

NEBRASKA

Estimated Population 1,262,295—Radio Homes 318,759
Stations in State 20

K O R N

FREMONT—EST. 1939

MUTUAL—KBS

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By.....The Nebraska
Broadcasting Corporation

Address.....118 E. 5th
Phone Number.....1060-1
Transmitter Location.....16th St., East
Time on the Air.....6:30 a.m. to midnight
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Sears and Ayer, Inc.
Membership.....NAB

Personnel

President.....Arthur Baldwin
Station Manager.....William H. Baldwin
Commercial Manager.....G. E. Bentz
Sales Promotion Manager.....Marjorie Christensen
Chief Announcer.....Bill Wood
Chief Engineer.....Ken L. Dumas
Record M.C.....Dan Wozniak

K M M J

GRAND ISLAND—EST. 1925

ABC

Frequency 750 Kc. Power: 1000 Watts
Owned-Operated By.....KMMJ, Inc.
Address.....Cedar & Division
Phone Number.....703
Transmitter Location.....Phillips, Nebr.
Time on the Air...Local sunrise to local sunset
News Service.....UP
Transcription Service.....Standard Radio
Representative.....Headley-Reed Co.
Membership.....NAB, BMB

Personnel

President.....Don Searle
General Mgr.-Station Mgr.....Wick Heath
Commercial Manager.....Bill Martin
Promotion Manager.....Ray Kozak
Program Director.....Orie Kerwood
Publicity Director.....Ray Kozak
Musical Director.....Dick Stahl
Chief Engineer.....Norval Larsen

K H A S

HASTINGS—EST. 1939

MUTUAL BROADCASTING SYSTEM

KBS

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By.....The Nebraska
Broadcasting Co.

Address.....906½ W. 2nd St.
Phone Number.....1745-6
Transmitter Location.....906½ W. 2nd St.
Time on the Air.....Weekdays, 7 a.m. to
midnight

Newspaper Affiliation...Hastings Daily Tribune
News Service.....INS
Transcription Service.....World Broadcasting
System
Membership.....NAB, BMB

Personnel

Owner.....Fred A. Seaton
General Mgr.-Station Mgr.....Duane L. Watts
Commercial Manager.....
Sales Promotion Manager.....Ken James
Program Director.....Herb Clark
Publicity Director.....Duane L. Watts
Chief Engineer.....Duane B. Allison
Record M.C.'s.....Jerry Granger, Eddie Meyer

K G F W

KEARNEY—EST. 1930

MUTUAL—KEYSTONE

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By.....Central Nebraska
Broadcasting Corporation

Address.....206 Federal Annex Bldg.
Phone Number.....Executive office, 23541,
Program Dept., 31551
Transmitter Location.....Lakeside
Time on the Air.....6:30 a.m. to 11 p.m.
News Service.....UP
Membership.....NAB, BMB

Personnel

Pres.-Gen. Mgr.....Lloyd C. Thomas
Station Mgr.-Commercial
Manager.....E. Anson Thomas
Program Director.....Peg Biber
Production Manager.....Bob Parkins
Musical Director.....Wayne Beavers
Chief Engineer.....Jack Lewis

K F A B

LINCOLN—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc. Power: 50,000 Watts
Owned-Operated By.....KFAB Broadcasting
Company

Address.....Sharp Bldg., Lincoln,
620 Farnam Bldg., Omaha
Phone Number...Lincoln 2-3214, Omaha-Ja 3420

Transmitter Location...10 miles N. of Omaha
 Time on the Air.....5 a.m. to 12:05 a.m.
 Newspaper Affiliation.....Nebraska State
 Journal, Lincoln Star
 News Service.....AP & UP
 Transcription Service.....Standard Radio
 SESAC
 Representative.....Free & Peters, Inc.
 Membership.....NAB, BMB

Personnel

Chairman of the Board.....Joe Seacrest
 General Manager.....Harry Burke
 Lincoln Manager.....Earl Williams
 Commercial Manager.....Harry Burke
 Sales Promotion Mgr.-Publicity
 Director.....Harold E. Roll
 Musical Director.....Alene McKinney
 Chief Engineer.....Mark Bullock

KFOR

LINCOLN—EST. 1933

AMERICAN BROADCASTING CO.
 MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By....Cornbelt Broadcasting
 Corporation
 Address.....Stuart Bldg.
 Phone Number.....2-6955
 Transmitter Location.....48th & Vine Sts.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....INS; AP
 Transcription Service.....Standard Radio,
 Associated,
 Representative....Edward Petry & Co., Inc.
 National Sales Office.....Forrest Blair, KOIL
 Membership.....NAB, BMB

Personnel

President.....Charles T. Stuart
 Station Mgr.-Commercial Mgr....Harry D. Peck
 Sales Promotion Manager.....Vic Williams
 Program Director.....Jack Huston
 Production Manager.....Lee Berg
 Publicity Director.....Harold Anderson
 Chief Announcer.....Jack Huston
 Musical Director.....Fleda Ziegenbein
 Music Librarian.....Lois Judas
 Chief Engineer.....Charles W. Winkler
 Record M.C.....Bob Johnson

WJAG

NORFOLK—EST. 1922

NEBRASKA WIRELESS

Frequency: 780 Kc....Power: 1000 w. d. only
 Owned-Operated By....Norfolk Daily News
 Business Address.....Norfolk Ave. & 6th St.
 Phone Number.....432

Transmitter Location...West Koenigstein Ave.
 Time on the Air.....Daytime
 Newspaper Affiliation.....Norfolk Daily News
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....The Walker Co.
 Membership.....NAB, BMB

Personnel

Gen. Mgr.-Station Mgr.....Art Thomas
 Commercial Mgr.-Sales Promotion
 Manager.....Bob Thomas
 Program Director.....Hollis Francis
 Publicity Director.....Bob Thomas
 Chief Announcer-Musical Dir....Wayne Larson
 Chief Engineer.....Frank Weidenbach
 Record M.C.....Wayne Larson

KODY

NORTH PLATTE—EST. 1930

NATIONAL BROADCASTING COMPANY
 KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By....Radio Station WOW,
 Inc., Omaha
 Address.....1521 West 12th St.
 Phone Number.....382
 Transmitter Location.....1521 W. 12th St.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP and AP
 Transcription Service....Standard, Lang-Worth
 Representative.....John Blair & Co.
 Membership.....NAB

Personnel

President.....John J. Gillin, Jr.
 General Manager.....John Alexander
 Commercial Manager.....Joe DiNatale
 Sales Promotion Manager.....Jerry Wing
 Program Director.....John Alexander
 Chief Engineer.....Jay Blakesley

KBON

OMAHA—EST. 1942

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By....Inland Broadcasting
 Company
 Address.....2027 Dodge Street
 Phone Number.....Jackson 8282
 Transmitter Location.....2027 Dodge St.
 Time on the Air.....6:30 a.m. to midnight;
 Sunday, 8 a.m. to midnight
 News Service.....AP
 Transcription Service.....World
 Representative.....Weed & Co.
 Membership.....NAB, BMB

Personnel

V-P-Gen. Mgr. Paul R. Fry
 Asst. Station Manager..... Richard Welna
 Commercial Manager..... Ernest S. Priesman
 Sales Promotion Manager..... M. K. Doyle
 Program Director..... Richard Welna
 Production Manager..... Hugh Bader
 Musical Director..... Ernest S. Priesman
 Chief Engineer..... Percy Zeig'ler
 Record M.C.'s.... Don Perazzo, Sandy Jackson

K O I L

OMAHA—EST. 1925

ABC

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By...Central States Broad-
 casting Co.
 Address.....Omaha National Bank Bldg.
 Phone Number.....Jackson 7626
 Transmitter Location.....South Omaha Rd.,
 Time on the Air.....6 a.m. to midnight;
 Council Bluffs, Iowa
 News Service.....INS; AP
 Transcription Service.....Standard Radio,
 Associated
 Representative.....Edward Petry & Co.
 MembershipNAB, BMB

Personnel

President.....Charles T. Stuart
 Assistant Manager.....Virgil Sharpe
 General Sales Manager.....W. O. Edholm
 National Sales Manager.....Forrest Blair
 Sales Promotion Manager....Victor Williams
 Program Director.....Virgil Sharpe
 Production Manager.....Larry Forsythe
 Publicity Director.....Victor Williams
 Chief Engineer.....Charles W. Winkler
 Record M.C.....Lee Barron

K O W H

OMAHA—EST. 1922

NEBRASKA NETWORK

ASSOCIATED BROADCASTING SYSTEM

Frequency: 660 Kc...Power: 500 w., d. only
 Owned By.....World Publishing Co.
 Operated By.....Omaha World-Herald
 Business Address.....15th and Farnam Sts.
 Phone Number.....Atlantic 2228
 Transmitter Location.....63th & Girard
 Time on the Air.....6 a.m. to local sunset
 Newspaper Affiliation...Omaha World-Herald
 News ServiceUP
 Transcription Service.....World, Associated,
 Standard

Personnel

President.....Henry Doorly
 Station-Commercial Mgr.....B. C. Corrigan
 Musical Director.....Walter Scott
 Chief Engineer.....Frank E. Shopen

W O W

OMAHA—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By...Radio Station WOW, Inc.
 Address.....280 Insurance Building
 PhoneWebster 3400
 Transmitter Location.....56th & Kansas Sts.
 Time on the Air.....5:30 a.m. to 1 a.m.;
 Sunday: 6:30 a.m. to 1 a.m.
 News Service.....UP, AP
 Transcription Service.....NBC Thesaurus;
 Standard, SESAC
 Representative.....John Blair & Company
 MembershipNAB, BMB

Personnel

Pres.-Gen. Mgr.-Station Mgr.-
 Commercial Manager.....John J. Gillin, Jr.
 Sales Promotion Manager.....Bill Wiseman
 Program Director.....Lyle DeMoss
 Production Manager.....Ray Alson
 Publicity Director.....Harold Storm
 Chief Announcer.....John Leslie
 Musical Director.....Morton Wells
 Chief Engineer.....Bill Kotera

K G K Y

(CP-KOLT)

SCOTTSBLUFF—EST. 1930

COLUMBIA BROADCASTING SYSTEM
 NEBRASKA NETWORK—KBS

Frequency.....1490 Kc. (CP-1320)
 Power.....250 Watts (CP-1000)
 Owned-Operated By.....The Hilliard Co.
 Phone Number.....856 & 862
 Transmitter Location.....West 20th St.
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceUP
 Transcription Service.....Standard Radio,
 Keystone
 MembershipNAB, BMB

Personnel

Pres.-Gen. Mgr.-Station Mgr.....L. L. Hilliard
 Commercial Mgr.....Russell Maurice Stewart
 Sales Promotion Manager.....W. G. Walter
 Program Director.....Bill Walter
 Production Manager.....Helen Boyd
 Publicity Director.....Bill Walter
 Chief Engineer.....Harlan Morrison

NEVADA

Estimated Population 148,626—Radio Homes 43,766
Stations in State 7

KBNE

BOULDER CITY—EST. 1946

Frequency: 1450 kc.....Power: 250 Watts
Owned-Operated By...Boulder City Broad. Co.
Address.....P. O. Box H
Phone Number.....247
Transmitter Location.....701 Ave. "R"
Time on the Air.....7 a.m. to 11 p.m.
News Service.....UP
Transcription Service.....World
Representative.....Porter & White

Personnel

President.....J. C. Manix
General Mgr.-Station Mgr....C. C. Applegate
Chief Engineer.....Stanley Kotovsky

(CALL LETTERS TO BE ASSIGNED)

ELKO*

Frequency: 1340 Kc.....Power: 250 Watts
Licensee.....Elko Service Co.
Address.....Elko, Nev.

*Construction Permit

KELN*

ELY*

Frequency: 1230 kc.....Power: 250 Watts
Owned-Operated By

Boulder City Broadcasting Co.

Address.....Ely, Nevada

*Construction Permit

KENO

LAS VEGAS—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Nevada Broadcast-
ing Company
Business Address.....P. O. Box 1310
Phone Number.....1-400
Transmitter Location...Hotel El Rancho Vegas
Time on the Air.....6 a.m. to 11:30
Transcription Service.....NBC Thesaurus
Representative.....Homer Griffith Co.

Personnel

President.....Maxwell Kelch
General Manager.....Maxwell Kelch
Commercial Manager.....Paul R. Gang
Chief Engineer.....H. H. Haas

KATO

RENO—EST. 1946

MUTUAL—DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Sierra Broadcasting Co.
Address.....Box 2231
Phone Number.....2-4501
Studio Address.....Saviers Bldg.
Time on the Air.....7 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard
Representative.....W. S. Grant Co.

Personnel

President.....Ralph K. Wittenberg
General Manager.....Robert L. Stoddard

KOLO

RENO—EST. 1946

CBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By...Reno Broadcasting Co.
Address.....33 Sierra St., P.O. Box 2186
Phone Number.....2-4516
Transmitter Location...Pyramid Way, 2 miles
N.E. of Reno

Time on the Air.....6 a.m. to 12 midnight
News Service.....AP
Transcription Service...Lang-Worth, Capitol
Representative.....Adam J. Young, Jr., Inc.

Personnel

Pres. and Gen. Manager.....David McKay
Chief Engineer.....Kenneth Owen

KOH

RENO—EST. 1928

NATIONAL BROADCASTING CO.

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By: McClatchy Broadcasting
Co. of Nevada
Address.....143 Stevenson Street
Phone Number.....5106-7
Time on the Air.....6 a.m. to 12 midnight
Newspaper Affiliation.McClatchy Newspapers
News Service.....UP, AP
Transcription Service...NBC Thesaurus, World
Representative.....Paul H. Raymer Co.

Personnel

Membership.....NAB, BMB
President.....Eleanor McClatchy
Chief Engineer.....Irvin Carlsen

NEW HAMPSHIRE

Estimated Population 492,181—Radio Homes 127,368
Stations in State 9

W M O U

BERLIN—EST. 1946

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

Address.....40 Main Street
Phone Number.....Berlin 1797
Transmitter Location.....Berlin, N. H.
Time on the Air.....6 a.m. to 12 midnight;
Sunday: 7:45 a.m. to 12 midnight

News Service.....AP
Transcription Service.....Associated, SESAC
Representative.....Broadcast Adv. Co., Inc.,
Kettell-Carter

Personnel

General Manager.....Warren M. Greenwood
Commercial Manager.....C. S. Holbrook
Program Director.....G. E. Stetson
Chief Engineer.....Richard Washington

W C N H *

CONCORD

Frequency: 1490 kc.....Power: 250 Watts
Owned-Operated By

Concord Broadcasting Corp.
Address.....Concord, N. H.
Transcription Service.....Standard

Personnel

Chief Executive.....William J. Barkley
Gen.-Com. Manager.....H. Scott Kilgore
Chief Engineer.....William F. Rust, Jr.
*Construction Permit

W K X L

CONCORD—EST. 1946

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Charles M. Dale
Address.....110 N. Main St.
Transmitter Location.....Reddington Rd.
Time on the Air.....6 a.m. to 12:30 a.m.
News Service.....AP
Transcription Service.....Capital, Lang-Worth
Representatives.....The Walker Company;
Bertha Bannan
Membership.....NAB, BMB

Personnel

Owner.....Charles M. Dale
General Manager.....Bert Georges
Station Manager.....Robert A. Kelley
Commercial Manager.....Richard Shepard
Merchandising Manager.....Joseph Badjer
Program Director.....Norman E. Bailey
Publicity Director.....Sumner Fellman
Musical Director.....Blanche Crippen
Chief Engineer.....George Jowdy
Director of Youth Activities...Blanche Crippen
Record MC.....Warren Saunders

W K N E

KEENE—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....WKNE Corporation
Address.....17 Dunbar St.
Phone Number.....Keene 2080
Transmitter Location.....Stanhope Ave.
Time on the Air.....6 a.m. to midnight;
Sundays: 8:00 a.m. to midnight

News Service.....UP
Transcription Service.....NBC, Thesaurus
Representative.....Adam J. Young, Jr., Inc.,
Kattell-Carter

Membership.....NAB, BMB

Personnel

President.....Joseph K. Close
General Manager.....Richard G. Bath
Vice-President.....Richard G. Bath
Commercial Manager.....Richard G. Bath
Program Director.....Robert M. Peebles
Publicity Director.....Barbara Williams
Chief Announcer.....Osborne C. Wade
Chief Engineer.....Ernest F. Batchelder
Record MC.....Arthur Tacker

W L N H

LACONIA—EST. 1922

MUTUAL—YANKEE—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Northern Broad. Co.
Address.....653 Main Street
Phone Number.....Laconia 501
Transmitter Location.....Scarborough Bay Road
Time on the Air.....7 a.m. to 11:15 p.m.
News Service.....AP
Transcription Service.....NBC Thesaurus
Representative.....Bertha Bannan

Personnel

Station Manager.....Martin B. Avery
 Sales-Commercial Mgr.....Martin B. Avery
 Sales Promotion.....Martin B. Avery
 Program Director.....Sherwin Greenlaw
 Production Manager.....Sherwin Greenlaw
 Publicity Director.....Martin B. Avery
 Chief Announcer.....Sherwin Greenlaw
 Musical Director.....Sherwin Greenlaw
 Chief Engineer.....Wilfred Ledoux

W F E A

MANCHESTER—EST. 1932

COLUMBIA BROADCASTING SYSTEM

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned By.....WFEA, Inc.
 Operated By.....Melvin C. Green
 Address.....286 Franklin St.
 Phone Number.....4556-7
 Transmitter Location.....Merrimac, N. H.
 Time on the Air.....6 a.m. to 12:05 midnight;
 Sunday: 7 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....NBC Thesaurus,
 Lang Worth
 Representative...Katz Agency, Kettell-Carter
 Membership.....NAB, BMB

Personnel

President.....H. M. Bitner
 General Manager.....Melvin C. Green
 Station Manager.....Melvin C. Green
 Commercial Manager.....William Engel
 Sales Promotion Manager...Melvin C. Green
 Program Director.....Warren Journey
 Production Manager.....Frank Finning
 Publicity Director.....Melvin C. Green
 Chief Announcer.....Gerald Kearney
 Musical Director.....Roger Barratte
 Chief Engineer.....R. A. B. Schow
 Record MC.....Al Maffie

W K B R

MANCHESTER—EST. 1946

MUTUAL—YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Granite State Broad. Co.
 Address.....155 Front Street
 Phone Number.....Manchester 9456
 Transmitter Location.....155 Front Street
 Time on the Air.....9 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Standard
 Representative...Walker Co., Bertha Bannan
 Membership.....NAB

Personnel

President.....William J. Barkley
 General Manager.....William F. Rust, Jr.
 Commercial Manager.....Robert Martineau

Musical Director.....Arthur I. Rothafel
 Chief Engineer.....William F. Rust, Jr.
 Record MC.....Scott Douglas

W M U R

MANCHESTER—EST. 1941

AMERICAN BROADCASTING CO.

Frequency: 610 Kc.....Power: 5000 d.; 1000 n.
 Owned-Operated By..The Radio Voice of New
 Hampshire, Inc.
 Address.....1819 Elm Street
 Phone Number.....2090-2091
 Transmitter Location.....Front Street
 Time on the Air.....6 a.m. to 11:45 p.m.
 Newspaper Affiliation..Union-Leader Pub. Co.
 News Service.....AP
 Transcription Service.....World Broadcasting
 Representative.....Weed & Co.
 Membership.....NAB, BMB

Personnel

President.....Francis P. Murphy
 General Manager.....Hervey Carter
 Station Manager.....Hervey Carter
 Commercial Manager.....Hervey Carter
 Publicity Director.....Paul Sheldon
 Chief Announcer.....Edward Fitzgerald
 Musical Director.....Bertram Colter
 Chief Engineer.....Vincent Chandler
 Record MC.....Bernie Mack

W H E B

PORTSMOUTH—EST. 1932

MUTUAL—YANKEE

Frequency: 750 Kc.....Power: 1000 w. d. only
 Owned by.....WHEB, Inc.
 Operated By.....Hon. Charles M. Dale
 Address.....Lafayette Road, P.O. Box 120
 Phone Numbers..Portsmouth 4080; Dover 1983
 Transmitter Location.....Lafayette Road
 Time on the Air.....6:30 a.m. to 1 hour after
 local sunset; Sunday: 8 a.m. to 1 hour after
 local sunset
 News Service.....UP, AP
 Transcription Service.....World, Capitol
 Representative...The Walker Co.,
 Bertha Bannan
 Membership.....NAB, EMB

Personnel

Vice-Pres. and Owner...Hon. Charles M. Dale
 General Manager.....Bert Georges
 Station Manager.....Bert Georges
 Commercial Manager.....Robert A. Kelley
 Sales Promotion Manager.....Dal Wyant
 Program Director.....Winslow Bettinson
 Production Manager.....William V. Bradley
 Chief Engineer.....Paul G. Lindsay
 Record MC.....William V. Bradley

NEW JERSEY

Estimated Population 4,528,417—Radio Homes 1,203,937
Stations in State 15

W C A P

ASBURY PARK—EST. 1926

Frequency: 1310 Kc.Power: 500 Watts
Owned-Operated ByRadio Industries
Broadcast Company, Inc.
Business Address.....601 Bangs Ave.
Phone Number.....Asbury Park 1911
Studio Address...Boardwalk; Convention Hall
Transmitter Location.....West Bangs Ave.,
Neptune, N. J.
Time on the Air....Shares with WCAM, WTNJ
News ServiceAP
Transcription ServiceWorld
MembershipNAB, BMB

Personnel

President.....Walter W. Reid, Jr.
General Manager.....Morris Scheck
Station Manager.....V. N. Scholes
Commercial Manager.....Walter L. Reid
Production Mgr.-Chief Announcer..Robert Scott
Musical Director.....Doris Johanson
Chief Engineer.....Matthew Porter

W F P G

ATLANTIC CITY—EST. 1940

ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Neptune Broad-
casting Corporation
Business Address.....Steel Pier
Phone Number.....5-21-88-89
Transmitter Location.....Steel Pier
Time on the Air.....7 a.m. to 1 a.m.;
Sunday: 8 a.m. to 1 a.m.
News Service.....UP
Transcription Service.....NBC Thesaurus
Representative....Joseph Hershey McGillvra,
Inc.
MembershipBMB

Personnel

President.....John J. Laux
General Manager.....E. E. Kohn
Asst. Mgr.-Sales Mgr.....Irving F. Teetsell
Sales Prom. Mgr.-Publicity Director-
Chief Engineer.....Blair K. Thron
Program Director.....Edgar A. Sweet

W B A B

ATLANTIC CITY—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Press-Union Publishing
Co.
Business Address.....1900 Atlantic Ave.
Phone Number5-1111
Studio Address...Absecon Blvd. and Beach
Thorofare; 1900 Atlantic Ave.
Transmitter Location: Absecon Blvd. & Beach
Thorofare
Time on the Air...17 hours, 5 minutes daily
Newspaper Affiliation.....Press Union
Newspapers
News ServiceAP
Transcription Service.....World Broadcasting
System
Representative.....Headley-Reed Co.
MembershipNAB, BMB

Personnel

President.....Albert J. Feyl
Gen. Mgr.-Station Mgr.- Commercial Mgr.-
Sales Promotion Mgr..Monroe L. Mendelsohn
Program Director-Chief
Announcer.....Ralph D. Shoemaker
Chief Engineer.....Earle Godfrey

W S N J

BRIDGETON—EST. 1937

KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Eastern States
Broadcasting Corp.
Address.....Carl's Corner
Phone Numbers.....Bridgeton 1600, 2353
Transmitter Location.....Carl's Corner
Time on the Air.....6 a.m. to midnight
News Service.....UP, AP
Transcription Service.....NBC Thesaurus,
Keystone
Representative.....Thomas F. Clark Co., Inc.
MembershipNAB, BMB

Personnel

President.....Elmer H. Wene
General Manager.....Paul Alger
Commercial Manager.....Jerry Alden
Chief Engineer.....Francis Fekel
Record M.C.....Johnnie Mack, Fred Wood

W C A M

CAMDEN—EST. 1926

Frequency: 1310 Kc.....Power: 500 Watts
Owned-Operated By.....City of Camden

Our story is simple and to the point. We are proud of our Station, the work we have accomplished here in the six years of our existence, the honors that have been bestowed upon us by radio editors and others for our programming and public service. Considering this record, our know-how, and the fact that our market is one of the largest in the country, we are certain we can serve you to your complete satisfaction.

WPAT

7 Church Street, Paterson 1, N. J.

ARMORY 4-3400

PENNSYLVANIA 6-2945

Address City Hall
 Phone Number..... Camden 0907
 Transmitter Location... Civic Center, Camden
 Time on the Air..... Shares Time
 News Service..... UP
 Transcription Service..... Standard Radio
 Representative..... Mack Radio Sales Co.

Personnel

General Manager..... William Markwood
 Sales Promotion Manager..... L. M. Maxwell
 Chief Engineer..... Clarence E. Owens

V-P in Chg. of Nat. Sales.... Victor A. Bennett
 V-P Chg. of Local Sales..... A. B. Schilln
 Sales Prom. Mgr..... Jack Moore
 Program Director..... Dale Kennedy
 Dir. of Educa. Activities.. Robert B. Macdougall
 Production Manager..... George Green
 Dir. of Pub. Relations..... Roland Trenchard
 Publicity Director..... Ira Y. Hecht, Jr.
 Chief Announcer..... Edward Laux
 Musical Director..... Jay Stanley
 Technical Director..... Frank V. Bremer

WHOM

JERSEY CITY—EST. 1930

Frequency: 1480 Kc. ..Power: 1000 d.; 500 n.
 Owned-Operated By..... Atlantic Broadcasting
 Co., Inc.
 Business Address.. 29 W. 57th St., New York,
 N. Y.
 Phone Number..... Plaza 3-4204
 Studio Addresses.... 39 Journal Square, Jersey
 City, N. J.; 29 W. 57th St., New York City
 Transmitter Location..... Washington Street
 Time on the Air..... 6:30 a.m. to midnight;
 Sunday, 7:30 a.m. to midnigh
 Newspaper Affiliation..... Il Progresso Italo
 Americano Pub. Co., Inc.
 News Service..... UP
 Transcription Service..... Standard
 Membership NAB

Personnel

PresidentGeneroso Pope
 General Manager..... Fortune Pope
 Commercial Manager..... Jack Compter
 Program Director..... Chas. Balkin
 Production Manager..... Maurice Barrett
 Musical Director..... Giuseppe De Luca
 Chief Engineer..... Theodore Gemppe
 Record M.C..... Steve Hollis

WAAT

NEWARK—EST. 1920

Frequency: 970 Kc.....Power: 1000 Watts
 Owned-Operated ByBremer Broad-
 casting Corporation
 Address 11 Hill St., Newark
 Phone Number..... (Newark) Mitchell 2-6400;
 (New York) REctor 2-5878
 Studio Address..... Hotel Sheraton, 15 Hill St.,
 Newark
 Transmitter Location..... Kearny
 Time on the Air..... 24 hours daily
 News Service..... UP & AP
 Transcription Service..... World-Associated
 Membership NAB

Personnel

President-General Manager.....
 Station Manager... Irving Robert Rosenhaus

WHBI

NEWARK—EST. 1922

Frequency: 1280 Kc...Power: 2500 d.; 1000 n.
 Owned-Operated By May Radio Broad-
 cast Corp.
 Address 100 Shipman Street
 Phone Number Mitchel 2-7354
 Transmitter Location..... Newark
 Time on the Air..... Limited

WCTC

NEW BRUNSWICK—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By... Chanticleer Broadcas-
 ting Co.
 Address..... 385 George St.,
 Peoples National Bank Bldg.
 Phone Number..... New Brunswick 2-9020
 Transmitter Location.... Highland Park, N. J.
 Time on the Air..... 6 a.m. to 11 p.m.
 News Service..... AP
 Transcription Service World
 Membership NAB

Personnel

President-Owner.....
 General Manager..... James L. Howe
 Commercial Manager.... Edwin C. Derryberry
 Sales Promotion Manager.. Francis V. Weingart
 Program Director..... Jerry Baker
 Chief Engineer..... Robert L. Williams

WPAT

PATERSON—EST. 1941

Frequency: 930 Kc.....Power: 1000w. d. only
 Owned-Operated By... North Jersey Broad-
 casting Co., Inc.
 Address..... 7 Church St.
 Phone Numbers.... Armory 3-3400 (Paterson),
 Penn 6-2945 (New York)
 Transmitter Location..... Clifton, N. J.
 Time on the Air... Local sunrise to local sunset
 News Service UP
 Transcription Service.. SESAC, BMI, Associated
 Representative.... Joseph H. McGillvra, Inc.

Personnel

President.....James V. Cosman
 Gen. Mgr.-Station Mgr.....Sidney J. Flamm
 Commercial Manager.....Herman Fields
 Program Director.....Ted Webbe
 Publicity Director.....Dave Golden
 Chief Engineer.....Earl Lucas
 Record M.C.'s.....Bob Carter, Peter Arnell

W B R B

RED BANK—EST. 1944

Frequency: 1240 Kc.....Power: 100 Watts
 Owned-Operated By..Monmouth Broadcasting
 Co., Inc.
 Address.....63-65 Broad St.
 Transmitter Location.....63 Broad St.
 Time on the Air.....Show Time
 Representative.....Forjoe & Company

Personnel

Sales Manager.....John C. Bird

W T N J

TRENTON—EST. 1923

Frequency: 1310 Kc.....Power: 500 Watts
 Owned-Operated By.....WOAX, Inc.
 Address.....416 Bellevue Avenue
 Phone Number.....8149
 Transmitter Location: Lincoln Point, Morris-
 ville, Pa.
 Time on the Air.....Shares Time
 News Service.....UP

Personnel

Vice-President-General Manager..F. J. Wolff

W T T M

TRENTON—EST. 1942

NATIONAL BROADCASTING COMPANY

Frequency: 920 Kc.....Power: 1000 Watts
 Owned-Operated By.....Trent Broadcast Corp.
 Address.....35 West State St.
 Phone Number.....2-7127
 Transmitter Location.....Near Yardley, Pa.
 Time on the Air...6:30 a.m. to 12 midnight;
 Sunday: 7:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative..Joseph Hersey McGillovra, Inc.
 Membership.....NAB

Personnel

President.....Elmer H. Wene
 General Manager.....Paul Alger
 Sales Counselor.....F. A. Wellman
 Program Director.....Dean Andrews
 Publicity Director.....Arthur Scholz
 Chief Engineer.....Theodore Kilmer

W W B Z

VINELAND—EST. 1946

Frequency: 1360 Kc..Power: 100J w. d. only
 Owned-Operated By.....Community Broad-
 casting Service, Inc.
 Address.....633 Wood St.
 Phone Number.....1332
 Transmitter Location.....Brotmanville, N. J.
 Time on the Air...Local sunrise to local sunset
 News Service.....UP
 Transcription Service.....World, Lang-Worth
 Representative.....A. Harry Zoog Associates

Personnel

President-Owner.....Joseph M. Bullock
 General Manager.....John M. Whitman
 Commercial Mgr.-Sales Mgr....A. Harry Zoog
 Program Director.....Ken Davidson
 Chief Engineer.....J. D. Hobart

W A W Z*

ZAREPHATH—EST. 1931

Frequency: 1380 Kc...Power: 5000 d.; 1000 n.
 Owned By.....Pillar of Fire
 Address.....Zarephath
 Phone Number.....Bound Brook 9-0102
 Transmitter Location.....Alma White College
 Time on the Air.....Shares time
 Membership.....NAB

Personnel

CoManager.....Bishop Arthur K. White
 Co-Manager.....Rev. Ray B. White
 Program Director.....Donald Wolfram
 Chief Engineer.....Nathaniel Wilson

* Non-Commercial Station.

**For the best
 in Broadway and
 Hollywood news . . .**

AP

NEW MEXICO

Estimated Population 540,536—Radio Homes 101,365
Stations in State 18

K G G M

ALBUQUERQUE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 1260 Kc.....(CP-610)
Power: 1000 Watts.....(CP-5000)
Owned-Operated By.....New Mexico
Broadcasting Co., Inc.
Address.....P.O. Box 1388
Phone Number.....4544
Studio Address.....Kimo Theater Bldg.
Transmitter Location.....On So. 2nd St.,
4 miles So. from the center of town.
Time on the Air.....19½ hours daily
News Service.....UP, AP
Transcription Service.....World Broadcasting
System, SESAC, Cole, Standard
Representative.....Taylor-Howe-Snowden
Radio Sales
Membership.....BMB

Personnel

President-Station Mgr.....A. R. Hebenstreit
Commercial Manager.....Jack Skillen
Sales Promotion Mgr.....Ted Schifani
Program Dir.-Publicity Dir.....Robert Van Driel
Chief Announcer.....Walter Peterson
Musical Director.....David Bosche
Chief Engineer.....Leonard F. Dodds

K O A T

ALBUQUERQUE—EST. 1946

ABC—ZIA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Rio Grande
Broadcasting Co., Inc.
Address.....P.O. Box 1419
Phone Number.....2-0657
Transmitter Location.....200 West Indian
School Road
Time on the Air.....6 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Capitol, Associated
Representative.....Homer Griffith Co.
Membership.....NAB

Personnel

President.....A. E. Buck
Vice-Pres. & General Mgr.....Merle H. Tucker
Station Manager.....Merle H. Tucker
Commercial Manager.....Karl Lambertz
Program Director.....Karl Lambertz
Production Manager.....Walt Sheldon
Chief Announcer.....Walt Sheldon
Chief Engineer.....Larry Lyons

K O B

ALBUQUERQUE—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 770 Kc...Power: 50000 d.; 25000 n.
Owned-Operated By...Albuquerque Broad-
casting Company
Address.....418 West Gold Avenue
Phone Number.....4411
Transmitter Location...Alameda, New Mexico
Time on the Air.....6 a.m. to 12 midnight
News Service.....AP
Transcription Service.....Thesaurus
Representative.....Free & Peters, Inc.

Personnel

President.....T. M. Pepperday
General Manager.....Frank Quinn
Production Manager.....Rolf Neilsen
Publicity Director.....Martha Summers
Musical Director.....Noel Martin
Chief Engineer.....George S. Johnson

K Q E A *

ALBUQUERQUE

Frequency: 1450 Kc.....Power: 250 Watts
Licensee.....Rio Grande Broadcasting Co.

*C.P. (Pending at time of going to press.)

K S V P

ARTESIA—EST. 1946

NEW MEXICO AAAA—BAR NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Intermountain
Broadcasting Co., Inc.
Address (Main Office).....P.O. Box 751,
Albuquerque, N. M.; (Local Office) P.O. Box
445, Artesia, N. M.
Phone Number.....650
Studio Address.....511 W. Main St.,
Artesia, N. M.
Transmitter Location.....Artesia, N. M.
Time on the Air.....6 a.m. to 11 p.m.
News Service.....AP
Transcription Service.....Standard, Capitol
Membership.....NAB, BMB

Personnel

President.....S. V. Patrick
General Mgr.-Station Mgr.....W. L. Delbridge
Sales Manager.....Wayne S. Griffin
Merchandising Manager.....Josephine Tandy

Program Director.....Lee Gordon
 Publicity Director.....Wayne S. Griffin
 Chief Engineer.....Burney B. Jones
 Record MC.....Lee Gordon

K A V E

CARLSBAD—EST. 1936
 CBS—SOUTHWEST—KBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Carlsbad Broad. Corp.
 Address800 South Canal Street
 Phone Number.....(Office) 244
 (Transmitter) 552-M
 Transmitter Location.....La Huerta, N. M.
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Standard, Keystone
 RepresentativeTaylor-Howe-Snowden

Personnel

PresidentVal Lawrence
 General and Station Mgr....Norman R. Loose
 Chief Engineer.....Harland Nitong

K I C A

CLOVIS—EST. 1933
 MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Hugh DeWitt Landis
 Address4th & Main
 Phone Number3
 Transmitter LocationClovis
 Time on the Air.....Full Time
 News ServiceUP
 Transcription Service.....Associated, SESAC

Personnel

Chief Executive.....Hugh DeWitt Landis

K G A K

GALLUP—EST. 1946
 RIO GRANDE BROADCASTING CO.

Frequency: 1230 kc.....Power: 250 Watts
 Owned-Operated By..Gallup Broadcasting Co.
 Address.....Box 1150
 Phone Number.....726
 Time on the Air.....8 a.m. to 12 midnight
 News ServiceUP
 Transcription Service.....Associated, World
 National Sales Office..Homer Griffith Co., Inc.
 Representative.....Stanley K. Brown
 MembershipNAB

Personnel

Owners.....A. A. Buck, Merle H. Tucker
 Station Manager.....Stanley K. Brown
 Chief Engineer.....E. Clifford Baker

K W E W

HOBBS—EST. 1938

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 100 Watts
 Owned-Operated ByW. E. Whitmore
 Address.....116 E. Dunnam
 Phone Number.....495
 Transmitter LocationHobbs
 Time on the Air.....7 a.m. to 9 P.M.
 News Service.....UP
 Transcription Service.....C. P. MacGregor
 National Sales Office..Keystone Broadcasting
 RepresentativeHarry McAdams
 MembershipNAB

Personnel

President-OwnerW. E. Whitmore
 General Manager.....W. E. Whitmore
 Station Manager.....Harry McAdams
 Commercial Manager.....Harry McAdams
 Chief Engineer.....Joe Marquez

K C H S

HOT SPRINGS—EST. 1946
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1430 Kc.....Power: 250 Watts
 Owned By.....Sierra Broadcasting Service
 Operated By.....Leonard R. Trainer and
 Reginald Shirk
 Address301 Broadway
 Phone Number.....161
 Transmitter Location.....Yucca Heights
 Time on the Air.....6:28 a.m. to 9:02 p.m.
 News ServiceUP
 Transcription Service.....Standard, Cole,
 Keystone
 Representative.....H. H. Bode
 MembershipNAB

Personnel

Owners.....Leonard R. Trainer,
 Reginald H. Shirk
 General Manager.....Leonard R. Trainer
 Commercial Mgr.-Sales Mgr.....H. H. Bode
 Program Director.....Kemper S. Trainer
 Chief Engineer.....Reginald H. Shirk

K F U N

LAS VEGAS—EST. 1941
 ABC—ZIA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Southwest Broad-
 casters, Inc.
 Business Address.....P. O. Box 710
 Phone Number12
 Time on the Air.....18 hours daily
 News ServiceUP
 Transcription Service..Standard Radio, World
 Representative.....Homer Griffith Co.

Personnel

President.....E. N. Thwaites
 Manager.....H. Lee Jones
 Chief Engineer.....A. F. Schultz

KRTN *

RATON—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Southwest
 Broadcasters, Inc.
 Address.....Box 710, Las Vegas, N. M.
 Time on the Air.....Unlimited

Personnel

Chief Executive.....E. N. Thwaites

*Construction Permit

KGFL

ROSWELL—EST. 1927

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KGFL, Inc.
 Address.....310 N. Richardson Street
 Phone Number.....2000
 Transmitter Location.....511 W. 16th Street
 Time on the Air.....6:30 a.m. to 10 p.m.
 Transcription Service.....C. P. MacGregor.

Keystone
 News Service.....UP
 Membership.....NAB

Personnel

President-General Mgr.....W. E. Whitmore
 Commercial Manager.....George F. Roberts
 Chief Engineer.....Melvin Unger

KSNM *

SANTA FE

Frequency: 1400 Kc.....Power: 250 Watts
 Licensee.....The N. M. Publishing Co.

*C.P.

KTRC

SANTA FE—EST. 1946

ABC—ZIA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....New Mexico
 Publishing Co.

Address.....208 E. Marcy St.
 Phone Number.....286-7
 Time on the Air.....6 a.m. to 12 m'dnight;
 Newspaper Affiliation..Sante Fe New Mexican
 News Service.....UP
 Transcription Service....Lang-Werth, Capitol
 Representative.....Hcmer Griffith Co.

Personnel

President.....Frank C. Rand, Jr.
 Exec. Vice-President.....C. Ben Floyd

Station Manager.....Ed Scuder, Jr.
 Chief Engineer.....Milton Woodward

KVSF

SANTA FE—EST. 1939

CBS

Frequency: 1340 Kc.....(CP-1260)
 Power: 100 Watts.....(CP-1000)
 Owned-Operated By.....New Mexico
 Broadcasting Co., Inc.

Address.....759 Cerillos Road
 Phone Number.....2020
 Time on the Air.....6 a.m. to 12 midnight
 Transcription Service.....World, Associated
 News Service.....AP, UP
 Representative.....Taylor-Howe-Snowden
 Membership.....BMB

Personnel

President.....A. R. Hebenstreit
 General Manager.....Ivan R. Head
 Sales Promotion Mgr.....Harry L. Becker
 Chief Engineer.....Newman L. Keys

KSIL

SILVER CITY—EST. 1946

CBS—SOUTHWEST

Frequency: 1340 kc.....Power: 250 Watts
 Owned-Operated By.....Dorrance D. Roderick
 Address.....17th & Cactus Sts.
 Phone Number.....611-2
 Time on the Air.....6a.m. to 11 p.m.
 Newspaper Affiliation.....El Paso Times
 News Service.....AP
 Transcription Service.....Standard
 National Sales Office.....KROD
 Representative.....Taylor-Howe-Snowden

Personnel

Owner.....Dorrance D. Roderick
 General Mgr.-Station Mgr.....Hillis F. Bell
 Sales Promotion Manager.....Steve Alex
 Chief Engineer.....G. W. Upchurch

KTNM

TUCUMCARI—EST. 1941

MUTUAL—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Tucumcari Broadcasting
 Co.

Address.....Tucumcari
 Phone Number.....100
 Transmitter Location.....Highway 66
 Time on the Air.....7 a.m. to 10:15 p.m.
 Transcription Service....Standard Radio, Cole
 News Service.....INS
 Representative.....Thomas F. Clark

Personnel

President.....Hoyt Houck

we're sorry,*

But it's so . . .

For weeks our researchers—very diligent people—have been poking carefully into BMB's report on WOR. They find—

- 1.** *that in the 40 counties in 7 states with retail sales greater than 100 million dollars each*

WOR outranks any other N. Y. station

in total BMB Station Audience in the daytime and exceeds by more than 1% the next highest ranking station at night.

- 2.** *that in the 5 counties in 3 states with retail sales greater than one-half billion dollars each*

WOR outranks any other N. Y. station

in total BMB Station Audience in the daytime and exceeds by more than 1% the next highest ranking station at night.

It's advantages like these, plus a rate structure deliberately planned to meet the requirements of the small budget advertiser, that have made WOR one of the most economical and effective radio buys in the United States.

NOTE: If you would care to have any facts or figures to prove or amplify the statements made above, just call PE 6-8600; or write, WOR—that power-full station, at 1440 Broadway, in New York.

**we mean, as far as our competitors are concerned.*

Mutual

NEW YORK

Estimated Population 13,631,321—Radio Homes 3,676,856
Stations in State 67

W A B Y

ALBANY—EST. 1933
MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Adirondack Broad-
casting Co., Inc.
Address..... Radio Centre
Phone Number4-4194
Transmitter Location.....Colonie, N. Y.
Time on the Air.....7 a.m. to 2 a.m.
Newspaper Affiliation...Knickerbocker News
Transcription Service.....Standard Radio
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith

W O K O

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.....WOKO, Inc.
Address Radio Centre
Phone Number.....4-4194
Transmitter Location.....Central Avenue
Time on the Air.....6:45 a.m. to 1:05 a.m.
Newspaper Affiliation...Knickerbocker News
News Service.....UP
Transcription Service.....Standard
Representative.....J. P. McKinney & Son

Personnel

General Manager.....Harold E. Smith

W M B O

AUBURN—EST. 1926

KEYSTONE BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WMBO, Inc.
Address.....Metcalf Building, 141 Genesee St.
Phone Number433
Transmitter Location.....Corner York and
Division Streets
Time on the Air.....8 a.m. to 11:15 p.m.
Newspaper Affiliation.....Auburn Citizen-
Advertiser
News Service.....AP
Transcription Service.....Standard Radio
Representative.....Thomas F. Clark Co., Inc.

Personnel

President.....William O. Dapping
General Manager.....Frederick L. Keesee
Chief Engineer.....Herbert House

W B T A

BATAVIA—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Batavia Broadcasting
Corporation
Address90 Main Street
Phone Numbers.....715; 716; 2100
Transmitter Location.....Creek Road
Time on the Air.....6:30 a.m. to 11:15 p.m.
News ServiceAP
Transcription Service.....NBC Thesaurus
MembershipNAB, BMB

Personnel

President.....E. R. Gamble
General Manager.....E. R. Gamble
Commercial Manager...Robert E. Newstead
Sales Promotion Manager.....Lee Whyte
Program Director.....Gordon Bridge
Chief Announcer.....Jim Albany
Musical Director.....Matt Regan
Chief Engineer.....Fred Callender
Record M. C.....Bernie Sandler, Matt Regan

W I N R

BINGHAMTON—EST. 1946

NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By
Southern Tier Radio Service, Inc.
AddressCourt House Square
Phone Number4-4318
Transmitter Location.....Cleveland & Stokes Ave.
Time on the Air.....6 a.m. to 1 p.m.
News ServiceAP
RepresentativeHeadley-Reed Co.

Personnel

PresidentDonald Kramer
General ManagerDavid Carpenter
Vice PresidentE. R. Vadeboncoeur
Commercial Manager.....C. A. Bengtson
Program Director.....Bernard Morley
Publicity Director.....George O'Connor
Chief Announcer.....Charles Bishara
Chief Engineer.....A. A. Kelly

WBYN

lots of

reaches PEOPLE
in the world's largest MARKET
If you are interested in
selling to PEOPLE
you'll be interested in

WBYN

1 Nevins Street, Brooklyn, 17, N. Y.
OTIS P. WILLIAMS, Gen. Mgr.

W N B F

BINGHAMTON—EST. 1927
COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc..... Power: 5000 Watts
 Owned-Operated By.... Clark Associates, Inc.
 AddressArlington Hotel
 Phone Number.....Binghamton 2-3461
 Transmitter Location.....Ingraham Hill
 Time on the Air.....6 a.m. to 1:05 a.m.;
 Sundays, 8 a.m. to 1:05 a.m.
 News ServiceUP
 Transcription Service ... World Broadcasting
 Representative.....The Bolling Co.
 MembershipNAB, BMB

Personnel

PresidentJohn C. Clark, Sr.
 General Manager.....Cecil D. Mastin
 Station Manager.....Cecil D. Mastin
 Commercial Manager.....Stanley N. Heslop
 Sales Promotion.....E. Ray McCloskey
 Program Director.....E. Ray McCloskey
 Production Manager.....Hal Kent
 Publicity Director.....E. Ray McCloskey
 Chief Announcer.....Hal Kent
 Chief Engineer.....Lester R. Gilbert
 Record MC.....Ralph Carroll

W B B R*

BROOKLYN—EST. 1934

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By.....Watchtower Society
 Address124 Columbia Heights
 Phone NumberMAin 4-9735
 Transmitter Location.....Rossville, Staten
 Island
 Time on the Air..... Shares time

Personnel

Manager.....M. A. Howlet
 *(Non-Commercial Station)

W B Y N

BROOKLYN—EST. 1941

Frequency: 1430 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By..... WBYN—Brooklyn,
 Inc.
 Address.....1 Nevins St., Brooklyn
 Phone NumberTRiangle 5-3300
 Transmitter Location
 Williamsburg Section, Bklyn.
 Time on the Air.....6:45 a.m. to midnight;
 Sunday.....7:45 to 1 a.m.
 Newspaper Affiliation.....Newark Evening
 News-Owner
 News ServiceAP; INS
 Transcription Service.....NBC Thesaurus,

Personnel

President.....Edward W. Scudder, Jr.
 Station-General Manager....Otis P. Williams
 Commercial Manager.....Otis P. Williams
 Program Director.....William Fariss
 Chief Engineer.....Peter Testan

W B E N

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Operated By.....WBEN, Inc.
 AddressHotel Statler
 Phone Number.....Cleveland 6400
 Transmitter Location.....Grand Island, N. Y.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 8:00 a.m. to 12:05 a.m.
 Newspaper Affiliation.....Buffalo Evening
 News
 News Service.....AP, UP, INS
 Transcription Service.....NBC Thesaurus;
 Lang-Worth; Standard
 Representative.....Edward Petry & Co., Inc.
 MembershipNAB

Personnel

President.....Edward H. Butler
 Vice-President.....A. H. Kirchofer
 Station Director.....C. Robert Thompson
 Program Director.....George Torge
 FM Program Director...Woodrow Magnuson
 Sales-Commercial Manager...Frank W. Kelly
 Production Manager.....Edward Wegman
 Publicity Director.....Joseph Haefner
 Musical Director.....Max Miller
 Record M. C.'s.Clint Buehman, Wally Nehrling
 Chief Engineer.....Ralph J. Kingsley

**For the best
 in news quality . . .**

AP

W B N Y

BUFFALO—EST. 1935

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Roy L. Albertson
 Address.....485 Main Street
 Phone Number.....Madison 4000
 Transmitter Location.....154 E. Eagle St.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....INS; AP; UP
 Transcription Service.....Associated
 Representative.....Adam J. Young, Jr., Inc.
 Membership.....NAB, EMB

Personnel

Owner.....Roy L. Albertson
 General Manager.....Roy L. Albertson
 Commercial Manager.....Virginia C. Fyda
 Program Director.....Howard Sheldon
 Production Manager.....Sherman J. Wright
 Chief Announcer.....Howard Sheldon
 Musical Director.....Arthur J. Crosson
 Chief Engineer.....Thomas L. Vines

W E B R

BUFFALO—EST. 1924

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WEBR, Inc.
 Address.....23 North Street
 Phone Number.....Lincoln 7133
 Transmitter Location...Larkin Terminal Bldg.
 Time on the Air...6 a.m. to 1 a.m.; Sundays
 Newspaper Affiliation..Buffalo Courier-Express
 News Service.....AP, INS, Reuters
 Transcription Service...Standard, Lang-Worth
 Representative.....Weed & Company
 Membership.....NAB

Personnel

President.....Paul E. Fitzpatrick
 Station Director.....Cy King
 Sales Manager.....William Doerr, Jr.
 Program Director.....Robert Dambach
 Production Manager.....John D. Boothby
 Publicity Director.....William Schweitzer
 Chief Announcer.....Clare Allen
 Musical Director.....Wallace McManus
 Technical Supervisor.....Raymond H. Lamy
 Record M. C.....Ed Tucho'ka, Robert Wells

News Comes First

AT

W B N Y

★

Buffalo's only independent station consistently has a large audience (see Hooperatings) because at all hours it broadcasts up-to-the-minute local and regional news as well as the latest dispatches of the big four . . . TP, UP, AP and INS. We have the ear of Western New York.

★

W B N Y

Owned and Operated by
 ROY L. ALBERTSON

485 Main Street Buffalo, N. Y.



Photo by Baxtresser

1340 KC

You'll find it's a habit for Buffalonians to swing their dials to 1340 for
 "Hi-Teen Time" — "The Outdoorsman"
 "Queen City Cinderella" — "Melody Men"
 Van Patrick's Play-by-Play Broadcasts
 and many other "home-folks" programs. You're SURE to talk to Buffalo through WEBR and WEBR-FM!

WEED & CO. — National Representatives

WGR*

BUFFALO—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By... WGR Broadcasting Corp.
 Address..... 1800 Rand Bldg.
 Phone Number..... Washington 3100
 Transmitter Location..... Hamburg, N. Y.
 Time on the Air..... 5:50 a.m. to 1:05 a.m.
 News Service..... UP
 Transcription Service..... World Associated
 Representative..... Free & Peters
 Membership..... NAB, BMB

Personnel

President-Gen. Mgr..... Nat L. Cohen
 Sales Manager..... Nat L. Cohen
 Production Manager..... Robert Strigl
 Program Manager..... Karl Hoffman
 Sales Promotion-Pub. Dir..... R. McPherson
 Chief Engineer..... Karl B. Hoffman
 Chief Announcer..... Allan L. Lewis
 Music Director..... David Cheskin
 Record MC..... Billy Keaton

* 500W. construction permit.

WKBW

BUFFALO—EST. 1925

AMERICAN BROADCASTING SYSTEM

Frequency: 1520 Kc. Power: 50000 Watts
 Owned-Operated By..... Buffalo Broadcasting
 Corp.
 Address..... 1800 Rand Bldg.
 Phone Number..... Washington 3100
 Transmitter Location..... Big Tree Road,
 Hamburg, N. Y.
 Time on the Air..... Unlimited
 News Service..... UP
 Transcription Service..... World Broadcast-
 ing System, Cole
 Representative..... Avery-Knodel, Inc.
 Membership..... NAB

Personnel

President..... Hiram W. Deyo
 Vice-Pres. & Gen. Mgr..... John A. Bacon
 Sales Manager..... Richard H. Ullman
 Merchandising Manager... John H. Schnell, Jr.
 Program Director..... John A. Bacon
 Chief Announcer..... Jack Gelzer
 Publicity Director..... John H. Schnell, Jr.
 Public Relations Director..... Lillian Kirk
 Musical Director..... Bobby Nicholson
 Chief Engineer..... Richard Blinzler
 Record Mc's.... Foster Brocks, Terry Washburn

WELM

ELMIRA—EST. 1947

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc. Power: 250 Watts

Owned-Operated By... James Robert Meachem
 Business Address..... 222 East Market St.
 Phone Number..... 2-8378
 Transmitter Location..... Upper Yale St.
 News Service..... AP
 Representative..... The Walker Co.
 Membership..... NAB

Personnel

Owner-Gen. Mgr..... J. R. Meachem
 Sales Manager..... Claude Snyder, Jr.
 Program Director..... Preston L. Taplin

WENY

ELMIRA—EST. 1939

NBC—MBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By... Elmira Star-Gazette, Inc.
 Business Address..... Mark Twain Hotel
 Phone Number..... 5181
 Transmitter Location... Lower Schuyler Ave.
 Time on the Air..... 7 a.m. to 1 a.m.:
 Sunday, 8 a.m. to 1 a.m.
 Newspaper Affiliation... Elmira Star-Gazette
 News Service..... UP
 Transcription Service... World Broadcasting,
 Lang-Worth
 Representative..... J. P. McKinney & Son
 Membership..... NAB, BMB

Personnel

President..... Frank E. Gannett
 General Manager..... Dale Taylor
 Sales-Commercial Manager... Ernest F. Oliver
 Sales Promotion-Merchandising
 Manager..... Ernest F. Oliver
 Program Director..... Woodrow W. Ott
 Chief Announcer..... Ted Hodge
 Musical Director..... Harry Springer
 Chief Engineer..... Thurlow A. Greene

WGBB

FREEPORT—EST. 1924

Frequency: 1240 Kc. Power: 100 Watts
 Owned-Operated By..... H. H. Carman
 Address..... 44 So. Grove Street
 Phone Number..... Freeport 8-2418
 Transmitter Location..... 215 Bedell Street
 Time on the Air..... Unlimited
 Transcription Service..... NBC Thesaurus

Personnel

President-General & Station
 Manager..... Harry H. Carman
 Sales-Commercial Manager... Harry H. Carman
 Program Director..... A. Cheesman
 Chief Announcer..... Neal Seaman
 Chief Engineer..... G. Graham
 Record M. C..... William Martin

W W S C
GLENS FALLS—EST. 1946
MUTUAL—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By
 Great Northern Radio, Inc.
 Address ..Empire Theater B'ldg., 11 South St.
 Phone Number.....Glens Falls 2-6983
 Transmitter Location
 Pruyn's Island, Glens Falls, N. Y.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....World

Personnel

PresidentMartin Karig
 General Manager.....Martin Karig
 Station Manager.....Eric Fields
 Commercial Manager.....Arthur L. Cooper
 Sales Manager.....Bob Gifford
 Program Director.....Bob Gifford
 Publicity Director.....Bob Gifford
 Chief Announcer.....Eric Fields
 Acting Chief Engineer.....Joseph Thomas

(CALL LETTERS TO BE ASSIGNED)
GLENS FALLS*

Frequency: 1230 Kc.....Power: 100 Watts
 Permittee.....Glens Falls Publicity Corp.

* Construction permit pending.

W E N T
GLOVERSVILLE—EST. 1944
COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By...Sacandaga Broadcasting Corp.
 Operated By.....George Bissell
 Address.....8 West Fulton St.
 Phone4900-1
 Transmitter Location.....Harrison St.
 Time on the Air....17 hours 10 minutes daily
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 MembershipNAB, BMB

Personnel

President.....George F. Bissell
 General Manager.....Dale Robertson
 Program Director.....Malcolm Weaver
 Chief Engineer.....DeWaine Rauer

W H L I
HEMPSTEAD—EST. 1947

Frequency: 1100 Kc.....Power: 250 Watts D.
 Owned-Operated By.....Elias I. Godofsky

Business Address.....26 Court St.
 Transmitter Location.....Hempstead
 News Service.....UP
 Transcription Service.....Associated

Personnel

General Manager.....Elias I. Godofsky
 Station Manager.....Paul Godofsky
 Musical Director.....Eddy Brown
 Chief Engineer.....Frank E. Knaack

W H C U
ITHACA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 870 Kc.....Power: 1000 Watts
 Owned-Operated By.....Cornell University
 Business Address..Ithaca Savings Bank Bldg.
 Phone Number3438
 Studio Addresses: Ithaca Savings Bank Bldg.;
 Campus Studio; Cornell Countryman Bldg.;
 Cornell Campus
 Transmitter Location..Kline Rd., Forest Home,
 Ithaca
 Time on the Air.....6:30 a.m. to sundown
 News ServiceUP
 Transcription Service.....World Broadcasting
 System
 Representative.....Howard H. Wilson Co.,
 Kette'l-Carter
 MembershipNAB, BMB

Personnel

General Manager.....Michael R. Hanna
 Sales Manager.....Earl S. Cobey
 Program Director.....Joseph A. Short
 Publicity Director.....Theodore T. Howes
 Chief Announcer.....John H. Deal
 Musical Director.....John H. Deal
 Chief Engineer.....True McLean

W J T N
JAMESTOWN—EST. 1936
ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...James Broadcasting
 Company, Inc.
 Address.....208 Hotel Jamestown Bldg.
 Phone Number.....7151
 Transmitter Location: Jones & Gifford Avenue
 and Hallock Street Extension
 Time on the Air.....6 a.m. to 1 a.m.;
 Sundays, 7 a.m. to 1 a.m.
 News ServiceUP
 Transcription Service.....Associated Music,
 World
 Representative.....Wm. G. Rambeau Co.
 MembershipNAB, BMB

Personnel

President.....Jay E. Mason
 General Manager.....Simon Goldman
 Commercial Manager.....Simon Goldman
 Sales Promotion Manager...Martha Johnson
 Program Director.....Jay E. Mason
 Production Manager.....J. Ralph Carlson
 Publicity Director.....Donald Laubenstein
 Chief Announcer.....Jack Guinan
 Musical Director.....George Pfeeger
 Chief Engineer.....Harold J. Kratzert
 Record M. C.....William Winn

W K N Y

KINGSTON—EST. 1939

MBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By...Kingston Broad. Corp.
 AddressB'way. Theater Bldg.,
 601 Broadway
 Phone NumberKingston 4500
 Transmitter Location....Yarmouth St., Ulster
 Township
 Time on the Air.....7 a.m. to 1 a.m.;
 Sunday: 7:45 a.m. to 1 a.m.
 News ServiceUP
 Transcription Service.....Thesaurus
 National Sales Office....The Friendly Group
 Representative...Joseph Hershey McGillvra, Inc.
 MembershipBMB

Personnel

President.....John J. Laux
 General Manager.....Lou Stekete
 Commercial Manager.....George M. Hard
 Sales Promotion Manager..Claude S. Middagh
 Program Director.....Dick McCarthy
 Publicity Director.....Ernest M. Ward
 Chief Announcer.....Dick McCarthy
 Musical Director.....Bill Brophy
 Chief Engineer.....Francis H. Boisvert
 Record MC.....Dick Nedin

W I C Y

MALONE—EST. 1946

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..North Country Broad. Co.
 Address.....65 Woodward St.
 Phone Number.....Malone 187
 Transmitter Location.....65 Woodward St.
 Time on the Air.....7 a.m. to 10 p.m.
 News ServiceUP
 Transcription Service.....World
 MembershipNAB

Personnel

Production Manager.....Mitchell C. Tackley
 Commercial Manager.....Ralph M. Cardinal

Sales Manager.....Ralph M. Cardinal
 Program Director.....Daniel W. Casey
 Publicity Director.....Mitchell C. Tackley
 Chief Announcer.....Robert Conto
 Chief Engineer.....Charles Walker

W M S A

MASSENA—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1340 kc.....Power: 250 Watts
 Owned-Operated By.....The Brockway Co.
 Address.....Central Building
 Phone Number.....990
 Transmitter Location.....Winthrop Rd.
 Time on the Air.....6:30 a.m. to 12:05 a.m.;
 Sunday: 8 a.m. to 12:05 a.m.
 Newspaper Affiliation.....The Watertown
 Daily Times
 News ServiceUP
 Transcription Service.....SESAC, Standard
 Representative.....Weed & Co.
 Membership.....NAB, BMB

Personnel

President.....Harold B. Johnson
 General Manager.....Louis Saiff, Jr.
 Station Manager.....Thomas R. McHugh
 Commercial Manager.....Thomas R. McHugh
 Sales Promotion Manager..Robert E. Anderson
 Publicity Director.....Robert E. Anderson
 Chief Engineer.....Michael R. Yonkovic

W A L L

MIDDLETOWN—EST. 1942

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated ByCommunity Broad-
 casting Corp.
 Business Address.....14 South St.
 Phone Number3119
 Transmitter Location....229 Monhagen Ave.
 Time on the Air.....7 a.m. to 12 midnight
 News ServiceAP
 Transcription Service.....Keystone
 Membership.....NAB, BMB

Personnel

President.....John Morgan Davis
 General Manager.....Martin N. Oebbecke
 Program Director.....George W. Shepard

W G N Y

NEWBURGH—EST. 1934

Frequency: 1220 Kc.....Power: 1000 w. d. only
 Owned-Operated ByWGNY Broad-
 casting Co., Inc.



THE GENTLEMAN WITH THE RIGHT PICK

Can lower advertising costs . . . and yet clinch a substantial share of the Metropolitan New York Market with a sales message beamed over WBNX. 1947 is going to be a big year for advertisers in this World's Largest Market and you can depend on WBNX to be your low cost — best seller.

Write, call or phone MELrose 5-0333 for rates and data pertaining to English and Foreign language audiences.



Business Address 161 Broadway
 Phone Number..... 4600
 Transmitter Location..... Cohecton Turnpike
 Time on the Air..... 7:30 a.m. to local sunset
 Newspaper Affiliations..... Speidel
 Newspapers, Inc.
 News Service UP
 Transcription Service..... Standard, W. E. Long
 Membership..... NAB, BMB

Personnel

President..... Merritt C. Speidel
 General Manager..... Harold W. Cassill
 Station Manager..... Harold W. Cassill
 Commercial Manager..... Joseph W. Rake
 Sales Promotion Mgr..... Joseph W. Rake
 Program Director..... Richard F. Crans
 Production Manager..... Edward J. Burns
 Chief Announcer..... Edward J. Burns
 Musical Director..... James Goble
 Chief Engineer..... Marvin S. Seimes
 Record MC..... Al Gioielli

WCBS

NEW YORK CITY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 880 Kc..... Power: 50000 Watts
 Owned-Operated By.. Columbia Broadcasting
 System, Inc.
 Business Address..... 485 Madison Avenue
 Phone Number..... Wickersham 2-2000
 Studio Addresses: 485 Madison Ave.; 49 E.
 52nd St.; 1697 Broadway; 799 Seventh
 Ave., 251 W. 45th St.; 254 W. 54th St.; 109
 W. 39th St., 111 E. 58th St.
 Transmitter Location: Columbia Island, New
 Rochelle, N. Y.
 Time on the Air..... 21 hours daily
 News Service..... AP, INS, UP, Reuters
 Transcription Service..... Associated Music
 Publishers; Langworth Feature Programs
 Representative..... Radio Sales
 Membership..... NAB, BMB

Personnel

President..... Frank Stanton
 Chairman, Board of CBS..... William Paley
 General Manager..... Arthur Hull Hayes
 Commercial Manager..... Don Miller
 Adv. & Sales Promotion Mgr..... Jules Dundes
 Program Director..... G. Richard Swift
 Publicity Director..... Michael Boscia
 Asst. Program Dir..... D. Gordon Graham
 Special Events..... Henry Unter Meyer
 Musical Librarian..... Edna Barnes
 Script Editor..... Jack Hoins
 Chief Engineer..... Henry Grossman
 (For additional personnel see listing of
 Columbia Broadcasting System, Inc., under
 Networks

WBNX

NEW YORK—EST. 1927

Frequency: 1380 Kc..... Power: 5000 Watts
 Owned-Operated By... WBNX Broadcasting
 Co., Inc.
 Address 260 E. 161st Street
 Phone Number..... MEIrose 5-0339
 Transmitter Location..... Carlstadt, N. J.
 Time on the Air... ¼ time shared with WAWZ
 News Service AP
 Transcription Service..... Standard Radio,
 SESAC
 National Representative..... Forjoe & Co.
 Membership NAB

Personnel

President..... A. L. Haskell
 Vice-President-General
 Manager W. I. Moore
 Production Manager..... Edw. Ervin
 Program Director..... Frank Johnson
 Musical Director..... Fred Mendelsohn
 Chief Engineer A. Solbrig

For the best in
 Washington news . . .

AP

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

WEVD

NEW YORK—EST. 1929

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned-Operated ByDebs Memorial
 Radio Fund, Inc.
 Address117 West 46th Street
 Phone NumberBRyant 9-2360
 Transmitter Location.....4701 Maspeth Ave.,
 Maspeth, L. I., N. Y.
 News ServiceAP
 Time on the Air...7 a.m. to 10 a.m., 12 noon to
 6 p.m. and 8 p.m. to 1 a.m.
 News ServiceAP

Personnel

PresidentAdolph Held
 General-Station Manager...Henry Greenfield
 Sales-Commercial Manager...Henry Greenfield
 Program-Publicity Director.....George Field
 Chief Announcer.....David Niles
 Musical Director.....Nicholas Saslavsky
 Chief Engineer.....Charles Brown

WINS

NEW YORK—EST. 1924

Frequency: 1010 Kc.....Power: 50,000 Watts
 Owned-Operated By .The Crosley Broad. Corp.
 Address.....28 West 44th Street
 Phone NumberBRyant 9-6000
 Transmitter Location.....Lyndhurst, N. J.
 Time on the Air.....4:45 a.m. to midnight
 News ServiceAP, INS
 MembershipNAB

Personnel

President.....James D. Shouse
 General Manager.....Robert E. Dunville
 Station Manager.....Willard Schroeder
 Sales Commercial Dir.....Marion Annenberg
 Promotion Manager.....Marion Annenberg
 Publicity Director.....Chas. Oppenheim
 Chief Announcer.....Joe Tobin
 Musical Director.....Irving Landau
 Chief Engineer.....Paul Von Kunits

(See Color Page 12)

WHN

NEW YORK—EST. 1922

Frequency: 1050 Kc.....Power: 50000 Watts
 Owned-Operated By.....Marcus Loew Book-
 ing Agency
 Address1540 Broadway
 Phone NumberBRyant 9-7800
 Transmitter LocationEast Rutherford,
 N. J.
 Time on the Air.....6 a.m. to 2 a.m.
 News ServiceUP, AP
 Transcription Service.....Associated
 Representatives.....Wm. G. Rambeau Co.

Personnel

Director.....Herbert L. Petley
 General Manager.....Frank Roehrenbeck
 Director of Sales.....Bertram Leihar, Jr.
 Sales Promotion-Merchandising
 ManagerRobert G. Patt
 Program Director.....Raymond Katz
 Production Manager.....Helen Ward
 Publicity Director.....Jo Ranson
 Chief Announcer.....Ted Schneider
 Musical Director.....Joel Herron
 Chief Engineer.....Paul Fuelling
 Record MC's.....Ted Husing, Robert Q. Lewis

5000 WATTS 1330 Kc



ENGLISH · JEWISH · ITALIAN

For millions of high-income families in the great Metropolitan New York Market WEVD is the *first* station of interest . . .

because nowhere else can they obtain WEVD's unique cultural, educational and entertainment features.

A large number of national advertisers have for years capitalized this fact and include WEVD as a "must" on their schedules.

Ask for "Who's Who on WEVD" . . . sent on request.

WEVD

117-119 West 46th St., New York, N. Y.

For the **WHY** — the **WHAT** — the **WHEREFORE**
of **FOREIGN LANGUAGE RADIO**

REMEMBER

WHOM

“THE IL PROGRESSO STATION”

- FOR THE **BEST BUY** IN FOREIGN LANGUAGE PROGRAMS!
- FOR FOREIGN LANGUAGE **SHOWMANSHIP!!**
 - TO **EFFECTIVELY REACH MILLIONS** OF FAITHFUL LISTENERS IN THE NEW YORK MARKET!!!

YOU'LL NATURALLY CHOOSE

WHOM

“THE IL PROGRESSO STATION”

Specializing in

- **ITALIAN**
 - **POLISH**
 - **JEWISH**
 - **GERMAN**

PLUS

“AFTER HOURS” — ALL-NITE ENGLISH FEATURE



“The Il Progresso Station”

GET THE FACTS NOW!

WHOM, 29 West 57th Street, New York 19, N. Y.

PLaza 3-4204

Jack M. Compter, Commercial Manager

W H O M

NEW YORK—EST. 1930

Frequency: 1480 Kc. . . . Power: 1000 D, 500 N.
 Owned-Operated By Atlantic Broadcasting
 Co., Inc.
 Address 29 W. 57th St.
 Phone Number Plaza 3-4204
 Studio Addresses . . 30 Journal Sq., Jersey City:
 29 W. 57th St., N. Y.
 Transmitter Location . Washington St., Jersey
 City.
 Time on the Air . 6:30 a.m. to 5:30 a.m.: Sun-
 day, 7:30 a.m. to 5:30 a.m.
 Newspaper Affiliation Il Progresso Italo
 Americano
 News Service UP
 Transcription Service Standard
 Membership NAB

Personnel

President Generoso Pope
 Exec. V.-P. and Gen. Mgr. Fortune Pope
 Station Manager Fortune Pope
 Sales Commercial Mgr. Jack M. Compter
 Promotion Manager Jack M. Compter
 Program Director Charles Baltin
 Production Manager Ralph Costantino
 Publicity Director Charles Baltin
 Musical Director Giuseppe de Lucca
 Chief Engineer Theodore Gempp
 Record MC Sid Torin

W J Z

NEW YORK—EST. 1921

ABC—KEY STATION

Frequency: 770 Kc. Power: 50000 Watts
 Owned-Operated By . . . American Broadcasting
 Corp.
 Address 30 Rockefeller Plaza
 Phone Number Circle 7-5700
 Transmitter Location . Lodi, Bergen County, N.J.
 Time on the Air 24 hours daily
 News Service AP, UP & INS
 Representative ABC Spot Sales
 Membership NAB, EMB

Personnel

President Mark Woods
 Station Manager Murray Grabhorn
 Sales Manager C. L. Doty
 Merchandising Manager . . . Geo. MacGlennon
 Program Director John Hade
 Musical Director Paul Whiteman
 Chief Engineer George Mine
 Record MC Johnny Dale

(For additional personnel see listings under
 American Broadcasting Company in network
 section of this volume.)

For the greatest
 in news reliability . .

AP



WLIB NEW YORK



wLIB A VITAL FORCE IN NEW YORK CITY'S MARKETING SYSTEM

...

WLIB's
News Bureau
— Winner of
the N. Y. News-
paper Guild's
First Citation for
Radio Journalism

FOR THE LISTENERS:

Music for their listening moods

FOR THE SPONSOR:

A loyal, responsive audience

National

SALES REPRESENTATIVES:

Adam J. Young Jr.

INCORPORATED

wLIB · 1190 on your dial

... MUSIC FOR YOUR LISTENING MOODS

Dorothy S. Thackrey, Chairman • T. O. Thackrey, Vice Chairman
Arthur A. Engel, Commercial Manager • Louis Jacobson, Station Manager
207 EAST 30th STREET, NEW YORK 16, N. Y.

WLIB

NEW YORK—EST. 1942

Frequency: 1190 Kc..Power: 1000 W. d. only
 Owned-Operated By.....WLIB, Inc.
 Address.....207 E. 30th St.
 Phone Number.....Murray Hill 3-6903
 Transmitter Location.....180 Morgan Ave.
 Time on Air...Local sunrise to local sunset
 WorldSESAC
 Newspaper Affiliation.....New York Post
 Transcription ServiceAssociated Music
 and World
 Representative.....The Forjoe Co.
 MembershipNAB

Personnel

President-Gen. Mgr.....Dorothy Thackrey
 General and Sales Mgr.....Arthur Simon
 Commercial Manager.....Arthur A. Engel
 Asst. Program Dir.....Clifford Evans
 Production Manager.....Murray Jordan
 Publicity Director.....Sam Elfert
 Chief Announcer.....Murray Jordan
 Musical Director.....Mimi Trepal
 Chief Engineer.....Lou Thompson
 Record MC.....Roger Sweet
 Chief Music Librarian.....Roger Sweet

WNBC

NEW YORK—EST. 1922

KEY STATION NBC

Frequency: 660 Kc.....Power: 50000 Watts
 Owned-Operated ByNational Broad-
 casting Co.
 Address30 Rocketteller Plaza
 Phone NumberCircle 7-8300
 Transmitter Location....Port Washington, N. Y.
 Time on the Air..5:30 a.m. to 1 a.m.; Sunday,
 8 a.m. to 1 a.m.
 News Service.....AP, UP, INS
 Transcription Service.....NBC Thesaurus,
 Standard
 Representative...NBC National Spot & Local
 Sales
 Membership.....NAB, BMB

Personnel

President.....Niles Trammell
 General Manager.....Frank Mullen
 Station Manager.....James M. Gaines
 Program Director.....DeLancy Provost
 Sales Promotion-Merchandising
 ManagerCharles Philips
 Publicity Director.....Bob Daub
 Chief Announcer.....Patrick J. Kelly

For the greatest in prestige . . .

AP

renewal power-

THE TRUE TEST OF STATION STRENGTH!

keystone of WMCA's dominance in the metropolitan New York market is the "longevity" of its advertisers. Take a look at a cross-section of our 1946 sponsors...organizations whose long spans of life on this station reach into *decades*...undeniable *proof* of the strength of the WMCA sales impact!

—————▶
Represented Nationally by
Free & Peters

Years

25	Sachs Quality Furniture
13	Michael's Brothers
12	Ex-Lax
10	Modern Industrial Bank
9	Simon Ackerman Clothes
9	Barney's Clothing
8	Pepsi-Cola
8	Stanback
7	Horn and Hardart
6	Crawford Clothes
5	Adam Hats
5	BC Remedy
5	Edelbrew Beer
5	Loeser's Department Store
5	National Shoes
4	Mission Bell Wine
4	Piel's Beer
4	Venida



First on New York's Dial

Musical Director.....Samuel Chotzinoff
 Chief Engineer.....F. A. Wankel
 Record MC.....Bob Smith
 (For additional personnel see listing of National Broadcasting Co., under Networks.)

W M C A

NEW YORK—EST. 1925

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WMCA, Inc.
 Address 1657 Broadway
 Phone NumberCircle 6-2200
 Transmitter Location.....Kearney, N. J.
 Time on the Air..... 24 hours daily
 News Service AP
 Representative..... Weed & Co.
 Membership BMB

Personnel

President.....Nathan Straus
 Secretary-Treasurer.....Herman M. Stein
 First V.P. and Gen. Mgr..... Charles Stark
 Sales Promotion Manager... Howard Klarman
 Dir. of Commercial Programs... Jos. Gottlieb
 Director of Sales.....Herman Bess
 Education Director.....Helen Sachs Straus
 Vice-Pres., Director of News, Publicity
 and Special Events.....Leon Goldstein
 Chief Announcer.....Joe O'Brien
 Musical Director.....William Taylor
 Chief Engineer.....Pierre C. Versepunt
 Record M.C.....Joe Franklin

W N Y C *

NEW YORK—EST. 1924

Frequency: 830 Kc.....Power: 1000 Watts
 Owned and Operated By: City of New York;
 Municipal Broadcasting System
 Address.....2500 Municipal Building
 Phone NumberWorth 2-5600
 Transmitter Location...Greenpoint, Brooklyn,
 N. Y.; 10 Kent St., Brooklyn, N. Y.
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....AP, INS, UP

Personnel

Chief Executive.....William O'Dwyer,
 Mayor of the City of New York
 Station Manager.....Seymour N. Siegel
 Executive Officer.....John DeProspero
 Program Director.....Seymour N. Siegel
 Production Manager.....Frank Tomasell
 Publicity Director.....Lilian Supove
 Chief Announcer.....Thomas H. Cowan
 Musical Director.....Herman Neuman
 Chief Engineer.....William H. Pitkin
 Record MC.....Alan Zachary

*Non-Commercial Station

For the best

in women's news . . .

AP

IN THE MONEY

98.8% OF THE TIME!

Among programs heard over *all* New York Stations (network affiliates included) between 10:00 A. M. and 11:30 A. M. & 5:35 P. M. and 7:30 P. M.

THE MAKE BELIEVE BALLROOM

**with MARTIN BLOCK over WNEW
in the year 1946**

rated 1st 55.4% of the time
rated 1st or 2nd 86.3% of the time
rated 1st, 2nd or 3rd 98.8% of the time

(THE PULSE reports for January through December, Monday-Friday averages)

— WNEW —

**SERVING NEW YORK AND NEW JERSEY
24 HOURS A DAY**



W N E W

NEW YORK—EST. 1934

Frequency: 1130 Kc.....Power 10000 Watts
 Owned-Operated By....Greater New York
 Broadcasting Corporation
 Address.....565 Fifth Ave.
 Phone NumberPlaza 3-3300
 Transmitter Location.....Belleville Turnpike,
 Kearney, N. J.
 Time on the Air: 24 hours a day—seven days
 a week
 News Service.....AP; N. Y. Daily News
 Transcription Service.....Standard Radio
 Lang-Worth, World
 Representative: John Blair & Co.; R. C. Foster
 Membership NAB

Personnel

General Manager.....B. Judis
 Station Manager.....B. Judis
 Vice-Pres. in Charge Sales...Ira M. Herbert
 Sales Promotion Mgr.....John V. B. Sullivan
 Program Director.....Ted Cott
 Production Manager.....Jack Grogan
 Assoc. Publicity Dir.....Rhea Diamond
 Chief Announcer.....John Jaeger
 Musical Director.....Roy Ross
 Chief Engineer.....Max J. Weiner

W O R

NEW YORK—EST 1922

MUTUAL BROADCASTING SYSTEM
 Frequency: 710 Kc.....Power: 50000 Watts
 Owned-Operated By.....Bamberger Broad-
 casting Service, Inc.
 Business Address.....1440 Broadway
 Phone Number.....Pennsylvania 6-8600
 Transmitter Location.....Carteret, N. J.
 Time on the Air.....24 hours daily
 News Service.....AP, UP, INS
 Transcriptions Service.....WBS
 Membership.....NAB, BMB

Personnel

President.....Theodore C. Streibert
 Vice-President.....R. C. Maddux
 Sales Manager.....Eugene S. Thomas
 Promotion Director.....Joseph Creamer
 Program Director.....Rodney Erickson
 Production Manager.....Daniel Ehreneich
 Dir. of News-Special Features..Dave Driscoll
 Publicity Director.....Richard Pack
 Music Director.....Sylvan Levin
 Popular Music Director.....Tommy Dorsey
 Chief Engineer-Vice-Pres.....Jack R. Poppele
 Record MC.....Barry Gray

See Page 496

The Red Cross Needs



Your Unstinting Assistance

G I V E !



Fred Robbins, popular WOV disc-jockey and emcee of the "1280 Club"

We Have Analyzed Our Audience For Sponsors of the "1280 Club"

WE want you to know what you get for your dough! That's why WOV asked "The Pulse, Inc." to analyze the first 25,000 registered members of, and ardent listeners to, Fred Robbins' "1280 Club" program, broadcast nightly over WOV from 6:30 to 9:00 p. m.

The results really tell a sponsor what he gets on this popular, six-day-a-week program. For example:

The "1280 Club" delivers 1280 listeners for a dollar.

Their average age is 23 years.

56% are women . . . 44% are men.

96% live in metropolitan New York. And we can give you the home address of each one.

Get the complete facts on this most revealing of all listener surveys . . . age, sex, income, where and how these ardent listeners live. Phone or write for a WOV representative today.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

*We Want You To Know
What You Get For
Your Dough!*

WOV

NEW YORK

W O V

NEW YORK—EST. 1926

Frequency: 1280 Kc.....Power: 5000 Watts
 Owned-Operated By...Wodaam Corporation
 Address730 Fifth Avenue
 Phone NumberCircle 5-7979
 Transmitter Location.....Carlstadt, N. J.
 Time on the Air.....6 a.m. to midnight,
 Monday thru Saturday
 News ServiceUP
 Transcription Service.....Standard Radio
 Representative.....John E. Pearson Co.

Personnel

President.....Harry Henshell
 General Manager-Station
 Manager.....Ralph N. Well
 Commercial Manager.....Ralph Nardella
 Sales Promotion Manager.....Judith Vallen
 Program Director.....Arnold B. Hartley
 Publicity Director.....Anne Baldwin
 Musical Director.....Paul Romeo
 Chief Engineer.....Hillis Holt
 Record M. C.....Fred Robbins

W Q X R

NEW YORK—EST. 1936

Frequency: 1560 Kc.....Power: 10000 Watts
 Owned By.....The New York Times Co.
 Operated By.....Interstate Broad. Co., Inc.
 Address730 Fifth Avenue
 Phone NumberCircle 5-5566
 Transmitter Location..Maspeth, Long Island,
 N. Y.
 Time on the Air...7 a.m. to 12:05 midnight;
 Sundays: 8 a.m. to 12:05 midnight
 Newspaper Affiliation.....New York Times
 News Service...The N. Y. Times News Service
 Transcription Service..World Broadcasting
 System; Associated Music
 Representative.....Adam J. Young, Jr.
 MembershipNAB

Personnel

Chairman of the Board..Arthur Hays Sulzberger
 President.....John V. L. Hogan
 Executive Vice-President...Elliott M. Sanger
 Station Manager.....John S. Hayes
 Promotion Director.....Bennet Korn
 V.-P. in Charge of Sales.....Hugh K. Boice
 Program Director.....Eleanor N. Sanger
 Publicity Director.....Eleanor Hurley
 Chief Announcer.....Albert Grobe
 Music Consultant.....Abram Chasins
 Orchestral Director.....Leon Barzin
 Chief Engineer.....Russell Valentine

See Page 292

W H L D

NIAGARA FALLS—EST. 1940

Frequency: 1290 Kc.....Power: 1000 w. d. only
 Owned-Operated By...The Niagara Falls
 Gazette Publishing Company
 Address.....310 Niagara St., Hotel Niagara
 Phone Number.....2-2311 & 8421
 Transmitter Location.....Lockport & Military
 Roads
 Time on the Air..Local sunrise to local sunset
 Newspaper Affiliation.....Niagara Falls
 Gazette
 News ServiceUP
 Transcription Service...Lang-Worth, Standard
 Radio, Associated, World, SESAC, Cole
 RepresentativeHeadley-Reed Company

Personnel

General Manager.....Earl C. Hull
 Commercial Manager...Richard G. Robbins
 Program Director.....Robert J. Manning
 Production Manager.....J. M. Whitney
 Musical Director.....J. Harold Bradley
 Chief Engineer.....E. D. Hiatt, Jr.

W S L B

OGDENSBURG—EST. 1940

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...St. Lawrence Broad-
 casting Corp.
 Address2315 Knox St.
 Phone NumberOgdensburg 500
 Transmitter Location.....2315 Knox St.
 Time on the Air.....7 a.m. to 11:15 p.m.
 News ServiceUP
 Transcription Service.....Keystone,
 Standard, Cole
 RepresentativeWalker Co-
 MembershipBMB

Personnel

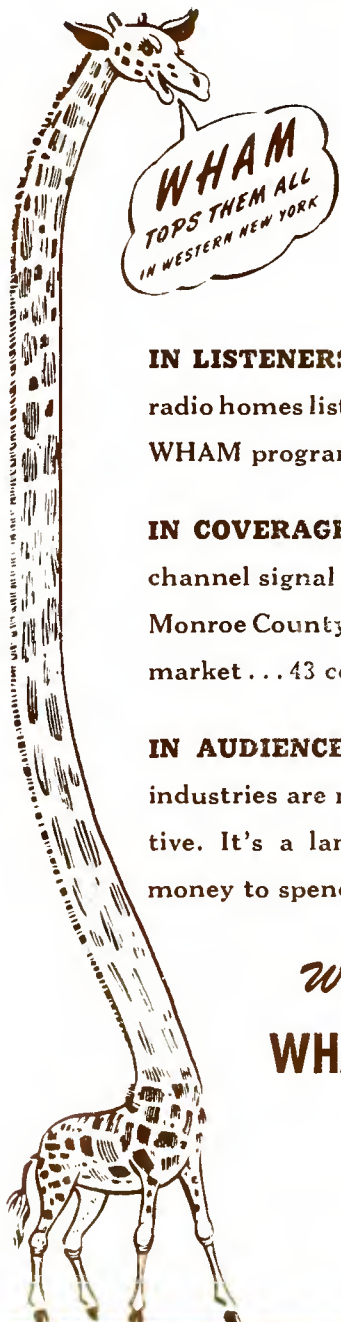
President.....Joseph R. Brandy
 General Manager.....Harold J. Frank
 Commercial Manager.....Joseph R. Brandy
 Program Director.....Hal Gilman
 Chief Announcer.....Hal Gilman
 Musical Director.....Flo Beach Rowe
 Chief Engineer.....Ramond Lafferty

W H D L

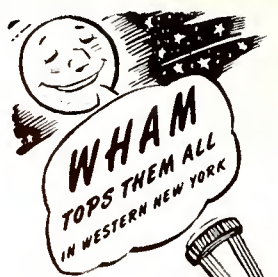
OLEAN—EST. 1934

ABC—KBS

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



WHAM
TOPS THEM ALL
IN WESTERN NEW YORK



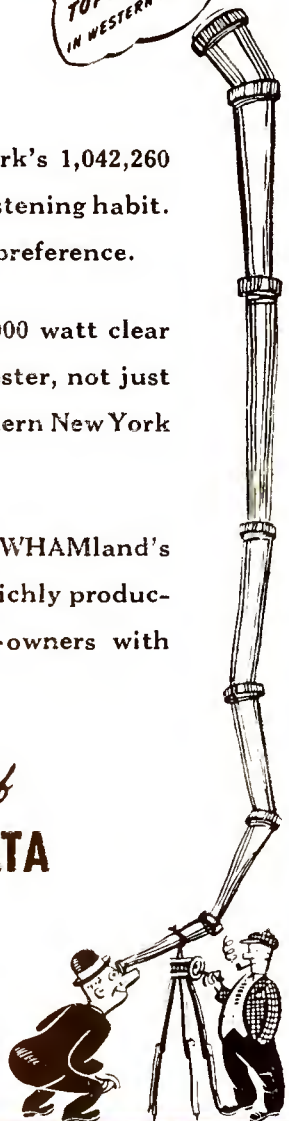
WHAM
TOPS THEM ALL
IN WESTERN NEW YORK

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. HOLLINGBERY CO.

Owned-Operated By.....WHDL, Inc.
 Address....619 Exchange National Bank Bldg.
 Phone Number.....Olean 4149
 Transmitter Location....3219 West State Road
 Time on the Air.....6:55 a.m. to 11:15 p.m.
 Newspaper AffiliationOlean Times
 Herald
 News ServiceUP
 Transcription Service.....NBC Thesaurus
 RepresentativeJ. P. McKinney & Son
 Membership.....NAB, BMB

Personnel

President.....E. B. Fitzpatrick
 General & Commercial Mgr..Thomas L. Brown
 Program Director.....Lloyd B. Gibson
 Chief Engineer.....Thomas J. Gill

Newspaper Affiliation.....Poughkeepsie
 Newspapers, Inc.
 News ServiceAP
 Transcription Service.....Standard
 RepresentativeHeadley-Reed Company
 Membership.....NAB, BMB

Personnel

Director.....Edward A. Chappell
 General Manager.....H. W. Cassill
 Business Manager.....George W. Bingham
 Commercial Manager.....Ted Jones
 Sales Promotion Manager.....Richard Crans
 Program Dir.-Publicity Dir.....Richard Crans
 Chief Announcer.....Harold Hennig
 Musical Director.....Harold Hennig
 Chief Engineer.....Marvin Seimes
 Record MC.....Charles Healy, Al Gioielli

W M F F

PLATTSBURG—EST. 1935

ABC—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By....Plattsburg Broadcast-
 ing Corporation
 Address.....153 Margaret St.
 Phone Number1600
 Transmitter Location.....Boynton Ave.
 Time on the Air.....6:45 a.m. to 12:05 a.m.
 News ServiceUP
 Transcription Service.....NBC Thesaurus
 Representative....Jos. Hershey McGillvra, Inc.
 Membership.....NAB, BMB

Personnel

President.....Mr. George F. Bissell
 General Manager.....George F. Bissell
 Commercial Manager.....Joel H. Scheier
 Sales Promotion Manager.....Joel H. Scheier
 Program Director.....Betty Kraus
 Production Manager.....Earl Sharland
 Publicity Director.....Dick Weld
 Chief Announcer.....Earl Sharland
 Musical Director.....Charles Hill
 Chief Engineer.....Edward Gagnon

W K I P

POUGHKEEPSIE—EST. 1940

ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By....Poughkeepsie Newspapers, Inc.
 Operated By....Radio Division, Poughkeepsie
 Newspapers, Inc.
 Address.....P.O. Box 889
 Phone Number.....Poughkeepsie 6800
 Studio Address.....New Yorker Bldg.;
 Nelson House
 Transmitter LocationThe Nelson House
 Time on the Air.....6:30 a.m. to 12:05 a.m.

W H A M

ROCHESTER—EST. 1927

NATIONAL BROADCASTING CO.

Frequency: 1180 Kc.....Power: 50000 Watts
 Owned-Operated By.....Stromberg-Carlson
 Company
 Business Address.....111 East Avenue
 Phone NumberStone 1862
 Transmitter Location.....Victor, New York
 Time on the Air.....18½ hours daily
 News ServiceUP
 Transcription Service.....NBC Thesaurus;
 World Broadcasting System, RCA Victor
 RepresentativeGeo. P. Hollingbery Co.
 Membership.....NAB, BMB

Personnel

Vice-President.....William A. Fay
 General Manager.....William A. Fay
 Studio Manager.....John H. Lee
 Commercial Manager...John W. Kennedy, Jr.
 Sales Promotion Manager...Truman P. Brizee
 Program Director.....Charles Siverson
 Production Manager.....Syl Novelli
 Publicity Director.....Truman Brizee
 Chief Announcer.....Dean W. Harris
 Musical Director.....Gene Zacher
 Chief Engineer.....Ken Gardner
 Record MC.....Arthur Murrellwright

W H E C

ROCHESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc.....Power: 5000 Watts
 Owned-Operated By.....WHEC, Inc.
 Address40 Franklin St.
 Phone NumberStone 1320
 Transmitter Location....1800 Winton Rd. So.
 Rochester

Time on the Air.....6:30 a.m. to 1 a.m.;
 Saturday: 6:30 a.m. to 1 a.m.; Sunday:
 8 a.m. to 12:30 a.m.
 Newspaper Affiliation.....Gannett News-
 papers, Inc.
 News ServiceAP
 Transcription Service.....Associated Music &
 Standard
 RepresentativeJ. P. McKinney & Son
 Membership.....NAB, BMB

Personnel

President.....Frank E. Gannett
 Vice-President.....Clarence Wheeler
 General Manager.....Gunnar O. Wiig
 Commercial Manager...LeMoine C. Wheeler
 Program Director.....William J. Adams
 Pronuction Manager...Lowell H. MacMillan
 Publicity Director.....William J. Adams
 Chief Announcer.....Wilfred Despard
 Musical Director.....Peter Laurini
 Chief Engineer.....Bernard C. O'Brien
 Record MC.....Jack Barry

WRNY*

ROCHESTER—EST. 1946

Frequency: 680 Kc....Power: 250 w. d. only
 Owned-Operated By...Monroe Broad. Co., Inc.
 Address.....191 East Ave.
 Phone Number.....Stone 6228
 Transmitter Location...Fiume St. Extension
 near Mt. Read Blvd.
 Time on the Air...Local sunrise to local sunset
 News ServiceAP
 Transcription Service.....Lang-Worth
 MembershipNAB

Personnel

President.....George B. Kelly
 General Manager.....Lester W. Lindow
 Sales Manager.....Lester W. Lindow
 Program Director.....Harold Kolb
 Production Mmager.....Harold Kolb
 Chief Engineer.....Felix Bonvouloir

*Construction Permit.

WSAY

ROCHESTER—EST. 1936

MUTUAL BROADCASTING SYSTEM
 AMERICAN BROADCASTING CO.

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned-Operated By.....Brown Radio Ser-
 vice & Laboratories, Gordon P. Brown, Owner
 Address.....328 East Main St.
 Phone NumberStone 702
 Transmitter Location.....Brighton, N. Y.
 Time on the Air.....6:30 a.m. to 12:30 a.m.;
 Sat., to 1 a.m.; Sun., 8 a.m. to 12:30 a.m.
 News ServiceINS

Representative.....The Walker Co.; Joseph
 Hershey McGilvra, Inc.

Personnel

President-Gen. Mgr.....Gordon P. Brown
 Sales and Comm. Mgr.....Elmer J. Walz
 Merchandising Manager.....Ralph Palmer
 Program Director.....David M. Olds
 Publicity Director.....Harland M. Evans
 Chief Announcer.....George LiButti
 Musical Director.....Viola Brown
 Chief Engineer.....Gordon P. Brown
 Record MC.....David Lewis

WKAL

ROME—EST. 1946

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Cooper City Broadcasting
 Corp.
 Address.....Capitol Theater Bldg.
 Phone Number.....3616
 Transmitter Location...Muck Rd. and Jay St.
 Time on the Air.....6:30 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Donald Cooks, Inc.
 MembershipNAB

IN ROCHESTER, N. Y. IT'S



★ NEWS
 ★ MUSIC
 ★ SPORTS

AT
680
 KILOCYCLES

MONROE BROADCASTING CO., Inc.
 191 East Avenue Rochester 4, N. Y.
WRNY • WRNY-FM

Personnel

President.....M. J. Kallet
 General Manager.....Michael Carlo Fusco
 Commercial Manager.....Samuel N. Kirkland
 Program Director.....Walter P. Griswold
 Production Manager.....Daniel A. Fusco
 Chief Engineer.....DeForest T. Layton, Jr.
 Record MC.....Charles King

W N B Z

SARANAC LAKE—EST. 1937
 AMERICAN BROADCASTING CO.
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1320 Kc.....Power: 100 Watts
 Owned-Operated By ...Upstate Broadcasting Corporation
 Business Address.....14 Broadway
 Phone Number.....1320
 Studio Address.....14 Broadway
 Transmitter Location.....3 Olive St.
 Time on the Air.....Daytime license
 Representative.....Thomas F. Clark Co., Inc.

Personnel

President-General Manager....John F. Grimes
 Program Director.....Lewis Pettit
 Chief Engineer.....H. Berwind Williams

W G Y

SCHENECTADY—EST. 1922
 NATIONAL BROADCASTING CO.

Frequency: 810 Kc.....Power: 50000 Watts
 Owned-Operated By.....General Electric Company
 Address1 River Road
 Phone Number3-2121
 Transmitter Location..3 miles fr. Schenectady, Mariaville Rd.
 Time on the Air.....6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
 News Service.....AP, UP
 Transcription Service.....NBC Thesaurus; Lang-Worth
 Representative.....NBC Spot Sales
 MembershipNAB, BMB

Personnel

Vice President & Manager of BroadcastingR. S. Peare
 Asst. Manager of Broadcasting....B. J. Rowan
 Station Manager.....G. E. Markham
 Asst. to Station Manager.....R. W. Welpott
 Supervisor, Station Sales & PromotionA. G. MacDonald
 Acting Supervisor, Programs.....A. G. Zink
 Supervisor, Production.....E. J. Pudney
 Supervisor, News.....W. T. Meenam
 Supervisor, Music.....A. D. Coggeshall
 Engineer.....W. J. Purcell



A QUARTER OF A CENTURY IS ONLY THE BEGINNING

MARVEL of the Twentieth Century . . . means for mass communication . . . disseminator of education and entertainment . . . Radio broadcasting is a tribute to man's inventive genius. In little more than 25 years it has grown from novelty to necessity in our daily lives.

Proud to have played a part in the phenomenal growth of the radio art, pioneer Station WGY, on the occasion of its Silver Anniversary (February 20, 1947) looks back through the years with a deep sense of gratitude to those who have made its operation possible.

Firm in the belief that there is an even greater tomorrow for broadcasting with the addition of Frequency Modulation and Television, General Electric Stations face the future with plans for further expansion and better service.

WGY

50,000 Watts
 NBC Affiliate. **GENERAL ELECTRIC**
 Schenectady, New York

Represented Nationally By NBC Spot Sales



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

W S N Y

SCHENECTADY—EST. 1942

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..... Western Gateway
 Broadcasting Corp.
 Address.....619 State St.
 Phone Number.....Schenectady 3-3622
 Transmitter Location.....Campbell Rd.
 Time on the Air.....17 hours, 20 minutes;
 Sunday: 16 hours, 5 minutes
 News Service.....AP
 Transcription Service..Standard Radio; Lang-
 Worth
 Representative.....Helen Wood

Personnel

President.....Winslow P. Leighton
 General Manager.....George R. Nelson
 Station Manager.....George R. Nelson
 Commercial Manager.....George R. Nelson
 Sales Promotion Manager.....Cecil Woodland
 Program Director.....Edward F. Flynn
 Production Manager.....Cecil Woodland
 Publicity Director.....Robert S. Cragin
 Chief Announcer.....William Carpenter
 Musical Director.....Eleanor Clements
 Chief Engineer.....Irving S. Beck
 Record MC.....Jerry Coyle;
 William Carpenter

W A G E

SYRACUSE—EST. 1941

ABC

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Operated By.....WAGE, Inc.
 Address.....Loew Building
 Phone Number.....2-0277
 Transmitter Location.....Salina, N. Y.
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....Standard,
 NBC Thesaurus
 Representative.....Edward Petry & Co., Inc.
 World Broadcasting System, RCA
 Membership.....NAB, BMB

Personnel

President.....Frank G. Revoir
 Exec. Vice-President &
 Station Manager.....William T. Lane
 Sales or Commercial Manager Aaron Beckwith
 Program Director.....Gordon Alderman
 Chief Announcer.....Bruce Rector
 Musical Director.....Carl Silber
 Chief Engineer.....Charles W. Brannen

W F B L

SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 5000 Watts
 Owned-Operated By.....Onondaga Radio
 Broadcasting Corporation
 Business Address.....433 S. Warren St.
 Phone Number.....2-1147
 Studio Address.....Onondaga Hotel
 Transmitter Location.....Collamer, N. Y.
 Time on the Air.....5 a.m. to 1:05 a.m.;
 Sunday, 8 a.m. to 1 a.m.
 News Service.....INS, UP
 Transcription Service...World Broadcasting
 System
 Representative.....Free & Peters, Inc.
 Membership.....NAB, BMB

Personnel

President.....Oscar F. Soule
 Vice-President-
 General Manager.....Samuel Woodworth
 Station Manager.....Samuel Woodworth
 Commercial Manager.....Lennox F. Wylie
 Vice-President
 Sales Promotion Manager...Robert G. Soule

WAGE
 SYRACUSE, N.Y.

DOMINATES
Central New York!

FIRST CHOICE OF TOP
 NATIONAL ADVERTISERS

WAGE
 ABC

WILLIAM T. LANE, Gen'l Mgr.
SYRACUSE, N. Y.
 1 Kw. on 620 Kc.

Represented by the Edward Petry Co.

Program Director.....James E. Deline
 Production Manager.....Raymond C. Ganter
 Publicity Director.....Robert G. Soule
 Musical Director.....Raymond C. Ganter
 Chief Engineer.....James J. Kelly
 Director of Sales and
 ProgramsCharles F. Phillips

WOLF

SYRACUSE—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Civic Broadcasting
 Corporation
 AddressChimes Building
 Phone Number 2-7211
 Transmitter Location Van Rensselaer and
 Kirkpatrick Streets
 Time on the Air.....6 a.m. to 2 a.m.;
 Sunday, 8 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service....Standard, M. M. Cole
 Representative.....The Walker Co.

Personnel

President.....T. S. Marshall
 General Manager.....T. S. Marshall
 Station Manager.....Hamilton Woodle
 Commercial Manager.....Daniel Dwyer
 Sales Promotion Manager...James J. Coolican
 Program Director.....Hamilton Woodle
 Publicity Director.....Eleanor Merz
 Chief Announcer.....Charles Shaw
 Musical Director.....Norman Messervey
 Chief Engineer.....Tom Crimmins
 Record MC.....Bob Van Kleek

WSYR

SYRACUSE—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated ByCentral New York
 Broadcasting Corporation
 Address.....315 Syracuse-Kemper Bldg.
 Phone Number 3-7111
 Transmitter Location.....2341 Valley Drive
 Time on the Air.....5:30 a.m. to 1 a.m.
 News Service UP
 Transcription Service..Associated, Lang-Worth
 Representative.....Headley-Reed Co.
 MembershipNAB, BMB

Personnel

President.....Harry C. Wilder
 General Manager.....E. R. Vadeboncoeur
 Commercial Manager.....W. R. Allord, Jr.
 Sales Promotion Manager.....Albert J. Gillen
 Program Director.....William V. Rothrum
 Chief Announcer.....Elliott Gove
 Musical Director.....Murray Bernthal
 Chief Engineer.....Armand G. Belle Isle

WNDR

SYRACUSE—EST. 1946

Frequency: 1260 Kc.....Power: 500 Watts
 Owned-Operated By...Syracuse Broadcasting
 Corp.
 Address.....Wilson Bldg.
 Transmitter Location.....De Witt
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....Associated;
 SESAC; Lang-Worth
 Representative.....Paul H. Raymer Co.
 MembershipNAB

Personnel

President.....Walter E. Blich
 General Manager.....Walter E. Blich
 Program Director.....Raymond L. Servatius
 Publicity Director.....Patricia Farrell
 Chief Announcer.....Herb Carneal
 Chief Engineer.....Paul H. Lee

WHAZ

TROY—EST. 1922

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned-Operated By.....Rensselaer Poly-
 technic Institute
 Address 110 Eighth St.
 Phone Number Troy 6810
 Transmitter Location.....110 Eighth St.
 Time on the Air.....6:30 p.m. to midnight,
 Monday only

Personnel

General Manager.....W. J. Williams
 Sales Manager.....W. C. Stoker
 Program Director.....A. O. Niles
 Chief Announcer.....R. Schmelzer
 Chief EngineerH. Harris

W T R Y

TROY—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....Troy Broadcasting
Co., Inc.

Address 92 Fourth St.
Phone Numbers.....Troy 2100; Albany 4-2500
Transmitter Location..Colonie Township, N. Y.
Time on the Air.....6 a.m. to 1 a.m.
News Service UP
Transcription ServiceWorld Broadcasting
System; Lang-Worth; Standard
RepresentativeHeadley-Reed

Personnel

President.....H. C. Wilder
General Manager.....William A. Ripple
Station Manager.....Woodbury Carter, Jr.
Commercial Manager.....John Sutphen
Sales Promotion Manager..G. Edward Walker
Program Director.....Ernest Wm. Rossell
Publicity Director.....G. Edward Walker

Musical Director.....Hugh Sharpe
Chief Engineer.....Albert H. Chizmark
Mscord MC.....Mike Rich

W G A T *

UTICA—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1100 Kc...Power: 250 Watts d. only
Owned-Operated By..Central Broadcasting Co.
Transmitter Location...French Rd., Utica, N. Y.
Time on the Air..Local sunrise to local sunset
News Service.....AP
National Sales Office...Howard H. Wilson Co.

Personnel

President-General Manager...J. Eric Williams
Chief Engineer.....Robert Blair

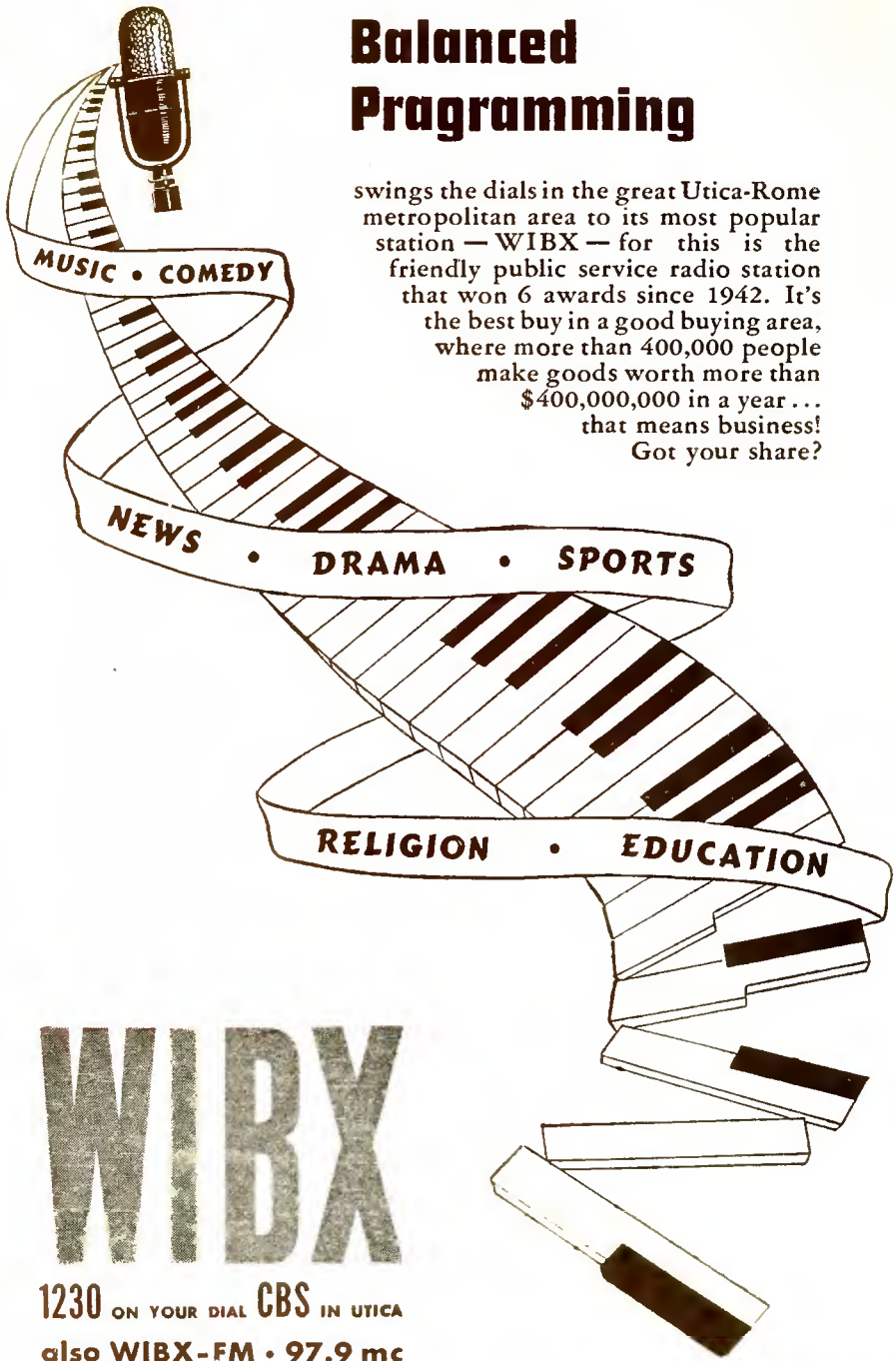
**Construction Permit*

For the greatest in prestige . . .

AP

Balanced Programming

swings the dials in the great Utica-Rome metropolitan area to its most popular station — WIBX — for this is the friendly public service radio station that won 6 awards since 1942. It's the best buy in a good buying area, where more than 400,000 people make goods worth more than \$400,000,000 in a year . . . that means business! Got your share?



WIBX

1230 ON YOUR DIAL CBS IN UTICA

also WIBX-FM • 97.9 mc

First National Bank Building • Utica, New York

Represented by: Helen Wood & Colton, New York — Bertha Bannan, New England — Walter Biddick Co., Pacific Coast

WIBX

UTICA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WIBX, Inc.
 Address.....First National Bank Bldg.
 Phone Number2-2101
 Transmitter Location.....Schuyler St., Marcy,
 N. Y.
 Time on the Air.....7:05 a.m. to 12:05 a.m.;
 Sunday: 6 a.m. to 1:05 a.m.
 News Service.....INS & UP
 Transcription Service.....World,
 BML, ASCAP, SESAC, AMP
 Representatives..Helen Wood & Colton (N. Y.);
 Bertha-Bannan (Boston); Walter Biddick (Los
 Angeles)
 MembershipNAB, BMB

Personnel

President-Gen. Manager...Margaret P. Bowen
 Asst. to President.....Helen Wood
 Commercial Manager and
 Sales Promotion Manager.....N. W. Cook
 Program Director.....Elliott Stewart
 Production Manager....Betty Cushing Griffin
 Publicity Director.....N. W. Cook
 Chief Announcer.....Robert Mahaney
 Musical Director.....William Walters
 Chief Engineer.....John T. Dowdell

WATN

WATERTOWN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Watertown Broad-
 casting Corporation
 Business Address.....118 Washington St.
 Phone Number...Studio and Transmitter 2424;
 Commercial Office 975
 Studio Address118 Washington St.
 Transmitter Location118 Washington St.
 Time on the Air.....12:15;
 Sunday 8 a.m. to 12:15 a.m.
 News ServiceAP
 Transcription ServiceStandard Radio
 Representatives.....Helen Wood & Colton
 MembershipNAB

Personnel

President.....G. H. Righter
 General Manager.....G. H. Righter
 Production Manager.....Hugh L. Cosline
 Co-Engineers.....Donald Schryver,
 Frederick Sprague, James Billingsley
 Record MC.....S. H. Ayer

WWNY

WATERTOWN—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Operated By.....The Brockway
 Company
 Address.....Hotel Woodruff, Public Square
 Phone Number.....4120-1
 Transmitter Location.....Ives St. Extension
 Time on the Air.....6:30 a.m. to 12:05 a.m.;
 Sunday, 8 a.m. to 12:05 a.m.
 Newspaper Affiliation.....Watertown Daily
 Times
 News ServiceUP
 Transcription Service.....World Broadcasters,
 SESAC
 RepresentativeWeed & Co.
 MembershipNAB, BMB

Personnel

PresidentHarold B. Johnson
 General Manager-Commercial
 Manager.....Louis Saiff, Jr.
 Station Manager.....Thomas E. Martin
 Program Director.....Earl R. Kelly
 Chief Engineer.....Maynard B. Davis
 Record MC.....Harry Adams

For the best in news . . .

AP

W F A S

WHITE PLAINS—EST. 1932

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By.....Westchester Broad-
 casting Corp.
 Address.....8 Church St.
 Phone Number.....White Plains 6400
 Transmitter Location.....Secor Rd.,
 Greenburgh, N. Y.
 Time on the Air.....Unlimited
 News Service.....AP
 Transcription Service.....World Broadcasting
 System; Associated
 Representative.....Headley-Reed Co.
 Membership.....NAB

Personnel

President.....J. Noel Macy
 Managing Director.....Frank A. Seitz
 Commercial Manager.....John E. Arens
 Program Director.....Randall Kaler
 Chief Announcer.....Robert Peters
 Musical Director.....Randall Kaler
 Chief Engineer.....Frank A. Seitz

W W R L

WOODSIDE—EST. 1926

Frequency: 1600 Kc. Power: 250 Watts (CP-5000)
 Owned-Operated By.....Long Island Broad-
 casting Corporation
 Address.....41-30 58th Street
 Phone Number.....NEwtown 9-3300
 Transmitter Location.....41-30 58th St.,
 Time on the Air.....8 a.m. to midnight
 News Service.....AP
 Transcription Service.....Associated;
 Standard

Personnel

President-Gen. Manager...William H. Reuman
 Station Manager.....Edith Dick
 Program Director.....Fred Barr
 Publicity Director.....Walter Kaner
 Chief Announcer.....Ray Carroll
 Musical Director.....Lou Cole
 Chief Engineer.....William H. Reuman
 Record MC's.....Fred Barr;
 Ray Carroll; Symphony Sid

W F A S

Selected Audience

Appeal in Westchester,

Serious Music.....
 News.....
 Special Events.....

40.6% of Westchester's Radio families listen* to

W F A S

Roger Smith Hotel
 White Plains, N. Y.

Represented by
HEADLEY-REED COMPANY
 Chrysler Bldg.
 New York

*Ask for W.L.C. Survey

WWRL

NEW YORK

Packed With Listener and
 Buy Appeal
FRED BARR'S "1600 CLUB"

An Effective Sales Approach to
 New York Women

"THIS AND THAT WITH
 MONA AND PAT"

Covering America's Greatest Buying
 Market at the Lowest Cost.

1600

"The High Spot on the Dial"

NORTH CAROLINA

Estimated Population 3,626,613—Radio Homes 641,316
Stations in State 48

WGWR

ASHEBORO—EST. 1946

Frequency: 1260 Kc.....Power: 1000 Watts
Owned By.....Asheboro Broadcasting Co.
Operated By.....Roy Cox
Address.....119 Worth St.
Phone Number.....218
Studio Address.....303 E. Salisbury St.
Transmitter Location...¼ mile N. of Asheboro
Time on the Air.....Unlimited

Personnel

President and General Mgr.....Roy Cox

WISE

ASHEVILLE—EST. 1939

NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Radio Station WISE, Inc.
Operated By.....Harold H. Thoms
Address.....100 College St.
Phone Number.....4560
Transmitter Location.....100 College St.
Time on the Air.....6:30 a.m. to 1 a.m.;
Sundays: 7:30 a.m. to 1 a.m.

News Service.....AP
Transcription Service.....NBC Thesaurus,
Lang-Worth
National RepresentativeBurn-Smith Co.;
Harry E. Cummings
Membership.....NAB

Personnel

President.....Harold H. Thoms
Sales-Commercial Mgr.....Lloyd Leonard
Program Director.....Floye Bowers
Publicity Director.....Wilma Moore
Chief Announcer.....Sidney Tear
Chief Engineer.....Charles W. Sumner
Record MC.....Harry Varner

WNCA

ASHEVILLE—EST. 1946

AEC—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Community Broad. Co.
Address.....Biltmore Hotel
Phone Number.....2872

Transmitter Location.....Emma, N. C.
Time on the Air.....6 a.m. to 1 a.m.
News Service.....INS
Transcription Service.....World-KBS
Representative.....William G. Rambeau Co.
Membership.....NAB

Personnel

Pres. and Gen. Mgr.....C. Frederic Rabell
Commercial and Sales Mgr.....Robert Lambe
Chief Announcer.....William Ward
Chief Engineer.....Joseph Duncan
Record MC.....Carl Greene

WWNC

ASHEVILLE—EST. 1927

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc.....Power: 1000 Watts
(C.P. 5000)
Owned-Operated By.....Asheville Citizen-
Times Co., Inc.
Address.....14 O'Henry Avenue
Phone Number.....5500
Transmitter Location.....Flatiron Building,
(CP-near Emma, N. C.)

Time on the Air...6:30 a.m. to 12:05 a.m. daily;
Sundays: 7:30 a.m. to 12:05 a.m.
Newspaper Affiliation.....Asheville Citizen-
Times

News Service.....AP & UP
Transcription Service.....Associated
Representative.....Katz Agency
Membership.....NAB, BMB

Personnel

Executive Director.....Don S. Elias
Commercial Manager.....James A. Hagan
Sales Promotion Mgr.....Kenneth C. Willson, Jr.
Program Director.....Wm. F. Melia
Chief Announcer.....Read Wilson
Chief Engineer.....Cecil B. Hoskins

WBBS

BURLINGTON—EST. 1941

MUTUAL BROADCASTING SYSTEM
CAROLINA SPORTS—KBS

Frequency: 920 Kc....Power: 1000 w. d. only
Owned-Operated By....Alamance Broad-
casting Company, Inc.

Address.....310½ South Main St.
Phone Numbers.....2730; 2731
Transmitter Location.....Elon Road (West
Front Street Extension)

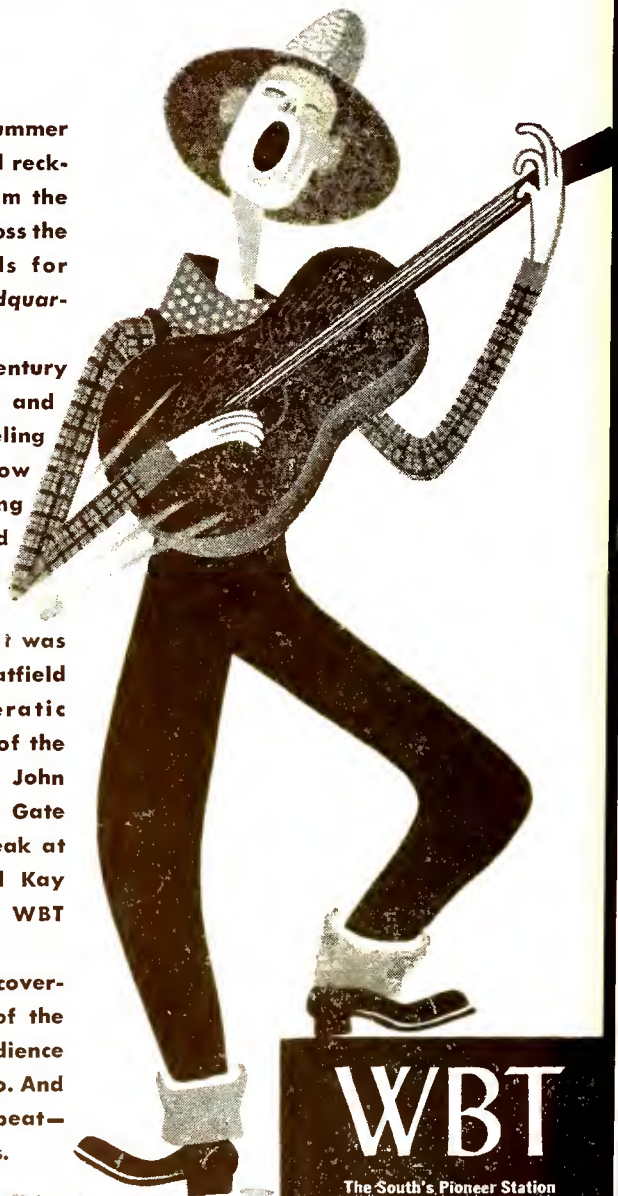
"Y'all oughtta be on the radio"

A blue-jeaned guitar strummer hears neighborly praise... and reckons it's so. Ambling down from the Great Smoky Mountains or across the Piedmont Plateau, he heads for 50,000-watt WBT—talent headquarters for the Carolinas.

For more than a quarter-century the wealth of talent in North and South Carolina has been funneling into WBT. Because people know that WBT has a knack of spotting unknowns with promise and helping them to national prominence.

Carolínians remember it was WBT that launched Lansing Hatfield and Norman Cordon on operatic careers that led to the stage of the "Met"...that Skinnay Ennis, John Scott Trotter, and The Golden Gate Quartet got their first big break at WBT...that Johnny Long and Kay Kyser first drawled into a WBT microphone.

Thanks to this flair for discovering stars, WBT gets its pick of the area's performers. The WBT audience hears the best in Southern radio. And WBT advertisers meet—and beat—sales quotas for the Carolinas.



WBT

The South's Pioneer Station
Jefferson Standard Broadcasting Co.
Charlotte, 50,000 watts, CBS

REPRESENTED BY RADIO SALES,
THE SPOT BROADCASTING DIVISION OF CBS

Time on the Air.....5:30 AM to local sunset
 News Service.....UP; AP
 Transcription Service.....Standard Radio;
 Lang-Worth, Cole, Capitol, Keystone
 Membership.....NAB, BMB

Personnel

Secretary-General Mgr.....E. Z. Jones
 Commercial Manager.....Roy Springer
 Sales Promotion Mgr.....Al McCoy
 Program Director.....William Sandefur
 Production Manager.....George Sandefur
 Publicity Director.....Al McCoy
 Chief Engineer.....Berry Tysor
 Record MC.....Tank Nelson, Wally Mack

WAYS

CHARLOTTE—EST. 1942

ABC

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc....Power: 5000 d.; 1000 n.
 Owned-Operated By..Inter-City Advertising Co.
 Address120 E. Thlr'd St.
 Phone Numbers.....3-7173-4
 Transmitter Location.....Cakdale
 Road, Highway 16
 Time on the Air.....5 a.m. to 1 a.m.;
 Sunday: 6 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service...Lang-Worth; Standard
 Representative.....The Branham Co.
 Membership.....NAB, BMB

Personnel

President.....George W. Dowdy
 Gen. Mgr./Station Mgr.....W. H. Goan
 Commercial Manager.....Charles Sherrill
 Program Director.....J. Norman Young
 Publicity Director.....Mitzi Stack
 Chief Engineer.....Lon Channey
 Record MC.....J. B. Clark

WBT

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1110 Kc....Power: 50000 Watts
 Owned-Operated By..Southeastern Broad. Co.
 Address.....600 Wilder Building
 Phone Number.....3-8833
 Transmitter Location.....Nations Ford Rd.
 Time on the Air.....5 a.m. to 1 a.m.;
 Sundays: 7 a.m. to 12 midnight
 News Service.....UP; AP
 Transcription Service.....Lang-Worth
 Representative.....Radio Sales, Inc.; CBS
 Spot Sales Div.
 Membership.....NAB, BMB

Personnel

President.....J. M. Bryan
 General Manager.....Charles H. Crutchfield
 Commercial Manager.....William M. Parker
 Sales Promotion Manager.....J. R. Covington
 Program Director.....Larry B. Walker
 Publicity Director.....Mrs. Frances Coiner
 Chief Announcer.....Lee Kirby
 Musical Director.....Clarence Eiters
 Chief Engineer.....M. J. Minor
 Record MC.....Kurt Webster
 Farm Director.....Grady Cole

WSOC

CHARLOTTE—EST. 1933

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc....Power: 250 Watts
 Owned-Operated By..Radio Station WSOC, Inc.
 Address.....1925 N. Tryon Street
 Phone Number7138
 Transmitter Location....1925 N. Tryon Street
 Time on the Air.....6 a.m. to midnight;
 News Service.....AP
 Transcription Service.....NBC Thesaurus;
 Standard Radio
 Representative.....Headley-Reed Company
 Membership.....NAB

Personnel

Pres.-Gen. Mgr.....Earle J. Gluck
 Director Sales Promotion and
 Publicity.....Clyde L. Clem, Jr.
 Program Director.....Ron Jenkins
 Chief Engineer.....L. L. Caudle

WEGO

CONCORD—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1410 Kc....Power: 1000 w. d. only
 Owned-Operated By.....Wayne M. Nelson
 Business Address.....Concord
 Phone Number.....2271
 Transmitter Location..Highway 29A, 1 1/4 miles
 west of Concord
 Time on the Air.....Daytime license
 News Service.....UP & AP
 Transcription Service.....Standard Music,
 SESAC, Cole
 Representative.....Thomas F. Clark Co.;
 Keystone

Personnel

Owner and Gen. Mgr.....Wayne M. Nelson
 Sales Promotion Mgr.....Anita M. Conboy
 Chief Engineer.....E. M. Stanton, Jr.

WCKB

DUNN—EST. 1946

KBS

Frequency: 780 Kc. Power: 1000 w. d. only
Owned-Operated By. North Carolina Central
Broadcasters, Inc.

Address. Dunn, N. C.
Transmitter Location. 1 mile E. of town on
U.S. 421

Time on the Air. Daytime
News Service. AP
Transcription Service. Lang-Worth

Personnel

President-Owner. Earl McD. Westbrook
General Manager. A. Hartwell Campbell
Chief Engineer. Bill Abbott
Program Director. Gary Morrison
Record MC. Al Jordan

WDNC

DURHAM—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. The Durham Radio
Corporation

Address. 138½ Chapel Hill Street
Phone Number. R-155
Transmitter Location. Cole Rd.

Time on the Air. 6:25 a.m. to 12:05 a.m.
Sundays: 8 a.m. to 12:05 a.m.

Newspaper Affiliation. Herald-Sun Papers
News Service. AP & UP
Transcription Service. Capitol
Representative. Howard H. Wilson Company
Membership. NAB, BMB

Personnel

President. C. C. Council
Manager and Vice-Pres. J. Frank Jarman
Commercial Manager. C. James Woodhouse
Sales Promotion Mgr. J. Frank Jarman
Chief Engineer. Homer Ledbetter
Record MC. Leslie Higbie

WDUK

DURHAM—EST. 1946

ABC

Frequency: 1810 Kc. Power: 1000 w. d. only
Owned By. Harmon L. Duncan
Address. Box 387

Phone Number. R-101
Studio Address. 205½ W. Main
Transmitter Location. Alston Ave.
Time on the Air. Daytime
News Service. AP
Transcription Service. Lang-Worth
Representative. John E. Pearson

Personnel

General Manager. Harmon L. Duncan
Commercial Manager. Ken Tredwell
Chief Engineer. E. B. Jones
Record MC. Johnny Dean

WHHT

DURHAM—EST. 1946

MUTUAL

Frequency: 1580 Kc. Power: 1030 w. d. only
Owned-Operated By. Harold H. Thoms
Address. 310 E. Main St.

Phone Number. L-975
Transmitter Location. Alston Ave. Extension
Time on the Air. Daytime

News Service. INS
Transcription Service. Standard
Representative. Burn-Smith Co.

Personnel

Owner. Harold H. Thoms
General Manager. Kenneth Beachboard
Program Director. Vera Ervin
Production Manager. George Ballard
Chief Engineer. W. L. Wafford
Record MC. George Ballard

WTIK

DURHAM—EST. 1946

Frequency: 730 Kc. Power: 500 w. d. on'y
Owned-Operated By. Durham Broad. Co.
Address. 211½ E. Main St.

Phone Number. N-187
Transmitter Location. Ellis Rd.
Time on the Air. Local sunrise to local sunset

News Service. AP
Transcription Service. World, M. M. Cole
Representative. Broadcast Sales Co.

Personnel

President.....Floyd Fletcher
 General Manager.....Floyd Fletcher
 Musical Director.....Harold Fuquay
 Chief Engineer.....Jack Boyer
 Record MC.....Don Yeager

WCNC

ELIZABETH CITY—EST. 1939

KBS-MBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Albemarle Broadcasting
 Co., Inc.
 Address.....104 E. Colonial Ave.
 Phone Number.....1403-1472;
 Transmitter-1240
 Transmitter Location.....Parsonage St., Ext.
 Time on Air.....6 a.m. to 11:15 p.m.
 News Service.....UP
 Transcription Service.....World Broadcasting
 Representative.....Burn-Smith Co.

Personnel

President.....Dr. J. A. Gill
 General Manager.....Edd Harris
 Commercial Manager.....T. W. Talbot
 Program Director.....Don Pierce
 Chief Engineer.....Joe Kyle

WFNC

FAYETTEVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM
 TOBACCO NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Cape Fear
 Broadcasting Co.
 Address.....114 Anderson St.
 Phone Number.....4848
 Transmitter Location.....N. Waters St.
 Time on the Air.....6:30 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....World
 Representative.....The Walker Co.

Personnel

General Manager.....Victor W. Dawson
 Commercial Manager.....Luther Ganbill
 Chief Engineer.....Owen A. Lehr
 Record MC.....Lee Ellis

WGNC

GASTONIA—EST. 1939

ABC—KBS

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....F. C. Todd
 Address.....168-170 Main St.
 Phone Number.....732
 Transmitter Location.....Gastonia
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....UP
 Representative.....Cox & Tanz
 Membership.....NAB, BMB

Personnel

Owner.....F. C. Todd
 General Manager.....Pat McSwain
 Chief Engineer.....W. C. Groves, Jr.

WGBR

GOLDSBORO—EST. 1939

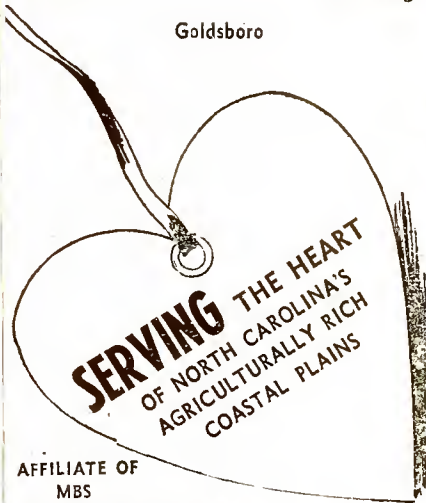
MUTUAL BROADCASTING SYSTEM
 TOBACCO NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By..Eastern Carolina Broad-
 casting Corp.
 Address.....Borden Bldg.
 Phone Number.....1550-51

WGBR
1400 K.C.

WGBR-FM
99.7 Meg.

Goldsboro



SERVING THE HEART
OF NORTH CAROLINA'S
AGRICULTURALLY RICH
COASTAL PLAINS

AFFILIATE OF
MBS
and TOBACCO NETWORK
Represented by The Walker Co.

WGBR

"Eastern Carolina's Number One Station"
LELAND B. NELSON, Gen. Mgr.
GOLDSBORO NORTH CAROLINA

Transmitter LocationGoldsboro-Raleigh Highway
 Time on the Air.....17½ hours daily
 News Service.....AP
 Transcription Service..World, NBC Thesaurus
 Representative.....The Walker Co.
 Membership.....NAB, BMB

Personnel

President.....A. T. Hawkins
 General Manager.....Leland B. Nelson
 Asst. Manager.....John G. Britt
 Commercial Manager.....Leland B. Nelson
 Program Director.....George Ball
 Publicity Director.....John G. Britt
 Musical Director.....Elsie Bradsher
 Chief Engineer.....Daniel B. Trueblood

Owned-Operated By....North Carolina Broadcasting Co., Inc.
 Business AddressBox 1807
 Phone Numbers6125, 6126, 6127
 Studio Address.....O. Henry Hotel
 Transmitter Location...Battleground Boulevard
 Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
 News ServiceAP
 Transcription Services:...World Broadcasting System; NBC Thesaurus
 RepresentativeGeorge P. Hollingbery Co.
 Membership.....NAB, BMB

Personnel

General Manager.....Edney Ridge
 Commercial Manager...Gilbert M. Hutchison
 Sales Promotion Mgr....Adelaide B. Covey
 Program Director.....Wally Williams
 Publicity Director.....Margaret Leonard
 Chief Announcer.....Wally Williams
 Musical Director.....Margaret Banks
 Chief Engineer.....Earl Allison
 Record MC.....Bob Jones

W B I G

GREENSBORO—EST. 1926
 COLUMBIA BROADCASTING SYSTEM
 Frequency: 1470 Kc.....Power: 5000 Watts



"The PRESTIGE STATION of the CAROLINAS"

famed for Showmanship



GEO. P. HOLLINGBERY, INC. *Natl. Reprs.*

W G B G

GREENSBORO—EST. 1942

ABC

Frequency: 980 Kc. Power: 1000 w. d. only
 Owned-Operated By Greensboro
 Broadcasting Co., Inc.
 Address So. Ashe St. Extension
 P.O. Box 2280
 Phone Number 3-3831
 Transmitter Location ... So. Ashe St. Extension
 Time on the Air 6 a.m. to local sunset
 News Service UP
 Transcription Service Lang-Worth
 National Representative Burn-Smith Co.
 Membership NAB, BMB

Personnel

President and Gen. Mgr. Ralph M. Lambeth
 Commercial Manager J. Robert Marlowe
 Sales Promotion Manager E. Sullivan
 Program Director Miss Marie Craven
 Production Manager A. B. Brown
 Chief Announcer A. B. Brown
 Chief Engineer J. M. Stewart

W G T C

GREENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

TOBACCO NETWORK

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Greenville's Broad. Co.
 Address Falkland Highway
 Phone Number 3182-3
 Transmitter Location Falkland Highway
 Time on the Air 6 a.m. to 12 midnight
 News Service UP
 Transcription Service Lang-Worth, World,
 M. M. Cole
 Representative The Walker Co.
 Membership NAB, BMB

Personnel

President J. J. White
 General Manager B. S. Hodges, Jr.
 Commercial Manager Carl McKinney
 Sales Promotion Manager Carl McKinney
 Publicity Director B. S. Hodges, Jr.
 Chief Engineer Warren Palmer
 Record MC Charles Whedbee

W H K P

HENDERSONVILLE—EST. 1946

Frequency: 1450 Kc. Power: 250 Watts

Owned-Operated By .. Redge Broadcasting Co.
 Address Bowen Hotel
 Phone Number 700
 Transmitter Location .. Chimney Rock Highway
 Time on the Air 6 a.m. to 12 midnight
 News Service AP
 Transcription Service World
 Membership BMB

Personnel

President W. A. Egerton
 General Manager Ed Leach
 Sales Promotion Mgr. Jimmy Brookshire
 Program Director Agnes Leach
 Production Manager Robert McGarity
 Musical Director Agnes Leach
 Chief Engineer L. E. Gradick
 Record MC Ed Leach

W H K Y

HICKORY—EST. 1940

ABC—KBS

Frequency: 1290 Kc. Power: 5000 d. 1000 a.
 Owned-Operated By The Catawba Valley
 Broadcasting Co., Inc.
 Address 13th St. Radio Bldg.
 Phone Number 1195-8
 Transmitter Location ... 2½ miles SE of Hickory
 Time on the Air 18 hours daily
 News Service UP
 Transcription Service World
 Membership NAB, BMB

Personnel

President Carl V. Cline
 Gen. and Station Manager Edmund S. Long
 Chief Engineer Edmund S. Long

W M F R

HIGH POINT—EST. 1935

ABC—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Radio Sta. WMFR, Inc.
 Address 164 S. Main St.
 Phone Number 4593
 Transmitter Location 164 S. Main St.
 Time on the Air 18 hours daily
 News Service UP
 Membership BMB

Personnel

General-Station Manager Frank S. Lambeth
 Sales-Commercial Manager Pat Taylor
 Chief Engineer Robert Moore

WJNC

JACKSONVILLE—EST. 1945

MBS—TOBACCO NETWORK

Frequency: 1240 kc. Power: 250 Watts
 Owned By Jacksonville Broadcasting Co.
 Operated By Louis N. Howard and
 Ellis Howard
 Address Box 367, Highway 24
 Transmitter Location Highway 24
 Time on the Air 6:30 a.m. to 11:15 p.m.;
 Saturday: 6:30 a.m. to 12 midnight; Sunday:
 7:45 a.m. to 11:15 p.m.

News Service UP
 Transcription Service Lang-Worth
 Representative The Walker Co.
 Membership NAB

Personnel

President Louis N. Howard
 Station Manager Lester L. Gould
 Merchandising Manager Gorton T. H. Wilbur
 Asst. Program Director Ray Cummins
 Production Manager Louise Cox
 Publicity Director Gort Wilbur
 Chief Announcer Ed Cox
 Musical Director Ed Cox
 Chief Engineer Elmo Cronk
 Record MC Ray Cummins

WFTC

KINSTON—EST. 1937

ABC

Frequency: 1280 Kc. Power: 250 Watts
 Owned-Operated By Jonas Weiland
 Address 204 East King St.
 Phone Number 4111
 Transmitter Location 204 East King St.
 Time on the Air 7 a.m. to 11:30 p.m.
 News Service AP
 Transcription Service Lang-Worth, World
 Representative Burn-Smith Company
 Membership NAB, BMB

Personnel

Pres. and Gen. Mgr. Jonas Weiland
 Station Manager Herman Civils
 Commercial Manager Alan C. Friedrich
 Program Director Albert R. Lanphear
 Chief Engineer Herman Civils

WHNC

HENDERSON, N. C.—EST. 1945

MUTUAL BROADCASTING SYSTEM

KBS

Frequency: 880 Kc. Power: 1000 w. d. only
 Owned-Operated By Henderson Radio Corp.
 Address 219 S. William St.
 Phone Number 736-925
 Transmitter Location U. S. 1, 2 miles north
 of Henderson
 Time on the Air Daytime
 News Service AP
 Transcription Service World, Lang-Worth,
 Cole, Keystone, NBC Thesaurus
 Membership NAB, BMB

Personnel

President S. S. Stevenson
 Vice-Pres. & Gen. Mgr. Nathan Frank
 Sales Promotion Manager Ted Austin
 Program Director Ted Austin
 Chief Engineer Lewis Hiland

WLOE

LEAKSVILLE—EST. 1946

MUTUAL

Frequency: 1490 Kc. Power: 100 Watts
 Owned-Operated By Douglas L. Craddock
 Address Boulevard St.
 Phone Number 701-2
 Transmitter Location Boulevard St.
 Time on the Air 6 a.m. to 12 midnight;
 Sunday: 8 a.m. to 12 midnight

News Service AP
 Transcription Service World
 National Sales Office Jos. Hershey McGillvra
 Representative Douglas L. Craddock
 Membership NAB

Personnel

Owner and Gen. Mgr. Douglas L. Craddock
 Commercial Manager Dallas E. Gwynn
 Program Director Kenneth Thomas
 Publicity Director Kenneth Thomas
 Musical Director Mamie Link
 Chief Engineer Eldred Winn

WJRI

LENOIR—EST. 1946

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By John P. Rabb
 Address Lenoir, N. C.
 Phone Number 860-M
 Studio Address Union National Bank Bldg.
 Transmitter Location 1 mi. W. of Lenoir on
 Highway 18

Time on the Air 5 a.m. to 11:15 p.m.
 News Service AP
 Transcription Service All
 Membership NAB

Personnel

Owner and Gen. Mgr. John P. Rabb
 Commercial Manager Don Perkins
 Program Director Arthur Foard
 Production Manager K. Babb
 Publicity Director Jack Perkins
 Chief Announcer A. G. Foard, Jr.
 Musical Director Katherine Rabb
 Chief Engineer J. P. Rabb
 Record MC Johnny Rabb

WBUY

LEXINGTON—EST. 1946

KBS

Frequency: 1190 Kc. Power 250 w. d. only
 Owned By Davidson County Broad. Co.
 Operated By Omar G. Hilton and
 Greeley N. Hilton

Address 209 S. Main St.
 Phone Number 2716
 Transmitter Location . . . Highway 23, 1 mile out
 on the road to Thomasville

Time on the Air Daytime
 News Service AP
 Transcription Service NBC Thesaurus.
 Keystone

National Sales Office Thomas F. Clark

Personnel

Owners . . . Omar G. Hilton, Greeley N. Hilton
 General Manager Omar G. Hilton
 Commercial Manager Greeley N. Hilton
 Chief Announcer Frank Thomas
 Musical Director Norman Walker
 Chief Engineer Omar G. Hilton

WTSB

LUMBERTON—EST. 1946

MUTUAL—KBS

Frequency: 1340 Kc. Power: 250 Watts
 Owned-Operated By . . . Robeson Broad. Corp.
 Address 112 West 5th St.
 Phone Number 1080

Transmitter Location . . . Highway 301 West
 Time on the Air 6:30 a.m. to 11:15 p.m.
 News Service AP
 Transcription Service Standard
 Representative Walker Co.
 Membership NAB

Personnel

President Dr. E. L. Bowman
 General Manager Paul Moyle

Sales Manager Eleanor French
 Program Director Frank Elliott
 Chief Engineer W. F. Rogers

WHIT

NEW BERN—EST. 1942

MBS—TOBACCO NETWORK

Frequency: 1450 Kc. Power: 250 Watts
 Owned-Operated By The Coastal Broad-
 casting Co., Inc.

Address U. S. Highway No. 17, South
 Phone Number 4450
 Transmitter Location . . . U. S. Highway No. 17
 Time on the Air 6:30 a.m. to 11:15 p.m.;
 Saturday: 5:30 a.m. to 12 midnight; Sunday:
 8 a.m. to 11:30 p.m.

News Service UP
 Transcription Service Lang-Worth,
 Representative The Walker Co.
 Membership NAB, BMB

Personnel

President and Gen. Mgr. Louis N. Howard
 Commercial Manager Richard B. Stark
 Merchandising Manager . . . Richard B. Stark
 Program Director Lew Lowry
 Publicity Director Paul Parker
 Chief Announcer Bill O'Connell
 Traffic Manager Barbara Furbush
 Chief Engineer David E. Hardison
 Continuity Chief Jacquelyn Melton

WRAL

RALEIGH—EST. 1939

MUTUAL BROADCASTING SYSTEM
 TOBACCO NETWORK

Frequency: 1440 Kc. Power: 250 Watts
 Owned-Operated By . . . Capitol Broadcasting
 Co., Inc.

Address 130 S. Salisbury Street
 Phone Number 6411
 Transmitter Location . . . E. Davie St. Extension
 Time on the Air 6:30 a.m. to 12 midnight

News Service AP
 Transcription Service Lang-Worth
 Representative Weed & Co.
 Membership NAB, BMB

Personnel

President A. J. Fletcher
 General Manager Fred Fletcher
 Commercial Manager Ray Reeve
 Program Director Howard W. Maschmeier
 Production Manager Clifford Bair
 Publicity Director Marjorie Ragan
 Musical Director Clifford Bair
 Traffic Manager Sarah Stevens

W P T F

RALEIGH—EST. 1924

NATIONAL BROADCASTING COMPANY

Frequency: 680 Kc.....Power: 50000 Watts
 Owned-Operated By.....WPTF Radio Co.
 AddressInsurance Bldg.
 Phone Number8311
 Transmitter Location.....Cary, N. C.
 Time on the Air..6 a.m. to midnite, Sun. 8 a.m.
 to midnight
 News ServiceAP; UP
 Transcription Services..NBC Thesaurus, World
 Representative..... Free & Peters
 Membership.....NAB, BMB

Personnel

President.....J. R. Weatherspoon
 General Manager.....Richard H. Mason
 Commercial Manager.....Ollie L. Carpenter
 Merchandising Manager.....R. W. Youngsteadt
 Program Director.....Graham B. Pcyner
 Publicity Director.....R. W. Youngsteadt
 Chief Engineer.....Henry Hulick, Jr.

W C B T

ROANOKE RAPIDS—EST. 1939

MUTUAL BROADCASTING SYSTEM
 KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By: Radio Station WCBT, Inc.
 Address251 Roanoke Avenue
 Phone NumberR-855-1
 Transmitter Location....10th Street Extension
 Time on the Air.....7 a.m. to midnight;
 Sunday, 9 a.m. to midnight
 News Service UP
 Transcription Services.....Keystone, World
 National Representative.....Burn-Smith

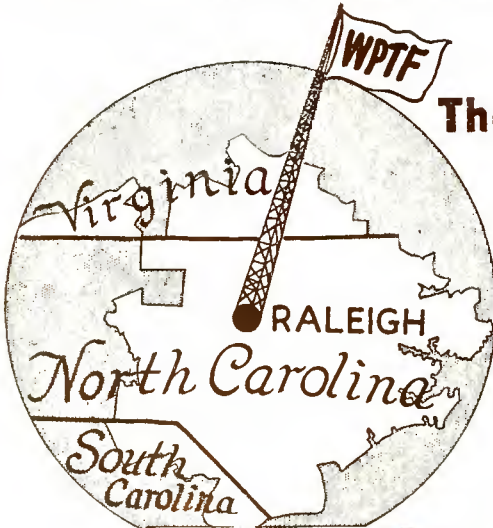
Personnel

President-General Manager.....S. E. Crew
 Station-Commercial Manager.....A. L. Drew
 Production-Musical Director..Doyle Satterthwaite
 Chief Engineer.....C. W. Mears

W A Y N

ROCKINGHAM—EST. 1946

Frequency: 900 Kc.....Power: 1000 w. d. only



The Number 1 Salesman

In The South's

Number 1 State

W P T F

680
 KC

50,000

WATTS
NBC
 AFFILIATE

Raleigh, North Carolina



FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Owned-Operated By.....Wayne M. Nelson
 Address.....Rockingham, N. C.
 Phone Number.....611
 Transmitter Location...Highway 74, between
 Rockingham & Hamlet
 Time on the Air.....Daytime
 News Service.....UP
 Transcription Service.....Lang-Worth,
 MacGregor, SESAC, Cole
 Membership.....NAB

Personnel

Pres. and Gen. Mgr.....Wayne M. Nelson
 Sales Manager.....John D. McIntyre
 Program Director.....Vivian A. Yow
 Chief Engineer.....C. E. Rhodes

•
W E E D

ROCKY MOUNT—EST. 1933

ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....W. Avera Wynne
 Address.....Box 752
 Phone Number.....Rocky Mount 1420
 Transmitter Location.....Nashville Highway
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....World, Standard
 Transcription Service.....World
 Membership.....NAB, BMB

Personnel

Owner.....W. Avera Wynne
 Gen. Manager.....W. Avera Wynne
 Commercial Manager.....Jack L. Cummings
 Sales Promotion Mgr.....Eunice Snipes
 Program Director.....Tommy Snowden
 Publicity Director.....Eunice Snipes
 Chief Engineer.....Isaac G. Murphrey

•
W S T P

SALISBURY—EST. 1939

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Piedmont Broadcast-
 ing Corp.
 Address.....State Theatre Bldg.
 Phone Number.....2121
 Transmitter Location.....Grant's Creek
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....Burn-Smith Co.
 Membership.....NAB, BMB

Personnel

President.....Bryce P. Beard
 General Manager.....Bryce P. Beard
 Station Manager.....Russell McIntire
 Commercial Manager...Katherine F. Murphy
 Sales Promotion Mgr...Katherine F. Murphy
 Program Director.....Russell McIntire
 Publicity Director.....Pat Beard
 Chief Announcer.....Russell McIntire
 Musical Director.....Rebecca Duffell
 Chief Engineer.....Carl B. Watson
 Record MC.....James Turner

•
W W G P

SANFORD—EST. 1946

Frequency: 1050 Kc....Power: 1000 w. d. only
 Owned-Operated By..Lee Broadcasting Corp.
 Address.....Marks Bldg.
 Phone Number.....860
 Transmitter Location.....Near Tramway
 Time on the Air.....Daytime
 News Service.....UP
 Transcription Service.....World, Capitol

Personnel

Pres. and Gen. Mgr.....W. W. Primm
 Commercial Manager.....L. O. Hutchins
 Production Manager.....G. C. Primm
 Program Director.....Gerald E. Bowman
 Chief Engineer.....E. Q. Proctor

•
W O H S

SHELBY—EST. 1946

MUTUAL

Frequency: 730 Kc.....Power: 250 w. d. only
 Owned-Operated By.....Western Carolina
 Radio Corp.
 Address.....P.O. Box 1401
 Phone Number.....340
 Transmitter Location.....Highway 74 West
 at City Line
 Time on the Air.....Daytime
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Membership.....NAB

Personnel

President.....Les B. Weathers
 General Manager.....Robert M. Wallace
 Commercial Manager.....Milton Scarboro
 Program Director.....Steve Woodson
 Chief Announcer.....George Flowers
 Chief Engineer.....Robert M. Wallace

W C P S

TARBORO—EST. 1946

Frequency: 760 Kc.....Power: 1000 w. d. on'y
 Owned-Operated By....Coastal Plains Broad-
 casting Co., Inc.
 AddressTarboro, N. C.
 Phone Number.....643
 Transmitter Location.....U. S. Highway 64,
 2½ miles W. of Tarboro
 Time on the Air.....Daytime
 News Service.....AP
 Transcription Service.....Lang-Worth, Capitol
 RepresentativeJohn C. Hanner
 MembershipNAB

Personnel

Chief Executive.....John C. Hanner
 Program Director.....Eric Field
 Chief Announcer.....Eckles Walls
 Chief Engineer.....John C. Hanner

W R R F

WASHINGTON—EST. 1942

AMERICAN BROADCASTING CO.

Frequency: 930 Kc.....Power: 5000 Watts
 Owned-Operated By....Tar Heel Broadcasting
 System, Inc.
 Address.....Bank of Washington B'dg.,
 W. Main St.
 Phone Number403
 Transmitter Location.....1 mile south on U. S. 17
 Time on the Air.....6 a.m. to local sunset
 News ServiceAP
 Transcription Service.....NBC Thesaurus
 National Representative.....Forjoe & Co.
 Membership.....NAB, BMB

Personnel

President.....W. R. Roberson, Sr.
 General Manager.....W. R. Roberson, Jr.
 Commercial Manager.....T. H. Patterson
 Program Director.....(Mrs.) Mary Winstead
 Production Manager.....Merrill Daniels
 Publicity Director.....Ben Roebuck
 Chief Engineer.....George Martin
 Record MC.....John Morgan

W E N C

WHITEVILLE—EST. 1946

MBS

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By..Whiteville Broadcasting
 Co., Inc.
 Address.....Drawer 508
 Phone Number.....Whiteville 120

Transmitter Location.....Whiteville, N. C.
 Time on the Air.....Unlimited
 Newspaper Affiliation.....News Reporter
 News Service.....AP
 Transcription Service.....World, Texas Rangers
 Representative.....Thomas F. Clark Co., Inc.
 MembershipNAB

Personnel

General Manager.....William Holm
 Commercial Manager.....William Edmunds
 Program Director.....Truman Walrod
 Chief Announcer.....Paul Wynn
 Chief Engineer.....Truman Brock
 Record MC.....Paul Wynn

W G N I

WILMINGTON—EST. 1946

MBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....General News-
 papers, Inc.
 Address.....Wilmington, N. C.
 Studio Address.....Radio Bldg.
 Transmitter Location...Eagle Island at Cape
 Fear River Bridge
 Time on the Air.....6:30 a.m. to 12 mid.
 News Service.....AP
 Representative...Jos. Hershey McGillvra, Inc.

Personnel

President.....Carmage Walls
 General Manager.....James W. Stewart
 Commercial Manager.....Foster Edwards
 Chief Engineer.....Wm. P. Callahan

W M F D

WILMINGTON—EST. 1935

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
 Owned byWMFD
 Operated byRichard Austin Dunlea
 Business Address.....P. O. Box 696
 Phone Number.....Dial 4840
 Studio Addresses: Castle Hayne Road, Forest
 Hills
 Transmitter Location.....Castle Hayne Road
 Time on the Air.....7:30 a.m. to 11 p.m.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeBurn-Smith Company

Personnel

Owner-General Mgr.....B. A. Dunlea
 Commercial Manager.....Claud O'Shields
 Chief Engineer.....E. I. Herring

W G T M

WILSON—EST. 1937

MBS—TOBACCO NETWORK

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated by ..Penn Thomas Watson
 Address.....R. P. Watson Co.
 Phone Number.....3191
 Transmitter Location....1 mile No. Wilson on
 U.S. 301
 Time on the Air.....Unlimited
 News Service.....UP
 Transcription Service.....Lang-Worth, Wor'd
 Representative.....The Walker Co.
 Membership.....NAB

Personnel

Owner.....Penn Thomas Watson
 General Manager.....Allen E. Wannamaker
 Commercial Manager.....Robert R. Brunson
 Program Director.....Richard H. Davis
 Production Manager.....Clint Faris
 Publicity Director.....Harry Severance
 Chief Engineer.....W. H. Malone

Address419-421 N. Spruce St.
 Phone Number4141
 Transmitter Location....RFD No. 1 (Old Town)
 Time on the Air.....5:30 a.m. to 12:30 a.m.;
 Sunday: 7:30 a.m. to 12:30 a.m.
 Newspaper Affiliation: Winston-Salem Journal;
 Twin City Sentinel
 News ServiceUP
 Transcription Service...Standard, Lang-Worth.
 Cole
 RepresentativeHeadley-Reed Co.
 MembershipNAB

Personnel

President.....Gordon Gray
 Vice-Pres. and Managing
 DirectorHarold Essex
 Sales Manager.....Harry B. Shaw
 Promotion Manager.....Walter Blake
 Program Director.....Robert C. Estes
 Production Manager.....John Comnas
 Publicity Director.....Walter Blake
 Musical Director.....B. C. Dunford, Jr.
 Chief Engineer.....Philip F. Hedrick
 Record MC.....Stan Conrad

W A I R

WINSTON-SALEM—EST. 1937

ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By...WAIR Broadcasting Co.
 AddressPepper Bldg.
 Phone Number2-1133
 Transmitter Location....So. Stratford Rd. Ext.
 Time on the Air.....8 a.m. to midnight
 News ServiceAP
 Transcription Service.....World Broad., Co'e
 RepresentativeThe Walker Company
 Membership.....NAB, BMB

Personnel

Gen. Mgr.-Station Mgr.....George D. Walker
 Commercial Mgr.....C. G. Hill
 Sales Promotion Mgr.....Doris B. Brown
 Program Director.....Doris Pardington
 Publicity Director.....Doris B. Brown
 Chief Announcer.....Gilbert Stamper
 Musical Director.....Frances Denny
 Chief Engineer.....Lee King
 Record MC.....Larry Patrick

W S J S

WINSTON-SALEM—EST. 1930

NATIONAL BROADCASTING CO.

Frequency: 630 KcPower 5000 Waats
 Owned-Operated By..Piedmont Publishing Co.

For the *best*
 in news quality . . .

AP

SERVING NORTH DAKOTA STATE AND
FARGO - BISMARCK

WITH PROGRAMS BY

CBS *and* **MBS**

KSJB

Jamestown, North Dakota

600 on the dial

5000 watts day and night

PLUS BONUS COVERAGE OF
SOUTH DAKOTA AND NORTH WESTERN
MINNESOTA

KSJB

"Voice of North Dakota"

JAMESTOWN BROADCASTING COMPANY, INC.
JAMESTOWN, N. DAK.

NORTH DAKOTA

Estimated Population 569,416—Radio Homes 126,000
Stations in State 10

KFYR

BISMARCK—EST. 1925

NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Meyer Broadcasting
Company
Address320 Broadway
Phone Number468
Transmitter LocationMenoken, N. Dak.
Time on the Air.....6 a.m. to midnight;
Sunday, 7 a.m. to midnight
News ServiceUP
Transcription Service.....NBC Thesaurus
RepresentativeJohn Blair & Company
Membership.....NAB, BMB

Personnel

President.....P. J. Meyer
General Manager.....P. J. Meyer
Station Manager.....F. E. Fitzsimonds
Commercial Manager.....Robert MacLeod
Program Director.....Cal Culver
Production Manager.....Robert Kyllingstad
Chief Engineer.....Ivar Nelson

KDLR

DEVILS LAKE—EST. 1925

MUTUAL BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KDLR, Inc.
Address.....Devils Lake, N. D.
Phone Number1090
Transmitter Location.....East end 4th Street
Time on the Air.....Unlimited
News Service.....UP
Transcription Service....World Broadcasting,
SESAC
Representative

North Central Broadcasting System

Personnel

President, General and
Station Manager.....Bert Wick
Chief Engineer.....Richard Moritz

(CALL LETTERS TO BE ASSIGNED)
DICKINSON*

Frequency: 1230 Kc.....Power: 250 Watts
Permittee.....Dickinson Radio Assn.

*C.P. Pending

WDAY

FARGO—EST. 1922

NATIONAL BROADCASTING COMPANY
NORTHWEST NETWORK

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WDAY, Inc.
AddressBlack Building
Phone Number5357
Transmitter Location.....4 miles W. of Fargo
Time on the Air: 6 a.m. to 12 midnight; Sun-
day, 7 a.m. to midnight
Newspaper Affiliation.....Fargo Forum
News Service.....UP & AP
Transcription Service.....NBC Thesaurus
RepresentativeFree & Peters
Membership.....NAB, BMB

Personnel

President & Gen. Mgr.....E. C. Reineke
Station Manager.....Jack Dunn
Commercial Manager.....Tom Barnes
Merchandising Manager.....Paul Ebert
Program Manager.....Ken Kennedy
Production Manager.....Dave Henley
Publicity Director.....Paul Ebert
Announcer-Supervisor.....Howard Nelson
Musical Director.....Frank Scott
Technical Director.....Julius Hetland
Chief Engineer.....Juline Savold
News Editor.....Jim Baccus

KFJM*

GRAND FORKS—EST. 1923

Frequency: 1440 Kc.....Power: 1000
Owned-Operated By.....University of North
Dakota
Address . Woodworth Hall, University Campus
Phone Number2800
Transmitter LocationUniversity Campus
Time on the Air.....3 p.m. to 5 p.m. daily

Personnel

President.....John C. West
Chair., Radio Committee..Donald J. Robertson
Station Manager and Program
DirectorCharles E. Gustafson
Program Director.....Charles E. Gustafson
Publicity Director.....Dalton Nelson
Chief Announcer.....Harold Pollman
Chief Engineer.....Arnold Pietrich
Record MC.....Bill McGill

*Non-Commercial Station

K I L O

GRAND FORKS—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1440 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By.....Dalton Le Masurier
 Address.....First National Bank Building
 Phone Number.....1200
 Transmitter Location.....University of North
 Dakota Campus
 Time on the Air.....6 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Lewis H. Avery, Inc.
 Membership.....BMB

Personnel

Owner and General Mgr...Dalton LeMasurier
 Sales-Commercial Mgr.....Elmer Hanson
 Merchandising Manager.....Richard Charles
 Program Director.....Dorothy Kirk
 Chief Announcer.....Jack French
 Chief Engineer.....Arnold Petrich

K S J B

JAMESTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Operated By..Jamestown Broadcastng
 Company, Inc.
 Business Address.....Midland Building
 Phone Number.....100
 Transmitter Location.....Highway 281 South
 Jamestown
 Time on the Air.....6 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Adam J. Young, Jr., Inc.
 Membership.....NAB, BMB

Personnel

President.....Donn D. Clayton
 General Manager.....Lloyd R. Amoo
 Commercial Manager.....Alfred G. Berry
 Merchandising Manager.....Florence Putnam
 Chief Engineer.....Lloyd R. Amoo
 Record MC.....Alfred G. Berry

K G C U

MANDAN—EST. 1928

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM
 Frequency: 1270 Kc.....Power: 250 Watts
 Owned-Operated By..Mandan Radio Associa-
 tion, Inc.

Business Address.....200 3rd Ave., N.W.
 Phone Number.....631
 Transmitter Location..3 miles S.E. of Mandan
 on Highway 10
 Time on the Air....6:30a.m. to 12 midnight
 Transcription Service.....Lang-Worth
 Membership.....BMB

Personnel

President.....W. S. Russell
 Gen. Mgr.-Station Mgr.....M. J. Reichert
 Program Director.....Merl Bushee
 Chief Engineer.....Ray Barnett

K L P M

MINOT—EST. 1929

MUTUAL BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Minot Broad. Co.
 Address.....Fair Block
 Phone Numbers.....1267 or 684
 Studio Address.....118 S. Main St.
 Transmitter Location.....3 miles E. of Minot
 on Highway 52
 Time on the Air.....6 a.m. to midnight
 News Service.....UP
 Transcription Service....World Broadcasting
 System, BMI
 Representative.....The Walker Company
 Membership.....BMB

Personnel

President and Gen. Mgr.....John B. Cooley
 Commercial Manager.....E. H. Cooley
 Merchandising Manager.....Leslie E. Maupin
 Program Director.....Gaylord McKinnon
 Publicity Director.....Leslie E. Maupin
 Chief Announcer.....Floyd Wynne
 Chief Engineer.....C. W. Baker
 Record MC.....Bill Manning

K O V C

VALLEY CITY—EST. 1936

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....KOV.C. Inc.
 Address.....312 Fifth Ave.
 Phone Number.....408-W
 Transmitter Location.....S.W. edge of city
 Time on the Air.....6:30 a.m. to 10:30 p.m.
 News Service.....UP
 Representative.....The Walker Co.

Personnel

President and Gen. Mgr....Robert E. Ingstad
 Program Director.....George L. Brooks
 Chief Engineer.....Charles Sjostrom

WAKR

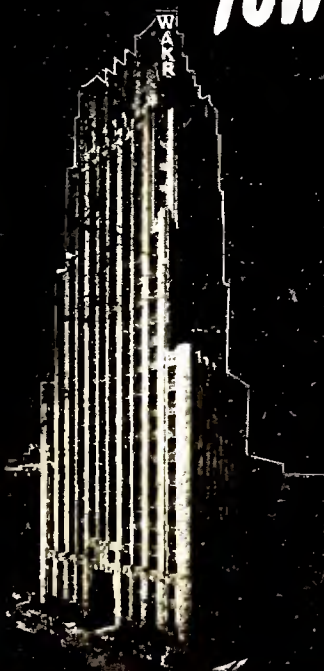
TOWERS OVER AKRON

A B C Network

5000 WATTS ★ DAY & NIGHT

WEED & CO.

National Representatives



Good PROGRAMS
FOR *22* YEARS

1350
CBS

WADG

Akron's Only Independent Station

AKRON, OHIO

BASIC COLUMBIA NETWORK • 5000 WATTS

ALLEN T. SIMMONS • OWNER-OPERATOR

Represented Nationally by George P. Hollingbery Co.

OHIO

Estimated Population, 7,495,493—Radio Homes, 2,022,909
Stations in State—38

W A D C

AKRON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Allen T. Simmons
Business AddressBox 830
Phone NumberMeadowbrook 3211
Studio Address.....Talmadge, Ohio;
First Central Tower, Akron, Ohio
Transmitter Location..State Route No. 8, North
of Akron
Time on the Air.....5:30 a.m. to 1:05 a.m.
News Service.....UP & Transradio
Transcription Service.....Standard Radio &
Lang-Worth
Representative.....Geo. P. Hollingsbery Co.

Personnel

Owner-Manager.....Allen T. Simmons
Assistant Manager.....Robert Wilson
Executive Secretary.....Dolores Buehrle
Commercial Manager.....Fred C. Bock
Merchandising Manager....M. W. Alexander
Program Director.....Harold Hageman
Production Manager.....Secrest Williams
Promotion-Publicity Director..Secrest Williams
Musical Director.....Harold Hageman
Chief Engineer.....John L. Wildermuth

W A K R

AKRON—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1590 Kc.....Power: 5000 watts
Owned-Operated By..Summit Radio Corpora-
tion
Address.....First Central Tower
Phone Number.....HEmlock 6151
Transmitter Location
Swarts Road, RFD, South Akron
Time on the Air.....6:30 a.m. to 1 a.m.;
Sundays, 6:55 a.m. to 1 a.m.
Newspaper Affiliation.....Beacon Journal
Publishing Co.
News Service.....AP & UP
Transcription Service.....NBC Thesaurus,
Associated, Capital
RepresentativeWeed & Co.
MembershipNAB

Personnel

President-Station Manager...S. Bernard Berk
Commercial Manager.....Kenneth M. Keegan
Promotion Manager.....Gordon Gray
Program Director.....Robert S. French
Publicity Director.....Bert Charles
Musical Director-Record MC.....Alan Freed
Chief Engineer.....Irwin L. Knopp

(See Page 545)

W H K K

AKRON—EST. 1944

MUTUAL BROADCASTING SYSTEM

Frequency: 640 Kc..Power: 1000 w., d. only
Owned-Operated By...United Broadcasting Co.
Address51 West State St.
PhoneBL 7101
Transmitter Location.....Box 574, Route 7
Time on the Air.....6 a.m. to Pacific Coast
sundown
Newspaper Affiliation..Cleveland Pain Dealer
News ServiceAP
Transcription Service.....World, Cole
Representative.....Paul H. Raymer Co.
MembershipNAB, BMB

Personnel

Executive Vice-President....H. K. Carpenter
Gen. Mgr.-Station Mgr.....R. W. Richmond
Commercial Manager.....Philip R. Herbert
Sales Promotion Manager...Christy J. Moyers
Chief Engineer.....James S. Hill
Record M.C.'s.....Jack Morrissey,
Bruce Blake, Cliff Rodgers

W I C A

ASHTABULA—EST. 1937

Frequency: 970 Kc...Power: 1000 w., d. only
Owned-Operated By.....WICA, Inc.
Address.....221 Center St.
Phone Numbers1211-1311
Studios.....221 Center St., Ashtabula; State
Transmitter Location..Ashtabula-Jefferson Rd.
Time on the Air.....6:30 to local sunset
Newspaper Affiliation..Ashtabula Star-Beacon,
Geneva Free Press, Painesville Telegraph,
Conneaut News-Herald
News ServiceUP
Transcription ServiceWorld
Representative.....The Walker Co.
MembershipBMB

Personnel

Pres.-Gen. Mgr.....R. B. Rowley
Station Manager.....W. W. Walrath
Commercial Manager.....D. W. Fassett
Sales Promotion Manager....D. W. Fassett
Publicity Director.....J. C. Strassen
Chief Engineer.....F. N. Bernato
Record M.C.'s.....Bob Forster,
Tom Taylor, Penny Soet

W C M W

CANTON—EST. 1946

Frequency: 1060 Kc. Power: 1000 w., d. only
 Owned-Operated By Stark Broadcasting Corp.
 Address 317 W. Tuscarawas St.
 Phone Number Canton 8219
 Transmitter Location Hills and Dales Rd., N.W.
 Time on the Air Local sunrise to local sunset
 News Service INS
 Transcription Service NBC Thesaurus, Standard Radio
 Representative Burn-Smith Co., Inc.

Personnel

President-Owner Merlin Schneider
 Vice-President Royal G. Lister
 Commercial Manager Arnold F. Gebhart
 Program Director Conrad Hardenstein
 Chief Announcer William Karrenbauer
 Musical Director Paul Ringley
 Chief Engineer Adam Opperman

W C K Y

CINCINNATI—EST. 1929

Frequency: 1530 kc. Power: 50,000 Watts
 Owned-Operated By L. B. Wilson, Inc.
 Address Hotel Gibson, 5th & Walnut Streets
 Phone Number Cherry 6585
 Transmitter Location near Crescent Springs, Ky.
 Time on the Air 6 a.m. to 1 a.m.
 News Service AP, INS
 Transcription Service Standard Radio; World, Lang-Worth, Cole
 Representative Free & Peters
 Membership NAB

Personnel

Pres.-Gen. Mgr. L. B. Wilson
 Executive Vice-President Kenneth W. Church
 Local Sales Manager George Moore
 Program Director Bill Dawes
 Publicity Director John E. Murphy
 Chief Engineer C. H. Topmiller
 Record M.C.'s Bill Dawes, Nelson King, Randy Blake

W H B C

CANTON—EST. 1926

MUTUAL BROADCASTING SYSTEM

Frequency: 1480 Kc. Power: 5000 Watts
 Owned By Brush-Moore Newspapers, Inc.
 Operated By Ohio Broadcasting Co.
 Address 550 Market Avenue, South
 Phone Number 7166
 Transmitter Location 3 miles So. of city
 Time on the Air 6:30 a.m. to 1 a.m.
 Sundays: 8 a.m. to 1 a.m.
 Newspaper Affiliation Canton Repository
 News Service AP & UP
 Transcription Service World
 Representative William G. Rambeau Co.
 Membership NAB, BMB

Personnel

President Roy D. Moore
 Vice-Pres.-Gen. Mgr. Joseph K. Vodrey
 Director of Radio Eugene Carr
 Station Manager Robert C. Fehlman
 Commercial Manager Gervis S. Brady
 Promotion Manager Julius Glass
 Program Director Richard Neher
 Production Manager Martin P. Alexander
 Publicity Director Julius Glass
 Musical Director Martin P. Alexander
 Chief Engineer Kenneth L. Sliker
 Record M.C.'s Jim Roberts, Martin Alexander, Danny Landau

W C P O

CINCINNATI—EST. 1922

Frequency: 1230 kc. Power: 250 Watts
 Owned-Operated By Scripps-Howard Radio, Inc.
 Address 3800 Carew Tower Bldg.
 Phone Number MAin 3314
 Transmitter Location Daylight Building, 623 East 6th St.
 Time on the Air 24 hours daily
 Newspaper Affiliation The Cincinnati Post
 Scripps-Howard Newspapers
 News Service UP
 Transcription Service Standard Radio
 Lang-Worth; Associated Music Publishers

Personnel

President Jack Howard
 V.P. & Gen. Mgr. M. C. Watters
 Ass't. Station Manager John Patrick Smith
 Commercial Manager Evelyn Eppinger
 Sales Promotion Mgr. John Patrick Smith
 Program-Publicity Director-Production Manager Glenn Clark Miller
 Chief Announcer Earl Corbett
 Musical Director Eugene T. Hoxter
 Chief Engineer Glen Davis

W K R C

CINCINNATI—EST. 1923

COLUMBIA BROADCASTING SYSTEM

Frequency: 550 Kc. Power: 5000 d.; 1000 n.
 Owned-Operated By The Cincinnati Times-Star Co.

AddressHotel Alms
 Phone NumberWoodburn 0550
 Transmitter LocationHotel Alms
 Time on the Air.....5:30 a.m. to 2 a.m.;
 Sunday: 7 a.m. to 2 a.m.
 News ServiceAP, UP
 Transcription Service....Lang-Worth, Standard
 RepresentativeThe Katz Agency
 MembershipNAB, BMB

Personnel

Managing Director.....Hulbert Taft, Jr.
 Manager.....H. E. Fast
 Sales or Commercial Manager..U. A. Latham
 Sales Promotion &
 Merchandising Manager....Joel W. Stovall
 Program Director.....Lew Kent
 Publicity Director.....Charlton Wallace
 Chief Announcer.....Jeff Allen
 Musical Director.....Bob Snyder
 Chief Engineer.....George Wilson

W L W

CINCINNATI—EST. 1922
 NATIONAL BROADCASTING CO.

Frequency: 700 Kc.....Power: 50000 Watts
 Owned-Operated By....Crosley Broadcasting
 Corp.
 Address.....Crosley Sq., 140 W. Ninth St.
 Phone Number.....Cherry 1822
 Transmitter Location.....Mason, Ohio
 Time on the Air.....24 hours daily
 News Service.....AP, INS, UP, Reuters
 Representatives.....WLW Sales Offices,
 N. Y.; Chicago, Atlanta, Hollywood
 Membership NAB

Personnel

President.....James D. Shouse
 Vice-Pres. & Gen. Mgr.....R. E. Dunville
 V-P in Chg. of Sales.....Harry Mason Smith
 Dir. of Prom. Activities.....M. N. Terry
 Director of Sales Promotion.David E. Partridge
 Program Director.....Eldon A. Park
 Prod. Mgr. & Asst. Pro. Dir....Chester Herman
 Publicity Director.....A. E. Scheffer
 Dir. of Pub. Relations.....James Cassidy
 Chief Announcer.....Chester Herman
 General Manager of Music....Milton Weiner
 Chief Engineer.....R. J. Rockwell
 Record M.C.....Sid Ten Eyck

W S A I

CINCINNATI—ES. 1923
 AMERICAN BROADCASTING CO.

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By....Buckeye Broadcasting
 Co.
 Address 115 E. Fourth St.
 Phone Number.....Main 1068

Transmitter Location....Daly Rd., Mt. Healthy
 Time on the Air....19 hours, Mon.-Sat.; Sun.,
 17½ hours.
 News Service.....AP & UP
 Transcription Service.....NBC Thesaurus,
 Standard
 Representative.....Avery & Knodel, Inc.
 MembershipNAB, BMB

Personnel

PresidentMarshall Field
 Gen. Mgr.-Station Mgr....Robert M. Sampson
 Asst. to Station Mgr.....E. K. Bauer
 Merchandising Manager....Louis C. Nelson
 Program Director.....James Leonard
 Production Manager.....Charles Black
 Publicity Director.....Louis C. Nelson
 Chief Announcer.....Fred Harper
 Musical Director.....Bruce Scott
 Chief Engineer.....William Symons

W G A R

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1220 Kc.....Power: 5000 Watts
 Owned-Operated By.....The WGAR Broad-
 casting Company
 Address Hotel Statler
 Phone NumberProspect 0200
 Transmitter Location..Broadview & Atkins Rd.,
 Brecksville, Ohio
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceUP
 Transcription Service....Lang-Worth, Standard
 Representative....Edward Petry & Co., Inc.
 Membership NAB

Personnel

President.....George A. Richards
 Asst. to President.....Harry Wismer
 V. President & Gen. Mgr.....John F. Patt
 Asst. Manager.....Carl E. George
 Commercial Manager.....Harry Camp
 Sales Promotion Manager.....Jack Roeder
 Program Director.....David M. Baylor
 Production Manager.....Reg Merridew
 Publicity Director.....Manuel H. Eisner
 Chief Announcer.....Reg Merridew
 Musical Director.....Henry Pildner
 Chief Engineer.....R. Morris Pierce
 Record M.C.'s....Walt Henrich, Wayne Mack,
 Hal Morgan, Bill Mayer

W H K

CLEVELAND—EST. 1921

MUTUAL BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 5000 Watts
 Owned-Operated By...United Broadcasting Co.
 Address1311 Terminal Tower
 Phone Number.....Prospect 5800

• • • OHIO • • •

Transmitter Location ...Seven Hills Village
Time on the Air.....6:30 a.m. to 1 a.m.
Newspaper Affiliation.....Cleveland Plain Dealer
News Service.....AP, INS
Transcription Service..Lang-Worth, Associated, BMI
RepresentativePaul H. Raymer Co.
MembershipNAB

Personnel

President.....Sterling E. Graham
Gen. Mgr.-Station Mgr.....K. K. Hackathorn
Commercial Manager.....Robert S. DeTchon
Sales Promotion Manager.....Sue Cornelius
Program Director.....C. M. Hunter
Production Manager.....Jacob Hines
Publicity Director.....Saul Glantz
Musical Director.....Willard Pott
Chief Engineer.....R. H. DeLany
Record M.C.....Fran Pettary

W J W

CLEVELAND—EST. 1943

AMERICAN BROADCASTING CO.

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....WJW, Inc.
Address.....1375 Euclid Ave.
Phone NumberSUperior 0101
Transmitter Location ...North Royalton, Ohio
Time on the Air.....6 a.m. to 1 a.m.
News Service.....UP, Transradio
Transcription ServiceStandard
RepresentativeHeadley-Reed Co.
MembershipNAB

Personnel

President.....William M. O'Neil
National Sales Manager...Harold W. Waddell
Local Sales Manager.....W. J. Sylvester
Merchandising Manager.....Robert Manby
Program Director.....Charles V. Hunter
Production Manager.....Robert Ledyard
Publicity Director.....Robert Manby
Musical Director.....Donald Kaylor
Chief Engineer.....Gerald G. Roberts

W T A M

CLEVELAND—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 1100 Kc.....Power: 50000 Watts
Owned-Operated By....National Broadcasting Co.
Business Address ...815 Superior Ave., N.E.
Phone NumberCherry 0942
Transmitter LocationBrecksville, Ohio
Time on the Air.....5:30 a.m. to 1 a.m.

CLEVELAND'S

**Chief
STATION**

• Calls your attention to the factors that have made it tops in daytime listening in the great Cleveland billionarea.



News Service.....UP, AP, INS
 Transcription ServiceNBC Thesaurus;
 World
 Representative.....NBC Spot Sales
 MembershipNAB, BMB

Personnel

President (NBC).....Niles Trammel
 General Manager.....Vernon H. Pribble
 Commercial Manager.....Harold L. Gallagher
 Merchandising Manager.....Howard Barton
 Program Director.....Harold Metzger
 Production Manager.....Fred Wilson
 Publicity Director.....Tommy Tarbox
 Musical Director.....Walberg Brown
 Chief Engineer.....Ed Leonard
 Record M.C.....Frank Fredrich

WSRS

CLEVELAND HEIGHTS—EST. 1947

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Samuel R. Sague
 Business Address.....Radio Center Bldg.

Phone Number..ERieview 2300 & SKyline 7184
 Transmitter Location....Marshall Motor Bldg.
 Time on the Air.....6 a.m. to midnight
 News Service.....AP
 Transcription Service.....Thesaurus, World,
 Lang-Worth, Associated
 MembershipNAB

Personnel

General Manager.....Samuel R. Sague

WBNS

COLUMBUS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By Radiohio, Inc.
 Address33 North High Street
 Phone Number.....Adams 9265
 Transmitter Location1035 Barnett Rd.
 Time on the Air.....6 a.m. to 1:05 a.m. daily;
 Sunday: 8 a.m. to 1:05 a.m.
 News Service.....AP, PA
 Transcription Service.....Standard Radio,
 Thesaurus
 Representative.....John Blair & Company
 MembershipNAB, BMB

1947
Proudly Presents
WSRS
 1490 kc
 The "HEIGHTS" in RADIO
The Voice of the
SUBURBAN PEOPLE
 SAMUEL R. SAGUE • RADIO CENTER BLDG.
 CLEVELAND HEIGHTS

TURN TO

Your Daily Newest
 Radio Stars

WSRS-FM
 Channel 284
 104.7 mc

Personnel

President.....Richard S. Wolfe
 Station Manager.....Richard A. Borel
 Sales Director.....W. I. Orr
 Director, Program Promotion..Jerome R. Reeves
 Program Director.....Geer Parkinson
 Continuity Director.....Chester S. Long
 Chief Announcer.....Russell Canter
 Musical Director.....Paul Neal
 Chief Engineer.....Lester H. Nafzger
 Record M.C.....Irwin A. Johnson

Personnel

President.....Sterling Graham
 Gen. Mgr. & Vice President...Carl M. Everson
 Station Manager.....Carl M. Everson
 Commercial Manager.....Harry H. Hoessly
 Merchandising Manager.....H. H. Hoessly
 Program Director.....John B. Moses
 Publicity Director.....Juanita Wilcox
 Chief Announcer.....B. J. Sweeney
 Musical Director.....Abram Ruvinsky
 Chief Engineer.....William A. Minor
 Record M.C.....Bernard J. Sweeney

WCOL

COLUMBUS—EST. 1924

ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....The Pixleys
 Business Address.....33 North High St.
 Phone Number.....Main 4581
 Transmitter Location.....555 W. Goodale St.
 Time on the Air.....6 a.m. to 1 a.m.,
 Sundays 7:30 a.m. to 1 a.m.
 News Service.....PA, INS
 Transcription Service.....World; Lang-Worth
 Representative.....Headley-Reed Company
 Membership.....NAB, BMB

Personnel

Owner & Chief Executive...Lloyd A. Pixley
 Gen. Mgr.-Station Mgr.....Jack Kelly
 Merchandising Manager....Howard Donahoe
 Production Manager.....Al. Albinger
 Publicity Director.....Howard Donahoe
 Chief Announcer.....George Arms
 Musical Director.....Al. Albinger
 Chief Engineer.....Leo DeConnick

WHKC

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM
 OHIO NETWORK

Frequency: 610 Kc.....Power: 1000 Watts
 Owned-Operated By.....United Broad-
 casting Co.
 Address.....22 East Gay St.
 Phone Number.....Adams 1101
 Transmitter Location.....901 Obetz Road
 Time on the Air.....6 a.m. to 1 a.m.
 Newspaper Affiliation.....Cleveland Plain
 Dealer
 News Service.....UP
 Transcription Service.....Lang-Worth, Cole
 National Sales Office.....Paul H. Raymer Co.
 Representative.....H. H. Hoessly
 Membership.....NAB, BMB

WOSU*

COLUMBUS—EST. 1921

Frequency: 820 Kc.....Power: 5000 Watts
 Owned-Operated By...Ohio State University
 Business Address.....OSU Campus,
 Communication Lab.
 Phone Numbers: University 3148; Extension
 711-2
 Studio Address.....Campus
 Transmitter Location: University Golf Course,
 Worthington Road
 Time on the Air.....Limited time,
 to sunset at Dallas, Texas
 News Service.....UP, AP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Membership.....NAEB

Personnel

President.....Howard L. Bevis
 Gen. Mgr.-Station Mgr.....Robert C. Higy
 Program Director.....William H. Ewing
 Production Manager.....Edgar A. Sprague
 Publicity Director.....Harold K. Schellenger
 Chief Announcer.....Glenn Ellstrom
 Musical Director.....Ann Charles
 Chief Engineer.....Robert C. Higy
 Chief Operator.....Chas. H. Boehnker

* Non-Commercial Station

WHIO

DAYTON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc.....Power: 5000 Watts
 Owned-Operated By..Miami Valley Broadcast-
 ing Corporation
 Business Address.....45 South Ludlow Street
 Phone Number.....Adams 2281
 Transmitter Location.....R. R. No. 2
 Time on the Air.....5:45 a.m. to 1:05 a.m.;
 Sunday: 8 a.m. to 12:05 a.m.
 Newspaper Affiliations: Dayton Daily News;
 News Service.....UP, INS, AP
 Transcription Service..Standard Radio & World

Representative.....George P. Hollingbery Co.
 MembershipNAB, BMB

Personnel

President.....James M. Cox, Jr.
 Gen. Mgr.-Station Mgr.....Robert H. Moody
 Commercial Mgr.-Merchandising
 Manager.....Arthur H. Tomsett
 Program Director.....Lester Spencer
 Publicity Director.....Stanley G. Mouse
 Chief Engineer.....Ernest L. Adams
 Record M.C.....Bud Baldwin

Transmitter Location.....E. David Rd.
 Time on the Air.....24 hours daily
 News ServiceAP
 Transcription Service....Lang-Worth, Standard
 Representative.....Weed & Company
 MembershipBMB

Personnel

PresidentCharles Sawyer
 General Manager.....J. P. Williams
 Station Manager.....F. G. Dykstra
 Merchandising Consultant..Mrs. Ruth Krouse
 Program Director.....C. Ranny Daly
 Engineering Consultant.....Paul Braden
 Record M.C.....Gene Barry

W I N G

DAYTON—EST. 1921

ABC

Frequency: 1410 Kc.....Power: 5000 Watts
 Owned-Operated By..Great Trails Broadcasting
 Corporation
 Address.....121 North Main Street
 Phone Number.....ADams 3288-89-80

W F I N

FINDLAY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1330 Kc.....Power: 1000 Watts
 Owned By.....Findlay Radio Company

WHIO

“Jonathan Dayton” and “Miss Miami Valley” Welcome WHIO Advertisers into the Homes of Southwestern Ohio

WHIO delivers your sales message right into the homes of busy, prosperous Dayton and of the \$100 million agricultural market of the Miami Valley. Since VJ Day, 70 plant expansions have been started in the Dayton area alone. Peace-time employment, which dipped with the abrupt end of the war, now far exceeds the war-time peak of 90,000! Tell this alert, expanding market about your products and services over WHIO, Dayton.

WHIO

5000 Watts
 News: UP, INS, PA, and CBS' best shows
 G. P. Hollingbery Company, Representatives
 Harry E. Cummings, Southeastern Representative

Basic CBS

WMRN

MARION, OHIO

**Changes
Statistics into Service
And Service into Sales
For You**



Community service is a by-word to every staff member of Marion, Ohio's Friendly Neighbor Station WMRN. The results of such service are yours for better sales in a seven-county market area where buying power is estimated at more than \$200,000,000 annually.

In this seven-county market you can get 200,000 listeners who know, like and stay tuned to news of their city, farm, church and school activities over the station they prefer. Their time is your time with WMRN.

WMRN serves its audience through all the seasons of the year. Your share of that audience can mean better sales in an already prosperous, ready-to-buy central Ohio market.



WMRN was on hand when ex-Ohio Governor Lausche, Frank W. Colley, League President, and Baseball Commissioner Happy Chandler opened the Ohio State League Season in Marion.



Cooperation with civic and law and enforcement agencies is aided by WMRN. Here staff announcer Don Sherwood interviews state police officers during a "check-up" week in promotion of safer driving.



PHOTO BY GALE AGONY STUDIO



ROBERT T. MASON
president of
The Marion
Broadcasting Company



ROBERT MORRISON
assistant general
manager of Station
WMRN



MADGE COOPER
director of WMRN
women's program

WMRN

MARION, OHIO

The Marion Broadcasting Company

REPRESENTED BY
BROADCAST SALES COMPANY
280 Madison Avenue
New York City

BROADCAST SALES COMPANY
360 N. Michigan Avenue
Chicago, Illinois



AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

Operated By.....Fred R. Hover
 Business Address...500½ South Main Street
 Phone Number.....Main 1330
 Transmitter Location.....Williams Road
 Time on the Air: 6:30 a.m. to local sunset;
 Sunday: 7 a.m. to local sunset
 News ServiceINS
 Transcription ServiceLang-Worth;
 Standard Radio, Keystone, Cole
 Representative.....Allan H. Miller
 MembershipNAB, BMB

Personnel

President-Owner and
 Chief Executive.....Fred R. Hover
 Commercial Manager.....M. C. Clark
 Sales Promotion Manager.....Dick Davis
 Program Director.....Joanne Lewis
 Chief Announcer.....Maurice M. Sayre
 Musical Director.....Margaret Schwaberow
 Chief Engineer.....Edgar C. Smith
 Record M.C.....John C. Hutson

W M O H

HAMILTON—EST. 1944

MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..The Fort Hamilton Broad-
 casting Co.
 Address.....Second National Bank Bldg.
 Phone4663-4, 4345
 Transmitter Location.....Middletown Pike
 Time on the Air.....6 a.m. to 11 p.m.;
 Sun., 7 a.m. to 11 p.m.
 News ServiceUP
 Transcription Service.....NBC Thesaurus
 MembershipNAB, BMB

Personnel

Pres. & Mgr. Dir.....Herbert G. Pabst
 Sales & Promotion Mgr.....Joseph E. True
 Chief Engineer.....Andrew F. Bruck

W L O K

LIMA—EST. 1937

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....The Fort Industry Co.
 Address.....620 National Bank Bldg.
 Phone63411
 Transmitter Location.....1424 Rice Ave.
 Time on the Air....6 a.m. to midnight daily;
 8 a.m. to midnight Sunday
 News ServiceAP
 Transcription ServiceStandard
 RepresentativesHeadley Reed
 MembershipNAB, BMB

Personnel

President.....George B. Storer
 General Manager.....Lee B. Wailes

Managing Director.....Ralph G. Elvin
 Commercial Manager.....G. F. Zwahlen
 Sales Promotion Manager.....R. G. Elvin
 Chief Engineer.....Darrell Hunter

W M A N

MANSFIELD—EST. 1939

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Richland, Inc.
 Address.....140 Park Avenue West
 Phone Numbers.....4235-6
 Transmitter Location..Corner Longview Ave.
 and No. Main St.
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 News ServiceUP
 Transcription ServiceWorld
 RepresentativeBroadcast Sales Co.
 MembershipNAB, BMB

Personnel

President.....Monroe F. Rubin
 Gen. Mgr.-Station Mgr.....John M. O'Hara
 Commercial Manager.....Carl C. Kindt
 Program Director.....Harry Lytle
 Musical Director.....James Minium
 Chief Engineer.....William E. Morrison
 Record M.C.....James Minium

W M O A

MARIETTA

MUTUAL

Frequency: 1490 Kc.....Power: 250 Watts
 Owned and Operated By.....Marietta
 Broadcasting Co.
 Address.....Williamstown, West Va.
 Correspondence Address...Box 201, Marietta,
 Ohio
 Transmitter Location..Williamstown West Va.
 Time on Air.....Unlimited License
 Representative.....The Branham Co.

Personnel

General Manager.....Mildred Chernoff
 Resident Manager.....A. Archer

W M R N

MARION—EST. 1940

ABC—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....The Marion
 Broadcasting Company
 AddressBox 518
 Phone Number3226-7
 Transmitter Location.....North Main Street
 Time on the Air.....17 hours daily
 News ServiceUP
 Transcription Service.....NBC Thesaurus
 MembershipNAB, BMB

Personnel

President-Station Manager.....Robert T. Mason
 Broadcast Manager.....S. R. Morrison
 Merchandising Manager.....Eric Paige
 Publicity Director.....John Planic
 Musical Director.....Margaret Hale Clark
 Chief Engineer.....Francis J. Peters

W P A Y

PORTSMOUTH—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....The Scioto Broadcasting Co.
 Operated By.....Brush-Moore Newspapers, Inc.
 Address.....1009 Gallia St.
 Phone Number.....1010
 Transmitter Location.....1009 Gallia St.
 Time on the Air.....Unlimited
 Newspaper Affiliation.....Portsmouth Times
 News Service.....AP & UP
 Transcription Service.....Lang-Worth, BMI,
 Thesaurus
 Representative.....William G. Rambeau Co.
 Membership.....NAB, BMB

Personnel

President.....Roy D. Moore
 Gen. Mgr.-Station Mgr.....Paul Wagner

Commercial Manager.....G. F. Boyd
 Merchandising Manager.....Carl P. Bodner
 Program Director.....Edward Sagraves
 Publicity Director.....Carl P. Bodner
 Chief Announcer.....Harold Sagraves
 Musical Director.....Mrs. Dorothy Page
 Chief Engineer.....M. L. Myers
 Record M.C.....Graeme Zimmer

W I Z E

SPRINGFIELD—EST. 1940

ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Voice of
 Springfield, Inc.
 Address.....115 West High Street
 Phone Number.....3-4955
 Transmitter Location.....115-117 W. High St.
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Weed & Co.
 Membership.....BMB

Personnel

President.....Charles Sawyer
 General Manager.....J. P. Williams
 Station Manager.....Adna H. Karns

SHAKE HANDS WITH

"THE FRIENDLY GROUP"

Four Stations in Four States under the experienced management of "The Friendly Group". Extending you a friendly hand for more business from these thriving markets.

For further details, write John Laux, Managing Director "The Friendly Group", Steubenville, O



WPIT

PITTSBURGH, PA.
 JACK MERDIAN, MGR.
 INDEPENDENT

WSTV

STEUBENVILLE, O.
 JOHN LAUX, MGR.
 MUTUAL

WFPG

ATLANTIC CITY, N. J.
 IRV TEETSSELL, MGR.
 ABC NETWORK

WKNY

KINGSTON, N. Y.
 LOU STEKETEE, MGR.
 MUTUAL

Merchandising Manager.....Adna H. Karns
 Program Director.....Robert Terry
 Production Manager.....Robert Christol
 Publicity Director.....Paul Bussard
 Musical Director.....Robert Christol
 Chief Engineer.....Victor Bushong
 Record M.C.....Wendall Brakefield

WSTV

STEUBENVILLE—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..The Valley Broadcasting
 Company
 Business Address...Exchange Realty Building
 Phone Number2-6263-66-67
 Studio Address..Steubenville; East Liverpool, O.
 Transmitter Location.....Altamont Heights
 Time on the Air.....7 a.m. to 1 a.m.
 News ServiceUP
 Transcription ServiceThesaurus
 Representative..Joseph Hershey McGillvra, Inc.
 MembershipBMB

Personnel

Gen. Mgr.-Station Mgr.....John J. Laux
 Merchandising Manager...John L. Merdian
 Production Manager-Ass't.
 Publicity Director.....George H. Wilson
 Publicity Director.....Harry M. Cochran
 Chief Announcer.....George H. Wilson
 Musical Director.....Thomas Arim
 Chief Engineer.....Joseph M. Troesch
 Record M.C.'s.....William Ewing
 William Brabson

WSPD

TOLEDO—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1370 Kc.....Power: 5000 Watts
 Owned-Operated By....The Fort Industry Co.
 Address...Broadcast Building, 136 Huron St.
 Phone Number.....ADams 3175
 Transmitter Location.....RFD, Oregon Road,
 Rossford, Ohio
 Time on the Air.....6 a.m. to 1 a.m.;
 Sunday: 7:45 a.m. to 1 a.m.
 News Services.....AP, INS, UP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth, Standard
 Representative.....The Katz Agency
 MembershipNAB, BMB

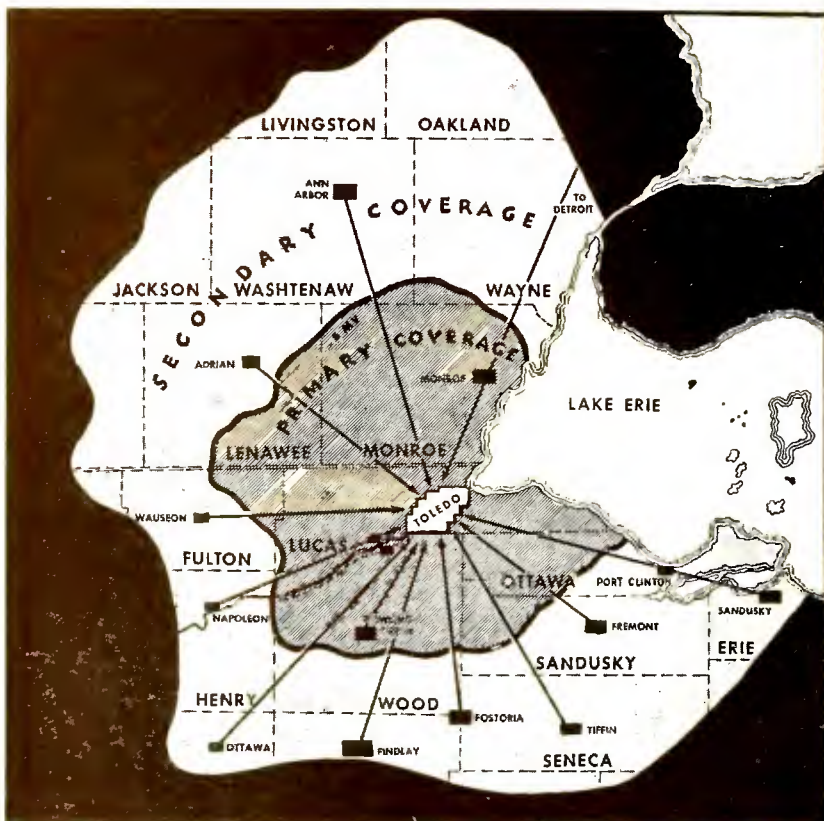
Personnel

President.....George B. Storer
 Vice-Pres. & Treas.....J. H. Ryan
 General Manager.....Lee B. Wailes
 Station Manager.....E. Y. Flanigan

For the *best*
 in women's news . . .

AP

Map of a Market not to be ignored



THREE QUARTERS OF A MILLION PEOPLE

This is the market covered by WTOL. Within a radius of 50 miles of Toledo is a population of more than three-quarters of a million — more than 200,000 homes where WTOL is recognized and known as "Toledo's Friendly Station."

Local merchants prefer WTOL — it gets results for them. Its audience represents responsive buying power!

WTOL "Toledo's Friendly Station"

National Representatives: Paul H. Raymer Co.

Basic ABC Affiliate

Local Manager..... Westford F. Shannon
 Merchandising Manager.... O. William Myers
 Program Director..... Glenn C. Jackson
 Production Manager..... Robert B. Evans
 Publicity Director..... O. William Myers
 Chief Announcer..... Robert B. Evans
 Musical Director..... Gene Williams
 Chief Engineer..... Wm. M. Stringfellow
 Record M.C..... Gene Williams

WTOD

TOLEDO—EST. 1946

Frequency: 1560 Kc... Power: 1000 w., d. only
 Owned-Operated By..... Unity Corp., Inc.
 Address..... 515 Madison Ave.
 Phone Number..... Garfield 5551
 Transmitter Location... Arlington & Byrne Rd.
 Time on the Air... Local sunrise to local sunset
 Newspaper Affiliation..... Dispatch Herald,
 Erie Sun
 News Service AP
 Transcription Service... Lang-Worth, SESAC,
 Associated
 Representative..... The Walker Co.
 Membership NAB

Personnel

President Edward Lamb
 General Manager..... William Spencer
 Merchandising Manager.... Rockwell Force
 Program Director..... Howard Malcom
 Publicity Director..... Rosalie Korman
 Chief Announcer..... Jean Shepherd
 Chief Engineer..... Robert Sowers
 Record M.C..... Jean Shepherd

WTOL

TOLEDO—EST. 1938

AMERICAN BROADCASTING CO.

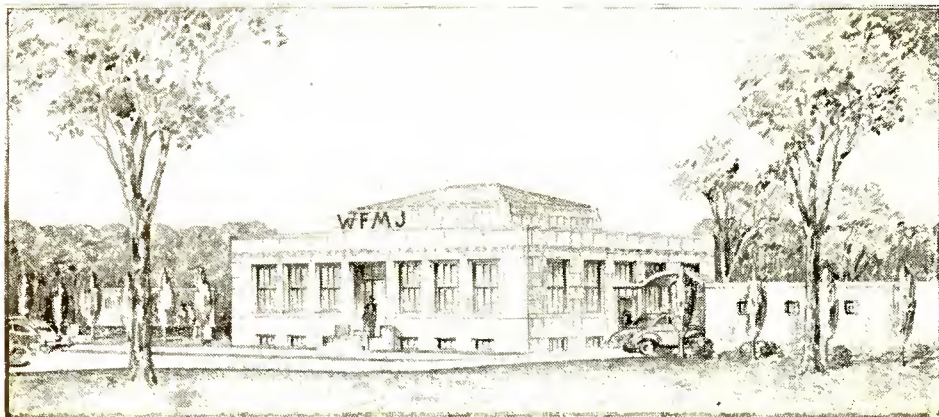
Frequency: 1230 Kc..... Power: 250 Watts
 Owned-Operated By... The Community Broad-
 casting Company
 Address Bell Building
 Phone Number..... Adams 3291
 Transmitter Location..... 709 Madison Ave.
 Time on the Air..... Unlimited license
 News Service UP & AP
 Transcription Services Standard, World
 Representative..... Paul H. Raymer Co.
 Membership NAB, BMB

Personnel

President Frazier Reams
 V P- Sales Commercial Mgr.... Arch Shawd
 Program Mgr.-Production Mgr... Karl Nelson
 Musical Director..... Dorothy Diller
 Chief Engineer..... John Sheehan
 Record M.C..... Ken Lawrence

For the best in
 Washington news . . .

AP



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.

W F M J

ABC affiliate—News reports of Press Association, the United Press, and The Youngstown Vindicator

Headley Reed Company, National Representatives

W R R N

WARREN—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Nied & Stevens
 Address.....108 Main St., Second
 National Bank Building
 Phone Number.....4490-1
 Transmitter Location.....210 Main St.
 Time on the Air.....6:45 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....Lang-Worth, SESAC
 Representative.....Joseph Hershey McGillvra
 Membership.....NAB

Personnel

Owners.....Frank T. Nied & Perry H. Stevens
 Station Manager.....Emerson J. Pryor
 Commercial Manager.....Frank B. Cannon
 Merchandising Manager.....Emerson J. Pryor
 Program Director.....Richard G. Oram
 Chief Engineer.....Robert V. Kinney

W K B N

YOUNGSTOWN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....WKBN Broadcasting
 Corp.
 Address.....17 N. Champion St.
 Phone Number.....4-2122
 Transmitter Location.....3430 Sunset Blvd.
 Time on the Air.....Fulltime
 Newspaper Affiliation..Cleveland Plain Dealer
 News Service.....UP
 Transcription Services....World; Lang-Worth
 Representative.....Paul H. Raymer Co.
 Membership.....NAB, BMB

Personnel

President and Gen. Mgr..W. P. Williamson, Jr.
 Station-Commercial Manager.....J. L. Bowden
 Chief Engineer.....E. T. Wilkins

W F M J

YOUNGSTOWN—EST. 1939

AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By..WFMJ Broadcasting Co.
 Address.....101 W. Boardman St.
 Phone Number.....34121
 Transmitter Location...101 W. Boardman St.
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation..Youngstown Vindicator
 News Service.....AP; UP
 Transcription Services.....Thesaurus,
 Standard Radio
 Representative.....Headley-Reed Company
 Membership.....NAB, BMB

Personnel

Pres.-Gen. Mgr.....William F. Maag
 National Sales Manager.....Phil Wood
 Business Manager.....L. E. Nasman
 Program Director.....Robert B. Mackall
 Musical Director.....Ronald Richards
 Chief Engineer.....Frank A. Dieringer
 Record M.C.....Ted Connors

W H I Z

ZANESVILLE—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By...Southeastern Ohio Broadcasters,
 Inc.
 Operated By.....Fort Industry Company
 Address North Fifth St., Lind Arcade Bldg.
 Phone Number.....6000
 Transmitter Location.....Newark Road
 Time on the Air.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative.....John Blair & Company
 Membership.....NAB, BMB

Personnel

President.....George B. Storer
 General Manager.....Lee Wailes
 Managing Director.....Allen Haid
 Commercial Manager.....Robert Keans
 Program Director.....Russ Gardner
 Public Relations Director.....John Peart
 Chief Announcer.....Lyle Lee
 Chief Engineer.....Joe Atkinson

WKBN—“Very Personal” →

Very Personal...



TO LISTENERS in one of the nation's top 25 industrial areas . . . to local and national advertisers . . . the call letters WKBN stand for personal contact.

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.

IF YOU COULD CHOOSE ONLY 25 U. S. MARKETS . . .
YOU WOULD HAVE TO CHOOSE YOUNGSTOWN—WKBN

WKBN

Columbia Broadcasting System
YOUNGSTOWN, OHIO
5000 Watts - 570 K. C.

Represented by:
Paul H. Raymer Company

OKLAHOMA

Estimated Population, 2,147,292—Radio Homes, 464,658
Stations in State—24

K A D A

ADA—EST. 1934
AMERICAN BROADCASTING CO.
OKLAHOMA NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....C. C. Morris
Address.....207 First Nat'l Bank Bldg.
Phone Number.....1212
Transmitter Location.....North Broadway
Time on the Air.....6:30 a.m. to 11:05 p.m.;
Sundays, 7 a.m. to 11 p.m.

News Service.....AP
Transcription Service.....M. M. Cole
Representative.....Taylor Howe Snowden
Membership.....NAB, BMB

Personnel

Owner.....C. C. Morris
General Manager.....James M. Griffith
Commercial Manager.....Leroy Moses
Merchandising Manager.....Betty Hughes
Program Director.....Bill Hoover
Publicity Director.....Betty Hughes
Chief Engineer.....Harold Walker

K W H W *

ALTUS—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Altus Broadcasting Co.
Address.....Box 692
Studio Address.....Main & Commerce St.
Time on the Air.....Unlimited
Membership.....NAB

Personnel

President-Gen. Manager....Frank E. Wimberly
Commercial Manager.....Ruth Ferris

*Construction Permit

K V S O

ARDMORE—EST. 1935
AMERICAN BROADCASTING CO.
KBS—OKLAHOMA NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John F. Easley
Address.....Hotel Ardmore
Phone Number.....3030
Transmitter Location....Chickasaw & North-
west Blvd.

Time on the Air.....6:30 a.m. to 11:05 p.m.
Transcription Service.....SESAC;
World; Standard

Newspaper Affiliation.....Daily Ardmoreite

News Service.....AP
Representative.....Taylor Howe Snowden
Membership.....NAB, BMB

Personnel

President.....John F. Easley
General & Sales Manager.....Albert Riesen
Commercial Manager.....Glen Pool
Program Director.....Dolly Dutton
Chief Announcer.....John E. Riesen
Chief Engineer.....John M. Molloy

K W O N

BARTLESVILLE—EST. 1941

MUTUAL BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Bartlesville Broadcasting
Co.

Business Address..100 Union Natl. Bank Bldg.
Phone Number.....1400
Transmitter Location.....U. S. Highway 75
Time on the Air.....6:30 a.m. to 11 p.m.

News Service.....AP
Transcription Service.....Standard
Membership.....NAB

Personnel

President-Gen. Manager.....J. Fred Case
Commercial Manager.....H. H. Heerman
Sales Promotion Manager.....John Collins
Chief Engineer.....W. G. Ownby

K W C O

CHICKASHA—EST. 1946

MBS

Frequency: 1560 Kc.....Power: 250 Watts
Owned By Washita Valley Broadcasting Corp.
Operated By.....George C. Robinson, Jr.
and James B. Quattlebaum

Address.....Chickasha, Okla.
Phone Number.....2899
Transmitter Location..Approx. 2 miles W. of
U. S. Highway 81

Time on the Air.....11½ hours daily
News Service.....AP
Transcription Service.....Standard Radio
Membership.....NAB

Personnel

President.....George C. Robinson, Jr.
General Manager.....James B. Quattlebaum
Commercial Manager.....Len Lyon
Chief Engineer.....George C. Robinson, Jr.
Record MC.....Jimmie Weldon

KASA

ELK CITY—EST. 1932

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 KcPower 100 Watts
Owned-Operated By...Southwestern Broadcast-
ing Co.

Address.....204 N. Main St.
Phone Number.....730
Transmitter Location.....204 N. Main St.
Time on the Air.....6 a.m. to 10:30 p.m.
News ServiceUP
Transcription ServiceStandard
Membership.....NAB, BMB

Personnel

President-General Manager...Lonnie J. Preston
Program Director.....Evelyn Preston
Production Manager.....George Cowan
Publicity Director.....Mrs. Alice Howenstine
Chief Engineer.....George Fenter

KCRC

ENID—EST. 1929

ABC

OKLAHOMA NETWORK

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By....Enid Radiophone Co.
Address.....Broadway Tower
Phone Number447
Transmitter Location...Willow & Kennedy Sts.
Time on the Air.....6 a.m. to 11 p.m.;

Sunday: 7 a.m. to 11 p.m.
Newspaper Affiliation...Enid Morning News;
Enid Daily Eagle
News ServiceAP
Transcription Service.....Standard;
M. M. Cole
Representative Taylor-Howe-Snowden
Membership.....NAB, BMB

Personnel

President.....Lucy M. Garber
General Manager.....Milton B. Garber
Commercial Manager.....H. P. Hale
Program Director.....Harold Moon
Publicity Director.....Hugh Finnerty
Chief Engineer.....Murray D. Coleman

KSWO

LAWTON—EST. 1941

MUTUAL—KBS

Frequency: 1150 Kc.....Power: 250 Watts
Owned-Operated By

Oklahoma Quality Broadcasting Co.
Business Address PO Box 699
Phone Number.....3413

Studio Address.....17th & E. Streets
Transmitter Location.....17th & E. Streets
Time on the Air.....Daytime license
News ServiceUP
Transcription Service.....World

Personnel

General Manager.....John W. Steele
Chief Engineer W. E. Billington

KTMC

McALESTER—EST. 1945

ABC—OKLAHOMA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...McAlester Broadcasting
Co.

Address.....Municipal Bldg.
Phone Number.....2411
Transmitter Location...One mile N. of studio
Time on the Air.....6:30 a.m. to 12 midnight
News Service.....UP
Transcription Service.....Standard
National Sales Office.....Taylor-
Howe-Snowden
Membership.....NAB, BMB

Personnel

Owners.....Clarence Wilson and
Philip Jackson
Gen. and Station Manager...Clarence Wilson
Commercial Manager,
Merchandising Manager.....Philip Jackson
Publicity Director.....Lowell Clark
Chief Announcer.....Jim Wilson
Chief Engineer.....Glenn Barnett
Record MC.....Jim Wilson

KBIX

MUSKOGEE—EST. 1936

ABC

OKLAHOMA NETWORK

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

Oklahoma Press Publishing Co.
Address.....910-913 Barnes Bldg.
Phone Number.....302-3
Transmitter Location.....Atop Barnes Building
Time on the Air.....6:30 a.m. to 12 midnight
Newspaper Affiliation.....Muskegee Daily
Phoenix & Times Democrat
News Service AP
Representative Taylor-Howe-Snowden
Membership.....NAB, BMB

Personnel

President.....Tams Bixby, Jr.
Station Manager.....Paul A. Bruner

Commercial Manager.....Paul A. Bruner
 Merchandising Manager....Mary D. Robinson
 Program Director.....Beverly Kobel
 Publicity Director.....Mary D. Robinson
 Chief Announcer.....Tom Davidson
 Chief Engineer.....Bruce Dennis
 Record MC.....Bob Castle

W N A D *

NORMAN—EST. 1922

Frequency: 640 Kc. Power: 1000 Watts d. only
 Owned-Operated By..University of Oklahoma
 Business Address.....Faculty Exchange,
 Norman, Okla.
 Phone Number.....900
 Studio Address.....Union Tower,
 Univ. of Okla.
 Transmitter Location..1140 South Jenkins Ave.
 Time on the Air.....8 a.m. to local sunset
 News Service.....AP
 Transcription Service.....Standard
 Membership.....NAEB

Personnel

General Manager.....John W. Dunn
 Production Manager.....Coley Newman
 Publicity Director.....Marjorie Janssen
 Chief Announcer.....Maurice Ogden
 Musical Director.....Jack Bowers
 Chief Engineer.....Remy Perot

K O C Y

OKLAHOMA CITY—EST. 1938

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Plaza Court Broad-
 casting Co.
 Address.....Plaza Court
 Phone Number.....3-4333
 Transmitter Location.....Plaza Court
 Time on the Air.....6 a.m. to 12 midnight.
 News Service.....AP
 Transcription Service.....Associated Music
 Publishers; Standard Radio; NBC Thesaurus
 Representative.....The Walker Co.
 Membership.....NAB; BMB

Personnel

President.....John D. Thomas
 General Manager,
 Station Manager....Matthew H. Bonebrake
 Commercial and Merchandising
 Manager.....George Tarter
 Chief Engineer.....George Brock

K O M A

OKLAHOMA CITY—EST. 1932

**COLUMBIA BROADCASTING SYSTEM
 REGIONAL NETWORK (KOMA-KWFT-KTUL)**

Frequency: 1520 Kc.....Power: 5000 Watts
 (CP-50,000)

Owned-Operated By.....KOMA, Inc.
 Address.....Box 983
 Phone Number.....2-3291
 Studio Address.....Biltmore Hotel
 Transmitter Location.....Moore, Okla.
 Time on the Air.....6 a.m. to 12:05 a.m.;
 Sunday: 7 a.m. to 12:05 a.m.

News Service.....UP
 Transcription Service.....Capitol,
 Standard, Cole.
 Representative.....Free & Peters
 Membership.....NAB, BMB

Personnel

President.....John Griffin
 General Manager.....Kenyon Brown
 Commercial Manager.....J. J. Bernard
 Director of Public Relations.....Bill Bryan
 Production Manager and Supervisor of
 Program Personnel.....Allan Page
 Musical Director.....Mickey Reynolds
 Chief Engineer.....M. W. Thomas
 Record MC.....Eddie Coontz

K T O K

OKLAHOMA CITY—EST. 1927

AMERICAN BROADCASTING CO.

OKLAHOMA NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KTOK, Inc.
 Business Address.....2004 Apco Tower
 Phone Number.....3-8352
 Transmitter Location.....1800 West Main
 Time on the Air.....6 a.m. to midnight
 News Service.....AP & UP
 Transcription Service.....World; Lang-Worth
 Representative.....Taylor-Howe Snowden
 Membership.....NAB, BMB

Personnel

President.....O. L. Taylor
 Gen. and Station Manager....Robert D. Enoch
 Commercial Manager.....Frank J. Lynch
 Program Director.....Harold Shreve
 Publicity Director.....Phillip Kernan
 Chief Announcer.....Lee Lemon
 Musical Director.....Melba Cates
 Chief Engineer.....Clifford Easum
 Record MC.....Walter Colvin

WKY

OKLAHOMA CITY—EST. 1928

NATIONAL BROADCASTING COMPANY

Frequency: 930 Kc. Power: 5000 Watts
 Owned By.....Oklahoma Publishing Co.
 Operated By.....WKY Radiophone Co.
 Address.....Skirvin Tower Hotel
 Phone Number.....3-4306
 Transmitter Location...6 mi. N. Okla. City, 1 1/4
 mi. W. of Britton, Okla.
 Time on the Air.....5 a.m. to 1 a.m.
 Newspaper Affiliation.....Daily Oklahoman;
 Oklahoma City Times; The Farmer Stock-
 man
 News ServiceAP, UP
 RepresentativeThe Katz Agency

Personnel

President.....E. K. Gaylord
 Secretary-Treasurer.....Edgar T. Bell
 General Manager.....P. A. Sugg
 Promotion Mgr.-Publicity Director...Tom Rucker
 Program Director.....Hoyt Andres
 Chief Announcer.....Wakelield Holley
 Musical Director.....Allan Clark
 Chief Engineer.....Herman Lovell

KHBG

OKMULGEE—EST. 1937

MUTUAL—KBS

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Okmulgee Broadcasting
 Corp.
 Address.....McCulloch Bldg.
 Phone Number.....3646
 Transmitter Location...20th & Okmulgee Sts.
 Time on the Air.....6:45 a.m. to 10:30 p.m.
 News ServiceUP
 Transcription Service...Lang-Worth; Keystone
 Representative.....Sears & Ayer
 MembershipNAB, BMB

Personnel

President & Gen'l. Mgr.....Pat Buford
 Station Manager.....Pat Buford
 Commercial Manager.....Lucille Buford
 Merchandising Manager.....Lucille Buford
 Program Director.....Nova Clarke
 Chief Announcer.....Al Singleton
 Chief Engineer.....Chester Ludwick

WBBZ

PONCA CITY—EST. 1927

MUTUAL—KBS

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By.....Adelaide Carrell
 Address615 West Grand Avenue
 Phone Number.....3200
 Transmitter Location.....615 Grand Avenue
 Time on the Air.....7 a.m. to 11 p.m.
 News ServiceAP

Personnel

Managing DirectorA. L. Carrell
 Sales Manager.....L. C. McKenney
 Program DirectorDon Chadd
 Chief EngineerN. J. DeFrancesco

KGFF

SHAWNEE—EST. 1930

**AMERICAN BROADCASTING CO.
 OKLAHOMA NETWORK**

Frequency: 1450 Kc. Power: 250 Watts
 Owned By.....Stauler Publications
 Operated By...KGFF Broadcasting Co., Inc.
 Address.....Aldridge Hotel
 Phone Number.....4390-1
 Transmitter Location...Shawnee Country Club
 Time on the Air.....6:30 a.m. to 12 midnight,
 Sunday 7:45 a.m. to 11:30 p.m.
 Newspaper Affiliation...Stauler Publications
 News ServiceAP
 Transcription Service.....Lang-Worth
 Representative.....Taylor Howe Snowden
 MembershipNAB, BMB

Personnel

PresidentOscar S. Stauler
 General Manager.....Maxine Eddy
 Merchandising Manager.....Zaida Porter
 Program Director.....Roy J. Bowman
 Chief Announcer.....William A. Weaver
 Chief Engineer.....Salvatore Ricciotti

KSPI*

STILLWATER—EST. 1946

Frequency: 840 Kc. Power: 250 Watts d. only
 Owned-Operated By...Stillwater Publishing Co.
 Address117 W. 7th
 Phone Number.....311
 Transmitter Location...2 Miles S. of Stillwater
 Time on the Air.....Daytime
 Newspaper Affiliation...Stillwater Daily
 News-Press

Personnel

PresidentC. R. Bellatti
 Vice-PresidentL. F. Bellatti
 Program DirectorW. R. McKinsey

*Construction Permit

KAKC

TULSA—EST. 1946

Frequency: 1570 Kc. Power: 1000 Watts d. only
 Owned-Operated ByPublic Radio Corp.
 Address..Avey's Tulsa Coliseum, 5th & Elgin
 Phone Number.....4-0143
 Transmitter Location.....21st & Yale Aves.
 (SE. of Tulsa)
 Time on the Air..Local sunrise to local sunset
 News ServiceAP
 MembershipNAB

Personnel

President.....Sam E. Avey
 General Manager.....Glenn Condon
 Commercial Manager.....James L. Neal
 Chief Engineer.....Arnold M. Maupin
 Record M. C.....Jack Evans

KFMJ

TULSA—EST. 1946

Frequency: 1050 Kc. Power: 1000 Watts d. only
 Owned-Oper. By Fred Jones Broadcasting Co.
 Address.....Alvin Hotel, 7 E. 7th
 Phone Number3-4236
 Transmitter Location1st & Yale
 Time on the Air.....6 a.m. to local sunset
 News ServiceUP
 Transcription Service.....World. Standard.
 SESAC, Imperial
 Representative.....Donald Cooke, Inc.
 MembershipNAB

Personnel

President-OwnerFred Jones
 General ManagerLawson Taylor
 Commercial ManagerTom Johnson
 Program Director.....Jack Hoffman
 Chief EngineerNate Wilcox

KOME

TULSA—EST. 1938

ABC

**MUTUAL BROADCASTING SYSTEM
 OKLAHOMA NETWORK**

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Oil Capital Sales Corp.
 Address7 West 8th St.
 Phone Number3-4121
 Transmitter Location.....3904 S. Newport
 Time on the Air.....Unlimited
 News ServiceAP
 Transcription Service...Standard & Lang-Worth
 National Representative..Taylor-Howe-Snowden
 MembershipNAB

Personnel

PresidentHarry Schwartz
 General ManagerH. E. Grimes
 Merchandising ManagerBetty Burdine
 Program Director.....Dick Campbell
 Chief EngineerRoy Brown

KTUL

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

Frequency: 1430 Kc.....Power: 5000 Watts
 Owned-Operated By.....Tulsa Broadcasting
 Company, Inc.
 Address.....Boulder on the Park
 Phone Number2-3191
 Studio Address..National Bank of Tulsa Bldg.
 Transmitter Location.....NE. of city
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceUP
 Transcription Service...Thesaurus, Standard,
 Cole, Capitol.
 RepresentativeFree & Peters
 MembershipNAB, BMB

Personnel

President.....John Toole Griffin
 General ManagerJohn Esau
 Commercial Manager.....L. A. Blust, Jr.
 Merchandising Manager...George Ketcham
 Program Director.....Karl Janssen
 Production Manager.....Ed Neibling
 Publicity DirectorSaidie Adwon
 Chief EngineerRobert Snider

KVOO

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY

Frequency: 1170 Kc.....Power: 50000 Watts
 Owned-Operated By.....Southwestern Sales
 Corporation
 AddressPhiltower Bldg.
 Phone Number2-2254
 Transmitter Location: 10 miles east of Tulsa on
 U. S. Highway No. 66
 Time on the Air.....Unlimited
 News ServiceINS, UP
 Transcription Service.....Standard Radio;
 Lang-Worth
 Representative.....Edward Petry & Co.
 MembershipNAB, BMB

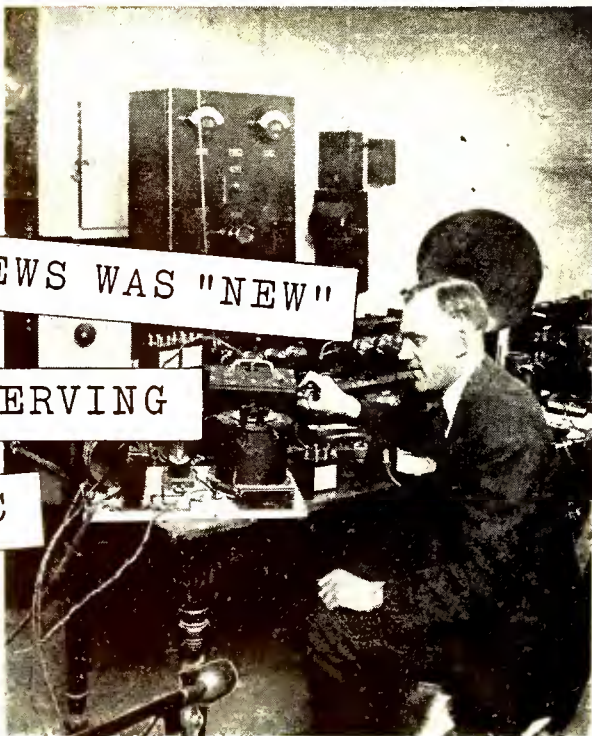
Personnel

PresidentP. Q. Proctor
 Gen. Manager & Vice-Pres...William B. Way
 Commercial Manager .Gustav K. Brandborg
 Merchandising ManagerBud Jackson
 Program DirectorF. M. Randolph
 Musical DirectorJoe O'Neill
 Chief EngineerL. W. Stinson

WHEN EVEN NEWS WAS "NEW"

KGW LED IN SERVING

THE PUBLIC



KGW

620 ON YOUR DIAL

AFFILIATED
WITH



Complete news coverage has been the goal of KGW since the station broadcast its first news flash—the state primary election returns on May 19, 1922. For the next ten years KGW supplied news through bulletins and unscheduled news broadcasts. Early in 1932, KGW carried one scheduled daily news broadcast, and by the end of that year had three locally prepared and scheduled newscasts plus one network program.

On January 3, 1934 a KGW news bureau was opened and in 1935 KGW installed the first teletype used in a Portland radio station. KGW now utilizes the services of AP, UP and INS.

The growth of public interest in the use of radio as a source of news has led KGW to increase its scheduled daily newscasts during its 25 years of service until at present KGW broadcasts 46 local and 30 network news programs weekly.

Represented Nationally by Edward Petry and Co.

OREGON

Estimated Population, 1,305,988—Radio Homes, 401,486
Stations in State—29

KWIL

ALBANY—EST. 1941

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Central Willamette
Broadcasting Company
Address.....15th and Elm Streets
Phone Number.....1234-5
Studio Address.....KWIL Bldg., Albany;
Hotel Benton, Corvallis, Ore.
Transmitter Location.....Albany, Ore.
Time on the Air.....6:30 a.m. to midnight;
Sundays, 7 a.m. to midnight
Newspaper Affiliation.....Albany Democrat
Herald
News Service.....UP
Transcription Service.....Standard Radio, Cole
Representatives..John Keating; Homer Griffith
Membership.....NAB, BMB

Personnel

President.....W. L. Jackson
Secretary-Treasurer.....R. R. Cronise
General Manager.....Chet Wheeler
Commercial Manager.....Hal Byer (Albany)
Derwood Smith (Corvallis)
Merchandising Managers.....Bob Reinholdt,
Warren Stoffer
Chief Engineer.....Herb Davidson

KWIN

ASHLAND—EST. 1946

UNITED PACIFIC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Rogue Valley
Broadcasting Co., Inc.
Address.....1160 Helman Rd.
Phone Number.....Ashland 2-1351
Transmitter Location.....1160 Helman Rd.
Time on the Air.....6:30 a.m. to 11 p.m.;
Sunday: 8 a.m. to 10 p.m.
News Service.....AP
Transcription Service.....World, Standard
Representative.....John Keating
Membership.....NAB

Personnel

President.....M. S. Hamaker
General Manager.....Roy R. Peck
Commercial Manager.....Ed Barnett
Sales Manager.....Jack Watson
Program Director.....Margaret Ritchie
Chief Engineer.....Floyd Rush

KAST

ASTORIA—EST. 1935

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Astoria Broadcasting Co.
Address.....Astoria, Ore.
Phone Number.....95
Studio Address.....9th & Commercial
Transmitter Location.....1006 Taylor Avenue
Time on the Air.....17½ hours daily
News Service.....AP
Transcription Service.....Standard Radio
Membership.....NAB, BMB

Personnel

General Manager.....L. E. Parsons
Merchandising Manager.....R. D. Holmes
Program Director.....Margie Christiansen
Production Manager.....Stan Church
Chief Engineer.....James Titus

KBKR

BAKER—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Radio, Inc.
Address.....1st and Court Streets
Phone Number.....140
Transmitter Location.....East "H" St.
Time on the Air.....7 a.m. to 10 p.m.
News Service.....UP
Representative..W. S. Grant Co., John Keating
Membership.....NAB, BMB

Personnel

Pres., Chief Owner.....Marshall E. Cornett
Secretary-Treasurer.....Lee W. Jacobs
General Manager.....Lee W. Jacobs
Commercial Manager.....Ken Lockwood
Merchandising Manager.....Milton Levy
Chief Engineer.....Sidney Williams
Record MC.....Ken Holden

KBND

BEND—EST. 1938

MUTUAL—KBS—DON LEE

Frequency: 1310 Kc.....Power: 250 Watts
Owned-Operated By.....Central Oregon
Broadcasting Co.

Address.....1101 Wall St.
 Phone Number.....848
 Transmitter Location.....1101 Wall Street
 Time on the Air.....6:30 a.m. to 10:30 p.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Representative.....Homer Griffith Co.
 Membership.....NAB, BMB

Personnel

President.....Frank H. Loggan
 General Mgr.-Station Mgr....Frank H. Loggan
 Commercial Manager.....W. M. Barton
 Program Dir.-Production Mgr..Kessler Cannon
 Chief Announcer.....Kessler Cannon
 Musical Director.....Roland McClure
 Chief Engineer.....Robert Dickinson

K O O S

COOS BAY—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Koos, Inc.
 Address.....505 Hall Building
 Phone Number.....432-3
 Transmitter Location.....Hall Building
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP, AP
 Newspaper Affiliation.....Coos Bay Times
 Transcription Service.....World Broadcasting
 Representative.....Homer Griffith Co.
 Membership.....NAB, BMB

Personnel

President.....Sheldon F. Sackett
 General Manager.....Fred F. Chitty
 Station Manager.....Hal Shade
 Commercial Manager.....Leonard Epling
 Office Manager.....Lucy Johnson
 Program Director.....Sara Spough
 Chief Engineer.....Roger L. Spough

K O A C *

CORVALLIS—EST. 1922

Frequency: 550 Kc.....Power: 5000 d.; 1000 n.
 Owned by.....State of Oregon
 Operated By.....Oregon State System of
 Higher Education
 Address.....Oregon State College
 Phone Number.....526
 Studio Address...Corvallis; Univ. of Oregon,
 Eugene
 Transmitter Location.....Granger
 Time on the Air...10 a.m. to 10 p.m. Monday
 through Saturday
 News Service.....UP

Personnel

President.....Dean J. Cramer
 Station Manager.....James M. Morris
 Program Director.....James M. Morris
 Production Director.....James S. Nelson
 Chief Announcer.....J. Edwin Arnold
 Musical Director.....Donald F. Whitman
 Chief Engineer.....Grant S. Feikert

*Non-Commercial Station

K O D L

THE DALLES—EST. 1940

Frequency: 1230 Kc..Power: 250 d.; 100 n.
 Owned-Operated By... Western Radio Corp.
 Address.....The Dalles, Ore.
 Phone Number.....2300
 Transmitter Location.....The Dalles
 Time on the Air.....15½ hours daily
 Transcription Service.....C. P. MacGregor
 News Service.....UP
 Membership.....NAB

Personnel

President-General Mgr.....V. B. Kenworthy
 Station Manager.....V. B. Kenworthy
 Commercial Manager.....Alvin Anderson
 Merchandising Manager...Richard Schuchard
 Program Director.....Eunice LaSell
 Chief Engineer.....George Ristola

K O R E

EUGENE—EST. 1927

MBS—DON LEE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By... Eugene Broad. Station
 Address.....Box 1032
 Phone Number.....3
 Transmitter Location... South Willamette St.
 Time on the Air.....6 a.m. to 1 a.m.
 Sunday: 7 a.m. to 11 p.m.
 News Service.....AP & UP
 Transcription Service.....World
 Representative.....Homer Griffith Co.
 Membership.....NAB, BMB

Personnel

Owner.....Violet G. Motter
 General Mgr.-Station Mgr....L. W. Trommlitz
 Commercial Manager.....Bruce Nidever
 Publicity Director.....L. W. Trommlitz
 Chief Engineer.....Harold Gander

K U G N

EUGENE—EST. 1946

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.. Valley Broadcasting Co.
 Address.....P.O. Box 1400
 Phone Number.....2800

Transmitter Location.....Coburg Rd.
 Time on the Air.....5:30 a.m. to 12 midnight;
 Sunday: 7 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....W. S. Grant Co.
 Membership.....NAB

Personnel

Co-Partners.....C. H. Fisher & B. N. Phillips
 General Manager.....S. W. McCreedy
 Sales Manager.....Ted Hallock
 Program Director.....Harvey Dagering
 Publicity Director.....Ted Hallock
 Chief Announcer.....Charles Bernard
 Musical Director.....Ted Hallock
 Chief Engineer.....John E. Boren
 Record MC.....Austin Chaney

K U I N

GRANTS PASS—EST. 1939

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned/Operated By.....Southern Oregon Broad-
 casting Co.
 Business Address.....P. O. Box 148
 Phone Number.....1100
 Transmitter Location.....Grants Pass, Ore.
 Newspaper Affiliation.....Grants Pass Courier
 News Service.....AP
 Time on the Air.....7 a.m. to 12 midnight
 Transcription Services.....World Broadcasting
 System, MacGregor
 Representative.....W. S. Grant Co.
 Membership.....NAB, BMB

Personnel

President.....Amos E. Voorhies
 General Manager.....William B. Smullin
 Station Manager.....Edward A. Malone
 Commercial Manager.....Don Telford
 Sales Manager.....Glenn E. Nickell
 Continuity Director.....Mariano Guardino
 Production Manager.....Al Horton
 Office and Traffic Mgr.....Mae Dawson
 Chief Announcer.....Donn Shearer
 Program Director.....Nes Williams
 Chief Engineer.....Edward A. Malone

K F J I

KLAMATH FALLS—EST. 1931
 MBS-DON LEE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 100 Watts
 Owned By.....KFJI Broadcasters
 Operated By.....W. D. Miller
 Address.....213 Main St.
 Phone Number.....5155
 Transmitter Location.....213 Main Street

Time on the Air.....6:30 a.m. to 12 midnight
 Transcription Service.....World
 News Service.....UP
 Representative.....W. S. Grant Co.
 Membership.....NAB

Personnel

President-General Mgr.....W. D. Miller
 Station Manager.....Jack Keating
 Merchandising Manager.....Dave Hoss
 Publicity Director.....Dick Maguire
 Musical Director.....Jack Ellison
 Chief Engineer.....Wm. P. Grimes
 Record MC.....Jack Ellison

K F L W

KLAMATH FALLS—EST. 1946
 AMERICAN BROADCASTING CO.

Frequency: 1450 Kc.....Power: 250 Watts
 Owned/Operated By.....Herald Publishing Co.
 Address.....Esplanade & Pine
 Phone Number.....8115
 Transmitter Location.....Esplanade & Pine
 Newspaper Affiliation.....Herald-News
 News Service.....AP
 Transcription Service.....NBC Thesaurus
 Time on the Air.....6:15 a.m. to 11 p.m.
 Representative.....Homer Griffith Co.
 Membership.....NAB, BMB

Personnel

President.....Frank Jenkins
 General Manager.....Bud Chandler
 Commercial Manager.....Max J. Frye
 Program Dir.-Production Mgr.....Mel Baldwin
 Chief Announcer.....Mel Baldwin
 Chief Engineer.....Gilbert Walters
 Record MC.....Chuck Cecil

K L B M

LA GRANDE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned/Operated By.....Inland Radio, Inc.
 Address.....Old Oregon Trail Highway
 Phone Number.....220
 Transmitter Location.....Old Oregon Trail
 Highway
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....Standard Radio;
 Keystone
 Representative.....W. S. Grant Co.; John Keating
 Membership.....NAB, BMB

Personnel

President.....Marshall E. Cornett
 Secretary-Treasurer.....Lee W. Jacobs

General Mgr.-Station Mgr. John G. Jones
 Commercial Manager.....Ken Lillard
 Merchandising Manager.....Jack Hatmaker
 Program Director.....Marjorie Pierce
 Publicity Director.....Jack Hatmaker
 Chief Announcer.....Ken Lillard
 Chief Engineer.....Wallace Guthrie
 Record MC.....Ken Lillard

K M E D

MEDFORD—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 Watts
 Owned-Operated By.....Mrs. W. J. Virgin
 AddressRoss Lane
 Phone Number4000
 Studio AddressRoss Lane
 Transmitter LocationRoss Lane
 Time on the Air.....7 a.m. to 10 p.m.
 News ServiceUP
 Transcription ServiceNBC Thesaurus

Personnel

Commercial Manager.....Art Adler
 Program DirectorGladys LaMarr
 Chief EngineerDave Rees

K Y J C *

MEDFORD—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Medford Printing Co.
 Address.....27 Grape St.
 Phone Number.....2141
 Transmitter Location.....Roof of MT Bldg.
 Time on the Air.....Unlimited
 Newspaper Affiliation..Medford Mail-Tribune

*Construction Permit.

K S R V

ONTARIO—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Inland Radio, Inc.
 Address.....Old Oregon Trail Highway
 Phone Number.....212
 Transmitter Location.....Old Oregon Trail
 Highway
 Time on the Air.....6 a.m. to 10 p.m.
 News ServiceUP
 Transcription Service.....World
 Representative..W. S. Grant Co.; John Keating

Personnel

President.....Marshall E. Cornett
 Secretary-Treasurer.....Lee W. Jacobs
 General Manager.....Gordon L. Capps
 Station Manager.....Gordon L. Capps
 Commercial Manager.....John W. Powell
 Merchandising Manager.....Ted Loud
 Program Director.....Velma Morton
 Publicity Director.....Ted Loud
 Chief Announcer.....John Maxson
 Chief Engineer.....Charles E. Harland
 Record MC.....John W. Powell

K W R C

PENDLETON—EST. 1941

NORTHWEST NETWORK
 UNITED PACIFIC NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By....Western Radio Corp.
 AddressBox 178
 Phone Number.....1425
 Studio-Transmitter Location.....S. W. 6th St.
 Time on the Air.....6:30 a.m. to 10:15 p.m.;
 Sundays: 10:30 a.m. to 9:15 p.m.
 News ServiceUP
 Transcription ServiceLang-Worth
 RepresentativeJohn Keating
 MembershipNAB, BMB

Personnel

President.....V. B. Kenworthy
 General Manager.....V. B. Kenworthy
 Station Manager.....Woodson Slater
 Commercial Manager.....Woodson Slater
 Assistant Sales Manager.....Ted A. Smith
 Program Director.....Leon C. Osbeck
 Production Manager.....Ted A. Smith
 Publicity Director.....Doris Forsman
 Chief Engineer.....James W. Leach
 Record MC.....Leon C. Osbeck

K A L E

PORTLAND—EST. 1932

MUTUAL BROADCASTING SYSTEM
 DON LEE

Frequency: 1330 Kc.....Power: 5000 Watts
 Owned By....The Oregon Journal-Newspaper
 Operated By.....KALE, Inc.
 Address.....919 Taylor St.
 Phone Number.....Br. 3484
 Transmitter Location.....Near Sylvan, Ore.
 Time on the Air.....5:45 a.m. to 1 a.m.;
 Saturday: 6 a. m. to 6 p.m.; Sunday: 7 a.m.
 to 12 midnight

Newspaper Affiliation...The Oregon Journal
 News Service.....AP & UP
 Transcription Service.....Associated Music
 Publishers, Standard, MacGregor
 Representative.....John Blair & Co.
 Membership.....NAB, BMB

Personnel

President.....P. L. Jackson
 General Manager.....Chas. E. Couche
 Commercial Manager.....Norman A. Davis
 Publicity and Public
 Relations.....Kelmar K. LeMaster
 Program Director.....Willis Ross
 Production Mgr.-Publicity Dir.....Earl Gunn
 Chief Announcer.....Lou Gillette
 Musical Director.....Allan Uhles
 Chief Engineer.....A. E. Richmond
 Record MC's.....Willis Ross, Lou Gillette

K B P S*

PORTLAND—EST. 1923

Frequency: 1450 Kc....Power: 100 w. d. only
 Owned-Operated By.....School District
 No. 1
 Address.....Students of Benson Polytechnic
 School
 Phone Number.....Lq 4195
 Transmitter Location.....546 N.E. 12th Ave.
 Time on the Air.....10:30 a.m. to 6:30 p.m.

Personnel

Chief Executive.....R. T. Stephens
 Station Manager.....Mary Elizabeth Gilmore
 Program Director....Mary Elizabeth Gilmore
 Chief Engineer.....Charles Weagant

*Non-Commercial Station

K E X

PORTLAND—EST. 1926

ABC

Frequency: 1190 Kc.....Power: 5,000 Watts
 (CP-50,000)
 Owned-Operated By....Westinghouse Radio
 Stations, Inc.
 Address.....1230 S.W. Main St.
 Phone Number.....AT 6214
 Transmitter Location..North Portland, Oregon
 (CP-Clackamas, Ore.)
 Time on the Air.....6 a.m. to 1 a.m., Sundays,
 7 a.m. to 1 a.m.
 News Service.....INS; UP
 Transcription Service.....World
 Representative.....Paul H. Raymer Co.
 Membership.....BMB

Personnel

Chief Executive.....W. C. Evans
 General Manager.....Charles S. Young
 Commercial Manager.....Eldon Campbell
 Merchandising Manager...Douglas Billmeyer
 Program Manager.....Melvin Bailey
 Producers...Kenneth Finley, Price Burlingame
 Musical Director.....George Bruns
 Chief Engineer.....T. T. Ely
 Record MC's....Barney Keep, Ray McPherson

K G W

PORTLAND—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 620 Kc. Power: 5000 Watts
 Owned-Operated ByThe Oregonian Pub-
 lishing Company
 Address.....537 S.W. 6th Ave.
 Phone Number.....Be 6364
 Studio Address.....1011 S. W. 6th Ave.
 Transmitter Location.....N. Portland, Ore.
 Time on the Air.....6 a.m. to 12 midnight
 Newspaper Affiliation.....The Oregonian
 News Service.....AP; INS; UP
 Transcription Service.....Langworth; NBC
 Thesaurus, SESAC
 Representative.....Edward Petry & Co., Inc.
 Membership.....NAB, BMB

Personnel

President.....Caroline P. Leadbetter
 General Manager.....M. J. Frey
 Station Manager.....H. Quenton Cox
 Commercial Manager.....J. N. Wassan
 Public Relations Director.....Frank H. Coffin
 Program Director.....Homer Welch
 Production Manager.....Thomas J. Swafford
 Publicity Director.....Robert H. Hancock
 Chief Announcer.....Robert E. Thomlinson
 Musical Director.....Abe Bercovitz
 Chief Engineer.....Harold C. Singleton
 Educational Director..Evelyn Sibley Lampman
 Farm Program Director....Wallace Kadderly

See Page 568

K O I N

PORTLAND—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 970 Kc.....Power: 5000 Watts
 Owned-Operated By.....KOIN, Inc.
 Business Address.....P. O. Box 1031
 Phone Number.....Atwater 3333
 Studio Address....New Heathman Hotel Bldg.
 Transmitter Location.Sylvan near Canyon Road
 Time on the Air.....6 a.m. to Midnight

News Services.....INS; UP; AP
 Transcription Services....World, Associated,
 Capitol
 RepresentativeAvery-Knodel, Inc.
 Membership.....NAB, BMB

Personnel

Owner.....Field Enterprises, Inc.
 General Manager.....Harry H. Buckendahl
 Commercial Manager....Harry H. Buckendahl
 Merchandising Manager.....Marc Bowman
 Program DirectorTed Cooke
 Production Manager.....Bill Mears
 Chief Announcer.....Duncan Macleod
 Musical Director.....Owen Dunning
 Chief Engineer.....L. S. Bookwalter

K W J J

PORTLAND—EST. 1927

Frequency: 1040 Kc.....Power: 1000 Watts
 Owned-Operated By.....KWJJ Broadcast
 Co., Inc.
 Address.....1011 S. W. 6th Ave.
 Phone Number.....Atwater 4393-4-5
 Transmitter LocationOaks Park, Portland
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceUP, INS
 Transcription Service...Standard Radio, Lang-
 Worth
 RepresentativeBurn-Smith Co.
 MembershipNAB

Personnel

President.....Wilbur J. Jerman
 General Mgr.-Station Mgr.....John Egan
 Commercial Manager.....Wilbur J. Jerman
 Merchandising Manager....Wilbur J. Jerman
 Program Director.....Gerald E. Speerstra
 Publicity Director.....L. D. Henderson
 Chief Announcer.....Art Morey
 Musical Director.....Leah Holt
 Chief Engineer.....Frank Hood
 Record MC.....Sammy Taylor

K X L

PORTLAND—EST. 1926

Frequency: 750 Kc....Power: 10000 w. d. only
 Owned-Operated By.....KXL Broadcasters
 AddressOrpheum Building
 Phone Number.....Broadway 6451
 Transmitter Location.....Town of Harmony
 Time on the Air.....6 a.m. to local sunset;
 Sunday: 10:05 a.m. to 2 p.m.

News ServiceUP
 Transcription Service: Lang-Worth; C. P. Mac-
 Gregor; Standard Radio
 Representative....Pacific N.W. Broadcaster;
 Walker Co.
 Membership.....NAB, BMB

Personnel

President.....Francis R. Symons
 General Mgr.-Station Mgr.....H. S. Jacobson
 Commercial Manager.....H. S. Jacobson
 Program Director.....Fred Eichorn
 Production Manager.....Jackson Fleming
 Publicity Director.....Paul Robinson
 Chief Announcer.....Harold Starr
 Chief Engineer.....Ralph Mifflin

(CALL LETTERS TO BE ASSIGNED)
PORTLAND*

Frequency: 800 Kc.....Power: 250 Watts
 Permittee.....John W. Davis

*C.P. (Was pending)

K R N R

ROSEBURG—EST. 1935

MUTUAL—DON LEE—KBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..News-Review Company
 Business Address.....136 N. Jackson St.
 Phone Number4
 Transmitter Location.....136 N. Jackson St.
 Time on the Air.....16 hours daily
 Newspaper Affiliation..Roseburg News-Review
 News ServiceAP
 Transcription Service.....Standard Radio,
 Cole, SESAC
 Representative.....John Keating, Howard H.
 Wilson Co.

Personnel

General-Station and Commercial Manager
 Marshall H. Pengra
 Sales Promotion-Merchandising Manager
 Iris Rice Helliwell
 Program-Publicity Director...Iris Rice Helliwell
 Record m.c.....Del McKay
 Chief Engineer.....E. LeRoy Hiatt

K S L M

SALEM—EST. 1934

MUTUAL—DON LEE—KBS

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Oregon Radio, Inc.
 Business Address.....Senator Hotel Bldg.
 Phone Number.....4831
 Transmitter Location.....633 N. Front St.
 Time on the Air.....19 hours daily
 News Service.....UP and AP
 Transcription Service.....Lang-Worth, World
 Representatives.....Homer Griffith Co.;
 John Keating
 Membership.....NAB, BMB

Personnel

President.....Glenn McCormick
 General Manager.....Glenn McCormick
 Commercial Manager...Robert M. Fischer, Jr.
 Program Director.....Lucille Bushnell
 Publicity Director.....Robert M. Fischer, Jr.

Chief Announcer.....Gordon Allen
 Musical Director.....Glenda Lou
 Chief Engineer.....Clyde Carlton
 Record MC.....Jerry Webb

K O D L

THE DALLES—EST. 1946

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Western Radio Corp.
 Address.....Studio Drive
 Time on the Air.....Full Time License
 Transcription Service.....Keystone
 Representatives...Homer Griffith (Hollywood)
 John Keating (Portland)

Personnel

President.....V. B. Kenworthy
 Manager.....Glenn Howell

For the *best* in Sports News . . .

AP



***CBS affiliate
Philadelphia's Leading Radio Institution***

PENNSYLVANIA

Estimated Population, 10,176,212—Radio Homes, 2,524,729
Stations in State—65

W S A N

ALLENTOWN—EST. 1923

NATIONAL BROADCASTING COMPANY

Frequency: 1470 Kc.....Power: 500 Watts
Owned-Operated By.....Lehigh Valley
Broadcasting Co.
Address39-41 N. Tenth St.
Phone Number9511
Transmitter Location.....Route 1
Time on the Air.....7 a.m. to 1 a.m.
Sundays 8 a.m. to 1 a.m.
Newspaper Affiliation.....Call-Chronicle
Publishing Co.
News Service.....AP, UP
Transcription Services.....World Broadcasting
System
RepresentativeHeadley-Reed Co.
MembershipNAB, BMB

Personnel

President.....J. Calvin Shumberger
V-Pres. & Managing Dir. .B. Bryan Musselman
Program Director.....George Y. Snyder
Production Manager.....William S. Davies
Technical Supervisor.....Reuel H. Musselman

(CALL LETTERS TO BE ASSIGNED)
ALLENTOWN*

Frequency: 1580 Kc.....Power: 1000 Watts
Applicant.....Allentown Broadcasting Co.

*C.P. (Was pending)

W G P A

BETHLEHEM—EST. 1946

Frequency: 1100 Kc....Power: 250 w., d. only
Owned-Operated By.....The Bethlehems'
Globe Publishing Co.
Address.....4th & Brodhead Sts.
Phone Number.....7-7571
Studio Address.....426 Brodhead St.
Transmitter Location.....8th Ave. & Dell St.
Time on the Air.....Local sunrise to local
sunset
Newspaper Affiliation.....Bethlehem Globe-
Times
MembershipNAB

Personnel

Vice-Pres.-Gen. Mgr.....Rolland L. Adams
Station Manager.....Arthur C. McCracken

W F B G

ALTOONA—EST. 1924

NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By: The Gable Broadcasting
Company (Lessee)
Address.....1318-32 11th Avenue
Phone Number.....6467
Transmitter Location.....1318-32 11th Ave.,
Altoona, Pa.
Time on the Air.....7:15 a.m. to midnight
News Service.....AP
Transcription Service.....World Broadcast-
ing System; Langworth
RepresentativeHeadley-Reed Co.
MembershipNAB, BMB

Personnel

President.....George P. Gable
General Manager.....Roy F. Thompson
Commercial Manager.....Roy F. Thompson
Chief Engineer.....George R. Burgoon

W I S R

BUTLER—EST. 1941

VICTORY NETWORK—KBS

Frequency: 680 Kc....Power: 250 w., d. only
Owned By.....The Butler Broadcasting Co.
Operated By.....David H. Rosenblum
Address.....357 N. Main St.
Phone Numbers.....4-701-2
Transmitter Location.....McKinley Ave.
Extension, Butler
Time on the Air.....6:30 a.m. to Sundown
News ServiceUP
Transcription ServiceWorld Broadcasting
RepresentativeFarjoe & Co.
MembershipNAB, BMB

Personnel

Owner-Gen. Mgr.....David Rosenblum
Publicity Director.....Robert Kaufman
Musical Director.....Warren Edwards
Chief Engineer.....Paul Rex
Record M.C.'s....Warren Edwards, Gene Brys

W C H A

CHAMBERSBURG—EST. 1946

Frequency: 800 Kc....Power: 1000 w., d. only
Owned-Operated By.....Chambersburg
Broadcasting Co., Inc.

• • • **PENNSYLVANIA** • • •

Address.....Craft Press Bldg.
 Phone Number.....1110
 Transmitter Location.....Warm Springs Rd.,
 Franklin County
 Time on the Air...Local sunrise to local sunset
 News ServiceUP
 Transcription ServiceCapitol
 Representative.....Forjoe & Co.

Personnel

President.....C. M. Cassel
 General Manager.....John S. Booth
 Commercial Manager.....Thompson K. Cassel
 Musical Director.....Earl Strine
 Record M.C.'s.....Lee Case, Al Saunders

W C E D

DU BOIS—EST. 1939

COLUMBIA BROADCASTING SYSTEM
 PENNSYLVANIA—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Tri-County Broad-
 casting Co., Inc.

Address80 North Park Place
 Phone Number1700
 Transmitter Location.....80 North Park Place

Time on the Air.....6:30 a.m. to 12:05 a.m.
 Newspaper AffiliationDuBois Courier
 Express
 News ServiceUP
 Transcription Service.....Lang-Worth
 Representative.....Joseph Hershey McGilvra
 MembershipNAB, BMB

Personnel

President Col. H. T. Gray
 General Manager..... Jason S. Gray
 Station Manager.....Les Ryder
 Promotion Manager.....Les Ryder
 Program Director..... Virginia Wade
 Chief Engineer Vernon Stahl
 Record M.C..... Walter Morris

W E S T

EASTON—EST. 1936

NATIONAL BROADCASTING COMPANY
 MUTUAL BROADCASTING SYSTEM
 MASON-DIXON RADIO GROUP

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Associated Broad-
 casters, Inc.

WEST
EASTON, PENNSYLVANIA
 PHILLIPSBURG, NEW JERSEY

Gateway to the rich industrial
 and agricultural area of the LEHIGH VALLEY
 with a population exceeding 300,000.
 The Steel and Cement Center of the East. A market
 worthy of your consideration.

NBC—MUTUAL
 National Representative: **RADIO ADVERTISING CO.**

PENNSYLVANIA

Address 516 Northampton St.
Phone Number 6131
Transmitter Location Williams Township
Time on the Air 6:30 a.m. to 12:30 a.m.
News Service UP
Transcription Service NBC Thesaurus
Representative Radio Advertising Co.
Membership NAB, BMB

Personnel

Station Executive Clair R. McCullough
Station Manager Elwood C. Anderson
National Sales Manager J. Robert Gulick
Program Manager Eugene Bethman
Technical Director J. E. Mathiot

W E R C

ERIE
NBC

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Presque Isle Broad-
casting Co.

Address 121 West 10th St.
Phone Number 26-918
Transmitter Location 121 West 10th St.
Time on the Air 6:45 a.m. to 12:05 a.m.
News Service UP
Transcription Service Associated Muslc;
Lang-Worth
Representative Weed & Co.

Personnel

President Jacob A. Young
General Manager Charles E. Denny
Sales Manager Frank R. Proudfoot
Program Director Virginia Donachy
Production Manager James Dewart
Chief Announcer Arthur Ingram
Chief Engineer L. W. Cocke, Jr.
Record M. C. Clinton MacElroy

W L E U

ERIE—EST. 1935

ABC-MUTUAL
PENNSYLVANIA NETWORK
WILLIAM PENN NETWORK
QUAKER NETWORK

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By WLEU Broadcasting
Corporation
Address Commerce Building, 12th and
State Streets

Phone Numbers 23-327 or 22-129
Transmitter Location Commerce Bldg.
Time on the Air Unlimited
News Service AP
Transcription Service NBC Thesaurus

Personnel

President Leo J. Omelan
Gen. Mgr.-Station Mgr.-
Sales Manager V. Hamilton Weir

W H J B

GREENBURG—EST. 1934

Frequency: 620 Kc. Power: 250 Watts, Daytime
Owned-Operated By Pittsburgh Radio
Supply House

Address Penn Albert Hotel
Phone Number Greensbrug 3740
Transmitter Location ... Atop Penn Albert Hotel
Time on the Air 7 a.m. to local sunset
News Service AP
Transcription Service Lang-Worth
National Sales Office ... William G. Rambeau
Co.
Membership NAB, BMB

Personnel

President H. J. Brennen
General Manager G. J. Podeyn
Chief Announcers Glenn Grayson,
John Howard
Chief Engineer L. L. Allen

W S A J *

GROVE CITY—EST. 1920

Frequency: 1340 Kc. Power: 100 Watts
Owned-Operated By Grove City College
Address Broad and Main Sts.
Phone Number 763
Studio Address Crawford Hall
Transmitter Location Hall of Science
Time on the Air 4 hours per week

Personnel

President Dr. Weir C. Ketter
Program Director R. G. Walters
Musical Director Stanley J. Seiple
Chief Engineer Dale O. Smock

*Non-Commercial Station

WAZL

HAZLETON—EST. 1932

NBC—MBS

Frequency: 1490 Kc.....Power: 250 Watts
ing Service, Inc.

Owned-Operated By.....Hazleton Broadcast-
ing Service, Inc.

Address...703 Hazleton National Bank Bldg.

Phone Numbers.....1488-3788

Studio Address.....708 Hazleton National
Bank Bldg.; Elks Bldg., Shenandoah; Berwick
Store Studios, Berwick; Bright Studios, Lans-
ford

Transmitter Location...708 Hazleton National
Bank Bldg.

Time on the Air.....6:30 a.m. to 12:30 a.m.;

Saturday: 6:30 a.m. to 1 a.m.; Sunday:

7 a.m. to 12:30 a.m.

News Service.....UP

Transcription Service.....NBC Thesaurus

Representative.....Radio Advertising Co.

Membership.....BMB

Personnel

President.....Victor C. Diehm

Commercial Manager.....George Martin

Merchandising Manager....Kathryn E. Kahler

Program Director.....Don Murray

Production Manager.....Thomas Tito

Publicity Director.....Kathryn Kahler

Chief Announcer.....Don Murray

Musical Director.....John Stanzola

Chief Engineer.....Elwood Tito

WHP

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 1460 Kc...Power: 5000 d.; 1000 n.

Owned-Operated By.....WHP, Inc.

Address.....216 Locust St.

Phone Number.....4-3211

Transmitter Location.....Harrisburg-Hershey

Highway (4 miles east of Harrisburg)

Time on the Air..6 a.m. to 1 a.m. daily; 8 a.m.

to 1 a.m. Sunday

News Service.....UP & AP

Transcription Service...Standard. Associated

Representative.....John Blair & Company

Personnel

General Mgr.-Station Mgr....A. K. Redmond

Merchandising Manager....Beatrice Potteliger

Program Director.....Dick Redmond

Chief Engineer.....E. Daniel Leibensperger

Sell Your Product in
Pennsylvania's Booming
Hard Coal Region

WAZL

HAZLETON

The only station with blanket coverage in
an area which has an annual payroll of
over \$55,000,000—practically all spent right
in the territory.



NBC

MUTUAL

National Representative: RADIO ADVERTISING CO.

W H U N

HUNTINGDON—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....The Joseph F. Biddle
 Publishing Co.
 Address.....400 Washington St.
 Phone Number.....12
 Transmitter Location.....27th St. & Murray Ave.
 Time on the Air.....7 a.m. to 11 p.m.
 Newspaper Affiliation.....The Daily News
 News Service.....UP
 Transcription Service.....Standard Radio

Personnel

President-General Mgr.....John H. Biddle
 Station Manager.....Sam Stroh
 Commercial Manager.....I. C. Mann
 Merchandising Manager.....John H. Biddle
 Program Director.....Cary Simpson
 Chief Announcer.....Cary Simpson
 Chief Engineer.....Douglas Beeman

W D A D

INDIANA—EST. 1945

**COLUMBIA BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM**

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Indiana Broadcast, Inc.
 Address.....637 Philadelphia St.
 Phone Number.....1780
 Studio Address.....Indiana Theater Bldg.
 Transmitter Location.....East Pike, Route 422
 Time on the Air.....6:58 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....Standard. M. M. Cole
 Membership.....NAB

Personnel

Owner-General Mgr.....Paul J. Short
 Merchandising Manager.....Paul S. Flinn
 Program Director.....Paul S. Flinn
 Chief Announcer.....Paul S. Flinn
 Musical Director.....S. Turner Jones
 Chief Engineer.....Henry Niederkofler

W A R D

JOHNSTOWN—EST. 1946

**COLUMBIA BROADCASTING SYSTEM
 PENNSYLVANIA NETWORK**

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Central Broadcasting
 Co., Inc.
 Address.....Porch Bldg.
 Phone Number.....81-216
 Transmitter Location.....Prospect Hill

Time on the Air.....7 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Weed & Co.
 Membership.....NAB

Personnel

President.....Paul Short
 Vice-Pres.-General Mgr.....Geo. D. Gartland
 Station Mgr.-Commercial Mgr.....Chas. R. Petrie
 Merchandising Manager.....Chas. R. Petrie
 Program Director.....Robt. G. Walter
 Chief Announcer.....Robt. Laurence
 Chief Engineer.....Walter Murawsky

W J A C

JOHNSTOWN—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WJAC, Incorporated
 Address.....Tribune Annex
 Phone Number.....24-361
 Transmitter Location.....Tribune Building
 Time on the Air.....7 a.m. to 12:05 a.m.
 Newspaper Affiliation.....Johnstown Tribune
 News Service.....UP
 Transcription Service.....NBC Thesaurus
 Representative.....Headley-Reed Company

Personnel

President-Station Manager.....J. C. Tully
 Commercial-Promotion Manager.....J. P. Foster
 Program-Production.....Campbell E. Patch
 Chief Engineer.....Nevln Straub

W C R O

JOHNSTOWN—EST. 1946

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Century Broadcast-
 ing Corp.
 Business Address.....317-319 Main St.
 Phone Number.....75-255
 Time on the Air.....7 a.m. to 12:05 a.m.
 News Service.....INS
 Transcription Service.....Associated
 Representative.....Adam J. Young, Jr.
 Membership.....NAB

Personnel

President.....John J. Keel
 Secretary-Treasurer.....Lloyd W. Dennis, Jr.
 Station Manager.....Lloyd D. Dennis, Jr.
 Vice-President.....Henry Gladstone
 Sales Manager.....Hal Acker
 Program Director.....John Wesley
 Publicity Director.....Hal Acker
 Chief Engineer.....H. Stohl

WLAN

LANCASTER—EST. 1946

Frequency: 1320 Kc. Power: 1000 w. d. only
 Owned-Operated By Peoples Broad. Co.
 Address 252 No. Queen St.
 Phone Number 7261
 Transmitter Location Gypsy Hill Rd.
 Time on the Air . . . Local sunrise to local sunset
 News Service AP
 Transcription Service Lang-Worth, World
 Representative Forjoe & Co.
 Membership NAB

Personnel

President F. H. Altdorffer
 Station Manager Earl R. Shappell
 Chief Announcer Robert C. Harnish
 Musical Director Robert Q. Stetler
 Chief Engineer Willis N. Weaver

WGAL

LANCASTER—EST. 1922

NBC—MBS

MASON-DIXON GROUP

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By WGAL, Inc.
 Business Address 8 West King St.
 Phone Number 5259
 Transmitter Location 8 West King St.
 Time on the Air 6:30 a.m. to 12:30 a.m.
 News Service UP
 Transcription Service NBC Thesaurus.
 Standard
 Representative Radio Advertising Co.
 Membership NAB, BMB

Personnel

Chief Executive Clair R. McCollough
 Station Manager Walter O. Miller
 National Sales Mgr. J. Robert Gulick
 Program Director Ernest Stanzola
 Chief Engineer J. E. Mathiot

4 Markets Offering High Sales Results at Low Cost . . .

WORK

WRAW
READING, PA.

YORK, PA.

NBC

WGAL
LANCASTER, PA.

WKBO
HARRISBURG, PA.



Sales Representative
RADIO ADVERTISING CO.
 New York • Chicago • San Francisco • Dallas • Hollywood

W L B R

LEBANON—EST. 1946

Frequency: 1270 Kc. Power: 1000 w. d. only
Owned-Operated By Lebanon Broadcasting
Co., Inc.

Address Central Bldg.
Phone Number Lebanon 3930
Studio Address Central Bldg.
Transmitter Location Hill Church, Annville
Township, 3 miles W. of Lebanon

Time on the Air Local sunrise to local sunset
News Service AP
Transcription Service World
Representative Radio Advertising Co.
Membership NAB

Personnel

President H. Raymond Stadiem
Secretary-Treasurer Lester P. Elter
Station Manager Julian F. Skinnell
Commercial Manager Philip J. Reilly
Program Director Julian F. Skinnell
Publicity Director Chet E. Hagan
Chief Announcer Alan Blaine
Chief Engineer M. Leonard Savage

W M R F

LEWISTOWN—EST. 1941

NATIONAL BROADCASTING CO.

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Lewistown Broadcasting
Co.

Business Address Monument Square
Phone Number 757
Studio Address Hotel Coleman
Transmitter Location Lewistown Heights
Time on the Air 7:30 a.m. to 11:30 p.m.
Transcription Service Lang-Worth
News Service UP
Representative Burn-Smlth Co.

Personnel

General Manager Thomas W. Metzger
Commercial Manager Thomas W. Metzger
Program Director Ralph Parker
Publicity Director James E. Moren
Chief Engineer Bernard H. Bopp

W B P Z

LOCK HAVEN—EST. 1946

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Lock Haven
Broadcasting Corp.

Address 132½ E. Main St.
Phone Number 4038
Transmitter Location Allison Township
Time on the Air 7:30 a.m. to 11:30 p.m.

News Service AP
Transcription Service Standard
Membership NAB

Personnel

President Don M. Welsh
General Manager Paul M. Breining
Commercial Manager Norman S. Caldwell 2nd

W E D O

McKEESPORT—EST. 1946

VICTORY

Frequency: 810 Kc. Power: 1000 w. d. only
Owned-Operated By Tri-City Broadcasting
Co.

Address 547 Fifth Ave.
Phone Number 7167
Transmitter Location Foster Rd., Versailles
Township, Allegheny County

Time on the Air 6:30 a.m. to local sunset
News Service AP
Transcription Service Associated, Capitol,
World, MacGregor, NBC Thesaurus, Lang-
Worth

Representative Joseph Hershey McGillvra,
Inc.
Membership NAB, BMB

Personnel

President E. J. Hirshberg
General Manager Jan King
Commercial Manager Warren Wright
Sales Promotion Manager John E. Karabin
Program Director William Chambers
Publicity Director John E. Karabin
Chief Announcer Bob McKenna
Musical Director Otto Krenn
Chief Engineer Wilkes Hurley
Record M.C.'s Howard Jackson,
Ed Patrick

W K S T

NEW CASTLE—EST. 1938

MUTUAL BROADCASTING SYSTEM
VICTORY NETWORK

Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By WKST, Inc.

Address Cathedral Bldg., E. Lincoln Ave.
Phone Number 5050
Studio Address Cathedral Bldg., New Castle
Transmitter Location 3½ miles S.E. of
Newcastle

Time on the Air 6:30 a.m. to 12 midnight
News Service AP
Transcription Service NC Thesaurus
Representative Weed & Co.
Membership NAB, BMB

Personnel

Pres.-Gen. Mgr.....S. W. Townsend
 Station Manager.....Arthur W. Graham
 Commercial Manager.....A. W. Graham
 Merchandising Manager.....Al Francis
 Program Director.....A. W. Graham
 Production Manager.....Charles Wilson
 Publicity Director.....Al Francis
 Chief Engineer.....Robert Emch
 Record M.C.....Charles Wilson

W K P A

NEW KENSINGTON—EST. 1940

Frequency: 1150 Kc.....Power: 250 Watts
 Owned-Operated By.....Allegheny-Kiski
 Broadcasting Co.
 Address.....810 Fifth Avenue
 Phone Number.....New Kensington 3534
 Transmitter Location.....Glassmere, Pa.
 Time on the Air.....7 a.m. to local sunset
 News Service.....UP
 Transcription Service.....C. P. MacGregor
 Representative.....Cox & Tanz

Personnel

Gen. and Station Mgr. Edward J. Kroen
 Chief Engineer W. W. Neeley

W N A R

NORRISTOWN—EST. 1946

Frequency: 1110 Kc.....Power: 500 w. d. only
 Owned-Operated By....Rahall Broad. Co., Inc.
 Address.....115 W. Main St.
 Phone Number.....7600
 Transmitter Location.....Old Arch Rd.
 Time on the Air.....Daytime
 News Service.....UP
 Transcription Service....Lang-Worth, Standard
 Representative.....Forjoe & Co.
 Membership.....NAB

Personnel

President.....N. Joe Rahall
 Executive Director.....Farris E. Rahall
 Technical Director.....George E. Brewer
 Commercial Manager.....Farris E. Rahall
 Program Director.....Edwin W. Tucker
 Production Manager.....Hal Berg
 Publicity Director.....Nicholas Basso
 Chief Announcer.....Hal Berg
 Musical Director.....Larry Molinaro
 Chief Engineer.....John Thomas
 Record MC.....Larry Molinaro

W K R Z

OIL CITY—EST. 1946

MUTUAL—KBS

Frequency: 1340 Kc.....Power: 250 Watts

Owned-Operated By.....Kenneth Edward
 Rennekamp
 Address.....Veach Bldg.
 Phone Number.....41-269
 Transmitter Location.....Veach Bldg.
 Time on the Air.....7 a.m. to 12 midnight
 News Service.....UP
 Transcription Service.....World, Keystone
 Representative... Jos. Hershey McGillvra, Inc.

Personnel

Owner.....K. E. Rennekamp
 Station Manager.....R. E. Shettler
 Commercial Manager.....C. D. South
 Program Director.....Ted Finnacy
 Chief Announcer.....Gene DeSemone
 Musical Director.....Madora Henry
 Chief Engineer.....Bob Welsh

**(CALL LETTERS TO BE ASSIGNED)
 PHILADELPHIA***

Frequency: 1530 Kc.....Power: 1000 Watts
 Applicant.....Patrick Joseph Stanton

*C.P. (Was pending)

K Y W

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO.

Frequency: 1060 Kc.....Power: 50000 Watts
 Owned-Operated By.....Westinghouse Radio
 Stations, Inc.
 Address.....1619 Walnut Street
 Phone Number.....LOcust 7-3760
 Transmitter Location.....Whitemarsh, Pa.
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP, AP
 Transcription Service.....Standard Radio
 Representative.....NBC Spot Sales
 Membership.....BM3

Personnel

WESTINGHOUSE RADIO STATIONS, INC.

Chairman.....A. W. Robertson
 President.....Gwilym A. Price
 Vice-President.....Walter Evans
 Engineering Manager.....Dwight A. Myer
 Sales Manager.....B. A. McDonald
 Advertising Manager.....W. B. McGill
 Manager Public Relations.....C. M. Meehan
 Program Supervisor.....Gordon Hawkins

KYW PERSONNEL

General and Station Mgr.....Leslie W. Joy
 Commercial Manager.....Harvey McCall, Jr.
 Sales Promotion Manager.. Arthur C. Schofield
 Program Director.....James P. Begley
 Publicity Director.....John P. Meagher
 Musical Director.....Clarence Fuhrman
 Chief Engineer.....Irvin N. Eney



WFIL is an integral part of the Philadelphia community. WFIL knows and understands the people to whose service it is devoted. In its unflagging service to the community lies the potent appeal of WFIL to the people of Philadelphia.

Advertisers have learned that WFIL has always attracted the ears and attention of the great Philadelphia Metropolitan area. They have learned, too, that WFIL's planned program of promotion wins more listeners for their programs, and that WFIL's merchandising helps convert listeners into buyers.

REPRESENTED NATIONALLY
BY THE KATZ AGENCY

560 First
ON YOUR DIAL

•
AN ABC AFFILIATE

WFIL

The Philadelphia Inquirer Station

WCAU

PHILADELPHIA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1210 Kc.....Power: 50000 Watts
 Owned By.....Philadelphia Record Co.
 Operated By.....WCAU Broad. Div. of the
 Philadelphia Record Co.
 Address.....1622 Chestnut Street
 Phone Number.....Locust 7-7700
 Transmitter Location...Moorestown Township,
 New Jersey
 Time on the Air.....5:25 a.m. to 1:05 a.m.;
 Sundays, 8 a.m. to 1:05 a.m.
 News Service.....AP, UP
 Transcription Service ...World Broadcasting
 RepresentativeBertha Bannan,
 Paul H. Raymer Co.
 MembershipBMB

Personnel

General Manager.....Dr. Leon Levy
 Asst. General Manager.....Joseph L. Tinney
 Commercial Manager.....Alex Rosenman
 Station Promotion Mgr.....Robert N. Pryor
 Program Director.....Joseph T. Connolly
 Production Managers.....Horace Feyhl,
 Harry McIlvain, Harry Ehrhart
 Publicity Director.....William Ferguson
 Chief Announcer.....Hugh Walton
 Musical Director.....Joey Kearns
 Technical Director.....John Leitch
 Record MC.....Marshall Dane

See Page 576

WDAS

PHILADELPHIA—EST. 1924

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WDAS Broadcasting
 Station, Inc
 Address1211 Chestnut Street
 Phone Number.....Locust 7-7400
 Transmitter Location.....Woodside Park
 Time on the Air.....7 a.m. to 12 midnight
 News ServiceAP
 Transcription Service.....Lang-Worth, World,
 SESAC
 Representatives.....Forjoe & Co.
 Membership.....NAB, BMB

Personnel

President.....Alexander W. Dannenbaum, Sr.
 General Manager.....B. J. Stanton
 Sales-Comm. Mgr.....A. W. Dannenbaum, Jr.
 Sales Promotion Mgr...A. W. Dannenbaum, Jr.
 Program Director.....Michael Deegan
 Production Manager.....Gil Morris
 Musical Director.....Anthony Luizzi
 Chief Engineer.....Frank Unterberger

WFIL

PHILADELPHIA—EST. 1922

ABC

QUAKER STATE NETWORK

Frequency: 560 Kc.....Power: 1000 Watts
 (CP-5000)
 Owned-Operated By...Triangle Publications, Inc.
 Address.....Broad & Callowhill Sts.
 Phone Numbers6-1600
 Studio: Rittenhouse 6-6900
 Studio Address.....Widener Bldg.
 Transmitter Location..63rd St. & Schuylkill River
 Time on the Air.....5:45 a.m. to 1 a.m.;
 Sunday: 8 a.m. to 1 a.m.
 Newspaper Affiliation...Philadelphia Inquirer
 News Service.....AP, UP
 Transcription Service...Asso. Program Service
 RepresentativeThe Katz Agency, Inc.
 Membership.....NAB, BMB

Personnel

General Manager.....Roger W. Clipp
 Commercial Manager.....John E. Surrick
 Sales Promotion Mgr.....James T. Quirk
 Program Director.....Jack Steck
 Production Manager.....John D. Scheuer, Jr.
 Publicity Director.....Richard C. Koster
 Musical Director.....Felix Meyer
 Chief Engineer.....Louis E. Littlejohn
 Record MC.....LeRoy Miller

WHAT

PHILADELPHIA—EST. 1925

Frequency: 1340 Kc.....Power: 100 Watts
 Owned-Operated By.....Independence Broad-
 casting Company
 Address1505 Walnut St.
 Phone Number.....Rittenhouse 6-2058
 Transmitter Location...Hotel Philadelphian,
 39th and Chestnut Sts.
 Time on the Air.....Shares Time
 News ServiceAP
 RepresentativeHelen Wood & Colton
 MembershipNAB

Personnel

Pres.-General Manager William A. Banks

WIBG

PHILADELPHIA—EST. 1925

Frequency: 990 Kc.....Power: 10000 Watts
 Owned-Operated By.....Seaboard Radio
 Broadcasting Corporation
 Address.....WIBG Bldg., 1423-25 Walnut St.
 Phone Number.....Rittenhouse 6-2300
 Transmitter Location.....Barren Hill,
 Conshohocken, Pa.

Celebrating 25 Years of

RADIO ACTIVITY



WIP-FM • PHILADELPHIA'S PIONEER VOICE
REPRESENTED NATIONALLY—GEO. P. HOLLINGBERY CO.

• PENNSYLVANIA •

Time on the Air.....5:30 a.m. to 1 a.m.
News Service.....AP, UP
Transcription Service.....NBC Thesaurus
National Sales Office.....Adam J. Young, Jr.
Representative.....Joe Lang
Membership.....NAB, BMB

Personnel

President.....Paul F. Harron
General Manager.....Edward D. Clery
Sales Promotion Mgr.....Rupe Werling
Program Director.....Douglas Arthur
Chief Engineer.....John H. Henninger
Record MC's.....Douglas Arthur, Dick Mabry

•
WIP

PHILADELPHIA—EST. 1922

MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....Pennsylvania Broad-
casting Company, Inc.

Address.....35 South 9th Street
Phone Number.....WAlnut 6800
Transmitter Location.....Bellmawr, N. J.
Time on the Air.....24 hours daily
News Service.....AP; UP
Transcription Service.....World Broadcasting
System
Representative.....George P. Hollingberry

Personnel

President & Station
Manager.....Benedict Gimbel, Jr.
Asst. Gen. Mgr. & Dir. of Sales..Gordon Gray
Promotion Director.....Ralph H. Minton
Program Director.....Murray Arnold
Production Manager.....Boyd W. Lawlor
Publicity Director.....Samuel Elber
Special Events & Educational
Director.....Sam Serota
Musical Director.....Joseph Frasetto
Chief Engineer.....James M. Tisdale

•
WTEL

PHILADELPHIA—EST. 1926

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Foulkrod Radio Eng. Co.
Address.....4312-14 N. Broad St.
Phone Numbers.....Gladstone 5-1310
Davenport 4-4310
Transmitter Location.....Rowlandville, Pa.
Time on Air.....Shares with WHAT

Personnel

President-Program Director.....Doug. Hibbs
Commercial Manager.....Doug. Hibbs
General Manager.....Henry N. Cocker

For the best
in women's news . . .





Who's Listening?

Men and women. Teen-aged, middle-aged, old-aged. Veterans, non-veterans. The well-off and the not so well-off.

We asked Philadelphians *what they listen to*. Out of every 100 listeners: 97 said they want the news. 88 like good music. 61 tune to sports.

Progressive WPEN aims to please Philadelphians from *all walks of life*. That's why WPEN features news every hour on the hour, straight from the newsrooms of the Evening Bulletin, America's largest evening newspaper. More good music than ever before. And the kind of sportscasting that daily wins new friends.

So—it is not surprising that 88% of Philadelphia listeners know WPEN . . . far more than know any other independent and one network outlet. WPEN is welcomed into a fast-growing number of homes in this city of homes—the nation's third market.

At 950 on the dial, Philadelphians of both sexes, all ages and incomes find what they want when they want it.

950
WPEN | NATIONAL REPRESENTATIVES
PHILADELPHIA | HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles
THE EVENING BULLETIN STATION

590

WPEN

PHILADELPHIA—EST. 1929

Frequency: 950 Kc.....Power: 5000 Watts
 Owned By The Bulletin Company
 Operated By.... Wm. Penn Broadcasting Co.
 Address 1528 Walnut Street
 Phone Number.....PENnypacker 5-9490
 Transmitter Location.....72nd & Race Sts.
 Time on the Air.....6 a.m. to 1 a.m.
 Newspaper Affiliation..The Evening Bulletin
 News Service AP
 Transcription Service.... AMP, NBC, Thesaurus
 Representative Headley-Reed Co.
 Membership.....NAB, BMB

Personnel

President.....Wm. L. McLean, Jr.
 General Manager.....Richard W. Slocum
 Station Manager.....G. Bennett Larson
 Assistant Manager.....Edward C. Obrist
 Commercial Manager.....Milton F. Allison
 Merchandising Manager.....Wm. E. Caskey
 Program Director.....John L. McClay
 Production Manager.....Roy A. Meredith
 Publicity Director.....Claire D. McMullen
 Chief Announcer.....Don Frank
 Chief Engineer.....Charles W. Burtis
 Recrd MC's.....Joe Grady, Ed Hurst

KQV

PITTSBURGH—EST. 1919

MUTUAL

Frequency: 1410 Kc.....Power: 5000 Watts
 Owned-Operated By... Allegheny Broadcastng
 Corp.
 Address.....196 Union Trust Bldg.
 Sales Office: 203 Chamber of Commerce Bldg.
 Phone Number.....Atlantic 6802
 Studio.....800 Chamber of Commerce Bldg.
 Transmitter Location.....Rochester Rd. &
 Babcock Blvd.
 Time on the Air.....7 a.m. to 12:30 a.m.
 News ServiceUP
 Transcription Service.....Lang-Worth; Stan-
 dard Radio
 Representative Weed & Co.
 Membership.....NAB, BMB

Personnel

General Manager.....G. S. Wasser
 Sales Manager.....James Murray
 Sales Promotion Manager.....Herb Morrison
 Program Director.....Ben Kirk
 Production Manager.....Betsy Ann Plank
 Publicity Director.....Herb Morrison
 Chief Engineer.....Bob Hunt
 Recrd MC.....Al Nobel

What 1947 and 5000 Watts mean to KQV!



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, unfolding reception will add abundantly to the enjoyment and popularity of KQV—a popularity that has grown tremendously in the past year because KQV is

Pittsburgh's Aggressive Station

*If you're interested in 0.5 MV/M coverage, write us. We have the figures.

KQV

The Station that originated "Opinion-aire"
1410 ON YOUR DIAL

Basic Mutual Network • National Representatives: WEED & CO.

KDKA

PITTSBURGH—EST. 1920
NATIONAL BROADCASTING CO.

Frequency: 1020 Kc.....Power 50000 Watts
 Owned-Operated By.....Westinghouse Radio
 Stations, Inc.
 Business Address.....Grant Bldg.
 Studio Address.....Grant Building
 Phone Number.....Grant 4200
 Transmitter Location...Allison Park, Hampton
 Township, Pa.
 Time on the Air: 5:30 a.m. to 1 a.m.; Sundays,
 8 a.m. to 1 a.m.
 News Service.....INS, AP, UP
 Transcription Service.....Standard Radio,
 NBC Thesaurus
 National Sales Office.....NBC Spot Sales
 Representative....National Broadcasting Co.
 Membership.....BMB

Personnel

President.....Gwilym A. Price
 General Manager.....Joseph E. Baudino
 Station Manager.....Joseph E. Baudino
 Sales-Commercial Manager...George D. Tons
 Sales Promotion-Merchandising
 Manager.....David N. Lewis
 Program Director.....Franklin A. Tooke
 Production Manager.....Edward P. Young
 Publicity Director.....Lee Curran
 Musical Director.....Bernie Armstrong
 Chief Engineer.....T. C. Kenney

WC AE

PITTSBURGH—EST. 1922
ABC

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By.....WC AE, Inc.
 Address.....Wm. Penn Hotel
 Phone Number.....Atlantic 6900
 Transmitter Location....Baldwin Township,
 Allegheny County, Pa.
 Time on the Air.....5:45 a.m. to 1 a.m.;
 Sundays: 8 a.m. to 1 a.m.
 News Service.....INS, AP
 Transcription Service.....Standard, World
 Representative.....The Katz Agency, Inc.
 Membership.....NAB, BMB

Personnel

President.....Leonard Kapner
 Station Manager.....R. Clifton Daniel
 Merchandising Manager.....Carl M. Dozer
 Program Director.....Ben W. Muros
 Production Manager.....John Leban
 Publicity Director.....John Wilkoff
 Chief Announcer.....Ralph Fallert
 Musical Director.....Baron Elliott
 Chief Engineer.....James Schultz

WJAS

PITTSBURGH—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned-Operated By.....Pittsburgh Radio
 Supply House, Inc.
 Address.....1406 Chamber of Commerce Bldg.
 Phone Number.....Grant 4860
 Transmitter Location.....1459 Crane Road,
 Greentree Borough, Pittsburgh
 Time on the Air.....7 a.m. to 12:30 a.m.;
 Sundays: 8 a.m. to 12:30 a.m.
 News Service.....Transradio & UP
 Transcription Service.....Lang-Worth,
 M. M. Cole
 Representative.....Wm. G. Rambeau Co.
 Membership.....BMB

Personnel

President & General Mgr.....H. J. Brennen
 Station Manager.....H. Kenneth Brennen
 Commercial Manager.....John H. Buchheit
 Merchandising Manager.....John H. Buchheit
 Program Director.....James M. Hughes
 Production Manager.....M. Charles Kerns
 Publicity Director.....Irene J. Cowan
 Musical Director.....Lee Kelton
 Chief Engineer.....Walter W. McCoy

WWSW

PITTSBURGH—EST. 1932

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....WWSW, Inc.
 Address.....Hotel Keystone
 Phone Number.....Grant 5200
 Transmitter Location...341 Rising Main St.
 Time on the Air.....24 hours daily
 Newspaper Affiliation.....Pittsburgh Post
 Gazette
 News Service.....AP
 Transcription Service..Standard Radio; Asso-
 ciated Music Publishers; Lang-Worth, Cole.
 Representative.....Farloe & Company
 Membership.....NAB

Personnel

President & General Mgr.....Frank R. Smith
 Station Manager.....Frank R. Smith
 Commercial Manager.....Thomas B. Price
 Merchandising Manager.....Martin A. Cohen
 Program Director.....W. F. Joyner
 Publicity Director.....Martin A. Cohen
 Chief Announcer.....Dave Tyson
 Musical Director.....Homer Ochenschirt
 Chief Engineer.....Henry R. Kaiser
 Record MC.....Dave Tyson

W P P A

POTTSVILLE—EST. 1946

Frequency: 1360 Kc.....Power: 500 Watts
 Owned and Operated By...Pottsville Broad. Co.
 Address.....7 S. 2nd Street
 Time on the Air...Local sunrise to local sunset

Personnel

General Manager.....A. V. Tidmore
 Commercial Manager.....John Naylor

RepresentativeGeorge P. Hollingbery Co.

Membership.....NAB, BMB

Personnel

President.....George J. Feinberg
 General Mgr.-Station Mgr.....J. M. Nassau
 Local Commercial Mgr.....Barbara Lenher
 Promotion Manager.....K. Richard Creitz
 Production Manager.....Martin Mushet
 Chief Engineer.....Harold E. Schearer
 Record MC's..James Lyncugh, George Carroll

W E E U

READING—EST. 1931

ABC—QUAKER NETWORK

Frequency: 850 Kc.....Power: 1000 Watts
 Owned-Operated By.....Berks Broadcasting Co.

Address.....533 Penn Street
 Phone Number 7335-6-7
 Transmitter Location.....Sinking Springs, Pa.
 Time on the Air...Local sunrise to local sunset
 Transcription Service...Lang-Worth; Standard Radio
 News ServiceUP

W R A W

READING—EST. 1921

NATIONAL BROADCASTING CO.

MASON DIXON RADIO GROUP

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated ByReading Broadcasting Co.

Address.....19 No. Fifth St.
 Phone Number.....7173
 Transmitter Location 9 So. 6th St.
 Time on the Air.....6:30 a.m. to 12:30 a.m.
 News ServiceUP
 Transcription Service..NBC Thesaurus, World

4 markets it pays you to cover!

WGAL Lancaster, Pa.
WKBO Harrisburg, Pa.
WRWA Reading, Pa.
WORK York, Pa.

NBC

Sales Representative
RADIO ADVERTISING CO.
 New York • Chicago • San Francisco • Dallas • Hollywood

Representative.....Radio Advertising Co.
 Membership.....NAB, BMB

Personnel

Chief Executive.....Clair R. McCollough
 Station Manager.....Raymond A. Gaul
 National Sales Mgr.....J. Robert Gulick
 Program Director.....John C. Jackson
 Chief Engineer.....J. E. Mathiot

W H U M

READING—EST. 1946

MUTUAL—QUAKER NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Eastern Radio Corp.
 Address.....Berkshire Hotel
 Phone Number.....44-805
 Transmitter Location.....Old Wyomissing Rd.
 Time on the Air.....7 a.m. to 12 mid.
 News Service.....AP
 Transcription Service.....Standard
 Membership.....NAB

Personnel

Vice-President.....Robert G. Magee
 General Mgr.-Station Mgr.....Robert G. Magee
 Commercial Manager.....Robert G. Magee
 Program Director.....Robert S. Reider
 Musical Director.....A. Raymond Moore
 Chief Engineer.....J. E. MacCormack

W A R M

SCRANTON—EST. 1940

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Union Broadcasting Co.
 Address.....Bowman Bldg.
 Phone Number.....4-1148
 Transmitter Location.....O'Neill Hiway
 Dunmore, Pa.
 Time on the Air.....6:45 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....NBC, Thesaurus, Standard
 Representative...George P. Hollingbery Co.
 Membership.....BMB

Personnel

President & General Mgr....Martin F. Memolo
 Commercial Manager.....William M. Dawson
 Program Director.....Joe Salsburg
 Publicity Dir. & Promotion.....Lenore Levy
 Musical Director.....Joe Salsburg
 Chief Engineer.....Adolph Oschmann
 Record MC's.....Milt Grant, Wynn Forman

W G B I

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 910 Kc...Power: 1000 d.; 500 a.
 Owned-Operated By.....Scranton Broad-
 casters, Inc.
 Address.....1000 Wyoming Ave.
 Phone Number.....6296
 Transmitter Location.....Drinker Turnpike,
 Dunmore, Pa.
 Time on the Air.....6 a.m. to 1 a.m.;
 Sunday: 8 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....World
 Representative.....John Blair & Co.
 Membership.....NAB, BMB

Personnel

President.....Frank Megargee
 General Manager.....George D. Coleman
 Station Manager.....Robert E. McDowell
 Commercial Manager.....George D. Coleman
 Merchandising Manager...George D. Coleman
 Program Director.....Frank Monaghan
 Production Manager.....Dave Griffiths
 Chief Announcer.....William P. Pierce
 Chief Engineer.....Kenneth R. Cooke

W Q A N*

SCRANTON

Frequency: 910 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By...The Scranton Times
 Address.....Scranton
 Transmitter Location.....Scranton
 Time on the Air.....Shares time with WGBI
 Newspaper Affiliation...The Scranton Times
 *(Non-Commercial Station)

W P I C

SHARON—EST. 1938

Frequency: 790 Kc.....Power: 1000 Watts
 Owned-Operated By.....Sharon Herald
 Broadcasting Company
 Address.....P.O. Box 541
 Phone Numbers.....4113, 4114
 Transmitter Location.....Pine Hollow Blvd.
 Time on the Air.....6 a.m. to local sunset
 News Service.....UP
 Transcription Service.....Associated Music
 Publishers, Capitol
 Representative.....Howard H. Wilson
 Company

Personnel

President and Gen. Mgr....John Fahnline, Jr.
 Commercial Manager.....J. T. VanSweringen
 Program Director.....W. Paul Gamble
 Production Manager.....Marc McCulloch

• • • PENNSYLVANIA • • •

Publicity Director..... Evelyn Keller
 Chief Announcer..... Harold Smith
 Chief Engineer..... A. C. Heck

●
WMAJ

STATE COLLEGE—EST. 1945
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By... Centre Broadcaster, Inc.
 Address Glennland Bldg.
 Phone Number 4445
 News Service AP
 Transcription Service Thesaurus

Personnel

Station Manager..... Robert L. Wilson
 Commercial Mgr..... Sidney Friedman
 Chief Engineer..... Henry Kearney

●
WKOK

SUNBURY—EST. 1933

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Sunbury Broadcast-
 ing Corp.

Address 1150 N. Front St.
 Phone Number 1325-6
 Transmitter Location 1150 N. Front St.
 Time on the Air..... 6 a.m. to 11 p.m.:
 Sundays: 8 a.m. to 7 p.m.

News Service UP
 Transcription Service.. Lang-Worth, Thesaurus
 Representative Cox & Tanz
 Membership..... NAB, BMB

Personnel

President-Owner..... H. H. Haddon
 General Manager Basse A. Beck
 Station Manager Homer R. Smith
 Program Director Paul L. Miller
 Chief Announcer..... Paul Miller
 Chief Engineer John W. Keller, Jr.
 Record MC Mike Kane

●
WMBS

UNIONTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc..... Power: 1000 Watts
 Owned-Operated By Fayette Broadcast-
 ing Corp.

Address Fayette Title and Trust Bldg.
 Phone Number..... 800
 Transmitter Location Burgess Field
 Time on the Air..... 6 a.m. to 1:05 a.m.

News Service UP
 Transcription Service..... NBC Thesaurus &
 Standard
 National Representative..... Radio
 Advertising Co.
 Membership NAB

Personnel

President and General Mgr... Joseph C. Burwell
 Commercial Manager..... Harry C. Burwell
 Merchandising Manager.... Harry C. Burwell
 Program Director..... Sullivan Sages
 Publicity Director..... Marian Johnston
 Chief Announcer..... Charles Underwood
 Musical Director..... Sullivan Sages
 Chief Engineer..... William J. Henzly
 Record MC..... Charles Underwood

●
WNAE

WARREN—EST. 1946

Frequency: 1310 Kc.... Power: 1000 w. d. only
 Owned-Operated By..... Northern Allegheny
 Broadcasting Co.

Address..... First National Bank Bldg.
 Phone Number..... 3033
 Transmitter Location Warren-Kinzua Rd.:
 2.5 miles from business district

Time on the Air..... 6 a.m. to local sunset
 News Service AP
 Transcription Service..... NBC Thesaurus
 Representative..... Joseph Hershey McGillvra
 Membership..... NAB, BMB

Personnel

President and Gen. Mgr..... David Potter
 Commercial Manager..... James Potter
 Program Director..... LeRoy Schneck
 Publicity Director..... Marian Potter
 Musical Director..... Bob Harold
 Chief Engineer..... Homer M. Haines

●
WJPA

WASHINGTON—EST. 1942

MUTUAL BROADCASTING SYSTEM
PENNSYLVANIA NETWORK

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Washington Broad-
 casting Company

Address George Washington Hotel
 Phone Number 4870
 Transmitter Location.. North Strabane Township
 Time on the Air..... 7 a.m. to 12:30 a.m.

News Service UP
 Transcription Service..... NBC Thesaurus
 National Representative..... Joseph Hershey
 McGillvra, Inc.
 Membership..... NAB, BMB

Personnel

Managing Director..... John Laux
 General Manager..... Robert F. Kliment
 Commercial Manager..... C. B. Heller
 Program Director..... George Gailey
 Chief Engineer..... Horace Cooper
 Record MC..... Allan Black

W B A X

WILKES-BARRE—EST. 1922
MUTUAL BROADCASTING SYSTEM
PENNSYLVANIA NETWORK

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.....John H. Stenger, Jr.
Address.....85 West Union St.
Phone Numbers 3-0196-7-8
Transmitter LocationEdwardsville
Borough, Pa.
Transcription Service.....Associated, SESAC
Time on the Air.....7 a.m. to midnight
News Service UP
Representative Burn-Smith

Personnel

President-Owner.....John Stenger, Jr.
General ManagerA. W. Grebe
Commercial Manager.....W. T. J. Evans
Program Director.....John H. A. Stenger, III
Musical Director Phil Cusick
Publicity Director.....Gus Grebe
Chief EngineerJohn Stenger, Jr.
Record MCJohn Wills

W B R E

WILKES-BARRE—EST. 1923
NATIONAL BROADCASTING CO.

Frequency: 1340 Kc.,.....Power: 250 Watts
Owned-Operated By.....Louis G. Baltimore
Address62 So. Franklin Street
Phone Number3-3101
Transmitter Location..Third Avenue, Kingston,
Pa.
Time on the Air.....7 a.m. to 1 a.m.
News Service AP
Transcription ServiceWorld
Membership.....NAB, BMB

Personnel

Owner-Gen. Mgr.....Louis G. Baltimore
Asst. Manager.....David M. Baltimore
Sales Manager.....A. C. Baltimore
Program Director.....Franklin D. Coslett
Publicity Director.....David M. Baltimore
Chief Announcer.....Franklin D. Coslett
Musical Director.....Louis Savitt
Chief Engineer.....Charles Sakoskie

FOR

1922

25 Years

1947

NORTHEASTERN PENNSYLVANIA STATION

First

IN PUBLIC SERVICE
SPORTS AND MUSIC

WBAX

WILKES-BARRE, PA.

JOHN H. STENGER, JR., *Licensee-Owner*

MUTUAL BROADCASTING SYSTEM

WILK

WILKES-BARRE—EST. 1946
ABC

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Wyoming Valley
 Broadcasting Co.
 Temporary Address.....226 Second National
 Bank Bldg.
 Transmitter Location.....Kingston, Pa.
 Time on the Air.....6 a.m. to 1 a.m.:
 Sunday: 8 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Lang-Worth
 Membership.....NAB

Personnel

General Manager.....Roy E. Morgan
 Station Manager.....Thomas P. Shelburne

WHWL

WILKES-BARRE—EST. 1947

Frequency: 730 Kc...Power: 1000 W., d. only
 Owned-Operated By.....Radio Anthracite, Inc.
 Business Address.....Nanticoke, Pa.
 Phone Number.....1332
 Transmitter Location.....Plymouth, Pa.
 Time on the Air*.....6 a.m. to local sunset
 News Service.....AP, UP
 Transcription Service.....Capitol, SESAC,
 Standard
 Representative.....Forjoe & Co.
 Membership.....NAB

Personnel

General Manager.....Sam Leavitt
 Program Director.....Tom Bigler
 Publicity Director.....Tom Bigler
 Chief Engineer.....Kenneth T. Marshall

*Licensed to operate daytime—
 Mexican Clear Channel

NOW ON THE AIR!

WHWL

1000 WATTS—D

730 KC

NANTICOKE, PENNA.

Offering a Greater Daytime Coverage to the
 Agricultural and Industrial Anthracite,
 Including the Rich Scranton-Wilkes-Barre-
 Hazleton Area. More Listeners at Lower
 Cost.

**SEE FORJOE AND GET BETTER COVERAGE IN
 PENNSYLVANIA'S ANTHRACITE REGION**

"ANTHRACITE'S MOST POWERFUL INDEPENDENT"

SAM LEAVITT
 Gen. Manager

W R A K

WILLIAMSPORT—EST. 1930

NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WRAK, Inc.
Address244 West Fourth Street
Phone Number2-8116
Transmitter Location..1561 West Fourth Street
Time on the Air.....7 a.m. to 12 midnight
Newspaper Affiliation....Williamsport Sun:
Williamsport Gazette & Bulletin
News Service UP
Transcription Service.....Standard Radio
Representative.....J. P. McKinney & Son
Membership.....NAB, BMB

Personnel

President.....E. M. Case
General Mgr.-Station Mgr.....George E. Joy
Commercial Manager.....J. Wright Mackey
Program Director.....Nancy J. Person
Production Manager.....Irving A. Berndt, Jr.
Chief Announcer.....Leon E. Kelly
Chief Engineer.....Louis N. Persio
Record MC.....Everett Rubendoll

For the best in news . . .

AP

TAKE "TIME" TO SELL!

When you want to do a real selling job, take more time on WRAK, a wide-awake station in a rich, productive market.

W R A K

WILLIAMSPORT

PENNSYLVANIA

National Representative

J. P. MCKINNEY AND SON

New York — Chicago



W O R K

YORK—EST. 1932

NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP

Frequency: 1350 Kc. Power: 1000 Watts
Owned-Operated By... York Broadcasting Co.
Business Address... 13 S. Beaver St.
Phone Number... 8629
Transmitter Location... West Manchester Town-
ship, Pa.

Time on the Air... 6:30 a.m. to 12:30 a.m.
News Service... UP
Transcription Service... NBC Thesaurus
Representative... Radio Advertising Co.
Membership... NAB, BMB

Personnel

Chief Executive... Clair R. McCollough
Station Manager... Harold E. Miller
National Sales Manager... J. Robert Gulick
Program Director... Arthur Weeks
Chief Engineer... J. E. Mathlot

W S B A

YORK—EST. 1942

ABC

Frequency: 900 Kc. Power: 1000 w. d. only
Owned-Operated By... The Susquehanna
Broadcasting Co.

Address... R. D. No. 5, York
Phone Numbers... 2676 & 64413
Transmitter Location... R. D. No. 5, York
Time on the Air... Local sunrise to local sunset
News Service... AP
Transcription Service... World Broadcasting
System
Membership... NAB, BMB

Personnel

President... Louis J. Appell
General Manager... Walter J. Rothensies
Commercial Manager... Sydney Robbins
Program Director... Otis Morse
Production Manager... Mack Edwards
Publicity Director... Sydney Robbins
Musical Director... Larry Miller
Dir. of Engineering, SBC... Woodrow G. Eberhart
Record MC... Will Taylor

4 markets it pays you to cover!

WGAL Lancaster, Pa.
WKBO Harrisburg, Pa.
WRWA Reading, Pa.
WORK York, Pa.

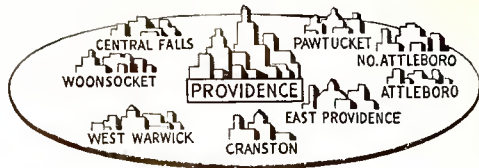
NBC

Sales Representative

RADIO ADVERTISING CO.

New York • Chicago • San Francisco • Dallas • Hollywood

It's a



PRETTY PLATTER

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

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! WFCI pushes 5000 watts far and beyond that golden circle into densely-populated southern New England, reaching thousands of ears that don't show on Rhode Island statistical charts.

**American programming and a rate that offers
you more time for your dollars make WFCI
the Rhode Island "buy"!**



The "AMERICAN" Voice in Southern New England

Studios and Offices: PROVIDENCE, The Biltmore, PAWTUCKET, 450 Main Street
WALLACE A. WALKER, *Gen. Mgr.*

Representatives: THE KATZ AGENCY

RHODE ISLAND

Estimated Population, 770,577—Radio Homes, 203,582
Stations in State—5

W F C I

PAWTUCKET—EST. 1941

ABC

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By....Pawtucket Broadcast-
ing Co.

Business Address.....450 Main Street
Phone Number.....Perry 9540
Transmitter Location.....Lonsdale, R. I.
Time on the Air.....6 a.m. to 1 a.m. daily;
Sundays: 8 a.m. to 1 a.m.

News Service.....AP
Transcription Service.....Standard Radio
Representative.....The Katz Agency
Membership.....NAB, BMB

Personnel

President.....Howard W. Thornley
General Mgr.-Comm. Mgr....Wallace A. Walker
Program Director.....Harry Moreland
Musical Director.....Arthur Paquette
Chief Engineer.....Gilbert Johnson

W E A N

PROVIDENCE—EST. 1922

MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....The Yankee Net-
work, Inc.

Address.....Crown Hotel
Phone Number.....DExter 1500
Transmitter Location...East Providence, R. I.
Time on the Air.....6 a.m. to 1 a.m.;
Sundays: 8 a.m. to 1 p.m.

News Service.....AP, INS
Transcription Service.....AMP, Standard,
SESAC

Representative.....Edward Petry Co., Inc.
Membership.....NAB, BMB

Personnel

Owners.....William O'Neil and John
Shepard 3rd
General Manager.....John Shepard 3rd
Station Manager.....Joseph Lopez
Commercial Manager.....Malcolm S. Parker
Sales Promotion.....James S. Powers
Production Manager.....Donald S. Morton
Musical Director.....Carl J. Tatz
Chief Engineer.....Harry H. Tilley

W J A R

PROVIDENCE—EST. 1922

NATIONAL BROADCASTING CO.

NEW ENGLAND REGIONAL NETWORK

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By....The Outlet Company
Business Address.....176 Weybosset Street
Phone Number.....Gaspee 7000
Transmitter Location.....Wamponoag Trail,
East Providence, R. I.

Time on the Air.....Unlimited License
Transcription Service.....World Broadcasting
System

Representative.....Weed & Company,
Bertha Bannan

Membership.....NAB, BMB

Personnel

President.....Mortimer L. Burbank
General Manager.....John J. Boyle
Program Director.....Sothorn Abbott
Chief Engineer.....Thomas C. J. Prior



BUY

U. S. SAVINGS

BONDS



... and in New England, too, it's CBS

WPRO

PROVIDENCE

**covering the no. 2 market
in this rich area**



5000 WATTS

BASIC CBS

630 KC.

W P R O

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By.....Cherry & Webb
 Broadcasting Company
 Address15 Chestnut Street
 Phone Number..... Plantations 9776
 Transmitter Location....East Providence, R. I.
 Time on the Air.....6 a.m. to 1:05 a.m.;
 Sundays: 8 a.m. to 12:05 a.m.
 News Service.....AP, UP
 Transcription Service.....NBC Thesaurus,
 Lang-Worth
 Representative.....Paul H. Raymer Company
 Membership.....NAB, BMB

Personnel

President.....William S. Cherry, Jr.
 General Manager.....Fred R. Ripley
 General Mgr.-Comm. Mgr.....Fred R. Ripley
 Local Sales Mgr.....Arnold F. Schoen, Jr.

Program Director.....Morton I. Blender
 Chief Engineer.....John V. Ferri

W W O N

WOONSOCKET—EST. 1946

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By....Associated Electronic
 Enterprises, Inc.
 Address.....99 Main St., Commercial Bldg.
 Phone Number.....Woonsocket 3900
 Transmitter Location.....Getchell Ave.
 Time on the Air.....18 hours daily
 News Service.....AP
 Transcription Service.....Standard, Capitol

Personnel

President.....James Iodice
 Secty.-Treas. & Tech. Adviser....Garro W. Ray
 Station Manager.....Mitchell F. Stanley
 Chief Engineer.....Harold Michaels

SOUTH CAROLINA

*Estimated Population, 1,948,327—Radio Homes, 325,573
 Stations in State—22*

W A I M

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Wilton E. Hall
 AddressAnderson College
 Studio Address.....Anderson College, S. C.
 Phone Numbers800, 1444
 Transmitter LocationAnderson College
 Time on the Air.....Unlimited
 Newspaper Affiliation Anderson Independent;
 Daily Mail
 News ServiceINS
 Transcription Service: C. P. MacGregor; World
 Broadcasting System; also Lang-Worth
 RepresentativeBurn-Smith

Personnel

Owner Wilton E. Hall
 General and Station Manager.... J. D. McCoy
 Sales-Commercial Manager... G. Paul Browne
 Production Manager..... J. D. McCoy
 Chief Engineer Randall Davidson

W C S C

CHARLESTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 1390 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By.....John M. Rivers
 AddressFrancis Marion Hotel
 Phone Number7611
 Transmitter Location.....St. Andrews Farms
 Time on the Air.....6 a.m. to 12:05 a.m.;
 Sundays: 7:45 a.m. to 12:05 a.m.
 News Service UP
 Representative.....Free & Peters
 Membership.....NAB, BMB

Personnel

President.....John M. Rivers
 General Mgr.-Station Mgr.....John M. Rivers
 Comm. Mgr.-Sales Promotion...Roland Weeks
 Program Director.....Russell Long
 Publicity Director.....Ann Heineman
 Chief Announcer.....Chuck Simpson
 Musical Director.....Adrian Munzell
 Chief Engineer.....Wilbur Albee
 Record MC's..Chuck Simpson, Adrian Munzell

W T M A

CHARLESTON—EST. 1939
NATIONAL BROADCASTING CO.

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Operated By.....Atlantic Coast
Broadcasting Company
Business Address.....133 Church St.
Phone Number.....2-2961
Transmitter Location.....St. Andrews Parish
Time on the Air.....Unlimited
Newspaper Affiliation.....Evening Post
Publishing Co.
News Service.....AP
Transcription Service.....Thesaurus
Representative George P. Hollingbery
Membership.....NAB, BMB

Personnel

President.....Edward Manigault
General Mgr.-Station Mgr...Robert E. Bradham
Merchandising Manager...A. Franz Witte, Jr.
Publicity Director.....A. Franz Witte, Jr.
Program Director.....William N. Abbott
Production Manager.....Vernon Bushong
Musical Director.....Edna Richardson
Chief Engineer.....Douglass M. Bradham
Record MC.....Bob Larimer

•

(CALL LETTERS TO BE ASSIGNED) CHARLESTON*

Frequency: 1340 Kc. Power: 250 Watts
Permittee.....Charleston Broadcasting Co.

*C.P. Pending

•

(CALL LETTERS TO BE ASSIGNED) CHARLESTON*

Frequency: 730 Kc. Power: 1000 Watts
Permittee.....Charleston Broadcasters

*C.P. Pending

W C O S

COLUMBIA—EST. 1939
ABC

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By...Carolina Broadcasting
Corp.
Address1202 Main St.
Phone Number.....25601
Transmitter Location.....200 Senate St.
Time on the Air.....6 a.m. to midnight
News Service.....AP
Transcription Service.....Standard
RepresentativeHoward Wilson
Membership.....NAB

Personnel

President.....H. F. Kincey
General Manager.....W. C. Bochman
Sales-Commercial Mgr.....W. C. Bochman
Program Director.....H. Moody McElveen, Jr.
Production Manager.....Richard Goode
Chief Announcer.....Dave Campbell
Chief Engineer.....Robert Lambert
Record MC.....Malcolm Rast

W I S

COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY

Frequency: 560 Kc. Power: 5000 Watts
Owned-Operated By.....The Surety Life
Insurance Company
Address.....1811 Main Street
Phone Number.....2-2135
Transmitter Location.....Bluff Road
Time on the Air.....6 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service.....Thesaurus, Standard
RepresentativeFree & Peters, Inc.
Membership.....NAB, BMB

Personnel

President.....Herman N. Hipp
General Mgr.-Station Mgr...G. Richard Shafto
Sales-Commercial Mgr....J. Dudley Saumenig
Promotion Mgr.-Publicity Director..Steve Libby
Program Director.....Ray A. Furr
Production Mgr.-Chief Announcer..Warren Hites
Musical Director.....Barbara Dew
Chief Engineer.....Herbert G. Eidson, Jr.

W K I X

COLUMBIA—EST. 1945
CBS

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By.....Inter-City Adv. Co.
Address1127 Lady St.
Phone Number.....2-8659
Transmitter Location.....Two Notch Road
Time on the Air.....6 a.m. to 12:05 a.m.
News Service.....UP
Transcription Service.....Lang-Worth, Standard
Representative.....Weed & Co.
Membership.....NAB, BMB

Personnel

General Manager.....C. Durham Moore
Commercial Manager...B. George Barber, Jr.
Sales Promotion.....Thomas S. Chandler
Program Director.....Mackie Quave
Chief Announcer.....Bernard Brown
Chief Engineer.....E. E. Hampton

W L A T

CONWAY—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
 Owned By Coastal Broadcasting Co.
 Operated By L. M. Hawley and
 Herman L. Hanks
 Address Box 497
 Phone Number 340
 Transmitter Location 1¼ miles N. of City
 Time on the Air 7 a.m. to 11:15 p.m.
 News Service AP
 Transcription Service Standard
 Membership NAB

Personnel

President-General Mgr. L. M. Hawley
 Vice-President-Chief Engineer H. L. Hanks
 Sales Promotion-Program
 Director Edward Browning, Jr.

W D S C

DILLON—EST. 1946

MUTUAL

Frequency: 800 Kc. Power: 1000 Watts d.
 Owned and Operated By Border Broad. Co.
 Address U. S. Highway 301
 Phone Number 471
 Transmitter Location 3½ miles S. of Dillon
 Time on the Air Daytime only
 Representative Jos. Hershey McGillvra

Personnel

General Manager Henry S. Sullivan
 Commercial Manager Phil Sewell
 Farm Program Director Bill Bunn
 Program Dir.-Sports Anns. Bill Jacson

W O L S

FLORENCE—EST. 1938

ABC—KBS

Frequency: 1230 Kc. Power: 250 Watts
 Owned-Operated By Florence Broad-
 casting Co., Inc.
 Address 129 South Dargan
 Phone Number 354-5
 Transmitter Location Charleston Highway
 Time on the Air 6:30 a.m. to 11:15 p.m.
 News Service UP
 Transcription Service Lang-Worth.
 Standard-KBS
 Representative Cox & Tanz
 Membership NAB, BMB

Personnel

President M. F. Schnibben
 Station Mgr.-Comm. Mgr. N. L. Royster

Sales Promotion-Program Dir. N. L. Royster
 Chief Announcer Don Grantham
 Chief Engineer Bill Pritchett

W E S C

GREENVILLE—EST. 1947

Frequency: 660 Kc. Power: 5 kw. d.
 Owned-Operated By Greenville Broad. Co.
 Address 1 College Street
 Transmitter Location 5 miles N.W. of City
 Time on the Air Local sunrise to local sunset
 News Service AP
 Transcription Service Lang-Worth, Standard
 Membership NAB

Personnel

President-General-Station Mgr. Scott Russell
 Commercial Manager J. B. Little
 Chief Engineer Wm. H. Alford

W F B C

GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.

Frequency: 1330 Kc. Power: 5000 Watts
 Owned-Operated By Greenville News
 Piedmont Co.
 Address Poinsett Hotel
 Phone Number 362; 363
 Transmitter Location Gantt Station
 Time on the Air 6 a.m. to 12:05 a.m.
 Newspaper Affiliation Greenville News;
 Greenville Piedmont
 News Service UP
 Transcription Service Thesaurus
 Representative Lew Avery Co.,
 Membership NAB

Personnel

President B. H. Peace, Jr.
 General Manager B. T. Whitmire
 Commercial Manager R. Q. Glass, Jr.
 Program Director Norvin Duncan
 Production Manager James Dawson
 Publicity Director N. P. Mitchell
 Chief Engineer Clyde Etherdige
 Record MC James Capps

W M R C

GREENVILLE—EST. 1941

ABC—KBS

Frequency: 1490 Kc. Power: 250 Watts
 Owned-Operated By Textile Broad. Co.
 Address Prevost Bldg.
 Phone Number 5730
 Transmitter Location 400 Mayberry Street

Time on the Air..... 6 a.m. to 12:05 a.m.
 News Service AP
 Transcription Service..... World
 Representative..... Burns Smith Co., Inc.
 Membership..... NAB, BMB

Personnel

President..... R. A. Jolley
 General Manager..... W. Ennis Bray
 Commercial Manager..... C. B. Denison
 Program Director..... Bill Arrington
 Production Manager..... Fred Kenney
 Publicity Director..... Modell H. Raines
 Chief Announcer..... Jerry Mosteller
 Chief Engineer..... George D. Tate
 Record MC..... Jimmy Simpson

W C R S

GREENWOOD—EST. 1941
NATIONAL BROADCASTING CO.

Frequency: 1450 Kc..... Power: 250 Watts
 Owned-Operated By..... Grenco, Inc.
 Address..... 216 Textile Bldg.
 Phone Number..... 4300
 Studio-Transmitter Location..... Willson St.
 Time on the Air..... 6:30 a.m. to 12:05 a.m.;
 Sundays: 7:45 a.m. to 12:05 a.m.
 News Service AP
 Transcription Service..... Standard, World
 Membership NAB

Personnel

President..... Douglas Featherstone
 General Mgr.-Station Mgr..... Dan Crosland
 Commercial Manager..... Ralph Norman
 Program Director..... Randall Davidson
 Publicity Director..... Martha Wolford
 Chief Engineer..... Harold C. Spengler

W H S C

HARTSVILLE—EST. 1946
MUTUAL

Frequency: 1450 Kc..... Power: 250 Watts
 Owned By..... Hartsville Broad. Co., Inc.
 Operated By..... Station WHSC
 Address..... College Ave.
 Phone Number..... 654
 Transmitter Location..... Bishopville Highway
 Time on the Air..... 7 a.m. to 11:15 p.m.
 News Service AP
 Transcription Service..... Thesaurus
 Representative..... Cox and Tanz

Personnel

President-Owner..... C. H. Campbell
 General-Station-Sales Mgr.. Raymond Caddell
 Production Manager..... Ben Gunn
 Publicity Director..... Eleanor Flowers
 Chief Engineer..... Donald A. Brien

W K D K

NEWBERRY—EST. 1946
MUTUAL—KEYSTONE

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Newberry Broad. Co.
 Address..... Box 353
 Studio Address..... 11 Radio Drive
 Transmitter Location..... 11 Radio Drive
 Time on the Air..... 6 a.m. to midnight
 News Service AP
 Transcription Service..... World
 Representative..... John F. Arrington, Jr.
 Membership NAB

Personnel

President-Owner..... John F. Clarkson
 General Mgr.-Vice-Pres..... C. A. Kaufmann
 Station Mgr.-Program Dir..... L. Wayne Davis
 Chief Announcer..... L. Wayne Davis
 Commercial Manager..... Charles E. Bowers
 Sales Promotion..... Charles E. Bowers
 Chief Engineer..... George N. Martin
 Record MC..... A. B. Cooper

(CALL LETTERS TO BE ASSIGNED)
ORANGEBURG*

Frequency: 1450 Kc..... Power: 250 Watts
 Permittee..... Observer Radio Co.

*C.P. Pending

W R H I

ROCK HILL—EST. 1944
MUTUAL

Frequency: 1340 Kc..... Power: 250 Watts
 Owned and Operated By..... York County
 Broadcasting Co.
 Address..... Rock Hill National Bank Bldg.
 Phone No..... 294
 Time on the Air..... 7 a.m. to 11:30 p.m.
 Transmitter Location..... East Black St. Ext.
 Transcription Service..... World
 News Service AP
 Representative..... Cox & Tanz
 Membership NAB, BMB

Personnel

General Mgr.-Chief Engineer... J. S. Beaty, Jr.
 Station Mgr.-Comm. Mgr.... William C. Beaty
 Program Director..... William C. Beaty
 Sales Promotion..... George P. Cobb
 Publicity Director..... Paul B. Marion
 Chief Announcer..... Cuyler P. Fields
 Musical Director..... Cuyler P. Fields
 Record MC..... Cuyler P. Fields

WORD

SPARTANBURG—EST. 1940

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Spartanburg Broad. Co.
 Address.....291 E. Main St.
 Phone Number875-6
 Transmitter Location...2½ miles N.E. of City
 Time on the Air.....6 a.m. to 12:05 a.m.
 News ServiceAP
 Transcription Service.....Lang-Worth
 Representative.....The Branham Co.
 MembershipNAB

Personnel

Owners.....J. M. Byran and Smith Davis
 General Manager.....Francis M. Fitzgerald
 Station Manager.....Francis M. Fitzgerald
 Commercial Manager...Francis M. Fitzgerald
 Sales Promotion-Merchandising
 ManagerFrancis M. Fitzgerald
 Program Dir.-Publicity Dir.....Alfred Becker
 Musical Director.....Hal Murray
 Chief Engineer.....Frank Harr

WSPA

SPARTANBURG—EST. 1929

COLUMBIA BROADCASTING SYSTEM

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Operated By.....Spartanburg
 Advertising Co.
 Address.....224 E. Main St.
 Phone Number2900
 Transmitter Location...3½ miles N.W. of City
 Time on the Air.....5 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....World, Cole
 Representative.....George P. Hollingsbery Co.
 Membership.....NAB, BMB

Personnel

President.....A. B. Taylor
 Vice-Pres. & General Mgr....Walter J. Brown
 Asst. Genl. Mgr.....Roger A. Shaffer
 Commercial Manager.....Guy Vaughan, Jr.
 Program Director.....Ed McGrath
 Chief Announcer.....W. Grover Golightly, Jr.
 Musical Director.....Hal Moore
 Chief Engineer.....Harold Beckholt
 Record MC.....Ace Rickenbacker

WFIG

SUMTER—EST. 1940

MUTUAL BROADCASTING SYSTEM

DIXIE BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....WFIG, Inc.
 Address.....Radio Center Bldg.
 Phone Number (Studio).....1340
 Transmitter Location.....Highway No. 76
 Time on the Air.....7 a.m. to 11:15 p.m.;
 Sundays: 8 a.m. to 11:15 p.m.
 News ServiceAP
 Transcription Service.....NBC Thesaurus,
 Keystone
 Representative.....Cox & Tanz

Personnel

President.....Julius S. Brody
 Vice-Pres.T. Doug Youngblood
 Station Manager.....T. Doug Youngblood
 Commercial Manager...T. Doug Youngblood
 Sales Promotion.....T. Doug Youngblood
 Program DirectorLouise Burnette
 Production Manager....T. Doug Youngblood
 Publicity Director.....T. Doug Youngblood
 Chief Announcer.....Ed Tacy
 Chief Engineer.....James L. Williams
 Record MC.....Jim Hannah

For the best
 in news quality . . .

AP

SOUTH DAKOTA

Estimated Population, 576,425—Radio Homes, 134,897
Stations in State—10

K A B R

ABERDEEN—EST. 1935

MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Aberdeen Broadcast
Company
Address117½ South Main Street
Phone Number..... 4626
Transmitter Location.....Wylie Park
Time on the Air..... 6 a.m. to 12 midnight
News ServiceAP
RepresentativeThe Walker Company
Transcription Service.....Standard
MembershipNAB, BMB

Personnel

President.....Harvey C. Jewett, Jr.
General Manager.....A. H. Fahy
Commercial Manager.....Fred Stellner
Sales Promotion.....John A. Griffin
Program Director.....E. C. Pieplow
Publicity Director.....John A. Griffin
Chief Announcer.....Eddie Weeks
Chief Engineer.....Del T. Hunt
Record MC.....Eddie Weeks

K M H K *

MITCHELL—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..... Mitchell
Broadcasting Assn.

Personnel

Owner-General Mgr.....Raymond V. Eppel
Program Director.....Raymond V. Eppel
*Construction Permit

K G F X

PIERRE—EST. 1916

KBS

Frequency: 630 Kc.....Power: 200 Watts
Operated By.....Ida A. McNeil
Address203 West Summit Ave.
Phone Number 351
Transmitter Location.....203 West Summit Ave.
Time on the Air.....9:30 a.m. to sunset
News ServiceUP
Transcription Service...Keystone Broadcast-
ing System
Representative Cox & Tanz

Personnel

DirectorIda A. McNeil
Chief Engineer.....Robert H. Dye

K O T A

RAPID CITY—EST. 1936

CBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By...Black Hills Broadcast
Company of Rapid City
AddressAlex Johnson Hotel
Phone Number..... 2000
Transmitter Location...30 miles South of Rapid
City Highway 79
Time on the Air:6 a.m to midnight
News Service UP
Transcription Service.....Standard, Cole
RepresentativeThe Walker Company
MembershipNAB, BMB

Personnel

PresidentRobert J. Dean
General Manager.....Robert J. Dean
Station Manager.....Robert J. Dean
Commercial Manager.....Stan Lieberman
Sales Promotion.....Abner H. George
Program Director.....Abner H. George
Publicity Director.....Abner H. George
Chief Announcer.....Harry S. Petersen
Musical Director.....John Simpson
Chief Engineer.....A. E. Griffiths

W C A T *

RAPID CITY—EST. 1921

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Operated By.....South Dakota State
School of Mines and Technology
AddressEast St. Joseph Street
Phone Number1600-1
Transmitter Location.....St. Joseph Street
Time on the Air.....11 a.m. to 1 p.m.
News ServiceAP

Personnel

PresidentJoseph P. Connolly
General-Station Mgr.C. M. Rowe
Program Director.....Scott Burril
Chief Announcer.....John W. Sparrow
Chief EngineerE. E. Clark
*(Non-Commercial Station)

K E L O

SIoux FALLS—EST. 1937

NATIONAL BROADCASTING COMPANY

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

Address 253 N. Phillips Ave.
 Phone Number 6363
 Transmitter Location Highway No. 16
 Time on the Air 5:55 a.m. to midnight
 News Service UP
 Transcription Service NBC Thesaurus,
 Standard

Representative John E. Pearson Co.
 Membership NAB, BMB

Personnel

President Sam Fantle Jr.
 Commercial Manager Ted Matthews
 Sales Promotion Anton Moe
 Program Director Evans Nord
 Chief Engineer Ralph Bailey

K S O O

SIoux FALLS—EST. 1927

NATIONAL BROADCASTING COMPANY

Frequency: 1140 Kc. Power: 5000 Watts
 Owned-Operated By Sioux Falls Broad-
 cast Assn., Inc.

Address 317 So. Phillips Ave.
 Phone Number 757
 Transmitter Location West of City Limits
 Time on the Air 5:55 a.m. to local sunset
 News Service AP
 Transcription Service NBC Thesaurus,
 Standard, M. M. Cole

Representative Howard H. Wilson Co.
 Membership NAB, BMB

Personnel

President Morton H. Henkin
 General Manager & Vice-Pres. Geo. R. Hahn
 Sales Promotion George J. Rohn
 Farm Service Director Ralph Wennabloom
 Chief Engineer Maxwell E. Staley
 Record MC Ervin Kult

K U S D *

VERMILLION—EST. 1922

Frequency: 920 Kc. Power: 500 Watts d.
 Owned-Operated By University of South
 Dakota

Address Union Building
 Phone Number 601-J

Transmitter Location University Campus
 Time on the Air 3 p.m. to 6 p.m.
 News Service AP

Personnel

General Manager Irving R. Merrill
 Chief Engineer Stephen J. Grai
 Record MC "Jim" Slack

* Non-Commercial Station

K W A T

WATERTOWN—EST. 1940

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned By Midland National Life Insur-
 ance Company

Operated By Midland National Life Ins. Co.
 Address Watertown
 Phone Number 777
 Transmitter Location Watertown
 Time on the Air 7 a.m. to 10 p.m.
 News Service UP
 Transcription Service M. M. Cole, W. E. Long

Personnel

General Manager F. L. Bramble
 Station Manager M. W. Plowman
 Sales Promotion Morris Wisott
 Program Director Bernice Dowling
 Chief Engineer Francis Alwin

W N A X

YANKTON—EST. 1927

ABC—MID-STATES NETWORK

Frequency: 570 Kc. Power: 5000 Watts
 Owned-Operated By WNAX Broadcasting
 Co.

Address 2nd-Capitol Sts.
 Phone Number 442-3
 Transmitter Location Yankton
 Time on the Air 5:30 a.m. to midnight
 Newspaper Affiliation: Des Moines Register &
 Tribune

News Service AP; UP
 Transcription Service Standard Radio,
 M. M. Cole

Representative The Katz Agency
 Membership NAB, BMB

Personnel

President Gardner Cowies
 V.P.-General Manager Robert R. Tincher
 Commercial Manager Don E. Imman
 Promotion Manager James H. Allen
 Publicity Director James H. Allen
 Chief Engineer Clifton M. Todd

TENNESSEE

Estimated Population, 3,091,148—Radio Homes, 612,889
Stations in State—36

W L A R

ATHENS—EST. 1946
MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lowell F. Arterburn
Business Address.....33 N. Jackson St.
Phone Number.....891
Transmitter Location.....Decatur Road
Time on the Air.....17½ hours
Newspaper Affiliation.....Daily Post-Athenian
News Service.....UP
Transcription Service.....Standard
Representative.....W. S. Grant Co.

Personnel

President.....Lowell F. Arterburn
General Station Mgr.....C. Clayton Redfern
Sales Promotion.....Owen Peck
Publicity Director.....Al Peck
Chief Engineer.....Robert Magill
Record MC.....Chuck Redfern

W R O W *

ATHENS

Frequency: 1490 Kc.....Power: 250 Watts
Owner-Operated By.....Athens Broadcasting Co.
Address. 105 Oak Park Drive, Knoxville, Tenn.

Personnel

Owners.....R. O. Hardin, Verna S. Hardin

* Construction Permit Pending.

W C Y B

BRISTOL—EST. 1946

Frequency 690 Kc....Power 1,000 Watts, Day
Owned-Operated By.....Appalachian Broad-
casting Corp.

Business Address.....General Shelby Hotel
Phone Number....."WCYB"
Transmitter Location.....Wallace Road
Time on the Air...Local Sunrise to Local Sunset
News Service.....AP
Transcription Service.....Associated Ten-
nessee Loops.
Representative.....Joseph Hershey McGillvra, Inc.
Membership.....NAB

Personnel

General Manager.....Fay Rogers
Commercial Manager.....Warren Wright
Program Director.....Marjorie Freels
Technical Director.....H. Smith

W O P I

BRISTOL—EST. 1929

NATIONAL BROADCASTING CO.
TENNESSEE VALLEY—KES

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radiophone Broadcasting
Station WOPI, Inc.

Address.....310 State St.
Phone Number.....5320
Transmitter Location.....Old Abingdon Pike,
Washington County, Va.

Time on the Air.....5:45 to 12:05 a.m.
News Service.....UP
Transcription Service.....Capitol,
Lang-Worth, W. E. Long, World.

Representatives.....Burn-Smith Company,
Harry E. Cummings.
Membership.....NAB, BMB

Personnel

President.....W. A. Wilson
Commercial Manager.....R. L. Russell
Sales Promotion.....Dick Whitlow
Acting Program Director.....Dick Swanson
Production Manager.....Dick Whitlow
Musical Director.....George Stuart O'Dell
Acting Chief Engineer.....Russ Robinson
Record MC.....Harold Henley

W A G C

CHATTANOOGA—EST. 1946

MUTUAL

Frequency 1450 Kc.....Power 250 Watts
Owned-Operated By.....Tennessee Valley
Broadcasting Corp.

Business Address.....Hotel Patten
Phone Number.....7-1128
Transmitter Location.....Rossville Blvd.

Time on the Air.....5:55 a.m.-11:35 p.m.
News Service.....AP
Transcription Service.....Langworth
Representative.....Wm. G. Rambeau Co.

Personnel

General Manager.....Vann Campbell
Program Director.....June Thurman
Publicity Director.....Helen Richardson
Chief Announcer.....Harry Thornton
Chief Engineer.....Roy Owens
Record MC.....Bill Palmer

W A P O

CHATTANOOGA—EST. 1936

NATIONAL BROADCASTING CO.

Frequency: 1150 Kc...Power: 5000 d.; 1000 a.

Owned By.....WAPO Broadcasting Service
 Operated By.....R. G. Patterson
 AddressRead House
 Phone Number6-6141
 Transmitter Location.....Pineville Road
 Time on the Air...5:30 a.m. to 12 midnight,
 Sunday, 6 a.m. to 12 midnight.
 News ServiceAP
 Transcription Service.....NBC Thesaurus,
 Associated, Cole.
 RepresentativeHeadley-Reed Company
 Membership NAB

Personnel

Pres. and Gen. Mgr.....R. G. Patterson
 Station Manager.....R. G. Patterson
 Publicity Director.....Helen Patterson
 Musical Director.....Frances Harley
 Chief Engineer.....B. B. Barnes
 Record MCBill Hedgepeth

W D E F

CHATTANOOGA—EST. 1941

ABC

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WDEF
 Address .. Volunteer Bldg.
 Phone Number 6-5664
 Transmitter Location..... Volunteer Bldg.
 Time on the Air..... 6 a.m. to 11:30 p.m.
 News Service UP
 Transcription Service..... Standard Radio
 Representative Weed & Co.

Personnel

President.....Joe W. Engel
 General Manager.....Frank S. Lane
 Commercial Manager.....Ken Flenniken
 Program Director.....Charles Gulickson
 Chief Announcer.....Luther Massingill
 Chief Engineer.....B. C. Baker

W D O D

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated By....WDOB Broadcasting
 Corp.
 Address.... Hamilton National Bank Building
 Phone Number 6-5117
 Transmitter Location Baylor School
 Time on the Air..... 5:30 a.m. to 1 a.m.
 News Service UP
 Transcription Service..... Standard, Lang-
 Worth.
 Representative Paul H. Raymer Co.
 Membership NAB, BMB

Personnel

Co-Owners.....Norman A. Thomas, Earl W.
 Winger.
 General Manager.....Earl W. Winger
 Commercial Manager.....Carter M. Parham
 Sales Promotion.....Elmer D. Kammer
 Program Director.....G. A. McPherson
 Publicity Director.....Sue Johnson
 Musical Director.....Graham Fowler
 Chief Engineer.....W. Roy Owens

(CALL LETTERS TO BE ASSIGNED)
CHATTANOOGA*

Frequency 1490 Kc.....Power 250 Watts
 Applicant.....Joe V. Williams, Jr.

**C.P. Application*

W J Z M

CLARKESVILLE—EST. 1941

MUTUAL—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Wm. Kleeman
 Address Clarksville
 Phone Number 499
 Transmitter Location Martin St.
 Time on the Air..... 6 a.m. to 11 p.m.
 News Service AP
 Transcription Service World
 Representative.....Cox & Tanz

Personnel

General and Station Manager..W. E. Williams
 Chief Engineer Gene Pentecost

W B A C

CLEVELAND—EST. 1945

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By..Robert W. Rounsaville
 AddressFike Bldg.
 Phone Number62
 News Service UP

Personnel

Owner-General Mgr..Robert W. Rounsaville
 Chief Engineer.....William F. Lange

W K R M

COLUMBIA—EST. 1946

MUTUAL—KBS

Frequency 1340 Kc.....Power 250 Watts
 Owned By.....The Middle Tennessee
 Broadcasting Co., Inc.

Operated By.....R. M. McKay, Jr.
 Business Address.....P. O. Box 226
 Phone Number.....1340
 Transmitter Location.....1 Mile South of
 City Highway 43.
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....Thesaurus
 Representative.....Burn-Smith

Personnel

Pres. and Gen. Station Mgr...R. M. McKay, Jr.
 Program Director.....Chesley J. Smith
 Chief Announcer.....Charles Brewer
 Chief Engineer.....Revis V. Hobbs

W H U B

COOKEVILLE—EST. 1940

COLUMBIA BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....WHUB, Inc.
 Address.....523½ Spring Street
 Phone Number.....Southern Continental 200
 Transmitter Location.....807 Hickory Street
 Time on the Air.....6 a.m. to 11:15 p.m.
 News Service.....UP
 Representative.....Cox & Tanz
 Membership.....NAB, BMB

Personnel

President.....M. L. Medley
 Station Director.....Joe C. Mabry
 Sales Promotion-Publicity.....Jesse M. Beasley
 Musical Director.....Thomas Harris
 Chief Engineer.....Charles E. Burch
 Record MC.....Stacy Mott

W D S G

DYERSBURG—EST. 1946

MUTUAL—KBS

Frequency 1450 Kc.....Power 250 Watts
 Owned-Operated By...State Gazette Broad-
 casting Co.
 Business Address.....Dyersburg
 Phone Number.....77
 Transmitter Location.1 mile north of city center
 Time on the Air.....6:30 a.m. to 11 p.m.
 Newspaper Affiliation.....Dyersburg State
 Gazette.
 Transcription Service.....World
 Membership.....NAB

Personnel

Gen. Station Mgr.....Bert Ferguson
 Publicity Director.....Frank Armstrong
 Chief Engineer.....Sam Pearce

W B E J

ELIZABETHTON—EST. 1946

MUTUAL—TENNESSEE VALLEY

Frequency 1240 Kc.....Power 250 Watts
 Owned By...Elizabethton Broadcasting Corp.
 Operated By.....Robert W. Rounsaville
 Business Address.....Radio Station WBAC,
 Cleveland.
 Phone Number.....WBEJ
 Studio Address.....Elk Avenue
 Transmitter Location.....State Line Road
 Time on the Air.....5:55 a.m. to 12 a.m.
 News Service.....UP
 Transcription Service.....Thesaurus
 Membership.....NAB

Personnel

General Manager.... Robert W. Rounsaville
 Station Commercial Mgr.... A. D. Smith, Jr.
 Sales Promotion.....Bill Huddleston
 Program Director.....Bill Lowery
 Publicity Musical Dir....Martha Piper Thomas
 Chief Engineer.....James Byerley

W G R V

GREENEVILLE—EST. 1946

MUTUAL BROADCASTING CO.

Frequency 1340 Kc.....Power 250 Watts
 Owned By.....Greeneville Broadcasting Co.
 Operated By.....R. W. Rounsaville
 Business Address.....Radio Bldg.
 Transmitter Location.....Knoxville Highway
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....UP

Personnel

Pres.-Gen. Mgr.....R. W. Rounsaville
 Station Commercial Mgr... Clifford B. Marshall
 Sales Promotion-Promotion Dir....Bob Corley
 Production Manager.....Ed. Daniels
 Publicity Director.....Eileen O'Shaughnessy
 Chief Announcer.....Red Brown
 Musical Director.....Bill Huddleston
 Chief Engineer.....Paul Metcalf
 Technical Director.....Bill Gange
 Record MC.....Walter Cobb

W T J S

JACKSON—EST. 1931

AMERICAN BROADCASTING CO.

Frequency: 1390 Kc.....Power: 1000 Watts
 Owned-Operated By.....Sun Publishing
 Company
 Address.....104 West Baltimore St.
 Phone Number.....3340
 Transmitter Location.....Highway 45
 Time on the Air.....7 a.m. to 12 midnight

Newspaper Affiliation.....The Jackson Sun
 News ServiceUP
 Transcription Service.....Standard Radio
 RepresentativeThe Branham Company

Personnel

President and Gen Mgr.....A. A. Stone
 Manager.....Frank S. Proctor
 Chief EngineerRobert Gordon

W J H L

JOHNSON CITY—EST. 1938

ABC

5,000 (CP-5,000)

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated By.....WJHL, Inc.
 Business Address.....143-45 West Main St.
 Phone NumberWJHL
 Transmitter Location.....Kingsport Highway
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....UP & AP
 Transcription Service.....Lang-Worth
 Representative.....John E. Pearson Co.
 Membership.....NAB

Personnel

President.....W. Hanes Lancaster
 General Manager.....Ken Marsh
 Sales Promotion Program Dir...Berney Burleson
 Chief Engineer.....O. K. Garland

W K P T

KINGSPORT—EST. 1940

NATIONAL BROADCASTING CO.

TENNESSEE VALLEY

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By....Kingsport Broadcast-
 ing Co., Inc.

Address Box 870
 Phone Number WKPT
 Studio Address 107 W. Market
 Transmitter Location.....Johnson City H'way
 Time on the Air.....Unlimited
 News Service UP
 Transcription Service.....Lang-Worth;
 Standard, Thesaurus.

RepresentativesBurn-Smith Co.;
 Harry Cummings
 Membership.....NAB, BMB

Personnel

President.....C. P. Edwards, Jr.
 General Manager.....Jess Swicegood
 Promotion Manager.....Martin Karant
 Program Director.....Paul L. Cverbay
 Chief Engineer.....Thomas Phillips, Jr.

W B I R

KNOXVILLE—EST. 1941

ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....J. Lindsay Nunn and
 Gilmore N. Nunn.

Operated By.....John P. Hart
 Address.....406 W. Church St.
 Phone Number4-3321
 Transmitter Location.....Wilder Place
 Time on the Air.....5 a.m. to midnight
 News Service UP
 Transcription Service..Standard, Capitol, Cole
 RepresentativeJohn E. Pearson
 Membership NAB, BMB

Personnel

President.....Gilmore N. Nunn
 General Manager.....John P. Hart
 Station and Sales Mgr.....John P. Hart
 Program Director.....Charles T. DeVois
 Chief Engineer.....J. Rex Horton

W N O X

KNOXVILLE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 990 Kc.....Power: 10,000 Watts
 Owned-Operated ByScripps-Howard
 Radio, Inc.

Address110-112 South Gay Street
 Phone Number3-3171
 Transmitter Location.....Anderson Road
 Time on the Air.....5 a.m. to 1 a.m.
 Saturdays.....5 a.m. to 2 a.m.

Newspaper Affiliation Knoxville News-Sentinel
 News Service UP
 Transcription Service..Standard, Lang, Worth
 RepresentativeThe Branham Company

Personnel

President.....Jack R. Howard
 Vice-President-Manager...R. B. Westergaard
 Sales Commercial Manager.....O. L. Smith
 Sales Promotion-Pub. Dir...Owen J. Remington
 Program Director.....Charles McMahon
 Chief Announcer.....Lowell Blanchard
 Musical Director.....Jerry Collins
 Chief Engineer.....John Cole
 Record MCLowell Blanchard

W R O L

KNOXVILLE—EST. 1927

NATIONAL BROADCASTING CO.

TENN. VALLEY NETWORK

Frequency: 620 Kc..Power: 1000 d.; 500 n.
 Owned-Operated By.....Stuart Broadcasting

• • • **T E N N E S S E E** • • •

Business Address 531 S. Gay St.
 Phone Number 2-7111
 Time on the Air: 5 a.m. to 12 midnight;
 Sundays, 6 a.m. to 12 Midnight
 News Service AP
 Transcription Service.....Thesaurus, Wor'd.
 M. M. Cole.
 RepresentativeJohn Blair & Co.
 Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....S. E. Adcock
 Station Director.....Frank Gow
 Business ManagerC. H. Frazier
 Program Director.....John Reese
 Studio Director-Chief Announcer...Allen Stout
 Musical Director.....Harry Nides
 Chief Engineer.....James N. Gilbert
 Record MCBill Johnson

•
W J J M

LEWISBURG—EST. 1946

Frequency 1490 Kc.....Power 250 Watts
 Owned-Operated By.....J. J. Murray
 Business Address Lewisburg
 Phone Number.....Day, 695; Night, 144
 Transmitter Location.....Lewisburg
 Time on the Air.....6 a.m. to 11 p.m.
 News Service.....AP
 RepresentativeJ. J. Murray
 MembershipNAB

Personnel

Owner J. J. Murray
 Production Manager..... Wynona Garrett
 Chief Engineer..... Denzil Pulley

•
W G A P *

MARYVILLE

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated ByGateway
 Broadcasting So.
 Address ...3806 N. Broadway, Knoxville,
 Tenn.

Personnel

OwnersGeorge Burne Smith,
 V. H. McLean
 * Construction Permit

•
W H B Q

MEMPHIS—EST. 1925

MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Broadcasting Sta-
 tion WHBQ, Inc.

AddressHotel Gayoso
 Phone Number..... 8-6868
 Transmitter Location46 Neely St.
 Time on the Air.....6 a. m. to midnight
 News ServiceAP
 Representative.....William G. Rambeau Co.
 MembershipNAB, BMB

Personnel

General Manager.....E. A. Alburty
 Commercial Manager.....E. Pournelle
 Sales PromotionR. F. Stevens
 Program Director.....Gene Al'en Carr
 Production Manager.....John Flood
 Publicity Director.....Robert E. Cooper
 Musical Director.....Anita Grilli
 Chief Engineer.....W. M. Roy
 Record MCGordon Lawhead

•
W H H M

MEMPHIS—EST. 1946

Frequency 1340 Kc.....Power 250 Watts
 Owned By.....WHHM Broadcasting Co.
 Operated By.....Herbert Gerff
 Business Address Sterick Bldg.
 Phone Number 37-4422
 Transmitter Location..... Memphis
 Time on the Air.....24 hrs. daily
 News Service AP
 Transmission Service..... Standard;
 Lang-Worth; M. M. Co'e.
 Representative.....Forjoe & Co.
 MembershipNAB

Personnel

President-OwnerHerbert Herff
 General Station-Sales Mgr....Patt McDonald
 Program Director.....Helen Powers
 Publicity Director..... Jeanie Wilson
 Chief Engineer Wm. Marsh

•
W M C

MEMPHIS—EST. 1923

NATIONAL BROADCASTING CO.
 SOUTH CENTRAL QUALITY NETWORK

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By....Memphis Publishing
 Co.
 Business Address.....P. O. Box 311
 Phone Number 8-7464
 Studio Address.....Third & Madison Ave.
 Transmitter Location.....Thomas Road
 Time on the Air.....Unlimited
 Newspaper Affiliation ... Memphis Pub. Co.
 News Service UP
 Transcription Service Thesaurus;
 Lang-Worth; Standard
 RepresentativeThe Branham Co.
 MembershipNAB, BMB

Personnel

President.....John H. Sorrel's
 General Mgr.Station Mgr.....H. W. Slavick
 Commercial Manager.....J. C. Eggleston
 Program Director.....John Cleghorn
 Production Manager.....Earl Moreland
 Publicity Director.....Walter E. Frase
 Musical Director.....Noel Gilbert
 Chief Engineer.....E. C. Frase, Jr.

W R E C

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc.....Power: 5000 Watts
 Owned-Operated By.....Hoyt B. Wooten
 d/b as WREC Broadcasting Service
 AddressHotel Peabody
 Phone Number5-1313
 Transmitter LocationRadio Center
 Time on the Air.....5:30 a.m. to midnight
 News ServiceUP
 Transcription ServiceWorld Broadcasting
 System; Lang-Worth
 RepresentativeThe Katz Agency

Personnel

Owner-General Manager....Hoyt B. Wooten
 Commercial Manager.....Hollis R. Wooten
 Program-Publicity Director.....Roy Wooten

W M P S

MEMPHIS—EST. 1930

AMERICAN BROADCASTING CO.
 (CP-10000 D.; 5000 N.)

Frequency: 1460 Kc...Power: 1000 d.; 500 n.
 Owned-Operated By.....WMPS, Inc.
 Address62 North
 Phone Number5-2721
 Transmitter Location1690 South Lau-
 derdale
 Time on the Air.....6 a.m. to midnight
 Sundays 6:45 a.m.-11:45 p.m.
 News Service.....UP AP
 Transcription Service.....Standard
 Associated
 Representative.....Broadcast Sales (East),
 Howard H. Wilson (West)
 Membership.....NAB, BMB

Personnel

President-Vice-PresidentAbe Plough
 General Manager.....H. R. Krelsteln
 Promotion Director.....Matty Brescia
 Program Director.....Fred G. Christensen
 Production Manager.....Robert Hobgood
 Publicity Director.....Wm. Rudner
 Chief Announcer.....Bob Neal

Musical Director.....Beryl Olswanger
 Chief Engineer.....J. G. Deaderick
 Record MC.....Bill Wells

W S M

NASHVILLE—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 650 Kc.....Power: 50000 Watts
 Owned-Operated By.....WSM, Inc.
 Business Address...Seventh Ave. & Union St.
 Phone Number6-7181
 Transmitter Location..Located 12 miles in the
 country
 Time on the Air..5 a.m.-midnight; Sundays
 7 a.m.-midnight
 News ServiceAP; INS
 Transcription Service.....Associated
 Lang-Worth, World
 RepresentativeEdward Petry & Co., Inc.
 Membership.....NAB, BMB

Personnel

President.....Edwin W. Craig
 General Manager.....Harry Stone
 Asst. General Manager.....Jack Harris
 Commercial Manager.....Winston S. Dustin
 Farm Director.....John A. McDonald
 Program Director.....Jack Stapp
 Publicity Director.....Bill Graham
 Chief Announcer.....Otis Devine
 Musical Director.....Beasley Smith
 Chief Engineer.....George Reynolds

W L A C

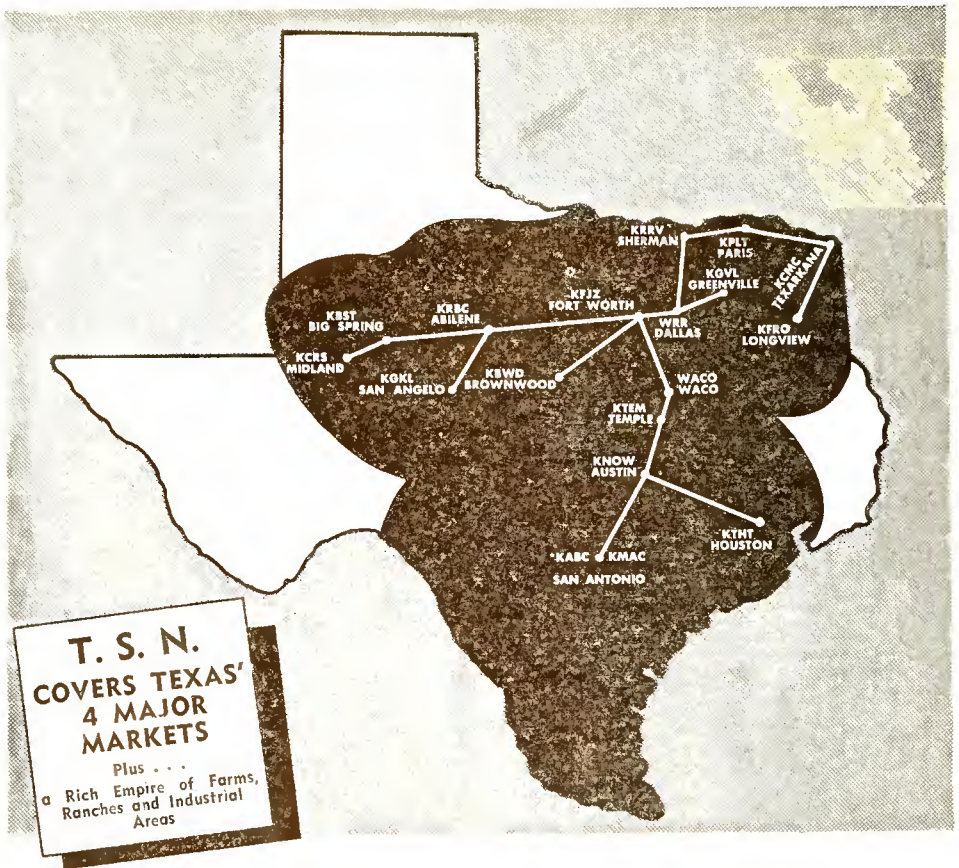
NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1510 Kc.....Power: 50000 Watts
 Owned and Operated By..WLAC Broadcasting
 Service
 Address.....Third National Bank Bldg.
 Phone Number6-0161
 Transmitter Location..7 miles north of City
 Highway 31W
 Time on the Air....5 a.m. to 12:05 midnight
 News ServiceUP
 RepresentativePaul H. Raymer Co.
 Membership.....NAB, BMB

Personnel

Owner.....J. T. Ward
 General Manager-Station Mgr...F. C. Sowell
 Program Director.....Paul Oliphant
 Musical Director.....Fred Murff
 Chief Engineer.....F. D. Binns



TEXAS STATE NETWORK-- *Covering 85 per cent of Texas' Population...*

With Texas State Network's one package, you can cover the richest industrial areas of Texas, PLUS the wealthy oil, livestock, poultry and agriculture producing sections of this great empire.

Covering an area producing one billion five hundred million dollars in retail sales, the Texas State Network, with its 17 "home-town" stations, is delivering sales power for many of the nation's leading advertisers.

MARKET DATA *

Population	5,456,213
Families	1,428,235
Radio Families	940,606
Retail Stores	72,031
Retail Sales	\$1,501,714,000
Food Stores	21,179
Food Stores Sales	\$ 436,297,000
General Mds. Stores	2,542
General Mds. Sales	\$ 200,398,000
Apparel Stores	2,430
Apparel Sales	\$ 93,867,000
Drug Stores	2,743
Drug Sales	\$ 70,327,000

* Day Time Coverage—
Includes KABC, San Antonio
50,000 Watts

TEXAS STATE NETWORK

FORT WORTH, TEXAS

NATIONAL REPRESENTATIVE

WEED AND COMPANY

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

WSIX

NASHVILLE—EST. 1927

ABC-MBS

Frequency: 980 Kc.....Power: 5000 Watts
 Owned-Operated ByWSIX, Inc.
 AddressNashville Trust Building
 Phone Number5-5431
 Transmitter Location.....McGavock Pike
 Time on the Air.....6 a.m. to 12
 News ServiceAP
 Transcription Service.....Standard Radio
 Representative.....The Katz Agency, Inc.

Personnel

President-Station Manager..Jack M. Draughon
 Chief Executive-Gen. Mgr..Jack M. Draughon
 Musical Director.....Adrian McDowell
 Technical Supervisor.....Dr. Fred Schumann

WOND*

OAK RIDGE—EST. 1946

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Highlands Broad-
 casters, Inc.
 Address.....2915 Compton Rd.
 Phone Number.....Nashville 8-9072
 Time on the Air.....6 a.m. to midnight
 News Service.....UP

Personnel

Chief Owner-General Mgr..G. Paul Crowder
 President.....Sam K. Carson

*C.P.

WBOM*

Frequency: 1490 Kc.....Power: 250 Watts
 LicenseePellegrin & Greunther

*C.P.

WHAL

SHELBYVILLE—EST. 1946

MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By....Shelbyville Broad. Co.
 AddressP.O. Box 376
 Transmitter Location....Louisberg Highway
 Time on the Air.....Unlimited
 News Service.....UP

Personnel

PresidentR. W. Rounsaville

WENK

UNION CITY—EST. 1946

MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Union City
 Broadcasting Company
 Address.....First and Washington
 Phone Number801-2
 Time on the Air.....6 a.m. to 12 p.m.
 News Service.....UP

Personnel

President.....B. Cary Brummel
 General Manager.....A. B. Robinson
 Chief Engineer.....James Thomas

TEXAS

Estimated Population, 6,941,022—Radio Homes, 1,524,814
 Stations in State—78

KRBC

ABILENE—EST. 1936

ABC

TEXAS STATE NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Reporter Broad-
 casting Company
 AddressAbilene
 Phone Number6255
 Studio AddressWindsor Hotel
 Time on the Air.....6 a.m. to 11:05 p.m.
 Newspaper Affiliation.....Abilene Reporter-
 News

News Service AP
 Representative.....John E. Pearson Co.

Personnel

President.....M. B. Hanks
 V-P-General Manager.....Howard Barrett
 Program Director.....John A. Mingus
 Publicity Director.....Bettye Fulton
 Chief Engineer.....J. B. Casey

(CALL LETTERS TO BE ASSIGNED)
ALICE*

Frequency: 1070 Kc.....Power: 1000 Watts
 PermitteeAlice Broadcasting Co.

*C.P.

K F D A

AMARILLO—EST. 1939

ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned By.....Amarillo Broad-
 casting Corporation
 Operated By.....Lindsey Nunn and
 Gilmore Nunn
 Address 109 East 5th St.
 Phone Number 5343
 Transmitter Location.....109 East 5th St.
 Time on the Air.....6 a.m. to midnight
 News Service.....UP
 Transcription Service.....World; Capitol
 National Sales Office.....Radio Bldg
 Lexington, Kentucky
 Station Representative.....John E. Pearson
 Company
 MembershipNAB, BMB

Personnel

Station Manager.....Howard Roberson
 Commercial Manager.....J. R. Moore
 Program Director.....Tom Prisst
 Chief Announcer.....E. J. Watson
 Musical Director.....Jim Cook
 Chief Engineer.....Noel Luddy
 Record Mc's.....E. J. Watson

K G N C

AMARILLO—EST. 1922

NATIONAL BROADCASTING CO.
 LONE STAR CHAIN

Frequency: 1440 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....Plains Radio
 Broadcasting Co.
 Address.....Radio Building, 8th & Harrison
 Phone Number 4242
 Transmitter LocationBellaire Park
 Time on the Air.....18 hours per day
 Newspaper Affiliations: Globe News
 Publishing Co., Inc.
 News Service.....AP & UP
 Transcription Service...Thesaurus, Standard,
 M. M. Cole
 Representative...Taylor Howe Snowden, Radio
 Sales
 MembershipNAB, BMB

Personnel

President.....Gene A. Howe
 General Manager.....Aubrey Jackson
 Assistant Manager.....Noel E. Thompson
 Sales Manager.....Noel E. Thompson
 Program Director-Chief
 AnnouncerBob Watson

Musical Director.....W. B. Howell
 Chief Engineer.....William H. Torrey
 Record M.C.....J. B. Linn

K V E T *

AUSTIN

Frequency: 1300 Kc.....Power: 1000 Watts
 Owned-Operated By.....Austin
 Broadcasting Co.
 Address1901 Dillman St.
 * Construction Permit

K N O W

AUSTIN—EST. 1926

AMERICAN BROADCASTING CO.
 TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By ...Frontier Broadcasting
 Company, Inc.
 Address.....Capitol Nat'l Bank Bldg.
 Phone Number 2-6213
 Transmitter Location ...Fifth & Tillery Streets
 Time on the Air6 a.m. to 12 midnight
 News Service.....AP
 Transcription Service.....SESAC
 RepresentativeWeed & Co.
 MembershipNAB, BMB

Personnel

President.....Gene L. Cagle
 General Manager.....Louis R. Cook
 Station Manager.....Louis R. Cook
 Commercial Manager...Marion H. Coleman
 Sales Promotion Manager..Robert W. Tobey
 Program Director.....Conrad Vernon, Jr.
 Publicity Director.....Robert W. Tobey
 Chief Announcer.....Harold Bakkee
 Musical Director.....Marge Wetzel
 Chief Engineer.....James E. Lewis

K T B C

AUSTIN—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 590 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By.....Radio Station KTBC
 AddressBrown Bldg.
 Phone Number2-2424
 Transmitter Location.....Manchaca Road
 Time on the Air.....6 a.m. to 12:05 a.m.
 News Service.....UP
 Transcription ServiceWorld

RepresentativeTaylor-Howe-Snowden
 MembershipNAB, BMB

Personnel

PresidentClaudia T. Johnson
 General Manager.....J. C. Kellam
 Station Manager.....J. C. Kellam
 Sales Manager.....Ray E. Hill
 Program Director.....Jce K. Phipps
 Publicity Director.....Robert E. Robinson
 Musical Director.....Golfrey Connally
 Chief Engineer.....Frank Yeagley

KIOX *

BAY CITY—EST. 1946

MUTUAL-LONG TEXAS NETWORK

Frequency: 110 Kc.....Power: 1 Kw., D
 Owned By.....Bay City Broadcasting Co.
 Operated By.....Long Radio
 Enterprises
 Business Address.....Bay City
 Phone Number.....642
 Transmitter Location...2½ miles East of Bay
 City Highway 35
 Time on the Air.....6 a.m. to 6 p.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 MembershipNAB, BMB

Personnel

Managing Director.....J. G. Long
 General Manager.....Verne V. Trembley
 Publicity Director.....Verne V. Trembley
 Program Director.....James Hairgrove
 Chief Announcer.....James Hairgrove
 Record Mc's.....James Hairgrove

KFDM

BEAUMONT—EST. 1924

ABC

Frequency: 560 Kc.....Power: 1000 Watts
 Owned-Operated By... Beaumont Broadcasting
 Corp.
 Address.....P.O. Box 2950
 Phone Number3883
 Studio Address.....Edson Hotel
 Transmitter LocationCor. Doucette &
 Grove Streets
 Time on the Air.....Unlimited
 News Service.....UP & AP
 RepresentativeFree & Peters, Inc.
 MembershipNAB, BMB

Personnel

PresidentD. A. Cannon
 General Manager.....C. B. Locke
 Sales Commercial Manager.....C. B. Locke

Program Director.....Dave Russell
 Publicity Director.....Helen Caldwell
 Chief Announcer.....Jimmy Griffith
 Chief Engineer.....Lawrence Sanders

KRIC

BEAUMONT EST.—1938

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....KRIC, Inc.
 Address130 Wall Street
 Phone Number4200
 Transmitter Location.....130 Wall Street
 Time on the Air.....6 a.m. to 12:05 a.m.
 Newspaper Affiliation..Enterprise and Journal
 News ServiceAP
 Transcription Service.....Thesaurus
 RepresentativeThe Branham Company
 MembershipNAB, BMB

Personnel

President-Owner.....Mrs. J. L. Mapes
 General Manager.....Jack Neil
 Station Manager.....Jack Neil
 Commercial Manager.....G. L. Kirk
 Sales Promotion Manager.....G. L. Kirk
 Program Director.....Joe Trum
 Publicity Director.....Joe Trum
 Chief Announcer.....Ed Henry
 Musical Director.....Virginia Moon
 Chief Engineer.....Ben F. Hughes

KBST

BIG SPRING—EST. 1936

ABC

MBS—TEXAS STATE NETWORK

Frequency: 190 Kc.....Power: 250 Watts
 Owned-Operated By.....Big Spring Herald
 Broadcasting Company
 Address702 Johnson Street
 Phone Number1500-1
 Transmitter Location ..1¼ miles northeast
 of town
 Time on the Air.....6:30 a.m. to 11:05 p.m.
 News ServiceAP
 Representative.....John E. Pearson Co.
 MembershipNAB, BMB

Personnel

PresidentRobert Whipke
 General Manager.....Jack Wallace
 Station Manager.....Jack Wallace
 Sales Promotion Manager...William L. Cox
 Program Director.....Joe Talley
 Production Manager.....Lloyd Hawkins
 Publicity Director.....Melba Kainard
 Chief Announcer.....Lloyd Hawkins
 Chief Engineer.....Andrew M. Jones

KNEL
BRADY—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By G. L. Burns
Business Address 106 No. Blackburn St.
Phone Number 77
Transmitter Location 1 mile east of
Court House
Time on the Air 8 a.m. to 10 p.m.
Transcription Service Keystone
Representative Keystone
Membership BMB

Personnel

Owner and Gen. Mgr. G. L. Burns
Commercial Manager C. D. Reed
Sales Promotion Mgr. C. D. Reed
Program Dir.-Chief Announcer Daron Moore
Publicity Director C. D. Reed
Chief Engineer Cecil Nelin
Record MC Daron Moore

KVAL

BROWNSVILLE—EST. 1944

AMERICAN BROADCASTING CO.

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By KEEW, Ltd.
Address 2701 San Benito Highway
Phone Number 1273
Transmitter Location 2701 San Benito
Highway
Time on the Air 6 a.m. to Midnight
News Service AP
Representative Free & Peters
Membership NAB, BMB

Personnel

President-General Mgr. T. Frank Smith
Station Manager Roy Suber
Commercial Manager Duke Palmer
Promotion Manager Dorothy M. Smith
Program Director Fred McCall
Chief Announcer Bob Pinkerton
Musical Director Fred McCall
Chief Engineer Troy Whittaker
Record MC Bill Spencer

KBWD

BROWNWOOD—EST. 1941

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1380 Kc. Power: 1000 d.; 500n
Owned-Operated By Brown County
Broadcasting Co.

Address 800 Hawkins Street
Phone Number 2401
Transmitter Location Williams Ranch Road,
1½ miles N. Brownwood
Time on the Air 6:30 a.m. to 11 p.m.
News Service UP
Transcription Service Standard
Representative The Walker Co.
Membership NAB, BMB

Personnel

President and Gen. Mgr. Wendell Mayes
Commercial Manager Frank T. Wilson
Sales Promotion Frank T. Wilson
Program Director Mike Shapiro
Publicity Director Ann Ellis
Chief Announcer Howard Edwards
Chief Engineer A. W. Stewart
Record MC Howard Edwards

WTAW

COLLEGE STATION—EST. 1921

ABC—TEXAS QUALITY NET

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By A. & M. College of Texas
Address College Station
Phone Number 4-8724
Transmitter Location College Station
Time on the Air Sun-up to Sun-down
News Service AP
Transcription Service World

Personnel

President of A & M College Gibb Gilchrist
General Manager
G. Byron Winstead, Dir. Information & Pub.
Program Director G. Byron Winstead
Production Manager
Cecil Beardon, Radio Assistant
Chief Announcer Cecil Beardon
Chief Engineer Frank J. Sosolik

KEYS

CORPUS CHRISTI—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned By Partnership
Operated By Nueces Broadcasting Co.
Address Center Theater Bldg.
Phone 2-7411
Transmitter Shell Road
Time on the Air 6 a.m. to 12:05 mid.
News Service UP
Transcription Service World
Representative Taylor-Howe-Snowden
Radio Sales

Personnel

Membership.....NAB, BMB
 General Manager.....Bill Hughes
 Station Manager.....Fred Burr
 Sales-Commercial Mgr.....Kelly Wofford
 Program Director.....Bill Crable
 Chief Engineer.....Harold Griffith

K R I S

CORPUS CHRISTI—EST. 1937

NATIONAL BROADCASTING CO.—TQN—LSC
 Frequency: 1360 Kc.....Power: 1000 Watts
 Owned-Operated By.....Gulf Coast
 Broadcasting Company
 Address.....P.O. Box 840
 Phone Number.....6354
 Transmitter Location.....Ocean Drive
 Time on the Air.....Unlimited
 News Service.....AP
 Transcription Service.....BMI
 Representative.....Free & Peters
 Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....T. Frank Smith
 Station Manager.....R. S. Bush
 Promotion Manager.....J. W. Lozier
 Program Director.....Charles Nethery
 Publicity Director.....J. W. Lozier
 Chief Engineer.....R. S. Bush

K W B U

CORPUS CHRISTI—EST. 1943

ABC

Frequency: 1010 Kc.....Power: 50,000 Watts
 Owned & Operated By..Century Broadcasting
 Address.....912 Commerce Street,
 Dallas, Texas
 Phone.....Riverside 2431
 Studio Address....Corpus Christi, Waco and
 Dallas
 Transmitter Location.....Gregory,
 Time on the Air.....Daytime License
 News Service.....AP
 Representatives.....The Branham Co.
 Membership.....NAB, BMB

Personnel

President.....Carr P. Collins
 Vice-Pres.-General Mgr.....Carr P. Collins, Jr.
 Station Manager.....Homer Hogan
 Director of Radio, Baylor Univ...John Bachman
 Musical Director.....Winifred Clopton
 Chief Engineer.....Nestor Cuesta, Jr.

K A N D

CORSICANA—EST. 1937

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Navarro Broadcast-
 ing Association
 Address.....State National Bank Bldg.
 Phone Number.....2486
 Transmitter Location.....Corsicana Highway
 No. 75
 Time on the Air.....6 a.m. to Midnight
 News Service.....UP
 Transcription Service..Thesaurus, M. M. Cole
 Station Representative.....Walker Co.
 Membership.....NAB, BMB

Personnel

President.....J. C. West
 General Manager.....Aubrey H. Escoe
 Commercial Manager.....Lyn Coter
 Director of Creative Sales..Edwina M. Sprague
 Publicity Director.....Edwina M. Sprague
 Chief Announcer.....W. B. Sprague, Jr.
 Musical Director.....Rex Cromwell, II
 Chief Engineer.....E. R. Hellums

For the best in news . . .

AP

*In the Great
Southwest Market*

DALLAS

*Studios in
DALLAS
and
FT. WORTH*

KRLD

*The
TIMES HERALD
Station*

*On Your Best Buy
Day or Night*

WORTH

Exclusive CBS Outlet for DALLAS-FORT WORTH

50 K. W. 1080 K. C.

Represented by the BRANHAM COMPANY

K R L D

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

Frequency: 1080 Kc.....Power: 50000 Watts
 Owned-Operated By.....KRLD Radio Corp.
 AddressHotel Adolphus
 Phone NumberCentral 6811
 Transmitter LocationGarland, Texas
 Time on the Air.....19½ hours
 Newspaper Affiliation...Dallas Times-Herald
 News Service.....INS & AP
 Transcription Service.....Standard, Capitol
 Representative.....The Branham Co.
 Membership.....NAB, BMB

Personnel

President.....John W. Runyon
 Managing Director.....Clyde W. Rembert
 Commercial Manager.....Wm. A. Roberts
 Asst. Manager.....J. W. Crocker
 Program Director.....Roy S. George
 Production Manager.....John Hicks
 Chief Announcer.....Meador Lowrey
 Musical Director.....Hyman Charninsky
 Chief Engineer.....Roy Maddox Flynn

K S K Y

DALLAS—EST. 1941

Frequency: 660 Kc.....Power 1000 w. d.
 Owned-Operated By.....Sky Broadcasting
 Service
 AddressHotel Stoneleigh
 Phone NumberC-6193-4
 Transmitter Location.....Bruton Road
 Time on the Air.....Sunrise to Sunset
 News ServiceAP
 Transcription ServiceAssociated Music
 MembershipNAB

Personnel

President.....A. L. Chilton
 General Manager.....A. L. Chilton
 Station Manager.....R. G. Terrill
 Commercial Manager.....R. G. Terrill
 Chief Engineer.....Morris M. Ming

W F A A

DALLAS—EST. 1922

**NATIONAL BROADCASTING CO.
 TEXAS QUALITY NETWORK**

Frequency: 820 Kc.....Power: 50000 Watts
 Owned-Operated By.....A. H. Belo Corp.
 Address.....1122 Jackson St.
 Phone Number.....R-9631
 Transmitter LocationGrapevine, Texas
 Time on the Air..Sunday: 6 a.m. to midnight;
 Weekdays: 5:30 a.m. to midnight

Newspaper Affiliation ..Dallas Morning News
 News Service.....UP, AP
 Transcription Service...Thesaurus, Associated
 Representative.....Edward Petry & Co.
 Membership.....NAB, BMB

Personnel

President.....E. M. Dealey
 General Manager.....Martin B. Campbell
 Asst. Manager.....Ralph W. Nimmons
 Mgr. Dir. Special.....Wayne Griffin
 Sales Promotion.....Robert Summers
 Program Director.....Ralph K. Maddox
 Production Manager.....Ivan Wayne
 Publicity Director....Mrs. Wilbur C. Douglas
 Chief Announcer.....Hal Thompson
 Musical Director.....Billy Mayo
 Chief Engineer.....Raymond Collins

W R R

DALLAS—EST. 1920

**MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK**

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated ByCity of Dallas
 Address..Municipal Radio Bldg., State Fair
 Grounds
 Phone NumberTenison 3-6101
 Transmitter LocationWhite Rock Lake
 Time on the Air.....5:30 a.m. to midnight;
 Sundays: 7 a.m. to midnight
 News ServiceAP
 RepresentativeWeed & Co.
 Membership.....NAB, BMB

Personnel

Chief Executive-Station
 Manager.....Charles B. Jordan
 Commercial Manager.....Dale Drake
 Program Dir.-Publicity Dir.....Pete Teddlie
 Traffic Manager.....Alice McCord
 Chief Engineer.....Durward Tucker
 Record MC.....Al Jones

(CALL LETTERS TO BE ASSIGNED)
DALLAS*

Frequency: 1040 Kc.....Power: 1000 Watts
 Permittee.....Variety Broadcasting Co., Inc.

*C.P.

K D N T

DENTON—EST. 1938

KEYSTONE BROADCASTING SYSTEM

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

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
S Millivolt Area

Population	1,902,700
Retail Sales	\$ 963,424,000
Food Stores	\$ 237,279,000
G+Mds.	\$ 200,747,000
Drug Stores	\$ 51,153,000
Buying Income	\$1,996,237,000
*Bank Debits	\$1,106,710,000
†Radio Homes	376,844
*Fort Worth Dallas Only	
†Radio Market Data Handbook	



NATIONAL REPRESENTATIVE
WEED & COMPANY

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

Owned-Operated By . . . Harwell V. Shepard
 Address Kimbrough Building
 Phone Number 276
 Transmitter Location Highway No. 24
 Time on the Air 7 a.m. to 10 p.m.
 News Service UP
 Transcription Service Thesaurus
 Membership BMB

Personnel

General Manager Harwell V. Shepard

K R O D

EL PASO—EST. 1940

COLUMBIA BROADCASTING SYSTEM
 SOUTHWEST NETWORK

Frequency: 600 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By . . . Dorrance D. Roderick
 Address Wyoming & Walnut
 Phone Number Main 2020
 Transmitter Location Southeast El Paso
 Time on the Air 6 a.m. to midnight
 Newspaper Affiliation El Paso Times
 News Service AP
 Transcription Service Associated
 Representative Taylor-Howe, Snowden
 Membership NAB, BMB

Personnel

Owner Dorrance D. Roderick
 General Manager Val Lawrence
 Commercial Manager Cecil Trigg
 Sales Promotion Carl Dunbar
 Program Director Frank Junell
 Chief Engineer Edward P. Talbott
 Record MC Richard Weaver

K T S M

EL PASO—EST. 1929

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc. Power: 1000 d.; 500 n.
 Owned-Operated By Tri-State Broadcast-
 ing Co.

Address Paso Del Norte Hotel
 Phone Number Main 3122
 Transmitter Location Ascarate at First Ave.
 Time on the Air 6 a.m. to 11:30 p.m.
 News Service UP
 Transcription Service Thesaurus, Lang-Worth
 Representative George P. Hollingbery Co.
 Membership NAB, BMB

Personnel

President and Gen. Mgr. Karl O. Wyler
 Commercial Manager Roy T. Chapman
 Program Director Jack Rye
 Chief Engineer Kenneth J. Walton

K F J Z

FORT WORTH—EST. 1922
 MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1270 Kc. Power: 5000 Watts
 Owned-Operated By Tarrant Broadcast-
 ing Company

Address 1201 West Lancaster
 Phone Number 3-3474
 Transmitter Location Birdville, Texas
 Time on the Air 5:30 a.m. to 1 a.m.
 News Service AP & UP
 Representative Weed & Company

Personnel

Pres. and Gen. Mgr. Gene L. Cagle
 Asst. Manager Frances Williamson
 Commercial Manager Clyde Pemberton
 Merchandising Director Forrest W. Clough
 Chief Engineer Truett Kimzey

K G K O

FORT WORTH—EST. 1938

ABC—LONE STAR CHAIN

Frequency: 570 Kc. Power: 5000 Watts
 Owned By KGKO Broadcasting Co., Inc.
 and A. H. Belo Corp.

Operated By Ft. Worth Star-Telegram and
 Dallas Morning News

Addresses: Medical Arts Bldg., Ft. Worth;
 1122 Jackson St., Dallas

Phone Numbers: 3-1234 (Fort Worth); Riverside
 9631 (Dallas)

Transmitter Location Approx. 3 miles S.W.
 of Arlington

Time on the Air 6 a.m. to 12 Midnight

Newspaper Affiliations: Fort Worth Star-Tele-
 gram; The Dallas Morning News

News Service AP, UP
 Transcription Service World, Lang-Worth,
 Cole

Representative Edward Petry & Co.
 Membership NAB, BMB

Personnel

(Ft. Worth)

President Amon G. Carter
 Radio Supervisor Harold V. Hough
 Station Manager George Cranston
 National Sales Mgr. O. Keith Baldwin
 Commercial Manager Roy I. Bacus
 Promotion Manager Jack Rogers
 Program Director Ed. Lally
 Production Manager A. M. Woodford
 Mgr.-Dir. Special Events Wayne Griffin
 Publicity Director Roy I. Bacus
 Musical Director Gene Baugh
 Chief Engineer R. C. Stinton
 Record MC Jimmy Jefferies
 Farm Editor Layne Beaty

A favorite in Texas for a quarter of a century!

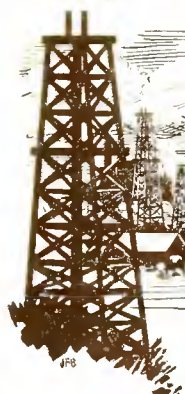
A PIONEER STATION WITH A GREAT RECORD OF FIRSTS ★

WBAP now operates full-time using two choice frequencies, 50,000 watts on 820 kc (clear channel), and 5,000 watts at 570 kc.

The WBAP know-how for Texas continues the favorite NBC shows and local programs on 820 just as they have for years, and the other half-time on ABC shows and the snappy KGKO productions just about as it has been in this area since 1938.

WBAP divides time with WFAA on 820 and 570. The listener does not have to move the dial for continuous service. Joint transmitters for each station midway between Fort Worth and Dallas.

The old Cowbell, for over 25 years, has been the signal to the Good Folks of Texas that their kind of program is On the Air.



- ★ First Memory Signal—Cowbell—1922
In the Southwest—
- ★ First Market and Livestock Reports—1922
- ★ First Remote Broadcasts of Weekly Church Services—1922
- ★ First Rodeo Broadcast—1923
- ★ First Baseball Broadcast—1927
- ★ First Football Broadcast—1928
- ★ First Regular News Period—1934
- ★ First Shortwave Remote—1934
- ★ First War Reporter to Europe—1943
- ★ First Television Permit—1945

WBAP

The Star-Telegram Station
FORT WORTH, TEXAS

50,000 Watts, 820 kc
Clear Channel
National Broadcasting Co.

5,000 Watts,
570 kc
American Broadcasting Co.

Texas Quality Network

Lone Star Chain

AMON CARTER, President

HAROLD HOUGH, Director

GEORGE CRAYTON, Manager

FREE & PETERS, INC. National Representatives

Fort Worth: Star-Telegram Building, Chicago: 180 N. Michigan, New York: 444 Madison Avenue, San Francisco: 50 Sutter, Detroit: 3463 Penobscot Bldg., Atlanta: 322 Palmer Bldg., Hollywood: 6331 Hollywood
7-1234 Franklin 6373 Plaza 5-4130 Sutter 4333 Cadillac 4235 Main 5667 Hollywood 2151

KWBC

FORT WORTH—EST. 1946

Frequency: 970 Kc. Power: 1000 Watts
 Owned-Operated By: Worth Broadcasting Co.
 Address: Houston at 9th
 Phone Number: 2-9231
 Transmitter Location: Old Denton Road
 near Sylvania Ave.
 Time on the Air: Sunrise to sunset
 News Service: A?
 Transcription Service: Standard

Personnel

President-Owner: Judge P. W. Seward
 General-Station-Sales Mgr.: James E. Rennie
 Program Manager: C. Alton Cöcke
 Chief Engineer: Robert W. Chapman

WBAP

FORT WORTH—EST. 1922

NBC—TEXAS QUALITY NETWORK

Frequency: 620 Kc. Power: 50000 Watts
 Owned By: Carter Publications, Inc.
 Operated By: Ft. Worth Star-Telegram
 Address: Medical Arts Bldg.
 Phone Number: 3-1234
 Transmitter Location: Approx. 4 miles S.E. of
 Grapevine
 Time on the Air: (Shares time with WFAA,
 Dallas)

Newspaper Affiliation: Ft. Worth Star-
 Telegram
 News Service: AP
 Transcription Service: WBS, Cole, Lang-Worth
 Representative*: Edward Petry & Co.
 Membership: NAB, BMB

* Effective on or about 4/27/47 . . . Free &
 Peters, Inc.

Personnel

President: Amon G. Carter
 Radio Supervisor: Harold V. Hough
 Station Manager: George Cranston
 National Sales Mgr.: O. Keith Baldwin
 Commercial Manager: Roy I. Bacus
 Sales Promotion: Jack Rogers
 Program Director: Ed Lally
 Production Manager: A. M. Woodford
 Publicity Director: Roy I. Bacus
 Chief Announcer: Frank M. Mills
 Musical Director: Gene Baugh
 Chief Engineer: R. C. Stinson
 Record MC: Jimmy Jefferies
 Farm Editor: Layne Beaty

KLUF

GALVESTON—EST. 1928

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned-Operated By: The KLUF Broad-
 casting Co.

Business Address: 60th & Broadway
 Phone Number: 6676
 Studio Address: 60th & Broadway
 Transmitter Location: 60th & Broadway
 Time on the Air: Unlimited license
 News Service: UP
 Transcription Service: Standard Radio;
 Representative: William G. Rambeau

Personnel

President: Geo. Roy Clough
 General-Commercial Manager: L. D. Clough
 Chief Engineer: L. D. Clough

KGVL

GREENVILLE

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
 Owned and Operated By: Trustt Kimzey
 Address: Graham-Fagg Bldg.
 Phone Number: 2363
 Transmitter Location: 2 miles No. of City
 on Wolf Highway
 Transcription Service: KBS
 Time on the Air: Full time license

Personnel

Manager: Earle Fletcher
 Program Director: Charles Payne

KGBS

HARLINGEN—EST. 1940

COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
 Owned-Operated By: Harbenito Broad-
 casting Company, Inc.
 Business Address: P. O. Box 711
 Phone Number: 1400
 Studio Address: State Highway No. 83
 Transmitter Location: Highway 83
 Time on the Air: 6:30 a.m. to 12 Midnight
 News Service: AP
 Transcription Service: Associated, Standard
 Representative: Howard H. Wilson Co.
 Membership: BMB

Personnel

President: McHenry Tichenor
 General Mgr.-Station Mgr.: Tracy McDaniel
 Commercial Manager: Dave Bennett
 Sales Promotion: Dave Bennett
 Program Director: Frank Parker
 Chief Engineer: W. O. Porter

**(CALL LETTERS TO BE ASSIGNED)
HENDERSON***

Frequency: 1000 Kc.....Power: 250 Watts
Permittee.....Goggan Radio Sales

*C.P. Pending

●

K P R C

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By...Houston Printing Corp.
Address.....2318 Polk Ave.
Phone Number.....Fairfax 7101
Studio Address.....Lamar Hotel
Transmitter Location.....Deepwater, Texas
Time on the Air.....6 a.m. to midnight
Newspaper Affiliation.....Houston Post
News Service.....AP
Transcription Service...Thesaurus, Lang-Worth
Representative.....Edward Petry & Co.
Membership.....NAB, BMB

Personnel

President.....W. P. Hobby
General Manager.....Kern Tips
Sales Promotion.....R. F. Herndon
Program Director.....Jack McGrew
Production Manager.....H. C. Evans
Publicity Director.....Betty Jane Gray
Musical Director.....Fred Gibbons
Chief Engineer.....H. T. Wheeler

●

K T H T

HOUSTON—EST. 1944

**MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK**

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Texas Star Broad. Co.
Address.....711 Main Street
Phone No.....Capitol 6246
Studio Address.....Southern Standard Bldg.
Transmitter Location...315 N. Ennis St., Houston
Time on the Air.....Full time
News Service.....UP
Transcription Service...Associated, Capitol
Membership.....NAB, BMB

Personnel

President-General Mgr.....Roy Hofheinz
Station Mgr.-Comm. Mgr.....Ted Hills
Sales Promotion Manager.....Ted Hills
Publicity Director.....Francis Gilbert
Chief Engineer.....Louis Jelly
Record MC's.....Ven Rseece, Bill Guy

●

K T R H

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc.....Power: 50000 Watts
Owned-Operated By.....Houston Chronicle
Pub. Co.
Address.....Rice Hotel
Phone Number.....Preston 4361
Transmitter Location...Cedar Bayou, Texas
Time on the Air.....5:30 a.m. to 12:30 a.m.
Newspaper Affiliation.....Houston Chronicle
News Service.....UP
Transcription Service.....World
Representative.....John Blair & Co.
Membership.....NAB, BMB

Personnel

General Manager.....B. F. Orr
Commercial Manager.....R. E. Bright
Merchandising Manager...Geo. M. Cormick
Program Director.....Ted Nabors
Production Manager.....E. V. Fritsch
Publicity Director.....King H. Robinson
Chief Engineer.....Tom Hiner
Record MC.....John Cooke

●

K X Y Z

HOUSTON—EST. 1930

**AMERICAN BROADCASTING CO.
LONE STAR CHAIN**

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated by...Harris County
Broadcast Co.
Address.....Gulf Building
Phone Number.....Capitol 6151
Transmitter Location...Deepwater, Texas
Time on the Air.....5 a.m. to 1 a.m.
News Service.....AP
Transcription Service.....Standard
Representative.....Free & Peters, Inc.
Membership.....NAB, BMB

Personnel

President and General Mgr...M. Tiltford Jones
Station Manager.....Reese Reinecker
Commercial Manager.....Bill Bennett
Program Manager.....Jack Edmunds
Publicity Director.....Bettye Burke
Chief Engineer.....Gerald Chinski

●

**(CALL LETTERS TO BE ASSIGNED)
HOUSTON***

Frequency: 1590 Kc.....Power: 1000 w. d.
Permittee.....Texas Broadcasters

*C.P. Pending

K S A M

HUNTSVILLE—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By....W. J. Harpole & J. C. Rothwell
 Operated By J. C. Rothwell
 Address Walker County Fairgrounds
 Phone Number 666
 Transmitter Location Walker County
 Fairgrounds
 Transcription Service.....Keystone
 Time on the Air.....Unlimited
 News ServiceAP
 Representative Cox and Tanz

Personnel

Sales-Commercial Manager.....J. B. McShan
 Chief Engineer.....Sam Love

K E B E

JACKSONVILLE—EST. 1946

KEYSTONE BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Bill A. Laurie
 Address.....P.O. Box 1312
 Phone Number.....2211
 Studio Address.....Lake and Pierce St.
 Transmitter Location.....Lake and Pierce St.
 Time on the Air.....7 a.m. to 10 p.m.
 News ServiceUP
 Transcription Service.....Lang-Worth; SESAC
 Representative.....Walker Company
 Membership NAB

Personnel

Owner-Gen.-Station Mgr.....Bill Laurie
 Sales Promotion.....Emo Laurie
 Program Dir.-Publicity Dir.....Emo Laurie
 Production Manager.....Bill Laurie
 Chief Engineer.....Wm. J. McCreary, Jr.

K O C A

KILGORE—EST. 1936

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Oil Capitol Broadcasting Assn.
 Operated By.....Roy G. Terry
 Address102½ East North St.
 Phone Number 616
 Transmitter Location...Duvan & So. Martin Sts.
 Time on the Air.....6:30 a.m. to 10 p.m.
 News ServiceAP
 Membership BMB

Personnel

Owner.....Roy G. Terry
 Station Manager.....H. A. Degner
 Sales-Commercial Mgr.....H. A. Degner
 Sales Promotion.....H. A. Degner
 Program Director.....John C. Andrews
 Production Manager.....Fred Lindquist
 Chief Announcer.....George B. Craig
 Chief Engineer.....Karem Soule
 Record MC.....John C. Andrews

K P A B

LAREDO—EST. 1938

MUTUAL—KEYSTONE

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

Laredo Broadcasting Co.

AddressHamilton Hotel
 Phone Number.....2124
 Transmitter Location.....300 Loring Ave.
 Time on the Air.....Unlimited
 Transcription Service.....ASCAP, BMI,
 SESAC, Keystone
 Representative Joseph Hershey McGilvra
 Membership.....NAB, BMB

Personnel

President.....Howard W. Davis
 Sales Promotion Mgr.....Ted Nelson
 Program Dir.-Asst. Mgr.....Ted Nelson
 Publicity Director.....John G. Hazley
 Chief Announcer.....Paul B. Borck
 Musical Director.....Geneva Chambers
 Chief Engineer.....K. Hulan Smith
 Record MC.....Frank Stevens

K F R O

LONGVIEW—EST. 1934

ABC

KEYSTONE BROADCASTING SYSTEM

TEXAS STATE NETWORK

Frequency: 1370 Kc.....Power: 1000 Watts
 Owned-Operated By.....Voice of Longview
 Business Address P. O. Box 792
 Phone Number 411
 Studio Address.....Glover-Crim Bldg.
 Transmitter Location1918 Marshall-
 Longview Highway
 Time on the Air.....6:30 a.m. to 11:05 p.m.
 News Service.....AP
 Transcription Service...Lang-Worth, Keystone
 Membership.....NAB, BMB

Personnel

President.....James R. Curtis

KFYO

LUBBOCK—EST. 1927

ABC—LONE STAR CHAIN

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated ByPlains Radio
 Broadcasting Co.
 Address914 Avenue J
 Phone Number5567-8
 Transmitter Location.....2312 Fifth St.
 Time on the Air.....6 a.m.
 Newspaper Affiliation ..Lubbock Avalanche-
 Journal
 News Service.....AP & UP
 Transcription Service.....Associated, Cole
 RepresentativeTaylor-Howe-Snowden
 Membership.....NAB, BME

Personnel

President.....Gene A. Howe
 Executive Gen. Mgr.....O. L. Ted Taylor
 Station Manager.....DeWitt Landis
 Sales-Commercial Mgr.....Rex Webster
 Merchandising Manager.....Weldon George
 Program Dir.-Musical Dir.....James Stiff
 Production Manager.....Frank Holloway
 Chief Announcer.....Frank Holloway
 Chief Engineer.....W. S. Bledsoe

KSEL

LUBBOCK—EST. 1946

Frequency: 950 Kc.....Power: 1000 w. d.
 Owned Operated By.....Lubbock Broad. Co.
 Address.....P.O. Bcx 1524
 Phone Number.....6376
 Studio Address.....Ferguson Bldg.
 Transmitter Location.....½ mile E. of
 City limits
 Time on the Air.....Sunup until sundown
 News Service.....AP
 Transcription Service.....Lang-Worth

Personnel

PresidentWalter G. Russell
 General-Station-Sales Mgr.....Clyde H. Smith
 Sales Promotion.....Thomas Gibson
 Program-Publicity Director.....Hugh Harling
 Chief Announcer.....Hugh Harling
 Chief Engineer.....Roger V. Hively

(CALL LETTERS TO BE ASSIGNED)
 LUBBOCK*

Frequency: 1590 Kc.....Power: 1000 w. d.
 Permitee.....Caprock Broadcasting Co.

*C.P.

KRBA

LUFKIN—EST. 1938

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By....Red Lands Broadcast-
 ing Association
 Business AddressLufkin
 Phone Number272
 Studio AddressLufkin
 Transmitter LocationLufkin
 Time on the AirUnlimited license
 News ServiceUP-AP
 Transcription Service.....Standard Radio;
 Keystone
 RepresentativeCox & Tanz

Personnel

Owner and Manager.....Darrell E. Yates

KCRS

MIDLAND—EST. 1935

ABC—MBS—TEXAS STATE NETWORK
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Scharbauer Estate
 Business Address117 S. Lorraine St.
 Phone Number1080-1
 Transmitter Location.....U.S. Highway 80
 Time on the Air.....6:45 a.m. to 10:30 p.m.;
 Sunday: 7:30 a.m. to 10:30 p.m.
 News Service.....AP
 Transcription Service.....Thesaurus
 Membership.....NAB, BME

Personnel

President.....Ruth Scharbauer
 Business Manager.....W. D. Reiger
 Station Manager.....J. M. McDonald
 Commercial Manager.....G. L. McDonald
 Sales Promotion.....Lee Belding
 Program Director.....Harlan Shade
 Chief Announcer.....David Cole
 Musical DirectorWayne Harrell
 Chief Engineer.....Jack Cecil

KRIG

ODESSA—EST. 1946

MUTUAL

Frequency: 1410 Kc.....Power: 1000 Watts
 Owned-Operated By....Oil Center Broad. Co.
 Address.....111 East Fifth St.
 Phone Number.....2180

Transmitter Location....1½ miles south of city
on Crane Highway
Time on the Air.....6:30 a.m. to 11 p.m.
News Service.....UP, World
Membership.....NAB

Personnel

President.....R. O. Canon
General-Station Manager.....John Thorwald
Commercial Manager.....John Thorwald
Sales Promotion.....E. H. Hendrick
Program Director.....Clarence M. Garnes
Publicity Director-Chief Announcer...Bill Lee
Musical Director.....William Brockins
Chief Engineer.....Earl Pace
Record MC.....J. N. Young, Jr.

•
K E C K

ODESSA—EST. 1946

Frequency: 920 Kc.....Power: 1000 w. d.
Owned-Operated By...Ector County Broad. Co.
Address.....P.O. Box 672
Phone Number.....Odessa 1300
Studio Address.....120 West Third St.,
Crawford Hotel, Midland
Transmitter Location...4 miles west of city,
Route 80
Time on the Air.....Sunrise to sunset
News Service.....AP
Transcription Service....Capitol, Associate,
Lang-Worth, MacGregor, Standard
Representative.....Howard H. Wilson Co.
Membership.....NAB

Personnel

Owner.....Ben Nedow
General Manager.....Jan King
Program Director.....Bill Chambers
Continuity Editor.....Glenn Hill
Commercial Mgr. (Midland)....David Cole
Chief Engineer.....James Kimbrell
Music Librarian.....Glenda Huffman
Record M.C.'s.....Paul Wynn, John Vacca

•
(CALL LETTERS TO BE ASSIGNED)
ODESSA*

Frequency: 1360 Kc.....Power: 5000 w. d.
Permittee.....Odessa Broadcasting Co.

*C.P.

•
K N E T

PALESTINE—EST. 1936

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 100 Watts
Owned-Operated By...Palestine Broad. Corp.
Address.....P.O. Box 649
Phone Number.....8686
Studio Address.....Municipal Bldg.
Transmitter Location.....Strickland Park
Time on the Air.....6 a.m. to midnight
News Service.....UP
Transcription Service.....Standard
Representative.....Hal Holman
Membership.....NAB, BMB

Personnel

Managing Director.....Gordon B. McLendon
Station Mgr.-Publicity Dir.....Joe J. Brown
Sales-Commercial Manager...Denny Sullivan
Program Director.....La Veda Wilbanks
Chief Engineer.....Don D. Dickson, Jr.

•
K P D N

PAMPA—EST. 1936

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Wc.....Power: 250 Watts
Owned-Operated By.....C. H. Hoiles, Harry
Hoiles and Jane Hoiles Hardis
Business Address.....212 North Ballard
Phone Number.....1100-1
Transmitter Location.....East of city limits
Time on the Air....16½ hours, Monday thru
Saturday; 15 hours Sunday.
Newspaper Affiliation.....Pampa News
News Service.....AP
Transcription Service.....World
Membership.....NAB, BMB

Personnel

Owner.....Harry Hoiles
Station Manager.....John Michel
Commercial Manager.....Al Donaldson
Sales Promotion Mgr.....Al Donaldson
Program Director.....Ken Bennett
Publicity Director.....Jack Guinn
Chief Announcer.....Dan Steuber
Musical Director.....Charles Maxwell
Chief Engineer.....D. E. Smith
Record MC.....Charles Maxwell

•
K P L T

PARIS—EST. 1936

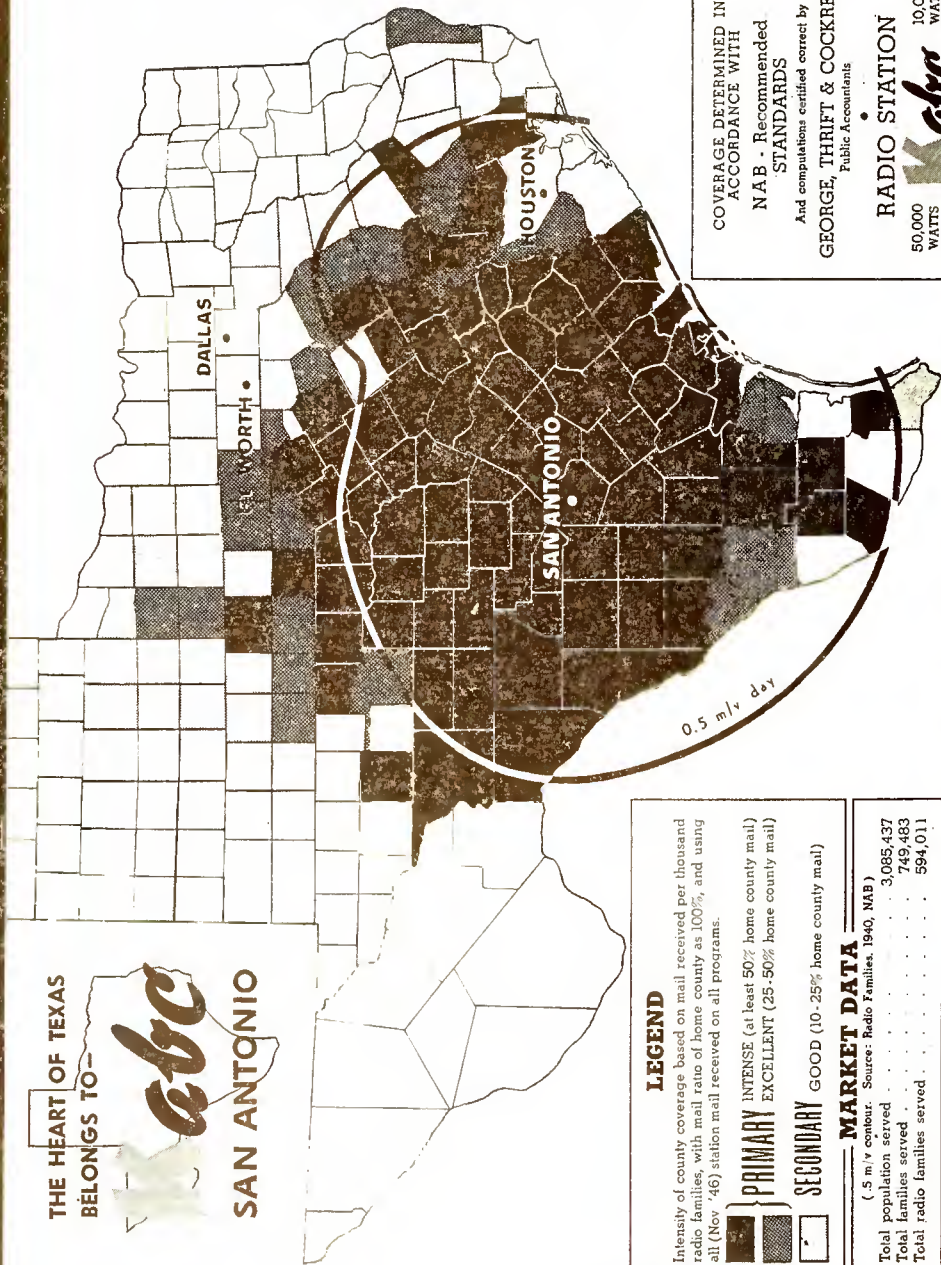
ABC
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....North Texas Broad-
casting Company

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)
- 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, THRIFT & COCKRELL
Public Accountants

RADIO STATION

50,000 WATTS Day
Kabc
10,000 WATTS Night

SAN ANTONIO

Ask Any Weed Salesman

Address Gibraltar Hotel
 Phone Number 1124-5
 Transmitter Location: 2¼ miles south on Texas
 Highway No. 24
 Time on the Air.. . . .6 a.m. to midnight,
 Sundays 7 a.m. to midnight
 News Service AP

Personnel

Manager Boyd Kelley

K I U N

PECOS—EST. 1935

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Jack W. Hawkins &
 Barney H. Hubbs
 Address.....316 South Cedar Street
 Phone Number21
 Transmitter LocationNorth of city
 Time on the Air.....8 a.m. to 10 p.m.
 News ServiceUP
 Transcription Service.....Keystone, Cole
 Representative.....Homer Griffith Co.
 Membership NAB

Personnel

General Manager..... Jack Hawkins
 Commercial Manager.....Don Brooks
 Sales Promotion.....Barney Hubbs
 Program Director.....David Martin
 Production Manager.....Jack Lyle
 Chief Engineer.....Harry W. Boehnemann

K V O P

PLAINVIEW—EST. 1944

MUTUAL—KEYSTONE

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....W. J. Harpole
 AddressPlainview
 Phone Number.....1400
 Transmitter Location.....Wayland College
 Grounds
 Time on the Air.....6 a.m. to 11 p.m.
 News ServiceAP
 Transcription Service.....Standard, Keystone
 Representative.....Homer Griffith Co.
 Membership.....NAB, EMB

Personnel

Owner.....W. J. Harpole
 General Mgr.-Station Mgr...William T. Kemp
 Commercial Manager.....Kermit Ashby
 Program Dir.-Musical Dir....James E. Stanton
 Chief Engineer.....Carl Cook
 Record MCAl Turner

K P A C

PORT ARTHUR—EST. 1934

MUTUAL BROADCASTING SYSTEM

Frequency: 1250 Kc.....Power: 1000 Watts
 Owned-Operated ByPort Arthur College
 Address 1515 Lakeshore Dr.
 Phone Number7458
 Transmitter Location1515 Lakeshore Drive
 Time on the Air.....6 a.m. to 2 a.m.
 News Service.....AP & INS
 Transcription Service.....Standard, World
 Membership.....NAB, BMB

Personnel

President.....J. W. Williams
 General Manager.....John Loitus
 Station Manager.....Marge Vickers
 Chief Engineer.....Glen Boatright
 Record MCGeorge Crouchet

K G K L

SAN ANGELO—EST. 1928

ABC—TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....KGKL, Inc.
 Address.....P.O. Box 850
 Phone Number6715
 Studio Address.....St. Angelus Hotel
 Transmitter Location50 South Milton
 Time on the Air.....6:30 a.m. to 11 p.m.
 News ServiceAP
 Representative.....John E. Pearson Co.

Personnel

President.....H. C. Ragsdale
 Station Manager.....Lewis O. Seibert
 Commercial Manager.....Myrl Stein
 Chief Engineer.....Frank Jones

K A B C

SAN ANTONIO—EST. 1926

ABC—TEXAS STATE NETWORK

Frequency: 680 Kc.....Power: 50000 d.
 10000 n. watts
 Owned-Operated By.....Alamo Broad. Co.
 Address.....223 Milam Bldg.
 Phone NumberFannin 3126
 Transmitter Location.....Highway 16
 Time on the Air.....6:30 a.m. to 12:30 a.m.;
 Sunday: 7 a.m. to midnight
 News ServiceAP
 Transcription Service.....World
 Representative.....Weed & Co.

Personnel

President.....Gene Cagle
 Station Manager.....Charles W. Balthrope
 Commercial Manager.....Bill Michaels
 Sales Promotion.....L. Jerry Spengler
 Program Director.....Bill Michaels
 Publicity Director.....L. Jerry Spengler
 Chief Announcer.....Tommy Reynolds
 Musical Director.....Miss Sybil Chastang
 Chief Engineer.....J. B. Haigh

KCOR
 SAN ANTONIO

Frequency: 1350 Kc.....Power: 1000 D.
 Owned-Operated By.....Raoul A. Cortez
 Address..National Bank of Commerce Bldg.
 News ServiceAP
 Address.....214 Broadway
 Transmitter Location.....Alta Cita Street
 Time on the Air.....6 a.m. to local sunset

Personnel

Manager.....Charles F. Harris
 Commercial Manager.....William P. Smythe
 English Program Dir.....Marvin N. Broyles
 Spanish Program Dir.....Lolo G. Astol

KMAC
 SAN ANTONIO—EST. 1930
 MUTUAL—TEXAS STATE NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
 Owned By.....Howard W. Davis, d/b as The Walmac Company
 Operated By.....Howard W. Davis
 Address.....Nat'l Bank of Commerce Bldg.
 Phone Number.....Cathedral 6211
 Transmitter Location.....Avenue B
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceINS
 Representative....Joseph Hershey McGillvra

Personnel

President-General Manager Howard W. Davis
 Sales Promotion-Merchandising
 Manager Tony Bessan
 Program Director.....Tony Bessan
 Production Manager.....Melba Flemming
 Chief Engineer.....Ed E. Case
 Record m. c.....Marvin Broyles

KONO
 SAN ANTONIO—EST. 1927

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....Mission Broadcasting Co.
 Operated By.....Eugene J. Roth
 Address317 Arden Grove

Phone Numbers.....Fannin 5171-2-3
 Transmitter Location.....317 Arden Grove
 Time on the Air.....6 a.m.-midnight;
 Sunday.....7 a.m.-midnight
 News ServiceAP
 Transcription Service.....Lang-Worth,
 MacGregor, SESAC.
 RepresentativeForjoe & Company
 MembershipNAB, BMB

Personnel

PresidentEugene J. Roth
 General Manager.....James M. Brown, Jr.
 Program Director.....Albert F. LaCoste
 Chief AnnouncerRaymond Hunt
 Chief EngineerGeorge Ing

KTSA
 SAN ANTONIO—EST. 1922

CBS—LONE STAR CHAIN
 Frequency: 550 Kc...Power: 5000 d.; 1000 n.
 Owned-Operated By...Sunshine Broadcasting
 Company
 AddressGunter Hotel
 Phone NumberGarfield 1251
 Transmitter LocationSt. Hedwig Road
 Time on the Air.....6 a.m. to 12:05 a.m.
 News ServiceAP & UP
 Transcription ServiceLang-Worth;
 SESAC, Associated.
 RepresentativeTaylor-Howe-Snowden
 MembershipNAB, BMB

Personnel

PresidentGene A. Howe
 General Manager.....George W. Johnson
 Station Manager.....George W. Johnson
 Sales-Commercial Manager.....Rex Preis
 Publicity Manager.....Owen Johnson
 Program Director.....Merri'l Myers
 Chief Announcer-Production Mgr..Pat White
 Chief EngineerW. G. Egerton

WOAI
 SAN ANTONIO—EST. 1922
 NBC—TEXAS QUALITY NETWORK

Frequency: 1200 Kc.....Power: 50000 Watts
 Owned-Operated By....Southland Industries,
 Inc.
 Address1031 Navarro Street
 Phone NumberGarfield 4221
 Transmitter LocationSelma, Texas
 Time on the Air.....5:45 to 12 midnight
 News Service.....AP, INS, UP
 Transcription Service....Standard, Lang-Worth
 MembershipNAB, BMB

Personnel

Chairman of Board.....G. A. C. Hallf
 Pres. and Gen. Mgr.....Hugh A. L. Hallf

Station Manager Hugh A. L. Half
 Commercial Manager..... Jack Keasler
 Sales Promotion-Pub. Dir..... Fred A. Peery
 Program Director..... Harold Carr
 Production Manager..... Monte K'eban
 Musical Director..... Melvin Winters
 Chief Engineer Charles Jeffers

KRRV

SHERMAN-DENISON—EST. 1936

MBS—TEXAS STATE NETWORK

Frequency: 910 Kc.....Power: 1000 Watts
 Owned-Operated ByRed River Valley
 Broadcasting Corporation
 Addresses421 N. Crockett St.; Fannin &
 Owing Sts., Denison, Texas.
 Phone Numbers..201 (Sherman); 423 (Denison)
 Transmitter Location.....Highway 75 (between
 Sherman and Denison)
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceUP
 Transcription Service.....World, Standard
 RepresentativeAdvertising Time Sales Co.
 MembershipNAB, EMB

Personnel

President.....G. H. Wilcox
 Mgr.—Sherman Studio.....L. L. Hendrick
 Mgr.—Denison Studio.....B. V. Hammond, Jr.
 Sales Manager, Sherman.....Otis McKinzie;
 DenisonOrvin Franklin
 Program Director, Sherman.....W. E. Wilcox;
 DenisonWe'don Robinson
 Musical Director.....Doris Matlock
 Chief Engineer.....T. E. Spellman

KXOX

SWEETWATER—EST. 1939

KEYSTONE BROADCASTING SYSTEM
 MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By...Sweetwater Radio, Inc.
 Address.....P. O. Box 570
 Phone Number2341
 Transmitter LocationHighway No. 70
 Time on the Air.....6:45 a.m.-11 p.m.
 News ServiceUP
 Transcription Service.....Standard
 MembershipBMB

Personnel

President.....J. S. McBeath
 Gen. Mgr. Station Mgr.....J. Harley Hubbard
 Sales Promotion.....Elwood Fritsch
 Program Director.....Zeb Williams
 Production Manager.....Bill Herring
 Chief EngineerJ. T. Allen

KTEM

TEMPLE—EST. 1936

ABC—KBS

MUTUAL BROADCASTING SYSTEM
 TEXAS STATE NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Bell Broadcasting
 Co., Inc.
 Business Address.....Box 186
 Phone Number.....52523
 Studio Address.....Kyle Hotel
 Transmitter Location...1/10 mile north of city
 Time on the Air.....6 a.m.-11 p.m.
 Sunday7:30 a.m.-11 p.m.
 News ServiceUP
 MembershipNAB, BMB

Personnel

Pres.-Gen. Mgr.....Frank W. Mayborn
 Station Manager.....Burton Bishop
 Commercial Manager....Chas. F. Whitesides
 Merchandising Manager.....Floyd Smith
 Program Director.....Ed Callaway
 Chief EngineerEarl N. Bodene

KCMC

TEXARKANA—EST. 1932

ABC

TEXAS STATE NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated ByKCMC, Inc.
 Address317 Pine St.
 Phone Number832
 Transmitter Location317 Pine St.
 Time on the Air.....6 a.m. to 12 p.m.
 News ServiceAP
 Transcription Service.....Thesaurus
 Representative.....Taylor-Howe-
 Snowden Radio Sales.
 MembershipNAB, BMB

Personnel

General Manager.....Frank O. Myers
 Sales Manager.....Thomas Dillahunty
 Merchandising Manager....Donald H. Myers
 Program Director.....Herman Cecil
 Chief EngineerHarvey Robertson

KTFS

TEXARKANA—EST. 1946

MUTUAL

Frequency 1400 Kc.....Power 250 Watts
 Owned-Operated By.....Texarkana Broad-
 casting Co.
 Business Address.....409½ State Line Ave.
 Phone Number867

Transmitter Location.....South Robinson Rd.
 Time on the Air.....6 a.m.-midnight
 Transcription Service..... World
 RepresentativeHomer Griffith
 Membership NAB

Personnel

OwnerTexarkana Broadcasting Co.
 General-Station Mgr.....David M. Segal
 Record MC-Program Dir.....Les Eugene
 Musical Director.....Bob Lawrence
 Chief EngineerHenry N. Fones

K G K B

TYLER—EST. 1929

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned By.....James G. Ulmer
 and James G. Ulmer, Jr.
 Address115 South College Street
 Phone Number 1106-7
 Transmitter Location.....Sandflat Road
 Time on the Air.....6 a.m. to 12 midnight
 News Service UP
 Transcription ServiceStandard Radio
 Membership NAB, BMB

Personnel

President and Gen. Mgr.....Jas. G. Ulmer
 Commercial-Production Mgr.....M. E. Danbom
 Sales Promotion.....Jas. G. Ulmer
 Program-Publicity Dir.....Martha Davenport
 Chief Announcer.....John P. York
 Chief Engineer.....John B. Sheppard
 Record MCJ. Edwin Smith

K V W C

VERNON—EST. 1939

MUTUAL BROADCASTING SYSTEM
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Northwestern Broad-
 casting Co.
 Address1813 Wilbarger Street
 Phone Number 1048
 Transmitter Location....1 mile east of Vernon
 Newspaper Affiliation....Vernon Daily Record
 Time on the Air.....6:45 a.m.-10:15 p.m.
 News Service AP
 Transcription ServiceCole

Personnel

President.....R. H. Nichols
 General-Station Manager.....W. D. Dixon
 Commercial Manager.....W. D. Dixon
 Program Director.....Bob Hardison
 Chief Engineer.....Herman F. Ridgway

K V I C

VICTORIA—EST. 1940

MUTUAL BROADCASTING SYSTEM
 KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated ByRadio Enterprises,
 Inc.
 Business Address..Victoria Bank & Trust Bldg.
 Phone Numbers1106-1107-1268
 Studio Address.....Cuero Highway
 Transmitter Location Cuero Highway
 Time on the Air6:45 a.m. to 11 p.m.
 News ServiceAP
 Transcription Service World

Personnel

PresidentMorris Roberts
 General-Commercial Manager...Jerry Fisher
 Chief Engineer.....Robert McCown

K W T X

WACO—EST. 1946

MUTUAL

Frequency 1230 Kc.....Power, 250 Watts
 Owned-Operated By..KWTX Broadcasting Co.
 Business Address.....108½ Scuth 6th St.
 Transmitter Location.....35 miles SW of 12th
 on Pierrard Road.
 Time on the Air.....6 a.m.-midnight
 News Service..... AP
 Transcription Service Thesaurus
 RepresentativeHoward H. Wilson Co.
 Membership NAB

Personnel

PresidentBeauford H. Jester
 General-Station Mgr.....M. N. Bostick
 Commercial Manager.....Ray A. Lewis
 Sales Promotion.....Mack Brinegar
 Program-Publicity Dir.....Wm. E. Cose, Jr.
 Musical Director.....June Kittrell
 Chief EngineerLeo Burch

W A C O

WACO—EST. 1922

AMERICAN BROADCASTING CO.
 TEXAS STATE NETWORK

Frequency, 1460 Kc.....Power, 1,000 Watts
 Owned-Operated By.....Frontier Broadcast-
 ing Co., Inc.
 AddressAmicable Bldg.
 Phone Number 5315
 Transmitter Location.....South 12th St. Rd.
 Time on the Air.....6 a.m.-midnight
 News ServiceAP

Representative.....Weed & Co.
 Membership.....NAB

Personnel

President.....Gene L. Cagle
 General Manager.....R. E. Lee Glasgow
 Commercial Manager.....Stanley Wilson
 Musical Director.....Mary Holliday
 Chief Engineer.....L. H. Appleman

K R G V

WESLACO—EST. 1926

NATIONAL BROADCASTING CO.
 LONE STAR CHAIN

Frequency: 1290 Kc.....Power: 1000 Watts
 Owned-Operated By.....KRGV, Inc.
 Address.....201 Border
 Phone Number.....375-6
 Transmitter Location.....201 Border
 Time on the Air.....6 a.m. to 12 midnight
 News Service.....AP & UP
 Transcription Service.....Standard,
 Lang-Worth, SESAC.

Representative.....Taylor-Howe-Snowden
 Membership.....NAB, BMB

Personnel

Executive General Manager..O. L. Ted Taylor
 Station Manager.....Byron W. Ogle
 Sales-Commercial Mgr.....Phil Dixon

Sales Promotion-Pub. Dir.....The'lma Pearce
 Program Director.....Bernie Barth
 Chief Announcer.....Clarence McKasson
 Chief Engineer.....O. Lewis Hartwig
 Record MC.....Clarence McKasson

K W F T

WICHITA FALLS—EST. 1939

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 5000 d.; 1000 n.
 Owned-Operated By...Wichita Broadcast. Co.
 Business Address.....Box 420
 Phone Numbers.....4182-3
 Studio Address.....Kemp Hotel
 Transmitter Location.....3½ miles w. of city
 Time on the Air.....6 a.m. to midnight
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Paul H. Raymer Co.
 Membership.....NAB, BMB

Personnel

Owner.....Joe B. Carrigan
 General Manager.....Charles E. Clough
 Merchandising Manager.....A. L. Pierce
 Publicity Director.....A. L. Pierce
 Musical Director.....Lillie Mae Comiskey
 Chief Engineer.....John Adams
 President.....Joseph B. Carrigan

UTAH

*Estimated Population, 647,102—Radio Homes, 154,111
 Stations in State—13*

K S U B

CEDAR CITY—EST. 1937

CBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Southern Utah
 Broadcasting Co.
 Address.....El Escalante Hotel
 Phone Numbers.....398, 294
 Transmitter Location.....Cedar City
 Time on the Air.....7 a.m. to 10 p.m.
 Transcription Service.....World, Keystone
 Membership.....NAB

Personnel

President.....Ivor Sharp
 General Manager.....Lennox Murdock
 Station Manager.....Roscoe A. Grover
 Chief Engineer.....Henry C. Mattingly

K V N U

LOGAN—EST. 1938

MBS-KBS

INTERMOUNTAIN NETWORK

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Cache Valley
 Broadcasting Company
 Business Address.....1393 N. Main St.
 Phone Number.....1400
 Transmitter Location.....1393 North Main St.
 Time on the Air.....6 a.m. to 11:30 p.m.
 News Service.....UP
 Transcription Service.....World
 Representative.....Avery-Knoedel

Personnel

President.....Herschel Bullen
 General Station Manager-Secretary-
 Treasurer.....Reed Bullen

Chief Engineer.....Carroll Secrist
Record MC.....Thomas Wayman

KLO

OGDEN—EST. 1929

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Interstate Broad-
casting Corporation
Business Address.....Hotel Ben Lomond
Phone Number5721-2
Transmitter LocationKanesville, Utah
Time on the Air.....6 a.m. to 12:05 a.m.
News ServiceUP
Transcription Service.....Standard Radio
Representative.....Lewis A. Avery
Membership BMB

Personnel

President-Gen. Mgr.....A. L. Glasmann
Station Manager.....George B. Morgan
Sales-Commercial Mgr.Frank Kaull
Publicity Director.....Jim Mues
Chief EngineerWayne Booth

KLWT

OGDEN—EST. 1946

Frequency, 730 Kc.....Power, 1,000 Watts,
day only.
Owned-Operated By.....James B. Littlejohn
Address P. O. Box 927, W. 12th St.
Transmitter Location.....West 12th St.
Time on the Air.....Local sunrise to sunset
News Service.....AP
Transcription Service.....Associated
Representative.....Homer Griffith Co.

Personnel

Owner-Gen. Mgr.....James B. Littlejohn
Program Director.....Mary S. Barber
Chief Announcer.....Clifton Owen
Musical Director.....Mary S. Barber
Chief Engineer.....Robert Sevy

KOAL

PRICE—EST. 1936

MBS-INTERMOUNTAIN NETWORK-KBS

Frequency, 1230 Kc.....Power, 250 Watts
Owned-Operated ByEastern Utah
Broadcasting Co.
Business Address Price
Phone Number Price 200

Transmitter LocationPrice
Time on the Air.....7 a.m.-11 p.m. (unlimited)
News ServiceUP
RepresentativeLewis Avery
(for Intermountain Network)
MembershipNAB, BMB

Personnel

President and Gen. Mgr.....Jack Richards
Chief Engineer.....P. J. Bowman

KOVO

PROVO—EST. 1939

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KOVO Broadcasting
Co.
Address108 West Center Street
Phone Number1680-1
Transmitter Location307 So. 17th West
Time on the Air.....6 a.m. to 12 midnight
News ServiceAP
Transcription ServiceThesaurus
Representative..... Lewis Avery
Membership NAB, BMB

Personnel

President-Gen. Mgr.....Clifton A. Tolboe
Program DirectorArthur Mortensen
Chief EngineerParley Rasmusson
Record MCDean Ludlow

(CALL LETTERS TO BE ASSIGNED)
PROVO*

Frequency 1490 Kc.....Power, 250 Watts
Permittee.....Central Utah Broadcasting Co.

*C.P. Pending

KALL

SALT LAKE CITY—EST. 1945

MUTUAL—INTERMOUNTAIN

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By...Salt Lake City Broad-
casting Co.
Address248 S. Main St.
Phone Number.....4-1843—4-6491
Transmitter Location.....382 W. Gregson St.
Time on the Air.....Unlimited
Newspaper Affiliation.....Salt Lake Tribune-
Telegram.
News ServiceUP, INS, AP
Transcription Service.....Associated, Cole,
MacGregor, BMI
RepresentativeAvery-Knodel, Inc.

Personnel

General Manager.....George C. Hatch
 Station Manager.....Alvin G. Pack
 Commercial Manager....Thomas H. Anderson
 Chief Engineer.....Stanley Benson
 Record MC.....Al Collins

K N A K

SALT LAKE CITY

Frequency: 1400 Kc.....Power: 250 Watts
 Owner: Granite District Radio Broadcasting Co.

Operated By.....Howard D. Johnson
 Address.....219 Continental Bank Bldg.
 Phone Numbers.....5-8113 and 5-7988
 Transmitter Location.....1016 So. 6th West
 Time on the Air.....7 a.m. to 12:05 a.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representative..Joseph Hershey McGillvra, Inc.

Personnel

President-General and Station Manager.....Howard D. Johnson
 Sales-Commercial Manager.....Hale Byron
 Sales Promotion.....Howard M. Buchman
 Musical Director.....Donald Penman
 Record M. C.....Arlond Taylor
 Chief Engineer.....James B. Littlejohn

K D Y L

SALT LAKE CITY—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc.....Power: 5000 Watts
 Owned By.....Intermountain Broadcasting Corporation

Operated By.....S. S. Fox
 Address.....Tribune-Telegram Bldg.
 Phone Number.....5-2991
 Transmitter Location...11th W. & 33rd S. St.
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....INS; UP
 Transcription Service...World Broadcasting System; NBC Thesaurus
 Representative.....John Blair & Company
 Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....S. S. Fox
 Sales Managers...George A. Provol, National;
 E. J. Drucker, local.
 Program Director.....Emerson S. Smith
 Production Manager.....Kay W. Richins
 Publicity Director.....Frank K. Baker
 Chief Announcer.....Allen Moll

Musical Director.....Eugene Je'snik
 Chief Engineers.....Charles L. Stockdale,
 John M. Baldwin.

K S L

SALT LAKE CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

Frequency: 1160 Kc.....Power: 50000 Watts
 Owned-Operated By.....Radio Service Corporation of Utah

Address.....10 So. Main St.
 Phone Number.....5-4641
 Transmitter Location.....Saltair, Utah
 Time on the Air.....6 a.m. to 1 a.m.
 Transcription Service.....Standard;
 Lang-Worth; Associated

News Service.....AP, UP
 Representative....Edward Petry & Company
 Membership.....NAB, BMB

Personnel

President.....J. Reuben Clark, Jr.
 General Manager-Vice-President...Ivor Sharp
 Exec. Asst. in Charge
 Public Affairs.....Ralph W. Hardy
 Commercial Manager.....F. B. McLatchy
 Exec. Asst. in Charge of
 Engineering.....C. Richard Evans

THE
 STATION
 MOST
 UTAHNS
 LISTEN
 TO
 MOST

KDYL
 SALT LAKE CITY
 UTAH'S NBC STATION

National
 Representatives
 John Blair & Co.

K U T A

SALT LAKE CITY—EST. 1938

ABC

ROCKY MOUNTAIN NETWORK

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.... Utah Broadcasting
 & Television Co.
 Address29 South State Street
 Phone Number3-2737
 Transmitter LocationNorth Salt Lake
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceUP
 Transcription Service.....Standard Radio,
 Lang-Worth
 Representative.....The Katz Agency
 Membership.....NAB, BMB

Personnel

President-Gen. Manager...Frank C. Carman
 Commercial Manager.....Jack A. Burnett
 Sales Promotion-
 Merchandising Manager...Jack A. Burnett
 Chief Engineer.....Wendell Bell

K J A M

VERNAL—EST. 1943

Frequency: 1340 Kc.....Power 250 Watts
 Owned-Operated By..Utah Broadcasting Co.
 AddressHotel Vernal
 Transmitter Location.....Hotel Vernal
 Time on the Air.....7 a.m. to 10 p.m.
 Transcription ServiceWorld
 Representative.....Homer Griffith, Inc.
 Membership NAB

Personnel

President-Owner.....James C. Wallentine
 General Manager.....Howard D. Johnson
 Station Manager-
 Program Director.....Leland E. Walker
 Commercial Manager-
 Sales Promotion Mgr...Clem L. Rawlins, Jr.
 Chief Engineer.....David A. King
 Record MC.....Lee Walker

VERMONT

*Estimated Population 336,816—Radio Homes 81,937
 Stations in State 5*

W C A X

BURLINGTON—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc.....Power: 1000 Watts
 Owned-Operated By....WCAX Broadcasting
 Corp.
 Address137 Main St.
 Phone NumberBurlington 2000
 Transmitter LocationColchester, Vermont
 Time on the Air.....6:29 a.m. to 12:05 a.m.;
 Sundays: 8 a.m. to 12:05 a.m.
 News ServiceUP
 Transcription Service.....World, Lang-Worth
 RepresentativeWeed & Company
 Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....C. P. Hasbrook
 Commercial Manager.....John D. Swan
 Program Director.....Robert L. Burger
 Production Manager.....Milton R. Slater
 Chief Engineer.....James W. Tierney
 Record MC.....Robert L. Burger

W J O Y

BURLINGTON—EST. 1946

ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By....Vermont Broad. Corp.
 Address633 Main Street
 Phone NumberBurlington 5430
 Transmitter Location.....633 Main Street
 Time on the Air.....17 hours
 News ServiceAP
 Transcription Service.....Thesaurus
 Representatives...Joseph Hershey McGillvra,
 Inc.; Bertha Bannan
 Membership NAB

Personnel

President.....D. W. Howe
 Station Mgr.-Program Dir.....A. E. Spckes
 Commercial-Sales Mgr.....T. R. Morrow
 Production Manager.....Val Carter
 Musical Director.....Robert Hildreth, Jr.
 Chief Engineer.....John C. Quill

W S Y B

RUTLAND—EST. 1930
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK—KBS

Frequency: 1380 Kc.....Power: 1000 Watts
 Owned-Operated By.....P. Weiss Music Co.
 Address 80 West Street
 Phone Number 1247
 Transmitter LocationCreek Road
 Time on the Air.....7:15 a.m. to 11:15 p.m.
 News ServiceUP
 Representative..Joseph Hershey McGillvra, Inc.
 Membership.....NAB, BMB

Personnel

President and General Mgr.....Philip Weiss
 Station Manager.....J. H. Weiss
 Commercial Manager.....P. Weiss
 Chief Announcer.....Ira Huey
 Chief Engineer.....N. K. Ransom

W W S R

ST. ALBANS—EST. 1941
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 1000 w. d.
 Owned-Operated By....Vermont Radio Corp.
 Address32 N. Main St.
 Phone Number 1390

Transmitter Location.....Swanton Road
 Time on the Air.....Daytime
 Transcription ServiceWorld
 Representative.....Howard H. Wilson Co.

Personnel

PresidentLloyd Squier
 General Mgr.-Station Mgr....Warren Marsden
 Chief Engineer.....Theodore Boisvert

W D E V

WATERBURY—EST. 1931
MUTUAL—YANKEE—KBS

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Operated ByLloyd E. Squier &
 William G. Ricker
 Address 8 Stowe St.
 Phone Number13
 Transmitter LocationBlush Hill
 Time on the Air.....6 a.m. to local sunset
 News ServiceUP
 Transcription Service....World Broadcasting
 RepresentativeHoward H. Wilson Co.
 MembershipBMB

Personnel

President.....Lloyd E. Squier
 General Mgr.-Station Mgr....Lloyd E. Squier
 Commercial Manager.....Harrison Fowler
 Program Director.....Tom Dodd
 Chief Announcer.....Fred Haggerty
 Chief Engineer.....Paul A. Hurd

VIRGINIA

Estimated Population, 3,054,565—Radio Homes, 605,836
Stations in State—31

W P I K

ALEXANDRIA—EST. 1945

Frequency: 730 Kc.....Power: 1000 w. d.
 Owned-Operated By....Potomac Broad. Corp.
 Address.....Hotel George Mason
 Phone Number.....Overlook 3000
 Transmitter Location.....Telegraph Road
 Time on the Air.....Sunrise to Sunset
 News ServiceAP
 Transcription Service.....World, Lang-Worth
 Representative..Joseph Hershey McGillvra, Inc.
 MembershipNAB

Personnel

President.....Howard B. Hayes
 General Mgr.-Station Mgr...Howard B. Hayes
 Vice-Pres., Asst. Mgr.....Carl L. Lindberg
 Merchandising Manager....Perry P. Walders
 Program Director.....Willard Dougherty

Publicity Director.....Joyce Dougherty
 Musical Director.....Herbert Deberry
 Chief Engineer.....Carl L. Lindberg

W A R L

ARLINGTON—EST. 1946

Frequency: 780 Kc.....Power: 1000 w. d.
 Owned-Operated By.....Northern Virginia
 Broadcasters, Inc.
 Address.....3102 N. 10th Rd.
 Phone Number.....OWens 7800
 Transmitter Location.....Bailey's Cross Road
 Time on the Air.....Sunrise to sunset
 News Service.....UP
 Transcription Service.....Capital, Standard
 Representative.....Universal Radio Sales
 MembershipNAB

Personnel

President-Owners....R. Kilbourne Castell and
Frank U. Fletcher
Chief Engineer.....Earl Merryman

WEAM

ARLINGTON—EST. 1947

Frequency: 1390 Kc.....Power: 250 Watts
Owned-Operated By.....Arlington-Fairfax
Broadcasting Corp., Inc.
Address.....Radio Bldg., 2020—16th St., N.
Time on the Air.....Unlimited

Personnel

PresidentHaynard Magruder
Commercial Manager.....Perry Walders

WCHV

CHARLOTTESVILLE—EST. 1934

KBS—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Barham & Barham
AddressFourth & East Market Sts.
Phone Number 2500
Transmitter Location.....Richmond Road
Time on the Air.....6:30 a.m. to 12:05 a.m.
News Service..... AP
Transcription Service Standard
Representative.....Cox & Tanz

Personnel

OwnerCharles Barham, Jr.
Station Manager.....Randolph Bean
Chief Engineer.....Walter Gray

WKEY

COVINGTON—EST. 1941

ABC—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Earl M. Key
Address.....P. O. Box 629
Phone Number 840
Transmitter Location.....Clifton Forge Rd.
Time on the Air.....7:00 a.m.-11:00 p.m.
News ServiceUP
Transcription ServiceWorld
Membership NAB

Personnel

Owner.....Earl M. Key
General Mgr.-Station Mgr.....Earl M. Key
Commercial Manager.....Carroll Harrison
Chief Engineer.....Lawrence L. Kennedy

WBTM

DANVILLE—EST. 1930

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated ByPiedmont Broadcast-
ing Corporation
AddressHotel Danville Building
Phone Number 2350
Transmitter Location.....River Road
Time on the Air.....6:30 a.m. to 12:05 a.m.
News ServiceAP

Personnel

President.....L. N. Dibrell
General Mgr.-Station Mgr....R. Sanford Guyer
Sales Mgr.-Sales Promotion...E. G. Gardner
Chief Engineer.....Lyle Motley
Record MC.....Ray Schreiner

WDVA

DANVILLE—EST. 1947

Frequency: 1250 Kc..Power: 5000 Watts Day—
1000 watts night
Owned-Operated ByVirginia-Carolina
Broadcasting Corp.
Address.....American National Bank Bldg.
Time on the Air.....5:30 a.m. to 12:30 a.m.
News ServiceUP
Transcription Services.....World, Capitol

Personnel

President.....J. D. Pruitt
General Manager.....Walter M. Windsor
Chief Engineer.....Henry D. Lea

WFVA

FREDERICKSBURG—EST. 1939

ABC—KBS

Frequency 1230 Kc.....Power: 250 Watts
Owned-Operated By...Fredericksburg Broad-
casting Corporation
Business Address.....Drawer 269
Phone Number1261
Studio Address.....528 Wolfe St.
Transmitter Location.....King's Highway
Time on the Air.....7 a.m. to 10:30 p.m.
RepresentativeBurn-Smith

Personnel

President.....Richard F. Lewis, Jr.
Station Mgr.-Sales Mgr....Walter F. Harris, Jr.
Chief Engineer.....W. S. Candler

WBOB

GALAX—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Carrol-Grayson
Broadcasting Corp.

Business AddressGalax
 Phone Number300
 Studio Address.....Popular Knob Road
 Transmitter Location.....Popular Knob Road
 News Service.....AP

Personnel

President.....Robert V. Morris
 General Manager.....John W. Shultz
 Chief Engineer.....Carl E. Duckett

W S V A

HARRISONBURG—EST. 1933
 NATIONAL BROADCASTING CO.

Frequency: 550 Kc.....Power: 1000 Watts
 Owned-Operated By.....Shenandoah Valley
 Broadcasting Corporation
 AddressNewman Building
 Phone Number.....875 or 550
 Transmitter LocationFive miles south of
 Harrisonburg on U. S. Route 11
 Time on the Air 6 a.m. to local sunset
 News ServiceUP
 Transcription Service.....Standard, Cole
 RepresentativeWeed & Co.
 Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....Fred Allman
 Commercial Manager....Robert B. Harrington
 Sales Promotion Mgr....Robert B. Harrington
 Program Director.....R. H. Dick Johnson
 Publicity Director.....R. H. Dick Johnson
 Chief Announcer.....Richard Eyrich
 Musical Director.....R. H. Dick Johnson
 Chief Engineer.....Warren L. Braun
 Record MC.....Hod A. Love

W L V A

LYNCHBURG—EST. 1930
 ABC

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Lynchburg Broad-
 casting Corp.
 AddressAllied Arts Bldg.
 Phone Number3030
 Transmitter Location.....Morgan Street
 Time on the Air.....17 hours, 35 minutes
 News ServiceAP
 Transcription Service...Lang-Worth; Standard
 MembershipNAB

Personnel

President.....Edward A. Allen
 General Manager.....Philip P. Allen
 Commercial Manager.....Jos. F. Wright, Jr.
 Sales Promotion.....Jos. F. Wright, Jr.
 Program Director.....Eric F. Lund
 Chief Engineer.....John T. Orth

W M V A

MARTINSVILLE—EST. 1941
 NATIONAL BROADCASTING CO.
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power 250 Watts
 Owned-Operated By.....Martinsville Broad-
 casting Co., Inc.
 Business AddressMartinsville
 Phone Number2152
 Studio Address.....Figsboro Road
 Transmitter Location.....Figsboro Road
 Time on the Air.....6:30 a.m. to 11:30 p.m.
 News ServiceAP
 Transcription Service.....Keystone
 Membership.....NAB, BMB

Personnel

President.....William C. Barnes
 General Manager.....John W. Shultz
 Commercial Manager.....C. Robert Ray
 Sales Promotion Mgr.....Charles F. Adams
 Program Director.....Barbara Harding
 Publicity Director.....Charles F. Adams
 Chief Announcer.....Charles Harville
 Musical Director.....Holladay Yeaman
 Chief Engineer.....Dewey W. Muse
 Record MC.....Barbara Harding

W G H

NEWPORT NEWS—EST. 1928
 ABC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Hampton Roads
 Broadcasting Corporation
 Business AddressPortlock Bldg.,
 Norfolk, Va.
 Phone Numbers.....Norfolk 27031
 Newport News 71312
 Studio Address.....Portlock Bldg., Norfolk;
 Warwick Hotel, Newport News, Va.
 Transmitter Location ...End Jefferson Avenue,
 Newport News, Va.
 Time on the Air: 6 a.m. to 1 a.m.; Sundays,
 7:15 a.m. to 1 a.m.
 Newspaper Affiliation: Newport News Daily
 Press; Newport News Times-Herald
 News ServiceAP
 Transcription Service...Standard, Lang-Worth
 RepresentativeBurn-Smith Company
 Membership.....NAB, BMB

Personnel

President.....Raymond B. Bottom
 Vice-Pres.-Gen. Mgr.Edward E. Bishop
 Station Manager.....Edward E. Bishop
 Commercial Manager.....Edward E. Edgar
 Program Director.....Jack A. Black
 Publicity Director.....Edward E. Edgar
 Chief Engineer.....Charles A. Runyan
 Record MC.....George Thomas

W L O W

NORFOLK—EST. 1946

Frequency: 1590 Kc.....Power: 1000 Watts
 Owned-Operated By.....Commonwealth
 Broadcasting Corp.
 Address.....Granby St. & Brooke Ave.
 Transmitter Location.....Western Branch, Va.
 Time on the Air.....Sunrise to Sunset
 News Service.....UP
 Transcription Service.....Associated
 Membership.....NAB

Personnel

President.....E. L. Scott
 Vice-Pres.-General Mgr.....Robert Wasdon
 Station Mgr.-Commercial Mgr.....Coburn Gum
 Program Director.....Raymond Penner
 Chief Engineer.....Jack Siegel

W T A R

NORFOLK—EST. 1923

NATIONAL BROADCASTING CO.

Frequency: 790 Kc.....Power: 5000 Watts
 Owned-Operated By..Norfolk Newspapers, Inc.
 Address ..National Bank of Commerce Bldg.
 Phone Number.....25671
 Transmitter Location ..Glen Rock
 Time on the Air.....6 a.m. to 1 p.m.
 Newspaper Affiliation ..Norfolk
 Newspapers, Inc.
 News Service.....AP; UP
 Transcription Service.....Standard Radio,
 Langworth
 Representative ..Edward Petry & Co.
 Membership.....NAB, BMB

Personnel

President and Gen. Mgr....Campbell Arnoux
 Commercial Manager.....John W. New
 Program Director....Henry Cowles Whitehead
 Production Manager.....Clyde Moser
 Chief Engineer.....John Peffer
 Record MC.....Traffon Robertson

W N V A

NORTON—EST. 1945

MUTUAL—KEYSTONE

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By...Blaufox Radio Co., Inc.
 Address ..Norton, Va.
 Time on the Air.....7 a.m. to 11 p.m.
 Representative ..Burn-Smith

Personnel

Manager ..Jack Helms

W S S V

PETERSBURG—EST. 1945

MUTUAL

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Southside Virginia
 Broadcasting Corp.
 Address.....112 W. Tabb Street
 Phone Number ..3881-2
 Transmitter Location.....Lt. Run, East Bank St.
 Time on the Air.....6:30 a.m. to midnight
 News Service ..AP
 Transcription Service.....Standard
 Representative ..Burn-Smith
 Membership ..EMB

Personnel

Pres. and Gen. Mgr.....Louis H. Peterson
 Sales Manager.....Roger J. Hickey
 Commercial Manager.....Arthur Beckwith
 Merchandising Manager...Alex M. Campbell
 Program Director.....Paul C. Louther
 Production Manager.....Mary Ruth Carroll
 Publicity Director.....Nellie W. Andrews
 Chief Announcer.....John B. H. Louther
 Musical Director.....Carl A. Hart
 Chief Engineer.....Edward F. Schwarz
 Record MC.....Don Laiffer

W S A P

PORTSMOUTH—EST. 1943

MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By..Portsmouth Radio Corp.
 Address ..Professional Bldg.
 Phone Number ..6383
 Transmitter Location.....1318 Spratley St.
 Time on the Air.....6 a.m. to 1 a.m.;
 Sunday: 8 a.m. to 1 a.m.
 News Service ..UP
 Transcription Service.....World, Thesaurus
 Representative ..Joseph Hershey McGillvra, Inc.
 Membership ..NAB

Personnel

President.....Tom Gilman
 General Manager.....T. W. Aydtlett
 Sales Manager.....Jack Norfleet
 Program Director.....Ernest Tannen
 Publicity Director.....Abbot Lutz
 Chief Engineer.....Frederic F. Clair

W P U V

PULASKI—EST. 1946

MUTUAL—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Southwest Broad. Co.
 Address.....Pulaski, Va.
 Phone Number.....3-3931
 Transmitter Location.....Cool Springs
 Time on the Air.....6 a.m. to 11:15 p.m.
 Newspaper Affiliation...The Southwest Times
 News Service.....AP
 Transcription Service.....Thesaurus
 Representative.....Sears & Ayer, Inc.
 Membership.....NAB

Personnel

Owner.....Howard R. Imboden
 General Manager.....Robert C. Wolfenden
 Chief Engineer.....Fitzgerald McDaniel
 Record MC.....James H. Mayes, Jr.

W B B L*

RICHMOND—EST. 1924

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Grace Covenant
 Presbyterian Church
 Address.....1627 Monument Avenue
 Phone Number.....57941
 Transmitter Location...1627 Monument Ave.
 Time on the Air: Special hours on Sundays
 only
 *(Non-Commercial Station)

W L E E

RICHMOND—EST. 1945

MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By.....Thomas Tinsley, Jr.
 Address.....Broad-Grace Arcade
 Phone Number.....3-6741
 Transmitter Location.....Colorado Ave. and
 Sumpter Street
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....AP
 Transcription Service.....Standard
 Representative.....Headley-Reed
 Membership.....EMB

Personnel

President.....Thomas G. Tinsley, Jr.
 General Manager.....Irvin G. Abeloff
 Operations Manager.....R. W. Baker
 Musical Director.....Robert J. Morris
 Chief Engineer.....George W. McGuigan, Jr.

W R N L

RICHMOND—EST. 1929

ABC

Frequency: 910 Kc.....Power: 5000 Watts
 Owned-Operated By.....Richmond Radio Corp.
 Address.....323 E. Grace St.
 Phone Number.....33436
 Transmitter Location.....Wilkinson Road
 Time on the Air.....5:30 a.m. to 1 a.m.;
 Sundays, 7 a.m. to 1 a.m.
 Newspaper Affiliation.....Richmond News-
 papers, Inc.
 News Service.....AP
 Transcription Service.....Standard, Capitol
 Representative.....Edward Petry & Co.
 Membership.....NAB, EMB

Personnel

President.....D. Tennant Bryan
 General Manager.....E. S. Whitlock
 Commercial Manager.....E. S. Whitlock
 Assistant Manager.....G. Mallory Freeman
 Production Manager.....Richard A. Velz
 Chief Engineer.....Walter R. Selden

THE SELLING VOICE
 IN THE BUYING MARKET
 GIVES GREATER PROFITS

WRNL 5000 WATTS
 RICHMOND, VA.

NIGHT & DAY
 910 KC

EDWARD PETRY & CO., INC.,
 NATIONAL REPRESENTATIVES

W M B G

RICHMOND—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1380 Kc.....Power: 5000 Watts
 Owned-Operated By.....Havens & Martin, Inc.
 Address3301 West Broad Street
 Phone Number 5-8611
 Transmitter Location.....Staples Mill Road
 Time on the Air.....6:30 a.m. to 1 a.m.
 News ServiceTransradio
 Transcription Service.....Thesaurus,
 Lang-Worth, BMI
 RepresentativeJohn Blair & Company
 Membership.....NAB, EMB

Personnel

Pres. and Gen. Mgr.....Wilbur M. Havens
 Station Manager.....Walter A. Bowry, Jr.
 Commercial Manager...Ralph D. Wallerstein
 Program Director.....Allan J. Phaup, Jr.
 Production Manager.....Conrad Rianhard
 Chief Announcer.....John V. Shand
 Musical Director.....George U. Lyon
 Chief Engineer.....Wilfred H. Wood

W R V A

RICHMOND—EST. 1925

CBS

Frequency: 1140 Kc.....Power: 50000 Watts
 Owned-Operated By.....Larus & Brother Co.
 Business Address.....Hotel Richmond
 Phone Number 3-6633
 Studio Addresses: Hotel Richmond; 1506 Colley
 Ave., Norfolk, Va.
 Transmitter LocationEdgeworth, Henrico
 County, Va.
 Time on the Air.....6 a.m. to 1 a.m.;
 Sunday: 7 a.m. to 1 a.m.
 News ServiceUP
 Transcription Service.....World, Lang-Worth
 RepresentativePaul H. Raymer Co.
 Membership.....NAB, EMB

Personnel

General Manager.....C. T. Lucy
 Commercial Manager.....Barron Howard
 Program Director.....Samuel S. Carey
 Production Manager.....John Tansey
 Promotion Manager.....Jack Stone
 Chief Engineer.....D. C. Woods

W D B J

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

Frequency: 960 Kc.....Power: 5000 Watts
 Owned-Operated By.....Times-World Corp.
 Business Address.....P. O. Box 150
 Phone Number 8131
 Studio Address.....124 W. Kirk Ave.
 Transmitter Location...Colonial Ave., Colonial
 Heights
 Time on the Air: 6 a.m. to 12:05 a.m.; Sundays,
 8 a.m. to 12:05 a.m.
 Newspaper AffiliationRoanoke Times;
 Roanoke World News
 News Service.....AP, UP
 Transcription Service.....Lang-Worth; WBS
 RepresentativeFree & Peters, Inc.
 Membership.....NAB, BMB

Personnel

President.....J. P. Fishburn
 General Manager.....Ray P. Jordan
 Commercial Manager...John W. Harkrader
 Program Director.....Paul E. Reynolds
 Chief Engineer.....J. E. Newman

W R O V

ROANOKE—EST. 1946

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Radio Roanoke, Inc.
 Address.....Mountain Trust Bank Bldg.
 Phone Number3-4444
 Transmitter Location...15th & Cleveland Ave.
 Time on the Air.....6 a.m. to midnight
 News ServiceReuters
 Transcription Service.....Lang-Worth,
 W. E. Long
 Membership NAB

Personnel

President.....Leo F. Henebry
 Gen. Mgr. Station Mgr.. Lambert B. Beeuwkes
 Commercial Manager.....Frank E. Koehler
 Sales Promotion Mgr.....Frank E. Koehler
 Program Director.....Gordon R. Phillips
 Production Manager.....David Kent
 Publicity Director.....Dan Cronin
 Chief Engineer.....J. J. Ralston
 Record MC.....Dick Knowles

W S L S

ROANOKE—EST. 1940

ABC

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.... Roanoke Broadcast-
 ing Corp.
 AddressShenandoah Life Building

Phone Number 9227
 Transmitter Location ..Shenandoah Life Bldg.
 Time on the Air.....5 a.m. to 12:05 p.m.;
 Sundays: 7 a.m. to 12:05 p.m.
 News ServiceAP
 Transcription Service.....Thesaurus,
 Lang-Worth, BMI, Cole
 Membership.....NAB, BMB

Personnel

General Mgr.-Station Mgr....James H. Moore
 Business and Commercial
 ManagerHorace Fitzpatrick
 Program Director.....Robert W. Menefee
 Production Manager.....Francis Ballard
 Chief Engineer.....J. Phillipps Briggs

W T O N

STAUNTON—EST. 1945

AMERICAN BROADCASTING CO.

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By....Charles P. Blackley
 AddressMorrison Bldg.
 Phone Number.....1400
 Transmitter Location.....Near Waynesboro
 Highway
 Time on the Air.....6:30 a.m. to 12:05 a.m.
 Sunday, 8 a.m. to midnight
 News ServiceAP
 Transcription ServiceWorld
 Membership NAB

Personnel

Owner and Gen. Mgr.... Charles P. Blackley
 Commercial Manager.....Charles E. Seebeck
 Promotion Manager.....Charles E. Seebeck
 Program Director.....Fulton King
 Publicity Director.....Charles E. Seebeck
 Chief Engineer.....Rex Houser
 Record MC.....Fulton King

W L P M

SUFFOLK—EST. 1940

AMERICAN BROADCASTING CO.
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated BySuffolk Broadcasting
 Address105 Bank Street
 Phone Number1420-1
 Transmitter LocationRoute No. 460
 Time on the Air.....7 a.m. to midnight
 News ServiceUP
 Transcription Service.....Lang-Worth
 RepresentativeSears & Ayer
 Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....Fred L. Hart
 Commercial Manager.....Fred L. Hart
 Program Manager.....Allen B. Jones
 News Editor.....William Warwick
 Musical Director.....Ida Barrett
 Chief Engineer.....Veryl W. Rupp
 Record MC.....Earl Hundley

W I N C

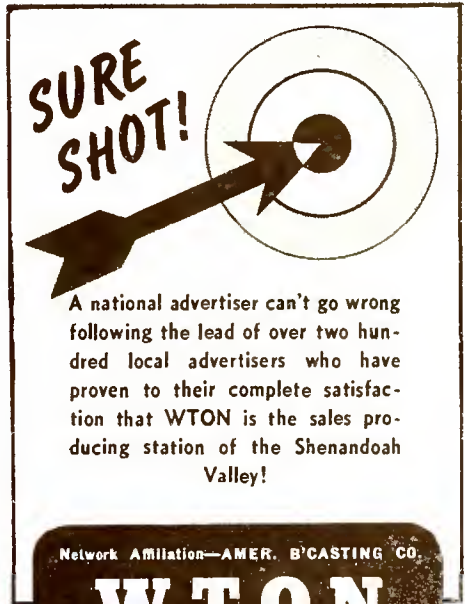
WINCHESTER—EST. 1941

ABC—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Richard Field Lewis, Jr.
 Business Address.....Drawer 605
 Phone NumberWinchester 4855
 Studio Address.....WINC Bldg.
 Transmitter Location.....WINC Bldg.
 Time on the Air.....6:30 a.m. to 11:30 p.m.
 Transcription ServiceLang-Worth
 Membership.....NAB, BMB

Personnel

Owner and Gen. Mgr...Richard Field Lewis, Jr.
 Commercial Manager.....John Carl Morgan
 Chief Engineer.....Philip B. Whitney



A national advertiser can't go wrong following the lead of over two hundred local advertisers who have proven to their complete satisfaction that WTON is the sales producing station of the Shenandoah Valley!

Network Affiliation—AMER. B'CASTING CO.

W T O N

CHARLES P. BLACKLEY, Gen. Mgr.
 CHARLES E. SEEBECK, Sales Mgr.

STAUNTON VIRGINIA

250 WATTS Full Time 1400 Kc

WASHINGTON

Estimated Population, 2,121,992—Radio Homes, 658,296
Stations in State—34

KXRO

ABERDEEN—EST. 1927

UNITED PACIFIC—KBS

MUTUAL—DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KXRO, Inc.
Address.....207½ E. Market St.
Phone Number.....Aberdeen 4098
Transmitter Location.....1308 Coolidge Rd.
Time on the Air.....Unlimited
News Service.....AP, UP
Transcription Service.....Standard Radio
Representative.....Howard H. Wilson Co.
Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....Harry R. Spence
Station Manager.....Fred G. Goddard
Commercial Manager.....Bertha G. Ruby
Sales Promotion Mgr.....John Duane Johnson
Production Manager.....Stan Spiegle
Publicity Director.....John Duane Johnson
Chief Engineer.....Bill Cunningham

KVOS

BELLINGHAM—EST. 1929

ABC—KBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....KVOS, Inc.
Address.....KVOS Bldg.
Phone Number.....4200
Transmitter Location.....2074 Yew St. Rd.
Time on the Air.....6 a.m. to midnight
News Service.....UP
Transcription Service.....MacGregor & World
Representative.....John Keiting
Membership.....BMB, WSAB

Personnel

President.....Rogan Jones
General Manager.....Frank Adams
Sales Manager.....Fred Elsethagen
Sales Promotion Manager.....Fred Elsethagen
Program Director.....John Griswold
Publicity Director.....Hal Reeves
Chief Announcer.....Bud Clark
Chief Engineer.....Mel Featherkile
Record MC.....Tom Haveman

(CALL LETTERS TO BE ASSIGNED)
BREMERTON*

Frequency: 1490 Kc.....Power: 250 Watts
Permittee.....Bremerton Broad. Co.

*C.P. Pending

KELA

CENTRALIA AND CHEHALIS
EST. 1937

MUTUAL—DON LEE—KBS

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.....Central Broadcasting
Corporation
Address.....P.O. Box 827, Chehalis
P. O. Box 720, Centralia
Phone Numbers.....Centralia 721; Chehalis
721
Studio Address.....Highway 99,
midway between Chehalis-Centralia
Transmitter Location: (Midway between Cen-
tralia and Chehalis), Hiway 99
Time on the Air.....6 a.m. to midnight
News Service.....UP
Membership.....NAB, BMB

Personnel

Owners.....J. Elroy McCaw, Mabel Gwinn
General Mgr.-Station Mgr.....Joe Chytil
Commercial Manager.....Robt. S. Brister
Program Director.....Kenneth Sulston
Production Manager.....Dudley E. Gaylord, Jr.
Publicity Director.....Schuyler Hill
Chief Engineer.....Ellwood Lippincott
Record MC.....Arnold Werner

KCOW

ELLENSBURG—EST. 1946

PACIFIC NORTHWEST BROADCASTERS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Central Washington
Broadcasters, Inc.

Address.....Box 678
Phone Number.....2-4436
Transmitter Location.....Route 2
Time on the Air.....6:30 a.m. to 9:30 p.m.
News Service.....UP
Transcription Service.....Lang-Worth,
McGregor, Keystone
Representative.....The Walker Co.
Membership.....NAB

Personnel

President.....Goodwin Chase, Jr.
 General Mgr.-Station Mgr.....Joe Kendall
 Sales Manager.....Robert Vaughan
 Program Director.....William Thomas
 Publicity Director.....Joe Kendall
 Chief Announcer.....William Thomas
 Musical Director.....Wendall Kinney
 Chief Engineer.....Vern Totten

**(Call Letters to Be Assigned)
 ELLENSBURG***

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated ByKittitas Valley
 Broadcasting Station
 Address Route 2

Personnel

Owners.....Gilbert H. Kaynor,
 Howard H. Kaynor

*C.P. (Was pending)

K R K O

**EVERETT—EST. 1922
 MUTUAL—DON LEE—KBS**

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By...Everett Broadcasting
 Co., Inc.
 AddressKRKO Bldg.
 Phone Number.....Main 523
 Transmitter Location.....KRKO Bldg.
 Time on the Air.....6 a.m. to Midnight
 News ServiceUP
 Transcription Service.....SESAC, Cole,
 MacGregor
 RepresentativeJohn Keating
 Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....William R. Taft
 Sales-Commercial Mgr.....D. A. Baker
 Sales Promotion Mgr.....Marlin Smythe
 Program Dir.-Publicity Dir.....Marlin Smythe
 Musical Director.....Merlin Matheny
 Chief Engineer.....Earl Gerdon

K W L K

**LONGVIEW—EST. 1938
 MBS—DON LEE—KBS**

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Twin City Broad-
 casting Corp.
 Address...National Bank of Commerce Bldg.
 Phone Number 1500

Transmitter LocationOcean Beach
 Highway
 Time on the Air.....Full Time
 Transcription Service World
 Newspaper Affiliation...Longview Daily News
 News ServiceUP
 Transcription Service.....World
 Representative.....Homer Griffith Co.
 Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....C. O. Chatterton
 Sales-Commercial Mgr.....Jack Richards
 Program Director.....Claire Banks
 Chief Engineer.....John Van Voorhees
 Record MC.....Paul Sawin

**(CALL LETTERS TO BE ASSIGNED)
 MOSES LAKE***

Frequency: 1493 Kc.....Power: 250 Watts
 Permittee.....Col. Basin Broadcasters

*C.P.

K B R C

MT. VERNON—EST. 1946

Frequency: 1430 Kc.....Power: 500 Watts
 Owned-Operated By.....Beckley Radio Co.
 AddressBox 240
 Transmitter Location...½ mile west Mt. Vernon
 on Anacortes Memorial Highway
 Time on the Air.....6 a.m. to Sunset
 News ServiceUP
 Transcription Service.....Standard, Long
 Membership NAB

Personnel

Pres., Gen.-Station Mgr.....Leo H. Beckley
 Commercial Manager.....Robert J. Wells
 Sales Promotion Mgr.....Robert J. Wells
 Program Director.....Nancy Griffin
 Chief Engineer.....Melvin Herr

K G Y

**OLYMPIA—EST. 1922
 MUTUAL—DON LEE—KBS**

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Tom Olsen
 AddressOlympia
 Phone Number6836
 Studio Address.....Rockway Leland Bldg.
 Transmitter Location...Rockway Leland Bldg.
 Time on the Air.....6:30 a.m. to 11 p.m.
 News ServiceUP
 Transcription ServiceWorld
 Representative.....Homer Griffith
 Membership NAB

Personnel

Pres. and Gen. Mgr.....Tom Olsen
 Commercial Manager.....J. Harris Dorr
 Sales Promotion Mgr.....J. Harris Dorr
 Program Director.....Eve Knutsen
 Chief Announcer.....Charles Roark
 Chief Engineer.....Charles Roark

KPKW

PASCO—EST. 1945
 UNITED PACIFIC

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Western Radio Corp.
 Address.....P. O. Box 233
 Phone Number.....890
 Transmitter Location.....Chase & A St.
 Time on the Air.....7 a.m. to 10 p.m.
 News Service.....UP
 Transcription Service.....Standard
 Representative.....John Keating
 Membership.....NAB

Personnel

President.....V. Barney Kenworthy
 Station Manager.....Don E. Seeley
 Sales Promotion Mgr.....John McIlhinney
 Program Director.....Walter V. Mott
 Chief Announcer.....Walter V. Mott
 Chief Engineer.....Walter V. Mott

KONP

PORT ANGELES—EST. 1945
 KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc.....Power: 250 Watts
 Owned By.....Radio Pacific, Inc.
 Operated By.....Radio Station KONP
 Business Address.....P. O. Box 311
 Phone Number.....1700
 Studio Address.....313 W. 1st Street
 Transmitter Location.....313 W. First St.
 Newspaper Affiliation.....Port Angeles
 Evening News
 News Service.....UP
 Transcription Service.....Standard
 Representative.....Sears & Ayer
 Membership.....NAB, BMB

Personnel

Chief Executive.....C. N. Webster
 General Manager.....C. N. Webster

KWSC*

PULLMAN—EST. 1922

Frequency: 1250 Kc.....Power: 5000 Watts
 Owned-Operated By.....State College of
 Washington

Address.....Pullman
 Phone Number.....9021
 Studio Address.....Old Science
 Bldg., State College of Wash.
 Transmitter Location.....Washington State
 College Campus
 Time on the Air.....6:45 a.m. to 10 p.m.
 except Thurs. off 7:30 p.m. Not on air Sun.
 or holidays
 News Service.....UP
 Transcription Service.....World, Thesaurus
 Membership.....NAB, BMB

Personnel

President.....Wilson Compton
 Station Manager.....Frederic Hayward
 Program Director.....Eldon C. Barr
 Production Manager.....John L. Blake
 Chief Announcer.....Richard Ross
 Musical Director.....Kathryn Nofstinger
 Chief Engineer.....George Frese
 Record MC.....Emerson Elder

**Non-Commercial Station*

KEVR

SEATTLE—EST. 1925
 EVERGREEN NETWORK

Frequency: 1090 Kc.....Power: 10000 Watts
 Owned-Operated By.....Evergreen Broad-
 casting Corporation
 Address.....2102 Smith Tower
 Phone Number.....Main 1090
 Transmitter Location.....Mury-Vashon Island
 Time on the Air...18 hrs. daily, 15 hrs. Sun.
 News Service.....AP, UP
 Transcription Service...Associated, McGregor,
 Lang-Worth, SESAC
 Representative.....Weed & Co.
 Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....A. W. Talbot
 Station Manager.....A. W. Talbot
 Sales-Commercial Mgr.....Art Moore
 Sales Promotion Mgr.....Kirby Torrance
 Program Director.....Harry Jordan
 Production Manager.....Mel Gaumer
 Publicity Director.....Kirby Torrance
 Chief Announcer.....Mel Gaumer
 Musical Director.....Liberius Hauptmann
 Chief Engineer.....J. B. Hatfield
 Record MC.....Don Porter

KIRO

SEATTLE—EST. 1929

COLUMBIA BROADCASTING SYSTEM
 Frequency: 710 Kc.....Power: 50000 Watts
 Owned-Operated By.... Queen City Broad-
 casting Co.

Address Cobb Building
 Phone Number SEneca 1500
 Transmitter Location..... Vashon-Maury
 Island, Wash.
 Time on the Air.....19 hrs. daily
 News Service AP
 Transcription Service... Associated, Standard
 Representative Free & Peters
 Membership..... NAB, BMB

Personnel

President.....Louis K. Lear
 General Mgr.-Station Mgr.....Loren B. Stone
 Nat'l Adv. Mgr.....William F. Tucker
 Program Director.....Kenneth Yeend
 Production Manager.....Bill Corcoran
 Musical Director.....Max Dolin
 Chief Engineer.....Homer Ray, Jr.

KJR

SEATTLE—EST. 1921

ABC

Frequency: 950 Kc.....Power: 5000 Watts
 Owned-Operated By.. Totem Broadcasters, Inc.
 Address Skinner Bldg.
 Phone Number Elliott 5890
 Transmitter Location... 2600 26th Ave., S. W.
 Time on the Air . 6 a.m. to 12 midnight; Sunday
 7 a.m. to midnight
 News Service UP
 Transcription Service..... Thesaurus
 Representative Avery-Knodel, Inc.
 Membership..... NAB, BMB

Personnel

Chief Executive.....Marshall Field
 Station Manager.....Howard Lane
 Commercial Manager.....Arthur Gerbel, Jr.
 Promotion Manager.....Maitland Jordan
 Program Manager.....Homer Pope
 Publicity Director.....Maitland Jordan
 Chief Engineer.....F. J. Brott

KOL

SEATTLE—EST. 1928

Frequency: 1300 Kc.....Power: 5000 Watts
 Owned-Operated By: Seattle Broadcasting Co.
 Address.....1220 Third Ave.
 Phone NumberMain 2312
 Transmitter Location.....1110 W. Florida St.
 Time on the Air.....6 a.m. to midnight
 News Service.....AP, UP
 Transcription Service.....SESAC, Standard,
 M. M. Cole, Associated, World
 RepresentativeJohn Blair & Company
 Membership.....NAB, BMB

Personnel

President.....Archie G. Taft, Sr.
 Station Manager.....Oliver A. Runchey

Commercial Manager.....Archie G. Taft, Jr.
 Program Director.....Robert N. Druzman
 Production Manager.....Robert N. Druzman
 Publicity Director.....Sharon Kane
 Chief Announcer.....Wheeler M. Smith
 Musical Director.....Robert N. Druzman
 Chief Engineer.....Perry C. Lind

KOMO

SEATTLE—EST. 1926

NATIONAL BROADCASTING CO.

Frequency: 1000 Kc.....Power: 5000 Watts
 Owned-Operated By.....Fisher's Blend Sta-
 tion, Inc.
 Business Address.....1331 Third Ave.
 Phone NumberMain 1401
 Studio Address.....Skinner Bldg.
 Transmitter Location.....Harbor Island
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceAP
 Transcription ServiceCapitol,
 Lang-Worth
 RepresentativeEdward Petry & Co.
 Membership.....NAB, BMB

Personnel

President and Gen. Mgr.....O. W. Fisher
 Commercial Manager.....Ray Baker
 Manager, Nat'l Sales.....Richard E. Green
 Program Director.....W. W. Warren
 Publicity Director.....Dolores Vance
 Musical Director.....Einar Lindblom
 Chief Engineer.....F. J. Brott

KRSC

SEATTLE—EST. 1926

Frequency: 1150 Kc.....Power: 1000 Watts
 Owned-Operated ByRadio Sales Cor-
 poration
 Address2939 Fourth Avenue South
 Phone NumberElliot 2480
 Transmitter Location . 2939 Fourth Ave. South
 Time on the Air...24 hrs. daily except Wed.
 6 a.m. to midnight
 News ServiceAP
 Transcription Service.....Associated, Lang-
 Worth, World, M. M. Cole
 Membership.....NAB, BMB

Personnel

President.....P. K. Leberman
 General Manager.....Robt. E. Priebe
 Sales-Commercial Mgr.....Romig C. Fuller
 Program Director.....Ted Bell
 Chief Announcer.....Don McCune
 Chief Engineer.....George A. Freeman

K T W*

SEATTLE—EST. 1922

Frequency: 1250 Kc.....Power: 1000 Watts
 Owned-Operated By....The First Presbyterian
 Church of Seattle
 Address7th & Spring Sts.
 Phone Numbers.....Main 2056, Seneca 0644
 Transmitter Location...7th Ave. & Spring St.
 Time on the Air.....Shares time with KWSC

Personnel

President.....Dr. F. Paul McConkey
 General Manager.....James S. Ross
 Station Manager.....Don Bevilacqua
 Chief Engineer.....James S. Ross

**Non-Commercial Station*

K X A

SEATTLE—EST. 1928

Frequency: 770 Kc.Power: 1000 Watts
 Owned By.....Universal Broadcasting Co.
 Operated By.....KXA, Inc.
 AddressBigelow Bldg.
 Phone Number Seneca 1000
 Transmitter Location ...Second Avenue and
 Union Street
 Time on the Air.....5 a.m. to local sunset;
 Sundays: 7:30 to local sunset
 News ServiceUP
 Transcription ServiceMacGregor
 Representative.....Universal Radio Sales
 Membership.....NAB, BMB

Personnel

President.....W. I. Dumm
 Station Manager.....R. G. McArdle
 Chief Engineer.....John DuBuque

K F I O

SPOKANE—EST. 1922

MUTUAL-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....Spokane Broadcast-
 ing Corporation
 Address.....526 Riverside Ave.
 Phone NumberRiverside 8033
 Transmitter Location.....526 Riverside Ave.
 Time on the Air.....6:30 a.m. to 12 p.m.;
 Sundays: 7 a.m. to 11 p.m.
 News ServiceUP
 Transcription Service.....World
 Representative.....Joseph Hershey McGilvra
 MembershipNAB

Personnel

President.....Arthur L. Smith
 General Manager.....R. G. McBroom
 Chief Engineer.....Chester Brown
 Record MC.....Alex La Com

K F P Y

SPOKANE—EST. 1922

**COLUMBIA BROADCASTING SYSTEM
 PACIFIC NORTHWEST BROADCASTERS**

Frequency: 920 Kc.....Power: 5000 Watts
 Owned-Operated By.....Symons Broad-
 casting Company
 AddressSymons Block
 Phone NumberMain 1218
 Transmitter Location.....South East of City
 Time on the Air.....6 a.m. to midnight
 News ServiceUP
 Transcription Service...Lang-Worth, Keystone,
 SESAC, C. P. MacGregor
 Representative.....The Walker Co.
 Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....E. B. Craney
 Sales Manager.....Bryon Woolston
 Sales Promotion Mgr.....Bob Rutter
 Program Director.....George McGowan
 Production Manager.....Del Yandon
 Chief Engineer.....George Langford
 Record MC.....Ray Bennett

K G A

SPOKANE—EST. 1933

ABC

Frequency: 1510 Kc.....Power: 10000 Watts
 Owned-Operated By.....Louis Wasmer
 AddressRadio Central Building
 Phone NumberMain 5383
 Transmitter Location.....4102 S. Regal
 Time on the Air.....6 a.m. to midnight
 News ServiceAP
 Transcription Service.....Associated,
 M. M. Cole, Capitol
 Representative.....Edw. Petry & Co., Inc.
 MembershipNAB

Personnel

OwnerLouis Wasmer
 General Manager.....Harvey Wixson
 Program Director.....A. L. Fuller
 Musical Director.....Anthony A. Pinski, Jr.
 Chief Engineer.....Al G. Sparling

K H Q

SPOKANE—EST. 1922

NATIONAL BROADCASTING CO.

Frequency: 590 Kc.....Power: 5000 Watts
 Owned-Operated By.....KHQ, Inc.
 AddressRadio Central Building
 Phone Number.....Main 5131
 Transmitter Location.....40th and Regal Sts.
 Time on the Air.....6 a.m. to midnight;
 Sunday, 7 a.m. to midnight
 Newspaper Affiliation.....The Chronicle
 Publishing Co.
 News ServiceAP
 Transcription ServiceWorld
 Representative.....Katz Agency
 Membership.....NAB, EMB

Personnel

President and Gen. Mgr.....Arthur L. Bright
 Sales Manager.....R. O. Dunning
 Program Director.....R. W. Brazael
 Production Manager.....Paul Law
 Publicity Director.....Clarence Talbot
 Chief Announcer.....Paul Law
 Musical Director.....Art Zepp
 Chief Engineer.....John Walker

K R E M

SPOKANE—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....Cole E. Wylie
 AddressRealty Building
 Phone Number.....Main 3333
 Transmitter Location.....Realty Building
 Time on the Air.....Unlimited
 News Service.....AP
 Transcription Service.....Lang-Worth

Personnel

President-Owner.....Cole E. Wylie
 General Manager.....Cole E. Wylie

K M O

TACOMA—EST. 1926

MUTUAL—DON LEE NETWORK

Frequency: 1360 Kc.....Power: 5000 Watts
 Owned-Operated By.....Carl E. Haymond
 Address914½ Broadway
 Phone Number.....Main 4144
 Transmitter Location.....Fife, Wash.
 Time on the Air.....6 a.m. to 12 midnight
 News ServiceUP
 Transcription Service.....Standard, Capitol,
 SESAC, M. M. Cole

Representatives.....Joseph H. McGilvra, Inc.,
 Duncan A. Scott Co., John Keating
 MembershipNAB

Personnel

President.....Carl E. Haymond
 General Manager.....James A. Murphy
 Station Manager.....Jerry Geehan
 Sales Promotion Manager.....R. T. McKenzie
 Program Dir.-Publicity Dir.....Verne E. Sawyer
 Chief Announcer.....Arnold Benum
 Record MC.....Bob Koons

K T B I

TACOMA—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. with CP to 810...Power:
 250 Watts with DP to Kw.
 Owned-Operated By.....Tacoma Broadcasters,
 Inc.
 Address212 Puget Sound Bank Bldg.
 Phone NumberBroadway 2241
 Transmitter Location.....212 Puget Sound
 Bank Bldg.
 Time on the Air.....7 a.m. to 12 midnight
 News ServiceAP
 Transcription Service.....Associated, World
 Membership.....NAB, BMB

Personnel

President.....Harold J. Quilliam
 General Manager.....Burke Ormsby
 Sales-Commercial Mgr.....King Mitchell
 Chief Engineer.....Don McCroskey

K V I

TACOMA—EST. 1929

MUTUAL—DON LEE

Frequency: 570 Kc.....Power: 5000 Watts
 Owned-Operated By.....Puget Sound Broad-
 casting Company, Inc.
 Address.....Rust Building
 Phone NumberBroadway 4211
 Transmitter Location ..Vashon Island, Wash.
 Time on the Air.....Unlimited
 News ServiceAP
 Transcription Service ..Associated, Lang-Worth
 Membership.....NAB, BMB

Personnel

President.....Vernice Irwin
 General Mgr.-Station Mgr.....Vernice Irwin
 Sales Promotion Mgr.....Robert Hayward
 Program Director.....Larry Huseby

Production Manager.....Harry Long
 Chief Announcer.....Larry Huseby
 Chief Engineer.....D. M. MacDonough
 Record MC.....Buck Ritchey

KVAN

VANCOUVER—EST. 1938

Frequency: 910 Kc.....Power: 500 Watts
 Owned-Operated By.....Vancouver Radio Corporation
 Address.....707½ Main St.
 Phone Numbers.....150, Portland, BE-4927
 Transmitter Location.....Fruit Valley Road
 Time on the Air.....6 a.m. to sundown
 News Service.....UP
 Transcription Service.....Standard, World.
 Representative.....Homer R. Griffith Co.
 Membership.....NAB, BMB

Personnel

President.....Sheldon F. Sackett
 General Mgr.-Station Mgr.....Fred F. Chitty
 Sales Manager.....Mark DeLauney
 Program Director.....Charlene Jackson
 Publicity Director.....George W. Conner
 Chief Announcer.....Robert G. Deihl
 Chief Engineer.....Edgar R. Means

KUJ

WALLA WALLA—EST. 1928

MUTUAL—DON LEE BROADCASTING SYSTEM

Frequency: 1420 Kc.....Power: 1000 Watts
 Owned-Operated By.....KUJ, Inc.
 Address.....Whitman Hotel,
 Second and Rose Streets
 Phone Number.....1230
 Transmitter Location: U. S. Highway No. 410
 and Sudbury Road
 Time on the Air.....6:45 a.m. to 11 p.m.
 News Service.....AP
 Transcription Service.....Lang-Worth
 Representatives.....Homer Griffith Co.,
 John Keating
 Membership.....NAB, BMB

Personnel

Pres. and Gen. Mgr.....H. E. Studebaker
 Local Sales Manager.....Norval Armes
 Nat'l Sales Promotion Mgr.....Donald A. Wike
 Program Director.....Howard Rhoads
 Production Manager.....Don Keith
 Chief Engineer.....M. L. MacLafferty

(CALL LETTERS TO BE ASSIGNED)
WALA WALA*

Frequency: 1490 Kc.....Power: 250 Watts
 Permittee.....Wala Wala Broadcasting Co.

*C.P.

KPQ

WENATCHEE—EST. 1930

ABC

Frequency: 560 Kc.....Power: 1000 Watts
 Owned-Operated By.....Westcoast Broad-
 casting Company
 Address.....Second & Columbia
 Phone Numbers.....45 and 875
 Transmitter Location.....Junction of Wenatchee
 and Columbia Rivers
 Time on the Air.....6:30 a.m. to 11:15 p.m.
 News Service.....UP
 Transcription Service.....World and SESAC
 Representative

Joseph Hershey McGillvra, Inc.

Membership.....BMB

Personnel

President.....Rogan Jones
 General Manager.....James Wallace
 Sales Manager.....Merle L. Thompson
 Chief Engineer.....Bob Sutton
 Record MC.....Bill Green

For the *best*
 in science news . . .

AP

KIT

YAKIMA—EST. 1929

MUTUAL

Frequency: 1280 Kc.....Power: 1000 Watts
 Owned-Operated ByCarl E. Haymond
 Address.....414 E. Yakima Ave.
 Phone Number 8115
 Transmitter LocationSouth of Yakima
 Time on the Air: 6:00 a.m.-12 Midnight; Sun-
 days, 7 a.m. to 12 midnight
 News Service.....UP & AP
 Transcription Service...Lang-Worth, Standard,
 Cole, SESAC, Capitol
 Representatives...Jos. Hershey McGillvra, Inc.,
 Duncan A. Scott, John Keating

Personnel

Owner.....Carl E. Haymond
 Director.....James A. Murphy
 Station Manager.....John K. Clarke
 Sales-Commercial Mgr.....Harrison A. Miller
 Sales Promotion Mgr.....William B. Hansen

Musical Director-Record MC.....Gene Hess
 Chief Engineer.....Harry B. Murphy

KTYW

YAKIMA—EST. 1944

COLUMBIA PACIFIC NETWORK

Frequency: 1460 Kc.....Power: 500 Watts
 Owned-Operated By.....Cascade Broad-
 casting Company, Inc.
 Business Address.....Terrace Heights Rd.
 Phone Number6104
 Studio Address.....Terrace Heights Road
 Transmitter Location.....E. Terrace Heights
 Time on the Air.....6 a.m. to 12 midnight
 News Service AP
 Transcription Service...Lang-Worth, SESAC
 Representatives.....Howard H. Wilson Co.,
 W. S. Grant, John Keating

Personnel

General Manager.....Bartley Sims
 President-Manager.....R. Lee Block

WEST VIRGINIA

*Estimated Population, 1,901,591—Radio Homes, 386,949
 Stations in State—23*

WJLS

BECKLEY—EST. 1939

CBS

Frequency: 560 KC.....Power: 1000 Watts D.,
 500 Watts N.
 Owned-Operated By.....Joe L. Smith, Jr.
 Address.....101½ Main St.
 Transmitter Location.....Maxwell Hill
 Phone Number 7311
 Time on the Air:Unlimited
 News Service UP
 Transcription Service.....Standard
 Representative.....Burn-Smith Co., Inc.
 Membership NAB, BMB

Personnel

Owner-General Manager.....Joe L. Smith, Jr.
 Station Manager.....Virginia N. Cooper
 Sales-Commercial Manager.....Robert Burns
 Sales Promotion Manager-
 Publicity DirectorBenton Boone Boggs
 Program Dir.-Prod. Mgr.....Jerry McDewitt
 Chief AnnouncerJack Pevora
 Musical Director.....Jewel Fitzgerald
 Chief Engineer.....A. L. Ginkel

WWNR

BECKLEY—EST. 1946

MUTUAL

Frequency: 1450.....Power: 250 Watts
 Owned-Operated By.....Rahall Broadcasting
 Co., Inc.
 Address.....1565 Harper Road
 Phone Number 9309-9300
 Transmitter Location.....1565 Harper Road
 Time on the Air:.....Unlimited
 News ServiceAP
 Transcription Service.....Lang-Worth
 RepresentativeJoseph Hershey
 McGillvra, Inc.
 Membership NAB

Personnel

President-Owner-
 General ManagerN. Joe Rahall
 Station Manager-
 Commercial Manager ...Howard J. Forbes
 Program DirectorSteve Fisher
 Chief Engineer.....James Bucy
 Record MC.....Jack Collette

WHIS

BLUEFIELD—EST. 1929

NATIONAL BROADCASTING CO.

Frequency: 1440 Kc.....Power: 1000 d.; 500 n.
 Owned-Operated By.....Daily Telegraph
 Printing Co.
 Address.....623 Commerce St.
 Phone Number7115
 Transmitter Location.....Harry Heights
 Time on the Air.....5 a.m. to 12 midnight
 Newspaper Affiliation...Bluefield Daily Tele-
 graph; Sunset News
 News ServiceAP
 Transcription Service: ...World, Lang-Worth
 RepresentativeThe Katz Agency

Personnel

PresidentH. I. Shott
 General ManagerJ. Lindsey Alley
 Asst. Station Mgr.....Pat Flanagan
 Sales-Commercial Mgr.....Pat Murphey
 Program Director.....Melvin Barnett
 Publicity Director.....Elsia Thomas
 Musical DirectorBarnes Nash

WCHS

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK

Frequency: 580 Kc.....Power: 5000 Watts
 Owned-Operated By.....Charleston
 Broadcasting Co.
 Address1016 Lee St.
 Phone Numbers28-131
 Transmitter Location.....Kanawha Country
 Club Road
 Time on the Air.....5:30 a.m. to 1 a.m.
 News ServiceAP; UP
 Transcription ServiceWorld, SESAC
 RepresentativeThe Branham Co.
 MembershipNAB, BMB

Personnel

PresidentJohn A. Kennedy
 General ManagerHoward L. Cheroff
 Sales Promotion-
 Merchandising Manager.....John Sinclair
 Program Dir.-Prod. Mgr.Berton Sonis
 Publicity Director.....John Sinclair
 Musical Director.....Leah Sloman
 Chief EngineerOdes Robinson

WGKV

CHARLESTON—EST. 1939

NATIONAL BROADCASTING CO.

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

Owned-Operated By.....Kanawha Valley
 Broadcasting Company

Business Address.....Box 2909
 Studio AddressEmpire Bldg.
 Phone Number37-541 & 37-542
 Transmitter Location ...Coal Branch Heights
 Time on the Air.....6 a.m. to 1 a.m.;
 Sundays: 8 a.m. to 1 a.m.
 News ServiceAP
 Transcription ServiceThesaurus
 Representative Joseph Hershey McGillvra, Inc.
 MembershipNAB

Personnel

President-OwnerR. M. Venable
 Gen. Mgr.-Station Mgr.....John S. Phillips
 Sales Promotion Mgr.....Norman A. Gittleson
 Program DirectorC. P. Vogel, Jr.
 Publicity DirectorTed Sanford
 Musical DirectorDon Evans
 Chief EngineerGeorge Whiteman
 Record MCGil Brooks

WKNA

CHARLESTON—EST. 1946

AMERICAN BROADCASTING COMPANY

Frequency: 950 Kc.....Power: 1000 Watts
 Owned-Operated ByJoe L. Smith, Jr.
 Address.....804 Kanawha Blvd.
 Phone Number27-522
 Transmitter Location ...Tyler Mountain, U. S.
 Route 35
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeWeed

Personnel

OwnerJoe L. Smith, Jr.
 General Mgr., Station Mgr.,
 Sales ManagerJohn T. Gelder
 Sales-Promotion Mgr., Program Dir.,
 Publicity DirectorFrank E. Shaffer
 Chief EngineerTaylor Marcum
 Record MCFloyd Starr

WTIP

CHARLESTON—EST. 1946

MUTUAL

Frequency: 1247 Kc.....Power: 250 Watts
 Owned By ...Chemical City Broadcasting Co.
 Operated By.....Gus Zaharis & Penelope
 Zaharis
 Business Address.....P. O. Box 3032
 Phone Number23-136

Studio Address.....712 Fife St. at Capitol
Transmitter Location.....Ferry Branch Road
Time on the Air.....6 a.m. to 1 a.m.
News Service.....AP
Transcription Service.....Associated
Representative.....Howard B. Wilson Co.
Membership.....NAB

Personnel

President, Gen. and Station Mgr..Gus Zaharis
Commercial Mgr.,
Sales Promotion Mgr.....Bernard Sammons
Program Director, Production Mgr.
Publicity Director.....Mel Swillinger
Chief Engineer.....Gus Zaharis

W C A W

CHARLESTON—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Capitol Broadcasting
Corp.
Business Address.....P.O. Box 2791
Studio Address.....1600 McCorkle Ave., S.E.
Transmitter Location..1600 McCorkle Ave., S.E.
Time on the Air.....6:30 a.m. to 1 a.m.
News Service.....AP
Transcription Service.....Lang-Worth
Membership.....NAB

Personnel

President-Owner.....Garland F. Wilkinson
General Mgr.,
Station Manager.....Kenneth N. McClure
Chief Engineer.....William D. Stone

W B L K

CLARKSBURG—EST. 1937

**NATIONAL BROADCASTING CO.
THE WEST VIRGINIA NETWORK**

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Charleston Broad-
casting Co.
Address.....444½ West Pike Street
Phone Number.....3040
Transmitter Location.....Glen Elk No. 2
Time on the Air.....18 hours
News Service.....AP
Transcription Service.....WBS, SESAC
Representative.....The Branham Company
Membership.....NAB, BMB

Personnel

President.....John A. Kennedy
General Manager.....George H. Clinton
Station Manager.....Fred Zimmerman
Chief Engineer.....Jos. A. Wright

W M M N

FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By....Monongahela Valley
Broadcasting Co.

Address.....208 Adams St.
Phone Number.....3100
Transmitter Location.....Monongah
Time on the Air.....5 a.m. to 12:05 a.m.
News Service.....AP
Transcription Service.....Langworth
Representative.....John Blair & Co.
Membership.....NAB, BMB

Personnel

President.....George B. Storer
General Manager.....Lee B. Wailes
Station Manager.....Allen L. Haid
Commercial Manager.....Charles E. Smith
Merchandising Manager....John F. Watkins
Program Director.....Frank Lee
Publicity Director.....Jane Hileman
Chief Engineer.....Robert D. Hough

W S A Z

HUNTINGTON—EST. 1926

ABC

WEST VIRGINIA NETWORK

Frequency: 930 Kc.....Power: 5000 d.;
1000 n.

Owned-Operated By.....WSAZ, Inc.
Address.....912½ Third Ave.
Phone Number.....4106
Transmitter Location.....28th St., West &
Chesapeake & Ohio R.R.

Time on the Air.....6:30 a.m. to 1 a.m.;
Sunday: 8 a.m. to 1 a.m.

Newspaper Affiliation: Huntington Herald-
Dispatch; Huntington Advertiser

News Service.....AP
Transcription Service....Lang-Worth; SESAC
Representative.....The Branham Co.
Membership.....NAB, BMB

Personnel

President.....John A. Kennedy
General Manager.....Howard L. Chernoff
Station Mgr.-Com. Mgr.....Marshall Rosene
Merchandising Manager...Lawrence Rogers
Program Director.....Ted Eiland
Production Manager.....Burt Shimp
Publicity Director.....Lawrence Rogers
Chief Engineer.....Leroy Kilpatrick
Record MC.....Jack Bradley

WHTN

HUNTINGTON—EST. 1946

Frequency: 800 Kc.....Power: 1000 Watts
 Owned-Operated ByGreater Huntington
 Radio Corp.
 Address.....112½ 4th Avenue
 Time on the Air.....Sunup to Sunset
 Transcription ServiceThesaurus
 Membership NAB

Personnel

President-Owner A. B. Hyman
 Station Manager Mike Layman
 Chief Engineer.....Harold F. Sturm

WPLH

HUNTINGTON—EST. 1946

MUTUAL

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated By ..Huntington Broadcasting
 Corp.
 Address.....1105 Fourth Avenue
 Phone Number7097
 Transmitter Location.....Jackson Ave. &
 16th St. W.
 Time on the Air.....6:30 a.m. to 1 a.m.
 News Service AP
 Transcription Service...Standard and Capitol
 Representative.....Howard H. Wilson Co.

Personnel

President & General Mgr..... F. J. Evans
 Commercial Manager Claude Landre
 Sales Promotion Manager...Lillian P. Swann
 Chief Engineer W. H. Hansher, Jr.

WLOG

LOGAN—EST. 1940

KEYSTONE

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Clarence H. Frey &
 Robert O. Greever—Partners
 Business Address.....P. O. Box 720
 Studio Address.....Kanada & Chestnut Sts.
 Phone Number...Office, 540; Studio, 761 & 762
 Transmitter Location ...Kanada and Chestnut
 Streets
 Time on the Air.....Unlimited
 Newspaper Affiliation.....Logan Banner
 News Service UP

Personnel*

* Does not list personnel.

WEPM

MARTINSBURG—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated ByMartinsburg Broad-
 casting Company
 Address.....W. King Street, Ext.
 Phone Number1146
 Transmitter Location.....W. King Street, Ext.
 Time on the Air.....18 hours daily
 News Service AP
 Transcription ServiceWorld
 Representative.....Burn-Smith Company, Inc.
 Membership NAB

Personnel

President C. Leslie Golliday
 Gen. Mgr.-Com. Mgr..... C. Leslie Golliday
 Program Director.....Herbert A. Golombec
 Publicity Director.....Ruby Reynolds Ware
 Chief Announcer Thomas J. Sullivan
 Chief Engineer Bernard J. Swandic

WMON

MONTGOMERY—EST. 1946

MUTUAL—KEYSTONE

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By ..Fayette Associates, Inc.
 Address.....303½ Washington St.
 Phone Number.....Montgomery 620
 Studio Address.....1028 First Avenue
 Transmitter Location1028 First Avenue
 Time on the Air.....6 a.m. to midnight
 News Service AP
 Transcription ServiceWorld
 Membership NAB

Personnel

President-Commercial Mgr.... Arnold Vickers
 General Mgr., Station Mgr., Prcmotion Mgr.
 Publicity DirectorHarold B. Shaw
 Program Director-
 Production Mgr.Bill Humbert
 Chief Announcer.....Gene Konrad
 Chief Engineer.....V. G. Brooks
 Record MC.....Joe Holbrook

WAJR

MORGANTOWN—EST. 1940

MBS—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....West Virginia Radio
 Corporation
 Address446 Spruce

Phone Numbers9488-9
 Transmitter Location.....South Park Hill
 Time on the Air.....7 a.m. to midnight
 Newspaper Affiliation....Morgantown News-Dominion, Morgantown Post
 News ServiceAP
 Transcription ServiceWorld Broadcasting System
 MembershipNAB, BMB

Personnel

President H. C. Greer
 Program Dir.-Musical Dir.....Numa Fobre, Jr.
 Production Manager.....Art Elmonn
 Publicity Director.....Francis Berry
 Chief Announcer.....Charlie Snowden
 Chief Engineer.....Ray C. Spence
 Record MCJack Fleming

W P A R

PARKERSBURG—EST. 1936

CBS—WEST VIRGINIA NETWORK

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated ByOhio Valley Broadcasting Corporation
 Address.....7th and Market Sts.
 Phone Number2530
 Transmitter Location.....Route No. 2
 Time on the Air.....6:30 a.m. to 1:05 a.m.
 News ServiceAP
 Transcription ServiceStandard
 RepresentativeBranham Company
 MembershipNAB, BMB

Personnel

PresidentJohn A. Kennedy
 Station Mgr.-Sales Mgr.....Geo. H. Clinton
 Program DirectorCarl Loose
 Production Manager.....Paula Carr
 Publicity DirectorJohn Evans
 Chief AnnouncerSherman Grimm
 Chief EngineerCecil Knowles

W R O N

RONCEVERTE—EST. 1946

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....William E. Blake
 Business Address.....P.O. Box Z
 Phone NumberRonceverte 300
 Studio Address.....Grand Theatre Building
 Transmitter Location.....Moore Heights
 Time on the Air: 5 a.m. to 11 p.m. Sundays:
 8 a.m. to 11 p.m.
 News ServiceAP

Transcription ServiceThesaurus
 RepresentativeJoseph Hershey McGillvra
 MembershipNAB

Personnel

Owner-General Mgr.....William E. Blake
 Chief Announcer.....Owen A. Taylor
 Chief Engineer.....P. T. Flanagan

W B R W

WELCH—EST. 1940

MUTUAL—KBS

Frequency: 1340 Kc.....Power: 250 Watts
 Owned-Operated By.....McDowell Service Company
 AddressRiverside Drive
 Phone Number818
 Transmitter LocationRiverside Drive
 Time on the Air.....6 a.m. to midnight
 News ServiceAP
 Transcription Service.....World
 Representative.....Forjoe & Co.
 MembershipNAB, BMB

Personnel

PresidentJ. G. Hunt
 Acting General Manager.....John Sinclair
 Station Manager.....John Sinclair
 Program DirectorJohnny Villani
 Publicity DirectorJohn Phillips
 Musical DirectorMargaret Joyce Bulis
 Chief Engineer.....Howard R. King
 Record MCCousin John

W K W K

WHEELING—EST. 1941

COLUMBIA BROADCASTING SYSTEM

Frequency: 1400 Kc.....Power: 250 Watts
 Owned By.....Community Broadcasting, Inc.
 Operated By.....Station WKWK
 Address.....16th & Market Sts.
 Phone NumberWheeling 5320
 Transmitter Location.....16th & Market Sts.
 Time on the Air: 6 a.m. to 12 midnight; Sun-
 days, 8 a.m. to 12 midnight
 News ServiceUP
 Transcription ServiceStandard Radio
 Representative.....Weed & Co.
 MembershipNAB

Personnel

PresidentJoe L. Smith, Jr.
 General-Station Manager-Sales
 ManagerJohn B. Reynolds
 Program Director.....Albert H. Stewart
 Chief EngineerFred Baker

W W V A

WHEELING—EST. 1926

AMERICAN BROADCASTING CO.

Frequency: 1170 Kc.....Power: 50000 Watts
 Owned By.....West Virginia Broadcasting
 Company
 Operated By.....Fort Industry Co.
 AddressHawley Building
 Phone NumberWheeling 5383
 Transmitter Location.....St. Clairsville, Ohio
 Time on the Air4:30 a.m. to 1 a.m.;
 Sundays, 7 a.m. to 1 a.m.
 News ServiceAP
 Transcription Service.....Langworth
 RepresentativeJohn Blair & Co.
 MembershipNAB, BMB

Personnel

PresidentGeorge B. Storer
 Managing DirectorWm. E. Rine
 Ass't ManagerPaul J. Miller
 Sales Promotion
 Merchandising Mgr.....Howard W. Meagle
 Program DirectorPaul A. Myers

Chief Engineer.....Edwin L. Keim
 Record MC.....Lew Clawson

W B T H

WILLIAMSON—EST. 1939

MUTUAL—KBS

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Williamson Broad-
 casting Corp.
 AddressWilliamson
 Phone Number1241
 Transmitter Location.....Williamson
 Time on the Air.....Unlimited
 News ServiceUP
 Transcription ServiceThesaurus
 MembershipNAB, BMB

Personnel

President.....Mrs. Lewis C. Tierney
 General Manager.....Alice Shein
 Prom'tion ManagerRobert E. Spiros
 Publicity DirectorRobert E. Spiros
 Chief Engineer.....Robert W. Bullio

WISCONSIN

*Estimated Population, 3,181,335—Radio Homes, 815,780
 Stations in State—29*

W H B Y

APPLETON—EST. 1926

MUTUAL BROADCASTING SYSTEM
 WISCONSIN NETWORK—KBS

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By.....WHBY, Inc.
 Address600 S. Lawe St.
 Phone Number1161
 Transmitter Location630 S. Lawe St.
 Time on the Air.....6 a.m. to 11 p.m.
 News ServiceAP
 Transcription ServiceLang-Worth
 MembershipNAB, BMB

Personnel

Chief ExecutiveRev. James A. Wagner
 General Mgr.-Station Mgr.....J. L. Gallagher
 Sales ManagerW. O. Porsow
 Program Dir.-Production Mgr..Rodger Mueller
 Publicity Director.....Art Houlihan
 Chief Announcer.....Howard Hansen
 Chief Engineer.....George Merkl
 Record MCGil Saunders

W A T W

ASHLAND—EST. 1940

MUTUAL BROADCASTING SYSTEM
 KEYSTONE

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Upper Michigan-
 Wisconsin Broadcasting Co., Inc.
 AddressNorthern State Bank Bldg.
 Phone Number1420
 Transmitter Location.....Ellis Ave.
 Time on the Air.....6:30 a.m. to 11 p.m.;
 Sunday 7:30 a.m. to 11 p.m.
 News Service.....UP
 Transcription Service.....World Broadcasting
 Representative.....The Walker Company
 MembershipNAB, BMB

Personnel

PresidentWilliam L. Johnson
 General Manager.....J. W. Huss
 Asst. Station Manager.....Todd Hogan
 Sales Mgr.-Publicity Mgr.....J. A. Marta
 Program DirectorHerb Michael
 Chief EngineerHine Dahlbacka

WEAU

EAU CLAIRE—EST. 1935

**NATIONAL BROADCASTING CO.
ARROWHEAD NETWORK
NORTHWEST NETWORK**

Frequency: 790 Kc.....Power, 5000 Watts,
Day; 1000 Watts, Night

Owned-Operated By.....Central Broadcasting
Company

Address.....203½ S. Barstow St.

Phone Number 6149

Transmitter Location...Seymour Road (County
Road Q)

Time on the Air.....Unlimited

News ServiceUP

Transcription Service...Langworth, Thesaurus

RepresentativeGeorge P. Hollingbery

MembershipNAB, BMB

Personnel

General Manager.....Walter C. Bridges

Sales Manager.....James Clyde Riddle

Sales Promotion.....David Mann Taylor

Program Dir., Chief Announcer.

Musical DirectorJack Kelly

Chief Engineer.....Thorwald O. Jorgenson

KFIZ

FOND-DU-LAC—EST. 1922

**MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK**

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

Owned-Operated By...Reporter Printing Co.

Address18-20-22 West First Street

Phone Number356

Transmitter Location.....18-20-22 W. First St.

Time on the Air.....7 a.m. to 10 p.m.;

Sundays 7 a.m. to 11 p.m.

Newspaper Affiliation...The Commonwealth

Reporter

MembershipNAB, BMB

Personnel

Station Manager.....Lynn N. Fairbanks

Commercial Director.....Emery W. Martin

Program Director.....Lucille A. Fairbanks

Chief Announcer.....Allen Sampson

Chief Engineer.....Wendall Meyers

WTAQ

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1360 Kc.....Power: 5000 Watts

Owned-Operated By.....WHBY, Inc.

AddressBellin Bldg.

Phone Numbers.....Adams 1 & 2

Transmitter LocationWest De Pere, Wisc.

Time on the Air.....6 a.m. to 12:05 a.m.

News ServiceAP

Transcription Service.....SESAC, World

RepresentativeWeed & Co.

MembershipBMB

Personnel

PresidentRev. James A. Wagner

General Mgr.-Station Mgr....Haydn R. Evans

Sales Mgr.-Program Director.....Al Michel

Sales Promotion Manager.....Val Schneider

Production ManagerBob Savage

Publicity DirectorLeone Stinson

Chief Announcer.....Norman King

Musical Director.....Clarence Edges

Chief Engineer.....Wallace Stangel

WCLO

JANESVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM

WISCONSIN NETWORK—KBS

Frequency: 1230 Kc.....Power: 250 Watts

Owned-Operated By.....Southern Wisconsin

Radio, Inc.

Address.....200 E. Milwaukee Street

Phone Number2500

Transmitter Location.....1436 Oakhill Ave.

Time on the Air.....6:45 a.m. to midnight;

Sunday: 7:30 to midnight

Newspaper Affiliation.....Janesville Daily

Gazette

News ServiceAP

Transcription ServiceWorld

National Sales Office..Wm. G. Rambeau Co.,

Chicago

MembershipNAB

Personnel

General Manager.....Sidney H. Bliss

Sales Manager.....Grant H. Ritter

Program Dir., Publicity Dir.,

Musical Director.....Robert J. Bodden

Chief Announcer.....Pat Alan

Chief Engineer.....Wayne Clay

Record MC.....Ivan Fitz Randolph

**(CALL LETTERS TO BE ASSIGNED)
KENOSHA***

Frequency: 1050 Kc.....Power: 250 Watts D.

Permittee.....Wm. L. Lipman

*C.P.

W K B H

LA CROSSE—EST. 1920

NATIONAL BROADCASTING CO.

Frequency: 1410 Kc.....Power: 5000 Watts
 Owned-Operated By.....WKBH, Inc.
 Address.....409 Main Street
 Phone Number.....4-5-0
 Transmitter Location...Gillette St. Road near
 Highway 16
 Time on the Air: 6 a.m. to 11:30 p.m.; Sunday,
 8 a.m. to 11:30 p.m.

News Service.....AP
 Transcription Service...Lang-Worth; Standard
 Representative..Howard H. Wilson Company
 Membership.....NAB, BMB

Personnel

President-General Manager....Howard Dahl
 Program Director.....Berneice Callaway
 Production Manager....Raymond Plamadore
 Musical Director.....Russell Huber
 Chief Engineer.....Alvin Leeman

W H A *

MADISON—EST. 1922

Frequency: 970 Kc.....Power: 5000 Watts
 Owned By.....State of Wisconsin
 Operated By.....University of Wisconsin
 Address.....Radio Hall
 Phone Number...Badger 580, Extension 476
 Transmitter Location.....Fish Hatchery Road
 Time on the Air.....7:30 a.m. to local sunset
 News Service.....UP
 Time on the Air.....7:30 a.m. to sunset
 Membership.....NAEB

Personnel

General Manager.....H. B. McCarty
 Station Manager.....Wm. G. Harley
 Program Director.....Walter Krulevitch
 Production Manager.....Gerald Bartell
 Publicity Director.....Harold A. Engel
 Chief Announcer.....Roy Vogelmann
 Musical Director.....Donald Voegeli
 Chief Engineer.....John Stiehl

*Non-Commercial Station

W I B A

MADISON—EST. 1925

NATIONAL BROADCASTING CO.

Frequency: 1310 Kc.....Power: 5000 Watts
 Owned-Operated By.....Badger Broadcast-
 ing Company
 Address.....110 East Main Street
 Phone Number.....Fairchild 8800

Transmitter Location..Fitchburg, Dane County,
 Wis.

Time on the Air.....Unlimited
 Newspaper Affiliation.....The Capital Times;
 Wisconsin State Journal
 News Service.....AP & UP
 Transcription Service.....Standard
 Representative.....Howard H. Wilson Co.
 Membership.....NAB, BMB

Personnel

President.....William T. Evjue
 General Manager.....Kenneth F. Schmitt
 Business Manager.....Howard A. Johnson
 Sales Promotion Manager.....C. W. Wallis
 Program Director.....Frank Bignell
 Publicity Director.....Marvel Y. Ings
 Musical Director.....Joey Tantillo
 Chief Engineer.....Norman H. Hahn

W O M T

MANITOWOC—EST. 1926

MUTUAL—KEYSTONE

Frequency: 1240 Kc.....Power: 250 Watts
 Owned-Operated By.....Francis M. Kadow
 Address.....Radio Building
 Phone Numbers.....5015-6015
 Transmitter Location..Mikadow Theatre, Bldg.
 Time on the Air.....7 a.m. to midnight
 News Service.....UP
 Transcription Service.....M. M. Cole
 Membership.....NAB

Personnel

Owner-General Manager....Francis M. Kadow
 Station Mgr.-Sales Mgr.....Albert B. Gale
 Program Director-
 Chief Announcer.....George H. Erdman
 Chief Engineer.....Wencil Duben
 Record MC.....Jack Leon

W M A M

MARINETTE—EST. 1939

NATIONAL BROADCASTING CO.

Frequency: 570 Kc.....Power: 250 Watts
 day, 100 night
 Owned-Operated By.....M. & M. Broadcast-
 ing, Inc.
 Address.....Radio Park
 Phone Number.....570
 Transmitter Location.....Radio Park
 Time on the Air.....Unlimited
 News Service.....UP
 Transcription Service.....Associated Muslc

Personnel

General-Station Manager....Joseph D. Macklin
 Sales Manager.....Howard Emich
 Program Director.....Pat Kehoe
 Production Manager-Chief
 AnnouncerLes Sturmer
 Sales Promotion.....Dan Colby
 Chief Engineer.....Leo Stewart
 Record M. C.....Jim Conant

W D L B
MARSHFIELD
 KEYSTONE

Frequency: 1450 Kc.....Power: 250 Watts
 Owned-Operated ByDairyland's
 Broadcasting Service, Inc.
 Address207 S. Central Ave.
 Telephone 1212
 Time on the Air.....6 a.m. to 10 p.m.

Personnel

General Manager.....George F. Meyer

W I G M
MEDFORD—EST. 1941
 KEYSTONE

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....George F. Meyer
 AddressMedford, Wisconsin
 Phone Number..... 5147
 Transmitter LocationHighway 13
 Time on the Air: 7:30 a.m. to 10 p.m.; Sundays,
 8 a.m. to 6 p.m.
 News Service UP
 Transcription ServiceSESAC
 RepresentativeHerbert Juneau
 MembershipBMB

Personnel

OwnerGeorge F. Meyer
 Station Mgr., Commercial Mgr.,
 Program DirectorIrma Meyer
 Chief Announcer.....Richard Johnson
 Chief Engineer.....Raymond Bohnert

W E M P
MILWAUKEE—EST. 1935
 AMERICAN BROADCASTING CO.

Frequency: 1340 Kc.....Power: 250 Watts
 Owned By.....Glenn Roberts, Robert J.
 LaFollette, Jr., et. al.
 Operated ByMilwaukee Broadcasting Co.

Address710 N. Plankington Ave.
 Phone Number.....Marquette 7722
 Transmitter Location....710 No. Plankington
 Time on the Air.....6 a.m. to midnight
 News Service UP
 National Sales Office...Howard H. Wilson Co.
 Representative.....Howard H. Wilson Co.

Personnel

General Mgr., Commercial Mgr.,
 Sales Promotion.....Hugh K. Boice, Jr.
 Ass't Manager, Program Director,
 Publicity Director.....Bert Mulroy
 Musical Director.....Elmer Ihrke
 Chief Engineer.....Rolland Paske
 Record MC.....Robert Frisch

W F O X
MILWAUKEE—EST. 1946

Frequency: 850 Kc.....Power: 250 Watts D.
 Owned-Operated By....Wisconsin Broadcast-
 ing System, Inc.
 Address.....739 No. Broadway
 Phone Number.....BRoadway 1272
 Transmitter Location...208 E. Wisconsin Ave.
 Time on the Air.....6 a.m. to local sunset
 News Service..... AP
 Transcription Service.....Standard
 Representative Walker Company

Personnel

President, General Manager,
 Station Manager.....Charles J. Lanphier
 Program Director,
 Production Manager....Carl G. Zimmermann
 Publicity Director.....Grace Landre
 Chief Announcer.....Paul Bartell
 Musical Director.....Wally Behl
 Chief Engineer.....Dan Gellerup
 Record MC.....Bob Sanders

W T M J
MILWAUKEE—EST. 1927
 NATIONAL BROADCASTING CO.

Frequency: 620 Kc.....Power: 5000 Watts
 Owned-Operated By....The Journal Company
 Business Address.....333 West State Street
 Phone NumberMarquette 6000
 Studio Address.....720 East Capitol Drive
 Transmitter Location.....Brookfield, Wis.
 Time on the Air.....6 a.m. to 12 midnight;
 Sundays, 7 a.m. to midnight
 Newspaper AffiliationThe Milwaukee
 Journal

News Service AP
 Transcription Service... Associated, Thesaurus
 Representative Edward Petry & Co., Inc.
 Membership NAB, BMB

Personnel

Vice Pres.-Gen. Mgr..... Walter J. Damm
 Station Mgr.-Sales Mgr..... Russell G. Winnie
 Program Director-
 Production Manager..... E. James Robertson
 Publicity Director..... R. Bruce Wallace
 Chief Announcer..... Robert J. Heiss
 Musical Director..... Maurice Kipen
 Chief Engineer..... William Hebal
 Record MC's..... Gordon Thomas, Paul Skinner

W I S N

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 1150 Kc..... Power: 5000 Watts
 Owned-Operated By..... Hearst Radio, Inc.
 Address..... 123 W. Michigan St.
 Phone Number..... Daly 6474
 Transmitter Location..... Town of Greenfield
 Time on the Air..... 6 a.m. to midnight
 News Service UP, INS
 Transcription Service..... World, Standard
 Representative..... The Katz Agency
 Membership NAB, BMB

Personnel

General Mgr.-Sales Mgr..... G. W. Grignon
 Sales Promotion Manager-
 Publicity Director Ellis Saxton
 Musical Director..... Elmer Krebs
 Chief Engineer..... Donald A. Weller

W O S H

OSHKOSH—EST. 1941

ABC

Frequency: 1490 Kc..... Power: 250 Watts
 Owned-Operated by..... Oshkosh Broad-
 casting Corp.
 Address 151½ Main Street
 Phone Number..... Stanley 4580
 Transmitter Location..... Bowen St. Rd.
 Time on the Air..... 6:30 a.m. to 11 p.m.
 News Service UP
 Representative..... The Walker Co.
 Membership NAB, BMB

Personnel

Senior Partner..... Myles H. Johns
 General Mgr.-Station Mgr..... Allan Curnutt
 Program Director-
 Chief Announcer Sherwood Lorenz
 Chief Engineer..... Nathan Williams

W I B U

POYNETTE—EST. 1925

MUTUAL BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1240 Kc..... Power: 250 Watts
 Owned-Operated By..... Wm. C. Forrest
 Business Address R. F. D. No. 2
 Phone Number 97 R 5 Poynette
 Studio Addresses: Poynette; Portage; Beaver
 Dam; Madison; Baraboo
 Transmitter Location R. F. D. No. 2
 Time on the Air..... 6:30 a.m. to 12 midnight
 News Service UP
 Transcription Service. Standard Radio, SESAC
 Representative Burn-Smith

Personnel

President, General Manager,
 Station Manager..... Wm. C. Forrest
 Commercial Manager..... Sarah Forrest
 Program Director..... Sarah Forrest
 Publicity Director..... George Gross
 Chief Engineer..... Leonard Doese

Dominant
SELLING POWER
 in the Nation's
 12th Market

WISN
 MILWAUKEE
 G. W. Grignon
 General Manager

5,000 Watts
A CBS Station

The KATZ AGENCY, Natl. Reps.

W R J N

RACINE—EST. 1928

ABC

WISCONSIN NETWORK—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By Racine Broadcasting Corporation

Address.....441 Main Street
Phone Number.....Jackson 290-291
Transmitter Location...Mount Pleasant, Wisc.
Time on the Air.....6:15 a.m. to 10:15 p.m.
Newspaper Affiliation...Racine Journal-Times
News Service.....AP
Representative.....The Walker Co.
Membership.....NAB, BMB

Personnel

President.....Frank R. Starbuck
General Manager.....H. R. LePoidevin
Station Mgr.-Sales Mgr....Harold J. Newcomb
Sales Pro. Mgr.-Publicity Dir....Ione Andersen
Program Dir.-Production Mgr.-
Chief Announcer.....Lyman Merens
Musical Director.....Orson White
Chief Engineer.....F. Lee Dechant
Record MC.....Keith O'Cain

W J M C

RICE LAKE—EST. 1939

MUTUAL BROADCASTING SYSTEM
ARROWHEAD

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WJMC, Inc.
Address.....1615 S. Main St.
Phone Number.....550
Transmitter Location ..1615 South Main St.
Time on the Air.....6 a.m. to 11 p.m.;
Sundays, 8 a.m. to 11 p.m.

Representative....George P. Hollingberry Co.
Transcription Service.....World, SESAC
Membership.....BMB

Personnel

President.....Walter C. Bridges
Station Manager.....Greg Rouleau
Program Director.....Harry Wills

W H B L

SHEBOYGAN—EST. 1924

ABC

WISCONSIN NETWORK

Frequency: 1330 Kc...Power: 1000 d.; 250 n.;
Owned-Operated By..... Press Publishing
Business Address626-636 Center Ave.
Phone Number1900

Studio Address.....Press Building
Transmitter LocationHighway No. 141
Time on the Air.....7:00 a.m. to 11 p.m.
Newspaper AffiliationSheboygan Press
News Service.....AP
Transcription Service.....World Broadcasting
Membership.....NAB, BMB

Personnel

Executive Director.....A. Matt Werner
General Manager,
Sales-Commercial Manager....G. P. Richards
Chief Engineer.....Herbert J. Mayer
Record MC.....Al O'Brien

W L B L*

STEVENS POINT—EST. 1924

Frequency: 930 Kc.....Power: 500 Watts D.
Owned By.....Department of Agriculture
Operated by ..Wisconsin Department of Agriculture

Business Address..... Stevens Point
Phone Number.....525
Studio AddressState Teachers College
Transmitter Location ...Auburndale, Wisconsin
Time on the Air.....Daytime only
News Service.....UP

Personnel

Director.....Milton M. Button
Station Manager.....F. R. Calvert
Program Director.....Jack D. Gear
Chief Engineer.....Walter Ninneman

**Non-Commercial Station*

W D S M

SUPERIOR—EST. 1939

AMERICAN BROADCASTING CO.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ridson, Inc.
AddressAndroy Hotel
Phone Numbers.....4451-4452
Time on the Air.....6:30 a.m. to midnight
Newspaper Affiliation.....Duluth Herald-
New Tribune
News Service.....AP
Transcription Service.....Langworth
Representative.....Free and Peters

Personnel

President-Owner.....Robert T. Ridder
Station Manager.....Carl Bloomquist
Chief Engineer.....Mel Lasky

W S B R *
SUPERIOR

Frequency: 1490 Kc.....Power: 250 Watts
PermitteeWFOB, Inc.

*C.P.

W A U X

WAUKESHA—EST. 1946

Frequency: 1510 Kc.....Power: 250 Watts D.
Owned-Operated By.....Waukesha Broad-
casting Co.

Business Address.....319 W. Main St.
Phone Number.....6619
Transmitter Location.....Highway 18
Time on the Air.....6:30 a.m. to sunset
News Service.....AP

Personnel

President.....Carl Taylor
General Manager.....Mig Figi

W S A U

WAUSAU—EST. 1937

COLUMBIA
WISCONSIN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northern Broadcast-
ing Co., Inc.

Address125 Third Street

Phone Number 6521
Transmitter Location 125 Third Street
Time on the Air.....6:30 a.m. to 11:05 p.m.
News Service.....UP, AP
Transcription Service World
Representative.....Howard H. Wilson Co.
Membership BMB

Personnel

PresidentWilliam E. Walker
General Manager.....Ben F. Hovel
Commercial Manager.....J. W. Killeen
Chief Engineer.....Roland W. Richardt

W F H R

WISCONSIN RAPIDS—EST. 1940

MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....William F. Huffman
Address.....143 West Grand Ave.
Phone Number 1340
Transmitter Location 1500 Bonow Ave.
Time on the Air.....6:30 a.m. to 10:30 p.m.
Newspaper Affiliation.....Wisconsin Daily
News Service AP
Transcription Service Thesaurus
Membership NAB, BMB

Personnel

OwnerWilliam F. Huffman
General Mgr.....
Sales Promotion Mgr.....George T. Frechette
Chief Engineer.....Victor W. Nickel

WYOMING

*Estimated Population, 258,531—Radio Homes, 67,225
Stations in State—8*

K D F N

CASPER—EST. 1930

KEYSTONE—MUTUAL—INTERMOUNTAIN
Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.... Donald L. Hathaway
Address1st and Lennox Streets
Phone Number 407
Transmitter Location 1st and Lennox Sts.
Time on the Air Unlimited license
News ServiceUP
Transcription Service..... Langworth
Representative..... Sear & Ayer, Inc. for
Chicago Intermountain Network by Avery
Knoedel, Inc.

Personnel

General Manager..... Donald L. Hathaway

Sales Manager.....Frederic Hufsmith
Chief Engineer.....D. L. Hathaway

K V O C

CASPER—EST. 1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned and Operated By.....Casper Tribune-
Herald
Address1540 S. Wolcott St.
Time on the Air.....Full Time License

Personnel

Station Manager.....E. E. Hanway
Commercial Manager.....William P. Gillin

K F B C

CHEYENNE—EST. 1940

AMERICAN BROADCASTING CO.

Frequency: 1240 Kc.Power: 250 Watts
Owned-Operated By.....Frontier Broadcasting Co.

AddressPlains Hotel
Phone Number 4461
Transmitter Location3rd and Evans
Time on the Air.....6 a.m. to midnight
Newspaper AffiliationWyoming Eagle;
Wyoming State Tribune
News Service UP
Transcription Service.....NBC Thesaurus
RepresentativeW. G. Rambeau Co.
MembershipNAB, BMB

Personnel

PresidentTracy S. McCracken
General Mgr.-Station Mgr.....Wm. C. Grove
Sales Manager.....Frank Flynn
Sales Promotion Manager.....Max Young
Program Director.....Dale Sunderland
Publicity Director.....Margaret O'Brien
Chief Engineer.....Clark Grove

K O D I *
CODY

Frequency: 1400 Kc.....Power 250 Watts
PermitteeBig Horn Basin Broadcasting Co.

*C.P.

K P O W

POWELL—EST. 1941

KBS

MUTUAL BROADCASTING SYSTEM

INTERMOUNTAIN AND WYOMING NETWORK

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By.....Albert J. Meyer
Address Powell
Phone Number 222
Studio Address.....7th and Hamilton Sts.
Transmitter Location7th & Hamilton Sts.
Time on the Air.....6 a.m. to 10 p.m.
News Service.....UP
Transcription Service.....M. M. Cole, SESAC
Representatives Sears & Ayer
MembershipNAB, BMB

Personnel

Owner-General Manager.....A. J. Meyer
Sales Promotion Manager.....Del Brandt
Chief Engineer.....Del Brandt

K V R S

ROCK SPRINGS—EST. 1938

MUTUAL BROADCASTING

KBS—INTERMOUNTAIN NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Wyoming Broadcast-
ing Company

Address1307 Wyoming Street
Phone Number.....93 and 94
Transmitter Location.....1307 Wyoming St.
Time on the Air..... 15 hours
News Service.....AP
Transcription Service..... Standard
MembershipNAB, BMB

Personnel

President.....Marjorie L. McCracken
Production Manager.....Michael Reid
Publicity Director.....Imogene Parr
Chief Engineer.....Archie W. Buchanan

K W Y O

SHERIDAN—EST. 1934

KBS

MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN AND WYOMING

Frequency: 1410 Kc....Power: 1000 d., 500 n.
Owned-Operated By.Bighorn Broadcasting Co.
Business Address19 North Main St.
Phone Number..... 601-602
Transmitter Location....½ mile N.W. Sheridan
Time on the Air..... 6 a.m. to 11 p.m.
News ServiceUP
Transcription ServiceLang-Worth
RepresentativeSears & Ayer, Inc.
MembershipNAB, BMB

Personnel

PresidentR. E. Carroll
General Mgr.-Station Mgr.....Jim Carroll
Chief Engineer.....Bob Crosthwaite
Record MC.....Don Huffacker

K W O R
WORLAND

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Joseph P. Ernst
AddressBox 92
Phone Number308
Time on the Air.....7 a.m. to 11 p.m.

Personnel

Owner-General ManagerJoseph P. Ernst
Chief EngineerJoseph P. Ernst



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, on 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 plus KENI will be 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
5,000 watts—550 kc.

KFAR

Fairbanks
10,000 watts—660 kc.

Owned and Operated By
MIDNIGHT SUN BROADCASTING CO.
Fairbanks, Alaska

National Adv. Mgr.
GILBERT A. WELLINGTON
1011 American Bldg., Seattle 4, Wash.

TERRITORIES — — POSSESSIONS

Alaska

KENI*

ANCHORAGE—EST. 1947

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By..Midnight Sun Broadcast-
ing Co.
Time on the Air.....Unlimited
AddressFairbanks, Alaska
RepresentativeGilbert Wellington

Personnel

President.....Austin E. Lathrop
General Manager.....Alvin O. Bramstedt

*(Scheduled to go on air Oct. 1, 1947)

KFQD

ANCHORAGE—EST. 1924

KEYSTONE BROADCASTING SYSTEM
ALASKA BROADCASTING SYSTEM

Frequency: 790 Kc.....Power: 1000 Watts
(CP-5000)
Owned By.....The Alaska Broadcasting Co.
Operated By.....William J. Wagner
Address.....Box 1040
Phone NumberMain 143
Studio Address412 Fourth Avenue
Transmitter LocationAnchorage
(CP-3½ miles from Anchorage)
Time on the Air.....Unlimited
News ServiceAP
Transcription Service...Long-Worth, Keystone
Representative.....Pan American Broadcast-
ing Co.

Personnel

President.....William J. Wagner
General Manager.....William J. Wagner
Station Manager.....Kenneth B. Laughlin
Commercial Manager.....Kenneth Laughlin
Merchandising Manager...Kenneth Laughlin
Program Director.....Jay Scuter
Production Manager.....Jay Stauter
Publicity Director.....Kenneth Laughlin
Chief Announcer.....William Murray
Chief Engineer.....William J. Wagner
Record MC's.....Bob Sprattin, Don Courtney
See Page 670

KFAR

FAIRBANKS—EST. 1939

ARMED FORCES RADIO SERVICE

Frequency: 660 Kc.....Power: 10000 Watts
Owned-Operated By.....Midnight Sun Broad-
casting Co.
Address.....Box 910
Phone NumberEast 380
Studio Address.....Lathrop Bldg.
Transmitter Location.....Farmer's Loop Rd.
Time on the Air.....7 a.m. to midnight;
Sunday: 12 noon to midnight
Newspaper Affiliation.....Fairbanks Daily
News Miner
News ServicePA
Transcription Service.....World
RepresentativeGilbert Wellington
MembershipNAB

Personnel

President.....Austin E. Lathrop
General Manager.....Alvin O. Bramstedt
Program Director.....Allan B. Walker
Publicity Director.....Jay Bickel
Chief Announcer.....Ed Stevens
Musical Director.....Don Adler
Chief Engineer.....August G. Hiebert

KINY

JUNEAU—EST. 1935

ALASKA BROADCASTING SYSTEM

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....Edwin A. Kraft
Business Address.....Box 2597, Juneau;
708 American Building, Seattle, Wash.
Phone Number197 (Juneau); Elliott
5488 (Seattle)
Transmitter Location, South Franklin St., Juneau
Time on the Air.....8 a.m. to 1 a.m.
News ServiceAP
Transcription Service.....C. P. MacGregor;
Standard
Representative.....Northwest Radio Adv.,
Homer Griffith; Pan-American
MembershipNAB

Personnel

OwnerEdwin A. Kraft
General and
Station Manager.....Henry M. Hogue
Program Dir.-Chief Announcer...Richard Peter
Chief Engineer.....Lucian Armour

Introducing . . .

the ALASKA BROADCASTING SYSTEM

Alaska's only network covers all of Alaska's primary markets



KFQD ANCHORAGE
5000 w. • 790 kc.

KINY JUNEAU
5000 w. • 930 kc.

KTKN KETCHIKAN
1000 w. • 1460 kc.

Three great stations have combined as a network to give maximum coverage of Alaska's market centers. These are markets with . . .

PURCHASING POWER—the annual per capita income exceeds \$2000.

PURCHASING DESIRE—Alaska imports all consumer merchandise from the United States since it produces little for home consumption.

PURCHASERS—KFQD, KINY, KTKN programs are heard by more than seventy-five per cent of the Alaskan population.

National Representatives

PAN AMERICAN

BROADCASTING COMPANY

330 Madison Avenue

New York 17, N. Y.

Telephone: Murray Hill 2-0810

ALASKA

K T K N

KETCHIKAN—EST. 1942

Frequency: 930 Kc.....Power: 1000 Watts
 Owned-Operated By.....Edwin A. Kraft
 AddressBox 1308
 708 American Bldg., Seattle, Wash.
 Transmitter Location.....Ketchikan
 Time on the Air: 8 a.m. to 10:30 p.m.; Satur-
 day: 8 a.m. to midnight.
 News ServiceAP
 Transcription Service.....Standard, NBC
 Thesaurus, MacGregor
 Representatives...Northwest Radio Adv. Co.
 MembershipNAB

Personnel

President and Gen. Mgr.....Edwin A. Kraft
 Station Manager.....Albert E. Lytle
 Chief Engineer.....Herbert L. Foster

K O D K *

KODIAK

Frequency: 1239 Kc.....Power: 250 Watts
 Permittee.....Edwin A. Kraft
 *C.P.

Hawaii

K H B C

HILO—EST. 1936

CBS—MBS

HAWAIIAN BROADCASTING SYSTEM

Frequency: 1230 Kc.....Power: 250 Watts
 Owned-Operated By...Hawaiian Broadcast-
 ing System, Ltd.
 Address1285 Kalaniole Ave.
 Transmitter Location.....Hilo
 Time on the Air... ..Unlimited license
 Transcription Service: C. P. MacGregor; World
 Broadcasting System
 RepresentativeJohn Blair & Co.

Personnel

General ManagerJ. Howard Worrall
 Station Manager.....Al Green

K G M B

HONOLULU—EST. 1929

CBS

HAWAIIAN BROADCASTING SYSTEM

Frequency: 590 Kc.....Power: 5000 Watts
 Owned By Hawaiian Broadcasting System,
 Limited
 Address1534 Kapiolani Blvd.
 Phone Number2323
 Transmitter Location 1534 Kapiolani Boulevard
 Time on the Air.....6 a.m. to 1 a.m.
 News ServiceUP
 Transcription ServiceWorld Broadcasting
 System; Associated Music Publishers; Stand-
 ard
 RepresentativeJohn Blair & Co.
 MembershipNAB

Personnel

President, General Manager,
 Station Manager.....J. Howard Worrall
 Commercial Manager.....Robert L. Dick
 Program Director.....Owen Cunningham
 Production Manager.....Bert Winn
 Chief Engineer.....Ernest L. Lindemann

K G U

HONOLULU—EST. 1922

NBC-ABC

Frequency: 760 Kc.....Power: 2500 Watts
 Licensee:...Marion A. Mulrony & Advertiser
 Publishing Co., Ltd.
 Owned By....Advertiser Publishing Co., Ltd.
 AddressAdvertiser Square
 Transmitter LocationAdvertiser Square
 Time on the Air.....6 a.m. to 11 p.m.
 Newspaper Affiliation ...Honolulu Advertiser
 Lang-Worth
 RepresentativeThe Katz Agency

Personnel

President.....Lorrin P. Thurston
 General Manager.....M. A. Mulrony

K H O N

HONOLULU

DON LEE—MUTUAL

Frequency: 1400 Kc.....Power: 250 Watts
 Owned-Operated By.....Alaha
 Broadcasting Co., Ltd.
 Address3175 Noela Drive
 Time on the Air.....Full Time License
 RepresentativeAvery-Knodel, Inc.

K P O A

HONOLULU—EST. 1946

Frequency: 630 Kc.....Power: 5000 Watts
 Owned-Operated By...Inland Broadcasting Co.
 Address.....P. O. Box 3499
 Phone Number.....Honolulu 92761 or 94554
 Transmitter Location.....Kapiolani Blvd. and
 Date St.

Time on the Air.....5:30 a.m. to 12 midnight;
 Sunday: 7 a.m. to 12 midnight
 News ServiceAP
 Transcription Service.....Lang-Worth
 RepresentativeEdward Petry & Co.
 Membership NAB

Personnel

Partners.....H. C. Putnam, J. D. Keating,
 J. E. McCaw
 General Manager.....Henry C. Putnam
 Sales Manager (Local).....Harry F. Cooper
 Sales Manager (National).....Richard S. Downie
 Merchandising Manager.....Richard S. Downie
 Program Director.....Don E. Klein
 Production Manager.....Larry Grant
 Chief Engineer.....James R. Bird

K U L A

HONOLULU—EST. 1946

ABC

Frequency: 690 Kc.....Power: 10,000 Watts
 Owned-Operated By...Pacific Frontier Broad-
 casting Co., Ltd.
 Address.....P. O. Box 1479
 Studio Address.....1525 Kapiolani Blvd.
 Transmitter Location.....4617 Kalaniana'ole
 (Highway near Waialae Golf Course)
 Time on the Air.....6 a.m. to 1 a.m.
 News Service.....UP
 Transcription Service.....Capitol
 Membership NAB

Personnel

President.....Harold T. Kay
 General Manager.....Frank V. Webb
 Chief Engineer.....Homer R. Johnson

K T O H

LIHUE, KAUAI—EST. 1940

CBS—HBS

Frequency: 1490 Kc.....Power: 250 Watts
 Owned-Operated By.....Garden Island Pub-
 lishing Co.
 Address.....Box 1748
 Phone Number.....261, 361

Transmitter Location.....Lihue, Kauai
 Time on the Air.....6:30 a.m. to 10:45 p.m.
 Newspaper Affiliation.....Garden Island
 News ServiceUP
 Transcription Service.....Standard
 National Sales Office.....John Blair & Co.
 Membership NAB

Personnel

President and General Mgr.....Charles J. Fern
 Sales Manager.....John P. Needham
 Program Director.....Raymond K. Sasaki
 Chief Engineer.....Katashi Nose

K M V I

WAILUKU, MAUI—EST. 1946

MUTUAL—DON LEE

Frequency: 550 Kc.....Power 1000 Watts
 Owned-Operated By...Maui Publishing Co., Ltd.
 Address.....P. O. Box 374
 Phone Number.....Wailuku 981
 Transmitter Location.....Kaahumanu Ave.
 Time on the Air.....5 a.m. to 12 midnight
 Newspaper affiliation.....Maui News
 News ServiceUP
 Transcription Service...Standard, Lang-Worth,
 Cole, MacGregor
 RepresentativeThe Walker Co.
 Membership NAB

Personnel

President.....J. Walter Cameron
 General Manager.....Ezra J. Crane
 Station Manager.....Richard E. Mawson
 Sales Manager.....Charles C. Young
 Program Director.....Richard E. Mawson
 Chief Engineer.....T. C. Frerichs

For the best in news . . .

AP

The Link of the Americas

WNEL

SAN JUAN, PUERTO RICO

**NOW ON THE AIR WITH
A NEW DIRECTIONAL ANTENNA**

5000 Watts

— **Full Time** —

860 Kc

N.B.C. AFFILIATE

WNEL

JUAN PIZA

**New York Office:
470 Park Avenue**

ELdorado 5-6788

Puerto Rico

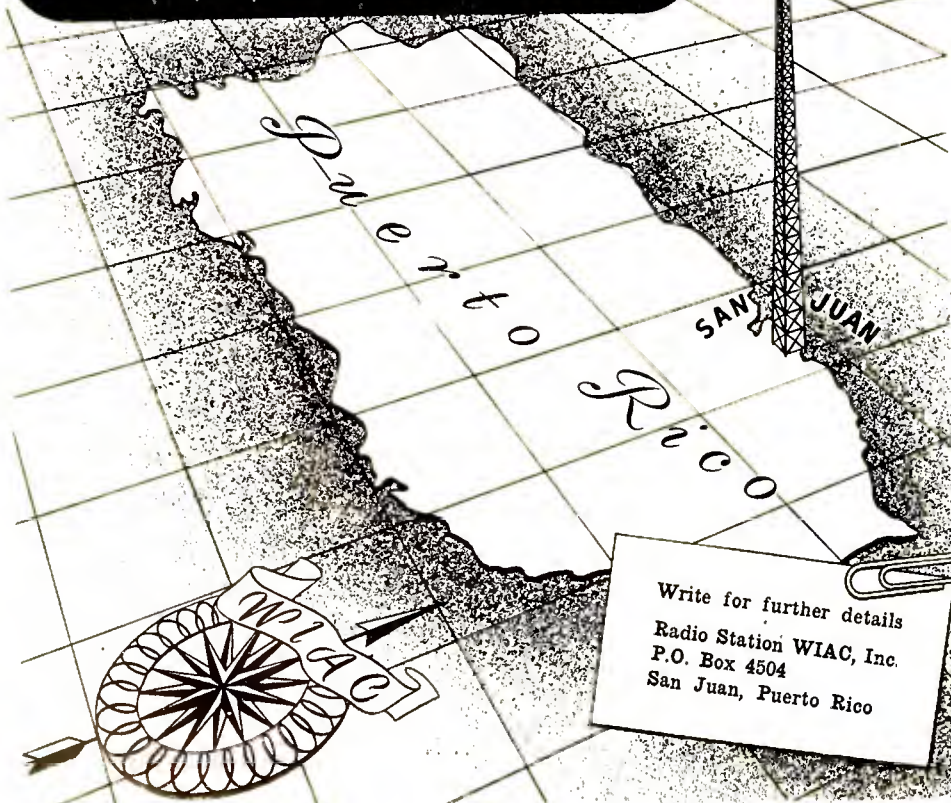
**IS MORE THAN JUST AN ISLAND
SURROUNDED BY WATER . . .**

Here indeed is a market that should not be overlooked. There are 2,000,000 **American Citizens** in PUERTO RICO. Their yearly purchases from the United States amount to the impressive figures of \$225,000,000.00. And more impressive is the fact that their preferred dial spot is WIAC. WIAC offers **Full Coverage of Puerto Rico, The Virgin Islands** as well as partial coverage of all the West Indies.

WIAC

5000 WATTS

580 K C



Write for further details
Radio Station WIAC, Inc.
P.O. Box 4504
San Juan, Puerto Rico

Puerto Rico

WKVM*

ARECIBO—EST. 1944

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....American Colonial
Broadcasting Co.

* Did Not Return Questionnaire.

(CALL LETTERS TO BE ASSIGNED)
ARECIBO*

Frequency: 1280 Kc.....Power: 1000 Watts
Permittee.....Caribbean Broadcasting Co.

*C.P.

WKJB

MAYAGUEZ—EST. 1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Jose Bechara, Jr.
Address.....Minerva St. No. 8, Box 1293
Phone Number.....983
Transmitter Location.....Guamajibo Rd. K-1-H-9
Time on the Air.....15 hours daily

Personnel

Owner.....Jose Bechara, Jr.
General Manager.....Jaime Sanjurjo
Production Manager.....A. Basora
Chief Engineer.....Ralph P. Perry

W P R A

MAYAGUEZ—EST. 1937

Frequency: 990 Kc.....Power: 5000 d. 1000 u.
Owned-Operated By.....Puerto Rico Advt. Co.
Address.....McKinley St.
Phone Number.....269
Transmitter Location.....Sabanetas
Time on the Air.....Unlimited license
Membership.....NAB

Personnel

President and Gen. Mgr.....Andres Camara
Station Manager.....Luis Freyre
Program Director.....Virginia Di Cristina
Production Manager.....Pedro Ojeda
Publicity Director.....Maria Alvarez De Moran
Chief Announcer.....Manuel Ramirez
Musical Director.....Virginia Di Cristina
Chief Engineer.....Luis Freyre
Record MC.....Manuel Ramirez

W P B P*

MAYAGUEZ

Frequency: 1450 Kc.....Power: 250 Watts
Permittee.....Paradise Broadcasting Co.

*C.P.

(CALL LETTERS TO BE ASSIGNED)
MAYAGUEZ*

Frequency: 1490 Kc.....Power: 250 Watts
Permittee.....Electronic Corp. of P. R.

*C.P.

W P A B

PONCE—EST. 1939

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By...Portorican American
Broadcasting Co., Inc.

Address.....17 Leon St.
Phone Number.....783 & 1177
Transmitter Location, Carretera Los Pampanos,
Playa de Ponce

Time on the Air....7 a.m. to 11 p.m. Sundays;
6:15 a.m. to 11 p.m. weekdays

News Service.....AP
Transcription Service.....BMI

Personnel

Gen. Mgr.-Station Mgr....A. Gimenez Aguayo
Sales Manager.....Antonio Miro
Chief Announcer.....Jose R. Diaz
Musical Director.....Domingo Colon Suris

(See Page 676)

W P R P

PONCE—EST. 1936

Frequency: 1420 Kc.....Power: 250 Watts
Owned-Operated By...Voice of Puerto Rico, Inc.
Address.....P. O. Box 430
Transmitter Location.....Trujillo St.

Time on the Air.....7 a.m. to 10:30 p.m.;
Saturday: 7 a.m. to 11 p.m.; Sunday: 8 a.m.
to 10:30 p.m.

Membership.....NAB

Personnel

President.....Andres Grillasca
Commercial Manager...Jose Ramon Rodriguez

W A P A

SAN JUAN—EST. 1946

MUTUAL—ABC

Frequency: 680 Kc.....Power: 10,000 Watts
Owned By.....Jose Ramon Quinones

W A P A

"THE VOICE OF THE CARIBBEAN"

680 kc — San Juan, Puerto Rico — 10,00 watts

FIRST

in

POWER

PROGRAMS

PERFORMANCE

You reach *all* of Puerto Rico . . . and more* with

W A P A

- Puerto Rico is the \$200,000,000 market in the Caribbean where the Americas meet.
- Puerto Rico has more radios per 1,000 people than any country in the Caribbean.
- WAPA is Puerto Rico's newest and strongest station—10,000 watts.
- WAPA reaches all Puerto Rico and beyond to the shores of South and Central America.

Represented by
PAUL H. RAYMER COMPANY

José Ramón Quiñones
Owner

Harwood Hull, Jr.
General Manager

Address P. O. Box 4563
 Phone Number..... 2-4271
 Studio Address... Stop 6½ Ponce de Leon Ave.
 Transmitter Location..... Guaynabo, P. R.
 Time on the Air..... 6 a.m. to 11:30 p.m.
 News Service..... AP
 Transcription Service..... Thesaurus

Personnel

Owner Jose Ramon Quinones
 General Manager..... Harwood Hull, Jr.
 Chief Engineer... Rafael Acosta, Hector Moll
 (Studio)

W I A C

SAN JUAN—EST. 1941

Frequency: 580 Kc..... Power: 5000 Watts
 Owned-Operated By.. Radio Station WIAC, Inc.
 Business Address..... P. O. Box 4504
 Studio Address..... Stop 11, Santurce, P. R.
 Transmitter Location..... Carolina Rd.,
 3 miles east of San Juan
 Time on the Air..... Unlimited
 News Service AP
 Transcription Service Standard Radio
 Representative..... West Indies Advt. Co.

Personnel

Owner Mrs. Enrique Abarca
 General Mgr. Station Mgr..... Tomas Muniz
 Commercial Manager..... J. V. Aguirre
 Program Director..... Rafael H. Benitez
 Chief Announcer... Osvaldo Torres Velazquez
 Musical Director..... Jose Raul Ramirez
 Chief Engineer..... Alfonso Sanchez
 Record MC..... Rafael H. Benitez
 (See Page 674)

W K A Q

SAN JUAN—EST. 1922

COLUMBIA BROADCASTING SYSTEM

Frequency: 620 Kc..... Power: 5000 Watts
 Owned-Operated By.... Radio Corporation of
 Porto Rico
 Address Box 3746
 Phone Number..... 2-2023
 Studio Address..... 30 Tetuan St.
 Transmitter Location..... Sabana Llana
 Time on the Air..... 6:45 a.m. to 11:30 p.m.
 News Service AP
 Representative Melchor Guzman Co., Inc.
 Membership NAB

Personnel

General Manager..... Edward J. Powell
 Station Manager Manuel Ochoa
 Sales Manager..... Jose C. Irizarry
 Merchandising Manager..... E. J. Powell

Program Director..... Manuel Ochoa
 Chief Engineer..... Angel P. del Valle

W N E L

SAN JUAN—EST. 1934

NATIONAL BROADCASTING CO.

Frequency: 1320 Kc..... Power: 5000 Watts
 Owned-Operated By..... Juan Piza
 Address..... No. 258 Brau St.
 Phone Numbers..... 2-1300; 2-1309
 Transmitter Location..... Isla Verde
 Time on the Air..... 6 a.m. to 12 midnight
 News Service..... UP
 Transcription Service..... Lang-Worth, World
 Representative J. Piza

Personnel

Owner Juan Piza
 General Manager..... Oscar H. Romaguera
 Commercial Manager..... Rudolfo Blanco
 Sales Promotion Mgr..... Camilo Fraticelli
 Program Director..... Maria Teresa Padilla
 Production Manager..... James Deig
 Chief Announcer..... Luis E. Marrero
 Musical Director..... E. Torruellas
 Chief Engineer..... William H. Greer

(See Page 673)

NEWS COMMENTATOR

PRODUCER-ANNOUNCER

EMILY AULL

Musical America

and

SPANISH PROGRAM

PRELUDIO



WARNER AULL

ANNOUNCER

OF SPANISH PROGRAMS

SAN JUAN, PUERTO RICO