

Directory of BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.

(Data corrected to February 15, 1947)

INS—International News Service. AP—Associated Press. TP—Transradio Press. UP—United Press.

Postal Zone Numbers are Listed Alongside Cities Wherever Furnished by Stations.

ALABAMA

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
ALEXANDER CITY.....	WRFS (Construction Permit) 1050	1,000-D	Piedmont Service Corp. 12 Main St.	James L. Coley, Pres. & Gen. Mgr. J. C. Henderson, Coml. Mgr.	Thesaurus UP	
ANDALUSIA.....	WCTA 1340	250	Andalusia Bestg. Co. Inc. Samford Road 844	MBS KBS Alabama	James T. Ownby, Gen. & Coml. Mgr.	Juanita Hall, Prog. & Traffic Mgr. Dige Bishop, Chief Engr.	World UP
ANNISTON.....	WHMA 1450	250	Harry M. Ayers Radio Bldg. 2380	ABC	Harry M. Ayers, Chief Owner J. W. Buttram, Gen. & Coml. Mgr.	M. Street, Prog. Dir. & Prom. Mgr. James Hudson, Chief Engr.	Sears & Ayers Thesaurus UP
ANNISTON.....	WOOB (Construction permit) 1490	250	W. S. Weatherly Box 992 241	W. S. Weatherly, Owner	Raymon A. Watson, Chief Engr. AP
BESSEMER.....	WJLD 1400	250	Johnston Bestg. Co. P. O. Box 147 Bessemer 2300 Birmingham 6-6172	MBS KBS Alabama	George Johnston Jr., Partner Wm. R. Terry, Gen. Mgr. Clay Coe, Sales Mgr.	Dorothy Alexander, Prog.-Prod. Mgr. Edna Morris, Prom. Mgr. Rufus M. Jones, Jr. Chief Engr.	Sears & Ayer Cole Standard AP
BIRMINGHAM 3.....	WAPI 1070	5,000	Voice of Alabama Inc. Protective Life Bldg. 3-8116	CBS	Ed Norton, Chm. of Bd. Thad Holt, Pres. & Gen. Mgr. Lionel Baxter, Mgr. of Ops.	Jimmie Willson, Prog. Dir. Lionel Baxter, Publ. & Prom. Dir. Norman S. Hurley, Chief Engr.	Radio Sales Lang-Worth World UP
BIRMINGHAM 1.....	WBRC 960	5,000	Birmingham Bestg. Co. Inc. WBRC Bldg. 4-7741	NBC	Eloise H. Hanna, Pres. & Gen. Mgr. Howell C. Cobb, Station Mgr.	John T. Orr, Publ. Dir. G. P. Hamann, Chief Engr.	Raymer Lang-Worth Standard INS
BIRMINGHAM 6.....	WJME (Construction permit) 780	1,000-D	General Bestg. Co. 4333 11th Ave. N. 9-3872	William J. Edwards } Graydon L. Newman } Owners Pearl M. Patrick }	William J. Edwards, Gen. Mgr.
BIRMINGHAM 1.....	WKAX 900	1,000-D	Courier Bestg. Service Inc. 1710 6th Ave. N. 54-2541	Glenn V. Tingley, Pres. Ganus C. Scarborough, Gen. & Coml. Mgr.	Horace Pumpbrey, Prog. Dir. Stanley Hawkins, Chief Engr.	Associated AP
BIRMINGHAM.....	WMBY (Construction permit) 730	1,000-D	Magic City Bestg. Co. 403 N. 20th St.	Ernest E. Forbes, Owner
BIRMINGHAM 2.....	WSGN 610	5,000-LS 1,000-N	The Birmingham News Co. P. O. Box 2553 4-3434	ABC	Henry P. Johnston, Managing Dir. Julian A. Flint, Coml. Mgr. Eugene M. Plumstead, Prog. Dir.	Mrs. Mary F. Childers, Prom. & Publ. Dir. Gordon F. Bisshop, Chief Engr.	Headley-Reed Thesaurus AP
BIRMINGHAM.....	WTNB 1490	250	Thomas N. Beach 117 N. 21st St. 4-4511	MBS	Mrs. Evelyn S. Hicks, Vice Pres.-Gen. Mgr. J. D. Shacklett, Asst. Mgr.	Mrs. E. Allen, Prod. Mgr. M. L. Cotton, Prom. & Traffic Mgr. F. J. Murphree Jr., Chief Engr.	Hollingsbery SESAC World AP
BREWTON.....	WEBJ (Construction permit) 1240	250	Wm. E. Brooks (Temp.) 319 Belleville Ave.	Wm. E. Brooks, Owner
CLANTON..... (Construction permit) 760	500-D	Southeastern Bestg. Co. P. O. Box 332 Sylacauga, Ala.	Hugh J. Webb } J. K. Robinson } Owners J. S. Robinson }
CULLMAN.....	WKUL 1340	250	Cullman Bestg. Co. Cullman 864	KBS	H. H. Kinney, Partner E. C. Eddins, Mgr. & Chief Engr.	Eugene A. Richards, Coml. Mgr. M. Sidney Lasher, Prog. Dir.	World AP
DECATUR.....	WMSL 1400	250	Tenn. Valley Bestg. Co. Inc. 521 Bank St. 802	MBS KBS N. Alabama	Melvin Hutson, Pres. Kyle G. Frazier, Station & Coml. Mgr.	Louis C. Blizzard, Prog. Dir. J. V. Roser, Chief Engr.	Headley-Reed World UP
DOTHAN.....	WAGF 1400	250	Dothan Bestg. Co. 204 1/2 E. Main St. 1430	MBS	Julian C. Smith, Mgr. Fred C. Moseley, Coml. Mgr.	Willard Wilkes, Prog. Dir. John T. Hubbard, Chief Engr.	Headley-Reed Standard SESAC AP
DOTHAN.....	WDYG (Construction permit) 1450	250	Houston Broadcasters N. Adams St.	ABC	Jess Swicegood, Half owner & Gen. Mgr.	J. P. Burnett, Coml. Mgr. Jess Swicegood, Chief Engr.	Cummings Lang-Worth Thesaurus UP
FLORENCE.....	WJOI 1340	250	Florence Bestg. Co. 850 S. Court St. 401	ABC Alabama	Joe T. Van Sandt } Clyde W. Anderson } Partners L. S. Caine } Joe T. Van Sandt, Gen. & Coml. Mgr.	David E. Bigley, Prog. & Prom. Dir. Maurice E. McKinney, Chief Engr.	Cole World
FLORENCE.....	WMFT 1240	250	Tri-Cities Broadcast Co. P. O. Box 477 42	Milton S. Killen, Vice-Pres. Franklin L. Bush, Gen. Mgr. Ernestine W. Baker, Office Mgr.	Editb C. Thompson, Assist. Prog. Dir. Sanford J. Willis, Chief Engr.	Pearson Thesaurus AP
GADSDEN.....	WGAD (Construction permit) 1350	1,000	E. L. Roberts (Temp.) Pioneer Life Bldg.	E. L. Roberts, Owner
GADSDEN.....	WGNE (Construction permit) 1400	250	General Newspapers Inc. P. O. Box 347 2090-J	ABC	Carmage Walls, Pres. Henry A. Jones, Gen. Mgr. Andrew B. Letson, Coml. Mgr.	John S. Rogers, Prog. Dir. Andrew B. Letson, Chief Engr.	Burke-Kuyper & Mahoney World INS
GADSDEN.....	WGWD (Construction permit) 570	1,000-D	G. W. Covington Jr. 102 Montgomery St.	J. W. Covington Jr., Owner
GADSDEN.....	WJBY 1240	250	Gadsden Bestg. Co. Inc. 108 Broad St. 88	MBS	Bascom H. Hopson, Pres. Beatrice Tate Benton, Gen. Mgr. & Prog. Dir.	Sam A. Benton, Coml. Mgr. William Pigg, Chief Engr.	Sears & Ayer AP
HUNTSVILLE.....	WBHP 1230	250	W. H. Pollard 318 W. Clinton 813	MBS KBS	W. H. Pollard, Owner Hal Falter, Gen. & Coml. Mgr.	Bob Tamblin, Prog. Dir. & Prom. Mgr. Bill Harris, Chief Engr. AP

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ALABAMA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
HUNTSVILLE.....	WFUN 1450	250	Huntsville Bestg. Co. 410 W. Holmes St. 2424	Joe Foster } Partnership John Garrison } Lauren Mickle } John Garrison, Gen. Mgr.	E. H. Duffey, Coml. Mgr. Joe Keown, Prog. Dir. John Garrison, Prom. Mgr. Lauren Mickle, Chief Engr.	World AP
HUNTSVILLE.....	WHBS 1490	250	The Huntsville Times Co. Inc. Gallatin and Clinton Sts. 2345	ABC	A. L. Smith, Mgr. Mrs. Barbara Terrell, Natl. Coml. Mgr.	John P. Culver Jr., Prog. Dir. James L. Sanderson, Chief Engr.	Headley-Reed AP
JASPER.....	WWWB 1240	250	Bankhead Bestg. Co. Inc. Jasper 24	W. W. Bankhead, Owner James E. Reese, Gen. & Coml. Mgr. Charles Metcalfe, Prog. Dir.	Freda Hilton, Prom. Mgr. Jack Copeland, Chief Engr.	Thesaurus World AP
MOBILE 9.....	WALA 1410	5,000	Pape Bestg. Co. 106 St. Joseph St. 3-3756	NBC	W. O. Pape, Owner H. K. Martin, Gen. Mgr.	A. C. Holman, Prog. Dir. R. B. Hurley, Chief Engr.	Headley-Reed Standard AP
MOBILE 7.....	WKAB (Construction permit) 840	1,000-D	Pursley Bestg. Service P. O. Box 1306	Claude Pursley } Partners Louise Pursley }	D. W. Lang Jr., Mgr. & Coml. Mgr.
MOBILE.....	WKRK 710	1,000-D	Giddens & Rester 205 Government St. 2-8373	MBS	T. J. Rester } Partners Kenneth R. Giddens } F. E. Busby, Gen. Mgr.	John Waller, Coml. Mgr. Lynn Williams, Prog. Dir. & Prom. Mgr. W. H. Murphree, Chief Engr.	Weed Lang-Worth Standard AP
MOBILE 15.....	WMOB 1230	250	Nunn Bestg. Corp. 458 Government St. 2-4566	ABC Ala.	Gilmore N. Nunn, Pres. Archie S. Grinalds, Gen. & Coml. Mgr.	Wallace B. Dunlap, Prog. Dir. Joseph S. Muth, Prom. Mgr. T. L. Greenwood, Chief Engr.	Thesaurus World UP
MONTGOMERY.....	WAPX (Construction permit) 1600	1,000	United Bestg. Co. Inc. Montgomery	ABC	T. E. Martin, Pres. John S. Allen, Vice-Pres. & Gen. Mgr.	Chas. H. Allen, Coml. Mgr. Ceil Mackey, Prog. Dir. Paul Usery, Chief Engr.	Walker UP
MONTGOMERY 2.....	WCOV 1240	250	G. W. Covington Jr. Exchange Hotel 5781	CBS	G. W. Covington Jr., Owner & Mgr. R. B. Raney, Coml. Mgr.	Weston Britt, Prog. Dir. E. J. Duke, Prom. Mgr. W. D. Weatherly, Chief Engr.	Wilson Standard INS
MONTGOMERY 4.....	WMGY 800	1,000-D	Dixie Bestg. Co. Dexter Ave. and Perry St. 5245	MBS	Dr. S. D. Suggs, Pres. Leland Childs, Gen. & Coml. Mgr.	E. Caldwell Stewart, Prog. Dir. Edward L. De Motte, Prom. Mgr. John D. Iamar, Chief Engr.	Radio Advertising World INS
MONTGOMERY 2.....	WSFA 1440	1,000	Montgomery Bestg. Co. Inc. P. O. Box 1081 8361	NBC	Howard E. Pill, Pres. David E. Dunn, Gen. Mgr. Wm. W. Hunt, Mgr., Local Sales	Robt. M. Hope, Prog. Dir. Julia Looney, Mgr., Nat'l Adv. Sales Clifford Shelkofsky, Chief Engr.	Headley-Reed Cole Thesaurus AP
MUSCLE SHOALS.....	WLAY 1450	250	Muscle Shoals Bestg. Corp. 3rd National Bank Bldg.	MBS KBS N. Alabama	Frank M. Farris Jr., Owner Henry B. Clay, Gen. Mgr. Richard B. Biddle, Coml. Mgr.	James C. Miller III, Prog. Dir. Mary Lou Latimer, Prom. Mgr. Lynn V. McMoran, Chief Engr.	Branham Standard UP
OPLIKA.....	WJHO 1400	250-LS 100-N	Opelika-Auburn Bestg. Co. 1400 Auburn Road 856	MBS KBS	F. Marion Hyatt, Gen. Mgr. Guy Mangram, Coml. Mgr.	Lowell E. Takles, Prog. Mgr. John B. Venters, Chief Engr.	Thesaurus SESAC UP
SELMA.....	WGWC 1340	250	G. W. Covington Jr. Selma 1739	CBS	G. W. Covington Jr., Owner Frank Ford, Mgr. & Coml. Mgr.	Bill Steadman, Prog. Dir. W. L. Rowland, Prom. Mgr. John F. Townshend, Chief Engr.	Wilson Standard Thesaurus INS
SELMA.....	WHBB 1490	250	Selma Bestg. Co. Inc. 209 Washington St. 1233	MBS Ala.	B. H. Hopson, Pres. Julien Smith Jr., Gen. & Coml. Mgr.	Erin Reynolds, Prog. Dir. Eleanor Falkenberry, Prom. Mgr. T. F. Kelly Jr., Chief Engr.
SYLACAUGA.....	WFEB 1340	250	Alabama Bestg. Co. Inc. 527 N. Broadway 160	MBS	E. E. Forbes Sr., Pres. J. W. Buttram, Vice-Pres. Hugh Webb, Station Mgr.	Chris Weber, Prog. Mgr. Robert Taber, Prom. Mgr. James S. Stowers Jr., Chief Engr. UP
TALLADEGA.....	WHTB 1230	250	Voice of Talladega Inc. 122 S. Court Square 2360	MBS KBS	Harry Held, Pres. R. C. Hammett, Mgr. & Coml. Mgr.	Otis Dodge, Prog. Dir. Ira A. Smith Jr., Chief Engr.	SESAC Standard AP
TROY.....	WTBF 1490	250	Troy Bestg. Corp. Troy 531	Roy Crow, Pres. Cyril W. Reddoch, Gen. Mgr.	Joe Gilchrist, Chief Engr.	World AP
TUSCALOOSA.....	WJRD 1230	250	James R. Doss Jr. First National Bank Bldg. 4464	KBS	James R. Doss Jr., Owner & Gen. Mgr. J. E. Reynolds, Coml. Mgr.	Mrs. J. R. Doss Jr., Prog. Dir. & Prom. Mgr. Fred James, Chief Engr.	Grant World AP
TUSCALOOSA.....	WTBC 1450	250	Tuscaloosa Bestg. Co. City Hall Bldg.	MBS	Bert Bank, Mgr	Thesaurus

ARIZONA

DOUGLAS.....	KAWT 1450	250	Carleton W. Morris P. O. Box 1118 173	NBC Ariz. Bestg.	Carleton W. Morris, Owner	Associated
FLAGSTAFF.....	KFAK (Construction permit) 1240	250	'Gene Burke Brophy P. O. Box 1365 Phoenix, Ariz.	Radio-Ariz.	'Gene Burke Brophy, Owner John D. Morgan, Gen. Mgr.	Russell Davis, Chief Engr. UP
FLAGSTAFF.....	KWRZ (Construction permit) 1340	250	Grand Canyon Bestg. Co. Flagstaff	James L. Stapleton } Owners James M. Neil Jr. } Duard K. Nowlin }
GLENDALE.....	KRUX 1340	250	'Gene Burke Brophy P. O. Box 1365, Phoenix, Ariz. 3-8790	Radio-Ariz.	'Gene Burke Brophy, Owner John D. Morgan, Gen. Mgr.	Russell Davis, Chief Engr. UP
GLOBE.....	KWJB 1240	250	Gila Bestg. Co. Inc. Box 2343 41	NBC Ariz. Bestg.	Louis F. Long, Pres. Paul Merrill, Gen. Mgr. Willard Shoecraft, Station Mgr.	Edward E. Furman, Coml. Mgr. Willard Shoecraft, Prom. Mgr. Frank Toomey, Chief Engr. & Prog. Dir.	Raymer Capitol Standard AP, INS
LOWELL.....	KSUN 1230	250	Carleton W. Morris Box C Lowell Station, Bisbee 9	CBS Arizona	Carleton W. Morris, Owner & Mgr. Eugene V. Packer, Coml. Mgr.	Gilbert C. Alzua, Prog. Dir. David C. Karbach, Chief Engr.	Blair World UP
MESA.....	KARV 1400	250	Arizona Radio & Telv. Inc. 44 Pepper Lane 678	Kenneth W. Houston, Pres. John C. McPhee, Gen. Mgr. Norman E. Iverson, Coml. Mgr.	Al Stein, Prog. Dir. Gordon Kelly, Chief Engr.	Forjee Standard Lang-Worth AP, UP



Fin... '47

ARIZONA BROADCASTING SYSTEM

Arizona's Largest Network

- **KTAR** PHOENIX, 5000 Watts - 620 KC
- **KVOA** TUCSON, 1000 Watts - 1290 KC
- **KYUM** YUMA, 250 Watts - - - 1240 KC
- **KYCA** PRESCOTT, 250 Watts - 1490 KC
- **KGLU** SAFFORD, 1000 Watts - 1480 KC
- **KWJB** GLOBE-MIAMI, 250 Watts - 1240 KC
- **KAWT** DOUGLAS-BISBEE, 250Watts-1450 KC

7 keys to a \$500,000,000.00 retail market. Buy them as one! They're line connected, NBC-ABS all the way. You'll completely blanket Arizona's richest population centers through outlets that guarantee strong local appeal.

FOR MORE OF THE BEST IN RADIO



KTAR

620 ON YOUR DIAL

National Representative
Paul H. Raymer Company NEW YORK, CHICAGO, BOSTON, ATLANTA,
 DETROIT, SAN FRANCISCO, LOS ANGELES



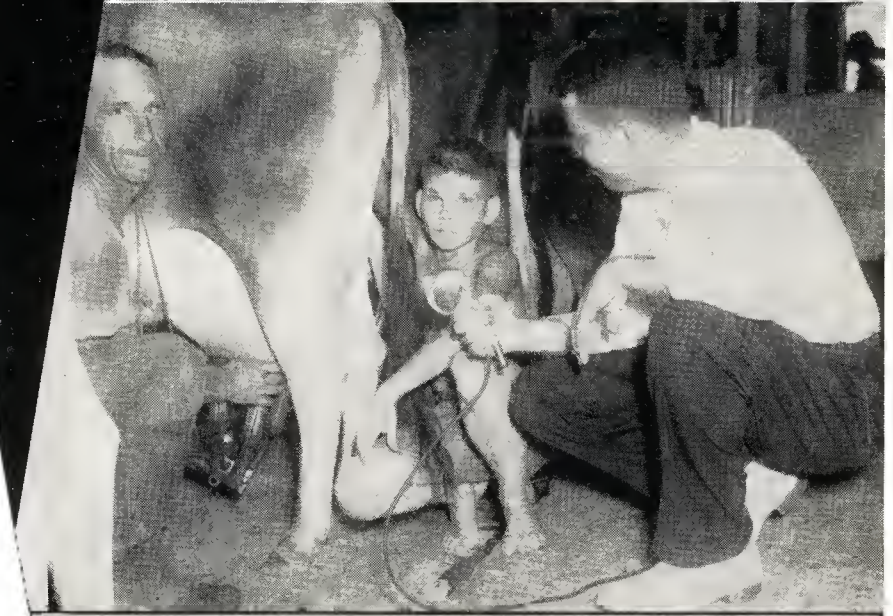
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MESA.....	KTYL 1490	250	Sun Valley Bestg. Co. P. O. Box 886	Howard L. Roberts, Pres. A. E. Mickel, Gen. & Coml. Mgr.	Mel Standage, Prog. Dir. H. Wayne Fernyhough, Chief Engr.	Associated Standard UP
PHOENIX.....	KOOL (Construction permit) 960	5,000	Maricopa Broadcasters Inc. (Temp.) Box 820 Palm Springs, Calif.	Carl D. Haymond, Pres. & Gen. Mgr.	Owen Ford, Chief Engr.
PHOENIX.....	KOY 550	1,000	Salt River Valley Bestg. Co. 836 N. Central Ave. 4-4144	CBS Arizona	Burridge D. Butler, Pres.-Chief Owner Albert D. Johnson, Mgr.	John L. Hogg, Coml. Mgr. John R. Williams, Prog. Mgr. J. Lewis Sublett, Chief Engr.	Blair Associated World UP, Transradio
PHOENIX.....	KPHO 1230	250	Phoenix Bestg. Inc. Adams Hotel 4-7367	ABC	Rex Schepp, Pres. Charles H. Garland, Gen. Mgr. Arnold J. Gregory, Coml. Mgr.	William Reddick Jr., Prog. Dir. Cosette H. Flynn, Traffic Mgr. Louis Halpern, Chief Engr.	Griffith Lang-Worth MacGregor INS
PHOENIX.....	KPSC (Construction permit) 1450	250	Sun Country Bestg. Co. 74 E. Pierson St.	J. R. Heath, Pres.		Associated
PHOENIX.....	KTAR 620	5,000	KTAR Bestg. Co. 711 Heard Bldg. 4-4161	NBC Ariz. Bestg.	John J. Louis, Chmn. of Board Dick Lewis, Pres. & Gen. Mgr. B. R. Fulbright, Business Mgr. Bill Harvey, Coml. Mgr. John Edwin Miller, Asst. Coml. Mgr.	Howard Pyle, Prog. Dir. John Edwin Miller, Sales Prom. Mgr. A. C. Anderson, Chief Engr. Harold Haughwout, Plant Supt.	Raymer Capitol Standard Thesaurus AP
PRESCOTT.....	KYCA 1490	250	Southwest Bestg. Co. E. Gurley St. 244	NBC Ariz. Bestg.	John J. Louis, Pres. & Chief Owner Harold Ritter, Gen. & Coml. Mgr.	Roberta M. Pfister, Prog. Dir. Marcia Gates, Prom. Mgr. Frank Brown, Chief Engr.	Raymer Standard AP, INS
SAFFORD.....	KGLU 1450 1480-CP	250 1,000-CP	Gila Bestg. Co. 1216 Sixth Ave. 15	NBC Ariz. Bestg.	Louis F. Long, Pres. Paul Merrill, Gen. Mgr. Edward E. Furman, Coml. Mgr.	Norman B. Harrington, Prog. Dir. W. Herbert Hartman, Chief Engr.	Raymer World UP, INS
TUCSON.....	KCNA (Construction permit) 1340	250	The Catalina Bestg. Co. P. O. Box 4325	Harry Behn, Pres.	Wayne Sanders, Gen. Mgr.	Lang-Worth
TUCSON.....	KOPO 1450	250	Old Pueblo Bestg. Co. 115 W. Drachman 1752	ABC	John Rockwell, Pres. Charles H. Garland, Vice-Pres. & Gen. Mgr.	Eugene S. Mittendorf, Gen. Station Mgr. Emily Kalled, Prog.-Traffic Mgr. S. H. Kirby, Chief Engr.	MacGregor AP
TUCSON.....	KTSC (Construction permit) 1490	250	Sun Country Bestg. Co. 74 E. Pierson St. Phoenix, Ariz.	J. R. Heath, Pres.		Associated
TUCSON.....	KTUC 1400	250	Tucson Bestg. Co. 900 E. Broadway 1400	CBS Arizona	Burridge-D. Butler, Pres. Lee Little, Gen. Mgr. Gerry O'Brien, Prog. Dir.	Gerry O'Brien, Prod. Mgr. John Crowley, Business Mgr. Cliff Livingston, Chief Engr.	Blair Associated SESAC World UP
TUCSON.....	KVOA 1290	1,000	Arizona Bestg. Co. 48 E. Broadway 3703	NBC Ariz. Bestg.	R. B. Williams, Gen. Mgr. Ben L. Slack Jr., Prog. Dir.	Fred. J. Gerletti, Sales Prom. Mgr. Ray H. Holsclaw, Chief Engr.	Raymer Capitol Standard Thesaurus AP
YUMA.....	KSOL 1400	250	'Gene Burke Brophy P. O. Box 1365 Phoenix, Ariz.	Radio-Ariz.	'Gene Burke Brophy, Owner John D. Morgan, Gen. Mgr.	Russell Davis, Chief Engr. UP
YUMA.....	KYUM 1240	250	Yuma Bestg. Co. 1900 1st St. 88	NBC Arizona	R. N. Campbell, Pres. Ray C. Smucker, Gen. Mgr. Roy Jorgensen, Coml. Mgr.	Paul Dawson, Prog. Dir. Stam Siegle, Prom. Mgr. Leavenworth Wheeler, Chief Engr.	Raymer Thesaurus AP, UP, INS
ARKANSAS							
BLYTEVILLE.....	KLCN 900	1,000-D	Harold L. Sudbury Sudbury Bldg. 2093	Arkansas	Harold L. Sudbury, Owner & Gen. Mgr. Hugh Mitchell, Prog. Dir.	J. T. Sudbury, Prom. Mgr. Robert Conner, Chief Engr.	Pearson Capitol Cole World UP
CAMDEN.....	KAMD 1450	250	Camden Radio Inc. Box 5859 S. California St. 1590	MBS KBS Arkansas	W. E. Hussman, Pres. Frank O. Myers, Directing Mgr. J. W. Edwards, Station Mgr. R. L. McCarrell, Coml. Mgr.	Alma Jean Farabough, Prog. Dir. E. L. Smith, Chief Engr.	SESAC
EL DORADO.....	KELD 1400	250	Radio Enterprises Inc. Home Finance Bldg. 1313	ABC Arkansas	W. N. McKinney, Pres. Leon M. Sipes, Vice-Pres. & Gen. Mgr.	J. R. Duerson, Prom. & Local Sales Mgr. S. E. Eckhardt, Chief Engr.	Cox & Tanz Cole Standard AP
FAYETTEVILLE.....	KGRH 1450	250	Fayetteville Bestg. Co. 922 Leverett St. 862	MBS	Geo. Bennett } Russell Bennett } Partners Hal Douglas } Russell Bennett, Gen. Mgr.	Al Collier, Coml. Mgr. Lee Belding, Prog. Dir. Peter Harkins, Prod. Mgr. Geo. Dotson, Chief Engr.	Standard AP
FORT SMITH.....	KFPW 1400	250	Southwestern Hotel Co. 1213 Garrison Ave. 4106	MBS Arkansas	John A. England, Pres. & Gen. Mgr. J. E. Garner, Station Mgr.	John A. England, Coml. Mgr. Dorothy Gibson, Prog. Dir. J. M. VanHorn, Chief Engr.	Walker Cole World AP, UP
FORT SMITH.....	KFSA 950	1,000-D	Donald W. Reynolds Southwestern House 3125	Donald W. Reynolds, Owner Jay W. Anderson, Acting Gen. Mgr.	E. C. McNally, Chief Engr.	Lang-Worth

ARIZONA
PEOPLE
ARE
KOY
PEOPLE



KOY Safety Rangers enjoy a picnic
KOY'S Dinner Bell Program interviews a Dairy Farmer

ARIZONA'S
STATION
for
PUBLIC
SERVICE

KOY

PHOENIX.

1000 WATTS 550 KC.
CBS AFFILIATE

THE ARIZONA NETWORK
KOY - Phoenix
550 Kc.

KTUC - Tucson
1400 Kc.

KSUN - Bisbee Lowell Douglas
1230 Kc.

REPRESENTED BY JOHN BLAIR & CO.
MANAGEMENT AFFILIATED WITH W.L.S. CHICAGO

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

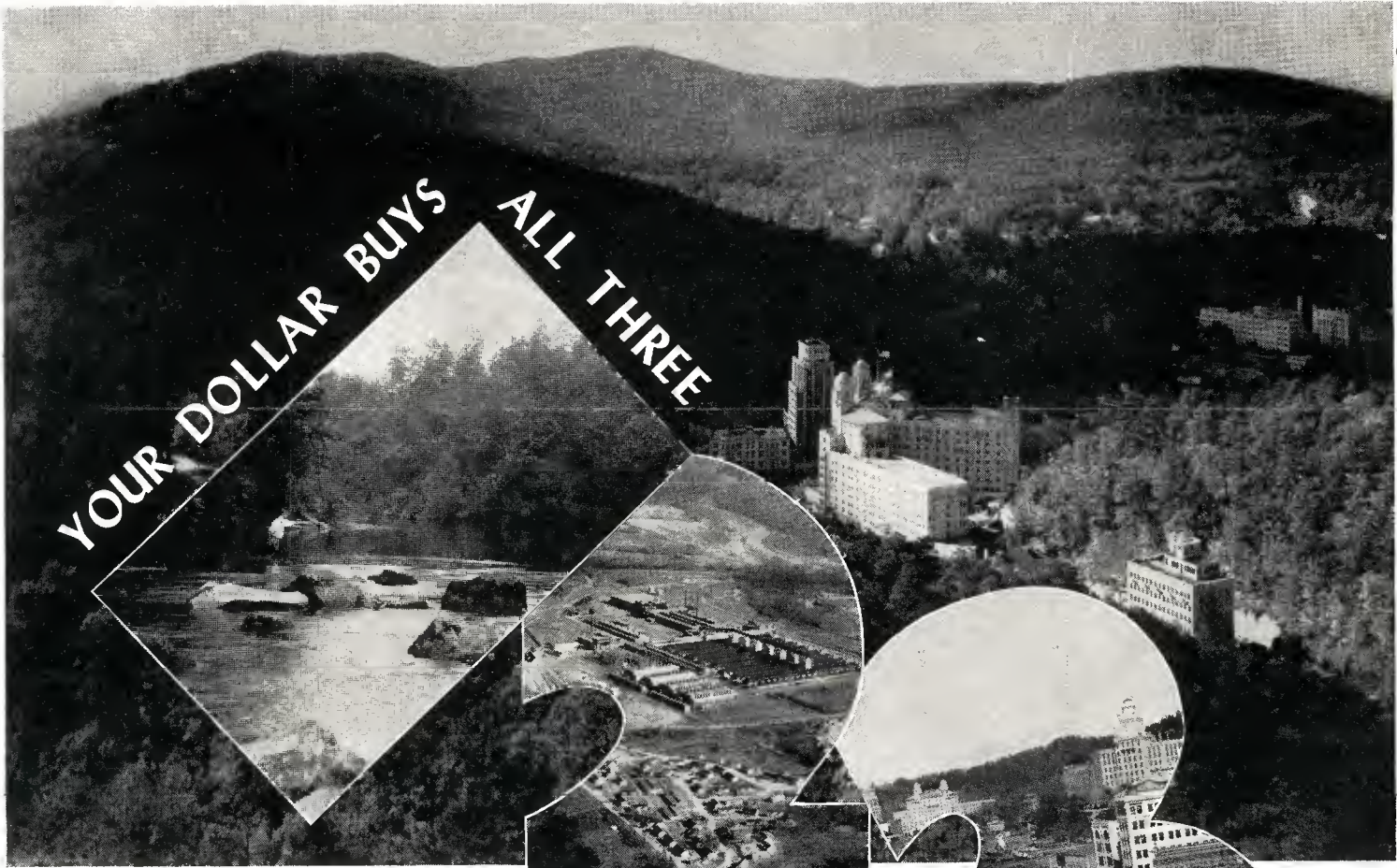
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ARKANSAS—(Continued)

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FORT SMITH.....	KRKN (Construction permit) 1230	250	Arkansas-Oklahoma Bestg. Corp. (Temp.) Kelley Bldg.	Clyde B. Randall, Pres. R. A. Young Jr., Secy.-Treas.	
FORT SMITH.....	KWHN 1320	5,000	KWHN Bestg. Co. City National Bank	Allen Whiteside, Pres. William States, Gen. Mgr.	J. Frederick Darby, Chief Engr. AP	
HARRISON.....	KHOZ 1240	250	Harrison Bestg. Corp. Radio Addition	MBS	Dene O. Hester, Pres. Merwyn Love, Mgr. R. C. Wheeler, Coml. Mgr.	Wilson Hurst, Prog. Dir. Julia Hathcoat, Prom. Mgr. L. C. Watkins, Chief Engr.	Standard UP
HELENA.....	KFFA 1490	250	Helena Bestg. Co. 215 York St. Main 59	MBS KBS Arkansas	Sam W. Anderson, Chief Owner & Gen. Mgr. Barton G. Wellborn, Coml. Mgr.	Elizabeth S. Wellborn, Prog. Dir. Hugb Smith, Prom. Mgr. A. P. Decker, Chief Engr.	Cox & Tanz Grant Lang-Worth UP
HOT SPRINGS.....	KTHS 1090	10,000-LS 1,000-N	Radio Bestg. Inc. 135 Benton St. 1160	ABC Arkansas	John D. Ewing, Pres. J. John Wolever Jr., Mgr. & Coml. Mgr.	Edward C. Appler, Local Sales Mgr. Jon F. Karber, Prog. Dir. Cecil L. Sutt, Chief Engr.	Branham Lang-Worth AP, UP
HOT SPRINGS.....	KWFC 1340	250	Clyde E. Wilson 819 Central 412	MBS KBS	Clyde E. Wilson, Owner Bob Choate, Gen. Mgr.	Bob Harrison, Coml. Mgr. Tom Wilson, Chief Engr.	Sears & Ayers Cole Standard AP
JONESBORO.....	KBTM 1230	250	Regional Bestg. Co. KBTM Bldg. 597	MBS KBS Arkansas	Jay P. Beard } Veda Beard } Owners Jay P. Beard, Mgr.	W. H. Cate, Coml. Mgr. Valasta Penix, Prog. & Traffic Mgr. J. E. Hitt, Chief Engr.	SESAC World AP
LITTLE ROCK.....	KARK 920	5,000	Arkansas Radio & Equip. Co. 114 E. Capitol Ave. LD-224	NBC Arkansas So. Central	T. H. Barton, Chairman of Board G. E. Zimmerman, Vice-Pres. & Gen. Mgr. Julian F. Haas, Coml. Mgr.	Douglas J. Romine, Prog. Dir. & Prom. Mgr. Dan L. Winn, Chief Engr.	Petry Standard AP, UP
LITTLE ROCK.....	KGHI 1230	250	KGHI Bestg. Service Union Life Insurance Bldg. 9166	ABC	A. L. Chilton } L. H. Chilton } Partnership S. C. Vinsonhaler } S. C. Vinsonhaler, Managing Part.	R. E. Rives, Coml. Mgr. Dorothy Parker, Prog. Dir. D. R. Corbet, Prom. Mgr. V. O. Vandusen, Chief Engr.	Walker Associated Cole
LITTLE ROCK.....	KLRA 1010	10,000-LS 5,000-N	Ark. Bestg. Co. Gazette Bldg. 2-5427	CBS	Gazette Pub. Co., Chief Owner Edward V. Murphy, Managing Supvr.	Roy Judge, Station Mgr. Harris Owen, Prog. Dir. Kermit Tracy, Chief Engr.	Katz Lang-Worth UP
NORTH LITTLE ROCK.....	KXLR 1450	250	Ark. Airwaves Co. 300 W. Washington Ave. 2-2155	MBS	John F. Wells, Pres. & Gen. Mgr. Howard Byrum, Prog. Dir.	Melvin Spann, Chief Engr.	McGillvra Standard UP
PARAGOULD.....	KDRS 1490	250	Progressive Bestg. Co. P. O. Box 387	T. M. Self } J. E. Douglas } Partners G. T. Rand } G. T. Rand, Gen. Mgr.	T. M. Self, Business Mgr. G. T. Rand, Prog. Dir. J. E. Douglas, Station Mgr. & Chief Engr.	Standard AP
PINE BLUFF.....	KCLA 1400	250	Radio Engineering Service 1603 W. 15th St. 810	Kenneth Kesterson } Charles Penix } Partners Kenneth Kesterson, Gen. Mgr.	Clyde Martin, Sales & Adv. Mgr. E. W. Kittleman, Prog. Dir. Charles Penix, Chief Engr.	World AP
PINE BLUFF.....	KOTN 1490	250	Universal Bestg. Corp. P. O. Box 957 721	MBS KBS Arkansas	B. J. Parrish, Pres. & Gen. Mgr. Lois Sloan, Prog. Dir.	R. W. Etter, Coml. Mgr. B. J. Parrish, Chief Engr.	Thesaurus AP
RUSSELLVILLE.....	KXRJ 1490	250	The Valley Broadcasters 126 E. Main St.	J. A. Shepherd } Clyde R. Horne } Partners
SILOAM SPRINGS.....	KUOA 1290	5,000-D	KUOA Inc. Siloam Springs 77	MBS KBS Arkansas	Dr. John E. Brown, Pres. Storm Whaley, Mgr.	Ralph C. Kennedy, Prog. Dir. & Prom. Mgr. Kenneth Maxwell, Chief Engr.	Griffith Standard World UP
WEST MEMPHIS.....	KWEM 990	1,000-D	West Memphis Bestg. Corp. 229 Broadway	J. C. Johnson, Pres. George P. Mooney, Gen. Mgr. Bill Trotter, Coml. Mgr.	Jean Mooney, Prog. Dir. Vernon Dillaplain, Chief Engr.	Capitol Lang-Worth UP

CALIFORNIA

BAKERSFIELD.....	KAFY 1490	250	Bakersfield Bestg. Co. P. O. Box 1432 8-8700	MBS Don Lee	George B. Crome, Pres. Sheldon Anderson, Gen. Mgr. Frank Wilbur, Station Mgr.	Warren Tufts, Prog. Dir. & Prom. Mgr. James Welch, Chief Engr.	Griffith Cole Lang-Worth UP
BAKERSFIELD.....	KERN 1410	1,000	McClatchy Bestg. Co. 17th and I Sts. 8-8431	CBS	Eleanor McClatchy, Pres. Hal Brown, Station Mgr.	Walter Baziuk, Sales Mgr. Verne Shatto, Chief Engr.	Raymer MacGregor SESAC World AP, INS
BAKERSFIELD.....	KERO 1230	250	J. E. Rodman 1420 Truxtun Ave. 4-4549	NBC	J. E. Rodman, Owner Paul R. Bartlett, Gen. Mgr. Gene DeYoung, Station Mgr.	William Elliott, Prog. Dir. Ken Croes, Prom. Mgr. Stephen R. Weber, Chief Engr.	Associated Capitol Standard UP
BAKERSFIELD.....	KPMC 1560	1,000	Pioneer Mercantile Co. 307 E. 21st St. 8-8157	ABC	F. G. R. Schamblin, Pres.-Gen. Mgr. L. A. Schamblin, Mgr.	C. C. Sturm, Assist. Mgr. J. W. McFarlane, Prog. Dir.- Prom. Mgr. L. P. Jarvis, Chief Engr.	Grant Associated Thesaurus AP, UP
BARSTOW.....	KWTC (Construction permit) 1230	250	Mojave Valley Bestg. Co. 107 Main St. 4936	W. T. Brown } B. C. Boatright } Chief Owners B. C. Boatright, Gen. Mgr. & Chief Engr.	W. T. Brown, Coml. Mgr. R. E. Reno, Prog. Dir. & Prom. Mgr.	World AP
BERKELEY 2.....	KRE 1400	250	Central Calif. Broadcasters Inc. 601 Ashby Ave. Ashberry 7715	Artbur Westlund, Pres. & Gen. Mgr. Don Hambly, Coml. Mgr.	Les Avery, Prog. Dir. Phillip McKernan, Chief Engr.	Standard AP
BRAWLEY.....	KROP 1300	1,000-LS 500-N	Bestg. Corp. of America Del Rio Country Club 980	ABC California Rural	W. L. Gleeson, Pres. & Gen. Mgr. William Simpson, Mgr. & Coml. Mgr.	Russell Jensen, Prog. Dir. Justin G. Schaefer, Chief Opr. Stanley Reynolds, BCA Chief Engr.	Associated SESAC World AP



YOUR DOLLAR BUYS ALL THREE

IN RADIO

Reynolds Metals Co.
\$33,000,000 Aluminum Plant
at Hot Springs

Active **HOT SPRINGS**

Your ad-dollar does triple duty on KTHS—the number ONE station in Hot Springs. KTHS provides forceful coverage of the year 'round industrial and commercial wealth of this attractive 27-county market, PLUS dominant penetration of the great transient population—an annual half-million health and recreation seekers. Radio-active Hot Springs is "sold on" radio—is sold by KTHS.

KTHS

10,000 WATTS DAY • 1,000 WATTS NIGHT



SERVING ARKANSAS

FROM **HOT SPRINGS**
REPRESENTED BY BRANHAM CO.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to February 15, 1947)

CALIFORNIA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
CALEXICO.....	KICO (Construction permit) 1490	250	Charles R. Love P. O. Box 786	Charles R. Love, Owner & Gen. Mgr.	Griffith Associated AP	
CHICO.....	KHSL 1290	1,000	Golden Empire Bestg. Co. 334 Broadway 237	MBS Don Lee	Hugh McClung, Owner Marion F. Woodling, Gen. Mgr. Jestine A. Pero, Coml. Mgr.	John R. Dickson Jr., Prog. Dir. Boyd Crawford, Prom. Mgr. Russell R. Pope, Chief Engr.	Grant Standard UP
DINUBA.....	KRDU 1130	250-D	Radio Dinuba Co. Janzon Bldg. 500	Egon A. Hofer, Pres. Trey L. Banks, Station Mgr. Don C. Reeves, Prog. Dir. & Prom. Mgr.	Arthur Berghold, Chief Engr.	Lang-Worth MacGregor AP
EL CENTRO.....	KXO 1230	250	Valradio Inc. P. O. Box 140 1100	MBS Don Lee	Paul A. Jenkins, Pres. Doyle Osman, Mgr. Belle Hovey, Coml. Mgr.	Robert E. Mabry, Prog. Mgr. LeRoy A. Bellwood, Chief Engr.	Raymer Standard SESAC
EUREKA.....	KHUM 1240	250	Carroll R. Hauser 5th and F Sts. 1436-R	Carroll R. Hauser, Owner & Gen. Mgr. Jim Strain, Coml. Mgr.	Mort Werner, Prog. Dir. Chas. S. Breeding, Chief Engr.	Capitol AP
EUREKA.....	KIEM 1480	1,000	Redwood Bestg. Co. 6th and E Sts. 93	MBS Don Lee	Wm. B. Smullin, Pres. & Mgr. Paul Corbin, Prog. Dir.	Geo. Thomson, Office Mgr. Alvor Olson, Chief Engr.	Blair MacGregor SESAC Standard World UP
FRESNO.....	KARM 1430	5,000	KARM, The George Harm Station 1333 Van Ness Ave. 4-2966	CBS	Hattie Harm, Owner & Pres. Clyde F. Coombs, Gen. Mgr. & Vice-Pres.	John Garrick, Prog. Dir. Eldora Roth, Prom. Mgr. R. M. Dorothy, Chief Engr.	Petry Standard AP, INS
FRESNO.....	KFRE 1340	250	J. E. Rodman 330 Patterson Bldg. 4-5001	MBS Don Lee	J. E. Rodman, Owner Paul R. Bartlett, Gen. Mgr. Herb N. Ferguson, Business Mgr.	Edward J. Frech, Prog. Dir. Frances Quinn, Public Service Dir. & Prom. Mgr. Harold R. Brown, Chief Engr.	Blair Associated Capitol World UP
FRESNO 22.....	KMJ 580	5,000	McClatchy Bestg. Co. 1559 Van Ness Ave. 3-6277	NBC	Eleanor McClatchy, Pres. Keith B. Collins, Station Mgr. Coyle Chambers, Sales Mgr.	Andrew Patterson, Prog. Dir. Jack Griffith, Sales Prom. Mgr. William Wallace, Chief Engr.	Raymer MacGregor SESAC Thesaurus AP, UP
GLENDALE 6.....	KIEV 870	250-D	Cannon System Ltd. Glendale Chapman 5-2388	David H. Cannon, Pres. Jack Heintz, Gen. Mgr.- Coml. Mgr.	Cal Cannon, Prog. Dir. Vern Schumann, Chief Engr.	Standard UP
GRASS VALLEY..... (Construction permit) 1230	250	Grass Valley-Nevada City Bests. Grass Valley	H. E. Thomas, Prin. Owner
INDIO.....	KREO 1400	250	Bestg. Corp. of America Calhoun Drive 7403	ABC California Rural	W. L. Gleason, Pres. & Gen. Mgr. Riley R. Gibson, Station Mgr.	Stanley Reynolds, BCA Chief Engr.	Pearson Cole Thesaurus SESAC AP
LODI.....	KCVR 1570	250-D	Central Valley Radio P. O. Box 600 1700	Herbert W. Brown } Owners David A. Brown } Herbert W. Brown, Gen. Mgr. Harold C. O'Donnell, Station & Coml. Mgr.	David A. Brown, Prod. Mgr. Harold C. O'Donnell, Prog. Dir. James L. Smith, Chief Engr.	Griffith Standard Thesaurus UP
LONG BEACH 2.....	KFOX 1280	1,000	Nichols & Warinner Inc. 220 East Anaheim 672-81	Hal G. Nichols, Pres. & Gen. Mgr. Lawrence W. McDowell, Coml. Mgr.	Hal G. Nichols, Prog. Dir. Lawrence W. McDowell, Prom. Mgr. & Chief Engr.	Burn-Smith Lang-Worth SESAC Standard UP
LONG BEACH 2.....	KGER 1390	5,000	Consolidated Bestg. Corp. 435 Pine Ave. 727-85	Estate of C. Merwin Dobyms Lee Wynne, Gen. Mgr.	Felix Adams, Prog. Dir. Jay Tapp, Chief Engr.	McGillvra Associated Lang-Worth MacGregor World Standard AP
LOS ANGELES 28.....	KECA 790	5,000	American Bestg. Co. Inc. 1440 N. Highland Ave. Hillside 8231	ABC	Mark Woods (ABC), Pres. Clyde P. Scott, Gen. Mgr. Amos T. Baron, Coml. Mgr.	William J. Davidson, Prog. Mgr. Jack O'Mara, Sales Prom. Mgr. T. B. Palmer, Western Div. Mgr. of Technical Ops.	ABC Spot Lang-Worth Thesaurus AP, UP, INS
LOS ANGELES 5.....	KFAC 1330	1,000 5,000-CP	Los Angeles Bestg. Co. Inc. 645 S. Mariposa Ave. Fitzroy 1231	E. L. Cord, Chief Owner Calvin J. Smith, Pres. & Gen. Mgr.	Van des Autels, Prog. Dir. Ron Oakley, Chief Engr.	Associated AP
LOS ANGELES 4.....	KFI 640	50,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121	NBC	Earle C. Anthony, Pres. Wm. B. Ryan, Gen. Mgr.	Charles B. Brown, Prog. Mgr. Dean Moxley, Publ. Dir. Curtis W. Mason } Chief Engrs. H. L. Blatterman }	Petry Associated Capitol Lang-Worth Standard AP, UP
LOS ANGELES 26.....	KFSG 1150 ST-KRKD	2,500-LS 1,000-N	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Exposition 1141	Rolf K. McPherson, Pres. Jack Carmain, Gen. Mgr.- Coml. Mgr.	Jack Carmain, Prom. Mgr. C. Harvey Haas, Chief Engr.
LOS ANGELES 5.....	KFVD 1020 L-KDKA	1,000 5,000-CP	Standard Bestg. Co. 338 S. Western Ave. Drexel 2391	Frank Burke Jr., Pres. & Gen. Mgr. Howard P. Gray, Coml. Mgr.	Carl Brewster, Prog. & Publ. Dir. Jack Fredericks, Chief Engr.	Cole Lang-Worth UP
LOS ANGELES..... (Hollywood 28)	KFWB 980	5,000	Warner Bros. Bestg. Corp. 5833 Fernwood Ave. Hempsted 5151	Harry Matzlish, Gen. Mgr. Berne W. Wilkins, Coml. Mgr. Bill Ray, Prog. Dir.	Irving Hamilin, Prom. Mgr. Harry Myers, Chief Engr.	Rambeau SESAC AP, UP
LOS ANGELES 28.....	KGFJ 1230	100	Ben S. McGlashan 6314 Sunset Blvd. Hillside 0201	Ben S. McGlashan, Chief Owner Thelma Kirchner, Gen. & Coml. Mgr.	Paul Forrest, Prom. Mgr. Homer Ohuchon, Chief Engr.	Associated INS
LOS ANGELES 38.....	KHJ 930	5,000	Don Lee Bestg. System 5515 Melrose Ave. Hollywood 8111	MBS Don Lee	Thomas S. Lee, Pres. Lewis Allen Weiss, Exec. Vice- Pres. & Gen. Mgr. Willet H. Brown, Exec. Vice- Pres. & Assist. Gen. Mgr.	Charles Bulotti Jr., Prog. Dir. Sydney Gaynor, Gen. Sales Mgr. Frank M. Kennedy, Chief Engr.	Blair World AP, UP, INS

KUIN

AM Voice of Southern Oregon

KGPO

FM Voice of Southern Oregon

Small but Delicious . . .

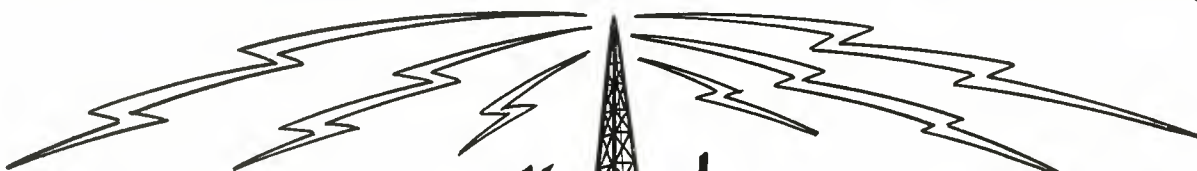
The KUIN Market gets its FM Installation in early 1947, Western Electric 1 KW transmitter should arrive in March. Then KUIN's brother, KGPO, starts talking to the Rogue River steelhead country . . . scene of the movie "Canyon Passage."

For AM or FM, the Southern Oregon Broadcasting Company offers you KUIN and KGPO, Grants Pass, Oregon.

REPRESENTED NATIONALLY BY W. S. GRANT COMPANY

KSJO - KSJO FM

The Voice of San Jose and Santa Clara County



KSJO's Half Wave Antenna and 1000 Watts at 1590 KC, "The Top of the Dial," extends over Santa Clara County like a friendly and informative umbrella.

Remember, KSJO serves California's Fourth Metropolitan District, San Jose . . . with 62,100 Radio Families.

KSJO
1590 KC

Santa Clara County listeners have found that KSJO on 1590 KCs is the station to tune for eight local newscasts daily, gathered and edited in the KSJO and United Press bureau news rooms, both working from KSJO's news rooms.

Represented Nationally by W. S. Grant Company.

Santa Clara Valley

BETTER AND STILL BETTER

KIEM - KRED

THE VOICE OF THE REDWOODS

Building Market For You Since 1932

Being Installed and Under Construction:

New Western Electric 443-A Transmitter.

Half Wave Vertical Antenna . . . 337 Feet Tall. (Almost as tall as the tallest Redwood, 384 feet.)

Western Electric FM Transmitter—503-B-1.

Cloverleaf Antenna.

New, Modern Downtown Building 110 by 130 feet to House New Studios.

KIEM, for 15 years the listening habit in Northern California.

KIEM 1000 WATTS

KRED 2000 WATTS

ASK JOHN BLAIR

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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CALIFORNIA—(Continued)

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LOS ANGELES 38.....	KLAC 570	1,000 CP-5,000-LS 1,000-N	KMTR Radio Corp. 1000 N. Cahuenga Blvd. Hillside 1161	Dorothy Thackrey, Owner Don Feddersen, Vice-Pres. & Gen. Mgr.	Young Capitol SESAC Standard AP, UP	
LOS ANGELES 28.....	KMPC 710	50,000	Station of the Stars Inc. 3939 Sunset Blvd. Hollywood 5341	G. A. Richards, Pres. Robert O. Reynolds, Vice-Pres. & Gen. Mgr. Herbert H. Wixson, Assist. Mgr. & Sales Mgr.	C. G. Renier, Prog. Dir. Betty Ann Hudson, Prom. & Publ. Dir. Loyd C. Sigmon, Chief Engr.	Raymer Associated Lang-Worth World
LOS ANGELES 28.....	KNX 1070	50,000	Columbia Bestg. System Inc. 6121 Sunset Blvd. Hollywood 1212	CBS	William S. Paley, (CBS) Ch. of Bd. Frank Stanton, (CBS) Pres. D. W. Thornburgh, Vice-Pres. & Gen. Mgr. Harry W. Witt, Assist. Gen. Mgr.	Tom Hargis, Prog. Dir. Ralpb Taylor, Prom. Mgr. Les Bowman, Chief Engr.	Associated Lang-Worth AP, UP, INS
LOS ANGELES 13.....	KRKD 1150 ST-KFSG	2,500-LS 1,000-N	Radio Broadcasters Inc. Spring Arcade Bldg. Tucker 7111	Ned Connor, Gen. & Coml. Mgr. Venna Taylor, Prog. Dir.	Willis O. Freitag, Chief Engr.	Associated SESAC INS
MARYSVILLE.....	KMYC 1450	250	Marysville-Yuba City Broadcasters Inc. P. O. Box 631 2080	MBS Don Lee	H. E. Thomas, Pres. Joe D. Carroll, Mgr. & Coml. Mgr.	A. J. Powell Jr., Prog. Dir. Bill Cleveland, Prom. Mgr. Loyd McQueary, Chief Engr.	Grant MacGregor World UP
MERCED.....	KYOS 1490	250	Merced Bestg. Co. P. O. Box 717 1430	MBS Don Lee	Hugh McClung, Owner & Gen. Mgr. Charles Kinsley Jr., Station Mgr.	A. J. Krisik, Coml. Mgr. Rebecca Bedesen, Prog. Dir. Malcolm Beavers, Chief Engr.	Grant Standard UP
MODESTO.....	KTRB 860	1,000	KTRB Bestg. Co. Inc. P. O. Box 593 774	William H. Bates Jr., Gen. Mgr.	James Van Parks, Coml. Mgr.	Lang-Worth World
MONTEREY.....	KDON 1240	250	Monterey Peninsula Bestg. Co. 470 Calle Principal 8501	MBS Don Lee	Paul H. Caswell, Pres. Reed Pollock, Gen. Mgr. George Ross, Coml. Mgr.	Reed Pollock, Prog. Dir. Robert Sabin, Prog. Mgr. Omer Wright, Chief Engr.	Associated Thesaurus UP
MT. SHASTA CITY.....	KWSD (Construction permit) 1340	250	Shasta Cascade Bestg. Corp. Mt. Shasta	Charles and Eva Adair Leo and Dorothy Coffenperry	} Principal Owners
OAKLAND 4.....	KLX 910	1,000	Tribune Bldg. Co. Tribune Tower Glencourt 0660	J. R. Knowland Jr., Pres. Glenn Shaw, Gen. Mgr. Jerry Morton, Dir. of Public Events	Anne E. Truax, Prog. Ops. Mgr. Ross Smith, Chief Engr.	Griffith Associated World AP
OAKLAND 12.....	KROW 960	1,000	KROW Inc. 464 19th St. Twinoaks 9600	Sheldon F. Sackett, Pres. Wilton Gunzendorfer, Gen. & Coml. Mgr. Richard C. D. Bell, Assist. to Gen. Mgr.	Russ Coughlan, Prog. Dir. Mercedes Prosser, Prom. Mgr. C. E. Downey, Chief Engr.	Associated Standard UP
OAKLAND 12.....	KWBR 1310	1,000	Warner Bros. 327 21st St. Highgate 1212	Stafford W. Warner } Owners Eugene N. Warner } S. W. Warner, Gen. Mgr.	F. Wellington Morse, Station Mgr. Sylvia L. Chandler, Prog. Dir. Dale F. Darr, Prom. Mgr.	Rambeau Cole Lang-Worth UP
ONTARIO.....	KOCS 1510	250-D	The Daily Report 222 E. B St. 627-54	Mrs. Jerene Appleby Harnish, Pres. Kenneth G. Thornton, Gen. & Coml. Mgr.	Jack Conway, Assist. Mgr. Wib Perry, Prog. Dir. John Hicks, Chief Engr.	Thesaurus UP
PALM SPRINGS.....	KCMJ 1340	250	Palm Springs Bestg. Co. 174 N. Palm Canyon Drive 2253	CBS	Dick Joy } Co-Owners Don McBain } Clinton Jones, Gen. Mgr. & Prog. Dir.	George Irwin, National Sales Mgr. Russell Ebsman, Prom. Mgr. & Local Sales Mgr. Robert Jones, Assist. Chief Engr.	Grant Standard UP
PASADENA.....	*KPPC 1240-SH	100	Pasadena Presbyterian Church 585 E. Colorado St.	Rev. George E. Petrie, Gen. Mgr.
PASADENA 1.....	KWKW 1430	1,000-D	Southern Calif. Bestg. Co. 425 E. Green St. Ryan 1-6744	Marshall S. Neal, Chief Owner William J. Beaton, Gen. & Coml. Mgr.	Ken Barton, Prog. Dir. Claire Hughes, Prom. Mgr. Paul W. Spargo, Chief Engr.	Forjoe Standard UP
PASADENA.....	KXLA 1110	10,000	Pacific Coast Bestg. Co. 1401 S. Oak Knoll Ave. Ryan 1-6991	Wesley I. Dumm, Chief Owner Loyal K. King, Gen. & Coml. Mgr.	Norman Rogers, Prog. Dir. Jack Reader, Chief Engr.	Universal Associated Lang-Worth World AP
PASO ROBLES.....	KPRL 1230	250	Leslie H. Hacker 32nd and Oak Sts. 204	MBS Don Lee	Leslie H. Hacker, Owner & Gen. Mgr. Joe Shuttleworth, Coml. Mgr.	Edward Perry, Prog. Dir. & Prom. Mgr. Frank Fortine, Chief Engr.	Grant AP
POMONA.....	KPMO (Construction permit) 1600	500	Valley Bestg. Co. P. O. Box 495	Myron E. Kluge } Owners D. H. Wickstrom }	World
PORTERVILLE.....	KTIP 1450	250	J. F. Tighe 207 E. Mill	J. F. Tighe, Owner Robert B. McGinnis, Gen. Mgr.	Peter Tewksbury, Coml. Mgr. James Tennyson, Chief Engr.	Grant Associated Capitol UP
RED BLUFF.....	KBLF 1490	250	Robert L. Weeks 346 Oak St. 354	Robert L. Weeks, Owner & Gen Mgr.	Jack Carver, Prog. Dir. Howard Parsons, Chief Engr.	Griffith Lang-Worth World AP
REDDING.....	KVCV 1230	250	Golden Empire Bestg. Co. S. Highway 99 1646	MBS Don Lee	Hugh McClung, Pres. Fred M. Stuepfnagel, Local Mgr. H. E. McCarty, Coml. Mgr.	Vincent Lambert, Prog. Dir. Lyle Matbis, Prom. Mgr. Russell Pope, Chief Engr.	Grant Standard INS
REDDING.....	KWOB (Construction permit) 1340	250	Wonderland Bestg. Co. Redding	Kenneth G. Burkhard } Harold Gebauer } Prn. Owners Eugene T. Goldrup } Robert Lingle }
RIVERSIDE.....	KPRO 1440	1,000	Bestg. Corp. of America 3401 Russell St. 6290	ABC California Rural	W. L. Gleason, Pres. & Gen. Mgr. Gene Williams, Mgr. Larry Sutton, Prog. Dir. Richard Williams, Coml. Mgr.	Patricia Shreeder, Office Mgr. Walter Phipps, Chief Opr. Stanley Reynolds, BCA Chief Engr.	Associated Thesaurus World AP



The Coast's Most Popular Sister Team



KLAC...KYA

PRESENTS

TWO TOP ACTS...

PLAYING TO TWO TOP AUDIENCES

Al Jarvis and his "Original Make-Believe Ballroom" on KLAC is the best known platter show on the air. The dean of the nation's disc jockeys is playing to record crowds on a seven-shaws-a-week schedule. (Something to inquire about—the big Jarvis contest, with such prizes as a new Mercury, diamond rings, etc. Don't miss it.)

Results prove it. The Haaper barometer rises with KYA "Time-Clacked News." A great segment of the Bay area population depends on this aggressive station for on-the-hour news, paying dial tribute to the cast of top newsmen and great news gathering facilities of a truly "news conscious" radia station.

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



LOS ANGELES



SAN FRANCISCO

ARE YOU SHUTTING OUT THE OUTSIDE* AUDIENCE

on the Pacific Coast, too?

***Approximately half the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located—only Don Lee completely covers the OUTSIDE as well as the INSIDE half . . . a C. E. Hooper 276,019 coincidental telephone survey proves it.**

IF YOUR PACIFIC COAST radio show isn't on Don Lee, you're shutting out the important listeners in the *outside* audience. This audience is big—numbering 5½ million people. It's wealthy—spending over 4½ billion dollars a year in retail sales. It's reachable only with Don Lee.

All four networks cover the *inside* or seven major metropolitan county areas of the Pacific Coast, a very rich market. But the *outside* area is equally populous and prosperous—and Don Lee is the only network with enough stations to cover it thoroughly.

Why? Most markets on the Pacific Coast are surrounded by mountains as high as 15,000 feet, and the long-range broadcasting of other

networks can't reach them. Don Lee, however, has a station located *within* each of the mountain-surrounded markets.

Don Lee is the nation's greatest regional network—with more than *one-third again as many* stations as all the other Pacific Coast networks *combined*. Put your Pacific Coast radio show on Don Lee, where everybody can hear it! More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

CITY EXAMPLE NO. 4 : EL CENTRO, CALIFORNIA

An exclusive Don Lee outside market

TOTAL RETAIL SALES \$18,425,000
Sales Management, 1946, Survey of Buying Power

The Nation's Greatest Regional Network



THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Mutual
DON LEE
BROADCASTING SYSTEM

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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CALIFORNIA—(Continued)

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SACRAMENTO 14.....	KCRA 1340	250	Central Valleys Bestg. Co. Calif. State Life Bldg. 2-0758	NBC	Ewing C. Kelly, Partner & Gen. Mgr. Ralph Miller, Sales Mgr.	Irving C. Phillips, Prog. Dir. Robert R. Alexander, Continuity Dir. Marvin D. Myers, Chief Engr.	Weed World AP
SACRAMENTO 4.....	KFBK 1530	10,000	McClatchy Bestg. Co. 708 Eye St. 2-5011	ABC	Eleanor McClatchy, Pres. Leo Ricketts, Station Mgr. Dick Brothers, Sales Mgr.	Jim Eakins, Prog. Mgr. Stam Sronce, Chief Engr.	Raymer SESAC Thesaurus AP, UP
SACRAMENTO 14.....	KROY 1240	250	Harmco Inc. Hotel Sacramento 3-2525	CBS	Clyde F. Coombs, Vice-Pres. & Gen. Mgr.	William J. Ratcliffe, Prog. Dir. Howard Martineau, Chief Engr.	Associated UP
SACRAMENTO.....	KXOA 1490	250	Sacramento Broadcasters Inc. P. O. Box 1767 6-4728	MBS Don Lee	Lincoln Dellar, Owner & Gen. Mgr. Morton Sidley, Coml. Mgr.	Robert W. Dumm, Prog. Dir. Paul Leake, Chief Engr.	Young Associated Lang-Worth UP
SALINAS.....	KSBW (Construction permit) 1380	5,000	DeHaven, Hall & Oates P. O. Box 604, Fresno, Calif. 4-5021	H. W. DeHaven, Gen. Mgr. W. M. Oates, Exec. Mgr.	J. M. Hall, Supvr. of Engring.	Standard AP
SAN BERNARDINO.....	KFXM 1240 590-CP	250 1,000-CP	Lee Bros. Bestg. Co. 512 Fifth St. 4761	MBS Don Lee	J. C. Lee } Co-Owners E. W. Lee } M. A. Vroman, Gen. Mgr.	Don S. Cummings, Sales Mgr. Eberle T. Shields, Prog. Dir. George W. Ewing, Chief Engr.	Blair World UP
SAN BERNARDINO.....	KDEK (Construction permit) 1290	1,000	San Bernardino Bestg. Co. San Bernardino	Carl E. Haymond, Pres.
SAN BERNARDINO..... (Construction permit) 1350	250-D	Woodrow Miller San Bernardino	Woodrow Miller, Sole Owner
SAN DIEGO 1.....	KFMB 1450	250	Jack Gross Bestg. Co. 1375 Pacific Blvd. Main 2114	ABC	Jack O. Gross, Owner & Gen. Mgr. John Harrison, Prog. Dir.	Shirley Hawley, Prom. Mgr. Vern A. Milton, Chief Engr.	Branham SESAC Standard AP
SAN DIEGO 12.....	KFSD 600	1,000 5,000-CP	Airfan Radio Corp. 326 Broadway Franklin 6353	NBC	Thomas E. Sharp, Pres. M. R. Harris, Mgr. Larry Sealf, Coml. Mgr.	Alys Phreaner, Prog. Dir. Russell Plummer, Prom. Producer John Merino, Chief Engr.	Raymer Thesaurus UP
SAN DIEGO 1.....	KGB 1360	1,000	Don Lee Bestg. System 1017 First Ave. Franklin 6151	MBS Don Lee	Thomas S. Lee, Pres. F. D. Ide, Mgr.	James Dillon, Prog. Dir. William G. Collins, Chief Engr.	Blair World
SAN DIEGO.....	KLIK (Construction permit) 740	5,000-D	Balboa Radio Corp. Bank of America Bldg.	Emil Klicka, Pres.	Paul L. Dodd, Mgr.
SAN DIEGO.....	KSDB (Construction permit) 1510	5,000-D 1,000-N	San Diego Bestg. Co. 1029 Second St.	C. A. Smith, Pres. Frank Burke, Vice-Pres.	Paul L. Jones, Gen. Mgr.
SAN DIEGO 1.....	KSDJ 1170	5,000	Clinton D. McKinnon Fifth and Ash Sts. Franklin 8282	CBS	Clinton D. McKinnon, Owner Farnell H. Gould, Gen. Mgr. & Coml. Mgr. Edgar L. Tidwell, Prog. Dir.	Lisle Shoemaker, Dir. of Public Rel. Keith Mealey, Dir. of Tech. Ops.	Free & Peters Capitol SESAC UP
SAN DIEGO.....	KSON (Construction permit) 1240	250	Studebaker Bestg. Co. (Temp.) 411 Green St. Alexandria, Va.	John W. Studebaker, Principal Owner	John Gordon Studebaker, Gen. Mgr.
SAN DIEGO.....	KYOR 1130	250-D	Silver Gate Bestg. Co. Spreckles Bldg.	Albert E. Furlow, Pres. & Gen. Mgr. William A. Evans, Mgr.	William Buckley, Engr.-Supvr.	MacGregor SESAC
SAN FRANCISCO 9.....	KFRC 610	5,000	Don Lee Bestg. System 5515 Melrose Ave. Prospect 0107	MBS Don Lee	Thomas S. Lee, Pres. William D. Pabst, Gen. Mgr. Merwyn L. McCabe, Sales Mgr.	Melvin Venter, Prod. Mgr. R. L. Templeton, Prom. Dir. E. G. Underwood, Chief Engr.	Blair World AP, UP
SAN FRANCISCO 4.....	KGO 810	7,500 50,000-CP	American Bestg. Co. Inc. 155 Montgomery St. Exbrook 6544	ABC	Mark Woods, (ABC) Pres. Gayle V. Grubb, Mgr. Kirk Torney, Sales Mgr.	Bloyce Wright, Prog. Mgr. Robert F. Laws, Prom. Mgr. A. E. Evans, Engineering Mgr.	ABC Spot Capitol Associated Lang-Worth MacGregor Standard AP, UP, INS
SAN FRANCISCO 9.....	KJBS 1100 L-WTAM	1,000	KJBS Broadcasters 1470 Pine St. Ordway 4148	Edwin P. Franklin, Gen. Mgr. Stanley G. Breyer, Coml. Mgr.	Charles Pendleton, Prog. Dir. William Nielsen, Chief Engr.	Headley-Reed Associated Lang-Worth MacGregor Standard AP, UP, INS
SAN FRANCISCO 2.....	KPO 680	50,000	National Bestg. Co. Inc. Taylor and O'Farrell Sts. Graystone 8700	NBC	Niles Trammell, (NBC) Pres. John W. Elwood, Gen. Mgr. Alfred Crapsey, Coml. Mgr.	Harry Bubeck, Prog. Mgr. David Lasley, Prom. Mgr. Curtis Peck, Chief Engr.	NBC Spot Standard Thesaurus AP, UP, INS
SAN FRANCISCO.....	KSAN 1450	250	Golden Gate Bestg. Co. 1355 Market St.	S. H. Patterson, Pres.	Jerry Akers, Gen. Mgr.	Lang-Worth
SAN FRANCISCO 6.....	KSFO 560	5,000-LS 1,000-N	The Associated Broadcasters Inc. Mark Hopkins Hotel Exbrook 4567	W. I. Dumm, Pres. Pbilip G. Lasky, Vice-Pres. & Gen. Mgr. John G. Campbell, Sales Mgr.	Keith Kerby, Prog. Dir. David Meblin, Prom. Mgr. Royal V. Howard, Dir. of Engring. Richard S. Burdick, Prod. Mgr.	Universal Associated MacGregor Standard UP, INS
SAN FRANCISCO 15.....	KYA 1260	5,000-LS 1,000-N	Palo Alto Radio Station Inc. Hearst Bldg. Douglas 2536	Dorothy S. Thackrey, Owner Bartley C. Crum, Pres. Don Feddersen, Vice-Pres. & Gen. Mgr.	David E. Lundy, Gen. Sales Mgr. Vern Wilson, Prog. Dir. Paul C. Schulz, Chief Engr.	Young Associated Capitol World Standard AP, UP, INS
SAN JOSE.....	KLOK 1170	5,000-D	Valley Bestg. Co. 40 W. San Antonio St. Columbia 1483	E. L. Barker, Partner & Gen. Mgr. R. E. Ryan, Coml. Mgr. Dave K. Dorris, Prog. Dir.	E. L. Barker, Prom. Mgr. J. T. Bindner, Chief Engr. Helen M. Fanning, Adm. Assist. to Gen. Mgr.	Griffith Capitol MacGregor AP, INS

From The Inside! ✻

KFMB *Sells* San Diego

THE NO. 1 CITY IN THE U. S. IN CONSUMER SALES INCREASES

The San Diego market is Going UP! San Diego's tremendous war-time gains have been consolidated into peacetime permanence and stability. Sales Management's Index for the first quarter of '46 gives San Diego first place in the U. S. in consumer sales increases. And day and night, KFMB gives you the kind of concentrated coverage that enables you to cover this important area with IMPACT. Post-war Agricultural-Industrial San Diego is EXPANDING in a Big Way! So is KFMB. That's why we go well together. You can plan to reach the BUYERS in this vital market at lowest cost on KFMB.

Inside Facts

- More than 80% of San Diego County's Retail Dollars are spent in San Diego (1)
 - Sales and Service in San Diego are UP 243.16% since 1939 (2)
 - San Diego's population has increased 78% over 1940 (3)
- Employment gains since 1940 average over 70% (4)
- Agricultural expansion and farm incomes have doubled (5)
- Primary ABC (American) Network's top-flight programs assure maximum audiences.

- (1) U. S. Dept. of Commerce Retail Indices
- (2) U. S. Dept. of Commerce Retail Indices
- (3) U. S. Census Bureau
- (4) Bureau of Labor Statistics
- (5) Dept. of Agriculture crop forecasts

✻
465,720 people (by actual 1946 U. S. Census) live within 15 MILES of KFMB'S ANTENNA. (All but 9500 within 5 miles of downtown San Diego.)



KFMB

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to February 15, 1947)

CALIFORNIA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
SAN JOSE.....	KQW 740	5,000	Pacific Agr. Foundation Ltd. 140 Jessie St., San Francisco 5 Exbrook 3233	CBS	Ralph R. Brunton, Pres. C. L. McCarthy, Vice-Pres. & Gen. Mgr.	D. M. Greene, Sales Mgr. Fred Ruegg, Prog. Dir. Walter S. Zahrt, Prom. Mgr.	Petry MacGregor Standard Thesaurus AP, UP, INS
SAN JOSE.....	KSJO 1590	1,000-D	Santa Clara Bestg. Co. Story and Lucretia Ave. Ballard 3660	John G. Bauriedel, Vice-Pres. & Chief Engr.	Don Telford, Mgr.	Grant Standard World UP
SAN JOSE.....	KEEN (Construction permit) 1370	1,000	United Bestg. Co. Hotel DeAnza Columbia 4000	George D. Snell, Prog. Mgr.	Samuel A. Melnicoe, Chief Engr.	Associated
SAN LUIS OBISPO....	KVEC 920	1,000-LS 500-N	Christina M. Jacobson 851 Higuera St. 1100	MBS Don Lee	Christina M. Jacobson, Owner Les Hacker, Gen. Mgr. Joe Shuttleworth, Coml. Mgr.	Aram Rejeblan, Assist. Mgr. & Prog. Mgr. Earle Travis, Chief Engr.	Grant SESAC Standard Thesaurus AP
SAN MATEO.....	KSMO (Construction permit) 1550	1,000	Amphlett Printing Co. 811 B St. 4-4112	J. Hart Clinton, Pres. John H. Schacht, Gen. Mgr.	H. Neil Black, Chief Engr.	Close Standard AP
SAN MATEO 1.....	KVSM 1050	250-D	San Mateo County Broadcasters 279 Baldwin St. 3-6633	Hugh H. Smith, Pres. Gordon France, Gen. Mgr. Fred C. Weingarth, Coml. Mgr.	Clenton W. Price, Prog. Dir. Hugh Wayne, Prom. Mgr. Merwyn F. Planting, Chief Engr.	Associated Capitol SESAC UP
SAN RAFAEL.....	KTIM (Construction permit) 1510	1,000-D	Marin Bestg. Co. Inc. 1028 B St. 52	Roy A. Brown, Pres.	Ernest L. Smith, Vice-Pres. & Gen. Mgr. Alan A. Johnstone, Coml. Mgr.
SANTA ANA.....	KVOE 1490 1480-CP	250 1,000-CP	The Voice of the Orange Empire Inc. Ltd. 206 N. Main St. 4901-R	MBS Don Lee California Rural	Ernest L. Spencer, Pres. & Gen. Mgr. L. S. Nicholson, Coml. Mgr.	Wallace S. Wiggins, Prog. Dir. & Chief Engr.	Grant MacGregor SESAC
SANTA BARBARA.....	KDB 1490	250	Don Lee Bestg. System 1309 State St. 4131	MBS Don Lee	Thomas S. Lee, Pres. Fin Hollinger, Station Mgr. James S. Blomfield, Coml. Mgr.	Donald C. Roberts, Prog. Dir. Ada Marie Forline, Publicity Dir. Forrest Choate, Chief Engr.	Blair World
SANTA BARBARA.....	KIST 1340	250	Harry C. Butcher 735 State St. 3981	NBC	Harry C. Butcher, Owner Fox Case, Gen. & Coml. Mgr.	William Pickering, Chief Engr.	McGillvra Associated Capitol UP
SANTA BARBARA.....	KTMS 1250	1,000	News-Press Publishing Co. Inc. Santa Barbara 6111	ABC	Thomas M. Storke, Pres. Charles A. Storke, Gen. Mgr. George Fuerst, Sales Mgr.	Ken Peters, Prog. Mgr. Al Nicolay, Chief Engr.	Raymer Lang-Worth Thesaurus AP
SANTA MARIA.....	KCOY 1400	250	News-Press Publishing Co. Inc. 114 W. Cooke St. 12	ABC	Thomas M. Storke, Pres. Charles A. Storke, Gen. Mgr. Frank Weltmer, Mgr.	George Fuerst, Sales Mgr. Ken Peters, Prog. Mgr. Al Nicolay, Chief Engr.	Raymer Lang-Worth Thesaurus AP
SANTA MARIA.....	KSMA 1450	250	H. G., C. A., M. C. Shurtliff & C. A. Center Hwy. 101 24	Hugh G. Shurtliff, Chief Owner Ken Randolph, Gen. Mgr.	Edward C. Duty Jr., Chief Engr.	Griffith Associated MacGregor Standard AP
SANTA MONICA.....	KOWL (Construction permit) 1530	5,000-D	Arthur H. Croghan 404 Georgina St. 4-4627	Arthur H. Croghan, Sole Owner	Clay Osborne, Gen. Mgr.
SANTA ROSA.....	KSRO 1350	1,000	Ruth W. Finley 425 Mendocino 110	Ruth W. Finley, Owner Eddie Handley, Gen. Mgr.	Lee Fleming, Coml. Mgr. Verne Hassett, Chief Engr.	Grant Cole Lang-Worth MacGregor Standard World AP, UP
STOCKTON 7.....	KGDM 1140	5,000	E. F. Peffer 517 E. Market St. 4-4551	CBS	E. F. Peffer, Owner E. Smith, Mgr. & Coml. Mgr.	M. Dinsmore, Prog. Dir. M. B. Greene, Chief Engr.	Blair World INS
STOCKTON 6.....	KWG 1230	250	McClatchy Bestg. Co. Hotel Wolf 2-2727	ABC	Eleanor McClatchy, Pres. Howard L. Bailey, Mgr.	James E. Longe, Prog. Mgr. Russell Bennett, Chief Engr.	Raymer Capitol MacGregor SESAC AP, UP
STOCKTON.....	KXOB (Construction permit) 1280	1,000	Valley Bestg. Co. Stockton	MBS Don Lee	Lincoln Dellar, Pres. & Managing Dir.	Herbert Ferguson, Mgr. Paul E. Leake, Chief Engr.	Young Associated Lang-Worth UP
TULARE.....	KCOK 1240	250	Herman Anderson P. O. Box 119 800	MBS Don Lee	Herman Anderson, Owner Sheldon Anderson, Gen. Mgr. Richard A. Wegener, Business Mgr.	Harold A. Sparks, Prog. Dir. Joseph C. Drilling, Prom. & Pub. Rel. Dir. Forrest Hughes, Chief Engr.	Griffith Associated Standard SESAC UP
VALLEJO.....	KGYW 1190	250-D	California-Nevada Bestg. Co. (Temp.) c/o David McKay, KOLO, Reno, Nev.	Hubert Q. Joucken, Partner	David McKay, Gen. Mgr. & Partner
VISALIA.....	KKIN 1400	250	D. O. Kinnie 115 E. Acequia	D. O. Kinnie, Owner-Operator Stanley S. Simpson, Gen. Mgr. Lyman Patterson, Prog. Dir.	Barney Corwin, Prom. Mgr. Kenneth Aitken, Chief Engr.	Forjoe Capitol MacGregor UP
VISALIA.....	KTKC 940	5,000	Tulare-Kings Counties Radio Associates Box 511 575	ABC	Charles P. Scott, Gen. Mgr. Millard Kibbe, Coml. Mgr. Bill Gracey, Prog. Dir.	Chas. Neite, Prom. Dir. Bert Williamson, Chief Engr.	Rambeau Grant Lang-Worth Standard World AP
WATSONVILLE.....	KHUB 1340	250	Luther E. Gibson P. O. Box 349 1700	ABC	Luther E. Gibson, Owner Roger R. Hant, Gen. Mgr. Knight Johnston, Sales Mgr.	Alan Berg, Prog. Dir. George Kenville, Chief Engr.	Grant World AP
YREKA.....	KSYC (Construction permit) 1490	250	Siskiyou County Bestg. Co. 304 W. Miner St.	Ernest G. Millbourn, Part Owner
YUBA CITY.....	KUBA (Construction permit) 1600	500	Peach Bowl Broadcasters Yuba City	Beverly B. Ballard, et al., Partners

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 (Data corrected to February 15, 1947)

COLORADO

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
ALAMOSA.....	KGW 1450-SH	250	E. L. Allen Alamosa 26	KBS	E. L. Allen, Owner D. Lloyd Allen, Coml. Mgr.	Kay Allen, Prog. Dir. George H. Kettle, Chief Engr. UP	
BOULDER.....	KBOL 1490	250	J. Herbert Hollister 1617 Pearl	J. Herbert Hollister, Owner	Jack Todd, Gen. Mgr.	
CANON CITY.....	KRLN (Construction permit) 1400	250-D	Royal Gorge Broadcasters Canon City	Raymond M. Beckner } Melvin B. Williams } Partners	
COLORADO SPRINGS..	KCSM (Construction permit) 1450	250	James L. Frank Colorado Springs	James L. Frank, Owner	
COLORADO SPRINGS..	KRDO 1240	250	Pikes Peak Bestg. Co. Alta Vista Hotel Main 1125	Joe Rohrer, Owner & Mgr. Cecil Seavey, Coml. Mgr.	Mildred Fuller, Prog. Mgr. Charles Eining, Chief Engr. SESAC AP	
COLORADO SPRINGS..	KVOR 1300	1,000	Oklahoma Publishing Co. Exchange Natl. Bank Bldg. Main 278	CBS	E. K. Gaylord, Pres. Everett Shupe, Mgr.	Conrad M. Brown, Prog. Dir. H. Cozine Strang, Chief Engr. Katz World AP	
CRAIG.....	KRAI (Construction permit) 1230	250	Craig Bestg. Co. (Temp.) 245 N. Main St. Logan, Utah	Newell S. Cahoon, Owner	
DENVER 2.....	KFEL 950	5,000	Eugene P. O'Fallon Inc. Alhany Hotel Keystone 0178	MBS	Gene O'Fallon, Gen. Mgr. Frank Bishop, Station Dir. Mark Crandall, Coml. Mgr.	Paul Godt, Prog. Dir. Don McCalg, Prom. Mgr. Tom Atherstone, Chief Engr. Blair Associated Cole Standard SESAC AP, INS	
DENVER 2.....	KLZ 560	5,000	KLZ Bestg. Co. Shirley-Savoy Hotel Main 4271	CBS	E. K. Gaylord, Pres. Hugh B. Terry, Mgr. Fred C. Mueller, Coml. Mgr.	Charles C. Roberts, Prog. Dir. E. Lee Fondren, Prom. Mgr. Harvey E. Wehrman, Chief Engr. Katz Capitol Standard AP, INS	
DENVER 2.....	KMYR 1340	250	KMYR Bestg. Co. 1626 Stout St. Main 4161	F. W. Meyer, Pres. & Gen. Mgr. A. G. Meyer, Sec.-Treas. & Station Mgr. Ben. Begoff, Coml. Mgr.	Dolores Pledsted, Prog. Dir. Elwood H. Meyer, Prom. Mgr. Glen James, Chief Engr. Rambeau Capitol Cole World AP, UP	
DENVER 2.....	KOA 850	50,000	National Bestg. Co. 1625 California St. Main 6211	NBC	Niles Trammell, (NBC) Pres. Lloyd E. Yoder, Gen. Mgr. James R. MacPherson, Asst. Gen. Mgr. in charge of Coml. Activities	Clarence C. Moore, Mgr., Program Dept. Randy F. Smith, Mgr., Adv. & Prom. Dept. Robert H. Owen, Asst. Gen. Mgr. in charge of Engring. Activities	NBC Spot Standard Thesaurus AP, UP, INS
DENVER 2.....	*KPOF 910 ST-KFKA	1,000 CP-5,000-LS	Pillar of Fire 1845 Champa St. Tahor 3733	Arthur K. White } Ray B. White } Gen. Mgr. Orland Wolfram, Music & Prog. Dir.	Kathleen M. White, Prom. Mgr. Paul Schissler, Chief Engr.	
DENVER 2.....	KVOD 630	5,000	Colorado Radio Corp. Midland Savings Bldg. Tahor 2291	ABC	W. D. Pyle, Pres. & Chief Engr. T. C. Ekrem, Station Mgr. Con Hecker, Sales-Prom. Mgr.	V. W. Corbett, Prog. Dir. Ben Stanton, Puhl. Dir. McGillvra Associated Cole Lang-Worth UP	
DURANGO.....	KIUP 1400	250	San Juan Bestg. Co. Inc. 2800 Main Ave. 117	KBS	Raymond M. Beckner, Gen. & Coml. Mgr.	John L. Antic, Chief Engr. Clark Griffith SESAC UP	
FORT COLLINS.....	KCOL (Construction permit) 1400	250	The Northern Colorado Bestg. Co. Northern Hotel Bldg.	Douglas D. Kahle, et al, Owners	
GRAND JUNCTION....	KFXJ 920	1,000-LS 500-N	Western Slope Bestg. Co. P. O. Box 30 1300	MBS KBS	Rex Howell, Gen. Mgr. Charles Howell, Partner-Auditor	Charles Hay, Chief Engr. Griffith Standard World SESAC UP	
GREELEY.....	KFKA 910 ST-KPOF	1,000	Mid-Western Radio Corp. 620 8th Ave. 450	Francis Price, Pres. & Gen. Mgr. Don Boyce, Prog. Dir.	Ray E. Smith, Chief Engr. Clark Cole Lang-Worth UP	
LA JUNTA.....	KOKO 1400	250	The Southwest Bestg. Co. P. O. Box 485 42	KBS	Stanley N. Schultz, Chief Owner	Clark Grant Standard SESAC UP	
PUEBLO.....	KADP (Construction permit) 1490	250	Alva B. Adams Jr. 102 W. Arman Ave.	Alva B. Adams Jr., Owner	
PUEBLO.....	KCSJ (Construction permit) 590	1,000	Star Bestg. Co. Inc. 211 W. 5th St.	Frank S. Hoag Jr., Pres.	
PUEBLO.....	KGHF 1350	1,000-LS 500-N	Colorado Bestg. Co. Inc. Pueblo Savings & Trust Bldg. 3877	ABC	Gifford S. Phillips, Pres. Curtis P. Ritchie, Gen. Mgr. Maxson I. Bevans, Coml. & Prom. Mgr.	Clifford Hendrix, Prog. Dir. Willis Shanks, Chief Engr. McGillvra World UP	
STERLING.....	KGEK 1230-SH	100	Elmer G. Beehler Fleming Road 679	KBS	Elmer G. Beehler, Owner, Gen. Mgr. & Chief Engr.	Al Ross, Coml. Mgr. Clark Lang-Worth Transradio	
TRINIDAD.....	KCRT 1240	250	H. L. Corley S. Country Cluh Drive 338	KBS	H. L. Corley, Owner, Gen. Mgr. & Chief Engr	Lang-Worth Standard SESAC UP	
TRINIDAD.....	KSFT 1280	1,000-LS 500-N	Trinidad Bestg. Corp. First National Bank 414	ABC	Stanley N. Schultz, Chief Owner & Gen. Mgr. Glenn Rippen, Coml. Mgr.	Ernest E. Mark, Prog. Dir. William D. Grove, Prom. Mgr. Lloyd L. Wilson, Chief Engr. T-H-S Capitol AP	

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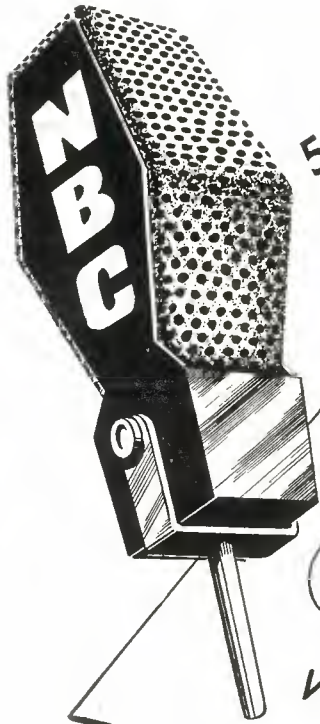
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CONNECTICUT

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
BRIDGEPORT 1	WICC 600	1,000-LS 500-N	Yankee Network Inc. Stratfield Hotel 6-1121	MBS Yankee	William O'Neil, Pres. John Shepard 3rd, Chairman Bd. Joseph Lopez, Station Mgr. Norman Whittaker, Coml. Mgr. Florence B. Robinson, Prog. Dir.	James Powers, Prom. Mgr. George Keich, Chief Engr. Petry Associated SESAC Standard AP
BRIDGEPORT 3	WNAB 1450	250	Harold Thomas 991 Broad St. 3-3112	ABC Conn. State	Harold Thomas, Owner Fullerton T. McGough, Gen. & Coml. Mgr.	Jack Dahlby, Prog. Dir. Vincent DeLaurentis, Chief Engr. Rambeau Standard UP
HARTFORD 4	WDRG 1360	5,000	WDRG Inc. 750 Main St. 7-1188	CBS	Franklin M. Doolittle, Pres. Walter B. Haase, Station Mgr. William F. Malo, Coml. Mgr.	Harvey Olson, Prog. Mgr. Italo A. Martino, Chief Engr. Raymer AP, UP
HARTFORD 4	WONS 1410	5,000	Yankee Network Inc. 54 Pratt St. 7-9131	MBS Yankee	William O'Neil, Pres. John Shepard 3rd, Chairman Bd. Linus Travers, Exec. Vice-Pres.	Ralph Kanna, Station Mgr. Jack Lacy, Prom. Dir. Rogers Holt, Chief Engr. Petry Associated Standard UP
HARTFORD 4	WTHT 1230	250	The Hartford Times Inc. 555 Asylum St. 2-0237	ABC Conn. State	C. Glover DeLaney, Station Mgr. Leonard R. Schoenfeld, Sales Mgr. Frederick E. Bieber, Prog. Dir.	Sereno B. Gammell, Publicity Dir. Charles S. Masini, Chief Engr. McKinney Lang-Worth Standard AP, Reuters
HARTFORD 15	WTIC 1080	50,000	Travelers Bestg. Service Corp. 26 Grove St. 2-3181	NBC New England	Paul W. Morency, Vice-Pres. & Gen. Mgr. Walter Johnson, Assist. Gen. Mgr.	Leonard J. Patricelli, Prog. Mgr. James P. Clancy, Sales Prom. Mgr. H. D. Taylor, Plant Mgr. Weed Lang-Worth AP, INS, Transradio
MERIDEN	WMMB (Construction permit) 1470	1,000-D	Silver City Crystal Co. Meriden	Carl A. Schultz, Pres.
NEW BRITAIN	WKNB 840	1,000-D	The New Britain Bestg. Co. 213 Main St. 702	Julian Gross, Pres. Robert Martineau, Mgr.	David Scott, Prog. Dir. William R. Atkinson, Chief Engr. Young Bannan Capitol World AP
NEW HAVEN	WELI 960	1,000-LS 500-N 1,000-CP	Conn. Radio Foundation Inc. 221 Orange St. 8-1133	ABC Conn. State	Harry C. Wilder, Pres. & Chief Owner Richard W. Davis, Gen. Mgr. Edwin H. Schweitzer, Coml. Mgr.	Charles H. Wright, Prog. Dir. Rudy Frank, Prom. Mgr. Fred King, Chief Engr. Headley-Reed Lang-Worth UP
NEW HAVEN	WKOY (Construction permit) 1260	1,000-D	New Haven Bestg. Corp. 151 Court St.	Edward S. Minor, Pres.
NEW HAVEN 10	WNHC 1340	250	Elm City Bestg. Corp. 1110 Chapel St. 8-3151	Patrick J. Goode, Pres. James T. Milne, Gen. Mgr. Aldo DeDominicis, Sec.-Treas.	David K. Harris, Prog. Dir. Vince Callanan, Prom. Mgr. Vincent DeLaurentis, Chief Engr. Rambeau Bannan Standard AP
NEW LONDON	WNLC 1490	250	The Thames Bestg. Corp. 281 State St. 2-4365	MBS Yankee Conn. State	Roderick L. Morey, Chief Owner Gerald J. Morey, Gen. Mgr. & Pres. Edward F. Darrell, Natl. Sales Mgr.	Leo B. Keegan, Local Sales Mgr. Leslie Morson, Prog. Dir. Jane C. Cobb, Prom. Mgr. Walter J. Tucker Jr., Chief Engr. AP
NORWICH	WNOC 1400	250	The Norwich Bestg. Co. 91 Main St. 3325	KBS	H. Ross Perkins } Owners J. Eric Williams } H. Ross Perkins, Mgr.	Richard Carlson, Prog. & Publ. Dir. John T. Hickok, Chief Ann. Joseph Sielski, Chief Engr. Wilson Bannan AP
STAMFORD	WSTC 1400	250	Western Conn. Bestg. Co. 270 Atlantic St. 4-7575	ABC Conn. State	Kingsley Gillespie, Vice Pres. Harold H. Meyer, Gen. Mgr. Wharton Ford, Coml. Mgr.	Fred Daiger, Prog. Dir. D. Hay, Prom. Mgr. Edward L. Markman, Chief Engr. Wood Bannan World UP
WATERBURY 3	WATR 1320	1,000	Harold Thomas 71 Grand St. 3-5161	ABC Conn. State	Harold Thomas, Gen. Mgr. S. R. Elman, Station & Coml. Mgr.	Ed. Waller, Prog. Dir. & Prom. Mgr. Norman Blake, Chief Engr. Rambeau Transradio
WATERBURY 89	WBRY 1590	5,000	American-Republican Inc. 136 Grand St. 3-1125	CBS	W. J. Pape, Pres. Eric Pape, Business Mgr. Harry A. DeVorken, Coml. Mgr.	Walter Howard, Prog. Mgr. Wilder Greeley, Asst. Business Mgr. Frank B. Hales, Chief Engr. McGillvra World AP
WATERBURY 32	WWCO 1240	250	Meyers, Aronheim & Meyers 119 West Main St. 4-5141	MBS Yankee	Mitchell G. Meyers, Managing Dir. Milton H. Meyers, Gen. Mgr. & Prog. Dir. Mort Silverman, Coml. Mgr.	Al DeGoia, Prom. Mgr. Louis Steady, Chief Engr. Petry Standard AP

DELAWARE

WILMINGTON 28	WDEL 1150	5,000	WDEL Inc. 10th and King Sts. 7268	NBC	J. Hale Steinman } Owners John F. Steinman } Clair R. McCollough, Station Exec. J. Gorman Walsh, Station Mgr.	J. Robert Gulick, Natl. Sales Mgr. Harvey Smith, Prog. Dir. Herman Reitzes, Prom. Mgr. J. E. Mathiot, Chief Engr.	Radio Advertising Thesaurus World UP
WILMINGTON	WILM 1450	250	Delaware Bestg. Co. 920 King St. 4-7771	MBS	Alfred G. Hill, Pres. Francis H. Brinkley, Vice-Pres. & Gen. Mgr.	Don Graham, Asst. Gen. Mgr. & Prog. Dir. H. Edwin Kennedy, Chief Engr.	McGillvra Lang-Worth AP
WILMINGTON	WTUX (Construction permit) 1290	500-D	Port Frere Bestg. Co. 1326 Market St.	Gordon K. MacIntosh, Pres.	Howard R. Robinson, Secy-Treas. & Gen. Mgr.



5000 WATTS DAY AND NIGHT

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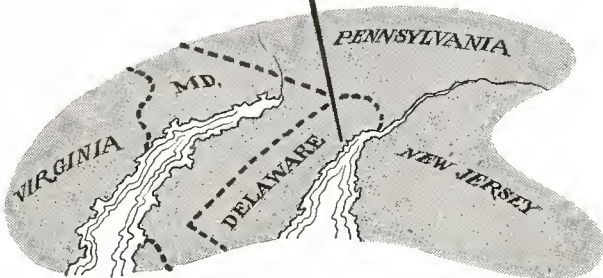
WDEL, located in Wilmington, Delaware—one of the fastest growing industrial cities in the east—thoroughly covers Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia. This is a section, which, because of its strategic location, transportation facilities and industrial diversification faces a great and prosperous future. Your advertising dollars are wisely spent in this sales-producing area. Inquire now about its profit possibilities.

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DISTRICT OF COLUMBIA

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
WASHINGTON	WINX 1340	250	WINX Bestg. Co. 8th & Eye Sts. N. W. Republic 8000	Eugene Meyer, Chief Owner Phillip Graham, Pres. R. C. O'Donnell, Station Mgr. L. C. Sweatt, Coml. Mgr.	Richard McNamara, Prog. Dir. Ralph DuBrowin, Prom. Mgr. Ralph E. Cannon, Chief Engr.	Headley-Reed Associated Standard Lang-Worth World AP, UP, INS
WASHINGTON 5	WMAL 630	5,000	Evening Star Bestg. Co. 724 14th St. N. W. National 5400	ABC	S. H. Kauffman, Pres. K. H. Berkeley, Gen. Mgr. Ben B. Baylor Jr., Coml. Mgr.	Gordon Hubbel, Dir. of Prog. Ops. William Willison, Prog. Mgr. Daniel Hunter, Chief Engr.	ABC Spot Associated Lang-Worth Standard AP, UP
WASHINGTON 6	WOL 1260	5,000	Cowles Bestg. Co. 1627 K St. N. W. Metropolitan 0010	MBS	Gardner Cowles, Owner Merle S. Jones, Gen. Mgr. William D. Murdock, Coml. Mgr.	Arthur J. Casey, Prog. Dir. & Assist. Mgr. Tom Means, Prom. Mgr. Harold Reed, Chief Engr.	Katz Associated Standard AP, UP
WASHINGTON 8	WQQW 570	500-D	Metropolitan Bestg. Corp. 2627 Conn. Ave. N. W. Columbia 6331	Edward M. Brecher, Gen. Mgr.	Robert Martin, Chief Engr. AP
WASHINGTON 5	WRC 980	5,000	National Bestg. Co., Inc. 724 14th St. N. W. Republic 4000	NBC	Frank M. Russell, (NBC) Vice-Pres. in charge Carleton D. Smith, Gen. Mgr. Mahlon A. Glascock, Sales Mgr.	George Y. Wheeler, Prog. Mgr. Lorin Myers, Prom. Mgr. A. E. Johnson, Chief Engr.	NBC Spot Associated Thesaurus Standard AP, UP, INS
WASHINGTON 4	WTOP 1500	50,000	Columbia Bestg. System Inc. Earle Bldg. Metropolitan 3200	CBS	Frank Stanton, (CBS) Pres. Earl C. Gammons, (CBS) Vice-Pres. in charge Carl J. Burkland, Gen. Mgr.	Maurice M. Mitchell, Coml. Mgr. Richard L. Linkroum, Prog. Dir. George Taylor, Prom. Mgr. Clyde Hunt, Chief Engr.	Radio Sales World AP, UP
WASHINGTON 6	WWDC 1450	250	Capital Bestg. Co. 1000 Connecticut Ave., N. W. National 7203	Joseph Katz, Pres. Ben Strouse, Vice-Pres. & Gen. Mgr. Helen K. Moberley, Natl. Adv. Mgr.	Norman Reed, Prog. Dir. Rick La Falce, Dir. of Public Rel. Ross Beville, Chief Engr.	Forjoe Capitol Thesaurus Standard AP, UP

FLORIDA

BRADENTON	WDHL 1490	250	Manatee Bestg. Co. Inc. Municipal Pier 31-581	N. A. Perry Jr., Pres. J. E. Foster, Vice-Pres. & Gen. Mgr.	N. A. Perry Jr., Coml. Mgr. Mary Swaggerty, Prom. Mgr. J. E. Foster, Chief Engr.	Perry Standard AP
CLEARWATER	WCLE 680	1,000-D	Clearwater Bestg. Co. Inc. Whitcomb Bldg. 2573	Houston Cox Jr., Pres. & Gen. Mgr.	Drew Shankle, Prog. & Prom. Dir. Arthur C. Betts, Chief Engr.	Universal Standard AP
CORAL GABLES	WBAY 1490	250	Atlantic Shores Bestg. Ltd. Coral Gables	Elbert B. Griffis, Prin.	
DAYTONA BEACH	WMFJ 1450	250	W. Wright Esch 126 Magnolia Ave. 91	ABC	W. Wright Esch, Owner Billee B. Esch, Gen. Mgr. Ray Clancy, Station Mgr.	John S. Pitts, Coml. Mgr. W. Wright Esch, Chief Engr. AP
DAYTONA BEACH	WROD (Construction permit) 1340	250	Daytona Beach Bestg. Co. P. O. Box 1269	Wade R. Sperry Edgar J. Sperry Josephine T. Sperry	Partnership Edgar J. Sperry, Gen. Mgr. UP
FORT LAUDERDALE	WFTL 1400	250	Fort Lauderdale Bestg. Co. S. E. 15th St. at Inland Waterway 3890	Gene T. Dyer, Pres. & Chief Owner Reggie Martin, Gen. & Coml. Mgr.	James A. McCulla, Prog. Dir. & Prom. Mgr. William R. Needs, Chief Engr. Associated UP
FORT MYERS	WINK 1240	250	Fort Myers Bestg. Co. 54 E. First St. 818	CBS KBS Florida	George Case, Gen. & Coml. Mgr.	L. S. Roser, Chief Engr.	Pearson Thesaurus AP
FORT PIERCE	WIRA 1400	250	Indian River Bestg. Co. County Park 870	MBS	Douglas Silver, Pres. & Gen. Mgr. J. Tom Watson, Coml. Mgr. Marjorie B. Silver, Prog. Dir.	Thomas B. Newson, Copy & Prom. Mgr. C. S. Clemans, Chief Engr.	Clark Cole Standard UP
GAINESVILLE 2	WRUF 850 L-KOA	5,000 SA-5,000-LS 100-N	U. of Florida Gainesville 1000	MBS Florida	State of Florida, Owner Garland Powell, Dir. Paul Acosta, Coml. Mgr.	J. Sam Fouts, Prod. Mgr. J. H. Sheely, Prom. Mgr. Dr. Palmer Craig, Chief Engr.	Burn-Smith Lang-Worth SESAC AP
HOLLYWOOD	WINZ 940	1,000-D	Hollywood Bestg. Co. 1924 Hollywood Blvd.	Jonas Weiland, Pres.	Wells F. Bruen, Gen. Mgr.
JACKSONVILLE 2	WJAX 930	5,000-LS 1,000-N	City of Jacksonville City Hall 5-5821	NBC	Thos. C. Imeson, City Commissioner in charge John T. Hopkins III, Mgr. & Chief Engr.	Evelyn Boote, Prog. Dir.	Blair Cummings Thesaurus Associated AP
JACKSONVILLE 1	WJHP 1320	5,000	The Metropolis Co. 500 Laura St. 5-7610	MBS	John H. Perry, Pres. & Chief Owner Ted Chapeau, Gen. & Coml. Mgr.	C. Speed Veal, Prog. Dir. Beecher Hayford, Chief Engr.	Perry Cole Lang-Worth SESAC UP

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Now 5000 Watts

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YEAR-ROUND market in Florida.

There is a bonus listenership too, shown in the Hooper chart of
listening indexes (Oct.-Nov., 1946) as WJHP Station Listening
Index exceeds MBS stations by . . . 9.3% from 8 a.m. to 12 Noon,
44.% from 12 Noon to 6 p.m., and 32.4% from 6 p.m. to 10 p.m.,
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FLORIDA—(Continued)

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JACKSONVILLE 1.....	WMBR 1400	250	Florida Bestg. Co. 675 Main St. South 5-4887	CBS	Frank King, Pres. & Gen. Mgr. Glenn Marshall Jr., Sec.-Treas. & Coml. Mgr.	Carroll Gardner, Mgr. Charlie Stone, Prog. Dir. E. B. Vordermark, Chief Engr.	Weed Lang-Worth World UP
JACKSONVILLE.....	WPDQ 600	5,000	Jacksonville Bestg. Corp. Gulf Life Bldg. 5-6781	ABC Florida- American	James R. Stockton, Pres. Robert R. Feagin, Gen. Mgr. Frank Taylor Jr., Assist. Mgr.	H. Burnham Adams, Prog. Dir. Sidney Beighley, Merch. Mgr. James R. Donovan, Chief Engr.	Katz Standard AP
JACKSONVILLE BEACH	WJVB (Construction permit) 1010	250-D	Jacksonville Beach Bestg. Co. 101 Pablo Ave.	J. Lyle Williams } Prin. Owners H. A. Prather }
KEY WEST.....	WKWF 1600	500	John M. Spottswood Spottswood Bldg. 510	MBS	John M. Spottswood, Gen. Mgr. & Coml. Mgr. C. E. Smith Jr., Assist. Gen. Mgr.	John M. Spottswood, Prog. Dir. F. F. Moore, Chief Engr.	Walker Thesaurus UP
LAKE CITY.....	WDSR 1340	250	Deep South Radioways 126 N. Marion St. 525	Alfred H. Temple, Mgr. & Coml. Mgr.	Edward A. Baumel, Prog. Dir. & Prom. Mgr. T. Neal Kenyon, Chief Engr. World AP
LAKELAND.....	WLAK 1340	250	S. O. Ward P. O. Box 1211 2127	NBC Florida	S. O. Ward, Owner-Mgr. Powell Adams, Coml. Mgr. Maxine Tyner, Prog. Dir.	Bill Reeves, Assist. Mgr. William P. Lee, Chief Engr.	Pearson UP
MIAMI 36.....	WGBS 710	10,000	The Fort Industry Co. 1605 Biscayne Blvd. 9-2401	CBS Florida- American	George B. Storer, Pres. Stanton P. Kettler, Managing Dir. M. N. Babcock, Coml. Mgr.	Joseph Worthy, Prog. Dir. Frank Jaffe, Prom. Mgr. H. A. Bondy, Chief Engr.	Katz Lang-Worth Thesaurus AP
MIAMI 30.....	WIOD 610	5,000	Isle of Dreams Bestg. Corp. 600 Biscayne Blvd. 3-6444	NBC	James M. Cox, Chief Owner Daniel J. Mahoney, Pres. James M. LeGate, Gen. Mgr. Robert L. Fidler, Coml. Mgr.	Warren Sinot, Prog. Dir. Martha Henriquez, Prom. Mgr. Milton C. Scott, Chief Engr.	Hollingbery Cummings Associated Standard AP, UP, INS Transradio
MIAMI 31.....	WQAM 560	5,000-LS 1,000-N	Miami Bestg. Co. 327 N. E. First Ave. Box 3741 2-6121	ABC	Fred W. Borton, Pres. & Gen. Mgr. John S. Knight, Part Owner Hazel McGuire, Assist. to the Pres.	Fred W. Mizer, Coml. Mgr. Marjorie Christopher, Prog. Dir. & Prom. Mgr. Earle Lewis, Chief Engr.	Blair SESAC World AP
MIAMI BEACH 38.....	WKAT 1360	1,000	A. Frank Katzentine 1759 Bay Road 5-5711	MBS	A. Frank Katzentine, Owner John I. Prosser, Gen. & Coml. Mgr. Robert Beutel, Prog. Dir.	Tom Magee, Day Chief Engr. Arthur P. Smith Jr., Night Chief Engr.	Radio Advertising Cole Standard UP
MIAMI BEACH.....	WMBM (Construction permit) 800	1,000-D	Biscayne Bestg. Co. Miami Beach	Thomas O. McCullough, Pres. & Gen. Mgr.
OCALA.....	WTMC 1490	250	Ocala Bestg. Co. Inc. P. O. Box 831 123	MBS KBS Florida	John H. Perry, Pres. Thomas S. Gilchrist Jr., Mgr. Virgil G. Evans, Assist. Mgr. & Prog. Dir.	Beecher Hayford, Chief Engr., Perry Stations D. N. Ricardson, Chief Engr.	Perry Lang-Worth UP
ORLANDO.....	WDBO 580	5,000	Orlando Bestg. Co. Inc. 563 N. Orange Ave. 6181	CBS	Col. Geo. C. Johnston, Pres. & Gen. Mgr. Harold P. Danforth, Exec. Officer & Vice-Pres.	Wm. G. McBride, Natl. Sales Mgr. & Prog. Dir. J. M. Pedrick, Local Sales Mgr. J. E. Yarbrough, Chief Engr.	Blair Cummings Thesaurus World AP, UP
ORLANDO.....	WHOO (Construction permit) 990	10,000-LS 5,000-N	Orlando Daily Newspapers Inc. 238 S. Orange Ave. 4161	ABC	Martin Andersen, Chief Exec.
ORLANDO.....	WLOF 1230 CP-950	250 CP-5,000	Hazlewood Inc. Angebilt Hotel 8163	ABC	Victor Buisset, Gen. Mgr. Lang-Worth INS
ORLANDO.....	WORZ 740	1,000	Central Fla. Bestg. Co. WORZ Bldg. 2-0552	NBC	James Dandelake, Pres. Eugene D. Hill, Mgr. Paul Parker, Prog. Mgr.	Bette Stein, Prom. Mgr. H. B. Greene, Chief Engr.	Weed Standard AP
PALATKA.....	WWPF 800	250-D	Palatka Bestg. Co. 105½ N. Second St.	J. E. Massey } Partners L. C. McCall }	L. C. McCall, Gen. Mgr. & Chief Engr.	Cole Lang-Worth UP
PALM BEACH.....	WWPG 1340	250	Palm Beach Bestg. Corp. S. Ocean Blvd. 2-1515	ABC Florida- American	Chas. E. Davis, Pres. & Chief Owner	Donald S. Greenleaf, Coml. Mgr. Clyde Walkden, Chief Engr.	McGillvra Lang-Worth Thesaurus AP
PANAMA CITY.....	WDLF 1230	250	Panama City Bestg. Co. Inc. West Beach Drive 777	MBS KBS	John H. Perry, Pres. Byron Hayford, Gen. & Coml. Mgr.	Elmer Scott, Chief Engr.	Perry World AP, UP
PENSACOLA.....	WBSR 1450	250	Escambia Bestg. Co. San Carlos Hotel 6173	ABC	Ruth Braden, Pres. & Gen. Mgr. Irving Welch, Station Mgr. Robert Forsyth, Coml. Mgr.	Judith Lawton, Prog. & Prod. Mgr. Bert Mead, Chief Engr.	Lang-Worth Thesaurus AP
PENSACOLA.....	WCOA 1370	1,000-LS 500-N	Pensacola Bestg. Co. P. O. Box 1669 4111	NBC	John H. Perry, Pres. & Gen. Mgr. W. R. Johnston, Prog. Dir.	Tom Pace, Prom. Mgr. Harold L. Heath, Chief Engr.	Perry Capitol World UP
PENSACOLA.....	WEAR (Construction permit) 1490	250	Gulfport Bestg. Co. (Temp.) 4717 Cherokee Trail Dallas 9, Tex.	Jesse T. Carroll, Pres.
ST. AUGUSTINE.....	WFOY 1240	250	Fountain of Youtb Bestg. Co. Magnolia Ave. 1622	CBS	Glenn Marshall Jr., Pres. & Gen. Mgr. John Cummins, Sales Mgr.	Frankye C. Walker, Prog. Dir. & Prom. Mgr. John E. Bernhard Jr., Tech. Dir.	Weed Thesaurus UP
ST. PETERSBURG 1....	WSUN 820	5,000	City of St. Petersburg P. O. Box 240 4747	ABC	Norman E. Brown, Mgr. & Prom. Dir.	Vera New, Coml. Mgr. Louis J. Link, Prog. Dir. & Chief Engr.	Weed Associated SESAC UP



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FLORIDA—(Continued)

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ST. PETERSBURG 6...	WTSP 1380	1,000-LS 500-N 5,000-CP	Pinellas Bestg. Co. Times Bldg. 8108	MBS Florida	Irwin Simpson, Chief Exec. Herbert T. Anderson, Gen. Mgr. Coburn Gum, Coml. Mgr.	Jack Faulkner, Prog. Dir. & Prom. Mgr. William D. Mangold, Chief Engr.	Pearson World UP
SARASOTA	WSPB 1450	250	WSPB Inc. Ringling Isle 2565	CBS Florida	John B. Browning, Gen. Mgr.		
TALLAHASSEE	WRHP 1450	250	Tallahassee Appliance Corp. Floridan Hotel 2691	ABC KBS	Frank W. Pepper, Pres. & Gen. Mgr. W. B. Fraker, Coml. Mgr.	C. T. Lynch Jr., Prog. Dir. & Prom. Mgr. C. L. Clifton, Chief Engr.	Clark World UP
TALLAHASSEE	WTAL 1340	250	Capital City Bestg. Corp. P. O. Box 989 2160	MBS	John H. Phipps, Pres. & Chief Owner Teresa M. Myers, Vice-Pres. & Gen. Mgr.	Jennings Knox, Assist. Mgr. & Comptroller Read Wymm, Prog. Dir. Harriet B. Carson, Prom. & Sales Mgr. William A. Snowden, Chief Engr.	Perry Standard Thesaurus AP
TAMPA	WALT 1110	1,000-D	Tampa Bestg. Co. 401 W. Tyler St. M-7921		W. Walter Tison, Owner-Mgr. Lynn Gearheart, Prog. Dir.	J. B. Tison, Chief Engr.	Perry Capitol Lang-Worth SESAC AP
TAMPA 1	WDAE 1250	5,000	Tampa Times Co. 114 N. Franklin St. M-1818	CBS	David E. Smiley, Pres. L. Spencer Mitchell, Gen. & Coml. Mgr.	Kenneth W. Skelton, Prog. Dir. Wm. Pharr Moore, Chief Engr.	Katz Cole MacGregor World AP
TAMPA 1	WFLA 970	5,000	The Tribune Co. Lafayette & Hyde Park Ave. H-1828	NBC	J. S. Mims, Publisher Charles G. Baskerville, Gen. Mgr. Bert A. Arnold, Sales Mgr.	Paul M. Jones, Prog. & Prod. Mgr. Lucille Youmans, Prom. Mgr. Joseph J. Mitchell, Chief Engr.	Blair Cummings Lang-Worth Thesaurus UP
WEST PALM BEACH	WIRK (Construction permit) 1290	1,000-D	Ken-Sell Inc. (Temp.) 25 S. E. First Ave. Miami, Fla.		Joseph S. Field Jr., Pres.		
WEST PALM BEACH	WJNO 1230	250	WJNO Inc. 1500 N. Flagler Drive 3638	CBS Florida	Marshall Heminway, Pres. Stephen P. Willis, Gen. Mgr. & Sec.	Matt Gettings, Prog. Dir. Harry Forster, Prom. Mgr. Otis C. Wright, Chief Engr.	Radio Advertising Capitol World UP
WINTER HAVEN	WSIR 1490	250	Citrus Belt Broadcasters Inc. 182 Third St. S.W. 3-1313		Frederick L. Allman, Pres. Lawrence A. Rollins, Gen. Mgr.	John W. Brandstetter, Prog. Dir.	

GEORGIA

ALBANY	WALB 1590	1,000	Herald Publishing Co. Albany Theatre Arcade 389	MBS	H. T. McIntosh, Pres. & Chief Owner Abner M. Israel, Gen. Mgr.	Robert S. Wilson, Coml. Mgr. David K. Fulton, Prog. Dir. & Prom. Mgr. George Walden, Chief Engr.	Burn-Smith World AP
ALBANY	WGPC 1450	250	The Albany Bestg. Co. 125 1/2 N. Jackson St. 1370	CBS	J. W. Woodruff, Owner J. W. Woodruff Jr., Exec. Mgr. Leonard M. George, Station Mgr.	Cecil Fowler, Prog. Dir. Wayne McClung, Chief Engr.	Hollingbery Thesaurus UP
AMERICUS	WDEC (Construction permit) 1230	250	Americus Bestg. Co. Americus		James R. Blair, Pres.		
ATHENS	WGAU 1340	250	J. K. Patriek & Co. Bobbins Mill Road 1741	CBS KBS	R. Lewis Doster, Gen. Mgr. Mary M. Lester, Prog. Dir.	William Evans, Chief Engr.	Standard AP
ATLANTA 3	WAGA 590	5,000	Liberty Bestg. Co. Western Union Bldg. Main 5101	ABC	George B. Storer, Pres. James Bailey, Managing Dir. M. C. Gregory, Prog. Dir.	Ewald Kockritz, Prom. Mgr. Arry L. Brown, Chief Engr.	Headley-Reed Lang-Worth Thesaurus AP, INS
ATLANTA 3	WATL 1400 1380-CP	250 5,000-CP	Atlanta Bestg. Co. Henry Grady Bldg. Walnut 4377	MBS	J. W. Woodruff, Owner J. Leonard Reinsch, Managing Dir. & Exec. Mgr. Walter P. Speight Jr., Gen. Mgr.	Samuel W. Kane, Sales Mgr. James M. Hardin, Prog. Dir. Henry W. Fincher, Chief Engr.	Hollingbery Lang-Worth Standard UP
ATLANTA	WBGE 1340	250	General Bestg. Co. Georgian Terrace Hotel		Mike Benton, Pres.	Maurice C. Coleman, Gen. Mgr.	Lang-Worth Cole AP
ATLANTA	WCON (Construction permit) 550	5,000	Constitution Publishing Co. 148 Alabama St. S.W.		Clark Howell, Chief Exec.	Allen Post, Gen. Mgr.	
ATLANTA 1	WGST 920	5,000-LS 1,000-N	Regents, Georgia School of Tech. P. O. Box 674 Walnut 8441	CBS Georgia	Frank M. Spratlin, Chairman, Radio Committee, Regents John Fulton, Gen. Mgr.	Jack Kelly, Prog. Dir. Paul Sanford, Merch. Mgr. Ben Akerman, Chief Engr.	Katz Thesaurus World AP
ATLANTA	WSB 750	50,000	The Atlanta Journal Co. Atlanta Hemlock 1045	NBC	James M. Cox, Chief Owner J. Leonard Reinsch, Managing Dir. John M. Outler Jr., Gen. Mgr. Frank Gaither, Coml. Mgr.	Marcus Bartlett, Prog. Mgr. Jean Hendrix, Prom. Mgr. C. F. Daugherty, Chief Engr.	Petry Associated Standard World AP, UP, INS
AUGUSTA	WBBQ (Construction permit) 1340	250	Savannah Valley Bestg. Co. Sand Bar Ferry Road	MBS	George G. Weiss, Pres. & Gen. Mgr. John W. Watkins, Coml. & Prom. Mgr.	George M. Scott, Prog. Dir. David W. Freeman, Chief Engr.	McGillvra Associated Cole Standard AP, INS

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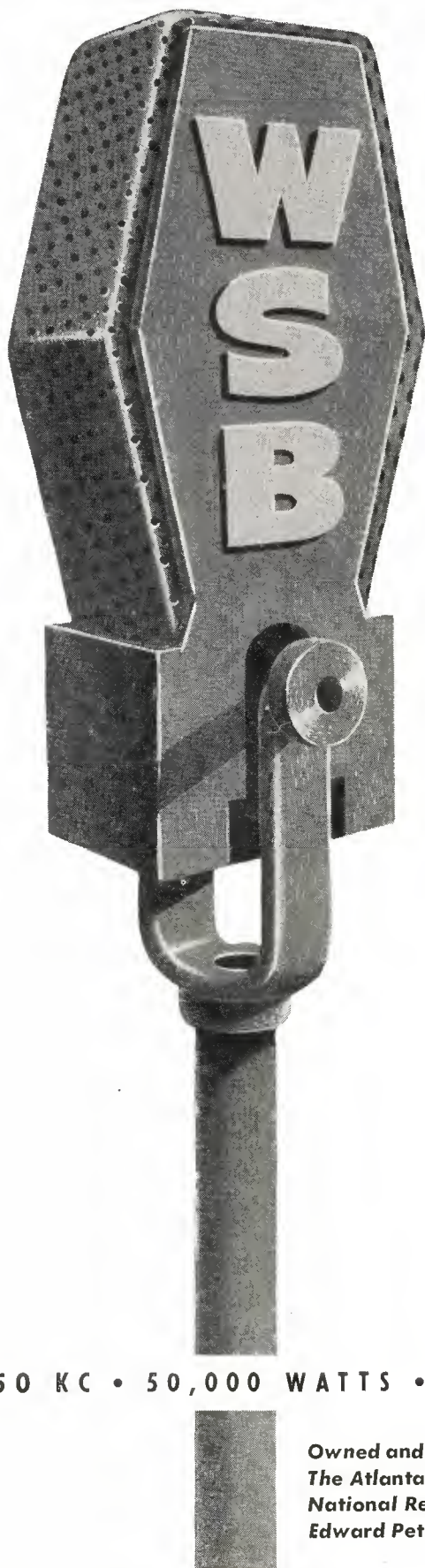
DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to February 15, 1947)

GEORGIA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
AUGUSTA.....	WGAC 580	5,000-LS 1,000-N	The Twin States Bestg. Co. 7th and Broad St. 2-2692	ABC	J. B. Fuqua, Vice-Pres. & Gen. Mgr. Donald Kelly Jr., Coml. Mgr.	Steve Manderson, Prog. Dir. & Prom. Mgr. John P. Jopling, Chief Engr.	Avery-Knodel Standard Thesaurus AP
AUGUSTA.....	WRDW 1480	5,000	Augusta Bestg. Co. 8th and Broad Sts. 2-8805	CBS	Wm. K. Jenkins, Pres. W. R. Kingson, Gen. Mgr. W. B. Smart, Coml. Mgr.	Joe G. Hunt, Prog. Dir. & Prom. Mgr. Harvey J. Aderhold, Chief Engr.	Hollingbery Lang-Worth World UP
AUGUSTA.....	WTNT (Construction permit) 1230	250	Georgia-Carolina Bestg. Co. Marion Bldg. 2-1003	NBC	Walter J. Brown, Chm. Bd. Dirs. P. S. Knox Jr., Pres. Edgar W. Teasley, Vice-Pres. & Gen. Mgr.	Harold Teasley, Coml. Mgr. A. Lee Parsons, Prog. Dir. Ted R. Woodard, Chief Engr.	Associated UP
BAINBRIDGE.....	WMGR 1490	250	S. Marvin Griffin P. O. Box 348 776	MBS KBS	S. Marvin Griffin, Owner Dixon Bahh, Gen. & Coml. Mgr.	Barbara Ann Johnson, Prog. Dir.	SESAC AP
BRUNSWICK.....	WMOG 1490	250	Coastal Bestg. Co. Inc. Brunswick 1500	MBS KBS	Mrs. Alma W. King, Pres. Kenneth E. White, Gen. & Coml. Mgr.	Boh Martin, Prog. Dir. Valentine Peck, Prom. Mgr. Kenneth E. White, Chief Engr.	Thesaurus UP
CARROLLTON.....	WLBB 1100	250-D	Carroll Bestg. Co. Peoples Bank Bldg. 980	Thomas Carr, Chief Owner & Gen. Mgr. Ehb Duncan, Coml. Mgr.	Jimmy Vocalis, Prog. Dir. Jerry Johnson, Prod. Mgr. Calloway M. Callicott, Chief Engr.	Thesaurus UP
CARTERSVILLE.....	WBHF 1450	250	W. Ryan Frier Shackleford Bldg. 686	MBS KBS	W. Ryan Frier, Owner John H. French, Gen. & Coml. Mgr.	Marvin Seals Jr., Chief Engr.	Lang-Worth UP
CEDARTOWN.....	WGAA 1340	250	Northwest Ga. Bestg. Co. Cedartown 777	ABC KBS	O. C. Lam, Pres. William B. Estes, Station & Coml. Mgr.	Rowena Whitfield, Prog. Dir. Hall Wray, Prom. Mgr. Chesley Hooper, Chief Engr.	World AP
COLUMBUS.....	WDAK 1340	250	Radio Columbus Inc. 1028 1/2 Broadway 3-2771	ABC	Allen M. Woodall, Pres. & Gen. Mgr. James W. Hicks, Coml. Mgr.	Ed Westcott, Prog. Dir. Dixon Harp, Prom. Mgr. L. R. Jones, Chief Engr.	Headley-Reed World AP
COLUMBUS.....	WRBL 1230	250	Columbus Bestg. Co. 1420 Second Ave. 2-0601	CBS	J. W. Woodruff, Pres. J. W. Woodruff Jr., Exec. & Coml. Mgr. W. S. Massie, Local Sales Mgr.	Gale Martin, Prog.-Prod. Mgr. Ed Hennessy, Prom.-Publ. Mgr. Joe Gamhle, Chief Engr.	Hollingbery Thesaurus UP
COLUMBUS..... (Construction permit) 1460	1,000	Chattahoochee Bestg. Co. Columbus	William K. Jenkins, Pres.
CORDELE.....	WMJM 1490	250-LS 100-N	Cordele Dispatch Publishing Co. 20th Ave & B St. 666	MBS KBS	James S. Rivers, Chief Exec. Tiny Turner, Gen. & Coml. Mgr.	Willard Belote, Prog. Dir. & Prom. Mgr. William Hill, Chief Engr.	World UP
COVINGTON.....	WMOC 1490	250	The Covington News Inc. Covington 2275	MBS	Belmont Dennis, Pres. Tom Palmer, Prog. Dir.	Thomas W. Cowan Jr., Chief Engr.	World AP
DALTON.....	WBLJ 1230	250	Dalton Bestg. Corp. Kenemer Bldg. 684	MBS KBS	H. C. Kenemer, Pres. W. V. Williams, Gen. Mgr. William Armond, Coml. Mgr.	William B. Davies, Prog. Dir. John S. Andrews, Chief Engr.	Cox & Tanz Lang-Worth UP
DECATUR.....	WEAS (Construction permit) 1010	1,000-D	Eurith Dickinson Rivers Jr. (Temp.) 1334 W. Peachtree St. N. E. Atlanta, Ga.	E. D. Rivers Jr., Licensee
DOUGLAS.....	WDMG (Construction permit) 860	1,000-D	Downing Musgrove (Temp.) P. O. Box 115 Homerville, Ga.	Downing Musgrove, Licensee
DUBLIN.....	WMLT 1340	250	Dublin Bestg. Co. Box 659 873	MBS KBS	Geo. T. Morris, Owner T. K. Vassy, Mgr. Eddie Johnson, Sales Mgr.	T. K. Vassy, Prog. Dir. Wendell C. Roberts, Chief Engr.	Cox & Tanz Lang-Worth AP
ELBERTON.....	WSGC 1400	250	Elberton Bestg. Co. P. O. Box 608 525	MBS KBS	John L. Barnes, Exec. Vice- Pres. & Gen. Mgr.	Howard Gilreath, Prog. Dir. Ernest Church, Chief Engr.	Cox & Tanz Thesaurus AP
FITZGERALD.....	WBHB 1240	250	J. Paul Stone & R. M. Ware Jr. 600 Block W. Roanoke Dr. 740	MBS	J. Paul Stone } R. M. Ware Jr. } Owners R. M. Ware Jr., Gen. & Coml. Mgr.	Sidney King, Prog. Dir. R. M. Ware Jr., Chief Engr. Lang-Worth AP
GAINESVILLE.....	WGGA 1240	250	Blue Ridge Bestg. Co. Athens Road 1600	MBS KBS	Charles Smithgall, Pres. H. Russ Holt, Vice-Pres. & Gen. Mgr.	L. H. Christian, Station Mgr. & Chief Engr. E. F. MacLeod, Secy. & Coml. Mgr. Mildred Thompson, Prog. Dir. Lang-Worth UP
GRIFFIN.....	WKEU 1450	250	Radio Station WKEU Griffin Hotel	MBS KBS	A. W. Marshall Jr., Mgr.
LaGRANGE.....	WLAG 1240	250	LaGrange Bestg. Co. 303 Broome St. 1700	MBS KBS	Roy C. Swank, Pres. Edwin Mullinax, Gen. & Coml. Mgr. John Boggess, Prog. Dir.	Herh Wells, Prom. Dir. J. M. McKay, Chief Engr.	Clark Cole World UP
MACON.....	WBML 1240	250	Middle Georgia Bestg. Co. First Natl. Bank Bldg. 2728	ABC	E. D. Black, Pres. Chas. W. Pittman, Gen. Mgr. Walter Graham, Coml. Mgr.	Mary Hester Richardson, Prog. Dir. H. S. Goodrich, Chief Engr.	McGillvra Associated Thesaurus UP
MACON.....	WMAZ 940	5,000	Southeastern Bestg. Co. Bankers Insurance Bldg. 3131	CBS Georgia	George P. Rankin, Pres. & Chief Engr. Wilton E. Cobb, Secy-Treas. & Gen. Mgr.	Frank ("Red Cross") Crowther, Coml. Mgr. Alber H. Sanders, Assist. Coml. Mgr. Frank Huhbs, Prod. Mgr.	Katz Lang-Worth World AP, INS

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GEORGIA—(Continued)

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MACON	WNEX 1400	250	Macon Bestg. Co. Bibb Bldg. 8211	MBS	Ed Lowe, Pres. Al Lowe, Gen. Mgr. Carl Williams, Coml. Mgr.	Berry Moody, Prog. Dir. Elizabeth Roberts, Prom. Mgr. Ambrose Kibler, Chief Engr. Capitol AP
MARIETTA	WFOM 1230	250	Chattahoochee Broadcasters P. O. Box 131 1746	KBS	Fred B. Wilson } Channing Cope } Owners Albert L. Jones, Gen. Mgr.	Charles Beresford, Prog. Dir. Orbra W. Harrell, Chief Engr. World AP
MILLEDGEVILLE	WMVG 1450	250	Jere N. Moore Georgia Military College 250	MBS KBS	Jere N. Moore, Owner Michael T. Landy, Mgr. & Coml. Mgr.	Jack O'Connor, Prog. Dir. & Prom. Mgr. Robert Hattaway, Chief Engr. Thesaurus World AP
MOULTRIE	WMGA 1400	250	John F. Pidcock P. O. Box 310 999	KBS South Georgia	John F. Pidcock, Owner & Operator	Thomas R. Barber, Business Mgr. & Chief Engr. Mrs. D. E. Stringfellow, Prog. Dir. Clark Standard World UP
NEWMAN	WCOH (Construction permit) 1400	250	Newnan Bestg. Co. Newnan	D. T. Manget } Evan W. Thomasson }	Prin. Owners
QUITMAN	WKMA (Construction permit) 1490	250	Radio South (Temp.) 303 N. Patterson St. Valdosta, Ga.	John R. Bartlett, Owner & Gen. Mgr.
ROME	WBIX 1190	1,000-D	Rome Radio Bestg. Co. 121 Broad St.	Robt. L. Tomlinson Sr., Pres.-Treas. Robt. L. Tomlinson Jr., Gen. Mgr. Donald M. Rainey, Station Mgr.	William Hedgepetb, Prog. Dir. William M. Chambers, Chief Engr. Griffith Standard AP
ROME	WLAQ (Construction permit) 670	1,000-D	News Publishing Co. 403 W. 1st St.	B. H. Mooney, Pres.
ROME	WRGA 1490	250	Rome Bestg. Corp. National City Bank Bldg. 6589	MBS KBS	John W. Quarles, Pres. Happy Quarles, Treas. & Gen. Mgr. Matber Payne, Assist. Mgr.	Price Selby, Coml. Mgr. George Eubanks, Prog. Dir. Jim Roberts, Prom. Mgr. R. L. Starr, Chief Engr. World UP
ROME	WROM 710	1,000-D	Coosa Valley Radio Co. 704 Broad St. 8524	Dean Covington, Part Owner & Mgr. Ed McKay, Prog. Dir. & Partner	John MacLean, Prom. Mgr. A. E. Jones, Chief Engr. World AP
SAVANNAH	WCOP 1450	250	Carter C. Peterson 140 Bull St. 2-4182	MBS	Carter C. Peterson, Pres.-Owner Weldon Herrin, Coml. Mgr. Robert Mann, Prog. Dir.	William Warner, Prom. Mgr. William Moats, Chief Engr. Standard UP
SAVANNAH	WDAR 1400	250	A. C. Neff 34 E. Bryan St. 3-8807	ABC	A. C. Neff, Pres. John P. Dyer, Gen. & Coml. Mgr.	Davis Sheppard, Assist. Mgr. Robert Finch, Prod. Mgr. Howard Jewett, Chief Engr. Avery-Knodel MacGregor Standard AP
SAVANNAH	WFRP 1230	250	Georgia Bestg. Co. 219 East Charlton St. 3-9642	Frank R. Pidcock Sr., Chief Owner Edward W. Palen, Gen. Mgr. Earl Harper, Coml. Mgr.	Roy F. Zess, Prog. Dir. & Prom. Mgr. James M. Wilder, Chief Engr. Perry Associated AP
SAVANNAH	WSAV 1340	250	WSAV Inc. Liberty Natl. Bank Bldg. 3-0234	NBC	Harben Daniel, Pres. & Gen. Mgr. L. H. Thesmar, Adv. Mgr. James L. Woods, Prog. Dir.	N. W. Brandon, Assist. Mgr. charge Publ. Service, Prog. & Promotion Meredith E. Thompson, Chief Engr. Hollingbery Thesaurus AP
SAVANNAH	WTOC 1290	5,000	Savannah Bestg. Co. 516 Abercorn St. 2-0127	CBS Georgia	Wm. T. Knight Jr., Pres. & Gen. Mgr. Ben Williams, Coml. Mgr.	Dwight J. Bruce, Prog. Dir. Francis S. Anderson, Prom. Mgr. Reeve Owen, Chief Engr. Katz Capitol Lang-Worth World UP
STATESBORO	WWNS 1490	250	Alfred Dorman Statesboro 502	MBS	Alfred Dorman, Owner Paul R. Sauve, Mgr.	Walter O. Welch, Chief Engr. Standard UP
THOMASTON	WSFT (Construction permit) 1220	250-D	Thomaston Bestg. Co. P. O. Box 430	William F. Butt } Harris G. Singer }	Partners
THOMASVILLE	WPAX 1240	250	H. Wimpy 117 Remington Ave. 909	H. Wimpy, Owner & Station Mgr. Al Feinberg, Coml. Mgr.	Robt. W. Oakman, Prog. Dir. J. W. Poole, Chief Engr. Thesaurus UP
TIFTON	WWGS 1340	250	Tifton Bestg. Corp. Graham Bldg.	MBS	Walter Adams Graham, Pres. William W. Shepherd, Gen. & Coml. Mgr.	James Eugene Graham, Prog. & Prom. Dir. W. C. Roberts, Chief Engr. Standard UP
TOCCOA	WRLC 1450	250	R. G. LeTourneau Prather Bridge Road LeTourneau 1751	MBS KBS	R. G. LeTourneau, Owner Virgle E. Craig, Station Mgr. Sam A. Gaines, Coml. Mgr.	Carroll S. Lee, Prog. Dir. Roy E. Gaines, Prom. Mgr. Keith Brown, Chief Engr. Clark World UP
VALDOSTA	WGOV 1450 950-CP	250 CP-5,000-LS 1,000-N	E. D. Rivers East Park Ave. 1420	MBS	E. D. Rivers, Owner John R. Barlett, Gen. Mgr.	James V. Bowler, Prog. Dir. Don Ellis, Chief Engr. Cole World UP
VIDALIA	WRQN 1450	250	Vidalia Bestg. Co. Vidalia 327	MBS KBS	M. F. Brice, Pres. R. W. Sockwell, Gen. Mgr.	Al Robinson, Station Dir. Ben A. Jones, Chief Engr. World UP
WAYCROSS	WAYX 1230	250	Jack Williams 620 Plant Ave. 965	MBS KBS	Jack Williams, Owner John J. Tobola, Mgr. & Coml. Mgr.	James G. Richards, Prog. Dir. & Prom. Mgr. John E. Legare, Chief Engr. Holman Cole World UP
WEST POINT	WRLD 1490	250	Valley Bestg. Co. General Tyler Hotel 173	ABC KBS	L. J. Duncan, Gen. Mgr. Miles Ferguson, Sales Mgr.	Cathryn Smith, Prog. Dir. Luther Martin, Chief Engr. World AP

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ATLANTA

WMAZ

5000W • 940 Kc

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WTOG

5000W • 1290 Kc

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NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

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IDAHO

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
BOISE.....	KDSH (Construction permit) 950	1,000	Queen City Bstg. Co. Inc. Boise	Louis K. Lear, Pres.	
BOISE.....	KGEM 1340	250	Idaho Bstg. and Telev. Co. Owyhee Hotel 533	ABC Rocky Mt. Gem State	Frank C. Carman, Pres. Fentress H. Kuhn, Gen. Mgr.	Kenyon R. Bennett, Station & Coml. Mgr. Dick Tripp, Prog. Dir. Richard W. Egelston, Chief Engr.	Griffith Capitol AP
BOISE.....	KIDO 1380	2,500-LS 1,000-N	KIDO Inc. Hotel Boise 660	NBC	Georgia Phillips, Pres. Walter E. Wagstaff, Gen. Mgr. Boyd Braithwaite, Coml. Mgr.	Huh Warner, Prog. Dir. K. Mathers, Prom. Mgr. Harold Toedtemeir, Chief Engr.	Blair Standard World AP, UP
BURLEY.....	KBIO 1400	250	Jessica L. Longston P. O. Box 1499 10	ABC Gem State	Jessica Longston, Owner C. J. Jansen, Gen. Mgr. Frank Krshka, Coml. Mgr.	Catherine Lick, Prog. Dir. R. Soms, Chief Engr.	Griffith Standard UP
CALDWELL.....	KCID (Construction permit) 1490	250	Caldwell Bstg. Co. Caldwell 1200	J. T. LaFond, Pres. H. R. McCosh, Vice-Pres. & Gen. Mgr.	Robert C. Mehan, Prog. Dir. & Prom. Mgr. Max E. Day, Chief Engr.	Standard UP
COEUR d'ALENE.....	KVNI 1430	1,000	Coeur d'Alene Bstg. Co. Desert Hotel Bldg. 900	Burl C. Hagadone, Pres. C. E. Rodell, Mgr. & Coml. Mgr.	Bernard V. Merriman, Prog. Dir. & Prom. Mgr. Walter Howe, Chief Engr.	Gilman Nicoll & Ruthman Lang-Worth World UP
IDAHO FALLS.....	KID 1350	5,000-LS 500-N	Idaho Radio Corp. Park & C Sts. 3	MBS KBS Intermountain	Cecil Hart, Pres. Board of Dir. Arch Madsen, Gen. Mgr. Leonard Wasden, Coml. Mgr.	Gene Ackerley, Prog. Dir. James Lawrence, Prom. Mgr. C. N. Layne, Chief Engr.	Avery-Knodel World UP
IDAHO FALLS.....	KIFI 1400	250	Eastern Idaho Bstg. & Telev. Co. P. O. Box 581	ABC Rocky Mt. Gem State	James M. Brady, Pres. & Gen. Mgr. Dan J. Kelly, Coml. Mgr.	J. T. Clifford, Prog. Dir. & Prom. Mgr. P. P. Dunkirk, Chief Engr.	Griffith Thesaurus AP
IDAHO FALLS.....	KYNG (Construction permit) 1230	250	Idaho Falls Bstg. Co. Idaho Falls,	F. M. Bistline, Chief Exec.
LEWISTON.....	KRLC 1350	1,000	H. E. Studehaker Lewis-Clark Hotel 1950	MBS Don Lee	H. E. Studehaker, Owner Donald Thomas, Resident Mgr.	Virginia Taylor, Prog. Dir. Gene Wilson, Chief Engr.	Griffith Lang-Worth UP
MOSCOW.....	KRPL (Construction permit) 1400	250	Interstate Radio Inc. P. O. Box 207 2283	Ted R. Farrier, Pres. Bert McAllister, Gen. Mgr.	Jack Goetz, Coml. Mgr. Herbert D. Young, Chief Engr.	World AP
NAMPA.....	KFXD 580	1,000	Frank E. Hurt & Son 1024 12th Ave. S. 1200	MBS Intermountain	Frank E. Hurt & Son, Owners Frank E. Hurt, Gen. Mgr. Doyle Cain, Coml. Mgr.	Shirl Black, Prog. Dir. & Prom. Mgr. Edward P. Hurt, Chief Engr.	Lang-Worth Thesaurus SESAC AP, UP
POCATELLO.....	KEIO 1450	250	Eastern Idaho Bstg. & Telev. Co. Bannock Hotel 3400	ABC Rocky Mt. Gem State	James M. Brady, Pres. John Taylor, Gen. Mgr.	James H. Schoonover, Coml. Mgr. Lynn Johnson, Chief Engr.	Griffith Thesaurus AP
POCATELLO.....	KEYY 1240	250	Radio & Telev. Bstg. Co. of Idaho Pocatello 1240	MBS Intermountain	Calvin L. Hale, Pres. & Gen. Mgr. Zendell M. Hale, Coml. Mgr.	Franklin M. Welch, Prog. Dir. Calvin L. Hale, Tech. Supvr.	Avery-Knodel World AP
POCATELLO.....	KSEI 930	5,000-LS 1,000-N	Radio Service Corp. Pocatello 960	NBC	O. P. Soule, Pres. Henry H. Fletcher, Gen. & Coml. Mgr.	Ruthe A. Fletcher, Prog. Dir. Olive M. Leeney, Prom. Dir. Henry H. Fletcher, Chief Engr.	Walker Lang-Worth Standard UP
TWIN FALLS.....	KLIX 1340	250	Southern Ida. Bstg. & Telev. Co. Elizabeth Blvd. 2484	ABC Gem State	Fentress Kuhn, Pres. E. O. DeChambeau, Mgr. Juneau H. Shinn, Coml. Mgr.	Cleve Wilkinson, Prog. Dir. Grant French, Chief Engr.	Griffith Thesaurus AP
TWIN FALLS.....	KTFI 1270	5,000-LS 1,000-N	Radio Bstg. Corp. 241 Main Ave. W. 2400	NBC	O. P. Soule, Pres. Florence M. Gardner, Gen. Mgr. K. W. Montgomery, Coml. Mgr.	L. Otto, Prog. Dir. & Prom. Mgr. George Malone, Chief Engr.	Keating Weed Lang-Worth Standard UP
TWIN FALLS.....	KVMV 1450	250	Radio Sales Corp. Idaho Theatre Bldg. 2002	MBS Intermountain	Charles Crahtree, Gen. Mgr. Jack Thomas, Sales	Boh Lewis, Prog. Dir. Ver Cox, Chief Engr.	Avery-Knodel Associated World UP
WALLACE.....	KWAL 1450	250	Silver Bstg. Co. Tahor Bldg. 330	MBS KBS Don Lee	Robert G. Binyon, Vice-Pres. & Gen. Mgr.	W. Mondell Spencer, Prog. Dir. & Asst. Mgr. John Backman, Chief Engr.	SESAC World UP

ILLINOIS

ALTON.....	WOKZ (Construction permit) 1570	1,000-D	Alton Bstg. Co. Alton	R. C. Goshorn R. L. Rose, Gen. Mgr. } Partners	
AURORA.....	WMRO 1230	250-D	WMRO Inc. 34 S. River St. 4215	KBS	Martin R. O'Brien, Owner & Mgr. Vincent G. Cofey, Coml. Mgr.	Dorothy O'Brien, Prog. Dir. Arthur W. Joswick, Chief Engr.	Standard World AP
BELLEVILLE.....	WIBV (Construction permit) 1060	250-D	Belleville Bstg. Co. 2100 W. Main	Paul A. Wnorowski, Gen. Mgr. John Lewis, Sales Mgr. Marshall True, Musical Dir.	Marvin Mollring, Pub. Rel. Mgr. John Schultz, Tech. Dir.	Standard AP
BLOOMINGTON.....	WJBC 1230	250	Bloomington Bstg. Corp. 209 E. Washington St.	ABC	A. M. McGregor, Dir.	Hugh L. Gately, Sales Mgr.
CAIRO.....	WKRO 1490	250	Oscar C. Hirsch 324 Broadway Cape Girardeau, Mo. Cairo 1490	Oscar C. Hirsch, Owner, Coml. Mgr. & Chief Engr.	Merrill Currier, Gen. Mgr.	Pearson UP

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1947

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POCATELLO, IDAHO

20
Years of Service

REPRESENTED BY THE WALKER COMPANY

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CANTON.....	WBYS (Construction permit) 1560	250-D	Fulton County Bestg. Co. 53 W. Elm St.	Ed Berliant, Pres.	
CARBONDALE.....	WCIL 1020	1,000-D	Southern Ill. Bestg. Partnership 219 W. Main St. 167	Paul F. McRoy, Gen. Mgr. Walter C. Shafer, Sales Dir. Donald E. Boudreau, Prog. Dir.	Wilson World AP	
CARTHAGE.....	WCAZ 1080 990-CP	250-D CP-1,000-D	Superior Bestg. Service 502 Wabash Ave.	Bob Compton, Pres.	John Palmer, Mgr.	
CENTRALIA.....	WCNT 1210	1,000-D	Hobart G. Stephenson Centralia 234	Hobart G. Stephenson, Owner & Mgr.	Anne Collins, Prog. Dir. Hobart G. Stephenson Jr., Chief Engr.	Young Thesaurus Lang-Worth UP
CHAMPAIGN.....	WDWS 1409	250	The Champaign News-Gazette Inc. 48 Main St. 6-1855	CBS KBS	Frank R. Mills, Coml. Mgr. Marc Howard, Prog. Dir.	Jack R. Baum, Chief Engr.	Adv. Time Sales World UP
CHICAGO 90.....	WAAF 950	1,000-D	Drovers Journal Publ. Co. Inc. Palmer House Randolph 1932	Ward A. Neff, Pres. Bradley R. Eidmana, Mgr. Cynthia A. Coyle, Prog. Dir.	Vivian Bradshaw, Prom. Mgr. Carl Ulrich, Chief Engr.	Hollingbery Standard UP
CHICAGO.....	WAIT 820 L-LS, Dallas	5,000	Radio Station WAIT 360 N. Michigan Ave. Franklin 0660	Gene T. Dyer, Gen. Mgr.	
CHICAGO 11.....	WBBM 780	50,000	Columbia Bestg. System Inc. 410 N. Michigan Ave. Whitehall 6000	CBS	H. Leslie Atlas, (CBS) Vice-Pres. Frank B. Falknor, Gen. Mgr. Erwin H. Shomo, Coml. Mgr.	Walter Preston, Prog. Dir. Robert Savage, Prom. Mgr. George V. Sherman, Chief Engr.	Radio Sales Associated World AP, UP, INS
CHICAGO 11.....	WCFL 1000	10,000 50,000-CP	Chicago Federation of Labor 666 Lake Shore Drive Superior 5300	ABC	Maurice Lynch, Gen. Mgr. Melvin B. Wolens, Coml. Mgr. Jack O'Dell, Prog. Dir.	Melvin B. Wolens, Prom. Mgr. R. Pappin, Chief Engr.	Katz World UP
CHICAGO 14.....	WCRW 1240 SH-WEDC, WSBC	100	Clinton R. White 2756 Pine Grove Ave. Diversey 4440	Clinton R. White, Owner & Chief Engr.	J. A. White, Gen. Mgr.
CHICAGO 23.....	WEDC 1240 SH-WCRW, WSBC	250	Emil Denmark Inc. 3860 W. Ogden Ave. Crawford 4100	Emil Denmark, Pres. Frank J. Keitnour, Gen. & Coml. Mgr.	Bill Mack, Prog. Dir. & Prom. Mgr. Chester Lewicki, Chief Engr.	UP
CHICAGO 6.....	WENR 890 ST-WLS	50,000	American Bestg. Co. Inc. 20 N. Wacker Drive Delaware 1900	ABC	Mark Woods, (ABC) Pres. Edward Borroff (ABC), Vice-Pres. in Charge Roy McLaughlin, Gen. & Coml. Mgr	Harold Stokes, Prog. Dir. Fred Kilian, Prog. Mgr. E. C. Horstman, Chief Engr.	ABC Spot AP, UP, INS
CHICAGO 12.....	WGES 1390	5,000	Radio Station WGES 2708 Washington Blvd. Sacramento 1700	John A. Dyer, Pres. & Gen. Mgr. Elizabeth M. Hinzman, Coml. Mgr.	Herbert Rudolph, Prog. Dir. Ellery L. Plotts, Tech. Dir.	World UP
CHICAGO 11.....	WGN 720	50,000	WGN Inc. 441 N. Michigan Ave. Superior 0100	MBS	Col. Robert R. McCormick, Pres. Frank P. Schreiber, Gen. Mgr. Paul C. Brines, Assist. to the Mgr. Wm. A. McGuineas, Coml. Mgr.	Buckingham Gunn, Prog. Supvr. Wm. C. Meyers, Sales Prom. Mgr. Carl J. Meyers, Dir. of Engring	WGN Keenan & Eickelberg Standard Thesaurus World AP, UP, INS Reuters
CHICAGO 1.....	WIND 560	5,000	Johnson Kennedy Radio Corp. 230 N. Michigan Ave. State 4176	Ralph L. Atlas, Pres. & Gen. Mgr. John T. Carey, Sales Mgr.	Howard Miller, Prog. Dir. Ken Shirk, Chief Engr.	Pearson Standard Thesaurus World AP, UP, INS
CHICAGO 1.....	WJJD 1160 L-KSL	20,000 50,000-CP	WJJD Inc. 230 N. Michigan Ave. State 5466	Marshall Field 3d, Pres. Arthur F. Harre, Gen. Mgr. Frederick G. Harm, Coml. Mgr.	Arthur F. Harre, Prog. Dir. Ed Short, Prom. Mgr. Walter F. Myers, Chief Engr.	Avery-Knodel Capitol Cole AP, UP
CHICAGO 7.....	WLS 890 ST-WENR	50,000	Agricultural Bestg. Co. 1230 W. Washington Blvd. Monroe 9700	ABC	Burridge D. Butler, Pres. Glenn Snyder, Gen. Mgr. C. M. Freeman, Coml. Mgr.	Harold A. Safford, Prog. Dir. Donald E. Finlayson, Prom. Mgr. Tom L. Rowe, Chief Engr.	Blair Standard AP, UP Transradio
CHICAGO 54.....	WMAQ 670	50,000	National Bestg. Co. Inc. Merchandise Mart Superior 8300	NBC	Niles Trammell, (NBC) Pres. I. E. Showerman, Mgr., NBC Central Div. J. F. Wballey, Business Mgr.	Jules Herbuveaux, Prog. Mgr. Emmons Carlson, Sales Prom. Mgr. Howard Luttgens, Division Engr.	NBC Spot Standard Thesaurus AP, UP, INS
CHICAGO 10.....	*WMBI 1110 L-KFAB, WBT	5,000	Moody Bible Institute of Chicago 153 Institute Pl. Michigan 1570	Henry C. Crowell, Mgr. Robert Parsons, Dir. Prog. Dept.	Russell T. Hitt, Mgr. Publ. Rel. A. P. Frye, Chief Engr.
CHICAGO 12.....	WSBC 1240 SH-WCRW, WEDC	250	Radio Station WSBC Western at Madison Monroe 9060	Robert O. Miller, Gen. Mgr. & Prog. Dir.	Julius Miller, Coml. Mgr. Mendel Kochanski, Dir. Publ. & Prom.	Forjoe Cole MacGregor SESAC UP
CICERO 50.....	WHFC 1450	250	WHFC Inc. 2136 S. 61st Ct. Lawndale 8228	R. W. Hoffman, Pres. M. E. Clifford, Gen. Mgr. F. J. Summers, Station Mgr.	Jack Ostrode, Prog. Dir. E. P. Hayes, Chief Engr.	Lang-Worth SESAC UP
CLINTON.....	WHOW (Construction permit) 1520	1,000-D	Cornbelt Bestg. Co. Clinton	Henry W. Rhea, Pres.	
DANVILLE.....	WDAN 1490	250	Northwestern Publishing Co. 202 N. Hazel St. 1700	CBS	E. C. Hewes, Gen. Mgr. Robert J. Burow, Station Mgr. Honore Ronan, Prog. Dir.	Robert J. Burow, Prom. Mgr. Theodore G. Magin, Chief Engr.	McKinney World UP
DECATUR 70.....	WSOY 1340	250	Commodore Bestg. Co. 351 N. Main St. 5371	CBS	Frederick W. Schaub, Pres. Merrill Lindsay, Vice-Pres. & Gen. Mgr.	Chas. F. Bruce, Coml. Mgr. Bernard Johnson, Prog. Dir. Paul A. Wnorowski, Chief Engr.	Weed Associated Standard AP

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**20,000 WATTS OF
SELLING POWER**

SOON

**50,000 WATTS OF
SELLING POWER**



A MARSHALL FIELD STATION REPRESENTED NATIONALLY BY AVERY-KNODEL

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to February 15, 1947)

ILLINOIS—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
EAST ST. LOUIS.....	WTMV 1490	250	Mississippi Valley Bestg. Co. Broadview Hotel Bridge 3424	Myles H. Johns, Exec. Dir. Michael Henry, Mgr. Frank J. Prendergast, Sales Mgr.	Paul M. Enright, Prog. Dir. Dodd Boyer, Prom. & Pub. Dir. Erle White, Chief Engr.	Walker World UP
EFFINGHAM.....	WCRA (Construction permit) 1090	250-D	Effingham Bestg. Co. 109½ E. Jefferson St.	Willard L. Thompson, Pres.
EVANSTON.....	WNMP 1590	1,000-D	Evanston Bestg. Co. 423 Kedzie St. Greenleaf 7745	Fred S. Newton, Pres. Angus D. Pfaff, Vice-Pres. & Gen. Mgr.	James M. Mactaggart, Secy.-Treas.
FREEPORT.....	WFRL (Construction permit) 1570	1,000-D	Freeport Bestg. Co. Freeport	Mr. and Mrs. Vincent M. Barker, Owners
GALESBURG.....	WGIL 1400	250	Galesburg Bestg. Co. 312 Hill Arcade 4626	MBS	Kenneth Schleifer, Gen. Mgr. Betty Harter, Prog. Dir.	Lee Rector, Chief Engr.	Cooke SESAC Standard UP
HARRISBURG 1.....	WEBQ 1240	250	Harrisburg Bestg. Co. 100 East Poplar St. 28	KBS	Ingles M. Taylor, Gen. & Coml. Mgr. Wanda R. Owen, Prog. Dir.	Ken Hamilton, Prom. Mgr. Joseph R. Tate, Chief Engr.	Wilson UP
HERRIN.....	WJPF 1340	250	Orville W. Lyerla P. O. Box 179 382	MBS KBS	Orville W. Lyerla, Owner Chas. R. Cook, Mgr. Doug Hadley, Prog. Dir.	Fred J. Reinhardt, Dir. of Station Rel. Gino Monaco, Chief Engr.	Pearson SESAC Standard UP
JACKSONVILLE.....	WLDS 1180	1,000-D	Edge & Korsmeyer Fox Illinois Theatre Bldg. 1180	KBS	Milton Edge } E. J. Korsmeyer } Owners E. J. Korsmeyer, Gen. & Coml. Mgr.	T. J. Fairburn, Prog. Dir. G. J. Cassens, Chief Engr.	Standard AP
JOLIET.....	WJOL 1340	250	Joliet Bestg. Co. 601 Walnut St. 4761	KBS	R. L. Bowles, Vice-Pres. & Gen. Mgr.	Robert Schmidt, Chief Engr.	McGillvra World UP, Transradio
KANKAKEE.....	WKAN (Construction permit) 1320	1,000-D	Kankakee Daily Journal Co. 183 N. Schuyler Ave.	Leslie C. Small, Pres. Burrell L. Small, Gen. Mgr. Bruce E. Brown, Station Mgr.	Ralph Mueller, Prog. Dir. Robert L. Harrell, Chief Engr.	World AP
MACOMB..... (Construction permit) 1510	250-D	Macomb Bestg. Co. Macomb	James C. Bailey } Lyle B. Landis } Owners Dorothy C. Bailey }
MATTOON.....	WLBH 1170	250-D	Mattoon Bestg. Co. 17th & Broadway Ave. 3997	J. R. Livesay, Pres.-Treas. & Gen. Mgr.	Rolland Looper, Coml. Mgr. Ray Livesay, Chief Engr.	Standard AP
MT. VERNON..... (Construction permit) 940	1,000-D	Mt. Vernon Radio & Tele. Co. Mt. Vernon	John R. Mitchell, Pres.
MOLINE.....	WQUA 1230	250	Moline Bestg. Co. Radio Center 7000	MBS	Bruff W. Olin Jr., Pres.-Treas. & Gen. Mgr. Marvin L. Rosene, Coml. Mgr.	Don Stevens, Prod. Dir. George Travis, Chief Engr.	Wilson World AP
PEKIN.....	WSIV 1140	250-D CP-1,000-D	Pekin Bestg. Co. 15 S. Capitol 1747	W. Kenneth Patterson, Pres. & Gen. Mgr. J. Ed. Henry, Coml. Mgr.	Les Carmichael, Prog. Dir. Emil Prandoni, Chief Engr.	Sears & Ayer MacGregor SESAC Standard AP
PEORIA 2.....	WEEK 1350	1,000	West Central Bestg. Co. Commercial Bank Bldg. 3-3688	NBC	Robert S. Kerr Chrmn. of Board Stanley E. White, Gen. Mgr. Fred Vance, Coml. Mgr.	Harry Eldred, Prog. Dir. E. C. Callahan, Chief Engr.	Katz Capitol World AP
PEORIA 2.....	WIRL (Construction permit) 1290	5,000	Illinois Valley Bestg. Co. Central Natl. Bank Bldg.	ABC	John M. Camp, Gen. Mgr.	N. Stanley Ponte, Chief Engr.	Petry
PEORIA 2.....	WBMD 1470	5,000-LS 1,000-N	Peoria Bestg. Co. First Natl. Bank Bldg. 7133	CBS	Edgar L. Bill, Pres. Charles C. Caley, Exec. Vice-Pres. Donald D. Kynaston, Coml. Mgr.	Brooks Watson, Prog. Dir. Vernon Nolte, Prom. Mgr. A. James Ebel, Dir. of Engring.	Free & Peters Thesaurus AP, UP
PEORIA.....	WMMJ 1020	1,000-D	Mid-State Bestg. Co. Fulton & Jefferson 8527	William J. Kutsch, Pres. & Gen. Mgr. Albert E. Kaufman, Coml. Mgr.	Berne Enterline, Prog. Dir. T. A. Giles, Chief Engr.	Pearson SESAC Standard UP
PEORIA 2.....	WWXL 1580	1,000-D	Central Ill. Radio Corp. Hotel Jefferson 3-4886	Joseph H. Giddan, Pres. A. E. Kershbaum, Coml. Mgr.	George W. Cremeens, Prog. Mgr. Charles R. Bilyue, Chief Engr.	SESAC UP
QUINCY.....	WTAD 930	1,000	Lee Bestg. Inc. W. C. U. Bldg. 6200	CBS	Lee P. Loomis, Pres. F. C. Eighmey, Gen. Mgr. William T. Burghart, Sales Mgr. Walter J. Rothschild, National Sales Mgr.	Merrit Milligan, Prog. Dir. Gerald Staten, Prom. Mgr. Urlin Whitman, Chief Engr. Leo Born, Technl. Dir., Lee Stations	Weed Standard AP, UP
ROCK ISLAND.....	WHBF 1270	5,000	Rock Island Bestg. Co. Safety Bldg. 918	ABC	John W. Potter, Pres. Leslie C. Johnson, Vice-Pres. & Gen. Mgr. Maurice J. Corken, Coml. Mgr.	Ted Arnold, Prog. Dir. Miss Fern Hawks, Prom. & Publ. Mgr. Robert J. Sিনnett, Chief Engr.	Avery-Knodel Lang-Worth Standard AP, UP
ROCKFORD.....	WROK 1440	1,000-LS 500-N	Rockford Broadcasters Inc. News Tower Main 5632	ABC	A. G. Simms, Pres. Walter Koessler, Gen. Mgr. John J. Dixon, Coml. Mgr.	Morey Owens, Prog. Dir. Wm. R. Traum, Prom. Mgr. W. A. Smith, Chief Engr.	Headley-Reed World UP
SPRINGFIELD.....	WCVS 1450	250	WCBS Inc. 523 E. Capitol Ave. 9855	ABC	Harold L. Dewing, Pres. Carroll W. Needl, Mgr. John C. Geil, Musical Dir.	C. W. Needl, Prog. Mgr. Harold L. Dewing, Chief Engr.	Sears & Ayer MacGregor World AP
SPRINGFIELD.....	WTAX 1240	100	WTAX Inc. Reisch Bldg. 2-4441	CBS	Oliver J. Keller, Pres. & Gen. Mgr. Jay A. Johnson, Assist. Mgr.	Gladys M. McGrew, Prog. Dir. Clarence R. Evans, Prom. Mgr. E. C. Swaringen, Chief Engr.	Weed Thesaurus UP
TUSCOLA.....	WDZ 1050	1,000-D	WDZ Bestg. Co. McNeill Bldg. 431	Edgar L. Bill, Pres. R. L. Stufflebam, Gen. Mgr. Shir Evans Jr., Prog. Dir.	R. E. Koehnemann, Prom. Mgr. A. James Ebel, Chief Engr.	Free & Peters World UP
URBANA.....	*WILL 580	5,000-D	U. of Illinois 1010 S. Wright St. 7-5461	George D. Stoddard, Pres. Jos. F. Wright, Dir.	Frank E. Schooley, Prog. Dir. John R. Brugger, Chief Engr.	Thesaurus AP



Quad-Cities

Rock Island, Moline, East Moline, Illinois and Davenport, Iowa
 (Formerly Known as the "Tri-Cities")

8th largest market

IN A NINE STATE AREA



The first five markets in this 9-state area are Chicago, St. Louis, Minneapolis-St. Paul, Milwaukee, and Kansas City. And then come—

- 6. Omaha-Council Bluffs.....302,527
- 7. Duluth-Superior228,716
- 8. QUAD-CITIES201,244**
- 9. Peoria199,525
- 10. Wichita194,945
- 11. Des Moines188,572

SOURCE—U. S. Bureau of Census, Nov. 1, 1943.
 Population of Metropolitan Counties.

WHBF is the basic ABC station in the Quad-Cities, serving western Illinois and eastern Iowa. It is the only ABC station that can be consistently heard in the Quad-City metropolitan area. First station in the Quad-City Area to apply for and receive Construction Permit for FM.



1270 KC 5000 Watts,
 Full Time

Les Johnson,
 V. P. and Gen. Mgr.

Affiliate of
 Rock Island Argus

and WHBF-FM

Exclusive Representatives, AVERY-KNODEL, INC., New York—Chicago—Los Angeles—San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to February 15, 1947)

INDIANA

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
ANDERSON.....	WCBC (Construction permit) 1470	1,000-D	Civic Bestg. Corp. Anderson	Lloyd Gallimore, Pres. Donald Wm. Cogley, Gen. Mgr.	Paul Bender, Chief Engr. World AP
ANDERSON.....	WHBU 1240	250	Anderson Bestg. Corp. Citizens Bank Bldg. 7791	ABC KBS	C. Bruce McConnell, Pres. John R. Atkinson, Gen. & Coml. Mgr.	Erma R. Allen, Prog. Dir. L. F. Podhaski, Chief Engr. Holman Standard UP
BLOOMINGTON.....	WSUA 1010	1,000-D	Radio Station WSUA Inc. 117½ W. Kirkwood St. 7277	Warren G. Davis, Pres. & Gen. Mgr. Lyle Warrick, Coml. Mgr.	Bill Marlowe, Prog. Dir. L. J. Rolfe, Chief Engr. Burn-Smith World UP
BLOOMINGTON.....	WTOM (Construction permit) 1490	100	Fred O. Grimwood Allen Lane 2593	Fred O. Grimwood, Owner Thomas Grimwood, Business Mgr.	Cleo Garner, Coml. Mgr. Ralph Bitzer, Chief Engr. AP
ELKHART.....	WTRC 1840	250	Truth Publishing Co. Inc. Hotel Elkhart 948	NBC KBS	C. D. Greenleaf, Pres. R. R. Baker, Gen. Mgr. Dick Holloway, Coml. Mgr.	Louis Glass, Prog. Dir. B. B. Baker, Prom. Mgr. L. W. Zellmer, Chief Engr. Burn-Smith Standard World UP
EVANSVILLE.....	WIKY 820	250-D	South Central Bestg. Corp. 8652	John A. Engelrecht, Pres. & Gen. Mgr.	George F. Stoltz, Vice-Pres. & Chief Engr. Associated AP
EVANSVILLE 8.....	WEQA 1400	250	WFBM Inc. 519 Vine St. 2-1171	CBS	Harry M. Bitner Jr., Pres. Don Menke, Gen. & Coml. Mgr.	Harold Holland, Chief Engr. Katz Standard World UP
EVANSVILLE 8.....	WGBF 1280	5,000-LS 1,000-N	Evansville on the Air Inc. 519 Vine St. 2-1171	NBC	Clarence Leich, Gen. & Coml. Mgr. Mrs. Pat Roper, Prog. Dir.	Clarence Leich, Prom. Mgr. Fay Gehres, Chief Engr. Weed Standard World UP
FORT WAYNE.....	WFTW (Construction permit) 1090	1,000-D	Fort Wayne Bestg. Inc. Lincoln Tower	Edward G. Thoms, Pres. & Gen. Mgr.	Burn-Smith
FORT WAYNE 2.....	WGL 1250	1,000	Farnsworth Telev. & Radio Corp. 201 W. Jefferson St. Eastbrook 3366	NBC	E. A. Nicholas, Pres. Pierre Boucheron, Gen. Mgr. William R. Aldrich, Sales Mgr. Paul M. Havens, Prog. Dir.	Norman C. Widenhofer, Dir. of Prom. & Publ. Howard J. Beck, Chief Engr. William T. Davies, Assist. to Gen. Mgr. Headley-Reed Standard Thesaurus AP, UP
FORT WAYNE.....	WKJG (Construction permit) 1380	5,000	Northeastern Indiana Bestg. Co. Lincoln Bank Tower	William A. Kunkel Jr., Principal Owner
FORT WAYNE 2.....	WOWO 1190	10,000	Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136	ABC	Walter C. Evans, Vice-Pres. in Charge Robert G. Duffield Jr., Gen. Mgr. Paul E. Mills, Coml. Mgr.	Carl Vandagriff, Prog. Dir. Hilda C. Woohrmeyer, Prom. Mgr. Bruce H. Ratts, Chief Engr. NBC Spot World UP
HAMMOND.....	WJOB 1280	250	South Shore Bestg. Corp. 447 State St. Sheffield 8400	O. E. Richardson, Mgr. Robert C. Adair, Coml. Mgr. L. B. Weller, Prog. Dir.	Elmer Herkner, Chief Anncr. Stanley Strashburg, Chief Engr. McGillivra Associated UP
INDIANAPOLIS.....	WBBW (Construction permit) 1550	250-D	Associated Broadcasters Inc. 445 N. Penn	R. M. Crandall, Pres. & Gen. Mgr.	Helen Cole, Prog. Dir.
INDIANAPOLIS 4.....	WFBM 1260	5,000	WFBM Inc. 48 Monument Circle Lincoln 8506	CBS	Harry M. Bitner Jr., Pres. & Gen. Mgr. William F. Kiley, Coml. Mgr.	Frank O. Sharp, Prog. Dir. Norman Travis, Prom. Mgr. Harold Holland, Chief Engr. Katz Associated AP, INS
INDIANAPOLIS 6.....	WIBC 1070	5,000	Indiana Bestg. Corp. 30 W. Washington St. Lincoln 2305	MBS	C. Walter McCarty, Pres. George C. Biggar, Gen. Mgr. Samuel R. White, Assist. to Gen. Mgr.	Ed Mason, Prog. Dir. Harry E. Adams, Chief Engr. Blair Associated Lang-Worth World AP, UP
INDIANAPOLIS.....	WIRE 1430	5,000	Indianapolis Bestg. Inc. Claypool Hotel Riley 1541	NBC	Eugene C. Pulliam, Pres. Rex Schepp, Gen. Mgr. David Milligan, Coml. Mgr.	Bill Dean, Prog. Dir. Eugene Alden, Chief Engr. Pearson
INDIANAPOLIS 4.....	WISH 1310	5,000-LS 1,000-N	Capitol Bestg. Corp. Board of Trade Bldg. Market 6345	ABC	C. Bruce McConnell, Pres. Robert B. McConnell, Gen. Mgr. Reid G. Chapman, Prog. Dir.	Robert B. McConnell, Prom. Mgr. Stokes Gresham Jr., Chief Engr. Free & Peters Standard AP
KOKOMO.....	WKMO 1400	250	Kokomo Bestg. Corp. 400½ N. Main 5171	CBS KBS	Dr. Spencer Taylor, Pres. John Carl Jeffrey, Gen. & Coml. Mgr.	Sid Collins, Prog. Dir. Frank L. Gregory, Dir. of Prom. George Palmer, Chief Engr. Wilson Lang-Worth UP
LAFAYETTE.....	WASK 1450	250	WFAM Inc. Wallace Bldg. 4300	MBS	O. E. Richardson, Pres. Joe Spring, Gen. Mgr. & Corp. Secy.	Harry C. Garha, Chief Engr. McGillivra World UP
LAFAYETTE.....	*WBAA 920	5,000-LS 1,000-N	Purdue U. Lafayette 92-2147	Dr. Frederick L. Hovde, Pres. of U. Jim Miles, Mgr. John DeCamp, Prod. Supvr.	John Henderson, Education Supvr. Ralph Townsley, Chief Engr. Thesaurus AP
MARION.....	WBAT (Construction permit) 1600	1,000-D	Marion Radio Corp. Marion	John H. Bone, Pres.
MUNCIE.....	WLBC 1340	250	Donald A. Burton P. O. Box 271 4403	CBS KBS	Donald A. Burton, Owner & Gen. Mgr. William F. Craig, Coml. Mgr.	Lee W. Allerton, Prog. Dir. M. M. Crain, Chief Engr. Walker Holman Standard AP
RICHMOND.....	WKBV 1490	250	Central Bestg. Corp. 25 S. Ninth St. 1156	MBS	G. F. Albright, Gen. Mgr. R. L. Nushaum, Coml. Mgr. Royden Parke, Prog. Dir.	A. F. Schroy, Office Mgr. Louis J. Duning, Chief Engr. Rambeau Lang-Worth Standard UP
SOUTH BEND.....	WHOT 1490	250	South Bend Bestg. Corp. 434 S. St. Joseph 3-1455	ABC	C. Bruce McConnell, Pres. Robert B. McConnell, Gen. Mgr. Richard Kent, Prog. Mgr.	Charles Hines, Prom. Mgr. Jack E. Willson, Chief Engr. Weed Standard World AP

IT ISN'T
BEING
SNOOTY-



It Pays
To Keep the Best Company
on Station **WFBM**

● Distinguished Company—that's about the best way to describe your fellow sponsors when you join the clients of WFBM.

WFBM is proud of the fact that the city's best stores are on the station. The three largest Indianapolis department stores buy more time on WFBM than on any other

local station. Also, to WFBM goes the lion's share of local Building and Loan, tire dealer, furniture store and theatre radio advertising.

Your messages will be heard by good company, too. WFBM, the first station in Indiana, has been recognized as the "prestige station" for twenty-two years.

WFBM

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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INDIANA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
SOUTH BEND 26.....	WSBT 960	5,000	South Bend Tribune 225 W. Colfax Ave. 3-6161	CBS	F. A. Miller, Pres. Franklin D. Schurz, Sec.-Tres. Robert H. Swintz, Gen. Mgr. Neal B. Welch, Coml. Mgr.	Mark Boyden, Prog. Dir. Neal B. Welch, Prom. Mgr. Herbert G. Cole, Chief Engr.	Raymer Associated Standard UP
TELL CITY.....	WTCJ (Construction permit) 1230	250	Tell City Bestg. Co. Tell City	James R. Brewer, Owner	
TERRE HAUTE.....	WBOW 1230	250	Banks of the Wabash Inc. 303 S. Sixth St. Crawford 5034	NBC	Martin L. Leich, Gen. Mgr. Wm. F. Rippetoe, Coml. Mgr. Leo J. Baxter, Prog. Dir.	Madeline Barry, Prom. Mgr. Donald D. Aldrich, Chief Engr.	Weed World AP
TERRE HAUTE.....	WTHI 1480	1,000	Wabash Valley Bestg. Corp. 303 Fairbanks Block Crawford 6100	Raymond J. Kearns, Pres. Robert Warner, Gen. Mgr.	G. Franklin Lee, Chief Engr.	Avery-Knodel
VINCENNES.....	WAOV 1450	250	Vincennes Newspapers Inc. 320 Busseron St. 787	MBS	Eugene C. Pulliam, Pres. Edward R. Raasch, Station Mgr.	Emmett M. Jackson, Coml. Mgr. Eugene E. Alden, Chief Engr.	Pearson Lang-Worth UP

IOWA

AMES.....	*WOI 640	5,000-D	Iowa State College Ames 2500	Richard B. Hull, Dir. Edward P. Wegener, Prod. Mgr.	Richard F. Vogl, Ops. Mgr. L. L. Lewis, Chief Engr.	Standard World AP, UP
BOONE.....	*KFGQ 1260	250-D	Boone Biblical College 924 W. Second St.
BURLINGTON.....	KBUR 1490	250	Burlington Bestg. Co. National Bank Bldg. 680	ABC Tall Corn	Dan T. Riley, Pres. G. B. McDermott, Gen. Mgr. George B. J. Adkisson, Coml. Mgr.	Layton Hurst, Prog. Dir. John Gallino, Chief Engr.	Cooke World UP
CEDAR RAPIDS.....	KCRG (Construction permit) 1600	5,000	The Gazette Co. Cedar Rapids	MBS	Orville Rennie, Mgr.	Wayne L. Babcock, Chief Engr.
CEDAR RAPIDS.....	WMT 600	5,000	American Bestg. Stations Inc. Barr Bldg. Washington 6, D. C. District 2717	CBS	Mrs. Helen S. Mark, Owner Wm. B. Dolph, Exec. Vice-Pres. Wm. B. Quarton, Gen. Mgr. D. D. Sullivan, Coml. Mgr.	Douglas B. Grant, Prog. Dir. Leo F. Cole, Prom. Mgr. George P. Hixenbaugh, Chief Engr.	Katz Cole Lang-Worth World AP, UP, INS
CLINTON 1.....	KROS 1340	250	Clinton Bestg. Corp. 246 1/2 5th Ave. S. 447	MBS Tall Corn	W. S. Jacobsen, Pres. & Chief Owner Morgan Sexton, Gen. Mgr.	Walter Teich, Coml. Mgr. Jack Hubbard, Prog. Dir. Gilbert Andrew, Chief Engr.	Cook Webber Cole Standard UP
CRESTON.....	KSIB 1520	1,000-D	Southwest Iowa Bestg. Co. Radio Center 831	Tall Corn	Arthur Horning, Pres. E. M. Horning, Business Mgr. Charles T. Webb, Sales, Mgr.	Cole McMartin Jr., Prog. Dir. Arden D. McKee, Prom. Mgr. Wayne J. Hatchett, Chief Engr.	Cook Webber Standard AP
DAVENPORT.....	KSTT 750	250-D	Davenport Bestg. Co. Inc. 324 Main St. 2-3525	MBS	Hugh R. Norman, Pres. & Gen. Mgr. George M. Jackson, Coml. Mgr.	Richard C. Cooper, Prog. Dir. David A. Breister, Chief Engr.	Sears & Ayer SESAC Standard UP
DAVENPORT.....	WOC 1420	5,000	Tri-City Bestg. Co. 1002 Brady St. 3-3661	NBC Cornbelt	Col. B. J. Palmer, Pres. Buryl Lottridge, Vice-Pres. & Gen. Mgr. L. O. Fitzgibbons, Coml. Mgr.	Charles R. Freburg, Prog. Mgr. Jane S. Boom, Prom. Mgr. Paul Arvidson, Tech. Dir.	Free & Peters Lang-Worth Thesaurus UP, INS
DECORAH.....	*KWLC 1240	250-D	Luther College Decorah 690	Kenneth L. Berger, Prog. Dir. Jerry Rosholt } Prog. Mgrs. Roland Dain } Kenneth Bjerke }	Oliver Eittrheim, Chief Engr.
DES MOINES 9.....	KCBC 1390	1,000	Capital City Bestg. Co. Plymouth Bldg. 4-3151	MBS	George O'Dea, Pres. Sidney J. Pearlman, Gen. & Coml. Mgr.	Gene Milner, Prog. Dir. Glen B. Law, Prom. Dir. Sidney J. Pearlman, Chief Engr.	Burn-Smith Lang-Worth AP, INS
DES MOINES 4.....	KRNT 1350	5,000	Cowles Bestg. Co. 715 Locust St. 3-2111	ABC	Gardner Cowles, Pres. Phil Hoffman, Vice-Pres. Robert Dillon, Coml. Mgr.	Charles D. Miller, Prog. Dir. Leon Taylor, Prom. Mgr. Charles Quentin, Chief Engr.	Katz Associated Standard AP, UP
DES MOINES 9.....	KSO 1460	5,000	Murphy Bestg. Co. Tenth at Grand Ave. 3-0571	CBS	Kingsley H. Murphy, Pres. George J. Higgins, Vice-Pres. & Gen. Mgr. Edmund J. Linehan, Prog. Dir.	Don V. Shoemaker, Dir. of Prom. & Publ. F. E. Bartlett, Chief Engr.	Headley-Reed Cole World AP, UP
DES MOINES 7.....	WHO 1040	50,000	Central Bestg. Co. 914 Walnut St. 3-7147	NBC Cornbelt	Col. B. J. Palmer, Pres. J. O. Maland, Vice-Pres. & Mgr.	Hale Bondurant, Sales Mgr. Harold Fair, Prog. Dir. Paul A. Loyet, Vice-Pres. & Tech. Dir.	Free & Peters Lang-Worth Thesaurus AP, UP, INS
DUBUQUE.....	KDTH 1370	1,000	Telegraph Herald 8th and Bluff 1603	MBS Tall Corn	F. W. Woodward, Pres. K. S. Gordon, Gen. Mgr. G. K. Downey, Sales Mgr.	Arnie Stierman, Prog. Dir. Charles M. Cain, Chief Engr.	Cooke Standard AP
DUBUQUE.....	WKBB 1490	250	Dubuque Bestg. Co. 505 Main St. 572	ABC	James D. Carpenter, Exec. Vice-Pres. & Gen. Mgr. Harry Hatzembuehler, Local Sales Mgr.	Virginia Wagner, Prog. Dir. Leonard T. Carlson, Chief Engr.	Wilson World UP
FORT DODGE.....	KVFD 1400	250	Northwest Bestg. Co. Warden Bldg. Walnut 3761	MBS Tall Corn	Edward Breen, Pres. & Gen. Mgr. Drexel Peterson, Prog. Dir.	Edward Breen, Prom. Mgr. David Sinclair, Chief Engr.	Burn-Smith UP

WHO ... is your IOWA buy

DES MOINES

.. because

1 LARGEST PRIMARY COVERAGE

WHO is the only 1-A Clear Channel station in Iowa. With 50,000 watts, this gives you larger daytime and/or nighttime primary coverage than any other station in Iowa.

Daytime listening area includes nearly all of Iowa, southern Minnesota, northern Missouri and western Illinois. Complete BMB Audience Report or 1946 Iowa Audience Report available either through representatives or station direct.

2 GREATEST SECONDARY COVERAGE

WHO's sky-wave signal goes on and on, bringing in mail during winter months from 30 to 44 states regularly—from more than 50% of all counties in the U. S. A.

3 BEST PROGRAM SERVICE

WHO is basic NBC—has 22 of the 30 most popular network and local shows in the State. Big-time staff of producers, announcers, writers. *Tops in News*—52.5% to 61.0% of Iowa radio families usually listen to principal WHO news broadcasts vs. 7.8% to 13.4% for Station B. *Tops in Farm Programs*—53.9% of Iowa families naming any favorite station for Farm Programs prefer WHO, vs. 13.8% for Station B.

4 GREATEST POPULARITY

WHO gets more of the listening audience, for more hours, than all other radio stations combined. "Listened-to-most" during daytime by 49.5% of Iowa radio families, and at night by 57.4%, according to 1946 Iowa Radio Audience Survey. ("Listened-to-most" stations have approximately six hours of listener's attention for every hour given to any "heard-regularly" station, in Iowa.)

5 GREATEST DEALER INFLUENCE

Radio is considered the best state-wide advertising medium in Iowa to help sell goods

- by 68.3% of Iowa grocers vs. 20.5% for newspapers
- by 87.4% of Iowa druggists vs. 7.8% for newspapers

Among those who prefer radio, WHO is considered most effective radio station in state

- by 71.2% of Iowa grocers vs. 9.7% for Station B
- by 65.1% of Iowa druggists vs. 13.4% for Station B

(According to polls conducted by Iowa Retail Grocers and Meat Dealers Association and Iowa Pharmaceutical Association.)

6 HIGHEST RATINGS

WHO has the highest Hooperatings and Share of Audience in Des Moines during the great majority of daytime and nighttime periods. In the "outside zone" (11 Iowa cities from 32 to 146 airline miles from Des Moines) WHO's Shares of Audience, Spring, 1946, are:

- 8:00 a.m. to 12 Noon, Mon. thru Fri. 46.7%
- 12 Noon to 6:00 p.m., Mon. thru Fri. 51.5%
- 6:00 p.m. to 10:00 p.m., Sun. thru Sat. 64.0%

WHO

+ for Iowa PLUS +

Des Moines 50,000 Watts
 B. J. Palmer, President . . . J. O. Maland, Manager
 FREE & PETERS, INC., National Representative

You need WHO for adequate coverage of Iowa regardless of what network (except NBC) or local programs you may be using. WHO is one of the "lowest cost per listener" buys in the country, dominating one of the most important sales territories. Ask us or Free & Peters for availabilities.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to February 15, 1947)

IOWA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
IOWA CITY.....	*WSUI 910	5,000	The State U. of Iowa Iowa City 2111-237	Carl H. Menzer, Dir. John Highlander, Prog. Dir.	S. J. Ebert, Tech. Supvr. AF	
MARSHALLTOWN.....	KFJB 1230	250	Marshall Electric Co. 1603 W. Main St. 3361	MBS Tall Corn	Kenneth Durham, Pres. H. R. Hurd, Gen. Mgr. & Prog. Dir.	Al Fairchild, Coml. & Prom. Mgr. James A. Dickens, Chief Engr.	Cooke Webber SESAC UP
MASON CITY.....	KGLO 1300	5,000	Lee Radio Inc. 12 Second St. N.E. 2800	CBS	Lee P. Loomis, Pres. F. C. Eighmey, Secy.-Tres. Herbert R. Ohrt, Assist. to Gen. Mgr. Walter J. Rothschild, Natl. Sales Mgr.	William G. Suter, Prog. Dir. H. B. Hook, Pub. Rel. Dir. Roger Sawyer, Chief Engr.	Weed Standard AP, UP
MUSCATINE.....	KWPC 860	250-D	Muscatine Bestg. Co. Ltd. Muscatine 860	Tall Corn	Chas. A. Henderson } Mr. & Mrs. Geo. J. Volger } Partners George J. Volger, Gen. Mgr.	Phillip Dusenbury, Coml. Mgr. Virgil Godfrey, Prog. Dir.	Cooke Webber Thesaurus UP
OTTUMWA.....	KBIZ 1240	250	KBIZ Inc. 117 E. Main St. 5600	MBS Tall Corn	James J. Conroy, Pres. & Gen. Mgr. Eleanor M. Haling, Station Mgr.	Paul Pappas, Prog. Dir. Eugene Miller, Prom. Mgr. Leonard Hegstrom, Chief Engr.	Cooke World UP
SHENANDOAH.....	KFNF 920 ST-KUSD	1,000-LS 500-N	KFNF Inc. 407 N. Sycamore PBX 1	John Nicolson, Chief Owner Frank Stubbs, Gen. & Coml. Mgr.	Marian Stubbs, Prog. Dir. Robert N. Barkman, Chief Engr.	Standard World AP
SHENANDOAH.....	KMA 960	5,000	May Bestg. Co. Elm and Lowell Sts. 193	ABC, MBS Cornbelt	Owen Saddler, Station Mgr. Howard O. Peterson, Sales Mgr. Terry Moss, Prog. Mgr.	W. H. Bailey, Prom. Mgr. Ray Schroeder, Chief Engr.	Avery-Knodel Lang-Worth SESAC AP, UP
SIoux CITY 1.....	KSCJ 1360	5,000	Perkins Bros. Co. 415 Douglas St. 5-7993	CBS	W. R. Perkins, Pres. E. T. Flaherty, Mgr. & Coml. Mgr.	Elizabeth Sammons, Prog. Dir. J. S. Stephens, Prom. Mgr. S. C. Dier, Chief Engr.	Hollingbery MacGregor World AP
SIoux CITY.....	KTRI 1450	250	Sioux City Bestg. Co. Commerce Bldg. 8-0165	MBS Tall Corn	Dietrich Dirks, Pres. & Gen. Mgr. Al Triggs, Coml. Mgr. Sheldon Singer, Prog. Dir.	Fred Sandman, Prom. Mgr. Will Easterley, Chief Engr.	Cooke Associated UP
SPENCER.....	KICD 1240	250	Iowa Great Lakes Bestg. Co. Box 631 45	MBS Tall Corn	Ben B. Sanders, Pres. & Mgr. Thomas Steensland, Sales Mgr. Mason Dixon, Prog. Dir.	Lee Harris, Prom. Mgr. Rudolph Luukinen, Chief Engr.	Cooke Webber Cole Lang-Worth Standard World AP
WATERLOO.....	KAYX (Construction permit) 1090	1,000-D	Waterloo Bestg. Co. Waterloo	Claire R. Miller, Pres.
WATERLOO.....	KXEL 1540	50,000	Josh Higgins Bestg. Co. Insurance Bldg. 3-3371	ABC	Joe DuMond, Pres. & Gen. Mgr. A. J. DuMond, Coml. Mgr. Em Owen, Prog. Dir.	Elizabeth M. Gahre, Prom. Mgr. Don E. Kassner, Chief Engr.	Avery-Knodel Standard AP

KANSAS

ARKANSAS CITY.....	KSOK (Construction permit) 1280	1,000-D	Traveler Publishing Co. Home National Bank Bldg. 2666	Oscar S. Staufer, Pres. George E. Lindman, Gen. & Coml. Mgr.	W. Whitley, Prog. Dir. Harold McDaniel, Prom. Mgr. Salvatore Ricciotti, Chief Engr.	Standard AP
ATCHISON.....	KVAK 1450	250	S. H. Patterson 622½ Commercial St. 1420	MBS KBS	S. H. Patterson, Owner David G. Roberts, Gen. Mgr. Leslie D. Cox Jr., Coml. Mgr.	Allen R. Menefee, Prog. Dir. Harry P. Elliott Jr., Chief Engr.	Rambeau AP
COFFEYVILLE.....	KGGF 690	1,000-LS 500-N 1,000-CP	Hugh J. Powell Journal Bldg. 147	ABC	Hugh J. Powell, Owner Bert H. Powell, Mgr. E. B. Spoonamore, Coml. Mgr.	Robert L. Pratt, Prog. Dir. Bert H. Powell, Prom. Mgr. J. Sarto Jaminet, Chief Engr.	Weed Thesaurus World AP
DODGE CITY.....	KGNO 1370	1,000-LS 250-N	Dodge City Bestg. Co. Globe Bldg. 1100	KBS	J. C. Denious, Pres. N. C. Petersen, Secy.-Treas & Gen. Mgr.	Herschel Holland, Prog. Mgr. Ralph Hickman, Chief Engr.	Hagg World AP
EMPORIA.....	KTSW 1400	250	Emporia Bestg. Co. Inc. 613 Merchant St. 153	MBS KBS Kansas	J. Nelson Rupard, Pres. & Gen. Mgr. Wendell Elliott, Coml. Mgr.	Grenville Darling, Prod. Mgr. Burton D. Harrison, Prom. & Continuity Paul Daniels, Chief Engr.	Standard World AP
GARDEN CITY.....	KIUL 1240	250	Frank D. Conard Garden City 666	MBS KBS Kansas	F. D. Conard, Owner Al Pyatt, Gen. Mgr.	John L. Melcum, Prog. Dir. Robert Bryant, Chief Engr.	Cox & Tanz MacGregor UP
GREAT BEND.....	KVGB 1406 1590-CP	250 5,000-CP	KVGB Inc. Cork Bldg. 1080	MBS Kansas	R. C. Russell, Pres. Clem Morgan, Vice-Pres. & Gen. Mgr. Perry W. Reed, Coml. Mgr.	Ray Beals, Prog. Dir. Kay Lovitt, Prom. Mgr. Leo Legleiter, Chief Engr.	Pearson Lang-Worth SESAC UP
HUTCHINSON.....	KWBW 1450	250	The Nation's Center Bestg. Co. 101 East Ave. A 5202	NBC	William Wyse, Owner & Mgr. William Campbell, Coml. Mgr.	Warren Edmundson, Prog. Dir. John Swafford, Chief Engr.	Lang-Worth Standard AP
HUTCHINSON.....	KWHK 1190	1,000-D	James E. Murray 12 W. 5th St. 3-100	KBS	James E. Murray, Owner Vern Minor, Gen. Mgr. Frank Bartley, Coml. & Prom. Mgr.	Sherwood Parks, Prog. Dir. Millard H. Clary, Chief Engr. Gene Conklin, Publ. Serv. Dir.	Griffith Thesaurus AP
KANSAS CITY.....	KCKN 1340	250	(See Kansas City, Mo.)		
LAWRENCE.....	*KFKU 1250	5,000-LS 1,000-N	U. of Kansas Lawrence KU 90	Harold G. Ingham, Dir. Mildred Seaman, Prog. Dir.	Leland Freienmuth, Chief Engr.

WIBW Serves

the First families of



AGRICULTURE

Over 90% of the farm men and women in this five-state area turn first to WIBW for helpful information and sound, dependable guidance concerning every phase of farming operations.*

On its first broadcast almost a quarter-century ago, WIBW was dedicated to the service of American agriculture. We have never lost sight of this goal. Each passing year has brought additional services that would help our listeners increase yields, save work, make farming more profitable, and farm life more attractive.



The latest addition to WIBW's ever increasing service program is "The Flying Rooster," our own airplane and wire recording equipment for on-the-spot coverage of important agricultural activities of interest or benefit to our listeners . . . now recognized as the "First Families of Agriculture."



Because our years of homemaking suggestions have helped the women of these "First Families" make their homes more attractive and their housework easier, they are quick to act upon our buying suggestions. Just ask any merchant how much faster WIBW-advertised products move.

The First Families of Agriculture Live Here

Here is our 1/2 m.v. line. It encloses the accumulated buying power from years of bumper crops—plus that of 1946, the largest ever harvested and sold at such high prices. Here too are the homes where WIBW is the "most-listened-to" station.*

*Kansas Radio Audience, 1946



Because we've never given him a bum steer, the man of the house has absolute confidence in the brands we recommend. He asks for and buys them by name.



Through carefully planned programs and close cooperation with farm organization and 4-H Club leaders, WIBW is building a second generation of those who buy because they "heard it on WIBW."

WIBW

IN TOPEKA

"The Voice of Kansas"

COLUMBIA'S OUTLET FOR KANSAS

BEN LUDY

WIBW, Topeka General Manager KCKN, Kansas City

REPRESENTED BY CAPPER PUBLICATIONS, INC. NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES


*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to February 15, 1947)

KANSAS—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
LAWRENCE.....	WREN 1250 ST-KFKU	5,000-LS 1,000-N	WREN Bestg. Co. Inc. WREN Bldg. 110	ABC	R. C. Jackman, Pres. Verl Bratton, Gen. & Coml. Mgr.	Arden Booth, Prog. Dir. John P. Bondeson, Prom. Dir. Carl Bliesner, Chief Engr.	Hollingbery Thesaurus UP
MANHATTAN.....	*KSAC 580 ST-WIBW	1,000-LS 500-N CP-5,000-LS	Kansas State College Manhattan 3395	Milton S. Eisenhower, Pres. of College Dean H. Umberger, Dean of Extension	L. L. Longsdorf, Extension Editor Bernard F. Holbert, Chief Engr.
PITTSBURG.....	KOAM 860	5,000	The Pittsburg Bestg. Co. Inc. Pittsburg 2165	NBC	E. V. Baxter, Pres. & Sales Mgr. R. E. Wade, Mgr.	Leo S. Stafford, Chief Engr.	Pearson World AP
PITTSBURG.....	KSEK (Construction permit) 1340	250	Pittsburg Publishing Co. Pittsburg 2600	Oscar S. Stauffer, Pres.	F. W. Brinkerhoff, Vice-Pres.
SALINA.....	KSAL 1150	1,000	KSAL Inc. Journal Bldg. 100	MBS Kansas	R. J. Laubengayer, Pres. R. V. Jensen, Mgr. & Coml. Mgr. Grover C. Cobb Jr., Prog. Dir.	Al Thompson, Music Dir. N. E. Vance, Chief Engr.	Pearson Lang-Worth SESAC Standard AP
TOPEKA.....	WIBW 580 ST-KSAC	5,000	Topeka Bestg. Assn. Inc. 1085 Topeka Ave. 3-2377	CBS	H. S. Blake, Pres. Ben Ludy, Gen. & Coml. Mgr.	Mrs. Maude Carlson, Prog. Dir. K. G. Marquardt, Chief Engr.	Capper Standard AP, UP
WICHITA 2.....	KANS 1240	250	Kansas Bestg. Inc. 1015 N. Broadway 4-2387	NBC	O. L. Taylor, Chief Owner Archie J. Taylor, Gen. Mgr. H. W. Allen, Coml. Mgr.	Bob Drake, Prog. Dir. Vic Rugg, Assist. Mgr. Ted Heithecker, Chief Engr.	T-H-S Standard Thesaurus AP, UP
WICHITA 1.....	KFBI 1070	10,000-LS 1,000-N	Farmers & Bankers Bestg. Corp. 200 E. 1st St. 2-1447	ABC, MBS Kansas	H. K. Lindsley, Pres. Robt. K. Lindsley, Gen. Mgr. Dale W. McCoy, Coml. Mgr.	J. B. Bradshaw, Prog. Dir. Dale W. McCoy, Prom. Mgr. K. W. Pyle, Chief Engr.	Hollingbery World INS
WICHITA 2.....	KFH 1330	5,000	Radio Station KFH Co. KFH Bldg. 2-4491	CBS	Marcellus M. Murdock, Vice-Pres. & Gen. Mgr. Plez S. Clark, Business Mgr. Clark A. Luther, Natl. Sales & Prom. Mgr.	Vernon E. Reed, Prog. Dir. Amos Dadisman, Chief Engr.	Petry Lang-Worth AP, UP

KENTUCKY

ASHLAND.....	WCMI 1340	250	Ashland Bestg. Co. Box 949 3010	CBS	Gilmore N. Nunn, Pres. Joseph B. Matthews, Gen. & Prom. Mgr.	Charles C. Warren, Coml. Mgr. John W. Fell, Prog. Dir. Clarence Weaver, Chief Engr.	Pearson Thesaurus World UP
BOWLING GREEN.....	WLBK 1340	250	Bowling Green Bestg. Corp. Fairview and Lebman Ave. 1340	MBS KBS	Ken D. Given, Pres. & Gen. Mgr. Joe Hamilton, Prog. Dir.	Helen Given, Prom. Mgr. Joe Pentacost, Chief Engr.	Burn-Smith Lang-Worth UP
CORBIN.....	WCTT (Construction permit) 1400	250	Corbin Times-Tribune Inc. Corbin	MBS	J. Springer Robinson, Pres. John L. Crawford, Secy.-Treas.	S. G. Hembree, Station Mgr. Russell Henson, Chief Engr. AP
FRANKFORT.....	WFKY 1490	250	Frankfort Bestg. Co. 104 E. Main St. 2509	MBS	Clarence H. Fleming, Vice-Pres. Marshall L. Peace, Coml. Mgr.	Earl R. Davis, Prog. Dir. Charles M. Green, Chief Engr.	Wood Colton World AP
GLASGOW.....	WKAY 1490	250	Glasgow Bestg. Co. Happy Valley Road 598	Gordon Brown, Pres. Charles W. Powers, Gen. & Coml. Mgr.	Edward C. Lockwood, Chief Engr.	Capitol World UP
HARLAN.....	WHLN 1230	250	Blanfox Radio Co. Inc. Bristol, Va.	MBS KBS	R. B. Helms, Pres. & Gen. Mgr. C. E. Whitehart, Coml. Mgr. & Prog. Dir.	J. Francke Fox, Chief Engr.	Burn-Smith Standard AP
HENDERSON.....	WSON 860	500-D	Henderson Bestg. Co. Inc. Zion Road 3923	MBS	Pierce E. Lackey, Pres. Hecht S. Lackey, Gen. Mgr. & Secy.-Treas.	Martha Jane Reed, Prog. Dir. Vernon R. Nunn, Prom. Mgr. B. A. Smith, Chief Engr.	Wood & Colton Sears & Ayers Associated Thesaurus AP, UP
HOPKINSVILLE.....	WHOP 1230	250	Hopkinsville Bestg. Co. Inc. Cadiz Road 1025	CBS	Pierce E. Lackey, Pres. F. Ernest Lackey, Gen. & Coml. Mgr.	Katherine Peden, Prog. Dir. & Prom. Mgr. T. E. Brewer, Chief Engr.	Wood & Colton Cole World AP, UP
LEXINGTON.....	WKLX 1300	1,000	Fayette Bestg. Co. Phoenix Hotel 8115	Phillip Ardery, Pres. D. H. Long, Gen. & Coml. Mgr.	Phil Sutterfield, Assist. Mgr. & Prog. Dir. Royce O. Woodward, Chief Engr.	Young Cole Lang-Worth Standard AP
LEXINGTON 9.....	WLAP 1450	250	American Bestg. Corp. Radio Bldg. 1721	ABC	Gilmore N. Nunn, Pres. & Chief Owner Miller Welch, Gen. Mgr. & Coml. Mgr.	J. B. Faulconer, Prog. Dir. Fred Augsburg, Prom. Mgr. Sanford Helt, Chief Engr.	Pearson Thesaurus World UP
LEXINGTON.....	WLEX 1340	250	Central Ky. Bestg. Co. Box 985 2901	J. Douglas Gay Jr., Pres. Neil Cline, Gen. Mgr.	Theodore E. Jones, Chief Engr.	Associated Capitol SESAC AP
LOUISVILLE 2.....	WAVE 970	5,000	WAVE Inc. 334 E. Broadway Wabash 6543	NBC	George W. Norton Jr., Pres. Nathan Lord, Vice-Pres. & Mgr. James F. Cox, Coml. Mgr.	George Patterson, Prog. Dir. Eugene Leake, Prom. Mgr. Wilbur H. Hudson, Chief Engr.	Free & Peters Lang-Worth Thesaurus AP, INS
LOUISVILLE 2.....	WGRC 1400	250	Northside Bestg. Corp. Kentucky Home Life Bldg. Wabash 8871	MBS	J. Porter Smith, Pres. Charles L. Harris, Gen. Mgr. J. Porter Smith, Coml. Mgr.	Ward Hatcher, Assist. Mgr. in Charge of Prog. H. R. Hunter, Prom. Mgr. Perry W. Esten, Chief Engr.	Walker Lang-Worth Standard AP, UP



**BETTER
STAY
THE HECK
OUT OF
SKULLBUSTER (Ky.)!**

Judging by its rootin' tootin' name, Skullbuster (Ky.) is a pretty good place to avoid. Well, that's fine, because WAVE avoids it for you! In fact, WAVE avoids *scores* of oddly-named settlements back in the hills and hollows. WAVE concentrates on the great *Louisville Trading Area*—an area which buys more goods and does more business than all the rest of Kentucky, combined! So don't beat your brains out on Skullbuster! There's a better use for your head—and you use it when you use WAVE!

**LOUISVILLE'S
WAVE**

NBC Affiliate
FREE & PETERS, INC.



5000 Watts • 970 KC
NATIONAL REPRESENTATIVES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to February 15, 1947)

KENTUCKY—(Continued)

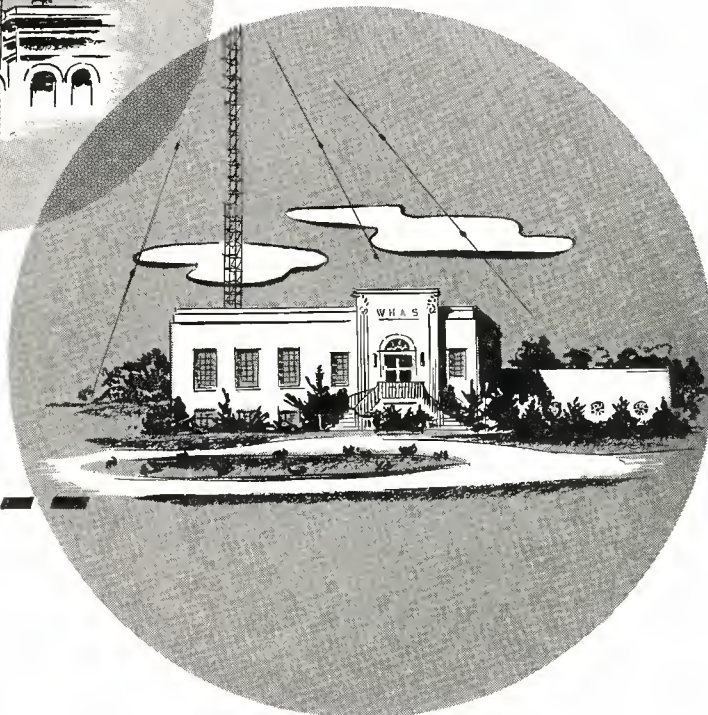
City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
LOUISVILLE 6	WHAS 840	50,000	Courier-Journal & Louisville Times Co. 300 W. Liberty St. Wahash 2211	CBS	Barry Bingham, Pres. W. Lee Coulson, Gen. Mgr. Joe Eaton, Coml. Mgr. Richard E. Fischer, Prog. Mgr.	J. M. Wynn, Prom. Mgr. Orrin W. Towner, Tech. Dir. D. C. Summerford, Assist. Tech. Dir.	Petry Lang-Worth Associated Standard World AP, UP
LOUISVILLE 1	WINN 1240	250	Kentucky Bestg. Co. Inc. Tyler Hotel Wahash 5148	ABC	Mrs. Nelle M. Kendrick, Pres. Harry McTigue, Vice-Pres. & Gen. Mgr. G. F. Bauer, Sales Mgr.	Miss M. K. McCarten, Prog. Dir. Edwin Kallay, Prod. Mgr. E. R. Rinn, Chief Engr.	Broadcast Sales Standard MacGregor AP
LOUISVILLE 2	WKYW (Construction permit) 900	1,000-D	Radio Kentucky Inc. 431 W. Jefferson Wahash 3088	F. Eugene Sandford, Pres. & Treas. Stephen A. Cisler Jr., Vice-Pres. & Ops. Mgr.	Edwin S. Weldon, Station Mgr. Parker Smith, Sales Mgr. David Wilburn, Prog. Dir. James Coleman, Chief Engr.	Associated Capitol Cole Standard AP
MADISONVILLE	WCIF 730	250-D	Madisonville Bestg. Co. Madisonville 1297	Pierce E. Lackey, Pres. Ralph Mills, Gen. Mgr.	John Hatcher, Prom. Mgr. C. R. Frederick, Chief Engr.	Wood & Colton Sears & Ayer Standard AP
MAYFIELD	WKTM 1050	250-D	Mayfield Bestg. Co. Inc. Mayfield Hotel 46	Frank O. Evens, Pres. Pierce E. Lackey, Vice-Pres. & Gen. Mgr.	Wayne R. Morgan, Station Mgr. Ernest J. Pell, Chief Engr.	Sears & Ayer Wood & Colton Standard AP
MAYFIELD	WNGO 1320	1,000-D	West Ky. Bestg. Co. Box 41 1204	H. M. Suthard } P. M. Mullins } Co-Partners	Kenneth Z. Turner, Gen. Mgr. James Ray Turner, Chief Engr.	Thesaurus
MIDDLESBORO	WMIK (Construction permit) 560	500-D	Middlesboro Bestg. Co. P. O. Box 500	K. N. Harris, Pres.
MIDDLEBORO	(Construction permit) 1490	250	Pinnacle Bestg. Co. Middleboro	E. P. Nicholson } John Wallrecht } Owners
OWENSBORO	WOMI 1490	250	Owensboro Bestg. Co. Inc. P. O. Box 536 420	MBS KBS	Lawrence W. Hager, Pres. Hugh O. Potter, Mgr. Marshall W. Bruner, Assist. Mgr.	Cliffordean Potter, Prog. Dir. Leslie Goodaker, Chief Engr.	Burn-Smith Lang-Worth AP
PADUCAH	WPAD 1450	250	Paducah Bestg. Co. Inc. Taylor Bldg. 4100	CBS	Pierce E. Lackey, Pres. W. Frewitt Lackey, Station Mgr. & Coml. Mgr.	Evelyn Carroll, Prog. Dir. Gene Peak, Assist. Mgr. & Publ. Rel. U. C. Morris, Chief Engr.	Sears & Ayer Wood Cole World AP, UP
PADUCAH	WKYB 800	1,000-D	Paducah Newspapers Inc. 504 Kentucky Ave. 800	MBS	Edwin J. Paxton Sr., Pres. Edwin J. Paxton Jr., Gen. Mgr. Sam Livingston, Coml. Mgr.	Neil McIntyre, Prog. Dir. C. G. Sims, Chief Engr.	Burke, Kuipers & Mahoney Standard Thesaurus AP
SOMERSET	(Construction permit) 1240	250	Southeastern Bestg. Co. Somerset	Alonzo Carter, Pres.

LOUISIANA

ALEXANDRIA	KALB 580	1,000	Alexandria Bestg. Co. Inc. 5th at Johnston 3335	ABC Louisiana	Walter H. Allen, Pres. T. B. Lanford, Gen. Mgr. Willard L. Cobb, Coml. Mgr.	Harper L. Clark, Prog. Dir. David Crockett, Prom. Mgr. Jesse R. Sexton, Chief Engr.	Weed World UP
ALEXANDRIA 7	KPDR 1490	250	Central La. Bestg. Corp. 1710 Jackson 9568	MBS	Eugene Levy, Pres. & Gen. Mgr. Joel M. Hirsch, Mgr. N. S. Cruse, Coml. Mgr.	J. Church, Prog. Dir. H. Shean, Chief Engr.	Thesaurus AP
ALEXANDRIA	KSYL (Construction permit) 1400	250	Fox Bestg. Co. 702 Monroe St.	Martin Glazer } Sylvan Fox } Partners
BATON ROUGE 1	WJBO 1150	5,000	Baton Rouge Bestg. Co. Inc. 444 Florida St. 5271	NBC Louisiana	J. Roy Dahadie, Gen. Mgr. T. E. Gihhens, Sales Mgr.	Ralph H. Sims, Prog. Dir. Vernon E. Dudley, Chief Engr.	Hollingbery Standard World AP, UP
BATON ROUGE 6	WLCS 1400	250	Air Waves Inc. 204 North St. 2-4411	ABC	Harry B. Nelson, Pres. Earl H. Smith, Gen. Mgr. Lamar Simmons, Coml. Mgr.	Gladys Edwards, Prog. Dir. Wm. Bland, Chief Engr.	McGillvra Associated SESAC Thesaurus AP, INS
BOGALUSA	WIKC (Construction permit) 1490	250	I. K. Corkern Richmond St.	I. K. Corkern, Licensee
CROWLEY	KSIG (Construction permit) 1450	250	Acadia Bestg. Co. (Temp.) Box 52	Max Thomas, Sole Owner
HAMMOND	WSLA (Construction permit) 1110	250-D	Hammond Bestg. Co. (Temp.) 720 Weiblen Place New Orleans, La.	Frederick Le Mieux } Edna Le Mieux } Owners
HOUMA	KCIL 1490	250	Charles W. Lamar Jr. Box 1031 2047	MBS	Charles W. Lamar Jr., Chief Owner Frank Conwell, Gen. Mgr. Richard Walsh, Coml. Mgr.	Keith Kenney, Prog. Dir. & Prom. Mgr. Joseph J. Benonis, Chief Engr.	World AP
LAFAYETTE	KVOL 1340	250	Evangeline Bestg. Co. 519 S. Buchanan St. 336	NBC	Morgan Murphy, Pres. George H. Thomas, Treas. & Gen. Mgr. B. Hillman Bailey Jr., Coml. Mgr.	Lucille LeBlanc, Prog. Dir. Louis Pilcher, Chief Engr.	McGillvra MacGregor Standard AP
LAKE CHARLES	KLOU (Construction permit) 1580	1,000	Frank R. Gibson 915 Front St.	Frank R. Gihson, Licensee



1922



1947

WHAS **LOUISVILLE**

enters its 25th year on the air **A respected pioneer today as yesterday**

A radio pioneer in fact as well as spirit, WHAS went on the air July 18, 1922 with a power of 500 watts. Today, twenty-five years later, broadcasting on a clear channel frequency of 840 kilocycles with a power of 50,000 watts, WHAS continues its leadership in radio.

Power . . . receptibility . . . program and technical excellence—these represent only one side of the WHAS story. The interests, the sympathies, the labors of WHAS are part-and-parcel of its millions of listeners. Through service during flood and prosperity, in peace and war, Radio Station WHAS has become indigenus to the market it serves. There is no greater tribute.

WHAS is again pioneering with the first and only operating FM station in Louisville: WCJT, 24 kc, 99.5 mc.

50,000 watts, clear channel
CBS Affiliate

Represented nationally by
Edward Petry and Co., Inc.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to February 15, 1947)

LOUISIANA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transe. Library News Services	
LAKE CHARLES.....	KPLC 1490	250	Calcasieu Bestg. Co. Majestic Hotel 2713	NBC Louisiana	T. E. Lanford, Partner David Wilson, Gen. Mgr. Jerry Bozeman, Coml. Mgr.	Joe Campbell, Prog. Dir. Pelham Mills Jr., Prom. Mgr. Earl C. Moses, Chief Engr.	T-H-S World AP
LAKE CHARLES.....	KWSL (Construction permit) 1400	250	A. Stanford Dudley 1020 Front St.	A. Stanford Dudley, Owner
MONROE.....	KMLB 1440	5,000-LS 1,000-N	Liners Bestg. Station Inc. Monroe 25	ABC	J. C. Liner, Pres. & Gen. Mgr. J. C. Liner Jr., Coml. Mgr.	Mrs. Otta B. Green, Prog. Dir. & Prom. Mgr. O. L. Margan, Chief Engr.	Lang-Worth Standard UP
MONROE.....	KNOE 1230	250	James A. Noe Bernhart Bldg. 912	NBC Louisiana	James A. Noe, Owner Frank A. Browne, Gen. Mgr.	Mrs. Ruth Surguine, Sales Mgr. D. K. Strong, Chief Engr.	McGillvra Cole Thesaurus AP
NATCHITOCHES.....	KWCJ (Construction permit) 1450	250	Natchitoches Bestg. Co. Inc. 200 Front St.	William H. Pierson } James F. Pierson } Owners Clint L. Pierson }
NEW IBERIA.....	KANE 1240	250	Iberia Bestg. Co. P. O. Box 15 1633	MBS	George H. Thomas, Chief Owner & Gen. Mgr. I. I. Femrite, Coml. & P. om. Mgr.	Mrs. Louise B. Stagg, Prog. Dir. James G. Cooper, Chief Engr.	MacGregor Standard UP
NEW ORLEANS.....	WDSU 1280	5,000	Stephens Bestg. Co. Hotel Monteleone Raymond 7135	ABC	William Spiegelburg, Prin. Owner Fred Weber, Gen. Mgr. Charles Price, Coml. Mgr.	Stanley Holiday, Prog. Dir. Jean Spoonmoor, Prom. Mgr. Lindsey Riddle, Chief Engr. Warren Kennedy, Publ. Serv. Dir.	Blair Associated Lang-Worth AP, UP
NEW ORLEANS.....	WJBW 1230	250	Charles C. Carlson Audubon Bldg. Magnolia 3488 Supreme	Charles C. Carlson, Owner Cy Newman, Gen. Mgr. Pat J. Shannon, Assist. Coml. Mgr.	Harry Nigocia, Prog. Dir. Mildred Barr, Prom. Dir. Karl G. Seibold, Chief Engr.	Rambeau Capitol
NEW ORLEANS 13....	WJMR 990	250-D	Supreme Bestg. Co. Jung Hotel Canal 6031 Supreme	William Cortada, Pres. George A. Mayoral, Co-Manager, Vice-Pres. in charge Engring & Station Ops.	Stanley W. Ray Jr., Co-Manager, Vice-Pres. in charge Sales & Prom. Hal Walker, Prog. Dir.	Associated Lang-Worth SESAC UP
NEW ORLEANS 12....	WNOE 1450	250	James A. Noe St. Charles Hotel Raymond 0423	MBS	James A. Noe, Owner James E. Gordon, Gen. & Coml. Mgr.	Beverly Brown, Prog. Dir. Eldon Durand, Prom. Mgr. Albert Bourgeois, Chief Engr.	McGillvra Standard AP
NEW ORLEANS.....	WSMB 1350	5,000	WSMB Inc. Maison Blanche Bldg. Magnolia 592	NBC So. Central	E. V. Richards, Pres.	H. Wheelahan, Gen. Mgr.
NEW ORLEANS 13....	WTPS (Construction permit) 940	1,000-D	The Times Pfasayune Publ. Co. Lafayette Square Raymond 7321	L. K. Nicholson, Pres.	H. F. Wehrmann, Gen. Mgr.	Associated Capitol SESAC AP
NEW ORLEANS 12....	WWL 870	50,000	Loyola University Roosevelt Hotel Raymond 2194	CBS	W. H. Summerville, Gen. Mgr. Louis Read, Coml. Mgr. Henry Dupre, Prog. Dir.	Martin Burke, Prom. Mgr. J. D. Bloom Jr., Chief Engr. Irving Vidacovich, Mus. Dir.	Katz Standard World AP, UP
SHREVEPORT "R"....	KRMD 1340	250	Radio Station KRMD P. O. Box 1712 6171	ABC Louisiana	R. M. Dean } T. B. Lanford } Owners Glenn V. Wilson, Gen. & Coml. Mgr.	William Switzer, Prog. Dir. Elizabeth Alford, Prom. Mgr. Howard Hargrove, Chief Engr.	T-H-S World
SHREVEPORT 90.....	KTBS 1480	1,000	Radio Station KTBS Commercial Bldg. 3-3873	NBC TQN	C. K. Beaver, Gen. Mgr. James P. Turner, Prog. Dir.	C. H. Maddox, Chief Engr.	Petry Lang-Worth Thesaurus AP
SHREVEPORT 92.....	KWKH 1130	50,000	International Bestg. Co. Commercial Bldg. 2-8711	CBS So. Central	John D. Ewing, Pres. K. K. Kellam, Mgr. Dean Upson, Coml. Mgr.	Bob Atherton, Prog. Dir. James T. Briggs, Prom. Mgr. W. E. Antony, Chief Engr.	Branham Standard AP, UP

MAINE

AUGUSTA.....	WFAU 1340	250	Twin City Bestg. Co. Inc. 160 Bangor St. 2540	MBS Yankee	Faust Couture, Pres. Robert I. Payne, Gen. Mgr.	Norman G. Gallant, Prog. Dir. Robert H. Parker, Chief Engr.	Forjoe Standard AP
AUGUSTA.....	WRDO 1400	250	WRDO Inc. 175 Water St. 2285	NBC New England Maine	Adeline B. Rines, Chief Owner. Jack S. Atwood, Gen. Mgr. Walter Weightman, Coml. Mgr.	Don K. Powers, Prog. Mgr. Danny I. Kelly, Traffic Mgr. Harold Dinsmore, Chief Engr.	Bannan Weed World UP
BANGOR.....	WABI 910	5,000	Community Bestg. Service 57 State St. 6446	CBS	F. B. Simpson, Pres. & Gen. Mgr. W. L. Dickson, Chief Engr.	Harold Door, Prog. & Prom. Mgr.	Young Associated AP
BANGOR.....	WGUY (Construction permit) 1450	250	Portland Bestg. System Bangor	ABC	Guy P. Gannett (Gannett Publishing Co.)
BANGOR.....	WJOR 1230	250	Bangor Bestg. Service 22 State St. 5612	MBS Yankee	Sidney Slon, Mgr. & Prog. Dir. Lawrence Sloan, Coml. Mgr.	Stephen Verladi, Chief Engr.	Forjoe
BANGOR.....	WLBZ 620	5,000	Maine Bestg. Co. Inc. 100 Main St. 6023	NBC New England Maine	William H. Rines, Pres. E. E. Guernsey, Assist. Gen. Mgr.	Irving S. Hunter, Prog. Dir. John Wibby, Chief Engr.	Bannan Weed Thesaurus UP
LEWISTON.....	WCOU 1240	250	Twin City Bestg. Co. Inc. 223 Lisbon St. 3140	MBS Yankee	Faust Couture, Pres. John C. Libby, Gen. Mgr.	Eugene Parker, Prog. Mgr. Oscar Normand, Office Mgr. Donald Mason, Chief Engr.	Bannan Forjoe Standard UP
PORTLAND 3.....	WCSH 970	5,000	Congress Square Hotel Co. 157 High St. 2-0181	NBC New England Maine	Adeline B. Rines, Pres. William H. Rines, Managing Dir. Albert W. Smith, Coml. Mgr.	Arthur Owens, Prog. Dir. Linwood T. Pitman, Prom. Mgr. G. Fred Crandon, Chief Engr.	Bannan, Saxe Weed Thesaurus AP, UP

Leadership in public service brings high

listener acceptance. Listener acceptance, in turn,

guarantees *advertiser satisfaction.* Through this

formula KWKH has gained undisputed first place in the

Ark-La-Tex for public service . . . listener acceptance . . .

advertising. This is the reason KWKH is *heard* by most,

preferred by most in a billion-dollar tri-state market.



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MAINE—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
PORTLAND 3	WGAN 560	5,000	Portland Bestg. System Inc. 645a Congress St. 2-7489	CBS	Guy P. Gannett, Pres. Creighton E. Gatchell, Mgr. Arthur K. Atherton, Coml. Mgr.	Richard E. Bates, Prog. Dir. Creighton E. Gatchell, Prom. Mgr. Roger W. Hodgkins, Chief Engr. Raymer Standard UP
PORTLAND	WPOR 1450	250	Centennial Bestg. Co. Inc. 21 Preble St. 8-8111	ABC NE Group	W. S. Newell, Chairman of Board M. Carpenter, Vice-Pres. & Gen. Mgr. Keith Field, Coml. Mgr.	Gordon Lewis, Prog. Dir. Marshall Miltimon, Prom. Dir. Roger Perry, Chief Engr. Avery-Knodel Kettell-Carter World AP
PORTLAND	WMTW 1490	250	The Yankee Network Inc. Falmouth Hotel 2-1151	MBS Yankee	William O'Neil, Pres. John Shepard 3rd, Chmn. of Board	Linus Travers, Gen. Mgr. & Exec. Vice-Pres. Charles Curtin, Station Mgr. Petry Associated Standard AP, INS Reuters
PRESQUE ISLE	WAGM 1450	250	Aroostook Bestg. Corp. 180 State St., W. 8821	KBS	Harry E. Umphrey, Pres. H. D. Glidden, Gen. & Coml. Mgr.	Ted Coffin, Prog. Dir. Lester Hughes, Chief Engr. Bannan Cox & Tanz Cole, SESAC World UP
WATERVILLE	WTVL 1490	250	Kennebec Bestg. Co. 36 Silver St. 370	ABC	C. D. Brown, Pres. & Gen. Mgr. Chester I. Munson, Coml. Mgr.	Elden H. Shute Jr. Prog. Dir. Donald Sutherland, Chief Engr. Kettell-Carter Radio Advertising Standard AP

MARYLAND

ANNAPOLIS	WANN 1190	1,000-D	Annapolis Bestg. Corp. Church Circle & School St. 2500	M. H. Blum, Pres. & Gen. Mgr. Poll R. Copeland, Coml. Mgr.	Michael Murray, Prog. Dir. Ben Wolfe, Chief Engr. SESAC Thesaurus AP
ANNAPOLIS	WASL 810	250-D	The Chesapeake Radio Corp. Annapolis 9211	Harry E. Layman, Gen. Mgr. Armand Terl, Coml. Mgr.	Doris B. Brown, Prod. Dir. Harrison Eagles, Prom. Mgr. H. E. Layman, Tech. Dir. World AP
BALTIMORE 1	WBAL 1090	50,000	Hearst Radio Inc. Lexington Bldg. Lexington 4900	NBC	Charles B. McCabe, Pres. Harold C. Burke, Gen. Mgr. Kenneth L. Carter, Sales Mgr.	Don DeGroot, Prog. Mgr. John A. Tappin, Sales Serv. Mgr. Richard S. Duncan, Chief Engr. Petry World AP, UP, INS
BALTIMORE 17	WCAO 600	5,000	The Monumental Radio Co. 811 W. Lanvale St. Madison 7220	CBS	Lewis M. Milbourne, Pres. L. W. Milbourne, Vice-Pres. & Gen. Mgr. L. H. Peard Jr., Asst. Gen. Mgr. Chg. of Sales & Prom.	Gordon A. Scheiing, Prog. Dir. Martin L. Jones, Chief Engr. Raymer Thesaurus AP, INS
BALTIMORE 13	WCBM 1400	250	Baltimore Bestg. Corp. Community House University 8400	MBS Maryland	John Elmer, Pres. & Coml. Mgr. George H. Roeder, Gen. Mgr.	Charles A. Roeder, Prog. Dir. G. Porter Houston, Chief Engr. Free & Peters Associated, Lang-Worth UP, INS
BALTIMORE 2	WFBR 1300	5,000	The Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1300	ABC	Robert S. Maslin Sr., Pres. Hope H. Barroll Jr., Exec. Vice-Pres. William S. Pirie, Jr., Dir. Nat. Sales William R. Dothard, Dir. Loc. Sales	W. B. Hanauer, Prog. Dir. Robert S. Maslin Jr., Dir. of Publ. & Assist. Secy.-Treas. William Q. Ranft, Chief Engr. Blair World AP, UP
BALTIMORE 3	WITH 1230	250	Maryland Bestg. Co. 7 E. Lexington St. Lexington 7808	Thomas G. Tinsley Jr., Pres. & Gen. Mgr. R. C. Embrey, Vice-Pres. Chg. of Sales	W. W. Ashley, Prog. Dir. James A. Duff, Chief Engr. Headley-Reed Lang-Worth Standard AP, Transradio
BETHESDA-CHEVY CHASE	WBCC 1120	250-D	Broadcast Management Inc. Bethesda-Chevy Chase Oliver 2800	Willard D. Egoft, Pres. Joseph W. Marshall, Coml. Mgr.	William L. Browne, Prog. Mgr. Muriel Reger, Musical Dir. Vernon V. Story, Dir. of Engr. Associated Lang-Worth AP, UP
CUMBERLAND	WTBO 1450	250	Cumberland Bestg. Co. 31 Frederick St. 299	NBC	Aurelia S. Becker, Managing Partner & Station Mgr.	David W. Jefferies, Chief Engr. World AP, UP
FREDERICK	WFMD 930	500	Monocacy Bestg. Co. Winchester Hall 1626	CBS Maryland	Laurence Leonard, Pres. W. E. Hardy, Gen. & Coml. Mgr.	Evelyn Leonard, Prog. Dir. James W. Robertson, Chief Engr. World AP
HAGERSTOWN	WJEJ 1240	250	Hagerstown Bestg. Co. Inc. Franklin Court 2323	MBS Maryland	Grover C. Crilley, Gen. Mgr. Wm. H. Paulsgrove, Asst. Mgr.	Amos L. Harper, Prog. Dir. George W. McIntire, Chief Engr. Associated Lang-Worth AP
PRESTON 1	WESL (Construction permit) 1370	1,000-D	Eastern Shore Bestg. Co. Preston 2491	Max Chambers, Gen. Mgr.
SALISBURY	WBOC 1230 CP-960	250 CP-1,000	The Peninsula Bestg. Co. Radio Park 2480	MBS Maryland	John W. Downing, Pres. C. J. Truitt, Gen. & Coml. Mgr.	John W. Downing, Jr., Prog. Dir. P. A. Alfonsi, Chief Engr. World AP
SILVER SPRING	WGAY 1050	1,000-D	Tri-Suburban Bestg. Corp. Silver Spring Sheperd 1050	John W. Kluge, Pres. & Coml. Mgr. J. L. Brechner, Gen. Mgr. & Secy.-Treas.	Arnold Low, Prog. Dir. Charles K. Chrismon, Chief Engr. Lang-Worth, SESAC, World AP
SILVER SPRING	WOOK (Construction Permit) 1590	1,000-D	United Bestg. Co. Inc. 2900 Tilden St., N. W. Washington, D. C. Emerson 2798	Richard Eaton, Owner & Gen. Mgr. Lee Morrison, Prog. Dir.	James N. Gilbert, Chief Engr. Lang-Worth UP

MASSACHUSETTS

BOSTON 8	WBMS 1090	1,000-D	Templeton Radio Mfg. Corp. 35 Court St. Richmond 4500	Oscar Dane, Pres. Ivan B. Newman, Vice-Pres. & Gen. Mgr.	Martin Bookspan, Mus. Dir. Merle Towle, Chief Engr. Young AP
BOSTON 16	WBZ 1030	50,000	Westinghouse Radio Stations Inc. 275 Tremont St. Hancock 4261	NBC New England	W. C. Evans, Vice-Pres. in Charge W. C. Swartley, Mgr. C. H. Masse, Sales Mgr.	W. Gordon Swan, Prog. Mgr. L. Morrow, Prom. & Pub. Mgr. W. H. Hauser, Chief Engr. Standard Thesaurus AP, UP
BOSTON 16	WCOP 1150	5,000	Massachusetts Bestg. Corp. 485 Boylston St. Copley 0123	ABC	John Cowles, Pres. Craig Lawrence, Gen. Mgr. A. N. Armstrong, Jr., Coml. Mgr.	John D. Maloy, Prog. Mgr. H. D. Goodwin, Prom. & Pub. Mgr. Roland C. Hale, Chief Engr. Katz Lang-Worth Standard AP, UP, INS
BOSTON 12	WEEI 590	5,000	Columbia Bestg. System Inc. 182 Tremont St. Hubbard 2323	CBS	William S. Paley, (CBS) Chmn. of Bd. Frank Stanton (CBS), Pres. Harold E. Fellows, Gen. Mgr.	K. F. Horton, Assist. Mgr. & Prog. Dir. G. H. Cunningham, Prom. Dir. Radio Sales World AP, UP

WE'RE PUSHING BACK THE HORIZON.. OPENING NEW MARKET VISTAS!

WBOC IS MOVING—

DOWN THE DIAL TO 960 KC

WBOC IS EXPANDING—

INCREASING TO IKW DAY AND NIGHT

**WBOC'S ENLARGED TERRITORY WILL INCLUDE COMMUNITIES
NOW OUTSIDE THE PRIMARY AREA OF OTHER STATIONS**

It is an epochal event for this rich, storied Delaware-Maryland-Virginia Peninsula. . . . For advertisers it provides a single, low-cost medium covering a market with \$138,417,000 retail sales; \$220,871,000 income.

In addition to increased coverage on the standard broadcast band, WBOC-FM will be on the air soon . . . 3 KW Metropolitan, blanketing more than 6,000 square miles of the peninsula's land area, day and night.

**IN THIS AREA FAR MORE PEOPLE LISTEN REGULARLY TO WBOC
THAN ALL OTHER STATIONS COMBINED -- CONLAN AND OTHER SURVEYS**

**IF A STATION IS KNOWN BY THE ACCOUNTS IT KEEPS, WBOC IS MIGHTY PROUD,
SIRS, TO BE ASSOCIATED WITH THESE WELL-KNOWN FIRMS:**

AUTOMOTIVE

Firestone Stores
General Motors Corp.
B. F. Goodrich Company
Hastings Manufacturing
Company
Men-O Products Co.

BEVERAGES

G. Fava Fruit Co.
Garrett & Co., Inc.
Globe Brewing Co.
Gunther Brewing Co.

DAIRY PRODUCTS

Breyer Ice Cream Co.
Philadelphia Dairy
Products

DRUG PRODUCTS

B C Remedy Co.
Barbesol Company
Carter Products, Inc.
Ex-Lax, Inc.
Knox Company

Miles Laboratories
Pharmaco, Inc.
Serutan Co.
Stanback Co., Ltd.

FARM FEEDS

Bedford Milling Co.
Consolidated Products
Co.
Dixie Mills Co.
Kentucky Chemicals, Inc.
Ralston Purina Co.

FOOD PRODUCTS

Dulany Frosted Foods
J. H. Filbert, Inc.
Wm. Freihofer Baking
Co.
General Baking Co.
General Foods Corp.
Levering Coffee Co.
Modern Distributors
Quaker Oats Company
Ralston Purina Co.
Wilmington Provision Co.

FINANCIAL

Commercial Credit
Corp.
Personal Finance Co.
(and all local Banks)

JEWELRY

Bulova Watch Company
Helbros Watch Company

**PETROLEUM
PRODUCTS**

Atlantic Refining Co.
Sherwood Bros., Inc.
Standard Oil of N. J.
Tidewater Associated
Oil Co.

RETAILERS (National)

Montgomery Ward Co.
Sears, Roebuck & Co.

SOFT DRINKS

Canada Dry Ginger Ale
Co.

Coca Cola Co.
Dr. Pepper Co.
Grapette Co.
Nehi Corp.
Pepsi-Cola Co.
Seven-Up Co.

TRANSPORTATION

Chesapeake Airways, Inc.
Red Star Motor Coaches,
Inc.
Victor Lynn Transporta-
tion Co.

UTILITIES

Chesapeake & Potomac
Tel. Co.
Delaware Power and
Light Co.
Eastern Shore Public
Service

MISCELLANEOUS

American Safety Razor
Corp.
Conti Products, Inc.

Cudahy Packing Co.
D. L. & W. Coal Co.
Dr. Salsbury Laboratories
E. I. duPont deNemours
Co. (Nylon Division)

F. W. Fitch Co.
Gardner Nursery Co.
Gillette Safety Razor Co.
Frank H. Lee Co.
Murine Co., Inc.
Mutual Benefit Health &
Accident Ass'n of
Omaha

Nat'l Bd. Fire Under-
writers

Procter & Gamble Co.
Revere Copper & Brass
Co.

Seeman Bros.
Stephen, Seth & Co.
Williamson Candy Co.
Wilson Sporting Goods
Co.
Zonite Products Corp.

(and more than 250 others)

ONE OF AMERICA'S FINER BROADCASTING STATIONS

**JOHN W. DOWNING
PRESIDENT**

**CHARLES J. TRUITT
MANAGER**

WBOC

RADIO PARK

SALISBURY, MD.

MEMBER OF MUTUAL AND MARYLAND NETWORKS

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MASSACHUSETTS—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
BOSTON 16	WHDH 850	5,000	Matheson Radio Co. Inc. 6 St. James Ave. Hancock 5500		Robert B. Choate, Pres. William B. McGrath, Gen. Mgr. Wm. W. Warner, Coml. Mgr.	Ted Steele, Prog. Dir. Philip K. Baldwin, Chief Engr. Blair Associated, Capitol, Lang-Worth, Standard, World AP, UP
BOSTON 15	WMEX 1510	5,000	The Northern Corp. 70 Brookline Ave. Commonwealth 3900		Alfred J. Pote, Acting Pres. Wm. S. Pote, Gen. & Com. Mgr.	John Kiley, Prog. Dir. George Kaplan, Prom. Mgr. John Memishian, Chief Engr. Rambeau Associated, Lang-Worth, SESAC, World INS
BOSTON 16	WNAC 1260	5,000	The Yankee Network, Inc. 21 Brookline Ave. Commonwealth 0800	MBS Yankee	William O'Neil, Pres. John Shepard 3rd, Gen. Mgr. & Board Chmn. Linus Travers, Exec. Vice-Pres.	George Steffy, Vice-Pres. & Prog. Mgr. Irving Robinson, Chief Engr. Petry Associated Standard SESAC AP, INS, Reuters
BOSTON 16	WORL 950	1,000-D	Bestg. Service Organization Inc. 216 Tremont St. Liberty 4540		Harold A. Lafount, Pres. Geo. Lasker, Gen. & Coml. Mgr.	Robert Perry, Prog. Dir. John W. Parker, Chief Engr. AP, UP
BROCKTON 64	WBET 990	250-D	Enterprise Publishing Co. 60 Main St. 7062		Charles A. Fuller, Station Mgr. Paul A. Belaïre, Coml. Mgr.	Vincent L. diMestico, Prog. Dir. Mark L. MacAdam, Tech. Dir. Standard Thesaurus AP
CHICOPEE	WACE 730	1,000-D	The Regional Bestg. Co. 326 Chicopee St. 2330		David Hayes, Pres. John S. Begley, Treas. John S. Lloyd, Gen. Mgr.	David Hayes, Coml. Mgr. Terry Colwell, Prog. Dir. Ralph J. Robinson, Chief Engr. Thesaurus AP
FALL RIVER	WSAR 1430	1,000	The Fall River Bestg. Co. Inc. Academy Bldg. 7-9477	MBS Yankee	Melvin Lahr, Pres. & Mgr. John Harrington, Coml. Mgr.	Angus Bailey, Prog. Dir. John Pavad, Chief Engr. Bannan, Headley-Reed Lang-Worth, Thesaurus AP
FITCHBURG	WEIM 1340	250	Radio Station WEIM 717 Main St. 1600	MBS Yankee	Milton H. Meyers, Oper. Partner E. G. Clement, Gen. & Coml. Mgr.	Dick Tucker, Prog. Dir. & Prom. Mgr. Ted Kalin, Chief Engr. Lang-Worth AP
FRAMINGHAM	WKOX (Construction permit) 1190	1,000-D	Suburban Bestg. Co. Framingham		Richard E. Adams, Pres.	
GARDNER	WHOB 1490	250	The Gardner Bestg. Co. Colonial Hotel 1490		David M. Richman, Pres. J. Gordon Keyworth, Gen. Mgr.	Robert E. Fuller, Prog. & Prod. Mgr. Henry E. Gendron, Coml. Rep. James Drake, Chief Engr. Rambeau SESAC Thesaurus AP
GREENFIELD	WHAI 1240	250	John W. Haigis 354 Main St. 4301	MBS Yankee	John W. Haigis, Owner James L. Spates, Gen. Mgr. Horace W. Nichols, Coml. Mgr.	John W. Haigis Jr., Prog. Dir. Leland Wheeler, Chief Engr. Burn-Smith Bannan Thesaurus AP
HAVERHILL	WHAV 1490	250	The Haverhill Gazette Co. 175 Merrimack St. 1300		John T. Russ, Pres. & Gen. Mgr. James Dunbar, Coml. Mgr.	L. Taylor, Prog. Dir. Herbert W. Brown, Chief Engr. AP
HOLYOKE	WHYN 1400	250	Hampden-Hampshire Corp. 180 High St. 8238	MBS Yankee	William Dwight, Pres. Charles N. De Rose, Gen. Mgr. Patrick J. Montague, Coml. Mgr. George H. Jaspert, Owner	Jay Heitin, Prog. & Prom. Mgr. Thomas R. Humphrey, Chief Engr. Bannan, Walker Associated, World UP
LAWRENCE	(Construction permit) 800	1,000-D	George H. Jaspert Little Bldg., Boston 16 Hancock 4948			Gordon S. Ley, Gen. Mgr.
LAWRENCE	WLAW 680	5,000 50,000-CP	Hildreth & Rogers Co. 278 Essex St. 4107	ABC	Irving E. Rogers, Pres. Harold B. Morrill, Gen. Mgr. David M. Kimmel, Sales Mgr.	James T. Mahoney, Prog. Dir. Fred A. Sullivan, Pub. Dir. George A. Hinckley, Chief Engr. Weed Standard, World UP
LOWELL	WLLH 1400	250	Merrimac Bestg. Co. Inc. 39 Kearney Square 8715	MBS Yankee	A. S. Moffat, Pres. Gerald Harrison, Vice-Pres. Dana W. Fitzgerald, Station Mgr. Haskell Bloomberg, Coml. Mgr.	Dana W. Fitzgerald, Prog. Dir. Anthony G. Michaels, Chief Engr. Ralph B. Newton, Assist. Chief Engr. Petry Associated AP
NEW BEDFORD	WNBH 1340	250	Bristol Bestg. Co. 588 Pleasant St. 8-5223	ABC	Basil Brewer, Owner James M. Patt, Gen. Mgr. Theo. Healy, Coml. Mgr. Donald B. Miller, Gen. Mgr.	T. J. Wertenbaker Jr., Prog. & Prom. Mgr. Arthur Deters, Chief Engr. Rambeau World AP
PITTSFIELD	WBEC (Construction permit) 1490	100	Western Mass. Bestg. Co. Eagle St.	ABC		
PITTSFIELD	WBRK 1340	250	Leon Podolsky 8 Bank Row 2-1553	MBS Yankee	John T. Parson, Mgr. & Coml. Mgr. John Lotas, Prog. Dir. & Prom. Mgr.	Leonard Lavendol, Chief Engr. Bannan, Walker Lang-Worth UP
SALEM	WESX 1230	250	North Shore Bestg. Co. 49 Washington St. 5670		Charles W. Phelan, Pres. & Treas. Edmund L. Phelan, Gen. Mgr.	Robert C. Taylor, Sales Mgr. Richard I. Hammond, Chief Engr. Bannan Lang-Worth Thesaurus World AP, UP
SPRINGFIELD	WBZA 1030	1,000	Westinghouse Radio Stations Inc. 275 Tremont St., Boston Hancock 4261	NBC New England	Walter C. Evans, Vice-Pres. in Chg. W. C. Swartley, Mgr. C. H. Masse, Sales Mgr. W. Gordon Swan, Prog. Mgr.	Lynn Morrow, Sales Prom. & Publ. Mgr. W. H. Hauser, Chief Engr. Standard Thesaurus AP, UP
SPRINGFIELD 3	WMAS 1450	250	WMAS Inc. 1757 Main St. 7-1414	CBS	A. S. Moffat, Pres. Gerald Harrison, Vice-Pres. Robert Donahue, Mgr. Robert Feldman, Coml. Mgr.	F. Turner Cooke, Prog. Dir. & Prom. Mgr. Earle Hewinson, Chief Engr. Petry Associated UP
SPRINGFIELD 5	WSPR 1270	1,000	WSPR Inc. Springfield 6-2757	ABC	Quincy A. Brackett, Pres. & Gen. Mgr. Milton W. Stoughton, Vice-Pres.	Wayne Henry Latham, Prog. Dir. Howard S. Keefe, Dir. Adv. & Prom. Lawrence A. Reilly, Chief Engr. Hollingbery Lang-Worth AP
WEST YARMOUTH	WOCB 1240	250	Bristol Bestg. Co. Inc. South Sea Ave. Hyannis 502	ABC KBS	Basil Brewer, Pres. D. L. Sellers, Gen. & Coml. Mgr.	Marion Crowell, Prog. Dir. Arthur Deters, Chief Engr. Bannan Rambeau
WORCESTER	WAAB 1440	5,000	Yankee Network Inc. 34 Mechanic St. 2-5611	MBS Yankee	William O'Neil, Pres. John Shepard 3rd, Gen. Mgr. & Board Chairman William Koster, Gen. & Coml. Mgr.	Philip Brooks, Prog. Dir. David Shurtliff, Prom. Mgr. Joseph Grahn, Chief Engr. Petry Associated SESAC Standard AP
WORCESTER 8	WNEB 1230	250	New England Bestg. Co. Park Bldg. 6-4672		Paul C. Lytle, Pres. John J. Hurley, Gen. Mgr. & Treas. Leslie F. Smith, Coml. Mgr.	John Morse, Prog. Dir. Dorothy Murray, Prom. Mgr. Vernon P. Wilson, Chief Engr. Kettell-Carter Young Capitol Thesaurus UP
WORCESTER 2	WORC 1310	1,000	Alfred F. Kleindienst 65 Elm St. 5-3101	ABC	Alfred F. Kleindienst, Owner	Mildred P. Stanton, Mng. Dir. & Coml. Mgr. Weed Lang-Worth INS
WORCESTER 1	WTAG 580	5,000	WTAG Inc. 18 Franklin St. 5-4321	CBS	E. E. Hill, Exec. Vice-Pres. R. W. Booth, Gen. Mgr. H. L. Krueger, Coml. Mgr.	A. J. Brissette, Prog. Mgr. P. R. Jansen, Prom.-Publ. Mgr. E. A. Browning, Chief Engr. Raymer Associated, World AP, Reuters

Added
POWER!

WLAW
WITH 50,000 WATTS
on 680 kilocycles
OFFERS YOU:

■ Metropolitan Boston and vital New England with millions of new listeners.

■ A far-reaching signal extending from Portland, Maine to Newport, Rhode Island.

■ New England's Best Radio Buy . . . a well-known station delivering your sales talk directly to a rich, concentrated market.

Make those advertising dollars s-t-r-e-t-c-h! Reach more people in more New England states with the extra-powered station WLAW. If you've observed the rapid strides of WLAW within the past ten years, you'll be more certain than ever that WLAW is New England's BEST radio buy.



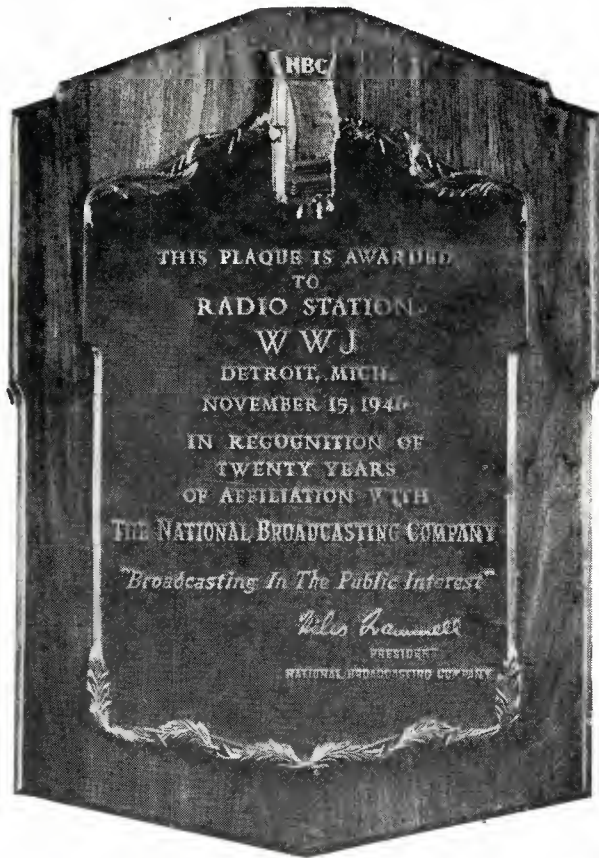
WLAW, Lawrence, Mass.
Represented Nationally by WEED & CO.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.

MICHIGAN

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
ADRIAN	WABJ 1500	250-D	The Adrian Bestg. Co. 111 E. Maumee St. 1599		Gail D. Griner } Co-owners & Alden M. Cooper } Co-Mgrs.	Alden M. Cooper, Prog. Dir. G. D. Griner, Coml. Mgr. & Chf. Eng. Thesaurus UP
ALPENA	WATZ 1450	250	Midwestern Bestg. Co. Alpena 1049	MBS KBS Wolverine Paul Bunyan	Les Biederman, Pres. & Chief Engr.	Drew McClay, Mgr., & Prom. Mgr. Holman AP
ANN ARBOR	WHRV (Construction permit) 1600	1,000	Huron Valley Broadcasters, Inc. (Temp.) 6559 Hamilton Ave., Detroit, Mich.		James F. Hopkins, Pres.	
ANN ARBOR	WPAG 1050	250-D CP-1,000-D	Washtenaw Bestg. Co. Hutzl Bldg. 2-5517		Arthur E. Greene, Pres. E. F. Baughn, Exec. Vice-Pres. A. H. Turner, Coml. Mgr.	Cbas. T. Wilton, Prog. Dir. George D. Sterans, Chief Engr. Burn-Smith Standard, World AP
BATTLE CREEK	WELL 1400	250	Federated Publications Inc. Mich. Natl. Bank Bldg. 5655	ABC Michigan Wolverine	A. L. Miller, Pres. D. E. Jayne, Gen. Mgr. E. P. Mills Jr., Coml. Mgr.	F. F. Owen, Prog. Dir. E. J. Stone, Chief Engr. Burn-Smith Lang-Worth, Standard AP
BAY CITY	WBCM 1440	1,000-LS 500-N	Bay Bestg. Co. Inc. 100 Center Ave. 7551	ABC Michigan	Harley D. Peet, Pres. H. A. Giesel, Sec.-Tres. & Mgr.	R. H. Carpenter, Prog. Dir. & Chief Engr. Hollingbery Lang-Worth, World UP
BENTON HARBOR	WHFB (Construction permit) 1060	1,000-D	Palladium Publishing Co. 65 Wall St. 8141		Stanley R. Banyon, Pres.	Jacob P. Scherer, Gen. Mgr. AP
CADILLAC	WATT 1240	250	Midwestern Bestg. Co. Box 219 1270	MBS KBS Wolverine Paul Bunyan	Les Biederman, Pres. & Chief Engr.	R. Wolgast, Mgr. & Prom. Mgr. Holman AP
CALUMET	WHDF 1400	250	Upper Michigan Bestg. Co. Community Bldg. 1	MBS KBS Wolverine	John W. Rice, Exec. Vice-Pres. Albert W. Payne, Station Mgr.	Earl Norden, Prog. Dir. George L. Burgan, Techn. Supvr. Sears & Ayer World
DEARBORN	WKMH 1540	1,000-D	Suburban Broadcasters WKMH Bldg. 5000		F. A. Knorr, Pres., & Gen. Mgr. P. Butterfield, Prom. Mgr.	Kirk Knight, Prog. Dir. Cal Leedy, Chief Engr. Weed Lang-Worth UP
DETROIT 2	WJBK 1490	250	James F. Hopkins Inc. 6559 Hamilton Ave. Trinity 2-2000		James F. Hopkins, Pres. & Gen. Mgr. George M. Millar, Coml. Mgr.	Mrs. S. Krieghoff, Prog. Dir. Paul Frincke, Chief Engr. Standard, Thesaurus, World AP
DETROIT 26	WJLB 1400	250	Booth Radio Stations Inc. Broderick Tower & Buhl Bldg. Cadillac 7600		John L. Booth, Pres. & Gen. Mgr. Eric V. Hay, Coml. Mgr.	Herb. Mertz, Prog. Dir. B. R. Downey Jr., Prom. Mgr. E. H. Clark, Chief Engr. Burn-Smith World AP
DETROIT 2	WJR 760	50,000	WJR, The Goodwill Station Inc. Fisher Bldg. Madison 4440	CBS	George A. Richards, Pres. Owen F. Uridge, Vice-Pres. & Gen. Mgr. Chas. G. Burke, Coml. Mgr.	Worth Kramer, Prog. Dir. R. F. Anthony, Prom. Mgr. G. F. Leydorf, Chief Engr. Petry Lang-Worth, Standard, Thesaurus, World AP, UP, INS
DETROIT 31	WWJ 950	5,000	Evening News Association... 630 W. Lafayette Ave. Randolph 2000	NBC	W. J. Scripps, Dir. of Radio, The Detroit News Harry Bannister, Gen. Mgr. Harry W. Betteridge, Gen. Sales Mgr.	M. C. Wissman, Gen. Prog. Mgr. Jake Albert, Prom. Mgr. E. J. Love, Gen. Engring. Mgr. Hollingbery Standard AP, UP
DETROIT 26	WXYZ 1270	5,000	King-Trendle Bestg. Corp. Stroh Bldg. Cherry 8321	ABC Michigan	James G. Riddell, Gen. Mgr. Harold Christian, Sales Mgr.	John McCarthy, Prog. Dir. W. J. Hendricks, Dir. Adv. & Prom. Chas. Kotcher, Chief Engr. Lang-Worth, Standard UP, INS
DETROIT (Windsor)	CKLW 800	5,000	Western Ontario Bestg. Co. Ltd. Union Guardian Bldg. Cadillac 7200	MBS CBC	Malcolm G. Campbell, Pres. J. E. Campeau, Vice-Pres. & Gen. Mgr. Richard E. Jones, Coml. Mgr.	Campbell S. Ritchie, Prog. Dir. W. J. Carter, Chief Engr. Stovin, Young Thesaurus, United, World UP, INS
EAST LANSING	*WKAR 870	5,000-D	Michigan State College East Lansing 8-1511		Robert J. Coleman, Dir.	Norris E. Grover, Chief Engr. Thesaurus AP
ESCANABA	WDBC 1490	250	Delta Bestg. Co. Ludington & First St.	MBS, KBS Wolverine	F. J. Lindenthal } J. P. Norton } Owners	G. D. Lindenthal, Mgr.
FLINT	WBBC (Construction Permit) 1330	1,000	Booth Radio Stations, Inc. (Temp.) Eaton Tower Detroit 26, Mich.	MBS	John L. Booth, Pres.
FLINT 3	WFDF 910	1,000	Flint Bestg. Co. Mott Bldg. 2-7158	ABC Michigan	Howard M. Loeb, Secy. & Managing Dir. F. S. Loeb, Coml. Mgr.	Adrian R. Cooper, Prog. Dir. Jon R. McKinley, Asst. Coml. Mgr. Frank D. Fallain, Tech. Dir. Burn-Smith Capitol, Lang-Worth, Standard, Thesaurus AP
FLINT 4	WMRP 1510	250-D	Methodist Radio Parish Inc. 573 Mary St. 3-5112		Daniel M. Robins, Pres. William H. Morford, Gen. Mgr.	R. Mark Ferris, Prog. Dir. Homer Blumerich, Chief Engr. Capitol, Standard UP
FLINT	WTCB 600	1,000-LS 500-N	Trendle-Campbell Bestg. Co. Stroh Bldg. Randolph 9184	NBC	Geo. W. Trendle, Pres. H. Allen Campbell, Gen. Mgr. H. Earl Moore, Station & Coml. Mgr.	Charles D. Livingstone, Prog. Dir. Harold Holmes, Chief Engr. Raymer World UP, INS
FLINT	WWOK (Construction permit) 1470	1,000	Drohlich Bros. Flint		Albert S. Drohlich } Robert A. Drohlich } Owners
GRAND RAPIDS 1	WJEF 1230	250	Fetzer Bestg. Co. Pantlind Hotel 6-8512	CBS	John E. Fetzer, Managing Dir. Rhea Y. Fetzer, Asst. Mng. Dir. Edward H. Bronson, Gen. Mgr. & Prom. Mgr. John W. O'Harrow, Coml. Mgr.	Albert F. Hopkins, Prog. Dir. Carl E. Lee, Chief Engr. Avery-Knodel Associated, Standard AP
GRAND RAPIDS 2	WLAV 1340	250	Leonard A. Versluis 6 Fountain St. N.E. 6-5461	ABC Michigan Wolverine	Leonard A. Versluis, Owner Hy M. Steed, Gen. & Coml. Mgr.	Evelyn Moxon, Traffic Mgr. Lee Stevens, Chief Engr. McGillvra Standard UP
GRAND RAPIDS 2	WOOD 1300	5,000	Liberty Bestg. Co. Grand Rapids Natl. Bank Bldg. 9-4211	NBC	Roy C. Kelly } Principal Ray M. Veenstra } Owners S. W. Barnett, Station & Sales Mgr. Sandy Meek, Prog. Supvr. William L. Johnson, Pres. J. W. Huss, Vice-Pres. & Gen. Mgr. Al Michela, Coml. Mgr.	Lenore Little, Prom. & Publ. Dir. Fred W. Russell, Chief Engr. Glenn LePard, Traffic Mgr. Raymer Lang-Worth, SESAC World, UP
IRON MOUNTAIN	WIKB 1230	250	Upper Mich.-Wis. Bestg. Co. Inc. Dickinson Hotel 2020	MBS KBS Wolverine	William E. Goodrich, Gen. Mgr. Les Sturmer, Prog. Dir.	Arnold Peterson, Prog. Dir. J. A. Marta, Prom. Mgr. Eugene Kaari, Chief Engr. Walker World UP
IRON MOUNTAIN	WMIQ 1450	250	Iron Mountain Kingsford Bestg. Co. 211 E. Ludington St. 2032		William E. Goodrich, Gen. Mgr. Les Sturmer, Prog. Dir.	Martin Lund, Chief Engr. Wilson Lang-Worth UP
IRONWOOD	WJMS 1450	250	Upper Mich.-Wis. Bestg. Co. Inc. 124 E. McLeod Ave. 20	MBS KBS Wolverine	William L. Johnson, Pres. J. W. Huss, Gen. Mgr.-Vice-Pres. J. A. Marta, Coml. & Prom. Mgr.	Harold Ladin, Prog. Dir. Arne Dahlbacka, Chief Engr. Walker World UP
JACKSON	WIBM 1450	250	WIBM Inc. Hotel Hayes 6121	ABC Michigan Wolverine	Herman Radner, Pres. Roy Radner, Vice-Pres. Wm. A. Cizek, Station Mgr.	George Reed, Prog. Dir. Warren Augustine, Prom. Mgr. Chas. W. Wirtanen, Chief Engr. Forjoe, Holman



WWJ, the first radio station in the nation, proudly acknowledges this award from NBC, the nation's first radio network, commemorating an affiliation of twenty years' standing.

It marks another milestone in the uninterrupted leadership achieved by these two pioneers, whose "teaming of talents" has proved so enjoyable to WWJ's great listening audience and so productive for both WWJ and NBC advertisers.

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

Associate FM Station WENA . . . Television Station WWDT



NBC Basic Network

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to February 15, 1947)

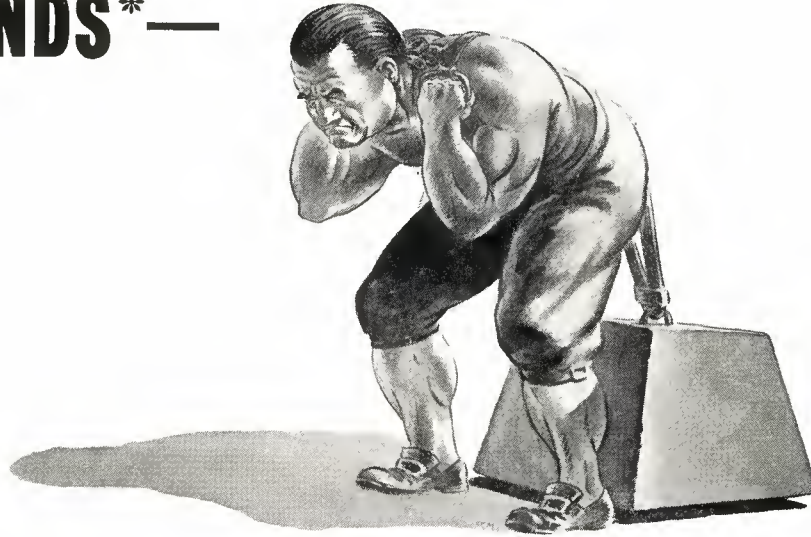
MICHIGAN—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
KALAMAZOO	WGFG 1360	1,000	Southwestern Michigan Bcstg. Co. Kalamazoo	ABC	Gerald Gross, Mgr.	
KALAMAZOO 99	WKZO 590	5,000	Fetzer Bcstg. Co. Burdick Hotel 3-1223	CBS	John E. Fetzer, Managing Dir. & Gen. Mgr. Rhea Y. Fetzer, Assist. Managing Dir. John W. O'Harrow, Coml. Mgr.	Willis F. Dunbar, Prom. Mgr. Leonard Colby, Prom. Mgr. Carl E. Lee, Chief Engr.	Avery-Knodel Standard, World AP
LANSING 30	WILS 1430	500-D	Lansing Bcstg. Co. 407 N. Washington 2-1655	MBS	Wellington A. Pomeroy, Pres. & Gen. Mgr. O. S. Jones, Coml. Mgr.	Bob Clayton, Prog. Dir. John C. Pomeroy, Chief Engr. & Asst. Gen. Mgr.	Hollingbery Capitol, Lang-Worth AP
LANSING 16	WJIM 1240 CP-550	250 1,000	WJIM Inc. Bank of Lansing Bldg. 2-1333	ABC Michigan	Harold F. Gross, Pres. & Gen. Mgr. Howard K. Finch, Prog. Dir.	Irene Ginther, Prom. Mgr. N. Stanley Ponte, Chief Engr.	Broadcast Sales Standard, World UP
LAPEER	*WMPC 1230-SH	250	Liberty Street Gospel Church 803 Liberty St.
LUDINGTON	WKLA 1450	250	Ludington Bcstg. Co. Stearn Bldg. 842	ABC, MBS KBS, Wolverine	Grant F. Ashhacker } Partners Karl Ashhacker, Gen. & Coml. Mgr.	Peter A. Mars, Prog. Dir. & Prom. Mgr. N. Hale Blakely, Chief Engr.	McGillvra SESAC UP
MARQUETTE	WDMJ 1340	250	Lake Superior Bcstg. Co. 146 W. Washington St.	MBS KBS Wolverine	Gordon H. Brozek, Bus. Mgr.
MUSKEGON	WKBZ 1490	250	Ashhacker Radio Corp. 432 Apple Ave. 26-051	ABC, MBS Michigan, Wolverine	Grant F. Ashhacker, Pres. Fred W. Wagenvoord, Gen. & Sales Mgr.	Howard L. Hoffman, Prog. Dir. Steve Garcia, Senior Tech.	Burn-Smith MacGregor, SESAC, World UP
MUSKEGON	WMUS (Construction Permit) 1090	1,000-D	Greater Muskegon Broadcasters, Inc. 1769 Peck St. 25-414	William C. Wester, Pres. & Gen. Mgr. John Marshall, Prog. Dir.	Clinton W. Raymond, Prom. Mgr. N. L. Kessler, Vice-Pres. & Chief Engr.	Wilson Associated, Thesaurus AP
PETOSKEY	WMBN (Construction Permit) 1340	250	Midwestern Bcstg. Co. Anderson Bldg., Traverse City Traverse City 1150	MBS KBS Wolverine, Paul Bunyan	Les Biederman, Pres. & Chief Engr.	R. E. Detwiler, Mgr. & Prom. Mgr.	Holman AP
PONTIAC 15	WCAR 1130	1,000-D	Pontiac Bcstg. Co. Riker Bldg. 7141	H. Y. Levinson, Pres. & Gen. Mgr. G. Marshall Jordan, Coml. Mgr.	Wayne N. Cook, Chief Engr.	Pearson Standard AP, INS
PORT HURON	WHLS 1450	250	Port Huron Bcstg. Co. 932 Military St. 2-3151	MBS KBS	Harmon L. Stevens, Partner & Gen. Mgr. Helen Nelson, Asst. Gen. Mgr.	Lyle Patterson, Prog. Dir. Leslie Conant, Chief Engr.	Grant Lang-Worth, Standard, World UP
ROYAL OAK	WEXL 1340	250	Royal Oak Bcstg. Co. 212 W. Sixth St. 0815	Geo. B. Hartrick, Pres. Ellis C. Thompson, Gen. & Coml. Mgr.	Gordon A. Sparks, Prog. Dir. Jerome Steadley, Chief Engr.	AP, INS.
SAGINAW	WKNX (Construction Permit) 1210	1,000-D	Lake Huron Bcstg. Co. 219 S. Washington St.	O. J. Kelchner } Equal Howard H. Wolfe } Owners William J. Edwards } Station Mgr. O. J. Kelchner, Gen. Mgr.	William J. Edwards, Coml. Mgr. Howard H. Wolfe, Prog. & Station Mgr. Max Thomas, Chief Engr.	Associated, Lang-Worth UP
SAGINAW	WSAM 1400	250	Saginaw Bcstg. Co. Eddy Bldg. 2-5109	NBC	Milton L. Greenebaum, Chf. Owner & Gen. Mgr. Robert W. Phillips, Coml. Mgr.	Robert P. Ritter, Prog. Dir. Lee Chetek, Prom. Dir. Harold McCullen, Chief Engr.	Headley-Reed Standard, World INS
SAULT STE. MARIE	WSOO 1230	250-LS 100-N	Hiawathaland Bcstg. Co. 107 W. Portage Ave. 3000	ABC Michigan	Stanley R. Pratt, Pres. & Gen. Mgr. Richard Y. Burnett, Coml. Mgr. Raymond G. Ulrich, Prog. Mgr.	Russell J. Staffeld, Prom. Mgr. William F. Morris, Chief Engr.	Lang-Worth, SESAC, Standard AP, UP
TRAVERSE CITY	WTCM 1400	250	Midwestern Bcstg. Co. Anderson Bldg. 1150	MBS KBS Wolverine Paul Bunyan	Les Biederman, Pres. & Chief Engr. R. E. Detwiler, Mgr. & Prom. Mgr.	W. H. Kiker, Prog. Dir.	Holman AP

MINNESOTA

ALBERT LEA	KATE 1450	250	Albert Lea-Austin Bcstg. Co. Inc. 332 S. Broadway 2338	ABC Dairyland	E. L. Hayek, Pres. & Gen. Mgr. Warner C. Tidemann, Asst. Mgr. & Prom. Mgr.	James Delmont, Sales Mgr. Robert C. Paulson, Prog. Dir. Lawrence Lawson, Chief Engr.	Pearson Lang-Worth, SESAC UP
BEMIDJI	KBUN 1450	250	Bradford & Pihl 419 1/2 Beltrami	MBS	B. W. Bradford } Harry Pihl } Partners R. W. Bradford, Gen. Mgr.	Robert Mullen, Coml. Mgr. Boh Runyon, Prog. Dir. Dick Nohle, Chief Engr.	Lang-Worth UP
BRAINERD	KLIZ 1400	250	Brainerd Bcstg. Co. East Oak St. 1689	MBS	E. T. O'Brien, Pres. & Gen. Mgr. Ralph H. Hegman, Jr. Sales Mgr.	Lucile G. Grosse, Prog. Dir. A. L. Vanderluis, Chief Engr.	Standard AP
DULUTH 2	KDAL 610	1,000	Red River Bcstg. Co. Inc. Bradley Bldg. Melrose 2628	CBS	Dalton LeMasurier, Mgr.-Owner Odin S. Ramsland, Coml. Mgr. Donald J. Mathers, Prog. Dir.	Joseph C. Cook, Sales Prom. Mgr. R. A. Dettman, Chief Engr.	Avery-Knodel Lang-Worth, Standard AP
DULUTH 2	WEBC 1320	5,000	Head of the Lakes Bcstg. Co. 4th Ave. W. & Superior St. Melrose 2873	NBC Northwest Arrowhead	Morgan Murphy, Pres. Walter C. Bridges, Gen. Mgr. H. E. Westmoreland, Dir. of Ops. H. H. Dunavan, Local Sales Mgr.	Earl Henton, Resident Mgr. Leonard G. Anderson, Merch. & Prom. Mgr. William Lounsherry, Chief Engr.	Hollingbery SESAC, Thesaurus, World UP
DULUTH	(Construction permit) 1080	10,000-LS 5,000-N	Lake Superior Bcstg. Co. Torrey Bldg.	Thomas M. McCabe, Pres.
FERGUS FALLS	KGDE 1230	250-LS 100-N	Fergus Radio Corp. Fergus Falls 8988	MBS	Harold L. Dell, Secy-Treas.	Don L. Alhertson, Gen. Mgr.	AP
HIBBING	WMFG 1240	250	Head of the Lakes Bcstg. Co. Androy Hotel 1150	NBC Northwest Arrowhead	Morgan Murphy, Pres. W. C. Bridges, Gen. Mgr. Harry S. Hyett, Mgr.-Coml. Mgr.	R. E. Coe, Prog. Dir. William Lounsherry, Chief Engr.	Hollingbery UP
MANKATO	KYSM 1230	250	F. B. Clements & Co. 101 N. Second St. 4673	NBC Northwest	F. B. Clements, Pres. John F. Meagher, Gen. & Coml. Mgr.	Boh Gardner, Prog. Dir. Del Brudelle, Prom. Mgr. James Houts, Chief Engr.	Pearson Lang-Worth, Thesaurus UP
MARSHALL	KMHL 1400	250	Harry W. Linder Marshall	MBS Dairyland Gt. Northern	Harry W. Linder, Owner Gilmore F. Frayseth, Mgr. H. Willard Linder, Vice-Pres.	Donald O. Linder, Coml. Mgr. Corwin Ost, Chief Engr.	Pearson UP

**YOU MAY BE ABLE TO LIFT
1836 POUNDS*—**



**BUT—YOU CAN'T “RAISE” WESTERN MICHIGAN
WITHOUT WKZO-WJEF!**

Everybody knows about the veritable *wall* of fading that keeps outside stations from “raising” much of an audience in Grand Rapids, Kalamazoo and Greater Western Michigan. But look at what a two-station *inside* com-

bination can do—WKZO at Kalamazoo, and WJEF at Grand Rapids! The following Hooper report figures (Spring, 1946) are the latest available as the Yearbook goes to press:

SHARE OF AUDIENCE—Grand Rapids, Kalamazoo

	SETS IN USE	WJEF-WKZO	OTHER CBS	ALL ABC	ALL MBS	ALL NBC	ALL OTHERS	HOMES CALLED
8:00 AM—12 NOON (MON. thru FRI.)	17.5	34.0	11.2	22.5	6.2	24.0	2.1	6481
12:00 NOON—6:00 PM (MON. thru FRI.)	18.1	37.4	11.7	13.8	6.4	27.3	3.4	9798
6:00 PM—10:00 PM (SUN. thru SAT.)	29.5	37.3	6.7	11.0	6.7	36.9	1.4	18,161

If you are trying to cover Western Michigan with radio—or with any other medium—you deserve to know the *real facts* about the situation here. Our studies of this market are certain to be helpful. Call us—or Avery-Knodel, Inc.

*Thomas Topham did it in Derby, England, in 1741.

WKZO
**FIRST IN KALAMAZOO AND
GREATER WESTERN MICHIGAN (CBS)**

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

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC. EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Telecasting

1947 Yearbook Number • Page 129

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to February 15, 1947)

MINNESOTA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Trans. Library News Services	
MINNEAPOLIS 14	*KUOM 770 ST-WCAL	5,000-D	U. of Minnesota Minneapolis Main 8177	Burton Paulu, Mgr. Kenn Barry, Prog. Dir.	Berten A. Holmberg, Chief Engr. AP	
MINNEAPOLIS 2	WCCO 880	50,000	Columbia Bestg. System Inc. 625 2nd Ave. S. Main 1202	CBS	Wm. S. Paley, (CBS), Ch. of Bd. Frank Stanton, (CBS), Pres. A. E. Joscelyn, Gen. Mgr. Tom Dawson, Sales Mgr.	Gene Wilkey, Prog. Dir. Carl Ward, Dir. Publ. & Sales Prom. J. J. Beloungy, Chief Engr. E. W. Ziebarth, Prod. Mgr. & Educ. Dir.	Radio Sales Lang-Worth Standard AP, UP
MINNEAPOLIS 1	WDGY 1130 L-Albuquerque	5,000-LS 500-N	Twin Cities Bestg. Corp. Nicollet Hotel Bridgeport 2271	Charles T. Stuart, Pres. & Gen. Mgr. (Lincoln, Nebr.) Melvin Drake, Vice-Pres. & Station Mgr.	Ken Crane, Prog. Dir. Victor H. Williams, Sales Prom. Mgr., (Omaha) Charles W. Winkler, Chief Engr., (Lincoln)	Avery-Knodel Lang-Worth, Standard AP
MINNEAPOLIS 3	WLOL 1330	5,000	Independent Merchants Bestg. Co. 1730 Hennepin Ave. Atlantic 0406	MBS	Ralph L. Atlass, Chief Owner Norman Boggs, Gen. & Coml. Mgr.	Gene Brautigam, Studio Chief Engr. Wallace Miller, Trans. Chief Engr.	Blair Standard UP, INS
MINNEAPOLIS 4	WTCN 1280	5,000-LS 1,000-N	Minnesota Bestg. Corp. Wesley Temple Bldg. Main 6562	ABC Dairyland	William J. McNally, Pres. F. Van Konynenburg, Gen. Mgr. & Vice-Pres. Robert Ekstrand, Coml. Mgr.	Judy Bryson, Prog. Dir. Cliff J. Rian, Prom. Mgr. & News Chief John M. Sherman, Tech. Dir.	Free & Peters Associated, Lang-Worth AP, UP
MOOREHEAD	KVOX 1340	250	KVOX Bestg. Co. Wright Bldg. 3-1523	MBS	David C. Shepard, Pres. M. M. Marget, Gen. Mgr. Arv Johnson, Coml. Mgr.	Ken Hollis, Prog. Dir. Wm. Hurley, Prom. Mgr. Harry Vose, Chief Engr. SESAC UP
NORTHFIELD	*WCAL 770 ST-KUOM	5,000-D	St. Olaf College Northfield 770	C. M. Granskou, Pres. of St. Olaf Milford Jensen, Ops. Dir. David Johnson, Prog. Dir.	Martin Hegland, Prom. Dir. M. C. Jensen, Tech. Supvr. AP
ROCHESTER	KROC 1340	250	Southern Minnesota Bestg. Co. 100 First Ave. Bldg. 3924	NBC Northwest	Mrs. G. P. Gentling, Pres. Maxine Jacobs, Act. Mgr., Sec.-Treas. G. David Gentling, Coml. Mgr. & Vice-Pres.	Cal Smith, Prog. Dir. Walter Bruzek, Prom. Mgr. Fred C. Clarke, Chief Engr.	Pearson World UP
ST. CLOUD	KFAM 1450	250	Times Publishing Co. 20 6th Ave. N. 3330	NBC Northwest	Fred Schilplin, Pres. Frederick C. Schilplin, Gen. Mgr. & Vice-Pres.	Patricia Pattison, Prog. Dir. & Prom. Mgr. Robert Witschen, Chief Engr. Lang-Worth Thesaurus AP
ST. PAUL 2	KSTP 1500	50,000	KSTP Inc. Saint Paul Hotel, St. Paul Radio City, Minneapolis Cedar 5511, St. Paul Bridgeport 3222, Minneapolis	NBC Northwest	Stanley E. Hubbard, Pres. & Gen. Mgr. Kenneth M. Hance, Vice-Pres.-Treas. Miller C. Robertson, Sales Mgr.	Brooks Henderson, Prod. Supvr. Sam Levitan, Prom. & Publ. John N. Fricker, Tech. Supvr.	Petry Lang-Worth, Standard Thesaurus, World AP, UP
ST. PAUL 1	KYDS (Construction Permit) 700	1,000-D	Middlewest Bestg. Co. Inc. 1st Natl. Bank Bldg. Garfield 2851	John W. Boler, Pres.
ST. PAUL 4	WMIN 1400	250	WMIN Bestg. Co. 1287 St. Anthony Ave. Nestor 6501	Edward Hoffman, Pres. & Gen. Mgr. Charles E. Michaud, Coml. Mgr.	Robert E. A. Lee, Prog. Dir. Warren B. Fritze, Chief Engr.	Forjoe Standard AP
THIEF RIVER FALLS	KTRF 1230	250	Henry K. Arneson Box 191 13	Henry K. Arneson, Owner-Oper. W. J. Jorgenson, Station Mgr. & Prog. Dir.	Alvin Christofferson, Coml. Mgr. Thesaurus UP
VIRGINIA	WHLB 1400	250	Head of the Lakes Bestg. Co. 17th St. & 6th Ave. So. 2000	NBC Northwest Arrowhead	Morgan C. Murphy, Owner Walter C. Bridges, Gen. Mgr. O. H. Peterson, Mgr.	Alice Mae McBride, Prog. Dir. C. C. Gabrielson, Local Chief Engr.	Hollingberry SESAC UP
WILLMAR	KWLM 1340	250	Lakeland Bestg. Co. 307 W. 6th St. 1340	ABC Dairyland	H. W. Linder, Pres. & Mgr. Jack Lynch, Prog. Dir.	Ralph Shepard, Prom. Mgr. Clint Knapp, Chief Engr.	Pearson Cole UP
WINONA	KWNO 1230	250	Winona Radio Service 216 Center St. 3314	ABC Dairyland	M. H. White, Pres. L. L. McCurnin, Mgr. & Coml. Mgr. Doris Cooper, Prog. Dir.	Gordon Closway, Prom. Mgr. L. L. McCurnin, Chief Engr.	Pearson Lang-Worth AP

MISSISSIPPI

CLARKSDALE	WROX 1450	250	Birney Imes Sr. Delta Ave. 1566	MBS KBS Mid-South	Birney Imes Sr., Licensee P. B. Hinman, Station Mgr.	Howard Gurney, Sales Rep. George G. Tavel, Chief Engr. World AP
COLUMBIA	WCJU (Construction Permit) 1450	250	Forrest Bestg. Co. 513 S. Main St. 755	KBS Rebel	C. J. Wright, Pres. Charles J. Wright Jr. } Vice-Pres. Frank Holifield	B. B. McLemore, Chief Engr.	Hollingberry UP
COLUMBUS	WCBI 1340	250	Birney Imes Jr. Gilmer Hotel 1313	MBS KBS Mid-South	Birney Imes Jr., Owner Bob McNaney, Gen. Mgr. James W. Eatherton, Coml. Mgr.	Charles Newman, Cont. Chief Drew Shankle, Prom. Mgr. Holt Dyess, Chief Engr.	Sears & Ayer World AP
CORINTH	WCMA 1230	250	Corinth Bestg. Corp. Inc. Ray Bldg. 800	MBS Dixie Mississippi	A. B. Robinson, Vice-Pres. & Gen. Mgr. W. M. Bigley, Station-Coml. Mgr.	James E. Blaine, Prog. Dir. William M. Essary, Chief Engr.	Burn-Smith Standard, World UP
GREENVILLE	WJPR 1340	250	Radio Services Co. 107 S. Poplar St. 1770	MBS KBS, Miss. State	Emmet H. McMurry Jr., Gen. Mgr. Frank W. Baldwin, Coml. Mgr.	Robert P. Thompson, Prog. Dir. Ben F. Rogers, Prod. & Prom. Percy Lee Kuhn, Chief Engr.	Sears & Ayer Thesaurus UP
GREENWOOD	WGRM 1240	250	P. K. Ewing 222 Howard St. 1900	NBC KBS, Triangle	P. K. Ewing, Licensee F. C. Ewing, Gen. Mgr.	Shelton Morgan, Prog. Dir. W. D. Hand Jr., Chief Engr.	Rambeau Standard AP
GULFPORT	WGCM 1240	250	WGCM Bestg. Co. Hewes-Martin Bldg. 1110	ABC KBS	Hugh O. Jones, Gen. Mgr. C. E. Vann, Assist. Mgr.	Donovan Murphy, Chief Engr.	Sears & Ayers Standard AP
HATTIESBURG	WFOR 1400	250	Forrest Bestg. Co. 302 Hemphill Street 1866	NBC KBS Rebel	C. J. Wright, Pres. & Gen. Mgr. C. J. Wright H. L. Patterson } Coml. Mgr.	E. M. Jenkins, Prog. Dir. B. B. McLemore, Chief Engr.	Hollingberry Thesaurus, World UP
JACKSON	WJDX 1300	5,000-LS 1,000-N	Lamar Life Insurance Co. Box 2171 2-2641	NBC So. Central	Wiley Harris, Dir. Frank Gentry Maurice Thompson } Coml. Mgr.	Percy G. Root, Chief Engr.	Hollingberry Lang-Worth, MacGregor, Thesaurus UP
JACKSON	WJQS (Construction Permit) 1400	100	Mississippi Bestg. Co. Inc. Walthall Hotel	CBS Mississippi	Withers Gavin, Pres. & Gen. Mgr. Capitol AP
JACKSON	WJXN 1490 CP-1450	250	Ewing Bestg. Co. Deposit Guaranty Bank Bldg. 4-8871	MBS	P. K. Ewing Jr. } Partnership F. C. Ewing Myrtle M. Ewing } Guy Corley, Gen. Mgr.	Ernest Watson, Coml. Mgr. Roger Stoner, Prog. Dir. Thomas Patterson, Chief Engr. Theresa Watson, Office Mgr.	Rambeau Standard AP



MAIN ENTRANCE Minneapolis - St. Paul MARKET

● Selecting the radio station to do your selling job in this market doesn't necessarily pose "The Lady or The Lion?" question, we know. And we'll readily admit that a side road sometimes can get you where you want to go ... even if it is the long way. But if you want to reach the rich retail market in the Minneapolis - St. Paul territory most effectively, KSTP is the right door ... the main entrance ... to fastest results. Programming and promotion combine to do the job you want done when you enter the Minneapolis - St. Paul Market through the main entrance ... KSTP!

KEY STATION FOR THE NORTHWEST NETWORK
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REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.

MISSISSIPPI—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
JACKSON.....	WRBC (Construction permit) 620	5,000-LS 1,000-N	Rebel Bcstg. Co. Jackson	C. A. Lacy, et al, Partners
JACKSON 114.....	WSLI 1450	250	Standard Life Bcstg. Co. P. O. Box 1847 3-2788	ABC	Geo. W. Covington, Pres. L. M. Sepaugh, Mgr. F. E. Wilkerson Jr., Coml. Mgr.	B. K. Smith, Prog. Mgr. C. A. Perkins, Chief Engr. Weed World AP
LAUREL.....	WAML 1340	250	New Laurel Radio Station Inc. 585½ Central Ave.	NBC KBS Rebel	D. A. Matison, Pres. Ward A. Coleman, Gen. Mgr. M. M. Caver, Coml. Mgr.	Jimmy Willson, Prog. Dir. Clyne Graves, Chief Engr. Hollingbery SESAC, World AP, UP
LAUREL.....	WLAU 1490	250	Southland Bcstg. Co. Laurel 420	MBS	Hugh M. Smith, Gen. Mgr. W. C. DeHority, Coml. Mgr.	Carrol Jackson, Prog. Dir. Lloyd Hilbun, Chief Engr. Rambeau Lang-Worth UP
MACON.....	WMBC 1400	250	Mississippi Bcstg. Co. Inc. Macon Hotel	Mississippi	Withers Gavin, Pres. & Gen. Mgr.
McCOMB.....	WSKB 1230	250	McComb Bcstg. Corp. McColgan Hotel	George Blumenstock, Gen. Mgr.	Julia Blumenstock, Prog. Dir. Capitol AP
MERIDIAN.....	WCOC 910	5,000-LS 1,000-N	Mississippi Bcstg. Co. Inc. Threefoot Bldg. 1042	CBS KBS, Mississippi	Withers Gavin, Pres. & Gen. Mgr.	Mrs. Withers Gavin, Prom. Mgr. Cole, Standard, Thesaurus UP
MERIDIAN.....	WMOX 1240	250	Birney Imes Jr. WMOX Bldg. 495	MBS Mid-South	Birney Imes Jr., Owner Gene Tibbett, Mgr. Carl Upchurch, Sales Mgr.	Jerry Kerns, Prog. & Prod. Mgr. Raymond Bates, Chief Engr. Sears & Ayer World AP
MERIDIAN.....	WTOK 1450	250	Meridian Bcstg. Co. Citizens Bank Bldg. 5070	ABC	Robt. F. Wright, Pres. & Gen. Mgr. William B. Crooks, Coml. Mgr. M. Ray Muller, Prog. Mgr.	Neill Lovett, Prom. Mgr. Joe Saxon, Chief Engr. Headley-Reed Lang-Worth INS
NATCHEZ.....	WMIS 1240	250	Natchez Bcstg. Co. City Bank Bldg. 580	NBC KBS	P. K. Ewing, Pres. P. K. Ewing Jr., Vice-Pres. & Gen. Mgr. Paul Scbilling, Coml. Mgr.	Wilna Nichols, Traffic Mgr. George Wilson, Chief Engr. Rambeau
TUPELO.....	WELO 1490	250	Birney Imes Jr. WELO Bldg. 1242	MBS KBS Mid-South	Birney Imes Jr., Owner Bob McRaney, Columbus, Miss., Gen. Mgr. Bob Evans, WELO Mgr.	Reeves Whirley, Coml. Mgr. Joe Russell Jr., Prog. Dir. LeRoy Green, Chief Engr. Sears & Ayers World AP
VICKSBURG.....	WQBC 1420	1,000-LS 500-N	Delta Bcstg. Co. Inc. Hotel Vicksburg 312	ABC MBS KBS	L. P. Cashman, Pres. Mary Van Cashman, Mgr.	O. W. Jones, Coml. Mgr. C. E. Drake, Chief Engr. Sears & Ayers World AP
YAZOO CITY.....	WAZF (Construction Permit) 1230	250	B. J. Barrier Jr., H. T. Barrier, H. P. Holmes 115 E. Jefferson	B. J. Barrier Jr. } Partners H. T. Barrier } H. T. Holmes }

MISSOURI

CAPE GIRARDEAU.....	KFVS 1400	250	Oscar C. Hirsch 324 Broadway 2104	Oscar C. Hirsch, Owner-Mgr.	Ralph L. Hirsch, Coml. Mgr. Pearson Standard UP
CARTHAGE.....	KDMO (Construction Permit) 1490	250	Carthage Bcstg. Co. Bank of Carthage Bldg.	Lloyd C. McKinney } Partners John J. Hale }
CLAYTON (St. Louis) 5.....	*KFUO 850-SH	5,000	Evangelical Lutheran Synod 801 E. De Mun Ave. Delmar 3030	Rev. Herman H. Hohenstein, Dir. Rev. Paul C. Barth, Dir. of Pub. Rel.	Albert H. Wiese, Chief Engr. World UP
CLAYTON (St. Louis) 5.....	KXLW 1320	1,000-D	Saint Louis County Bcstg. Co. 8135 Forsyth Blvd. Delmar 1320	Guy Runnion, Pres. & Gen. Mgr. Leslie P. Ware, Local Sales Mgr.	Edgar J. Mothershead, Assist. Mgr. & Prom. Mgr. Dennis P. Volas, Chief Engr. AP, UP, INS
COLUMBIA.....	KFRU 1400	250	KFRU Inc. 9th and Elm 411	ABC	Elzey Roberts, Pres. Mahlon R. Aldridge, Mgr. & Coml. Mgr.	Harold Douglas, Prog. Dir. Robert Haigh, Chief Engr. Blair Lang-Worth AP, UP
FLAT RIVER.....	KFMO (Construction Permit) 1240	250	Oscar C. Hirsch Flat River	Oscar C. Hirsch, Owner
HANNIBAL.....	KHMO 1340	250	Courier-Post Publishing Co. 102½ S. Main St. 3450	MBS	E. L. Sparks, Secy.-Treas. Wayne W. Cribb, Gen. & Coml. Mgr.	U. Scott Smith, Prog. & Cont. Dir. Ben Parrish, Chief Engr. Pearson Thesaurus, World AP
JEFFERSON CITY.....	KWOS 1240	250	Capitol Bcstg. Co. 210 Monroe St. 4000	MBS KBS	R. C. Goshorn, Pres. R. L. Rose, Secy. & Gen. Mgr.	Ray Manning, Station Mgr. & Prog. Dir. Harold White, Chief Engr. Sears & Ayer Lang-Worth AP
JOPLIN.....	KSWM 1230	250	Air Time Inc. Hotel Connor 7260	CBS	Austin A. Harrison, Pres. & Gen. Mgr. Warren D. Lowry, Coml. Mgr.	Roger Page Jr., Prog. Dir. Noel Ball, Prom. Mgr. Austin A. Harrison, Chief Engr. Rambeau World UP
JOPLIN.....	WMBH 1450	250	Joplin Bcstg. Co. Frisco Bldg. 330	MBS	D. J. Poyner, Gen. Mgr. Abe Radunsky, Coml. Mgr. Roy Wilson, Prog. Dir.	Charles D. Blair, Prom. Mgr. Richard Meek, Chief Engr. Sears & Ayer Standard, Thesaurus AP
KANSAS CITY 6.....	KCKN 1340	250	The KCKN Bcstg. Co. Walthow Bldg. Victor 3864	MBS	Ben Ludy, Gen. Mgr. Ellis Atteberry, Mgr. Joe Story, Coml. Mgr.	George Stump, Prod. Mgr. Max Williams, Chief Engr. Capper Standard AP, UP
KANSAS CITY 6.....	KCMO 1480	5,000 CP-50,000-LS CP-10,000-N	KCMO Bcstg. Co. Commerce Bldg. Victor 0900	ABC	T. L. Evans, Pres. E. K. Hartenbower, Gen. Mgr. Clarence Breazeal, Assist. Mgr.	J. B. Tremble, Prog. Dir. Farrell Strawn, Prom. Dir. Karl Troeglen, Tech. Dir. Pearson Lang-Worth Standard AP, UP
KANSAS CITY 6.....	KMBC 980	5,000	Midland Bcstg. Co. Pickwick Hotel Harrison 2650	CBS	Arthur B. Church, Pres. & Owner Karl R. Koerner, Vice-Pres. & Managing Dir. Sam H. Bennett, Vice-Pres. & Dir. of Sales	Roderick Cupp, Prog. Dir. E. P. J. Shurick, Dir. of Prom. Ray Moler, Chief Engr. Free & Peters World AP, UP
KANSAS CITY 17.....	WDAF 610	5,000	The Kansas City Star Co. 1729 Grand Ave. Harrison 1200	NBC	Roy A. Roberts Dean Fitzer, Gen. Mgr. V. S. Batton, Assist. Mgr.	Harry J. Kaufmann, Prog. Dir. Randall Jesse, Assist. Prog. Dir. Joseph A. Flaherty, Chief Engr. Petry Standard AP
KANSAS CITY 6.....	WHB 1,000-D CP-5,000-U	250	WHB Bcstg. Co. Scarritt Bldg. Harrison 1161	MBS Kansas	Donald D. Davis, Pres. & Coml. Mgr. John F. Cash, Vice-Pres. John T. Schilling, Vice-Pres. & Gen. Mgr. Hal H. McHaney, Prin.	John Wahlstedt, Prog. Dir. Mori Griner, Dir. Plans & Prom. Henry Goldenberg, Chief Engr. Blair Associated AP
KENNETT.....	KBOA (Construction Permit) 830	1,000-D	Kennett Bcstg. Corp. Kennett
MEXICO.....	KXEO (Construction permit) 1340	250	Audrain Bcstg. Co. Mexico	John A. Badaracco, Pres.
POPLAR BLUFF.....	KWOC 1340	250	McCarthy-Tedrick-Wolpers Poplar Bluff 1310	MBS	O. A. Tedrick, Chief Owner William R. Tedrick, Station & Coml. Mgr.	Byron Kearbey Jr., Prod. & Prom. Mgr. Don M. Lidenton, Chief Engr. Pearson World AP
ST. GENEVIEVE.....	KSGM (Construction Permit) 1450	250	The Donze Co. 245 Merchant St.	Elmer L. Donze } Partners Norbert B. Donze }

YEAR AFTER YEAR, based on the Hooper

"share of audience" Index, KXOK has shown

a *substantial* audience gain. Over a five-year



ST. LOUIS

period (1942 vs. 1946), this index shows a gain

of 81.0% in KXOK's morning audience, 19.2%

in the afternoon, and 38.4% in the evening.

WHY the continuing uptrend? *More* programs and *better* programs! Rush Hughes, Weathercasts, Complete News Coverage, Bruce Barrington, Safety Campaign — *plus* ABC's top network shows — these are part of the programming line-up that has had strong box-office appeal for KXOK.



630

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BASIC STATION ABC NETWORK

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DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to February 15, 1947)

MISSOURI—(Continued)


City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
ST. JOSEPH 7	KFEQ 680	5,000	KFEQ Inc. KFEQ Bldg. 4-0813	ABC, MBS	Barton Pitts, Pres. & Gen. Mgr. Glenn G. Griswold, Coml. Mgr. Harry H. Packard, Prog. Dir.	J. Ted Branson, Prom. Mgr. J. Wesley Koch, Chief Engr. Headley-Reed Lang-Worth, Thesaurus UP
ST. JOSEPH	KRES 1230	250	Missouri Valley Bestg. Inc. 113 S. 7th St. 4-6346		Paul E. Roscoe, Gen. Mgr. J. J. Fitzgerald, Coml. Mgr. Hank Henry, Prog. Dir.	Dave Widder, Prod. Mgr. Charles Wiesemann, Cbf. Engr. & Assist. Mgr. Dottie Killgore, Traffic Mgr. Sears & Ayer AP
ST. LOUIS 2	KMOX 1120	50,000	Columbia Bestg. System Inc. 401 S. 12th St. Central 8240	CBS	Wm. S. Paley, (CBS) Chm. of Bd. Frank Stanton, (CBS) Pres. Wendell B. Campbell, Gen. Mgr. J. Soulard Johnson, Dir. Publ. Rel.	Carter Ringley, Gen. Sales Mgr. Jack Sexton, Prog. Dir. Louis McC. Young, Chief Engr. Radio Sales Associated, Lang-Worth AP, UP
ST. LOUIS 1	KSD 550	5,000-LS 1,000-N CP-5,000	Pulitzer Publishing Co. 1111 Olive St. Main 1111	NBC	Joseph Pulitzer, Pres. George M. Burbach, Gen. Mgr.	Edward W. Hamlin, Coml. Mgr. Robert Coe, Tech. Supvr. Free & Peters Thesaurus, World AP
ST. LOUIS 8	KWK 1380	5,000-LS 1,000-N	Tbomas Patrick Inc. Chase Hotel Rosedale 3210	MBS	Robert T. Convey, Pres. Ray E. Dady, Vice-Pres. & Station Dir. V. E. Carmichael, Vice-Pres. & Coml. Dir.	John W. Tinnea, Assist. Station Dir. Russell C. Kaiser, Prog. Dir. T. E. Richter, Publ. & Prom. Dir. N. J. Zehr, Chief Engr. Raymer World AP, UP
ST. LOUIS 1	KXOK 630	5,000	Star-Times Publishing Co. 12th & Delmar Bldvs. Chestnut 3700	ABC	Elzey Roberts, Pres. C. L. Thomas, Mgr. V. N. Springgate, Sales Mgr.	E. G. Muschany, Prod. Dir. Foster H. Brown, Prom. Mgr. Arthur F. Rekart, Chief Engr. Blair Associated, Standard AP, UP, INS Reuters
ST. LOUIS 8	WEW 770	1,000-D	St. Louis U. 3642 Lindell Blvd. Franklin 5665		Rev. Patrick J. Holloran, S.J., U. Pres. Nicholas Pagliara, Gen. Mgr.	Leonard Frankel, Sales Prom. Dir. Don Lochner, Prog. Dir. Bro. G. E. Rueppel, S.J., Chief Engr. Pearson Lang-Worth, Standard, World INS
ST. LOUIS 8	WIL 1230	250	Missouri Bestg. Corp. Melbourne Hotel Jefferson 8403		L. A. Benson, Pres. C. W. Benson, Vice-Pres. & Gen. Mgr. Robert L. Brockman, Coml. Mgr.	Neil Norman, Prog. Dir. & Prom. Mgr. Edward Goodberlet, Chief Engr. Rambeau Lang-Worth, MacGregor, Standard AP
SEDALIA	KDRO 1490	250	Milton J. Hinlein 2100 W. Broadway 4004	MBS KBS	Milton J. Hinlein, Owner & Oper. Herbert W. Brandes, Gen. Mgr. William W. Davis, Coml. Mgr.	Maxine Fisher, Prog. Dir. Wayne Pash, Chief Engr. Herbert Young J Forjoe UP
SPRINGFIELD	KGBX 1260	5,000	Springfield Bestg. Co. 508 St. Louis St. 1360	NBC	T. W. Duvall, Pres. J. G. Wardell, Gen. & Coml. Mgr. Carl Fox, Prog. Dir.	Dudley Morris, Prom. Mgr. Dennis White, Chief Engr. Hollingbery Thesaurus AP
SPRINGFIELD	KTTS 1400	250	Independent Bcstg. Co. Chamber of Commerce Bldg. 4303	CBS, MBS	J. H. G. Cooper, Pres. G. P. Ward, Vice-Pres. & Gen. Mgr. Bob Burke, Coml. Mgr.	Arthur Smith, Prog. Dir. W. F. Curry, Chief Engr. Sears & Ayer MacGregor, World AP
SPRINGFIELD	KWTO 560	5,000-LS 1,000-N	Ozark Bcstg. Co. 508 St. Louis St. 3-2800	ABC	R. D. Foster, Pres. & Gen. Mgr. Leslie L. Kennon, Assist. Mgr.	William J. McCord, Prog. Dir. Fritz Bauer, Chief Engr. Pearson Lang-Worth UP
WEST PLAINS	KWPM (Construction permit) 1450	250	Robert Neathery 24 Court Square 666		Robert Neathery, Owner	

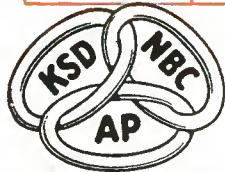
MONTANA

ANACONDA	KANA 1230	250	Mosby's Inc. Anaconda 136		A. J. Mosby, Pres. Don Jones, Mgr. Robert Carroll, Coml. Mgr.	Marwood Patterson, Prog. Dir. Charles Currie, Chief Engr. Weed Lang-Worth UP
BILLINGS	KBYM 1240	250	Billings Bestg. Co. Box 1101 3838	MBS KBS Intermountain	Robert E. Mulvaney, Managing Partner F. J. Robischon, Gen. & Coml. Mgr.	Charles du Bois, Prog. Dir. George C. Martin, Prom. Mgr. Richard E. Kaiser, Chief Engr. Griffith Lang-Worth, MacGregor AP
BILLINGS	KGHL 790	5,000	Northwestern Auto Supply Co. 5th & N. Broadway, 2222	NBC	C. O. Campbell, Pres. Ed Yocum, Gen. & Coml. Mgr. M. V. Braunberger, Station Mgr.	June Leff, Prom. Mgr. Jeff Kiichli, Chief Engr. Katz Standard, Thesaurus, World UP
BOZEMAN	KXLQ 1450	250	KRBM Broadcasters Inc. Bozeman 1420	NBC Z-Bar, PNB	E. A. Neath, Pres. & Gen. Mgr. J. Ray Bridges, Sales Mgr. Norman Penwell, Prog. Dir.	Betty Haskell, Prom. Mgr. Jack Provis, Chief Engr. Walker Lang-Worth UP
BUTTE	KBOW 1490	250	Copper City Radio Co. P. O. Box 1932 7429	NBC	Frank Reardon, Pres. Leon Lloyd, Gen. Mgr.	Robert Athearn, Prog. Dir. Thesaurus UP
BUTTE	KOPR (Construction permit) 550	1,000	Montana Bestg. Co. Butte	ABC	Frank C. Carman, Pres.	
BUTTE	KXLF 1370	5,000	KGIR Inc. Box 1956 2-2344	NBC Z-Bar, PNB	Ed Craney, Managing Dir. Arne E. Anzjon, Gen. Mgr. S. J. Schible, Coml. Mgr.	Mel Jass, Prog. Dir. W. J. Provis, Chief Engr. Walker Lang-Worth, MacGregor, SESAC UP
GREAT FALLS	KFBB 1310	5,000	Buttrety Broadcast Inc. First National Bank Bldg. 4377	CBS	Fred Birch, Pres. J. P. Wilkins, Mgr.	LeRoy Stahl, Prog. Dir. Wilbur Myhre, Chief Engr. Weed Cole, Thesaurus UP
GREAT FALLS	KMON (Construction permit) 970	5,000	Sun River Bestg. Co. Great Falls		O. P. Soule, Pres.	
GREAT FALLS	KXLK (Construction permit) 1400	250	Great Falls Bestg. Co. Park Hotel 2-2453	Z-Bar	R. Larcombe, Pres. K. O. MacPerson, Station Mgr.	H. W. Stewart, Prog. Dir. Charles Mobler, Chief Engr. Walker Lang-Worth UP
HAVRE	KAVR 1240	250	Montana Broadcasters Hotel Havre 888		Jessica L. Longston, Pres. Truman B. Hinkle, Gen. Mgr. Raymond C. Kennedy, Coml. Dir.	Larry Gordon, Prog. Dir. Carlesta F. Haston, Prom. Mgr. Rodney L. Sams, Chief Engr. Grant World UP
HAVRE	KOJM (Construction permit) 730	1,000-D	North Montana Bestg Co. 224 6th St.		F. W. Aubin E. J. Pepin Leo J. Billings George H. Bauer } Partners	

On the Calendar...

1947

SUN	MON	TUE	WED	THUR	FRI	SAT
 <h1>KSD-TV</h1> <p>The ST. LOUIS POST-DISPATCH TELEVISION Station</p> <p>AND</p> <h1>KSD-FM</h1> <p>The ST. LOUIS POST-DISPATCH Frequency Modulation Station</p>						



KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.

KSD

ST. LOUIS • 550 KC

Owned and Operated by the
ST. LOUIS POST-DISPATCH

National Advertising Representatives

FREE & PETERS, INC.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to February 15, 1947)

MONTANA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
HAVRE	KWRA 1340	250	Northern Bestg. Co. Masonic Temple Bldg.		William E. Ray, Pres.	
HELENA	KXLJ 1240	250	Peoples Forum of the Air 1306 11th Ave. 1240	NBC Z-Bar	Barclay Craighead, Pres. K. O. MacPherson, Gen. Mgr.	Walker Lang-Worth UP
KALISPELL	KGEZ 1340	100	Donald C. Treloar 203 1st Ave. E. 332		Don C. Treloar, Owner & Gen. Mgr. G. Millhouse, Coml. Mgr. M. Driscoll, Prog. Dir.	Paul Johnston, Prom. Mgr. Wm. Patterson, Chief Engr. World UP
LEWISTOWN	KXLO (Construction permit) 1230	250	Capital Bestg. Co. Lewistown		George Bennett, Part-Owner	
LIVINGSTON	KPRK 1340	250	Yellowstone Amusement Co. Box 952 1000		Paul McAdam, Pres. Walter R. Carle, Gen. Mgr. Jack Swenson, Coml. & Prom. Mgr.	Bob Greer, Prog. Dir. John Boor, Chief Engr. Lang-Worth, SESAC AP
MILES CITY	KRJF 1340	250	Star Printing Co. 13 N. 6th 1340	MBS KBS Inter-Mountain	W. F. Fling, Gen. Mgr. Don Tannehill, Station & Coml. Mgr.	Bob Wilson, Prog. Dir. Norm Carson, Prog. Mgr. I. A. Elliot, Chief Engr. World UP
MISSOULA	KGVO 1290	5,000-LS 1,000-N	Mosby's Inc. 132 W. Front St. 2155	CBS	A. J. Mosby, Pres. M. E. Dixon, Coml. Mgr.	W. C. Blanchette, Prog. Dir. Lawrence Smith, Chief Engr. Weed Lang-Worth UP
MISSOULA	KXLL (Construction permit) 1450	250	Western Montana Associates 425 Beverly Ave.,		Ed. B. Craney } Owners Louis Wasmer } P. M. Goodover, Pres. } Jack C. Toole, Pres.	Barclay Craighead } Owners A. T. Hibbard } W. H. McLeod, Jr. }
SHELBY	KIYI (Construction permit) 1230	250	Tri-County Radio Corp. 531 First Ave., S.			
SIDNEY	KGCX 1480	1,000	E. E. Krebsbach 109 S. Central Ave. 408	MBS KBS Great Northern	E. E. Krebsbach, Owner & Gen. Mgr. E. C. Krebsbach, Coml. Mgr.	G. Melvin King, Prom. Mgr. O. H. Halvorson, Chief Engr. Walker Thesaurus UP

NEBRASKA

FREMONT	KORN 1400	250	Nebraska Bestg. Corp., 118 E. 5th St. 1060	MBS KBS	Arthur Baldwin, Pres. W. H. Baldwin, Vice-Pres. & Station Mgr. G. E. Bentz, Coml. Mgr.	Ray Arvin, Prog. Dir. M. Christensen, Prom. Mgr. Ken Dumas, Chief Engr. Sears & Ayer Lang-Worth AP
GRAND ISLAND	KMMJ 750 L-WBBS	1,000-D	KMMJ Inc. Cedar & Division 703	ABC	Don Searle, Pres. Wick Heath, Gen. Mgr. Bill Martin, Coml. Mgr.	Orie Kerwood, Prog. Dir. Ray Kozak, Prom. Mgr. Norval Larsen, Chief Engr. Headley-Reed Standard UP
HASTINGS	KHAS 1230	250	Nebraska Bestg. Co. Tribune Bldg. 1745	MBS KBS	Fred Seaton, Chief Owner D. L. Watts, Gen. & Coml. Mgr.	H. Clark, Prog. & Prom. Mgr. D. A. Allison, Chief Engr. Cox & Tanz World Transradio
KEARNEY	KGFV 1340	250	Central Neb. Bestg. Corp. Federal Annex Bldg. 2-3541	MBS KBS	Lloyd C. Thomas, Pres. E. Anson Thomas, Vice-Pres. Peg Biber, Prog. Dir.	Wayne Beavers, Prom. Mgr. Jack Lewis, Chief Engr. UP
LINCOLN	KFAB 1110	50,000	KFAB Bestg Co. Sharp Bldg., 2-3214	(See Omaha Listing)		
LINCOLN 8	KFOR 1240	250	Cornbelt Bestg Corp. Stuart Bldg., 2-6965	ABC MBS	C. T. Stuart, Pres. & Gen. Mgr. Harry Peck, Station Mgr. Jack Huston, Prog. Dir.	Vic Williams, Prom. Mgr. C. W. Winkler, Chief Engr. Petry Associated, Standard AP, INS
NORFOLK	WJAG 780 L-WBBS	1,000	Norfolk Daily News Norfolk 432		Gene Huse, Pres. Art Thomas, Mgr. Bob Thomas, Assist. Mgr.	Wayne Larson, Chief Anncr. Frank Weidenbach, Chief Engr. Walker Lang-Worth AP
NORTH PLATTE	KODY 1240	250	Radio Station WOW Inc. 1521 W. 12th St. 382	NBC KBS	John J. Gillin Jr., Pres. John Alexander, Gen. Mgr. Joe di Natale, Coml. Mgr.	Jerry Wing, Prom. Mgr. Jay Blakesley, Chief Engr. Blair Lang-Worth Standard AP, UP Weed World AP
OMAHA 2	KBON 1490	250	Inland Bestg. Co. 2027 Dodge St. Jackson 8282	MBS	P. R. Frye, Vice-Pres. & Gen. Mgr. Richard E. Welna, Assist. Mgr.	M. K. Doyle, Prom. Mgr. Percy R. Zeigler, Chief Engr. Free & Peters SESAC, Standard AP, UP
OMAHA	KFAB 1110	50,000	KFAB Bestg. Co. Farnam Bldg., Jackson 3420	CBS	Joe Seacrest, Chairman of Board Harry Burke, Gen. & Coml. Mgr. L. A. Miller, Prog. Dir.	H. E. Roll, Dir. of Prom. & Publ. Mark Bullock, Chief Engr. Petry Associated Standard AP, INS
OMAHA 2	KOIL 1290	5,000	Central States Bestg. Co. Omaha National Bank Bldg. Jackson 7626	ABC	Chas. T. Stuart, Pres. & Gen. Mgr. W. J. Newens, Station Mgr. W. O. Edholm, Sales Mgr. Forrest Blair, Natl. Sales Mgr.	Virgil Sharpe, Prog. Dir. Victor Williams, Prom. Mgr. C. W. Winkler, Chief Engr. Hollingbery Associated, Standard, World UP
OMAHA 2	KOWH 660	500-D	World Publishing Co. World-Herald Bldg. Atlantic 2228		H. Dooley, Pres. B. C. Corrigan, Gen. Mgr.	Frank E. Shopen, Chief Engr. Blair SESAC, Standard Thesaurus AP, UP
OMAHA 2	WOW 590	5,000	Radio Station WOW Inc. Insurance Bldg. Webster 3400	NBC	John J. Gillin Jr., Pres. & Gen. Mgr. Lyle DeMoss, Prog. Mgr. Bill Wiseman, Prom. Mgr.	Wm. J. Kotera, Chief Engr. Joseph Herold, Tech. Supvr. Standard Thesaurus AP, UP
SCOTTSBLUFF	KOLT 1320	1,000	Hilliard Co. 1517 1/2 Broadway 356	CBS KBS	L. L. Hilliard, Pres. & Mgr. Russ M. Stewart, Sales Mgr.	W. M. Walter, Prog. Dir. H. A. Morrison, Chief Engr. Standard UP

NEVADA

BOULDER CITY	KBNE 1450	250	Boulder City Bestg. Co. 701 Ave. "R" 247	MBS	J. C. Manix, Pres. C. A. Savage, Gen. & Coml. Mgr.	Don Ashbaugh, Prog. & Prom. Mgr. Robert Maichle, Chief Engr. World UP
ELKO	KERS (Construction permit) 1340	250	Elko Service Co. (Temp.) P. O. Box 333 Logan, Utah		Herschel Bullen, Owner	
ELY	KELN (Construction permit) 1230	250	Boulder City Bestg. Co. Ely		J. Clarence Manix, Pres.	
LAS VEGAS	KENO 1400	250	Nevada Bestg. Co. Box 1310 1-400	ABC	Maxwell Kelch, Chief Owner & Gen. Mgr. Paul R. Gang, Coml. Mgr.	Peggy Maxwell, Prog. Dir. L. A. Newsome, Assist. Mgr. & Prom. Mgr. H. H. Haas, Chief Engr. Griffith Thesaurus INS
LAS VEGAS	KLAS (Construction permit) 1230	250	Las Vegas Bestg. Co. Las Vegas		C. L. McCarthy, Pres.	
RENO	KATO 1340	250	Sierra Bestg. Co. Box 2231 2-4501	MBS Don Lee	R. K. Wittenberg, Pres. & Ch. Engr. Robert L. Stoddard, Gen. Mgr.	Ray Bohannon, Coml. Mgr. Tom Magowan, Prog. Dir. Grant Standard UP
RENO	KOH 630	1,000	McClatchy Bestg. Co. of Nev. 143 Stevenson St. 5106	NBC	Eleanor McClatchy, Pres. Hewitt Kees, Mgr.	Merle Snider, Office Mgr. Irvin Carlsen, Chief Engr. Raymer Thesaurus, World AP, UP

NEW

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COLUMBIA BROADCASTING SYSTEM

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50,000 WATTS**

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NEBRASKA ·**

HARRY BURKE
General Manager

Represented By
FREE & PETERS, Inc.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

NEVADA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
RENO	KOLO 920	1,000	Reno Bcstg. Co. 33 Sierra St. 2-4516	CBS	David McKay, Pres. & Gen. Mgr. H. W. Thompson, Coml. Mgr. Dave K. Dorris, Prog. Dir.	Dorothy Culver, Prom. Mgr. Kenneth Owen, Chief Engr.	Young Capitol, Lang-Worth AP
RENO	KXXL (Construction permit) 1230	250	The Voice of Reno 709 S. Center St.	Chester L. Gonce, Owner	

NEW HAMPSHIRE

BERLIN	WMOU 1230	250	White Mountain Bcstg. Co. 40 Main St. 1797	Warren M. Greenwood, Gen. Mgr. C. S. Holbrook, Coml. Mgr.	Gerry Stetson, Prog. Dir. Richard Washington, Chief Engr.	Broadcast Adv. Kettel-Carter Associated, SESAC AP
CONCORD	WKXL 1450	250	Hon. Charles M. Dale Eagle Hotel 4180	MBS Yankee	Hon. Charles M. Dale, Owner Bert Georges, Gen. Mgr. Robert A. Kelley, Station Mgr. Richard Shepard, Coml. Mgr.	Norman E. Bailey, Prog. Dir. Dal Wyant, Prom. Mgr. George Jowdy, Chief Engr.	Bannan, Walker Capitol, Lang-Worth AP
KEENE	WKNE 1290	5,000	WKNE Corp. 17 Dunbar St. 2080	CBS	Joseph K. Close, Pres. Richard G. Bath, Vice-Pres. & Gen. Mgr.	Robert M. Peebles, Prog. Dir. Barbara Williams, Prom. Dir. Ernest F. Batchelder, Chief Engr.	Headley-Reed Kettel-Carter Thesaurus, World UP
LACONIA	WLNH 1340	250	Northern Bcstg. Co. 653 Main St. 501	MBS KBS Yankee	Charles S. Jenny, Vice-Pres. M. B. Avery, Mgr. & Coml. Mgr.	Sherwin Greenlaw, Prog. Dir. Wilfred Ledoux, Chief Engr.	Bannan Thesaurus AP
MANCHESTER	WFEA 1370	5,000	WFEA Inc. 286 Franklin St. 4656	CBS	Harry M. Bitner, Pres. Melvin C. Green, Gen. Mgr. William C. Engel, Assist. Mgr.	Warren Journay, Prog. Dir. R. A. B. Schow, Chief Engr.	Katz, Kettel-Carter Lang-Worth Thesaurus AP
MANCHESTER	WKBR 1240	250	Granite State Bcstg. Co. 155 Front St. 9456	MBS Yankee	William J. Barkley, Pres. William F. Rust Jr., Gen. Mgr. & Chief Engr. Robert Martineau, Coml. Mgr.	Arthur I. Rothafel, Prog. Dir. William F. Rust Jr., Chief Engr.	Bannan, Walker Standard UP
MANCHESTER	WMUR 610	5,000-LS 1,000-N	The Radio Voice of N. H. Inc. 1819 Elm St. 2090	ABC	Francis P. Murphy, Pres. Hervey Carter, Mgr. & Prog. Dir.	Paul Sheldon, Prom. Mgr. Vincent H. Chandler, Chief Engr.	Weed World AP
PORTSMOUTH	WHEB 750 L-WSB	1,000	WHEB Inc. Lafayette Highway 4080	MBS Yankee	Hon. C. M. Dale, Pres. & Sole Owner Bert Georges, Vice-Pres. & Gen. Mgr. William Dawson, Coml. Mgr.	Winslow Bettinson, Prog. Dir. Dal Wyant, Prom. Dir. Paul G. Lindsay, Chief Engr.	Bannan, Walker Capitol, World AP

NEW JERSEY

ASBURY PARK	WCAP 1310 ST-WCAM, WTNJ	500	Radio Industries Broadcast Co Electric Bldg. 2-8600	Walter W. Reid Jr., Pres. Morris Scheck, Vice-Pres. Walter J. Reid, Coml. Mgr.	V. N. Scholes, Prog. Dir. Mathew Porter, Chief Engr.	World AP
ATLANTIC CITY	WBAB 1490	250	Press-Union Publishing Co. 1900 Atlantic Ave. 5-1111	CBS	Alhert J. Feyl, Pres. M. L. Mendelsohn, Gen. & Coml. Mgr. Ralph D. Shoemaker, Prog. Dir.	Earle Godfrey, Chief Engr.	Headley-Reed World AP
ATLANTIC CITY	WFPG 1450	250	Neptune Bcstg. Corp. Steel Pier 5-2188	ABC	John J. Laux, Pres. Edwin E. Kohn, Gen. Mgr. I. F. Teetsell, Asst. & Coml. Mgr.	Edgar A. Sweet, Prog. Dir. B. K. Thron, Chief Engr. & Prom. Dir.	McGillvra Thesaurus UP
ATLANTIC CITY	WMID (Construction permit) 1340	250	Mid Atlantic Bcstg. Co. Convention Hall	MBS	Earl M. Johnson, Pres. Leslie Biehl, Mgr.	Max Urllass, Chief Engr.
BRIDGETON	WSNJ 1240	250	Eastern States Bcstg. Corp. Bridgeton 1600	KBS	Elmer H. Wene, Pres. Paul Alger, Gen. Mgr. Jerry Alden, Sales Mgr.	Don Hart, Prog. Dir. Francis Fekel, Chief Engr.	Clark Thesaurus UP
CAMDEN	WCAM 1310 ST-WCAP, WTNJ	500	City of Camden City Hall 8690	William H. Markward, Chg. City Bureau of Bcstg.	C. E. Onens, Chief Engr.
JERSEY CITY	WHOM 1480	1,000-LS 500-N	(See New York City listing)	(See New York City listing)			
NEWARK 1	WAAT 970	1,000	Bremer Bcstg. Corp. 11-15 Hill St. Mitchell 2-6400	I. R. Rosenhaus, Pres. & Gen. Mgr. A. B. Schillin, Vice-Pres. Cbg. Loc. Sales V. A. Bennett, Vice-Pres. Chg. Nat. Sales	Dale Kennedy, Prog. Dir. R. B. Macdougall, Prom. Mgr. F. V. Bremer, Vice-Pres. Chg. of Engring.	Radio Advertising Associated World AP, UP
NEWARK	WHBI 1280 ST-WOV	2,500-LS 1,000-N	May Radio Broadcast Corp. 100 Shipman St.	James L. Shearer, Pres. & Gen. Mgr.		
NEWARK	WNJW (Construction permit) 1430	5,000	North Jersey Radio Inc. 215 Market St.	(See WBYN Brooklyn)			
NEW BRUNSWICK	WCTC 1450	250	Chanticleer Bcstg. Corp. 385 George St. 2-9020	James L. Howe, Pres. & Gen. Mgr. E. C. Derryherry, Sales Mgr.	Jerome H. Baker, Prog. Dir. Robert L. Williams, Chief Engr.	World AP
PATERSON 1	WPAT 930	1,000-D	North Jersey Bcstg. Co. 7 Church St. Armory 4-3400	James V. Cosman, Pres. S. J. Flamm, Gen. Mgr. & Vice-Pres. Herman Fields, Coml. Mgr.	Ted Wehhe, Prog. Dir. David T. Golden, Prom. Mgr. Earl F. Lucas, Chief Engr.	McGillvra Associated, SESAC UP
TRENTON	WTNJ 1310 ST-WCAM, WCAP	500	WOAX Inc. 416 Bellevue Ave.	F. J. Wolf, Vice-Pres. & Gen. Mgr.		
TRENTON 8	WTFM 920	1,000	Trent Broadcast Corp. 35 W. State St. 2-7127	NBC	Elmer H. Wene, Pres. Paul Alger, Gen. Mgr. F. A. Wellman, Sales Counselor	Dean Andrews, Prog. Dir. Arthur Scholz, Prom. Mgr. Theodore Kilmer, Chief Engr.	McGillvra Thesaurus UP
VINELAND	WVBZ 1360	1,000-D	Community Bcstg. Service Inc. 633 Wood St. 1332	Joseph M. Bullock, Pres. John M. Whitman, Secy-Treas. A. Harry Zoog, Vice-Pres.	Ken Davidson, Prog. Dir. T. D. Hohart, Chief Engr.	Lang-Worth World UP
ZAREPHATH	*WAWZ 1380 ST-WBNX	5,000-LS 1,000-N	Pillar of Fire Zarephath	Arthur K. White } Co-Mgrs. Ray B. White }	Donald J. Wolfram, Prog. Dir. Nathaniel Wilson, Chief Engr.

NEW MEXICO

ALAMOGORDO	KYLE (Construction permit) 1230	250	Intermountain Bcstg. Co. (Temp.) P. O. Box 438 Alhquerque, N. M.	J. C. Morrison, Pres.		
ALBUQUERQUE	KGGM 1260 CP-610	1,000 CP-5,000	New Mexico Bcstg. Co. Inc. Kimo Theatre Bldg. 4545	CBS	A. R. Hehenstreit, Pres. Jack Skillen, Sales Mgr. R. Van Driel, Prog. Dir.	T. R. Schifani, Prom. & Pub. Mgr. Leonard F. Dodds, Chief Engr.	T-H-S World AP, UP
ALBUQUERQUE	KOAT 1450	250	Rio Grande Bcstg. Co. Inc. Box 1419 2-0657	ABC Zia	A. E. Buck, Pres. M. H. Tucker, Vice-Pres. & Gen. Mgr.	K. Lamhertz, Coml. Mgr. & Prog. Dir. Larry Lyons, Chief Engr.	Griffith Associated Capitol UP



NEW MEXICO

KOAT

Albuquerque

KTRC

Santa Fe

KFUN

Las Vegas

KGAK

Gallup

The ZIA Network is offered as a combination on a package rate, or each station can be bought individually. ZIA Network, either on a regional or single station basis, affords the national and regional advertiser the most economical buy in the southwest.

Buy "Coverage from Within"

Reach . . . 165,635 Population

Reach . . . 35,380 Radio Homes

Tap . . . \$78,744,000 In Retail Sales

BUY THE ZIA NETWORK!

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San Francisco

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DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
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 (Data corrected to February 15, 1947)

NEW MEXICO—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
ALBUQUERQUE	KOB 1030 SA-770	10,000 SA-50,000-LS 25,000-N CP-50,000-U	Albuquerque Bestg. Co. 418 W. Gold Ave. 4411	MBS-NBC	T. M. Pepperday, Pres. Roger Baker, Gen. Mgr. Rolf S. Nielson, Prog. Dir. (Acting)	Martha Summers, Traffic Mgr. George S. Johnson, Chief Engr.	Free & Peters SESAC, Thesaurus AP, INS
ALBUQUERQUE	KVER (Construction permit) 1490	250	Intermountain Bestg. Co. P. O. Box 438	J. C. Morrison, Pres.
ARTESIA	KSVP 1450	250	Intermountain Bestg. Co. Inc. 511 Main St. 650	AAA-Bar	S. V. Patrick, Pres. Lee Gordon, Temp. Station Mgr. Wayne S. Griffin, Sales Mgr.	W. H. Carman, Supv'sg. Engr. AAA-Bar Net Burney B. Jones, Chief Engr. KSVP Capitol, Standard AP
CARLSBAD	KAVE 1240	250	Carlsbad Bestg. Corp. 800 S. Canal St. 244	CBS KBS, Southwest	Val Lawrence, Pres. Norman R. Loose, Gen. Mgr. Eugene Lindsay, Coml. Mgr.	Ethelbert Zachry, Prog. Dir. Harland Nitong, Chief Engr.	T-H-S Standard AP
CLOVIS	KICA 1240	250	Hugh DeWitt Landis Woolworth Bldg.	MBS	Hugh DeWitt Landis, Owner R. B. McAllister, Gen. Mgr. Don Boles, Coml. Mgr.	Edward Brown, Prog. Dir. Sally Shuttleworth, Prom. Mgr. Vernon Hughes, Chief Engr.
CLOVIS	KCNM (Construction permit) 1450	250	New Mexico Bestg. Co. (temp.) P. O. Box 1388 Albuquerque, N.M.	A. R. Hebenstreit, Principal Owner
GALLUP	KGAK 1230	250	Gallup Bestg. Co. Box 1150 726	ABC Zia	Merle H. Tucker } Partners A. E. Buck } Merle H. Tucker, Gen. Mgr.	Stanley K. Brown, Station Mgr. & Sales Mgr. J. Kirkwood, Prog. Dir. W. D. Baer, Chief Engr.	Griffith Associated, Cole World UP
HOBBS	KWEW 1490	100	W. E. Whitmore 110 E. Dunham 495	MBS KBS	W. E. Whitmore, Owner & Gen. Mgr. Harry McAdams, Coml. Mgr. & Assist. Station Mgr.	Layne Hungerford, Prog. Mgr. Joe F. Marquez, Chief Engr. MacGregor UP
HOT SPRINGS	KCHS 1400	250	Sierra Bestg. Service Box 351 161 KBS	Leonard R. Trainer } Partners Reginald H. Shirk } Leonard R. Trainer, Gen. Mgr.	H. H. Bode, Coml. Mgr. Kemper S. Trainer, Prog. Dir. Carl G. Daubendick, Chief Engr. Cole, Standard UP
LAS VEGAS	KFUN 1230	250	Southwest Broadcasters Inc. Box 710 12	ABC Zia	E. N. Thwaites, Pres. & Gen. Mgr. H. Lee Jones, Coml. Mgr.	Dorothy G. Thwaites, Prog. Dir. A. F. Schultz, Chief Engr.	Griffith Standard, World UP
RATON	KRTN (Construction permit) 1490	250	Southwest Broadcasters Inc. P. O. Box 710 Las Vegas, N. M.	E. N. Thwaites, Pres.
ROSWELL	KGFL 1400	250	KGFL Inc. 310 N. Richardson St. 2000	MBS KBS	W. E. Whitmore, Pres. & Station Mgr. George F. Roberts, Coml. Mgr.	Dick Crosby, Prog. Dir. Melvin Unger, Chief Engr. Cole, MacGregor UP
ROSWELL	KRSM (Construction permit) 1340	250	New Mexico Bestg. Co. (temp.) P. O. Box 1388 Albuquerque, N. M.	A. R. Hebenstreit, Principal Owner
ROSWELL	KSWs (Construction permit) 1230	250	McEvoy Bestg. Co. 401 N. Richardson 303	John A. McBoyle, Vice-Pres. & Gen. Mgr.	George R. Walsh, Coml. Mgr. Thesaurus AP
SANTA FE	KTRC 1400	250	New Mexico Publishing Co. 208 E. Marcy St. 286	ABC Zia	Frank C. Rand Jr., Pres. Ed Souder Jr., Station Mgr.	Milton Woodward, Chief Engr.	Griffith Capitol Lang-Worth UP
SANTA FE	KVSF 1340 CP-1,000	100 CP-1,000	New Mexico Bestg. Co. 759 Cerrillos Road 2020	CBS	A. R. Hebenstreit, Pres. Ivan R. Head, Gen. & Coml. Mgr.	H. L. Becker, Assist. Mgr. & Prog. Dir. Newman L. Keys, Chief Engr.	T-H-S Associated, World AP, UP
SILVER CITY	KSIL 1340	250	Dorrance D. Roderick 17th & Cactus Sts. 611	CBS Southwest	Dorrance D. Roderick, Licensee Hillis F. Bell, Gen. & Coml. Mgr. Louise Upchurch, Prog. Dir.	Steve Alex, Assist. Mgr. G. W. Upchurch, Chief Engr.	T-H-S Standard AP
TUCUMCARI	KTNM 1400	250	The McMa Agency P. O. Box 668 100	MBS KBS	Grady F. Maples } Fryde E. Hale } Partners R. B. McAllister } Grady F. Maples, Gen. Mgr.	J. Paul Aley, Coml. Mgr. Mickey M. Murphy, Prog. Dir. Arnold Haven Haun, Chief Engr. Lang-Worth AP, UP
ALBANY	WABY 1400	250	Adirondack Bestg. Co. Radio Center	MBS	Harold E. Smith, Gen. Mgr. & Dir.
ALBANY	WOKO 1460	1,000-LS 500-N	WOKO Inc. Radio Center	ABC	Harold E. Smith, Gen. Mgr.
AUBURN	WMBO 1340	250	WMBO Inc. 141 Genesee St. 433	MBS KBS	F. L. Keesee, Gen. & Coml. Mgr. William J. Fischman, Prog. Dir.	Herbert J. House, Chief Engr.	Clark SESAC Thesaurus AP
BATAVIA	WBTA 1490	250	Batavia Bestg. Co. 90 Main St. 715	MBS	Edmund R. Gamble, Pres. & Gen. Mgr. Robert E. Newstead, Coml. Mgr.	Gordon Bridge, Prog. Dir. & Prom. Mgr. Fred Callendar, Chief Engr.	Wood Thesaurus AP
BINGHAMTON	WINR 1490	250	Southern Tier Radio Service Inc. Robinson Bldg. 4-4318	NBC	Donald W. Kramer, Pres. E. R. Vadeboncoeur, Vice-Pres. David Carpenter, Gen. Mgr. C. Allan Bengtson, Sales Mgr.	Bernard Morley, Prog. Dir. Sbirley Wilson, Prom. Dir. A. A. Kelley, Chief Engr.	Headley-Reed AP
BINGHAMTON	WNBF 1290	5,000	Clark Associates Inc. Arlington Hotel 2-3461	CBS	John C. Clark Sr., Pres. & Chief Owner Cecil D. Mastin, Gen. Mgr. Stanley N. Heslop, Coml. Mgr.	Cay Maloney, Prog. Dir. E. Ray McCloskey, Prom. Mgr. Lester H. Gilbert, Chief Engr.	Bolling World UP
BINGHAMTON	WKOP (Construction permit) 750	1,000-D	The Binghamton Broadcasters 9 Perkins Ave. 2-2734	Andrew Jarema, Pres. & Gen. Mgr.
BROOKLYN 2	*WBBR 1330 ST-WEVD, WHAZ	1,000	Watch Tower Bible & Tract Soc. Inc. 124 Columbia Heights Main 4-9735	M. A. Howlett, Gen. Mgr.	R. H. Lefler, Chief Engr. INS

NEW YORK

ALBANY	WABY 1400	250	Adirondack Bestg. Co. Radio Center	MBS	Harold E. Smith, Gen. Mgr. & Dir.
ALBANY	WOKO 1460	1,000-LS 500-N	WOKO Inc. Radio Center	ABC	Harold E. Smith, Gen. Mgr.
AUBURN	WMBO 1340	250	WMBO Inc. 141 Genesee St. 433	MBS KBS	F. L. Keesee, Gen. & Coml. Mgr. William J. Fischman, Prog. Dir.	Herbert J. House, Chief Engr.	Clark SESAC Thesaurus AP
BATAVIA	WBTA 1490	250	Batavia Bestg. Co. 90 Main St. 715	MBS	Edmund R. Gamble, Pres. & Gen. Mgr. Robert E. Newstead, Coml. Mgr.	Gordon Bridge, Prog. Dir. & Prom. Mgr. Fred Callendar, Chief Engr.	Wood Thesaurus AP
BINGHAMTON	WINR 1490	250	Southern Tier Radio Service Inc. Robinson Bldg. 4-4318	NBC	Donald W. Kramer, Pres. E. R. Vadeboncoeur, Vice-Pres. David Carpenter, Gen. Mgr. C. Allan Bengtson, Sales Mgr.	Bernard Morley, Prog. Dir. Sbirley Wilson, Prom. Dir. A. A. Kelley, Chief Engr.	Headley-Reed AP
BINGHAMTON	WNBF 1290	5,000	Clark Associates Inc. Arlington Hotel 2-3461	CBS	John C. Clark Sr., Pres. & Chief Owner Cecil D. Mastin, Gen. Mgr. Stanley N. Heslop, Coml. Mgr.	Cay Maloney, Prog. Dir. E. Ray McCloskey, Prom. Mgr. Lester H. Gilbert, Chief Engr.	Bolling World UP
BINGHAMTON	WKOP (Construction permit) 750	1,000-D	The Binghamton Broadcasters 9 Perkins Ave. 2-2734	Andrew Jarema, Pres. & Gen. Mgr.
BROOKLYN 2	*WBBR 1330 ST-WEVD, WHAZ	1,000	Watch Tower Bible & Tract Soc. Inc. 124 Columbia Heights Main 4-9735	M. A. Howlett, Gen. Mgr.	R. H. Lefler, Chief Engr. INS

FIRST

AMONG THE INDEPENDENTS

The "Log of Nine New York Stations" by Radio Reports, Inc. (December 1946) shows:

**MORE ADVERTISERS USE
WHN THAN ANY OTHER
INDEPENDENT STATION**

This popular station, moreover, outclassed all but one of the network key stations in national spot and local advertising.

Use the station other advertisers use most...

New York's biggest radio buy

TED HUSING'S BANDSTAND

Participating sponsorship in
Three- and Six-Times
Weekly strips



WHN

NEW YORK

50,000 WATTS • 1050 KILOCYCLES

Represented by Rambeau

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to February 15, 1947)

NEW YORK—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
BROOKLYN 17	WBVN 1430	1,000-LS 500-N	North Jersey Radio Inc. 1 Nevins St. Triangle 5-3300	Edward W. Scudder Jr., Pres. Charles F. Nicholson, Vice-Pres. Otis P. Williams, Gen. Mgr.	William Fariss, Prog. Dir. Peter Testan, Chief Engr. Thesaurus AP
BROOKLYN	WLIB 1190 L-WOWO	1,000		(See New York City listing)		
BUFFALO 2	WBEN 930	5,000	WBEN Inc. Hotel Statler Cleveland 6400	NBC	Edward H. Butler, Pres.-Treas. A. H. Kirchhofer, Vice-Pres.-Sec. C. Robert Thompson, Station Dir.	Frank W. Kelly, Coml. Mgr. George R. Torge, Prog. Dir. Ralph J. Kingsley, Chief Engr. Petry Associated Lang-Worth Standard Thesaurus AP, UP, INS
BUFFALO 3	WBNY 1400	250	Roy L. Albertson 485 Main St. Madison 4000	R. L. Albertson, Owner & Gen. Mgr. Virginia C. Fyda, Coml. Mgr.	David N. Getman, Prog. Dir. Thomas L. Vines, Chief Engr. Young Associated AP, UP, INS
BUFFALO 2	WEBR 1340	250	WEBR Inc. 23 North St. Lincoln 7133	MBS	Paul E. Fitzpatrick, Pres. Cy King, Station Dir. William Doerr Jr., Coml. Dir.	Robert Damhach, Prog. Dir. William Schweitzer, Prom. Dir. Weed Lang-Worth Standard AP, INS, Reuters
BUFFALO 3	WGR 550	5,000-LS 1,000-N CP-5,000-U	WGR Bestg. Corp. Rand Bldg. Washington 3100	CBS	Leo Fitzpatrick, Chm. of Board I. R. Lounsherry, Pres. & Gen. Mgr. F. Robert Greene, Assist. Gen. Mgr.	Nat Cohen, Local Sales Mgr. K. B. Hoffman, Tech. Dir. Free & Peters SESAC, World UP
BUFFALO 3	WKBW 1520	50,000	Buffalo Bestg. Corp. Rand Bldg. Washington 3100	ABC	Hiram W. Deyo, Pres. J. A. Bacon, Vice-Pres. & Gen. Mgr. Richard H. Ullman, Dir. of Sales	Ralph Snyder, Chief Anner. Karl Hoffman, Chief Engr. Avery-Knodel SESAC, World UP
ELMIRA	WELM (Construction permit) 1400	250	James Robert Meachem 222 E. Market St. 2-8378	ABC	James Robert Meachem, Owner & Gen. Mgr.	Preston L. Taplin, Prog. Dir. Walker AP
ELMIRA	WENY 1230	250	Elmira Star-Gazette Inc. Mark Twain Hotel 5181	MBS, NBC	Frank E. Gannett, Pres. Dale Taylor, Gen. Mgr. Ernest F. Oliver, Coml. Mgr.	Woodrow W. Ott, Prog. Dir. Thurlow A. Greene, Chief Engr. McKinney Lang-Worth World UP
ENDICOTT	WENE (Construction permit) 1450	250	Empire Newspapers-Radio Inc. Endicott 861	J. H. Ottaway, Pres. & Gen. Mgr. Stephen W. Ryder, Prog. Dir.	J. Harold Merchant, Chief Engr. AP
FREEPORT	WGBB 1240	100	Harry H. Carman 44 S. Grove St. 8-2418	H. H. Carman, Owner & Gen. Mgr. A. Cheesman, Prog. Dir.	George Graham, Chief Engr. Thesaurus AP
GENEVA	WHIN (Construction permit) 1240	250	Star Bestg. Co. P. O. Box 228	Maurice L. Foreman, Pres.
GLENS FALLS	WGLN (Construction permit) 1230	100	Glens Falls Puplicity Corp. 80 Glen St.	ABC	(Glens Falls Post Co., 50% Owner)
GLENS FALLS	WWSC (Construction permit) 1450	250	Great Northern Radio Inc. 11 South St. 2-6983	MBS KBS	Martin Karig, Pres. Eric Fields, Assist. Mgr. & Prom. Dir.	Arthur L. Cooper, Coml. Mgr. Robert Gifford, Prog. Dir. Joseph Thomas, Act. Chief Engr. World UP
GLOVERSVILLE	WENT 1340	250	Sacandaga Bestg. Corp. 8 W. Fulton St. 4900	CBS, MBS	George Bissell, Pres. & Owner Dale Robertson, Gen. & Coml. Mgr.	Geo. Malcolm Weaver, Prog. Dir. DeWaine Rauer, Chief Engr. Thesaurus UP
HEMPSTEAD	WHLI (Construction permit) 1100	250-D	Elias I. Godofsky 245 Baldwin Rd. 7897	Elias I. Godofsky, Owner	Paul Godofsky, Station Mgr.
ITHACA	WHCU 870 L-WWL	1,000	Cornell U. Savings Bank Bldg. 3438	CBS	Michael R. Hanna, Gen. Mgr. Earl S. Cohey, Sales Mgr. Joseph A. Short, Prog. Dir.	Theodore T. Howes, Puhl. Dir. True McLean, Chief Engr. Kettell-Carter Wilson World UP
JAMESTOWN	WJTN 1240	250	James Bestg. Co. Inc. 110 W. Third St. 7151	ABC	Jay E. Mason, Pres. & Treas. Simon Goldman, Vice-Pres. & Mgr.	Jay E. Mason, Prog. Dir. Harold J. Kratzert, Chief Engr. Rambeau Associated, World UP
KINGSTON	WKNY 1490	250	Kingston Bestg. Corp. 601 Broadway 4500	MBS	John J. Laux, Pres. Lou Stekete, Mgr. Geo. M. Hard, Coml. Mgr.	Dick McCarthy, Prog. Dir. Claude S. Middagh, Prom. & Merch. Dir. Frank Boisvert, Chief Engr. McGillvra Thesaurus UP
LACKAWANNA	WWOL 1120	1,000-D	Greater Erie Bestg. Co. Lackawanna	Leon Wyszatycki, Owner
LIBERTY	WLBT (Construction permit) 1240	250	Bernard Johnpoll Liberty	Bernard Johnpoll, Owner
MALONE	WICY 1490	250	North Country Bestg. Co. 65 Woodward St. 187	MBS KBS	Mitchell C. Tackley, Prod. Mgr. Ralph M. Cardinal, Coml. Mgr.	Daniel W. Casey, Prog. Dir. Charles Walker, Chief Engr. World UP
MASSENA	WMSA 1340	250	The Brockway Co. Central Bldg. 990	ABC	Harold B. Johnson, Pres. Louis Saiff Jr., Gen. Mgr. Thomas R. McHugh, Station Mgr.	Robert E. Anderson, Prom. Mgr. Michael R. Yonkovic, Chief Engr. Weed Standard UP
MIDDLETOWN	WALL 1340	250	Community Bestg. Corp. 14 South St. 3119	MBS KBS	John Morgan Davis, Pres. Martin N. Oehhecke, Gen. Mgr.	George F. Shepard, Prog. Dir. AP
NEWBURGH	WGNY 1220	1,000-D	WGNY Bestg. Co. Inc. P. O. Box 591 4600	Edward A. Chappell, Dir. Harold W. Cassill, Gen. Mgr. George W. Bingham, Business Mgr.	Joseph W. Rake, Coml. Mgr. Richard F. Crans, Prog. Dir. Marvin S. Seimes, Chief Engr. Standard UP
NEW YORK 51	WBXX 1380 ST-WAWZ	5,000	WBXX Bestg. Co. Inc. 260 E. 161st St. Melrose 5-0333	A. L. Haskell, Pres. Wm. I. Moore, Vice-Pres. & Gen. Mgr.	Edward Ervin, Prod. Mgr. Frank Johnson, Prog. Mgr. A. L. Solhrig, Chief Engr. Forjoe SESAC Standard AP
NEW YORK 22	WCBS 880	50,000	Columbia Bestg. System Inc. 485 Madison Ave. Wickersham 2-2000	CBS	Wm. S. Paley, (CBS) Chm. of Bd. Frank Stanton, (CBS), Pres. Arthur Hull Hayes, Gen. Mgr. Don Miller, Sales Mgr.	G. Richard Swift, Prog. Dir. Jules Dundes, Adv. & Sales Prom. Mgr. Henry Grossman, Chief Engr. Radio Sales Associated Lang-Worth AP, UP, INS, Reuters
NEW YORK 19	WEVD 1330 ST-WBBR, WHAZ	5,000	Dehs Memorial Radio Fund Inc. 117 W. 46th St. Bryant 9-2360	Adolph Held, Pres. Henry Greenfield, Managing Dir. & Coml. Mgr.	George Field, Prog. Dir. Charles Brown, Chief Engr. AP

3 PIONEERS UNITE

and the result is

a "New" WGR

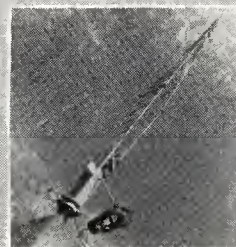
IN BUFFALO



WGR's Chairman of the Board is Leo J. ("Fitz") Fitzpatrick, prominent in radio since 1921. Until recently one of principal owners of WJR, Detroit and WGAR, Cleveland.



WGR's President and General Manager is I. R. ("Ike") Lounsberry, who also started his radio career in pre-broadcast days. Until recently Executive Vice President and General Manager of the Buffalo Broadcasting Corporation (WGR-WKBW). He is Chairman of CBS Affiliated Advisory Board.



WGR, Buffalo's pioneer station. Licensed 1922. Formerly owned by Buffalo Broadcasting Corp. Columbia Broadcasting System's basic outlet.



Broadcasting Corporation

BUFFALO, N. Y.

National Representatives: Free & Peters, Inc.

THERE'S a "new" WGR in Buffalo!

The call letters are old—the oldest in Buffalo. But there's a new ownership with young vigorous ideas—and with the financial strength and radio "know-how" to go ahead with them *fast!* For the new WGR has brought together two of the most successful management pioneers in the business.

Daytime coverage? The *greatest* in upstate New York—thanks to WGR's modern 5000-watt transmitter and 550 kc position on the dial.

Nighttime? 1947 will jump WGR's former nighttime 1000-watt output to 5000 watts—thus intensifying and extending the "blanket" that covers the eight richest western New York counties, five western Pennsylvania counties and the Hamilton-Toronto district of Canada.

WGR is the Columbia Broadcasting System's basic outlet in Buffalo and, in addition, has a complete local production organization.

In Buffalo NOW—WGR is the "buy."



THE BIGGEST SHOW IN TOWN

WFBL

*the Greatest Selling Power
in Central New York*

MEMBER BASIC NETWORK

COLUMBIA BROADCASTING
SYSTEM

Operated for the benefit of the community, WFBL
sells more potential buyers in this market than any
other station (figures available if you want them!)

OFFERS YOU

AUDIENCE BUILDING PROGRAMS

Farm Show "RFD Program"—4:45-7-00 A.M. (Mon. thru Sat.).

Drama (live talent) "The Curtain Rises"— "Historical Showcase"

Music (live talent) "Musical Clock"—7:00-9:00 A.M. (Mon.-Sat.).
"Three For A Quarter"—9:15-9:30 A.M. (Mon.-Fri.).
"Dick Workman Sings"—6:30-6:45 P.M. (Tues.).

Audience Participation "WFBL Matinee"— "Round-Table on Wheels"

Complete News Service

9 Broadcasts Daily.
U. P. plus complete coverage of local and regional
news by WFBL's staff of nine correspondents.

No other radio station in Central New York can
give you as much as

WFBL Syracuse 2, N. Y.

WFBL-FM *gives you* **FM at FULL POWER**

For Institutional Advertising or Quality Products Reaching
This Great Central New York Market at Low Rates

WFBL-FM Syracuse 2, N. Y.

FREE and PETERS Exclusive National Representatives

BROADCASTING • Telecasting



Serenade to New York

Throughout the day, far into the night dials light up to WQXR . . . a city listens to the great music of the world's famous concert halls. More than half a million New York families—a city within a city—turn to WQXR for music they love. They tune to WQXR—their source of comfort and pleasure for 62% of their radio time.

This vast audience . . . people selective in programs they enjoy, in products they buy . . . determines WQXR's character . . . makes it a profitable, above-average income market for over 80 advertisers. For better sales, use WQXR, "New York's Most Beloved Radio Station," famed for good music, the news bulletins of The New York Times.

WQXR

AND FM STATION WQXQ

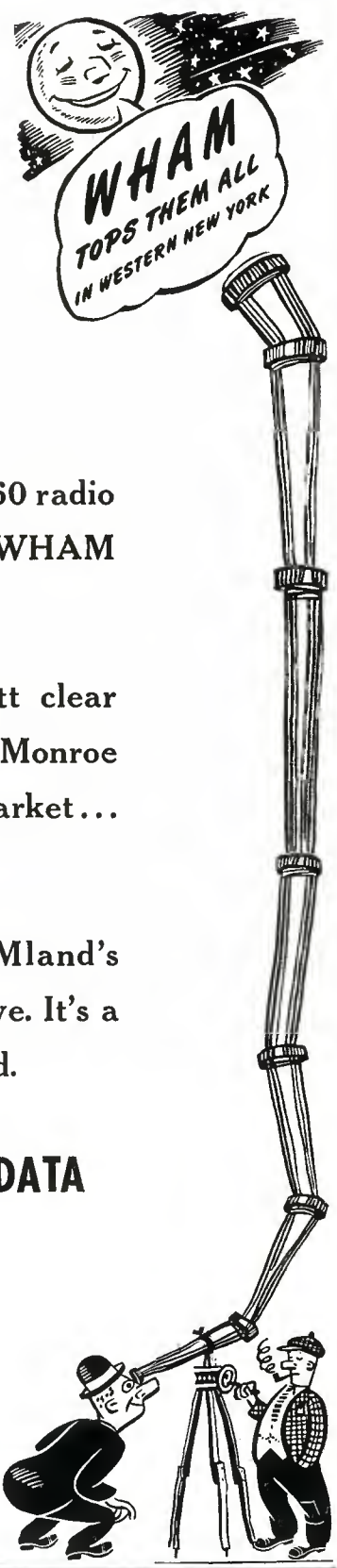
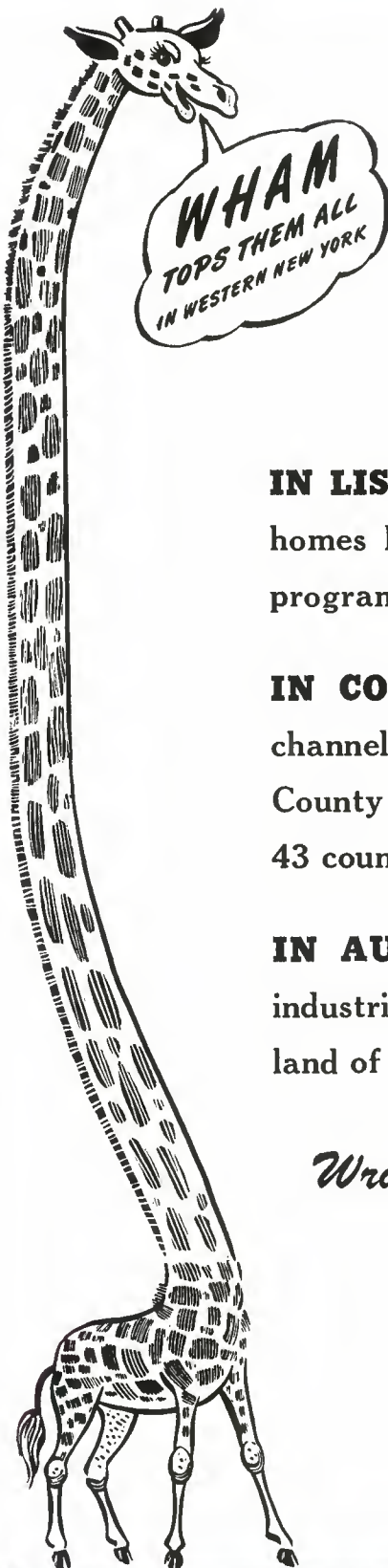
Radio Stations of *The New York Times*

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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NEW YORK—(Continued)

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NEW YORK	WHN 1050	50,000	Marcus Loew Booking Agency 1540 Broadway Bryant 9-7800	Herbert L. Pettey, Dir. Frank Roehrenbeck, Gen. Mgr. Bertram Lebnhar Jr., Dir. of Sales	Raymond Katz, Prog. Dir. Robert Patt, Prom. Dir. Paul Fuelling, Chief Engr.	Rambeau Associated AP, UP, Reuters
NEW YORK 19	WHOM 1480	1,000-LS 500-N	Atlantic Bcstg. Co. Inc. 29 W. 57th St. Plaza 3-4204	Generoso Pope, Pres. Fortune Pope, Exec. Vice-Pres. Jack Compter, Coml. & Sales Mgr.	Charles Baltin, Prog. Dir. Theodore Gempp, Chief Engr.	UP
NEW YORK	WINS 1010	50,000	Crosley Bcstg. Corp. 28 W. 44th St. Bryant 9-6000	James D. Sbouse, Pres. Willard Schroeder, Gen. Mgr. Wm. P. Robinson, Sales Mgr.	Jerry Danzig, Prog. Dir. Paul Von Kunits, Chief Engr.	WINS-WLW AP
NEW YORK 20	WJZ 770	50,000	American Bcstg. Co. Inc. 30 Rockefeller Plaza Circle 7-5700	ABC	Mark Woods, (ABC) Pres. Murray Grahorn, Gen. Mgr. Clarence Doty, Sales Mgr.	John Hade, Prog. Mgr. Delphine Carpenter, Sales Prom. Dir. George Milne, Chief of Engring. Ops.	ABC Spot Sales AP, UP, INS
NEW YORK 6	WLIB 1190 L-WOWO	1,000	WLIB Inc. 207 E. 30th St. Buckminster 7-5900	Dorothy S. Thackrey, Owner Louis Jacobson, Station Mgr. Lee Randon, Prog. Dir.	Fred Methot, Prom. Mgr. Louis Thompson, Tech. Chief	Forje Associated, SESAC World AP, UP
NEW YORK 19	WMCA 570	5,000	WMCA Inc. 1657 Broadway Circle 6-2200	Nathan Straus, Pres. Charles Stark, Vice-Pres. & Gen. Mgr. Herman Bess, Dir. of Sales	Josepb Gottlieb, Prog. Dir. (Coml.) Howard Klarman, Sales Prom. Mgr. Pierre Versepout, Chief Engr.	Free & Peters World AP
NEW YORK 20	WNBC 660	50,000	National Bcstg. Co. Inc. RCA Bldg. Circle 7-8300	NBC	Niles Trammell, (NBC), Pres. James M. Gaines, Station Mgr. William O. Tilenius, Sales Mgr.	deLancey Provost, Prog. Mgr. Chas. H. Phillips, Prom. Mgr. F. A. Wankel, Chief Engr.	NBC Spot Thesaurus AP, UP, INS
NEW YORK 17	WNEW 1130	10,000	Greater New York Bcstg. Corp. 565 Fifth Ave. Plaza 3-3300	Arde Bulova, Pres. Bernice Judis, Vice-Pres. & Gen. Mgr. Ira M. Herbert, Sales Dir.	Ted Cott, Prog. Dir. J. V. B. Sullivan, Sales Prom. Mgr. Max J. Weiner, Chief Engr.	Blair Lang-Worth Standard, World AP
NEW YORK 7	WNYC 830 L-WCCO	1,000	City of New York Municipal Bldg. Worth 2-5600	Wm. O'Dwyer, Mayor, New York Seymour N. Siegel, Dir. of Prog. Herman Neuman, Musical Supvr.	John DeProspro, Exec. Officer William Pitkin, Chief Engr.	AP, UP, INS.
NEW YORK 18	WOR 710	50,000	Bamberger Bcstg. Service 1440 Broadway Pennsylvania 6-8600	MBS	Theodore C. Streibert, Pres. R. C. Maddux, Vice-Pres. in Cbq. of Sales Gene Thomas, Sales Mgr.	Norman Livingston, Dir. Coml. Rodney Erickson, Prog. Mgr. J. R. Poppele, Vice-Pres. & Chief Engr.	World AP, UP, INS
NEW YORK 19	WOV 1280 ST-WHBI	5,000	Wodaam Corp. 730 Fifth Ave. Circle 5-7979	Arde Bulova, Pres. Ralpb N. Weil, Gen. Mgr. Ralpb Nardella, Coml. Mgr.	Arnold Hartley, Prog. Dir. Judith Vallen, Prom. Mgr. Hillis Holt, Chief Engr.	Pearson Standard UP
NEW YORK 19	WQXR 1560	10,000	Interstate Bcstg. Co. 730 Fifth Ave. Circle 5-5566	A. H. Sulzberger, Chairman of Bd. Julius Oebs Adler, Vice-Chairman John V. L. Hogan, Pres. Elliott M. Sanger, Exec. Vice-Pres. John S. Hayes, Station Mgr.	H. K. Boice, Vice-Pres. Sales Eleanor N. Sanger, Prog. Dir. Bennet Kron, Prom. Dir. Eleanor P. Hurley, Publ. Dir. Russell D. Valentine, Chief Engr.	Young Associated, World AP
NEW YORK (Woodside)	WWRL 1600	250 CP-5,000	Long Island Bcstg. Corp. 41-30 58th St., Woodside, L. I. Newtown 9-3300	W. H. Reuman, Pres. & Treas. E. Dick, Station & Coml. Mgr.	Fred Barr, Prog. Dir. & Prom. Mgr. W. H. Reuman, Chief Engr.	Associated, Standard AP
NIAGARA FALLS	WHLI 1290	1,000-D	Niagara Falls Gazette Pub. Co. Hotel Niagara 8421	Earl C. Hull, Gen. Mgr. Richard G. Robbins, Coml. Mgr.	Robert J. Manning, Prog. Dir. E. D. Hiatt Jr., Chief Engr.	Headley-Reed Associated, Cole, Lang-Worth, Standard, World UP
OGDENSBURG	WSLB 1400	250	St. Lawrence Bcstg. Corp. 2315 Knox St. 500	MBS KBS	J. R. Brandy, Pres. & Coml. Mgr. H. J. Frank, Secy. Treas. & Gen. Mgr.	Hal Gilman, Prog. Dir. Ray Lafferty, Chief Engr.	Walker Cole, Standard UP
OLEAN	WHDL 1450	250	WHDL Inc. Exchange National Bank Bldg. 4149	ABC KBS	E. B. Fitzpatrick, Pres. Thomas L. Brown, Gen. Mgr. Joseph K. Eade, Coml. Mgr.	Lloyd B. Gibson, Prog. Dir. Leslie P. Greisb, Prom. Mgr. Thomas J. Gill, Chief Engr.	McKinney Thesaurus UP
ONEONTA	WONO 1110 (Construction permit)	250-D	Oneonta Bcstg. Co. Oneonta	John Nazak Jeanne M. Levke	Partners
OYSTER BAY	WKBS 1520 (Construction permit)	250-D	Eastern Bcstg. Co. Inc. 340 Hempstead Ave. West Hempstead, N. Y. 898	R. Lee Hollingsworth, Pres. & Gen. Mgr.	UP
PLATTSBURG	WMFF 1340	250	Plattsburg Bcstg. Corp. Plattsburg 1600	ABC KBS	G. F. Bissell, Pres. & Gen. Mgr. Joel H. Scheier, Coml. Mgr. Betty Kraus, Prog. Dir.	Earl Sharland, Prom. Mgr. Edward Gagnon, Chief Engr.	McGillvra Thesaurus UP
POUGHKEEPSIE	WKIP 1450	250	Poughkeepsie Newspapers Inc. P. O. Box 889 6800	ABC	Edward A. Chappell, Dir. Harold W. Cassil, Gen. Mgr. George W. Bingham, Business Mgr.	Theodore Jones, Coml. Mgr. Richard F. Crans, Prog. Dir. Marvin S. Seixes, Chief Engr.	Headley-Reed Standard AP
ROCHESTER 4	WHAM 1180	50,000	Stromberg-Carlson Co. 111 East Ave. Stone 1862	NBC	Wm. Fay, Vice-Pres. Cbg. Bcstg. & Gen. Mgr. John W. Kennedy Jr., Coml. Mgr. Charles W. Siverson, Prog. Dir.	Truman Brizee, Publ. & Prom. Dir. Kenneth J. Gardner, Tech. Supvr. John H. Lee, Studio Dir.	Hollingbery Thesaurus, World UP
ROCHESTER 4	WHEC 1460	5,000	WHEC Inc. 40 Franklin St. Stone 1320	CBS	Frank Gannett, Pres. Clarence Wheeler, Vice-Pres. Gunnar O. Wiig, Gen. Mgr. Le Moine Wheeler, Coml. Mgr.	Wm. J. Adams, Prog. & Prom. Mgr. Bern O'Brien, Chief Engr. Lowell MacMillan, Prod. Mgr.	McKinney Associated, MacGregor, Standard AP
ROCHESTER 4	WRNY 680	250-D	Monroe Bcstg. Co. Inc. 191 East Ave. Main 7533	George B. Kelly, Pres. Lester W. Lindow, Gen. & Coml. Mgr.	Harold Kolb, Prog. Dir. Felix D. Bonvouloir, Chief Engr.	Lang-Worth AP
ROCHESTER 4	WSAY 1370	1,000	Gordon P. Brown Taylor Bldg. Stone 702	MBS	G. P. Brown, Pres. & Gen. Mgr. Elmer J. Walz, Coml. Mgr.	David Olds, Prog. Dir. Gordon P. Brown, Chief Engr.	McGillvra, Walker INS
ROME	WKAL 1450	250	Copper City Bcstg. Corp. Madison Theatre Bldg.	MBS	Myron J. Kallet, Pres.
SARANAC LAKE	WNBZ 1450	250	Upstate Bcstg. Corp. 88 Main Street 1920	ABC KBS	John F. Grimes, Pres. & Gen. Mgr. Jacques DeMattos, Sales Mgr.	Kerroll Kunz, Prog. Dir. H. B. Williams, Chief Engr.	Clark Thesaurus AP



IN LISTENERS... In Western New York's 1,042,260 radio homes listeners have the WHAM listening habit. WHAM programs are tops in audience preference.

IN COVERAGE... WHAM with its 50,000 watt clear channel signal gives you not just Rochester, not just Monroe County but ALL of the rich Western New York market... 43 county coverage.

IN AUDIENCE BUYING POWER... WHAMland's industries are non-seasonal, its farms richly productive. It's a land of prosperous home-owners with money to spend.

Write for your copy of **WHAM MARKET DATA**



WHAM

"The Stromberg-Carlson Station"

ROCHESTER, N. Y.

50,000 Watts • Clear Channel

NBC AFFILIATE

National Representatives

GEORGE P. HOLLINGBERRY CO.

Point your message
 at this *Prosperous* market



Here's a market you can't afford to miss . . . and
 WIBX will see that you don't! Here nearly
 400,000 people manufacture goods worth nearly
 \$400,000,000 in a year . . . produce form goods
 worth \$50,000,000 . . . spend over \$175,000,000
 in their retail outlets. And naturally they turn first
 to the station that's first—far WIBX was first an
 to the air in 1925 . . . first on a network with CBS in
 1934 . . . first with Frequency Modulation through
 its affiliate WIBX-FM in 1946. No wonder it's first
 with listener acceptance too!

Represented nationally by Helen Wood & Colton,
 New York . . . Wolter Biddick Co., Pacific Coast . . .
 Bertho Bannon, New England.

The Voice of the Mohawk Valley

WIBX

1230 ON YOUR DIAL CBS IN UTICA

affiliated with WIBX-FM • First National Bank Bldg. • UTICA 2, N.Y.

WHEC

Hooperatings

LEADER in ROCHESTER

Morning-Noon *and* Night!

..... and **HAS** been since
Hooperatings were instituted
in Rochester 4 years ago. . . .

Now
5,000
Watts

WHEC

ROCHESTER, N. Y.



National Representatives: J. P. McKINNEY & SON, New York, Chicago, San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to February 15, 1947)

NEW YORK—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
SCHENECTADY 5	WGY 810	50,000	General Electric Co. 1 River Road 3-2121	NBC	R. S. Peare, Vice-Pres. & Mgr. of Bcstg. E. J. Rowan, Assist. Mgr. of Bcstg. G. E. Markham, Station Mgr. R. W. Welpott, Assist. Station Mgr. A. G. MacDonald, Supvr. Station Sales & Prom.	A. G. Zink, Acting Supvr. Prog. E. J. Pudney, Supvr. Prod. W. T. Meenam, Supvr., News A. O. Coggeshall, Supvr. Music W. J. Purcell, Engr.	NBC Spot Lang-Worth Thesaurus AP, UP
SCHENECTADY 7	WSNY 1240	250	Western Gateway Bcstg. Corp. 619 State St. 3-3622	Winslow P. Leighton, Pres. George R. Nelson, Gen. Mgr. Edward F. Flynn, Prog. Dir.	Cecil Woodland, Prom. Mgr. Irving P. Beck, Chief Engr.	Wood Lang-Worth Standard AP
SYRACUSE	WAGE 620	1,000	WAGE Inc. Loew Bldg. 2-0277	ABC	Frank G. Revoir, Pres. Wm. T. Lane, Exec. Vice-Pres. & Gen. Mgr. Aaron Beckwith, Coml. & Prom. Mgr.	Gordon Alderman, Prog. Dir. Charles W. Brannen, Chief Engr.	Petry Standard Thesaurus AP
SYRACUSE 2	WFBL 1390	5,000	Onondaga Radio Bcstg. Corp. 433 S. Warren St. 2-1147	CBS	Oscar F. Soule, Pres. S. Woodworth, Vice-Pres. & Gen. Mgr. Lennox F. Wylie, Coml. Mgr.	James E. Deline, Prog. Dir. C. F. Phillips, Vice-Pres. Chg. James J. Kelly, Chief Engr.	Free & Peters World UP
SYRACUSE	WNDR 1260	5,000	Syracuse Bcstg. Corp. 306 S. Salina St. 2-6101	W. E. Beigh, Pres. & Gen. Mgr. Ray Servatius, Prog. Dir.	Patricia Farrel, Prom. Mgr. Paul H. Lee, Chief Engr.	Raymer Associated Lang-Worth SESAC AP
SYRACUSE 2	WOLF 1490	250	Civic Bcstg. Corp. Chimes Bldg. 2-7211	MBS	T. S. Marshall, Pres. & Gen. Mgr. Dan Dwyer, Coml. Mgr. Hamilton M. Woodie, Prog. Dir.	Patricia Marshall, Prom. Mgr. Thomas Crimmins, Chief Engr.	Walker Cole, Standard AP
SYRACUSE 2	WSYR 570	5,000	Central New York Bcstg. Corp. Syracuse Kemper Bldg. 3-7111	NBC	H. C. Wilder, Pres. E. R. Vadehoncoeur, Vice-Pres. W. R. Alford Jr., Coml. Mgr.	W. A. Rothrum, Prog. Dir. A. J. Gillen, Prom. Mgr. G. Armand Belle Isle, Chief Engr.	Headley-Reed Kettell-Carter Associated Lang-Worth UP
TROY	WHAZ 1330 ST-WBBR, WEVD	1,000	Rensselaer Poly. Inst. 110 Eighth St. 6810	Livingston W. Houston, Pres. Wynant J. Williams, Gen. Mgr.	A. Olin Niles, Prog. Dir. Warren C. Stoker, Chief Engr.
TROY	WTRY 980	1,000	Troy Bcstg. Co. Inc. 92 Fourth St. 2100	CBS	Harry C. Wilder, Pres. W. A. Rippe, Vice-Pres. & Gen. Mgr. J. W. Sutphen Jr., Coml. Mgr.	Ernest W. Rossell, Prog. Dir. Woodhury Carter, Assist. Mgr. Albert H. Chismark, Chief Engr.	Headley-Reed Kettell-Carter Lang-Worth Standard, World UP
UTICA	WFRB (Construction Permit) 900	250-D	Richard H. Balch 20 Whiteboro St.	Richard H. Balch, Owner
UTICA	WGAT 1100	250-D	Central Bcstg. Co. Utica	ABC	J. Eric Williams, Pres. & Gen. Mgr. John Melville, Prog. Dir.	C. D. Williams, Prom. Dir. Robert N. Blair, Chief Engr.	Wilson AP
UTICA 2	WIBX 1230	250	WIBX Inc. First Bank Building	CBS	Mrs. Scott Howe Bowen, Pres. & Gen. Mgr. Helen Wood, Managing Dir.	N. W. Cook Nat. Sales-Mdse. Mgr. Elliott Stewart, Vice-Pres. & Prog. Dir. John T. Dowdell, Chief Engr.	Wood & Colton Bannan Biddick World UP, INS Wood & Colton Standard AP
WATERTOWN	WATN 1240	250	Watertown Bcstg. Corp. 118 Washington St. 2424	MBS	G. H. Righter, Pres. & Gen. Mgr.	Donald Schryver } Fred Sprague } James Billingsley } Co-Chief Engr.	Wood & Colton Standard AP
WATERTOWN	WVNY 790	1,000	The Brockway Co. Hotel Woodruff 4120	CBS	Harold B. Johnson, Pres. & Owner Louis Saiff Jr., Gen. & Coml. Mgr. Thomas E. Martin, Station Mgr.	Earl R. Kelly, Prog. Dir. Glenn S. Doull, Prom. Mgr. Maynard B. Davis, Chief Engr.	Weed SESAC, World UP
WHITE PLAINS	WFAS 1230	250	Westchester Bcstg. Corp. 8 Church St. 6400	KBS	J. Noel Macy, Pres. F. A. Seitz, Vice-Pres. & Managing Dir. John E. Arens, Sales Dir.	Randall Kaler, Prog. Dir. Joan Schneider, Assist. Prog. Dir. Frank A. Seitz, Chief Engr.	Headley-Reed Associated, World AP

NORTH CAROLINA

ALBEMARLE	WABZ (Construction Permit) 1010	1,000-D	Alhmarle Bcstg. Co. Hotel Alhmarle Bldg.	T. R. Wolfe, et al, Owners
ASHEBORO	WGWR (Construction Permit) 1260	1,000-D	Asheboro Bcstg. Co. Asheboro 218	W. C. Lucas } Roy Cox } Chief Owners	Roy Cox, Gen. Mgr.
ASHEVILLE	WISE 1230	250	Radio Station WISE Inc. 100 College St. 4560	MBS	Harold H. Thoms, Pres. L. B. Leonard, Gen. & Coml. Mgr.	Floye Bowers, Prog. Dir. Roger Montgomery, Chief Engr.	Burn-Smith, Cummings Lang-Worth Thesaurus AP
ASHEVILLE	WNCA 1340	250	Community Bcstg. Co. Asheville-Biltmore Hotel 2872	ABC KBS	C. F. Rahell, Vice-Pres. & Gen. Mgr. Robert M. Lambe, Coml. Mgr. Hazel William, Prog. Dir.	Fred Brown, Prom. Mgr. Joseph C. Duncan, Chief Engr.	World INS
ASHEVILLE	WSKY (Construction Permit) 1490	100	Radio Asheville Inc. 12 Church St. 2232	Carl R. Bamford, Pres. Zeh Lee, Secy. & Gen. Mgr.	Baxter Barkley, Coml. Mgr. Charles W. Sumner, Chief Engr.	Capitol, Lang-Worth AP
ASHEVILLE	WWNC 570	5,000	Asheville Citizens-Times Co. 14 O. Henry Ave. 5500	CBS	Don S. Elias, Exec. Dir. Cecil B. Hoskins, Gen. Mgr. & Chief Engr. James A. Hagan, Coml. Mgr. Wm. F. Melia, Prog. Dir.	Kenneth Willson, Prom. Mgr.	Associated AP, UP
ASHEVILLE	WLOS (Construction Permit) 1380	5,000-LS 1,000-N	Skyway Bcstg. Corp. (Temp.) c/o Charles G. Lee Legal Bldg.	Charles M. Britt, Pres.
BURLINGTON	WBBB 920	1,000-D	Alamance Bcstg. Co. Inc. 310 1/2 S. Main St. 2730	MBS KBS Carolina	E. Z. Jones, Gen. Mgr. & Secy. Roy Springer, Coml. Mgr.	W. Sandefur, Prog. Dir. Berry Tysor, Chief Engr.	Grant Capitol, Cole Lang-Worth AP, UP

you can't weigh a heifer on a postage scale . . .



And you can't weigh a radio audience by watts alone.

Still—you can evaluate the “spot package” buy of WSYR and WTRY combined if you use the right instruments... a simple coverage map and a cash register.

When you buy WSYR and WTRY together, the coverage map gives you 25 counties from Pittsfield, Mass., to Lake Ontario... including 40% of New York State's entire land area, with 22 cities of over 10,000 population, 1,713,000 people and 500,000 radio homes. That's *bigger* than the population of Detroit, the nation's fifth largest city.

If you measure with the cash register—a

potent yardstick for advertisers—you'll find that all those people spend nearly a billion dollars in retail sales every year.

No *single* station covers this area. And no other combination offers so much for so little in big New York State as the selling team of WSYR and WTRY.

If you want to know more—and surely you should—call the nearest Headley-Reed office. Waiting for you are some mighty significant answers.

WSYR
SYRACUSE

570 KC.—5000 WATTS
NBC IN CENTRAL NEW YORK
“The coming electronics capital of the world”

WTRY

Albany-Troy-Schenectady
980 kilocycles—1000 watts
with Studios in Troy and Albany

REPRESENTED BY HEADLEY-REED. WELI, NEW HAVEN IS ALSO AN H. C. WILDER STATION.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to February 15, 1947)

NORTH CAROLINA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
BURLINGTON.....	WFNS 1150	1,000-D	Burlington-Graham Bestg. Co. Burlington	W. Bowman Sanders, Vice-Pres.
CHARLOTTE 2.....	WAYS 610	5,000-LS 1,000-N	Inter-City Advertising Co. 120 E. Third St. 3-7173	ABC MBS	George W. Dowdy, Pres. Walter H. Goan, Gen. Mgr. J. Norman Young, Prog. Dir.	Mildred Stack, Prom. Dir. A. L. Channey Jr., Chief Engr. Lang-Worth, Standard AP
CHARLOTTE 2.....	WBT 1110	50,000	Southeastern Bestg. Co. Wilder Bldg., 3-8833	CBS	J. M. Bryan, Pres. C. H. Crutchfield, Gen. Mgr. E. J. DeGray, Business Mgr. Wm. M. Parker, Sales Mgr.	Larry Walker, Prog. Mgr. J. R. Covington, Prom. Mgr. M. J. Minor, Chief Engr. Radio Sales Lang-Worth AP, UP
CHARLOTTE 1.....	WSOC 1240	250	Radio Station WSOC Inc. 1925 N. Tryon St. 7138	NBC	E. J. Gluck, Pres. & Gen. Mgr. B. Lowrance, Natl. Sales Mgr.	R. G. Jenkins, Prog. Dir. & Prom. Mgr. L. L. Caudle Jr., Chief Engr. Headley-Reed Standard, Thesaurus AP
CLINTON.....	WKJD (Construction permit) 550	1,000-D	Sampson Bestg. Co. (Temp.) P. O. Box 270	James G. Thomas, Partner
CLINTON.....	WRRZ (Construction permit) 880	1,000-D	Tar Heel Bestg. System (Temp.) Bank of Washington Bldg. Washington, N. C.	ABC	W. R. Roberson Sr., Pres.	W. R. Roberson Jr., Vice-Pres.
CONCORD.....	WEGO 1410	1,000-D	Wayne M. Nelson Concord 2271	KBS	W. M. Nelson, Owner & Gen. Mgr. Anita M. Conboy, Prog. Dir. & Prom. Mgr.	E. M. Stanton, Chief Engr. Clark Cole, SESAC, Standard AP, UP
DUNN.....	WCKB 780	1,000-D	N. C. Central B'dcasters Inc. Dunn 552	KBS	Earl McD. Westbrook, Pres. A. H. Campbell, Gen. & Coml. Mgr.	Lincoln Faulk, Prom. Mgr. Bill Abbott, Chief Engr. Lang-Worth AP
DURHAM.....	WDNC 1490	250	Durham Radio Corp. 138½ E. Chapel Hill St. R-155	CBS	C. C. Council, Pres. J. Frank Jarman, Vice-Pres. & Mgr. C. J. Woodhouse, Coml. Mgr.	J. Frank Jarman, Prog. Dir. & Prom. Mgr. Walter S. Hill, Chief Engr. Wilson Capitol AP, UP
DURHAM.....	WDUK 1310	1,000-D	WDUK Inc. Box 387 R-101	ABC	S. H. Campbell Jr., Pres. Harmon L. Duncan, Gen. Mgr. Art Fazzin, Coml. Mgr.	Ken Tredwell, Prog. Dir. E. B. Jones, Chief Engr. Pearson Lang-Worth AP
DURHAM.....	WHHT 1580	1,000-D	Harold H. Thoms 310 E. Main St. L-975	MBS	Harold H. Thoms, Owner K. Beachboard, Gen. & Coml. Mgr. Vera Erwin, Prog. Dir.	Kenneth Beachboard, Prom. Mgr. William L. Waford, Chief Engr. Burn-Smith Standard INS
DURHAM.....	WTIK 730	500-D CP-1,000-D	Durham Bestg. Co. Inc. 211½ E. Main St. N-187	Floyd Fletcher, Gen. Mgr. Tom Mitchel, Coml. Mgr.	Paul W. Narris, Prog. Dir. & Prom. Mgr. John T. Boyer, Jr., Chief Engr. Broadcast Sales Cole, World AP
ELIZABETH CITY.....	WCNC 1400	250	Albemarle Bestg. Co. 104 E. Colonial Ave. 1400	MBS KBS	Dr. J. A. Gill, Pres. Edd Harris, Gen. Mgr. T. W. Talbot, Coml. Mgr.	Don Pierce, Prog. Dir. Joe Kyle, Chief Engr. Burn-Smith World UP
FAYETTEVILLE.....	WFLB (Construction permit) 1490	250	Fayetteville Broadcasters Inc. (Temp.) 131 Hay St.	Harry B. Stern, Pres.
FAYETTEVILLE.....	WFNC 1450	250	Cape Fear Bestg. Co. 114 Anderson St. 4848	MBS Tobacco	Victor W. Dawson, Mgr. L. A. Gambill, Coml. Mgr. Nat. R. Martin, Prog. Dir.	John L. Slatton, Prom. Mgr. Owen A. Lehr, Chief Engr. Mrs. Tim Clark, Secy. & Treas. Walker World UP
FOREST CITY.....	WRTH (Construction permit) 780	1,000-D	Rutherford County Radio Co. (Temp.) R. F. D. No. 2	E. M. Anderson, Chief owner
GASTONIA.....	WGNC 1450	250	F. C. Todd Natl. Bank of Commerce Bldg. 732	ABC KBS	F. C. Todd, Owner Pat McSwain, Gen. Mgr. F. C. Abernethy, Coml. Mgr.	Earl Holder, Prog. Dir. Fred Gray, Prom. Mgr. W. C. Groves, Jr., Chief Engr. Cox & Tanz Cole, MacGregor UP
GOLDSBORO.....	WGBR 1400	250	Eastern Carolina Bestg. Co. Borden Bldg. 1550	MBS Tobacco	A. T. Hawkins, Pres. L. B. Nelson, Gen. & Coml. Mgr. John G. Britt, Assist. Mgr.	George Ball, Prog. Dir. Daniel B. Trueblood, Chief Engr. Walker Thesaurus, World AP
GREENSBORO.....	WBIG 1470	5,000	North Carolina Bestg. Co. O. Henry Hotel 6125	CBS	Edney Ridge, Pres. & Gen. Mgr. G. M. Hutchinson, Coml. Mgr. Wally Williams, Prog. Dir.	Peggy Leonard } Prom. Mgrs. Adelaide Covey } Earl F. Allison, Chief Engr.
GREENSBORO.....	WGBG 980	1,000-D	Greensboro Bestg. Co. Inc. S. Ashe St. Extn. 3-3631	ABC	R. M. Lambeth, Pres. & Gen. Mgr. J. R. Marlowe, Coml. Mgr. H. Marie Craven, Prog. Dir.	E. O. Sullivan, Publ. & Prom. James M. Stewart, Chief Engr. Burn-Smith Lang-Worth UP
GREENVILLE.....	WGTC 1490	250	Greenville Bestg. Co. P. O. Box 898 3182	MBS KBS Tobacco	J. J. White, Owner B. S. Hodges, Jr., Gen. Mgr. C. J. McKinney, Coml. & Prom. Mgr.	Charles Whedbee, Prog. Dir. Warren G. Palmer, Chief Engr. Walker Cole, Lang-Worth World UP
HENDERSON.....	WHNC 890	1,000-D	Henderson Radio Corp. 219 Williams St. 736	MBS KBS	S. S. Stevenson, Pres. Nathan Frank, Gen. & Coml. Mgr.	Ted Austin, Prog. Mgr. Lewis Hiland, Chief Engr. Griffith Cole, Lang-Worth, Thesaurus, World AP
HENDERSONVILLE....	WHKP 1450	250	Redege Bestg. Co. Church St. 700	MBS KBS	W. A. Egerton } Chief Owners M. M. Redden } Ed. Leach, Gen. & Coml. Mgr.	Mrs. Agnes Leach, Prog. Dir. & Prom. Mgr. Leslie Gradick, Chief Engr. World AP
HICKORY 4.....	WHKY 1290	5,000-LS 1,000-N	Catawba Valley Bestg. Co. Radio Building 1195	ABC KBS	Carl V. Cline, Pres.	Edmund S. Long, Secy.-Treas., Gen. Mgr. & Chief Engr. World UP
HIGH POINT.....	WHPE (Construction Permit) 1070	1,000-D	High Point Enterprise Inc. 305 Main St. 4565	R. B. Terry, Pres. D. A. Rawley, Secy. & Treas. Walter F. Hester, Coml. Mgr.	John Rose, Prog. Dir. Harold C. Spengler, Chief Engr. Standard AP

You Get All Three with **WPTF**...

**THE NUMBER ONE SALESMAN IN
THE SOUTH'S NUMBER ONE STATE**

1 Market

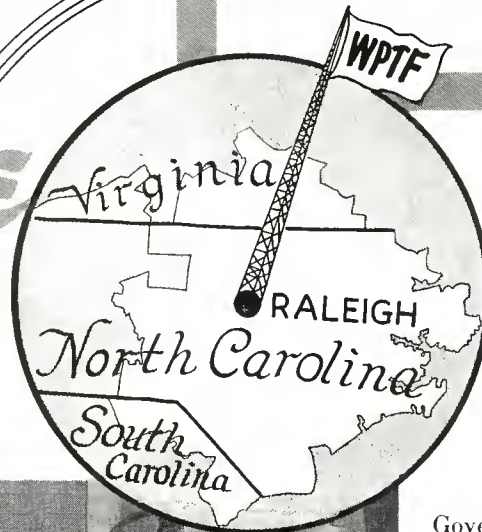
(PRIMARY ONLY)

Radio Families (BMB)	385,540
Retail Sales \$	701,557,000
Food Sales	151,671,000
Drug Sales	25,762,000
General	100,703,000
Eff. Buying Income (Gr.)	1,515,024,000
Eff. Buying Income (Net)	1,396,114,000
Farm Income	804,956,000

*Sales Management 1946 Survey

2 Coverage

(PRIMARY ONLY)



71 counties in North Carolina, Virginia and South Carolina where 77% of the people listen regularly to WPTF.

*Latest NBC Survey

3 Prestige



Governor R. Gregg Cherry and Dr. I. G. Greer, president of the North Carolina Good Health Association, launch state-wide movement for more doctors and hospitals.

WPTF advertisers enjoy the dealer and listener prestige associated with a 50,000 watt clear channel station noted for its public service and commercial programs.

WPTF 680 **50,000** **WATTS**
KC **NBC**

Raleigh, North Carolina



FREE & PETERS, INC.,
NATIONAL REPRESENTATIVES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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NORTH CAROLINA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
HIGH POINT.....	WMFR 1230	250	Radio Station WMFR 164 S. Main St. 4593	ABC KBS	Frank S. Lambeth, Mgr. Pat Taylor, Coml. Mgr.	Gary C. Davis, Prog. Dir. Robert L. Moore, Chief Engr.	Burn-Smith Capitol Lang-Worth UP
JACKSONVILLE.....	WJNC 1240	250	Jacksonville Bestg. Co. Rt. 24 N. Jacksonville 707	MBS Tobacco	Louis N. Howard, Pres. L. L. Gould, Mgr. & Prog. Dir. Rod Jones, Coml Mgr.	Gort Wilbur, Prom. Mgr. Elmo Cronk, Chief Engr.	Walker Lang-Worth UP
KANNAPOLIS.....	WGTL (Construction Permit) 870	1,000-D	Fred H. Whitley 400 S. Main St. 2	Fred H. Whitley, Owner	UP
KINSTON.....	WFTC 1230	250	Jonas Weiland 204 E. King St. 4111	ABC	Jonas Weiland, Pres. & Gen. Mgr. Alan C. Friedrich, Coml. Mgr.	A. R. Lanphear, Prog. Dir. & Prom. Mgr. Herman Civilis, Chief Engr.	Burn-Smith Lang-Worth AP
KINSTON..... (Construction permit) 1000	1,000-D	Kinston Bestg. Co. Kinston	W. R. Roberson Jr., Part Owner
LEAKSVILLE.....	WLOE 1490	100	Douglas L. Craddock Leaksville 701	MBS	D. L. Craddock, Owner & Gen. Mgr. Dallas E. Gwynn, Coml. Mgr.	Kenneth Thomas, Prog. Dir. & Prom. Mgr. Eldred Winn, Chief Engr.	McGillvra World AP
LENOIR.....	WJRI (Construction Permit) 1340	250	John P. Rabb Lenoir 860M	John P. Rabb, Owner & Gen. Mgr. Don Perkins, Coml. Mgr. A. G. Foard, Prog. Dir.	K. Rabb, Prom. Mgr. John Rabb, Chief Engr. Thesaurus AP
LEXINGTON.....	WBUY 1190	250-D	Davidson County Bestg. Co. P. O. Box 359 2716	KBS	O. G. Hilton } G. N. Hilton } Co-owners	O. G. Hilton, Gen. Mgr. & Chief Engr. G. N. Hilton, Coml. & Prom. Mgr.	Clark Thesaurus AP
LUMBERTON.....	WTSB 1340	250	Robeson Bestg. Corp. 112 W. Fifth St. 1080	MBS KBS	E. L. Bowman, Pres. Paul Moyle, Gen. & Coml. Mgr.	Frank Elliott, Prog. Dir. William F. Rogers, Chief Engr. Standard AP
MONROE..... (Construction Permit) 1060	250-D	Union Bestg. Co. 104 E. Franklin St.	J. Ray Shute } Olin Sikes } Owners J. S. Beaty Jr. }
MOREHEAD CITY.....	WMBL (Construction Permit) 740	1,000-D	Cartaret Bestg. Co. Morehead City	Grover C. Munden, Pres.	Ray Cummins, Chief Engr. Standard AP
MORGANTOWN.....	WMNC (Construction Permit) 1490	250	Nathan J. Cooper (Temp.) R. R. No. 1 Valdeese, N. C.	Nathan J. Cooper, Owner
MOUNT AIRY.....	WPAQ (Construction Permit) 740	250-D	Ralph D. Epperson Ararat, Va. Mount Airy 900	Ralph D. Epperson, Owner & Gen. Mgr.	AP
NEW BERN.....	WHIT 1450	250	The Coastal Bestg. Co. Inc. U. S. Highway No. 17, S. 4450	MBS Tobacco	L. N. Howard, Pres. & Gen. Mgr. Richard B. Stark, Sales Mgr.	Paul Parker, Prog. Dir. David E. Hardison, Chief Engr.	Walker Lang-Worth UP
NORTH WILKSBORO..	WILX (Construction Permit) 1450	250	Carolina-Northwest Bestg. Co. Wilkeshoro	Edney Ridge } Hadley Hayes } Gen. Mgr.
NORTH WILKESBORO.	WKBC (Construction Permit) 810	1,000-D	Wilkes Bestg. Co. (Temp.) c/o Dick's Service Main St.	John T. Cashion, Partner	Doris B. Brown, Partner
RALEIGH.....	WPTF 680	50,000	WPTF Radio Co. Insurance Bldg. 8311	NBC	J. R. Weatherspoon, Pres. Richard H. Mason, Gen. Mgr. Ollie L. Carpenter, Sales Mgr.	Graham B. Poyner, Prog. Mgr. Henry Hulick Jr., Chief Engr.	Free & Peters Thesaurus, World AP, UP
RALEIGH.....	WRAL 1240	250	Capitol Bestg. Co. Inc. 130 S. Salisbury St. 6411	MBS Tobacco	A. J. Fletcher, Pres. Fred Fletcher, Gen. Mgr. Ray Reeve, Coml. Mgr.	Howard Maschmeier, Prog. Dir. Stanley Brown, Chief Engr.	Weed Lang-Worth AP
RALEIGH..... (Construction permit) 850	1,000	Raleigh News & Observer Raleigh	Josephus Daniels, Pres.
REIDSVILLE.....	WMLS (Construction permit) 1600	1,000	Piedmont-Carolina Bestg. Co. (Temp.) c/o Harold T. Williams Reidsville Furniture Co.	H. T. Williams, Prin.
ROANOKE RAPIDS.....	WCBT 1230	250	WCBT Inc. 251 Roanoke Ave. R8551	MBS KBS	S. E. Crew, Pres. & Gen. Mgr. A. L. Drew, Coml. & Prom. Mgr.	Jesse Helms, Prog. Dir. Claude W. Mears, Chief Engr.	Burn-Smith Lang-Worth World UP
ROCKINGHAM.....	WAYN 900	1,000-D	Wayne M. Nelson Rockingham 611	W. M. Nelson, Owner & Gen. Mgr. Vivian A. Yow, Prog. Dir.	J. D. McIntyre, Prom. Mgr. C. E. Rhodes, Chief Engr. Cole, Lang-Worth MacGregor SESAC UP
ROCKY MOUNT.....	WCEC (Construction permit) 810	1,000-D	Josh L. Horne 150 Howard St.	Josh L. Horne, Owner
ROCKY MOUNT.....	WEED 1450	250	W. Avera Wynne Box 752 1420	ABC }	W. Avera Wynne, Mgr. J. L. Cummings, Coml. Mgr. Tommy Snowden, Prog. Dir.	Eunice Snipes, Prom. Mgr. Isaac G. Murphrey, Chief Engineer World AP
SALISBURY.....	WSTP 1490	250	Piedmont Bestg. Corp. State Theatre Bldg. 2121	MBS	Bryce P. Beard, Pres. & Gen. Mgr. Mrs. K. F. Murphy, Coml. Mgr.	Russell McIntire, Prog. Dir. & Prom. Mgr. Carl Watson, Chief Engr.	Burn-Smith Lang-Worth AP

Though modest in size

We're BIG

IN SERVICE

WBIG

Greensboro, N. C.

**5000 WATTS
DAY AND NIGHT**

Columbia Affiliate

REPRESENTED BY HOLLINGBERY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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NORTH CAROLINA—(Continued)

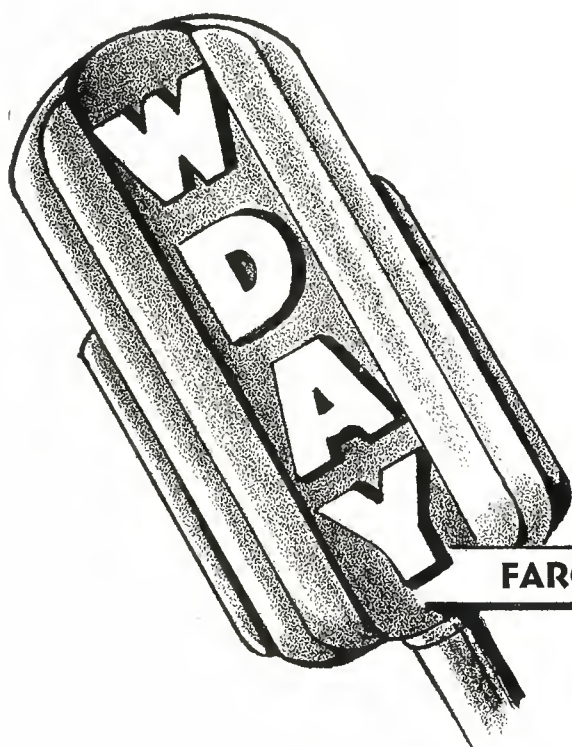
City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
SANFORD.....	WWGP 1050	1,000-D	Lee Bcstg. Corp. P. O. Box 550 860	W. W. Primm, Pres. & Gen. Mgr. L. O. Hutchins, Coml. Mgr.	G. C. Primm, Vice-Pres. & Assist. Mgr. E. Q. Proctor, Chief Engr. Capitol World UP
SHELBY.....	WOHS 730	250-D	Western Carolina Radio Corp. Shelby 340	MBS	Lee B. Weathers, Pres. Robert M. Wallace, Gen. Mgr. Milton Scarboro, Coml. Mgr.	Steve Woodson, Prog. Dir. Robert M. Wallace, Chief Engr. Thesaurus AP
STATESVILLE.....	WSIC (Construction permit) 1400	250	Statesville Bcstg Co. Inc. P. O. Box 1189 1210-W	Dr. James W. Davis, Pres. Harry Gatton, Gen. & Coml. Mgr.	T. K. Abernethy, Chief Engr.
TARBORO.....	WCPS 760	1,000-D	Coastal Plains Bcstg. Co. Inc. Tarboro 643	J. C. Hanner, Secy-Treas. & Gen. Mgr.—Chief Engr.	Eric Fields, Prog. Dir. Capitol Lang-Worth AP
WASHINGTON.....	WRRF 930	5,000-D	Tar Heel Bcstg. System Inc. Bank of Washington Bldg. 403	ABC	W. R. Roberson Sr., Pres. W. R. Roberson, Jr., Vice-Pres. & Gen. Mgr. T. H. Patterson, Coml. Mgr.	Mary Winstead, Prog. Dir. Merrill Daniels, Prom. Mgr. George Martin, Chief Engr. ForJoe Thesaurus AP
WHITEVILLE.....	WENC 1240	250	Whiteville Bcstg. Co. Inc. Drawer 508 120	MBS	William Holm, Gen. Mgr. William Edmunds, Coml. Mgr.	Truman Walrod, Prog. Dir. Truman Brock, Chief Engr. Clark World AP
WILMINGTON.....	WGNI (Construction permit) 1340	250	General Newspapers Inc. Macon, Ga.	MBS	Carmage Walls, Pres. James W. Stewart, Gen. Mgr. Foster Edwards, Coml. Mgr.	Don Barber, Prog. Dir. Foster Edwards, Prom. Mgr. Wm. P. Callahan, Chief Engr. McGillvra Standard UP
WILMINGTON.....	WMFD 1400	250	Richard Austin Dunlea P. O. Box 696 4840	ABC	R. A. Dunlea, Owner & Mgr. Mrs. J. M. Milton, Assist. Mgr. Claud O'Shields, Coml. Mgr.	Harry W. Lee, Prog. Dir. James C. Putnam, Prom. Mgr. Edward I. Herring Jr., Chief Engr. Burn-Smith World UP
WILSON.....	WGTM 1340	250	Penn Thomas Watson Wilson 2188	MBS Tobacco	Penn T. Watson, Owner A. E. Wannamaker, Gen. Mgr. H. W. Severance, Prom. Mgr. R. R. Brunson, Coml. Mgr.	Clint Faris, Assist. Mgr. W. H. Malone, Chief Engr. Walker Lang-Worth World UP
WINSTON-SALEM 3....	WAIR 1340	250	WAIR Bcstg. Co. Pepper Bldg. 2-1133	ABC	George D. Walker, Gen. Mgr. C. G. Hill, Coml. Mgr. Doris Pardington, Prog. Dir.	Doris Brown, Prom. Mgr. Lee King, Chief Engr. Walker Cole, World AP
WINSTON-SALEM 1....	WSJS 600	5,000	Piedmont Publishing Co. 419 N. Spruce St. 4141	NBC	Gordon Gray, Pres. H. Essex, Vice-Pres. & Managing Dir. Harry Shaw, Sales Mgr.	Robert Estes, Prog. Mgr. Walter Blake, Prom. Mgr. Phil Hedrick, Tech. Supvr. Headley-Reed Cole, Lang-Worth Standard UP
WINSTON-SALEM.....	WTOB (Construction permit) 710	1,000-D	Winston-Salem Bcstg. Co. P. O. Box 739 6205	MBS	James W. Coan, Pres. John G. Johnson, Secy.-Treas.	William P. Heffernan, Prog. Dir. L. C. Davis, Chief Engr. Thesaurus AP

NORTH DAKOTA

BISMARCK.....	KFYR 550	5,000	Meyer Bcstg. Co. 320 Broadway 468	NBC Northwest	P. J. Meyer, Pres. & Gen. Mgr. F. E. Fitzsimonds, Vice-Pres. & Station Mgr. Robert MacLeod, Coml. Mgr.	Cal Culver, Prog. Dir. & Prom. Mgr. Ivar Nelson, Chief Engr. Blair Thesaurus UP
DEVILS LAKE.....	KDLR 1240	250	KDLR Inc. Devils Lake 1090	MBS	Bert Wick, Gen. & Coml. Mgr.	Richard Moritz, Chief Engr. SESAC, World UP
DICKINSON.....	KDIX (Construction Permit) 1230	250	Dickinson Radio Assn. 28 1st Ave. West	Dr. Paul J. Weir, Pres.	Orville F. Burda, Gen. Mgr. Standard AP
FARGO.....	WDAY 970	5,000	WDAY Inc. Black Bldg. 5357	NBC Northwest	E. C. Reineke, Pres. & Gen. Mgr. Jack Dunn, Station Mgr. Tom Barnes, Coml. Mgr. Ken Kennedy, Prog. Mgr.	Paul Ebert, Prom. Mgr. Julius Hetland, Tech. Dir. Juline Savold, Chief Engr. Free & Peters Thesaurus AP, UP
GRAND FORKS.....	*KFJM 1440 SH-KILO	1,000-LS 500-N	U. of North Dakota University Campus	Donald J. Robertson, Gen. Mgr.
GRAND FORKS.....	KILO 1440 SH-KFJM	1,000-LS 500-N	Dalton LeMasurier First Natl. Bank Bldg. 1200	CBS	Dalton LeMasurier, Owner & Gen. Mgr. Elmer O. Hanson, Coml. Mgr.	Dick Charles, Prom. Mgr. Arnold Petrich, Chief Engr. Avery-Knodel Lang-Worth UP
JAMESTOWN.....	KSJB 600	5,000	Jamestown Bcstg. Co. Inc. Box 688 100	CBS MBS	Donn D. Clayton, Pres. L. R. Amos, Vice-Pres. & Gen. Mgr. Alfred Berry, Coml. Mgr.	Florence Putnam, Prog. Dir. & Prom. Mgr. L. R. Amos, Chief Engr. Young Standard UP
MANDAN.....	KGCU 1270	250	Mandan Radio Assn. Inc. 200 3rd Ave. N. W. 631	MBS	W. S. Russell, Pres. M. J. Reichert, Gen. & Coml. Mgr.	Merrett Bushee, Prog. Dir. Ray Barnett, Chief Engr. Walker Lang-Worth
MINOT.....	KLPM 1390	5,000-LS 1,000-N	Minot Bcstg. Co. Fair Block 1267	MBS	John B. Cooley, Gen. Mgr. E. H. Cooley, Coml. Mgr. Gaylord McKinnon, Prog. Dir.	Leslie E. Maupin, Dir. of Prom. C. W. Baker, Chief Engr. & Station Mgr. Walker World UP
VALLEY CITY.....	KOVC 1490	250	KOVC Inc. Valley City 408-W	MBS KBS	Robert E. Ingstag, Pres. & Gen. Mgr.	George Brooks, Prog. Dir. Cbas. Sjostrom, Chief Engr. Walker UP

LOOK at who's a BIRTHDAY BOY! -

*(and the oldest
station in the
Northwest!)*



Yup, 1947 is WDAY's twenty-fifth anniversary year, boys and girls . . . *and look how good we've done for you advertisers in that little quarter-century!*

According to the latest Conlan Survey, WDAY gets 61.4% of the listeners in its coverage area. Station B gets 9.5%. Station C gets 7.2%. Actually, a great many homes in the fabulously productive Red River Valley *never dial their radios to any other station.*

That's partly habit, of course—and habits do get kinda strong in twenty-five years! Even more, though, it's WDAY's superior programming and showmanship, which really do set all the standards out here.

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DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to February 15, 1947)

OHIO

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
AKRON.....	WADC 1350	5,000	Allen T. Simmons Box 830 Meadowbrook 3211	CBS	Allen T. Simmons, Owner-Mgr. Robert Wilson, Assist. Mgr. Fred C. Bock, Coml. Mgr.	Harold Hageman, Prog. Dir. Secrest Williams, Dir. of Prom. J. L. Wildermuth, Chief Engr. Hollingbery Lang-Worth Standard Transradio, UP
AKRON.....	WAKR 1590	5,000	Summit Radio Corp. First Central Tower Hemlock 6151	ABC	S. Bernard Berk, Pres. & Gen. Mgr.	Kenneth Keegan, Coml. Mgr. Robert S. French, Prog. Dir. Gordon Gray, Prom. Mgr. Irwin L. Knopp, Chief Engr. Weed AP, UP
AKRON 8.....	WHKK 640 L-KFI	1,000	United Bestg. Co. 51 W. State St. Blackstone 7101	MBS	H. K. Carpenter, Exec. Vice-Pres. R. W. Richmond, Gen. Mgr. P. R. Herbert, Sales Mgr.	Lew Henry, Prog. Dir. C. J. Moyers, Prom. Dir. J. S. Hill, Chief Engr. Raymer Cole, World AP
ASHTABULA.....	WICA 970	1,000-D	WICA Inc. 221 Center St.	R. B. Rowley, Pres. W. W. Walrath, Gen. Mgr. D. W. Fassett, Coml. Mgr.	A. B. Newkirk, Prog. Dir. F. N. Bernato, Chief Engr. World UP
CANTON.....	WAND (Construction Permit) 900	250-D	P. C. Wilson 1414 12th St. N. E.	P. C. Wilson, Owner
CANTON 2.....	WCMW 1060	1,000-D	Stark Bestg. Corp. 317 W. Tuscarawas 8219	Merlin R. Schneider, Pres. R. G. Lister, Vice-Pres. & Gen. Mgr.	A. F. Gehhart, Coml. Mgr. C. Hardenstein, Prog. Dir. Adam Opperman, Chief Engr. Burn-Smith Thesaurus Standard INS
CANTON 2.....	WHBC 1480	5,000	Ohio Bestg. Co. 550 Market Ave. S. 7166	MBS	Eugene Carr, Dir. of Radio. Robert C. Feblman, Station Mgr. Gervis S. Brady, Coml. Mgr.	Richard Neher, Prog. Dir. Julius Glass, Prom. Mgr. Kenneth L. Sliker, Chief Engr. Rambeau World AP, UP
CINCINNATI 1.....	WKYK 1530	50,000	L. B. Wilson Inc. Hotel Gibson Cherry 6565	L. B. Wilson, Pres. & Gen. Mgr. K. W. Church, Exec. Vice-Pres.	Bill Dawes, Prog. Dir. C. H. Topmiller, Chief Engr. Free & Peters Cole Lang-Worth Standard World AP, INS
CINCINNATI 2.....	WCPO 1230	250	Scripps Howard Radio Inc. Carew Tower Main 3314	MBS	Jack R. Howard, Pres. Mortimer C. Watters, Vice-Pres. & Gen. Mgr. John Patrick Smith, Coml. Mgr.	Glenn Clark Miller, Prog. Dir. Jane McLean, Prom. Mgr. Glenn Davis, Chief Engr. Branham Associated Lang-Worth Standard UP
CINCINNATI 6.....	WKRC 550	5,000-LS 1,000-N CP-5,000-U	Cincinnati Times-Star Co. Alms Hotel Woodburn 0550	CBS	Hulbert Taft Jr., Managing Dir. H. E. Fast, Mgr. U. A. Latham, Sales Mgr.	Lew Kent, Prog. Dir. Joel W. Stovall, Prom. Mgr. George Wilson, Chief Engr. Katz Associated Lang-Worth Standard AP, UP
CINCINNATI 2.....	WLW 700	50,000	Crosley Bestg. Corp. 140 W. Ninth St. Cberry 1822	NBC	James D. Shouse, Pres. Robert E. Dunville, Gen. Mgr. Harry Mason Smith, Sales Mgr.	Eldon A. Park, Prog. Dir. Marshall M. Terry, Prom. Dir. Ronald J. Rockwell, Engr. Dir. WLW Thesaurus AP, UP, INS Reuters
CINCINNATI.....	WSAI 1360	5,000	Buckeye Bestg. Co. 115 E. 4th St. Main 1068	ABC	Marshall Field, Pres. Robert M. Sampson, Gen. Mgr. E. K. Bauer, Assist. To Gen. Mgr.	Jimmy Leonard, Prog. Dir. Louis C. Nelson, Prom. Mgr. Wm. E. Symons, Chief Engr. Avery-Knodel Standard Thesaurus AP, UP
CLEVELAND 1.....	WGAR 1220	5,000	The WGAR Bestg. Co. Hotel Statler Prospect 0200	CBS	G. A. Richards, Pres. John F. Patt, Vice-Pres. & Gen. Mgr. Carl George, Assist. Mgr. E. Harry Camp, Sales Mgr.	David M. Baylor, Prog. Dir. J. C. Roder, Sales Prom. Mgr. E. M. Pierce, Vice-Pres. Chg. Engr. 1 Petry Lang-Worth, Standard UP
CLEVELAND 13.....	WHK 1420	5,000	United Bestg. Co. Terminal Tower Prospect 5800	MBS	Sterling E. Grabam, Pres. K. K. Hackatborn, Vice-Pres. & Gen. Mgr. R. S. DeTebon, Sales Mgr.	C. M. Hunter, Prog. Dir. Bert Koebnitz, Prod. Mgr. R. S. DeLany, Chief Engr. Raymer Lang-Worth, World AP, INS
CLEVELAND 15.....	WJW 850	5,000	WJW Inc. 1375 Euclid Ave. Superior 0101	ABC	William M. O'Neil, Pres. L. Webb, Treas. & Assist. to Pres. H. W. Waddell, Nat. Sales Mgr. W. J. Sylvester, Local Sales Mgr.	Charles V. Hunter, Prog. Dir. R. Manby, Prom. & Publ. Dir. Gerald G. Roberts, Chief Engr. Headley-Reed Standard UP, Transradio
CLEVELAND 14.....	WTAM 1100	50,000	National Bestg. Co. Inc. 815 Superior Ave. Cherry 0942	NBC	Niles Trammell (NBC), Pres. Vernon H. Fribble, Mgr. Cleve. Div. Harold Gallagher, Local Sales Mgr.	Hal Metzger, Prog. Dir. Howard Barton, Dir. of Publ. Rel. S. E. Leonard, Chief Engr. NBC Spot Standard, Thesaurus AP, UP, INS
CLEVELAND.....	WJMO (Construction permit) 1540	1,000-D	W. J. Marshall Cleveland	W. J. Marshall, Owner
CLEVELAND HEIGHTS.....	WSRS (Construction permit) 1490	250	Samuel R. Sague Cleveland Heights	Samuel R. Sague, Owner
COLUMBUS 15.....	WBNS 1460	5,000-LS 1,000-N	RadiOhio Inc. 33 N. High St. Adams 9265	CBS	Richard S. Wolfe, Pres. Richard A. Borel, Station Mgr. W. I. Orr, Sales Mgr.	Geer Parkinson, Prog. Dir. J. R. Reeves, Dir. Prog. Prom. Lester H. Nafzger, Chief Engr. Blair Standard, Thesaurus AP
COLUMBUS 15.....	WCOL 1230	250	The Pixleys 33 N. High St. Main 4581	ABC	Lloyd A. Pixley, Partner J. Kelly, Mgr. & Coml. Mgr.	Albert Albinger, Prod. Dir. Howard A. Donahoe, Publ. & Merch. Mgr. Leo DeConnick, Chief Engr. Headley-Reed Lang-Worth, Associated, World AP, INS
COLUMBUS 15.....	WHKC 610	1,000	United Bestg. Co. 22 Gay St. Adams 1101	MBS	Sterling Graham, Pres. C. M. Everson, Vice-Pres. & Gen. Mgr. H. H. Hoessly, Coml. Mgr.	John B. Moses, Prod. Mgr. Wm. G. Minor, Chief Engr. Raymer Lang-Worth, SESAC UP
COLUMBUS 10.....	*WOSU 820 L-LS Dallas	5,000	The Ohio State U. Campus, N. High St. University 3148	Howard L. Bevis, OSU Pres. Robert C. Higgly, Dir. William H. Ewing, Prog. Supvr.	H. K. Schellenger, Dir. Publ. Rel. Chas. H. Boehnker, Chief Opr. Thesaurus AP, UP

WAKR

TOWERS OVER AKRON



A B C Network

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FOR *22* YEARS

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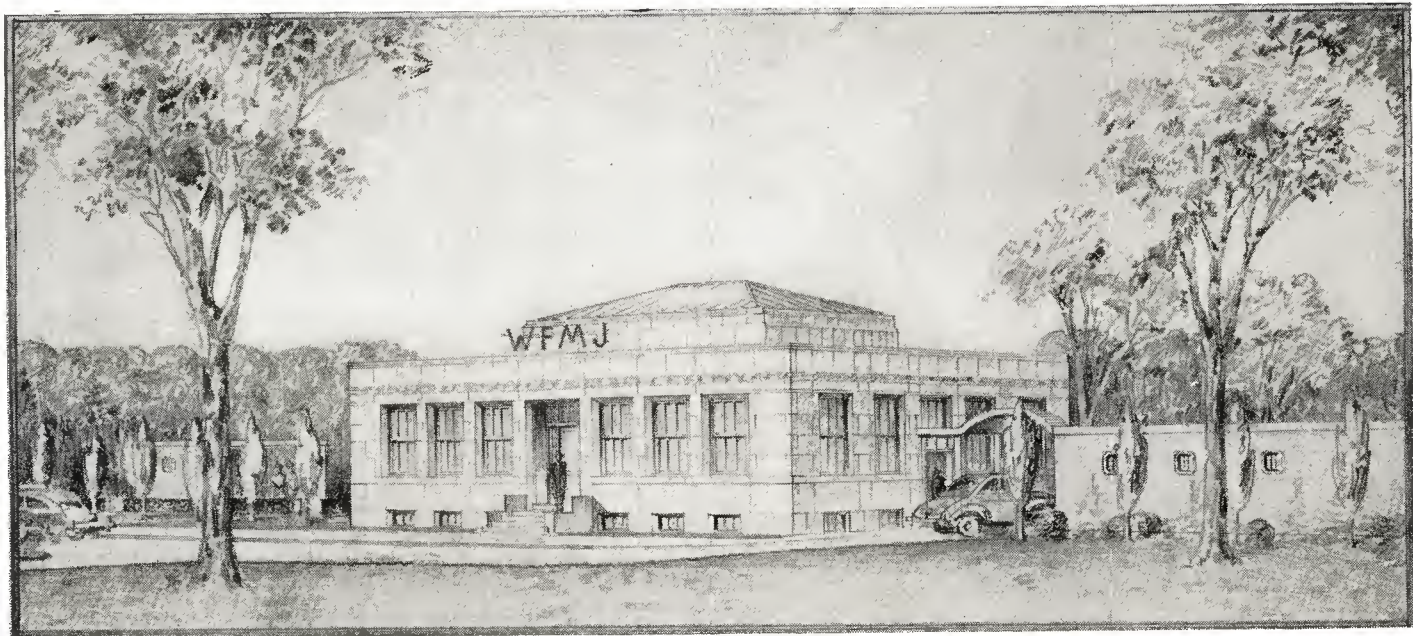
Akron's Only Independent Station

AKRON, OHIO

BASIC COLUMBIA NETWORK • 5000 WATTS

ALLEN T. SIMMONS • OWNER-OPERATOR

Represented Nationally by George P. Hollingbery Co.



WFMJ's transmitter building, to be erected this year

WFMJ has been granted 5,000 watts AM and 50,000 watts FM, which will make it one of the most powerful of all FM stations. Meanwhile WFMJ, as usual, offers complete coverage of the concentrated Youngstown market.

WFMJ

Affiliate of the American Broadcasting Company
News Reports of Press Association,
the United Press and the Youngstown Vindicator

HEADLEY REED COMPANY, NATIONAL REPRESENTATIVES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
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OHIO—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
DAYTON 2	WHIO 1290	5,000	Miami Valley Bcstg. Corp. 46 S. Ludlow Adams 2261	CBS	James M. Cox Jr., Pres. Robert H. Moody, Gen. Mgr. Arthur H. Tomsett, Coml. Mgr.	Lester G. Spencer, Prog. Dir. Stanley G. Mouse, Publ. Dir. Ernest L. Adams, Chief Engr.	Hollingbery Standard, World AP, UP, INS
DAYTON 2	WING 1410	5,000	Great Trails Bcstg. Co. 121 N. Main St. Adams 3288	ABC	Charles Sawyer, Pres. John Pattison Williams, Exec. Vice-Pres. & Gen. Mgr. Florence G. Dykstra, Station Mgr.	Ranny Daly, Prod. Dir. E. C. Crane, Prom. Mgr. Paul F. Braden, Engring. Consult.	Weed Lang-Worth, Standard AP
FINDLAY	WFIN 1330	1,000-D	Findlay Radio Co. 500½ S. Main St. 1330	Fred R. Hover, Owner-Mgr. Edgar C. Smith, Chief Engr.	Joanne Lewis, Prog. & Traf. Mgr. Cole, Lang-Worth, SESAC, Standard Transradio
HAMILTON	WMOH 1450	250	The Fort Hamilton Bcstg. Co. Second National Bank Bldg. 4664	MBS	H. G. Pabst, Pres. & Managing Dir. Jos. E. True, Sales Mgr.	Don J. Meeks, Prog. Dir. Andrew F. Bruck, Chief Engr. Thesaurus UP
LIMA	WLOK 1240	250	The Fort Industry Co. National Bank Bldg. 6-3411	NBC	George B. Storer, Pres. Ralph G. Elvin, Managing Dir. & Prom. Mgr. G. F. Zwablen, Coml. Mgr.	Edgar C. Ulriek, Prog. Dir. Darrell J. Hunter, Chief Engr.	Headley-Reed Lang-Worth AP
MANSFIELD	WMAN 1400	250	Richland Inc. 140 Park Ave. West 4235	ABC	M. F. Rubin, Pres. J. M. O'Hara, Vice-Pres. & Gen. Mgr. Carl C. Kindt, Coml. Mgr.	Harry C. Lytle, Prog. Dir. Harold Robinson, Prom. Mgr. W. E. Morrison, Chief Engr. World UP
MARIETTA	WMOA 1490	250	Marietta Bcstg. Co. Inc. P. O. Box 201 Williamstown 6383	MBS KBS	Mildred Chernoff, Pres. A. N. Archer, Res. & Coml. Mgr. Harold Haught, Prog. Mgr.	Paul Nesper, Prom. Mgr. Charles E. Clark, Chief Engr.	Branham Lang-Worth UP
MARIETTA	WOPK (Construction permit) 1340	250	Parkersburg Sentinel Co. (Temp.) 519 Juliana St. Parkersburg, W. Va.	(WOPK to be relinquished by parent company of permittee under conditions of sale of WBLK Clarksburg, W. Va. to News Publishing Co.)	
MARION	WMRN 1490	250	Marion Bcstg. Co. P. O. Box 518 3226	ABC	R. T. Mason, Pres.-Treas. & Coml. Mgr. Robert Morrison, Ops. Mgr.	Eric Paige, Prog. Mgr. F. J. Peters, Chief Engr.	Broadcast Sales Thesaurus UP
PORTSMOUTH	WPAY 1400	250	Scioto Bcstg. Co. 1009 Gallia St. 1010	CBS	Roy D. Moore, Pres. G. F. Boyd, Station & Coml. Mgr.	E. Sagraves, Prog. & Prod. Dir. C. P. Bodner, Prom. & Publ. Dir. Maurice L. Myers, Chief Engr.	Rambeau Lang-Worth AP, UP
SPRINGFIELD	WIZE 1340	250	Radio Voice of Springfield Inc. 315 W. High St. 3-4955	ABC	Charles Sawyer, Pres. J. P. Williams, Exec. Vice-Pres. Adna Karns, Station Mgr.	Robert Terry, Prog. Dir. Victor Bushong, Chief Engr.	Weed Standard UP
STEUBENVILLE	WSTV 1340	250	The Valley Bcstg. Co. Exchange Realty Bldg. 2-6265	MBS	John J. Laux, Gen. & Coml. Mgr. J. L. Meridan, Prog. Dir. & Assist. Mgr.	J. M. Troesch, Tech. Supvr.	McGillvra Thesaurus UP
TOLEDO 4	WSPD 1370	5,000	The Fort Industry Co. 136 Huron St. Adams 3175	NBC	George B. Storer, Pres. J. Harold Ryan, Vice-Pres. & Treas. Lee B. Wailes, Gen. Mgr.—Fort Industry stations. E. Y. Flanigan, Managing Dir.	W. F. Shannon, Local Sales Mgr. Glenn C. Jackson, Prog. Dir. Robert B. Evans, Prod. Dir. O. W. Myers, Sales Prom. Dir. W. M. Stringfellow, Chief Engr.	Katz Lang-Worth, Standard, Thesaurus AP, UP, INS
TOLEDO	WTOD 1560	1,000-D	Unity Corp. Inc. 515 Madison Ave. Garfield 5551	W. H. Spencer, Gen. & Coml. Mgr.	Howard Malcolm, Prog. Dir. Robert Sowers, Chief Engr. Associated, Lang-Worth, SESAC
TOLEDO 2	WTOL 1230	250	Community Bcstg. Co. Bell Bldg. Adams 3291	ABC	Frazier Reams, Pres. Arch Shawd, Vice-Pres. & Gen. Mgr.	Karl Nelson, Prog. Mgr. John Sheehan, Chief Engr.	Raymer Standard, World AP, UP
WARREN	WRRN 1400	250	Nied & Stevens 108 Main St. 4490	MBS	Frank T. Nied } Partners Perry H. Stevens } E. P. Pryor, Station Mgr.	Frank B. Cannon, Coml. Mgr. Richard G. Oram, Prog. Dir. Robert V. Kinney, Chief Engr.	McGillvra Lang-Worth, SESAC UP
WORTHINGTON	WRFD (Construction Permit) 880	5,000-D	Peoples Bcstg. Corp. (Temp.) 246 N. High St. Columbus	Frank H. Altdorffer, Pres.
YOUNGSTOWN 3	WFMJ 1450 CP-1390	250 CP-5,000	WFMJ Bcstg. Co. 101 W. Boardman St. 3-4121	ABC	William F. Magg Jr., Gen. Mgr. Phil Wood, National Sales Mgr. Robert B. Mackall, Prog. Dir.	L. E. Nasman, Business Mgr. F. A. Dieringer, Chief Engr.	Headley-Reed Standard, Thesaurus AP, UP
YOUNGSTOWN	WKBN 570	5,000	WKBN Bcstg. Corp. 17 N. Champion St. 4-2122	CBS	W. P. Williamson Jr., Pres. & Gen. Mgr.	J. H. Bowden, Station & Coml. Mgr. B. T. Wilkins, Chief Engr.	Raymer Lang-Worth World UP
ZANESVILLE	WHIZ 1240	250	Southeastern Ohio Broadcasters Inc. N. Fifth St. 6000	NBC	George B. Storer, Pres. J. Robert Kerns, Managing Dir.	Russ Gardner, Prog. Dir. Joe Atkinson, Chief Engr.	Blair Lang-Worth AP
OKLAHOMA							
ADA	KADA 1230	250	C. C. Morris First Natl. Bank Bldg. 1212	ABC Oklahoma	C. C. Morris, Owner James M. Griffith, Mgr. Leroy W. Moses, Coml. Mgr.	Bill Hoover, Prog. Dir. Betty Hughes, Prom. Mgr. Harold Walker, Chief Engr.	T-H-S Cole, Standard AP
ALTUS	KWHW (Construction Permit) 1450	250	Altus Bcstg. Co. Inc. Box 692	F. E. Wimberly, Pres. & Gen. Mgr.	Ruth S. Ferris, Coml. Mgr.

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To the Listener, they mean personal contact with constant fine entertainment . . . strong local and national news coverage . . . information on better products and services . . . extensive public service features. This contact is one of personal preference for more reasons than the quality and scope of programs. The listener has come to know WKBN as a friendly station and staff . . . vitally concerned with affairs of the area served. Twenty years of sincere and authoritative station conduct have demonstrated this to his satisfaction . . . and the WKBN-habit is welcomed as a personal part of his life and home.

To the Advertiser, WKBN means an opportunity for personal contact with a great family of radio listeners in a densely populated tri-state area. These call letters mean the one advertising medium that binds this vast purchasing power together. They represent unique market contact through a regional personality . . . a proved-power selling force . . . a friendly and profitable business relationship, based on WKBN's long-established reputation for utmost cooperation towards mutual objectives.

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YOUNGSTOWN · OHIO
5000 Watts · 570 K. C.

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DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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OKLAHOMA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representative Transc. Library News Services
ARDMORE.....	KVSO 1240	250	John F. Easley Hotel Ardmore 3030	ABC KBS Oklahoma	John F. Easley, Owner Albert Riesen, Gen. Mgr. John E. Riesen, Coml. Mgr.	Dolly Dutton, Prog. Dir. John M. Molloy, Chief Engr. T-H-S SESAC, Standard World
BARTLESVILLE 1.....	KWON 1400	250	Bartlesville Bestg. Co. 100 Union National Bank 1400	MBS	J. Fred Case, Pres. & Gen. Mgr. Henry Heerman, Coml. Mgr.	Ken. Cline, Prog. Dir. Eugene V. Burrows, Chief Engr. Standard AP
CHICKASHA.....	KWCO 1560	250-D	Washita Valley Bestg. Corp. Chickasha 2899	MBS	G. C. Robinson Jr., Pres. & Chief Engr. James B. Quattlebaum, Mgr.	Len Lyon, Coml. Mgr. George P. Miller, Prog. Dir. Standard AP
DURANT.....	KSEO (Construction Permit) 750	250-D	Democrat Printing Co. 129 N. 3rd Ave.	R. F. Story Bennett Story } Equal Partners
ELK CITY.....	KASA 1240	100	Southwest Bestg. Co. 204 N. Main 730	MBS KBS	L. J. Preston, Pres. & Gen. Mgr. Lew Preston, Coml. Mgr. Mrs. Evelyn Preston, Prog. Dir.	Mrs. Alice Howenstine, Prom. Mgr. George Fenter, Chief Engr. Standard UP
ENID.....	KCRC 1890	1,000	Enid Radiophone Co. Broadway Tower 447	ABC Oklahoma	Mrs. M. C. Garher, Pres. Milton B. Garher, Gen. Mgr. H. P. Hale, Coml. Mgr.	Harold Moon, Prog. Dir. Murray D. Coleman, Chief Engr. T-H-S Cole, Standard AP
LAWTON.....	KSWO 1150 CP-1380	250-D CP-1,000-U	Oklahoma Quality Bestg. Co. 17th & E. Ave. 3413	ABC KBS Oklahoma	John W. Steele, Gen. Mgr. Neil Ashlock, Coml. Mgr.	Morgan Roherts, Prom. Mgr. W. E. Billington, Chief Engr. T-H-S Standard, World UP
McALESTER.....	KTMG 1400	250	McAlester Bestg. Co Municipal Bldg. 2411	ABC Oklahoma	C. E. Wilson } Partners P. D. Jackson } Clarence E. Wilson, Gen. Mgr.	Phillip D. Jackson, Coml. Mgr. Lowell Clark, Prog. Dir. Glen Barnett, Chief Engr. T-H-S Standard UP
MUSKOGEE.....	KBIX 1490	250	Oklahoma Press Publishing Co. 214 Wall 303	ABC Oklahoma	Tams Bixhy Jr., Pres. Paul A. Bruner, Mgr. & Prog. Dir.	Mary D. Robinson, Office Mgr. & Prom. Dir. Bruce Dennis, Chief Engr. T-H-S AP
NORMAN.....	*WNAD 640	1,000-D	U. of Oklahoma Faculty Exchange 900	John W. Dunn, Dir. William S. Morgan, Prod. Mgr.	Remy Perot, Chief Engr. Standard AP
OKLAHOMA CITY.....	KBYE (Construction Permit) 890	1,000-D	State Bestg. Co. Oklahoma City	A. Earl Cullum, Pres.	J. M. Collins, Vice-Pres. & Treas.
OKLAHOMA CITY.....	KLPR (Construction Permit) 1140	1,000-D	Oklahoma City Bestg. Co. Oklahoma City	Byrne Ross, Chief Exec.
OKLAHOMA CITY.....	KOCY 1340	250	Plaza Court Bestg. Co. Plaza Court 3-4333	MBS	John D. Thomas, Pres. Matthew H. Bonebrake, Gen. Mgr. George Tarter, Coml. Mgr.	Paul Buening, Prog. Dir. Carlton Beck, Prom. Mgr. G. W. Brock, Chief Engr. Walker Associated Standard Thesaurus AP
OKLAHOMA CITY 1....	KOMA 1520	50,000	KOMA Inc. Box 933 2-3291	CBS	John Griffin, Pres. Kenyon Brown, Gen. Mgr. J. J. Bernard, Dir. of Sales	Allan Page, Prod. Mgr. Bill Bryan, Dir. of Pub. Rel. M. W. Thomas, Chief Engr. Free & Peters Capitol, Cole Standard UP
OKLAHOMA CITY 2....	KTOK 1400	250	KTOK Inc. 2004 Apco Tower 3-8352	ABC Oklahoma	O. L. Taylor, Pres. Robert D. Enoch, Gen. Mgr. Frank J. Lynch, Coml. Mgr.	Howard Shreve, Prog. Dir. Clifford Easum, Chief Engr. T-H-S Lang-Worth World AP, UP
OKLAHOMA CITY 2....	WKY 930	5,000	WKY Radiophone Co. Skirvin Tower 3-4306	NBC	E. K. Gaylord, Pres. P. A. Sugg, Station & Coml. Mgr. Hoyt T. Andres, Prod. Mgr.	Tom Rucker, Prom. Mgr. H. J. Lovell, Chief Engr. Katz Associated Standard AP, UP
OKMULGEE.....	KHBG 1240	250	Okmulgee Bestg. Corp. McCulloch Bldg. 3646	MBS KBS	Pat Buford, Pres. & Gen. Mgr. Lucille Buford, Coml. Mgr.	Nova Clarke, Prog. Dir. Chester Ludwick, Chief Engr. Sears & Ayer Lang-Worth UP
PONCA CITY.....	WBBZ 1230	250	Adelaide Lillian Carrell 615 W. Grand Ave. 433	MBS KBS	Adelaide L. Carrell, Managing Dir.
SHAWNEE.....	KGFF 1450	250	KGFF Bestg. Co. Inc. Aldridge Hotel 4390	ABC Oklahoma	Oscar S. Stauffer, Pres. Mrs. Maxine E. Bowman, Gen. Mgr.	Roy J. Bowman, Prog. Prod. Mgr. Salvatore Ricciotti, Chief Engr. T-H-S Lang-Worth AP
STILLWATER.....	KSPI (Construction Permit) 780	250-D	Stillwater Pub. Co. 117 W. 7th St. 311	C. R. Bellatti, Pres. L. F. Bellatti, Gen. Mgr.	W. R. McKinsey, Prog. Dir.
TULSA 3.....	KAKC 1570	1,000-D	Public Radio Corp. Avey's Coliseum 4-0143	Sam E. Avey, Pres. Glenn Condon, Vice-Pres. James L. Neal, Coml. Mgr.	Jack Evans, Prog. Dir. Arnold Maupin, Chief Engr. Lang-Worth AP
TULSA 3.....	KFMJ 1050	1,000-D	Fred Jones Bestg. Co. 7th and Main 3-4236	Fred Jones } Partnership Mary E. Jones } Lawson Taynor, Gen. Mgr.	Tom Johnson, Assist. Gen. Mgr. Jack Hoffman, Prog. Dir. Nate Wilcox, Chief Engr. Cooke, Griffith SESAC, Standard World UP
TULSA 3.....	KOME 1340	250	Oil Capital Sales Corp. 7 W. 8th St. 3-4121	ABC MBS Oklahoma	Harry Schwartz, Pres.-Treas. H. E. Grimes, Gen. Mgr. Fred Schwartz, Coml. Mgr.	Dick Campbell, Prog. Dir. Betty Birdeen, Prom. Mgr. Roy Brown, Chief Engr. T-H-S Lang-Worth Standard AP
TULSA.....	KTUL 1430	5,000	Tulsa Bestg. Co. Boulder-on-the-Park 2-3191	CBS	John Toole Griffin, Pres. John Esau, Gen. Mgr. L. A. Blust, Coml. Mgr.	Karl Janssen, Prog. Dir. George Ketcham, Prom. Mgr. Robert Snider, Chief Engr. Free & Peters Capitol, Cole Standard Thesaurus UP
TULSA 3.....	KVOO 1170	50,000	Southwestern Sales Corp. Philtower Bldg. 2-2254	NBC	P. Q. Proctor, Pres. William B. Way, Vice-Pres. & Gen. Mgr. Gustav Brandborg, Coml. Mgr. F. M. Randolph, Prog. Dir.	Bud Jackson, Pub. Rel. & Prom. Dir. L. W. Stinson, Chief Engr. H. Hamilton, Assist. Chief Engr. Petry Lang-Worth Standard UP, INS
WOODWARD.....	KSIW (Construction Permit) 1450	250	Woodward Bestg. Co. (Temp.) P. O. Box 1805 Oklahoma City	David D. Price, Pres.

WKY leads in

AUDIENCE RATING



IN THIS AREA

93.3% OF THE TIME

**IN OKLAHOMA, It's WKY for
MAXIMUM AUDIENCE EXPECTANCY**

Disregarding for the moment the pleasant and profitable experiences of current WKY advertisers who need no other evidence than their sales records to prove WKY's superior selling power, there is a mass of other evidence which would lead any time buyer to expect it.

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DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

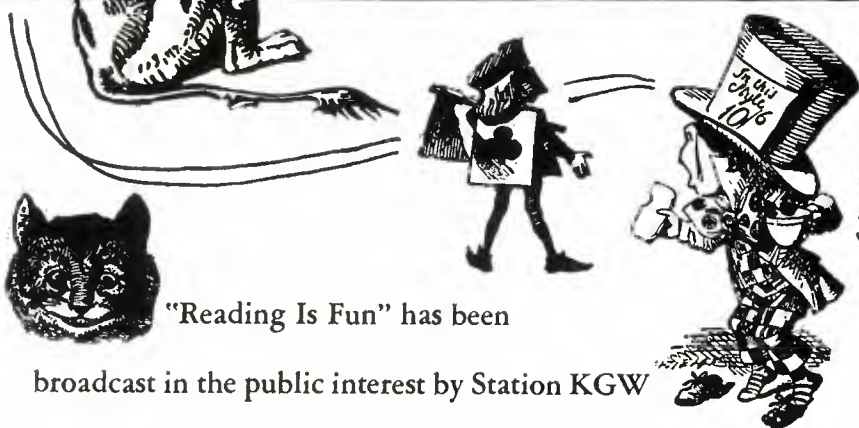
*—Non-Commercial Station. D—Day. N—Night. ST—Share Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to February 15, 1947)

OREGON

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
ALBANY.....	KWIL 1240	250	Central Willamette Bcstg. Co. 15th & Elm Sts. 1234	MBS Don Lee	W. L. Jackson, Pres. R. R. Cronise, Secy.-Treas. Chet Wheeler, Gen. Mgr. Hal Byer, Coml. Mgr.	Boh Reinholdt, Prog. Mgr. Warren Stoffer, Prom. Mgr. Herb Davidson, Chief Engr.	Griffith, Keating Cole, Standard UP
ASHLAND.....	KWIN 1400	250	Rogue Valley Bcstg. Co. Inc. 1160 Helman Road 2-1351 United Pacific	M. S. Hamaker, Pres. Boh Reinholdt, Gen. Mgr. Edward P. Barnett, Coml. Mgr.	Margaret M. Ritchie, Prog. Mgr. Floyd M. Rush, Chief Engr.	Keating Standard, World AP
ASTORIA.....	KAST 1230	250	Astoria Bcstg. Co. 381 Commercial 95	MBS KBS Don Lee	Merle R. Chessman, Pres. L. E. Parsons, Gen. Mgr. & Secy.-Treas. R. D. Holmes, Coml. Mgr.	Margie Christiansen, Prog. Dir. Stan Church, Spec. Events Dir. James Titus, Chief Engr. Lang-Worth AP
BAKER.....	KBKR 1490	250	Inland Radio Inc. First & Court Sts. 140	KBS	Marshall E. Cornett, Pres. L. W. Jacobs, Secy.-Treas. & Gen. Mgr. Ken Lockwood, Coml. Mgr.	Grace Baer, Prog. Dir. Milton Levy, Prom. Mgr. Sidney Williams, Chief Engr.	Grant, Keating UP
BEND.....	KBND 1340	250	Central Oregon Bcstg. Co. 1101 Wall St. 848	MBS KBS Don Lee	F. H. Loggan, Pres. & Gen. Mgr. William Barton, Coml. Mgr.	Kessler Cannon, Prog. Dir. Robert Dickinson, Chief Engr.	Griffith, Keating Lang-Worth UP
COOS BAY.....	KOOS 1230	250	KOOS Inc. Hall Bldg. 432	MBS Don Lee United Pacific	Sheldon F. Sackett, Pres. Fred F. Chitty, Gen. Mgr. Hal Shade, Resident Mgr.	Leonard Epling, Coml. Mgr. Mrs. Sara Spaugh, Prog. Dir. & Traffic Mgr. Roger L. Spaugh, Chief Engr.	Griffith World AP, UP
CORVALLIS.....	*KOAC 550	5,000	Oregon State Agric. College Corvallis 526	P. C. Packer, Chancellor (State System)	James M. Morris, Prog. Mgr. Grant S. Feikert, Chief Engr. UP
CORVALLIS.....	KRUL (Construction permit) 1340	250	Pacific States Radio Co. 257 Jackson 1504	J. C. Haley Jr., Mgr. & Chf. Engr. Gordon E. Bjork, Coml. Dir.	Claudine Brown, Prog. & Women Dir. C. W. Peck, Prom. Mgr.	MacGregor AP
EUGENE.....	KASH (Construction permit) 1600	1,000	Radio Air Ways Inc. Eugene	E. L. Kincaid, Pres.
EUGENE.....	KORE 1450	250	Violet G. Motter Box 1032 3	MBS Don Lee	Violet G. Motter, Owner L. W. Trommlitz, Mgr. Bruce Nidever, Coml.-Prod. Mgr.	Marjorie Jackson, Secy.-Prog. Dir. Harold Gander, Chief Engr.	Griffith, Keating World AP, UP
EUGENE.....	KUGN 1400	250	Valley Bcstg. Co. P. O. Box 1400 2800	ABC	C. H. Fisher } Owners Benj. N. Phillips } S. W. McCready, Gen. & Coml. Mgr.	J. T. Hallock, Prom. Dir. John E. Boren, Chief Engr.	Grant Thesaurus AP
GRANTS PASS.....	KUIN 1340	250	So. Oreg. Bcstg. Co. P. O. Box 148 1100	MBS Don Lee	A. E. Voorhies, Pres. E. A. Malone, Gen. Mgr. Don Telford, Coml. Mgr.	M. A. Dawson, Prog. Dir. & Traffic Mgr. N. L. Williams, Chief Engr.	Grant, Keating MacGregor, SESAC World AP
KLAMATH FALLS.....	KFJI 1240	100	KFJI Bcstrs. Box 692 5155	MBS Don Lee	W. D. Miller, Pres. & Mgr. Jack Keating, Coml. & Prom. Mgr.	Dave Hoss, Prog. Dir. William P. Grimes, Chief Engr.	Grant, Keating World UP
KLAMATH FALLS.....	KFLW 1450	250	Herald Publishing Co. Main & Esplanade 8111	ABC	Frank Jenkins, Owner Bud Chandler, Mgr. Max J. Frye, Sales Mgr.	Mel Baldwin, Prog. Dir. & Prom. Mgr. Gih Walters, Chief Engr.	Griffith Thesaurus AP
LA GRANDE.....	KLBM 1450	250	Inland Radio Inc. La Grande 220	KBS	M. E. Cornett, Pres. } Chief L. W. Jacobs, Sec-Treas. } owners John G. Jones, Gen. Mgr. Ken Lillard, Coml. Mgr.	Marjorie Pierce, Prog. Dir. Jack Hatmaker, Prom. Mgr. Wallace Guthrie, Chief Engr.	Grant, Keating Standard UP
MEDFORD.....	KMED 1440	1,000	Mrs. W. J. Virgin Ross Lane 4000	NBC	Mrs. Blanch Virgin, Owner & Gen. Mgr. Arthur Adler, Coml. Mgr.	G. Lamar, Prog. Dir. & Prom. Mgr. Dave Rees, Chief Engr. Standard UP
MEDFORD.....	KYJC (Construction permit) 1230	250	Medford Printing Co. 27 N. Fir St.	Robert W. Rule, Pres.
ONTARIO.....	KSRV 1450	250	Inland Radio Inc. Old Oregon Trail Highway 212	M. E. Cornett, Pres. } Chief L. W. Jacobs, Sec-Treas. } owners Gordon L. Capps, Gen. Mgr. John W. Powell, Coml. Mgr.	Velma Morton, Prog. Dir. Ted Loud, Prom. Mgr. Charles E. Harland, Chief Engr.	Grant Keating World UP
OREGON CITY.....	KGON (Construction permit) 1230	250	Fitzgibbon, Jarmon & Ehmson 1128 Main St.	Dr. John Fitzgibbon } Temple V. Ehmson } Partners Roy Jarmon }
PENDLETON.....	KWRC 1240	250	Western Radio Corp. Box 178 1425	V. B. Kenworthy, Gen. Mgr. W. T. Slater, Station Mgr.	Leon Ospeck, Prog. Dir. James Leach, Chief Engr.	Keating Lang-Worth UP
PORTLAND 5.....	KALE 1330	5,000	KALE Inc. 919 Taylor St. Bldg. Broadway 3484	MBS Don Lee	P. L. Jackson, Pres. Chas. E. Couche, Gen. Mgr. Norman A. Davis, Coml. Mgr.	Willis Ross, Prog. Dir. K. K. LeMaster, Puhl. Rel. Dir. A. E. Richmond, Chief Engr.	Blair Associated, Standard AP, UP
PORTLAND 14.....	*KBPS 1450—SH	100	Benson Polytechnic High School 546 N. E. 12th Ave. Lancaster 4586	R. T. Stephens, Agent, Sch. Dist 1	Mary E. Gilmore, Assist. Supvr., Radio Charles Weagant, Chief Engr.
PORTLAND 5.....	KEX 1190	5,000 CP-50,000	Westinghouse Radio Stations Inc. 1230 S. W. Main Atwater 6214	ABC	Walter Evans (WRS), Vice-Pres. Charles S. Young, Gen. Mgr. Eldon Campbell, Sales Mgr.	Melvin Bailey, Prog. Mgr. Douglas Billmeyer, Sales Prom. Mgr. T. T. Ely, Chief Engr.	Raymer World UP, INS
PORTLAND 5.....	KGW 620	5,000	Oregonian Publishing Co. Inc. 1011 S. W. 6th Ave. Beacon 6364	NBC Northwest Triangle	H. Quenton Cox, Gen. Mgr. F. H. Coffin, Puhl. Rel. Dir. J. N. Wassan, Coml. Mgr.	Homer Welch, Prog. Dir. T. J. Swafford, Prod. Mgr. Harold S. Singleton, Chief Engr.	Petry Lang-Worth, SESAC, Thesaurus AP, UP, INS



ALICE IN WONDERLAND COMES TO LIFE



"Reading Is Fun" has been broadcast in the public interest by Station KGW to the children of Portland during the last 8 school years. Sponsored jointly by the Portland Library Association and the Portland Junior League, these weekly programs have long led in stimulating interest in outstanding juvenile literature. KGW recently auditioned 111 girls under 16 years of age competing for the title role in the program's dramatization of "Alice in Wonderland". Winner was 13-year-old Mary Jane Pitts, who played the part on the four-week broadcast of the story.



KGW
620 ON YOUR DIAL
 AFFILIATED WITH 

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
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OREGON—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Trans. Library News Services	
PORTLAND 7	KOIN 970	5,000	KOIN Inc. P. O. Box. 1031 Atwater 3333	CBS	Marshall Field 3d, Pres. H. H. Buckendahl, Gen. & Coml. Mgr.	Ted Cooke, Prog. Dir. Marc Bowman, Prom. Mgr. L. S. Bookwalter, Chief Engr.	Avery-Knodel Associated, Capitol World AP, UP, INS
PORTLAND	KPDQ (Construction Permit) 800	1,000-D	John W. Davis Portland	John W. Davis, Owner
PORTLAND 4	KWJJ 1080	1,000	KWJJ Broadcast Co. Inc. 1011 S. W. Sixth Ave. Atwater 4393	United-Pacific	Wilbur J. Jerman, Pres. John Egan, Secy.-Treas. & Mgr. L. D. Henderson, Assist. Mgr.	Jerry Speerstra, Traffic and Prog. Dir. Frank Hood, Chief Engr.	Burn-Smith Lang-Worth, Standard UP, INS
PORTLAND 7	KXL 750 L-WSB	10,000	KXL Broadcasters Orpheum Bldg. Broadway 6451	Francis Symons, Pres. H. S. Jacobson, Gen. Mgr.	Frederick Eichorn, Prog. Dir. Ralph Mifflin, Chief Engr.	Walker Lang-Worth, MacGregor, Standard UP
ROSEBURG	KRNR 1490	250	News-Review Co. 134 Jackson St. 4	MBS KBS Don Lee	Frank Jenkins, Chief Owner Marshall H. Pengra, Gen. Mgr. Del McKay, Coml. Mgr.	Iris Helliwell, Prog. Dir. Ila Mess, Traffic Mgr. LeRoy Hiatt, Chief Engr.	Griffith, Keating Standard AP
SALEM	KSLM 1390	1,000	Oregon Radio Inc. Senator Hotel Bldg. 4831	MBS KBS Don Lee	G. McCormick, Pres. & Gen. Mgr. R. Fischer Jr., Coml. Mgr. & Publ. Rel.	L. Bushnell, Prog. & Prom. Mgr. Clyde Carlton, Chief Engr.	Griffith, Keating MacGregor, World AP, UP
SALEM	KOCO (Construction Permit) 1490	250	B. Loring Schmidt 1717 John St.	B. Loring Schmidt, Owner
THE DALLES	KODL 1230	250-LS 100-N	Western Radio Corp. The Dalles 2300	KBS	V. Barney Kenworthy, Pres. & Gen. Mgr. Alvin Anderson, Coml. Mgr.	Eunice La Sell, Prog. Dir. George Ristola, Chief Engr. UP

PENNSYLVANIA

ALLENTOWN	WKAP (Construction Permit) 1580	1,000-D	Allentown Bestg. Co. 715 Hamilton St.	N. Joe Rahall, Pres. Farris E. Rahall, Exec. Dir.	Hal Berg, Prog. Dir. Geo. H. Brewer, Tech. Dir.	ForJoe Standard UP
ALLENTOWN	WSAN 1470	500 CP-5,000	Lehigh Valley Bestg. Co. 39 N. Tenth St. 9511	NBC Quaker	J. Calvin Shumberger, Pres. B. Bryan Musselman, Vice-Pres. & Managing Dir.	Olivia P. Musselman, Office Mgr. George Y. Snyder, Prog. Dir. Reuel H. Musselman, Tech. Supvr.	Headley-Reed World AP, UP
ALTOONA	WFBG 1340	250	Gable Bestg. Co. 1318 11th Ave. 6467	NBC Quaker	George P. Gable, Pres. R. F. Thompson, Managing Dir. & Coml. Mgr.	Mrs. Dorothy M. Jones, Prog. Dir. George R. Burgoon, Chief Engr.	Headley-Reed Lang-Worth, World AP
ALTOONA	WJSW 650	250-D	Altoona Bestg. Co. 1413 11th Ave.	MBS	Thomas W. Metzger, Gen. Mgr. James E. Moren, Station Mgr.	Burn-Smith Standard UP
ALTOONA	WRTA (Construction Permit) 1240	250	Thompson Bestg. Co. 310 Pine St. 2-7147	ABC	Roy F. Thompson, Owner-Mgr.
BETHLEHEM	WGPA 1100	250-D	The Bethlehems' Globe Pub. Co. 426 Brodhead St. 6-8074	Rolland L. Adams, Vice-Pres.	A. C. McCracken, Station Mgr. UP
BRADDOCK	WLOA 1550	1,000-D	Matta Bestg. Co. 1233 Braddock Ave. Brandywine 5472	W. G. Matta, Pres. & Gen. Mgr. Lang-Worth, Standard, Thesaurus
BRADFORD	WESB (Construction Permit) 1490	250	Bradford Publications 43 Main St.	Lester R. Edwards, Part-Owner
BUTLER	WISR 680	250-D	Butler Bestg. Co. 357 N. Main St. 4-701	KBS	D. Rosenblum, Owner & Gen. Mgr. Kent L. Jeffery, Coml. Mgr.	R. Kaufman, Prog. Dir. & Prom. Mgr. Paul Rex, Chief Engr.	ForJoe World UP
CHAMBERSBURG	WCHA 800	1,000-D	Chambersburg Bestg. Co. Inc. Craft Press Bldg. 1111	C. M. Cassel, Pres. & Prog. Dir. John S. Booth, Gen. Mgr.	T. K. Cassel, Coml. Mgr. Joe Rose, Acting Chief Engr.	ForJoe Capitol UP
CHESTER	WPWA (Construction permit) 1590	1,000-D	Lou Poller Chester	Lou Poller, Owner
CLEARFIELD	WTWS 1490	250	Airplane & Marine Instruments Inc. Clearfield
CONNELLSVILLE	WCVI (Construction Permit) 1340	250	Connellsville Broadcasters Inc. 111 E. Green St.	J. Wylie Driscoll, Pres.
DuBOIS	WCED 1230	250	The Tri-County Bestg. Co. Inc. 80 Park Place 1700	CBS KBS	J. S. Gray, Gen. Mgr. Les Ryder, Station Mgr.	Virginia Ryder, Prog. Mgr. Vernon Stabl, Chief Engr.	McGillvra Lang-Worth INS
EASTON	WEST 1400	250	Associated Broadcasters Inc. 516 Northampton St. 6131	NBC, MBS Quaker	Clair R. McCollough, Station Exec. E. C. Anderson, Station Mgr. J. Robert Gulick, Nat. Sales Mgr.	Eugene Bethman, Prog. Dir. Terry Mazza, Prom. Mgr. J. E. Mathiot, Chief Engr.	Radio Advertising Thesaurus UP
ERIE	WERC 1230	250	Presque Isle Bestg. Co. 121 W. 10th St. 26-918	NBC Quaker	Jacob A. Young, Pres. Charles E. Denny, Gen. Mgr.	Frank Proudfoot, Sales Mgr. L. W. Cooke, Jr., Chief Engr.	Weed Associated, Lang-Worth UP
ERIE	WLEU 1450	250	WLEU Bestg. Corp. Commerce Bldg. 22-129	ABC, MBS Quaker Wm. Penn Pennsylvania	Leo J. Omelian, Pres. V. Hamilton Weir, Gen. Mgr.	Claire Theno, Secy. Thesaurus AP

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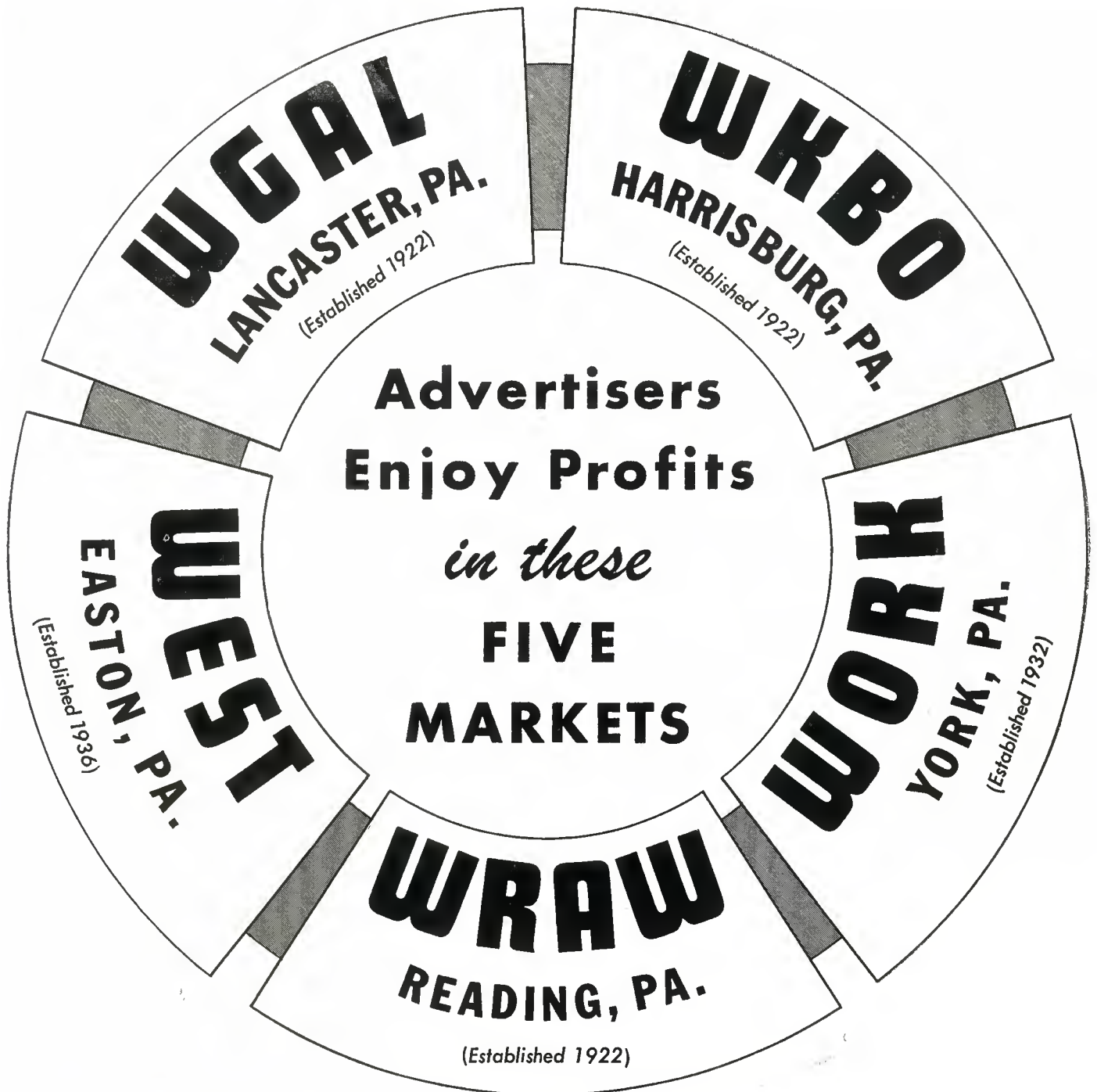
AVERY-KNODEL, Inc., National Representative

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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PENNSYLVANIA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
GREENSBURG	WHJB 620	250-D	Pittsburgh Radio Supply House 128 N. Pennsylvania Ave. 3740	H. J. Brennan, Pres. G. J. Podyen, Gen. & Coml. Mgr.	Gladya Fox, Prog. Dir. Lyle L. Allen, Chief Engr.	Rambeau Lang-Worth UP
GROVE CITY	*WSAJ 1340—SH	100	Grove City College Broad & Main St. 763	Dr. W. C. Ketler, Pres. of College	R. G. Walters, Educ. Dir. for College. D. O. Smock, Instr. in Elec. Engring.
HARRISBURG	WHGB 1400	250	Harrisburg Bestg Co. 112 Market St. 2-3456	ABC	H. Kendrick, Partner & Gen. Mgr. R. A. Maxwell, Coml. Mgr.	George Hooper, Prog. Dir. G. B. Buffington, Chief Engr.	Weed SESAC Thesaurus AP
HARRISBURG	WHP 1460	5,000-LS 1000-N	WHP Inc. 216 Locust St. 4-3211	CBS	Edw. J. Stackpole, Pres. A. K. Redmond, Gen. & Coml. Mgr.	Beatrice Potteiger, Sales Prom. Dir. E. D. Leihensperger, Chief Engr.	Blair Associated Standard AP, UP
HARRISBURG	WKBO 1230	250	Keystone Bestg Corp. 31 N. Second St. 4-0191	NBC, MBS Quaker	Clair R. McCollough, Station Exec. C. G. Moss, Station Mgr. J. Robert Gulick, Nat. Sales Mgr.	David Bennett, Jr., Prog. Dir. Peter Warnach, Prom. Mgr. J. E. Mathiot, Chief Engr.	Radio Advertising World UP
HAZLETON	WAZL 1490	250	Hazleton Bestg. Service Hazleton National Bank Bldg 1488	NBC, MBS Quaker	Victor C. Diehm, Pres. & Gen. Mgr. George Martin, Coml. Mgr. Don Murray, Prog. Dir.	Kathryn Kahler, Prom. Mgr. Elwood Tito, Chief Engr.	Radio Advertising Thesaurus UP
HUNTINGDON	WHUN 1400	250	The Jos. F. Biddle Pub. Co. Inc. 400 Washington St. 1291	MBS	J. H. Biddle, Pres. & Prom. Mgr. S. H. Stroh, Jr., Gen. Mgr. Irvin C. Mann, Coml. Mgr.	Cary H. Simpson, Prog. Dir. Douglas Beeman, Chief Engr. Standard UP
INDIANA	WDAD 1450	250	Indiana Broadcast Inc. Indiana 1780	CBS KBS	P. J. Short, Pres. & Gen. Mgr. P. S. Flinn, Prog. Dir. & Prom. Mgr.	Henry Niederkofler, Chief Engr. Cole, Standard AP
JOHNSTOWN	WARD 1490	250	Central Bestg. Co. Inc. 237 Franklin St. 81-216	CBS	Paul B. Short, Pres. G. D. Gartland, Exec. Vice-Pres. C. R. Petrie, Coml. & Prom. Mgr.	R. G. Walter, Prog. Dir. Walter Murawsky, Chief Engr.	Weed World UP
JOHNSTOWN	WCRO (Construction permit) 1230	250	Century Bestg. Corp. 317 Main St. 75-255	ABC	John J. Keel, Pres. Lloyd W. Dennis, Secy.-Treas. Henry Gladstone, Vice-Pres.	John Wesley, Prog. Dir. Hal Acker, Prom. Mgr. H. Stobl, Chief Engr.	Young Associated INS
JOHNSTOWN	WJAC 1400	250	WJAC Inc. Tribune Annex 24-361	NBC Quaker	J. C. Tully, Pres. & Gen. Mgr. John P. Foster, Coml. Mgr. C. E. Patch, Prog. Dir.	Nancy J. Maxwell, Prom. Mgr. N. L. Straub, Chief Engr.	Headley-Reed Lang-Worth, Standard, Thesaurus AP
LANCASTER	WGAL 1490	250	WGAL Inc. 8 W. King St. 5259	NBC, MBS Quaker	Clair R. McCollough, Pres. Walter O. Miller, Station Mgr. J. R. Gulick, Nat. Sales Mgr.	Ernest Stanzola, Prog. Dir. Paul Rodenhauser, Prom. Mgr. J. E. Mathiot, Chief Engr.	Radio Advertising Standard, Thesaurus UP
LANCASTER	WLAN 1320	1,000-D	Peoples Bestg. Co. 252 N. Queen St. 7261	Frank H. Altdoerffer, Pres. Earl R. Shappell, Station Mgr.	Willis N. Weaver, Chief Engr.	ForJoe Lang-Worth, World AP
LEBANON	WLBR 1270	1,000-D	Lebanon Bestg. Co. Central Bldg. 3-900	H. Raymond Stadiem, Pres. L. P. Ector, Secy.-Treas. Philip J. Reilly, Coml. Rep.	J. F. Skinnell, Mgr. Prog. & Ops. Chet. E. Hagan, Prom. Mgr. M. Leonard Savage, Chief Engr.	Radio Advertising World AP
LEWISTOWN	WMRF 1490	250	Lewistown Bestg. Co. Monument Square 6757	NBC	J. S. Woods, Vice-Pres. T. W. Metzger, Gen. Mgr. Ralph S. Parker, Coml. Mgr.	J. Moren, Prog. Mgr. & Puhl. Dir. Bernard H. Bopp, Chief Engr.	Burn-Smith Lang-Worth UP
LOCK HAVEN	WPBZ 1230	250	Lock Haven Bestg. Corp. 1321 1/2 E. Main St. 4038	MBS	Donald C. Welch, Pres. Paul M. Breining, Gen. Mgr.	N. C. Caldwell, Coml. Mgr. Standard AP
McKEESPORT	WEDO 810	1,000-D	Tri-City Bestg. Co. 547 Fifth Ave. Homestead 3113	E. J. Hirschberg, Pres. & Gen. Mgr. John N. Karabin, Coml. Mgr. Garry Goodwin, Prog. Mgr.	Bob McKenna, Chief Anncr. Wilks Hurley, Chief Engr.	McGillvra Associated, Capitol, Lang-Worth, MacGregor, Thesaurus, World AP
McKEESPORT	WMCK (Construction Permit) 1360	1,000	Mon-Yough Bestg. Co. 516 Market St. 7194	George R. Raikes, Pres. J. Craddock, Gen. Mgr. & Prom. Dir.	Roy Ferree, Coml. Mgr. Charles W. White, Chief Engr. SESAC, Standard Thesaurus UP
MEADVILLE	WMGW (Construction Permit) 1490	250	H. C. Winslow 833 Water St.	H. C. Winslow, Owner
MORRISVILLE	WBUD 1490	250	Morrisville Bestg. Co. Morrisville	Francis E. Streit } Partners Verna S. Hardin }
NANTICOKE	WHWL 730	1,000-D	Radio Anthracite Inc. 38 E. Main St. 1332	Henry W. Lark, Pres. Sam Leavitt, Gen. Mgr. Stanley A. Binkoski Jr., Coml. Mgr.	Tom Bigler, Prog. Dir. Ken Beghold, Prom. Mgr. B. T. Marshall, Chief Engr.	ForJoe Capitol Standard AP, UP
NEW CASTLE	WKST 1280	1,000	WKST Inc. Cathedral Bldg. 5050	MBS Quaker	S. W. Townsend, Pres. A. W. Graham, Station & Coml. Mgr.	Al Francis, Prom. Mgr. Robert Emch, Chief Engr.	Weed Thesaurus AP
NEW KENSINGTON	WKPA 1150	250-D	Allegheny-Kiski Bestg. Co. 810 Fifth Ave. 3534	E. J. Kroen, Gen. & Coml. Mgr.	W. W. Neely, Chief Engr.	Cox & Tanz Cole, Lang-Worth MacGregor UP
NORRISTOWN	WNAR 1110	500-D	Rahall Bestg. Co. Inc. 115 W. Main St. 7600	N. Joe Rahall, Pres. Farris E. Rahall, Exec. Dir. Edwin W. Tucker, Prog. Dir.	Hal Berg, Prom. Mgr. George Brewer, Tech. Dir. John Thomas II, Chief Engr.	ForJoe Lang-Worth UP



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With 5,000 watt operation, KQV will broadcast a sure-fire signal to 1,174,679 people within the five MV/M contour (*not 0.5) during the day, and to 1,059,302 people within the five MV/M

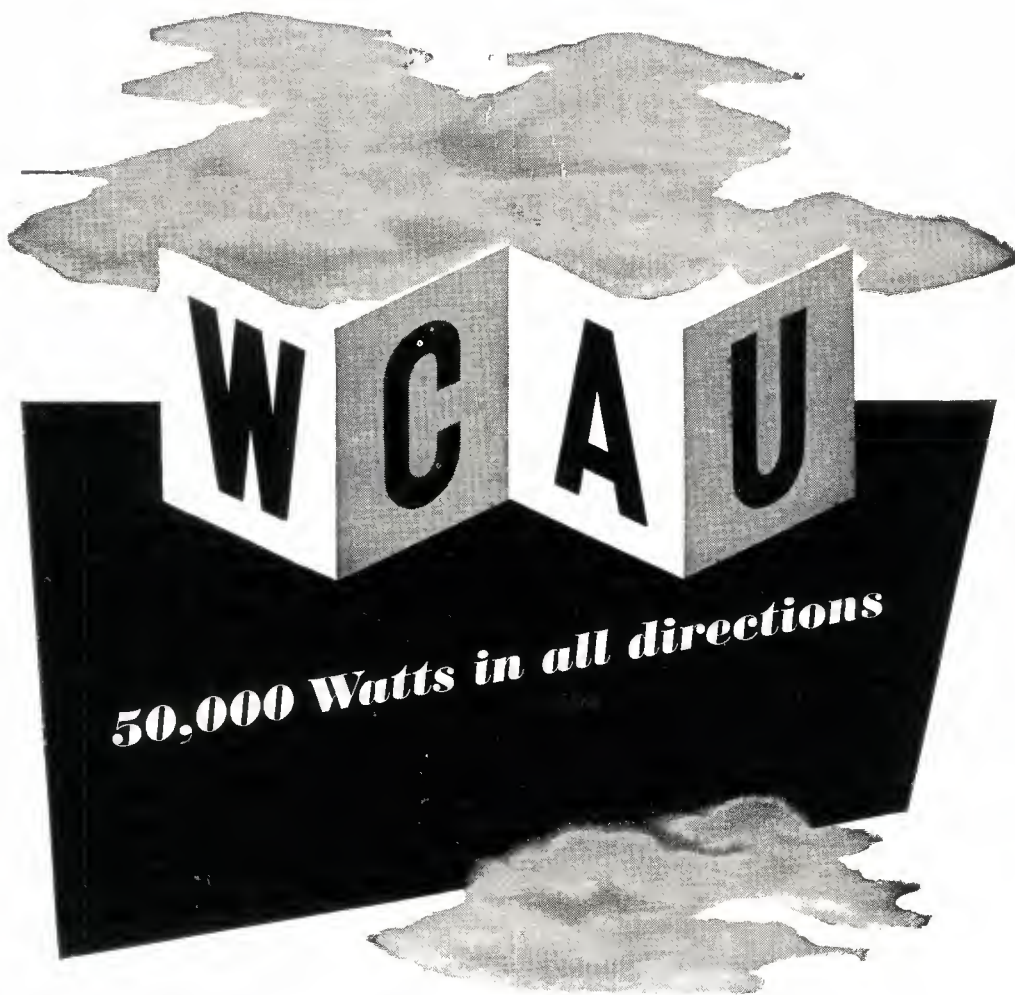
area (*not 0.5) during the evening hours. This clear, unfailing reception will add abundantly to the popularity of KQV—a popularity that has grown tremendously in the past year because KQV is

Pittsburgh's Aggressive Station

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KQV

The Station that originated "Opinion-aire"
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***CBS affiliate
Philadelphia's Leading Radio Institution***

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to February 15, 1947)

PENNSYLVANIA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power In Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
OIL CITY.....	WKRZ 1340-SH	250	K. E. Rennekamp Veach Bldg. 41-269	MBS KBS	Kenneth E. Rennekamp, Owner R. E. Shettler, Mgr. C. D. McLouth, Coml. Mgr.	Ted Finney, Prog. Dir. & Prom. Mgr. Russ Shettler, Chief Engr.	McGillvra World UP
PHILADELPHIA.....	KYW 1060	50,000	Westinghouse Radio Stations Inc. 1619 Walnut St. Locust 3760	NBC	W. C. Evans, (WRS) Vice-Pres. Robert E. White, Gen. Mgr. A. Harvey McCall, Sales Mgr.	James P. Begley, Prog. Mgr. Arthur C. Schofield, Prom. Mgr. Irvin Eney, Chief Engr.	NBC Spot AP, UP
PHILADELPHIA.....	WCAU 1210	50,000	Philadelphia Record Co. 1622 Chestnut St. Locust 7-7700	CBS	Dr. Leon Levy, Gen. Mgr. J. L. Tinney, Assist. Gen. Mgr. Alex Rosenman, Coml. Mgr.	Joseph T. Connolly, Prog. Dir. Robert N. Pryor, Prom. Mgr. John G. Leitch, Tech. Dir.	Bannan, Raymer WCAU World AP, UP
PHILADELPHIA 7.....	WDAS 1400	250	WDAS Bestg. Station Inc. 1211 Chestnut St. Locust 7-7400	A. W. Dannenbaum Sr., Pres. P. J. Stanton, Vice-Pres. & Gen. Mgr. A. W. Dannenbaum Jr., Sales Mgr.	Michael Deegan, Prog. Dir. Frank Unterburger, Chief Engr.	Forjoe Lang-Worth, SESAC, World AP
PHILADELPHIA 7.....	WFIL 560	1,000 CP-5,000	Triangle Publications Inquirer Bldg. Rittenhouse 6-1600	ABC Quaker	Roger W. Clipp, Gen. Mgr. John E. Surrick, Sales Dir. Jack Steck, Prog. Dir.	James T. Quirk, Adv. & Prom. Dir. Louis E. Littlejohn, Chief Engr.	Katz Associated AP, UP
PHILADELPHIA 2.....	WHAT 1340 ST-WTEL	100	Independence Bestg. Co. 1505 Walnut St. Rittenhouse 6-2058	W. A. Banks, Pres. & Gen. Mgr.	Dolly R. Banks, Prog. & Prom. Dir. AP
PHILADELPHIA 2.....	WIBG 990	10,000	Seahoard Radio Bestg. Corp. 1425 Walnut St. Rittenhouse 6-2300	Paul F. Harron, Pres. Edward D. Clerly, Gen. Mgr. Douglas Arthur, Prog. Dir.	R. Werling, Prom. & Prod. Mgr. John H. Henninger, Chief Engr.	Lang, Young Thesaurus AP, UP
PHILADELPHIA 7.....	WIP 610	5,000	Pennsylvania Bestg. Co. 35 S. 9th St. Walnut 2-6800	MBS	Benedict Gimbel Jr., Pres. & Gen. Mgr. Gordon Gray, Asst. Gen. Mgr. Murray Arnold., Prog. Dir.	R. H. Minton, Dir. of Prom. & Pub. Clifford C. Harris, Tech. Supvr.	Hollingbery World AP, UP
PHILADELPHIA.....	WJMJ (Construction Permit) 1530	10,000-D	Patrick Joseph Stanton St. James Hotel	Patrick J. Stanton, Owner
PHILADELPHIA 40.....	WPEN 950	5,000	Wm. Penn Bestg. Co. 1528 Walnut St. Pennypacker 5-9490	W. L. McLean Jr., Pres. G. Bennett Larson, Mgr. Milton F. Allison, Sales Mgr. John L. McClay, Prog. Dir.	W. B. Caskey, Adv. Mgr. Robin D. Compton, Dir. of Engr. Charles W. Burtis, Chief Engr. Edward C. Obrist, Assist. Mgr.	Headley-Reed Associated Thesaurus, World AP
PHILADELPHIA 40.....	WTEL 1340 ST-WHAT	250	Foulkrod Radio Eng. Co. 4312 N. Broad St. Gladstone 5-1310	E. D. Hibbs, Pres. & Prog.-Sales Dir.	Henry N. Cocker, Secy.-Treas.
PITTSBURGH 19.....	KDKA 1020	50,000	Westinghouse Radio Stations Inc. Grant Bldg. Grant 4200	NBC	W. C. Evans (WRS), Vice-Pres. Joseph E. Baudino, Gen. Mgr. George D. Tons, Coml. Mgr.	Franklin A. Tooke, Prog. Dir. David E. Lewis, Sales Prom. Dir. Theodore C. Kenney, Chief Engr.	NBC Spot Standard, Thesaurus AP, UP, INS
PITTSBURGH 19.....	KQV 1410	5,000	Allegheny Bestg. Corp. Chamber of Commerce Bldg. Atlantic 6802	MBS	G. S. Wasser, Gen. Mgr. James F. Murray, Coml. Mgr. Ben Kirk, Prog. Dir.	Herb Morrison, Prom. Mgr. R. F. Hunt, Chief Engr.	Weed Lang-Worth, Standard UP
PITTSBURGH 30.....	WCAE 1250	5,000	WCAE Inc. William Penn Hotel Atlantic 6900	ABC	Leonard Kapner, Pres. & Gen. Mgr. R. Clifton Daniel, Station Mgr. Carl M. Dozer, Sales Mgr.	Ben Muros, Prog. Dir. John Wilkoff, Prom. Mgr. James Schultz, Chief Engr.	Katz Standard, World AP, INS
PITTSBURGH 19.....	WJAS 1320	5,000	Pittsburgh Radio Supply House Inc. Chamber of Commerce Bldg. Grant 4860	CBS	H. J. Brennen, Pres. & Gen. Mgr. H. K. Brennen, Station Mgr. John H. Bucbbeit, Coml. Mgr.	James M. Hughes, Prog. Dir. Walter W. McCoy, Chief Engr.	Rambeau Cole, Lang-Worth UP, Transradio
PITTSBURGH.....	WPIT (Construction Permit) 730	1,000-D	Liberty Bestg. Co. (Temp.) 708 Sinclair Bldg. Steubenville, Ohio	John J. Laux, Part-Owner John L. Meridian, Gen. Mgr.
PITTSBURGH.....	WPGH (Construction Permit) 1080	1,000-D	Pittsburgh Bestg. Co. (Temp.) Jones Law Bldg. Pittsburgh	Henry A. Bergstrom, Pres.
PITTSBURGH 30.....	WWSW 1490	250	WWSW Inc. Hotel Keystone Grant 5200 Quaker	F. R. Smith, Pres. & Gen. Mgr. Thos. B. Price, Coml. Mgr. Fred Joyner, Prog. Dir.	Martin A. Cohen, Prom. Mgr. Henry R. Kaiser, Chief Engr.	Forjoe Associated, Cole Lang-Worth, Standard AP
POTTSVILLE.....	WPAM 1450	250	Miners Bestg. Service 106 S. Centre St. 2200	MBS	J. J. Curran } Exec. Partners J. L. Maquire } Louis H. Murray, Mgr.	J. H. Holden, Assist. Mgr. & Prom. Dir. George I. Hatfield, Chief Engr. Associated UP
POTTSVILLE.....	WPPA 1360	500-D	Pottsville Bestg. Co. 8 S. Second St. 4744	A. V. Tidmore, Owner-Gen. Mgr. John Naylor, Prog.-Coml. Mgr.	Julius Thiel, Chief Engr. World AP
READING.....	WEEU 850	1,000-D	Hawley Bestg. Co. 533 Penn St. 7335	ABC	Hawley Quier, Chief Owner Clifford Chafey, Gen. Mgr.	E. Lester Hoffmaster, Prog. Dir. Harold Shearer, Chief Engr.	Hollingbery Lang-Worth, Standard UP
READING.....	WHUM 1240	250	Eastern Radio Corp. Berkshire Hotel 4-4805	MBS	R. G. Magee, Vice-Pres. & Gen. Mgr. Robert S. Reider, Prog. Dir.	Joseph E. McCormack, Chief Engr. Standard AP
READING.....	WRAW 1340	250	Reading Bestg. Co. 19 N. Fifth St. 7173	NBC Quaker	Clair R. McCollough, Station Exec. Raymond A. Gaul, Station Mgr. J. Robert Gulick, Nat. Sales Mgr.	J. Calvin Jackson, Prog. Dir. M. M. Price, Prom. Mgr. J. E. Matbiot, Chief Engr.	Radio Advertis- ing Thesaurus, World UP
SCRANTON 3.....	WARM 1400	250	Union Bestg. Co. Bowman Bldg. 4-1148	ABC Pennsylvania	Martin F. Memolo, Pres. & Gen. Mgr. William Dawson, Coml. Mgr. Joseph Salsburg, Prog. Dir.	Lenore Levy, Prom. Mgr. Adolph Oschmann, Chief Engr.	Hollingbery Standard, Thesaurus UP



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Climb aboard our *magic carpet!* It covers a concentrated market of a million and a half people. And you'll be in smart company with scores of local and national advertisers who for years have harnessed their sales wagon to WWSW. The big retailers, the largest department stores and many national accounts use our sales power more than any of Pittsburgh's four other stations.

No trick mirrors. No sleight-of-hand. It's traditional with us to have our *magic carpet* loaded with listeners.

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Always first in SPORTS coverage. 14 years of major league baseball, 11 years of big-time football and now basketball, 14 years of pro-hockey, national tennis and golf tourneys, plus comprehensive coverage of local collegiate and scholastic sports.

There are many more reasons why you should be riding our *magic carpet**—make reservations now.

IN PITTSBURGH, PA., FM AFFILIATE WMOT

The City's Only Independent & 24 Hour Station

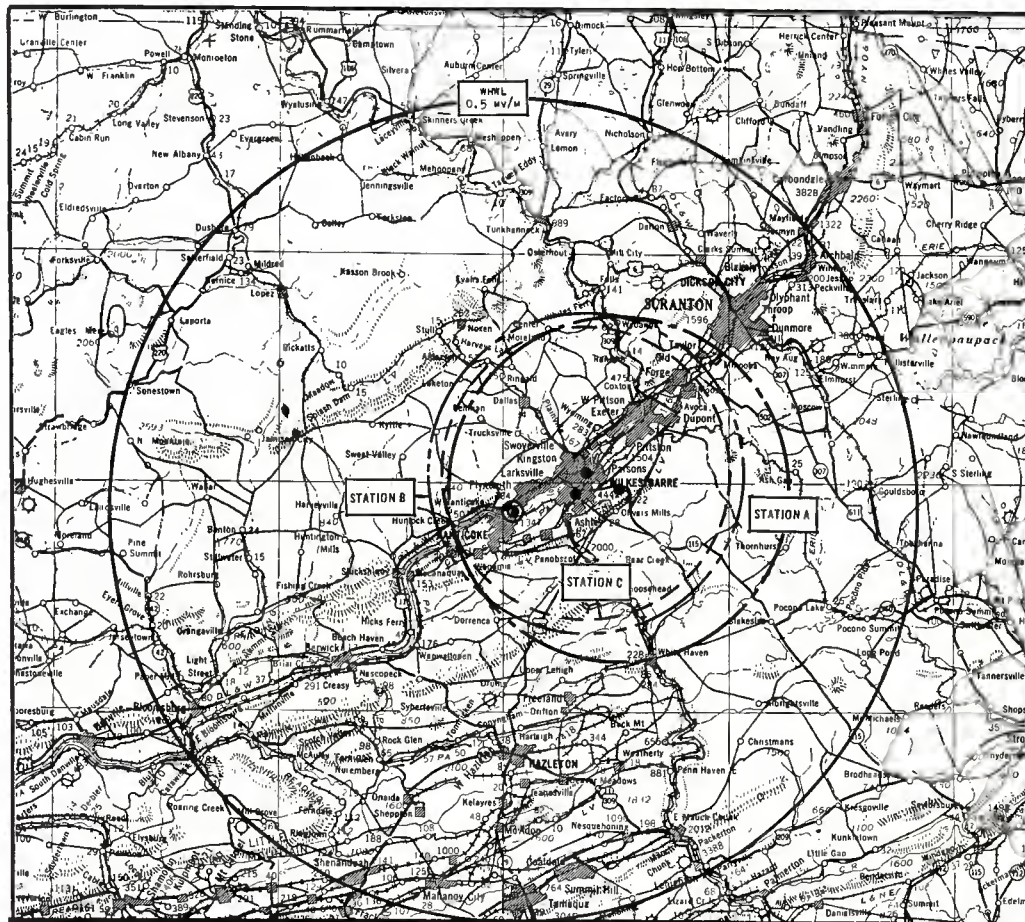
WWSW

**Go ahead, ask Forjoe & Co.*

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ASSUMPTIONS:				CALCULATED DAYTIME COVERAGE COMPARISON	
STATION	POWER	FREQUENCY	POPULATION UNATTENUATED	OF	
WHWL—NANTICOKE	1000 WATTS	730 KC	891,400	190 MV/M	NANTICOKE & WILKES-BARRE PENNSYLVANIA STANDARD BROADCAST STATIONS WELDON & CARR WASHINGTON DC 461127A
STATION "A"—WILKES-BARRE	250 WATTS	1240 KC	398,100	87.5 MV/M	
STATION "B"—WILKES-BARRE	250 WATTS	1340 KC	365,500	90 MV/M	
STATION "C"—WILKES-BARRE	250 WATTS	1450 KC	348,300	87.5 MV/M	
-14					
GROUND CONDUCTIVITY USED FOR ALL CONTOURS - 2×10				E. M. U.	
(AS SHOWN ON FCC CHART OF GROUND CONDUCTIVITY IN THE UNITED STATES AND CANADA)					

*Offering a greater daytime service to the Anthracite Region, including the rich Wilkes-Barre—Scranton—Hazleton—Berwick Area.

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38 E. MAIN ST., NANTICOKE, PA. — TEL. 1332

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Forjoe and Company

SAM LEAVITT
General Manager

Celebrating 25 Years of

RADIO ACTIVITY



WIP-FM • PHILADELPHIA'S PIONEER VOICE
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DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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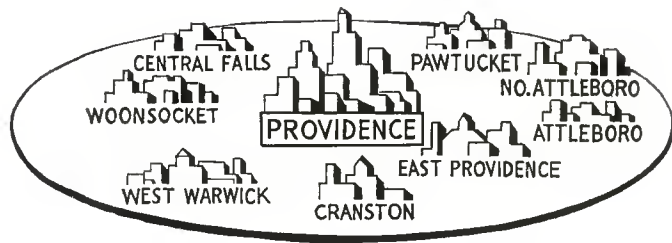
PENNSYLVANIA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
SCRANTON 9	WGBI 910 ST-WQAN	1,000-LS 500-N	Scranton Broadcasters Inc. 1000 Wyoming Ave. 6296	CBS Quaker	Frank Megargee, Pres. Robert E. McDowell, Gen. Mgr. G. D. Coleman, Coml.&Prom. Mgr.	Frank Monaghan, Prog. Dir. Kenneth R. Cooke, Chief Engr. Blair World AP
SCRANTON	*WQAN 910 ST-WGBI	1,000-LS 500-N	The Scranton Times 149 Pennsylvania Ave.
SCRANTON	WSCR (Construction Permit) 1000	1,000-D	Lackawanna Valley Radio (Temp.) 519 Mulberry St.	Dabl W. Mack } Equal Partners J. L. Doherty, Sr. } E. L. Burke }
SHARON	WPIC 790	1,000-D	Sharon Herald Bestg. Co. P. O. Box 541 4113	J. Fahline, Jr., Pres. & Gen. Mgr. J. T. VanSweringen, Coml. Mgr. W. Paul Gamble, Prog. Dir.	Evelyn Keller, Publ. Dir. A. C. Heck, Chief Engr. Wilson Associated, Capitol UP
STATE COLLEGE	WMAJ 1450	250	Centre Broadcasters Inc. Box 888 4959	MBS KBS	R. J. Kennard, Pres. W. K. Uterich, Gen. Mgr. R. L. Wilson, Mgr.	S. Friedman, Coml. Mgr. S. L. Stroh, Prog. Dir. D. I. Beman, Chief Engr. Lang-Worth AP
STROUDSBURG	WHAB (Construction Permit) 840	250-D	Pocono Bestg. Co. (Temp.) 91 Chestnut St. Liberty, N. Y.	H. B. Newman } Owners Anne L. Newman }
SUNBURY	WKOK 1240	250	Sunbury Bestg. Corp. 1150 N. 4th St. 1325	Quaker Pennsylvania	Harry H. Haddon, Pres. Basse A. Beck, Secy.-Treas. Homer R. Smith, Gen. Mgr.	Michael J. Kane, Coml. Mgr. Paul L. Miller, Prog. Dir. John Keller, Chief Engr. Cox & Tanz Lang-Worth, World UP
UNIONTOWN	WMBS 590	1,000	Fayette Bestg. Corp. Fayette Title & Trust Bldg. 800	CBS Quaker Pennsylvania	J. C. Burwell, Pres. & Gen. Mgr. Harry C. Burwell, Coml. Mgr.	J. Sullivan Sages, Prog. Dir. William J. Henzly, Chief Engr. Radio Advertising Standard Thesaurus UP
UPPER DARBY	WRUD (Construction Permit) 1170	1,000-D	Suburban Bestg. Corp. 239 Fairfield Ave.	L. E. Pamphilon, Part-Owner
WARREN	WNAE 1310	1,000-D	Northern Allegheny Bestg. Co. First National Bank Bldg. 3033	MBS	David Potter, Pres. & Gen. Mgr. Frank Foster, Coml. Mgr. LeRoy Schneck, Prog. Dir.	James Potter, Prom. Mgr. Homer M. Haines, Chief Engr. Griffith Thesaurus AP
WASHINGTON	WJPA 1450	250	Washington Bestg. Co. George Washington Hotel 4870	MBS Pennsylvania	William S. Yard, Pres. C. B. Heller, Gen. Mgr. C. R. Duvall, Coml. Mgr.	Geo. Gailey, Prog. Dir. Horace Cooper, Chief Engr. McGillvra Thesaurus UP
WILKES-BARRE	WBAX 1240	250	John H. Stenger Jr. 85 W. Union St. 3-0196	MBS	J. H. Stenger Jr. Licensee & Chief Engr. August W. Grebe, Gen. Mgr.	W. T. J. Evans, Coml. Mgr. J. H. A. Stenger, III, Prog. Dir. & Prom. Mgr. Burn-Smith Associated, SESAC UP
WILKES-BARRE	WBRE 1340	250	Louis G. Baltimore 62 S. Franklin St. 3-3101	NBC Quaker	L. G. Baltimore, Owner-Gen. Mgr. D. M. Baltimore, Assist. to Mgr. A. C. Baltimore, Sales Mgr.	F. G. Coslett, Prog. Dir. Charles Sakoskie, Chief Engr. World AP
WILKES-BARRE	WILK 1450	250	Wyoming Valley Bestg. Co. 88 N. Franklin St. 3-7165	ABC	Dr. Isaiah C. Morgan, Pres. Roy E. Morgan, Gen. Mgr. Thomas P. Shelburne, Station Mgr. Jerry Butler, Local Sales Mgr.	Hal Berg, Prog. Dir. Chuck Whittier, Prom. Mgr. Nicolas DeFrancisco, Chief Engr. Young Lang-Worth UP
WILLIAMSPORT 61	WRAC 1400	250	WRAC Inc. 244 W. 4th St. 2-6116	NBC Quaker	E. M. Case, Pres. George E. Joy, Gen. Mgr. J. Wright Mackey, Coml. Mgr.	Nancy Person, Prog. Dir. Leon Kelly, Prom. Mgr. Louis N. Persio, Chief Engr. McKinney Standard UP
YORK	WORK 1350	1,000	York Bestg. Co. 13 S. Beaver St. 6629	NBC, MBS Quaker	Clair R. McCollough, Station Exec. Harold E. Miller, Station Mgr. J. R. Gulick, Nat. Sales Mgr.	Arthur Weeks, Prog. Dir. Herold Daugherty, Prom. Mgr. J. E. Matbiot, Chief Engr. Radio Advertising Thesaurus UP
YORK	WSBA 900	1,000-D	Susquehanna Bestg. Co. R. D. 5 2676	ABC	Louis J. Appell, Pres. W. J. Rothensies, Exec. Vice-Pres. Sydney Robbins, Coml. Mgr.	Otis B. Morse, Prog. Dir. & Prom. Mgr. W. G. Eberhart, Dir. of Engring. World AP

RHODE ISLAND

PAWTUCKET	WFCI 1420	5,000	Pawtucket Bestg. Co. 450 Main St. Perry 9540	ABC	Howard W. Thornley, Pres. Wallace A. Walker, Gen. Mgr.	Harry A. Moreland, Prog. Dir. Gilbert Johnson, Chief Engr. Katz Standard AP
PROVIDENCE 2	WEAN 790	5,000	The Yankee Network Inc. Crown Hotel Dexter 1500	MBS Yankee	William O'Neil, Pres. John Shepard 3rd, Chmn. of Bd. & Gen. Mgr. Linus Travers, Exec. Vice.-Pres. in Charge of Sales	M. Parker, Prog. Dir. & Sales Mgr. James Powers, Prom. Mgr. Irving B. Robinson, Chief Engr. Petry Associated, SESAC, Standard AP, INS, Reuters
PROVIDENCE	WEPL 1220	250-D	R. I. Bestg. Co. Industrial Trust Bldg.	Frank Rao, et al, Owners
PROVIDENCE 2	WJAR 920	5,000	The Outlet Co. 176 Weybosset St. Gaspee 1071	NBC New England Northeast	Mortimer L. Burbank, Pres. John J. Boyle, Gen. & Coml. Mgr.	Sothorn Abbott, Prom. Mgr. T. C. J. Prior, Chief Engr. Bannan, Weed World
PROVIDENCE	WKID 1110	1,000-D	Inter-City Bestg. Co. Providence
PROVIDENCE 2	WPRO 630	5,000	Cherry & Webb Bestg. Co. 15 Chestnut St. Plantations 9776	CBS	William S. Cherry Jr., Pres. F. R. Ripley, Gen. & Coml. Mgr. Morton I. Blender, Prog. Dir.	A. F. Schoen Jr., Local Sales Mgr. John V. Ferri, Chief Engr. Raymer Lang-Worth Thesaurus AP, UP
WOONSOCKET	WWON 1240	250	Assoc. Electronic Enterprises Inc. Commercial Bldg. 3900	Garo W. Ray, Pres. & Treas. Harold Michaels, Vice-Pres.-Chief Engr. & Secy.	Mitchell F. Stanley, Mgr. Capitol, Standard AP

It's a



PRETTY PLATTER

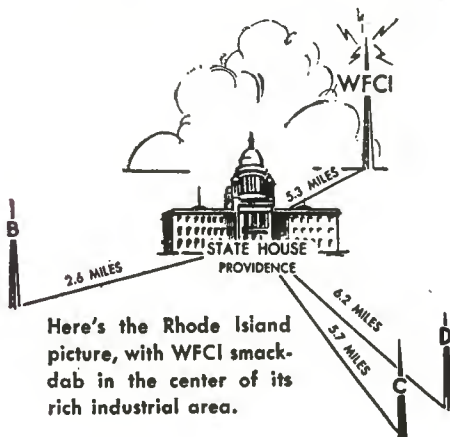
*in its fifteen-mile radius!
that holds 9 big communities*

ORDINARY COMMUNITIES? Heck, NO! Recent figures credit our folks with incomes 38% above the national county average. That puts 'em in the luxury-item class . . . definitely! And only nine big communities? Mister, those are the cities and towns that could sue us if our towers fell over on 'em! We're pushing 5000 watts far and beyond that golden fifteen-mile radius into densely-populated southern New England, reaching thousands of ears that don't show on Rhode Island statistical charts.

AND WHY WFCI?

We hoped you'd ask that! First, we've geared WFCI "locals" to the distinctive demands of our population. Our mail proves we're right. Then we combine "American" programming with a rate that offers you more time for your dollars. In Rhode Island, WFCI is the buy!

5000 WATTS Day & Night



Here's the Rhode Island picture, with WFCI smack-dab in the center of its rich industrial area.

WFCI

The "AMERICAN" Voice in Southern New England

WALLACE A. WALKER, Gen. Mgr.

PROVIDENCE, RHODE ISLAND • • The Biltmore
PAWTUCKET, RHODE ISLAND • • 450 Main Street

Representatives: THE KATZ AGENCY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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SOUTH CAROLINA

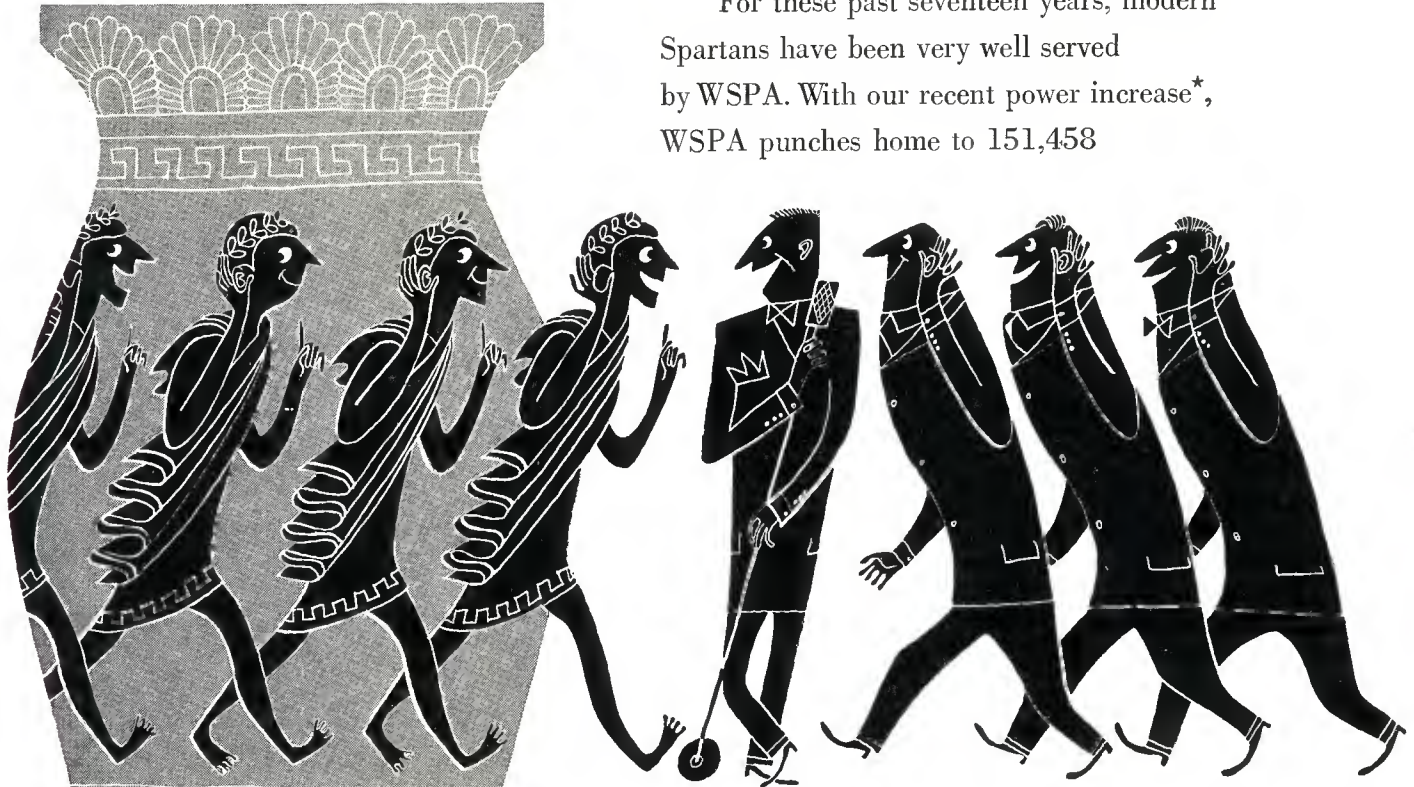
City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
ANDERSON.....	WAIM 1230	250	Wilton E. Hall Anderson 800	CBS	Wilton E. Hall, Owner Glenn P. Warnock, Gen. Mgr.	John Davenport, Prog. Dir. Morton E. Green, Chief Engr. Lang-Worth, MacGregor, SESAC, Thesaurus, World AP, INS
BENNETTSVILLE..... (Construction permit) 1400	250	Loys Marsden Hawley Bennettsville	Loys Marsden Hawley, Pres.
CHARLESTON.....	WCBP (Construction permit) 730	1,000-D	Charleston Broadcasters (Temp.) P. O. Box 10 Augusta, Ga.	J. B. Fuqua Dorothy C. Fuqua Frederick Kennedy	} Owners
CHARLESTON.....	WCSC 1390	1,000-LS 500-N CP-5,000	John M. Rivers Francis Marion Hotel 7611	CBS	J. M. Rivers, Owner & Gen. Mgr. Roland Weeks, Coml. Mgr. Russell Long, Prog. Dir.	Anne Haineman, Prom. Mgr. Wilbur Albee, Chief Engr. Free & Peters Cole, World UP
CHARLESTON.....	WHAN 1340	250	Charleston Bestg. Co. 152 Market St.	ABC	Harry J. O'Neill, Pres. W. R. Ringson, Secy.-Treas.	C. Wylie Calder, Mgr. Avery-Knodal Lang-Worth UP
CHARLESTON.....	WTMA 1250	1,000	Atlantic Coast Bestg. Co. 133 Church St. 2-2961	NBC	Edward Manigault, Pres. R. E. Bradham, Secy. & Gen. Mgr. W. N. Abbott, Prog. Dir.	A. Franz Witte Jr., Prom. & Merch. Mgr. Douglass M. Bradham, Chief Engr. Hollingbery Thesaurus AP
COLUMBIA E.....	WCOS 1400	250	Carolina Bestg. Corp. 1202 Main St. 2-5601	ABC	H. F. Kinsey, Pres. W. C. Bochman, Gen. Mgr.	H. M. McElveer Jr., Prog. Dir. R. A. Lambert, Dir. of Tech. Ops. Wilson Capitol AP
COLUMBIA.....	WIS 560	5,000	Surety Life Insurance Co. 1811 Main St. 2-2135	NBC	G. Richard Shafto, Gen. Mgr. J. Dudley Saumenig, Coml. Mgr. Ray A. Furr, Prog. Dir.	Steve Lihby, Prom. Mgr. Herbert G. Eidson, Chief Engr. Free & Peters Standard, Thesaurus UP
COLUMBIA.....	WKIX 1490	250	Inter-City Adv. Co. 1125 Lady St. 2-8659	CBS	C. Durham Moore, Gen. Mgr. C. George Barber Jr., Coml. Mgr.	Mackie Quave, Prog. Dir. E. E. Hampton, Chief Engr. Weed Lang-Worth UP
COLUMBIA.....	WNOK (Construction Permit) 1230	250	Palmetto Radio Corp. 923 Huger St.	MBS Dixie	William E. Bennis Jr., Secy.	Richard Allen, Gen. & Coml. Mgr. UP
CONWAY.....	WLAT 1490	250	Coastal Bestg. Co. P. O. Box 497 340	MBS	Loys Marsden Hawley, Pres. Herman L. Hanks, Vice-Pres.	Edward Browning Jr., Mgr. H. L. Hanks, Chief Engr. Standard AP
DILLON.....	WDSC 800	1,000-D	Border Bestg. Co. Box 231 470	MBS	E. H. Brown, Pres. Henry E. Sullivan, Gen. Mgr. P. G. Sewell, Coml. Mgr.	Bill Bunn, Prog. Dir. Bill Jackson, Prog. Service Mgr. Jack Ikner, Chief Engr. McGillvra Capitol, Standard UP
FLORENCE.....	WFLZ (Construction Permit) 970	5,000-D	Eugene E. Stone P. O. Box 1031	Eugene E. Stone, Owner
FLORENCE.....	WOLS 1230	250	Florence Bestg. Co. Inc. 129 S. Dargan St. 354	ABC KBS	M. F. Schinbhen, Pres. Nat L. Royster, Mgr. & Prog. Dir.	W. E. Pritchett, Chief Engr. Cox & Tanz Lang-Worth, Standard UP
GREENVILLE.....	WESC 660	5,000-D	Greenville Bestg. Co. Greenville	S. Russell, Pres. & Gen. Mgr. James B. Little, Coml. Mgr. Caldwell Cline, Prog. Dir.	Harmon I. Moseley, Prom. Mgr. Lewis Elias, Chief Engr. Lang-Worth, Standard AP
GREENVILLE.....	WFBC 1330	5,000	News-Piedmont Co. Poinsett Hotel 362	NBC	Roger C. Peace, Publisher Bevo Whitmire, Mgr. Robert Q. Glass Jr. Coml. Mgr.	L. Byron Jenkins, Prog. Dir. Nicholas P. Mitchell, Prom. Mgr. W. C. Etheredge, Chief Engr. Avery-Knodal Thesaurus UP
GREENVILLE.....	WMRC 1490	250	Textile Bestg. Co. Prevost Bldg. 5730	ABC	R. A. Jolley, Pres. W. Ennis Bray, Mgr. C. B. Denison, Coml. Mgr.	Bill Arrington, Prog. Dir. George D. Tate, Chief Engr. Burn-Smith World UP
GREENWOOD.....	WCRS 1450	250	Greco Inc. Textile Bldg. 4300	NBC KBS	Douglas Featherstone, Pres. Dan Crosland, Mgr. Ralph Norman, Coml. Mgr.	Philip Agresta, Prog. Dir. Charles M. Sparks, Chief Engr. Standard, World AP
HARTSVILLE.....	WHSC 1450	250	Hartsville Bestg. Co. Inc. College Ave. 654	MBS	C. H. Campbell, Pres. Raymond Caddell, Gen. Mgr. Ruth Covington, Coml. Sales Div.	Graham Caddell, Prog. Dir. Donald A. Brienien, Chief Engr. Cox & Tanz Thesaurus AP
NEWBERRY.....	WKDK 1240	250	Newberry Bestg. Co. 11 Radio Drive 143	MBS KBS Dixie	C. A. Kaufmann } J. F. Clarkson } Partners C. A. Kaufmann, Gen. Mgr. & Exec. Vice-Pres.	C. E. Bowers, Coml. Mgr. & Prom. Dir. L. Wayne Davis, Prog. & Station Mgr. G. E. Martin, Chief Engr. & Ops. Mgr. World AP
ORANGEBURG.....	WRNO 1450	250	WRNO Inc. Orangeburg	MBS

Now the Spartans have FM through WSPA-FM

No, we don't mean the ancient Spartans. We mean that the *modern* Spartans living in and around Spartanburg, South Carolina, have frequency-modulation radio.

Back in 1929, when radio was in short pants, we opened WSPA, the first AM station in South Carolina. Last November, operating on 92.1 megacycles, we opened WSPA-FM... the *first* FM station in the entire state of South Carolina.

For these past seventeen years, modern Spartans have been very well served by WSPA. With our recent power increase*, WSPA punches home to 151,458



affluent radio families in 16 North and South Carolina counties.

Textiles, plastics, wood industries, fruit and cotton make this 16-county area an advertiser's paradise. A paradise high government officials call "one of the *best-balanced* sections in the entire country."

And remember, WSPA *and* WSPA-FM swing the *balance* your way.

*5000 watts day and night on 950 kilocycles

WSPA

SPARTANBURG, SOUTH CAROLINA

Represented by Hollingbery

5000 watts day and night, 950 kc.

Walter J. Brown, Vice-Pres. and Gen'l Manager

CBS STATION

FOR THE SPARTANBURG-GREENVILLE MARKET

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to February 15, 1947)

SOUTH CAROLINA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
ROCK HILL.....	WRHI 1340	250	York County Bestg. Co. Rock Hill National Bank Bldg. 294	MBS	James S. Beaty Jr., Gen. Mgr. & Chief Engr.	William C. Beaty, Station & Coml. Mgr. Paul Marion, Prom. Dir.	Cox & Tanz World AP
SPARTANBURG.....	WORD 1400	250	Spartanburg Bestg. Co. 291 E. Main St. 875	ABC	J. M. Bryan } Co-Owners Smith Davis } F. M. Fitzgerald, Gen. & Coml. Mgr.	Alfred W. Becker, Prog. Dir. Marilyn Scruggs, Prom. Mgr. Frank Harr, Chief Engr.	Branham Lang-Worth AP
SPARTANBURG.....	WSPA 950	5,000	Spartanburg Adv. Co. 224 E. Main St. 2900	CBS	A. B. Taylor, Pres. Walter J. Brown, Vice-Pres. & Gen. Mgr. Guy Vaughan Jr., Coml. Mgr.	Ed. McGrath, Prog. Dir. Harold Beckholt, Chief Engr.	Hollingsbery Cole, World UP
SUMTER.....	WFIG 1340	250	Radio Station WFIG Inc. Radio Center Bldg. 1340	MBS KBS	Julius S. Brody, Pres.-Treas. T. D. Youngblood, Vice-Pres. & Gen. Mgr. John Bradshaw, Coml. Mgr.	Louise Burnette, Prog. Dir. Ed Tacy, Prom. Mgr. James L. Williams, Chief Engr.	Cox & Tanz Thesaurus AP
WALTERBORO.....	WALD (Construction Permit) 1490	250	Walterboro Bestg. Co. Walterboro

SOUTH DAKOTA

ABERDEEN.....	KABR 1420	5,000	Aberdeen Broadcast Co. 117½ S. Main St. 4626	MBS	H. Jewett Jr., Chairman of Board A. A. Fahy, Gen. Mgr. Fred Stellner, Coml. Mgr.	Eddie Weeks, Prog. Dir. John A. Griffin, Dir. Publ. Del T. Hunt, Chief Engr.	Walker Standard AP
DEADWOOD..... (Construction Permit) 1450	250	Daniels & Sons Bestg. System (Temp.) 463 Gladstone St. Sberidan, Wyo.	John Daniels } Eli Daniels } Equal Partners Harry Daniels }
HURON.....	KIJV (Construction Permit)	250	James Valley Bestg. Co. K. P. Bldg.	Max Staley, Pres.
MITCHELL.....	KMHK 1490	250	Mitchell Bestg. Assn. Mitchell	R. V. Eppel, Gen. Mgr. & Prog. Dir.
PIERRE.....	KGFX 630	200-D	Estate of Danna McNeil 203 W. Summit Ave. 351	KBS	Ida A. McNeil, Gen. Mgr.	Robert H. Dye, Chief Engr.	Cox & Tanz UP
RAPID CITY.....	KOTA 1380	5,000	Black Hills Broadcast Co. Hotel Alex Johnson 2000	CBS	R. J. Dean, Pres. & Gen. Mgr. Stan Lieberman, Sales Rep. Abner H. George, Prog. Dir.	Harry S. Peterson, Prom. Mgr. A. E. Griffiths, Engr. in Charge	Walker Lang-Worth, Standard AP
RAPID CITY.....	WCAT 1230-SH	100-D	State School of Mines Rapid City 1600	J. P. Connally, Pres. of School C. M. Rowe, Mgr. & Prog. Dir.	E. E. Clarke, Chief Engr. AP
SIOUX FALLS.....	KELO 1230	250	Midcontinent Bestg. Co. 203 S. Phillips Ave. 6363	NBC	Sam Fentle Jr., Pres. & Gen. Mgr. Ted Matthews, Vice-Pres. & Coml. Mgr. Evans Nord, Prog. Mgr.	Anton Moe, Prom. Mercb. Mgr. Ralph Bailey, Chief Engr.	Pearson Standard UP
SIOUX FALLS.....	KSOO 1140 L-WRVA	5,000	Sioux Falls Broadcast Assn. Inc. 317 Phillips Ave. 757	Morton H. Henkin, Pres. G. R. Hahn, Vice-Pres. & Gen. Mgr. R. Williams, Gen. Sales Mgr.	Verl K. Thomson, Prog. Dir. George J. Rohn, Prom. Mgr. Maxwell F. Staley, Chief Engr.	Wilson Standard, Thesaurus AP
VERMILLION.....	*KUSD 920 ST-KFNF	500	U. of South Dakota Union Bldg. 601-J	Irving R. Merrill, Dir. M. Margaret Sanger, Prog. Dir.	Stephen J. Graf, Chief Engr. AP
WATERTOWN.....	KWAT 1240	250	Midland Natl. Life Ins. Co. Watertown 777	KBS	F. L. Bramble, Secy. & Treas. M. W. Plowman, Mgr. Bernice Dowling, Prog. Dir.	George Blum, Prom. Dir. Francis Alwin, Chief Engr. Cole UP
YANKTON.....	WNAX 570	5,000	Cowles Bestg. Co. 2nd & Capitol Sts. 442	ABC, MBS Midwest	Gardner Cowles, Pres. R. R. Tischer, V.-P. & Gen. Mgr. Don E. Inman, Coml. Mgr.	Gene P. Loffer, Prog. Dir. James H. Allen, Prom. Mgr. Clifton M. Todd, Chief Mgr.	Katz Cole, Standard AP, UP

TENNESSEE

ATHENS.....	WLAR 1450	250	Athens Bestg. Co. N. Jackson St. 891	MBS	Lowell F. Arterburn, Owner C. C. Redfern, Gen. & Coml. Mgr. Otis Parker, Prog. Dir.	Al Peck, Publ. Robert R. Magill, Chief Engr.	Grant Standard UP
BRISTOL.....	WOPI 1490	250	WOPI Inc. 310 State St. 6230	NBC KBS Tenn. Valley	W. A. Wilson, Pres. & Gen. Mgr. Roy L. Russell, Coml. Mgr.	George O'Dell, Musical Dir.	Burn-Smith, Cummings Capitol, Lang-Worth, World UP
CHATTANOOGA 2.....	WAGC 1450	250	Tenn. Valley Bestg. Co. Hotel Patten 7-1128	MBS	V. Campbell, Gen. Mgr.	June Thurman, Traffic Dir. J. C. Vessells, Chief Engr.	Rambeau Lang-Worth AP



648,661 PEOPLE . . .

92,588 RADIO HOMES

**in South Carolina's
leading market**

Primary Coverage of 13 Counties

Retail Food Sales . . \$28,133,000

Retail Drug Sales . . . \$4,842,000

Total Retail Sales . \$124,979,000

**NBC Station for the Greenville,
Spartanburg, Anderson Market.**

WFBC

Greenville, South Carolina

**NBC 5000 WATTS
DAY AND NIGHT**

REPRESENTED BY AVERY-KNODEL, INC.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

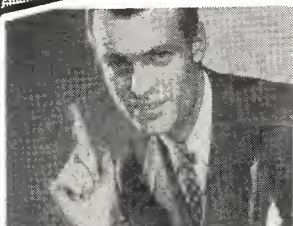
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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to February 15, 1947)

TENNESSEE—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
CHATTANOOGA 2	WAPO 1150	5,000-LS 1,000-N	WAPO Bestg. Service Read House 6-6141	NBC	R. G. Patterson, Gen. Mgr. Helen Patterson, Coml. Mgr. & Prog. Dir.	Frances Harley, Prom. Mgr. B. B. Barnes, Chief Engr. Headley-Reed Associated, Cole, Thesaurus AP
CHATTANOOGA 2	WDEF 1400 CP-1370	250 CP-5,000-LS 1,000-N	WDEF Bestg. Co. Volunteer Bldg. 6-5664	ABC	Joe W. Engel, Pres. Frank S. Lane, Gen. Mgr. Ken Flenniken, Coml. Mgr.	Cbarles Gullickson, Prog. Dir. B. C. Baker, Chief Engr. Weed Standard UP
CHATTANOOGA 2	WDOD 1310	5,000	WDOD Bestg. Corp. Hamilton Natl. Bank Bldg. 6-5117	CBS	N. A. Thomas } Owners Earl W. Winger } Carter M. Parham, Coml. Mgr.	G. A. McPherson, Prog. Dir. Elmer D. Kammer, Merch.-Prom. W. Roy Ownes, Chief Engr. Raymer Lang-Worth, Standard UP
CLARKSVILLE	WJZM 1400	250	William Kleeman 409 Madison 2295	MBS KBS	William Kleeman, Owner W. E. Williams, Gen. Mgr. William Harris Jr., Coml. Mgr.	Clay Cline Jr., Prog. Dir. John Bailey, Chief Engr. Cox & Tanz World AP
CLEVELAND	WBAC 1340	250	Robert W. Rounsaville Radio Center 62	MBS	R. W. Rounsaville, Owner & Gen. Mgr. Mrs. R. W. Rounsaville, Coml. Mgr.	Claudia Maxwell, Prom. Mgr. Bill Lange, Tech. Dir. Bill Stuart, Chief Engr. Lang-Worth UP
COLUMBIA	WKRM 1340	250	Middle Tennessee Bestg. Co. Inc. Columbia 1340	MBS KBS	R. M. McKay, Jr. } Chief owners R. M. McKay, Sr. } R. M. McKay, Jr., Pres. & Gen. Mgr.	Chesley J. Smith, Prog. Dir. & Prom. Mgr. Revis V. Hobbs, Chief Engr. Burn-Smith Thesaurus UP
COOKEVILLE 1	WHUB 1400	250	WHUB Inc. Cookeville 200	CBS KBS	M. L. Medley, Pres. & Gen. Mgr. Joe Mahry, Station Dir.	J. M. Beasley, Prom. Dir. Charles Burch, Chief Engr. Cox & Tanz Lang-Worth UP
DYERSBURG	WDSG 1450	250	State Gazette Bestg. Co. Dyersburg 77	MBS KBS	Frank Armstrong, Acting Gen. Mgr.	Sam Pierce, Chief Engr. World
ELIZABETHTON	WBEJ 1240	250	Elizabethhton Bestg. Co. Elk Ave.	MBS	R. W. Rounsaville, Senior Partner A. D. Smith, Jr., Gen. & Coml. Mgr. Bill Lowery, Prog. Dir.	Martha Thomas, Prom. Dir. Bill Lange, Tech. Dir. James Byerly, Chief Engr. Thesaurus UP
GREENEVILLE	WGRV 1340	250	Greeneville Bestg. Co. Radio Bldg.	MBS	R. W. Rounsaville, Gen. Mgr. C. B. Marshall, Sta. & Coml. Mgr. Bob Corley, Prog. Dir.	Eileen O'Shaughnessy, Prom. Dir. Bill Lange, Tech. Dir. Paul Metcalf, Chief Engr. UP
HARRIMAN	WHBT (Construction permit) 1230	250	Harriman Bestg Co. Inc. Devonia & Crescent	Jere B. Brewer, Pres. N. L. Shields, Secy & Treas.	James R. O'Donnell, Station Mgr. Thesaurus UP
JACKSON 1	WTJS 1390	1,000	The Sun Publishing Co. Inc. 104 W. Baltimore St. 1106	ABC Mid-South	A. A. Stone, Vice-Pres. & Gen. Mgr. Frank S. Procter, Station Mgr. Paul Moore, Prog. Dir.	Leslie Brooks, Assist. Mgr. Robert Gordon, Chief Engr. Branham World AP, UP
JOHNSON CITY	WJHL 910	5,000-LS 1,000-N	WJHL Inc. 143 W. Main St.	ABC	W Hanes Lancaster, Pres. Ken Marsh, Mgr. & Coml. Mgr. David McClintock, Prog. Dir.	McBerney Burleson, Prom. Mgr. O. K. Garland, Chief Engr. Pearson Lang-Worth AP, UP
JOHNSON CITY	WTVN (Construction permit) 1050	1,000-D	Washington County Bestg. Corp. Buffalo & Wilson St.	M. T. McArthur, Pres.
KINGSPORT	WKPT 1400	250	Kingsport Bestg. Co. Inc. Box 870 5134	NBC Tenn. Valley	C. P. Edwards Jr., Pres. Jess Swicegood, Gen. Mgr. Paul L. Overbay, Prog. Dir.	Martin Karant, Prom. Mgr. Thomas Phillips, Jr. Chief Engr. Burn-Smith Cummings Lang-Worth, Standard, Thesaurus UP
KNOXVILLE 42	WBIR 1240	250	Radio Station WBIR Inc. 406 W. Church 4-3321	ABC	Gilmore N. Nunn, Pres. J. P. Hart, Mgr. & Coml. Mgr.	C. T. DeVois, Prog. Dir. & Prom. Mgr. J. Rex Horton, Chief Engr. Pearson Cole, Capitol, Standard UP
KNOXVILLE	WIBK 800	1,000-D	Independent Bestg. Corp. 708 S. Gay St.	Rev. J. Harold Smith } Marvin I. Thompson } Owners Myrtice R. Smith }
KNOXVILLE 24	WNOX 990	10,000	Scripps-Howard Radio Inc. 110 S. Gay St. 3-3171	CBS	Jack R. Howard, Pres. R. B. Westergaard, Vice-Pres. & Gen. Mgr. O. L. Smith, Station Dir.	Charles McMahon, Prog. Dir. K. D. Wright, Publ. & Prom. Dir. John L. Cole, Jr. Chief Engr. Branham Lang-Worth, Standard UP
KNOXVILLE	WROL 620	1,000-LS 500-N CP-5,000-U	Stuart Bestg. Co. 531 S. Gay St. 2-7111	NBC Tenn. Valley	S. E. Adcock, Owner & Gen. Mgr. Frank Gow, Station Dir. C. H. Frazier, Business Mgr.	John Reese, Prog. Dir. Allen Stout, Studio Dir. James N. Gilbert, Chief Engr. Blair Cummings Cole, Thesaurus, World AP
LEWISBURG	WJJM 1490	250	James J. Murray Lewisburg 695	J. J. Murray, Owner & Gen. Mgr.	Denzil Pulley, Chief Engr. World AP
MARYSVILLE	WGAP (Construction permit) 1400	250	Gateway Bestg. Co. Marysville	V. H. McLean } Owners George R. Dempster }
McMINNVILLE	WMMT 1230	250	McMinnville Bestg. Co. Inc. McMinnville	Sam J. Albritton, Pres.
MEMPHIS	WDIA 730	250-D	Bluff City Bestg. Co. 2074 Union Ave.	John R. Pepper } Owners Bert Ferguson }	Bert Ferguson, Gen. Mgr.
MEMPHIS 3	WHBQ 1400	250	Radio Station WHBQ Hotel Gayoso 8-6868	MBS	Dr. George S. Benson, Pres. E. A. Alburty, Gen. Mgr. & Prog. Dir.	E. Pournelle, Coml. Mgr. W. M. Roy, Chief Engr. Rambeau AP
MEMPHIS	WHHM 1340	250	WHHM Bestg. Co. Sterick Bldg. 37-4422	Herbert Herff, Owner. Patt McDonald, Gen. Mgr. & Coml. Mgr.	Helen Powers, Prog. Dir. J. Wilson, Prom. Mgr. W. Marsh, Chief Engr. Forjoe Cole, Lang-Worth, Standard AP
MEMPHIS 1	WMC 790	5,000	Memphis Publishing Co. 495 Union Ave. 8-7464	NBC Arkansas So Central	John H. Sorrells, Pres. H. W. Slavick, Gen. Mgr. J. C. Eggleston, Coml. Mgr.	John H. Cleghorn, Prog. Dir. Walter E. Frase, Publ. Dir. E. C. Frase Jr., Chief Engr. Branham Lang-Worth, Standard, Thesaurus UP

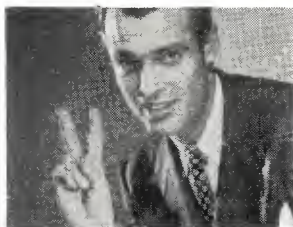
5 Reasons Why

★ **WMC** is your
★ **BEST RADIO BUY**
in **MEMPHIS**



1. NBC Outlet for MEMPHIS....

WMC supplies top NBC shows to Memphis and the Mid-South—the network programs that *most* people listen to *most*.



2. 5,000 Watts at 790 on the dial....

WMC broadcasts with 5,000 watts power day and night at 790 on the dial—for convenient tuning and clear reception throughout the vast Mid-South area.



3. Outstanding National, Regional, and Local SPOT SHOWS...

WMC constantly shows top Hooper ratings, with programs of proven popularity, keyed to the various segments of the Mid-South listening audience.



4. TOP Coverage of a TOP MARKET...

WMC, with a primary daytime coverage area embracing 684,460 radio homes*, and with an effective buying income of over one billion dollars (\$1,000,000,000)**, is truly the top station in a top market.

*BMB's 1946 Report

**Sales Management 1946 Survey of Buying Power



5. Owned and Operated by THE COMMERCIAL APPEAL

WMC is backed by the publicity and prestige of The Commercial Appeal, one of the South's largest newspapers.

★ **WMC**

The Station **MOST** People
Listen to **MOST**—in
★ **MEMPHIS**

NATIONAL REPRESENTATIVES • THE BRANHAM CO.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

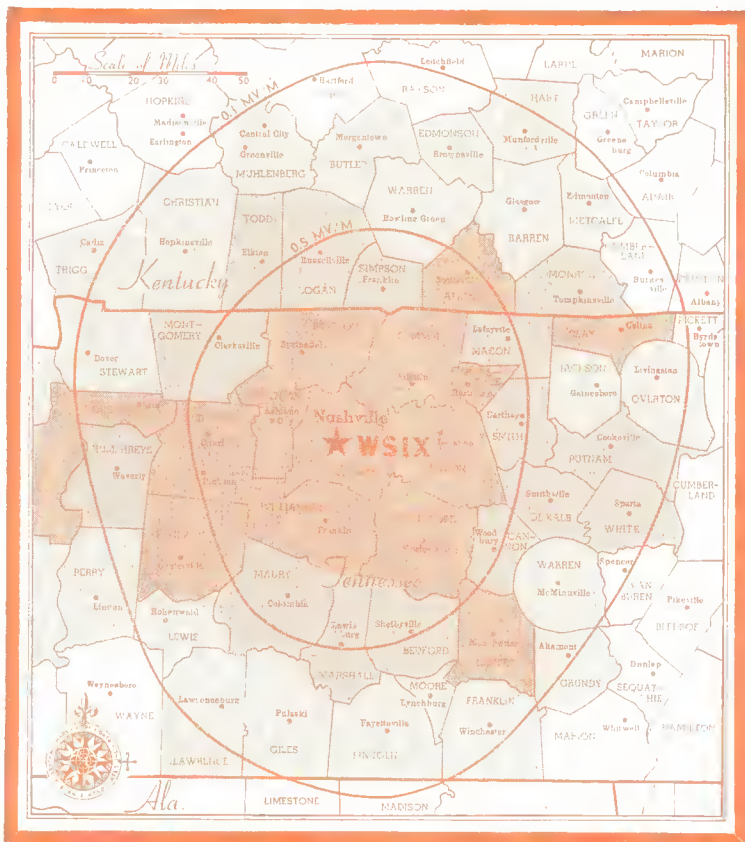
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TENNESSEE—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
MEMPHIS 3	WMPS 680	10,000-LS 5,000-N	WMPS Inc. 62 N. Main St. 5-2721	ABC	Abe Plough, Pres. H. R. Kreistein, Vice-Pres. & Gen. Mgr. Fred G. Christensen, Prog. Dir.	M. J. Vosse, Prom. Mgr. Joseph G. Deaderick, Chief Engr.	Broadcast Sales Wilson Associated, Standard AP, UP
MEMPHIS 3	WREC 600	5,000	WREC Bcstg. Service Hotel Peabody Bldg. 5-1313	CBS	Hoyt B. Wooten, Owner & Gen. Mgr. Hollis Wooten, Coml. Mgr.	Roy Wooten, Prog. Dir. S. D. Wooten Jr., Chief Engr.	Katz MacGregor, SESAC, World UP
MORRISTOWN	(Construction Permit) 1450	250	Cherokee Bcstg. Corp. Hamilton National Bank Bldg.	H. S. Walters, Pres.
MURFREESBORO	WGNS 1450	250	Murfreesboro Bcstg. Co. James K. Polk Hotel	MBS	Cecil Elrod, Gen. Mgr. Bill Pepper Jr., Station Mgr. L. M. Holshouser, Prog. Dir.
NASHVILLE	WKDA 1240	250	Capitol Bcstg. Co. Nashville	A. G. Beaman } Owners T. B. Baker Jr. }
NASHVILLE 3	WLAC 1510	50,000	WLAC Bcstg. Service Third Natl. Bk. Bldg. 6-0161	CBS	J. T. Ward, Owner F. C. Sowell, Gen. Mgr.	Paul Oliphant, Prog. Dir. F. D. Binns, Chief Engr.	Raymer Cole, Thesaurus World UP
NASHVILLE 3	WSIX 980	5,000	WSIX Bcstg. Station Nashville 5-5431	ABC MBS	J. M. Draughon, Owner & Gen. Mgr. L. R. Draughon, Owner & Assist. Mgr.	Eugene S. Tanner, Coml. Mgr. Otto Roush, Prog. Dir. Dr. Fred Schumann, Chief Engr.	Katz Standard AP
NASHVILLE 3	WSM 650	50,000	WSM Inc. National Bldg. 6-7181	NBC	Edwin W. Craig, Pres. Harry Stone, Vice-Pres. & Gen. Mgr. Winston S. Dustin, Coml. Mgr. Jack Stapp, Prog. Dir.	Bill Graham, Publ. Dir. George Reynolds, Chief Engr.	Petry Associated, Lang-Worth, World AP, INS
NASHVILLE	(Construction permit) 1300	5,000	Volunteer State Bcstg. Co. Nashville	Edward M. Kirby, Pres.
OAK RIDGE	WBOM (Construction Permit) 1490	250	Pellegrin & Gruenther Oak Ridge	F. E. Pellegrin } Owners H. H. Gruenther }
OAK RIDGE	WOND (Construction Permit) 1450	250	Highlands Broadcasters Inc. 2915 Compton Rd., Nashville 5 Nashville 8-9072	Sam K. Carson, Pres.	G. Paul Crowder, Secy.-Treas. & Gen. Mgr.	UP
PARIS	WTPR (Construction Permit) 710	250-D	Kentucky Lake Bcstg. System Inc. 100½ Market St. 1700	E. W. Smith, Pres.-Gen. Mgr. & Prog. Dir.	P. R. Feezor, Coml. & Prom. Mgr.	AP
PULASKI	WKSR 730	250-D	Pulaski Bcstg. Co. Radio Center	MBS	R. W. Rounsaville, Senior Partner	Bill Lange, Tech. Dir.	UP
SHELBYVILLE	WHAL 1400	250	Shelbyville Bcstg. Co.	MBS	R. W. Rounsaville, Partner & Gen. Mgr. Eugene E. Crowe, Coml. Mgr.	Charles Christian, Prog. Dir. W. F. Lange, Tech. Advisor T. M. Marsh, Chief Engr.	UP
UNION CITY	WENK 1240	250	Union City Bcstg. Co. First & Washington 801	MBS	B. Cary Brummel, Pres. A. B. Robinson, Gen. Mgr. W. M. Winsett, Coml. Mgr.	James Hoppers, Prog. Dir. James Thomas, Chief Engr.	UP World

TEXAS

ABILENE	KRBC 1450	250	Reporter Bcstg. Co. Abilene 6255	ABC Texas State	M. B. Hanks, Pres. H. Barrett, Vice-Pres. & Gen. Mgr. John Mingus, Coml. Mgr. & Prog. Dir.	Forest Lane, Merch. Dir. J. B. Casey, Chief Engr.	Pearson AP
ALICE	KBKI 1070	1,000-D	Alice Bcstg. Co. Alice Hotel	E. D. Lloyd, Pres. J. H. Mayberry, Gen. Mgr.	Harold Shumate, Coml. Mgr.	Capitol AP
ALPINE	KVLF 1490	250	Big Bend Broadcasters Holland Hotel	Barney H. Hubbs, Pres.	Glenn Burgess, Gen. Mgr.	AP
AMARILLO	KFDA 1230	250	Amarillo Bcstg. Corp. 109 E. 5th St. 5343	ABC	J. Lindsey Nunn } Chief Owners Gilmore Nunn } Howard Roberson, Gen. Mgr.	J. R. Moore, Coml. Mgr. Tom Priest, Prog. Dir. Noel Luddy, Chief Engr.	Pearson Capitol, World UP
AMARILLO	KGNC 1440 CP-710	5,000-LS 1,000-N CP-10,000	Plains Radio Bcstg. Co. Radio Bldg. 4242	NBC Lone Star	Gene Howe, Pres. Aubrey Jackson, Gen. Mgr. Noel E. Thompson, Assist. Mgr.	Bob Watson, Prog. Dir. William H. Torrey, Chief Engr.	T-H-S Cole, Standard, Thesaurus AP, UP
AUSTIN	KNOW 1490	250	Frontier Bcstg. Co. Inc. Capital National Bank Bldg. 2-6213	ABC Texas State	Gene Cagle, Pres. Louis R. Cook, Mgr. M. H. Coleman, Coml. Mgr.	Conrad Vernon, Jr., Prog. Dir. Robert Tobey, Prom. Mgr. James E. Lewis, Chief Engr.	Weed AP
AUSTIN 4	KTBC 590	5,000-LS 1,000-N	Radio Station KTBC Brown Bldg. 2-2424	CBS	Claudia T. Johnson, Pres. J. C. Kellam, Gen. Mgr. Ray E. Hill, Coml. Mgr.	Joe K. Phipps, Prog. Dir. Robert E. Robinson, Prom. Mgr. Frank W. Yeagley, Chief Engr.	T-H-S World AP
AUSTIN	KVET 1300	1,000	Austin Bcstg. Co., Inc. P. O. Box 1051 8-8521	MBS	J. B. Connally, Pres. & Gen. Mgr. Jake J. Pickle, Sales Mgr.	W. E. Syers, Prog. Dir. & Prom. Frank Yeagley, Chief Engr.	Forjoe UP
BAY CITY	KIOX 1110	1,000-D	Bay City Bcstg. Co. Bay City 642	MBS	J. G. Long, Managing Dir. V. V. Trembley, Gen. Mgr., George S. Lanham, Coml. Mgr.	J. Haigrove, Prog. & Prod. Mgr. Glenn Ellis, Supervising Engr.	Griffith Thesaurus AP
BEAUMONT	KFDM 560	5,000	Beaumont Bcstg. Corp. Edson Hotel 3883	ABC	D. A. Cannon, Pres. C. B. Locke, Secy.-Treas. & Gen. Mgr.	Dave Russell, Prog. Dir. Helen Caldwell, Prom. Mgr. L. M. Sanders, Chief Engr.	Free & Peters Long-Worth, Standard UP
BEAUMONT	KPBX (Construction permit) 1380	1,000-D	WCPZ Bcstg. Co. San Jacinto Bldg.	W. Paul Beville, Pres. & Gen. Mgr.
BEAUMONT	KRIC 1450	250	KRIC Inc. 130 Wall St. 4200	KBS	Mrs. J. L. Mapes, Pres. Ralph K. Maddox, Gen. Mgr. George K. Utley, Coml. Mgr.	Louis A. Breault, Prog. Dir. Ed Henry, Prom. Mgr. M. J. Easterwood, Chief Engr.	Branham Capitol, Thesaurus World AP



Here's the way **WSIX** covers the **NASHVILLE** market . . .

Coverage levels determined from 6,660 pieces of regular station mail received October 3, 1942 — January 2, 1943. Using the home county, (Davidson, Tenn.) as base, a ratio of mail per thousand Radio Homes was established.

- INTENSE**—All Counties with a ratio of mail per thousand Radio Homes 50% or better of base county ratio.
 - REGULAR**—All Counties with a ratio of mail per thousand Radio Homes 25%—50% of base county ratio.
 - SECONDARY**—All Counties with a ratio of mail per thousand Radio Homes 10%—25% of base county ratio.
- 0.5 MV/M and 0.1 MV/M measured by Ring & Clark, Radio Engineers, July, 1942.

NASHVILLE—a market with a Future— assured by the great Tennessee Valley expansion

Here are the Market Facts:

	MAIL SURVEY				FIELD INTENSITY SURVEY		
	Intense	Regular	Secondary	Total	0.5 MV/M	0.1 MV/M	Total
Population	517,522	286,459	445,981	1,249,962	610,984	668,093	1,279,077
Families	130,906	71,828	108,462	311,196	156,908	155,914	312,822
Radio Homes	89,913	39,993	57,615	187,521	106,771	80,580	187,351
Total Retail Stores	5,640	2,855	4,288	12,783	6,761	5,977	12,738
Sales \$	122,814	38,889	46,694	218,397	144,078	72,040	216,118
Food Stores	1,951	967	1,432	4,350	2,299	1,979	4,278
Sales \$	28,810	9,233	11,857	49,900	33,282	15,627	48,909
General Stores	277	408	701	1,386	407	1,079	1,486
Sales \$	2,920	3,816	7,538	14,274	4,096	10,596	14,692
General Merchandise Stores	203	156	179	538	270	264	534
Sales \$	14,297	4,716	6,559	25,572	17,400	6,202	23,602
Apparel Stores	260	65	122	447	307	140	447
Sales \$	10,648	1,342	2,327	14,317	11,382	2,642	14,024
Furniture-Household	155	103	97	355	212	146	358
Sales \$	6,145	1,484	669	8,298	7,190	1,822	9,012
Automotive Outlets	145	86	123	354	190	165	355
Sales \$	17,588	5,054	8,696	31,338	20,562	10,068	30,630
Filling Stations	726	365	606	1,697	827	833	1,660
Sales \$	9,596	3,753	5,299	18,648	11,542	6,987	18,529
Lumber-Bldg.-Hardware	148	97	160	405	247	215	462
Sales \$	7,151	2,984	5,367	15,502	9,703	6,224	15,927
Eating and Drinking Places	968	324	432	1,724	1,159	586	1,745
Sales \$	7,025	1,501	2,210	10,736	8,356	2,881	11,237
Drug Stores	308	72	117	497	238	144	382
Sales \$	5,375	1,504	2,216	9,095	6,294	2,706	9,000
Other Stores	499	212	319	1,030	605	426	1,031
Sales \$	13,259	3,502	3,956	20,717	14,271	6,285	20,556

All money values are in thousands of dollars. Radio Homes projected by NAB Research Dept. from U. S. Census, 1940. All other data from Sixteenth Decennial Census of U. S., 1940.

Represented Nationally
By
THE KATZ AGENCY, INC.



5,000 WATTS
980 KC.
AMERICAN
MUTUAL

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to February 15, 1947)

TEXAS—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
BEAUMONT.....	KTRM 990	250-D	KTRM Inc. Beaumont	Frank B. Neil Jr., Part-Owner Jack Neil, Mgr.	G. L. Kirk, Coml. Mgr. Ben F. Hughes, Chief Engr.
BIG SPRING.....	KBST 1490	250	Big Spring Herald Bestg. Co., Inc. 702 Johnson St. 1500	ABC Texas State	Jack Wallace, Gen. Mgr. William L. Cox, Coml. Mgr. Andrew M. Jones, Chief Engr.	Lloyd Hawkins, Prog. Dir. & Prom. Mgr.	Pearson Thesaurus AP
BORGER.....	KHUZ 1490	250	R. G. Hughes Highway 117 1600	R. G. Hughes, Owner Wayne Phelps, Gen. Mgr. Les Helmes, Coml. Mgr.	Larry Prihyl, Prog. Dir. Herman Kreiger, Chief Engr. Lang-Worth SESAC, World AP
BRADY.....	KNEL 1490	250	G. L. Burns Brady 77	KBS	G. L. Burns, Owner & Gen. Mgr. C. D. Reed, Coml. Mgr.	Daron Moore, Prog. & Prom. Dir. Cecil Nelin, Chief Engr.
BRENHAM.....	KWHI (Construction permit) 1280	1,000-D	Tom S. Whitehead 306 E. Main St.	Tom S. Whitehead, Owner		
BROWNSVILLE.....	KVAL 1490	250	KEEW Ltd. 2701 San Benito Rd. 1273	ABC	T. Frank Smith, Gen. Partner & Gen. Mgr. Roy Suher, Coml. Mgr.	Fred McCall, Prog. Dir. Dorothy Smith, Prom. Mgr. Troy Whitaker, Chief Engr.	Free & Peters AP
BROWNWOOD.....	KBWD 1380	1,000-LS 500-N	Brown County Bestg. Co. 800 Hawkins St. 2401	MBS KBS	Wendell Mayes, Pres. & Gen. Mgr. Frank T. Wilson, Coml. Mgr.	Mike Shapiro, Prog. Dir. & Prom. A. W. Stewart, Chief Engr.	Walker Standard UP
CHILDRESS.....	KCTX (Construction permit) 1510	250-D	Golden West Bestg. Co. 217 1/2 N. Main 1086	R. Malone Hagan, Pres. & Coml. Mgr. George D. Cowan, Gen. Mgr.	Leroy Carter, Prog. Dir. Hal Christenson, Chief Engr.
CLEBURNE.....	KCLE (Construction permit) 1120	250-D	Marti Inc. 414 N. Main St.	George W. Marti, Pres.		
COLLEGE STATION....	WTAW 1150	1,000-D	Agric. & Mech. College of Tex. Administration Bldg. 4-6724	ABC	G. B. Winstead, Gen. Mgr.	Frank J. Sosolik, Chief Engr.	Griffith SESAC, World AP
CORPUS CHRISTI.....	KEYS 1490	250	Nueces Bestg. Co. Centre Theatre Bldg. 2-7411	CBS	Bill Hughes, Gen. Mgr. Kelly Wofford, Coml. Mgr. Bill Crable, Prog. Dir.	Fred Burr, Station Mgr. Harold Griffith, Chief Engr.	T-H-S World UP
CORPUS CHRISTI.....	KRIS 1360	1,000	Gulf Coast Bestg. Co. Box 840 6354	NBC—MBS Lone Star	T. Frank Smith, Pres. & Gen. Mgr. R. S. Bush, Coml. Mgr. & Chief Engr.	Charles Nethery, Prog. Dir.	Free & Peters Standard AP
CORPUS CHRISTI.....	KSIX 1280	250	Corpus Christi Bestg. Co. Driscoll Bldg.	Vann M. Kennedy, Pres.	Charles R. Mannings, Coml. Mgr.
CORPUS CHRISTI.....	KWBU 1030	50,000-D	Century Bestg. Co. 912 Commerce St., Dallas, Texas Riverside 2431	ABC	Carr P. Collins, Pres. Carr P. Collins Jr., Vice-Pres. Homer Hogan, Mgr.	John Bachman, Radio Dir., Baylor U. Nestor Cuesta Jr., Chief Engr.	Branham AP
CORSICANA.....	KAND 1340	250	Alto, Inc. State National Bank Bldg. 2486	KBS	J. C. West, Pres. Auhrey H. Escoe, Gen. Mgr.	H. L. Cofer, Coml. Mgr. E. R. Hellums, Chief Engr. Cole, Thesaurus UP
DALLAS.....	KIXL (Construction Permit) 1040	1,000-D	Variety Bestg. Co. Inc. 2401 South Boulevard	Lee Segall, Pres.		
DALLAS.....	KRLD 1080	50,000	KRLD Radio Corp. Hotel Adolphus Central 6811	CBS	John W. Runyon, Pres. Clyde W. Rember, Managing Dir. William A. Roberts, Coml. Mgr.	Roy S. George, Prog. Dir. J. W. Crocker, Assist. Mgr. Roy M. Flynn, Tech. Supvr.	Branham Capitol, SESAC, Standard AP, INS
DALLAS 4.....	KSKY 660	1,000-D	SKY Bestg. Service Hotel Stoneleigh Central 6193	A. L. Chilton, Pres. & Gen. Mgr. R. G. Terrill, Coml. & Prom. Mgr.	Leonard Holland, Prog. Dir. Morris M. Ming, Chief Engr. Associated AP
DALLAS 2.....	WFAA ST-WBAP 820 570	50,000 5,000	A. G. Belo Corp. 122 Jackson St. Riverside-9631	NBC—ABC Texas Quality	E. M. Dealey, Pres. Martin B. Campbell, Gen. Mgr. R. W. Nimmons, Assist. Mgr.-Sales	Hal W. Thompson, Prog. Supvr. Robert W. Summers, Prom. Mgr. R. Collins, Assist. Mgr.-Tech.	Petry Associated, Thesaurus AP, UP
DALLAS 1.....	WRR 1310	5,000	City of Dallas Municipal Radio Bldg. Tenison 3-6101	MBS Texas State	Charles B. Jordan, Managing Dir. Dale Drake, Coml. Mgr.	Pete Teddlie, Prog. Dir. Durward J. Tucker, Chief Engr.	Weed AP
DEL RIO.....	KDLK (Construction Permit) 1230	250	Del Rio Bestg. Co. Del Rio			
DENTON.....	KDNT 1450	250	Harwell V. Shepard Kimbrough Bldg. 276	KBS	H. V. Shepard, Owner & Gen. Mgr.	 Thesaurus UP
EDINBURG.....	KURV (Construction Permit) 710	250-D	J. C. Looney Title Guarantee Bldg.	J. C. Looney, Owner	L. Aiken Jr., Gen. Mgr. & Coml. Mgr. World UP
EL PASO.....	KROD 600	1,000-LS 500-N	Roderick Bestg. Corp. Wyoming & Walnut Main 2020	CBS Southwest	Dorrance D. Roderick, Owner Val Lawrence, Gen. Mgr. Ted Hunt, Prog. Dir.	Frank Junell, Dir. Publ. Rel. & Prom. Edward P. Talhott, Chief Engr.	T-H-S Associated, Standard AP
EL PASO.....	KTSM 1380	1,000-LS 500-N	Tri-State Bestg. Co. Inc. P. O. Box 1976 Main 3122	NBC	Karl O. Wyler, Pres. & Gen. Mgr. Roy T. Chapman, Coml. Dir.	Jack Rye, Prog. Dir. Kenneth J. Walton, Chief Engr.	Hollingbery Lang-Worth, Thesaurus UP
FORT WORTH.....	KCNC 870	250-D	Blue Bonnet Bestg. Corp. Fort Worth	Jim Hill Speck, Pres. & Gen. Mgr. Robt. Shackelford, Prod. & Sales Mgr.	Jack Raymond, Prog. Dir. T. N. Lawrence, Chief Engr.
FORT WORTH 1.....	KFJZ 1270	5,000	Tarrant Bestg. Co. 1201 W. Lancaster 3-3474	MBS Texas State	Gene L. Cagle, Pres. & Gen. Mgr. Clyde Pemberton, Coml. Mgr. Russ Lamb, Prog. Dir.	Forrest Clough, Prom. Dir. Truett Kimzey, Tech. Supvr.	Weed AP, UP



TWO SHOTS FOR ONE PRICE

...cover Texas' Twin Cities with KFJZ-WRR

Yes, these two dominant Texas stations are together to double your sales impact in the billion-dollar Fort Worth-Dallas markets . . . for one budget-fitting price.

One price, with no extra costs, gives you coverage of both stations at simultaneous or separate hours.

For buying power look to Fort Worth and Dallas . . . for pulling power look to KFJZ and WRR.



MARKET DATA
.5 Millivolt Area

Population1,902,700
Retail Sales\$ 963,424,000
Food Stores\$ 237,279,000
Gen. Mds.\$ 200,747,000
Drug Stores\$ 51,153,000
Buying Income	\$1,996,237,000
*Bank Debits\$9,106,710,000
†Radio Homes376,844
*Fort Worth Dallas Only	
†Radio Market Data Handbook	

TEXAS' BEST RADIO BUY

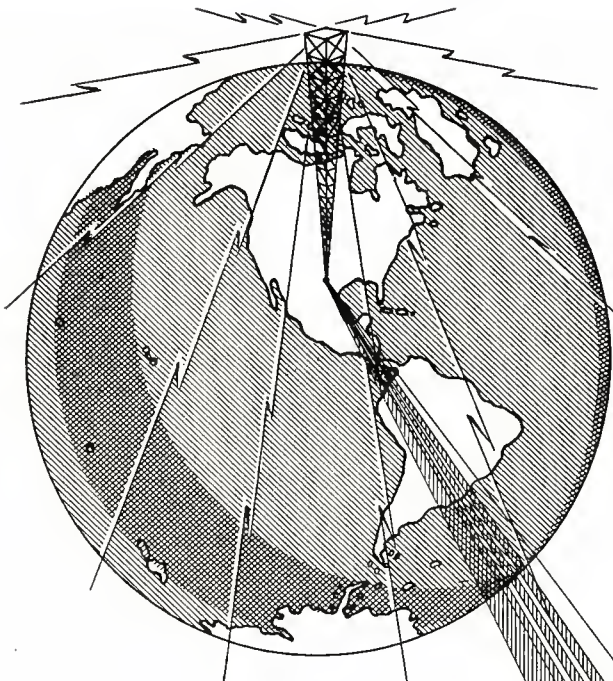
KFJZ
FT. WORTH

WRR
DALLAS

TWO STATIONS FOR ONE PRICE

**NATIONAL REPRESENTATIVE
WEED & COMPANY**

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD



**WE DON'T COVER
THE WORLD**

BUT . . .

**WE DO COVER THE
GREAT
SOUTH PLAINS
AREA OF TEXAS
WITH 1,000 WATTS**

- 1000 WATTS - DAY AND NIGHT
- AFFILIATED WITH MBS
- A P NEWS WIRE
- WORLD TRANSCRIPTION SERVICE

THE NEW SALES VOICE OF THE



Rich South Plains

ONE OF THE FASTEST
GROWING MARKETS
IN THE UNITED STATES

T E X A S

KRCB

JOE H. BRYANT
MANAGER

CAPROCK BROADCASTING COMPANY ● LUBBOCK, TEXAS

BROADCASTING ● Telecasting

*In the Great
Southwest Market*

DALLAS

*Studios in
DALLAS
and
FT. WORTH*

KRLLD

*The
TIMES HERALD
Station*

*Is Your Best Buy
Day or Night*

FT. WORTH



Exclusive CBS Outlet for DALLAS - FORT WORTH
50 K. W. 1080 K. C.

Represented by the BRANHAM COMPANY



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to February 15, 1947)

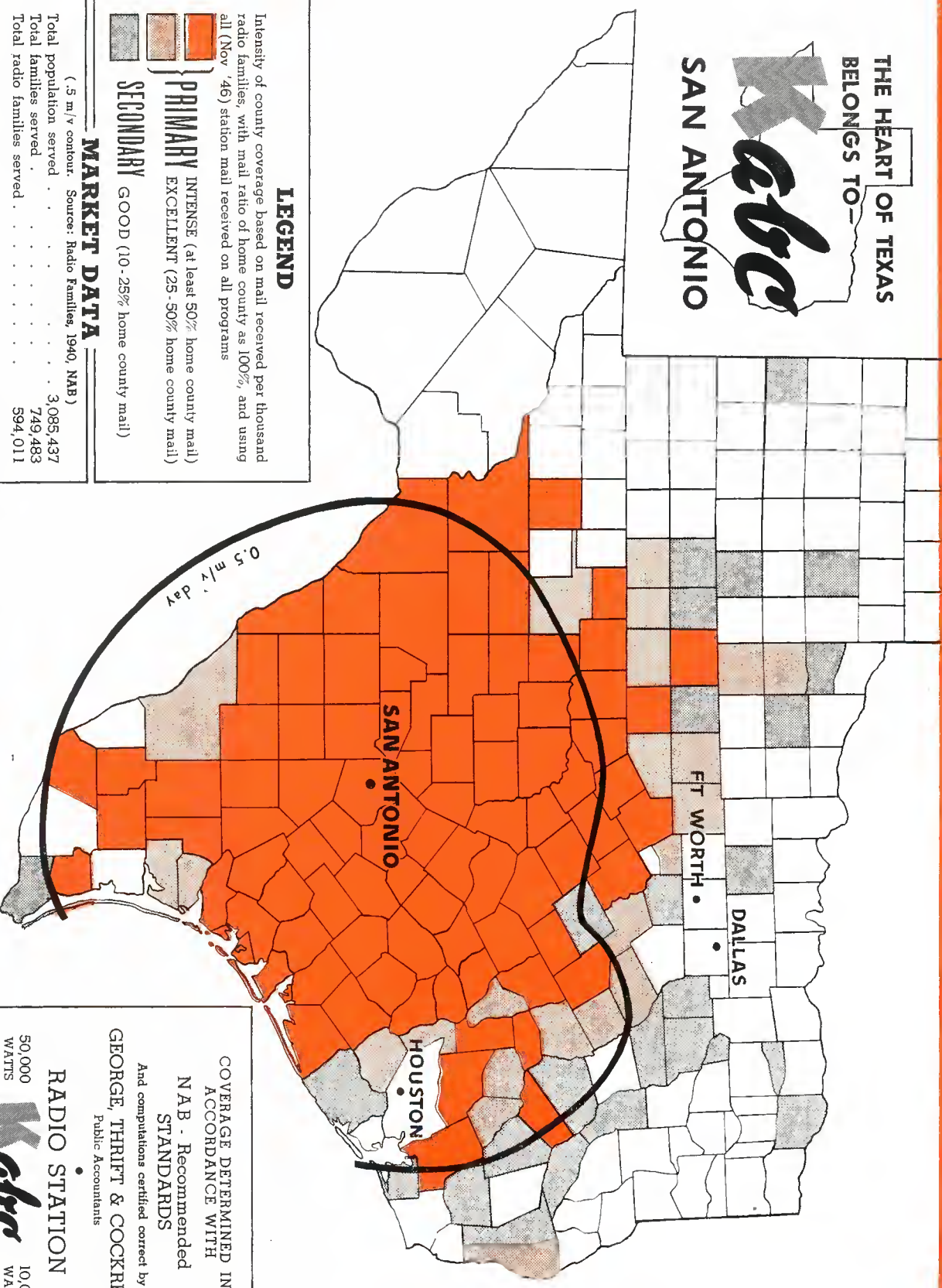
TEXAS—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
FORT WORTH 1.....	KWBC 970	1,000-D	Worth Bestg. Co. Houston at 9th 2-9281	Judge P. W. Seward, Pres. J. E. Rennie, Gen.&Sales Mgr.	C. Alton Cocke, Prog. Mgr. R. W. Chapman, Chief Engr.	Rambeau Standard AP
FORT WORTH 4.....	KXOL 1360	1,000	Fort Worth Bestg. Co. Inc. 1216 Pennsylvania Ave. 3-7221	F. M. Skinner, Pres. Russ N. Lamh. Secy. & Gen. Mgr.	John R. Crouse, Vice-Pres. Lang-Worth AP
FORT WORTH 2.....	WBAP ST-WFAA 820 570	50,000 5,000	Carter Publications Inc. Medical Arts Bldg. 3-1234	NBC Texas Quality	Amon G. Carter, Pres. Harold V. Hough, Radio Supvr. George Cranston, Station Mgr. Roy I. Bacus, Coml. Mgr.	O. K. Baldwin, National Sales Mgr. Ed Lally, Prog. Dir. Jack Rogers, Prom. Mgr. R. C. Stinson, Tech. Supvr.	Free & Peters Cole, Lang-Worth, World AP
GALVESTON.....	KGBC (Construction permit) 1540	1,000-D	James W. Bradner Jr. Galveston	James W. Bradner Jr., Owner Jerry Fisher, Mgr.	Dean Turner, Prog. Dir. Jesse Sims, Chief Engr.
GALVESTON.....	KLUF 1400	250	KLUF Bestg. Co. Inc. 319½ 21st St. 6676	MBS KBS	G. Roy Clough, Pres.	Lee Clough, Vice-Pres. & Gen. Mgr.	Rambeau World UP
GOOSE CREEK.....	KRCT 650	250-D	Bay Bestg. Co. P. O. Box 622	Carter Quinn Alexander, Pres.
GREENVILLE.....	KGVL 1400	250	Truett Kimzey Graham-Fagg Bldg. 2066	MBS KBS Texas State	Truett Kimzey, Owner Earle Fletcher, Mgr.	Charlie Payne, Prog. Dir. Tom E. Clyce, Chief Engr. AP
HARLINGEN.....	KGBS 1240	250	Harhenito Bestg. Co. P. O. Box 711 1400	CBS	McHenry Tichenor, Pres. Troy McDaniel, Mgr. Dave Bennett, Coml. Mgr.	Frank Parker, Prog. Dir. Bill Porter, Chief Engr.	Wilson Associated, Standard AP
HENDERSON.....	KGRI (Construction permit) 1,000	250-D	Goggan Radio Sales 115 N. Jackson St.
HOUSTON 1.....	KATL 1590	1,000	Texas Broadcasters Co. State Nat'l. Bank Bldg.	Fred Weher W. H. Talbot E. A. Stephens	} Owners	Weed Lang-Worth, SESAC AP
HOUSTON.....	KCOH 1480	1,000-D	Lee Segall Bestg. Co. Houston	Lee Segall, Pres.
HOUSTON 2.....	KPRC 950	5,000	Houston Post Co. Lamar Hotel Fairfax 7101	NBC Texas Quality	W. P. Hobby, Pres. Jack Harris, Mgr. Jack McGrew, Prog. Dir.	Ray Herndon, Prom. Mgr. H. T. Wheeler, Chief Engr.	Petry Lang-Worth, Thesaurus AP
HOUSTON 4.....	KTHT 1230	250	Texas Star Bestg. Co. Southern Standard Bldg. Capitol 6246	MBS Texas State	Roy Hofheinz, Pres. Ted Hills, Station & Coml. Mgr.	Francis Gilbert, Prog. Dir. & Prom. Mgr. Louis I. Jelly, Chief Engr.	Associated, Capitol UP
HOUSTON 1.....	KTRH 740	50,000	KTRH Bestg. Co. Rice Hotel Preston 4861	CBS	B. F. Orr, Gen. Mgr. Ray E. Bright, Coml. Mgr. Ted E. Nahors, Prog. Dir.	George McCormick, Prom. Mgr. T. L. Hiner, Tran. Supvr. K. H. Robinson, Dir. of Puhl Rel. & Prom.	Blair World UP
HOUSTON 2.....	KXYZ 1320	5,000	Harris County Broadcast Co. Gulf Bldg. Capitol 6151	ABC Lone Star	M. Tilford Jones, Pres. & Gen. Mgr. Reese Reinecker, Manager Bill Bennett, Sales & Coml. Mgr.	Jack Edmunds, Prog. Mgr. Bettye Burke, Prom. Mgr. Gerald Chinski, Chief Engr.	Free & Peters Standard AP
HUNTSVILLE.....	KSAM 1490	250	J. G. Long Bay City, Tex.	MBS KBS	J. G. Long, Owner J. B. McShan, Gen. Mgr. Harvard Bailes, Coml. Mgr.	E. W. Oliphant, Prog. Dir. Claude Roberts, Prom. Mgr. Frank Wood, Chief Engr. AP
JACKSONVILLE 1.....	KEBE 1400	250	Billy A. Laurie P. O. Box 1312 2211	KBS	Billy A. Laurie, Owner Bill Laurie, Gen. & Coml. Mgr.	Mrs. Emo Laurie, Prog. Dir. William McCreary, Chief Anncr.	Walker Lang-Worth, SESAC UP
KILGORE.....	KOCA 1240	250	Oil Capital Bestg. Assn. 102½ E. North St. 616	KBS	Roy G. Terry, Pres. H. A. Degner, Gen. & Coml. Mgr.	Fred Lindquist, Prog. & Prom. Mgr. Karem O. Soule, Chief Engr. SESAC AP
LAMESA.....	KPET (Construction permit) 690	250-D	Riley Orlan Parker 510 N. Katherine St.	Riley O. Parker, Owner
LAREDO.....	KPAB 1490	250	Laredo Bestg. Co. Hamilton Hotel 2124	MBS KBS	Howard W. Davis, Pres. Mrs. Doane Chapman, Gen. & Coml. Mgr.	Ted Nelson, Prog. Dir. K. Hulan Smith, Chief Engr.	McGillvra SESAC
LITTLEFIELD.....	KVOW (Construction permit) 1490	250	J. C. Rothwell (Temp.) P. O. Box 312 Huntsville, Tex.	J. C. Rothwell, Owner
LONGVIEW.....	KFRO 1370	1,000	Voice of Longview Glover-Crim Bldg. 411	ABC KBS Texas State	James R. Curtis, Pres. Lang-Worth AP
LUBBOCK.....	KCBD 1590	1,000	Caprock Bestg. Co. 1803 Broadway 6348	MBS	Joe H. Bryant, Pres. & Gen. Mgr.	Ernest Green, Chief Engr. World AP
LUBBOCK.....	KFYO 1340	250	Plains Radio Bestg Co. Inc. 914 Ave. J 5567	ABC Lone Star	Gene A. Howe, Pres. O. L. (Ted) Taylor, Exec. Gen. Mgr. DeWitt Landis, Station Mgr. Rex Wehster, Coml. Mgr.	James Stiff, Prog. Dir. Frank Holloway, Prod. Mgr. W. S. Bledsoe, Chief Engr.	T-H-S Associated, Cole AP, UP

NOTE—Stations are assigned fulltime, but divide time between two channels. NBC rides 820 kc. clear channel; ABC rides 570 kc. regional channel. When WFAA operates on clear channel, WBAP operates on regional, and vice versa. Both channels are for combined coverage of Dallas-Fort Worth market areas.

50,000 Watts on 680 KC Delivers "The Heart of Texas"

THE HEART OF TEXAS
BELONGS TO—



LEGEND

Intensity of county coverage based on mail received per thousand radio families, with mail ratio of home county as 100%, and using all (Nov '46) station mail received on all programs

- PRIMARY INTENSE (at least 50% home county mail)
- PRIMARY EXCELLENT (25-50% home county mail)
- SECONDARY GOOD (10-25% home county mail)

MARKET DATA

(.5 m/v contour. Source: Radio Families, 1940, NAB)
 Total population served 3,085,437
 Total families served 749,483
 Total radio families served 594,011

COVERAGE DETERMINED IN
ACCORDANCE WITH
NAB - Recommended
STANDARDS

And computations certified correct by
GEORGE, THRIFF & COCKRELL
Public Accountants

RADIO STATION
Kabc
SAN ANTONIO

50,000 WATTS Day
10,000 WATTS Night

Ask Any Weed Salesman

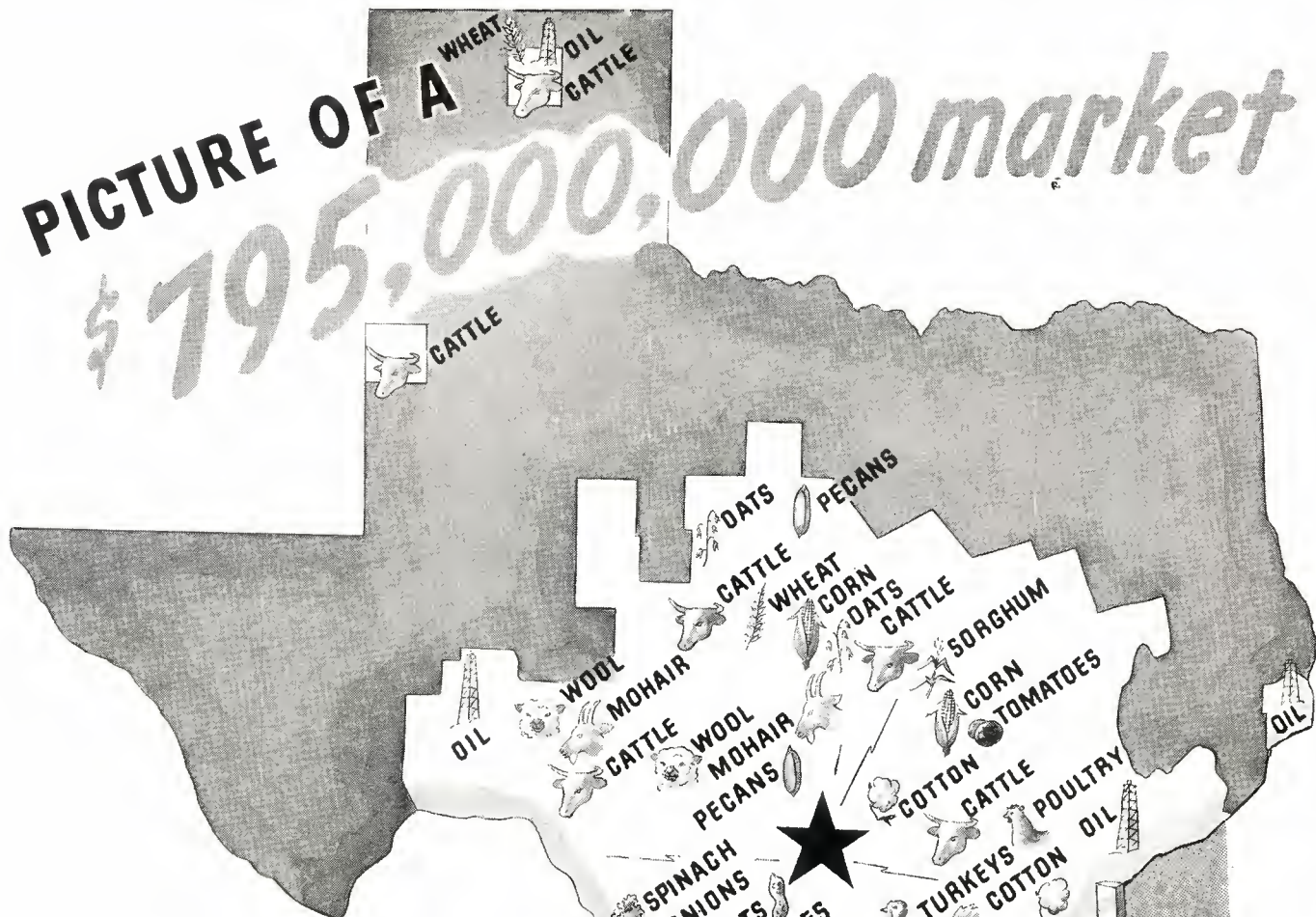
DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
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TEXAS—(Continued)

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LUBBOCK	KSEL 950	1,000-D	Luhhock Bestg. Co. Box 1524 6376	Walter G. Russell, Pres. Clyde H. Smith, Gen. & Coml. Mgr.	Hugh Harling, Prog. Dir. & Prom. Mgr. Roger V. Hively, Chief Engr.	Lang-Worth AP
LUBBOCK (Construction permit) 1450	250	South Plains Bestg. Co. Lubhock	John R. Fullingim, Principal Owner
LUFKIN	KRBA 1340	250	Darrell E. Yates 108½ S. First 272	MBS KBS	Darrell E. Yates, Owner-Operator-Mgr. Richman Lewin, Prog. Dir. & Prom. Mgr.	Ambrose Maxim, Chief Engr.	Cox & Tanz Thesaurus AP
MARSHALL	KMHT (Construction permit) 1450	250	Marshall Bestg. Co. N. Washington St.	J. P. Duncan, Pres.
McALLEN	KRIO 910	1,000	Valley Bestg. Assn. P. O. Box 1311	MES	Owen Council, Pres.	Ingham S. Roberts, Gen. Mgr.
MIDLAND	KCRS 1230 CP-550	250 CP-5,000-LS 1,000-N	Millard Eidson 117 S. Loraine 1080	KES Texas State	J. M. McDonald, Mgr. Gladys Lee McDonald, Coml. Mgr. H. M. Shade, Prog. Dir.	William Joyce, Prom. Mgr. Jack Cecil, Chief Engr.	Thesaurus AP
MINERAL WELLS	KORC 1140	250-D	Alfred Achilles Corcanges Baker Hotel 319	Achilles Corcanges, Cwner Theil W. Sharpe, Managing Dir. & Coml. Mgr.	Eddie Evans, Prog. Dir. Vernon L. Mallory, Chief Engr.	Thesaurus AP
MONAHONS	KVKM (Construction permit) 1340	250	Monahons Bestrs. 102 S. Minar St.	James W. Stuckey, Pres.
NACOGDOCHES	KOSF 1230	250	Kelly Bell (Temp.) P. O. Box 305	Kelly Bell, Owner
NACOGDOCHES	KSFA (Construction permit) 860	500-D	Wilhur Courtland Fouts (Temp.) 121 Greenway Drive Florence, S. C.	Wilbur C. Fouts Owne
ODESSA	KECK 920	1,000-D	Ector County Bestg. Co. Box 672 1300	Ben Nedow, Chief Owner Jan King, Gen. & Coml. Mgr.	William Chambers, Prog. Dir. & Prom. Mgr. James Kimbrell, Chief Engr.	Wilson Associated Lang-Worth MacGregor Standard AP
ODESSA	KOBE (Construction permit) 1360	5,000-D	Odessa Bestg. Co. Crane Highway
ODESSA	KOSA 1450	250	Southwestern Bestg. Corp. 115 W. Sixth	CBS Southwest	Dorrance Roderick, Vice-Pres. C. L. Trigg, Gen. Mgr.	John Rahn Braue, Prog. Dir. James Simpson, Chief Engr.	T-H-S Capitol SESAC AP
ODESSA I	KRIG 1410	1,000	Oil Center Bestg. Co. 111 E. Fifth St. 2180	MBS	R. O. Canon, Pres. John Thorwald, Gen. & Coml. Mgr.	Clarence M. Garnes, Prog. Dir. E. H. Hendrick, Prom. Mgr. Earl C. Pace, Chief Engr.	Griffith World UP
PALESTINE	KNET 1450	100	Palestine Bestg. Corp. Municipal Bldg. 8686	MBS KBS	Gordon B. McLendon, Managing Dir. Joe J. Brown, Station Mgr. Dennis Sullivan, Coml. Mgr.	La Veda Wilhanks, Prog. & Traffic Dir. D. D. Dickson Jr., Chief Engr.	Griffith Standard Thesaurus UP
PAMPA	KPDN 1340	250	Radio Station KPDN 212½ N. Ballard 1100	MBS KBS	C. H. Hoiles Harry Hoiles Jane Hoiles Hardie } Partnership John Michel, Station Mgr.	C. A. Donaldson, Coml. Mgr. Ken Bennett, Prog. Dir. D. E. Smith, Chief Engr.	World AP
PARIS	KPLT 1490	250	North Texas Bestg. Co. Hotel Gibraltar 1124	ABC Texas State	E. G. Pat Mayes, Pres. A. Boyd Kelley, Gen. & Coml. Mgr.	Pat Steel, Prog. Dir. & Prom. Mgr. Boh Harmon, Chief Engr. AP
PECOS	KIUN 1400	250	Jack Hawkins & Barney Huhhs 316 S. Cedar 21	KBS	Jack Hawkins, Gen. Mgr. Donald R. Brooks, Coml. Mgr. David M. Martin, Prog. Dir.	Barney Hubbs, Prom. Mgr. Harry W. Boehemann, Chief Engr.	Griffith Cole UP
PLAINVIEW	KVOP 1400	250	W. J. Harpole 111 W. 6th St. 1400	MBS KBS	W. J. Harpole, Owner William T. Kemp, Gen. Mgr. Kermit Ashby, Coml. Mgr.	Al Turner, Prog. Dir. Wade Ehling, Prom. Dir. Carl Cook, Chief Engr.	Griffith Standard AP
PORT ARTHUR	KOLE (Construction permit) 1340	250	Port Arthur Bestg. Co. P. O. Box 1126	Socs Vrats, Gen. Mgr. Gray Harrower, Coml. Mgr. Mary Anne Petru, Prog. Dir.	Hal Parkes, Assist. to Mgr. Ben Hughes, Chief Engr.	Thesaurus AP
PORT ARTHUR	KPAC 1250	1,000-LS 500-N	Port Arthur College 1515 Lake Shore Drive 7458	MBS	John Loftus, Gen. Mgr. Marjorie Vickers, Assist. Mgr.	Corinne Enos, Prog. Dir. Glenn Boatright, Chief Engr.	Standard World INS
SAN ANGELO	KGKL 960	5,000-LS 1,000-N	KGKL Inc. P. O. Box 850 6715	ABC Texas State	Henry C. Ragsdale, Pres. Lewis O. Seibert, Gen. Mgr. Myrl Stein, Coml. Mgr.	Evelyn Nettleton, Prog. Dir. Frank Jones, Chief Engr.	Pearson AP
SAN ANTONIO	KABC 680	50,000-LS 10,000-N	Alamo Bestg. Co. Milam Bldg. Fannin 3126	ABC Texas State	Gene L. Cagle, Pres. Charles W. Balthrope, Station Mgr.	Bill Michaels, Assist. Station Mgr. Joseph B. Haigh, Chief Engr.	Weed World AP
SAN ANTONIO 3	KCOR 1350	1,000-D	Raoul A. Cortez 214 Broadway Cathedral 1301	Raoul A. Cortez, Owner Chas. F. Harris, Gen. Mgr. Wm. P. Smythe, Coml. Mgr.	Marvin N. Broyles, Prog. Dir. (English) Lalo Astol, Prog. Dir. (Spanish) Kenneth R. Hyman, Chief Engr. AP, UP
SAN ANTONIO 5	KMAC 1240	250	The Walmac Co. Natl. Bank of Commerce Bldg. Cathedral 6211	MBS Texas State	Howard W. Davis, Owner & Gen. Mgr. Earl J. Hawthorne, Coml. Mgr.	Tony Bessan, Prog. Dir. E. E. Case, Chief Engr.	McGillvra Lang-Worth AP
SAN ANTONIO	KONO 1400	250	Eugene J. Roth 317 Arden Grove Fannin 5171	Eugene J. Roth, Owner James M. Brown, Gen. & Coml. Mgr.	Albert F. LaCoste, Prog. Dir. George Ing, Chief Engr.	Forjoe Lang-Worth MacGregor AP
SAN ANTONIO 6	KTSA 550	5,000-LS 1,000-N	Sunshine Bestg. Co. Gunter Hotel Garfield 1251	CBS Lone Star	Gene A. Howe, Pres. George W. Johnson, Gen. Mgr. Rex Preis, Coml. Mgr.	Merrill Myers, Prog. Dir. Owen Johnson, Prom. Mgr. W. G. Egerton, Chief Engr.	T-H-S Associated Lang-Worth SESAC AP, UP
SAN ANTONIO 6	WOAI 1209	50,000	Southland Industries Inc. 1031 Navarro St. Garfield 4221	NBC Texas Quality	G. A. C. Half, Chairman of Board Hugh A. L. Half, Pres. & Mgr. Jack Keasler, Assist. & Coml. Mgr.	Monte Klehan, Prog. Dir. Fred A. Peery, Prom. & Merch. Mgr. Charles Jeffers, Tech. Dir.	Petry Lang-Worth Standard AP, UP, INS

PICTURE OF A \$795,000,000 market



This is a picture of WOAI's "Texas 88"—the eighty-eight counties served by WOAI in its daytime primary range. Principal crops and natural resources are shown—in addition, new industries and new agricultural enterprises are constantly being developed. According to an industrial survey, any crop which can be grown in the United States—and many grown in foreign countries—can be cultivated profitably in Southwest Texas.

The present annual buying power of these counties, as estimated by the United States Department of Commerce, is already \$795,413,000—and this is a growing market!

According to the latest Broadcasting Measurement Bureau Survey, there were 545,620 families in this area in 1945 and 77.9% of these had radios—an increase of about 40% over 1940.

WOAI is the only 50,000 watt, clear channel broadcasting station serving this territory and its programs are arranged to suit its diversified audience.

WOAI's service is known and liked by these thousands of potential buyers—which makes WOAI the logical medium for reaching this wealthy market.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

WOAI *San Antonio*

REPRESENTED NATIONALLY BY EDWARD PETRY & CO

50,000 WATTS Clear CHANNEL

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to February 15, 1947)

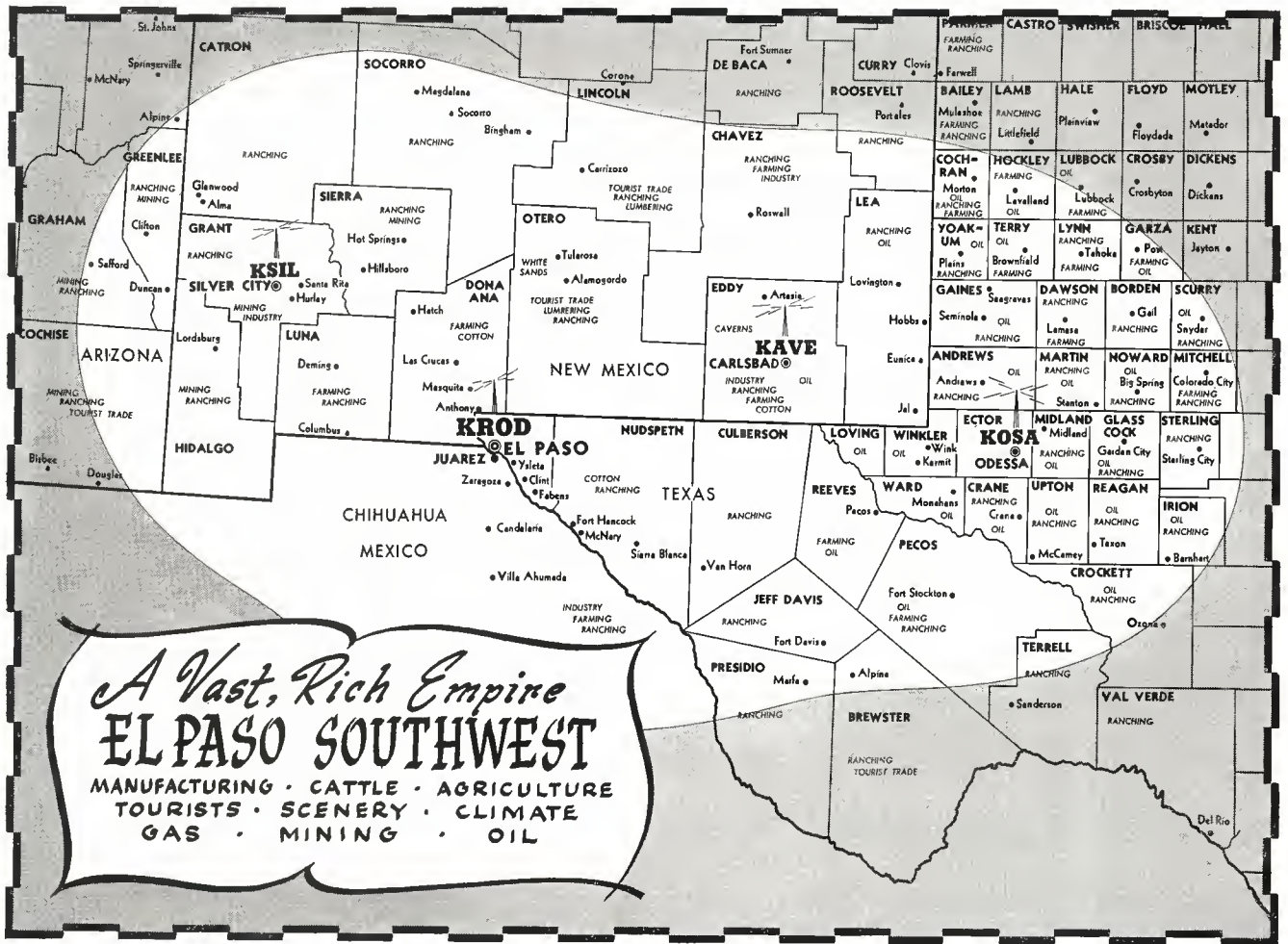
TEXAS—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
SHERMAN.....	KRRV 910	1,000	Red River Valley Bestg. Corp. 421 Crockett St. (Sherman) Fannin & Owing Sts. (Denison) 201 (Sherman) 423 (Denison)	MBS Texas State	G. H. Wilcox, Pres. L. L. Hendrick, Mgr., Sherman B. V. Hammond Jr., Mgr., Denison Otis McKinzie, Sales Mgr., Sherman	Orvin Franklin, Sales Mgr., Denison W. E. Wilcox, Prog. Dir., Sherman John McClain, Prog. Dir., Denison T. E. Spellman, Chief Engr.	Adv. Time Sales Standard World UP
STAMFORD.....	KDWT 1400	250	David W. Ratliff Stamford 21	David W. Ratliff, Owner-Mgr.	
SULPHUR SPRINGS...	KSST 1230	250	Hopkins County Bestg. Co. Sulphur Springs	
SWEETWATER.....	KXOX 1240	250	Sweetwater Radio Inc. Rohy Highway 70 2341	MBS KBS	J. S. McBeath, Pres. J. Harley Hubbard, Mgr. & Coml. Mgr.	Zeh Williams, Prog. Dir. Bill Herring, Prom. Dir. J. T. Allen, Chief Engr.	Cole Standard UP
TEMPLE.....	KTEM 1400	250	Bell Bestg. Co. Inc. P. O. Box 136 5252	MBS KBS Texas State	Frank W. Mayhorn, Pres. Burton Bishop, Mgr. Charles F. Whitesides, Coml. Mgr.	Edwin Callaway, Prog. Dir. Homer A. Cook, Chief Engr.	Lang-Worth UP
TEXARKANA.....	KCMC 1230	250	KCMC Inc. Texarkana	ABC Arkansas Texas State	Frank O. Myers, Gen. Mgr. Thomas Dillahunt, Coml. Mgr. Herman Cecil, Prog. Dir.	Donald Myers, Prom. Mgr. Harvey Rohertson, Chief Engr.	T-H-S Thesaurus AP
TEXARKANA.....	KTFS 1400	250	Texarkana Bestg. Co. 409 1/2 State Line Ave. 867	MBS KBS	David M. Segal, Gen. Mgr. Les Eugene, Prog. Dir.	Henry N. Fones, Chief Engr.	Griffith World
TYLER.....	KGKB 1490	250	Jas. G. Ulmer & Jas. G. Ulmer Jr. 115 S. College 1106	MBS	Jas. G. Ulmer, Owner & Operator M. E. Danhom, Coml. Mgr. John P. York, Prog. Dir.	Minnie B. Ulmer, Prom. Mgr. Clark Walcott, Chief Engr.	Grant Pearson Lang-Worth Standard UP
UVALDE.....	KVOU 1490	250	Harpole, Harpole & Kemp Uvalde	KBS	W. J. Harpole, Chief Owner E. J. Harpole, Gen. Mgr.	Wm. T. Kemp, Coml. Mgr. John Holland, Chief Engr.
VERNON.....	KVWC 1490	250	Northwestern Bestg. Co. 1313 Wilharger St. 1048	MBS KBS	R. H. Nichols, Pres. W. D. Dixon, Gen. & Coml. Mgr.	Boh Hardison, Prog. Dir. H. F. Ridgway, Chief Engr.	Cole AP
VICTORIA.....	KVIC 1340	250	Radio Enterprises Inc. Box 725 1106	MBS KBS	John G. Long, Owner Boh Tharp, Gen. & Prom. Mgr.	Geo. Lanham, Coml. Mgr. Mildred Neunar, Prog. Dir. Boh McCown, Chief Engr.	Griffith Thesaurus AP
WACO.....	WACO 1460	1,000	Frontier Bestg. Co. Amicable Bldg. 9315	ABC Texas State	R. E. Lee Glasgow, Gen. Mgr. Stanley Wilson, Sales Mgr.	Bernie Helton, Prog. Dir. L. H. Appleman, Chief Engr.	Weed AP
WACO.....	KWTX 1230	250	KWTX Bestg. Co. 108 1/2 S. 6th St. 5770	MBS	Beauford H. Jester, Pres. M. N. Bostick, Gen. Mgr.	William E. Close Jr., Prog. Dir. Leo S. Burch, Chief Engr.	Griffith Wilson Thesaurus AP
WESLACO.....	KRGV 1290	1,000	KRGV Inc. 201 Border 375	NBC Lone Star	O. L. (Ted) Taylor, Exec. Gen. Mgr. Byron W. Ogle, Station Mgr. Phil D. Dixon, Coml. Mgr.	Bernie C. Barth, Prog. Dir. Thelma Pearce, Prom. Mgr. Lewis Hartwig, Chief Engr.	T-H-S Lang-Worth Standard AP, UP
WICHITA FALLS.....	KWFT 620	5,000-LS 1,000-N	Wichita Broadcasters Kemp Hotel 4182	CBS	Joe B. Carrigan, Owner Chas. E. Clough, Gen. & Coml. Mgr.	Bea Montgomery, Prog. Dir. A. L. Pierce, Prom. Mgr. & Merch. Mgr. John Adams, Chief Engr.	Raymer Standard UP

UTAH

CEDAR CITY.....	KSUB 1340 590-CP	250 1,000-CP	Southern Utah Bestg. Co. El Escalante Hotel 398	CBS KBS	Ivor Sharp, Pres. Lennox Murdoch, Gen. Mgr. Roscoe A. Grover, Resident Mgr.	Richard W. Ashard, Assist. Mgr. Henry Mattingly, Tech. Advisor	World AP, UP
LOGAN.....	KVNU 1230	250	Cache Valley Bestg. Co. P. O. Box 264 1400	MBS KBS Intermountain	Herschel Bullen, Pres. Reed Bullen, Gen. & Coml. Mgr.	Paul Cohurn, Prom. Mgr. Carroll Secrist, Chief Engr.	World UP
OGDEN.....	KLO 1430	5,000	Interstate Bestg. Corp. Ben Lomond Hotel 5721	MBS Intermountain	A. L. Glassman, Owner & Gen. Mgr. George Morgan, Station Mgr.	Frank Kaull, Coml. & Prom. Mgr. Collin W. Lowder, Prog. Dir. Wayne Booth, Chief Engr.	Avery-Knodel Standard UP
OGDEN.....	KLWT 730	1,000-D	James B. Littlejohn Ogden	James B. Littlejohn, Owner
PRICE.....	KOAL 1230	250	Eastern Utah Bestg. Co. Price 200	MBS KBS Intermountain	Jack Richards, Pres.-Treas. & Gen. Mgr.	P. J. Bowman, Tech. Advisor	Avery-Knodel UP
PROVO.....	KCSU (Construction permit) 1490	250	The Central Utah Bestg. Co. P. O. Box 627 2036 Intermountain	Frank A. Van Wagenen, Pres. & Co-Owner Harold E. Van Wagenen, Gen. Mgr. & Co-Owner	Owen J. Ford, Chief Engr. UP
PROVO.....	KOVO 1240	250	KOVO Bestg. Co. 103 W. Center St. 1680	MBS Intermountain	Clifton A. Tolhoe, Pres. & Gen. Mgr. S. Garn Carter, Coml. Mgr.	Arthur M. Mortensen, Prog. Dir. Joseph C. Lee, Prom. Mgr. Parley P. Rasmussen, Chief Engr.	Avery-Knodel Thesaurus World AP
RICHFIELD.....	KSVC (Construction permit) 690	1,000-D	Sevier Valley Bestg. Co. P. O. Box 61	William L. Werner, Owner

ALL OF THE EL PASO SOUTHWEST...



NOW covered by the SOUTHWEST NETWORK

and ONLY by this NEW Regional Net!



- KROD** EL PASO
Basic Network Station
Val Lawrence . . . Manager
- KAVE** CARLSBAD
Norman Loose . . Manager
- KSIL** . . . SILVER CITY
Hillis Bell Manager
- KOSA** ODESSA
Cecil Trigg Manager

Here is an area larger than all the New England states put together, the REAL Southwest—vast, prosperous, varied. It is populated by progressive people who can most effectively and economically be reached by placing your message on the Southwest Network—the ONLY network serving this area. ALL stations carry the full CBS schedule, are “prime” listening in their respective coverage areas. Together they blanket the El Paso Southwest as does the sunshine for which this region is justly famed. We’d be happy to send you full details, write us, or call your nearest T-H-S office.

DORRANCE D. RODERICK, PRESIDENT
VAL LAWRENCE, VICE-PRES. & GEN. MGR.
CARL DUNBAR, SALES MANAGER

4TH FLOOR, MARTIN BLDG., EL PASO, TEXAS

REPRESENTED NATIONALLY BY TAYLOR-HOWE-SNOWDEN RADIO SALES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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LS—Local Sunset. *L*—Limited Time with Dominant Station. *SA*—Special Authorization.
 (Data corrected to February 15, 1947)

UTAH—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
SALT LAKE CITY 1....	KALL 910	1,000	Salt Lake City Bestg. Co. Inc. 248 S. Main St. 4-1843	MBS Intermountain	George C. Hatch, Gen. Mgr. Intermountain Net Alvin G. Pack, Mgr. Thomas H. Anderson, Sales Mgr.	Albert R. Collins, Prog. Dir. Robert Warner, Prom. Dir. Stanley Benson, Chief Engr.	Avery-Knodel Associated Cole MacGregor AP, UP, INS Reuters
SALT LAKE CITY.....	KDYL 1320	5,000	Intermountain Bestg. Corp. Tribune-Telegram Bldg. 5-2991	NBC	S. S. Fox, Pres. & Gen. Mgr. George A. Provol, Natl. Sales Mgr. E. J. Drucker, Retail Sales Mgr.	Emerson S. Smith, Prog. Dir. Kay W. Richins, Prod. Mgr. John M. Baldwin, Tech. Dir.	Blair Thesaurus World UP, INS
SALT LAKE CITY 1....	KNAK 1400	250	Granite District Bestg. Co. Continental Bank Bldg. 5-8113	Howard Johnson, Pres. & Chief Engr. Richard F. Connor, Gen. Mgr.	Ray Noll, Coml. Mgr. Ed Black, Prog. Dir. Howard M. Buchman, Prom. Mgr.	Griffith Lang-Worth AP
SALT LAKE CITY 1....	KSL 1160	50,000	Radio Service Corp. of Utah 10 S. Main St. 5-4641	CBS	J. Reuben Clark Jr., Pres. Ivor Sharp, Vice-Pres. & Gen. Mgr. Frank B. McLatchy, Sales Mgr.	Lynn A. McKinlay, Prog. Dir. R. L. Bergman, Prom. Mgr. C. Richard Evans, Chief Engr.	Petry Associated Capitol AP, UP
SALT LAKE CITY 1....	KUTA 570	5,000	Utah Bestg. & Telev. Co. 29 S. State St. 3-2737	ABC Rocky Mt.	Frank C. Carman, Pres. & Gen. Mgr. Jack A. Burnett, Coml. Mgr.	Frank McIntyre, Prog. Dir. Al Thomas, Prom. Mgr. Wendell Bell, Chief Engr.	Katz Lang-Worth Standard AP, UP
VERNAL.....	KJAM 1340	250	James C. Wallentine Vernal	MBS	James C. Wallentine, Pres. Leland E. Walker, Resident Mgr. Clem Rawlins Jr., Coml. Mgr.	Lee Walker, Prog. Dir. David A. King, Chief Engr.	Griffith World AP

VERMONT

BURLINGTON.....	WCAX 620	1,000	WCAX Bestg. Corp. 135 Main St. 2000	CBS	C. P. Hasbrook, Owner & Pres. John D. Swan, Assist. Mgr. & Coml. Mgr.	Robert Burger, Prog. Mgr. James Tierney, Chief Engr.	Weed Lang-Worth World UP
BURLINGTON.....	WJOY 1230	250	Vermont Bestg. Corp. 633 Main St. 5400	ABC	D. W. Howe, Pres. A. E. Spokes, Mgr. & Prog. Dir.	T. R. Morrow, Adv. Mgr. John C. Quill, Chief Engr.	Bannan McGillvra Thesaurus AP
RUTLAND.....	WHLW (Construction permit) 1000	1,000-D	Herbert L. Wilson 1018 Vermont Ave. N.W., Wash., D. C. National 7240	Herbert L. Wilson, Owner		Lang-Worth AP
RUTLAND.....	WSYB 1380	1,000	Philip Weiss 80 West St. 1247	MBS KBS Yankee	Philip Weiss, Owner & Gen. Mgr. J. H. Weiss, Prog. Dir. & Prom. Mgr.	N. K. Ransom, Chief Engr.	McGillvra UP
ST. ALBANS.....	WWSR 1420	1,000-D	Vermont Radio Corp. 32 N. Main St. 1390	KBS Yankee	Lloyd Squier, Pres. & Chief Owner Warren Marsden, Station Mgr.	Theodore Boisvert, Chief Engr.	World UP
WATERBURY.....	WDEV 550	1,000-D CP-1,000-U	L. E. Squier & W. G. Ricker Estate 8 Stowe St. 13	MBS KBS Yankee	Lloyd E. Squier, Owner & Gen. Mgr.	Tom Dodd, Prog. Dir. Paul A. Hurd, Chief Engr.	Wilson World UP

VIRGINIA

ALEXANDRIA.....	WPIK 730	1,000-D	Potomac Bestg. Corp. P. O. Box 298 Overlook 3000	Howard B. Hayes, Pres. & Gen. Mgr. Carl L. Lindberg, Vice-Pres. & Treas. & Chief Engr.	Henry Z. Ungar, Sales Mgr. Willard L. Dougherty, Prog. & Prod. Mgr. Mary Vaughn Lindberg, Publ. Dir.	Clark & McGeehan Lang-Worth World AP
ARLINGTON.....	WARL 780	1,000-D	Northern Va. Broadcasters Inc. 3102 N. 10th Rd. Owens 6377	R. Kilbourne Castell, Pres. & Gen. Mgr. Frank U. Fletcher, Secy. William Jefferay, Coml. Mgr.	Frank Blair, Prog. Dir. Ruth Mulvey, Prom. Mgr. Earle Merryman, Chief Engr.	Universal Capitol Standard UP
ARLINGTON.....	WEAM (Construction permit) 1390	1,000-D	Arlington-Fairfax Bestg. Co. 2030 16th St.	Maynard Gruder, Pres.	Perry Walders, Coml. Mgr.
BRISTOL.....	WCYB 690	1,000-D	Appalachian Bestg. Corp. Cumberland and Front Sts.	Fey Rogers, Gen. Mgr. Warren Wright, Coml. & Prom. Mgr.	Marjorie Freels, Prog. Dir. Robert H. Smith, Chief Engr.	McGillvra Associated AP
BRISTOL.....	WFHG 860	1,000-D	Blanfox Radio Co. Inc. Bristol 3621	MBS	R. B. Helms, Pres. C. Aiden Baker, Gen. Mgr.	John Hughlett, Chief Engr.	Standard AP

1847
UTAH'S CENTENNIAL
 1947

HOOPER INDEX — November-December 1946

	KDYL	Station A	Station B	Station C	Station D
Morning	27.1	24.0	25.8	14.4	7.8
Afternoon	32.8	15.8	10.6	26.4	13.0
Evening	38.8	31.6	13.0	9.9	5.9
Saturday	19.5	26.5	13.0	29.9	9.4
Sunday	30.9	24.2	12.5	25.8	5.0

Around the clock Around the year

KDYL is the Popular Station

The Hooper Index figures shown above are typical of KDYL's leadership week in and week out. It is good programming that does it - - the famous NBC Parade of Stars together with sparkling local features produced with KDYL'S flair for showmanship. This year - - Utah's Centennial - - will find more listeners than ever relying on KDYL for information and radio entertainment.

*For availabilities and information wire, phone or write
 JOHN BLAIR & CO., National Representative*



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

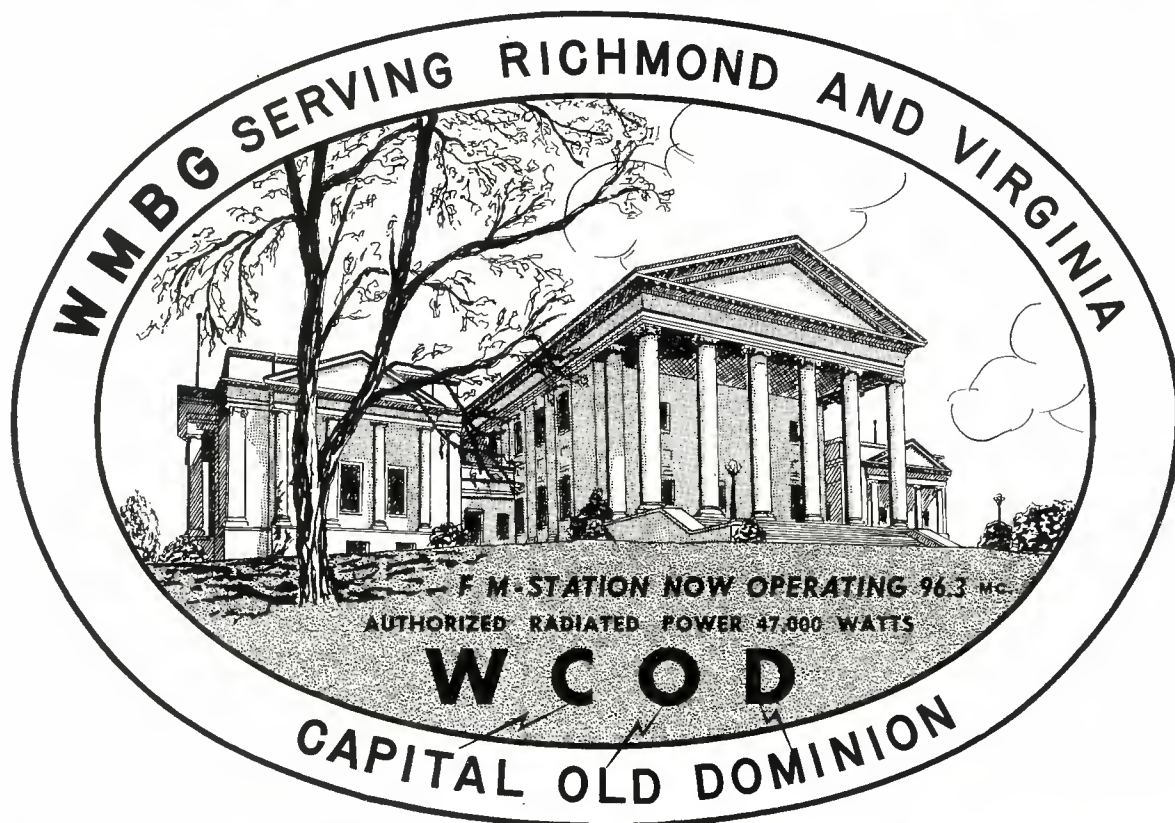
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VIRGINIA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
CHARLOTTESVILLE...	WCHV 1240	250	Barham & Barham 4th and E. Market St. 2500	ABC KBS	Charles Barham Jr., Owner Randolph Bean, Mgr. & Coml. Mgr.	Robert C. Walker, Prog. Dir. Walter W. Gray, Chief Engr.	Cox & Tanz Standard AP
COVINGTON.....	WKEY 1340	250	Earl M. Key Main St. 840	ABC KBS	Earl M. Key, Owner & Operator Carroll Harrison, Prog. Dir. & Prom. Mgr.	Lawrence L. Kennedy, Chief Engr.	World UP
CREWE 1.....	WSVS (Construction permit) 650	1,000-D	Southern Virginia Bcstg. Corp. 109 Carolina Ave., E. 3191	Calvin S. Willis, Pres. William L. Willis Jr., Secy. & Gen. Mgr.	Shirlee Deforest, Prog. Dir. Charles E. Wilson, Chief Engr.	Capitol AP
DANVILLE.....	WBTM 1400 1330-CP	250 CP-5,000-LS 1,000-N	Piedmont Bcstg. Corp. Hotel Danville 2350	ABC	L. N. Dibrell, Pres. R. Sanford Guyer, Vice-Pres. & Gen. Mgr. Edward Gardner, Coml. Mgr.	Ambert Dail, Prog. Dir. Buck Hurd, Prom. Mgr. Lyle Motley, Chief Engr.	Cole Lang-Worth Thesaurus AP
DANVILLE.....	WDVA (Construction permit) 1250	5,000-LS 1,000-N	Virginia-Carolina Bcstg. Co. American Natl. Bank Bldg. 3210	J. D. Pruitt, Pres. Henry D. Lea, Chief Engr.	Walter M. Windsor, Gen. & Coml. Mgr.	Capitol World UP
FREDERICKSBURG....	WFVA 1230	250	Fredericksburg Bcstg. Corp. Drawer 269 1261	ABC KBS	Richard F. Lewis Jr., Vice-Pres. & Gen. Mgr. Walter F. Harris Jr., Station Mgr.	Walter Harris, Prog. Dir. William S. Candler, Chief Engr.	Burn-Smith Lang-Worth
GALAX.....	WBOB 1400	250	Carroll-Grayson Bcstg. Corp. Poplar Knob Road 300	Robert V. Morris, Pres. John W. Shultz, Secy.-Tres.	Carl E. Duckett, Chief Engr. AP
HARRISONBURG.....	WSVA 550	1,000-D	Sbenandoah Valley Bcstg. Corp. Newman Bldg. 875	NBC	Frederick L. Allman, Pres. & Gen. Mgr. Robert B. Harrington, Coml. & Prom. Mgr.	Richard H. Johnson, Prog. Dir. Warren L. Braun, Chief Engr.	Weed Standard UP
LYNCHBURG.....	WLVA 1230	250	Lynchburg Bcstg. Corp. Allied Arts Bldg. 3030	ABC	Edward A. Allen, Pres. Philip P. Allen, Gen. Mgr. Joseph F. Wright Jr., Sales Mgr.	Eric F. Lund, Prog. Dir. John T. Orth, Chief Engr.	Lang-Worth Standard AP
LYNCHBURG.....	WLDC (Construction permit) 1390	1,000	Old Dominion Bcstg. Corp. 218 Woodland Ave.
MARTINSVILLE.....	WMVA 1450	250	Martinsville Bcstg. Co. Inc. Fishboro Road 2152	NBC KBS	William C. Barnes, Pres. John W. Shultz, Gen. Mgr. C. Robert Ray, Coml. Mgr.	B. F. Handing, Prog. Dir. Charles F. Adams, Prom. Mgr. Dewey W. Muse, Chief Engr. AP
NEWPORT NEWS....	WGH 1340	250	Hampton Roads Bcstg. Corp. Portlock Bldg., Norfolk Norfolk 2-7031	ABC	Raymond B. Bottom, Pres. Edward E. Bishop, Vice-Pres. & Gen. Mgr.	Edward E. Edgar, Coml. & Prom. Mgr. Jack A. Black, Prog. Mgr. Charles A. Runyan, Chief Engr.	Burn-Smith Lang-Worth Standard AP
NORFOLK.....	WLOW 1590	1,000-D	Commonwealth Bcstg. Corp. Granby St. and Brooke Ave.	E. L. Scott, Pres. Robert Wasdon, Vice-Pres. & Gen. Mgr. Don Kelly, Sales Mgr.	Ray Penner, Prog. Dir. Ralph Wasdon, Prom. Mgr. Jack Siegel, Secy.-Treas. & Chief Engr.	Associated Capitol UP
NORFOLK 10.....	WTAR 790	5,000	WTAR Radio Corp. Natl. Bank of Commerce Bldg. 2-5671	Campbell Arnoux, Pres. & Gen. Mgr. John W. New, Sales Mgr.	Henry Cowles Whitehead, Prog. Dir. John C. Peffer, Chief Engr.	Petry Standard AP, UP
NORTON.....	WNVA 1450	250	Blanfox Radio Co. Inc. Box 447 520	MBS KBS	Richard B. Helms, Pres. Jack T. Helms, Gen. & Coml. Mgr.	Bill Benesch, Prog. Dir. John L. Hughlett, Chief Engr.	Burn-Smith Lang-Worth AP
PETERSBURG.....	WSSV 1240	250	Southside Virginia Bcstg. Corp. 112 W. Tabb St. 3881	MBS	Louis H. Peterson, Pres. & Gen. Mgr. Henry B. Kenny, Coml. Mgr.	Paul C. Louthier, Prog. Dir. Ward Blagden, Prom. Mgr. Edward F. Schwarz, Chief Engr.	Burn-Smith Standard AP
PORTSMOUTH.....	WSAP 1490	250	Portsmouth Radio Corp. Professional Bldg. 6383	MBS	Tom Gilman, Pres. T. W. Aydlett, Gen. Mgr. Jack Norfleet, Coml. Mgr.	Abbot Lutz, Prom. Mgr. Frederic F. Clair, Chief Engr.	McGillvra Thesaurus World UP
PULASKI.....	WPUV 1230	250	Southwest Bcstg. Co. Cool Springs-Dora Highway 3-3931	MBS KBS	Howard R. Imboden, Owner Robert C. Wolfenden, Gen. & Coml. Mgr.	William R. Murray, Prog. Dir. & Prom. Mgr. Fitzgerald McDaniel, Chief Engr.	Sears & Ayer Thesaurus AP
RICHMOND.....	*WBBL 1450-SH	250	Grace Covenant Presbyterian Ch. 1627 Monument Ave.
RICHMOND.....	WFFV (Construction permit) 720	1,000-D	Radio Virginia Inc. Lyric Bldg. 6-7155	Douglas H. Robertson, Pres. & Gen. Mgr.	Associated Cole AP
RICHMOND 19.....	WLEE 1450	250	Thomas G. Tinsley Jr. Broad-Grace Arcade 3-6741	MBS	Thomas G. Tinsley Jr., Owner Irvin G. Abeloff, Gen. & Coml. Mgr.	R. W. Baker, Ops. Mgr. George McGuigan, Chief Engr.	Headley-Reed Standard AP
RICHMOND 22.....	WMBG 1380	5,000	Havens & Martin Inc. 3301 W. Broad St. 5-8611	NBC	Wilbur M. Havens, Pres. & Gen. Mgr. Walter A. Bowry Jr., Assist. Gen. Mgr.	Ralph Wallerstein, Dir. Natl. Sales & Adv. Allan Pbaup Jr., Prog. & Prom. Dir. Wilfred H. Wood, Chief Engr.	Blair Lang-Worth Thesaurus Transradio
RICHMOND 13.....	WRNL 910	5,000	Richmond Radio Corp. 323 E. Grace St. 3-3436	ABC	D. Tennant Bryan, Pres. E. S. Whitlock, Gen. & Coml. Mgr. R. A. Velz, Prod. Mgr.	Harold Phillips, Assist. Prod. Mgr. Walter R. Selden, Chief Engr. G. Mallory Freeman, Assist. Mgr. William Sharpe, Assist. Chief Engr.	Petry Capitol Standard AP
RICHMOND.....	WRVA 1140	50,000	Larus & Brother Co. Inc. Richmond 3-6633	CBS	C. T. Lucy, Gen. Mgr. Barron Howard, Bus. Mgr. Samuel S. Carey, Prog. Serv. Mgr.	John L. Stone Jr., Prom. Mgr. David C. Woods, Chief Engr. Walter R. Bishop, Publ. Rel. Mgr.	Raymer Lang-Worth World UP
ROANOKE 11.....	WDBJ 960	5,000	Times-World Corp. 124 W. Kirk Ave. 8131	CBS	J. P. Fishburn, Pres. R. P. Jordan, Gen. Mgr. John W. Harkrader, Coml. Mgr.	Paul E. Reynolds, Prog. Dir. Dorothy Turner, Prom. Mgr. J. Edward Newman, Chief Engr.	Free & Peters Lang-Worth World AP, UP

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WMBG

5000 WATTS - NBC IN RICHMOND, VA.



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TELEVISION IN RICHMOND, VA. BEFORE THE
FALL OF 1947

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DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to February 15, 1947)

VIRGINIA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
ROANOKE 5	WROV 1490	250	Radio Roanoke Inc. Mountain Trust Bank Bldg. 3-4444	MBS	Leo F. Henebry, Pres. Lambert B. Beeuwkes, Gen. Mgr. Frank E. Koehler, Sales Mgr.	Gordon R. Pbillips, Prog. Dir. J. J. Ralston, Chief Engr. Reuters	Lang-Worth UP
ROANOKE 7	WSLS 1240	250	Roanoke Bestg. Corp. Shenandoah Life Bldg. 9227	ABC	Paul C. Buford, Pres. James H. Moore, Vice-Pres. & Gen. Mgr.	Horace Fitzpatrick, Bus. & Coml. Mgr. Robert Menefee, Prog. Dir. Phillip Briggs, Chief Engr.	Cole Lang-Worth Thesaurus AP
STAUNTON	WTON 1400	250	Charles P. Blackley 306 W. Beverley St. 1400	ABC	Charles P. Blackley, Owner & Gen. Mgr. Charles E. Seebeck, Coml. Mgr.	Fulton A. King, Prog. Dir. & Prom. Mgr. Rex Houser, Chief Engr.	World AP
SUFFOLK	WLPM 1450	250	Suffolk Bestg. Corp. 105 Bank St. 1420	ABC KBS	Fred L. Hart, Pres. & Gen. Mgr. William Warwick, Local News Editor	Allen B. Jones, Prog. Mgr. Veryl W. Rupp, Chief Engr.	Sears & Ayer Lang-Worth UP
WINCHESTER	WINC 1400	250	Richard Field Lewis Jr. WINC Bldg. 4855	ABC KBS	Richard Field Lewis Jr., Owner & Gen. Mgr.	John Carl Morgan, Coml. & Prog. Mgr. Philip B. Whitney, Chief Engr.	Lang-Worth UP

WASHINGTON

ABERDEEN	KXRO 1340	250	KXRO Inc. 207 1/2 E. Market St. 4098	MBS KBS Don Lee	Harry R. Spence, Pres. Fred G. Goddard, Mgr. Bertha Ruby, Coml. Mgr.	Stan Spigle, Prog. Dir. & Prom. Mgr. B. G. Cunningbam, Cbief Engr.	Griffith Keating Standard AP, UP
BELLINGHAM	KVOS 790	1,000	KVOS Inc. KVOS Bldg. 4200	ABC KBS	Rogan Jones, Pres. Frank Adams, Vice-Pres. & Gen. Mgr.	Fred Elsethagen, Coml. Mgr. John Griswold, Prog. Dir. Mel Featherkile, Chief Engr.	Griffith MacGregor World UP
BREMERTON	KBRO 1490	250	Bremerton Best. Co. Bremerton	Bruce Bartley, Prin. Owner
CENTRALIA	KELA 1470	1,000	Central Bestg. Corp. P. O. Box 720 721	MBS KBS Don Lee	J. Elroy McCaw, Pres. Mrs. Mabel A. Gwinn, Secy.-Treas. Joe Chytil, Mgr. & Vice-Pres.	Robert S. Brister, Coml. Mgr. Schuyler Hill, Prog. Dir. Ken Solston, Prom. Mgr. Ellwood W. Lippincott, Chief Engr. UP
ELLENSBURG	KXLE 1240	250	Central Washington Broadcasters Inc. P. O. Box 689 2-4406	Goodwin Chase Jr., Pres. Joe Kendall, Mgr.	Robert B. Vaughn, Coml. Mgr. & Chief Engr.	Walker Moore Lang-Worth MacGregor UP
EVERETT	KRKO 1400	250	Everett Bestg. Co. Inc. KRKO Bldg. Main 526	MBS KBS Don Lee	William R. Taft, Pres. & Gen. Mgr. D. A. Baker, Vice-Pres. & Coml. Mgr.	Marlin E. Smytbe, Prog. Dir. & Prom. Mgr. Earl J. Gerdon, Chief Engr.	Keating Cole MacGregor SESAC UP
LONGVIEW	KWLK 1400	250	Twin City Bestg. Corp. Natl. Bank Bldg. 1-500	MBS KBS Don Lee	C. O. Chatterton, Prin. Owner Jack Richards, Coml. Mgr. Claire Banks, Prog. Dir.	F. H. Chatterton, Prom. Mgr. John Van Voorhees, Cbief Engr.	Griffith World UP
MOSES LAKE	KSEM 1450	250	Columbia Basin Broadcasters Moses Lake	Jessica L. Longston et al, Owners
MOUNT VERNON	KBRC 1430	500-D	Beckley Radio Co. P. O. Box 240	Leo H. Beckley, Owner & Gen. Mgr. Robert J. Wells, Coml. Mgr.	Nancy Griffin, Prog. Dir. M. D. Herr, Chief Engr.	Standard UP
OLYMPIA	KGY 1240	250	Tom Olsen Rockway-Leland Bldg. 6636	MBS KBS Don Lee	Tom Olsen, Owner & Gen. Mgr. J. Harris Dorr, Coml. Mgr. Eve Knutson, Prog. Dir.	Elmer J. Holmberg, Prom. Mgr. Charles Roark, Chief Engr.	Griffith Keating MacGregor World UP
PASCO	KPKW 1340	250	Western Radio Corp. Pasco 890	United Pacific	V. Barney Kenworthy, Pres. & Gen. Mgr. Don E. Seelye, Mgr.	Walter V. Mott, Prog. Dir. & Chief Engr.	Griffith Keating Standard UP
PORT ANGELES	KONP 1450	250	Radio Pacific Inc. 313 W. First St. 1700	KBS	C. N. Webster, Treas. & Gen. Mgr. Esther Webster, Assist. Mgr.	Hal Chase Jr., Sales Mgr.	Sears & Ayer Standard UP
PULLMAN	*KWSC 1250 ST-KT W	5,000	State College of Wash. Pullman 9021	Dr. Wilson Compton, Pres., State College Frederic Hayward, Station Mgr.	Eldon C. Barr, Prog. Dir. John L. Blake, Prod. Mgr. George M. Frese, Chief Engr.	Thesaurus World UP
SEATTLE 4	KEVR 1090	10,000	Evergreen Bestg. Corp. Smith Tower Main 1090	Evergreen	A. W. Talbot, Pres. & Owner Bartley Sims, Vice-Pres. & Gen. Mgr. Kirby Torrance, Coml. Mgr.	Harry Jordan, Prog. Dir. Kirby Torrance, Prom. Mgr. J. B. Hatfield, Chief Engr.	Weed Associated Lang-Worth MacGregor SESAC AP, UP
SEATTLE 1	KIRO 710	50,000	Queen City Bestg. Co. Cobb Bldg. Seneca 1500	CBS	Louis K. Lear, Pres. Saul Haas, Vice-Pres. Loren B. Stone, Mgr.	William F. Tucker, Natl. Adv. Mgr. Kenneth Yeend, Prog. Dir. Homer Ray Jr., Chief Engr.	Free & Peters Associated Standard AP
SEATTLE 1	KJR 950	5,000	Totem Broadcasters Inc. Skinner Bldg. Elliot 5890	ABC	Marshall Field 3rd, Pres. Howard Lane, Vice-Pres. J. A. Morton, Mgr. Arthur Gerbel Jr., Coml. Mgr.	Homer Pope, Prog. Mgr. Maitland Jordan, Prom. Mgr. F. J. Brott, Chief Engr.	Avery-Knodel Thesaurus UP
SEATTLE 1	KOL 1300	5,000	Seattle Bestg. Co. 1220 Third Ave. Main 2912	Archie Taft Sr., Pres. Oliver A. Runchey, Bus. Mgr. Archie Taft Jr., Coml. Mgr.	Bob Druxman, Prog. Dir. Sharon Kane, Publ. Dir. Perry C. Lind, Chief Engr.	Blair SESAC Cole Standard World AP, UP
SEATTLE 1	KOMO 1000	5,000 50,000-CP	Fisher's Blend Station Inc. 1331 3rd Ave. Bldg. Main 1401	NBC	O. W. Fisher, Pres. & Gen. Mgr. Ray Baker, Coml. Mgr. W. W. Warren, Prog. Mgr.	Richard E. Green, Mgr. Natl. Sales & Sales Serv.; Mdsq. & Prom. Mgr. F. J. Brott } Chief Engrs. S. D. Bennett }	Petry Lang-Worth Capitol Associated MacGregor AP



Immediate *Action*

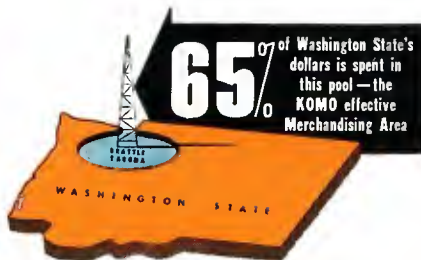
They're hitting hard and fast these days out in the Puget Sound Country . . . Salmon and Sales. When you tie into one of those fabulous fighting King Salmon, Mister, you get action—and when your sales message is heard on KOMO you get **ACTION!**

The more than million people in KOMO's metropolitan pool of buying power give instant, active response to what they hear over this *exclusive* voice of NBC in the Puget Sound Country. Their income is far above the national average . . . total effective buying income tops *two billion dollars*. They can buy the many things they want and they *do*.

MARK this MARKET for immediate action—Use KOMO for more sales per advertising dollar.

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AND THE PUGET
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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to February 15, 1947)

WASHINGTON—(Continued)

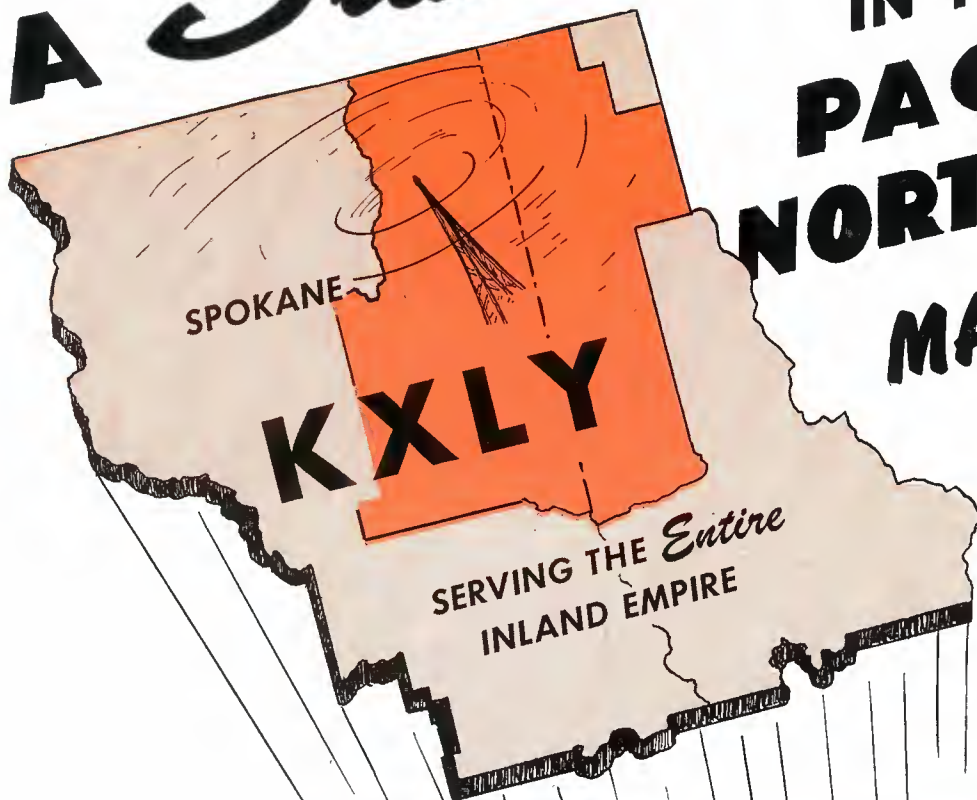
City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
SEATTLE 4	KRSC 1150	1,000	Radio Sales Corp. 2939 4th South Elliott 2480		P. K. Leberman, Pres. Robt. E. Priebe, Gen. Mgr. & Secy.	Romig C. Fuller, Coml. Mgr. Ted Bell, Prog. Dir. George Freeman, Chief Engr.	Leberman, Associated Cole Lang-Worth World AP
SEATTLE 4	KTW 1250 ST-KWSC	1,000	First Presbyterian Church 7th Ave. and Spring St. Main 2056		Dr. F. Paul McConkey, First Presb. Church James S. Ross, Gen. Mgr. & Chief Engr.	Don Bevilacqua, Coml. Mgr. & Prog. Dir.	
SEATTLE 1	KXA 770 L-WJZ	1,000	KXA Inc. 312 Bigelow Bldg. Seneca 1000		Wesley I. Dumm, Pres. Rodney G. McArdle, Gen. Mgr.	John Dubuque, Chief Engr.	Universal MacGregor Standard UP
SPOKANE 8	KFIO 1230	250	Spokane Bestg. Corp. 526 Riverside Ave. 8033	MBS Don Lee	Arthur L. Smith, Pres. R. G. McBroom, Gen & Coml. Mgr.	Robert Plummer, Prog. Dir. & Prom. Mgr. Dean Bula, Chief Engr.	McGillvra World UP
SPOKANE 8	KGA 1510	10,000	Louis Wasmer Radio Central Bldg. Main 5383	ABC	Louis Wasmer, Owner Harvey Wixson, Gen. & Coml. Mgr.	A. L. Fuller, Prog. Dir. A. L. Sparling, Chief Engr.	Petry Associated Capitol AP
SPOKANE 8	KHQ 590	5,000	KHQ Inc. Radio Central Bldg. Main 5131	NBC	R. O. Dunning, Vice-Pres. Charge of Sales R. W. Brazeal, Vice-Pres. Charge of Prog.	John Walker, Chief Engr.	Katz World AP
SPOKANE 8	KREM 1340	250	Cole E. Wylie 242 Riverside Ave. Riverside 3344		Cole E. Wylie, Owner	Henry Poole, Chief Engr.	AP
SPOKANE 8	KXLY 920	5,000	Symons Broadcasting Co. Symons Bldg. Main 1218	CBS	E. B. Craney, Pres. & Gen. Mgr. Bryan Woolston, Sales Mgr. George McGowan, Prog. Dir.	Robert Rutter, Prom. Mgr. George Langford, Chief Engr.	Walker Pacific N. W. Broadcasters Lang-Worth MacGregor SESAC UP
TACOMA 1	KMO 1360	5,000	Carl E. Haymond 914 1/2 Broadway Main 4144		Carl E. Haymond, Owner James A. Murphy, Dir. Jerry Geehan, Station Mgr.	Verne E. Sawyer, Prog. & Prom. Mgr. Max Bice, Chief Engr.	McGillvra Scott Cole Capitol Standard SESAC UP
TACOMA 2	KTBI 810	1,000-D	Tacoma Broadcasters Inc. 1117 Pacific Ave. Broadway 2241	KBS	H. J. Quilliam, Pres. Burke Ormsby, Gen. Mgr. & Prog. Dir.	King Mitchell, Coml. Mgr. Don McCroskey, Chief Engr.	Grant Associated World AP
TACOMA 2	KVI 570	5,000	Puget Sound Bestg. Co. Inc. Camlin Hotel, Seattle Rust Bldg., Tacoma Seneca 4848, Seattle Broadway 4211, Tacoma	MBS Don Lee	Laura M. Doernbecher, Vice-Pres. & Chief Owner Vernice Irwin, Pres. & Gen. Mgr.	Earl T. Irwin, Coml. Mgr. Larry Huseby, Prog. Dir. E. M. McDonough, Chief Engr.	Hollingbery Associated Lang-Worth AP
VANCOUVER	KVAN 910	500-D CP-1, 000-U	Vancouver Radio Corp. 701 1/2 Main St. 150		Sheldon F. Sackett, Pres. Fred F. Chitty, Secy. Mark F. DeLaunay, Coml. Mgr.	Charlene Jackson, Prog. Dir. Joy Vinton, Prom. Mgr. Edgar R. Means, Chief Engr.	Griffith Keating Cole Standard World UP
WALLA WALLA	KUJ 1420	1,000	KUJ Inc. Second and Rose Sts. 1230	MBS Don Lee	H. E. Studebaker, Pres. & Gen. Mgr. Donald A. Wike, Mgr. Natl. & Regional Sales	Norval Armes, Mgr. Local Sales Howard Rhoads, Prog. Dir. Donald A. Wike, Prom. Mgr. M. L. MacLafferty, Chief Engr.	Griffith Keating Lang-Worth UP
WALLA WALLA	KWWB 1490	250	Walla Walla Bestg. Co. Book Nook Bldg. 4103		John W. Kendall, Pres. Arthur W. Lindsay, Gen. Mgr. Kenneth K. Williams, Coml. Mgr.	William A. Bennington, Prog. Dir. Thelma E. Bennington, Prom. Mgr. John L. Kelley, Chief Engr.	Grant Standard AP
WENATCHEE	KPQ 560	1,000	Wescoast Bestg. Co. Inc. 2nd and Columbia St. 45	ABC	Rogan Jones, Pres. James W. Wallace, Vice-Pres. & Mgr. Meryle Thompson, Local Coml. Mgr.	David W. Gordon, Prog. Mgr. Les Carpenter, Prom. Mgr. Robert B. Sutton, Chief Engr.	Keating McGillvra SESAC World UP
YAKIMA	KIT 1280	1,000	Carl E. Haymond 414 E. Yakima Ave. 8115	MBS Don Lee	Carl E. Haymond, Pres. & Owner James A. Murphy, Dir. John K. Clarke, Station Mgr. Harrison Am Miller, Coml. Mgr.	James Nolan, Prog. Dir. William B. Hansen, Prom. Mgr. Harry B. Murphy, Chief Engr.	McGillvra Keating Scott Capitol Lang-Worth Standard AP, UP
YAKIMA	KTYW 1460	500	Cascade Bestg. Co. Inc. Box 702 6104	CBS	A. W. Talbot, Pres. Bartley Sims, Vice-Pres. R. Lee Black, Resident Mgr.	Tom Bostic, Prog. Dir. Ben Swisher, Chief Engr.	Weed Associated Lang-Worth AP

WEST VIRGINIA

BECKLEY	WJLS 560	1,000-LS 500-N	Joe L. Smith Jr. 101 1/2 Main St. 7311	CBS	Joe L. Smith Jr., Owner Virginia N. Cooper, Station Mgr. Robert L. Burns, Coml. Mgr.	Jerry McDevitt, Prog. Dir. A. J. Ginkel, Chief Engr.	Burn-Smith Standard UP
BECKLEY	WVNR 1450	250	Rahall Bestg. Co. Harper Road 9300	MBS	N. Joe Rahall, Pres. & Gen. Mgr. Robert D. Buchanan, Coml. Mgr. Steve Fisher, Prog. Dir.	Eric Paige, Prom. Mgr. George H. Brewer (Rahall) Chief Engr. James Bucy (WVNR)	McGillvra Lang-Worth AP
BLUEFIELD	WHIS 1440	1,000-LS 500-N	Daily Telegraph Printing Co. 625 Commerce St. 7114	NBC	H. I. Shott, Pres. J. Lindsey Alley, Mgr. Pat Murphy, Sales Mgr.	Melvin Barnett, Prog. Dir. Ruby Brewer, Traffic Dir. Pat Flanagan, Assist. Mgr. & Chief Engr.	Katz Lang-Worth World AP
CHARLESTON	WCAW 1400	250	Capitol Bestg. Corp. P. O. Box 2791 Capitol 37-503		Garland F. Wilkinson, Pres. Kenneth N. McClure, Gen. Mgr. Leslie W. Smith, Coml. Mgr.	James Flenniken, Prog. Dir. Wes Johnstone, Prom. Mgr. William D. Stone, Chief Engr.	Capitol Lang-Worth AP
CHARLESTON 24	WCHS 580	5,000	Charleston Bestg. Co. 1016 Lee St. 28-131	CBS W. Va.	John A. Kennedy, Pres. Howard L. Chernoff, Vice-Pres. & Managing Dir.	Berton Sonis, Prog. Dir. John Sinclair, Prom. Mgr. Odes E. Robinson, Tech. Supvr.	Branham SESAC World AP, UP

A Standout...

IN THE PACIFIC NORTHWEST MARKET



 Merchandisable coverage area

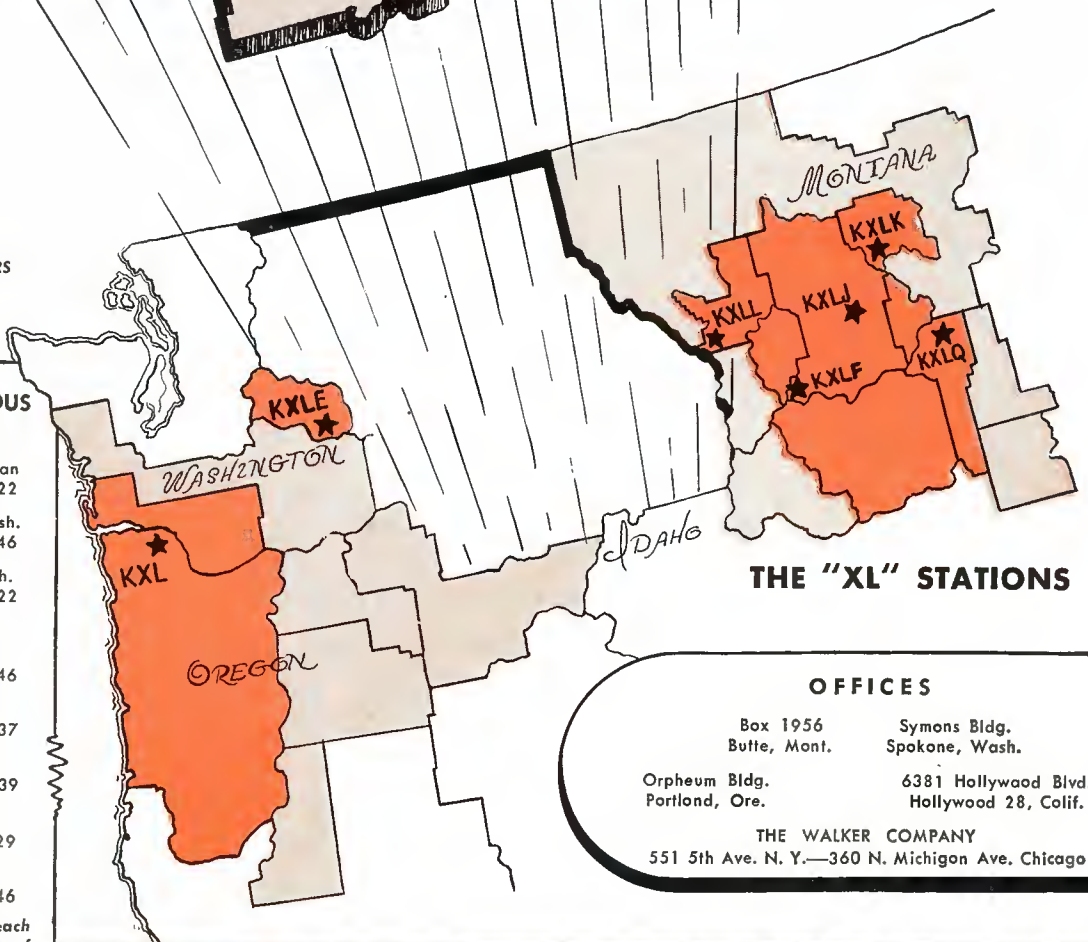
 Tune-in-able coverage area

* SERVING 2 1/2 MILLION LISTENERS

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KXL	Portland, Oregon Established 1922
KXLE	Ellensburg, Wash. Established 1946
KXLY	Spokane, Wash. Established 1922
Z NET-MONTANA	
KXLK	Great Falls Established 1946
KXLJ	Helena Established 1937
KXLQ	Bozeman Established 1939
KXLF	Butte Established 1929
KXLL	Missoula Established 1946

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Butte, Mont.

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Orpheum Bldg.
Portland, Ore.

6381 Hollywood Blvd.
Hollywood 28, Calif.

THE WALKER COMPANY
551 5th Ave. N. Y.—360 N. Michigan Ave. Chicago

PACIFIC NORTHWEST BROADCASTERS

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.

WEST VIRGINIA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
CHARLESTON 30	WGKV 1490	250	Kanawha Valley Bestg. Co. 208 Dickinson St. 37-541	NBC	R. M. Venable, Pres. John S. Pbillips, Gen. Mgr. Norman Gittleson, Local Acct. Exec.	C. P. Vogel Jr., Prog. Prod. Mgr. George Whiteman, Chief Engr. McGillvra Thesaurus AP
CHARLESTON 1	WKNA 950	1,000	Joe L. Smith Jr. 804 Kanawha Blvd. Capitol 26-194	ABC	Joe L. Smith Jr., Owner John T. Gelder, Station & Coml. Mgr.	Frank E. Shaffer, Prog. Dir. & Prom. Mgr. Taylor Marcum, Chief Engr. Weed Standard AP
CHARLESTON 1	WTIP 1240	250	Gus Zaharis & Penelope Zaharis Scott Bldg. 23-136	MBS	Gus Zaharis, Owner & Gen. Mgr. Richard Glaser, Prog. Dir.	M. Swilling, Prom. Mgr. Paul Sullivan, Chief Engr. Wilson Associated AP
CLARKSBURG	WBLK 1400	250	Charleston Bestg. Co. 444 1/2 W. Pike St. 3040	NBC W. Va.	John A. Kennedy, Pres. George Clinton, Gen. Mgr. Fred Zimmerman, Station Dir.	Mary Hornor, Prog. Dir. Jos. A. Wright, Chief Engr. Branham SESAC World AP
CLARKSBURG	WHAR 1340	250	Mountain State Bestg. Co. 1200 E. Pike St.	MBS	G. C. Merrill } A. H. Kovlan } Owners	Bud Burka, Prog. Dir. George C. Blackwell, Sales Mgr. A. H. Kovlan, Chief Engr.
CLARKSBURG	WPDX (Construction permit) 750	1,000-D	Clarksburg Bestg. Corp. P. O. Box 950	O. L. Billingsley, Pres.	UP
ELKINS	WDNE (Construction permit) 1240	250	W. Va. Radio Corp. (Temp.) 446 Spruce St. Morgantown, W. Va.	H. C. Greer, Pres.
FAIRMONT	WMMN 920	5,000	Monongahela Valley Bestg. Co. 208 Adams St. 3100	CBS	George B. Storer, Pres. Allen Hald, Managing Dir. Charles E. Smith, Coml. Mgr.	Frank Lee, Prog. Dir. Frank Watkins, Merch. Dir. Robert D. Hough, Chief Engr. Blair Lang-Worth AP
HUNTINGTON	WHTN (Construction permit) 800	1,000-D	Greater Huntington Radio Corp. 1112 1/2 4th Ave. 6185	A. B. Hyman, Pres. Meyer Layman, Vice-Pres. & Gen. Mgr.	Arnold Silver, Prog. Dir. & Prom. Mgr. Harold F. Sturm, Chief Engr. Associated INS
HUNTINGTON	WPLH 1450	250	Huntington Bestg. Corp. 1105 Fourth Ave. 7097	MBS	F. J. Evans, Pres. & Gen. Mgr. Claude Landrey, Coml. Mgr. Jay Caldwell, Prog. Dir.	Lillian P. Swann, Prom. Mgr. William H. Hansher Jr., Chief Engr. Wilson Capitol Standard AP
HUNTINGTON 18	WSAZ 930	5,000-LS 1,000-N	WSAZ Inc. 912 1/2 Third Ave. 4106	ABC W. Va.	John A. Kennedy, Pres. Marshall Rosene, Station Dir. & Coml. Mgr.	Ted Eiland, Prog. Dir. Lawrence Rogers, Prom. Mgr. Leroy Kilpatrick, Chief Engr. Branham Lang-Worth SESAC AP
LOGAN	WLOG 1230	250	Clarence H. Frey & Robert O. Greever 761	KBS	Clarence H. Frey } Robert O. Greever } Partners Walter T. Gaines, Gen. & Coml. Mgr.	Lucille Gallion, Prog. Dir. Louis Frye, Chief Engr. Cole Lang-Worth UP
MARTINSBURG	WEPM 1340	250	Martinsburg Bestg. Co. W. King St., Ext. 1146	C. Leslie Golliday } C. M. Zinn } Owners C. Leslie Golliday, Gen. & Coml. Mgr.	Herbert A. Golombeck, Prog. Dir. Mrs. Ruby Reynolds Ware, Prom. Mgr. Bernard J. Swandie, Chief Engr. Burn-Smith World AP
MONTGOMERY	WMON 1340	250	Fayette Associates Inc. 308 1/2 Washington St. 620	MBS KBS	Arnold Vickers, Pres. Harold B. Shaw, Station Mgr. & Prom. Dir.	A. W. Vickers, Coml. Mgr. Bill Humbert, Prog. Dir. J. C. Carver, Chief Engr. Young World AP
MORGANTOWN	WAJR 1230	250	West Virginia Radio Corp. 446 Spruce 9488	MBS KBS	H. C. Greer, Pres. Numa Fabre Jr., Mgr.	Richard Raese, Prog. Dir. Francis Berry, Prom. Mgr. Ray C. Spence, Chief Engr. Griffith World AP
OAK HILL	WOAY 860	250-D	Robert R. Thomas Jr. Oak Hill	Robert R. Thomas Jr., Owner & Gen. Mgr.	Cecil Lindsay, Coml. Mgr. AP
PARKERSBURG	WCOM (Construction permit) 1230	250	Parkersburg Bestg. Co. Parkersburg	J. V. Anderson, Pres.
PARKERSBURG	WPAR 1450	250	Ohio Valley Bestg. Corp. 701 Market St. 2530	CBS W. Va.	John A. Kennedy, Pres. Geo. H. Clinton, Gen. & Coml. Mgr.	Carl Loose, Prog. Dir. John Evans, Educational Dir. Cecil Knowles, Chief Engr. Branham Standard AP
RONCEVERTE	WRON 1400	250	William E. Blake Ronceverte 300	William E. Blake, Owner & Gen. Mgr.	Durward M. Stanley, Prog. Dir. & Prom. Mgr. P. T. Flanagan, Chief Engr. McGillvra Thesaurus AP
WELCH	WBRW 1340	250	McDowell Service Co. 10 Riverside Drive 818	MBS KBS	J. G. Hunt, Pres. John Sinclair, Gen. Mgr.	Johnny Villani, Prog. Dir. Howard King, Chief Engr. Forjoe Standard AP
WHEELING	WKWK 1400	250	Community Bestg. Inc. 16th & Market St. 5320	ABC (June 15)	Joe L. Smith Jr., Pres. John B. Reynolds, Mgr.-Secy.-Treas. & Coml. Mgr.	Albert H. Stewart, Prog. Dir. Fred A. Baker, Chief Engr. Weed Standard UP
WHEELING	WWVA 1170	50,000	West Virginia Bestg. Corp. Nawley Bldg. 5383	CBS (June 15)	George B. Storer, Pres. William E. Rine, Managing Dir. Paul J. Miller, Assist. Managing Dir.	Paul A. Myers, Prog. Dir. Howard W. Meagle, Prom. Dir. Edwin L. Keim, Chief Engr. Blair Lang-Worth AP
WILLIAMSON	WBTH 1400	250	Williamson Bestg. Corp. Williamson 1241	MBS	Mrs. Lewis C. Tierney, Pres. Alice Shein, Gen. & Coml. Mgr.	Robert E. Spiros, Prog. Dir. & Prom. Mgr. Robert W. Bullio, Chief Engr. Thesaurus UP

WISCONSIN

APPLETON	WHBY 1230	250	WHBY Inc. 600 S. Lawe St. 1161	MBS KBS Wisconsin	Rev. James A. Wagner, Managing Dir. J. L. Gallagher, Gen. Mgr. W. C. Porsow, Coml. Mgr.	Rodger L. Mueller, Prog. Dir. W. C. Porsow, Prom. Mgr. George Merkl, Chief Engr. Lang-Worth AP
ASHLAND	WATW 1400	250	Upper Mich.-Wis. Bestg. Co. Inc. Northern State Bank Bldg. 1420	MBS KBS	William L. Johnson, Pres. J. W. Huss, Gen. Mgr.-Vice Pres. Terence Hogan, Coml. Mgr.	Bob Kennedy, Prog. Dir. J. A. Marta, Prom. Mgr. Hine Dahlbacka, Chief Engr. Walker World UP
EAU CLAIRE	WEAU 790	5,000-LS 1,000-N	Central Bestg. Co. 203 S. Barstow St. 6149	NBC Northwest Arrowhead	Walter C. Bridges, Pres. & Gen. Mgr. Clyde Riddle, Adv. Mgr.	Jaek Kelly, Prog. Dir. & Prom. Mgr. Thorwald O. Jorgenson, Chief Engr. Hollingbery Lang-Worth Thesaurus UP
FOND DU LAC	KFIZ 1450	250	KFIZ Bestg. Co. 18 W. 1st St. 356	MBS Wisconsin	A. H. Lange, Pres. Lynn N. Fairbanks, Gen. Mgr. Emery W. Martin Jr., Coml. Mgr.	Lucille A. Fairbanks, Prog. Dir. Clarence Goesser, Prom. & Traffic Dir. Wendell S. Meyers, Chief Engr. INS
GREEN BAY	WTAQ 1360	5,000	WHBY Inc. Green Bay Adams 1	CBS	Rev. James A. Wagner, Managing Dir. Haydn R. Evans, Gen. & Coml. Mgr.	Al Michel, Sales Mgr. Bob Savage, Prog. Dir. Wallace Stangel, Chief Engr. Weed World AP
GREEN BAY	(Construction permit) 1400	250	Green Bay Bestg. Co. Green Bay	Ben Laird } Irvin S. Kramlich } Equal Owners C. L. Kramlich
JANESVILLE	WCLO 1230	250	Southern Wisconsin Radio Inc. Janesville 2500	MBS KBS Wisconsin	Sidney H. Bliss, Pres. Vern W. Williams, Station & Coml. Mgr.	Wayne Clay, Chief Engr. Rambeau SESAC World AP

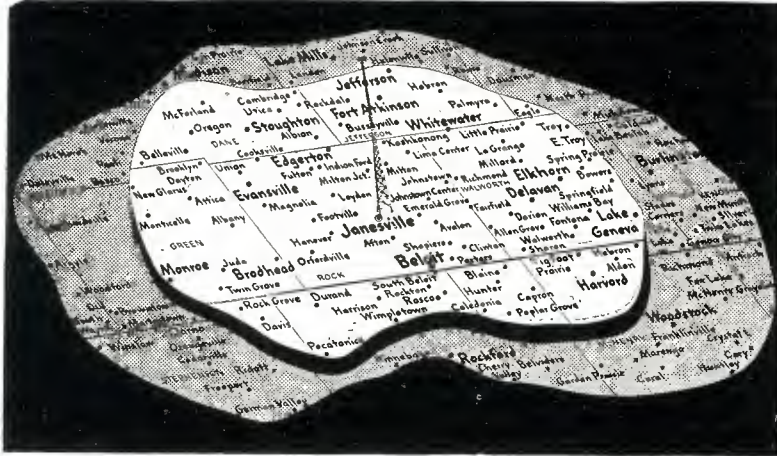
AUDIENCE *Makes* WCLO

Audience participating shows . . . AP wire service and complete area news fed by 85 community correspondents . . . all area sports . . . civic and social events . . . plus well balanced music and drama. These make WCLO the Voice of Southern Wisconsin and Northern Illinois in a highly productive market of 310,651 people.



AUNT "EM'S"
HOMEMAKERS
HOUR
16 YEARS OF
SERVICE
AVAILABILITIES
FOR 3 DAILY SPOTS

Aunt "Em"—A loveable radio personality who knows more about down to earth cookin' than 90% of the gals on the air today. She'll create consumer demand for any product sold by food merchants.



WCLOAREA MARKET DATA

Located in the very heart of nation's rich dairy and Swiss cheese center . . . home area of 26 major industries . . . resort playground of Middle West . . . high Per Capita Retail Sales of \$387.30 (Wis. \$339.43—U. S. \$319.29) . . . radio families, 93%.

FARM-PRIMARY MARKET ONLY

Farm Population *	60,793
Farm Families *	14,495
Radio Families *	14,095
Average Value per Farm **	\$19,800
Average Income per Family **	\$5,966
Total Annual Gross Income **	\$86,482,520

	URBAN and FARM		Secondary Total
	Primary	(Sales Expressed in Thousands)	
Population *	201,129	109,522	310,651
Families *	57,181	30,568	87,749
Radio Homes *	53,928	28,800	82,728
Total Retail Stores *	3,492	1,252	4,744
Total Retail Sales **	\$135,808	\$48,900	\$184,700
Total Food Stores *	774	252	1,026
Total Food Sales **	\$33,910	\$12,208	\$46,118
Total Drug Stores *	100	38	138
Total Drug Sales **	\$4,119	\$1,483	\$5,602

* 1940 Census
 ** 1946 Sales Management



150,000 people came to see and participate in WCLO shows on the midways of four County Fairs in the month of August, 1946. WCLO is the only station to originate broadcasts from these fairs. Letters from the Fair secretaries prove the effective use of this radio publicity.



450 Rural Schools, with enrollment of more than 9,000 children in 4 counties, participate daily, Monday thru Friday, in Schaalttime broadcasts. This series supervised by County School Superintendent Radia Committee. 161 schools and better than 3,000 students, will have presented programs from the WCLO studios at the conclusion of the 1947 spring term.



The "Country Caller," Grant Ritter, WCLO Farm Director, drove 22,500 miles in 1946 to wire record his interviews with 336 farm families in 9 Southern Wisconsin and Northern Illinois counties. His morning farm program, 6:30 to 8, and his noon farm round up, 11:30 to 1 P. M., provide the farmer with exclusive livestock reports, 4-H, county agent and farm news.



REPRESENTED by Rambeau
 NEW YORK • CHICAGO • LOS ANGELES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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WISCONSIN—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services	
KENOSHA	WLIP (Construction permit) 1050	250-D	William Lipman Kenosha Natl. Bank Bldg.	William L. Lipman, Owner Richard V. Driscoll, Gen. Mgr. & Prog. Dir.	William L. Lipman, Coml. Mgr. Jack Price, Chief Engr.
LA CROSSE	WKBH 1410	5,000	WKBH Inc. 409 Main St. 450	NBC	Howard Dahl, Pres. & Gen. Mgr. Berneice Callaway, Prog. Dir.	Al Leeman, Chief Engr. Raymond Plamadore, Prod. Mgr.	Wilson Lang-Worth Standard AP
LA CROSSE	WLICX (Construction permit) 1490	250	Bermac Radio Inc. (Temp.) 2202 Ogden Ave. Superior, Wis.	Margaret S. MacLennan, Chief Owner
MADISON	*WHA 970	5,000-D	U. of Wisconsin Radio Hall Badger 580, Ex. 476	H. B. McCarty, Dir. Walter Krulevitch, Prog. Supvr. Harold A. Engel, Puhl. Rel. Dir.	John Stiehl, Chief Engr. Wm. G. Harley, Mgr.	Associated Standard UP
MADISON 3	WIBA 1310	5,000	Badger Bestg. Co. 110 E. Main St. Fairchild 8800	NBC	William T. Evjue, Pres. Kenneth F. Schmitt, Station Mgr. Howard A. Johnson, Bus. Mgr.	Frank Bignell, Prog. Dir. C. W. Wallis, Merch. Dir. Norman Hahn, Chief Engr.	Wilson Standard AP, UP
MANITOWOC	WOMT 1240	250	Francis M. Kadow Radio Bldg.	MBS KBS Wisconsin	Francis M. Kadow, Owner & Gen. Mgr.	George M. Erdman, Prog. Dir. W. F. Duhin, Chief Engr.	Walker UP
MARINETTE	WMAM 570	250-LS 100-N	M&M Bestg. Co. 400 Wells St. 570	NBC	Wm. E. Walker, Pres. Joseph D. Mackin, Gen. Mgr. Howard L. Emich, Coml. Mgr.	Mary Kay, Prog. Dir. Patrick Kehoe, Traffic Mgr. Leo Stewart, Chief Engr.	Wilson Associated UP
MARSHFIELD	WDLB 1450	250	Dairyland's Bestg. Service 1710 N. Central Ave. 1212	KBS	Lloyd L. Felker, Pres. George F. Meyer, Gen. Mgr. Robert W. Behling, Coml. Mgr.	Roy La Mere, Prog. Dir.-Chief Anncr. Gerald J. Boos, Chief Engr.	World UP
MEDFORD	WIGM 1490	250	George F. Meyer Medford 5147	KBS	George F. Meyer, Owner & Mgr. Irma Meyer, Assist. Mgr. & Prog. Dir.	Raymond Bohnert, Chief Engr.	Cox & Tanz SESAC UP
MILWAUKEE 3	WEMP 1340	250	Milwaukee Bestg. Co. 710 N. Plankinton Marquette 7722	ABC	Glen Roberts, et al } Robert LaFollette } Partners Hugh K. Boice Jr., Gen. & Coml. Mgr.	Bert Mulroy, Assist. Mgr. & Prog. Mgr. Rolland Paske, Supervr. Engr.	Wilson UP
MILWAUKEE 2	WFOX 860	250-D	Wisconsin Bestg. System Inc. 739 N. Broadway Broadway 1272	Chas. J. Lanphier, Pres. & Gen. Mgr. Carl G. Zimmermann, Prog. Dir. & Prom. Mgr.	Dan Gellerup, Chief Engr.	SESAC Standard AP
MILWAUKEE 1	WISN 1150	5,000	Hearst Radio Inc. 123 W. Michigan Daly 6476	CBS	G. W. Grignon, Gen. & Coml. Mgr. W. O. Dreyfus, Prog. Dir. Ellis Saxton, Prom. Mgr.	D. A. Weller, Chief Engr. R. E. Shireman, Local Coml. Mgr.	Katz Standard World UP, INS
MILWAUKEE	WMLO (Construction permit) 1290	1,000-D	Cream City Bestg. Co., Inc. Milwaukee	Gene Posner, Pres.
MILWAUKEE 4	WTMJ 620	5,000	The Journal Co. 333 W. State St. Marquette 6000	NBC	Walter J. Damm, Gen. Mgr. L. W. Herzog, Assist. Gen. Mgr. R. G. Winnie, Mgr.	E. J. Robertson, Prog. Dir. Bruce Wallace, Prom. Mgr. William Hebal, Broadcast Tech. Supvr.	Petry Associated Thesaurus AP
NEENAH	WNAM 1280	1,000-D	Neenah-Menasha Bestg. Co. Natl. Mfrs. Bank Bldg. 823	Don C. Wirth, Exec. Gen. Mgr.	E. W. Fliedel, Chief Engr.	World UP
OSHKOSH	WOSH 1490	250	Oshkosh Bestg. Co. 151 1/2 N. Main St. Stanley 4580	ABC	Myles H. Johns, Senior Partner Allan Curnutt, Mgr.	Sherwood Lorenz, Prog. Dir. Nathan Williams, Chief Engr.	Walker World UP
POYNETTE	WIBU 1240	250	Wm. C. Forrest Poynette 97R5	MBS KBS Wisconsin	Wm. C. Forrest, Owner & Gen. Mgr. Ralph O'Connor, Coml. Mgr.	Sarah Forrest, Prog. Dir. & Prom. Mgr. Leonard Doese, Chief Engr.	Burn-Smith SESAC Standard UP
RACINE	WRJN 1400	250	Racine Bestg. Corp. 441 Main St. Jackson 290	ABC KBS Wisconsin	Frank R. Starhuck, Pres. Harry R. LePoidevin, Secy.-Treas. Harold J. Newcomb, Station Mgr.	Lyman Merens, Prog. Dir. F. Lee Dechant, Chief Engr.	Walker AP
RHINELANDER	WOBT 1240	250	Oneida Bestg. Co. Route 8 East	John R. Tomek, Pres. Robert F. Christopher, Gen. Mgr.	Edward J. Schlueter, Coml. Mgr. UP
RICE LAKE	WJMC 1240	250	WJMC Inc. 1615 S. Main St. 550	MBS Arrowhead	W. C. Bridges, Chief Owner Greg Rouleau, Mgr.	Harry Wills, Prog. Dir. Robert P. Kolsky, Chief Engr.	Hollingbery SESAC World
SHEBOYGAN	WHBL 1330	1,000-LS 250-N	Press Publishing Co. Press Bldg. 1909	ABC	A. Matt Werner, Exec. Dir. G. P. Richards, Gen. & Coml. Mgr.	Glen James, Prog. Dir. Doris Donnie, Prom. Mgr. Herbert Mayer, Chief Engr.	World AP
STEVENS POINT	*WLBL 930	5,000-D	Wisconsin Dept. of Agriculture Box 233 Main 525	Milton Button, Dir., Dept. Agr. (Madison) F. R. Calvert, Mgr. (Stevens Point)	Walter Ninneman, Engr. (Auhurn- dale) UP
SUPERIOR	WDSM 1230	250	Ridson Inc. 1213 Tower Ave. 4451	ABC	Robert B. Ridder, Pres. Carl Bloomquist, Gen. Mgr. Clifford J. Lue, Coml. Mgr.	Lewis D. Martin, Prog. Dir. Jack Malthy, Prom. Mgr. J. Melvin Laskay, Chief Engr.	Free & Peters Lang-Worth SESAC AP

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WISCONSIN—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
SUPERIOR.....	WSBR 1490	250	WSBR Inc. First & Baxter Ave. 2-2012	MBS	Ford S. Campbell, Pres. James J. Conroy, Gen. Mgr. Arthur C. Robinson, Station Mgr.	Rolf M. Erickson, Prog. Dir. Olaf N. Gabrielson, Tech. Dir. Standard AP
WAUKESHA.....	WAUX (Construction permit) 1510	250-D	WAUK Bestg. Co. 319 W. Main St.	Carl Taylor, Pres. Lloyd Burlingham, Vice Pres. Russ Salter, Secy.-Treas.	Meldgar Figi, Gen. & Coml. Mgr. Russ Salter, Tech. Supvr. Cole AP
WAUSAU.....	WSAU 1400	250	Northern Bestg. Co. Inc. 125 3rd St. 6521	CBS Wisconsin	William E. Walker, Pres. Ben F. Hovel, Gen. Mgr. Joseph W. Killeen, Coml. Mgr.	Don R. Burt, Prog. Dir. Roland W. Richardt, Chief Engr. Wilson World AP, UP
WISCONSIN RAPIDS ..	WFHR 1340	250	William F. Huffman 141 W. Grand Ave. 1340	MBS Wisconsin	William F. Huffman, Owner George T. Frechette, Gen. Mgr. Bruce G. Beichl, Coml. Mgr.	Sigmund Kelbanowsky, Prog. Dir. George T. Frechette, Prom. Mgr. Victor W. Nickel, Chief Engr. Thesaurus AP

WYOMING

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
CASPER.....	KDFN 1470	1,000	Donald L. Hathaway 1st and Lennox Sts. 407	MBS KBS Intermountain	Donald L. Hathaway, Owner & Gen. Mgr. Frederic Hufsmith, Coml. Mgr.	Marcus R. Nichols, Prog. Dir. & Prom. Mgr. Donald L. Hathaway, Chief Engr. Sears & Ayer Lang-Worth UP
CASPER.....	KVOC 1230	250	Natrona County Tribune 1540 S. Wolcott St.	ABC	E. E. Hanway, Publisher John R. Bailey Jr., Station Mgr.	Vern Baumgartner, Chief Engr. Standard AP
CHEYENNE.....	KFBC 1240	250	Frontier Bestg. Co. Plains Hotel 4461	ABC	Tracy S. McCracken, Pres. Wm. C. Grove, Gen. Mgr. & Natl. Sales Mgr. Frank Flynn, Local Coml. Mgr.	Neal Wallace, Chief Anner. Dale Sunderland, Traffic Mgr. Clark Grove, Chief Engr. Rambeau Thesaurus UP
CODY.....	KODI 1400	250	Absawka Bestg. Co. (Temp.) Alger Bldg.	MBS	Breck Moran, Pres.
POWELL.....	KPOW 1230 1260-CP	250 1,000-CP	A. J. Meyer Powell 222	MBS Intermountain	A. J. Meyer, Owner & Gen. Mgr. Del Brandt, Coml. Mgr. & Chief Engr.	Mary Kawano, Prom. Mgr. Sears & Ayer, Griffith Cole SESAC UP
RAWLINS.....	KRAL (Construction permit) 1240	250	Rawlins Bestg. Co. Box 37	ABC	Tracy S. McCracken, Pres. Wm. C. Grove, Vice-Pres.	Maxwell Young, Gen. & Coml. Mgr. Clark Grove, Prog. Dir. & Chief Engr. UP
RAWLINS.....	KSWR (Construction permit) 1340	250	Southern Wyoming Bestg. Co. (Temp.) 2730 Quincy St. Ogden, Utah	G. Stanley Brewer, Owner
ROCK SPRINGS.....	KVRS 1400	250	Wyoming Bestg. Co. 1307 Wyoming St. 93	MBS KBS Intermountain	Marjorie L. McCracken, Pres. & Prog. Dir.	Harold L. McCracken, Gen. & Coml. Mgr. Archie W. Buchanan, Chief Engr. Standard AP
SHERIDAN.....	KWYO 1410	1,000-LS 500-N	Bighorn Bestg. Co. 19 N. Main 601	MBS KBS Intermountain	R. E. Carroll, Pres. Jim Carroll, Mgr.	Mel Hallock, Prog. Mgr. Robert Crosthwaite, Chief Engr. Griffith Seay & Ayer Lang-Worth UP
WORLAND.....	KWOR 1490	250	Joseph P. Ernst Box 92 308	KBS	Joseph P. Ernst, Owner & Mgr. Mildred V. Ernst, Coml. Mgr. & Prog. Dir.	Joseph P. Ernst, Chief Engr. AP

DIRECTORY OF BROADCASTING STATIONS OF U. S. POSSESSIONS AND TERRITORIES

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ALASKA

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Transc. Library News Services
ANCHORAGE.....	KENI (Construction permit) 550	5,000	Midnight Sun Bestg. Co. Anchorage	Austin E. Lathrop, Pres.
ANCHORAGE.....	KFQD 790	1,000 5,000-CP	Alaska Bestg. Co. Box 1040 Main 143	KBS Alaska	Wm. J. Wagner, Owner & Gen. Mgr. Ken Laughlin, Coml. Mgr.	Jay Stauter, Prog. Dir. & Prom. Mgr. Wm. J. Wagner, Chief Engr. Pan American Lang-Worth AP
ANCHORAGE..... (Construction permit) 1240	250	Aleutian Broadcaster Anchorage	Keith Capper, Sole Owner

DIRECTORY OF BROADCASTING STATIONS OF U. S. POSSESSIONS AND TERRITORIES

ALASKA—(Continued)

City	Call Letters and Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Executive Personnel	Representatives Trans. Library News Services
FAIRBANKS	KFAR 610 660-SA	5,000 10,000-SA	Midnight Sun Bestg. Co. Box 910 East 380	Austin E. Lathrop, Pres. Alvin O. Bramstedt, Gen. Mgr. Allan B. Walker, Prog. Dir.	Ruben Gaines, Prom. Mgr. August G. Hiebert, Chief Engr. Wellington AP
JUNEAU	KINY 1460	5,000	Edwin A. Kraft 708 American Bldg. 5488 Seattle, Wash.	Alaska	Edwin A. Kraft, Owner Henry M. Hogue, Gen. Mgr.	Richard Peter, Prog. Dir. & Prom. Mgr. Lucian Armour, Chief Engr. Pan American MacGregor Standard AP
KETCHIKAN	KTKN 930	1,000	Edwin A. Kraft KTKN Bldg. 789	Edwin A. Kraft, Owner Ed Lytle, Mgr.	Dale Chronicle, Prog. Mgr. Herbert L. Foster, Chief Engr. MacGregor Standard Thesaurus AP

HAWAII

HILO	KHBC 1230	250	Hawaiian Bestg. System Ltd. 1283 Kalaniana'ole Highway 3877	CBS Hawaiian	Carl T. Thrumston, Station Mgr. Harold L. Marques, Coml. Mgr.	Amy C. Izumi, Prog. Dir. William H. Dirks, Chief Engr. Blair World UP
HONOLULU	KGMB 590	5,000	Hawaiian Bestg. System Ltd. 1534 Kapiolani Blvd. 2323	CBS Hawaiian	J. Howard Worrall, Pres. & Gen. Mgr. Robert L. Dick, Assist. Gen. Mgr. & Secy.-Treas.	Owen Cunningham, Prog. Dir. Marion Ruane, Prom. Mgr. Ernest Lindemann, Chief Engr. Blair Associated Standard World UP
HONOLULU	KGU 760 L-WJR	2,500	Marion A. Mulrony & Advertiser Publ. Co. Ltd. P. O. Box 3110 2311	NBC	Lorin P. Thurston, Pres. Marion A. Mulrony, Station Mgr. & Chief Engr.	George T. Plummer, Coml. Mgr. Kenton Case, Prog. Mgr. Katz Lang-Worth UP, Transradio
HONOLULU	KHON 1400	250	Aloha Bestg. Co. Ltd. P. O. Box 1380, Kalia, Waikiki 9-5295	MBS Don Lee	R. M. Fitkin, Pres. Wesley Edwards, Exec. Vice-Pres. & Station Mgr.	L. Roy Turner, Coml. Mgr. Alexa Ames, Prog. Dir. Ira G. Mercer, Chief Engr. Avery-Knodel Capitol Lang-Worth MacGregor Standard UP
HONOLULU	KPOA 630	5,000	Island Bestg. Co. P. O. Box 3499 9-2761	Henry C. Putnam } John D. Keating } Partners J. Elroy McCaw } Henry C. Putnam, Gen. Mgr. Harry F. Cooper, Local Sales Mgr.	Richard S. Downie, National Sales Mgr. Donald E. Klein, Prog. Dir. Larry Grant, Prod. Mgr. James R. Bird, Chief Engr. Petry Lang-Worth AP
HONOLULU	KULA (Construction permit) 690	10,000	Pacific Frontier Bestg. Co. Ltd. P. O. Box 1479	ABC	Harold T. Kay, Pres. Frank V. Webb Jr., Gen. Mgr.	Homer R. Johnson, Chief Engr. Associated Capitol Standard UP
LIHUE, KAUALA	KTOH 1490	250	Garden Isle Pub. Co. Ltd. Lihue 261	CBS	Charles J. Fern, Gen. Mgr. John P. Needham, Coml. Mgr.	Raymond K. Sasaki, Prog. Dir. Katashi Nose, Chief Engr. Blair Standard UP
WAILUKU, MAUI	KMVI 550	1,000	Maui Publ. Co. Ltd. Box 374 Maui 996	MBS Don Lee	J. Walter Cameron, Pres. Ezra J. Crane, Gen. Mgr. Charles C. Young, Adv. Mgr.	Richard E. Mawson, Prog. Dir. T. C. Frerichs, Chief Station Engr. Sadami Katahara, Chief Tech. Walker Cole MacGregor Lang-Worth Standard UP

PUERTO RICO

ARECIBO	WCMN (Construction permit) 1280	1,000	Caribbean Bestg. Corp. P. O. Box 248
ARECIBO	WKVM 1230	250	American-Colonial Bestg. Co. P. O. Box 772 463	Ralph P. Perry, Pres.-Gen. Mgr. & Chief Engr. Maria Colon, Assist. Mgr.	Antonio Diaz Velazquez, Prod. & Prom. Mgr. Ralpb Mercado, Assist. Chief Engr.
CAGUAS	WIRA (Construction permit) 1450	250	Inter-American Radio Corp. Caguas	Eduardo Biascoehra, Pres. & Gen. Mgr.	Alberto H. Biascoehra, Coml. Mgr. Jose A. Rivera, Prod. Mgr.
FAJARDO (Construction permit) 1490	250	Madrazo & Diaz (Temp.) 2 Cristo St. San Juan, P. R.	Jose R. Madrazo } Rubin D. Atilas } Owners
HATO REY	WIAC 580	5,000	Radio Station WIAC Inc. P. O. Box 4504 San Juan	Mrs. Enrique Abarca Sanfeliz, Executrix
MAYAGUEZ	WECW 1490	250	Electronics Corp. of P. R. P. O. Box 791 990	Santiago E. Caino, Pres. Benjamin Cole, Coml. Mgr.	Rosado Baez, Prog. Dir. Jesus M. Aviles-Brunet, Chief Engr. AP
MAYAGUEZ	WKJB 1340	250	Jose Bechara Jr. Minerva St. 8 983	Jose Bechara Jr., Owner Patricio R. Fermaintt, Gen. Mgr. Jaime Sanjurjo, Coml. Mgr.	Dieguita Rivera, Prog. Dir. Henry Fischbach, Chief Engr.
MAYAGUEZ	WORA (Construction permit) 1150	1,000	Radio Americas Corp. 4 Muelle St.	Alfredo Ramirez de Arellano Jr., Pres.
MAYAGUEZ	WPBP 1450	250	Paradise Bestg. Co. Comercio 24 812	Jose M. Sepulveda, Co-Owner & Gen. Mgr. & Chief Engr.	Angel Rivera Graciani, Prog. Dir. Edgar Olivieri, Prom. Mgr. AP
MAYAGUEZ	WPRA 990	5,000-LS 1,000-N	Puerto Rico Adv. Co. Inc. Box 869 269	Andres Camara, Pres. & Gen. Mgr. Luis Freyre, Coml. Mgr.	Ismael Torrellas, Prog. Dir. Felix Santiago, Prom. Mgr. Eliezer D. Lugo, Chief Engr.
PONCE	WPAB 1370	1,000	Portorican American Bestg. Co. Inc. 17 Leon St. 783	Carlos C. Clavell, Pres. A. Gimenez Aguayo, Gen. Mgr. & Treas.	Antonio Miro, Adv. Department Jose Ramon Diaz, Prog. Dir. AP
PONCE	WPRP 1420	250	Voice of Puerto Rico Inc. 6 Trujillo St. 1015	Andres Grillasca, Pres. Jose Ramon Rodriguez, Coml. Mgr.	Daniel Pales, Tech. Supvr.
SAN JUAN	WAPA 680	10,000	Jose Ramon Quinones Stop 6 1/2 Ponce de Leon Ave. 2-4271	ABC, MBS	Jose Ramon Quinones, Chief Owner Harwood Hull Jr., Gen. Mgr.	Rafael Acosta, Chief Engr. Hector A. Moll, Chief Studio Engr. Thesaurus
SAN JUAN	WKAQ 620	5,000	Radio Corp. of Porto Rico Telephone Bldg. 2-2021	CBS	E. J. Powell, Vice-Pres. & Gen. Mgr. J. C. Irizarry, Coml. Mgr.	M. Ochoa, Prod. & Prom. Mgr. A. P. del Valle, Vice-Pres. & Tech. Supvr. Guzman Associated AP
SAN JUAN	WNEL 1320 860-CP	5,000	Juan Piza 59 Brau St. 2-1300	Juan Piza, Owner Oscar H. Romaguera, Gen. Mgr. Rodulfo Blanco, Coml. Mgr.	M. T. Padilla, Prog. Dir. Camilo Fraticelli, Prom. Mgr. William Greer, Chief Engr. Piza Lang-Worth World



Coming Soon!!

— To serve Alaska's swiftly
growing needs —

**A husky new running
mate for KFAR —**

KENI

Will be on the air in Anchorage, Alaska approximately October 1, 1947. As Alaska's newest and most modern radio station, KENI will join KFAR (Fairbanks) in bringing the wealthy Alaska market the finest in radio entertainment.

KFAR + KENI = the outstanding advertising buy in the rich and ever-increasing Alaska market.

Write us now for full particulars—including the new combination rates.

KENI

ANCHORAGE

5000 Watts—550 KC.

Owned and operated by
Midnight Sun Broadcasting Company,
Fairbanks, Alaska

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