
 Station Mgr. . . . . Gil Newsome  
 Program Dir. . . . . Gene Davis  
 Chief Engineer . . . . . Rudy Isenberg

## KXLW—St. Louis—1947

Frequency: 1320 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . St. Louis County Bcstg. Co.  
 Address . . . . . 2735 Bompert, Brentwood 17, Mo.  
 Tel.: WO 1-1320 . . . . . Independent  
 Station Representative . . . . . Bernard Howard  
 President . . . . . Richard J. Miller  
 Gen. Sta. Manager . . . . . R. M. Hetherington  
 Asst. Sta. Mgr. . . . . Philip O'Brien  
 Commercial Manager . . . . . Woody Cummings  
 Program Director . . . . . Marshall Zwick  
 Chief Engineer . . . . . James F. Mitchell

## WIL—St. Louis—1922

Frequency: 1430 Kc. . . . . Power: 5 Kw.  
 Owned . . . . . Radio Station WIL  
 Address . . . . . 3715 Lindell Blvd.  
 Tel.: OL 2-4500 . . . . . Independent  
 Representative . . . . . Eastman  
 Exec. V.P. & Mng. Dir. . . . . John F. Box, Jr.  
 Asst. to V.P. Sales . . . . . Stanley N. Kaplan  
 Administrator . . . . . William T. McKibben  
 Admin. Asst. . . . . Harriet Baker  
 Program Director . . . . . John Carney, Jr.  
 Promotion Dir. . . . . Michael Ruppe, Jr.  
 Publicity Dir. . . . . Dorothy Marx  
 Chief Engineer . . . . . Mel Hart  
 Owners of: WRIT, Milwaukee; KBOX, Dallas, Tex.;  
 WTVO-TV, ROCKFORD, Ill.; WICS-TV, Spring-  
 field, Ill.; WHCT-TV, Champ, Ill.

## KXOK—St. Louis—1938

Frequency: 630 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . KXOK Bcstg. Inc.  
 Business Address . . . . . Radio Park  
 Tel.: FO 7-6000 . . . . . Independent  
 Representative . . . . . John Blair  
 President . . . . . E. M. Roberts, Jr.  
 V.P., General Manager . . . . . C. L. Thomas  
 Comm. Mgr. . . . . W. C. O'Donnell  
 Sales Prom. Mgr. . . . . Richard Garesche  
 Chief Engineer . . . . . Al Godron

## WEW—St. Louis—1921

Frequency: 770 Kc. . . . . Power: 1000 Watts d.

**WIL**  
ST. LOUIS, MO.

38 years  
serving  
Mid-America

**FIRST in ALL Surveys**

JOHN F. BOX  
Managing Director

*One of the Balaban Stations—in tempo with the times*

sold nationally by  **robert e. eastman & co., inc.**  
 New York, Chicago, San Francisco, Dallas, St. Louis

Owned-Oper. By.....Barrington Co.  
 Address.....220 N. 4th St.  
 Tel.: CH 1-1921.....ABC-MBS  
 Representative.....Bolling Co.  
 Pres., Gen. Mgr.....Bruce Barrington  
 Commercial Manager.....Sam Woodall  
 Sales Prom., Pub. Dir.....Genie Collins  
 Program Director.....Don Norman  
 Chief Engineer.....Charles Casey

**KSMO—Salem—1953**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Zola Bcstg. Co.  
 Address.....P. O. Box 71  
 Tel.: 303.....KBS  
 Gen., Comm. Mgr.....William B. Smith  
 Program Director.....Irene Smith

**KDRO—Sedalia—1939**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Sedalia Broadcasting  
 Bus.-Studio Address.....2100 W. Broadway  
 Tel.: TAYlor 6-5005.....KBS  
 Representative.....Pearson  
 Pres., Comm. Mgr.....James F. Glenn  
 Gen., Sta. Mgr.....Herbert Brandes  
 Chief Engineer.....Garrett Bryan

**KSIS—Sedalia—1953**

Frequency: 1050 Kc.....Power: 1 Kw. d.  
 Owner.....Yates Bcstg. Co.  
 Business Address.....P.O. Box 207  
 Tel.: TA 6-1050.....Independent  
 Representative.....Clark  
 Pres., Gen., Comm. Mgr.....Carl W. Yates, Jr.  
 Station Manager.....Mrs. Carl W. Yates, Jr.  
 Program Director.....Bettie Baldwin  
 Publicity Director.....Harlan B. Snow  
 Chief Engineer.....Marion Pratt

**KSIM—Sikeston—1948**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owner-Oper.....Sikeston Community Bcstg. Co.  
 Business Address.....Highway 60 W.; Box 69  
 Tel.: GRANite 1-1400.....Independent  
 Station Representative.....Headley-Reed  
 President.....Lyman R. Bowman, Jr.  
 Gen., Sta. Mgr.....Richard L. Watkins, Jr.  
 Commercial Mgr.....Maxine Scott  
 Program Dir.....Stan Blake  
 Sales Prom. Mgr.....W. P. Tedlie  
 Chief Engineer.....R. L. Hirsch

**KGBX—Springfield—1926**

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Springfield Bcstg. Co.  
 Bus.-Studio Address.....605 Boonville Ave.  
 Tel.: UNiversity 4-2822.....NBC  
 Newspaper Affil.....Springfield Newspapers, Inc.  
 Rep.....Venard, Rintoul & McConnell  
 General Manager.....Don C. Dailey  
 Asst. Commercial Mgr.....William De Lange  
 Program Director.....Jerry Higley  
 Publicity Director.....Dudley Morris  
 Chief Engineer.....Richard Bowman

**KICK—Springfield—1949**

Frequency 1340 Kc.....Power 250 Watts  
 Owned-Oper. By...Kickapoo Prairie Bcstg. Co.  
 Address.....610 College St.  
 Tel.: UNiversity 4-1561.....KBS  
 Representative.....Hil F. Best  
 General Manager.....Robert Vinyard, Jr.

**KTTS—Springfield—1941**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Independent Bcstg. Co.  
 Address.....P. O. Box 1716 S. S. S.  
 Tel.: UNiversity 5-6614.....CBS  
 Representative.....Weed  
 President.....J. H. G. Cooper  
 Gen., Sta. Mgr.....G. Pearson Ward  
 Sales Manager.....Jack Lloyd  
 Program Director.....Wendel Smith  
 Chief Engineer.....William F. Curry

**KWTO—Springfield—1933**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Ozarks Bcstg. Co.  
 Bus.-Studio Address.....1121 South Glenstone  
 Tel.: UNiversity 2-4422.....ABC  
 Representative.....John E. Pearson  
 Pres., Gen. Mgr.....Ralph D. Foster  
 V.P. & Asst. Gen. Mgr.....Leslie L. Kennon  
 Commercial Manager.....Charles H. Harrison  
 Program Director.....Joe Slattery  
 Publicity Director.....Bill Bailey  
 Chief Engineer.....Wallis Fender

**KALM—Thayer—1953**

Frequency: 1290 Kc.....Power: 1 Kw. d.  
 Owned By...R. F. Neathery & R. F. Neathery, Jr.  
 Address.....Thayer  
 Tel.: 165.....KBS  
 Sta. Representative.....Hil F. Best  
 Pres., Gen. Sta. Comm. Mgr.....R. F. Neathery  
 Sales Prom. Mgr.....Tom Stone  
 Program Dir.....Henry Hamilton  
 Publicity Dir.....Carlie Hamilton  
 Chief Engineer.....Willis S. Beatty, Jr.

**KTNN—Trenton—1955**

Frequency: 1600 Kc.....Power: 500 W. d.  
 Owned-Oper. By.....Trenton Bcstg. Co.  
 Address.....112 E. Ninth St.  
 Tel.: 1600.....KBS  
 General Manager.....Sam A. Burk  
 Commercial Manager.....Bob Dennis  
 Prog. Dir.....Rick McHargue  
 Chief Engineer.....Lynn Bradley

**KLPW—Union—1954**

Frequency: 1220 Kc.....Power: 1000 W. d.  
 Owned.....Franklin County Bcstg. Co.  
 Address.....P. O. Box 72  
 Tel.: LUCerne 3-3355.....Independent  
 Sta. Representative.....Hil F. Best  
 President.....Leslie P. Ware  
 Gen., Sta. Mgr.....Norb Moore  
 Program Director.....Chuck Otte  
 Chief Engineer.....Frank Lohmeyer

**MISSOURI-MONTANA**

**KOKO—Warrensburg—1953**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By: Johnson County Bcsters, Inc.  
 Address: Box 395  
 Tel.: Warrensburg 1450 KBS  
 Sta. Representative: Hil F. Best  
 President, Gen. Mgr.: Les Ware  
 Comm. Prom. Mgr.: Earl Uhler  
 Program Dir.: Tom Williams  
 Chief Engineer: Don Hobleman

**KWRE—Warrenton—1949**

Frequency: 730 Kc. Power: 500 Watts  
 Owned By: KWRE Radio, Inc.  
 Address: Warrenton  
 Tel.: Gladstone 6-3311 KBS  
 Representative: Continental  
 President, Gen Mgr.: J. Soulard Johnson  
 Commercial Mgr.: Francis Rees

**KWPM—West Plains—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned: Robert F. Neathery  
 Address: Abe Taylor Blvd.  
 Tel.: 700 KBS  
 Station Representative: Magic Circle  
 Pres., Gen. Mgr.: Robert F. Neathery  
 Commercial Manager: Fritze W. Dixon  
 Program Director: A. Woodside  
 Chief Eng.: L. Thompson

**KUKU—Willow Springs—1957**

Frequency: 1330 Kc. Power: 500 Watts, d.  
 Owned-Operated By: Radio Station KUKU  
 Address: Willow Springs  
 Tel.: 500 Independent  
 Station Representative: Magic Circle  
 Pres., Gen. Mgr.: Robert F. Neathery  
 Program Director: Louise Francisco

Pop.: 740,000	<b>MONTANA</b>	TV Homes: 136,000
Families: 214,000		AM Stas. in State: 34
Radio Homes: 206,000		TV Stas. in State: 9

**KANA—Anaconda—1946**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Tri-County Radio  
 Address: Anaconda  
 Tel.: LO 3-3443 Independent  
 Station Rep.: Grant Webb  
 V.P., Gen., Sta. Mgr.: Mike Donovan  
 Comm. Sales Prom. Mgr.: Bob Kaye  
 Program Director: Len Howard  
 Chief Engineer: Walt Derzay

**KGW—Belgrade—1959**

Frequency: 630 Kc. Power: 1 Watt, d.  
 Owned By: King's Garden, Inc.  
 Address: P.O. Box 37  
 Tel.: 144 Independent  
 President: Mike Martin  
 General Mgr.: A. Erickson  
 Program Director: Phil Doud  
 Chief Engineer: Ben Hesper

**KBMY—Billings—1946**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned: Billings Bcstg. Co.  
 Address: Box 2544  
 Tel.: 9-4586 KBS-MBS-ABC  
 Station Rep.: Avery-Knodel  
 General Manager: Ken Nybo  
 Chief Engineer: T. A. Hildebrand

**KGHL—Billings—1928**

Frequency: 790 Kc. Power: 5 Kw.  
 Owned: Midland Empire Bcstg. Co.  
 Address: 214 No. 30th St.  
 Tel.: 2-4641 NBC  
 Station Representative: Katz  
 President: P. N. Fortin

General Manager: Jeff Kiichli  
 Commercial Manager: Warren Marshall  
 Program, Publicity Dir.: V. Braunberger

**KOOK—Billings—1951**

Frequency: 970 Kc. Power: 5000 Watts  
 Owned-Oper. By: The Montana Network  
 Address: 3223 Third Ave., N.  
 Tel.: Alpine 2-5611 CBS  
 Station Rep.: Walker-Rowalt; Art Moore  
 President: Joseph S. Sample  
 General Manager: John F. Graham  
 Commercial Mgr.: J. Kenneth Do-y  
 Program Director: Jack C. Dunhaver  
 Publicity Director: C. G. May  
 Chief Engineer: Grant French

**KOYN—Billings—1955**

Frequency: 910 Kc. Power: 1000 Watts  
 Owned: D. G. Williams & D. Bertholf  
 Address: Riverside Drive, Box 956  
 Tel.: Cherry 5-4177 Independent  
 Representative: Forjoe  
 General Mgr.: Lew Thuesen  
 Commercial Mgr.: Bob Thompson  
 Program Dir.: Hal Thomas  
 Chief Engineer: Dick Rasky

**KURL—Billings—1959**

Frequency: 730 Kc. Power: 500 Watts  
 Owned By: Yellowstone Bcstg. Corp.  
 Address: Midland Savings Bank Bldg.  
 Tel.: CH 5-3121 Independent  
 General Manager: George Norman  
 Station Mgr.: Bart Tolleson  
 Production Dir.: Daryll Kruse  
 Commercial Mgr.: Richard Fife  
 Chief Engineer: Joseph M. Groves

**KBMN—Bozeman—1949**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned. Penn Engineering Co.  
 Address. Box 749  
 Tel.: JU 6-2394. KBS  
 Representative. Gill-Perna  
 Pres., Gen. Mgr. Dale G. Moore  
 Chief Engineer. Thomas T. Weir

**KXXL—Bozeman—1939**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned. XX Broadcasting Corp.  
 Address. Route No. 4  
 Tel.: JUniper 7-3188. ABC-MBS-NBC  
 Sta. Reps. Walker-Rawalt; Art Moore  
 Pres., Gen., Sta. Mgr. Richard D. Smiley  
 Commercial Mgr. Thomas A. Sandenaw  
 Program Dir. Sell Rapkoch  
 Publicity Dir. Douglas Davies  
 Chief Engineer. Ed Carpenter

**KBOW—Butte—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By. Copper City Radio Co.  
 Address. Box 1932  
 Tel.: 7429. CBS  
 Representative. Cooke  
 President. Frank Reardon  
 Gen., Sta. Mgr. Stan Levitt  
 Program Director. Claude Moore  
 Chief Engineer. C. Beardslee

**KOPR—Butte—1948**

Frequency: 550 Kc. Power: 1000 Watts  
 Owned-Operated By. Copper Bcstg. Co.  
 Business-Studio Address. Hotel Finlen  
 Tel.: 6546. MBS  
 Representative. Avery-Knodell  
 President. George C. Haich  
 General, Sta. Mgr. R. H. Webb  
 Commercial Manager. Laurie McNicholas  
 Program Director. Al Plachta  
 Sales Prom. Mgr. Ed Lally  
 Publicity Director. Frances Soll  
 Chief Engineer. W. D'Orr Cozzens

**KXLF—Butte—1929**

Frequency: 1370 Kc. Power: 5000 Watts  
 Owned-Operated By. KGIR, Inc.  
 Address. P.O. Box 1956  
 Tel.: 2-9111. NBC  
 Sta. Reps. Walker-Rawalt; Art Moore  
 General Manager. E. B. Craney  
 Commercial Manager. Arne E. Anzjon  
 Chief Engineer. V. Totten

**KDBM—Dillon—1956**

Frequency: 800 Kc. Power: 1000 Watts, d.  
 Owned. Vigilante Bcstg. Co.  
 Address. Box 950  
 Tel.: 703. Independent  
 Station Representative. Grant Webb  
 Pres., Gen. Eng. Burt H. Oliphant

**KLTZ—Glasgow—1954**

Frequency: 1240 Kc. Power: 250 Watts  
 Owner. Glasgow Broadcasting Co.  
 Address. Bjorklund Bldg.  
 Tel.: ACademy 8-9336. Independent  
 Representative. Holman  
 President, Gen. Mgr. Willard L. Holter  
 Station Manager. Loyd W. Melby  
 Program Director. Linda Madson  
 Chief Engineer. Les Wilson

**KXGN—Glendive—1948**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By. Glendive Bcstg. Co.  
 Address. 122 S. Merrill Ave.  
 Tel.: EM 5-3377. Independent  
 President. Lewis W. Moore  
 General Manager. Daniel C. Palen  
 Commercial Dir. Bert Rockwell  
 Sales Prom. Dir. Ken Berg  
 Program Director. Raymond F. Nicklay  
 Chief Eng. Donald J. Powers

**KFBB—Great Falls—1922**

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned-Oper. By. KFBB Corp.  
 Address. Box 1139  
 Tel.: GL 3-4377. CBS  
 Station Rep. Bolling  
 President. Joseph P. Wilkens  
 General Mgr. D. E. Bright  
 Program Director. Leo Ellingson  
 Station, Comm. Mgr. Patrick E. Lee  
 Chief Eng. Anthony Lopuch

**KMON—Great Falls—1947**

Frequency: 560 Kc. Power: 5000 Watts  
 Owned By. KMON, Inc.  
 Business Address. P.O. Box 1905  
 Tel.: GL 3-0336. ABC  
 Representative. Avery-Knodel  
 President. George C. Haich  
 General Manager. Robert H. Warner  
 Commercial Manager. F. W. Kaul  
 Program Director. Don Robinson  
 Chief Engineer. Eugene B. Bunker

**KUDI—Great Falls—1957**

Frequency: 1405 Kc. Power: 1000 W. d.; 250 n.  
 Owned-Operated By. Community Broadcasters  
 Address. Hollywood & Vine  
 Tel.: Glendale 2-9533. Independent  
 Sta. Representative. Forjoe  
 President, Gen. Mgr. Paul Crain  
 Station Mgr. Bill Arend  
 Program Dir. Coop Rider  
 Chief Engineer. Bill McArthur

**KXLK—Great Falls—1947**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By. Pat M. Goodover  
 Business Address. P.O. Box 2072  
 Tel.: GL 2-2453. NBC  
 Station Rep. Walker-Rawalt

# MONTANA

Pres., Gen. Mgr. . . . . Pat M. Goodover  
Station Manager . . . . . E. R. Kukkola  
Chief Engineer . . . . . W. E. Murray

## KOJM—Havre—1947

Frequency: 610 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . No. Montana Bcstg. Co.  
Address . . . . . 426½ 1st St.  
Tel.: 1096 . . . . . NBC, KBS  
Representative . . . . . Walker-Rawall  
President . . . . . Richard D. Rubie  
General Manager . . . . . Charlotte H. Brader  
Comm. Mgr. . . . . Carlyle D. Leeds  
Publicity, Program Director . . . . . S. G. Stephens  
Chief Eng. . . . . C. E. Warford

## KCAP—Helena—1949

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . KCAP Broadcasters  
Address . . . . . 9 Last Chance Gulch  
Tel.: HI 2-4490 . . . . . Independent  
Sta. Representative . . . . . Gill Perna  
President, Gen. Mgr. . . . . Dale G. Moore  
Commercial Manager . . . . . Bill Walrath  
Station Manager . . . . . Joe Spoja  
Program Dir. . . . . Dick Monaco  
Chief Engineer . . . . . Tom Weir

## KXLJ—Helena—1937

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Peoples Forum of the Air  
Address . . . . . Box 797  
Tel.: HI 2-6620 . . . . . MBS-NBC-KBS  
Representative . . . . . Walker-Rawall  
President . . . . . E. B. Craney  
Gen., Sta. Mgr. . . . . Barclay Craighead  
Commercial Mgr. . . . . Walter Marshall  
Sales Prom. Mgr. . . . . Wes Hanger  
Chief Engineer . . . . . Don Hoffman

## KGEZ—Kalispell—1927

Frequency: 600 Kc. . . . . Power: 1000 Watts  
Owned By . . . . . Skyline Broadcasters, Inc.  
Business-Studio Address . . . . . Box 439  
Tel.: SK 6-4331 . . . . . MBS-KBS  
Station Rep. . . . . Cooke; Art Moore  
President . . . . . M. A. Himsl  
Gen. Manager . . . . . N. Kurtz  
Prog. Director . . . . . Robert S. Tompkins  
Chief Engineer . . . . . Gene Davis

## KOFI—Kalispell—1955

Frequency: 930 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Flathead Valley Bcstrs.  
Address . . . . . Buffalo Bldg.  
Tel.: SK 6-6900 . . . . . Independent  
Station Representative . . . . . Grant Webb  
Gen. Mgr., Ch. Eng. . . . . W. H. Patterson  
Program Director . . . . . L. L. Sterling

## KXLO—Lewistown—1947

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Marlin T. Obie  
Address . . . . . Box 620

Tel.: KE 8-3441 . . . . . ABC-MBS  
Representative . . . . . Grant Webb  
President . . . . . Marlin T. Obie  
Gen. Mgr., Ch. Eng. . . . . David L. Sather  
Commercial Mgr. . . . . Lew Boucher  
Program Dir. . . . . Alden Mikkelsen

## KPRK—Livingston—1947

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned . . . . . Yellowstone Amusement Co.  
Address . . . . . Box 691  
Tel.: AC 2-2841 . . . . . Independent  
Representative . . . . . Grant Webb  
Pres., Gen., Sta. Mgr. . . . . Paul B. McAdam  
Comm. Sale Prom. Dir. . . . . Jack Hinman  
Program, Publicity Dir. . . . . Nikki Kolence  
Chief Engineer . . . . . Mitchell Davis

## KATL—Miles City—1941

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Star Printing Co.  
Address . . . . . Box 720  
Tel.: CE 2-2280 . . . . . KBS-MBS-ABC  
Newspaper Affiliation . . . . . Miles City Star  
Representative . . . . . Avery-Knodel  
Gen., Sta. Mgr. . . . . Ian A. Elliot  
Commercial Manager . . . . . Fred B. Hunnes  
Sales Prom. Mgr. . . . . Louise De Graw  
Program Director . . . . . T. J. Biedrzycki  
Publicity Director . . . . . Harry Ivascoop  
Chief Engineer . . . . . Paul Miller

## KGVO—Missoula—1931

Frequency: 1290 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . KGVO Bcsters., Inc.  
Bus.-Studio Address . . . . . 132 West Front  
Tel.: Lincoln 3-7151 . . . . . CBS  
Sta. Representative . . . . . Gill-Perna  
President, Gen. Mgr. . . . . Dale G. Moore  
Comm. Sta. Mgr. . . . . Bob Churney  
Sales Prom. Mgr. . . . . Hal Johnson  
Chief Engineer . . . . . Leo Stewart

## KQTE—Missoula—1955

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Montana Bcstg. Co.  
Address . . . . . Box 1202  
Tel.: Lincoln 9-3344 . . . . . ABC  
Sta. Representative . . . . . Avery-Knodel  
Pres., Gen. Mgr. . . . . Wm. J. Strothman  
Commercial Manager . . . . . Florence Smith  
Station Manager . . . . . J. D. Coleman  
Chief Engineer . . . . . Robert Scherpenseel

## KYSS—Missoula—1959

Frequency: 910 Kc. . . . . Power: 1000 Watts, d.  
Owned By . . . . . Treasure State Bcstg., Co.  
Address . . . . . 112 W. Front St.  
Tel.: Lincoln 3-3105 . . . . . Independent  
General, Comm. Mgr. . . . . Chester M. Murphy  
Program Director . . . . . James Goodrich  
Sales Prom., Pub. Dir. . . . . Cris Kay  
Chief Engineer . . . . . Jerry Leathers

**MONTANA-NEBRASKA**

**KXLL—Missoula—1948**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Western Montana Assoc.  
Address.....XL Avenue  
Tel.: Lincoln 3-7312.....NBC-KBS  
Representative.....Walker-Rawalt  
Pres., Gen. Sta. Mgr.....Robert J. Gillis  
Commercial Manager.....Frank Driscol  
Program Dir., Ch. Eng.....Dutch Mayer

**KSEN—Shelby—1947**

Frequency: 1150 Kc....Power: 1000 d., 510 n.  
Owned-Operated By..Tri County Radio Corp.  
Address.....131 Main St.  
Tel.: HE 4-5541.....Independent  
Representative.....Grant Webb  
President.....John Lyon  
General Manager.....Jerry Black  
Chief Engineer.....George Potter

**KGCX—Sidney—1926**

Frequency: 1480 Kc.....Power: 5000 Watts  
Owned-Operated By.....KGCX, Inc.  
Address.....109 S. Central  
Tel.: 408.....MBS  
Newspaper Affil.....Herald  
Station Representative.....Walker-Rawalt  
President.....E. E. Krebsbach  
General Manager.....Keith Krebsbach  
Comm. Sta. Mgr.....Don Cole  
Program Director.....Gary Torgenson  
Sales Promotion Manager.....J. W. Unson  
Publicity Director.....Bob Miller  
Chief Engineer.....Dale Wilson

**KVCK—Wolf Point—1957**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....Hi-Line Bcstg. Co.  
Address.....Radio Block  
Tel.: 615.....MBS-KBS  
General Manager.....R. E. Coffey  
Commercial Manager.....Robert Behr  
Program Director.....Dennis Johnson  
Chief Engineer.....Kenneth Karge

Pop.: 1,592,000  
Families: 463,000  
Radio Homes: 453,000

**NEBRASKA**

TV Homes: 384,000  
AM Stas. in State: 35  
TV Stas. in State: 7

**KCOW—Alliance—1949**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Sandhills Bcstg. Corp.  
Address.....Melody Lane  
Tel.: 1400.....KBS  
Representative.....Continental  
President.....T. C. Gregory  
General Sta. Mgr.....Jim Ballas  
Commercial Mgr.....Darrell Falfar  
Chief Engineer.....Stan Delahoyde

**KWBE—Beatrice—1949**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....MIA Enterprises  
Address.....Sherman & Mary Sts.  
Tel.: CA 3-2388.....Independent  
Sta. Reps.....John E. Pearson, Soderlund Co.  
President, Gen. Mgr.....Gordon C. Pentz  
Chief Engineer.....Arlin Holle

**KCNI—Broken Bow—1949**

Frequency: 1280 Kc....Power: 1000 Watts d.  
Owned-Oper. By.....Custer County Bstg. Co.  
Address.....Box 561  
Tel.: TR 2-5881.....Independent  
Manager.....Georgia A. Crawford  
Chief Engineer.....M. Hromas

**KCSR—Chadron—1954**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....Community Ser. Radio Co.  
Address.....212 Bordeaux St.  
Tel.: HE 2-5545.....Independent

Newspaper Affiliation.....Norfolk D. News  
Sta. Representative.....Walker-Rawalt  
President.....Jerry Huse  
General, Comm. Mgr.....John J. Miller  
Program Director.....Jack Close  
Sales Prom. Mgr.....Duane Shupe  
Chief Engineer.....Frank Allen

**KJSK—Columbus—1948**

Frequency: 900 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....KJSK, Inc.  
Business Address.....Box 460  
Tel.: LO 4-5154.....KBS  
Representative.....Biddick, Best  
President, Gen. Mgr.. George Basil Anderson  
Sta., Comm. Mgr., Prog. Dir.....Milo Kincaid  
Sales Prom. Mgr.....Mel Krehbiel  
Chief Engineer.....Bob Miller

**KTNC—Falls City—1957**

Frequency: 1230 Kc.....Power: 100 Watts  
Owned By.....Craig Siegfried  
Address.....Stephenson Hotel  
Tel.: FC 2453.....Independent  
Representative.....Best  
President.....Craig Siegfried  
General Sta. Mgr.....Tom Siegfried  
Commercial Mgr.....Bill Hardt  
Program Director.....Larry Scott  
Chief Engineer.....Allan Swegler

**KHUB—Fremont—1939**

Frequency: 1340 Kc.....Power: 100 Watts

## NEBRASKA

Owned-Oper. By.....Snyder Enterprises  
Business-Studio Address.....118 E. 5 St.  
Tel.: PA 1-5012.....KBS  
President, Ch. Eng.....H. C. Snyder  
Comm. Mgr.....Donald Mundy  
Program Director.....Harry Gehrett  
Publicity Director.....Clancy Croft

### KMMJ—Grand Island—1925

Frequency: 750 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Town & Farm Co., Inc.  
Business-Studio Address.....Division at Cedar  
Tel.: DU 2-2800.....ABC  
Representative.....H-R  
President.....Don Searle  
Executive V.P.....Bill Martin  
Business Manager.....Willard Morton  
Prog. Dir.....Bill Delzell  
Chief Engineer.....U. L. Lynch

### KRGI—Grand Island—1953

Frequency: 1430 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Stuart Investment  
Address.....315 So. Locust St.  
Tel.: DU 2-5420.....Independent  
Sta. Representative.....Gill Perna  
President.....James Stuart  
Exec. Vice Pres.....Richard W. Chapin  
Station Manager.....Vern Stedry  
Program Director.....Budd Duvall

### KHAS—Hastings—1940

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Nebraska Bcstg. Co.  
Address.....Tribune Bldg.  
Tel.: 2-5101.....Independent  
Newspaper Affiliation.....Tribune  
Representative.....Gill-Perna  
President.....Fred A. Seaton  
General Mgr.....John W. Powell  
Program, Sales Prom. Mgr.....Bob Boce  
Chief Engineer.....Ervin Siemoneit

### KUVR—Holdrege—1956

Frequency: 1380 Kc.....Power: 500 W. d.  
Owned.....W. W. Bcstg. Co.  
Address.....613 4th Ave.  
Tel.: WY 5-4020.....KBS  
Pres., Gen. Mgr.....William Whitlock  
Sales Dir.....Jack White  
Chief Engineer.....H. Erickson

### KGFW—Kearney—1927

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Central Neb. Bcstg. Corp.  
Business-Studio Address.....Platte Valley Bldg.  
Tel.: Cedar 7-2131.....MBS  
Representative.....Hal Holman  
President.....John Mitchell  
Gen., Comm. Mgr.....Edward S. Knight  
Chief Engineer.....William Abbott

### KRNY—Kearney—1956

Frequency: 1460 Kc.....Power: 5 Kw., d.  
Owned.....E. M. Gallemore, Sr.  
Address.....2219 Second Ave.  
Tel.: Cedar 7-3152.....Independent  
Sta. Representative.....John E. Pearson  
President.....E. M. Gallemore  
General, Sta. Mgr.....Lloyd Oliver  
Commercial Mgr.....Jac L. Bye  
Program Director.....Eob Templeton  
Sales Prom. Publicity Dir.....Karl Mackinnon  
Chief Engineer.....Lyell Gunderson

### KIMB—Kimball—1958

Frequency: 1260 Kc.....Power: 1000 Watts  
Owned By.....Kimball Broadcasting Co.  
Address.....550 West Hi-Way 30  
Tel.: BEverly 5-3634.....Independent  
President.....Tom Lutey  
General, Sta. Mgr.....Gene King  
Commercial Mgr.....Max Wadsworth  
Sales Prom. Mgr.....Jim Awtry  
Chief Engineer.....Joe Henry

### KRVN—Lexington—1951

Frequency: 1010 Kc.....Power: 25,000 Watts d.  
Owned-Oper. By.....Nebraska Rural Radio  
Address.....104 W. 8th St.  
Tel.: FAirview 4-2371.....Inaependent  
Representative.....Raymer  
President.....Jay Person  
Gen., Comm. Mgr.....Max Brown  
Asst. Mgr., Prom. Mgr.....Gary Schroeder  
Program Director.....Wendell Smith  
Chief Engineer.....Robert Bitner

### KFOR—Lincoln—1924

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Cornbelt Bcstg. Corp.  
Bus.-Studio Address.....814 Stuart Bldg.  
Tel.: HEmlock 2-6606.....ABC  
Representative.....Paul Raymer  
President.....James Stuart  
Exec. Vice Pres.....Richard W. Chapin  
Comm. Sta. Mgr.....Robert T. Larson  
Program Director.....Tom Parker  
Chief Engineer.....Al Pugsley

### KLIN—Lincoln—1947

Frequency: 1400 Kc.....Power: 250 W.  
Owned-Oper. By.....Fletcher-Mitchell Corp.  
Address.....410 Sharpe Building  
Tel.: HEmlock 5-4377.....Independent  
Sta. Representative.....Everett McKinney  
President.....James I. Mitchell  
General Manager.....Kenneth C. Delp  
Commercial Mgr.....Casey A. Heckman  
Program Director.....Don McKeen  
Chief Eng.....Dale Adkins



**KLMS—Lincoln—1949**

Freq.: 1480 Kc. Power: 1 Kw.  
 Owned. Lincoln Bcstg. Corp.  
 Address. 1025 So. 84th St.  
 Tel.: 1Vanhoe 9-3855 MBS  
 Sta. Representative. Forjoe  
 President. Howard A. Shuman  
 General, Comm. Mgr. Norman Gittleson  
 Program Director. Bobby Dean  
 Chief Engineer. Carl Lewis

**KBRL—McCook—1947**

Frequency: 1300 Kc. Power: 1 Kw. d.  
 Owned. McCook Bcstg. Co.  
 Address. 109½ E. C St.  
 Tel.: 1450 MBS  
 Representative. Gill-Perna, Inc.  
 Pres., Gen. Mgr., Ch. Eng. Leroy W. Lenwell  
 Commercial Manager. Don Hayes  
 Program Director. Leonard L. Craig

**KNCY—Nebraska City—1959**

Frequency: 1600 Kc. Power: 500 Watts d.  
 Owned By. Otoe Broadcasting Co.  
 Address. 107 North 9th  
 Tel.: 1600 Independent  
 General Manager. Ed Hundley  
 Commercial Manager. Eldon Gilman  
 Program Director. Ron Arnold  
 Chief Engineer. Bob Casey

**WJAG—Norfolk—1922**

Frequency: 780 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. WJAG Inc.  
 Address. 309 Braasch  
 Tel.: FRontier 1-2432 Independent  
 Newspaper Affil. Huse Publish Co.  
 Sta. Representative. Walker-Rawalt  
 President. E. F. Huse  
 General, Sta. Mgr. Bob Thomas  
 Commercial, Prom. Mgr. Evans Meier  
 Program Director. Don Broadstone  
 Chief Engineer. W. Gettman

**KODY—North Platte—1930**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By. KODY Bcstg. Co.  
 Address. 1521 W. 12th  
 Tel.: LEnnox 2-3344 NBC  
 Sta. Representative. Meeker Co.  
 President. George B. Dent, Jr.  
 General Manager. Harry D. Peck  
 Sales Prom. Mgr. Ed Launer  
 Commercial Manager. Joe di Natale  
 Publicity Director. Jerry Wing  
 Chief Engineer. Don Biskup

**KOGA—Ogallala—1954**

Frequency: 930 Kc. Power: 500 Watts  
 Owner. Ogallala Bcstg. Corp.  
 Address. 216 N. Spruce  
 Tel.: 284-3633. KBS

Representative. Indie Sales  
 Pres., General Manager. Newell Eastman  
 Commercial Manager. H. L. Harrington  
 Sales Prom. Mgr. Harold West

**KBON—Omaha—1942**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By. Goldenrod Broadcasters, Inc.  
 Business-Studio Address. 676 World Ins. Bldg.  
 Tel.: JA 8282. Independent  
 Pres., Joe Gratz  
 General, Comm. Mgr. M. M. Fleischl  
 Program Dir. Jim Price  
 Sales Prom., Publicity Dir. Tom Morrow  
 Chief Engineer. Ed Shulman

**KFAB—Omaha—1924**

Frequency: 1110 Kc. Power: 50,000 Watts  
 Owned-Operated By. KFAB Bcstg. Co.  
 Bus-Studio Address. 5010 Underwood Ave.  
 Tel.: RE 8000. NBC  
 Representative. Petry  
 Newspaper Affil. Journal, Star  
 President. Joe Seacrest  
 V.P., Gen. Mgr. Lyell Bremser  
 Comm. Mgr. E. R. Morrison  
 Program Director. Ken Headrick  
 Chief Engineer. Ray Schroeder

**KOIL—Omaha—1925**

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Oper. By. Central States Bcstg. Co.  
 Business-Studio Address. 511 So. 17th St.  
 Tel.: JA 7626. Independent  
 Representative. Avery-Knodel  
 President. Don W. Burden  
 General Mgr. Steve Shepard  
 Sales Manager. Gerard J. Flesey  
 Program Dir. Bob Wilson  
 Chief Engineer. Gerald E. Weist

**KOOO—Omaha—1957**

Frequency: 1420 Kc. Power: 500 W., d.  
 Owned. KOOO Corp  
 Address. 2321 "M" St.  
 Tel.: Orchard 5000. KBS  
 Representative. Forjoe  
 Gen. Mgr. Harold Soderlund

**KOWH—Omaha—1922**

Frequency: 660 Kc. Power: 500 Watts d.  
 Owned-Oper. By. National Weekly, Inc.  
 Business Address. Kilpatrick Bldg.  
 Tel.: AT 2228. Independent  
 Sta. Representative. Daren McGavren  
 President. William J. Buckley, Jr.  
 General Manager. Herbert Golombeck  
 Commercial Mgr. Stanley Merchant  
 Program Director. Bud Curry  
 Sales Prom. Mgr. George Mirras  
 Publicity Dir. Dorothy Kuhlman  
 Chief Engineer. Charles Woodard

## NEBRASKA-NEVADA

### WOW—Omaha—1923

Frequency: 590 Kc. Power: 5000 Watts  
 Owned-Operated By: Meredith Pub. Co.  
 Bus-Studio Address: Insurance Bldg.  
 Tel.: WE 3400  
 Representative: John Blair  
 Vice Pres., Gen. Mgr.: Frank P. Fogarty  
 Sales Manager: Bill Wiseman  
 Asst Sales Mgr.: Kenneth Quaipe  
 Program Director: Ray Olson  
 Sales Prom., Pub. Dir.: Richard Hackney  
 Dir. of Engineering: William J. Kotera  
 Chief Engineer: Glenn Flynn

### KBRX—O'Neill—1955

Frequency: 1350 Kc. Power: 1000 Watts d.  
 Owned: Sun Bcstrs., Inc.  
 Address: Box 150  
 Tel.: 120  
 Gen. Mgr.: Gilbert Poese  
 Comm. Mgr., Pub. Dir.: Bill Thomas

### KNEB—Scottsbluff—1948

Freq.: 960 Kc. Power: 1 Kw. d. 500 Wts. n.  
 Owned-Oper. By: Platte Valley Bcstg. Corp.  
 Business-Studio Address: 2110 Broadway  
 Tel.: MELrose 2-7121  
 Representative: Hal Holman  
 President: Russell M. Stewart  
 General-Station Mgr.: George H. Haskell  
 Commercial Mgr.: Byron Joachim  
 Program Director: Wayne McIntosh  
 Chief Engineer: Leslie A. Proctor

### KOLT—Scottsbluff—1930

Freq.: 1320 Kc. Power: 5000 W. d. 1000 W. n.  
 Owned-Operated By: The Hilliard Co.  
 Address: Box 660  
 Tel.: Melrose 2-6155

Representative: Gill-Perna  
 Pres., Gen. Mgr.: L. L. Hilliard  
 Comm., Program Mgr.: Viri Davis  
 Chief Engineer: Harland Morrison

### KSID—Sidney—1952

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Wm. C. Grove, Inc.  
 Address: Legion Park, Box 772  
 Tel.: 5503  
 President: ABC-KBS-MBS  
 Gen., Comm. Mgr.: W. C. Grove  
 Program Director: David W. Young  
 Chief Engineer: Lois C. Ham  
 Jerry Rhoads

### KRFS—Superior—1959

Frequency: 1600 Kc. Power: 500 Watts, d.  
 Owned By: Great Plains Bcstg., Inc.  
 Address: Superior  
 Tel.: 44  
 Sta. Representative: Hil F. Best  
 President: M. L. Gleason  
 Gen Mgr., Ch. Eng.: David Tucker  
 Commercial Mgr.: Ray Godfrey  
 Program Director: David Johnson  
 Publicity Director: Crystal Ahrens

### KAWL—York—1954

Frequency: 1370 Kc. Power: 500 W. d.  
 Owned-Operated By: Prairie States Bcstg.  
 Address: Box 354  
 Tel.: 33  
 Representative: Best  
 President: M. L. Gleason  
 General, Sta. Mgr.: Jerry Bryan  
 Program Dir.: Perry Murphy  
 Commercial Manager: G. Pfenning  
 Publicity Dir.: Leon Halstead  
 Chief Engineer: Mel Gleason

Pop.: 296,000  
 Families: 98,900  
 Radio Homes: 88,000

## NEVADA

TV Homes: 89,000  
 AM Stas. in State: 17  
 TV Stas. in State: 4

### KPTL—Carson City—1955

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: E. L. & A. Bullis  
 Address: P.O. Box 625  
 Tel.: Granite 2-3209  
 Representative: Grant  
 General Manager: Edwin L. Bullis  
 Chief Engineer: J. L. Kleinknight

### KELK—Elko—1948

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By: Elko Bcstg. Co.  
 Address: P. O. Box 790  
 Tel.: 260  
 President: MBS  
 General Manager: Chris Sheerin  
 John J. Gammick

### KELY—Ely—1950

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: White Pine Bcstg. Co.  
 Address: Box 600  
 Tel.: AM 4-2077  
 Gen. Mgr., Chief Eng.: David I. Hansen

### KVLV—Fallon—1957

Frequency: 1250 Kc. Power: 1 Kw., d.  
 Owned: Lahontan Valley Bcstg. Co.  
 Bus. Address: P.O. Box 368  
 Tel.: HA 3-1242  
 Station Representative: Continental  
 Gen. Mgr., Ch. Engr.: Lester W. Pearce  
 Comm. Mgr., Prog. Dir.: Katherine Pearce  
 Sales Promotion Manager: Jim Shelton

**KTOO—Henderson—1956**

Frequency: 1280 Kc. Power: 5000 Watts  
 Owned Advertising Dynamics Corp.  
 Address P. O. Box 1848, Las Vegas  
 Tel.: DUDley 2-0277 Independent  
 Station Representative Pearson  
 President, Gen. Mgr. Roland Vaile  
 Program Dir. Joe Walters  
 Chief Engineer David B. Rogers

**KBMI—Las Vegas—1954**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated 1400 Corp.  
 Address Flamingo Hotel  
 Tel.: OVerland 7-2733 Independent  
 Sta. Representatives Grant Webb, Lucas  
 President M. Evans Richmond  
 Station Manager Gene Winters  
 Chief Engineer Frank Williams

**KENO—Las Vegas—1950**

Frequency: 1460 Kc. Power: 1000 Watts  
 Owned-Oper. By Nevada Ecstg. Co., Inc.  
 Address 810 Keno Lane  
 Tel.: DU 2-1400 ABC  
 Sta. Representative Robert Allen  
 President, Gen. Mgr. Gordon B. Sherwood  
 Comm., Publicity Dir. Ed Hopple  
 Program Director Glenn Bryan  
 Sales Prom. Mgr. Rob Duffy  
 Chief Engineer David B. Rogers

**KLAS—Las Vegas—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Frontier Bcstrs.  
 Address P.O. Box 1510  
 Tel.: DU 4-4646 CBS  
 Pres., Gen. Mgr. Reuben G. Jolley  
 Comm., Sales Prom. Mgr. Bill Pursel  
 Program Director Sam Salerno  
 Chief Engineer Dave Rogers

**KORK—Las Vegas—1953**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Southwestern Bcstg. Co.  
 Address Hotel Thunderbird  
 Tel.: DU 2-6445 NBC-MBS  
 Newspaper Affiliation Review Journal  
 Representative Avery-Knodel  
 President Donald W. Reynolds  
 General, Sta. Mgr. David C. Drew  
 Commercial Manager David Salzman  
 Program Director Michael Page  
 Sales Prom. Mgr. Allen Dunn  
 Publicity Director Len Howard  
 Chief Engineer Gregg Gelhart

**KRAM—Las Vegas—1947**

Freq. 920 Kc. Power: 1 Kw. d. 500 W. n.  
 Owned-Oper. By Suna Bcstg. Corp.

Address Hotel Riviera  
 Tel.: DU 2-1920 KBS  
 Pres., Gen. Mgr. Leonard Blair  
 V. Pres. Herbert Schwartz  
 Chief Engineer Fred Young

**KRBO—Las Vegas—1956**

Frequency: 1050 Kc. Power: 500 W., d.  
 Owned Rainbow, Inc.  
 Address Box 1049  
 Tel.: DU 4-9210 Independent  
 Representative Moore, Holman  
 Pres., Gen. Mgr. Joe Julian  
 Chief Engineer Tom Morgan

**KBET—Reno—1946**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Sierra Broadcasting Co.  
 Business Address Mapes Hotel  
 Tel.: FA 2-4501 MBS-KBS-ABC  
 Sta. Reps. Walker-Rawalt; Broadcast Time  
 Pres., Gen. Mgr. R. L. Stoddard  
 Comm. Mgr. Walter States  
 Chief Engineer Irvin Carlsen

**KDOT—Reno—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By KDOT, Inc.  
 Address 6 W. Commercial Row  
 Tel.: FA 3-6156 Independent  
 Station Representative Robert B. Allen  
 President Paul C. Schafer  
 General, Sta. Mgr. Phillip G. Rose  
 Commercial Mgr. Kent Jones  
 Sales Prom. Mgr. Barbara Brahm  
 Program, Ch. Eng. Jerry Kleinknight

**KOH—Reno—1928**

Freq.: 630 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owner McClatchy Bcstg. Co.  
 Address 143 Stevens St.  
 Tel.: FA 3-5106 NBC  
 Newspaper Affiliate McClatchy Newspapers  
 Representative Paul H. Raymer  
 President Eleanor McClatchy  
 Station Manager Hugh Kees  
 Chief Engineer Wesley Craig

**KOLO—Reno—1946**

Frequency: 920 Kc. Power: 1000 Watts  
 Owned-Operated By Western Bcstg. Co.  
 Business-Studio Address El Cortez Hotel  
 Tel.: Fairview 3-0721 CBS  
 Representative Headley-Reed  
 President Donald W. Reynolds  
 Chief Engineer Ken Cayton

**KONE—Reno—1954**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Magowan & Jones  
 Address 700 Forest St.  
 Tel.: FA 3-2133 Independent  
 Sta. Representative Pearson  
 General Mgr. Frederick V. Jones

## NEVADA-NEW HAMPSHIRE

Commercial Mgr. .... George W. Rogers  
 Program Mgr. .... Norman Reyes  
 Sales Prom. Mgr. .... Edward J. Marshall  
 Chief Engineer. .... Fleet Harrison

### **KWNA—Winnemucca—1955**

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

Owner. .... N. W. Radio & TV Corp.  
 Business Address. .... Highland Drive  
 Tel.: MAdison 3-2530. .... Independent  
 President. .... Olivier Curutchet  
 Station Manager. .... P. M. Saxman, Jr.  
 Publicity Director. .... Diane T. Queen  
 Chief Eng. .... Whitelaw R. Ross

Pop.: 654,000	<b>NEW HAMPSHIRE</b>	TV Homes: 169,000
Families: 187,900		AM Stas. in State: 18
Radio Homes: 184,000		TV Stas. in State: 1

### **WKCB—Berlin—1946**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. .... John Bowman  
 Business Address. .... 27 Green Square  
 Tel.: 1797 ..... Independent  
 Sta. Reps. .... Breen & Ward; Walker-Rawalt  
 President, Gen. Mgr. .... John Bowman  
 Station Mgr. .... Lynn Smith  
 Commercial Manager. .... Robert T. Dale  
 Sales Prom., Publicity Dir. .... Fred Gardella  
 Program Dir. .... Charles Ross  
 Chief Eng. .... Herschel Howe

### **WTSV—Claremont—1948**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Radio Claremont, Inc.  
 Address. .... 221 Washington St.  
 Tel.: 1800. .... Independent  
 President. .... Norman Knight  
 Mgr. Director. .... Harold Segal  
 Chief Engineer. .... W. Remick

### **WKXL—Concord—1946**

Frequency: 1450 Kc. .... Power: 250 W.  
 Owned-Operated By. .... Capitol Bcstg. Corp.  
 Address. .... 100 N. Main St.  
 Tel.: CApitol 5-5521. .... KBS  
 Sta. Representative. .... Walker-Rawalt  
 Pres., Gen. Mgr. .... Frank B. Estes  
 Program Director. .... Edsea I. Gray  
 Chief Engineer. .... Frank Pingree

### **WBNC—Conway—1955**

Frequency: 1050 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... North Country Radio, Inc.  
 Address. .... E. Main St.  
 Tel.: HI 7-5988. .... Independent  
 Station Representative. .... Walker-Rawalt  
 President. .... William B. Sweeney  
 General, Sta. Mgr. .... Lawrence H. Sherman  
 Commercial Mgr. .... Joan Sherman  
 Program Dir. .... William C. Clapp  
 Chief Engineer. .... Herschel Howe

### **WTSN—Dover—1956**

Frequency: 1270 Kc. .... Power: 5000 Watts  
 Owned. .... WTSN, Inc.  
 Address. .... 155 Front St. (Manchester)

Tel.: NA 4-4077. .... Independent  
 Representative. .... Wheeler, Adam Young  
 President. .... W. F. Rust, Jr.  
 General Mgr. .... Ralph Gottlieb  
 Station Mgr. .... Edward X. Callahan  
 Commercial Mgr. .... James McCann  
 Program Dir. .... Don Bartlett  
 Chief Engineer. .... Albert J. Davis

### **WDCR—Hanover—1958**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned By. .... Trustees of Dartmouth College  
 Business Address. .... Robinson Hall  
 Tel. Hanover 1070. .... Independent  
 Sta. Reps. .... Breen-Ward; Walker-Rawalt  
 General Manager. .... Allan W. Cameron  
 Commercial Manager. .... Frank R. Greenberg  
 Program Director. .... Roger J. Schulz  
 Sales Prom. Mgr. .... Norris Knosher  
 Publicity Director. .... John W. McNair  
 Chief Engineer. .... Don B. Knapp

### **WTSL—Hanover—1950**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. .... Radio Hanover, Inc.  
 Address. .... P. O. Box 1031  
 Tel.: HANover 1400. .... Independent  
 Station Representative. .... Knight Sales, Inc.  
 President. .... Norman Knight  
 General Mgr. .... Harold H. Segal  
 Station Mgr. .... Howard L. Chase  
 Program Director. .... Joe Shaw  
 Chief Engineer. .... Henry H. Jones

### **WKBK—Keene—1959**

Frequency: 1220 Kc. .... Power: 1000 Watts  
 Owned By. .... The KBR Stations, Inc.  
 Address. .... 155 Front St., Manchester  
 Tel.: National 4-4075. .... Independent  
 Sta. Reps. .... Radio TV-Wheeler  
 President. .... W. F. Rust, Jr.  
 General Manager. .... Ralph Gottlieb  
 Commercial Mgr. .... James McCann  
 Station, Prom. Mgr. .... Robert Berry  
 Program Dir. .... Tal Hood  
 Chief Engineer. .... Douglas Grove

### **WKNE—Keene—1926**

Frequency: 1290 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... WKNE Corp.

Address.....17 Dunbar St.  
Tel.: EL 2-9230.....NBC  
Station Rep.....Meeker; Foster & Creed  
President.....Joseph K. Close  
Gen., Sta., Comm. Mgr...Howard E. Wheelock  
Sales Prom., Prog. Dir.....John P. Foster  
Chief Engineer.....Ernest T. Robage

**WLNH—Laconia—1922**

Frequency: 1350 Kc....Power: 5000 Watts d.  
Owned-Oper. By.....Northern Bcstg. Corp.  
Business Address.....653 Main St.  
Tel.: LAconia 2300.....KBS  
Station Rep.....Wheeler; Walker-Rawalt  
President.....Genevieve Wingate  
Gen., Sta. Mgr.....Arthur Rothapel  
Comm., Sales Prom. Mgr...William W. Visser  
Chief Engineer.....Henry Gowing

**WFEA—Manchester—1932**

Frequency: 1370 Kc....Power 5 Kw.  
Owned.....WFEA Broadcasting  
Address.....P. O. Box 149  
Tel.: NA 5-5491.....Independent  
Sta. Reps.....Raymer; Foster & Creed  
President, Gen. Mgr.....William F. Malo, Jr.  
Commercial Mgr.....James Kocugh  
Sales Prom. Mgr.....Arthur Kume  
Publicity Dir.....Richard Roberts  
Program Director.....Chuck O'Neil  
Chief Engineer.....R. Schow

**WGIR—Manchester—1941**

Frequency: 610 Kc...Power: 5 Kw. d., 1 Kw. n.  
Owned.....Northeast Broadcasting Corp.  
Address.....Box 487  
Tel.: NA 5-6915.....CBS  
Rep.....Kettell-Carter; O'Connell; Reilly  
President.....Madeline M. Girolimon  
Gen., Sta., Comm. Mgr.....Bernie Mack  
Program Director.....Don Tibbetts  
Chief Engineer.....Harry Handfield

**WKBR—Manchester—1946**

Frequency: 1250 Kc....Power: 5000 Watts  
Owned.....Granite State Bcstg. Co.  
Address.....155 Front St.  
Tel.: NATIONAL 4-4075.....Independent  
Station Rep.....Wheeler; Radio TV Reps.  
President.....W. F. Rust, Jr.  
Gen., Sta. Mgr.....Ralph Gottlieb  
Comm., Sales Prom. Mgr...James McCann  
Program Director.....William Morrissey  
Chief Engineer.....Roy Phillips

**WOTW—Nashua—1947**

Frequency: 900 Kc....Power: 1000 Watts d.  
Owned-Oper. By.....Gateway Bcstg. Corp.  
Address.....Lund Road  
Tel.: TU 2-2781.....Independent  
Representative.....Walker-Rawalt  
President.....Theodore Feinstein  
General Mgr.....Robert Trow  
Commercial Mgr.....Jack Stevens  
Station Manager.....Merrill Smith  
Chief Engineer.....Harold Densmore

**WSMN—Nashua—1958**

Frequency: 1590 Kc....Power: 5000 Watts  
Owned By.....1590 Broadcasting Corp.  
Business Address.....502 W. Hollis St.  
Tel.: TUX 2-5107.....Independent  
Station Representative.....Nona Kirby  
President.....Gerald Q. Nash  
General, Comm. Mgr.....David A. Rock  
Station Manager.....Edward Lecius  
Program Director.....Frank Teas  
Publicity Director.....Nancy Taylor

**WCNL—Newport—1960**

Frequency: 1310 Kc....Power: 250 Watts  
Owned By.....Carlson Enterprises  
Address.....120 Belknap St.  
Tel.: NEWport 873.....KBS  
Sta. Representative.....Donald Cooke  
General Manager.....W. Richard Carlson  
Program Director.....Norah B. Carlson  
Chief Engineer.....Eugene Perkins Thayer

**WHEB—Portsmouth—1932**

Frequency: 750 Kc....Power: 1000 Watts d.  
Owned-Operated By.....Knight Bcstg. of N. H.  
Address.....N. H. National Bank Bldg.  
Tel.: GENEva 6-7300.....Independent  
President.....Norman Knight  
General, Sta. Mgr.....Harold H. Segal  
Program Director.....Guy Andrews  
Chief Engineer.....Antonio Vaccaro

**WVNH—Rochester—1948**

Frequency: 930 Kc....Power: 5000 Watts d.  
Owned-Operated By.....Strafford Bcstg. Corp.  
Business Address.....Rochester Hill Rd.  
Tel.: RO 1400.....Independent  
Sta. Rep.....Foster, Creed; Natl. Time Sls.  
Pres., Gen. Mgr.....Albin Malin  
Commercial Mgr.....Margaret Tornrose  
Program Dir.....Robert J. Connelly  
Sales Prom., Publicity Dir.....Myron Varney  
Chief Engineer.....Roger Butterfield

Pop.: 6,008,000  
Families: 1,895,000  
Radio Homes: 1,859,000

# NEW JERSEY

TV Homes: 1,739,000  
AM Stas. in State: 26  
TV Stas. in State: 1

## WHTG—Asbury Park—1957

Frequency: 1410 Kc. Power: 500 W., d.  
Owned.....Harold M. Gade  
Address.....Route 1  
Tel.: KE 1-1410.....Independent  
Sta. Representative.....Grant Webb  
Owner, Gen. Mgr.....Harold Gade  
Commercial Mgr.....Gustave Litch  
Station, Prom. Mgr.....Theo. Gade  
Program Dir.....Leon Contente  
Publicity Dir.....Phyllis Lang  
Chief Engineer.....Martin Goffe

## WJLK—Asbury Park—1926

Frequency: 1310 Kc. Power: 250 Watts  
Owned-Operated By..Asbury Park Press, Inc.  
Address.....Press Plaza  
Tel.: PR 4-7000.....Independent  
Newspaper Affiliation.....Press  
Station Manager.....Everett Rudloff  
Commercial Manager.....Margaret Curtis  
Prog. Mgr.....Charles F. Hill  
Chief Engineer.....Frank Huber

## WFPG—Atlantic City—1940

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated by.....WFPG, Inc.  
Business Address.....Steel Pier  
Tel.: Atlantic City 5-2188.....CBS  
Sta. Representative.....Walker-Rawalt  
President, Gen. Mgr.....Jerome Sill  
Station Manager.....Fred Haggerty  
Program Dir.....Ed Davis  
Chief Engineer.....Blair K. Thron

## WLDB—Atlantic City—1955

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....Atlantic City Bcstg. Co.  
Address.....Senator Hotel  
Tel.: 4-6573.....MBS  
Representative.....Bernard  
Pres., Gen. Mgr., Ch. Eng.....Leroy Bremmer  
Commercial Mgr.....Dorothy Bremmer  
Publicity Director.....Benny Bishop

## WMID—Atlantic City—1947

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By..Mid-Atlantic Bcstg. Co., Inc.  
Address.....1710 Atlantic Ave.  
Tel.: 4-1340.....ABC  
Representative.....Stars Natl.  
Pres., Gen. Mgr.....David H. Freedman

## WSNJ—Bridgeton—1937

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By..Eastern States Bcstg. Corp.  
Business Address.....Bridgeton, N. J.  
Tel.: 9-2930.....Independent  
Station Representative.....Clark

President.....Russell S. Henderson  
V.P., Gen. Mgr., Sta., Comm. Mgr.. Paul Alger  
Prog. Director.....Joseph McCulley  
Publicity Director.....Howard Auger  
Chief Engineer.....C. Seagrist

## WCAM—Camden—1926

Frequency: 1310 Kc. Power: 250 Watts  
Owned-Oper. By.....City of Camden  
Business Address.....6th & Market Sts.  
Tel.: EM 5-5600.....Independent  
Rep.....Bcst. Time Sales  
Gen., Comm. Manager.....John Cleary  
Program Director.....Jack La Mar  
Sales Prom. Mgr.....Jack Silin  
Publicity Dir.....Joseph E. Hale  
Chief Engineer.....John Zander

## WKDN—Camden—1948

Frequency: 800 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....South Jersey Bcstg. Co.  
Address.....2775 Mt. Ephraim Ave.  
Tel.: EM 5-7200.....Independent  
President.....Ran Compton  
General. Sta. Mgr.....Gordon Giffen  
Comm., Prom. Mgr.....Dave Moss  
Operations Mgr.....John Struckell  
Publicity Dir.....James Donahue  
Chief Engineer.....Robert Houston

## WMVB—Millville—1953

Frequency: 1360 Kc. Power: 1000 Watts, d.  
Owner.....Union Lake Broadcasters, Inc.  
Address.....Lincoln Ave.  
Tel.: TA 5-2600.....Independent  
Pres., Gen. Mgr.....Fred M. Wood  
Program Director.....Dorothy H. Carlson  
Chief Engineer.....George Dodds

## WMTR—Morristown—1948

Frequency: 1250 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Morristown Bcstg. Co.  
Address.....10 Park Place  
Tel.: JE 8-1250.....Independent  
General Manager.....Kenneth A. Croy  
Commercial Mgr.....Henry Behre  
Program Director.....Bob Vesel

## WHBI—Newark—1922

Freq.: 1280 Kc. Power: 2½ Kw. d., 1 Kw. n.  
Owned-Operated By.....May Radio Bcst. Corp.  
Business-Studio Address.....35 Warren St.  
Tel.: MI 2-7354.....Independent  
Station Representative.....Gospel Network  
Pres., Gen. Mgr.....James L. Shearer  
Station Mgr.....William Masi  
Program Dir.....Marie Masi  
Publicity Dir.....Jack Bilby  
Chief Engineer.....Harold Michaels

**WNJR—Newark—1947**

Frequency: 1430 Kc. Power: 5000 Watts  
 Owned By.....Continental Broadcasting, Inc.  
 Business Address.....Box 1258  
 Tel.: MU 8-3665.....Independent  
 Station Rep.....Rollins; Grant  
 President.....O. Wayne Rollins  
 General, Comm. Mgr.....Si Lewis  
 Chief Engineer.....G. R. Chambers

**WNTA—Newark—1922**

Frequency: 970 Kc. Power: 5 Kw., d.; 1 Kw. n.  
 Owned By.....NTA Broadcasting Co.  
 Business Address.....1020 Broad St.  
 Tel.: Mitchell 2-6400.....MBS  
 Sta. Representative.....Daren McGavren  
 Pres., Gen. Mgr.....Malcolm C. Klein  
 Station Mgr.....Irving Lichtenstein  
 Business Manager.....Joseph Morris  
 Sales Manager.....Sydney Kavaleer  
 Production Mgr.....Sid Sirulnick  
 Chief Engineer.....H. L. Dabrowski

**WVNJ—Newark—1947**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Operated By.....Newark Bcstg. Corp.  
 Address.....1225 Raymond Blvd.  
 Tel.: MI 3-7600.....Independent  
 General Manager.....Ivon B. Newman

**WCTC—New Brunswick—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....Raritan Valley Bcstg.  
 Business-Studio Address.....385 George St.  
 Tel.: CH 7-1450.....Independent  
 President, Gen. Mgr.....J. L. Rosenmiller  
 Vice President.....Peter A. Bordes

**WNNJ—Newton—1953**

Frequency: 1360 Kc. Power: 500 Watts  
 Owned.....Sussex County Bcstrs.  
 Address.....Newton, N. J.  
 Tel.: DuPont 3-3400.....Independent  
 Sta., Comm. Mgr., Ch. Eng., Robert C. Gessner  
 Sales Prom. Mgr.....Ronnie Hickman  
 Publicity Dir.....Vic Aime

**WPAT—Paterson—1941**

Frequency: 930 Kc. Power: 5000 Watts  
 Owned-Operated By.....WPAT, Inc.  
 Exec. N. Y. Office.....60 E. 56th St.  
 Tel.: MUrray Hill 8-9300.....Independent  
 Station Representative.....Weed  
 President, General Manager.....D. J. Wright  
 V.P.'s Charles W. Parker, William J. Calvert  
 Program Director.....David Gordon  
 Publicity Dir.....John Burt  
 Tech. Supervisor.....P. Di Savino

**WOND—Pleasantville—1950**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....S. Jersey Radio, Inc.  
 Address.....Old Turnpike  
 Tel.: Milton 1-1400.....Independent  
 Newspaper Affil.....Sentinel Ledger, Gazette  
 Representative.....Forjoe  
 President.....H. G. Murrelle  
 V.P., Gen. Mgr.....Howard L. Green  
 Commercial Manager.....Larry Carle  
 Sales Prom. Mgr.....Robert Richter  
 Program Director.....Allen Owen  
 Publicity Director.....Vince Lindner  
 Chief Engineer.....Milton C. Thurlow

**WTTM—Trenton—1942**

Frequency: 920 Kc. Power: 1000 Watts  
 Owned-Operated By.....Peoples Bcst. Corp.  
 Bus.-Stu. Add.....Brunswick Ave., Lake Drive  
 Tel.: OW 5-8515.....MBS  
 Representative.....Hollingbery  
 President.....Herbert E. Evans  
 General Mgr.....Glenn C. Jackson  
 Commercial Mgr.....George Hart  
 Comptroller.....Patricia Singer  
 Prog. Dir.....Tom Durand  
 Publicity Dir.....K. M. Weber  
 Chief Engineer.....Chester Sunderland

A  
 Dedicated  
 Community  
 Station . . .  
 Weather  
 Time  
 Tempo  
 Massive news  
 coverage

**WTTM**

RADIO  
 DIAL 920  
 Trenton, N. J.

"Trenton's Finest"

## NEW JERSEY-NEW MEXICO

### WAAT—Trenton—1959

Frequency: 1300 Kc. Power: 250 Watts  
Owned By: Delaware Valley Bcstg. Co.  
Address: Hotel Stacy Trent  
Tel.: Export 2-5125 Independent  
Sta. Representative: Forjoe  
President: Ed Cossman  
General Manager: Ray McFadden  
Program Director: Frank Fellmer  
Publicity Director: Harvey Miller  
Chief Engineer: Nicholas Dalessandro

### WBUD—Trenton—1947

Frequency: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By: WBUD, Inc.  
Address: Ewingville Road  
Tel.: EX 4-7191 Independent  
Station Representative: Bob Wittig  
Pres., Gen. Mgr.: Richard M. Hardin  
Station Manager: Theresa Rose  
Comm. Manager: William Garry  
Program Director: Phil Allen  
Sales Prom. Mgr.: Everett L. Slosman  
Chief Engineer: Norman Guimond

### WTNJ—Trenton—1923

Frequency: 1300 Kc. Power: 250 Watts  
Owned: WOAX, Inc.  
Address: 416 Bellevue Ave.  
Tel.: EX 3-4281 Independent  
Representative: Bcst. Time Sales  
President: William DeFreitas  
Gen., Sta., Comm. Sales Mgr.: R. McFadden  
Program Director: Ron Polao  
Sales Prom. Mgr.: Bill Bircher  
Publicity Director: Ronnie Sherwood  
Chief Engineer: Nicholas Dalessandro

### WDVL—Vineland—1957

Frequency: 1270 Kc. Power: 500 Watts, d.

Owned: Delsea Bcstrs.  
Address: Radio Park  
Tel.: Oxford 1-7550 Independent  
Partners: Mort and Vivian Hendrickson  
Gen., Comm. Mgr.: Mort Hendrickson  
Program Director: Henry Morey  
Asst. Ch. Eng.: Earl Godfrey

### WWBZ—Vineland—1946

Frequency: 1360 Kc. Power: 1000 Watts  
Owned-Operated By: Community Bcstg. Serv.  
Address: S. Delsea Drive  
Tel.: OX 2-6500 Independent  
Representative: Gill-Perna  
President: Joseph M. Bullock  
General Manager: John F. Schneider  
Commercial Manager: John F. Serra  
Program Director: Robert Coucill  
Chief Engineer: Charles Esposito

### WCRV—Washington—1956

Frequency: 1580 Kc. Power: 500 Watts d.  
Owned: Warren Bcstg.  
Address: 3 Belvidere Avenue  
Tel.: MU 9-2060 Independent  
General Manager: George S. Croy  
Commercial Mgr.: Warner Rush  
Chief Engineer: P. La Chance

### WCMC—Wildwood—1951

Frequency: 1230 Kc. Power: 100 Watts  
Owned-Operated By: Francis J. Matrangola  
Address: 3010 N. J. Ave.  
Tel.: Wildwood 2-7751 Independent  
General Manager: Francis J. Matrangola  
Comm. Mgr.: Margaret Murphy  
Program Director: William Wotring  
Chief Engineer: Carlton Owen

Pop.: 925,000

Families: 252,000

Radio Homes: 243,000

## NEW MEXICO

TV Homes: 182,000

AM Stas. in State: 43

TV Stas. in State: 6

### KALG—Alamogordo—1950

Frequency: 1230 Kc. Power: 250 Watts  
Owned By: Radio Station KALG  
Address: Box 268  
Tel.: HEmlock 7-1505 MBS, KBS  
General Sta. Mgr.: Wayne Phelps  
Commercial Mgr.: Terry Clark  
Chief Engineer: Jay Bundy

Tel.: HEmlock 7-4440 Independent  
Pres., Gen. Mgr.: Lyman C. Brown  
Program Dir.: Dave Shaw  
Publicity Director: Dave Thompson  
Chief Engineer: Lynn Rawls

### KRAC—Alamogordo—1957

Frequency: 1270 Kc. Power: 1 Kw., d.  
Owned By: Lyman Brown Enter.  
Address: P. O. Box 1161

### KABQ—Albuquerque—1947

Freq.: 1350 Kc. Power: 5000 Wts. d., 500 n.  
Owned-Oper. By: Sandia Bcstg. Corp.  
Business Address: 1309 Yale Blvd., S.E.  
Tel.: CHapel 3-1744 Independent  
Reps.: Harlan G. Oakes; Nat'l Time Sales  
President: Oscar I. Dodek  
General Manager: Maxwell Marvin  
Commercial Manager: Milton Ledet



Program Director.....Jose Gallegos  
 Chief Engineer.....Michael Lucero

**KDEF—Albuquerque—1953**

Frequency: 1150 Kc.....Power: 1 Kw. d., 500 n.  
 Owned.....KDEF Bcstg. Co.  
 Address.....506 2nd St. N.W.  
 Tel.: CH 3-7813.....Independent  
 Station Representative.....Boiling  
 President, Gen. Mgr.....Frank Quinn  
 Program Director.....Bill Sexton  
 Chief Engineer.....Louis Gemoets

**KGGM—Albuquerque—1926**

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....New Mexico Bcstg. Co.  
 Business Address.....1414 Coal St., S.W.  
 Tel.: CH 3-2285.....CBS  
 Representative.....Branham  
 President.....A. R. Hebenstreit  
 General Mgr.....Victor B. Siman  
 Comm. Mgr.....Frank Sanzo  
 Program Director.....Robert Van Driel  
 Publicity Dir.....James Laramore  
 Chief Engineer.....Leonard F. Dodds

**KHAM—Albuquerque—1956**

Frequency: 1580 Kc.....Power: 1 Kw., d.  
 Owned.....KHAM, Inc.  
 Address.....202 Claremont Street, NE  
 Tel.: DI 4-2394.....ABC-MBS-KBS  
 Representative.....Continental  
 President.....J. W. Hedges  
 General. Sta. Mgr.....J. L. Anderson  
 Program Dir.....Joe T. Saffle  
 Commercial Mgr.....J. D. McCaffrey  
 Chief Engineer.....H. T. Walton

**KLOS—Albuquerque—1957**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned By.....B & M Bcstrs., Inc.  
 Address.....106 Richmond, S. E.  
 Tel.: AL 6-9866.....Independent  
 Gen. Mgr.....Frank Redfield

**KMGM—Albuquerque—1959**

Frequency: 730 Kc.....Power: 1 Kw. d.  
 Owned By.....Holiday Broadcasters Inc.  
 Address.....Merrill Bldg., 131 Adams, N. E.  
 Tel.: AMherst 8-4395.....Independent  
 Station Representative.....Gill/Perna  
 President.....T. I. Moseley  
 General. Station Mgr.....Ronald J. Kahn  
 Commercial Manager.....Frank Sanzo  
 Sales Promotion Manager.....Lou Miller  
 Program Director.....George Singer  
 Publicity Director.....S. Barton  
 Chief Engineer.....R. Matthews

**KOB—Albuquerque—1922**

Freq.: 770 Kc.....Power: 50 Kw. d., 25 Kw. n.  
 Owned-Oper. By.....KSTP, Inc.

Address.....1430 Coal Ave. S.W.  
 Tel.: CH 3-4411.....NBC  
 Representative.....Petry  
 President.....Stanley E. Hubbard  
 Gen. Mgr., Ch. Engr.....George S. Johnson  
 Comm. Mgr.....Robert Peltingell  
 Sales Prom., Pub. Dir.....Earl Ferson  
 Program Director.....Michael Dillon

**KQEO—Albuquerque—1946**

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By.....Dandy Bcstg. Corp.  
 Bus. Address.....2000 Indian School Rd., N.W.  
 Tel.: CHapel 7-8848.....Independent  
 Station Representative.....Eastman  
 President.....Merritt Owens  
 General Manager.....Richard H. Harris  
 Comm., Prem. Mgr.....Dino Ianni  
 Station, Ch. Eng.....Bernard Koval  
 Program Dir.....Marty Sullivan

**KNDE—Aztec—1959**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned By.....I. E. Shahan  
 Address.....2nd & Zia Sts.  
 Tel.: FEederal 4-6174.....Independent  
 General & Station Mgr.....Harry L. Becker  
 Sales/Promotion Manager.....Jack D. Rhea  
 Program Director.....Don Rhea  
 Publicity Director.....Max Robbins  
 Chief Engineer.....Carl Black

**KSVP—Artesia—1946**

Freq.: 990 Kc.....Power: 1 Kw. d., 250 Wts. n.  
 Owned-Operated By.....Artesia Bcstg. Corp.  
 Address.....1450 S. Roselawn  
 Tel.: SH 6-2751.....KBS-MBS  
 Station Representative.....Melville  
 President.....Harvey Yates  
 Station Manager.....Bob Hesser  
 Comm. Mgr.....Jack Minter  
 Program Dir.....James Hinton  
 Chief Engineer.....L. O. Wilcox

**KAVE—Carlsbad—1937**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Voice of the Caverns, Inc.  
 Business Address.....P.O. Box 631  
 Tel.: TUxedo 5-4101.....KBS  
 Representative.....Branham  
 President.....Edward Talbott  
 Gen., Sta. Mgr.....Tom Wiseheart  
 Sales Promotion Mgr.....Majorie Winfield  
 Program Director.....John Evans  
 Publicity Director.....Glenda Hargis  
 Chief Engineer.....Sanford Brown

**KPBM—Carlsbad—1950**

Frequency: 740 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Coronado Bcstg. Co.  
 Business Address.....313 W. Mermod

## NEW MEXICO

Tel.: TU 5-5373.....Independent  
Station Representative.....Devney  
Pres., Gen. Mgr.....D. A. Swayze  
Chief Engineer.....Vic Daley

### KLMX—Clayton—1949

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By...Ariz.-N. Mex. Bcstrs. Corp  
Address.....Box 7  
Tel.: 616.....Independent  
President.....Arthur Jernigan  
Gen., Comm., Prom. Mgr., Pub. Dir., Frank Vale  
Program Director.....Dave Adams  
Chief Engineer.....Robert D. Waters

### KCLV—Clovis—1952

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....New-Tex Bdcstg.  
Address.....1221 Main  
Tel.: Porter 3-4401.....KBS  
Station Representative.....Hopewell  
President.....Odus Echols, Sr.  
Gen., Sta. Mgr., Prog. Dir., Odus Echols, Jr.  
Sales Prom., Comm. Mgr., Al Rinn  
Chief Engineer.....E. G. Rinn

### KVER—Clovis—1933

Frequency: 980 Kc.....Power: 1000 Watts  
Owned By.....Tex., New Mex. Bcstg. Co.  
Business Address.....1000 Sycamore  
Tel.: PO 3-5511.....Independent  
Station Representative.....Branham  
President.....Frank Lesley  
Gen., Sta. Mgr.....J. H. Morris  
Commercial Manager.....Jim Wilkes  
Chief Engineer.....M. S. O'Dell

### KOTS—Deming—1954

Frequency: 1230 Kc.....Power: 250 Watts, d.  
Owned.....Luna County Bcstg. Co.  
Address.....P. O. Box 470  
Tel.: 999.....KBS  
General Manager.....Robert W. Tobey

### KENN—Farmington—1951

Freq.: 1390 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Kendrick & Landis  
Business Address.....212 W. Apache  
Tel.: DA 5-3541.....Independent  
Station Representative.....Devney  
Pres., Gen. Mgr.....C.O. "Ken" Kendrick  
Commercial Mgr.....Bob Williams  
Sales Prom. Mgr.....John Dorman  
Prog. Dir.....Tom Alexander  
Publicity Director.....J. N. Young  
Chief Eng.....Harold Furstenberg

### KWYK—Farmington—1957

Frequency: 960 Kc.....Power: 1 Kw., d.  
Owned.....Basin Bcstg. Co.  
Address.....418 W. Broadway  
Tel.: DA 5-6932.....Independent  
Gen. Mgr.....Jim Gaber

Station Manager.....Cal Adams  
Program Director.....Al Lucero  
Chief Engineer.....Joe Garcia

### KZUM—Farmington—1958

Frequency: 1280 Kc.....Power: 5000 Watts  
Owned By.....KZUM Radio  
Address.....1204 Hutton Road  
Tel.: DAVIS 5-4141.....Independent  
Gen., Sta. Mgr.....Bill D. Barbour  
Commercial Mgr.....W. W. Barbour  
Program Dir.....Stewart E. Chamberlain  
Chief Engineer.....Joe Garcia

### KGAK—Gallup—1946

Frequency: 1330 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Thunderbird Bcstg. Co.  
Address.....401 E. Coal Ave.  
Tel.: UN 3-4444.....Independent  
President.....Merle H. Tucker  
General Manager.....Mrs. Mida Tucker  
Chief Engineer.....R. E. Adamson

### KYVA—Gallup—1959

Frequency: 1230 Kc.....Power: 250 Watts  
Owned.....Kendrick & Landis  
Address.....306 S. First St.  
Tel.: UN 3-6222.....Independent  
Station Representative.....Devney  
General Manager.....C. O. Kendrick  
Station Manager.....Richard W. Miner  
Sales Promotion Manager.....Ned Bishop  
Program Director.....Bob Burnett  
Publicity Director.....Jim Sears  
Chief Engineer.....Harold Furstenberg

### KMIN—Grants—1956

Frequency: 980 Kc.....Power: 1 Kw., d.  
Owned By.....Grants Bcstg. Co.  
Address.....980 San Rafael Road  
Tel.: ATwater 7-4491.....KBS  
General Mgr.....D. Button  
Chief Engineer.....Glen Mills

### KHOB—Hobbs—1954

Frequency: 1390 Kc.....Power: 5 Kw., d.  
Owned.....Permian Basin Radio Corp.  
Address.....Box 247  
Tel.: EX 3-5148.....Independent  
Representative.....Clark Melville  
Pres., Gen. Mgr.....Charles R. Scott  
Commercial Mgr.....Zeb Williams  
Program Dir.....Ronald Ripley  
Chief Engineer.....Pat H. Walton

### KWEW—Hobbs—1938

Frequency: 1480 Kc. Power: 5 Kw., d., 1 Kw., n.  
Owned-Operated By.....KWEW, Inc.  
Address.....116 E. Dunham  
Tel.: EX 3-3137.....MBS-KBS  
Representative.....Branham  
President.....Theresa P. Whitmore  
Gen., Sta. Mgr.....Harry McAdams  
Comm., Sales Prom. Mgr.....Phil McGee

Program Director.....Dortha Montgomery  
 Publicity Director.....Mike Olds  
 Chief Engineer.....Robert Martin

**KGRT—Las Cruces—1955**

Frequency: 570 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Taylor Enterprises, Inc.  
 Address.....Box 968  
 Tel.: Jackson 6-6681.....Independent  
 President.....W. C. Taylor  
 Station Manager.....William Lask  
 Commercial Manager.....R. S. "Dick" Fox  
 Program Director.....Harold Shepard

**KOBE—Las Cruces—1947**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Mesilla Valley Bcstg. Co.  
 Bus. Studio Address.....940 N. Main St.  
 Tel.: JA 6-2496.....Independent  
 President, Gen. Mgr.....Jim Gober  
 Sales Prom. Mgr.....Geraldine Sells  
 Prog. Dir.....Jim Finlay  
 Chief Engineer.....Jack Diehl

**KFUN—Las Vegas—1941**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Southwest Bcsters, Inc.  
 Business Address.....Box 710  
 Tel.: GARfield 5-6766.....ABC  
 President, Gen. Mgr.....Ernest N. Thwaites  
 Program Director.....Dorothy G. Thwaites  
 Chief Engineer.....Julian H. Lendy

**KRSN—Los Alamos—1948**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Community Bcstg. Co.  
 Business Address.....P.O. Box 749  
 Tel.: 2-4343.....ABC, KBS  
 Representative.....Bob Dore, Ayres  
 Partner, Sta. Mgr.....Virgil A. Parker, III  
 Partner, Ch. Engr.....Darrel K. Burns  
 Program Director.....Priscilla Miller

**KLEA—Lovington—1951**

Frequency: 630 Kc.....Power: 500 Watts d.  
 Owned.....Lea County Broadcasting Co.  
 Address.....P.O. Box 877  
 Tel.: Exbrook 6-2039.....Independent  
 President.....David R. Worley  
 General, Comm. Mgr.....Hoyt Caldwell  
 Publicity Director.....Hal Chestnut  
 Chief Engineer.....Wilton Highfall

**KENM—Portales—1950**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Plains Bcstg. Co.  
 Address.....Drawer 540  
 Tel.: RE 6-6681.....Independent  
 Pres., Co-Owner.....John Burroughs  
 Gen., Sta. Mgr.....Bob Hoffman  
 Chief Engineer.....Joe Randolph

**KRTN—Raton—1948**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Colfax County Broadcasting Co.  
 Business Address.....1128 State  
 Tel.: 875.....ABC  
 General Manager.....Lloyd Hawkins  
 Station Mgr., Ch. Engr.....James L. Littlejohn

**KBIM—Roswell—1953**

Frequency: 910 Kc.....Power: 5 Kw., d.  
 Owned.....Taylor Bcstg. Co.  
 Address.....P. O. Box 525  
 Tel.: MA 2-2121.....KBS  
 Station Representatives.....Clark; Brown  
 President.....William C. Taylor  
 General Manager.....G. F. "Jud" Roberts  
 Comm. Manager.....Tommy Oldfield  
 Assistant Manager.....E. C. Rader  
 Prog. Dir.....John E. Davis  
 Sales Prom. Mgr.....Lloyd Barham  
 Chief Engineer.....J. P. Tucker

**KGFL—Roswell—1927**

Frequency: 1430 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....KGFL, Inc.  
 Address.....Box 1019  
 Tel.: MA 2-5110.....MBS  
 Representative.....Branham  
 President.....Theresa P. Whitmore  
 Gen. Manager.....W. E. Whitmore, Jr.  
 Sta. Mgr.....Stan Gallup  
 Comm. Manager.....Marjorie Krehbiel  
 Program Director.....Elizabeth Cotton  
 Chief Engineer.....Bob Henske

**KSWS—Roswell—1947**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....John A. Barnett  
 Business-Studio Address.....Box 670  
 Tel.: MA 2-6450.....NBC  
 Representative.....Meeker, Melville  
 Owner & Gen. Mgr.....John A. Barnett  
 Station Mgr.....R. E. Erickson  
 Asst. Gen. Mgr.....W. L. Shackelford

**KTRC—Santa Fe—1946**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio de Santa Fe  
 Address.....210 E. Marcy St.  
 Tel.: YUcca 2-2666.....ABC  
 Station Representative.....Devney  
 Pres., Gen. Mgr.....Garfield C. Packard  
 Program Publicity Dir.....Maggy Packard  
 Chief Engineer.....Laurence Chapman

**KVSF—Santa Fe—1935**

Frequency: 1260 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....New Mexico Bcstg. Co.  
 Business Address.....803 Cerrillos Rd.  
 Tel.: YUcca 3-7319.....CBS  
 Representative.....Branham

## NEW MEXICO

President.....A. R. Hebenstreit  
General, Comm. Mgr.....Ivan R. Head  
Prog. Dir.....Ada Zamora  
Publicity Dir.....Tony Spagnola  
Chief Engineer.....E. J. Vanderwood

### KSIL—Silver City—1946

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....James H. Duncan  
Address.....1640 Cactus St.  
Tel.: 611.....MBS  
Representative.....Branham  
Owner, Manager.....J. H. Duncan  
Comm. Mgr., Prog. Dir.....Bob Fuller  
Chief Engineer.....Bynum R. Baily

### KSRC—Socorro—1958

Frequency: 1290 Kc....Power: 1000 Watts, d.  
Owned By.....Socorro Broadcasting Co.  
Business Address.....P.O. Box 1277  
Tel.: Socorro 1290.....KBS  
Station Representative.....Holman  
President, Gen. Mgr.....C. E. Franklin  
Station Manager, Ch. Eng.....John J. Tcbola  
Sales Prom. Mgr., Pub. Dir.....Alan H. Gross  
Program Director.....Niki Shrode

### KCHS—Truth or Consequences 1946

Frequency: 1400 Kc.....Power: 250 Watts  
Owned By.....Manpey & Hafer  
Address.....P. O. Box 351  
Tel.: 1400.....KBS  
Representative.....Continental Radio Sales  
Manager.....Larry Morgan

### KTNM—Tucumcari—1941

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....Quay County Broadcasting Co.  
Address.....P. O. Box 668  
Tel.: 100.....KBS  
Representative.....Clyde Melville  
Gen. Mgr., Chief Engineer.....Howard Maudlin  
Comm. Mgr., Pub. Dir.....Bill Walls

### KMAM—Tularosa—1957

Frequency: 1590 Kc.....Power: 1000 Watts  
Owned By.....Tularosa Broadcasting Corp.  
Business Address.....P.O. Box 648  
Tel.: Justice 5-2312.....Independent  
Pres., Gen. Mgr., Ch. Eng.....Max L. Rothman

# Big ratings!

# Big coverage!

*and*

# 50,000

## PEOPLE WATTS

# WPTR

## IN THE ALBANY, TROY, SCHENECTADY MARKET

*the  
Capital  
Station  
in the  
EMPIRE STATE!*



REPRESENTED BY:  
robert e. eastman & co., inc.

Pop.: 17,390,000  
Families: 5,495,000  
Radio Homes: 5,370,000

# NEW YORK

TV Homes: 4,990,000  
AM Stas. in State: 131  
TV Stas. in State: 22

## WPTR—Albany—1948

Frequency: 1540 Kc. Power: 50,000 Watts  
Owned-Oper. By: Patroon Brcdstg. Co., Inc.  
Address: 1820 Central Ave.  
Tel.: UN 9-9271 Independent  
Sta. Rep.: Eastman  
President: J. Myer Schine  
Exec. V.P., Gen. Mgr.: Duncan Moonsey  
Asst. Manager: Martin Ross  
Commercial Mgr.: Frank Costello  
Chief Engineer: Russell David

## WROW—Albany—1947

Freq.: 590 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By: Capital Cities Bcstg. Corp.  
Address: Box 10  
Tel.: 3-2225 CBS  
Station Representative: Avery-Knodel  
President: Frank M. Smith  
General Mgr.: Thomas S. Murphy  
Station Comm. Mgr.: Robert M. Peebles  
Promotion Mgr.: Phil Beuth  
Program Dir.: Gerry Forrest  
Business Mgr.: Chas. J. Coonan  
Chief Engineer: Chas. Heisler  
Owners of: WTEN-TV, Albany, N. Y.; WPRO-TV,  
AM, Providence, R. I.; WTYD, Raleigh-Durham,  
N. C.

## WABY—Albany—1934

Frequency: 1400 Kc. Power: 250 Watts  
Owned By: Eastern N. Y. Bcstg.  
Business-Studio: 80 Braintree St.  
Tel.: 2-3353 Independent  
Representative: Forjeu  
Gen. Mgr.: Ed. L. Trudeau  
Chief Engineer: Thomas McDermott

## WOKO—Albany—1924

Frequency: 1460 Kc. Power: 5000 Watts  
Owned-Oper. By: WOKO, Inc.  
Address: P.O. Box 1520  
Tel.: HEmlock 9-9955 ABC-MBS  
Station Representative: Branham  
President: Carl L. Lindberg  
General Manager: Howard B. Hayes  
Station Manager: Charles L. Murn  
Program Director: David B. Barker  
Chief Engineer: Art McDougall

## WCSS—Amsterdam—1948

Frequency: 1490 Kc. Power: 250 Watts  
Owned: Community Service Bcstg. Co.  
Address: Upper Locust Ave.  
Tel.: VI 3-2500 Independent  
Station Representative: Devney  
President: Alphonse Di Mezza  
General Manager: Philip Spencer  
Commercial Manager: Daniel Libeg  
Chief Engineer: Walter Cummings

## WAUB—Auburn—1958

Frequency: 1590 Kc. Power: 500 Watts, d.  
Owned By: Jack Poppele  
Business Address: 204 Texas Lane, Ithaca  
Owner: Jack Poppele

## WMBO—Auburn—1926

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: WMBO, Inc.  
Business-Studio Address: 141 Genesee St.  
Tel.: AU 2-3511 MBS  
Representative: Thomas F. Clark  
President: William O. Dapping  
Gen., Sta. Mgr.: Frederick L. Keesee  
Comm. Mgr., Prog. Dir.: Robert Morgan  
Chief Engineer: Herbert House

## WBAB—Babylon—1957

Frequency: 1440 Kc. Power: 500 W. d.  
Owned By: Babylon-Bay Shore Bcstg. Corp.  
Business Address: Route 109  
Tel.: MO 1-4000 Independent  
President: Sol Horenstein  
Gen. Mgr.: Joe Horenstein  
Comm. Mgr.: Bertine Fields  
Program Director: Ray Adel  
Chief Engineer: Edward Knapp

## WGLI—Babylon—1958

Frequency: 1290 Kc. Power: 1 Kw.  
Owned By: WGLI, Inc.  
Address: Madison Ave.  
Tel.: MOhawk 9-1290 Independent  
President: William H. Reuman  
General Mgr.: Edith Dick  
Station Manager: Don Machachlar  
Vice President: Fred Barr  
Publicity Dir.: Edna Perry  
Production Mgr.: Ed Brown

## WSEN—Baldwinsville—1959

Frequency: 1050 Kc. Power: 250 Watts, d.  
Owned By: Century Radio Corp.  
Address: P. O. Box 1050  
Tel.: NEptune 5-3971 Independent  
President: Donald C. Menapace  
General Sls. Prom. Mgr.: R. L. Stockdale  
Program Dir.: James A. Lowery, Jr.  
Chief Engineer: Richard H. Prong

## WBTA—Batavia—1941

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By: Batavia Bcstg. Corp.  
Business-Studio Address: 22 Seaver Pl.  
Tel.: FIlmore 3-0715 MBS  
Pres., Gen. Mgr.: Edmund R. Gamble

## NEW YORK

Commercial Manager.....James Delbridge  
Program Director.....Miss Winnie Legg  
Sales Promotion Mgr.....R. Mueller  
Chief Engineer.....Alfred Callander

### WBIC—Bayshore—1959

Frequency: 540 Kc.....Power: 250 Watts, d.  
Owned.....South Shore Broadcasting Corp.  
Address.....1 East Main St.  
Tel.: MOhawk 5-2300-1.....Independent  
President.....Maurice S. Weiss  
General Manager.....Red Weiss  
Program Director.....Bob Lewis

### WBNR—Beacon—1959

Frequency: 1260 Kc.....Power: 1 Kw., d.  
Owned.....WBNR, Inc.  
Business Address.....475 South Ave.  
Tel.: 2900.....Independent  
President, Ch. Eng.....Robert Gessner  
General Manager.....Sy Dresner  
Publicity Director.....Irv Meyers

### WINR—Binghamton—1946

Freq.: 680 Kc.....Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By.....The Binghamton Press  
Address.....70 Henry St.  
Tel.: RAYmond 3-8251.....NBC  
Station Representative.....Everett-McKinney  
General Manager.....David F. Milligan  
Program Director.....Shirley Ricciardelli  
Chief Engineer.....Gino Ricciardelli

### WKOP—Binghamton—1947

Freq.: 1360 Kc.....Power: 5 Kw. d., 500 W. n.  
Owned-Oper. By.....The Binghamton Bcstrs., Inc.  
Business-Studio Address.....34 Chenango St.  
Tel.: RA 2-3437.....MBS  
Representative.....Bolling  
Pres., Gen. Sta. Mgr.....Andrew Jarema  
Comm., Prom. Mgr., Prog. Dir.....Wally Buman  
Publicity Dir.....Bob Richards  
Chief Engineer.....Charles Hallinan

### WBNF—Binghamton—1927

Frequency: 1290 Kc.....Power: 5000 Watts  
Owned-Operated By.....Triangle Pubs. Inc.  
Business Address.....Sheraton-Inn  
Tel.: RAYmond 3-7311.....CBS  
Newspaper Affil. Phila. Inquirer, Phila. D. News  
Station Representative.....John Blair  
Gen. Mgr.....George R. Dunham  
Sales Manager.....Kenneth Leslie  
Station Manager.....H. George Carroll  
Merchandising Manager.....Ruth Hider  
Chief Engineer.....Lamar Cox  
Owners of: WFIL-AM-FM-TV, Philadelphia; WN-  
BF-FM-TV, Binghamton, N. Y.; WFBG-AM-TV,  
Altoona, Pa.; WNHG-AM-FM-TV, New Haven,  
Conn.; WLYH-TV, Lebanon, Pa.; KFRE-AM-FM-  
TV, Fresno, Calif.

### WBRV—Boonville—1955

Frequency: 900 Kc.....Power: 1000 Watts, d.  
Owned-Oper. By.....Black River Radio, Inc.  
Address.....Box 341  
Tel.: 11.....Independent  
Pres., Gen. Manager.....Livingston Lansing

Station, Commercial Mgr.....Leon Renodin  
Publicity Director.....Joan Knollman  
Chief Engineer.....John Knollman

### WBEN—Buffalo—1930

Frequency: 930 Kc.....Power: 5000 Watts  
Owned-Operated By.....WBEN, Inc.  
Address.....2077 Elmwood Ave.  
Tel.: MO 0930.....CBS  
Newspaper Affiliation.....Buffalo Evening News  
Representative.....Henry I. Christal  
President.....A. H. Kirchhofer  
General Station Mgr.....C. Robert Thompson  
Sales Manager.....Chester E. Daly  
Program Director.....William Peters  
Promotion Manager.....Joseph A. Haefner  
Chief Engineer.....Ralph J. Kingsley

### WBNY—Buffalo—1936

Frequency: 1400 Kc.....Power: 250 Watts  
Owned By.....WBNY, Inc.  
Address.....485 Main St.  
Tel.: MO 1400.....Independent  
Representative.....Masla  
Ch. of Board.....Nathan Straus  
President.....R. Peter Straus  
Exec V.P., Gen. Mgr.....Harry Trenner  
Commercial Mgr.....Gene McWhite

### WEBR—Buffalo—1924

Frequency: 970 Kc.....Power: 5000 Watts  
Owned-Operated By.....WEBR, Inc.  
Business-Studio Address.....23 North St.  
Tel.: LI 7133.....MBS  
Newspaper Affiliation.....Courier-Express  
Representative.....Katz  
President.....William J. Conners, III  
Gen., Sta. Mgr.....David F. Leopold  
Comm. Mgr.....George T. Stagg  
Pgm., Prom. Mgr.....Wm. Schweitzer  
Chief Engineer.....Frank B. Ridgeway

### WGR—Buffalo—1922

Frequency: 550 Kc.....Power: 5 Kw.  
Owned.....Transcontinent TV  
Address.....2065 Elmwood Ave.  
Tel.: Delaware 0550.....NBC  
Sta. Rep.....Petry  
President.....David C. Moore  
V.P. Gen. Mgr.....Van Buren W. de Vries  
Asst. Mgr. Dir. Sales.....William P. Dix, Jr.  
Sales Mgr.....Nat Cohen  
Program Director.....Sidney Gaby  
Prom. Mgr.....Charles Hutaff  
Chief Engineer.....Fred M. Eames

### WYSL—Buffalo—1948

Frequency: 1080 Kc.....Power: 1 Kw  
Owned By.....McClendon Corp.  
Address.....13 S. Cayuga Rd.  
Tel.: PLaza 1080.....Independent  
Representative.....Howard

President.....John L. Kluge  
 General Manager.....A. E. Anscombe  
 Publicity Dir.....Miss Lee Howe  
 Commercial Manager.....Roger M. Baker  
 Program Director.....George Lorenz  
 Chief Engineer.....Ernie Bohrk

### WKBW—Buffalo—1925

Frequency: 1520 Kc.....Power 50,000 Watts  
 Owned-Operated By.....WKBW, Inc.  
 Business Address.....1430 Main St.  
 Tel.: GR 5101.....Independent  
 Representative.....Avery Knodel  
 Pres., Gen. Mgr.....Clinton H. Churchill  
 Commercial Manager.....Anthony C. Rocco  
 Chief Engineer.....Leroy Fiedler

### WNIA—Buffalo—1956

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned.....Niagara Bcstg.  
 Business Address.....2900 Genessee St.  
 Tel.: FI 9600.....Independent  
 Station Representative.....Walker-Rawalt  
 Pres., Ch. Engr.....Gordon P. Brown  
 Prog., Pub. Dir.....Mary Lounsbury

### WWOL—Buffalo—1947

Frequency: 1120 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Radio Buffalo, Inc.  
 Address.....315 Main St.  
 Tel.: MO 1200.....ABC  
 Representative.....Forjoe  
 President.....Melvin C. Green  
 General Mgr.....Arnold C. Johnson  
 Operations Manager.....Charles Griggs  
 Chief Engineer.....Walt Williams

### WCBA—Corning—1949

Frequency: 1350 Kc.....Power: 1000Watts d.  
 Owned...Wellsboro Corning Bcstg. Adv. Inc.  
 Address.....Box 117  
 Tel.: 6-7000.....Independent  
 V.P., Station Manager.....Bob Shaddock  
 Comm. Mgr.....Paul E. Carpenter

### WCLI—Corning—1947

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Radio Corning, Inc.  
 Address.....99 W. First St.  
 Tel.: 2-2424.....MBS  
 Station Representative.....Donald Cooke, Inc.  
 Pres., Gen. Mgr.....Gordon M. Jenkins  
 Sta. Mgr., Prog. Dir.....George P. Droelle, Jr.  
 Chief Engineer.....Bernard Hamilton

### WKRT—Cortland—1947

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By.....Radio Cortland, Inc.  
 Business-Studio Address.....27 N. Main St.  
 Tel.: SK 6-2828.....Independent  
 Representative.....Gill-Perna  
 President.....Leighton A. Hope  
 Gen., Sta., Comm. Mgr.....W. L. Thompson  
 Chief Engineer.....Walter Chociay

### WFLR—Dundee—1956

Frequency: 1570 Kc.....Power: 1 Kw., d.  
 Owned-Operated By.....Finger Broad Bcstg.  
 Business Address.....110 E. Elm, Penn Yan, N. Y.  
 Tel.: Pen Yan 2306.....Independent  
 Station Representative.....Continental Radio  
 President.....Henry Valent  
 General Manager.....Bob Burns  
 Station Manager.....W. Nenno  
 Commercial Manager.....Via Fowler  
 Chief Engineer.....Ron Tomion

### WDOE—Dunkirk—1949

Frequency: 1410 Kc.....Power: 500 Watts  
 Owned-Operated By.....Lake Shore Bcstg.  
 Address.....Willow Rd.  
 Tel.: EMerson 6-6161.....KBS  
 Station Rep.....Venard, Rintoul & McConnell  
 President.....Simon Goldman  
 Station, Commercial Mgr.....Richard H. Burt  
 Program Director.....Chel Rogers  
 Chief Engineer.....Charles Blohm

### WELM—Elmira—1947

Frequency: 1400 Kc.....Power: 250 Watts  
 Owner.....Radio Elmira, Inc.  
 Business-Studio Address.....222 E. Market St.  
 Tel.: REgent 3-5626.....CBS  
 President.....John S. Riggs  
 General Manager.....Keith W. Horton  
 Commercial Manager.....Richard Oppenheimer  
 Program Director.....Ruth E. Dibble  
 Publicity Director.....Ethel O. Parker  
 Chief Engineer.....Arthur French

### WENY—Elmira—1939

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Elmira Star-Gazette, Inc.  
 Bus.-Studio Address.....Mark Twain Hotel  
 Tel.: REgent 4-5181.....NBC  
 Representative.....Everett-McKinney  
 General Manager.....Dale Taylor  
 Commercial Mgr.....F. R. Gray  
 Program Director.....Ted Hodge  
 Chief Engineer.....Ed. L. Pettengill

### WEHH—Elmira Heights-Horseheads—1956

Frequency: 1590 Kc.....Power: 500 W., d.  
 Owned.....Elmira Heights-Horseheads Bcstg.  
 Business Address.....P.O. Box 2097  
 Tel.: REgent 9-5422.....MBS  
 Station Representative.....Devney  
 Pres., Ch. Engr.....Frank P. Saia  
 Comm., Sales Prom. Mgr.....Harry Keavin  
 Publicity Director.....Alan Anthony

### WENE—Endicott—1947

Frequency: 1430 Kc.....Power: 5 Kw.  
 Owned-Oper. By.....Ottaway Stations, Inc.  
 Address.....909 E. Main  
 Tel.: 5-3351.....ABC

## NEW YORK

Newspaper Affil. .... Daily Bulletin  
President. .... James H. Ottaway  
General, Sta. Mgr. .... Howard N. Johansen  
Comm. Prom. Mgr. .... Morgan M. Brown  
Program Dir. .... Norman Brownell  
Chief Engineer. .... John Fischler

### WBuz—Fredonia—1957

Frequency: 1570 Kc. .... Power: 250 Watts, d.  
Owned By. .... Dunkirk-Fredonia Bcstg.  
Address. .... 15 E. Main St.  
Tel.: OS 2-2157. .... Independent  
Newspaper Affil. .... Evening Observer  
President, Gen. Mgr. .... W. K. Williams, III  
Station Mgr. .... Frank Michaelis  
Commercial Mgr. .... Jerry Lewis  
Chief Engineer. .... James Tascor

### WGbb—Freeport—1924

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned. .... Long Island's First Station, Inc.  
Business-Studio Address. .... 44 So. Grove St.  
Tel.: MA 3-1240. .... Independent  
Pres., Gen. Mgr. .... Edward J. Fitzgerald  
Commercial Manager. .... Thomas J. McCarthy  
Chief Engineer. .... Harvey Soper

### WOSC—Fulton—1949

Frequency. 1300 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By. .... Cassill Radio Corp.  
Address. .... 1 W. Bridge St., Oswego  
Tel.: LY 2-2255, Fulton. .... KBS  
Representative. .... Hil F. Best  
President. .... Richard C. Mitchell  
V.P., Gen. Mgr. .... Jack Burgess  
Program Dir. .... Frank Date  
Sales Prom., Publicity Dir. .... Fred Maxon  
Chief Engineer. .... Don Porter

### WFYI—Garden City—1959

Frequency: 1520 Kc. .... Power: 10,000 Watts  
Owned-Operated By. .... VIP Radio Corp.  
Business Address. .... Roosevelt Field  
Tel.: Pioneer 6-6700. .... Independent  
Newspaper Affil. .... N. Y. Herald-Tribune  
President. .... Martin Stone  
General Mgr. .... Wallace Dunlap  
Comm. Mgr. .... Sumner Pearl  
Program Dir. .... Jcn Esther  
Publicity Dir. .... Jean Ensing  
Chief Engineer. .... Francis Bade  
Owners of: WYON-AM-FM, New Rochelle, WVIP,  
Mt. Kisco; WGHQ, Saugerties. All N. Y.

### WGVA—Geneva—1947

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Star Bcstg. Co., Inc.  
Address. .... Geneva Fed. Savings Bldg.  
Tel.: 6691. .... ABC  
Representative. .... Cooke  
President. .... M. R. Forman  
V.P., Gen. Manager. .... Thomas L. Brown

### WSET—Glens Falls—1959

Frequency: 1410 Kc. .... Power: 1 Kw., d.

Owned. .... Vacationland Broadcasting Corp.  
Address. .... Queensbury Hotel  
Tel.: 2-2151. .... Independent  
Station Representative. .... Cooke  
President. .... Donald W. Merriman  
General Mgr., Ch. Eng. .... Thomas R. Humphrey  
Commercial Manager. .... Victor King  
Program Director. .... Edward Neilson

### WWSC—Glens Falls—1946

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Normandy Bcstg. Corp.  
Address. .... 13 Warren St.  
Tel.: GL 2-6518. .... ABC  
Station Representative. .... Devney  
Pres., Gen. Mgr. .... John B. Lynch  
Sales Promotion Mgr. .... Ralph Romano  
Program Dir. .... Louis Tinney  
Chief Engineer. .... Leroy Fuller, Jr.

### WENT—Gloversville—1944

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By. .... WENT Bcstg. Corp.  
Business-Studio Address. .... 8 W. Fulton St.  
Tel.: 4-7175. .... CBS  
Representative. .... Gill-Perna  
Pres., Gen., Sta. Mgr. .... Joseph H. Tobin  
Program, Chief Eng. .... Richard Stewart  
Sales Prom. Mgr., Pub. Dir. .... George Hornidge

### WHLI—Hempstead—1947

Frequency: 1100 Kc. .... Power: 10 Kw., d.  
Owned-Oper. By. .... FM Bcstg. Corp.  
Business-Studio Address. .... 384 Clinton St.  
Tel.: IV 1-8000. .... Independent  
Representative. .... Gill-Perna  
Pres., Gen. Mgr. .... Paul Godofsky  
Comm. Manager. .... Joseph A. Lenn  
Sales Promotion Manager. .... M. N. Godofsky  
Prog. Dir. .... Jerry Carr  
Publicity Director. .... John T. Clayton  
Chief Engineer. .... Frank E. Knaack

### WALY—Herkimer—1956

Frequency: 1420 Kc. .... Power: 1 Kw., d.  
Owned. .... WALY, Inc.  
Address. .... 232 N. Main St.  
Tel.: Townsend 6-1420. .... Independent  
Representative. .... Webb  
President, Comm. Mgr. .... Richard Thorman  
General, Station Mgr. .... George A. Baker  
Chief Engineer. .... Robert V. Leskovar

### WLEA—Hornell—1951

Frequency: 1480 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By. .... Hornell Bcstng. Corp.  
Business-Studio Address. .... 97 Main St.  
Tel.: 1420. .... MBS  
Representative. .... Gill-Perna  
Pres., Gen. Mgr. .... Charles D. Henderson  
Sta. Mgr. .... Carolyne B. Henderson  
Sales Prom. Mgr. .... E. M. Barnes  
Prog. Dir. .... Ted Baldwin  
Pub. Dir. .... Muriel E. Galleher  
Chief Engineer. .... Frederick Witter



**WWHG—Hornell—1949**

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned-Oper. By....Ra-Tel Broadcasters, Inc.  
 Address.....Radio Center  
 Tel.: 2000.....Independent  
 Pres., Gen. Mgr.....Sy Dresner  
 Comm. Mgr.....Sheff Davis  
 Station, Sales Mgr.....Jerry Wax  
 Pub. Dir.....Don Jones  
 Chief Engineer.....Howard Huff

**WHUC—Hudson—1947**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By.....Orin Lehman, Et Al  
 Address.....Union Turnpike  
 Tel.: HU 8-3341.....Independent  
 General Manager.....John Kearney  
 Commercial Manager.....Robert Strakos  
 Pub. Dir.....Jennie W. Weaver  
 Prog. Dir.....J. P. Cranna  
 Chief Engineer.....Victor J. Schuler

**WGSM—Huntington—1951**

Frequency: 740 Kc. Power: 1000 Watts d.  
 Owned....Huntington-Montauk Bcstg. Co., Inc.  
 Address.....379 New York Ave.  
 Tel.: HA 3-6740.....Independent  
 Station Representative.....Pearson  
 President.....Byron T. Sammis  
 General, Comm. Mgr.....Edward J. Fitzgerald  
 Sta. Mgr., Ch. Engr.....William Naramore  
 Sales Promotion Mgr.....J. F. C. Ackerman  
 Program Director.....Joe Roberts

**WHCU—Ithaca—1921**

Frequency: 870 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Cornell University  
 Business Address.....212 E. State St.  
 Tel.: 4-6301.....CBS  
 Gen. Mgr.....Michael R. Hanna  
 Commercial Mgr.....H. E. M. Brockway  
 Program Director.....Joseph A. Short  
 Publicity Director.....Sam Woodside

**WTKO—Ithaca—1956**

Frequency: 1470 Kc. Power: 1 Kw., d.  
 Owned.....Radio Ithaca, Inc.  
 Business Address.....113 S. Cayuga St.  
 Tel.: 4-9511.....ABC  
 Representative....Venard, Rintoul & McConnell  
 President.....E. E. Erdman  
 V.P., Station Mgr.....Joe Fleming  
 Sales Promotion Manager....Robert Newman  
 Program Director.....Christopher Knapton  
 Chief Eng.....Gerald Cushing

**WJOC—Jamestown—1948**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....Air Waves, Inc.  
 Trans.-Bus.-Studio Address...415 W. Fourth St.  
 Tel.: 6-1555.....MBS  
 Representative.....Burn-Smith  
 President, Gen. Manager....Harold P. Kane  
 Commercial, Sls. Prom. Mgr....E. W. Pilkey  
 Prog. Dir.....Jack Sterling  
 Chief Eng.....B. O. Waterman

**WJTN—Jamestown—1924**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By....James Bcstg. Co., Inc.  
 Bus.-Studio Address.....Hotel Jamestown  
 Tel.: 7151.....ABC  
 Representative .Venard, Rintoul & McConnell  
 Pres., Gen., Sta. Mgr.....Simon Goldman  
 Commercial Sales Manager....J. Carl Willems  
 Program Director.....George Pfeleeger  
 Publicity Director.....Almon Hazard  
 Chief Engineer.....Herbert Niklaus

**WBAZ—Kingston—1959**

Frequency: 1550 Kc. Power: 500 Watts, d.  
 Owned.....Big River Broadcasting  
 Business Address.....527 Broadway  
 Tel.: FEederal 1-6300.....Independent  
 Station Representative.....Burn-Smith  
 President.....Austin E. Harkins  
 General Manager.....W. Frank Short  
 Commercial Manager.....Wesley Kimble  
 Program Director.....Herb Shein  
 Chief Engineer.....Williard Draper

**WKNY—Kingston—1939**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....Kingston Bcstg. Corp.  
 Business-Studio Address.....801 Broadway  
 Tel.: FE 1-1490.....MBS  
 Representative.....Meeker

The Number

**1**

Station

In South Central New York  
 for 20 Years—By Proof of  
 Performance.

**WHCU**

ITHACA, N. Y.

**NEW YORK** 

President.....Joseph K. Close  
V.P., Gen. Mgr.....Edward A. Whitney, Jr.  
Program Dir.....Tony Bell  
Publicity Dir.....Lois Fischer  
Chief Engineer.....John C. Bonse

**WVOS—Liberty—1947**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By...Sullivan County Bcstg. Co.  
Address.....Liberty  
Tel.: Liberty 1680.....Independent  
Newspaper Affil.....Evening News  
President.....S. D. Lubin  
General Mgr.....William B. Orr  
Chief Engineer.....Arthur Silver

**WLFH—Little Falls—1952**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Walter Gaines  
Business Address.....WLFH Radio Bldg.  
Tel.: 654.....Independent  
Station Representative.....George Hopewell  
Commercial Manager.....Ty Tyss  
Ch. Eng's.....Barry Frank. P. Zwanka

**WUSJ—Lockport—1948**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Union-Sun & Journal, Inc.  
Trans.-Address.....320 Michigan St.  
Tel.: 3-5944.....Independent  
Newspaper Affil.....Union Sun & Journal  
Representative.....Gill-Perna  
President.....Egbert D. Corson  
General Manager.....William J. Kemble  
Sta., Comm. Mgr.....Joseph A. Pinna  
Sales Prom. Manager.....Jerry Diamond  
Prog. Director.....Tony Allen  
Pub. Dir.....Tom Jolls  
Chief Engineer.....Tom Ceravolo

**WICY—Malone—1946**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper By.....North Country Bcstg. Co.  
Address.....WICY Bldg.  
Tel.: 187.....MBS  
Station Representative.....Dore  
Pres., Gen. Mgr.....Mitchell C. Tackley  
Commercial Manager.....Alice M. Pelkey  
Program Director.....Don Paye  
Chief Engineer.....Adolf Stromer

**WMSA—Massena—1945**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....The Brockway Co.  
Business Address.....Central Building  
Tel.: RO 9-3591.....ABC  
Newspaper Affil.....Watertown Times  
Representative.....Weed  
President.....John B. Johnson  
General Manager.....Louis Saff, Jr.  
Station Commercial Mgr.....Thomas R. McHugh  
Program Director.....James H. Nash  
Chief Engineer.....A. Samuel Frazier

**WSTS—Massena—1958**

Frequency: 1050 Kc.....Power: 1 Kw., d.

Owned.....Seaway Broadcasting Corp.  
Business Address.... Cor. Main & Water Sts.  
Tel.: RO 4-0554.....Independent  
Station Representative.....Dore  
President.....Albert J. Slavin  
General. Station Mgr.....William E. Donnelly  
Commercial Manager.....Jack J. Kessler  
Chief Engineer.....Michael Tartulick

**WALL—Middletown—1942**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By...The Community Bcstg. Corp.  
Business-Studio Address.....62 North St.  
Tel.: DI 3-3119.....Independent  
Station Representative.....Walker-Rawalt  
Pres.. Gen. Mgr.....James M. Patt  
Chief Engineer.....Fred Schoelkopf

**WVIP—Mt. Kisco—1957**

Frequency: 1310 Kc.....Power: 1 Kw., d.  
Owned By.....Suburban Bcstg. Co.  
Address.....440 Lex. Ave., N. Y. C.  
Tel.: Mt. Kisco 6-5177.....Independent  
Newspaper Affil.....N. Y. Herald Tribune  
Station Representative.....Bolling  
President.....Martin Stone  
General Manager.....Gustave Nathan  
Station, Commercial Mgr.....Thomas Paris  
Program Dir.....E. Robbins  
Chief Engineer.....E. Machanic  
Owners of: WVON-AM-FM, New Rochelle: WFYI,  
Mincola: WGHQ, Saugerties, All N. Y.

**WACK—Newark—1957**

Frequency: 1420 Kc.....Power: 500 Watts, d.  
Owned By.....Radio Wayne Cty.  
Address.....110 E. Union St.  
Tel.: DEerfield 1-1420.....Independent  
President.....J. J. Kaufman  
General. Station Mgr.....B. Sova  
Chief Engineer.....M. L. Cole

**WGNV—Newburgh—1933**

Frequency: 1220 Kc....Power: 1000 Watts d.  
Owned.....Orange County Bcstg. Co., Inc.  
Address.....Old Little Britian Rd.  
Tel.: John 1-2131.....Independent  
Pres.....George W. Bingham  
Station Mgr.....Joseph Rake  
Comm. Mgr.....Campbell Thompson  
Chief Engineer.....Marvin Siemes

**WVOX—New Rochelle—1950**

Frequency: 1480 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Radio Westchester  
Address.....Pershing Sq. Bldg.  
Tel.: NE 6-0800.....Independent  
Newspaper Affil.....N. Y. Herald Tribune  
Station Representative.....Bolling  
President.....Martin Stone  
General Manager.....Gus Nathan  
Station Manager.....William F. Sherry  
Sales Promotion Mgr.....Jean Ensign  
Program Director.....Mort Dean  
Chief Engineer.....Garfield Ricketts  
Owners of: WFYI, Mincola: WVIP, Mt. Kisco;  
WGHQ, Saugerties, All N. Y.

**FACT:**

The prestige of your station depends, to a large degree, on the quality of its news programs.

**FACT:**

The quality of the news programs depends on the source which gathers and distributes the news.

**FACT:**

There is no better source than **THE ASSOCIATED PRESS**, whose unmatched facilities and talent assure you of the best in day-to-day coverage and handling of the news.

**CONCLUSION:** *You Can Get The Best.  
Why Settle For Less?*



50 Rockefeller Plaza  
New York 20, N. Y.

# W H O M

## New York's Most Popular

### Spanish and Italian Language Station

*Preferred By Listeners*  
*Preferred By Sponsors*

# W H O M

NEW YORK, N. Y.



**WABC—New York—1921**

Frequency: 770 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....American Bcstg. Co., Inc.  
 Business Address.....7 West 66th St.  
 Tel.: SU 7-5000.....ABC  
 Representative.....John Blair  
 President.....Leonard H. Goldenson  
 Gen. Sta. Mgr.....Hal Neal  
 Program Director.....Paul Kasander  
 Merchandising Manager.....Tom Mager  
 Commercial Manager.....B. H. Geoghegan  
 Chief Engineer.....Frank Marx

**WHOM—New York—1930**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Progress Bcstg. Corp.  
 Business Address.....136 W. 52nd St.  
 Tel.: CI 6-3900.....Independent  
 News. Affil.....Il Progresso Italo-Americano  
 President, Gen. Manager.....Fortune Pope  
 V.P., Sales Mgr.....Charles Baltin  
 Program Director.....Ralph Costantino  
 Chief Engineer.....George Stelger

The Red Cross Needs



Your Unstinting Assistance

**the  
best  
way  
into  
NEW YORK**



WN-15

**WINS—New York—1924**

Frequency: 1010 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Gotham Bcstg. Corp.  
 Address.....7 Central Park West  
 Tel.: JU 2-7000.....Independent  
 Reprs. ....Katz  
 President.....J. Elroy McCaw  
 Production Mgr.....Rick Sklar  
 Publicity Director.....Morty Matz  
 Chief Engineer.....P. Von Kunits

**WBNX—New York—1927**

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Operated By.....United Bcstg.  
 Bus.-Studio Address..260 E. 161st St., N. Y. 51  
 Tel.: ME 5-0333.....Independent  
 Representative .....A. Lewis King  
 President.....A. L. Haskell  
 V.P., Sta.-Gen. Manager....William I. Moore  
 Asst. Comm. Mgr.....Edward Betchley  
 Prog. Directors.....Frank Johnson, E. Ervin

**SEE PAGE 100 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**

**ONCE AGAIN . . . .**

*latest Negro  
Pulse\* Report  
again  
establishes*

**WLIB**

*New York's*

**NO. 1**  
**NEGRO RADIO STATION**

**1190 ON YOUR DIAL**

**WLIB** has more Negro listeners than any other New York station — network or independent (Pulse).

**WLIB** is the only radio station in New York City with studios in Harlem.

**WLIB** is the first New York station broadcasting Negro community news and special events on a regularly scheduled basis — every hour and every half hour.

**WLIB** — only New York Negro station devoting 93% of its broadcast time to Negro programming.

**HARLEM RADIO CENTER** • Hotel Theresa • 2090 Seventh Ave. • New York 27 • MO 6-1800

*\*Pulse — October, 1959*



**WCBS—New York—1924**

Frequency: 880 Kc.....Power: 50,000 Watts  
Owned By.....Columbia Bcstg. System, Inc.  
General Studio Address.....485 Madison Ave.  
Tel.: PL 1-2345.....CBS  
Representative.....CBS Radio Spot Sales  
President of CBS.....Frank Stanton  
V.P., General Manager.....Sam J. Slate  
General Sales Mgr.....Ralph W. Goshen  
Sales Prom. Mgr.....Richard L. Stahlberger  
Program Director.....Hal Moore  
Publicity Director.....Lou Frankel  
Chief Engineer.....Frank Orth

**WLIB—New York—1942**

Frequency: 1190 Kc.....Power: 1000 Watts d  
Owned-Operated By.....New Bcstg. Co., Inc.  
Business-Studio Address.....2090 7th Ave.  
Tel.: MO 6-1800.....Independent  
Representative.....Forjoe  
Pres., Gen. Manager.....Harry Novik  
Program Director.....Nat Rudich  
Comm. Mgr.....Arthur Harrison  
Sales Prom. Mgr.....Don Pomeranz  
Publicity Dir.....Lou Frankel  
Chief Engineer.....Gordon A. Greenfield

**FOR U. S. RADIO STATION INDEX  
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**FOR INDUSTRY FACTS & FIGURES  
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**FOR FCC STATION EXPANSION REPORT  
SEE PAGE 51**

**FOR ALL-AMERICAN RADIO FAVORITES  
SEE PAGE 73**

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**Voice** (vois), *n.* **1**, the sound of human speech; **2**, expressed choice, wish, or desire.

---

**New York** (nū york), *n.* **1**, the world's biggest city; **2**, radio's biggest market.

---

The  Voice  
of New York

**wmca**

**570** KC

FIRST  
ON YOUR  
DIAL

**WMCA—New York—1925**

Frequency: 570 Kc.....Power: 5000 Watts  
Owned-Operated By.....WMCA, Inc.  
Business-Studio Address....415 Madison Ave.  
Tel.: MU 8-1500.....Independent  
Representative.....AM Radio Sales  
President.....R. Peter Straus  
V.P., General Manager....Stephen B. Labunski  
Program Manager.....Ruth Musser  
Public Relations.....Michael Laurence  
Sales Development.....Mona Millen  
Prod. Dir.....Ruth Meyer  
Chief Engineer.....James McCafferty

**WOR—New York—1922**

Frequency: 710 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....RKO General  
Business-Studio Address....1440 Broadway  
Tel.: LO 4-8000.....MBS  
Representative.....H-R Reprs.  
President.....Thomas F. O'Neil  
V.P., Gen. Mgr.....Robert J. Leder  
V.P., Sales Manager.....William McCormick  
V.P., Program Director.....Robert S. Smith  
Adv. & Prom. Dir.....Robert B. Beusse  
Chief Engineer.....H. Tilley

**FOR INDUSTRY STOCK FLUCTUATIONS  
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**FOR LEADING SPOT RADIO ADVERTISERS  
SEE PAGE 53**



**FOR SPOT RADIO MARKET  
VOLUME COMPARISONS  
SEE PAGE 85**



**FOR TOP NETWORK TV NEWS EVENTS  
SEE PAGE 71**

# A RADIO STATION IS KNOWN FOR THE COMPANY IT KEEPS



**wmgm**  
RADIO

NEW  
YORK

50,000 watts



on your radio dial at **1050** between 10 and 11

*Your Loew's Theatres Radio Station In New York  
Represented Nationally By George P. Hollingbery Co.*

**WEVD—New York—1927**

Frequency: 1330 Kc.....Power: 5000 Watts  
Owned-Oper. By..Debs Memorial Radio Fund  
Business-Studio Address.....117 W. 46th St.  
Tel.: PLaza 7-0880.....Independent  
President.....Adolph Held  
General Station Mgr.....Henry Greenfield  
Prog. Dir.....George Field  
Commercial Manager.....Norman Furman  
Chief Engineer.....Charles W. Brown

**WMGM—New York—1922**

Frequency: 1050 Kc.....Power: 50,000 Watts  
Owned-Oper. By..Loew's Theatres Bcstg. Corp.  
Business-Studio Address.....400 Park Ave.  
Tel.: MU 8-1000.....Independent  
Representative.....Hollingbery  
Exec. V.P., Director.....Arthur M. Tolchin  
Director of Sales.....Samuel Faust  
Dir. of Adv., Sls. Prom. & Merch..J. P. Newman  
Business Manager.....Morris Sher  
Controller.....Frank Schwartz  
Dir. Publicity.....David Yarnell

**FOR RADIO INDUSTRY FINANCIAL DATA**

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**FOR RADIO SET PRODUCTION & SALES**

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**FOR WORLDWIDE RADIO RECEIVERS**

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**FOR RESEARCH ORGANIZATIONS**

**SEE PAGE 89**



*Madison Avenue — headquarters for the Bartell Group and  
**WADO** radio. Plenty of warm hospitality  
 and best possible service to advertising.*

**BARTELL BROADCASTING CORPORATION**  
 444 MADISON AVENUE, NEW YORK 22, NEW YORK



WADO New York  
 WOKY Milwaukee  
 WAKE Atlanta  
 WYDE Birmingham  
 KYA San Francisco  
 KCBO San Diego  
 TeleHart  
 TeleCuracao  
 TeleAruba

**WADO—New York—1926**

Frequency: 1280 Kc.....Power: 5000 Watts  
Owned-Operated By.... Bartell Bcstrs. of N. Y.  
Business Address.....444 Madison Ave.  
Tel.: CI 5-7979.....Independent  
Representative..... Young  
President, Mgr. Dir..... Melvin M. Bartell  
Exec. V.P., Gen. Mgr..... Morton J. Wagner  
National Sales Dir..... Peter P. Theg  
Program Director..... Al Heacock  
Chief Engineer..... Emil Hill  
Owners of: WYDE, Birmingham, Ala; KCBQ, San  
Diego, Calif; WAKE, Atlanta, Ga; WOKY, Mil-  
waukee, Wis; KVA, San Francisco, Calif.

**WNEW—New York—1934**

Frequency: 1130 Kc.....Power: 50 Kw.  
Owned-Oper. By.... Metropolitan Bcstg. Corp.  
Business-Studio Address.....565 Fifth Ave.  
Tel.: YU 6-7000.....Independent  
Station Representative ..... Eastman  
V.P. Pres. & Gen. Mgr..... John V. B. Sullivan  
Program Director..... Mark Olds  
Chief Engineer..... Max Weiner  
Owners of: WTTG, Washington, D. C.; WHK AM-  
FM, Cleveland, O.

**FOR NEWS-WIRE SERVICES**

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**FOR AD AGENCY PERSONNEL**

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**FOR AGENCY TIME-BUYER BIOS**

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**FOR RADIO NETWORK PERSONNEL**

**SEE PAGE 193**

*Where do New Yorkers turn for the best in music? To WQXR, of course. America's Number One Good Music Station is the favorite of more than 1,200,000 metropolitan area families. And a favorite of advertisers, too. They use WQXR to make profitable sales to better-income families in the world's biggest market.*

# WQXR

Radio Station of The New York Times  
AM 50,000 watts, and FM





**WQXR—New York—1936**

Frequency: 1560 Kc. Power: 50,000 Watts  
 Owned-Operated By: Interstate Bcstg. Co.  
 Business-Studio Address: 229 W. 43rd St.  
 Tel.: LA 4-1100 Independent  
 Newspaper Affiliation: Times  
 Representative: Paul H. Raymer  
 Chairman of Board: Arthur Hays Sulzberger  
 President: Orvil E. Dryfoos  
 Exec. V.P., Gen. Mgr.: Elliott M. Sanger  
 V.P. Sales Mgr.: Norman S. McGee  
 Sales Prom. Dir.: Elliott M. Sanger, Jr.  
 Program Director: Eleanor N. Sanger  
 Pub. Dir.: E. "Pat" Hurley  
 Chief Engineer: L. J. Kleinklaus

**WPOW—New York—1924**

Frequency: 1330 Kc. Power: 5 Kw.  
 Owned: WPOW, Inc.  
 Address: 41 East 42nd St.  
 Tel.: OXford 7-5763 Independent  
 President, Gen. Mgr.: John M. Camp  
 Exec. Assistant: Florence M. Carlson  
 Station Mgr.: David L. Carlson  
 Chief Engineer: David R. Pryce

**WRCA—New York—1926**

Frequency: 660 Kc. Power: 50 Kw.  
 Owned: National Bcstg. Co.  
 Address: 30 Rockefeller Plaza  
 Tel.: CI 7-8300 NBC  
 Station Rep.: NBC Spot Sales  
 President: Robert Sarnoff  
 V.P. & Gen. Manager: William N. Davidson  
 Station Mgr.: Arthur Hamilton  
 Dir. of Oper., Bus. Mgr.: Frederick Acker  
 Dir. Sales: Herman Maxwell  
 Program Dir.: Steve White

**WWRL—New York—1926**

Frequency: 1600 Kc. Power: 5000 Watts  
 Owned-Oper. By: Long Island Bcstg. Corp.  
 Business Address: 41-30 58th St., Queens  
 Tel.: DE 5-1600 Independent  
 President: W. H. Reuman  
 Gen., Sta. Mgr.: Edith Dick  
 Comm., Sales Prom. Mgr.: Selvin Donneson  
 Program Director: Fred Barr  
 Publicity Director: Leon Lewis  
 Chief Engineer: Benton R. Bartlett

**WHLD—Niagara Falls—1940**

Frequency: 1270 Kc. Power: 5000 Watts d.  
 Owned-Oper. By: Earl C. Hull  
 Business-Studio Address: United Building  
 Tel.: Butler 4-6464 Independent  
 Representative: Headley-Reed  
 Owner, Gen. Manager: Earl C. Hull  
 Business Manager: R. J. Manning  
 Commercial Mgr.: Earle A. Hamrick  
 Program, Sales Prom. Mgr.: Edward F. Joseph

**WJLL—Niagara Falls—1947**

Frequency: 1440 Kc. Power: 1000 Watts d.  
 Owned-Oper.: Niagara Frontier Bcstg. Corp.  
 Address: Hotel Niagara  
 Tel.: BU 5-5796 MBS  
 Representative: Burn-Smith  
 Pres., Gen. Mgr.: Tom W. Talbot  
 Sales Promotion Mgr.: Walter Allen  
 Publicity Director: Jimmy Thompson  
 Chief Engineer, Prog. Dir.: Gustav Czaplak

**WCHN—Norwich—1953**

Frequency: 970 Kc. Power: 500 Watts d.  
 Owned-Oper. By: Radio Norwich, Inc.  
 Address: 14 S. Broad St.  
 Tel.: 4-2218 Independent  
 Station Representative: Devney  
 Pres., Gen. Mgr.: William J. Hall  
 Asst. Sta., Comm. Mgr.: Philip G. Penfold  
 Program Director: Ivan Hyer  
 Chief Engineer: Wiley R. Bates

**WSLB—Ogdensburg—1940**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Seaway Radio  
 Address: 2315 Knox St.  
 Tel.: 500 MBS  
 President: George Bingham  
 Prog. Dir.: Flo Beach Rowe  
 Chief Engineer: M. S. Seimes

**WHDL—Olean—1929**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: WHDL, Inc.  
 Address: W. State Rd.  
 Tel.: 2-0161 ABC  
 Newspaper Affiliation: Times Herald  
 Representative: Everett-McKinney  
 Pres., Gen. Mgr.: John R. Henzel  
 Station, Sls. Prom. Mgr.: James Hastings  
 Comm. Mgr.: Joseph K. Eade  
 Prog. Dir.: Donald McLean  
 Publicity Director: Howard Heck  
 Chief Engineer: Wallace D. Taylor

**WMNS—Olean—1957**

Frequency: 1360 Kc. Power: 1 Kw., d.  
 Owned: Olean Bcstg. Corp.  
 Address: 168½ N. Union St.  
 Tel.: 2-0157 Independent  
 Station Representative: Cooke  
 Pres., Gen. Mgr.: Donald W. Merriman  
 Station, Comm. Mgr.: Jim Gleason  
 Program Director: John Casey  
 Chief Engineer: Michael Ceci

**WONG—Oneida—1956**

Frequency: 1600 Kc. Power: 1 Kw., d.  
 Owned-Oper. By: Madison County Bcstg. Co.  
 Address: 181 Main St.

## NEW YORK

Tel.: 1600 ..... Independent  
Representative ..... Devney  
General Manager ..... Richard W. Mills  
Program Director ..... Michael Conner  
Chief Engineer ..... H. B. Reynolds

### WDOS—Oneonta—1947

Frequency: 730 Kc. .... Power: 1 Kw., d.  
Owned-Oper. By ..... Ottaway Stations, Inc.  
Bus-Studio Address ..... 104 Chestnut St.  
Tel.: GEneral 2-1500 ..... Independent  
Newspaper Affiliation ..... Oneonta Star  
Representative ..... Radio-TV Reps.  
President ..... James H. Ottaway  
General Manager ..... Harold E. Graves  
Managing Director ..... Francis H. Brinkley  
Comm. Mgr. .... Benjamin M. Turnbull  
Program Director ..... Jerry Sanders  
Chief Engineer ..... Willicm J. Pettit

### WEBO—Owego—1957

Frequency: 1330 Kc. .... Power: 1 Kw., d.  
Owned ..... Tioga Cty. Bcstg. Corp.  
Address ..... P.O. Box 51  
Tel.: 1671 ..... Independent  
Representative ..... Forjoe  
President ..... M. S. Weiss

### WALK—Patchogue—1952

Frequency: 1370 Kc. .... Power: 500 Watts d.  
Owned-Oper. By ..... Suffolk Bcstg. Corp.  
Address ..... P. O. Box 230  
Tel.: GR 5-5200 ..... Independent  
Newspaper Affiliation ..... Suffolk Cons. Press  
Representative ..... Grant Webb  
Pres., Gen. Mgr. .... W. K. Macy, Jr.  
Comm. Mgr., Prom. Mgr. .... John Regan  
Prog., Pub. Dir. .... Jack Ellsworth  
Chief Engineer ..... Ed Becker

### WPAC—Patchogue—1951

Frequency: 1580 Kc. .... Power: 10 Kw. d.  
Owned-Oper. By ..... Patchogue Bcstg. Co.  
Business Address ..... P.O. Box 651  
Tel.: GR 5-4600 ..... Independent  
Representative ..... Clark  
Pres., Gen. Mgr. .... Lee Morrison  
Station Mgr. .... Stan Allan  
Comm. Mgr. .... Herbert Morrison  
Program Director ..... Dick Hodkin  
Pub. Dir. .... Donald Lombardy  
Chief Engineer ..... Morton Morrison

### WLNA—Peekskill—1948

Frequency: 1420 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By ..... Highland Bcstg. Corp.  
Address ..... Box 188  
Tel.: 7-1124 ..... Independent  
Pres., Gen. Mgr., Ch. Eng. .... Irving E. Cottrell  
Commercial Mgr. .... Francis V. Hough  
Program Dir. .... George Birdas

### WEAV—Plattsburgh—1934

Frequency: 960 Kc. .... Power: 5000 Watts

Owned-Oper. By ..... Plattsburgh Bcstg. Corp.  
Studio Address ..... 38 Court St.  
Tel.: JOrdan 1-0960 ..... ABC  
Representative ..... Jack Masla  
President, General Mgr. .... George F. Bissell  
Program Director ..... Arthur Pierce  
Commercial Manager ..... L. J. Hare  
Chief Engineer ..... Jack Nazark

### WIRY—Plattsburgh—1950

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... WIRY, Inc.  
Trans. Loca. Address ..... 301-03 Cornelia St.  
Tel.: JO 3-1340 ..... MBS-KBS  
Representative ..... McGavren  
President ..... Charles B. Britt  
Gen. Mgr. .... Donald L. Pelkey  
Asst. Manager ..... Chester O. Bosworth, Jr.  
Program Director ..... Betty Kraus  
Chief Engineer ..... Thomas Van Alstyne

### WDLC—Port Jervis—1953

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned-Oper. By ..... Port Jervis Bcstg. Co.  
Address ..... Box 920  
Tel.: 3-2293 ..... Independent  
Exec. V.P., Chief Eng. .... Oscar Wein  
Program Director ..... Katherine Skellett

### WPDM—Potsdam—1955

Frequency: 1470 Kc. .... Power: 1 Kw., d.  
Owned-Oper. By ..... St. Lawrence Radio, Inc.  
Address ..... Potsdam  
Tel.: Colony 7-9464 ..... Independent  
General Manager ..... Frederick G. Hartman

### WEOK—Poughkeepsie—1948

Frequency: 1390 Kc. .... Power: 1000 Watts, d.  
Owned-Operated By ..... Hudson Valley Bcstg.  
Business-Studio Address ..... Pendell Road  
Tel.: GR 1-1500 ..... Independent  
Representative ..... Everett-McKinney  
President ..... Arthur J. Barry  
Station Manager ..... Frank Breslin  
Chief Engineer ..... John P. Burke

### WKIP—Poughkeepsie—1940

Frequency: 1450 Kc. .... Power: 250 Watts  
Owned ..... Dutchess County Bcstg. Corp.  
Business Address ..... Nelson House; Box 889  
Tel.: GR 1-2300 ..... ABC  
Station Representative ..... Masla  
Pres. .... George W. Bingham  
V.P., Gen. Mgr. .... Richard A. Dwelley  
Commercial Manager ..... Stanley D. Mitchell  
Pub., Prog. Director ..... John Kuhn  
Chief Engineer ..... Marvin S. Seimes

### WREM—Remsen—1957

Frequency: 1480 Kc. .... Power: 1 Kw.  
Owned By ..... Town & Country Bcstg. Co. Inc.  
Business Address ..... 1 Pine St.  
Tel.: 3333 ..... Independent  
Station Representative ..... Bernard  
President ..... Edwin L. Slusarczyk

Gen. Mgr., Ch. Eng. . . . . Gerald W. Prouty  
Commercial Manager . . . . . John Perry

### WRIV—Riverhead—1955

Frequency: 1390 Kc. . . . . Power: 1,000 Watts  
Owned . . . . . Suffolk Broadcasting Corp.  
Address . . . . . 1 East Main St.  
Tel.: PA 7-1200 . . . . . Independent  
Newspaper Affil. . . . . Suffolk Consolidated Press  
Representative . . . . . Grant Webb  
Pres., Gen. Mgr. . . . . William K. Macy, Jr.  
Station, Prog. Dir. . . . . John H. Riggs  
Comm., Sales Prom. Mgr. . . . . Laurance I. Nicoll  
Chief Engineer . . . . . Edward Becker

### WBBF—Rochester—1947

Frequency: 950 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . WBBF, Inc.  
Bus.-Studio Address . . . . . 339 East Ave.  
Tel.: HAmilton 6-8920 . . . . . Independent  
Representative . . . . . Venard, Rintoul & McConnell  
General Manager . . . . . Robert S. Kieve  
Chief Engineer . . . . . Vincent Lopopolo

### WHAM—Rochester—1922

Frequency: 1180 Kc. . . . . Power: 50,000 Watts  
Owned-Oper. By . . . . . Genesee Broadcasting  
Business Address . . . . . 201 Humboldt Rd.  
Tel.: HU 2-1160 . . . . . Independent  
Representative . . . . . Christal  
General Manager . . . . . Richard C. Shepard  
Station Manager . . . . . Arthur W. Kelly  
Program Director . . . . . W. Robert McKinsey  
Chief Engineer . . . . . Raymond Lucia

### WHEC—Rochester—1925

Frequency: 1460 Kc. . . . . Power: 5000 Watts  
Owned . . . . . WHEC, Inc.  
Bus.-Studio Address . . . . . 191 East Ave.  
Tel.: BA 5-3050 . . . . . CBS  
Newspaper Affiliation . . . . . Gannett Newspapers  
Representative . . . . . Everett-McKinney  
President . . . . . Paul Miller  
V.P., Gen. Sta. Mgr. . . . . Lowell H. MacMillan  
Commercial Mgr. . . . . Fred Pestorius  
Program Dir. . . . . Warren Doremus  
Publicity Dir. . . . . Dorothy Cotton  
Chief Engineer . . . . . Howard Mouatt

### WRVM—Rochester—1946

Frequency: 680 Kc. . . . . Power: 250 W. d.  
Owner . . . . . State Broadcasting Co.  
Address . . . . . 130 S. Clinton Ave.  
Tel.: BA 5-2520 . . . . . Independent  
Representative . . . . . Headley-Reed; Kettel-Carter  
President . . . . . Frank W. Miller, Jr.  
General Commercial Mgr. . . . . G. W. Miller  
Program Director . . . . . Stan Hi  
Publicity Director . . . . . Bruce Williamson  
Chief Engineer . . . . . Al Rubin

### WSAY—Rochester—1936

Frequency: 1370 Kc. . . . . Power: 5 Kw.

Owned-Oper. By . . . . . Federal Bcstg. System, Inc.  
Business-Studio Address . . . . . 250 E. Ave.  
Tel.: BA 5-4870 . . . . . Independent  
Station Representative . . . . . Walker-Rawalt  
Pres., Ch. Eng. . . . . Gordon P. Brown  
Station Director . . . . . John Hill  
Prog., Pub. Dir. . . . . Sybilla A. Reber

### WVET—Rochester—1947

Frequency: 1280 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Veterans Bcstg. Co., Inc.  
Address . . . . . 17 Clinton Ave So.  
Tel.: HA 6-4820 . . . . . NBC  
Representative . . . . . Bolling Co., Inc.  
Pres., Gen. Mgr. . . . . Ervin F. Lyke  
Station Manager . . . . . Paul C. Louthier  
Commercial Manager . . . . . Arthur Murrellwright  
Program Director . . . . . Jack Decker  
Chief Engineer . . . . . Raymond Jobs

### WKAL—Rome—1946

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Mid-New York Bcstg.  
Business-Studio Address . . . . . Capitol Theatre Bldg.  
Tel.: Rome 3616 . . . . . ABC  
Sta. Representative . . . . . H-R Reps  
President, Gen. Mgr. . . . . Gordon Gray  
Commercial Mgr. . . . . Stan Fish  
Station, Prom. Mgr. . . . . Richard Gessner  
Program Dir. . . . . Joseph Graziano  
Publicity Dir. . . . . Ruth Schlanger  
Chief Engineer . . . . . R. Rosenfeld

### WGGO—Salamanca—1957

Frequency: 1590 Kc. . . . . Power: 1 Kw., d.  
Owned . . . . . James Broadcasting Co., Inc.  
Address . . . . . 91 Main St.  
Tel.: 1515 . . . . . KBS  
Station Rep. . . . . Venard, Rintoul & McConnell  
President . . . . . Simon Goldman  
General, Station Mgr. . . . . M. O. Simundson  
Program Director . . . . . Richard Sil's  
Publicity Director . . . . . Lee Mailey  
Chief Engineer . . . . . David E. Pavlock

### WNBZ—Saranac Lake—1927

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Upstate Bcstg. Corp.  
Business-Studio Address . . . . . 88 Main St.  
Tel.: 1320 . . . . . ABC  
Pres., Gen. Mgr. . . . . Jacques DeMattos  
Comm. Mgr., Prog. Dir. . . . . Jeanne DeMattos  
Publicity Director . . . . . John F. Delahant  
Chief Engineer . . . . . H. Berwind Williams

### WRSA—Saratoga Springs—1957

Frequency: 1280 Kc. . . . . Power: 1 Kw., d.  
Owned-Operated By . . . . . Radio Station WRSA  
Business Address . . . . . Box 248  
Tel.: 4300 . . . . . KBS  
President, General Mgr. . . . . Jack Oranch  
Comm. cial, Sls. Prom. Mgr. . . . . Saul Kay  
Program Director . . . . . Elio Del Sette  
Chief Engineer . . . . . John Holliday

**NEW YORK**

**WSPN—Saratoga Springs  
1954**

Frequency: 900 Kc. Power: 250 Watts d.  
Owned By.....Spa Broadcasters, Inc.  
Business Address.....71 West Ave.  
Tel.: 2180.....Independent  
Representative.....Devney  
President.....Ken Freebern  
Gen., Sta. Mgr.....Robert W. Dingman  
Comm., Sales Prom. Mgr.....Joseph D. Snyder  
Chief Engineer.....W. P. Spollen

**WGHQ—Saugerties—1956**

Frequency: 920 Kc. Power: 1000 Watts, d.  
Owned.....Skylark Corp.  
Business Address.....Box 920  
Tel.: CH 6-2822.....Independent  
Pres., Gen. Mgr.....John P. Lynker  
Comm., Sales Prom. Mgr.....W. Irving Rose  
Chief Engineer.....Leroy F. Fuller  
OWNERS OF: WVOX-AM-FM, NEW ROCHELLE; WFYI,  
MINEOLA; WVIP, MT. KISCO., ALL N. Y.

**WGY—Schenectady—1922**

Frequency: 810 Kc. Power: 50,000 Watts  
Owned-Oper. By.....General Electric Co.  
Business-Studio Address.....1400 Balltown Rd.  
Tel.: FR 7-2261.....NBC

Representative.....Henry I. Christal  
General Manager.....J. Milton Lang  
Chief Engineer.....W. J. Purcell

**WSNY—Schenectady—1942**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By.....Western Gateway Bcstg.  
Business-Studio Address.....619 State St.  
Tel.: EX 3-3622.....Independent  
Representative.....Forjoe  
Pres., Gen., Sta. Mgr.....Winslow Leighton  
Comm. Manager.....Thomas Seeley  
Chief Engineer.....I. P. Beck

**WFBL—Syracuse—1922**

Frequency: 1390 Kc. Power: 5000 Watts  
Owned.....First Broadcasting Corp.  
Address.....P.O. Box 1390, E. Syracuse  
Tel.: HOward 3-8631.....Independent  
Representative.....Hollingbery  
General Mgr.....Henry P. Wilcox  
Sales Mgr.....Richard F. Polgreen  
Program Dir.....William Quinn  
Chief Engineer.....Vincent Marlin

**WHEN—Syracuse—1954**

Frequency: 620 Kc. Power: 5 Kw. d., 1 Kw. n.

**WFBL**  
RADIO  
**DOMINATES!**  
**SYRACUSE, NEW YORK**



AUTHENTIC NEWS COVERAGE  
FAMILY PROGRAMMING  
OUTSTANDING EXPERIENCED AIR SALESMEN  
CREATIVE SELLING  
COMPLETE MERCHANDISING

National representative—George P. Hollingbery Co.

**FOUNDERS CORP.**

One of the Founder's groups of Stations, including KPOA, Honolulu; WFBL, Syracuse  
New York; WSMB New Orleans, Louisiana



Owned.....Meredith Syracuse Radio Corp.  
 Address.....511 Loew Bldg.  
 Tel.: HA 2-0277.....CBS  
 Representative.....Katz  
 President.....E. T. Meredith, Jr.  
 V.P. & Gen. Mgr.....Paul Adanti  
 Comm. Mgr.....Louis Parmentier  
 Station Manager.....William H. Bell  
 Prom. Mgr., Pub. Dir.....Robert Peel  
 Program Director.....John L. Scott  
 Studio Superv.....Robert Ardner

**WNDR—Syracuse—1946**

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Syracuse Bcstg. Corp.  
 Address.....Box 1212  
 Tel.: KI 6-1515.....MBS  
 Station Rep.....Forjoe  
 General Manager.....Arthur C. Kyle, Jr.

**WOLF—Syracuse—1939**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Civic Bcstg. Corp.  
 Address.....Kirkpatrick & Van Rensselaer Sts.  
 Tel.: HA 2-7211.....ABC  
 Sta. Representative..Venard, Rintoul, McConnell  
 President.....Ellis E. Erdman  
 Station Mgr.....John G. Wolfe, Jr.  
 Program Mgr.....Robert Kennedy  
 Sales Prom. Mgr.....Charles D. Hackett  
 Chief Engineer.....Don Muir

**WSYR—Syracuse—1922**

Frequency: 570 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Central N. Y. Bcstg.  
 Business Address.....1030 James St.  
 Tel.: GRanite 4-3911.....NBC  
 Newspaper Affil..Herald-Journal, Post Standard  
 Representative.....Henry I. Christal  
 Pres., Gen. Mgr.....E. R. Vadeboncoeur  
 V.P.....William V. Rothrum  
 Program Dir.....Floyd Ottoway  
 Com. Mgr.....William R. Alford  
 Prom. Mgr., Pub. Dir.....Lou Switzer  
 Chief Engineer.....A. J. Eicholzer

**WIPS—Ticonderoga—1955**

Frequency: 1250 Kc.....Power: 1 Kw., d.  
 Owned By.....Ti Broadcasting, Inc.  
 Address.....Fort Ti Road  
 Tel.: JUno 5-2868.....Independent  
 Station Representative.....Cooke  
 President.....Bernard H. Pelzer, Jr.  
 General Mgr.....William Powley  
 Program Dir.....Richard Griswold

**WTRY—Troy—1940**

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WTRY Bcstg. Corp.  
 Business-Studio Address.....92 Fourth St.  
 Tel.: AS 4-1100.....CBS  
 Representative.....John Blair  
 Ch. of Board.....Victor W. Knauth

President.....Daniel Kops  
 V.P., General Mgr.....Sam S. Nielsen  
 Exec. V.P.....Richard J. Monahan  
 Commercial Mgr.....Stan Edwards  
 Sales Prom. Mgr.....Al Herskovitz  
 Program Dir.....George Le Zotte  
 Publicity Dir.....John Mounteer  
 Chief Engineer.....Frank Belaska

**WIBX—Utica—1925**

Frequency: 950 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WIBX, Inc.  
 Business Address.....187 Genesee St.  
 Tel.: SWift 7-0220.....CBS  
 Sta. Representative.....Meeker  
 President.....Margaret Bowen Shepard  
 General Manager.....Frederic C. Bowen  
 Station Manager.....Elliott Stewart  
 Production Manager.....Ralph Allinger  
 Chief Engineer.....John T. Dowdell

**WFAS—White Plains—1932**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Westchester Bcstg. Corp.  
 Bus. Studio Address.....P.O. Box 711  
 Tel.: WH 9-6400.....Independent  
 President.....Valentine E. Macy, Jr.  
 Gen., Sta. Manager.....Frank A. Seitz  
 Program Director.....Randall Kaler  
 Sls. Prom., Comm. Mgr.....John Hade  
 Chief Engineer.....Jack Pearson

**THE**

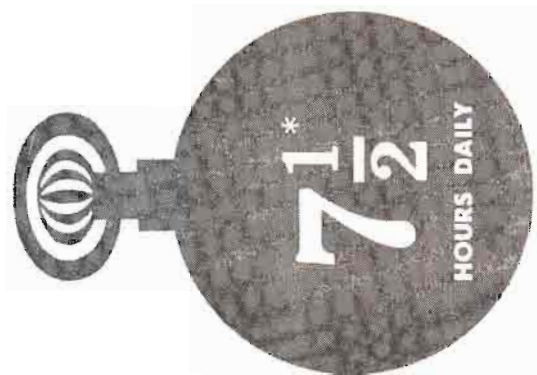
**WESTCHESTER STATION!**

Among nearly a quarter million radio families in the WFAS Westchester-Rockland Area, WFAS polled *first* or tied for first in 48, *second* in 18, and third in only 2 of the 68 quarter-hour strips from 7 A. M. to Midnight, Monday through Fridays\*... and outstrip-ped its nearest suburban competi-tion nearly 3 to 1!

**WFAS & WFAS-FM**

White Plains, N. Y.

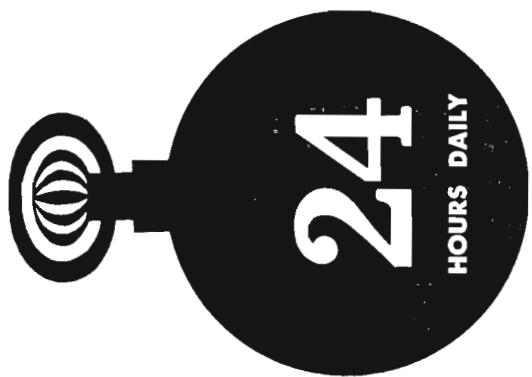
\*Pulse study, October, 1959.



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**NEGRO Community**  
Programming

**SPANISH/PUERTO RICAN**  
Programming

of Whirl-Wind  
sales action

**WWRL**  
NEW YORK DE 5-1600

\* 10:00AM-5:30PM  
\*\* 5:30PM-10:00AM

## NEW YORK-NORTH CAROLINA

### WRUN—Utica—1947

Freq.: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....The Rome Sentinel Co.  
 Business-Studio Address.....258 Genesee St.  
 Tel.: SWIFT 7-1500.....Independent  
 Newspaper Affiliation.....Rome Daily Sentinel  
 Representative.....Avery-Knodel  
 President.....Bradley C. Barnard  
 General Manager.....Fritz Updike  
 Sta., Comm. Mgr.....Richard A. Clark  
 Sales Prom., Pub. Dir.....Phil Cameron  
 Program Supervisor.....Alan E. Cole  
 Chief Engineers.....G. S. Woods, C. F. Henry

### WTLB—Utica—1947

Freq.: 1310 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned By.....Star Bcstg. Co.  
 Address.....Kellogg Rd., New Hartford  
 Tel.: 5-5209.....ABC  
 President.....Thomas L. Brown  
 General Manager.....Harry V. Barker  
 Chief Engineer.....Peter Narkon

### WDLA—Walton—1951

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Delaware County Bcstg. Corp.  
 Business Address.....Walton  
 Tel.: UNderhill 5-4321.....Independent  
 President.....E. Ogden Bush  
 V.P., Gen. Mgr.....Michael J. Cuneen  
 Chief Engineer.....Charles Lissner

### WATN—Watertown—1941

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By.....Watertown Bcstg. Corp.  
 Bus. Studio Location.....118 Washington St.

Tel.: SUNset 2-3320.....Independent  
 Representative.....Devney  
 Pres., Gen. Mgr.....G. Harry Righter

### WOTT—Watertown—1959

Frequency: 1410 Kc. Power: 5 Watts d.  
 Owned By.....1000 Isls. Bcstg. Co.  
 Address.....560 W. Main St.  
 Tel: Thousand Islands.....Independent  
 Owner.....Francis Johnston

### WWNY—Watertown—1941

Frequency: 790 Kc. Power: 1000 Watts  
 Owned-Operated By.....The Brockway Co.  
 Address.....Hotel Woodruff  
 Tel.: SUNset 8-3800.....CBS  
 Newspaper Affil.....Daily Times  
 Representative.....Weed  
 President.....John B. Johnson  
 General Manager.....Louis Salif, Jr.  
 Station Manager.....Earl R. Kelly  
 Program Director.....Rodney C. Abare  
 Commercial Manager.....Harold Gore  
 Dir. of Engineering.....Michael Yonkovig

### WLSV—Wellsville—1955

Frequency: 790 Kc. Power: 1 Kw., d.  
 Owned-Oper. By.....Radio Services of Wellsville  
 Address.....55 N. Main St.  
 Tel.: 727.....Independent  
 Gen. Mgr.....Joseph Mumma  
 Sales Promotion Mgr.....James Armstrong  
 Publicity Director.....Richard DiRoma  
 Station Manager.....Jay Mullen  
 Chief Engineer.....Larry Shields

### WWRL—Woodside—1926

(See New York, N. Y., Page 481)

Pop.: 4,810,000  
 Families: 1,282,000  
 Radio Homes: 1,331,000

## NORTH CAROLINA

TV Homes: 991,000  
 AM Stas. in State: 139  
 TV Stas. in State: 11

### WZKY—Ahoskie—1956

Frequency: 1580 Kc. Power: 250 Watts, d.  
 Owned By.....Radio WZKY, d.  
 Address.....Box 365  
 Tel.: YUKon 2-1111.....Independent  
 Pres., Gen. Mgr.....J. Pressor.

### WABZ—Albemarle—1948

Frequency: 1010 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Radio Station WABZ, Inc.  
 Business-Studio Address.....Hotel Albemarle  
 Tel.: YU 2-1020.....KBS  
 President.....Station P. Williams  
 General Manager.....Mrs. R. G. Varner  
 Commercial Mgr.....W. Nealson Russell  
 Program Director.....Marvin A. Coley  
 Chief Engineer.....John D. Brooks

### WGWR—Asheboro—1947

Frequency: 1260 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Asheboro Bcstg. Co., Inc.  
 Bus. Studio Address.....P.O. Box 309  
 Tel.: 2187.....KBS  
 Newspaper Affil.....Courier Tribune  
 President.....Roy Cox  
 Gen., Sta., Comm. Mgr.....J. R. Marlowe  
 Program Director.....A. R. Brown  
 Chief Engineer.....Howard Miller

### WISE—Asheville—1939

Freq.: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Operated By.....Radio WISE, Inc.  
 Address.....92 Haywood St.  
 Tel.: ALpine 3-5381.....Independent

## NORTH CAROLINA

Representative..... Bcst Time Sales; Raymer  
President..... Harold H. Thoms  
Sta. Mgr..... John Morris

### WLOS—Asheville—1947

Freq.: 1380 Kc..... Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By..... Skyway Bcstg. Co.  
Business-Studio Address..... 288 Macon Ave.  
Tel.: ALpine 4-4321..... ABC-NBC  
Station Representatives..... P. G. & W.; Ayers  
President..... T. A. Eiland  
Sta., Comm. Mgr..... Dewey Long  
Program Dir..... Dave Jacobs  
Chief Engineer..... George F. Sprague

### WSKY—Asheville—1946

Frequency: 1230 Kc..... Power: 250 Watts  
Owned-Operated By..... Radio Asheville, Inc.  
Business-Studio Address..... 12 Church St.  
Tel.: ALpine 3-4451..... Independent  
Representative..... Everett-McKinney  
Pres., Gen., Sta., Comm. Mgr..... Zeb Lee  
Chief Engineer..... Bill Clements

### WWNC—Asheville—1927

Frequency: 570 Kc..... Power: 5000 Watts  
Owned-Oper. By..... Asheville Citizen-Times Co.  
Business-Studio Address..... 14 O. Henry Ave.  
Tel.: AL 2-5611..... CBS  
Newspaper Affili..... Citizen, Times  
Representative..... H-R  
President..... Robert Bunnelle  
Station Manager..... Cecil B. Hoskins  
Comm. Mgr..... James A. Hagan  
Program Director..... William F. Melic  
Chief Engineer..... Harvey T. Nations

### WBMA—Beaufort—1954

Frequency: 1400 Kc..... Power: 250 Watts  
Owned-Operated By..... Richard Ray Cummins  
Address..... Box 156  
Tel.: 2-9401..... Independent  
Owner, Gen. Mgr., Ch. Eng..... R. R. Cummins

### WCCG—Belmont—1954

Freq.: 1270 Kc..... Power: 1 Kw., d.; 500 W., n.  
Owner..... Cental Bcstg. Co.  
Address..... Box 629  
Tel.: TA 5-2812..... ABC-MBS-KBS  
President, General Mgr..... Robert Hilker  
Commercial Manager..... Frank Thomas  
Program Director..... Everette Gantt  
Chief Engineer..... Roger Hovis

### WATA—Boone—1950

Frequency: 1450 Kc..... Power: 250 Watts  
Owned-Oper. By..... Wilkes Bcstg. Co.  
Address..... P.O. Box 72  
Tel.: AM 4-8461..... KBS  
Manager..... Doris B. Brown  
Secretary-Treasurer..... Roland Potter  
Program Director..... Jane Smith  
Chief Engineer..... E. Chipman

### WPNF—Brevard—1950

Frequency: 1240 Kc..... Power: 250 Watts  
Owned-Oper. By..... Pisgah Bcstg. Co., Inc.  
Business Address..... P.O. Box 352  
Tel.: TU 3-3621..... Independent  
President..... Mrs. Ed. M. Anderson  
Sta., Comm. Mgr..... Bobby Hoyle  
Program Director..... Al Martin  
Chief Engineer..... Baxter Morris, Jr.

### WBBB—Burlington—1941

Frequency: 920 Kc..... Power: 5000 Watts d.  
Owned-Operated By..... Alamance Bcstg. Co., Inc.  
Business-Studio Address..... 318 S. Main St.  
Tel.: CA 6-6376..... MBS-KBS  
Rep..... Thomas F. Clark  
Exec. V.P., General Manager..... E. Z. Jones  
Comm. Mgr., Pub. Dir..... Lew Carter  
Program Director..... Edgar Brooks  
Chief Engineer..... Berry Tysor

### WFNS—Burlington—1946

Frequency: 1150 Kc..... Power: 1000 Watts d.  
Owned..... Burlington-Graham Bcstg. Co.  
Address..... Maple at Broad  
Tel.: CA 7-4261..... Independent  
Representative..... Walker Rawall  
Gen., Sta. Mgr..... G. C. Starnes  
Commercial Manager..... Harold Naff  
Program Director..... William Duffee  
Chief Engineer..... Charles Stafford

### WWIT—Canton—1954

Frequency: 970 Kc..... Power: 1 Kw., d  
Owned By..... Western N. C. Bcsters., Inc.  
Address..... Box 391  
Tel.: MI 8-3588..... Independent  
Representative..... Best  
President..... Sidney A. Watts  
General Manager..... Dalton R. Paxton  
Commercial Manager..... Sam Patterson  
Sales Promotion Mgr..... Al Dunbar  
Program, Publicity Dir..... D. Mendenhall  
Chief Engineer..... Barry Medlin

### WCHL—Chapel Hill—1953

Frequency: 1360 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... Village Bcstg. Co  
Address..... Durham Road  
Tel.: 8485..... Independent  
Pres., Gen. Mgr..... Sandy McClamroch  
Asst. to Gen. Mgr..... R. B. Boyd  
Chief Engineer..... Jim Botsford

### WAYS—Charlotte—1941

Frequency: 610 Kc..... Power: 5 Kw., 1 Kw. n.  
Owned..... Inter-City Adv. Co. of Charlotte  
Business-Studio Address..... 3229 S. Blvd.  
Tel.: JA 3-0121..... Independent  
Representative..... Bcstg. Time Sales; Raymer  
President..... George W. Dowdy  
Sales Promotion Mgr..... Irving Butler  
General Mgr..... James P. Poston



Commercial Mgr.....William Jeffery  
 Station Manager.....Howard Mendel  
 Program Dir.....Lee Barrett  
 Publicity Director.....Martin Allen  
 Chief Engineer.....E. R. Deekle

**WBT—Charlotte—1922**

Frequency: 1110 Kc.....Power: 50,000 Watts  
 Owned-Oper. By...Jefferson Standard Bdcstg.  
 Address.....1 Jefferson Pl.  
 Tel.: ED 3-8833.....CBS  
 Representative.....CBS Radio Spot Sales  
 President.....J. M. Bryan  
 Gen. Mgr.....Charles H. Crutchfield  
 Comm. Manager.....Paul B. Marion  
 Program Director.....Wade St. Clair  
 Pub., Sls. Prom. Director.....Ned Burgess  
 Chief Engineer.....Thomas Howard

**WGIV—Charlotte—1947**

Frequency: 1600 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..Charlotte Radio & TV Corp.  
 Business Address.....2520 Toomey Ave.  
 Tel.: ED 3-2195.....Independent  
 Representative.....Forjoe  
 Pres., Gen., Sta. Mgr.....Francis M. Fitzgerald  
 Commercial Mgr.....Ray Ervin  
 Chief Engineer.....S. K. Lineberger

**WIST—Charlotte—1951**

Frequency: 930 Kc.....Power: 5000 d; 1000 n.  
 Owned-Oper. By.....Bcstg. Co. of South  
 Address.....204 Liberty Life Bldg.  
 Tel.: FR 6-3511.....Independent  
 Representative.Peters, Griffin, Woodward, Inc.  
 President.....B. C. Hipp  
 Executive V.P.....G. H. Shafto  
 Station Manager.....Ray M. Stanfield  
 Commercial Manager.....W. Reid Leath  
 Program Director.....Douglas G. Bell  
 Chief Engineer.....A. O. Richardson

**WKTC—Charlotte—1958**

Frequency: 1310 Kc.....Power: 1000 Watts  
 Owned By.....Queen City Bcstg. Co.  
 Address.....2001 Suttle Ave.  
 Tel.: EDison 3-1101.....Independent  
 Representative.....Cooke  
 President.....J. Olin Tice, Jr.  
 General. Station Mgr.....J. G. Kenworthy  
 Program Director.....Robert Thompson

**WSOC—Charlotte—1933**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned By.....Carolina Broadcasting Co.  
 Address.....1925 N. Tryon St.  
 Tel.: FR 6-8401.....NBC  
 Station Representative.....H-R Reps  
 President.....Leonard Reinsch  
 General Manager.....Henry Sullivan  
 Commercial Mgr.....James Pfaff  
 Program Director.....James Martinson  
 Chief Engineer.....Carl Rust

**WWOK—Charlotte—1955**

Frequency:1480 Kc.....Power: 1 Kw., d.  
 Owned-Oper. By.....Radio Charlotte, Inc.  
 Address.....215 Greystone Rd.  
 Tel.: JACkson 3-1041.....Independent  
 Representative.....O'Connell; Reilly; Ayers  
 President.....Sherwood J. Tarlow  
 General, Station Manager.....Herb Berg  
 Operations Mgr.....Art Lawrence  
 Sales Prom. Mgr.....Jeannie Edwards  
 Commercial Mgr.....John Moore  
 Chief Engineer.....Paul M. Seally

**WRRZ—Clinton—1946**

Frequency: 880 Kc.....Power: 1000 Watts d.  
 Owned.....WRRZ Radio Co.  
 Tel.: 2165.....ABC  
 Station Rep.....Walker Rawalt  
 General Mgr.....Geo. S. Walston  
 Sales Prom. Manager.....E. D. Powell  
 Program Director.....Jim Ten  
 Chief Engineer.....J. L. Bowles

**WEGO—Concord—1943**

Frequency: 1410 Kc.....Power: 1 Kw., d.  
 Owned By....Concord Kannapolis Bcstg. Co.  
 Address.....Highway 29, By Pass  
 Tel.: ST 2-7115.....KBS  
 President.....Robert R. Hilker  
 Gen., Sta. Mgr.....J. Norman Young  
 Commercial Manager...Claude C. Gibson, Jr.  
 Sales Promotion Mgr.....Steve Morris  
 Program Director.....Richard Norwood  
 Chief Engineer.....Kenneth R. Kennedy

**WCKB—Dunn—1946**

Frequency: 780 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....No. Car. Cent. Bcstrs.  
 Business Address.....Box 431  
 Tel.: 3133.....KBS  
 President.....Lofton A. Tart, Sr.  
 Sta., Gen. Mgr.....A. Lincoln Faulk  
 Commercial Manager.....Mrs. E. L. Grantham  
 Sales Prom. Mgr.....Nathan Lassiter  
 Program Director.....Rudy Zurlo  
 Publicity Director.....John G. Thomas  
 Chief Engineer.....Joseph Kotlas

**WDNC—Durham—1934**

Freq.: 620 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By...The Durham Radio Corp.  
 Bus.Studio Address..138½ E. Chapel Hill St.  
 Tel.: 6155.....CBS  
 News. Affil.....Herald Sun  
 Representative.....Paul H. Raymer  
 President.....C. C. Council  
 V.P., Gen. Mgr.....J. Frank Jarman  
 Local Sales Manager.....W. R. Kirby  
 Prog. Dir.....E. R. Higgins, Jr.  
 Chief Engineer.....Waldo W. Primm

## NORTH CAROLINA

### WSRC—Durham—1954

Frequency: 1410 Kc. Power: 1 Kw.  
Owned Carolina Radio  
Address P. O. Box 28  
Tel.: 2-4681 Independent  
Station Reprs. Dore; Ochs  
President Robert Monroe  
Gen. Mgr. James H. Mayes, Jr.  
Comm. Mgr. Call S. Smith  
Sales Promotion Mgr. Stu Gordon  
Prog. Dir. Noriley Whitted  
Chief Engineer Arthur Bone

### WSSB—Durham—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Public Information Corp.  
Address Box 1168  
Tel.: 7-1179 KBS  
Station Rep. Gill-Perna  
President E. L. Clinton  
Sales Mgr. Coburn Gum

### WTIK—Durham—1946

Freq.: 1310 Kc. Power: 1000 Watts d.; 5 n.  
Owned-Oper. By W & W Bcstg. Co.  
Address P.O. Box 609  
Tel.: 6101 ABC  
Gen., Sta. Mgr. H. Tom Morris  
Prog., Pub. Mgr. Wally Ausley

### WCDJ—Edenton—1955

Frequency: 1260 Kc. Power: 1 Kw. d.  
Owned-Oper. By Colonial Bcstg. Co.  
Address P. O. Box 509  
Tel.: 2178 KBS  
President E. M. Schuman  
Gen. Sta. Mgr. R. W. Schuman  
Program Director Frank Roberts  
Chief Engineer Anthony Ostopoff

### WCNC—Elizabeth City—1939

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Albemarle Bcstg. Co., Inc.  
Address Box 535  
Tel.: 4379 KBS  
Station Rep. Bogner & Martin  
President J. L. Lamb, Sr.  
Gen. Mgr., Chief Eng. J. L. Lamb, Jr.  
Assistant Mgr. Desmond Barclay  
Commercial Manager C. E. Ferrell  
Program Director Bill Diggs

### WGAI—Elizabeth City—1947

Freq.: 560 Kc. Power: 1 Kw. d., 500 Watts n.  
Owned-Operated By WGAI Radio Co.  
Business-Studio Address Kramer Bldg.  
Tel.: 4371 Independent  
Pres., Gen., Sta. Mgr. C. Alden Baker

### WBLA—Elizabethtown—1956

Frequency: 1440 Kc. Power: 1 Kw., d.

Owned Bladen Bcstg. Corp.  
Address Box 327  
Tel.: UNion 2-3184 KES  
Representative Best  
President E. Clayton Register  
General Mgr. Chatham C. Clark  
Chief Engineer G. Wear

### WIFM—Elkin—1951

Frequency: 1540 Kc. Power: 250 Watts, d.  
Owned Tri-County Bcstg. Co. Inc.  
Address P.O. Box 152  
Tel.: 860 Independent  
President H. F. Laffoon  
General Mgr. Will Erwin  
Sta. Mgr., Chief Eng. J. Prince

### WFMO—Fairmont—1953

Frequency: 860 Kc. Power: 1000 Watts, d.  
Owned Carolina's Broadcasting Co., Inc.  
Address Box 492  
Tel.: MA 8-4781 Independent  
President Cutlar Moore  
Gen., Comm. Mgr. Billy E. Peele  
Chief Engineer Joseph F. Milazzo

### WFAI—Fayetteville—1948

Frequency: 1230 Kc. Power: 250 Watts  
Owned By Jackson F. Lee  
Bus-Studio Address Box 659  
Tel.: HU 4-6161 CBS-KBS  
Representative Thomas F. Clark  
President, Gen. Mgr. Ralph E. Hess  
Station Manager, Pub. Dir. R. Allen Hess  
Comm. Mgr. Bob Smith  
Program Director Taft Tew, Jr.  
Chief Engineer Walter Lee Moring

### WFLB—Fayetteville—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Fayetteville Bcstrs., Inc.  
Address P. O. Box 512  
Tel.: HEmlock 2-7136 ABC  
Representative Burn-Smith  
President L. W. Allen  
Gen., Sta. Mgr. Jimmy Simpson  
Commercial Manager Charles Cooper  
Program Director Al Gregg  
Sales Prom. Mgr. Vance McBryde  
Publicity Director Frank Jetter, Jr.  
Chief Engineer Edward Cook

### WFNC—Fayetteville—1939

Freq.: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By Cape Fear Bcstg. Co.  
Address 1009 William Clark Rd.  
Tel.: HU 4-4181 MBS  
Representative Walker-Rawalt  
President, Gen. Mgr. Victor W. Dawson  
Station, Commercial Mgr. Johnny Joyce  
Sales Promotion Mgr. Ed Jones  
Program Director Chris Mack  
Publicity Director Tom Moltren  
Chief Engineer David O. Beck

**WAGY—Forest City—1958**

Frequency: 1320 Kc. Power: 500 W., d.  
Owned. Tri City Broadcasting Co.  
Address. Forest City  
Tel.: CHerry 5-4288-9. Independent  
General Manager, Ch. Eng. G. T. Becknell  
Station Manager, Prog. Dir. Don H. Lovelace  
Commercial Manager. Fred A. Blanton  
Publicity Director. J. David White

**WBBO—Forest City—1947**

Frequency: 780 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Rutherford Co. Radio Co., Inc.  
Address. Forest City  
Tel.: CHerry 5-4205. KBS  
Newspaper Affil. Courier, Sun  
Pres., Gen., Sta. Mgr. Mrs. Ed. M. Anderson  
Comm. Manager. Cari R. Henson  
Program Director. Charles Melton  
Chief Engineer. Merton Iwerks

**WFSC—Franklin—1957**

Frequency: 1050 Kc. Power: 500 Watts  
Owned By. Macon Cty. Broadcasting Co.  
Business Address. P.O. Box 470  
Tel.: 430. KBS  
President. Henry Bartol, Jr.  
Gen., Sta. Mgr., Ch. Eng. Edwin P. Healy  
Publicity Director. Nettie Sue Pattillo

**WFVG—Fuquay Springs—1949**

Frequency: 1460 Kc. Power: 1000 Watts d.  
Owned-Oper. By. WFVG Bcstg.  
Business-Studio Address. Box 588  
Tel.: MUrray 7-4001. KBS-MBS  
President, Gen. Mgr. James Flanagan  
Prog., Pub. Dir. Walter M. Pearson  
Chief Engineer. G. Lewis

**WGNC—Gastonia—1939**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By. Catherine T. McSwain  
Address. N. Chester St.  
Tel.: UNiversity 5-8501. ABC  
Gen., Sta. Mgr. Pat McSwain  
Chief Engineer. W. C. Groves, Jr.

**WLTC—Gastonia—1947**

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Gastonia Bcstg. Serv., Inc.  
Address. P. O. Box 1010  
Tel.: UN 5-1079. KBS  
Representative. Thomas F. Clark  
Pres., Gen., Sta. Mgr. James B. Petty  
Commercial Manager. Boyce C. Morrow  
Program Director. Alan G. Phillips  
Chief Engineer. Don Voigt

**WFMC—Goldsboro—1951**

Frequency: 730 Kc. Power: 1 Kw. d.  
Owned. Southern Radio & TV Corp.  
Address. P. O. Box 655

Tel.: RPublic 4-4211. KBS  
President. Kenneth T. Marshall  
Gen. Mgr., Ch. Eng. Henry M. Harrison, Jr.  
Publicity Director. C. J. Chambers

**WGBR—Goldsboro—1938**

Freq.: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By. E. Carolina Bcstg. Co., Inc.  
Address. P. O. Box 1024  
Tel.: RPublic 4-3621. ABC  
Comm., Gen. Mgr., Pgm. Dir. V. G. Balkum

**WGOL—Goldsboro—1955**

Frequency: 1300 Kc. Power: 1000 Watts  
Owned. Better Advertising Inc.  
Address. 116 W. Mulberry St.  
Tel.: RE 4-5151. Independent  
Sta. Representative. Bogner & Martin  
President. William S. Page  
General Mgr. Jack P. Hankins  
Commercial Mgr. Dwight Moody  
Station Mgr. Lynwood Moseley  
Program Dir. Pat Howell  
Chief Engineer. Paul Horne

**WBIG—Greensboro—1926**

Frequency: 1470 Kc. Power: 5000 Watts  
Owned-Oper. By. North Carolina Bcstg. Co.  
Studio Address. 2838 Battleground Rd.  
Tel.: BR 2-6125. CBS  
Representative. George P. Hollingbery  
President. Michaux H. Crocker  
V.P., Sta. Mgr. Allen Wannamaker  
Commercial Mgr. W. H. Henry  
Publicity Director. Alice Kale  
Program Director. Lloyd Gordon  
Chief Engineer. Ernest C. Pate, Jr.

**WCOG—Greensboro—1948**

Freq.: 1320 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned & Oper. By. Thomas Radio-TV Ent.  
Business-Studio Address. 708 W. Market St.  
Tel.: BR 3-6925. Independent  
Representative. Bcst. Time Sales  
President. Harold H. Thoms  
Sta. Manager. Terry Bane  
Comm. Mgr. Jack Huband  
Program Director. Tom A. Wall  
Pub. Dir. Evelyn Jones  
Chief Engineer. Ansel Atkins

**WGBG—Greensboro—1942**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By. Greensboro Bcstg. Co., Inc.  
Business-Studio Address. Ashe St.  
Tel.: BR 3-3631. ABC-MBS  
Representative. Pearson  
Pres., Gen., Sta. Mgr. Ralph M. Lambeth  
Commercial Mgr. Jack Rimmer  
Sales Promotion Mgr. Earl O. Sullivan  
Program, Publicity Dir. Joe Anderson  
Chief Engineer. Earl Teague

# NORTH CAROLINA

## WPET—Greensboro—1954

Frequency: 950 Kc. Power: 500 Watts  
Owned . . . . . Guilford Advertising  
Address . . . . . Meadovview Rd.  
Tel.: BR 5-4464. . . . . Independent  
Representative . . . . . Burn-Smith  
President . . . . . James S. Beattie  
Exec. V.P. . . . . William P. Mitchell  
Sta. Mgr. . . . . Roy A. Childers  
Prog. Dir. . . . . Robert L. Montgomery  
Pub. Dir., Sls. Prom. Mgr. . . . . Ruenell Stewart  
Chief Engineer . . . . . Don Harris

## WGTC—Greenville—1940

Frequency: 1590 Kc. Power: 5000 Watts d.  
Owned-Oper. By . . . . . A. W. Lewin  
Address . . . . . Falkland Highway  
Tel.: PL 8-2174. . . . . Independent  
Representative . . . . . Devney  
President . . . . . A. W. Lewin  
Gen. Mgr., Prog. Dir. . . . . Joel Lawhon  
Comm. Mgr. . . . . J. T. Snowden, Jr.  
Chief Engineer . . . . . Bill Covington

## WOOW—Greenville—1959

Frequency: 1340 Kc. Power: 250 Watts  
Owned . . . . . WOOW, Inc.  
Business Address . . . . . 304 S. Evans St.  
Tel.: Plaza 8-1171. . . . . Independent  
President . . . . . John P. Gallagher  
General Manager . . . . . C. Robert Ray  
Commercial Manager . . . . . Richard Jones  
Chief Engineer . . . . . Carl Rochelle

## WKDX—Hamlet—1957

Frequency: 1400 Kc. Power: 250 W.  
Owned . . . . . Richmond Bcstg. Co.  
Address . . . . . Box 826  
Tel.: 1482. . . . . KBS  
President . . . . . Risdon A. Lyon  
Gen. Mgr. . . . . W. P. Billingsley  
Station Manager, Ch. Eng. . . . . W. S. Taylor  
Comm. Mgr. . . . . W. E. Benoist  
Program Director . . . . . Alex Morrison

## WHNC—Henderson—1945

Frequency: 890 Kc. Power: 1000 Watts  
Owned . . . . . Henderson Radio Corp.  
Address . . . . . Norlina Road  
Tel.: 7136. . . . . KBS-MBS  
President, Comm. Mgr. . . . . Nathan Frank  
General Sta. Mgr. . . . . Dr. Claye Frank  
Program Director . . . . . Mozelle Moore  
Chief Engineer . . . . . Lewis Hiland

## WHVH—Henderson—1955

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By . . . . . WHVH, Inc.  
Address . . . . . P. O. Box 1011  
Tel.: GENEVA 8-8135-6. . . . . Independent  
Representative . . . . . Webb  
Pres., Gen., Sta. Mgr. . . . . Lawrence Brandon  
Commercial Mgr., Prog. Dir. . . . . Mike Hight  
Chief Engineer . . . . . Ed Brame

## WHKP—Hendersonville—1946

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By . . . . . Radio Hendersonville, Inc.  
Address . . . . . Box 649  
Tel.: OX 3-9061. . . . . KBS  
General, Station Mgr. . . . . Kermit Edney  
Commercial, Sls. Prom. Mgr. . . . . Arthur V. Cooley  
Publicity Program Dir. . . . . Jimmy Northington  
Chief Engineer . . . . . Charles Renfrow

## WHKY—Hickory—1939

Freq.: 1290 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By . . . . . Catawba Valley Bcstg. Co.  
Address . . . . . 415 1st Ave., N.W.  
Tel.: DI 5-2294. . . . . ABC-MBS  
Representative . . . . . Dora Clayton  
News. Affil. . . . . Daily Record  
President . . . . . Carl V. Cline  
Gen., Sta. Manager . . . . . Edmund S. Long  
Prog., Pub. Dir. . . . . Laura Hall  
Chief Engineer . . . . . Thomas E. Long

## WIRC—Hickory—1948

Frequency: 630 Kc. Power: 1000 Watts d.  
Owned-Oper. By . . . . . Foothills Bdcstg., Inc.  
Address . . . . . P.O. Box 484-A  
Tel.: DI 5-2124. . . . . Independent  
Representative . . . . . John E. Pearson  
General Mgr. . . . . E. H. Smith, Jr.  
Asst. Mgr., Chief Engr. . . . . Elmer Troutman  
Commercial Manager . . . . . Lee Douglas  
Program Director . . . . . Mattie I. Padgett

## WHPE—High Point—1947

Frequency: 1070 Kc. Power: 1000 Watts d.  
Owned-Oper. By . . . . . High Point Bcstg. Co.  
Business-Studio Address . . . . . 504½ N. Main St.  
Tel.: 3466. . . . . KBS  
Pres., Prog. Dir., Chief Eng. . . . . Gary C. Davis  
Comm. Mgr. . . . . Hal W. Hicks

## WMFR—High Point—1935

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By . . . . . Radio Station WMFR, Inc.  
Business Studio Address . . . . . 164 S. Main  
Tel.: TUCKER 8-4593. . . . . ABC  
Representative . . . . . Burn-Smith  
Pres., Gen.-Station Mgr. . . . . Frank S. Lambeth  
Commercial Manager . . . . . Frank Smith  
Sls., Prom., Pub. Dir. . . . . G. D. Sullivan  
Program Director . . . . . W. R. Carter  
Chief Engineer . . . . . Robert P. Boyd

## WNOS—High Point—1953

Frequency: 1590 Kc. Power: 1000 Watts d.  
Owned By . . . . . Doss Broadcasting  
Address . . . . . Box 1448  
Tel.: 2-6851-2. . . . . Independent  
Representative . . . . . Devney  
President . . . . . Charles E. Doss  
General Manager . . . . . James W. McClain

## NORTH CAROLINA

Commercial Manager.....Betty A. Litzie  
Program Director.....Bill Everhart  
Chief Engineer.....Yancy Cecil

### WJNC—Jacksonville—1945

Frequency: 1240 Kc.....Power: 250 Watts  
Owned.....Onslow Bcstg. Corp.  
Address.....Box E, Route 24  
Tel.: 7707.....MBS-KBS  
Pres., Gen. Mgr.....Robert P. Mendelson  
Sta. Manager.....Rodric L. Jones  
Chief Engineer.....R. O. Dorsey

### WLAS—Jacksonville—1954

Frequency: 910 Kc.....Power: 1000 Watts  
Owner.....Seaboard Bcstg. Corp.  
Address.....P. O. Box 1197  
Tel.: 3901.....Independent  
Gen., Comm. Mgr.....Paul Parker  
Chief Eng.....Tancil Horne

### WGTL—Kannapolis—1946

Frequency: 870 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Fred H. Whitley, Inc.  
Address.....Cannon Blvd.  
Tel.: Webster 3-8700.....Independent  
Pres., Gen. Mgr.....Fred H. Whitley  
Chief Engineer.....William E. Rumble

### WKMT—Kings Mountain 1953

Frequency: 1220 Kc.....Power: 1 Kw. d.  
Owned-Oper. By.....Radio Sta. WKMT  
Address.....Cleveland Ave. Ext.  
Tel.: 999.....Independent  
President.....R. H. Whitesides  
Gen., Sta., Comm. Mgr.....Jonas R. Bridges  
Publicity Dir., Sales Prom. Mgr.....R. Y. Green  
Program Director.....Doris Bridges  
Chief Engineer.....George Patterson

### WELS—Kinston—1950

Frequency: 1010 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Farmers Bcstg. Service, Inc.  
Address.....1312 W. Vernon Ave.  
Tel.: Jackson 3-5151.....Independent  
Representative.....Bogner & Martin  
President.....William S. Page  
General Station Mgr.....Jack P. Hankins  
Commercial Mgr.....Richard N. Bowman  
Prog. Dir.....W. A. Kiker  
Chief Engineer.....Harvey Mewborn

### WFTC—Kinston—1937

Frequency: 960 Kc.....Power: 5000 d.; 1000 n.  
Owned By.....Connie B. Gay Enterprises  
Address.....204 East King St.  
Tel.: Jackson 3-4111.....ABC  
Representative.....Best  
President.....Connie B. Gay  
General Mgr.....Donnie Gay  
Program Dir.....David Holliday  
Chief Engineer.....Wm. Dixon

### WISP—Kinston—1954

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Oper. By.....Diehl Bcstg. Co.  
Address.....525 S. Queen St.  
Tel.: Jackson 3-6161.....Independent  
President, General Mgr.....William K. Diehl  
Commercial Manager.....James Batts  
Program Director.....Everett Peace, Jr.  
Publicity Director.....Andrew Denonn  
Chief Engineer.....Herman Civils

### WEWO—Laurinburg—1947

Frequency: 1080 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Scotland Bcstg. Co.  
Bus-Studio Address.....State Bank Bldg.  
Tel.: CR 8-2911.....KBS  
Sta. Rep.....Dora-Clayton  
President.....Edwin Pate  
General Station Mgr.....Dick Brown  
Chief Engineer.....Truman N. Brock

### WLOE—Leaksville—1946

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....WLOE, Inc.  
Address.....P.O. Box 632  
Tel.: MA 3-3118.....MBS-KBS  
Pres., Gen., Sta., Comm. Mgr.....D. L. Craddock  
Program Director.....Barbara Stone  
Chief Engineer.....Eldred Winn

### WJRI—Lenoir—1947

Frequency: 1340 Kc.....Power: 250 Watts  
Owned.....John P. Rabb  
Address.....107 West Avenue  
Tel.: PL 4-5361.....MBS-KBS  
President, Gen. Mgr.....John P. Rabb  
Comm. Mgr., Prog. Dir.....F. Kent Atwater  
Chief Engineer.....C. N. Whisnant

### WBUY—Lexington—1946

Frequency: 1440 Kc.....Power: 5000 W., d.  
Owned-Oper. By.....Davidson County Bcstg.  
Address.....Box 359  
Tel.: CH 6-4110.....KBS  
Station Rep.....Hopewell  
Co-Owners.....O. G. Hilton-G. M. Hilton  
Manager.....Greeley N. Hilton  
Commercial Manager.....Dewey Hotchins  
Program Director.....Don Matney  
Chief Engineer.....Fred Honeycutt

### WLON—Lincolnton—1953

Frequency: 1050 Kc.....Power: 1000 Watts, d.  
Owned.....Lincoln County Bcstg. Co., Inc.  
Address.....P. O. Box 430  
Tel.: RE 5-8071.....Independent  
Pres., Gen. Mgr.....W. Jack Brown  
Chief Engineer.....Dennis C. Long

### WYRN—Louisburg—1958

Frequency: 1480 Kc.....Power: 500 Watts  
Owned By.....Franklin Broadcasting Co.  
Business Address.....P.O. Box 66  
Tel.: GYpsy 6-3105.....KBS  
General Manager, Ch. Eng.....Joseph T. Lane

## NORTH CAROLINA

Commercial, Sls. Prom. Mgr. . . . . W. C. Morgan  
Program Director. . . . . Harry P. Ritner

### WAGR—Lumberton—1954

Frequency: 580 Kc. . . . . Power: 500 Watts  
Owner. . . . . Southeastern Bcstg. Corp.  
Address. . . . . 2106 N. Cedar St.  
Tel.: REdfield 9-3394. . . . . Independent  
Pres., Gen. Mgr. . . . . Denzel M. Shaver  
V.P., Station Mgr. . . . . Al Kahn  
Chief Engineer. . . . . Milton Newsome

### WTSB—Lumberton—1946

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . . Robeson Bcstg. Corp.  
Address. . . . . Box 393  
Tel.: RE 9-6056. . . . . KBS  
Representative. . . . . Continental Radio Sales  
President. . . . . J. A. Sharpe, Jr.  
General, Station Mgr. . . . . A. G. Stanley  
Commercial Manager. . . . . David N. Collins  
Program Director. . . . . Edward L. Potter  
Chief Engineer. . . . . William F. Rogers

### WMYN—Madison—1957

Frequency: 1420 Kc. . . . . Power: 500 Watts  
Owned By. . . . . Mayo Broadcasting Corp.  
Business Address. . . . . Box 311  
Tel.: 9207. . . . . Independent  
President. . . . . J. B. Shelton  
Gen., Sta. Mgr. . . . . B. F. Shelton  
Chief Engineer. . . . . Billy F. Keever

### WBRM—Marion—1949

Frequency: 1250 Kc. . . . . Power: 1000 Watts  
Owned-Operated By. . . . . Lake City Bcstg. Corp.  
Address. . . . . Box 229  
Tel.: 7221. . . . . Independent  
President. . . . . W. P. Erwin  
Comm. Mgr. . . . . J. C. Pleasant  
Gen., Sta. Mgr. . . . . J. L. Reynolds  
Chief Engineer. . . . . Hubert C. Martin

### WMMH—Marshall—1956

Frequency: 1460 Kc. . . . . Power: 500 W.  
Owned. . . . . Marshall Bcstg. Co.  
Address. . . . . P.O. Box 528  
Tel.: 3521. . . . . KBS  
President. . . . . C. O. Brazzill  
Gen. Mgr., Ch. Eng. . . . . Vernon C. McCarthy  
Comm. Mgr. . . . . Dean Shields  
Prog. Dir. . . . . Wanda Crowe

### WMAP—Monroe—1947

Frequency: 1060 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By. . . . . Union Bcstg. Corp.  
Business Address. . . . . Box 590  
Tel.: ATLantic 3-8115. . . . . KBS  
Pres. & Program Director. . . . . Frank Funderburk  
Gen. Manager. . . . . J. A. Laney  
Business Manager. . . . . W. D. Benton  
Chief Engineer. . . . . Robert I. Smith

### WHIP—Mooresville—1950

Frequency: 1350 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By. . . . . Wayne M. Nelson  
Address. . . . . Mooresville, N. C.  
Tel.: NOrth 3-4301. . . . . Independent  
Pres., Gen., Sta. Mgr. . . . . Wayne M. Nelson  
Comm., Sls., Prom. Mgr. . . . . Mrs. Leona Showmar  
Prog., Pub. Dir. . . . . Buck Mills  
Chief Engineer. . . . . E. M. Stanton

### WMBL—Morehead City—1947

Frequency: 740 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By. . . . . Carteret Bcstg. Co., Inc.  
Address. . . . . Morehead City  
Tel.: PA 6-3188. . . . . KBS  
Representative. . . . . Devney  
Pres., Gen., Sta. Mgr. . . . . Grover C. Munden  
Chief Engineer. . . . . Walder Niemi

### WMNC—Morganton—1947

Frequency: 1430 Kc. . . . . Power: 5000 Watts  
Owned-Operated By. . . . . Nathan J. Cooper  
Address. . . . . P.O. Box 688  
Tel.: HE 7-0521. . . . . KBS  
General Mgr. . . . . Nathan J. Cooper  
Comm. Manager. . . . . Hubert J. Powell  
Program Director. . . . . Madelyn Y. Patton  
Chief Engineer. . . . . Frank A. Ballew

### WPAQ—Mt. Airy—1948

Frequency: 740 Kc. . . . . Power: 10,000 Watts d.  
Owned-Operated By. . . . . Ralph D. Epperson  
Address. . . . . Spring Road  
Tel.: STate 6-6111. . . . . KBS  
Representative. . . . . Thomas Clark  
Pres., Gen., Sta. Mgr. . . . . Ralph D. Epperson  
Program Director. . . . . Costin Lindsey  
Sales Prom. Mgr. . . . . Dale Gallimore  
Publicity Director. . . . . Jim Shelton

### WSYD—Mt. Airy—1951

Freq.: 1800 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By. . . . . Mount Airy Bcstrs., Inc.  
Address. . . . . P. O. Box 209  
Tel.: STate 6-2147. . . . . MBS  
Representative. . . . . Best  
Pres., Gen. Mgr., Ch. Eng. . . . . Robert H. Epperson  
Commercial Manager. . . . . Erastus F. Poore  
Program Dir. . . . . Elbert Williams

### WCVP—Murphy—1958

Frequency: 600 Kc. . . . . Power: 1 Kw.  
Owned By. . . . . Cherokee Broadcasting Co.  
Address. . . . . Townsend Bldg.  
Tel.: VERNon 7-2151. . . . . Independent  
Station Representative. . . . . Webb  
Gen. Mgr., Ch. Eng. . . . . Max M. Blakemore  
Commercial Manager. . . . . Glenn Ladd  
Program Director. . . . . Elvia Blakemore

**WKRK—Murphy—1958**

Frequency: 1390 Kc.....Power: 1 Kw.  
Owned By.....J. B. Childress  
Address.....P. O. Box 304  
Tel.: VErnon 7-3210.....KBS  
Gen., Comm. Mgr.....Paul Ridenhour  
Chief Engineer.....James Foust

**WHIT—New Bern—1942**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Ray D. Williams  
Address.....P.O. Box 551  
Tel.: MElrose 7-4450.....MBS  
Representative.....John E. Pearson  
Gen., Sta. Manager.....Ray D. Williams  
Chief Engineer.....Bob Statham

**WRNB—New Bern—1957**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned.....Jefferey Bcstg. Corp.  
Address.....Box 31  
Tel.: MElrose 7-6144.....KBS  
Representative.....Howard  
Pres., Gen. Mgr.....William W. Jefferey  
Program Dir.....Grover Baker  
Commercial Manager.....George B. Nelson

**WNNC—Newton—1948**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By..Newton-Conover Bcstg. Co.  
Business Address.....West "A" St.  
Tel.: IN 4-4041.....KBS  
Pres., Gen., Sta. Mgr.....Earl Holder  
Comm., Sls. Prom. Mgr.....Eugene Henry  
Chief Eng.....Ray Corbitt

**WKBC—North Wilkesboro  
1947**

Frequency: 810 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Wilkes Bcstg. Co.  
Address.....Radio Bldg.  
Tel.: 633.....KBS  
Pres., Gen. Mgr.....Doris B. Brown

**WOXF—Oxford—1949**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Oxford Bcstg. Corp.  
Address.....P. O. Box 1111  
Tel.: 4167.....Independent  
President.....A. N. Critcher  
General Manager.....James F. Flanagan

**WPNC—Plymouth—1959**

Frequency: 1470 Kc.....Power: 1000 Watts d.  
Owned By.....Harry A. Epperson, Sr.  
Business Address.....Highway 64 W.  
Tel.: SWan 3-4104.....KBS  
President.....Harry A. Epperson, Sr.  
General Manager.....Lewis R. Kurtz, Jr.  
Commercial Manager.....Harford E. Goings  
Sales Promotion Mgr.....Bud Goings  
Publicity Director.....Errol Wuertz  
Chief Engineer.....Jack Stallings

**WSHE—Raleigh—1954**

Frequency: 570 Kc.....Power: 500 Watts, d.  
Owned.....Louis P. Heyman  
Address.....649 Maywood Avenue  
Tel.: TE 3-3874.....Independent  
Station Representative.....Meeker  
Pres., Gen. Mgr.....John C. Greene, Jr.  
Commercial Mgr.....Jack Hammette  
Sales Prom., Program Dir.....Helen Greene  
Publicity Director.....Carol Podwika  
Chief Engineer.....A. A. White

**WKIX—Raleigh—1947**

Freq.: 850 Kc.....Power: 10 Kw. d., 5 Kw. n.  
Owned By.....WKIX Bcstg. Co.  
Address.....P. O. Box 868  
Tel.: TEmple 2-5512.....Independent  
Representative.....Young  
President.....Ralph Price  
General Mgr.....Hugh Holder  
Sales Prom., Publicity Dir.....Don Williams

**WPTF—Raleigh—1924**

Frequency: 680 Kc.....Power: 50,000 Watts  
Owned-Oper. By.....WPTF Radio Co.  
Business-Studio Address.....Insurance Bldg.  
Tel.: TE 2-8311.....NBC  
Representative.Peters, Griffin, Woodward, Inc.  
Pres., Gen., Mgr.....Richard H. Mason  
Sales Mgr.....R. W. Youngsteadt  
Program Manager.....Graham B. Poyner  
Sales Promotion Mgr.....Worth White  
Chief Engineer.....Henry Hulick, Jr.

**WRAL—Raleigh—1939**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By...Capitol Bcstg. Co., Inc.  
Bus.-Studio Address.....130 S. Salisbury St.  
Tel.: TE 4-6401.....Independent  
Representative.....H-R  
President.....A. J. Fletcher  
General Manager.....Fred Fletcher  
Station Manager.....Bill Currie  
Program Director.....Tom Tucker  
Sales, Prom. Mgr.....R. L. Zealy

**WFRC—Reidsville—1947**

Frequency: 1600 Kc.....Power: 1000 Watts  
Owned-Oper. By...Piedmont Carolina Bcstg.  
Business-Studio Address.....Harrison St. Ext.  
Tel.: DI 9-4361-2.....ABC-KBS  
Representative.....Bogner & Martin  
President.....H. T. Williams  
Gen., Sta., Comm. Mgr...Stephen F. Woodson  
Prog. Dir.....Jerry Huskey  
Publicity Director.....Eugene Overby  
Chief Engineer.....Benney G. Grogan

**WREV—Reidsville—1948**

Frequency: 1220 Kc.....Power: 250 Watts d.

## NORTH CAROLINA

**Owned-Oper. By**.....Reidsville Bcstg. Co.  
**Address**.....Box 1349  
**Tel:** DI 9-7051.....Independent  
**Pres., Gen. Mgr.**.....William M. Oliver, Sr.  
**Program Director**.....Mrs. Katye P. Oliver  
**Sales, Prom. Mgr.**.....E. M. Hurd  
**V.P., Ch. Engineer**.....William M. Oliver, Jr.

### WCBT—Roanoke Rapids—1939

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....WCBT, Inc.  
**Address**.....251 Roanoke Ave.  
**Tel:** 7-2545.....MBS-KBS  
**Station Manager**.....J. Winfield Crew, Jr.

### WAYN—Rockingham—1946

**Frequency:** 900 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**.....WAYN, Inc.  
**Address**.....Rockingham  
**Tel:** WHiting 5-4041.....Independent  
**Pres., Gen., Sta. Mgr.**.....Wayne M. Nelson  
**Comm., Sls., Prom. Mgr.**.....William Futterer  
**Chief Engineer**.....Carl M. Wilson

### WCEC—Rocky Mount—1947

**Frequency:** 810 Kc.....**Power:** 1000 Watts d.  
**Owned By**.....East Carolina Electronics  
**Address**.....P. O. Box 1075  
**Tel:** 2-3108.....CBS  
**Newspaper Affiliation**.....Telegram  
**Representative**.....Continental  
**President**.....Josh Horne  
**Gen., Sta. Mgr.**.....Mel Warner  
**Commercial Manager**.....Ray Thompson  
**Program, Publicity Dir.**.....Ray Wulkinson  
**Chief Engineer**.....Grover Taylor

### WEED—Rocky Mount—1933

**Freq:** 1390 Kc.....**Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Operated By**.....W. A. Wynne  
**Address**.....Box 752  
**Tel:** GI 6-6736.....ABC  
**Representative**.....Burn-Smith  
**President**.....W. A. Wynne  
**Gen., Comm. Mgr.**.....R. E. Horner  
**Program Director**.....John R. Drozd  
**Chief Engineer**.....Joe R. Morris

### WRXO—Roxboro—1949

**Frequency:** 1430 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**.....Roxboro Bcstg. Co.  
**Address**.....Box 130  
**Tel:** 6013.....Independent  
**General Manager, Ch. Eng.**.....H. S. Taylor

### WSAT—Salisbury—1947

**Frequency:** 1280 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Mid-Carolina Bcstg. Co.  
**Business-Address**.....Drawer 99  
**Tel:** MEIrose 3-0621.....ABC  
**President**.....Charles H. Wentz  
**Sta. Mgr.**.....Harry L. Welch

**Comm. Mgr.**.....Catherine Murphy  
**Program Director**.....Gales M. Adkins  
**Vice President, Ch. Eng.**.....E. L. Sherman

### WSTP—Salisbury—1938

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....WSTP, Inc.  
**Bus. Studio Address**.....1105 Statesville Rd.  
**Tel:** MEIrose 6-3811.....MBS-KBS  
**Sta. Reps.**.....Walker-Rawalt; Dora-Clayton  
**President**.....Thomas D. Harrell, Jr.  
**Prog. Dir.**.....Ted Austin  
**Chief Engineer**.....Jack Ikner

### WEYE—Sanford—1952

**Frequency:** 1290 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Lee Bcstg. Corp.  
**Address**.....P.O. Box 550  
**Tel:** SP 4-5561.....Independent  
**President**.....Dallas L. Mackey  
**Chief Engineer**.....Carey Olive

### WWGP—Sanford—1946

**Frequency:** 1050 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....WWGP Bcstg. Corp.  
**Address**.....P. O. Box 651  
**Tel:** SPring 3-6611.....KBS  
**President-Mgr.**.....Frank Abbott, Jr.  
**Chief Engineer**.....J. C. Patterson

### WADA—Shelby—1958

**Frequency:** 1390 Kc.....**Power:** 500 Watts d.  
**Owned By**.....Cleveland County Bcstg. Co. Inc.  
**Business Address**.....Highway 26 N.  
**Tel:** HUXley 2-1390.....Independent  
**Station Representative**.....Webb  
**Pres., Gen. Mgr.**.....Boyce J. Hanna  
**Commercial Manager**.....Harold J. Noles  
**Sales Prom. Mgr.**.....Anne Houser  
**Publicity Director**.....Gray Ingram  
**Chief Engineer, Prog. Dir.**.....Kenneth Vassey

### WOHS—Shelby—1946

**Frequency:** 730 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Western Carolina Radio  
**Business Address**.....1511 W. Dixon Blvd.  
**Tel:** HUXley 7-6313.....MBS-KBS  
**Pres., Gen. Manager**.....Robert M. Wallace  
**Comm. Manager**.....Don McClain  
**Program, Publicity Dir.**.....Harold Watson  
**Chief Engineer**.....Edwin A. Patterson

### WNCA—Siler City—1952

**Frequency:** 1570 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**.....Chatam Bdcstg. Co.  
**Address**.....Box 352  
**Tel:** SH 2-2135.....Independent  
**Gen., Sta., Comm. Mgr.**.....L. C. Bruce



**WMPM—Smithfield—1950**

Frequency: 1270 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Carolina Bcstg. Service  
 Address . . . . . Box 238  
 Tel.: WEBster 4-2434 . . . . . Independent  
 General Mgr. . . . . Ellis C. Barbour  
 Chief Eng. . . . . C. Wood

**WEEB—Southern Pines—1947**

Frequency: 990 Kc. . . . . Power: 5000 Watts d.  
 Owned. The Sandhill Community Bcstrs., Inc.  
 Address . . . . . Midland Road  
 Tel.: OX 2-2941 . . . . . ABC-KBS  
 Station Rep. . . . . Holman  
 Pres., Gen. Mgr. . . . . Jack S. Younts  
 Comm. Publicity Dir. . . . . Don Madigan  
 Program Dir. . . . . Paul Gold  
 Chief Engineer . . . . . Carl Strohmeier

**WTOE—Spruce Pine—1955**

Frequency: 1470 Kc. . . . . Power: 1 Kw. d.  
 Owned-Oper. By . . . . . Toe River Valley Bcstg. Co.  
 Address . . . . . Radio Chalk Mt.  
 Tel.: PO. 5-4296 . . . . . Independent  
 Pres., Gen. Mgr. . . . . Tom N. Cooper  
 Comm. Mgr. . . . . Jessie G. Sullins  
 Sales Prom., Publicity Dir. . . . . Noland Cooper  
 Chief Engineer . . . . . Kenneth Woodard

**WDBM—Statesville—1957**

Frequency: 550 Kc. . . . . Power: 500 W. d.  
 Owned . . . . . Iredell Bcstg. Corp.  
 Address . . . . . New Northwestern Bk. Bldg.  
 Tel.: TR 2-2455 . . . . . Independent  
 President . . . . . Walter A. Duke  
 Gen. Mgr. . . . . Clay Cline  
 Comm. Mgr. . . . . Earl Carney  
 Sales Promotion Mgr. . . . . Carl Davis  
 Publicity Director . . . . . Jim Taylor  
 Program Director . . . . . Joe Price  
 Chief Engineer . . . . . N. B. Mills II

**WSIC—Statesville—1947**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Statesville Bcstg. Co.  
 Address . . . . . Box 1189  
 Tel.: TR 3-9078 . . . . . Independent  
 Gen., Sta. Mgr. . . . . G. M. Allen  
 Chief Engineer . . . . . T. K. Abernethy

**WMSJ—Sylva—1957**

Frequency: 1480 Kc. . . . . Power: 5000 W. d.  
 Owned . . . . . WMSJ, Inc.  
 Address . . . . . Box 907  
 Tel.: JU 6-2221 . . . . . KBS  
 President . . . . . Harold H. Thoms  
 Gen., Comm. Mgr. . . . . James B. Childress  
 Chief Engineer . . . . . Franklin D. R. McClure

**WTAB—Tabor City—1954**

Frequency: 1370 Kc. . . . . Power: 5000 Watts, d.  
 Owned-Oper. By . . . . . Tabor City Bcstg. Co

Address . . . . . Box 605  
 Tel.: 3171 . . . . . Independent  
 President . . . . . John B. Ward  
 Station Manager . . . . . Troy McPherson  
 Chief Engineer . . . . . S. J. Hart

**WCPS—Tarboro—1946**

Frequency: 760 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. . . . . Coastal Plains Bcstg. Co., Inc.  
 Bus. Studio Address . . . . . Edgemcombe Bank Bldg.  
 Tel.: TALbot 3-2191 . . . . . Independent  
 Station Representative . . . . . Dora Clayton  
 President . . . . . V. E. Fountain  
 General Manager . . . . . W. R. Ward  
 Commercial Manager . . . . . Robert L. Harper  
 Program Director . . . . . Edward Conway  
 Chief Engineer . . . . . Walter McTamany

**WTNC—Thomasville—1947**

Frequency: 790 Kc. . . . . Power: 1000 Watts d.  
 Owned By . . . . . The Thomasville Bcstg. Co  
 Address . . . . . P. O. Box 750  
 Tel.: 2701 . . . . . Independent  
 President . . . . . R. F. Van Landingham  
 Gen., Sta. Mgr. . . . . Harold Harrison  
 Chief Engineer . . . . . C. C. Fritts

**WTYN—Tryon—1954**

Frequency: 1580 Kc. . . . . Power: 250 Watts, d.  
 Owned . . . . . Polk County Broadcasters  
 Address . . . . . Box 1317  
 Tel.: UL 6-6755 . . . . . KBS  
 Gen., Comm. Mgr. . . . . Henry G. Bartol, Jr.  
 Prog., Publicity Dir. . . . . Gertrude S. Taylor  
 Chief Engineer . . . . . Donald Tompkins

**WADE—Wadesboro—1947**

Frequency: 1210 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . R. P. Lyon & Son  
 Address . . . . . P.O. Box 341  
 Tel.: MY 4-2175 . . . . . KBS  
 General, Sta. Mgr. . . . . W. P. Billingsley

**WLSE—Wallace—1953**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Duplin Bcstg. Co.  
 Address . . . . . P.O. Box 449  
 Tel.: AT 5-2187 . . . . . KBS  
 General Manager . . . . . Harry Kramer  
 Ch. Eng. . . . . Raymond Fields

**WRRF—Washington—1942**

Frequency: 930 Kc. . . . . Power: 5 Kw., 1 Kw. n.  
 Owned-Oper. By . . . . . Tar Heel Bcstg. System, Inc.  
 Bus. Studio Add. . . . . Bank of Washington Bldg.  
 Tel.: WH 6-2162 . . . . . ABC  
 Representatives . . . . . Headley-Reed; Ayers  
 President, General Mgr. . . . . W. R. Roberson, Jr.  
 Station Manager . . . . . W. W. Moore  
 Commercial, Sls. Prom. Mgr. . . . . Bob Frowein  
 Program Publicity Director . . . . . Merrill Daniels  
 Chief Engineer . . . . . John Wilroy

## NORTH CAROLINA

### WHCC—Waynesville—1947

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By..... Radio WHCC  
Business-Studio Address..... P.O. Box 180  
Tel.: GL 6-8661..... KBS  
Pres., Gen. Mgr..... K. D. Fry  
Treasurer..... M. F. Fry  
Chief Engineer..... John Dickerson

### WETC—Wendell-Zebulon 1959

Frequency: 540 Kc. Power: 250 Watts, d.  
Owned By..... Wendell-Zebulon Radio Co.  
Address..... Box 278  
Tel.: ANdrew 9-9325, Zeb..... Independent  
President..... Marshall Johnson  
General, Sta. Mgr..... R. E. Stephenson  
Commercial Mgr..... L. Ed McLeod  
Chief Engineer..... Lewis V. Parrish

### WKSK—West Jefferson—1959

Frequency: 1600 Kc. Power: 1 Kw., d.  
Owned..... Childress Enterprises, Inc.  
Address..... Box 311  
Tel.: 6001..... Independent  
President..... James B. Childress  
General Manager, Ch. Eng..... Walter M. Luce  
Commercial Manager..... A. B. Weaver  
Program Director..... Dave Hogan

### WENC—Whiteville—1946

Frequency: 1220 Kc. Power: 1000 Watts  
Owned..... Whiteville Broadcasting Co., Inc.  
Address..... P. O. Box 700  
Tel.: MI 2-2133..... KBS  
Representative..... Thomas F. Clark  
President..... J. A. Maultsby, Sr.  
Station Mgr..... Jerry Honeycutt  
Prog. Dir..... Don Viets  
Pub. Director..... Edna E. Ripple  
Chief Engineer..... E. West

### WIAM—Williamston—1951

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... E. Carolina Bcstg. Co.  
Address..... Highway 17 By-Pass  
Tel.: SW 2-4161..... Independent  
Sta. Representative..... Bob Dore  
Co-owner, Gen. Mgr..... Charles M. Gaylord  
Co.-O., Sta. Mgr..... William H. Farrior  
Chief Engineer..... Charles Neer

### WGNI—Wilmington—1946

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By..... New Hamover Bcstg. Corp.  
Business Address..... 211 N. Second St.  
Tel.: ROger 2-2493..... MBS  
Representative..... Walker-Rawalt  
President..... J. S. Brody  
General Manager..... Allen B. Jones  
Prog. Dir., Chief Eng..... Arthur L. Madeley

### WKLM—Wilmington—1956

Frequency: 980 Kc. Power: 5000 Watts  
Operated By..... WKLM, Inc.  
Address..... P.O. Box 432  
Tel.: ROger 3-4633..... Independent  
Representative..... Bcst. Time Sales  
President..... Harold H. Thoms  
Station Mgr..... Sam Dodd  
Chief Engineer..... Robert Bowden

### WMFD—Wilmington—1935

Frequency: 630 Kc. Power: 1000 Watts  
Owned-Operated By..... R. A. Dunlea  
Address..... Box 1889  
Tel.: ROger 2-4474..... ABC  
Representatives..... Burn-Smith, Ochs  
President..... R. A. Dunlea, Sr.  
General Mgr..... Richard Dunlea, Jr.  
Station Mgr..... George A. Curtis  
Commercial Manager..... Robert J. Hurley  
Program Dir..... Eric Bruton  
Chief Engineer..... Edgar Hathaway

### WGTM—Wilson—1937

Frequency: 590 Kc. Power: 5000 Watts  
Owned-Oper. By..... Watson Industries, Inc.  
Address..... Box 1020  
Tel.: 2188..... MBS  
Representative..... Clarke Brown  
President..... Penn T. Watson, Sr.  
Gen., Sta. Mgr..... Penn T. Watson, Jr.  
Commercial Manager..... Chas. B. Goodyear  
Program Director..... Bill Bunn  
Publicity Director..... Al Mozley  
Chief Engineer..... Roy Barrow

### WVOT—Wilson—1948

Freq.: 1420 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By..... Wilson Radio Co., Inc.  
Address..... Box 170  
Tel.: 5157..... Independent  
Representative..... Devney  
President..... H. W. Anderson  
Gen., Sta. Mgr..... Harry Severance  
Comm., Sales Prom. Mgr..... P. O. Barnes  
Program Dir..... Wister Moore, Jr.  
Chief Engineer..... Dan S. Williams

### WAAA—Winston-Salem—1949

Frequency: 980 Kc. Power: 1000 Watts d.  
Owned..... Laury Assoc., Inc.  
Address..... Box 3119  
Tel.: PA 2-4121..... Independent  
Representatives..... Bob Dore; Ochs  
President..... Robert A. Monroe  
Station Manager..... Ranny Daly  
Program Publicity Director..... Larry Williams  
Regional Sales Manager..... Stuart Gordon  
Chief Engineer..... Lee Wallenhaupt

### WAIR—Winston-Salem—1937

Frequency: 1340 Kc. Power: 250 Watts

## NORTH CAROLINA-NORTH DAKOTA

Owned-Oper. By.....Forsyth Bcstg. Co.  
 Address.....P.O. Box 5317  
 Tel.: PA 5-7548.....Independent  
 Representative.....Burn-Smith  
 President.....J. F. Koons, III  
 General. Sta. Mgr.....Harold Calvin  
 Chief Engineer.....Lee C. King

Commercial Manager.....Harry B. Shaw  
 Program Manager.....John Comas  
 Publicity Director.....Harold Carter  
 Promotion Mgr.....Richard Barron  
 Chief Engineer.....Leon Lasley

### WSJS—Winston-Salem—1930

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Piedmont Publishing Co.  
 Bus.-Studio Address.....419-21 N. Spruce St.  
 Tel.: PA 5-2311.....NBC  
 Newspaper Affil.....Journal, Twln City Sentinel  
 Representative.....Headley-Reed  
 V.P., Gen. Mgr.....Harold Essex  
 Operations Manager.....Phil Hedrick

### WTOB—Winston-Salem—1947

Freq.: 1380 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Op. By.....Winston-Salem Bcstg. Co., Inc.  
 Address.....300 S. Stratford Road  
 Tel.: PA 3-4353.....Independent  
 Representative.....Venard, Rintoul, McConnell  
 President.....James W. Coan  
 General Mgr.....Charles W. Brunt  
 Commercial Mgr.....L. G. Jones  
 Publicity Dir.....Margaret Sugg  
 Chief Engineer.....James Hoke

Pop.: 726,000  
 Families: 192,000  
 Radio Homes: 186,000

## NORTH DAKOTA

TV Homes: 161,500  
 AM Stas. in State: 19  
 TV Stas. in State: 8

### KBOM—Bismarck-Mandan 1925

Freq.: 1270 Kc....Power: 1 Kw., d. 250 W., n.  
 Owned.....Mandan Radio Assoc.  
 Address.....Box 667, Bismarck  
 Tel.: CA 3-4411.....Independent  
 Representative.....Gill-Perna  
 President.....R. C. Johnson  
 Commercial Mgr.....Niles Pearson  
 Station Mgr.....Dick Johnson  
 Program Dir.....Chuck Graves  
 Chief Engineer.....Herb Leupp

Tel.: MOhawk 2-2161.....MBS  
 Representative.....Hal Holman  
 Pres., Gen. Manager.....Bert Wick  
 Comm. Mgr.....Paul R. Lange  
 Program Director.....Wilbur Clemenson  
 Chief Engineer.....Richard Moritz

### KFYR—Bismarck—1925

Frequency: 550 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Meyer Bcstg. Co.  
 Address.....Fourth at Broadway  
 Tel.: CA 3-0900.....NBC  
 Representative.....John Blair  
 Pres., General Manager.....W. A. Ekberg  
 Station Comm. Mgr.....R. W. MacLeod  
 Program Director.....Stanley Wilson  
 Sales Prom. Mgr.....Raymond Isaac  
 Chief Engineer.....Ivar Nelson

### KDIX—Dickinson—1947

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Dickinson Radio Assn.  
 Bus.-Studio Address.....119 2d Ave. W.  
 Tel.: 5133.....KBS  
 Representative.....Holman; Hurley  
 President.....Dr. P. J. Weir  
 General Manager.....Stanley Deck  
 Station Manager.....Mel Hallock  
 Commercial Manager.....Bob Weiler  
 Prog., Dir.....Lauren Haacke  
 Chief Engineer.....Benjamin G. Locherd

### KQDI—Bismarck—1958

Frequency: 1350 Kc.....Power: 500 Watts d.  
 Owned By.....Dakota Musicasters  
 Business Address.....117½ N. 5th St.  
 Tel.: CApital 3-4447.....Independent  
 Station Representative.....Forjoe  
 Gen. & Sta. Mgr.....Darrel W. Holt  
 Chief Engineer.....William Banks, Jr.

### KXGO— Fargo—1948

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....N. Dak. Bcstg. Co.  
 Business-Studio Address.....Box 1610  
 Tel.: ADams 5-4461.....ABC  
 Representative.....Gill-Perna  
 President.....J. W. Boler  
 Comm. Mgr.....F. Drewry  
 Program Director.....Chuck Boone  
 Chief Engineer.....N. Pederson

### KDLR—Devils Lake—1925

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....KDLR, Inc.  
 Business-Studio Address.....400 12th Ave.

### WDAY— Fargo—1922

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WDAY, Inc.  
 Business-Studio Address.....207 North Fifth  
 Tel.: ADams 2-3371.....NBC  
 Newspaper Affil.....Forum  
 Rep.....Peters, Griffin, Woodward, Inc.

# NORTH DAKOTA

President.....E. C. Reineke  
Station Manager.....Jack Dunn  
General Manager.....Tom Barnes  
Sales Manager.....Bill Burn

## KGPC—Grafton—1958

Frequency: 1340 Kc.....Power: 250 Watts  
Owned By.....KGPC Co.  
Address.....P.O. Box 312  
Tel.: 105.....Independent  
President.....Elton W. Ringsak  
General Mgr.....C. G. Matheson  
Station Mgr.....R. G. Biddick  
Commercial Mgr.....R. Hunt  
Program Dir.....Vernon E. Garrison  
Chief Engineer.....Rex Rice

## KILO—Grand Forks—1941

Frequency: 1440 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By...Grand Forks Herald, Inc.  
Bus. Studio Address...First Natl. Bank Bldg.  
Tel.: 4-5321.....CBS  
Newspaper Affiliation.....Herald  
Reps.....Everett-McKinney; O'Connell; Bowden  
President.....M. M. Oppegard  
Sta., Comm. Mgr.....Herman Livingston  
Adm. Exec.....Dorothy Ann Kirk  
Chief Engineer.....A. F. Petrich

## KNOX—Grand Forks—1947

Frequency: 1310 Kc.....Power: 5000 Watts  
Owned By.....Community Radio Corp.  
Address.....P. O. Box 1110  
Tel.: 4-4811.....MBS  
President.....Harry Rice  
General Mgr.....Robert C. Lukkason  
Dir. of Operations.....Charles K. Bundlie  
Commercial Mgr.....Justin Hoberg  
Program Dir.....Bill Hutton  
Prom., Publicity Dir.....Lance Fredericks  
Chief Engineer.....David L. Chumley

## KNDC—Hettinger—1954

Frequency: 1490 Kc.....Power: 250 Watts  
Owned.....Hettinger Bcstg. Co.  
Address.....Lambert Bldg.  
Tel.: 547.....KBS  
President.....P. J. Schults  
Manager, Ch. Eng.....Tom E. Loughhead

## KEYJ—Jamestown—1954

Frequency: 1400 Kc.....Power: 250 Watts  
Owned.....James River Bcstg. Co.  
Address.....Box 1170  
Tel.: CLinton 2-2160.....Independent  
Representative.....Devney  
President, Gen. Mgr.....Robert E. Ingstad  
Station Manager.....A. G. Berry  
Comm. Manager.....R. L. Richardson  
Publicity Director.....Tom Bergum  
Program Director.....Keith Beaver  
Sales Prom. Mgr.....T. D. Soulis  
Chief Engineer.....Kenneth L. Rich

## KSJB—Jamestown—1937

Frequency: 600 Kc.....Power: 5000 Watts  
Owned-Oper. By.....KSJB, Inc.  
Address.....Box 1271  
Tel.: CL 2-3570-1.....CBS  
Representatives.....Weed; Evans  
President, General Mgr.....James M. Pryor, Jr.  
Station Manager.....James Uglum  
Program Director.....Robert Lazich  
Publicity Dir., Sls. Prom. Mgr.....Ed May  
Commercial Manager.....S. S. Ingersoll  
Chief Engineer.....Harvey Van Erem

## KCJB—Minot—1950

Frequency: 910 Kc.....Power: 1000 Watts  
Owned-Oper. By.....KCJB, Inc.  
Address.....Box 1712  
Tel.: 51-161.....CBS  
Representative.....Weed  
Pres., Gen. Mgr.....James M. Pryor, Jr.  
Comm. Mgr.....Chas. Kieswetter

## KLPM—Minot—1929

Frequency: 1390 Kc.. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By.....Minot Bcstg. Co.  
Business Address.....320 Third Ave., S.W.  
Tel.: TEmple 4-1146.....MBS  
Representative.....Walker-Rawalt  
President.....Ethel H. Cooley  
Gen. Mgr., Ch. Eng.....C. W. Baker  
Comm. Dir., Prog. Dir.....Leslie E. Maupin

## KQDY—Minot—1957

Frequency: 1320 Kc.....Power: 1 Kw., d.  
Owned.....Dakota Broadcasters  
Address.....Minot  
Tel.: TEmple 7-1124.....Independent  
Representative.....ForJoe  
President.....Paul Crain  
Station Manager.....H. T. Searle  
Sales Promotion Mgr.....Clyde W. Olsen  
Program Director.....Les Sabo  
Chief Engineer.....W. A. Bell

## KEYD—Oakes—1959

Frequency: 1220 Kc.....Power: 1 Kw., d.  
Owned.....Interstate Broadcasting Corp.  
Business Address.....114 Union Ave.  
Tel.: Rlverside 2-2376.....Independent  
Station Representative.....Devney  
President, General Mgr.....Robert E. Ingstad  
Commercial Manager.....George W. Gaustad  
Program Dir., Sls. Prom. Mgr.....Vic Donegan  
Chief Engineer.....Glenn R. Olson

## KOVC—Valley City—1936

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....KOVCo, Inc.  
Business Address.....135 Central Ave. S.  
Tel.: 1490.....MBS  
Representative.....Devney  
Pres., Gen. Mgr.....Robert E. Ingstad